Government of Canada / Gouvernement du Canada

Continuous Qualitative Data Collection of Canadians' Views – April 2026

Final Report

Prepared for the Privy Council Office
Supplier name: The Strategic Counsel
Contract number: CW2241412
Contract value: $2,444,223.90
Award date: December 19, 2022
Delivery date: June 9th, 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

Continuous Qualitative Data Collection of Canadians' Views

Final Report

Prepared for the Privy Council Office
Supplier Name: The Strategic Counsel
April 2026

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 seventh 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 April 1st, 2026, and April 29th, 2026.

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

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from the Privy Council Office. For more information on this report, please contact the Privy Council Office at: por-rop@pco-bcp.ca or at:

Privy Council Office
Blackburn Building
85 Sparks Street, Room 228
Ottawa, Ontario K1A 0A3

Catalogue Number:
CP12-4E-PDF

International Standard Serial Number (ISSN):
ISSN 2816-9360

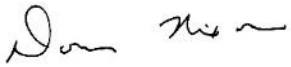
Related publications (registration number: POR-053-22):
CP12-4F-PDF (Final Report, French)
ISSN 2816-9379

© His Majesty the King in Right of Canada, 2026

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: June 9th, 2026

Donna Nixon, Partner
The Strategic Counsel

THE STRATEGIC COUNSEL

Table of Contents

Executive Summary **6**

Introduction 6

Methodology 7

Key Findings 9

- Government of Canada in the News (Quebec Aged 18-34, Greater Montreal Area, Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54, Regina Aged 35-54, Lower Mainland British Columbia, Central Ontario, Alberta Aged 45+) 9
- Government of Canada Priorities and Performance (Greater Montreal Area, Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54, Regina Aged 35-54, Atlantic Canada Aged 18-34, Lower Mainland British Columbia, Montérégie Region Quebec, Central Ontario, Alberta Aged 45+) 9
- The Economy and Spring Economic Update (Lower Mainland British Columbia, Montérégie Region Quebec) 10
- Grocery Code of Conduct (Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54) 11
- High-Speed Rail (Greater Montreal Area, Peel and York Regions Ontario Aged 35-54) 12
- Contrecoeur Container Terminal Project (Greater Montreal Area) 12
- Pipelines and Oil Tanker Moratorium (Greater Victoria Area Aged 35-54, Regina Aged 35-54) 13
- Nature Strategy (Greater Montreal Area, Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54) 14
- Civic Corps (Regina Aged 35-54) 16
- Artificial Intelligence (Regina Aged 35-54, Atlantic Canada Aged 18-34, Lower Mainland British Columbia, Montérégie Region Quebec) 16
- Youth Program Name Testing (Quebec Aged 18-34, Prairies, Atlantic Canada Aged 18-34, Montérégie Region Quebec) 17
- Workforce Action Plan Name Testing (Major Centres Ontario) 20
- Housing Advertising Testing (Quebec Aged 18-34) 20
- Canadian Dental Care Plan Advertising Testing (Quebec Aged 18-34, Atlantic Canada Aged 18-34) 22
- Climate Advertising Testing (Central Ontario, Alberta Aged 45+) 23
- Safe Communities Advertising Testing (Central Ontario, Alberta Aged 45+) 25

Detailed Findings **26**

Timeline of April 2026 Announcements 27

Government of Canada in the News (Quebec Aged 18-34, Greater Montreal Area, Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54, Regina Aged 35-54, Lower Mainland British Columbia, Central Ontario, Alberta Aged 45+) 30

Government of Canada Priorities and Performance (Greater Montreal Area, Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54, Regina Aged 35-54, Atlantic Canada Aged 18-34, Lower Mainland British Columbia, Montérégie Region Quebec, Central Ontario, Alberta Aged 45+) 31

The Economy and Spring Economic Update (Lower Mainland British Columbia, Montérégie Region Quebec) 36

Grocery Code of Conduct (Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54) 38

High-Speed Rail (Greater Montreal Area, Peel and York Regions Ontario Aged 35-54) 39

Contrecoeur Container Terminal Project (Greater Montreal Area) 41

Pipelines and Oil Tanker Moratorium (Greater Victoria Area Aged 35-54, Regina Aged 35-54) 42

Nature Strategy (Greater Montreal Area, Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54) 45

Civic Corps (Regina Aged 35-54) 48

Artificial Intelligence and Copyrighted Work (Regina Aged 35-54, Atlantic Canada Aged 18-34, Lower Mainland British Columbia, Montérégie Region Quebec) 49

Youth Program Name Testing (Quebec Aged 18-34, Prairies, Atlantic Canada Aged 18-34, Montérégie Region Quebec) 53

Workforce Action Plan Name Testing (Major Centres Ontario) 58

Housing Advertising Testing (Quebec Aged 18-34) 60

Canadian Dental Care Plan Advertising Testing (Quebec Aged 18-34, Atlantic Canada Aged 18-34) 63

Climate Advertising Testing (Central Ontario, Alberta Aged 45+) 67

Safe Communities Advertising Testing (Central Ontario, Alberta Aged 45+) 70

Appendices 72

Appendix A – Recruiting Scripts 73

April 2026 English Recruiting Script 74

April 2026 French Recruiting Script 85

Appendix B – Discussion Guides 94

April 2026 English Moderator's Guide 95

April 2026 French Moderator's Guide 113

Appendix C – Visual Concepts 133

Pipelines and Oil Tanker Moratorium 134

Housing Advertising Testing 135

Canadian Dental Care Plan Advertising Testing 137
Climate Advertising Testing 139
Safe Communities Advertising Testing 140

THE STRATEGIC COUNSEL

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 April 1st, 2026, and April 29th, 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 the Grocery Code of Conduct, the Contrecoeur Container Terminal Project, the Alto High-Speed Rail initiative, and the potential construction of a new oil pipeline from Alberta to the west coast of British Columbia (B.C.). Some groups also took part in discussions related to Canada's economy and the federal government's recent Spring Economic Update, while others focused on topics such as the Government of Canada's new Nature Strategy, the potential creation of a Canadian youth civic corps, and the impact of artificial intelligence (AI) on existing legislation related to copyrighted work. Many groups also shared what they had seen, read, or heard about the Government of Canada in recent days.

Additionally, some groups shared their perspectives regarding marketing campaigns that had been developed by the Government of Canada to advertise programs and initiatives such as the Canadian Dental Care Plan (CDCP), Build Canada Homes, federal efforts to mitigate the impacts of climate change, and actions from the Government of Canada to increase the safety of Canadian communities. A few groups also provided their opinions related to taglines and slogans that had been developed for

the federal government's new Workforce Action Plan as well as proposed names for a series of civic engagement and skills training programs that were being developed for young 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 age ranges such as individuals aged 18 to 34, 35 to 54, and 45 years of age and older.

Detailed Approach

- Twelve groups were conducted across various regions in Canada.
- Six groups were conducted among the general population residing in the Greater Montreal Area (GMA), major centres in Ontario, the Prairies, Lower Mainland British Columbia (B.C.), the Montérégie region of Quebec, and Central Ontario.
- The other groups were conducted among key subgroups including:
    - Individuals aged 18 to 34 residing in Quebec;
    - Individuals aged 35 to 54 in the Peel and York regions of Ontario;
    - Individuals aged 35 to 54 residing in the Greater Victoria Area;
    - Individuals aged 35 to 54 in Regina;
    - Individuals aged 18 to 34 in Atlantic Canada; and
    - Individuals 45 years of age and older residing in Alberta.
- The groups based in Quebec were conducted in French. All other groups were conducted in English.
- All groups for this cycle were conducted online.
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend.
- Across all locations, 91 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium of $125.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EDT)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
April 2026						
Quebec	1	**FR**	Wed, Apr 1st	6:00-8:00 PM	Individuals aged 18-34	8
Greater Montreal Area	2	**FR**	Tues, Apr 7th	6:00-8:00 PM	General Population	7
Major Centres Ontario	3	**EN**	Wed, Apr 8th	6:00-8:00 PM	General Population	8
Prairies	4	**EN**	Thurs, Apr 9th	8:00-10:00 PM	General Population	7
Peel and York Regions Ontario	5	**EN**	Tues, Apr 14th	6:00-8:00 PM	Individuals aged 35-54	8
Greater Victoria Area	6	**EN**	Wed, Apr 15th	9:00-11:00 PM	Individuals aged 35-54	8
Regina	7	**EN**	Thurs, Apr 16th	8:00-10:00 PM	Individuals aged 35-54	8
Atlantic Canada	8	**EN**	Tues, Apr 21st	5:00-7:00 PM	Individuals aged 18-34	7
Lower Mainland British Columbia	9	**EN**	Wed, Apr 22nd	9:00-11:00 PM	General Population	8
Montérégie Region Quebec	10	**FR**	Thurs, Apr 23rd	6:00-8:00 PM	General Population	8
Central Ontario	11	**EN**	Tues, Apr 28th	6:00-8:00 PM	General Population	6
Alberta	12	**EN**	Wed, Apr 29th	8:00-10:00 PM	Individuals aged 45 and older	8
Total number of participants						**91**

Key Findings

Government of Canada in the News (Quebec Aged 18-34, Greater Montreal Area, Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54, Regina Aged 35-54, Lower Mainland British Columbia, Central Ontario, Alberta Aged 45+)

Ten 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 that it would be temporarily suspending the federal fuel excise tax on gasoline, diesel, and aviation fuels, the creation by the federal government of the Canada Strong Fund, and the announcement by the Bank of Canada that it would be maintaining its policy interest rate at 2.25 per cent.

Participants also recalled an announcement by Immigration, Refugees, and Citizenship Canada (IRCC) that it would be introducing co-payments for supplemental health products and services for eligible people (beneficiaries) covered under the Interim Federal Health Program (IFHP), the successful completion of the Artemis II lunar mission which represented the first time that a Canadian Space Agency (CSA) astronaut had participated in this type of mission, the announcement that Canada had been selected as the headquarters for the establishment of a new Defence, Security, and Resilience Bank (DSRB), and the release by the Government of Canada of its Spring Economic Update, which was tabled on April 28th, 2026.

A number of announcements and initiatives were also recalled related to the Government of Canada's activities on the global stage. These included the ongoing response by the Government of Canada to tariffs imposed by the United States (U.S.) on a wide range of Canadian-made goods and products, continued efforts by the federal government to diversify Canada's trade relationships with reliable partners on the international stage, the Government of Canada's response to actions by the U.S. and Israel against Iran, and an announcement that Canada had 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.

Government of Canada Priorities and Performance (Greater Montreal Area, Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54, Regina Aged 35-54, Atlantic Canada Aged 18-34, Lower Mainland British Columbia, Montérégie Region Quebec, Central Ontario, Alberta Aged 45+)

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.

A number of areas were identified by participants where they felt the federal government had been performing well. These included Canada's relationship with the U.S., including its response to the widespread tariffs that the U.S. had imposed on a range of Canadian-made goods and products, as well as what was perceived as the Government of Canada's efforts to strengthen and diversify its (non-U.S.) relationships on the international stage, including with countries such as China, India, and nations in the European Union (EU). Participants also spoke positively of the Government of Canada's efforts to provide a wide range of supports and benefits to Canadians, its continued protection and promotion of values such as diversity and inclusiveness throughout the country, and actions that it had taken to strengthen Canada's national defence capabilities, including in regions such as the Arctic.

Participants expressed a range of positive and negative views on a number of issues. These included health care, child care, and investments by the Government of Canada towards the construction of nation-building infrastructure projects across the country. Related to the latter, while a number liked that the Government of Canada had been focused on the construction of major infrastructure projects such as the Alto High-Speed Rail line, some expressed the view that there needed to be greater urgency when it came to the approval and construction of projects, such as oil pipelines, that participants believed would serve to strengthen Canada's economy going forward.

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, a perceived lack of affordable housing in many parts of the country, and challenges that many Canadians (and young people in particular) were believed to be facing when it came to finding well-paying employment in their areas. Participants also mentioned immigration and reconciliation with Indigenous peoples as areas in which they felt the Government of Canada could improve its performance.

The Economy and Spring Economic Update (Lower Mainland British Columbia, Montérégie Region Quebec)

Two groups took part in a conversation related to Canada's economy, as well as the Government of Canada's Spring Economic Update, which was tabled on April 28th, 2026. Asked how they felt the Canadian economy was doing overall, most were pessimistic in their views, with many believing that the country was facing significant economic challenges at present. Expanding upon their reactions, several described what they perceived as significant increases to the cost of living in recent years, including for essentials such as groceries, housing, and gasoline.

Asked whether they felt the Canadian economy would get better, worse, or stay about the same over the coming year, a roughly equal number felt that the economy would remain about the same compared to those who thought it would get worse, with only a small number expecting that the economy would improve. Among those who felt that Canada's economy would stay about the same, several believed that while there would be continued challenges related to the high cost of living and a lack of affordable housing, it was likely that these issues would stabilize rather than worsen and that the economy would eventually improve over the longer-term as efforts by the federal government to strengthen the economy began to take hold. For those who believed that Canada's economy would worsen over the coming year, a number cited what they viewed as the potential for the ongoing

conflict in the Middle East to lead to increased inflation for Canadian consumers, especially as it relates to the price of fuel and other goods that are shipped to Canada from this region. Among the small number who expected Canada's economy would improve over the coming year, a few believed that actions recently taken by the federal government (such as the construction of nation-building infrastructure projects and the increased building of residential housing in Canadian communities) would eventually lead to economic growth and a stronger economy overall.

Asked whether they felt the Government of Canada was generally on the right track or wrong track when it came to its management of issues related to the economy, a roughly equal number believed that it was headed in the right direction compared to those who felt otherwise. Among those who believed that the Government of Canada was generally on the right track in its management of the economy, a number cited recent actions that it had taken to remove internal trade barriers and promote increased trade amongst Canada's provinces and territories, with participants believing that this represented a step in the right direction towards increasing the country's economic self-sufficiency in the years to come. For those who felt that the Government of Canada was headed in the wrong direction, the view was expressed that so long as a high number of households continued to face challenges each month when it came to making ends meet financially, it was difficult to view the federal government's performance in this area in a positive light.

Questioned as to whether they had heard anything about the Government of Canada's Spring Economic Update, participants reported that they had not. Asked what they felt should be the federal government's top priority as it prepares this fiscal update, many believed that its primary focus should be on the creation of more high-paying jobs for Canadian workers as well as taking steps to make life in Canada more affordable. Other important priority areas identified by participants included increased investments for Canada's health care system, further actions to diversify Canada's trade relationships on the global stage, and greater efforts to protect the environment and mitigate the impacts of climate change on present and future generations.

Grocery Code of Conduct (Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54)

Three groups took part in discussions related to Canada's recently implemented Grocery Code of Conduct. Asked whether they had seen, read, or heard anything about the Grocery Code of Conduct, very few reported that they had, and none were able to recall any specific details. Provided with information about this initiative, while many felt that it represented a step in the right direction when it came to making groceries more affordable for Canadians, several were skeptical as to whether Canada's major grocery companies would voluntarily comply with the rules and guidelines it set out without the implementation of some form of enforcement mechanism by the federal government.

Discussing what benefits they felt consumers might see as a result of this new code, several expected that it could lead to greater transparency regarding how food prices are calculated by major grocery chains. A small number believed that, if it were adhered to by major grocers, the Grocery Code of Conduct would also lead to increased trust among consumers, leading to a more positive public impression of Canada's grocery sector overall. Few, however, believed that this initiative would result

in lower grocery prices for Canadians, with many expecting that major grocers would be unlikely to lower the prices they charge for food products, even with these new rules and guidelines in place.

Asked whether they felt the Canada Grocery Code of Conduct should be mandatory for major grocery companies, almost all answered affirmatively. Expanding upon their responses, many reiterated the view that so long as it remained voluntary for major grocers, it was unlikely that these companies would adhere to the rulings and guidelines set out by this initiative, resulting in little progress being made in making groceries more affordable for Canadians. It was also believed that, in addition to making it a requirement for major grocery chains to participate in this initiative, the federal government should also make it mandatory for smaller grocery chains to sign on to this code of conduct.

High-Speed Rail (Greater Montreal Area, Peel and York Regions Ontario Aged 35-54)

Two groups took part in a conversation related to the Government of Canada's Alto High-Speed Rail major infrastructure project. On balance, participants reacted more positively than negatively to information regarding the Alto High-Speed Rail project connecting Toronto and Quebec City. Many viewed the initiative as a potentially valuable investment in transportation infrastructure that could improve connectivity between major urban centres, reduce roadway congestion, and provide environmental benefits by encouraging fewer people to travel by car. Several also anticipated economic benefits associated with this project, including increased tourism, greater business connectivity, job creation during construction and operation, and new economic opportunities for communities located along the rail corridor. While recognizing that this project would likely take many years to complete, participants generally felt that improved transportation links could generate long-term benefits for both travellers and the Canadian economy overall.

At the same time, participants identified a number of concerns related to the project. Most notably, several questioned the expected costs and lengthy construction timeline, with some expressing concern that the project could experience delays or cost overruns similar to other large infrastructure projects. Participants also raised concerns regarding the potential acquisition of private land, including as to how this project might impact homeowners, businesses, farmers, agricultural lands, and environmentally sensitive areas. While many felt that it was important that affected property owners receive fair compensation for their lands, a number expressed concerns about the possibility of large-scale expropriations and the broader impacts that these might have on local communities and farmland along the proposed route.

Contrecoeur Container Terminal Project (Greater Montreal Area)

Participants in the Greater Montreal Area (GMA) engaged in a brief conversation related to the Government of Canada's recently announced Contrecoeur Container Terminal Project. Provided with information about this project, most reacted positively, with several believing that it represented an effective way for the federal government to increase Canada's international trade capacity while also creating a large number of new jobs for Canadian workers. Related to the latter, some expressed the

view that it had become increasingly difficult for Canadians to find well-paying employment as of late, with a number believing that the creation of 8,000 jobs for the construction of this project (and over 1,200 once operational) would likely have a positive financial impact on many households in their area going forward.

Discussing whether they had any concerns related to this initiative, several were worried about the potential negative impact that a 60 per cent increase in marine shipping traffic along the St. Lawrence River could have on the surrounding environment and ecosystems. Concerns were specifically expressed regarding the higher level of pollution that was expected to be produced by more frequent maritime traffic as well as the potential for unique ecosystems and wildlife habitats to be damaged or destroyed in the process of constructing the infrastructure required for the container terminal.

Pipelines and Oil Tanker Moratorium (Greater Victoria Area Aged 35-54, Regina Aged 35-54)

Two groups engaged in a discussion related to the potential construction of a new oil pipeline from Alberta to the west coast of British Columbia (B.C.) as well as how this plan might be impacted by the existing *Oil Tanker Moratorium Act*. Asked whether they had recently seen, read, or heard anything related to the Government of Canada and pipelines, several reported that they had, with a number of the impression that there had been discussions between the Government of Canada and the Government of Alberta about the potential construction of a new oil pipeline from Alberta to the West Coast.

Informed that the Government of Canada and Government of Alberta had signed an energy co-operation agreement outlining the conditions that must be met for a new pipeline to the Pacific, with the goal of having new pipelines be built and financed by the private sector (with Indigenous co-ownership) participants were largely positive in their reactions. Several believed that a new oil pipeline would lead to the creation of a large number of high paying jobs for Canadian workers as well as position Canada as a rising leader in the global energy sector in the years to come. Many spoke positively of the aspect of this plan that involved Indigenous co-ownership, with a number expressing that it was of critical importance that Indigenous peoples be consulted and involved in the construction and management of any projects that ran across or nearby their lands and communities.

Questioned as to whether they had recently seen, read, or heard anything related to oil tankers or a ban on oil tankers, several in the group based in the Greater Victoria Area reported that they had, while very few in the group in Regina answered affirmatively. Among those who had heard something, a number were of the impression that oil tankers were currently prohibited from travelling within a certain distance for much of B.C.'s coastline and that there had been discussions as to whether this ban would need to be adjusted as part of a new pipeline project.

After being provided with information related to the *Oil Tanker Moratorium Act,* participants were informed that some were of the expectation that building a new pipeline from Alberta to B.C. would require making adjustments to this legislation, such as granting an exemption to the tanker moratorium for this specific project or changing the boundaries of the moratorium to allow oil tankers through the Dixon Entrance in order to carry oil to Asia. Asked how they felt about this, those in the

group based in Regina were largely in support of changing the ban to accommodate increased oil tanker traffic between Canada and Asia, while several of those residing in the Greater Victoria Area expressed concerns about the potential for oil spills and environmental disasters to occur if the Act were adjusted or rescinded. Informed that some believed that it would be possible to construct a new pipeline from Alberta to B.C. without making any changes to the *Oil Tanker Moratorium Act,* while several felt that this would be a positive development if it were to occur, many expressed skepticism as to how a new pipeline (and the increase in coastal maritime traffic associated with this type of project) would be able to operate with the Act remaining in place.

Participants were next told that some had suggested that rather than building new pipelines from Alberta to B.C., the focus should instead be placed on expanding existing ones, such as the Trans Mountain Pipeline. It was also shared with participants that others were of the opinion that efforts should be taken to both construct new pipelines as well as expand existing ones. Asked which of these views aligned the most with their own perspectives, a roughly equal number favoured expanding the existing Trans Mountain Pipeline compared to those who believed that a focus should be placed on both expanding existing pipelines as well as building new pipelines along other routes. Among those who favoured the option of expanding the Trans Mountain Pipeline, several expressed the view that this would likely be the most cost-efficient and easiest option to carry out as much of the construction for this pipeline had already been completed. For those who felt that the Government of Canada should also place a focus on building new pipelines (in addition to expanding existing pipelines), it was thought that a new pipeline would incorporate safer, more modern technologies and materials during the construction process, as well as provide an opportunity for a new route to be constructed to ports in Northern B.C. that may be better able to accommodate a significant increase in oil tanker activity.

Asked whether they thought the Government of Canada should be working with provincial and territorial governments to assist in the development of new or expanded pipelines, all believed that it should. For many, it was felt that it was of significant importance for the federal government to be directly involved in the development and construction of any new or expanded pipelines, including by providing financial resources, expertise, and oversight. Discussing whether they expected the development of new or expanded pipelines would be positive or negative for Canada's economy, all believed that they would have a positive impact.

Nature Strategy (Greater Montreal Area, Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54)

Five groups took part in discussions related to the Government of Canada's new nature strategy. Asked what came to mind when they heard the phrase "nature strategy", many believed that it referred to an overall approach from the federal government focused on increasing its efforts to protect and conserve Canada's unique wildlife and ecosystems, as well as ensuring that environmental considerations were taken into account when pursuing major infrastructure projects (such as the construction of new pipelines). Asked whether they had seen, read, or heard anything related to the Government of Canada's nature strategy, none indicated that they had.

Provided with details about this new strategy from the Government of Canada, participants were informed that its primary goal was to protect 30 per cent of Canada's lands and water by 2030. On balance, almost all were positive in their reactions, with many believing that it was important for the federal government to be placing a renewed focus on protecting the country's natural spaces, waterways, and wildlife. Several spoke positively about the strategy's emphasis on working in partnership with Indigenous peoples to protect and conserve more of Canada's lands and waters, with a number expressing that it was essential for Indigenous views to be considered. Further to this, others noted the importance of also partnering with industry and private landowners given the strategy's stated goal of encouraging businesses and investors to support conservation.

Informed that by the end of 2024 Canada had conserved 14 per cent of its terrestrial area (up from 10 per cent in 2016) and 16 per cent of its marine territory (up from 1 per cent in 2016), participants were asked whether they felt the Government of Canada would reach its goal of protecting 30 per cent of Canada's lands and water by 2030. On balance, few believed that it would, with several of the opinion that this would require a significant amount of progress that would likely be difficult to achieve within the next four years. Among the small number who felt that it would be possible for the Government of Canada to meet its 2030 goal, the view was expressed that given the progress that had already been made in protecting terrestrial and marine territory, it was not unrealistic that an increased focus on conservation through this nature strategy could lead to the federal government meeting or exceeding its targets within this timeframe.

Asked what benefits, if any, they felt could be achieved by protecting 30 per cent of Canada's lands and water by 2030, participants provided a wide range of responses. For many, it was thought that by increasing the amount of Canada's terrestrial and marine territory under conservation, the federal government would be taking a significant step towards protecting the country's unique wildlife and ecosystems. It was also felt that the protection of these lands and waters would likely lead to a reduction in pollution and carbon emissions, potentially leading to improved health and wellness for Canadians going forward. Several thought that this initiative would also lead to greater food security for Canadians and expected that it would contribute to an increase in the availability of arable land for growing fruits and vegetables as well as provide an opportunity for vital food stocks (such as fish) to rebuild their populations after several decades of ongoing depletion.

Discussing what concerns, if any, they had about the Government of Canada working to protect and conserve 30 per cent of the country's lands and water by 2030, several expressed concerns that this could lead to less progress being made on other important priorities, such as increasing Canada's economic productivity, building major infrastructure projects, and increasing the development and export of Canada's natural resources. With this in mind, participants felt that it would be important for the Government of Canada to establish an effective way to balance its environmental and economic priorities going forward and ensure that there would not be too high of a financial cost associated with the implementation of this nature strategy.

Civic Corps (Regina Aged 35-54)

The group comprised of individuals aged 35 to 54 residing in Regina engaged in a conversation related to the potential creation of a youth civic corps in Canada. Asked whether they were familiar with the term "civic corps", participants indicated that they were not. Provided with information about what a civic corps typically entails, participants were asked how they felt about the Government of Canada developing its own youth civic corps. A large number reacted positively to this idea, with several believing that this type of program would provide Canadian youth with a valuable opportunity to develop a wide range of skillsets, as well as experience working in a number of different sectors. A number expressed the view that this type of program would be particularly helpful given their impression that many young people in Canada were presently struggling to find full-time employment.

Participants engaged in an exercise where they were presented with a list of potential names for the program and asked to select the one that they found to be most compelling. On balance, *Canada Corps* received the highest level of support among participants, followed by *Canada Civic Fellowship*. A small number respectively selected *Team Canada Strong, Canada Nation Builders,* and *Canada Strong Force,* while none selected *Builders of Canada* or *Canada Strong Alliance*. Among those who selected *Canada Corps,* a number believed that it concisely and effectively communicated the program's focus on civic engagement and teamwork, with some also expressing that it was the broadest and most all-encompassing of the various options. For those who chose *Canada Civic Fellowship,* a number noted that they liked the use of the word "fellowship," believing that this term communicated important values for the program such as teamwork, learning, and camaraderie.

Artificial Intelligence (Regina Aged 35-54, Atlantic Canada Aged 18-34, Lower Mainland British Columbia, Montérégie Region Quebec)

Participants across all groups reported widespread use of generative AI tools such as ChatGPT, Claude, Gemini, Copilot, and DeepSeek for a broad range of professional, academic, and personal purposes, including drafting emails, summarizing information, brainstorming ideas, coding assistance, and creating content. Younger participants tended to describe AI as having become highly integrated into their daily lives and frequently characterized it as an everyday assistant that improved efficiency, helped them to save time, and simplified routine tasks and decision-making. While participants generally acknowledged that AI is a powerful and potentially transformative technology with clear productivity and convenience benefits, discussions across groups also revealed significant caution and concern regarding its broader societal impacts.

A dominant theme throughout these discussions was concern among participants that increasing reliance by people on AI could weaken critical thinking, creativity, research skills, and independent problem-solving, particularly among younger generations. Participants frequently expressed concern that people may become overly dependent on AI-generated information without adequately questioning or verifying the accuracy of outputs. Concerns regarding misinformation, "deepfakes," manipulation of information, and the increasing difficulty of distinguishing AI-generated content from authentic human-created material emerged consistently across groups. Participants also raised

broader ethical and societal concerns related to privacy, environmental impacts associated with AI infrastructure and data centres, job displacement, erosion of human interaction and creativity, and the possibility that individuals may increasingly rely on AI for emotional support or companionship. Overall, while some participants (and young people in particular) expressed more positive than negative views of AI, discussions tended to reflect mixed or cautious perspectives, with many feeling that stronger oversight, safeguards, and regulations would be required as AI becomes more embedded into everyday life.

Focusing on the impact of AI on intellectual property (IP) and copyrighted work, many expressed concern regarding how generative AI systems are trained and the extent to which books, articles, artwork, music, films, websites, and other creative works may be incorporated into AI training models without the knowledge or consent of their creators. Concerns were especially pronounced regarding the potential impacts on artists, writers, musicians, and other creative professionals, with several worrying that AI-generated content could undermine human creativity, diminish the value of original work, and reduce opportunities for creators to earn income or retain control over their work. Participants repeatedly emphasized the importance of protecting human-created artistic expression and ensuring that creators received recognition, consent, attribution, and compensation where their work contributes to AI-generated outputs. While some viewed the use of publicly available information as being somewhat inevitable or comparable to existing internet search practices, most felt that safeguards, clearer rules, and stronger protections would be required.

There was broad support across all groups for updating Canada's *Copyright Act* to reflect the emergence of generative AI technologies. Most supported the principle that AI companies should only be permitted to train models using copyrighted material in situations where creators had provided consent and would receive some form of compensation. At the same time, participants expressed considerable skepticism as to whether AI companies would voluntarily compensate creators fairly without the implementation of strong legislation, oversight, and enforcement mechanisms. Many viewed AI development as being heavily driven by profit motives and questioned whether it would be possible to develop a fair and transparent system for compensating creators given the large number of sources AI systems may draw upon. Overall, discussions reflected the view that while AI offers considerable benefits and is likely to become increasingly integrated into daily life, stronger regulations and clearer accountability measures would be required to address concerns related to copyright, consent, compensation, transparency, and the protection of human creativity.

Youth Program Name Testing (Quebec Aged 18-34, Prairies, Atlantic Canada Aged 18-34, Montérégie Region Quebec)

Four groups shared their opinions related to potential names for a number of youth-related programs that were currently under development by the Government of Canada. Participants were informed that the federal government was working on launching a suite of programs designed to assist youth between the ages of 15 and 30 in finding employment. It was also clarified for participants that while

some programs were for helping youth obtain summer jobs, others would be focused on skill development and 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. On balance, a roughly equal number selected *Work Readiness and Experience Program* and *Youth Ready to Work Program,* with a few choosing *Youth Build Canada Program*. Among those who chose *Work Readiness and Experience Program,* several liked that it did not include the word "youth" and believed that, given that this program was designed for individuals as old as 30 years of age, this was the most all-encompassing name for this initiative. For those who selected *Youth Ready to Work Program*, many felt that this was the most straightforward and direct of all the options and did the best job at describing the aims of this initiative. Several liked the phrase "ready to work" and felt that this would be inspiring to the many young Canadians who were ready to engage in hard work but had yet to find an opportunity to do so in the sector(s) that they were interested in.

Participants next engaged in a second exercise where they were asked to evaluate potential names for a new Government of Canada program aimed at providing youth with early exposure to work in the skilled trades through paid entry level jobs working on construction projects along with related support, mentorship, and referrals to career paths and apprenticeships. The English-language groups based in the Prairies and Atlantic Canada were presented with the same list of potential names, while each French-language group (respectively comprised of participants aged 18 to 34 across Quebec and individuals residing in Quebec's Montérégie region) were shown a mostly different set of options, with a few names present on both lists.

Among the two groups that were conducted in English, *Canada Youth Apprentice Advantage* and *Build Canada: Skilled Trades Advantage* received the highest level of support, followed by *Youth Build Canada: Ready to Work in the Trades* and *Canada Youth Trades Advantage*. Very few selected *Youth Build Canada: Skilled Trades* and none selected *Canada Youth Trade Corps*. For those who selected *Canada Youth Apprentice Advantage,* several reacted positively to the inclusion of the word "apprentice" and believed that this indicated that this program would provide young Canadians with employment and professional experience within the trades, as well as mentorship from skilled tradespersons who had already built successful careers. Among participants who chose *Build Canada: Skilled Trades Advantage*, a number described selecting this option due to it not including the word "youth" and believed that this title would appeal to a large number of younger Canadians, and especially those who no longer viewed themselves as youth. For those who selected *Youth Build Canada: Ready to Work in the Trades,* a number liked the phrase "ready to work" and believed that this could help to connect this option with the *Youth Ready to Work Program* title that they had discussed during the previous exercise.

Among those in the group comprised of individuals 18 to 34 years of age residing in Quebec, *Bâtir le Canada: Métiers spécialisés pour les jeunes* received the highest level of support, followed by *Bâtir le Canada: Jeunesse prête pour les métiers spécialisés* and *Expérience dans les métiers spécialisés pour les jeunes du Canada*. Very few selected *Bâtir le Canada: Expérience de travail pour les jeunes dans les*

métiers spécialisés, while none chose *Bâtir le Canada: Premier emploi dans les métiers spécialisés* or *Bâtir le Canada: Engagement et service aux citoyens*.

For participants who selected *Bâtir le Canada: Métiers spécialisés pour les jeunes,* a number liked the combination of "Bâtir le Canada" combined with "Métiers spécialisés pour les jeunes" and believed that this title effectively communicated the aims of this program while also being more succinct and straightforward compared to the other options. Among those who chose *Bâtir le Canada: Jeunesse prête pour les métiers spécialisés,* the opinion was expressed that "jeunesse" was a more all-encompassing term for this program compared to *jeunes* and might be more appealing to those Canadians who would be interested in this type of initiative but may not see themselves as young people. For those who selected *Expérience dans les métiers spécialisés pour les jeunes du Canada,* participants liked that this option did not include the "Bâtir le Canada" slogan, which they did not feel was an effective phrase to market this program.

Among the group based in the Montérégie region of Quebec, *Les jeunes dans les métiers spécialisés au Canada: Un atout* was selected by the largest number of participants, followed by *Service des métiers spécialisés pour les jeunes Canadiens,* with a small number respectively selecting *Bâtir le Canada: Métiers spécialisés pour les jeunes* and *Les jeunes apprentis au Canada: Un atout*. For participants who chose *Les jeunes dans les métiers spécialisés au Canada: Un atout,* the view was expressed that this title was approachable and inviting and stood out among the other options in its ability to describe clearly and concisely who this program was targeted towards. Among those who selected *Service des métiers spécialisés pour les jeunes Canadiens*, participants felt that this was an effective title in that it conveyed that this was a program that young people could join to gain experience in the trades, while also receiving compensation for their time and labour.

Participants engaged in a final exercise where they were asked to share their opinions related to names for a new Government of Canada program for teens who were not thriving in school and were at risk of becoming young adults who would neither be enrolled in post-secondary education nor employed. Groups were informed that this program would seek to provide young people with after-school learning supports, as well as opportunities to volunteer in their communities and make meaningful connections.

On balance, *Student Engagement and Learning Supports* received the highest level of support, closely followed by *Ready to Work: Community Connections and Learning Supports*. A small number selected *Youth Build Canada: Future Forward, Youth Build Canada: Learning in Action,* and *Build Canada: Youth Futures*, while very few chose *Build Canada: On Track to your Future,* and none selected *Youth Build Canada: On Course / On Track*. Among those who selected *Student Engagement and Learning Supports*, many spoke positively of the use of the word "engagement", with several believing that this made it sound like this was a program that youth were choosing to engage with, as opposed to being something that they mandatorily had to participate in, such as secondary school. For those who chose *Ready to Work: Community Connections and Learning Supports*, many liked the focus on community and felt that young people who might not be interested in post-secondary education may find themselves drawn to a program such as this that provided them with the opportunity to establish stronger connections within their communities. A number felt that an emphasis on community

connections could provide individuals with interests in specific sectors (such as the trades) with the opportunity to meet adults who were already working in these areas and could possibly provide them with guidance towards finding a job, enrolling in a skills training course, and/or joining an apprenticeship program.

Workforce Action Plan Name Testing (Major Centres Ontario)

The group comprised of individuals residing in major centres in Ontario shared their perspectives related to potential taglines and slogans that had been developed for the Government of Canada's new Workforce Action Plan. Provided with information about this initiative, participants engaged in an exercise where they were shown a list of potential taglines or slogans for this new program and asked to select the one that they found to be the most compelling.

On balance, *Canada Strong: Workforce Action Plan* received the highest level of support among participants, with a few also selecting *Build Canada: Workforce Action Plan.* A very small number of participants selected *Canada Works: Workforce Action Plan* and *Ready to Work: Canada's Workforce Action Plan*. Among those who felt that *Canada Strong: Workforce Action Plan* was the most effective name, several particularly liked the use of the word "strong" and felt that it would be helpful in instilling feelings of unity, teamwork, and patriotism among Canadians. A number also felt that it communicated the importance of hard work and the need for Canadian workers to step up across the country to contribute towards the building of a stronger workforce and more resilient economy.

For those who chose *Build Canada: Workforce Action Plan,* a number liked the perceived emphasis on building a stronger Canada and creating positive and lasting change for the country's workforce. Among participants who selected *Canada Works: Workforce Action Plan,* it was felt that the name was the most straightforward and easy to understand of the options, while those who liked *Ready to Work: Canada's Workforce Action Plan* responded positively to what they viewed as the title's emphasis on Canadians being ready to work and the federal government taking action to assist those who were seeking work with finding employment in their areas.

Housing Advertising Testing (Quebec Aged 18-34)

The group comprised of individuals 18 to 34 years of age residing in Quebec shared their perspectives related to two creative concepts (respectively titled *Prefab* and *Flexible Financing*) that had recently been developed by the Government of Canada to advertise actions that it was taking as a part of its Build Canada Homes initiative.

Prefab

Sharing their reactions to this concept, several believed that greater clarification was required regarding the specific new technologies that would be utilized to build homes faster, with a number of the impression that prefabricated housing already existed as an option in many parts of the country. Some also expressed concerns as to whether this new technology (and a greater focus on prefabricated housing overall) would lead to lower-quality, less resilient homes being built in Canadian

communities, with participants largely of the impression that prefabricated homes were often built using cheaper and less durable materials. It was also thought that greater clarity needed to be provided as to who would be managing and overseeing the construction of these homes and whether this would primarily be a public or private initiative.

Describing what they viewed as being the main message of the advertisement, most believed that it was that the federal government was aware of the challenges that many Canadians were facing when it came to the affordability of housing (both to purchase and to rent) and that it was taking action to build more new homes across the country. Discussing whether, if they saw the advertisement online, they felt that they would notice or pay attention to it, a roughly equal number believed that they would compared to those who felt otherwise. For those who expected that they would pay attention, many believed that they would be drawn in by the opening imagery describing the technological and lifestyle changes that had been experienced by Canadians and would be interested in the message of making housing more affordable. Among those who did not believe that the video would catch their attention, the view was expressed that the images and topic were not personally relevant and as such they would be unlikely to take the time to engage with the ad if they came across it while scrolling.

Flexible Financing

Reactions to this concept were mostly positive, with several believing that the imagery would capture their attention and that the focus on decreasing bureaucracy and making it easier and faster to build homes in Canadian communities would resonate with a large number of viewers. A number responded positively to the opening, believing that it provided relatable and engaging examples as to how technological improvements had made life easier for Canadians. It was also felt that the ad helped to establish the notion that by making it less challenging to build homes, the lives of many Canadian families would be improved.

Asked to describe what they perceived as being the main message of this ad, most believed that it was that the Government of Canada was taking actions to reduce bureaucracy and red tape in order to get more homes built faster in Canadian communities. A number thought that this message would appeal to many households who were concerned about the cost of housing and believed that the notion of reducing bureaucracy and red tape was something that would be easily understood by a wide range of viewers. Discussing whether they felt this concept would catch their attention if they encountered it online, while a number believed that they would be drawn in by the initial imagery, several felt that they would likely scroll past it.

Thinking about both concepts together, participants were prompted to share any suggestions they had as to how these advertisements could be made more effective. For several, it was felt that both ads could be improved by mentioning the topic of housing at the outset, rather than opening on dialogue and imagery related to the impacts of technology. Asked whether this advertising campaign as a whole made them feel like the federal government had a plan to tackle the housing crisis in Canada, while a few reported that it did, several expressed a desire for additional details as to how these actions would specifically lead to making housing more affordable for Canadians over the long term.

Canadian Dental Care Plan Advertising Testing (Quebec Aged 18-34, Atlantic Canada Aged 18-34)

Two groups, respectively comprised of individuals aged 18 to 34 residing in Quebec and Atlantic Canada shared their perspectives related to two creative concepts (respectively titled *Morning Routine* and *But Nothing Hurts)* that had recently been developed by the Government of Canada to advertise the Canadian Dental Care Plan (CDCP).

Morning Routine

Almost all reacted positively to this concept, with many believing that it was quick and to the point, while also providing viewers with useful information regarding the CDCP and the eligibility criteria for this initiative. A number liked the depiction of the man flossing while addressing the camera and felt that this was an activity that viewers would immediately connect with visiting the dentist and dental care overall.

Describing what they perceived as being the main message of this concept, most believed that it was that the Government of Canada had recently introduced the CDCP and that those who did not currently have dental coverage and had a family income of less than $90,000 should visit the program's website to find out if they were eligible to apply. Asked whether, if they saw this ad online, they felt it would capture their attention, several answered affirmatively, with a number believing that the ad presenting information about the CDCP right away would likely prompt them to pay attention, especially given that it was only a 15 second video.

Discussing whether they felt showing teeth-related actions alongside the eligibility criteria displayed on screen would help to make the message clear or engaging or whether they thought this imagery would distract from the video's overall message, few believed that these actions would be a distraction. For several, it was thought that depicting an activity such as flossing would indicate to viewers that this ad was about dental care (as opposed to skin or hair care) and that this imagery would provide an effective way to assist viewers in connecting the visuals for this ad with the eligibility criteria information on screen.

Asked whether anything about this advertisement was confusing or unclear, all felt that it was straightforward and readily understandable. Discussing whether seeing this video would make them want to apply right away for the CDCP, several thought that it would and especially so if they believed that they would be eligible for this program. A number commented that while they currently had dental benefits and would likely not make use of this program as a result, they felt this ad would be something that they would definitely pay attention to if they found themselves in a situation where they no longer had coverage.

But Nothing Hurts

While participants were largely positive in their reactions to this concept, a number believed that the concept included too much dialogue for a 15 second video and believed that a greater focus should have been placed on conveying information about the CDCP as well as details about how this program works and who would be eligible to apply. Related to this, the view was expressed that the

roommate's friend should explicitly mention the CDCP program by name and provide information about the program via her dialogue as opposed to showing her roommate the CDCP website on her phone. Describing what they viewed as being the main message of this advertisement, most believed that it was that the Government of Canada was offering the CDCP to a wide range of eligible Canadians and that this program was something that could be helpful to those without coverage, even if they currently were not experiencing any dental-related pain.

Discussing whether, if they encountered this ad online, they felt it would capture their attention, participants provided a range of responses. Among those who believed that seeing this ad would prompt them to stop and pay attention, a few of those who reported that they did not currently have dental coverage expected they would want to watch to learn how they could benefit from this program. For those who did not feel that they would pay attention to this video, a number commented that they already had dental coverage and, as a result, would not be likely to watch an ad that focused on a program such as the CDCP. A small number expressed that they would be more likely to pay attention to this video if subtitles were included for the dialogue in the event that they were unable to watch the video with the sound on.

Asked whether they felt anything about this concept was confusing or unclear, while most believed that it was relatively straightforward, a number reiterated the view that more information should be presented within the body of the advertisement regarding the eligibility criteria for this initiative. Discussing whether seeing this concept had made them interested in applying to be a part of the CDCP, while a number of those who did not currently have coverage expressed that they might be interested in heading to the website to learn more and potentially join this program, none of those who had existing coverage felt this advertisement would motivate them to take any action related to this initiative.

Climate Advertising Testing (Central Ontario, Alberta Aged 45+)

Two groups shared their perspectives related to two advertisement concepts (respectively titled *Climate Competitiveness* and *Powered by Canada*) that had been developed by the Government of Canada to highlight the actions it was taking related to climate and the environment.

Climate Competitiveness

Reactions to this advertisement were mostly positive among participants, with many believing that the Government of Canada increasing its focus on the development of clean energy and innovative climate technology would yield significant benefits both for the environment as well as Canada's economy going forward. Several liked what they perceived as the positive and uplifting tone of this video, especially as it related to the themes of increasing economic growth and creating more jobs for Canadian workers. A number also reacted positively to the ad's focus on increasing the development of clean energy and innovative technology within Canada and believed that it was important for the country to become more self-sufficient in these areas in the years to come.

Asked what they viewed as being the main message of this advertisement, most believed that it was that the Government of Canada was placing an increased focus on developing a wide range of clean energy resources (such as wind, solar, and hydroelectricity), with the aim of becoming a global leader in this area in the years to come. A number also felt that this video was seeking to communicate to Canadians that the federal government was focused on economic development while also ensuring that sustainability and protecting the environment would continue to remain important priorities.

Discussing whether, if they saw this ad online, they expected that it would capture their attention, participants provided a wide range of opinions. While a number expressed that they liked what they perceived as the uplifting and patriotic tone of the ad and were interested in the ad's focus on clean energy, growing the economy, and creating new jobs for Canadians, several thought that this concept could be improved by including more imagery of recognizable Canadian landmarks and natural spaces, with participants believing that this would be an effective way to capture more viewers' attention.

Powered by Canada

Reactions were mostly positive to this advertisement, with a number especially liking the imagery of many different types of clean energy generation, as well as the inspiring and uplifting tone of the video. A number liked the visuals in the ad, including in the way that the words appearing on screen directly associated with the actions and goals being depicted in the video. The view was expressed that the combination of the visuals with the narration helped to make it clear to viewers about what actions the Government of Canada was planning on taking as well as what the expected results would be.

Describing what they believed was the main message of this ad, most believed that it was that the federal government was taking steps to strengthen Canada's economy and create jobs and that it would be relying on the development of clean and renewable energy sources in order to achieve this goal. A number also felt that the advertisement was communicating to viewers that while it was working to increase economic activity throughout the country, the Government of Canada was also focused on lowering emissions and would be continuing its efforts to protect the environment and mitigate the impacts of climate change.

Asked whether, if they encountered this video online, they felt that they would pay attention, a large number believed that they would, with several expressing that they would be attracted by the natural imagery as well as the words on screen. Among those who were uncertain as to whether they would pay attention to this video, a number thought that the ad could be made more engaging by presenting more concrete data and statistics on screen as well as featuring more imagery of Canadians hard at work on clean energy projects.

Thinking about both advertisements together, participants were asked whether they had any suggestions as to how these concepts could be made more effective. Several suggested that the ads should include more images of everyday individuals, including families and children, in order to convey how all Canadians could potentially benefit from these actions by the federal government. Asked whether this ad campaign made them feel like the federal government had a plan to build a strong,

clean economy, most believed that it did, and felt that these ads would send a message to viewers that tangible actions were being taken to strengthen Canada's economy while also ensuring that the environment would remain protected.

Safe Communities Advertising Testing (Central Ontario, Alberta Aged 45+)

Two groups engaged in conversations related to an advertisement that had been developed by the federal government to inform Canadians about the actions that it was taking related to crime. On balance, reactions to the advertisement were mostly positive, with several believing that it was important for the federal government to be prioritizing the issue of addressing crime in Canadian communities. A number liked that the video featured a range of different measures (such as bail reform for repeat offenders, increased border security efforts, and a greater focus on online fraud and cyber crime) that the Government of Canada would be taking related to crime. Several spoke positively of the use of transitions from "stronger" to "safer" throughout the advertisement, as well as the incorporation of arrows to indicate that the actions to crack down on crime were leading to positive outcomes for Canadians.

Asked what they perceived as being the main message of the advertisement, most believed it was that the Government of Canada was taking a range of actions to reduce crime in Canadian communities, and that a stronger Canada would be a safer Canada. A number also felt that the ad was seeking to communicate to viewers that the federal government was aware of the issues related to rising crime in Canada and that it was taking tangible steps to increase the safety of communities going forward. Discussing whether they felt the ad would capture their attention if they encountered it online, only a few thought that it would. Many felt that the imagery was not eye-catching enough to get them to pay attention, with a number expressing that the theme of addressing crime would not be clearly apparent if they encountered it in passing or while scrolling on their devices.

Sharing their thoughts as to how this ad could be made more effective, several believed that the video could be improved by including additional details about specific actions that the Government of Canada would be taking to address different types of crime, as well as the metrics that it would be using to measure its progress once these initiatives were implemented. A few also felt that the ad could be improved by including additional imagery of law enforcement personnel actively working to stop crimes as well as scenes of criminals being arrested and sentenced.

MORE INFORMATION

The Strategic Counsel
Contract number: CW2241412
Contract award date: December 19, 2022
Contract value: $2,444,223.90

Detailed Findings

THE STRATEGIC COUNSEL

Timeline of April 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 April 2026.

- April 1-7
  - Focus group was held with individuals aged 18 to 34 residing in Quebec (April 1st)
  - April 2nd. The Government of Canada announced that it had secured key trade agreements with the Republic of Korea following a recent Team Canada Trade Mission aimed at further diversifying Canada's international trade partnerships.
  - April 7th. The Government of Canada announced an investment of $30 million towards the creation of 900 new employment and skills training opportunities over two years for youth across the country in the natural resource sectors, including energy, forestry, mining, earth sciences, and clean technology.
  - Focus group was conducted among residents of the Greater Montreal Area (April 7th).

- April 8-14
  - Focus group was conducted among individuals in major centres in Ontario (April 8th).
  - April 9th. The Minister of Finance and National Revenue welcomed a strategic commitment by the Canada Growth Fund to invest approximately $113 million towards Nouveau Monde Graphite, a Québec-based graphite miner and refiner, as part of the Government of Canada's efforts to expand its graphite mining and refining capacity going forward.
  - Focus group was held among participants living in the Prairies (April 9th).
  - April 10th. The Minister of Emergency Management and Community Resilience announced $50 million in non-repayable funding for the Canadian Critical Drug Initiative (CCDI) through the Regional Innovation Ecosystems program to support Alberta-based researchers in securing critical pharmaceutical production capacity for Canada.
  - April 13th. The Government of Canada announced that it would be working to create 175,000 jobs and skill-building opportunities for youth as well as providing education and training related actions aimed at improving youth employment across Canada.
  - April 14th. The Government of Canada announced that it would be introducing legislative amendments to the *Excise Tax Act* to temporarily suspend the application of the federal fuel excise tax on gasoline, diesel fuel, and aviation fuels by setting their rates to 0 cents per litre, effective April 20th, 2026, until September 7th, 2026.
  - Focus group was conducted among individuals aged 35 to 54 residing in the Peel and York regions of Ontario (April 14th).

- April 15-21
  - April 15th. The Secretary of State (International Development) announced more than $120 million in new funding to support the people in Sudan and neighbouring areas who had been impacted and/or displaced by the ongoing civil conflict in that country.

- Focus group was held among individuals aged 35 to 54 residing in the Greater Victoria Area (April 15th).
- April 16th. The Government of Canada announced that it had reached a General Security of Information Agreement (GSOIA) with the European Space Agency (ESA) to enable the secure exchange of classified and sensitive information and remove key barriers that have limited Canadian companies' access to high-value ESA programs.
- Focus group was conducted among participants in Regina aged 35 to 54 (April 16th).
- April 17th. The Minister of Foreign Affairs announced that Canada would be providing an additional $5.5 million in humanitarian support aimed at improving the ability of individuals in Cuba to access essential health services, critical medicines, and medical supplies in the face of ongoing fuel shortages, repeated blackouts, and power grid failures impacting that country.
- April 20th. The CAF announced that, for a second consecutive year, it had surpassed its Regular Force recruitment target, marking the highest level of recruitment for the military in 30 years.
- April 21st. The Minister of Industry announced a $23 million investment to Siemens Canada from the Strategic Response Fund towards a $70 million project to scale up Siemens' Global AI Manufacturing Technologies Research and Development (R&D) Centre for Battery Production in Canada.
- April 21st. The Government of Canada announced the creation of a new Advisory Committee on Canada-U.S. Economic Relations. It was announced that this committee would serve as a forum for expertise and strategy on all aspects of the Canada-U.S. economic relationship as Canada approaches the upcoming Joint Review of the Canada-United States-Mexico Agreement (CUSMA).
- Focus group was conducted among individuals aged 18 to 34 in Atlantic Canada (April 21st).

- April 22-30
  - April 22nd. The Minister of Northern and Arctic Affairs announced a federal investment of over $13 million towards four projects aimed at strengthening Nunavut's economy, infrastructure, and Arctic security.
  - Focus group was held among residents of British Columbia (B.C.)'s Lower Mainland (April 22nd).
  - Focus group was conducted among individuals residing in the Montérégie region of Quebec (April 23rd).
  - April 27th. The Government of Canada announced the launch of the Canada Strong Fund, which will serve as the country's first national sovereign wealth fund. With an initial investment of $25 billion (over 3 years), this Fund will invest in strategic Canadian projects and companies alongside other investors with a clear objective to achieve commercial returns to build the wealth of Canada.

- April 28th. The Government of Canada released its Spring Economic Update, detailing actions that it was taking to deliver generational infrastructure and nation-building projects, diversify Canada's trade, support workers and young people, build more homes, protect the safety and security of Canadians, and invest in strong communities.
- Focus group was conducted among residents of Central Ontario (April 28th).
- April 29th. The Government of Canada announced Team Canada Strong, a $6 billion nationwide effort to recruit, train, and hire 80,000 to 100,000 new Red Seal trades workers in the next five years.
- Focus group was held among individuals 45 years of age and older in Alberta (April 29th).

Government of Canada in the News

(Quebec Aged 18-34, Greater Montreal Area, Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54, Regina Aged 35-54, Lower Mainland British Columbia, Central Ontario, Alberta Aged 45+)

Ten 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 that, effective April 20th, 2026, and lasting until September 7th, 2026, it would be temporarily suspending the federal fuel excise tax on gasoline, diesel, and aviation fuels across Canada;
- The announcement by the Government of Canada of the creation of the Canada Strong Fund, a new initiative aimed at increasing investments (alongside the private sector) towards Canadian projects and companies that are driving the country's economic transformation;
- The announcement by the Bank of Canada on April 29th, 2026, that it would be maintaining its policy interest rate at 2.25 per cent;
- The announcement by Immigration, Refugees, and Citizenship Canada (IRCC) that, effective May 1st, 2026, it would be introducing co-payments for supplemental health products and services for eligible people (beneficiaries) covered under the Interim Federal Health Program (IFHP);
- The successful completion of the Artemis II lunar mission, which represented the first crewed mission to the Moon in over 50 years and the first time that a Canadian Space Agency (CSA) astronaut participated in this type of mission;
- The announcement that Canada had been selected as the headquarters for the establishment of a new Defence, Security, and Resilience Bank (DSRB), which would seek to provide long-term, low-cost financing to Canada and its allies for defence, security, and resilience initiatives across supply chains, and assist small- and medium-sized enterprises and member governments in addressing critical financing gaps; and
- The release by the Government of Canada of its Spring Economic Update, which was tabled on April 28th, 2026, and recalled by a small number of participants who took part in focus groups that were conducted near the end of this reporting cycle.

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

- The ongoing response by the Government of Canada to tariffs imposed by the United States (U.S.) on a wide range of Canadian-made goods and products. Also related to the U.S., a number were of the impression that the federal government was currently preparing for

upcoming negotiations related to the renewal of the Canada-United States-Mexico Agreement (CUSMA);
- Continued efforts by the Government of Canada to diversify its trade relationships with reliable partners on the international stage, with participants specifically mentioning trade agreements that they believed had recently been reached between Canada and partners such as China and the European Union (EU);
- The Government of Canada's response to actions 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; and
- An announcement by the Government of Canada that it had 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.

Government of Canada Priorities and Performance (Greater Montreal Area, Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54, Regina Aged 35-54, Atlantic Canada Aged 18-34, Lower Mainland British Columbia, Montérégie Region Quebec, Central Ontario, Alberta Aged 45+)

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:

- Canada-U.S. relations – Many spoke positively regarding the Government of Canada's management of the Canada-U.S. relationship, with several believing that Canada had taken a measured yet firm approach in its interactions with the U.S., including in its response to the widespread U.S. tariffs that continued to be imposed on a wide range of Canadian-made goods and products. A number liked what they perceived as the increased focus by the federal government on strengthening internal trade within Canada and viewed this as an

effective way to make the country more economically self-sufficient and less reliant on the U.S. going forward;

- Global partnerships – Several also thought that the Government of Canada had made significant progress in its efforts to strengthen its (non-U.S.) relationships on the international stage, including by establishing closer economic and defence partnerships with countries such as China, India, and nations in the European Union (EU). A number felt that Canada was generally perceived in a highly positive light amongst its international peers, and believed that the federal government had done an effective job at continuing to cultivate this reputation over the past year;
- Supports for Canadians – A large number felt that the Government of Canada had been effective at providing a wide range of financial supports for Canadians, with participants mentioning specific programs such as the Canadian Dental Care Plan (CDCP), the Canada Child Benefit (CCB), Employment Insurance (EI), and financial assistance for students enrolled in post-secondary and/or skills training programs;
- Diversity and inclusion - Several thought that the federal government had continued to perform well in protecting and promoting values such as diversity, inclusiveness, and multiculturalism throughout Canada, as well as upholding the rights of marginalized populations in all parts of the country; and
- National defence – A number also liked what they viewed as the Government of Canada's efforts to strengthen the country's national defence capabilities, including by increasing its investments towards the Canadian Armed Forces (CAF), establishing closer defence partnerships with global allies, and bolstering Canada's ability to uphold its territorial sovereignty, including in the Arctic. Participants also spoke positively of the announcement by the Government of Canada that it had met its commitment to the North Atlantic Treaty Organization (NATO) of spending 2 per cent of its annual gross domestic product (GDP) on national defence, with a number believing that this represented a significant step in the right direction when it came to increasing Canada's ability to defend itself against potential threats.

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

- Health care – Several spoke positively regarding what they perceived as the relative affordability of health care in Canada compared to other parts of the world, as well as the high level of skill and expertise possessed by Canadian health professionals such as doctors and nurses. Several, however, mentioned what they viewed as rising challenges related to long wait times for emergency and primary care, difficulties finding a family doctor in their communities, and issues in obtaining appointments with specialists for consultations and/or procedures. The opinion was also expressed that a greater focus needed to be placed on increasing the availability of treatment resources for individuals facing challenges related to addiction and mental health, with a number believing that these issues had become increasingly prevalent in their communities in recent years;
- Infrastructure – A number liked that the Government of Canada had been placing what they viewed as an increased focus on the construction of major, nation-building infrastructure projects, with a few specifically mentioning initiatives related to increasing the development of Canada's natural resources as well as the Alto High-Speed Rail line as projects that they felt

would be particularly effective. The opinion was also expressed, however, that more needed to be done by the federal government to improve and repair Canada's roads and highways, as well as increase the availability and efficiency of public transportation in Canadian communities. Some also thought that there needed to be greater urgency when it came to the approval and construction of projects, such as oil pipelines, that participants believed would serve to strengthen Canada's economy going forward. Also related to resource development, a few felt that a greater emphasis needed to be placed by the Government of Canada on projects that would increase Canada's ability to refine its own oil, with participants believing that this represented an effective way of increasing the country's self sufficiency in this area; and

- Child care – While some praised efforts by the federal government in recent years to make child care in Canada more affordable, a number were of the impression that many families were continuing to struggle to find available child care services in their communities. A few expressed that waitlists for child care spots could often span for longer than a year, and that while there were some programs (such as the $10 per day child care initiative) in place to make child care more affordable, it was difficult to secure a spot with providers who had signed on to these initiatives.

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

- Cost of living – A large number felt that an increased focus needed to be placed by the Government of Canada on addressing the high cost of living at present. Several expressed having personally faced challenges related to what they perceived as a substantial rise in recent years in the prices for essentials such as groceries and gasoline and felt that more needed to be done at all levels of government to help make life in Canada more affordable. A number also believed that greater efforts needed to be taken by the federal government to reduce income inequality amongst Canadians, with some of the impression that this had become an increasingly prevalent issue as of late. A few also felt that the Government of Canada needed to offer more financial supports and assistance to middle-income households who were struggling with the cost of living but were unable to access many of the programs and supports that were currently available to lower-income Canadians;
- Housing affordability – Many believed that greater action needed to be taken by the federal government to make housing more affordable for both prospective home buyers and renters alike. While a number were of the impression that the Government of Canada had been placing an increased focus on building more homes in Canadian communities, the view was expressed that more needed to be done to ensure that the homes being built would be realistically affordable for lower- and middle-income Canadians once they entered the open market. A number also felt that a lack of affordable housing had led to an increase in the rate of homelessness in their communities, with some believing that more needed to be done by the federal government to find housing solutions for those currently experiencing these challenges;
- Immigration – A number felt that an increased emphasis needed to be placed by the Government of Canada on stabilizing the rate of immigration in order to allow for areas such

as the housing and employment markets to catch up to the higher than normal number of new immigrants that had arrived in Canada in recent years. The view was also expressed that greater efforts needed to be taken to streamline the foreign credential recognition process and make it easier for new arrivals to immediately work in their fields of expertise. A few also believed that more should be done by the federal government to reduce wait times for those seeking to sponsor close family members to come to Canada via family reunification pathways;

- Employment market – It was also thought that additional actions needed to be taken by the Government of Canada to strengthen the employment market and work to create more well-paying jobs for Canadian workers. A number believed that young Canadians in particular were facing significant challenges when it came to finding work at present, with some expecting that these issues would likely be further exacerbated by the continued emergence of technology such as artificial intelligence (AI) that could potentially be utilized by employers to perform the duties of many entry level positions that were typically filled by young people; and
- Reconciliation – A small number believed that more needed to be done by the Government of Canada to further its efforts towards reconciliation with Indigenous peoples. Related to this, the view was also expressed that a greater focus needed to be devoted towards investigating the many cases of missing and murdered Indigenous women and girls (MMIWG) that had been documented throughout the country in recent decades.

At the outset of their discussions, participants 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 priorities such as immigration, crime, and international relations.

Questioned as to 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 most of these areas, with the exception of international trade where reactions were more mixed. For those who selected issues related to the economy, the cost of living, and the affordability of housing, many reiterated the view that it had become increasingly difficult for Canadians to afford basic necessities and that this had led to a rising number of Canadian families finding themselves in financially precarious positions and/or living pay cheque to pay cheque as a result. While believing that the Government of Canada was aware of these challenges and taking actions to address them, it was widely felt that these actions had made little progress in tangibly reducing the prices of things such as groceries and gasoline. Focusing specifically on housing, it was expressed that most homes (either for purchase or to rent) required two incomes in order to afford monthly mortgage/rent payments and that this had led to there being very few safe and affordable options for lower-income Canadians in many parts of the country. Among the small number who were more positive or mixed in their impressions of the federal government's performance in areas such as reducing the cost of living and making housing more affordable, a few cited the measures that it had taken to remove internal trade barriers as well as invest in the construction of nation-building infrastructure projects as positive steps that they felt would lead to a stronger Canadian economy in the years to come.

Among the smaller number who selected immigration as the top issue facing the country at present, while most believed that immigration would continue to play an important role in supporting Canada's economy, several felt that the number of new arrivals had been too high in recent years and that action needed to be taken by the Government of Canada to further reduce the rate of immigration going forward. The view was also expressed that, in addition to stabilizing the number of new immigrants arriving in Canada, the federal government should also work to bring in those individuals who could make an immediate contribution to Canada's economy and/or who worked in high demand sectors such as health care. While supportive of immigration overall, a few in the group based in the Greater Montreal Area (GMA) worried that increased immigration to Quebec by those who did not speak French would lead to the gradual diminishment of the language's use across the province.

For those who selected crime as a top priority, several believed that action needed to be taken by the federal government to strengthen Canada's bail laws, with a number of the impression that crimes by repeat offenders had become an increasing problem in many parts of the country in recent years. A number also thought that a greater focus needed to be placed on addressing issues such as domestic violence and family abuse, with participants expressing that there were not enough resources available for the victims of these types of crimes. A few felt that the Government of Canada was headed in the right direction in this area and believed that it had taken a number of steps as of late to prevent crime and strengthen the security of Canadian communities.

Among those who thought that the management of Canada's international relationships represented the most pressing priority at present, a roughly equal number believed that the federal government was headed in the right direction on this front compared to those who felt otherwise. For those who thought that the Government of Canada had been performing well on this front, a number cited what they viewed as its efforts to strengthen the country's trade relationships on the global stage as well as increase Canada's leadership amongst its peers in organizations such as NATO. The view was also expressed that the federal government had done a good job in its navigation of the ongoing disruption to the Canada-U.S. relationship, especially given what some perceived as the frequently changing and unpredictable nature of this situation. Among those who believed that the Government of Canada was headed in the wrong direction when it came to its activities on the global stage, a number believed that it had spent too much in recent years on initiatives related to the provision of international humanitarian aid and defence-related assistance to other countries, and that a greater focus needed to be placed by the federal government on helping those living in Canada who were currently facing challenges in making ends meet financially.

The Economy and Spring Economic Update (Lower Mainland British Columbia, Montérégie Region Quebec)

Two groups took part in a conversation related to Canada's economy, as well as the Government of Canada's Spring Economic Update, which was tabled on April 28th, 2026. Asked how they felt the Canadian economy was doing overall, most were pessimistic in their views, with many believing that the country was facing significant economic challenges at present. Expanding upon their reactions, several described what they perceived as significant increases to the cost of living in recent years, including for essentials such as groceries, housing, and gasoline. A number also cited growing challenges related to the employment market in many parts of the country, with some expressing concerns about the impact that emerging technologies such as artificial intelligence (AI) would have on the ability of Canadians to secure well-paying jobs going forward.

Discussing what would need to happen for them to start feeling more optimistic about the Canadian economy, several expressed that they would feel more positively once it became more affordable for lower- and middle-income households to cover their basic needs, in turn making it easier for individuals to contribute more money to savings or towards major goals such as the purchase of a home. It was also thought by some that progress in areas such as making child care more affordable, lowering tuition amounts for post-secondary education and skills training programs, and making it easier for Canadian seniors to live on fixed incomes would indicate that the economy was beginning to move in a more positive direction.

Asked whether they felt the Canadian economy would get better, worse, or stay about the same over the coming year, a roughly equal number felt that the economy would stay the same compared to those who thought it would get worse, with only a small number expecting that the economy would improve. Among those who felt that Canada's economy would remain about the same, several believed that while there would be continued challenges related to the high cost of living and a lack of affordable housing, it was likely that these issues would stabilize rather than worsen and that the economy would eventually improve in the longer-term as efforts by the federal government to strengthen the economy began to take hold. For those who believed that Canada's economy would worsen over the coming year, a number cited what they viewed as the potential for the ongoing conflict in the Middle East to lead to increased inflation for Canadian consumers, especially as it relates to the price of fuel and other goods that are shipped to Canada from this region. Among the small number who expected Canada's economy would improve over the coming year, a few believed that actions recently taken by the federal government (such as the construction of nation-building infrastructure projects and the increased building of residential housing in Canadian communities) would eventually lead to economic growth and a stronger economy overall. It was also thought that recent actions by the Government of Canada to diversify and strengthen the country's non-U.S. international trade relationships would ultimately lead to economic growth and a more resilient Canadian economy going forward.

Discussing whether participants expected that they personally would be doing better, worse, or about the same financially over the coming year, most believed that their financial situation would remain relatively stable, with a few expecting that their finances would worsen, and a very small number believing that their situation would improve. Among those who felt their financial situations would remain relatively the same, several expressed that while they expected to face at least some financial challenges over the coming year, if they continued to have full-time employment they would be able to manage their expenses and fulfill their basic needs. For the smaller number who worried that their financial situations might worsen, participants expressed concerns regarding the potential for the rate of inflation to rise rapidly in the coming months (due in part to the conflict in Iran), with a number believing that this would serve to greatly exacerbate existing challenges that they were facing related to the affordability of groceries, housing, and gasoline.

Asked whether they felt the Government of Canada was generally on the right track or wrong track when it came to its management of issues related to the economy, a roughly equal number believed that it was headed in the right direction compared to those who felt otherwise, with several feeling that they did not know enough about the federal government's actions on this front to provide an informed opinion. Among those who believed that the Government of Canada was generally on the right track in its management of the economy, a number cited recent actions that it had taken to remove internal trade barriers and promote increased trade amongst Canada's provinces and territories, with participants believing that this represented a step in the right direction towards increasing the country's economic self-sufficiency in the years to come. A few also mentioned recent efforts that had been taken by the federal government to stabilize the rate of immigration to Canada, with a number expecting that this would assist in reducing the upward financial pressure that immigration levels in recent years had placed on areas such as housing and the employment market. For those who felt that the Government of Canada was headed in the wrong direction, the view was expressed that so long as a high number of households continued to face challenges each month when it came to making ends meet financially, it was difficult to view the federal government's performance in this area in a positive light.

Questioned as to whether they had heard anything about the Government of Canada's Spring Economic Update, participants reported that they had not. To aid in conversation, participants were provided with the following information:

The Government of Canada prepares a fiscal update, sometimes referred to as a "mini budget", in between annual budgets. Since the most recent budget was in November 2025, the fiscal update will be released in the latter part of April 2026. The Spring Economic Update will provide an update on the federal government's finances and economic projections and may outline new policies or programs.

Discussing what they felt should be the Government of Canada's top priority as it prepares to table its Spring Economic Update, many believed that its primary focus needed to be on creating more high-paying jobs for Canadian workers and taking steps to make life in Canada more affordable. Other important priority areas identified by participants included increased investments for Canada's health care system, further actions to diversify Canada's trade relationships on the global stage, and greater

efforts to protect the environment and mitigate the impacts of climate change on present and future generations.

Grocery Code of Conduct (Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54)

Three groups took part in discussions related to Canada's recently implemented Grocery Code of Conduct. Asked whether they had seen, read, or heard anything about the Grocery Code of Conduct, very few reported that they had, and none were able to recall any specific details about the initiative. To aid in conversation, participants were provided with the following information:

The Canada Grocery Code of Conduct is a voluntary set of rules for grocery retailers and suppliers to promote fair and transparent business practices.

Canada's five largest grocers - Loblaw, Empire (Sobeys), Metro, Walmart Canada, and Costco Canada - have formally registered. The initiative is supported by federal, provincial, and territorial governments.

The code lays out specific rules and guidelines for grocers and suppliers. For example, it includes detailed rules about fees and under what circumstances retailers can charge them.

Reacting to this information, while many felt that it represented a step in the right direction when it came to making groceries more affordable for Canadians, several were skeptical as to whether Canada's major grocery companies would voluntarily comply with the rules and guidelines set out in the Grocery Code of Conduct without the implementation of some form of enforcement mechanism by the federal government. A few expressed that while they did not feel that the Government of Canada should be overly involved in the general workings of the free market, it was important for there to be some level of federal oversight for Canada's grocery sector in order to ensure that consumers were being treated fairly. Related to this, a number hoped that the rules introduced as part of this initiative included a commitment among major grocers to not participate in price fixing, with some recalling previous instances of major Canadian grocery chains fixing the price of bread.

Discussing what benefits they felt consumers might see as a result of this new code, several expected that it could lead to greater transparency regarding how food prices are calculated by major grocery chains. A small number believed that, if it were adhered to by major grocers, the Grocery Code of Conduct would also lead to increased trust among consumers, leading to a more positive public impression of Canada's grocery sector overall. Few, however, believed that this initiative would result in lower grocery prices for Canadians, with many expecting that major grocers would be unlikely to lower the prices they charge for food products, even with these new rules and guidelines in place.

Asked whether they felt the Canada Grocery Code of Conduct should be mandatory for major grocery companies, almost all answered affirmatively. Expanding upon their responses, many reiterated the

view that so long as it remained voluntary for major grocers, it was unlikely that these companies would adhere to the rulings and guidelines set out by this initiative, resulting in little progress being made in making groceries more affordable for Canadians. It was also believed that, in addition to making it a requirement for major grocery chains to participate in this initiative, the federal government should also make it mandatory for smaller grocery chains to sign on to this code of conduct. A few took a more nuanced view, believing that while all grocery chains/stores owned by major grocery companies should be required to sign on to this code, smaller, independent grocery stores should be provided with greater flexibility on this front as a way of fostering increased competition in the grocery sector going forward.

High-Speed Rail (Greater Montreal Area, Peel and York Regions Ontario Aged 35-54)

Two groups took part in conversations related to the Alto High-Speed Rail major infrastructure project. Asked whether they had recently seen, read, or heard anything related to the Government of Canada and high-speed rail, a large number indicated that they had. Describing what they had heard, several were of the impression that the federal government had announced that it would be investing in the construction of a high-speed rail line that would eventually span from Toronto to Quebec City. A number also recalled having heard that it would likely take several years (potentially up to a decade) to complete, with a few expressing concerns regarding what they expected would be the high financial costs required to carry out this initiative.

To aid in conversation, participants were informed that, as part of the Government of Canada's series of major infrastructure projects to help build Canada, one of the projects that it would be investing in would be the Alto High-Speed Rail, which would ultimately connect Toronto to Quebec City, and reach speeds of up to 300 kilometres per hour (km/h). On balance, a larger number reacted positively to this information compared to those who felt otherwise. Among those who expressed support, several believed that high-speed rail represented an effective way to reduce vehicle congestion on roadways located along or nearby the rail route. Related to this, a number expected that the initiative (once completed) would be highly beneficial for those who frequently found themselves having to travel along the Toronto to Quebec City corridor either for work or in their personal lives. It was also felt that the project could yield tangible environmental benefits in that it would likely reduce the number of emissions-producing vehicles on the road as more people opted out of driving in favour of using the high-speed rail. For the smaller number who were more uncertain or negative in their opinions, some reiterated concerns about the cost and expected multiyear timeline for its completion. Unprompted, a few also worried about the potential for land expropriations and that the proposed route would require land that was currently being used as farmland or for residential housing.

Discussing whether they felt a high-speed rail line from Toronto to Quebec City would lead to any economic benefits for Canada, or for communities in their respective areas, several answered affirmatively. A number expected that high-speed rail would make it easier for individuals to travel

between major urban centres for business and other purposes and believed that reducing travel times could improve productivity by allowing travellers to spend less time driving and more time working or conducting business while in transit. It was also widely thought that this new high-speed rail line would lead to a rise in tourism activity within the Toronto to Quebec City corridor as visitors to this region would now have access to an easy, affordable way to quickly travel between destinations. The view was also expressed that the project could lead to job creation and increased economic activity in the communities located near high-speed rail stations, as well as potentially attract new businesses to the various cities with route stops. Asked whether they had any additional concerns related to this project, a number worried about the potential for lengthy construction delays, with some of the impression that other light-rail transit (LRT) initiatives in their area had taken several more years to complete than expected or had still yet to be completed. A number also worried about the project running over budget, leading to an increase in the public financing required to complete it.

Participants were next provided with the following information:

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.

Sharing their thoughts, while a number felt that it was important for Alto to be committed to paying fair market value for land purchases, several expressed concerns about the potential for people to be compelled to sell their homes, businesses, or farmland against their wishes and/or be forced to relocate their lives as a result of the project. A few also expressed concerns about the potential high financial costs associated with purchasing the land required and hoped that these costs would primarily be financed by Alto as opposed to the federal government. Asked whether they had heard anything about potential land expropriations related to the project, a small number reported that they had, with some worrying that these could lead to delays in the rail line being completed in the event that landowners refused to sell.

Participants in the group based in the Greater Montreal Area (GMA) 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 York and Peel regions of Ontario 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.

Questioned as to whether they had any concerns about a route passing through Mirabel, a number expressed concerns as to how this would impact agricultural production in the region as well as the area's unique wildlife and ecosystems. Asked a similar question regarding whether they had any concerns about the route passing through agricultural lands, a few in the group based in Ontario

believed that it could lead to a downturn in food production in their province as well as financial losses for impacted farmers who were dependent on these lands for their livelihoods. A number, however, acknowledged that expropriating some farmland would likely be involved in the process of constructing this project and believed that it was better to take this action now rather than having this project be delayed.

Participants in the GMA were also 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 York and Peel regions were presented 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.

Asked how they felt about this approach, several thought it would be effective in mitigating traffic or delays on other roadways or rail tracks once operational. A number, however, expressed concerns about the potential environmental damage that could be caused by digging underground tunnels as well as whether this approach would interfere with important infrastructure such as municipal waterlines and sewer systems. A few also worried about the additional financial costs that they expected would be incurred as a result of building elevated track lines and underground tunnels and believed that it would be more cost effective to primarily focus on constructing surface-level tracks.

Contrecoeur Container Terminal Project (Greater Montreal Area)

Participants in the Greater Montreal Area (GMA) engaged in a brief conversation related to the Government of Canada's recently announced Contrecoeur Container Terminal Project. Asked whether they had recently seen, read, or heard any news related to the federal government and this project, while a small number were of the impression that the initiative was aimed at constructing additional port infrastructure and reducing congestion in the Port of Montreal, none could recall specific details. To aid in conversation, 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.

Asked whether the project sounded familiar after being provided with additional details, a few believed that they had heard something about it in passing. On balance, most reacted positively, with several believing that it represented an effective way for the federal government to increase Canada's international trade capacity while also creating a large number of new jobs for Canadian workers. Related to the latter, some expressed the view that it had become increasingly difficult for Canadians to find well-paying employment, with a number believing that the creation of 8,000 jobs for the construction of this project (and over 1,200 once operational) would likely have a positive financial impact on many households in their area going forward.

Discussing whether they had any concerns related to this initiative, several were worried about the potential negative impact that a 60 per cent increase in marine shipping traffic along the St. Lawrence River could have on the surrounding environment and ecosystems. Concerns were specifically expressed regarding the higher level of pollution that was expected to be produced by more frequent maritime traffic as well as the potential for unique ecosystems and wildlife habitats to be damaged or destroyed in the process of building the infrastructure required for the container terminal. A few also worried that investment in the Contrecoeur Container Terminal Project indicated that the federal government was placing a higher priority on expanding Canada's international trade activity rather than focusing on making the country more economically self sufficient and manufacturing more goods and products domestically.

Pipelines and Oil Tanker Moratorium

(Greater Victoria Area Aged 35-54, Regina Aged 35-54)

Two groups engaged in a discussion related to the potential construction of a new oil pipeline from Alberta to the west coast of British Columbia (B.C.) as well as how this plan might be impacted by the existing *Oil Tanker Moratorium Act*. Asked whether they had recently seen, read, or heard anything related to the Government of Canada and pipelines, several reported that they had, with a number of the impression that there had been discussions between the Government of Canada and the Government of Alberta about the potential construction of a new oil pipeline from Alberta to the West Coast. A few also recalled having heard that there was the potential for this new pipeline to run south from Alberta to the U.S., while a small number believed it was also possible that the pipeline would span from Alberta to Canada's North. To aid in conversation, participants were provided with the following information:

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

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

On balance, participants were largely positive in their reactions to this information, with several believing that a new oil pipeline would lead to the creation of a large number of high paying jobs for Canadian workers as well as serve to position Canada as a rising leader in the global energy sector in the years to come. Many spoke positively of the aspect of this plan that involved Indigenous co-ownership, with a number expressing that it was of critical importance that Indigenous peoples be consulted and involved in the construction and management of any projects that ran across or nearby their lands and communities. A small number were of the view that, rather than involving businesses from the private sector in the building and financing of these pipelines, the projects should primarily be publicly owned and controlled by the federal and provincial governments, with Indigenous co-ownership. While also reacting positively to this project, a number believed that there needed to be assurances provided by the federal government that the projects would not negatively impact nearby environments and ecosystems and that clear accountability mechanisms would be set out with respect to who would be responsible for paying for and cleaning up any potential accidents (such as oil spills).

Questioned as to whether they had recently seen, read, or heard anything related to oil tankers or a ban on oil tankers, several in the group based in the Greater Victoria Area reported that they had, while very few in the group in Regina answered affirmatively. Among those who had heard something, a number were of the impression that oil tankers were currently prohibited from travelling within a certain distance for much of B.C.'s coastline and that there had been discussions as to whether this ban would need to be adjusted as part of a new pipeline project. To provide additional clarification, participants were presented with the following:

Oil Tanker Moratorium Act

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



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

Participants were informed that some expected that building a new pipeline from Alberta to B.C. would require making adjustments to the *Oil Tanker Moratorium Act*, such as granting an exemption to the tanker moratorium for this specific project or changing the boundaries of the moratorium to allow oil tankers through the Dixon Entrance in order to carry oil to Asia. Asked how they felt about this, those in the group based in Regina were largely in support of changing the ban to accommodate increased oil tanker traffic between Canada and Asia, while several of those residing in the Greater Victoria Area expressed concerns about the potential for oil spills and environmental disasters to occur if the Act were adjusted or rescinded. Among those who supported granting an exemption to the tanker moratorium or changing the boundaries, most felt that there was likely no way for the oil transported via this proposed pipeline to be exported to Asian markets without changing the Act in some way, and that leaving the moratorium in place would decrease the economic viability of the project going forward. For those who felt the oil tanker moratorium should remain in place in its current form, the view was expressed by several that the waterways encompassed by the ban were incredibly dangerous for large ships (such as oil tankers) to traverse and that it was of critical importance to keep this ban in place in order to ensure the continued safety of coastal ecosystems and wildlife.

Informed that some believed that it would be possible to construct a new pipeline from Alberta to B.C. without making any changes to the *Oil Tanker Moratorium Act,* while several felt that this would be a positive development if it were to occur, many expressed skepticism as to how a new pipeline (and the increase in coastal maritime traffic associated with this type of project) would be able to operate with the Act remaining in place. Many felt that they required further information as to the specifics of this strategy to build a pipeline from Alberta to B.C. while leaving the moratorium unchanged before they could determine whether it was more likely that the Act would remain as it is or if changes to this legislation were necessary.

Participants were next told that some had suggested that rather than building new pipelines from Alberta to B.C., the focus should instead be placed on expanding existing ones, such as the Trans Mountain Pipeline. It was also shared with participants that others were of the opinion that efforts should be taken to both construct new pipelines as well as expand existing ones. Asked which of these views aligned the most with their own perspectives, a roughly equal number favoured expanding the existing Trans Mountain Pipeline compared to those who believed that a focus should be placed on both expanding existing pipelines as well as building new pipelines along other routes. Among those who favoured the option of expanding the Trans Mountain Pipeline, several expressed the view that this would likely be the most cost-efficient and easiest option to carry out as much of the construction for this pipeline had already been completed. It was also believed that expanding an existing pipeline would be much less environmentally invasive compared to the building of a completely new pipeline. For those who felt that the Government of Canada should also place a focus on building new pipelines

(in addition to expanding existing pipelines), it was thought that a new pipeline would incorporate safer, more modern technologies and materials during the construction process, as well as provide an opportunity for a new route to be constructed to ports in Northern B.C. that may be better able to accommodate a significant increase in oil tanker activity. A number also believed that, in addition to a pipeline being built from Alberta to B.C., the Government of Canada should consider investing in the construction of additional pipelines running from Alberta to ports in Eastern Canada as well as those in Canada's North.

Asked whether they thought the Government of Canada should be working with provincial and territorial governments to assist in the development of new or expanded pipelines, all believed that it should. For many, it was felt that it was of significant importance for the federal government to be directly involved in the development and construction of any new or expanded pipelines, including by providing financial resources, expertise, and oversight. Regarding the latter, a number believed that federal oversight was especially crucial for a project such as this with numerous stakeholders (including provincial/territorial governments, Indigenous groups, and private enterprises) to balance their competing interests and ensure that they work in cooperation with one another.

Discussing whether they expected the development of new or expanded pipelines would be positive or negative for Canada's economy, all believed that they would have a positive impact. Many reiterated the view that the construction of a new pipeline and/or the expansion of an existing one would lead to the creation of many new jobs for Canadians as well as strengthen the national economy overall by positioning Canada as a rising leader in the global energy sector. The view was also expressed that, by increasing Canada's ability to export more oil to international markets such as those in Asia, the federal government would be working to further diversify the country's trade relationships on the global stage and reduce its economic reliance on the U.S. in this area going forward.

Nature Strategy (Greater Montreal Area, Major Centres Ontario, Prairies, Peel and York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54)

Five groups took part in discussions related to the Government of Canada's new nature strategy. Asked what came to mind when they heard the phrase "nature strategy", many believed that it referred to an overall approach from the federal government focused on increasing its efforts to protect and conserve Canada's unique wildlife and ecosystems, as well as ensuring that environmental considerations were taken into account when pursuing major infrastructure projects (such as the construction of new pipelines). A number also felt that the term could refer to the Government of Canada making investments towards initiatives that would serve to benefit the environment going forward (such as tree planting), while others thought that a nature strategy could refer to actions to strengthen Canada's national parks system and ensure that Parks Canada had sufficient staff and

resources to maintain the natural and historical sites under its jurisdiction. A few believed that a nature strategy from the federal government could also refer to increased plans to develop more of Canada's natural resources, such as oil, natural gas, and critical minerals.

Asked whether they had seen, read, or heard anything related to the Government of Canada's nature strategy, none indicated that they had. To aid in conversation, participants were provided with the following information:

Recently, the Government of Canada launched its strategy to protect nature. The goal is to protect 30 per cent of Canada's lands and water by 2030.

The strategy aims to:

- *Protect and conserve more land and waters and connect habitats so species can move more safely.*
    - *This will be done in partnership with Indigenous communities, provinces, territories, non-profit organizations, industry, and private landowners.*
- *Design infrastructure projects in ways that support conservation efforts.*
    - *This will include using scientific tools and modern technology to help avoid or minimize environmental impacts of development.*
- *Use finance tools to fund conservation in a sustainable, long-term way.*
    - *The goal is to encourage businesses and investors to support conservation.*

On balance, almost all were positive in their reactions, with many believing that it was important for the federal government to have a renewed focus on protecting the country's natural spaces, waterways, and wildlife. Several spoke positively about the emphasis on working in partnership with Indigenous peoples to protect and conserve more of Canada's lands and waters, with a number expressing that it was essential for Indigenous views to be considered. Further to this, others noted the importance of also partnering with industry and private landowners given the strategy's stated goal of encouraging businesses and investors to support conservation. Additionally, participants felt it was especially important for the Government of Canada to be implementing this strategy with clear targets in mind (such as 30 per cent of lands and water protected by 2030), as this would provide useful metrics by which progress could be measured. A few felt that the 30 per cent target was not high enough and believed that a larger amount of Canada's lands and waters would ultimately need to be protected. A number in the group based in the Prairies specifically liked the strategy's focus on designing infrastructure projects in ways that support conservation efforts, with some specifically mentioning wildlife corridors that had been constructed over highways in Banff National Park as something that they felt should be replicated across the country.

Participants were next presented with the following additional information:

At the end of 2024, Canada had conserved:

- *14 per cent of its terrestrial area (land and freshwater).*
    - *This is up from 10 per cent in 2016.*

- *16 per cent of its marine territory.*
  - *This is up from 1 per cent in 2016.*

Questioned as to whether they felt the Government of Canada would reach its goal of protecting 30 per cent of Canada's lands and water by 2030, most did not expect that it would, with several of the opinion that this would require a significant amount of progress that would likely be difficult to achieve within the next four years. A number expressed that the progress noted (including a 4 percentage point increase in the amount of protected terrestrial territory from 2016 to 2024, and a 15 percentage point increase in protected marine territory during this same time frame) did not indicate that Canada was on pace to meet its stated target of 30 per cent by 2030. Participants also questioned what specific parts of the country the Government of Canada would be focusing its efforts on in order to meet its goal, with a few believing that it would be much easier to protect and conserve lands and waters in sparsely populated regions (such as those in Canada's North) compared to regions where the population density was considerably higher. Among the small number who felt that it would be possible for the Government of Canada to meet its 2030 goal, the view was expressed that given the progress that had already been made in protecting terrestrial and marine territory, it was not unrealistic that an increased focus on conservation through this nature strategy could lead to the federal government meeting or exceeding its targets within this timeframe.

Asked what benefits, if any, they felt could be achieved by protecting 30 per cent of Canada's lands and water by 2030, participants provided a wide range of responses. For many, it was thought that by increasing the amount of Canada's terrestrial and marine territory under conservation, the federal government would be taking a significant step towards protecting the country's unique wildlife and ecosystems. It was also felt that it would likely lead to a reduction in pollution and carbon emissions, potentially leading to improved health and wellness for Canadians going forward. A number believed that these efforts could also assist protected regions in becoming more resilient against large-scale disasters such as wildfires, especially if the nature strategy included taking preventative actions (such as controlled burns) in fire prone areas. Several thought that this initiative would lead to greater food security for Canadians and expected that it would contribute to an increase in the availability of arable land for growing fruits and vegetables as well as provide an opportunity for vital food stocks (such as fish) to rebuild their populations after several decades of ongoing depletion. A few also expressed the view that increasing the protection of Canada's freshwater resources could lead to economic benefits for the country going forward, with some expecting that freshwater would become an increasingly scarce (and valuable) resource in the years and decades to come.

Discussing what concerns, if any, they had about the Government of Canada working to protect and conserve 30 per cent of the country's lands and water by 2030, several expressed concerns that this could lead to less progress being made on other important priorities, such as increasing Canada's economic productivity, building major infrastructure projects, and increasing the development and export of Canada's natural resources. With this in mind, participants felt that it would be important for the Government of Canada to establish an effective way to balance its environmental and economic priorities going forward and ensure that there would not be too high of a financial cost associated with the implementation of this nature strategy. A number also felt that it was important that the land and

water selected for conservation be located in areas of the country in which industrial development would be more likely to occur in the absence of such protections (as opposed to protecting large swaths of territory that were unlikely to be developed regardless of whether the land was protected or not). A few also reiterated concerns that 30 per cent was too low of a target, and especially so for Canada's water resources, which some believed should be protected at a rate of 100 per cent given how important they expected access to freshwater would be for future generations.

Civic Corps (Regina Aged 35-54)

The group comprised of individuals aged 35 to 54 residing in Regina engaged in a conversation related to the potential creation of a youth civic corps in Canada. Asked whether they were familiar with the term "civic corps", participants indicated that they were not. To aid in conversation, participants were provided with the following information:

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. These programs aim to foster civic engagement, build employability, and support personal development.

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

Asked how they felt about the Government of Canada developing its own youth civic corps, a large number responded positively. Several believed that it would provide Canadian youth with a valuable opportunity to develop a wide range of skillsets, as well as experience working in a number of different sectors. A number expressed the view that this type of program would be particularly helpful given their impression that many young people in Canada were presently struggling to find full-time employment. Among these participants, it was believed that a youth civic corps could greatly assist youth in obtaining the skills and experience they required to begin their careers and work towards achieving their personal and professional goals. While also believing that it was important for young people in Canada to have opportunities to learn new skills and find jobs, a few expressed that this was an area that should primarily be handled by employers in the private sector rather than by the federal government. A small number worried about the potential financial costs of this program and felt that they would require additional details as to how the initiative would be implemented before they could determine whether it was a positive action for the Government of Canada to be taking.

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

- *Team Canada Strong*
- *Canada Nation Builders*

- *Builders of Canada*
- *Canada Corps*
- *Canada Civic Fellowship*
- *Canada Strong Force*
- *Canada Strong Alliance*

On balance, *Canada Corps* received the highest level of support among participants, followed by *Canada Civic Fellowship*. A small number respectively selected *Team Canada Strong, Canada Nation Builders,* and *Canada Strong Force,* while none selected *Builders of Canada* or *Canada Strong Alliance*. Among those who selected *Canada Corps,* a number believed that it concisely and effectively communicated the program's focus on civic engagement and teamwork, with some also expressing that it was the broadest and most all-encompassing of the various options. For those who chose *Canada Civic Fellowship,* a number noted that they liked the use of the word "fellowship," believing that this term communicated important values for the program such as teamwork, learning, and camaraderie.

Asked whether they preferred the word "team" or "corps" to designate the program, all believed that the word "team" would be more effective. For many, it was felt that 'team' was a more positive, constructive word, with several believing that "corps" evoked thoughts of a more regimented, military-focused initiative.

Artificial Intelligence and Copyrighted Work (Regina Aged 35-54, Atlantic Canada Aged 18-34, Lower Mainland British Columbia, Montérégie Region Quebec)

Four groups took part in discussions related to generative artificial intelligence (AI) and the impact that this technology could potentially have on copyrighted work in Canada. Asked whether they utilized AI tools for work or in their personal lives, most reported using generative AI tools in at least some capacity, with many indicating that these tools had become increasingly integrated into their daily routines. Participants referenced platforms such as ChatGPT, Claude, Gemini, Copilot, and DeepSeek and described making use of them for a broad range of professional, academic, and personal purposes. Common applications included drafting emails, summarizing information, brainstorming ideas, travel planning, and meal preparation. More specific uses were dependent on the nature of one's professional or personal interests and included creating study materials, coding assistance, and generating social media or content creation materials. A number also described using AI as a replacement for traditional internet searches, valuing the speed and convenience with which information could be generated.

Younger participants, those aged 18-34, generally described the highest frequency and breadth of use, with several indicating using AI as often as possible and for a multitude of tasks in their personal and professional lives. These participants frequently characterized AI as an everyday assistant that improved efficiency, helped them to save time, and simplified routine decision-making. By contrast, older participants tended to frame AI more narrowly as a practical support tool for specific tasks rather than as something they relied upon extensively. Overall, while most reported using AI on a regular basis, several emphasized that they remained cautious about relying too heavily on AI-generated outputs or using this technology without independently verifying the information that it produced.

Although participants widely acknowledged that generative AI is viewed as a powerful and potentially transformative technology, discussions across all four groups revealed significant reservations alongside recognition of its benefits. Many described AI as being highly effective at improving efficiency, saving time, helping to organize information, and assisting with communication or routine administrative tasks. Several believed that AI tools could improve productivity in both professional and personal settings, while others highlighted their usefulness for learning, studying, and simplifying complex processes. Some also viewed AI as helping to make information and knowledge more accessible to a wider range of people.

In addition to the perceived benefits of AI, several expressed concerns regarding the broader societal implications of widespread AI adoption. A dominant theme across all groups was the fear that individuals, and young people especially, were becoming overly reliant on AI and gradually losing important cognitive, analytical, and critical thinking skills. Many worried that students and younger generations could become dependent on AI for schoolwork, research, writing, and problem-solving rather than developing these skills independently. A number of participants believed that AI risked discouraging independent thought and reducing the willingness of people to think through issues or conduct their own research. Several also raised concerns that an overreliance on AI could weaken creativity, interpersonal communication, and other human capabilities over time.

Concerns regarding misinformation, reliability, and trustworthiness also emerged consistently throughout discussions. Participants repeatedly stressed that AI-generated information could be inaccurate, biased, incomplete, or misleading and emphasized the importance of independently verifying outputs rather than accepting them as fact. Participants in multiple groups expressed concerns about "deepfakes," manipulation of information, and the increasing difficulty of distinguishing AI-generated material from authentic human-created content. A few worried that AI could increasingly be used to disseminate false information, manipulate public opinion, and/or create fraudulent or deceptive content.

Participants also raised broader ethical and societal challenges related to AI. Several expressed concerns about the potential negative environmental impacts of this technology, with a number referencing the substantial amounts of electricity and water that they believed were required to power and cool AI data centers. Concerns were also expressed about potential job displacement, reduced human interaction, erosion of creativity, increasing dependence on technology, and the possibility that people may begin relying on AI for emotional support, companionship, or therapy in ways that could

negatively affect their social skills and relationships. Several also raised concerns regarding privacy, and the amount of personal or sensitive information that users may voluntarily share with AI systems.

While some participants (and younger people in particular) ultimately held more positive than negative views of AI tools, discussion overall tended to reflect mixed or cautious perspectives about this technology. Participants who viewed AI more positively typically emphasized its convenience, efficiency, productivity benefits, and ability to save time or assist with organization and communication. Those with more negative impressions tended to focus on risks related to misinformation, overreliance, loss of creativity, ethical concerns, privacy, environmental impacts, and the perceived lack of sufficient regulation or oversight of this technology.

Before discussing issues related to AI and copyrighted material, participants were provided with background information explaining that *intellectual property (IP) refers to any form of knowledge someone has created that is legally protected. The most common types of IP are: copyright (protects expression of ideas), patents (protects inventions), trademarks (protects service identifiers, such as words and names, symbols, etc.), and trade secrets (protects confidential information, for example formulas).* Reacting to this information, many expressed concerns regarding how generative AI systems are trained and the sources from which they obtain their information. Participants frequently referenced books, articles, artwork, music, websites, films, and other creative works being "scraped" or incorporated into AI training models without the consent or knowledge of their creators. Several viewed this as being unfair to artists, writers, musicians, and other creators whose work could potentially be reproduced, imitated, or monetized without compensation.

Concerns about the impacts of AI on creative industries and artistic expression were more pronounced among participants who believed that creators risked losing income, ownership, or control over their work if AI companies were permitted to freely train models using copyrighted material. Others worried that AI-generated books, music, art, or other content represented a broader threat to human creativity and originality. A few indicated that they would intentionally avoid purchasing creative works known to have been substantially generated using AI, expressing the view that human-created work held greater authenticity and value. Some worried that AI-generated content could eventually saturate creative markets and diminish the number of opportunities available for human creators. Several viewed AI-related copyright issues as an extension of plagiarism and internet-related concerns that already existed prior to AI and believed that generative AI had largely accelerated or amplified problems already associated with the sharing and/or copying of information online. Even among participants who accepted that copyrighted content was likely already being incorporated into AI systems, concerns remained regarding attribution, consent, recognition, and fairness to creators. Some suggested that if copyrighted work was used, creators should at minimum receive acknowledgement, royalties, or compensation similar to the residual-style payment systems that were used in other industries.

A number of participants also questioned whether AI systems could be trusted to appropriately distinguish between publicly available information and protected or confidential material. Some raised concerns about proprietary or confidential information (including patents, formulas, unreleased

technologies, trade secrets, or other sensitive materials) potentially being accessed, reproduced, or disclosed through AI systems. Others questioned the reliability of information generated by AI systems when it was unclear where the underlying information had originated from and/or whether the sources used by AI agents were credible or trustworthy.

Participants were mixed in their opinions as to whether AI companies should be permitted to train their models on copyrighted work. Across all groups, however, participants largely believed that creators should at the minimum have to provide consent and receive attribution or compensation if their work was being used. Some viewed the use of publicly available information as being somewhat inevitable or comparable to existing internet search practices, while others believed that broader access to information could improve the usefulness, sophistication, and reliability of AI systems. A few described AI as functioning similarly to a library or research tool that synthesized existing information from many sources. Despite these perspectives, many emphasized that safeguards and clearer rules were necessary when it came to the regulation of this technology. Proposed solutions shared by participants included consent requirements, mandatory source citation, licensing agreements, the provision of royalties, or compensation frameworks for creators whose work contributed to AI-generated outputs. Several drew comparisons to existing compensation systems that were in place for artists, musicians, authors, and other creators, and suggested that similar models could potentially be adapted for AI-related uses. Participants repeatedly emphasized the importance of protecting human-created artistic expression and ensuring that creators continued to be recognized and rewarded for original work.

Participants were informed that Canada's *Copyright Act* was last substantively updated in 2012, before the rise of generative AI, and were asked whether this legislation should be updated to permit AI companies to train their models on creative works provided that they obtained consent and compensated creators. Across all groups there was broad support for updating Canada's *Copyright Act* to better reflect the realities of generative AI and modern digital technologies. Participants widely agreed that current legislation had not kept pace with technological developments and that clearer rules, oversight, and protections were needed.

Most supported the principle that AI companies should only be permitted to train their models on copyrighted material with the consent and some form of compensation for creators. Many felt that this would represent a fairer balance between encouraging innovation and protecting the rights and livelihoods of artists, writers, musicians, and other creators. Several believed that compensation systems would also help preserve incentives for continued creativity and original work. At the same time, participants expressed considerable skepticism that AI companies would voluntarily provide creators with fair compensation without the implementation of strong legislation and enforcement mechanisms. Few trusted large technology companies to independently determine what constituted fair compensation. Many viewed AI development as being heavily driven by profit motives and believed that companies would seek to minimize compensation obligations wherever possible. Participants also questioned how "fair compensation" could realistically be measured given the vast number of sources AI systems may draw upon simultaneously. Some wondered whether it would even

be possible to develop an equitable formula capable of determining how much creators should receive when their work contributed to AI-generated outputs.

A recurring view across groups was that federal regulation, oversight, and enforcement would be essential for the continued use of AI in Canada going forward. A number reiterated that legislation alone would not be sufficient unless it was accompanied by meaningful accountability mechanisms and resources to ensure compliance by AI companies operating both within and outside Canada. Overall, discussions reflected a belief that while generative AI offers considerable benefits and would likely become increasingly integrated into everyday life, stronger protections, safeguards, and clearer rules would be necessary in order to address concerns related to copyright, consent, compensation, transparency, and the protection of human creativity.

Youth Program Name Testing (Quebec Aged 18-34, Prairies, Atlantic Canada Aged 18-34, Montérégie Region Quebec)

Four groups shared their opinions related to potential names for a number of youth-related programs that were currently under development by the Government of Canada. Participants were informed that the federal government was working on launching a suite of programs designed to assist youth between the ages of 15 and 30 in finding employment. It was also clarified for participants that while some programs were for helping youth obtain summer jobs, others would be focused on skill development and 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, a roughly equal number selected *Work Readiness and Experience Program* and *Youth Ready to Work Program* with a few choosing *Youth Build Canada Program*. Among those who chose *Work Readiness and Experience Program,* several liked that it did not include the word "youth" and believed that, given that this program was designed for individuals up to 30 years of age, this was the most all-encompassing name for this initiative. Participants also liked the inclusion of the words "readiness" and "experience" and believed that this would be of interest to many younger Canadians who were currently seeking to obtain full-time work but did not have the requisite experience or training to obtain jobs in their fields of interest. A few also liked that this name did not include an acronym as they felt that, given the large number of acronyms currently associated with federal programs and initiatives, it could be confusing to remember what each acronym stood for.

For those who selected *Youth Ready to Work Program*, many felt that this was the most straightforward and direct of all the options and did the best job at describing the aims of this initiative. Several liked the phrase "ready to work" and felt that this would be inspiring to the many young Canadians who were ready to engage in hard work but had yet to find an opportunity to do so in the sector(s) that they were interested in. A few of those who did not select this name as their top option expressed that they would have done so had it not included the word "youth", which they felt made the program too focused on the younger end of the 15 to 30 age range. Among the small number who chose *Youth Build Canada Program*, participants felt that this name did the best job at providing a sense of national unity and conveyed the notion of young people across Canada coming together to build a stronger future for the country and its economy.

Asked whether they had any suggestions as to how any of these names could be changed or improved, a small number felt that *Work Readiness and Experience* program was somewhat long and believed that it could be shortened to be more concise and effective. Discussing whether they felt any of these names should be removed from consideration entirely, a number felt that *Youth Build Canada* sounded too much like a political slogan, while a few believed that this program and the use of the word "build" would make people think that this program was primarily focused on providing employment opportunities in construction and the trades.

Participants next engaged in a second exercise where they were asked to evaluate potential names for a new Government of Canada program aimed at providing youth with early exposure to work in the skilled trades through paid entry level jobs working on construction projects along with related support, mentorship, and referrals to career paths and apprenticeships. The English-language groups based in the Prairies and Atlantic Canada were presented with the same list of potential names, while each French-language group (respectively comprised of participants aged 18 to 34 across Quebec and individuals residing in Quebec's Montérégie region) were shown a mostly different set of options, with a few names present on both lists. The program names that were presented to each group were as follows:

Prairies and Atlantic Canada

- *Youth Build Canada: Ready to Work in the Trades*
- *Youth Build Canada: Skilled Trades*
- *Canada Youth Trade Corps*
- *Build Canada Skilled Trades Advantage*
- *Canada Youth Trades Advantage*
- *Canada Youth Apprentice Advantage (CYAA)*

Quebec aged 18 to 34

- *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*

Montérégie Region Quebec

- *Bâtir le Canada : Jeunesse prête pour les métiers spécialisés*
- *Bâtir le Canada : Métiers spécialisés pour les jeunes*
- *Service des métiers spécialisés pour les jeunes Canadiens*
- *Bâtir le Canada : Les métiers spécialisés, un atout*
- *Les jeunes dans les métiers spécialisés au Canada : Un atout*
- *Les jeunes apprentis au Canada : Un atout*

Among the two groups that were conducted in English, *Canada Youth Apprentice Advantage* and *Build Canada: Skilled Trades Advantage* received the highest level of support, followed by *Youth Build Canada: Ready to Work in the Trades* and *Canada Youth Trades Advantage*. Very few selected *Youth Build Canada: Skilled Trades* and none selected *Canada Youth Trade Corps*.

For those who selected *Canada Youth Apprentice Advantage,* several reacted positively to the inclusion of the word "apprentice" and believed that this indicated that this program would provide young Canadians with employment and professional experience within the trades, as well as mentorship from skilled tradespersons who had already built successful careers. A small number also liked that this title included an acronym (CYAA) and believed that this would make it easier to remember compared to the other options. Among participants who chose *Build Canada: Skilled Trades Advantage*, a number described selecting this option since it does not include the word "youth" and believed that this title would appeal to a large number of younger Canadians, and especially those who no longer viewed themselves as youth. A few also expressed feeling that this was the most straightforward of the options and felt the term "skilled trades advantage" effectively described the ultimate aims of this program. For those who selected *Youth Build Canada: Ready to Work in the Trades,* a number liked the phrase "ready to work" and believed that this could help to connect this option with the *Youth Ready to Work Program* title that they had discussed during the previous exercise. Among the few who chose *Canada Youth Trades Advantage,* participants expressed feeling that this was the most concise and straightforward of the names, while still using words such as "advantage" that they believed would help to make this program appealing to young people who might be seeking to accelerate their careers by entering into the trades.

Among those in the group comprised of individuals 18 to 34 years of age residing in Quebec, *Bâtir le Canada: Métiers spécialisés pour les jeunes* received the highest level of support, followed by *Bâtir le Canada: Jeunesse prête pour les métiers spécialisés* and *Expérience dans les métiers spécialisés pour les jeunes du Canada.* Very few selected *Bâtir le Canada: Expérience de travail pour les jeunes dans les métiers spécialisés,* while none chose *Bâtir le Canada: Premier emploi dans les métiers spécialisés* or *Bâtir le Canada: Engagement et service aux citoyens*.

For participants who selected *Bâtir le Canada: Métiers spécialisés pour les jeunes,* a number liked the combination of "Bâtir le Canada" combined with "Métiers spécialisés pour les jeunes" and believed that this title effectively communicated the aims of this program while also being more succinct and straightforward compared to the other options. Among those who chose *Bâtir le Canada: Jeunesse prête pour les métiers spécialisés,* the opinion was expressed that "jeunesse" was a more all-encompassing term for this program compared to *jeunes* and might be more appealing to those Canadians who would be interested in this type of initiative but may not see themselves as young people. For those who selected *Expérience dans les métiers spécialisés pour les jeunes du Canada,* participants liked that this option did not include the "Bâtir le Canada" slogan, which they did not feel was an effective phrase to market this program. A few also liked the phrase "jeunes du Canada", believing that this communicated who this initiative was for in an uplifting and optimistic manner.

Among the group based in the Montérégie region of Quebec, *Les jeunes dans les métiers spécialisés au Canada: Un atout* was selected by the largest number of participants, followed by *Service des métiers spécialisés pour les jeunes Canadiens,* with a small number respectively selecting *Bâtir le Canada: Métiers spécialisés pour les jeunes* and *Les jeunes apprentis au Canada : Un atout*. For participants who chose *Les jeunes dans les métiers spécialisés au Canada: Un atout* the view was expressed that this title was approachable and inviting and stood out among the other options in its ability to describe clearly and concisely who this program was targeted towards. A few felt like this program name would speak directly to young people and would help to capture their attention in a way that the other options would not. Among those who selected *Service des métiers spécialisés pour les jeunes Canadiens*, participants felt like this was an effective title in that it conveyed that this was a program that young people could join to gain experience in the trades, while also getting paid for their time and labour.

All groups were asked whether there were any changes or improvements that they would make to the potential program names that they had been presented with. Among the groups conducted in English, a few suggested removing the word "build" from *Build Canada Skilled Trades Advantage,* believing that this would help to make the title more concise and easier to remember. It was also suggested that *Canada Youth Apprentice Advantage* could be changed to *Skilled Trades Apprentice Advantage,* with some believing that it was unnecessary to include the phrase "Canada Youth" in this title. A number of participants in both of the groups that were conducted in French felt that the phrase "Bâtir le Canada" should be reworked, with some reiterating that it sounded too much like a political marketing slogan. A few also expressed the view that Canada was already built and that the title for this type of program should primarily be focused on the goal of increasing the number of young people entering into careers in the trades.

Asked whether there were any options that should be removed from consideration entirely, a number in Atlantic Canada and the Prairies believed that *Canada Youth Trade Corps* sounded too much like a military initiative and did not believe that this title effectively described the aims of this program. The opinion was also expressed in the group comprised of individuals 18 to 34 years of age residing in Quebec that *Bâtir le Canada: Engagement et service aux citoyens* should not be considered as a potential title, with some expressing confusion as to how "engagement et service aux citoyens" connected to this skilled trades program for Canadian youth.

Participants engaged in a final exercise where they were asked to share their opinions related to names for a new Government of Canada program for teens who were not thriving in school and were at risk of becoming young adults who would neither be enrolled in post-secondary education nor employed. Groups were informed that this program would seek to provide young people with after-school learning supports, as well as opportunities to volunteer in their communities and make meaningful connections. Participants were presented with the following list of names and asked to select the one that they found to be 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*

On balance, *Student Engagement and Learning Supports* received the highest level of support, closely followed by *Ready to Work: Community Connections and Learning Supports*. A small number selected *Youth Build Canada: Future Forward, Youth Build Canada: Learning in Action,* and *Build Canada: Youth Futures*, while very few chose *Build Canada: On Track to your Future,* and none selected *Youth Build Canada: On Course / On Track*.

Among those who selected *Student Engagement and Learning Supports*, many spoke positively of the use of the word "engagement", with several believing that this made it sound like this was a program that youth were choosing to engage with, as opposed to being something that they were required to participate in, such as secondary school. It was also thought that "student engagement" made it sound like this was an initiative that young people could choose to participate in for a variety of reasons, as opposed to it primarily being a program focused on putting them on the pathway towards post-secondary education. It was also felt that the phrase "learning supports" indicated that this was a program that could assist struggling high-school students in learning about and addressing the root causes of the challenges that they were facing, while also providing them with the skills and supports they would require to live happy and successful lives as adults.

For those who chose *Ready to Work: Community Connections and Learning Supports*, many liked the focus on community and felt that young people who might not be interested in post-secondary education may find themselves drawn to a program such as this that provided them with the opportunity to establish stronger connections within their communities. A number felt that an emphasis on community connections could provide individuals with interests in specific sectors (such as the trades) with the opportunity to meet adults who were already working in these areas and could possibly provide them with guidance towards finding a job, enrolling in a skills training course, and/or joining an apprenticeship program. A few who recalled having previously faced similar struggles to the young people who this initiative was designed for expressed that a program with this name would likely have been of interest to them when they were younger.

Among participants who chose *Youth Build Canada: Future Forward*, a number liked what they viewed as the optimistic and forward-looking nature of this program title and believed that it would be effective in attracting young Canadians who might be uncertain as to what to do next in their lives but were uninterested in elements included in other titles such as learning supports, student engagement, or community connections. For those who selected *Youth Build Canada: Learning in Action,* participants liked what they perceived as this title's proactive focus on young people taking the skills and knowledge that they had learned and putting it into practice, with some believing that this program name would be motivating to those who were facing challenges related to finding opportunities to put their skills and knowledge to use. For those who chose *Build Canada: Youth Futures,* the view was expressed that this title would provide a sense of hope and optimism to struggling youth, while also being more concise compared to many of the other options.

Asked whether they had any suggestions as to how any of these names could be changed or improved, participants provided a range of responses. A number felt that the word "build" should be removed from the titles beginning with "Youth Build Canada", with some believing that this would help to make these program names more focused on the youth who this program was targeted towards. It was also thought that the term "learning supports" in *Student Engagement and Learning Supports* and *Ready to Work: Community Connections and Learning Supports* could be adjusted, with some believing that this made it sound like this program was primarily focused on assisting students facing learning challenges and may be discouraging to young people who may not see themselves in this light. A few also recommended combining elements of different titles together, such as *Youth Futures* and *Community Connections,* in order to capture both the community engagement aspects of this program as well as its focus on assisting young people who were facing challenges in building their futures.

Questioned as to whether there were any titles that they felt should be removed from consideration entirely, a number believed that *Youth Build Canada: On Course/On Track* was not an effective title and felt that the use of the phrases "on course" and "on track" implied that there was only one track (such as attending a post-secondary program) that young people should aspire to be on. It was also felt that the inclusion of both the "on course" and "on track" taglines was confusing and that one or the other should be used in this title, as opposed to both.

Workforce Action Plan Name Testing

(Major Centres Ontario)

The group comprised of individuals residing in major centres in Ontario shared their perspectives related to potential taglines and slogans that had been developed for the Government of Canada's new Workforce Action Plan. At the outset of the conversation, participants were provided with the following information:

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:

- *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 engaged in an exercise where they were shown a list of potential taglines or slogans for this new program and 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*
- *Ready to Work: Canada's Workforce Action Plan*

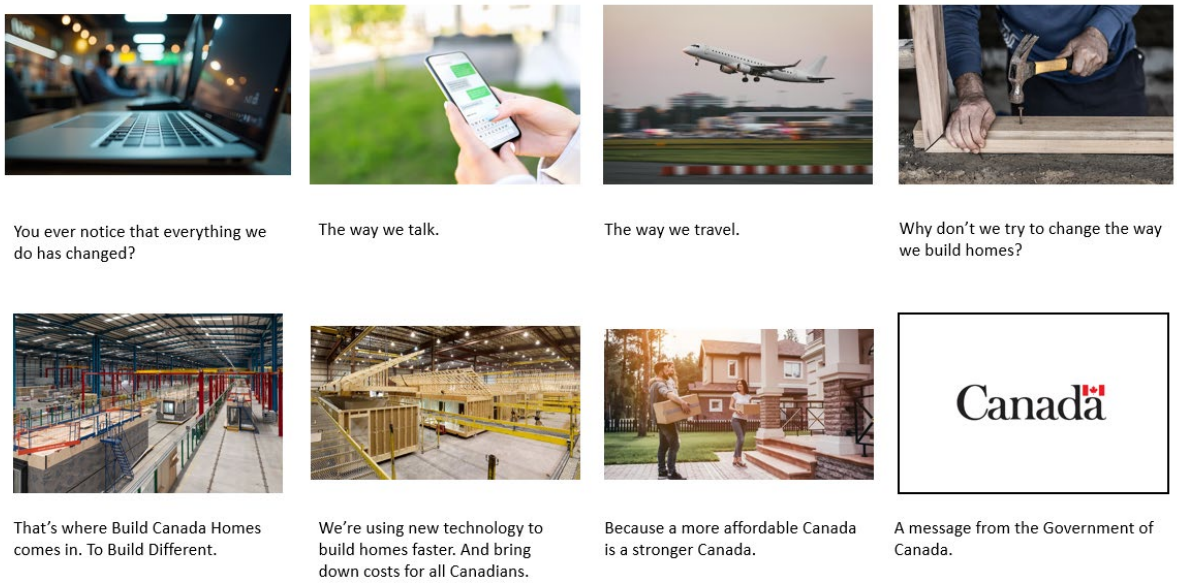
On balance, *Canada Strong: Workforce Action Plan* received the highest level of support among participants, with a few also selecting *Build Canada: Workforce Action Plan.* A very small number of participants selected *Canada Works: Workforce Action Plan* and *Ready to Work: Canada's Workforce Action Plan*. Among those who felt that *Canada Strong: Workforce Action Plan* was the most effective name, several particularly liked the use of the word "strong" and felt that it would be helpful in instilling feelings of unity, teamwork, and patriotism among Canadians. A number also felt that it communicated the importance of hard work and the need for Canadian workers to step up across the country to contribute towards the building of a stronger workforce and more resilient economy. For those who chose *Build Canada: Workforce Action Plan,* a number liked the perceived emphasis on building a stronger Canada and creating positive and lasting change for the country's workforce. Among participants who selected *Canada Works: Workforce Action Plan,* it was felt that the name was the most straightforward and easy to understand of the options, while those who liked *Ready to Work: Canada's Workforce Action Plan* responded positively to what they viewed as the title's emphasis on Canadians being ready to work and the federal government taking action to assist those who were seeking work with finding employment in their areas.

Asked whether there were any taglines that they would want to make changes or improvements to, a number felt that the overall program name should be simplified to *Canada's Workforce Action Plan,* with some believing that this would be a more readily understandable and self-explanatory title. A few also suggested using the phrase *Securing the Future* as a tagline and believed that this would be an effective way to associate the program with feelings of optimism and forward-thinking. The view was also expressed that the phrases *Canada Works* and *Canada Builds* were overly vague, with participants believing that these taglines needed to be adjusted to be more specific and descriptive of the overall goals that the Workforce Action Plan was seeking to accomplish.

Housing Advertising Testing (Quebec Aged 18-34)

The group comprised of individuals 18 to 34 years of age residing in Quebec shared their perspectives related to two creative concepts (respectively titled *Prefab* and *Flexible Financing*) that had recently been developed by the Government of Canada to advertise actions that it was taking as a part of its Build Canada Homes initiative. At the outset of the discussion, participants were informed that the advertisements would be presented in storyboard format and that the final product would be a 30-second professionally produced video that would appear on television and web platforms. Each concept was read through to participants twice, in succession.

Prefab



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".

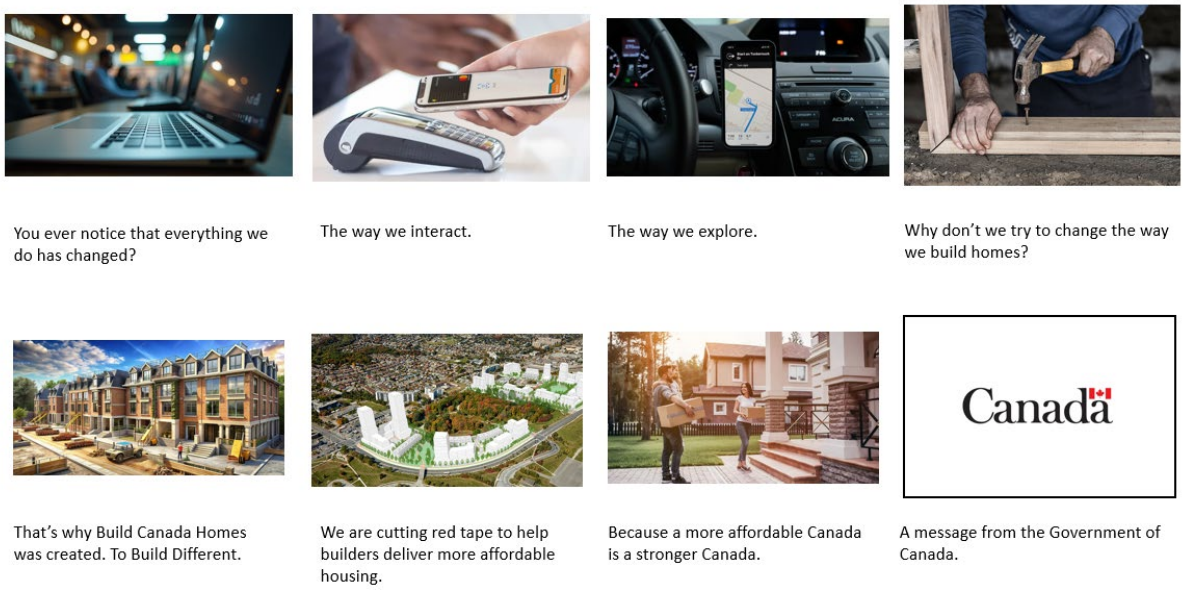
Sharing their reactions, several believed that greater clarification was required regarding the specific new technologies that would be utilized to build homes faster, with a number of the impression that

prefabricated housing already existed as an option in many parts of the country. Some also expressed concerns as to whether this new technology (and a greater focus on prefabricated housing overall) would lead to lower-quality, less resilient homes being built in Canadian communities, with participants largely of the impression that prefabricated homes were often built using cheaper and less durable materials. It was also thought that greater clarity needed to be provided as to who would be managing and overseeing the construction of these homes and whether this would primarily be a public or private initiative. Further to this, a number expressed that they did not like the idea of homes being mass produced in factories by private companies as they felt that this would lead to lower quality homes being built over the long term.

Describing what they viewed as being the main message of the advertisement, most believed that it was that the federal government was aware of the challenges that many Canadians were facing when it came to the affordability of housing (both to purchase and to rent) and that it was taking action to build more new homes across the country. While a number believed the ad was seeking to reassure and uplift Canadians who were currently struggling to afford housing, it was thought that greater details needed to be included as to how actions such as increasing the construction of factory-built, prefabricated homes, would ultimately lead to homes becoming more affordable for Canadians once they entered the open market.

Discussing whether, if they saw the advertisement online, they felt that they would notice or pay attention to it, a roughly equal number believed that they would compared to those who felt otherwise. For those who expected that they would pay attention, many noted that they would be drawn in by the opening imagery describing the technological and lifestyle changes that had been experienced by Canadians and would be interested in the message of making housing more affordable. A few clarified that they would only be interested in the ad if they saw it at a time in their lives when they were actively looking to purchase a home. Among those who did not believe that the video would catch their attention, the view was expressed that the images and topic were not personally relevant and as such they would be unlikely to take the time to engage with the ad if they came across it while scrolling. A small number mentioned that they rarely paid attention to online advertisements generally, even if they were related to a topic of interest. Asked whether anything about the concept was confusing or unclear, a number thought that the transition from the opening images of technology and air travel to the construction of factory-built homes and the message of housing affordability had felt quite abrupt, with some believing that imagery or dialogue about housing should appear earlier in the ad.

Flexible Financing



The above image features a storyboard for a 30-second advertisement developed by the Government of Canada to advertise the actions that it was taking related to housing. The first panel opens on the image of a laptop (from the side) in a busy café or library, with the VO: "You ever notice that everything we do has changed?" The second panel features a close-up of a person's hand making a tap payment, with the VO: "The way we interact". The third panel features a phone on the front console of a car, providing GPS instructions, with the VO: "The way we explore". The fourth panel features the hand and body of a construction worker as he is about to hammer a nail, with the VO: "Why don't we try to change the way we build homes?" The fifth panel features a row of newly built homes with cars parked in front and people walking around, with the VO: "That's why Build Canada Homes was created. To build different". The sixth panel features a concept image of a neighbourhood with images of proposed new housing complexes and how they would fit into the existing community, with the VO: "We are cutting red tape to help builders deliver more affordable housing". 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".

Reactions to this concept were mostly positive, with several believing that the imagery would capture their attention and that the focus on decreasing bureaucracy and making it easier and faster to build homes in Canadian communities would resonate with a large number of viewers. A number reacted positively to the opening, believing that it provided relatable and engaging examples of how technological improvements had made life easier for Canadians. It was also felt that the ad helped to establish the notion that by making it easier to build homes, the lives of many Canadian families would be improved.

Asked to describe what they perceived as being the main message of this ad, most believed that it was that the Government of Canada was taking actions to reduce bureaucracy and red tape in order to get more homes built faster in Canadian communities. A number thought that this message would appeal to many households who were concerned about the cost of housing and believed that the notion of

reducing bureaucracy and red tape was something that would be easily understood by a wide range of viewers. While also supportive of the notion of making it easier to build more residential housing, a few felt that there were many other factors (including profit-seeking from developers) that were presently influencing the affordability of housing and that reducing bureaucracy would not on its own serve to reduce housing prices for Canadians. The view was also expressed that some bureaucracy and regulations were necessary to ensure that new homes were being built safely and in adherence with Canadian construction standards.

Discussing whether they felt this concept would catch their attention if they encountered it online, while a number believed that they would be drawn in by the initial imagery, several felt that they would likely scroll past it. A small number expressed that they would be more likely to pay attention to the ad if they saw it on television, where they could not easily skip past it. Asked whether they felt anything about the advertisement was confusing or unclear, a few did not understand how the imagery of an individual using tap payment technology related to the overall theme of housing.

Thinking about both concepts together, participants were prompted to share any suggestions they had as to how these advertisements could be made more effective. For several, it was felt that both ads could be improved by mentioning the topic of housing at the outset, rather than opening on dialogue and imagery related to the impacts of technology. Asked whether this advertising campaign as a whole made them feel like the federal government had a plan to tackle the housing crisis in Canada, while a few reported that it did, several reiterated a desire for additional details as to how these actions would specifically lead to making housing more affordable for Canadians over the long term.

Canadian Dental Care Plan Advertising Testing (Quebec Aged 18-34, Atlantic Canada Aged 18-34)

Two groups, respectively comprised of individuals aged 18 to 34 residing in Quebec and Atlantic Canada 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 *Morning Routine* and *But Nothing Hurts)* 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. Each concept was read through twice, in succession, with the order in which the concepts were presented varying between the groups.

Morning Routine



The image above is a storyboard for a 15-second advertisement developed by the Government of Canada for the Canadian Dental Care Plan (CDCP). The first panel features a man in the bathroom pulling a string of floss out of a floss dispenser, with the text: "A young man in his 20s playfully comes into screen preparing to floss his teeth". The second panel features the man putting the floss to his teeth, and the narration: "You may be eligible for the Canadian Dental Care Plan if:". Below this panel is the text "Text elements appear in space around him in time to upbeat music". The third panel features the man looking forward, still holding the floss, with the dialogue "You have no access to dental coverage". The fourth panel features the man speaking into the camera, saying "Your family income is less than $90,000", with the text "The man finishes flossing his teeth" below the panel. The fifth panel features the empty bathroom as the man leaves, the text below reads: "He shuts off the light and leaves the bathroom". The sixth panel features the scene fading to black, with the text "Apply now Canada.ca/Dental" appearing on screen.

Almost all reacted positively to this concept, with many believing that it was quick and to the point, while also providing viewers with useful information regarding the CDCP and the eligibility criteria for this initiative. A number liked the depiction of the man flossing while addressing the camera and felt that this was an activity that viewers would immediately connect with visiting the dentist and dental care overall. Describing what they perceived as being the main message of this concept, most believed that it was that the Government of Canada had recently introduced the CDCP and that those who did not currently have dental coverage and had a family income of less than $90,000 should visit the program's website to find out if they were eligible to apply. Asked whether, if they saw this ad online, they felt it would capture their attention, several answered affirmatively, with a number believing that the ad presenting information about the CDCP right away would likely prompt them to pay attention, especially given that it was only a 15 second video. A number also felt that they would likely be drawn in by the imagery of the man flossing, as well as by the upbeat music mentioned in the storyboard.

Discussing whether they felt showing teeth-related actions alongside the eligibility criteria displayed on screen would help to make the message clear or engaging or whether they thought this imagery would distract from the video's overall message, few believed that these actions would be a

distraction. For several, it was thought that depicting an activity such as flossing would indicate to viewers that this ad was about dental care (as opposed to skin or hair care) and that this imagery would provide an effective way to assist viewers in connecting the visuals for this ad with the eligibility criteria information on screen. Asked which dental action, between showing someone brushing their teeth and depicting an individual flossing, would be more appealing to see on screen, most expressed a preference for flossing. A number believed that flossing was a calmer, less aggressive action compared to brushing and expected that many viewers would connect flossing more with the idea of seeking dental care, as this was something that was frequently recommended during visits to the dentist. It was also thought that, due to flossing being a less commonly depicted activity compared to brushing one's teeth, the uniqueness of an ad featuring flossing might also encourage more viewers to pay attention. A few expressed a preference for the advertisement to feature someone brushing their teeth, believing that this would likely be more relatable to viewers and provide a stronger connection to the overall messaging related to dental care and the CDCP.

Asked whether anything about this advertisement was confusing or unclear, all felt that it was straightforward and readily understandable. Discussing whether seeing this video would make them want to apply right away for the CDCP, several thought that it would and especially so if they believed that they would be eligible for this program. A number commented that while they currently had dental benefits and would likely not make use of this program as a result, they felt this ad would be something that they would definitely pay attention to if they found themselves in a situation where they no longer had coverage.

But Nothing Hurts

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."

While participants were largely positive in their reactions to this concept, a number believed that the concept included too much dialogue for a 15 second video and believed that a greater focus should have been placed on conveying information about the CDCP as well as details about how this program works and who would be eligible to apply. Related to this, the view was expressed that the roommate's friend should explicitly mention the CDCP program by name and provide information about the program via her dialogue as opposed to showing her roommate the CDCP website on her phone. Describing what they viewed as being the main message of this advertisement, most believed that it was that the Government of Canada was offering the CDCP to a wide range of eligible Canadians and that this program was something that could be helpful to those without coverage, even if they currently were not experiencing any dental-related pain. It was also thought that this ad was seeking to relate to those individuals (and younger people in particular) who may not be able to otherwise afford dental care on their own, with some believing that this message would resonate with a large number of Canadians who were currently facing financial challenges.

Discussing whether, if they encountered this ad online, they felt it would capture their attention, participants provided a range of responses. Among those who believed that seeing this ad would prompt them to stop and pay attention, a few of those who reported that they did not currently have dental coverage expected they would want to watch to learn how they could benefit from this program. A number also felt that they would be likely to pay attention to this concept due to what they perceived as the ad's focus on the financial challenges that many young people such as themselves were currently facing related to the cost of living and their ability to afford important services such as preventative dental care. A few others also spoke positively about the lively conversation between roommates and believed that this type of dynamic would help viewers to relate the images on screen to their own friendships. For those who did not feel that they would pay attention to this video, a number commented that they already had dental coverage and, as a result, would not be likely to watch an ad that focused on a program such as the CDCP. A small number expressed that they would be more likely to pay attention to this video if subtitles were included for the dialogue in the event that they were unable to watch the video with the sound on.

Asked whether they felt anything about this concept was confusing or unclear, while most believed that it was relatively straightforward, a number reiterated the view that more information should be presented within the body of the advertisement regarding the eligibility criteria for this initiative. Among these participants, it was felt that providing this information up front rather than requiring people to visit the website would be a more effective way of conveying to viewers who this program was for and how they could potentially benefit from this initiative. Discussing whether seeing this concept had made them interested in applying to be a part of the CDCP, while a number of those who did not currently have coverage expressed that they might be interested in heading to the website to

learn more and potentially join this program, none of those who had existing coverage felt this advertisement would motivate them to take any action related to this initiative.

Climate Advertising Testing (Central Ontario, Alberta Aged 45+)

Two groups shared their perspectives related to advertisement concepts that had been developed by the Government of Canada to highlight the actions it was taking related to climate and the environment. Participants were presented with two video concepts (respectively titled *Climate Competitiveness* and *Powered by Canada*) and were informed that the final versions of these ads would be 30-second, professionally produced videos that would appear on television and digital platforms. Each concept was presented to participants twice, in succession, with the order in which the concepts were presented varying between the groups.

Climate Competitiveness



The video above features a 30-second advertisement developed by the Government of Canada to highlight its approach to climate and the environment. The ad opens on a number of quick shots of different countries, we see a ship traversing through the waters of an offshore windmill farm in the Netherlands, a solar panel project in Spain, a vast solar panel field in the United Arab Emirates, and a hydroelectricity facility in New Zealand. During these shots we hear the VO: "The world is racing to build the clean economy of the future". We then see a massive Canadian flag with the word "Canada" superimposed on screen followed by the words "Ready to lead", as we see several rapid shots of clean energy projects (solar, wind, hydroelectricity, etc). The VO during this says: "Canada is ready to lead". We then see longer shots of a wind energy project, a solar panel project, the sun rising over a forested area, rushing water, and a wheat field. At certain points during these shots the phrases "Choice to invest" and "Clean energy sources" are superimposed over the images. The VO: "Our new climate competitiveness plan is a choice to invest in clean energy sources that expand our energy ability". We next see a different shot of a solar panel facility, an EV charger plugged in, an EV charging at night, an overhead shot of a city and waterway, a facility-looking building, and rushing water through a hydroelectric dam. Over these shots we see the phrases "Innovative technologies" and "New energy projects" appear on screen. The VO for these shots states: "In innovative technologies that bring down costs and lower emissions and in new energy projects that create thousands of good jobs". We then see people hiking, first a shot of hiking boots on a trail, and then a shot from above of a man, woman, and their dog walking along the top of a mountain path. The VO for this: "Because a more sustainable Canada is a stronger Canada". These words also appear on screen. We end on the Government of Canada Wordmark against a black backdrop, accompanied by Canada's official musical signature.

Reactions to this advertisement were mostly positive among participants, with many believing that the Government of Canada increasing its focus on the development of clean energy and innovative climate technology would yield significant benefits both for the environment as well as Canada's economy going forward. Several liked what they perceived as the positive and uplifting tone of this video, especially as it related to the themes of increasing economic growth and creating more jobs for Canadian workers. A number also reacted positively to the ad's focus on increasing the development of clean energy and innovative technology within Canada and believed that it was important for the country to become more self-sufficient in these areas in the years to come. Participants liked the focus on Canada becoming a global leader in the development of clean energy and technology, with a

number feeling that this was an inspiring goal to be working towards. A small number expressed skepticism on this front and questioned whether it would be feasible for Canada to become a world leader in these areas given the relatively small size of its population compared to other countries that were already leaders in areas such as wind and solar technology.

Asked what they viewed as being the main message of this advertisement, most believed that it was that the Government of Canada was placing an increased focus on developing a wide range of clean energy resources (such as wind, solar, and hydroelectricity), with the aim of becoming a global leader in this area in the years to come. A number also felt that this video was seeking to communicate to Canadians that the federal government was focused on economic development while also ensuring that sustainability and protecting the environment would continue to remain important priorities. A few believed that this ad was working to encourage investors in the private sector to increase their investments in Canada in order to partake in the economic growth that these projects were expected to yield. A small number expressed feeling confused about the opening of the advertisement depicting the actions being taken in the clean energy sector by countries such as the Netherlands, Spain, the United Arab Emirates (UAE), and New Zealand and were initially of the impression that this was a more globally focused advertisement rather than one that was primarily centred on Canada.

Discussing whether, if they saw this ad online, they expected that it would capture their attention, participants provided a wide range of opinions. While a number expressed that they liked what they perceived as the uplifting and unifying tone of the ad and were interested in the ad's focus on clean energy, growing the economy, and creating new jobs for Canadians, several thought that this concept could be improved by including more imagery of recognizable Canadian landmarks and natural spaces, with participants believing that this would be an effective way to capture more viewers' attention. A few expressed that they would most likely scroll past this ad if they saw it on their devices, with some commenting that they rarely paid attention to advertisements of any kind. Questioned as to whether they felt anything about this ad was confusing or unclear, participants largely believed that it was straightforward and easily understandable, especially after multiple viewings.

Powered by Canada



The video above features a 30-second advertisement developed by the Government of Canada to highlight its approach to climate and the environment. The video opens on a beautiful, expansive lake, before transitioning in to a number of rapid shots featuring images of rushing water, solar panels, and grain fields. We see a long drone-style shot of a field of solar panels, followed by a shot of many windmills all working to generate power, with the VO: "Canada isn't just pretty, it's power. And our government has a plan to unlock that power". We see more rapid shots of an Arctic energy generation facility, a boat heading towards a field of massive offshore windmills, a shot of a large field of solar panels, and a hydroelectric dam, accompanied by the VO: "As the world races towards clean energy…". We transition to a shot from above of a beautiful green forest, and the VO: "Canada's government will use our natural advantage" with the words "Canada's natural advantage" appearing on screen. We move to a shot of a busy harbour and waterway, an energy generation facility, and a hydroelectric dam, with the VO: "to build world class clean energy projects" with the words "Clean energy projects" appearing on screen. We transition to a scene of numerous construction workers hard at work building something, followed by a worker performing a task on top of a tall windmill, with the VO: "to create thousands of new jobs and lower emissions" with the words "thousands of new jobs" and

"lower emissions" appearing on screen. We transition to a scene of a man, woman, and dog hiking, followed by the Canadian flag waving against a blue sky, with the VO: "We'll build a cleaner future in a way that only Canada can". We end on the Government of Canada Wordmark against a black backdrop, accompanied by Canada's official musical signature.

Reactions were mostly positive to this advertisement, with a number especially liking the imagery of many different types of clean energy generation, as well as the inspiring and uplifting tone of the video. A number liked the visuals in the ad, including in the way that the words appearing on screen directly associated with the actions and goals being depicted in the video. The view was expressed that the combination of the visuals with the narration helped to make it clear to viewers about what actions the Government of Canada was planning on taking as well as what the expected results would be. A few also spoke positively of the rapid transitions and the fast-moving imagery utilized in the video and felt that this helped to make the advertisement more engaging and exciting to watch. A small number expressed that they did not like the use of the word "pretty" at the beginning of the advertisement and felt this word was too humble and did not effectively align with how Canadians perceive their country. Some in the group based in Alberta expressed that they did not like that this advertisement was primarily focused on clean energy solutions, with a number of the view that it was important for the Government of Canada to be working on increasing the development and export of non-renewable resources such as oil and natural gas, as well as renewable energy sources.

Describing what they believed was the main message of this ad, most believed that it was that the federal government was taking steps to strengthen Canada's economy and create jobs and that it would be relying on the development of clean and renewable energy sources in order to achieve this goal. A number also felt that the advertisement was communicating to viewers that while it was working to increase economic activity throughout the country, the Government of Canada was also focused on lowering emissions and would be continuing its efforts to protect the environment and mitigate the impacts of climate change.

Asked whether, if they encountered this video online, they felt that they would pay attention, a large number believed that they would. Several expressed that they would be attracted by the natural imagery as well as the words on screen, while a few believed that the use of the word "pretty" would catch their attention as this was a phrase rarely used in federal government advertising. Among those who were uncertain as to whether they would pay attention to this video, a number thought that the ad could be made more engaging by presenting more concrete data and statistics on screen as well as featuring more imagery of Canadians hard at work on clean energy projects. A small number clarified that while they would likely pay attention to this concept due to the imagery featured on screen, it was likely that they would initially think that this was an advertisement for an agency such as Parks Canada, rather than an ad about the Government of Canada's actions in the renewable energy sector.

Thinking about both advertisements together, participants were asked whether they had any suggestions as to how these concepts could be made more effective. Several suggested that the ads should include more images of everyday individuals, including families and children, in order to convey how all Canadians could potentially benefit from these actions by the federal government. A few also felt that there could be a more diverse range of individuals featured on screen as a way of more effectively resonating with the wide range of demographics who live within Canada. Asked whether this ad campaign made them feel like the federal government had a plan to build a strong, clean

economy, most believed that it did, and felt that these ads would send a message to viewers that tangible actions were being taken to strengthen Canada's economy while also ensuring that the environment would remain protected. A number in Alberta, however, reiterated that there was not enough of a focus in these ads on the oil and gas sector and felt that this plan from the Government of Canada should include more of a balance between the development of renewable and non-renewable energy sources.

Safe Communities Advertising Testing

(Central Ontario, Alberta Aged 45+)

Two groups engaged in conversations related to an advertisement that had been developed by the federal government to inform Canadians about the actions that it was taking related to crime. At the outset of these discussions, participants were informed that the final version would be a 30-second video that would appear on digital platforms, such as websites and social media. The following video was then shown twice to participants, in succession:



The video above is a 30 second advertisement developed by the Government of Canada to advertise the actions that it was taking related to crime. The video opens on a darkly lit alleyway with the word "Stronger" superimposed on the screen, a right-facing arrow then transitions to the next image of a woman running along a picturesque seawall with the words "Safer" on the screen. The VO for this scene is: "The Government of Canada is taking action on crime so you're safer on your street". We then transition to an image of a prison guard walking at night within the outside walls of a penitentiary with the word "Stronger", an arrow then transitions to a father and daughter returning home on a bright sunny day with the words "Safer". The VO: "Stronger on bail for repeat offenders, so you're safer at home". We see a Canada Border Services Agency (CBSA) officer and a dog sniffing packages with the word "Stronger" on the screen. An arrow transitions to a couple walking along a busy sidewalk on a sunny day, with the word "Safer". VO: "Stronger on border security against drug and gun trafficking, so you're safer in your community". We next see a pair of hands typing on a laptop keyboard in a darkly lit room with the word "Stronger" on screen. An arrow then transitions to a small shop where a customer is making a tap payment transaction while the cashier smiles, with the word "Safer". VO: "Stronger on fraud and cyber crime, to keep your money secure". We see an image of a group of children walking happily and safely across a crosswalk, with the words "Stronger → Safer" on screen. We then transition to an image featuring panels of many different people, all looking happy. VO: "We're taking stronger action on crime, to make Canada safer". The leftmost panel is a man, the centre features a woman, and the one on the right features a couple and their child holding a bunch of puppies. Over this image words appear on screen, first "A Safer Canada" followed by "Is a stronger Canada". VO: "Because a safer Canada is a stronger Canada". At the bottom of this image is also text "Learn more at Canada.ca/Safer-Canada". The advertisement concludes on the Government of Canada Wordmark against a white backdrop, and the VO: "This has been a message from the Government of Canada", accompanied by Canada's official musical signature.

On balance, reactions to the advertisement were mostly positive, with several believing that it was important for the federal government to be prioritizing the issue of addressing crime in Canadian communities. A number liked that the video featured a range of different measures (such as bail reform for repeat offenders, increased border security efforts, and a greater focus on online fraud and cyber crime) that the Government of Canada would be taking related to crime. Some believed that

this messaging would be reassuring to viewers who were concerned about the safety of their own communities. Several spoke positively of the use of transitions from "stronger" to "safer" throughout the advertisement, as well as the incorporation of arrows to indicate that the actions to crack down on crime were leading to positive outcomes for Canadians. A few felt differently, believing that the rapid transitions utilized throughout the ad had made it difficult for them to follow along and pay attention to the narration. While believing that the advertisement was polished and well-made, a number also felt that the imagery utilized in the video was somewhat generic and could ultimately resonate less with viewers.

Asked what they perceived as being the main message of the advertisement, most believed it was that the Government of Canada was taking a range of actions to reduce crime in Canadian communities, and that a stronger Canada would be a safer Canada. A number also felt that the ad was seeking to communicate to viewers that the federal government was aware of the issues related to rising crime in Canada and that it was taking tangible steps to increase the safety of communities going forward. Discussing whether they felt the ad would capture their attention if they encountered it online, only a few thought that it would. Many felt that the imagery was not eye-catching enough to get them to pay attention, with a number expressing that the theme of addressing crime would not be clearly apparent if they encountered it in passing or while scrolling on their devices.

Sharing their thoughts as to how this ad could be made more effective, several believed that the video could be improved by including additional details about specific actions that the Government of Canada would be taking to address different types of crime, as well as the metrics that it would be using to measure its progress once these initiatives were implemented. A few also felt that the ad could be improved by including additional imagery of law enforcement personnel actively working to stop crimes as well as scenes of criminals being arrested and sentenced. Among these participants, it was believed that this would be an effective way to demonstrate the consequences that would face those who choose to engage in illegal activities.

THE STRATEGIC COUNSEL

Appendices

Appendix A – Recruiting Scripts

THE STRATEGIC COUNSEL

April 2026 English Recruiting Script

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EDT)	Local Time	Location	Composition	Moderator
3	Wed., April 8th	6:00-8:00 PM	6:00-8:00 PM (EDT)	Major City Centres, Ontario	General Population	DN
4	Thurs., April 9th	8:00-10:00 PM	6:00-8 :00 PM (MDT) 6:00-8:00 PM (CST) 7 :00-9 :00 PM (CDT)	Prairies	General Population	TBW
5	Tues., April 14th	6:00-8:00 PM	6:00-8:00 PM (EDT)	Peel & York Regions	Aged 35-54	TBW
6	Wed., April 15th	9:00-11:00 PM	6:00-8:00 PM (PDT)	Greater Victoria	Aged 35-54	MP
7	Thurs., April 16th	8:00-10:00 PM	6:00-8:00 PM (CST)	Regina	Aged 35-54	TBW
8	Tues., April 21st	5:00-7:00 PM	6:00-8:00 PM (ADT) 6:30-8:30 (NDT)	Atlantic Canada	Aged 18-34	DN
9	Wed., April 22nd	9:00-11:00 PM	6:00-8:00 PM (PDT)	Lower Mainland B.C.	General Population	TBW
11	Tues., April 28th	6:00-8:00 PM	6:00-8:00 PM (EDT)	Central Ontario	General Population	DN
12	Wed., April 29th	8:00-10:00 PM	6:00-8:00 PM (MDT)	Alberta	Aged 45 and older	TBW

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

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

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

Bank of Canada	**THANK AND END**
Canada Mortgage and Housing Corporation	**THANK AND END**

All others	**CONTINUE**
VOLUNTEERED Prefer not to answer	**THANK AND END**

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

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

2. In which city do you reside?

LOCATION	**CITIES**	
Major City Centres, Ontario	Cities include: Hamilton, Kitchener, London, Oshawa, Ottawa, St. Catherines-Niagara Falls, Toronto, Windsor **ENSURE A GOOD MIX. NO MORE THAN 3 FROM TORONTO.**	**CONTINUE – GROUP 3**
Prairies	Cities include (but are not limited to): Manitoba: Winnipeg, Brandon, Steinbach, Winkler, Portage la Prairie, Thompson, Selkirk, Morden. Saskatchewan: Saskatoon, Regina, Prince Albert, Moose Jaw, Swift Current, Yorkton, North Battleford, Warman, Weyburn, Estevan. Alberta: Calgary, Edmonton, Red Deer, Lethbridge, Airdrie, Fort McMurray, Medicine Hat, Grande Prairie, Spruce Grove, Fort Saskatchewan, Chestermere, Beaumont, Camrose, Stony Plain, Sylvan Lake. **ENSURE A MINIMUM OF 2 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN 1 FROM EACH CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.**	**CONTINUE – GROUP 4**
Peel & York Regions	Cities/towns include: Peel: Brampton, Caledon, Mississauga	**CONTINUE – GROUP 5**

	York: Aurora, East Gwillimbury, Georgina, Markham, Newmarket, Richmond Hill, Township of King, Vaughan, Whitchurch-Stouffville **ENSURE A GOOD MIX. NO MORE THAN 2 PER CITY.**	
Greater Victoria	Cities/towns/municipalities include: Central Saanich, Colwood, Esquimalt, Highlands, Langford, North Saanich, Sidney, Oak Bay, Saanich, Victoria, View Royal **ENSURE A GOOD MIX.**	**CONTINUE – GROUP 6**
Regina	All participants must reside in: Regina	**CONTINUE – GROUP 7**
Atlantic Canada	Cities could include (but are not limited to): Newfoundland and Labrador: St. John's, Corner Brook, Conception Bay, Mount Pearl, Labrador City, Grand Falls-Windsor, Paradise, Gander, Happy Valley-Goose Bay, Wabush Nova Scotia: Halifax, Cape Breton, New Glasgow, Glace Bay, Truro New Brunswick: Greater Moncton Area, Greater Saint John Area, Quispamsis – Rothesay, Dieppe, Miramichi, Edmundston, Fredericton, Saint John Prince Edward Island: Charlottetown, Summerside **ENSURE A GOOD MIX.**	**CONTINUE – GROUP 8**
Lower Mainland B.C.	Cities include: Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock, Chilliwack, Mission, Maple Ridge, New	**CONTINUE – GROUP 9**

	Westminster, North Vancouver, Port Coquitlam, Port Moody **ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.**	
Central Ontario	Cities/towns include (but are not limited to): Barrie, Belleville, Dufferin, Haliburton, Muskoka, Orillia, Parry Sound, Peterborough, Quinte West **ENSURE A GOOD MIX.**	**CONTINUE – GROUP 11**
Alberta	Cities/towns could include (but are not limited to): Calgary, Edmonton, Red Deer, Lethbridge, Wood Buffalo, Airdrie, Fort McMurray, Medicine Hat, Grande Prairie **ENSURE A GOOD MIX. NO MORE THAN 2 PER CITY.**	**CONTINUE – GROUP 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. Would you be 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 5, 6, 7, OR 12 – THANK AND END** **ALL OTHERS - CONTINUE**
25-34	
35-44	**IF GROUP 8 OR 12 – THANK AND END** **ALL OTHERS – CONTINUE**
45-54	**IF GROUP 8 – THANK AND END**

	ALL OTHERS – CONTINUE
55-64	**IF GROUP 5, 6, 7, OR 8 – THANK AND END**
65+	**ALL OTHERS – CONTINUE**
[Volunteered] Prefer not to answer	**THANK AND END**

ENSURE A GOOD MIX WHERE APPLICABLE.

4. **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**

4a. **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**

5. 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.*"

6. 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**

7. 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

8. **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**

9. **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**

10. **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.

11. 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.15**

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

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

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

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

14. 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.

15. 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.

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

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

ENSURE A GOOD MIX WHERE APPLICABLE.

17. 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.

18. 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.

19. **IF EMPLOYED AT Q18, 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.

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

Male
Female

ENSURE A GOOD MIX BY GENDER WHERE APPLICABLE.

21. 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: _____

THE STRATEGIC COUNSEL

April 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
1	Mercredi avril 1	18 h à 20 h	18 h à 20 h (HAE)	Québec	Âgés de 18 à 34 ans	MP
2	Mardi avril 7	18 h à 20 h	18 h à 20 h (HAE)	Grande région de Montréal	Population générale	MP
10	Jeudi avril 23	18 h à 20 h	18 h à 20 h (HAE)	Montérégie	Population générale	MP

Questionnaire de recrutement

INTRODUCTION

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

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

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

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

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

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

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

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

QUESTIONS DE SÉLECTION

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

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

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

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

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

Oui	**REMERCIER ET CONCLURE**

Non **CONTINUER**

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

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

3. Dans quelle ville habitez-vous?

LIEU	**VILLES**	
Québec	Les villes peuvent notamment comprendre (mais ne sont pas limité à) : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière, Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe, Longueuil, Estrie, Mauricie, Montérégie, Laurentides. **ASSURER UN BON MÉLANGE. PAS PLUS DE DEUX PERSONNES DE CHAQUE VILLE.**	**CONTINUER – GROUPE 1**
Grande région de Montréal	Les villes notamment comprendre : Blainville, Brossard, Dollard-des-Ormeaux, Laval, Longueuil, Mirabel, Montréal, Repentigny, Saint-Jérôme, Terrebonne **ASSURER UN BON MÉLANGE.**	**CONTINUER – GROUPE 2**
Montérégie	Ces villes peuvent notamment comprendre (mais ne sont pas limité à): Boucherville, Brossard, Châteauguay, Longueuil, Saint-Hyacinthe, Saint-Jean-sur-Richelieu, Salaberry-de-Valleyfield, Vaudreuil-Dorion	**CONTINUER – GROUPE 10**

	PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.	
RÉPONSE SPONTANÉE Préfère ne pas répondre		**REMERCIER ET CONCLURE**

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

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

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

Moins de 18 ans	**REMERCIER ET CONCLURE.**
18 à 24 ans	**CONTINUER**
25 à 34 ans	
35 à 39 ans	**SI GROUPE 1 – REMERCIER ET CONCLURE** **TOUS LES AUTRES – CONTINUER**
40 à 54 ans	
55 à 64	
65 ans ou plus	
RÉPONSE SPONTANÉE Préfère ne pas répondre	**REMERCIER ET CONCLURE**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

16. Quel était leur sujet, et vous rappelez-vous pour qui ou pour quelle organisation ces groupes étaient organisés?
TERMINER SI LE SUJET EST SEMBLABLE OU IDENTIQUE, OU SI L'ORGANISATION NOMMÉE EST LE GOUVERNEMENT DU CANADA

CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES

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

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

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

ASSURER UN BON MÉLANGE.

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

Moins de 20 000 $	**CONTINUER**
20 000 $ à moins de 40 000 $	

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

ASSURER UN BON MÉLANGE.

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

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

ASSURER UN BON MÉLANGE.

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

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

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

Agriculture, foresterie, pêche et chasse	**CONTINUER**
Commerce de gros	
Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz	

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

ASSURER UN BON MÉLANGE.

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

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

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

Oui
Non **REMERCIER ET CONCLURE**

INVITATION

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

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

Est-ce que vous accepteriez de participer?

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

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

Nom :
Numéro de téléphone :
Adresse courriel :

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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____
DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

THE STRATEGIC COUNSEL

April 2026 English Moderator's Guide

INTRODUCTION (10 minutes) – All Locations

- Moderator to explain focus groups (conducted by the Government of Canada, being recorded, confidentiality protected, no right or wrong answers, etc.).

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) – Quebec Aged 18-34, Greater Montreal Area, Major City Centres Ontario, Prairies, Peel & York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54, Regina Aged 35-54, Lower Mainland British Columbia, Central Ontario, Alberta Aged 45+

- 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 (15-20 minutes) – Greater Montreal Area, Major City Centres Ontario, Prairies, Peel & York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54, Regina Aged 35-54, Atlantic Canada Aged 18-34, Lower Mainland British Columbia, Montérégie, Central Ontario, Alberta Aged 45+

- What does the Government of Canada do well?

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

FOR THE TOP ISSUES MENTIONED IN THE INTRODUCTION:

- 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)*

HOUSING ADVERTISING TESTING (30 minutes) – Quebec Aged 18-34

During our discussion today, we're going to be looking at various creatives…

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.

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 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 FLEXIBLE FINANCING – 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) – Quebec Aged 18-34, Atlantic Canada Aged 18-34

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 FLOSSING TEETH/MORNING ROUTINE - SHOW 15S CONCEPT
Shown first to Quebec Aged 18-34
Shown as second concept for Atlantic Canada Aged 18-34

- 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?

- The ad shows teeth-related actions alongside the eligibility criteria displayed on screen. Do you think the teeth-related actions help make the message clear or engaging, or do you think they distract from the message?

- Would the message be clear or engaging if there were no teeth-related actions shown alongside the eligibility criteria on screen? What makes you say that?

- Which dental action would you find more appealing on-screen: brushing or flossing?

- 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 concept. This concept could also be part of the overall ad campaign.

CONCEPT BUT NOTHING HURTS - SHOW 15S CONCEPT
Shown as second concept to Quebec Aged 18-34
Shown as first concept for Atlantic Canada Aged 18-34

- 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?

YOUTH PROGRAM NAME TESTING (30 minutes) – Quebec Aged 18-34, Prairies, Atlantic Canada Aged 18-34, Montérégie

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…

Quebec Aged 18-34 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.

Prairies, Atlantic Canada Aged 18-34 This new Government of Canada program promotes the skilled trades as a good career choice and provides a path and significant support and incentives to complete training and apprenticeships. It also provides connections to employers and provides employers a connection to qualified workers.

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.

Quebec Aged 18-34

- 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

Prairies

- Youth Build Canada: Ready to Work in the Trades
- Youth Build Canada: Skilled Trades
- Canada Youth Trade Corps
- Build Canada Skilled Trades Advantage
- Canada Youth Trades Advantage
- Canada Youth Apprentice Advantage (CYAA)

Montérégie

- Bâtir le Canada : Jeunesse prête pour les métiers spécialisés
- Bâtir le Canada : Métiers spécialisés pour les jeunes
- Service des métiers spécialisés pour les jeunes Canadiens
- Bâtir le Canada : Les métiers spécialisés, un atout
- Les jeunes dans les métiers spécialisés au Canada : Un atout
- Les jeunes apprentis au Canada : Un atout

- 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?

HIGH SPEED RAIL (25-30 minutes) – Greater Montreal Area, Peel & York Regions Ontario Aged 35-54

- 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?

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 [Greater Montreal Area Montreal/Peel & York Regions Ontario Aged 35-54 Toronto]?

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.

- What are your thoughts about this?

- Have you heard anything about possible expropriations linked to this project?
  - Do you have any concerns?

- Greater Montreal Area 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?

- Peel & York Regions Ontario Aged 35-54 Some producers and farmers have expressed concerns regarding the proposed route, citing worries that the new high-speed rail will cut through agricultural lands.
  - Do you have any concerns about a route passing through agricultural lands?

Greater Montreal Area 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.

Peel & York Regions Ontario Aged 35-54 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.

- What are your thoughts about this?
    - Do you have any concerns?

CONTRECOEUR CONTAINER TERMINAL PROJECT (20 minutes) – Greater Montreal Area

- 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)

GROCERY CODE OF CONDUCT (20 minutes) – Major City Centres Ontario, Prairies, Peel & York Regions Ontario Aged 35-54

- Have you seen, read or heard anything recently about the Canada Grocery Code of Conduct?

Prairies I'm going to show you a brief overview of the Canada Grocery Code of Conduct; there is much more information available, but this is just to give you a general idea of what it's about.

SHOW ON SCREEN
The Canada Grocery Code of Conduct is a voluntary set of rules for grocery retailers and suppliers to promote fair and transparent business practices.

Canada's five largest grocers - Loblaw, Empire (Sobeys), Metro, Walmart Canada and Costco Canada - have formally registered. The initiative is supported by federal, provincial, and territorial governments.

The code lays out specific rules and guidelines for grocers and suppliers. For example, it includes detailed rules about fees and under what circumstances retailers can charge them.

- What do you think about the Canada Grocery Code of Conduct?
    - Do you think consumers will see any benefits from this new code?
        - What about when it comes to grocery prices?

- Do you think that the Canada Grocery Code of Conduct should be mandatory? What makes you say that?

CANADA CORPS FOLLOW-UP (20 minutes) – Regina Aged 35-54

Shifting topics …

- Who here knows what a civic corps is?

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. These programs aim to foster civic engagement, build employability, and support personal development.

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

- How would you feel about the possibility of Canada developing its own youth civic corps?

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

- Team Canada Strong
- Canada Nation Builders
- Builders of Canada

- Canada Corps
- Canada Civic Fellowship
- Canada Strong Force
- Canada Strong Alliance

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

- Do you prefer the word Team or Corps to designate this program?

AI & COPYRIGHTED WORK (30 minutes) – Regina Aged 35-54, Atlantic Canada Aged 18-34, Lower Mainland British Columbia, Montérégie

Switching topics, I want to talk about artificial intelligence (otherwise known as AI), and more specifically generative AI.

Generative AI is a type of AI that produces content such as text, audio, code, videos, and images. This content is generated in response to information the user inputs, so either questions that you ask or a set of instructions. Examples of generative AI tools include ChatGPT, Claude, and Copilot.

- Who here uses generative AI tools, either for work or in your personal life? SHOW OF HANDS.
  - Follow up with those who have raised their hand: What tool do you use, in what context, and how often would you say you use it?

- Generally speaking, what is your impression of these tools?

- Who has a more positive than negative impression of these tools? Why do you say that?
  - Are there other positive aspects of these tools that haven't been mentioned yet?

- Who has a more negative than positive impression of these tools? Why do you say that?
  - Do you have other concerns about these tools?

I want to ask some questions related to AI and intellectual property – so just a quick reminder first on what intellectual property is.

SHOW ON SCREEN

Intellectual property (IP) is any form of knowledge someone has created that is legally protected. The most common types of IP are:

- Copyright (protects expression of ideas)

- Patents (protects inventions)
- Trademarks (protects service identifiers, such as words and names, symbols, etc.)
- Trade secrets (protects confidential information, for example formulas)

- Is there anyone here who is concerned about the intellectual property of the data sources on which these generative AI models are trained? Think about news articles, websites, entire books, songs, and other sources of data that these models ingest to be able to answer questions.

- Do you think that AI companies should be allowed to train their models on copyrighted work, e.g. books, articles, film scripts, songs, and so on? Why do you feel this way?

- Being able to train their models on copyrighted work would make it easier for models to produce AI-generated work such as songs or books. What do you think about that?

SHOW ON SCREEN

Canada's *Copyright Act* was last substantively updated in 2012, before the rise of generative AI.

Some feel that the Act should be updated to ensure that it is legal for AI companies to train models on creative works with consent, if they provide some form of compensation to the creators.

- Who would agree with that? Why?

- Do you trust that AI companies would compensate creators and artists fairly for their work?

- Is there anything else about generative AI and copyright that we haven't discussed that you feel is important to consider?

PIPELINES/OIL TANKER MORATORIUM (35 minutes) – Greater Victoria Area Aged 35-54, Regina Aged 35-54

Regina Aged 35-54 Moving on to a completely different topic…

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

I'm going to show you a brief overview of a recent agreement; there is much more information available, but this is just to give you a general idea of what it's about.

SHOW ON SCREEN

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

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

- What are your thoughts about this agreement?

- Have you seen, read or heard anything related to oil tankers?
    - IF NOT MENTIONED: What about anything related to a ban on oil tankers?

SHOW ON SCREEN (slide explaining the Oil Tanker Moratorium Act)
Moderator to read the 3 bullets.

Some feel that building a new pipeline from Alberta to BC would require making adjustments to the *Oil Tanker Moratorium Act*, such as granting an exemption to the tanker moratorium for this specific project or changing the boundaries of the moratorium to allow oil tankers through the Dixon Entrance in order to carry oil to Asia. **[MODERATOR TO POINT OUT THE DIXON ENTRANCE ON THE MAP]**

- What are your thoughts about this?

- Some feel that it is possible to build a new pipeline from Alberta to BC without making any changes to the Oil Tanker Moratorium Act. What are your thoughts about this?

- What do you think is more likely to occur if a new pipeline from Alberta to BC is built: do you think changes are made to the Oil Tanker Moratorium Act, or the Act remains in place as it currently is? What makes you say that?

- Some have suggested that rather than building new pipelines from Alberta to BC, we should focus on expanding existing ones instead, like the Trans Mountain Pipeline. Others have suggested that we should do both; that is build new pipelines and expand existing ones. Which view do you lean more towards? What makes you say that?

- In your opinion, should the Government of Canada work with the provinces and territories to help with the development of new or expanded pipelines? What makes you say that?

- Do you think that the development of new or expanded pipelines will be positive or negative for Canada's economy? Why do you say that?

NATURE STRATEGY (30 minutes) – Greater Montreal Area, Major City Centres Ontario, Prairies, Peel & York Regions Ontario Aged 35-54, Greater Victoria Area Aged 35-54

Shifting topics…

- What comes to mind when you hear the term "nature strategy"?

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

Prairies I'm going to show you a brief overview of the Government of Canada's Nature Strategy; again, there is much more information available, but this is just to give you a general idea of what it's about.

SHOW ON SCREEN
Recently, the Government of Canada launched its strategy to protect nature. The goal is to protect 30% of Canada's lands and water by 2030.
The strategy aims to:

- **Protect and conserve more land and waters** and connect habitats so species can move more safely.
    - This will be done in partnership with Indigenous communities, provinces, territories, non-profit organizations, industry and private landowners.
- Design **infrastructure projects** in ways that **support conservation efforts.**
    - This will include using scientific tools and modern technology to help avoid or minimize environmental impacts of development.
- **Use finance tools to fund conservation** in a sustainable, long-term way.
    - The goal is to encourage businesses and investors to support conservation.

- What are your thoughts about this nature strategy?

SHOW ON SCREEN
At the end of 2024, Canada had conserved:

- 14% of its terrestrial area (land and freshwater).
    - This is up from 10% in 2016.

- 16% of its marine territory.
    - This is up from 1% in 2016.

- Do you think the Government of Canada will reach its goal of protecting 30% of Canada's lands and water by 2030? What makes you say that?

- What benefits, if any, do you see in protecting 30% of Canada's lands and water by 2030?

- What concerns, if any, do you have about protecting 30% of Canada's lands and water by 2030?

WORKFORCE ACTION PLAN (20 minutes) – Major City Centres Ontario

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
  - 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 you consider to be inappropriate for this new suite of programs
    - IF YES: Which one(s) and why would you remove it from consideration entirely?

ECONOMY (15 minutes) – Lower Mainland British Columbia, Montérégie

Now, I'd like to talk about Canada's economy…

- In your opinion, how is the Canadian economy doing overall? Why do you feel this way?
    - IF ECONOMY DOING POORLY: What would need to happen for you to start feeling optimistic about the Canadian economy?

- Do you think the Canadian economy will get better, get worse or stay about the same in the coming year? What makes you say that?

- What about for you personally – do you think you will do better, worse, or no different financially in the coming year? What makes you say that?

- How would you describe the Government of Canada's performance when it comes to managing issues in the economy? Would you say that the Government of Canada is generally on the right track or wrong track?
    - What are some examples of work the federal government has done to deal with the economy?

SPRING ECONOMIC STATEMENT (15 minutes) – Lower Mainland British Columbia, Montérégie

- Has anyone here ever heard about the Government of Canada's "Spring Economic Statement"?
    - IF YES: What is it?

EXPLAIN AS NEEDED: The Government of Canada prepares a fiscal update, sometimes referred to as a "mini budget", in between annual budgets. Since the most recent budget was in November, the fiscal update will be later this month. The Spring Economic Update will provide an update on the federal government's finances and economic projections and may outline new policies or programs.

- As the Government of Canada prepares for its Spring Economic Update, what should be its top priority?
    - What other issues or measures would you like to see the Government address?

PROBE AS NEEDED: What about…

- The cost of living?
- Support for families?
- Healthcare?
- Housing?
- Climate change?
- Jobs?

CLIMATE ADVERTISING TESTING (40 minutes) – Central Ontario, Alberta Aged 45+

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

I'm going to show two different video ads. Please note that the ads are not in a finished format, as some of the footage includes watermarks. We wish to seek your input about the images and the script before we finalize the ad. Once the Government of Canada is in the process of finalizing the ad, they can secure the rights to the footage. The final product will be two 30-second videos produced professionally that will be shown on TV and web platforms. Please keep this in mind as you are viewing them.

I'll show you the first video now. We'll play through it twice and then we will discuss your thoughts about it.

CONCEPT 1 - SHOW 30S CONCEPT (CLIMATE COMPETITIVENESS)

- What is your overall reaction to this ad?
    - 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?
    - Would you visit the Government of Canada website for more information?

- Was anything confusing or unclear? How so?

Now I'm going to show you the second video. As we did with the first one, I'll play through it twice and then we will discuss your thoughts about it.

CONCEPT 2 – SHOW 30S CONCEPT (POWERED BY CANADA)

- 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?
    - Would you visit the Government of Canada website for more information?

- Was anything confusing or unclear? How so?

Now thinking about both of the videos you just saw...

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

- Does this ad campaign make you feel like the federal government has a plan to build a strong, clean economy? What makes you say that?

SAFE COMMUNITIES ADVERTISING TESTING (20 minutes) – Central Ontario, Alberta Aged 45+

Now I'm going to show you a concept for a different advertising campaign that is currently being developed about the Government of Canada's approach on crime.

The final product will be a 30-second video produced professionally that will be shown on web platforms. Please keep this in mind as you are viewing the concept. As we did with the other videos, we'll play through it twice and then we will discuss your thoughts about it.

SHOW 30S 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?

- Do you have any thoughts about what could make this ad more effective?

CONCLUSION (5 minutes) – All Locations

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

THE STRATEGIC COUNSEL

April 2026 French Moderator's Guide

INTRODUCTION (10 minutes) – Tous les lieux

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

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) – Résidents du Québec âgés de 18 à 34 ans, résidents de la région métropolitaine de Montréal, résidents de grands centres urbains de l'Ontario, résidents des Prairies, résidents des régions de Peel et de York (Ontario) âgés de 35 à 54 ans, résidents de la région métropolitaine de Victoria âgés de 35 à 54 ans, résidents de Regina âgés de 35 à 54, résidents du Lower Mainland de la Colombie-Britannique, résidents di centre de l'Ontario, résidents de l'Alberta âgés de 45 ans et plus.

- 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 (15-20 minutes) – Résidents de la région métropolitaine de Montréal, résidents de grands centres urbains de l'Ontario, résidents des Prairies, résidents des régions de Peel et de York (Ontario) âgés de 35 à 54 ans, résidents de la région métropolitaine de Victoria âgés de 35 à 54 ans, résidents de Regina âgés de 35 à 54 ans, résidents du Canada atlantique âgés de 18à 34 ans, résidents du Lower Mainland de la Colombie-Britannique, résidents de la Montérégie, résidents du centre de l'Ontario, résidents de l'Alberta âgés de 45 et plus

- 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?

POUR LES ENJEUX LES PLUS IMPORTANTS MENTIONNÉS DANS L'INTRODUCTION :

- 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)*

MISE À L'ESSAI DE PUBLICITÉS SUR LE LOGEMENT (30 minutes) – Résidents du Québec âgés de 18 à 34 ans

Au cours de notre discussion d'aujourd'hui, nous allons examiner différents concepts publicitaires…

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.

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 « PRÉFAB » DE 30 SECONDES – 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 « FINANCEMENT FLEXIBLE » DE 30 SECONDES – 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 du Québec âgés de 18 à 34 ans, résidents du Canada atlantique âgés de 18 à 34 ans

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 PUBLICITAIRE « PASSER LA SOIE DENTAIRE » DE 15 SECONDES
Présenté en tant que premier concept aux participants du Québec âgés de 18 à 34 ans
Présenté en tant que deuxième concept aux participants du Canada atlantique âgés de 18 à 34 ans

- Quelle est votre impression générale?
  - 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?

- La publicité présente des actions liées aux dents en même temps que les critères d'admissibilité affichés à l'écran. Pensez-vous que ces actions contribuent à rendre le message clair et attrayant, ou au contraire, qu'elles détournent l'attention du message?

- Le message serait-il clair ou captivant s'il n'y avait pas d'images illustrant des gestes liés aux soins dentaires apparaissant à l'écran en même temps que les critères d'admissibilité? Qu'est-ce qui vous fait dire cela?

- Quel geste dentaire trouveriez-vous le plus attrayant à l'écran : le brossage ou l'utilisation du fil dentaire?

- 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 PUBLICITAIRE « MAIS JE N'AI MAL NULLE PART » DE 15 SECONDES

Présenté en tant que deuxième concept aux résidents du Québec âgés de 18 à 34 ans
Présenté en tant que premier concept aux résidents du Canada atlantique âgés de 18 à 34 ans

- Quelle est votre impression générale?
    - 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?

ÉVALUATION DE NOMS DE PROGRAMMES DESTINÉS AUX JEUNES (30 minutes) – Résidents du Québec âgés de 18 à 34 ans, résidents des Prairies, résidents du Canada atlantique âgés de 18 à 34 ans, résidents de la Montérégie

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…

Résidents du Québec âgés de 18 à 34 ans, résidents de la Montérégie - 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.

Résidents des Prairies, résidents du Canada atlantique âgés de 18 à 34 ans - Ce nouveau programme du gouvernement du Canada encourage les métiers spécialisés comme un excellent choix de carrière et offre un parcours, un soutien important et des incitatifs pour mener à bien une formation ou un

apprentissage. Il facilite également les échanges entre employeurs et entre employeurs et entre employeurs et travailleurs qualifiés.

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.

Résidents du Québec âgés de 18 à 34 ans

- 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

Résidents des Prairies et du Canada atlantique âgés de 18 à 34 ans

- Youth Build Canada: Ready to Work in the Trades
- Youth Build Canada: Skilled Trades
- Canada Youth Trade Corps
- Build Canada Skilled Trades Advantage
- Canada Youth Trades Advantage
- Canada Youth Apprentice Advantage (CYAA)

Résidents de la Montérégie

- Bâtir le Canada : Jeunesse prête pour les métiers spécialisés
- Bâtir le Canada : Métiers spécialisés pour les jeunes
- Service des métiers spécialisés pour les jeunes Canadiens
- Bâtir le Canada : Les métiers spécialisés, un atout
- Les jeunes dans les métiers spécialisés au Canada : Un atout
- Les jeunes apprentis au Canada : Un atout

- 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?

TRAIN À GRANDE VITESSE (25-30 minutes) – Résidents de la région métropolitaine de Montréal, résidents des régions de Peel et de York (Ontario) âgés de 35 à 54 ans.

- 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 lu, vu, ou entendu à ce sujet? Où l'avez-vous vu, lu ou entendu?

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 de train 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 de la région métropolitaine de Montréal : Montréal résidents des régions de Peel et de York (Ontario) âgés de 35 à 54 ans : Toronto]?

À ce stade, le tracé définitif n'a pas encore été choisi. 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.

- Quelles sont vos réflexions à ce sujet?

- 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 de la région métropolitaine 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?

- Résidents des régions de Peel et de York (Ontario) âgés de 35 à 54 ans - Certains producteurs et agriculteurs ont exprimé des inquiétudes concernant le tracé proposé, craignant que la nouvelle ligne ferroviaire à grande vitesse ne traverse des terres agricoles.
    - Avez-vous des inquiétudes concernant un itinéraire traversant des terres agricoles?

Résidents de la région métropolitaine 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.

Résidents des régions de Peel et de York (Ontario) âgés de 35 à 54 ans - 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.

- Quelles sont vos réflexions à ce sujet?
    - Avez-vous des préoccupations à ce sujet?

PROJET DE TERMINAL À CONTENEURS DE CONTRECŒUR (20 minutes) – Région métropolitaine de Montréal

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet du gouvernement du Canada et le 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 Contrecœur, à 40 kilomètres en aval de Montréal (Québec).

Le projet d'aménagement proposé à Contrecœur 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 Contrecœur proposé?

- Avez-vous des inquiétudes quelconques au sujet du projet de terminal à conteneurs de Contrecœur? (Demander : répercussions communautaires et locales, impacts environnementaux, préoccupations d'ordre économique)

CODE DE CONDUITE DU SECTEUR DES PRODUITS D'ÉPICERIE (20 minutes) – résidents de grands centres urbains de l'Ontario, résidents des Prairies, résidents des régions de Peel et de York (Ontario) âgés de 35 à 54 ans

- Avez-vous vu, lu ou entendu parler récemment du Code de conduite des épiceries canadiennes?

Je vais vous présenter un bref aperçu du Code de conduite du secteur des produits d'épicerie ; il existe beaucoup plus d'information à ce sujet, mais cela vous donnera une idée générale de son contenu.

AFFICHER À L'ÉCRAN
Le Code de conduite du secteur canadien des produits d'épicerie est un ensemble de règles volontaires destiné aux détaillants en alimentation et à leurs fournisseurs afin de promouvoir des pratiques commerciales équitables et transparentes.

Les cinq plus grandes chaînes de supermarchés du Canada – Loblaw, Empire (Sobeys), Metro, Walmart Canada et Costco Canada – y ont officiellement adhéré. Cette initiative bénéficie du soutien des gouvernements fédéral, provinciaux et territoriaux.

Ce code définit des règles et des directives spécifiques à l'intention des commerçants et fournisseurs en alimentation. Il comprend notamment des règles détaillées concernant les frais et les circonstances dans lesquelles les détaillants peuvent les facturer.

- Que pensez-vous du Code de conduite du secteur canadien des produits d'épicerie?
    - Selon vous, les consommateurs bénéficieront-ils de ce nouveau code?
        - Et en ce qui concerne les prix des produits d'épicerie?

- Le Code de conduite du secteur canadien des produits d'épicerie devrait-il, à votre avis, être obligatoire? Qu'est-ce qui vous fait dire cela?

SUIVI SUR LE PROGRAMME DE SERVICE CIVIQUE (20 minutes) – Résidents de Regina âgés de 35 à 54 ans

Changement de sujet…

- Qui, parmi vous, sait ce qu'est un programme de service civique?

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. Ces programmes visent à favoriser l'engagement civique, à accroître l'employabilité et à soutenir le développement personnel.

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?

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.

  - Team Canada Strong
  - Canada Nation Builders
  - Builders of Canada
  - Canada Corps
  - Canada Civic Fellowship
  - Canada Strong Force
  - Canada Strong Alliance

- LE MODÉRATEUR PASSE EN REVUE CHAQUE RÉPONSE CHOISIE : Pourquoi avez-vous fait ce choix?

- Préférez-vous le mot « équipe » ou « corps » pour désigner ce programme?

IA ET ŒUVRES PROTÉGÉES PAR LE DROIT D'AUTEUR (30 minutes) – Résidents de Regina âgés de 35 à 54 ans, résidents du Canada atlantique âgés de 18 à 34 ans, résidents du Lower Mainland de la Colombie-Britannique, résidents de la Montérégie

J'aimerais maintenant passer au sujet de l'intelligence artificielle (ou IA) et plus précisément de l'IA générative.

L'IA générative est un type d'IA capable de produire du contenu tel que du texte, des fichiers audio, du code, des vidéos et des images. Ce contenu est généré en réponse à des informations fournies par l'utilisateur, qu'il s'agisse de questions posées ou d'un ensemble de directives. Parmi les outils d'IA générative, on peut citer ChatGPT, Claude et Copilot.

- Qui parmi vous utilise des outils d'IA générative, que ce soit au travail ou dans votre vie privée? (À MAIN LEVÉE)
  - Poursuivons avec ceux qui ont levé la main : Quel outil utilisez-vous, dans quel contexte, et à quelle fréquence diriez-vous que vous l'utilisez?

- Quelle est votre impression générale de ces outils?

- Qui parmi vous a une impression plus positive que négative de ces outils? Pourquoi dites-vous cela?

- Y a-t-il d'autres aspects positifs de ces outils qui n'ont pas encore été mentionnés?

- Qui parmi vous a une impression plus négative que positive de ces outils? Pourquoi dites-vous cela?
  - Avez-vous d'autres préoccupations concernant ces outils?

J'aimerais maintenant vous poser quelques questions au sujet de la propriété intellectuelle, alors je vais commencer par rappeler brièvement la définition de la propriété intellectuelle.

AFFICHER À L'ÉCRAN :
La propriété intellectuelle (PI) désigne toute forme de connaissance créée par une personne et protégée par la loi. Les types de propriétés intellectuelles les plus courants sont :

- Le droit d'auteur (protégeant l'expression d'idées)
- Le brevet d'invention (protégeant les inventions)
- Les marques de commerce (protégeant les signes distinctifs d'un service, comme des mots, des noms, des symboles, etc.)
- Les secrets commerciaux (protégeant des informations confidentielles, comme des formules, etc.)

- Y en a-t-il parmi vous qui s'inquiètent de la propriété intellectuelle des sources de données à partir desquelles ces modèles d'IA générative sont entraînés? Pensez aux articles de presse, aux sites Web, aux livres complets, aux chansons et aux autres sources de données que ces modèles assimilent ou « ingèrent » pour pouvoir répondre à des questions.

- Selon vous, les entreprises spécialisées en IA devraient-elles être autorisées à entraîner leurs modèles à partir d'œuvres protégées par le droit d'auteur, comme des livres, des articles, des scénarios de films, des chansons, etc.? Pourquoi êtes-vous de cet avis?

- Le fait de pouvoir entraîner leurs modèles sur des œuvres protégées par le droit d'auteur permettrait à ces entreprises de produire plus facilement des œuvres générées par l'IA, telles que des chansons ou des livres. Que pensez-vous de cela?

AFFICHER À L'ÉCRAN :
La dernière mise à jour substantielle de la *Loi sur le droit d'auteur* du Canada remonte à 2012, avant l'essor de l'IA générative.

Certains estiment que la loi devrait être mise à jour afin de garantir aux entreprises d'IA la possibilité d'entraîner légalement des modèles à partir d'œuvres créatives avec le consentement des auteurs, à condition de leur verser une quelconque forme de compensation.

- Qui serait d'accord avec ça? Pourquoi?

- Croyez-vous que les entreprises spécialisées en IA rémunéreraient équitablement les créateurs et les artistes pour leurs œuvres?

- Y a-t-il d'autres aspects de l'IA générative et du droit d'auteur dont nous n'avons pas encore parlé et qu'il vous semble important de prendre en considération?

MORATOIRE RELATIF AUX PIPELINES ET AUX PÉTROLIERS (35 minutes) – Résidents de la région métropolitaine de Victoria âgés de 35 à 54 ans, résidents de Regina âgés de 35 à 54 ans

Résidents de Regina âgés de 35 à 54 ans - On va maintenant passer à un sujet complètement différent…

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet du gouvernement du Canada en lien avec des pipelines?
    - SI OUI : Qu'avez-vous lu, vu, ou entendu à ce sujet? Où l'avez-vous vu, lu ou entendu?

Je vais vous présenter un aperçu d'un accord récent ; il existe beaucoup plus d'information sur cet accord, mais cela vous donnera une idée générale de son contenu.

AFFICHER À L'ÉCRAN :
L'automne dernier, les gouvernements du Canada et de l'Alberta ont conclu un accord de coopération en matière d'énergie définissant les conditions à remplir pour la construction d'un nouvel oléoduc vers le Pacifique.

L'objectif consiste à faire construire et financer des oléoducs par le secteur privé, en copropriété avec les communautés autochtones, afin d'augmenter le volume de pétrole pouvant être acheminé vers la côte Ouest en vue de son exportation vers l'Asie.

- Quelles sont vos réflexions au sujet de cet accord?

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet de pétroliers?
    - SI CE N'EST PAS MENTIONNÉ : Et au sujet de quoi que ce soit en lien avec une interdiction visant les pétroliers?

AFFICHER À L'ÉCRAN (diapo expliquant la *Loi sur le moratoire relatif aux pétroliers*) Le modérateur fera la lecture à voix haute de 3 points de liste.

Certains estiment que la construction d'un nouveau pipeline depuis l'Alberta jusqu'en Colombie-Britannique exigerait que la *Loi sur le moratoire relatif aux pétroliers* fasse l'objet d'ajustements consistant notamment à accorder une dérogation au moratoire relatif aux pétroliers pour ce projet en particulier ou à redéfinir les limites du moratoire afin d'autoriser le passage de pétroliers par l'entrée Dixon pour acheminer du pétrole vers l'Asie. **[LE MODÉRATEUR MONTRERA L'EMPLACEMENT DE L'ENTRÉE DIXON SUR LA CARTE]**

- Quelles sont vos réflexions à ce sujet?

- Certains estiment qu'il est possible de construire un nouveau pipeline depuis l'Alberta jusqu'en Colombie-Britannique sans apporter de modifications à la *Loi sur le moratoire relatif aux pétroliers*. Quelles sont vos réflexions à ce sujet?

- Selon vous, qu'est-ce qui est le plus susceptible de se produire si un nouvel oléoduc reliant l'Alberta à la Colombie-Britannique est construit : pensez-vous que la *Loi sur le moratoire relatif aux pétroliers* sera modifiée, ou qu'elle restera en vigueur telle qu'elle est actuellement? Qu'est-ce qui vous fait dire cela?

- Certains ont suggéré qu'au lieu de construire de nouveaux pipelines entre l'Alberta et la Colombie-Britannique, nous devrions nous concentrer sur l'agrandissement de pipelines existants, dont le pipeline Trans Mountain. D'autres ont proposé de faire les deux, c'est-à-dire de construire de nouveaux pipelines et d'agrandir des pipelines existants. Avec quelle opinion êtes-vous le plus d'accord? Qu'est-ce qui vous fait dire cela?

- Selon vous, le gouvernement devrait-il travailler en collaboration avec les provinces et territoires pour contribuer à la construction de nouveaux pipelines ou à l'agrandissement de pipelines existants? Qu'est-ce qui vous fait dire cela?

- Pensez-vous que la construction de nouveaux oléoducs ou l'agrandissement d'oléoducs existants soit positifs ou négatifs pour l'économie canadienne? Pourquoi dites-vous cela?

STRATÉGIE POUR LA NATURE (30 minutes) – Résidents de la région métropolitaine de Montréal, résidents de grands centres urbains de l'Ontario, résidents des Prairies, résidents des régions de Peel et de York (Ontario) âgés de 35 à 54, résidents de la région métropolitaine de Victoria âgés de 35 à 54 ans

Changement de sujet…

- Qu'est-ce qui vous vient à l'esprit en entendant le terme « stratégie pour la nature »?

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet de la stratégie pour la nature du gouvernement du Canada?
    - SI OUI : Qu'avez-vous vu, lu ou entendu à ce sujet? Où l'avez-vous vu, lu ou entendu?

Résidents des Prairies – Je vais maintenant vous montrer un bref aperçu de la Stratégie pour la nature du gouvernement du Canada ; il existe beaucoup plus d'information sur cette stratégie, mais cela vous donnera une idée générale de son contenu.

AFFICHER À L'ÉCRAN :
Le gouvernement du Canada a récemment mis en œuvre une stratégie pour protéger la nature. L'objectif consiste à protéger 30 % des terres et des eaux canadiennes d'ici 2030.

La stratégie vise notamment à :

- **Protéger et à conserver davantage de terres et d'eaux** et à connecter les habitats afin que les espèces puissent se déplacer en toute sécurité.
    - Cela se fera en partenariat avec les communautés autochtones, les provinces, les territoires, les organismes sans but lucratif, le secteur privé, les propriétaires fonciers privés.
- Concevoir des **projets d'infrastructure** de manière à **soutenir les efforts de conservation.**
    - Cela comprendra l'utilisation d'outils scientifiques et de technologies modernes qui contribueront à éviter ou à minimiser les impacts environnementaux du développement.
- **Utiliser des outils financiers pour financer la conservation** de manière durable et à long terme.
    - Cela dans l'objectif d'encourager les entreprises et les investisseurs à soutenir les efforts de conservation.

- Quelles sont vos réflexions au sujet de cette stratégie pour la nature?

AFFICHER À L'ÉCRAN :
À la fin de 2024, le Canada avait conservé :

- 14 % de sa superficie terrestre (terres et eaux douces).
    - Un pourcentage en hausse comparativement à 10 % en 2016.

- 16 % de son territoire marin.
    - Un pourcentage en hausse comparativement à 1 % en 2016.

- Le gouvernement atteindra-t-il, selon vous, son objectif de protéger 30 % des terres et des eaux du Canada d'ici 2030? Qu'est-ce qui vous fait dire cela?

- Selon vous, quels sont les avantages, le cas échéant, de protéger 30 % des terres et des eaux du Canada d'ici 2030?

- Quelles sont vos préoccupations, le cas échéant, concernant l'objectif de protéger 30 % des terres et des eaux du Canada d'ici 2030?

PLAN D'ACTION POUR LA MAIN-D'ŒUVRE (20 minutes) – Résidents de grands centres urbains de l'Ontario

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 :

AFFICHER À L'ÉCRAN

- 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 bâtit : 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?

ÉCONOMIE (15 minutes) – Résidents du Lower Mainland de la Colombie-Britannique, résidents de la Montérégie

D'abord, j'aimerais parler de l'économie canadienne…

- Comment se porte, à votre avis, l'économie canadienne dans son ensemble? Pourquoi êtes-vous de cet avis?
  - SI ON RÉPOND QUE L'ÉCONOMIE SE PORTE MAL, POSER LA QUESTION SUIVANTE : Que faudrait-il qu'il se passe pour que vous commenciez à être optimiste concernant l'économie canadienne?

- Pensez-vous que l'économie canadienne va s'améliorer, se détériorer ou demeurer à peu près la même au cours de l'année à venir? Qu'est-ce qui vous fait dire cela?

- Et en ce qui vous concerne personnellement, pensez-vous que votre situation financière s'améliorera, se dégradera ou ne changera pas au cours de l'année à venir? Qu'est-ce qui vous fait dire cela?

- Comment décririez-vous la performance du gouvernement du Canada en matière de gestion des enjeux économiques? Diriez-vous que le gouvernement du Canada est généralement sur la bonne voie ou sur la mauvaise voie?
  - Quels sont des exemples du travail effectué par le gouvernement fédéral pour traiter de l'économie?

MISE À JOUR ÉCONOMIQUE DU PRINTEMPS (15 minutes) – Résidents du Lower Mainland de la Colombie-Britannique

- Est-ce que quelqu'un parmi vous a entendu parler de la « Mise à jour économique du printemps » du gouvernement du Canada?

- SI OUI : En quoi consiste-t-elle?

FOURNIR L'EXPLICATION SUIVANTE AU BESOIN : Le gouvernement du Canada prépare une mise à jour budgétaire, parfois appelée « mini-budget », entre chaque budget annuel. Comme le dernier budget remonte au mois de novembre, la mise à jour budgétaire sera présentée plus tard ce mois-ci. La mise à jour économique du printemps dressera un bilan des finances du gouvernement fédéral et de ses prévisions économiques, et pourrait présenter de nouvelles politiques ou de nouveaux programmes.

- En préparant sa Mise à jour économique du printemps, quelle devrait être la priorité absolue du gouvernement du Canada?
    - Quels sont d'autres enjeux ou mesures que vous souhaiteriez que prenne en compte le gouvernement?

DEMANDER AU BESOIN : Des enjeux ou des mesures concernant par exemple…

- Le coût de la vie?
- Les aides fournies aux familles?
- Les soins de santé?
- Le logement?
- Le changement climatique?
- L'emploi?

MISE À L'ESSAI DE PUBLICITÉS SUR LE THÈME DU CLIMAT (40 minutes) – Résidents du centre de l'Ontario, résidents de l'Alberta âgés de 45 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 le climat.

Je vais vous montrer deux vidéo publicitaires différentes. Veuillez noter que les publicités ne sont pas encore au format définitif, car certaines séquences comportent des filigranes. Nous souhaitons avoir votre avis concernant les images et le texte avant de finaliser la publicité. Une fois que le gouvernement du Canada aura mis la dernière main à la publicité, il pourra acquérir les droits sur les images. Le produit final consistera en deux vidéos de 30 secondes produites par des professionnels qui seront diffusées à la télévision et sur des plateformes numériques. Veuillez garder cela à l'esprit en visionnant le concept.

Je vais maintenant vous montrer la première vidéo. Nous allons la visionner deux fois et nous discuterons ensuite de ce que vous en pensez.

CONCEPT 1 - MONTRER LE CONCEPT « COMPÉTIVITÉ CLIMATIQUE » DE 30 SECONDES

- Quelle est votre impression générale de ce concept?

- 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?
  - Consulteriez-vous le site Web du gouvernement du Canada pour de plus amples renseignements?

- 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 la deuxième vidéo. Comme nous l'avons fait pour la première vidéo, je vais la faire jouer deux fois et nous discuterons ensuite de ce que vous en pensez.

CONCEPT 2 – MONTRER LE CONCEPT « PROPULSÉ PAR LE CANADA » DE 30 SECONDES

- Quelle est votre impression générale de ce concept?
  - 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?
  - Consulteriez-vous le site Web du gouvernement du Canada pour de plus amples renseignements?

- 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 vidéos que vous venez de visionner…

- Avez-vous des idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

- Cette campagne publicitaire vous donne-t-elle l'impression que le gouvernement fédéral dispose d'un plan pour bâtir une économie forte et respectueuse de l'environnement? Qu'est-ce qui vous fait dire cela?

MISE À L'ESSAI DE PUBLICITÉS SUR LA SÉCURITÉ DES COMMUNAUTÉS (20 minutes) – Résidents du centre de l'Ontario, résidents de l'Alberta âgés de 45 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.

Le produit final consistera en une vidéo de 30 secondes produite par des professionnels qui sera diffusée sur les médias sociaux et des plateformes numériques. Veuillez garder cela à l'esprit en visionnant le concept. Comme nous l'avons fait pour les autres vidéo, je vais la faire jouer deux fois et nous discuterons ensuite de ce que vous en pensez.

CONCEPT 1 – MONTRER LE CONCEPT DE 30 SECONDES

- Quelle est votre impression générale de ce concept?
    - 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?

- Avez-vous des idées dont vous souhaiteriez nous faire part pour rendre cette publicité plus efficace?

CONCLUSION (5 minutes) Tous les lieux

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

THE STRATEGIC COUNSEL

Appendix C – Visual Concepts

Pipelines and Oil Tanker Moratorium

Oil Tanker Moratorium Act

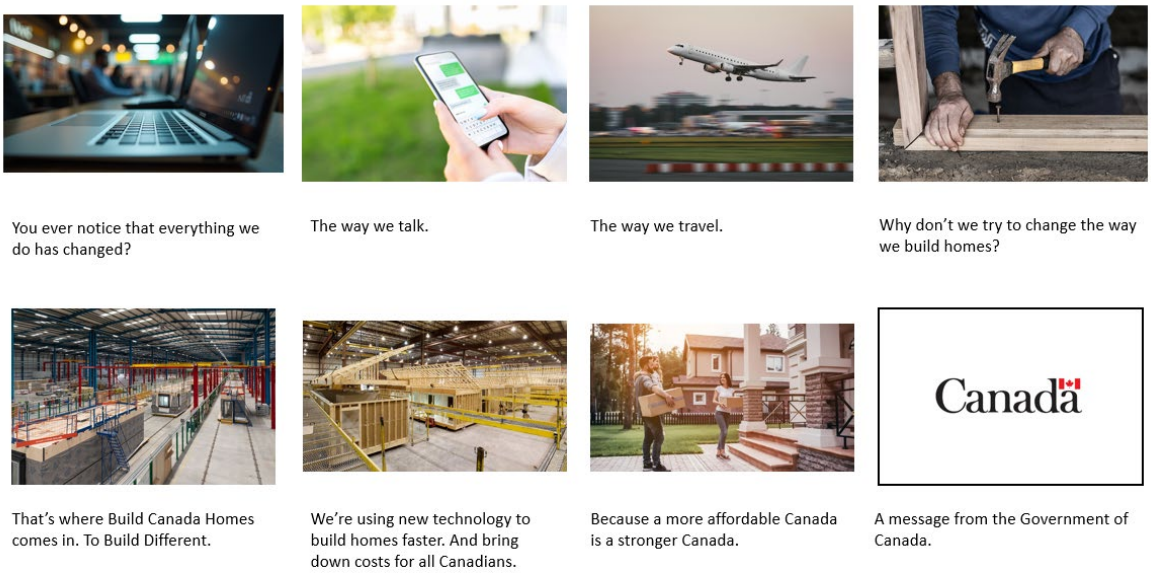
- Currently, the *Oil Tanker Moratorium Act* bans tankers carrying more than 12,500 metric tonnes of oil from docking in waters off the north of B.C.'s coast.
- Smaller shipments are permitted to ensure north coast communities and industries can receive critical shipments of heating oils and other petroleum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



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

Housing Advertising Testing

Prefab



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".

Flexible Financing



You ever notice that everything we do has changed?



The way we interact.



The way we explore.



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



That's why Build Canada Homes was created. To Build Different.



We are cutting red tape to help builders deliver more affordable housing.



Because a more affordable Canada is a stronger Canada.

Canada

A message from the Government of Canada.

The above image features a storyboard for a 30-second advertisement developed by the Government of Canada to advertise the actions that it was taking related to housing. The first panel opens on the image of a laptop (from the side) in a busy café or library, with the VO: "You ever notice that everything we do has changed?" The second panel features a close-up of a person's hand making a tap payment, with the VO: "The way we interact". The third panel features a phone on the front console of a car, providing GPS instructions, with the VO: "The way we explore". The fourth panel features the hand and body of a construction worker as he is about to hammer a nail, with the VO: "Why don't we try to change the way we build homes?" The fifth panel features a row of newly built homes with cars parked in front and people walking around, with the VO: "That's why Build Canada Homes was created. To build different". The sixth panel features a concept image of a neighbourhood with images of proposed new housing complexes and how they would fit into the existing community, with the VO: "We are cutting red tape to help builders deliver more affordable housing". 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

Morning Routine



The image above is a storyboard for a 15-second advertisement developed by the Government of Canada for the Canadian Dental Care Plan (CDCP). The first panel features a man in the bathroom pulling a string of floss out of a floss dispenser, with the text: "A young man in his 20s playfully comes into screen preparing to floss his teeth. The second panel features the man putting the floss to his teeth, and the narration: "You may be eligible for the Canadian Dental Care Plan if:". Below this panel is the text "Text elements appear in space around him in time to upbeat music". The third panel features the man looking forward, still holding the floss, with the dialogue "You have no access to dental coverage". The fourth panel features the man speaking into the camera, saying "Your family income is less than $90,000", with the text "The man finishes flossing his teeth" below the panel. The fifth panel features the empty bathroom as the man leaves, the text below reads: "He shuts off the light and leaves the bathroom". The sixth panel features the scene fading to black, with the text "Apply now Canada.ca/Dental" appearing on screen.

But Nothing Hurts

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 fourth 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."

Climate Advertising Testing

Climate Competitiveness



The video above features a 30-second advertisement developed by the Government of Canada to highlight its approach to climate and the environment. The ad opens on a number of quick shots of different countries, we see a ship traversing through the waters of an offshore windmill farm in the Netherlands, a solar panel project in Spain, a vast solar panel field in the United Arab Emirates, and a hydroelectricity facility in New Zealand. During these shots we hear the VO: "The world is racing to build the clean economy of the future". We then see a massive Canadian flag with the word 'Canada' superimposed on screen followed by the words "Ready to lead", as we see several rapid shots of clean energy projects (solar, wind, hydroelectricity, etc.). The VO during this says: "Canada is ready to lead". We then see longer shots of a wind energy project, a solar panel project, the sun rising over a forested area, rushing water, and a wheat field. At certain points during these shots the phrases "Choice to invest" and "Clean energy sources" are superimposed over the images. The VO: "Our new climate competitiveness plan is a choice to invest in clean energy sources that expand our energy ability". We next see a different shot of a solar panel facility, an EV charger plugged in, an EV charging at night, an overhead shot of a city and waterway, a facility-looking building, and rushing water through a hydroelectric dam. Over these shots we see the phrases "Innovative technologies" and "New energy projects" appear on screen. The VO for these shots states: "In innovative technologies that bring down costs and lower emissions and in new energy projects that create thousands of good jobs". We then see people hiking, first a shot of hiking boots on a trail, and then a shot from above of a man, woman, and their dog walking along the top of a mountain path. The VO for this: "Because a more sustainable Canada is a stronger Canada". These words also appear on screen. We end on the Government of Canada wordmark against a black backdrop, accompanied by Canada's official musical signature.

Powered by Canada



The video above features a 30-second advertisement developed by the Government of Canada to highlight its approach to climate and the environment. The video opens on a beautiful, expansive lake, before transitioning in to a number of rapid shots featuring images of rushing water, solar panels, and grain fields. We see a long drone-style shot of a field of solar panels, followed by a shot of many windmills all working to generate power, with the VO: "Canada isn't just pretty, it's power. And our government has a plan to unlock that power". We see more rapid shots of an Arctic energy generation facility, a boat heading towards a field of massive offshore windmills, a shot of a large field of solar panels, and a hydroelectric dam, accompanied by the VO: "As the world races towards clean energy…". We transition to a shot from above of a beautiful green forest, and the VO: "Canada's government will use our natural advantage" with the words "Canada's natural advantage" appearing on screen. We move to a shot of a busy harbour and waterway, an energy generation facility, and a hydroelectric dam, with the VO: "to build world class clean energy projects" with the words "Clean energy projects" appearing on screen. We transition to a scene of numerous construction workers hard at work building something, followed by a worker performing a task on top of a tall windmill, with the VO: "to create thousands of new jobs and lower emissions" with the words "thousands of new jobs" and "lower emissions" appearing on screen. We transition to a scene of a man, woman, and dog hiking, followed by the Canadian flag waving against a blue sky, with the VO: "We'll build a cleaner future in a way that only Canada can". We end on the Government of Canada Wordmark against a black backdrop, accompanied by Canada's official musical signature.

Safe Communities Advertising Testing



The video above is a 30 second advertisement developed by the Government of Canada to advertise the actions that it was taking related to crime. The video opens on a darkly lit alleyway with the word "Stronger" superimposed on the screen, a right-facing arrow then transitions to the next image of a woman running along a picturesque seawall with the words "Safer" on the screen. The VO for this scene is: "The Government of Canada is taking action on crime so you're safer on your street". We then transition to an image of a prison guard walking at night within the outside walls of a penitentiary with the word "Stronger", an arrow then transitions to a father and daughter returning home on a bright sunny day with the words "Safer". The VO: "Stronger on bail for repeat offenders, so you're safer at home". We see a Canada Border Services Agency (CBSA) officer and a dog sniffing packages with the word "Stronger" on the screen. An arrow transitions to a couple walking along a busy sidewalk on a sunny day, with the word "Safer". VO: "Stronger on border security against drug and gun trafficking, so you're safer in your community". We next see a pair of hands typing on a laptop keyboard in a darkly lit room with the word "Stronger" on screen. An arrow then transitions to a small shop where a customer is making a tap payment transaction while the cashier smiles, with the word "Safer". VO: "Stronger on fraud and cyber crime, to keep your money secure". We see an image of a group of children walking happily and safely across a crosswalk, with the words "Stronger → Safer" on screen. We then transition to an image featuring panels of many different people, all looking happy. VO: "We're taking stronger action on crime, to make Canada safer". The leftmost panel is a man, the centre features a woman, and the one on the right features a couple and their child holding a bunch of puppies. Over this image words appear on screen, first "A Safer Canada" followed by "Is a stronger Canada". VO: "Because a safer Canada is a stronger Canada". At the bottom of this image is also text "Learn more at Canada.ca/Safer-Canada". The advertisement concludes on the Government of Canada Wordmark against a white backdrop, and the VO: "This has been a message from the Government of Canada", accompanied by Canada's official musical signature.