Finance Canada 2019 Focus Groups on the Economy (Qualitative) through Perception Analyzer - Research Report

Final Report

Prepared by:
Corporate Research Associates Inc.

Prepared for:
Finance Canada

Ce rapport est aussi disponible en français.

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2019 Focus Groups on the Economy (Qualitative) through Perception Analyzer

Final Report

Prepared for Finance Canada

Supplier Name: Corporate Research Associates Inc.
April 2019

This public opinion research report presents the results of focus groups conducted by Corporate Research Associates Inc. on behalf of Finance Canada. The research study consisted of a series of three "super-groups" conducted in Montréal, Toronto and Vancouver with Canadian adults 18 years of age and on March 19, 2019.

Cette publication est aussi disponible en français sous le titre :
Groupes de discussion 2019 (qualitatifs) sur l'économie du ministère des Finances Canada avec l'outil Perception Analyzer - rapport de recherche.

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Executive Summary

Research Purpose and Objectives

The objective of the research is to provide Finance Canada with an assessment of the sentiment of a cross-section of Canadians in Montréal, Toronto and Vancouver, with respect to what they heard in the budget speech. The stated objective of the research is *"to explore in more detail Canadians' overall concerns and perceptions about the current state of the Canadian economy, emerging economic issues and their expectations about the role of the Government of Canada in the economy."* The research was also designed to *"explore Canadian's reaction and gauge the effect of the Budget and the measures that flow from it."*

Results from the qualitative research allows Finance Canada to get a clear and current sense of the evolution of the public mood towards the state of the economy, sense of personal economic well-being and government actions in the economic sphere.

Key Findings

- Overall, participants in Montréal, Toronto and Vancouver reacted positively to the 2019 budget speech.

- However, there were key areas where participants felt that the speech was lacking. Participants wanted more information on the programs and policies identified and felt that the lack of details surrounding the financial costs of implementing programs was an issue.

- Given the fact that 2019 is an election year, several participants in each city made the comments that this was what they expected to hear in an election speech. While participants appreciated the importance of the speech's key topics, there was also a sense that these are perpetual issues addressed in budget speeches and there has been a lack of progress in these areas in the past, indicating a lack of credibility in some of the announcements.

- Regardless of the perceived shortcomings of the speech, respondents did show an increase in positive sentiment post speech. This does reinforce the observation that the content areas were important and if the government can implement the policies and programs discussed, Canadians perceive that an improvement in the economy and their personal financial situation will be realized.

- As would be expected, different cohorts reacted to the speech differently. In general, participants from Toronto reacted most positively. Female participants, participants without university or post graduate education, below average income participants, and younger participants (30 years of age or younger) were the most likely groups to react positively to the budget.

Methodology

The research methodology for this assignment consisted of a series of three "super-groups" conducted in Montréal, Toronto and Vancouver (which represented a new location for the research). Participants were recruited to represent adult Canadians 18 years of age and older and recruiting was structured to provide a good cross representation based on gender, age, income, education, children in household and employment status. The recruiting was based on a prequalified set of panel participants that were recruited using a combination of online and telephone recruiting techniques. The recruitment screener is attached as Appendix A.

A total of 89 Canadians participated in the research (32 in Montréal, 27 in Toronto and 30 in Vancouver). The Toronto and Vancouver sessions were conducted in English, while the Montréal group was conducted in French. Participants were paid an incentive of $125 and all sessions were conducted simultaneously over a three-hour period on March 19, 2019.

Table A provides a breakdown of sessions by location and key demographics.

City	Gender			Education			Income			Age			Total
	Male	Female	Non-Binary	HS or Less	Some Post-Secondary	University or Post	Below Average	Average	Above Average	30 & Under	31 to 49	50 & Over	
Montréal	16	16	0	9	11	12	9	7	16	6	18	8	32
Toronto	12	14	1	3	10	14	5	8	14	7	7	13	27
Vancouver	16	14	0	4	14	12	6	12	12	7	15	8	30

Table A – Breakdown of Demographic Characteristics by Location

Participants used Perception Analyzer® software to indicate their sentiment with respect to a set of 16 questions asked pre and post speech (which allowed for a measure of change in sentiment). Participants also used the software to rate their positive and negative reactions in real-time as the Minister's budget speech was read. The dial ranged from 0 to 100, with 50 representing a baseline "neutral" score. Following this, participants discussed their impressions of the federal budget.

> Perception Analyzer® technology allows participants to anonymously respond to stimuli in real time. Participants are provided a hand-held dial that relays their responses to a central PC that then consolidates the information and relays it onto viewing monitors for client groups.

Context of Qualitative Research

Qualitative discussions are intended as moderator-directed, informal, non-threatening discussions with participants whose characteristics, habits and attitudes are considered relevant to the topic of discussion. The primary benefits of group qualitative discussions are that they allow for in-depth probing with qualifying participants on behavioural habits, usage patterns, perceptions and attitudes

related to the subject matter. Qualitative techniques are used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures. As such, results are directional only and cannot be projected to the overall population under study.

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Political Neutrality Certification

I hereby certify as a Representative of Corporate Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the ***Directive on the Management of Communications***. 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 _____

Margaret Brigley, CEO & Partner | Corporate Research Associates
Date: April 3, 2019

Detailed Findings

The structure of the "super groups" were designed to include five key components. Initially participants were provided a briefing on the process and went through an orientation of how the Perception Analyzer system operates. This was followed by a series of questions to measure pre-speech sentiment and how participants viewed the economy. Next, the Minister was to present the speech and participants were to record shifts in their sentiment based on the budget topics (this component required adaptation due to parliamentary tactic. As a result, the moderators in each city read the speech to participants). Following the speech, participants were to reassess the pre-speech questions – providing a pre / post measure of the shift in sentiments. Finally, a discussion was planned to gather overall impressions and reactions to the speech (due to delays during the speech, the post speech discussion was abbreviated).

Key topics covered in the speech included:

- Government understanding of issues affecting the economy today
- Government understanding of Issues that affect the economy in the future
- Economic policies that will help middle class families
- Steps to help Indigenous people
- Steps to improve gender equality
- Improving fairness in the tax system
- Steps to promote job creation
- Steps to protect the environment
- Economic policies that will benefit me (the individual)
- Steps to help young people
- Steps to help seniors
- Policies that will make life more affordable

Sentiment Shift Pre and Post Speech

Participants were asked a series of questions pre and post speech that focused on their attitudes and expectations. Tables 1 through 5 provide a summary of how sentiment shifted pre and post-speech broken down by key demographic characteristics. In all but two of the thematic areas the scores are based on a 10-point scale (with the high end of the scale representing more positive scores. Two of the thematic areas are based on the percent of respondents agreeing with statements. Sentiment shift among the participants was based on the changes in scores post-speech compared to pre-speech (cells highlighted within the tables are indicative of areas where the change in sentiment was the greatest). The tables are based on the key demographic variables:

- City
- Gender
- Education
- Income
- Age

Pre and Post-Speech Sentiment Shift – City[1]

Overall Toronto was the city where the post-speech sentiment was most likely to shift positively. The most notable shifts among the Toronto participants included Economic Policies that Will Help Middle Class Families (4.5 to 7.3), Economic Policies that Will Benefit Me (3.7 to 6.3), and Steps to Help Young People (5.0 to 6.4). Overall Toronto participants showed the greatest positive shift in 8 of 15 areas.

Montréal participants showed the greatest positive shift in areas that focused on specific groups of Canadians. Steps to Help Indigenous People (3.3 to 5.6) was the area where Montréal residents showed the most positive shift. Other areas where Montréal showed the greatest positive shift included Issues that Make Life More Affordable (3.5 to 5.1) and Issues that Help Gender Equity (5.6 to 5.9).

Overall Vancouver participants felt more positive post-speech related to broad-based economic issues. They were the most likely to have a positive shift in sentiment that the Economy will be Stronger (7% to 23%), Issues that Affect the Economy in the Future (4.8 to 5.8), and the Current State of the Economy (5.5 to 5.8). Also, of note among the Vancouver participants was the fact that sentiment dropped by a large amount post-speech for Issues that Help Improve Gender Equality (6.8 to 5.5).

Table 1 - Summary of Pre and Post Speech Scores (City)								
	Country Headed in Right / Wrong Direction (Right)		Current State of Economy (Average 10=Excellent)		Economy Will Be Stronger / Weaker / No Change (Stronger)		Issues that Effect the Economy Today (Average 10=Excellent)	
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech
City								
Montreal	63%	75%	6.3	6.0	13%	16%	6.2	6.3
Toronto	59%	**74%**	5.8	5.9	26%	30%	5.0	**6.4**
Vancouver	69%	77%	5.5	**5.8**	7%	**23%**	5.4	5.9
Total	63%	75%	5.9	5.8	15%	23%	5.6	6.2
	Issues that Effect the Economy Future (Average 10=Excellent)		Issues that Help Middle Class Families (Average 10=Excellent)		Issues that Help Indigenous People (Average 10=Excellent)		Issues that Help Improve Gender Equity (Average 10=Excellent)	
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech
City								
Montreal	5.6	6.0	5.2	6.4	3.3	**5.6**	5.6	**5.9**
Toronto	5.4	6.3	4.5	**7.3**	4.5	6.3	5.6	5.8
Vancouver	4.8	**5.8**	4.5	6.3	4.9	6.4	6.8	5.5
Total	5.3	6.0	4.8	6.6	4.2	6.1	6.0	5.7
	Issues that Help Improve Fairness in the Tax System (Average 10=Excellent)		Issues that Help Promote Job Creation (Average 10=Excellent)		Issues that Protect the Environment (Average 10=Excellent)		Policies that Benefit Me (Average 10=Excellent)	
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech
City								
Montreal	4.0	4.9	5.7	6.5	4.2	4.6	4.3	5.3
Toronto	3.9	**5.7**	5.0	**6.4**	5.0	**6.1**	3.7	**6.3**
Vancouver	4.2	5.6	5.4	6.1	5.0	5.6	4.3	5.3
Total	4.0	5.4	5.4	6.3	4.7	5.4	4.1	5.6
	Issues that Help Young People (Average 10=Excellent)		Issues that Help Seniors (Average 10=Excellent)		Issues that Make Life More Affordable (Average 10=Excellent)			
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech		
City								
Montreal	5.0	6.4	4.6	6.9	3.5	**5.1**		
Toronto	4.5	**7.1**	4.6	6.9	3.4	5.9		
Vancouver	4.4	6.4	4.1	**6.8**	3.3	4.9		
Total	4.6	6.6	4.4	6.9	3.4	5.3		

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[1] Qualitative research techniques are used in marketing research as a means of developing insights and direction, rather than collecting quantitatively precise data or absolute measures. As such, results are directional, represents participants in the focus group only, and cannot be projected to the overall population of the study.

Pre and Post-Speech Sentiment Shift – Gender[2]

Female participants were more likely than men to indicate a positive sentiment shift post-speech. Among women, the most positive shift in sentiment focused around issues impacting specific groups within the population:

- Issues that Help Seniors (4.2 to 7.1);
- Issues that Help Indigenous People (4.0 to 6.4); and,
- Issues that Help Young People (4.6 to 6.8).

Men showed a higher level of sentiment lift in three areas. In both, Issues that Help Middle Class Families (4.6 to 6.1) and Policies that Benefit Me (3.9 to 5.4), sentiment increased by 1.5. Men (4.8 to 5.5) also showed slightly more positive sentiment shift than women (4.7 to 5.2) for Issues that Protect the Environment.

Table 2 - Summary of Pre and Post Speech Scores (Gender)											
	Country Headed in Right / Wrong Direction (Right)			Current State of Economy (Average 10=Excellent)			Economy Will Be Stronger / Weaker / No Change (Stronger)			Issues that Effect the Economy Today (Average 10=Excellent)	
	Pre-Speech	Post-Speech		Pre-Speech	Post-Speech		Pre-Speech	Post-Speech		Pre-Speech	Post-Speech
Gender											
Male	63%	75%		6.3	6.0		13%	16%		6.2	6.3
Female	59%	**74%**		5.8	**5.9**		26%	**30%**		5.0	**6.4**
Total	63%	75%		5.9	5.8		15%	23%		5.6	6.2
	Issues that Effect the Economy Future (Average 10=Excellent)			Issues that Help Middle Class Families (Average 10=Excellent)			Issues that Help Indigenous People (Average 10=Excellent)			Issues that Help Improve Gender Equity (Average 10=Excellent)	
	Pre-Speech	Post-Speech		Pre-Speech	Post-Speech		Pre-Speech	Post-Speech		Pre-Speech	Post-Speech
Gender											
Male	5.2	5.7		4.6	**6.1**		4.6	5.8		6.6	5.8
Female	5.3	**6.3**		5.0	7.1		4.0	**6.4**		5.5	**5.7**
Total	5.3	6.0		4.8	6.6		4.2	6.1		6.0	5.7
	Issues that Help Improve Fairness in the Tax System (Average 10=Excellent)			Issues that Help Promote Job Creation (Average 10=Excellent)			Issues that Protect the Environment (Average 10=Excellent)			Policies that Benefit Me (Average 10=Excellent)	
	Pre-Speech	Post-Speech		Pre-Speech	Post-Speech		Pre-Speech	Post-Speech		Pre-Speech	Post-Speech
Gender											
Male	3.9	4.9		5.5	6.0		4.8	**5.5**		3.9	**5.4**
Female	4.3	**5.8**		5.4	**6.6**		4.7	5.2		4.3	5.7
Total	4.0	5.4		5.4	6.3		4.7	5.4		4.1	5.6
	Issues that Help Young People (Average 10=Excellent)			Issues that Help Seniors (Average 10=Excellent)			Issues that Make Life More Affordable (Average 10=Excellent)				
	Pre-Speech	Post-Speech		Pre-Speech	Post-Speech		Pre-Speech	Post-Speech			
Gender											
Male	4.7	6.4		4.7	6.6		3.5	5.1			
Female	4.6	**6.8**		4.2	**7.1**		3.4	**5.4**			
Total	4.6	6.6		4.4	6.9		3.4	5.3			

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Pre and Post-Speech Sentiment Shift – Education Level[3]

Overall the budget speech caused the most sentiment shift among participants with Some Post Secondary, or High School or Lower education levels. Among participants with a High School or Lower education level, areas which showed the greatest shift in positive sentiment included the belief that the Country is Headed in the Right Direction (56% to 81%) and Issues that Help Seniors (4.4 to 7.7).

Participants with Some Post Secondary education showed the greatest increase in sentiment for Issues that Help Indigenous People (3.4 to 5.9), Issues that Help Young People (4.0 to 6.4), and Policies that Benefit Me (3.7 to 5.9).

Individuals with University or Post Secondary education only showed the highest level of sentiment shift for Issues that Help Improve Gender Equality (6.1 to 6.2) – other respondents reported a decline in sentiment in this area.

Table 3 - Summary of Pre and Post Speech Scores (Education)								
	Country Headed in Right / Wrong Direction (Right)		Current State of Economy (Average 10=Excellent)		Economy Will Be Stronger / Weaker / No Change (Stronger)		Issues that Effect the Economy Today (Average 10=Excellent)	
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech
Education								
High School or Lower	56%	**81%**	5.8	5.9	13%	19%	5.8	6.6
Some Post Secondary	54%	71%	5.9	**5.7**	14%	**29%**	5.1	**5.9**
University or Post Graduate	74%	76%	6.0	5.9	16%	18%	5.8	6.3
Total	63%	75%	5.9	5.8	15%	23%	5.6	6.2
	Issues that Effect the Economy Future (Average 10=Excellent)		Issues that Help Middle Class Families (Average 10=Excellent)		Issues that Help Indigenous People (Average 10=Excellent)		Issues that Help Improve Gender Equity (Average 10=Excellent)	
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech
Education								
High School or Lower	5.6	**6.6**	5.1	**7.1**	5.3	7.1	6.1	5.8
Some Post Secondary	4.8	5.7	4.6	**6.6**	3.4	**5.9**	5.8	5.2
University or Post Graduate	5.6	6.5	4.8	6.4	4.5	5.8	6.1	**6.2**
Total	5.3	6.0	4.8	6.6	4.2	6.1	6.0	5.7
	Issues that Help Improve Fairness in the Tax System (Average 10=Excellent)		Issues that Help Promote Job Creation (Average 10=Excellent)		Issues that Protect the Environment (Average 10=Excellent)		Policies that Benefit Me (Average 10=Excellent)	
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech
Education								
High School or Lower	4.6	5.4	5.4	**7.2**	5.6	5.8	3.4	5.4
Some Post Secondary	3.5	**5.4**	5.0	6.2	4.1	**5.1**	3.7	**5.9**
University or Post Graduate	4.3	5.3	5.7	6.1	4.8	5.4	4.8	5.4
Total	4.0	5.4	5.4	6.3	4.7	5.4	4.1	5.6
	Issues that Help Young People (Average 10=Excellent)		Issues that Help Seniors (Average 10=Excellent)		Issues that Make Life More Affordable (Average 10=Excellent)			
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech		
Education								
High School or Lower	5.8	6.6	4.4	**7.7**	2.9	**5.5**		
Some Post Secondary	4.0	**6.4**	4.4	6.7	3.2	5.1		
University or Post Graduate	4.7	6.8	4.5	6.6	3.8	5.4		
Total	4.6	6.6	4.4	6.9	3.4	5.3		

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[3] Qualitative research techniques are used in marketing research as a means of developing insights and direction, rather than collecting quantitatively precise data or absolute measures. As such, results are directional, represents participants in the focus group only, and cannot be projected to the overall population of the study.

Pre and Post-Speech Sentiment Shift – Income Level[4]

Participants with Below Average Income levels responded best to the budget speech based on the fact that they reported the highest shift in post-speech scores in 13 out of 15 thematic areas. Areas where Below Average Income respondents showed the greatest sentiment shift included:

- Issues that Help Seniors (4.5 to 7.6);
- Issues that Help Indigenous People (3.9 to 6.9);
- Issues that Help Middle Class Families (4.8 to 7.6);
- Economy will be Stronger (15% to 45%); and,
- Country Headed in the Right Direction (50% to 75%).

Above Average Income participants responded best to Issues that Protect the Environment (4.8 to 5.7). Meanwhile, Average Income participants provided the most improved post-speech scores in respect to the Current State of the Economy (5.4 to 5.9).

Table 4 - Summary of Pre and Post Speech Scores (Income)							
	Country Headed in Right / Wrong Direction (Right)		Current State of Economy (Average 10=Excellent)		Economy Will Be Stronger / Weaker / No Change (Stronger)		Issues that Effect the Economy Today (Average 10=Excellent)	
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech
Income								
Above Average Income	69%	81%	6.4	5.9	19%	12%	5.9	6.2
Average Income	63%	60%	5.4	**5.9**	7%	22%	5.5	5.7
Below Average Income	50%	**75%**	5.6	5.6	15%	**45%**	4.9	**6.7**
Total	63%	75%	5.9	5.8	15%	23%	5.6	6.2

	Issues that Effect the Economy Future (Average 10=Excellent)		Issues that Help Middle Class Families (Average 10=Excellent)		Issues that Help Indigenous People (Average 10=Excellent)		Issues that Help Improve Gender Equity (Average 10=Excellent)	
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech
Income								
Above Average Income	5.5	6.0	4.7	6.4	4.9	6.1	6.3	5.8
Average Income	5.2	5.7	4.9	6.3	3.4	5.4	6.3	5.4
Below Average Income	4.9	**6.5**	4.8	**7.6**	3.9	**6.9**	4.8	**6.0**
Total	5.3	6.0	4.8	6.6	4.2	6.1	6.0	5.7

	Issues that Help Improve Fairness in the Tax System (Average 10=Excellent)		Issues that Help Promote Job Creation (Average 10=Excellent)		Issues that Protect the Environment (Average 10=Excellent)		Policies that Benefit Me (Average 10=Excellent)	
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech
Income								
Above Average Income	4.1	5.0	5.5	6.2	4.8	**5.7**	4.3	5.4
Average Income	3.6	5.1	4.9	5.8	4.3	4.9	4.1	5.5
Below Average Income	4.5	**6.6**	5.9	**7.5**	5.0	5.4	3.7	**6.2**
Total	4.0	5.4	5.4	6.3	4.7	5.4	4.1	5.6

	Issues that Help Young People (Average 10=Excellent)		Issues that Help Seniors (Average 10=Excellent)		Issues that Make Life More Affordable (Average 10=Excellent)			
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech		
Income								
Above Average Income	5.0	6.6	5.0	7.0	3.7	5.3		
Average Income	3.8	6.0	3.6	6.1	3.3	5.2		
Below Average Income	5.0	**7.4**	4.5	**7.6**	3.0	**5.4**		
Total	4.6	6.6	4.4	6.9	3.4	5.3		

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[4] Qualitative research techniques are used in marketing research as a means of developing insights and direction, rather than collecting quantitatively precise data or absolute measures. As such, results are directional, represents participants in the focus group only, and cannot be projected to the overall population of the study.

Pre and Post-Speech Sentiment Shift – Age[5]

The youngest participants in the sessions (30 or Under years of age) responded the best to the budget speech, showing the greatest increase in sentiment across 9 of the 15 thematic areas. The greatest area of improvement was Issues that Help Middle Class Families (4.7 to 7.9). Other areas where the 30 or Under participants showed high levels of sentiment improvement included:

- Economy will be Stronger (15% to 45%);
- Issues that Help Seniors (4.9 to 7.7); and,
- Issues that Help Young People (4.0 to 6.7).

Participants in the 31 to 49 age category showed the largest increase in positive sentiment with respect to Issues that Help Indigenous People (4.0 to 6.4). Participants in the 50 or Older age category displayed the greatest increase in sentiment with Issues that Protect the Environment (4.0 to 6.1).

Table 5 - Summary of Pre and Post Speech Scores (Age)								
	Country Headed in Right / Wrong Direction (Right)		Current State of Economy (Average 10=Excellent)		Economy Will Be Stronger / Weaker / No Change (Stronger)		Issues that Effect the Economy Today (Average 10=Excellent)	
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech
Age								
30 or Under	65%	80%	5.9	**6.3**	15%	**45%**	6.2	6.2
31 to 49	55%	**70%**	5.7	5.5	10%	13%	5.2	6.1
50 or Older	72%	79%	6.2	6.0	21%	21%	5.5	**6.3**
Total	63%	75%	5.9	5.8	15%	23%	5.6	6.2

	Issues that Effect the Economy Future (Average 10=Excellent)		Issues that Help Middle Class Families (Average 10=Excellent)		Issues that Help Indigenous People (Average 10=Excellent)		Issues that Help Improve Gender Equity (Average 10=Excellent)	
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech
Age								
30 or Under	5.1	6.0	4.7	**7.9**	3.7	**6.1**	5.9	5.8
31 to 49	4.8	**5.8**	4.4	6.2	4.0	**6.4**	6.0	5.2
50 or Older	6.2	6.3	5.3	6.3	4.9	5.7	6.0	**6.4**
Total	5.3	6.0	4.8	6.6	4.2	6.1	6.0	5.7

	Issues that Help Improve Fairness in the Tax System (Average 10=Excellent)		Issues that Help Promote Job Creation (Average 10=Excellent)		Issues that Protect the Environment (Average 10=Excellent)		Policies that Benefit Me (Average 10=Excellent)	
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech
Age								
30 or Under	4.1	**6.3**	5.0	**6.9**	4.7	5.2	4.4	6.8
31 to 49	3.7	4.9	5.3	6.2	4.5	4.9	3.6	**5.1**
50 or Older	4.6	5.4	5.8	6.1	4.9	**6.1**	4.6	5.6
Total	4.0	5.4	5.4	6.3	4.7	5.4	4.1	5.6

	Issues that Help Young People (Average 10=Excellent)		Issues that Help Seniors (Average 10=Excellent)		Issues that Make Life More Affordable (Average 10=Excellent)			
	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech	Pre-Speech	Post-Speech		
Age								
30 or Under	4.0	**6.7**	4.9	**7.7**	3.7	**6.2**		
31 to 49	4.9	6.5	4.2	6.9	2.8	4.7		
50 or Older	4.7	6.8	4.4	6.3	4.1	5.4		
Total	4.6	6.6	4.4	6.9	3.4	5.3		

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[5] Qualitative research techniques are used in marketing research as a means of developing insights and direction, rather than collecting quantitatively precise data or absolute measures. As such, results are directional, represents participants in the focus group only, and cannot be projected to the overall population of the study.

Pre and Post-Speech Sentiment Shift – Overall

Across demographics, areas the participants indicated a more positive sentiment after than before the speech included:

- The country is headed in the right direction
- Economic policies that will help middle class families
- Steps to help Indigenous people
- Improving fairness in the tax system
- Economic policies that will benefit me (the individual)
- Steps to help young people
- Steps to help seniors
- Policies that will make life more affordable

Areas with minimal change included:

- Current state of the economy
- The economy will be stronger
- Government understanding of issues affecting the economy today
- Government understanding of Issues that affect the economy in the future
- Steps to improve gender equality (negative shift)
- Steps to promote job creation
- Steps to protect the environment

Post Speech Discussion

Challenges associated with parliamentary procedural tactics during the budget speech resulted in less discussion time at the conclusion of the speech. However, good feedback was provided by the participants in each city with respect to their overall impressions, what they liked and disliked and how they would sum up the speech in one word or sentence.

General impressions of the speech were mostly positive, however there a significant amount of skepticism around the speech related to credibility that the policies will indeed be implemented at a cost that will balance both economic responsibility and achievement of the goals. The fact that it was an election year was also on the minds of respondents and several respondents in each city made reference to the speech as an "election speech".

Contributing to the skepticism around the speech was the belief that there was a lack of details and numbers to support the programs discussed. While there was a broad appreciation of the topics, there was an underlying sense of at what cost would these goals be achieved. Similarly, while there was recognition that the speech was designed for the middle class, participants often questioned what comprised the middle class (with respondents in Toronto pointing out that Regent Park is not their definition of a middle-class neighbourhood).

A number of the broad topics discussed in the speech were well received (however often with the caveat that more details are required). Topics such as Indigenous affairs (particularly as it relates to clean drinking water), seniors' issues, youth issues, student loan relief, job creation / training, housing affordability (particularly in Vancouver where discussion touched on the impact of foreign owners and vacant apartments), and health care costs / National Pharmacare were all popular and considered positive.

On the negative side, the core issue of too few details and a lack of costs impacted participants perception of the speech. Even among those who indicated that the core topics were important, there was a sense that some of these topics were simply standard for a budget and the type of issues that you expect to hear in every budget. This left some individuals feeling underwhelmed and wanting more from the budget (particularly in an election year).

There were also mentions in each city with respect to perceived inconsistencies in what the government was presenting in the budget speech and in their other actions. Predominantly this was illustrated by the acknowledged importance of clean drinking water for Indigenous groups, but with the corollary mention that the government is often inconsistent when dealing with Indigenous issues with respect to the impact of pipelines (also seen as conflicting with the governments desire to protect the environment) and the fact that there are many other Indigenous issues that are not addressed.

Appendix A:
Recruitment Screener

Finance Canada
2019 Focus Groups on the Economy Using Perception Analyzers
Recruitment Screener

Date: Tuesday, March 19, 2019 **Time:** 3:30pm EDT/12:30pm PDT **Incentive:** $125 **Group 1: Toronto, ON** (English) ***Toronto CRC Midtown*** 1867 Yonge Street, Suite 200 **Group 2: Montreal, QC** (French) ***Montreal CRC*** 1610 rue Ste-Catherine Ouest, Bureau #411 **Group 3: Vancouver, BC** (English) ***Vancouver CRC*** 1398 West 7th Avenue	Recruit: 35 for 25 to show per group Honorarium: $125 Study#: FIN002-1001
Respondent's name: **Respondent's phone #:** _____ (home) **Respondent's phone #:** _____(work) **Respondent's fax #:** _____sent?_____or **Respondent's e-mail :** _____sent? **Sample source (circle): panel random client referral**	Interviewer: Date: Validated: Quality Central: On List: On Quotas:

Hello/Bonjour, my name is _____. I'm calling from Corporate Research Associates, a national public opinion research firm. We are organizing a research project on behalf of the Government of Canada to explore various issues of importance to the federal government.

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou anglais?

> ***RECRUITER NOTE: FOR ENGLISH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN FRENCH, PLEASE RESPOND WITH:*** "Malheureusement, nous recherchons des gens qui parlent anglais pour participer à ces groupes de discussion. Nous vous remercions de votre intérêt."

We are preparing to hold a few research sessions with people like yourself. In these sessions, individuals are asked to sit down with several others and give their opinions and share their ideas. We are organizing several of these group discussions, and would be interested in possibly having you participate. The sessions are expected to be no more than three hours in duration.

Your participation is voluntary. All information collected, used and/or disclosed will be used for research purposes only and the research is entirely confidential. While the names of participants will remain anonymous, the report will be posted for all Canadians to see on Library and Archives Canada (LAC). May I continue?

Yes	1	**CONTINUE**
No	2	**THANK AND TERMINATE**

First, I would like to ask you a few questions to see if you fit the profile of the type of people we are looking for in this research.

Note to recruiter: When terminating a call with someone, say: *Thank you for your cooperation. We already have enough participants who have a similar profile to yours, so we are unable to invite you to participate.*

S1) Do you or any member of your household work in or has retired from:

	YES	NO
Market Research or Marketing	1	2
Public Relations or Media (TV, Print)	1	2
Advertising and communications	1	2
An employee of a political party	1	2
An employee of a federal or provincial government department	1	2

IF "YES" TO ANY OF THE ABOVE, THANK AND TERMINATE

S2) Are you a Canadian citizen at least 18 years old who normally resides in the [XX] area?

    Yes   1   **CONTINUE**
    No   2   **THANK AND TERMINATE**

S3) How long have you lived in [CITY]? _____ **TERMINATE IF LESS THAN 2 YEARS**

S4) Are you the head, or co-head of your household, that is, a person who makes key decisions in your household?

    Yes   1   **CONTINUE**
    No   2   **THANK AND TERMINATE**

S5) Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

    Yes   1
    No   2   **GO TO Q1**

S6) How long ago was it? _____

    TERMINATE IF IN THE PAST 6 MONTHS

S7) How many consumer discussion groups have you attended in the past 5 years?

    _____

    TERMINATE IF MORE THAN 4 DISCUSSION GROUPS

S8)   What was the topic of the discussion group(s)?

_____

TERMINATE IF DISCUSSION WAS ABOUT THE CANADIAN ECONOMY AND HELD WITHIN THE PAST 2 YEARS

ASK ALL

Q1)   **DO NOT ASK – NOTE GENDER**

Male	1	**ENSURE GOOD MIX PER GROUP**
Female	2	

Q2)   Could you please tell me what age category you fall in to? Are you...

Under 18	0	**THANK AND TERMINATE**
18-24 years	1	
25-34 years	2	
35-44 years	3	**ENSURE GOOD MIX PER GROUP**
45-54 years	4	
55-64 years	5	
65+ years	6	
Refuse	9	**THANK AND TERMINATE**

Q3)   Do you currently have children under the age of 18 living in the household?
[**RECRUIT MIX**]

Yes	1
No	2

Q4)   How many people above the age of 18 are there in your household?

One	1
More than one	2

Q5)   Could you please tell me what is the last level of education that you have completed?

8th grade or less	0	
Some high school only	1	**ENSURE**
Completed high school	2	**GOOD**
Some College/University	3	**MIX PER**
Completed College/University	4	**GROUP**
RF/DK	9	

Q6)   What is your current employment status?

Working full-time	1	
Working part-time	2	
Self-employed	3	
Retired	4	
Currently not working	5	
Student	6	**MAX 3 PER GROUP**
Other	7	
DK/RF	9	

Q7)   Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes **[READ LIST]**?

Under $20,000	1	
$20,000 to just under $ 30,000	2	**Terminate if less than $30,000.**
$30,000 to just under $ 60,000	3	**Recruit a mix of those with**
$60,000 to just under $ 80,000	4	**household incomes between**
$80,000 to just under $100,000	5	**$30,000 to $99,999 and $100,000**
$100,000 to just under $150,000	6	**or over**
$150,000 and above	7	
DK/RF	99	

Q9)   Sometimes participants are asked to write out their answers to a questionnaire, read or watch a TV commercial during the discussion. Is there any reason why you could not participate? [READ IF NEEDED: I can assure you that everything written or discussed in the groups will remain confidential]

Yes	1	**THANK & TERMINATE**
No	2	

Confirmation of availability

Q10)   Would you be available to attend a discussion group on **March 19th @ xxxpm**? The group will last no more than 3 hours and you will receive $175 for your time.

Yes	1	**CONTINUE**
No	2	**THANK AND TERMINATE**

PRIVACY

BASE: ALL

Q11)   Thank you for agreeing to take part in our sessions. We will be providing your name to the facility so that they can sign you in and check your ID when you arrive. The groups will be audio and /or videotaped for the researchers to use when doing their reporting, please note these materials will not be used for any other purpose and will be destroyed once the project is fully completed.

Do you agree with this?

Yes	1	**GO TO INVITATION**
No	2	**ASK FOLLOW UP SO THAT YOU CAN EXPLAIN AND ATTEMPT TO CONVERT THE RECRUIT. IF STILL A REFUSAL, LOG THE CALL APPROPRIATELY.**

BASE: PRIVACY=2

Q12)   Can you please tell me which item is causing you concern?
        IF POSSIBLE TRY TO ADDRESS THEIR CONCERN IF NOT THANK AND TERMINATE

		TERMINATE
Provided Name to facility	1	**NQP1**
Audio taping	2	**NQP2**
Video taping	3	**NQP3**
MRIA List	4	**NQP4**

IN-PERSON SESSIONS: Invitation:

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

RECRUITER: INSERT FACILITY ADDRESS

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, a driver's license). If you require glasses for reading make sure you bring them with you as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at **[1-800-NUMBER]** at our office. Please ask for **[NAME].** Someone will also call you the day before to remind you about the discussion.

So that we can call you to remind you about the focus group or contact you should there be any changes, Can you please confirm your name and contact information for me? **[READ INFO WE HAVE AND CHANGE AS NECESSARY.]**

First name_____

Last Name_____

Email_____

Day time phone number_____

Night time phone number_____

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group. If they still refuse THANK & TERMINATE.

Ministère des Finances Canada
Groupes de discussion 2019 sur l'économie menés à l'aide d'analyseurs de perception
Questionnaire de recrutement

Date : le mardi 19 mars 2019 **Heure :** 15 h 30 (HAE) / 12 h 30 (HAP)
Récompense : 125 $
 	
Groupe 1 : Toronto (Ontario) (en anglais)
    CRC Toronto Midtown
    1867, rue Yonge, bureau 200
 	
Groupe 2 : Montréal (Québec) (en français)
    CRC Montréal
    1610, rue Sainte-Catherine Ouest, bureau 411
 	
Groupe 3 : Vancouver (C.-B.) (en anglais)
    CRC Vancouver
    1398, 7e avenue Ouest
	Recrutement : 35 pour que 25 se présentent par groupe.
	
	Honoraires : 125 $
	
	Numéro de l'étude : FIN002-1001

Nom du répondant : **Numéro de téléphone du répondant :** _____ **(domicile)** **Numéro de téléphone du répondant :** _____ **(travail)** **Numéro de télécopieur du répondant :** _____ **envoyé?_____ ou** **Adresse électronique du répondant :** _____ **envoyé?** **Source de l'échantillon (encercler) : groupe consultatif aléatoire client** **référence**	Intervieweur : Date : Validation : Quality Central : Sur la liste : Sur les quotas :

Bonjour, je m'appelle _____. Je vous appelle de la part de Corporate Research Associates, une société d'études de marché et de sondages d'opinion publique nationale. Nous organisons aujourd'hui un projet de recherche au nom du gouvernement du Canada dans le but d'étudier plusieurs enjeux qui lui sont importants.

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou anglais?

NOTE À L'INTENTION DU RECRUTEUR : POUR LES GROUPES EN FRANÇAIS, SI LE PARTICIPANT DÉSIRE CONTINUER EN ANGLAIS, RÉPONDRE CECI : « Unfortunately, we are currently looking for French-speaking participants for our focus groups. Thank you for your interest. »

Nous nous préparons à tenir quelques séances de recherche avec des gens comme vous. Au cours de ces séances, vous et plusieurs autres personnes devrez communiquer votre opinion et vos idées. Il y aura plusieurs discussions semblables qui seront organisées et nous aimerions savoir si vous voudriez y prendre part. En tout, elles ne devraient pas durer plus de trois heures.

Vous êtes tout à fait libre de participer ou non à cette étude. Sachez que nous n'amasserons, n'utiliserons et ne divulguerons les renseignements qu'aux fins de l'étude; les travaux de recherche demeureront entièrement confidentiels. Le rapport sera affiché sur le site de Bibliothèque et Archives Canada (BAC), mais le nom des participants ne sera pas visible afin de protéger leur anonymat. Puis-je continuer?

Oui	1	**CONTINUER**
Non	2	**REMERCIER ET TERMINER L'ENTREVUE**

Tout d'abord, j'aimerais vous poser quelques questions afin de m'assurer que vous correspondez bien au profil de gens que nous recherchons pour cette étude.

Note à l'intention du recruteur : Quand vous terminez un appel, dites : *Je vous remercie de votre coopération. Nous avons déjà un nombre suffisant de participants possédant un profil semblable au vôtre et nous sommes donc dans l'impossibilité de vous inviter à participer.*

S1) Travaillez-vous, vous-même ou un membre de votre foyer, dans l'un des secteurs suivants, ou avez-vous pris votre retraite d'un emploi dans un tel secteur?

	OUI	NON
Études de marché ou marketing	1	2
Relations publiques ou médias (annonces télévisées ou imprimées)	1	2
Publicité et communications	1	2
Employé d'un parti politique	1	2
Employé d'un ministère fédéral ou provincial	1	2

SI LA RÉPONSE À L'UNE DES OPTIONS CI-DESSUS EST « OUI », REMERCIER ET TERMINER L'ENTREVUE.

S2) Êtes-vous un citoyen canadien âgé d'au moins 18 ans qui habite habituellement dans la région de [XX]?

Oui	1	**CONTINUER**
Non	2	**REMERCIER ET TERMINER L'ENTREVUE**

S3) Depuis combien de temps vivez-vous à [VILLE]? _____
TERMINER L'ENTREVUE SI MOINS DE 2 ANS

S4) Êtes-vous le responsable ou l'un des responsables de votre foyer? En d'autres mots, êtes-vous l'un de ceux qui prennent les décisions importantes   pour votre foyer?

Oui	1	**CONTINUER**
Non	2	**REMERCIER ET TERMINER L'ENTREVUE**

S5) Avez-vous déjà participé à un groupe de discussion de consommateurs, à une entrevue ou à un sondage qui était organisé à l'avance et pour lequel vous avez reçu une somme d'argent?

Oui   1
Non   2   **PASSER À LA Q1**

S6) À quand remonte cette participation? _____

TERMINER SI AU COURS DES SIX DERNIERS MOIS

S7) À combien de groupes de discussion de consommateurs avez-vous participé au cours des cinq dernières années?

_____

TERMINER SI PLUS DE QUATRE GROUPES DE DISCUSSION

S8) Sur quoi portaient ce ou ces groupes de discussion?

_____

TERMINER L'ENTREVUE SI LA DISCUSSION PORTAIT SUR L'ÉCONOMIE CANADIENNE ET SI ELLE A EU LIEU AU COURS DES 2 DERNIÈRES ANNÉES

À DEMANDER À TOUS LES PARTICIPANTS

Q1) **NE PAS POSER CETTE QUESTION – NOTER LE SEXE**

Homme   1   } **RECRUTER UNE BONNE VARIÉTÉ**
Femme   2

Q2) Pourriez-vous me dire dans quelle catégorie d'âge vous vous situez? Avez-vous...

Moins de 18 ans   0   **REMERCIER ET TERMINER**
Entre 18 et 24 ans   1
Entre 25 et 34 ans   2
Entre 35 et 44 ans   3   **RECRUTER UNE BONNE VARIÉTÉ**
Entre 45 et 54 ans   4   **POUR CHAQUE GROUPE**
Entre 55 et 64 ans   5
65 ans et plus   6
Refus   9   **REMERCIER ET TERMINER L'ENTREVUE**

Q3) Y a-t-il des enfants de moins de 18 ans qui vivent dans votre foyer? [**RECRUTER UNE BONNE VARIÉTÉ**]

Oui   1
Non   2

Q4) Combien y a-t-il de personnes de plus de 18 ans dans votre foyer?

Un 1
Plus d'un 2

Q5) Pourriez-vous me dire quel est le plus haut niveau de scolarité que vous avez terminé?

8e année (secondaire 2) ou moins 0
Études secondaires non terminées 1
Études secondaires terminées 2
Études collégiales/universitaires non terminées 3
Études collégiales/universitaires terminées 4
Refus/ne sait pas 9

RECRUTER UNE BONNE VARIÉTÉ POUR CHAQUE GROUPE

Q6) Quelle est votre situation professionnelle actuelle?

Employé à temps plein 1
Employé à temps partiel 2
Travailleur autonome 3
Retraité 4
Pas employé pour le moment 5
Étudiant 6
Autre 7
Ne sait pas/refus 9

MAXIMUM DE TROIS PAR GROUPE

Q7) Parmi les fourchettes suivantes, laquelle représente mieux le revenu total de votre foyer avant impôts? C'est-à-dire, le revenu total combiné de toutes les personnes de votre foyer, avant impôts. **[LIRE LA LISTE]**?

Moins de 20 000 $ 1
20 000 $ à un peu moins de 30 000 $ 2
30 000 $ à un peu moins de 60 000 $ 3
60 000 $ à un peu moins de 80 000 $ 4
80 000 $ à un peu moins de 100 000 $ 5
100 000 $ à un peu moins de 150 000 $ 6
150 000 $ et plus 7
Ne sait pas/refus 99

Terminer l'entrevue si inférieur à 30 000 $. Recruter une variété de participants dont le revenu total du foyer se situe entre 30 000 $ et 99 999 $, ainsi que 100 000 $ et plus

Q9) Parfois, il peut arriver que l'on demande aux participants d'écrire leurs réponses à des questions, de lire un document ou de visionner une bande-annonce pendant la discussion. Y a-t-il quelque chose qui pourrait vous empêcher de prendre part à de telles activités? [LIRE AU BESOIN : Je vous assure que tous les commentaires écrits et tous les thèmes abordés dans le cadre des groupes demeureront confidentiels]

Oui 1 **REMERCIER ET TERMINER L'ENTREVUE**
Non 2

Confirmation de disponibilité

Q10) Pourriez-vous participer à un groupe de discussion le **19 mars à xxx h**? La séance ne durera pas plus de 3 heures et en gage de remerciement pour votre temps, vous recevrez la somme de 125 $.

Oui	1	**CONTINUER**
Non	2	**REMERCIER ET TERMINER L'ENTREVUE**

CONFIDENTIALITÉ

BASE : TOUS

Q11) Merci d'avoir accepté de prendre part à nos séances. Nous allons donner votre nom au centre pour que l'on puisse vous inscrire et vérifier votre identité à votre arrivée. Les groupes seront enregistrés en format audio et vidéo pour permettre aux chercheurs de mieux produire leurs rapports. Notez que ces enregistrements ne seront pas utilisés à d'autres fins. De plus, ils seront détruits une fois le projet terminé.

Cela vous convient-il?

Oui	1	**PASSER À L'INVITATION**
Non	2	**POSER LA QUESTION DE SUIVI POUR ESSAYER D'EXPLIQUER ET DE RECRUTER LE PARTICIPANT POTENTIEL. S'IL REFUSE TOUJOURS, ENREGISTRER L'APPEL EN CONSÉQUENCE.**

BASE : CONFIDENTIALITÉ=2

Q12) Pouvez-vous me dire quel est le point exact qui vous préoccupe?

ESSAYER DE RÉPONDRE POUR RÉSOUDRE LE PROBLÈME DANS LA MESURE DU POSSIBLE, SINON REMERCIER ET TERMINER L'ENTREVUE

		TERMINER L'ENTREVUE
Le nom sera donné au centre	1	**NQP1**
Enregistrement audio	2	**NQP2**
Enregistrement vidéo	3	**NQP3**
Liste de l'ARIM	4	**NQP4**

SÉANCES EN PERSONNE : Invitation :

Avez-vous un crayon à portée de la main pour que je puisse vous donner l'adresse où se tiendra la discussion? Elle se déroulera au :

RECRUTEUR : INSÉRER L'ADRESSE DU CENTRE

Nous vous demandons d'arriver 15 minutes avant l'heure de début afin de pouvoir trouver un endroit où vous stationner, de vous rendre au centre et d'avoir le temps de vous enregistrer auprès des animateurs. Puisqu'il est possible que l'on vérifie l'identité des participants avant le début de la discussion, nous vous prions d'apporter une pièce d'identité (par exemple, votre permis de conduire). Assurez-vous aussi d'apporter vos lunettes si vous en avez besoin pour lire.

Comme nous n'invitons qu'un petit nombre de personnes, nous accordons une grande importance à votre participation. Si, pour quelque raison que ce soit, vous ne pouvez vous présenter à la discussion, veuillez nous appeler afin que nous puissions trouver un remplacement. Vous pouvez communiquer avec nous à notre bureau au **[1-800-NUMÉRO]**. Veuillez demander à parler à **[NOM].** Quelqu'un vous appellera la veille de la rencontre pour vous rappeler de vous rendre à la discussion.

Pourriez-vous me confirmer votre nom et vos coordonnées pour que nous puissions vous communiquer le rappel et vous faire part de tout changement? **[LIRE L'INFORMATION ET APPORTER LES CHANGEMENTS, S'IL Y A LIEU.]**

Prénom_____

Nom   _____

Adresse électronique _____

Téléphone (jour)_____

Téléphone (soir)_____

Si le répondant refuse de fournir son prénom, son nom ou son numéro de téléphone, veuillez l'assurer que cette information demeura strictement confidentielle conformément à la loi relative à la protection de la vie privée et que ladite information sera utilisée seulement pour communiquer avec lui afin de confirmer sa présence et de l'informer de tout changement relatif à la discussion de groupe. Si le répondant refuse encore, REMERCIER ET TERMINER L'ENTREVUE.

Appendix B:

Moderator's Guide

MODERATOR'S GUIDE – March 2019

INTRODUCTION (5 Minutes)

- Introduce moderator and welcome participants to the focus group.
    - As we indicated during the recruiting process, we are conducting focus group discussions on behalf of the Government of Canada.

- The discussion will last approximately 2.5-3 hours. Feel free to excuse yourself during the session if necessary.

- Explanation re:
    - Audio-taping – The session is being audio-taped for analysis purposes, in case we need to double-check the proceedings against our notes. These audio-tapes remain in our possession and will not be released to anyone without written consent from all participants.
    - One-way mirror – There are observers representing the government who will be watching the discussion from behind the glass.
    - It is also important for you to know that your responses today will in no way affect your dealings with the Government of Canada.
    - Confidentiality – Please note that anything you say during these groups will be held in the strictest confidence. We do not attribute comments to specific people. Our report summarizes the findings from the groups but does not mention anyone by name. The report can be accessed through the Library of Parliament or Archives Canada.

- Describe how a discussion group functions:
    - Discussion groups are designed to stimulate an open and honest discussion. My role as a moderator is to guide the discussion and encourage everyone to participate. Another function of the moderator is to ensure that the discussion stays on topic and on time.
    - Your role is to answer questions and voice your opinions. We are looking for minority as well as majority opinion in a focus group, so don't hold back if you have a comment even if you feel your opinion may be different from others in the group. There may or may not be others who share your point of view. Everyone's opinion is important and should be respected.
    - I would also like to stress that there are no wrong answers. We are simply looking for your opinions and attitudes. This is not a test of your knowledge. We did not expect you to do anything in preparation for this group.

Please note that the moderator is not an employee of the Government of Canada and may not be able to answer some of your questions about what we will be discussing. If important questions do come up over the course of the group, we will try to get answers for you before you leave.

OVERVIEW OF DIALS AND PROCESS (5 Minutes)

- The first part of the group will get you comfortable with PA dials, explain how they work, in both real time as well as with closed ended questions
    - In real time, the scale will be 0-100, where 100 means you like what you are hearing a lot, and 0 means you dislike what you are hearing a lot. Participants should focus less on specific #s and more on turning the dials up and down based on how strongly they feel.
        - Importance of "starting at 50"
    - In closed ended, number of answer categories will differ, turn to the ones relevant to you
        - i.e., gender scale is 2pt – Female will be 1, Male will be 2
    - We will be using the dials to answer some questions, but also so you can share your impressions of the Federal Budget that will be announced shortly.
    - We will measure reaction to the speech
- We will get you to answer about 20 questions before and after the speech, using the dials
- After the speech, we will have and then follow with discussion about what you saw/heard, using how you reacted using the dials as reference points
- So first step is to answer initial questions, then we will watch the speech (which will be 30-45 minutes in length), answer questions, watch opposition reaction, then have a discussion

TRIAL RUN OF DIALS (5 Minutes)

Before we begin, I would like you to do a quick survey with you to ensure that the "dial" technology that we will be using this afternoon is working properly. As you can see, each of you has a dial in front of you with numbers from 0 to 100. I'm going to ask you a series of questions and I'd like you to submit your responses using the dial as I instruct.

With the questions that we will be asking you to answer over the next few minutes, the scale on your dialer will change, depending on the question. You will be asked to turn the dial to the number that reflects your answer to each question.

Before the speech begins, the dialers will be programmed to have a "0-100" scale, and you will be asked to turn the dial as discussed. 0=very negative, 100=very positive.

PRE-GROUP QUESTIONS (15 Minutes)

Moderator will read questions out to participants

CITY. What city are we in?
1= Montreal
2=Toronto
3=Vancouver

Q1. Some people say that, while the country has some problems, Canada is generally headed in the right direction. Other people say that there are more things going badly than well in Canada right now and that the country is headed in the wrong direction. Which of those two statements is closer to your own opinion?

0 - DK/NR
1 - Right direction
2 - Wrong direction

Q2. How would you rate the current state of the Canadian economy? Please use a scale from 1 to 10, where 1 is terrible and 10 is excellent.
10 – Excellent
9
8
7
6
5
4
3
2
1 – Terrible
0 – DNK/REF

Q3. Over the next six months, do you think the Canadian economy will be stronger, weaker or will there be no change?
3 - Stronger
2 - Weaker
1 - No change
0 - DNK/REF

Q5. For each of the following statements please indicate whether you agree or disagree with them. Please use a scale from 1 to 10, where 1 means you strongly disagree and 10 means you strongly agree.

I think the government understands the issues that affect our economy today
I think the government understands the issues that affect our economy in the future
The government is pursuing economic policies that will help middle class families
The government is taking positive steps to help Indigenous people
The government is taking positive steps to improve gender equity
The government is taking positive steps to improve fairness in the tax system

The government is taking positive steps to promote job creation
The government is taking positive steps to protect the environment
The government is pursuing economic policies that will benefit me
The government is taking positive steps to help young people
The government is taking positive steps to help seniors
The government is pursuing policies that will make life more affordable

[1 - 10]

0 - DK/NR

Q6. Now thinking about the upcoming Federal Budget, to what extent would you say that your expectations are positive or negative?
0 – DK/NR
5 – very positive
4 – somewhat positive
3 – neutral
2 – somewhat negative
1 – very negative

Q7. Are you?
1 – Male
2 – Female
3 – Non-Binary

Q8. Is your highest level of education?

1 – High school Graduate or below
2 – Some University, some college, or post secondary
3 – University Graduate or Post Graduate

Q9. How would you describe you household income? (If necessary, average being between 55-75k/yr)

1 – Above Average
2 – Average
3 – Below Average

Q10. How old are you?

1 – 30 years or under
2 – 31 to 49 years old
3 – 50 years or older

SPEECH (45 Minutes)

Participants will be asked to watch the Budget Speech and use the dialer to respond either positively or negatively to what the Minister is saying, using the 0-100 scale, where 100 reflects a very positive impression of what is heard or seen and 0 reflects a very negative impression of what is heard or seen.

Note to moderators:

Periodically prompt participants throughout the speech to ensure they remain engaged and focused and are using the dialers to respond.

POST-SPEECH QUESTIONS (15 Minutes)

Now, before we have a discussion, I would like to ask you some more questions with the dials…

Q11. Some people say that, while the country has some problems, Canada is generally headed in the right direction. Other people say that there are more things going badly than well in Canada right now and that the country is headed in the wrong direction. Which of those two statements is closer to your own opinion?
0 - DK/NR
1 - Right direction
2 - Wrong direction

Q12. How would you rate the current state of the Canadian economy? Please use a scale from 1 to 10, where 1 is terrible and 10 is excellent.
10 – Excellent
9
8
7
6
5
4
3
2
1 – Terrible
0 – DNK/REF

Q13. Over the next six months, do you think the Canadian economy will be stronger, weaker or will there be no change?
3 - Stronger
1 - Weaker
2 - No change
0 - DNK/REF

Q15. For each of the following statements please indicate whether you agree or disagree with them. Please use a scale, where 1 means you strongly disagree and 10 means you strongly agree.

I think the government understands the issues that affect our economy today
I think the government understands the issues that affect our economy in the future
The government is pursuing economic policies that will help middle class families
The government is taking positive steps to help Indigenous people
The government is taking positive steps to improve gender equity
The government is taking positive steps to improve fairness in the tax system
The government is taking positive steps to promote job creation
The government is taking positive steps to protect the environment

The government is pursuing economic policies that will benefit me
The government is taking positive steps to help young people
The government is taking positive steps to help seniors
The government is pursuing policies that will make life more affordable

[1 - 10]

0 - DK/NR

16. Now thinking about the overall Federal Budget, to what extent would you say that what you saw and heard was for the most part positive or for the most part negative?
0 - DK/NR
5 – very positive
4 – somewhat positive
3 – neutral
2 – somewhat negative
1 – very negative

17. And would you say that what you saw and heard exceeded your expectations, met your expectations, or did not meet your expectations?
0 – DK/NR
1 – Exceeded expectations
2 – Met expectations
3 – Did not meet expectations

18. While you were observing the speech, did you think the Minister was addressing politicians and economists, or mostly to average Canadians?
0 – DK/NR
1 – To politicians and economists
2 – To average Canadians

POST-SPEECH DISCUSSION (45 Minutes)

Now I would like to have more of a discussion about what you saw/heard in the Federal Budget…

- What was your overall impression of speech? Why?
- What were the main things that you remember hearing in the budget?
    - What are your impressions of this element? Why?
- What were the best ideas in the speech? Why?
- What were the less positive aspects in the speech? Why?
- How would you sum up the Budget in one sentence?
- What will have the largest impact on you or your family?

As you know, you were using the dial to register your impressions of the speech as it was read. What I would like to do is ask about some specific aspects of the speech that appeared to resonate.

MODERATOR WILL HAVE THE DATA AND WILL LOOK AT THE POSITIVE AND NEGATIVE SPIKES OVER THE COURSE OF THE SPEECH. WILL SELECT 3 TO 4 TOPICS FROM POSITIVE AND NEGATIVE CHANGES AND PROMPT ON THOSE.

Let's start with some of the positives…FOR EACH TOPIC IDENTIFIED…
- What did you like about this aspect from the budget? Why?
    - What did it mean to you? Was it clear? How could it have been clearer?
    - Is it relevant to you personally?

Let's turn our attention to areas where there were some declines in impressions…FOR EACH TOPIC IDENTIFIED…
- What was your impression about this aspect from the budget? Why?
    - What did it mean to you? Was it clear? How could it have been clearer?
    - Is it relevant to you personally?

Lastly, did you think this was a speech for Canadians, or Parliament/economists? Why do you say that?

CONCLUSION (5 Minutes)

- We have covered a lot of topics today and really appreciate you taking the time and energy to come down here and give your opinion. Your input is very important and insightful!
- To conclude, I wanted to ask you whether you have any last thoughts that you want to give the Government of Canada?

GUIDE DE DISCUSSION – MARS 2019

INTRODUCTION (5 minutes)

- Présentez le modérateur/la modératrice et souhaitez la bienvenue aux participants.

    o Comme nous vous l'avons mentionné lors du recrutement, nous effectuons des groupes de discussion pour le compte du gouvernement du Canada.

- La discussion sera d'une durée de 2 heures et demie à 3 heures. Au besoin, n'hésitez pas à vous absenter de la salle pendant la séance.

- Expliquez les choses suivantes aux participants :

    o Enregistrement audio – Il y aura un enregistrement audio de la séance à des fins d'analyse, au cas où nous aurions besoin de contre-vérifier nos notes avec la captation de la séance. Ces enregistrements audio demeureront en notre possession et ne seront pas remis à qui que ce soit sans le consentement écrit de tous les participants.

    o Miroir d'observation – Il y a des observateurs du gouvernement qui regardent la séance derrière le miroir.

    o Il importe également que vous sachiez que vos réponses d'aujourd'hui n'auront aucun effet sur vos échanges avec le gouvernement du Canada.

    o Confidentialité – Veuillez noter que tout ce que vous direz durant la séance demeurera strictement confidentiel. Nous respectons l'anonymat de tous les commentaires. Notre rapport résumera les faits saillants des discussions, mais ne mentionnera aucun nom. Vous pourrez consulter le rapport à la Bibliothèque du Parlement ou à Archives Canada.

- Décrivez le déroulement des groupes de discussion :

    o Les groupes de discussion sont conçus pour stimuler des échanges francs et honnêtes. En tant que modérateur/modératrice, mon rôle est de guider la discussion et d'encourager tout le monde à participer. Le modérateur/La modératrice doit également veiller à ce qu'on s'en tienne au sujet de la discussion et à ne pas dépasser le temps prévu.

    o Votre rôle est de répondre à des questions et de verbaliser vos opinions. Dans les groupes de discussion, nous voulons connaître toutes les opinions, celles de la minorité comme celles de la majorité, alors si vous avez un commentaire à formuler, n'hésitez pas à le faire même si vous croyez que cette opinion diffère de celle d'autres participants. Il est possible que certains participants partagent votre point de vue, ou non. Toutes les opinions sont importantes et méritent le respect.

- o J'aimerais également souligner qu'il n'y a pas de mauvaises réponses. Tout ce que nous voulons, c'est connaître vos opinions et vos attitudes. Il ne s'agit pas de tester vos connaissances. Nous ne vous avions pas demandé de préparer quoi que ce soit en vue de ce groupe.

Veuillez noter que le modérateur/la modératrice n'est pas un(e) employé(e) du gouvernement du Canada et pourrait ne pas être en mesure de répondre à vos questions concernant ce qui sera discuté aujourd'hui. Si des questions importantes surgissaient lors de la séance, nous tenterons d'obtenir des réponses avant votre départ.

PERÇU DES INDICATEURS ET DU PROCESSUS (5 Minutes)

- Pour mettre les participants à l'aise dans la première partie de la séance, expliquez le fonctionnement de l'indicateur de perception tant pour les questions en temps réel que pour les questions fermées.

  - o En temps réel, sur une échelle de 0 à 100. 100 indique que vous aimez beaucoup ce que vous entendez et 0 indique que vous n'aimez pas du tout ce que vous entendez. Les participants ne doivent pas tant se concentrer sur les chiffres que sur le fait de tourner l'indicateur dans un sens ou dans l'autre selon ce qu'ils ressentent.

    - ▪ Importance de placer l'indicateur à 50

  - o Pour les questions fermées, les options varient, choisissez le chiffre qui correspond à votre réponse.

    - ▪ par exemple : une échelle de 2 points pour le sexe : 1 pour les femmes et 2 pour les hommes

  - o Vous vous servirez des indicateurs pour répondre à certaines questions, mais aussi pour faire part de vos impressions à l'égard du budget fédéral qui sera bientôt déposé.

  - o Ils serviront à mesurer vos réactions au discours.

- Je vais vous demander de répondre à une vingtaine de questions, tant avant qu'après le discours et d'utiliser l'indicateur pour y répondre.

- Après le discours, nous discuterons de ce que vous avez vu et entendu à partir des résultats mesurés par les indicateurs de perception.

- Je vous demanderai tout d'abord de répondre aux questions initiales, puis d'écouter le discours (d'une durée de 30 à 45 minutes), de répondre à d'autres questions et de regarder la réaction de l'opposition. Nous terminerons par une discussion.

ESSAI DES INDICATEURS (5 minutes)

Avant de commencer, j'aimerais effectuer un court sondage pour vérifier que les indicateurs que nous utiliserons cet après-midi fonctionnent bien. Comme vous pouvez le constater, vous avez tous un

indicateur calibré de 0 à 100 devant vous. Je vais vous poser une série de questions et j'aimerais que vous y répondiez en utilisant l'indicateur.

L'échelle de votre indicateur changera pour chacune des questions que je vous poserai au cours des prochaines minutes. Pour chacune des questions, je vous demanderai de tourner l'indicateur pour choisir le chiffre qui correspond à votre réponse.

Avant le discours, l'échelle de votre indicateur sera reprogrammée de 0 à 100. Je vous demanderai alors de tourner l'indicateur afin de choisir le nombre qui correspond à votre perception : 0=très négative, 100=très positive.

QUESTIONS AVANT LE DISCOURS (15 minutes)

Le modérateur/La modératrice lit les questions aux participants

VILLE. Dans quelle ville sommes-nous?

1= Montréal

2=Toronto

Q1. Certaines personnes estiment que même si le pays fait face à certains problèmes, le Canada avance généralement dans la bonne direction. D'autres personnes sont plutôt d'avis que les affaires vont actuellement plus mal que bien au Canada et que le pays s'en va dans la mauvaise direction. Lequel de ces deux énoncés illustre le mieux à votre point de vue?

0 - NSP/PDR
1 - Bonne direction
2 - Mauvaise direction

Q2. Comment évaluez-vous l'état actuel de l'économie du Canada? Veuillez répondre sur une échelle de 1 à 10, où 1 signifie « très mauvais » et 10 « excellent ».

10 – Excellent
9
8
7
6
5
4
3
2
1 – Très mauvais
0 – Ne sait pas/Refuse de répondre

Q3. Au cours des six prochains mois, croyez-vous que l'économie du Canada s'améliorera, se détériorera ou ne changera pas?

3 - S'améliorera
1 - Se détériorera
2 - Ne changera pas
0 - Ne sait pas/Refuse de répondre

Q5. Sur une échelle de 1 à 10 où 1 correspond à fortement en désaccord et 10, à fortement en accord, veuillez indiquer si vous êtes en accord ou en désaccord avec chacun des énoncés suivants.

Selon moi, le gouvernement comprend les enjeux qui affectent notre économie à l'heure actuelle.
Selon moi, le gouvernement comprend les enjeux qui affecteront l'économie du pays à l'avenir.
Le gouvernement met en œuvre des politiques économiques pour aider les Canadiens et les Canadiennes de classe moyenne.
Le gouvernement prend des mesures positives pour venir en aide aux autochtones.
Le gouvernement prend des mesures positives afin d'améliorer l'égalité des sexes.
Le gouvernement prend des mesures positives afin d'améliorer l'équité du régime fiscal.
Le gouvernement adopte des mesures positives afin de stimuler la création d'emplois.
Le gouvernement adopte des mesures positives pour protéger l'environnement.
Le gouvernement met en œuvre des politiques économiques qui me seront avantageuses.
Le gouvernement adopte des mesures positives pour venir en aide aux jeunes.
Le gouvernement adopte des mesures positives pour venir en aide aux aînés.
Le gouvernement met en œuvre des politiques pour rendre le coût de la vie plus abordable.

[De 1 à 10]
0 - NSP/PDR

Q6. En pensant au prochain budget fédéral, diriez-vous que vos attentes sont positives ou négatives à cet égard?

0 – NSP/PDR
5 – très positives
4 – assez positives
3 – neutres
2 – assez négatives
1 – très négatives

Q7. Êtes-vous?

1 – Un homme
2 – Une femme
3 – Non-binaire

Q8. Quel est le plus haut niveau de scolarité que vous avez atteint?

1 – Études secondaires ou moins
2 – Études universitaires, collégiales ou postsecondaires non terminées

3 – Études universitaires ou supérieures terminées

Q9. Comment décririez-vous le revenu de votre foyer? (Au besoin, la moyenne est de 55 000 $ à 75 000 $ par année)

1 – Supérieur à la moyenne
2 – Dans la moyenne
3 – Inférieur à la moyenne

Q10. Quel âge avez-vous?

1 – 30 ans ou moins
2 – De 31 à 49 ans
3 – 50 ans et plus

DISCOURS (45 minutes)

Nous demanderons aux participants de visionner l'exposé budgétaire et de nous laisser savoir, à l'aide de l'indicateur, s'ils réagissent positivement ou négativement à ce qu'avance le ministre. Pour ce faire, ils utiliseront une échelle de 0 à 100 où 100 indiquera qu'ils ont une impression très positive de ce qu'ils ont vu ou entendu et 0, qu'ils ont une impression très négative de ce qu'ils ont vu ou entendu.

Note aux modérateurs :
Sondez les participants périodiquement au cours de l'exposé pour vous assurer qu'ils écoutent activement et qu'ils utilisent l'indicateur.

QUESTIONS APRÈS LE DISCOURS (15 minutes)

Maintenant, avant de commencer la discussion, j'aimerais vous poser quelques questions additionnelles auxquelles vous répondrez avec les indicateurs…

Q11. Certaines personnes estiment que même si le pays fait face à certains problèmes, le Canada avance généralement dans la bonne direction. D'autres personnes sont plutôt d'avis que les affaires vont actuellement plus mal que bien au Canada et que le pays s'en va dans la mauvaise direction. Lequel de ces deux énoncés illustre le mieux votre point de vue?

0 - NSP/PDR
1 - Bonne direction
2 - Mauvaise direction

Q12. Comment évaluez-vous l'état actuel de l'économie du Canada? Veuillez répondre sur une échelle de 1 à 10, où 1 signifie « très mauvais » et 10 « excellent ».
10 – Excellent
9
8
7

6
5
4
3
2
1 – Très mauvais
0 – Ne sait pas/Refuse de répondre

Q13. Au cours des six prochains mois, croyez-vous que l'économie du Canada s'améliorera, se détériorera ou ne changera pas?

3 - S'améliorera
2 - Se détériorera
1 - Ne changera pas
0 - Ne sait pas/Refuse de répondre

Q15. Sur une échelle de 1 à 10 où 1 correspond à fortement en désaccord et 10, à fortement en accord, veuillez indiquer si vous êtes en accord ou en désaccord avec chacun des énoncés suivants.

Selon moi, le gouvernement comprend les enjeux qui affectent notre économie à l'heure actuelle.
Selon moi, le gouvernement comprend les enjeux qui affecteront l'économie du pays à l'avenir.
Le gouvernement met en œuvre des politiques économiques pour aider les Canadiens et les Canadiennes de classe moyenne.
Le gouvernement prend des mesures positives pour venir en aide aux autochtones.
Le gouvernement prend des mesures positives afin d'améliorer l'égalité des sexes.
Le gouvernement prend des mesures positives afin d'améliorer l'équité du régime fiscal.
Le gouvernement adopte des mesures positives afin de stimuler la création d'emplois.
Le gouvernement adopte des mesures positives pour protéger l'environnement.
Le gouvernement met en œuvre des politiques économiques qui me seront avantageuses.
 Le gouvernement adopte des mesures positives pour venir en aide aux jeunes.
Le gouvernement adopte des mesures positives pour venir en aide aux aînés.
Le gouvernement met en œuvre des politiques pour rendre le coût de la vie plus abordable.

[De 1 à 10]
0 - NSP/PDR

16. En pensant maintenant au budget fédéral dans son ensemble, diriez-vous que ce que vous avez vu et entendu était en grande partie positif ou négatif?

0 - NSP/PDR
5 – très positif
4 – assez positif

3 – neutre
2 – assez négatif
1 – très négatif

17. Et diriez-vous que ce que vous avez vu et entendu a surpassé vos attentes, a répondu à vos attentes ou n'a pas répondu à vos attentes?

0 - NSP/PDR
1 – A surpassé mes attentes
2 – A répondu à mes attentes
3 – N'a pas répondu à mes attentes

18. Lors de l'exposé budgétaire, avez-vous eu l'impression que le ministère s'adressait aux politiciens et aux économistes ou surtout à l'ensemble de la population canadienne?

0 - NSP/PDR
1 – Aux politiciens et aux économistes
2 – À l'ensemble de la population canadienne

DISCUSSION APRÈS LE DISCOURS (45 minutes)

J'aimerais maintenant discuter plus à fond de ce que vous avez vu/entendu dans le budget fédéral…

- Quelle est votre impression globale à l'égard de l'exposé budgétaire? Pourquoi?
- Quelles sont les principales choses que vous vous rappelez avoir entendues dans le budget?
    - Quelles sont vos impressions à l'égard de cet élément? Pourquoi?
- Quelles sont les meilleures idées dans l'exposé budgétaire? Pourquoi?
- Quels sont les aspects moins positifs dans l'exposé budgétaire? Pourquoi?
- Comment résumeriez-vous le budget en une seule phrase?
- Qu'est-ce qui aura le plus d'impact sur vous ou sur votre famille?

Comme vous le savez, nous nous sommes servis de l'indicateur pour enregistrer vos impressions pendant la lecture de l'exposé budgétaire. J'aimerais maintenant vous poser des questions à propos de certains aspects de l'exposé qui semblent vous avoir tout particulièrement interpellés.

LE MODÉRATEUR/LA MODÉRATRICE AURA LES DONNÉES EN MAIN ET EXAMINERA LES PICS POSITIFS ET NÉGATIFS OBSERVÉS PENDANT L'EXPOSÉ. IL/ELLE SÉLECTIONNERA 3 OU 4 THÈMES QUI ONT DONNÉ LIEU À DES CHANGEMENTS POSITIFS ET NÉGATIFS ET SONDERA LES PARTICIPANTS À LEUR SUJET.

Commençons par certains des aspects positifs qui sont ressortis… POUR CHAQUE THÈME CHOISI…
- Qu'est-ce que vous avez aimé dans cet aspect du budget? Pourquoi?

    - Qu'est-ce que cela voulait dire pour vous? Est-ce que c'était clair? Comment aurait-on pu le rendre plus clair?

    - Est-ce pertinent pour vous personnellement?

Portons maintenant notre attention aux moments où les impressions ont chuté… POUR CHAQUE THÈME CHOISI…

- Que pensez-vous de cet aspect du budget? Pourquoi?

    o Qu'est-ce que cela voulait dire pour vous? Est-ce que c'était clair? Comment aurait-on pu le rendre plus clair?

    o Est-ce pertinent pour vous personnellement?

Finalement, trouvez-vous que c'était un exposé budgétaire pour les Canadiens, ou pour le Parlement/les économistes? Pourquoi dites-vous cela?

CONCLUSION (5 minutes)

- Nous avons couvert de nombreux sujets aujourd'hui et j'apprécie réellement le temps et l'énergie que vous avez mis pour vous rendre ici et donner votre opinion. Vos commentaires sont très importants et apportent un éclairage nouveau!

    En conclusion, j'aimerais vous demander si vous avez d'autres commentaires à formuler au gouvernement du Canada.