



Award date: 2016-10-31

Contract # 35035-165058/001/CY

POR 061-16

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Privy Council Office Continuous Qualitative Data Collection of Canadians' Views – First Round of Focus Groups

FINAL REPORT
March 31, 2017

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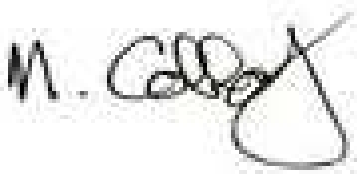
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Political Neutrality Statement

I hereby certify as Senior Officer of Ipsos that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting 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.



Mike Colledge
President
Ipsos Public Affairs



1. Executive Summary

Background and Objectives

The Privy Council Office (PCO) is the hub of non-partisan, public service support to the Prime Minister and Cabinet and its decision-making structures. Led by the Clerk of the Privy Council, PCO helps the Government implement its vision and respond effectively and quickly to issues facing the government and the country.

As an advisor to the Prime Minister, PCO brings together quality, objective policy advice and information to support the Prime Minister and Cabinet, including information on the priorities of Canadians. To this end, the Communications and Consultation Secretariat within PCO supports the Prime Minister’s Office in coordinating government communications and setting broad government communications themes and messages, in accordance with government priorities, as determined by the Prime Minister, Cabinet, Cabinet committees and the Clerk of the Privy Council. The Secretariat also works with PCO policy secretariats to advise and support Cabinet and its committees.

In fulfilling its mandate, PCO required an ongoing cycle of qualitative data collection to ensure that it has up-to-date representations of Canadians’ opinions on macro-level issues that are of interest to the government, such as their views on what should be the priorities of the government. Additionally, such research increases the Government of Canada’s understanding of emerging trends, and measures Canadians’ views on key national issues and policy initiatives.

Through the use of an ongoing cycle of focus groups, PCO is gaining a solid understanding of Canadians’ views as they relate to the most important issues facing the country; their perceptions of how the federal government can best address these issues; expectations of actions related to government priorities; and perspectives on how the government can most effectively convey its efforts in dealing with emerging issues. This research helps inform the development of communications messages, products and dissemination tactics to respond to priority issues. Additionally, the research allows the Government of Canada to develop and refine communications activities to meet the specific needs of Canadians with timely, up-to-date, easily understood information based on the current perceptions of Canadians in the requisite areas.

This first wave of ongoing qualitative research was meant to gather feedback from Canadians on select issues and policy areas that are important to the Government of Canada. The issues discussed during focus groups differed from one week to the next. Topics covered were divided as follows between week one and week two:

- Week One:
 - The Government of Canada’s plan for investing in infrastructure
 - Affordable housing for Canadians
 - Encouraging innovation in Canadian businesses
 - Encouraging healthy lifestyles for Canadians
 - The Canadian justice system

- The Canadian Armed Forces
- Week Two:
 - Government priorities and actions
 - Energy and the environment

Overview of Methodology

This first wave of qualitative research was comprised of a series of twelve focus groups with Canadians aged 20 years old and above, held between January 24th and February 1st, 2017. All group discussions lasted approximately two hours and were conducted in the evening, with the first session in each city starting at 5:30pm and the second starting at 7:30pm. These sessions were held in the following locations:

- Week One:
 - Drummondville – January 24th
 - Moncton – January 25th
 - Mississauga – January 26th
- Week Two:
 - Regina – January 30th
 - Calgary – January 31st
 - Saskatoon – February 1st

A total of 12 participants were recruited for each session to ensure that a minimum of eight to ten participants would attend. In total, 117 participants took part in the discussions. All participants received an honorarium of \$75 for attending the sessions at the focus group facilities. The screening questionnaire helped ensure that participants included a good cross-section of the general population, with good mixes of gender, ages, education and income levels, as well as household composition. Additional methodological details can be found in the appendix of this report.

This first wave of research is part of a continuous qualitative research project that will include a total of 144 focus groups to be held in multiple waves over the 2017 calendar year, with the option of renewing the cycle of research for two additional years. The contracted amount for this research project for calendar year 2017 is \$916,865.05, including HST.

Key Findings

Week One Findings

Investing in Infrastructure

Many participants in Drummondville, Moncton and Mississauga had heard of recent investments in local infrastructure, including roads, local hospitals, bridges or public transportation, but few among them

could recall if the Government of Canada was involved in any of those local infrastructure projects. Despite their relatively low awareness levels, most participants believed that substantial investments were necessary to fix infrastructures that they felt were in rough shape.

Reactions to material outlining the plan for a Canada Infrastructure Bank were somewhat positive. On the positive side of things, many participants understood that this idea would likely generate additional funds for infrastructure projects across Canada because of the involvement of private sector investors in collaboration with government. However, most remained confused as to how the private sector would benefit from their investments, leaving many participants worried that private companies may end up overcharging to make a profit or that the money may not be allocated properly.

Affordable Housing

The lack of affordable housing was viewed as a key problem in all three locations. Whether caused by higher prices or lower revenues, there was a sense that a significant portion of the population, which most felt was growing, could not afford decent accommodations. When asked what approach should be used by the Government of Canada to help provide access to affordable housing, participants were in general more favourable at the idea of providing subsidies to lower the rent of those in need rather than encouraging new constructions. While a majority of participants felt that subsidies should go directly to renters rather than owners, this position was not without its detractors. In the end, it came down to whom participants believed would use the money more effectively.

Small Business Innovation Research Program

The broad outlines of a plan to create a program that is meant to encourage innovative businesses in Canada was presented to participants. In general, they reacted very favourably to the idea. Participants were asked to comment on six possible names for this new program. One clearly distinguished itself from the others: Innovative Solutions Canada. It was deemed the clearest and most informative name on the list. Participants felt that it clearly identified the purpose of the program and plainly branded it as a Government of Canada program.

Encouraging Healthy Lifestyles

Participants were nearly unanimous in their desire for the Government of Canada to play a role in encouraging Canadians to live a healthier lifestyle. When asked what would be done more generally to encourage healthy lifestyles, educational campaigns immediately came to mind. Participants pointed to the importance of teaching kids from a very young age about the importance of healthy foods and exercise.

The idea of a ban on advertising for unhealthy foods that directly targeted children was also viewed positively by the vast majority of participants. While a strong majority of participants supported the idea of a tax on sugary drinks, this measure generated a lot of discussion, with some participants opposed to it on the grounds that they did not like taxation as a general rule. However, most opponents said they would be more favourable if the tax was very small and all proceeds from it would go to programs aimed at fighting obesity in youth.

Justice System

An interesting paradox appeared during discussions on the Canadian justice system. On the one hand, when asked to select a priority between prevention, punish and rehabilitation, many said that more emphasis should be put on prevention as the main goal of the justice system. A few others chose rehabilitation, while punishment was not a favourite choice for most participants. On the other hand, most of the discussion on the overall goals of the justice system focused on the need to properly punish criminals and hold them more accountable for their actions.

This situation could be explained by two factors. First, most participants felt that the system was too soft on criminals, especially with those who committed crimes against vulnerable people. They therefore wanted harsher punishment for these crimes. Second, a group exercise highlighted a generalized lack of awareness regarding what is being done to fulfill the various roles of the justice system. Participants had heard a lot about punishment (or perceived lack thereof) in the media, but very few could recall examples of successful restorative justice, rehabilitation or support for victims.

The Canadian Armed Forces

Participants in Drummondville, Moncton and Mississauga were provided with a list of attributes that may be used to describe the CAF and were asked to choose the one attribute that best represented how they viewed the CAF. Two words were selected most often across all three locations: engaged and professional. Participants in Drummondville were more negative in their overall perceptions, while participants in Moncton were more positive but expressed some reservations about the treatment of veterans and Mississauga participants were in general the most positive in their assessments.

Week Two Findings

Priorities for their Community

Aside from healthcare services, which stood out as the number one priority raised by participants, two economic concerns were also identified as crucial by participants in Regina, Calgary and Saskatoon. One was the need to help local businesses and industries to succeed and the other was local job creation. Throughout this discussion on local businesses and jobs, participants expressed worries about the current state of their local economies. The difficult situation of the oil industry was raised as a key source of concern, with participants feeling that their communities suffered because of it.

Actions Taken by the Government of Canada

Participants were asked on a top-of-mind basis what they felt the government had done right and/or wrong over the past year. Two issues dominated these discussions across the three locations: the welcoming of Syrian refugees and carbon pricing. The former was viewed as the Government of Canada’s most positive achievement, while the latter was perceived to be the most negative.

Participants were also provided with a list of more than 20 actions taken by the Government of Canada over the past year and asked to choose the two that they felt would have the strongest positive impact

on their community. Results of this exercise varied according to locations, with participants being more likely to focus on actions that directly affected their province or their city.

Many Saskatchewan participants thus viewed the recent signature of a healthcare funding accord between the federal and Saskatchewan governments to increase funding for home care and mental health as the most important impactful action taken over the past year. The signature of a deal to provide 237 million dollars in federal, provincial and municipal funding for Saskatchewan infrastructure projects, as well as the funding of 10 water and wastewater projects in Regina and Saskatoon were also selected as the most impactful by multiple participants in Saskatchewan groups.

Calgary participants were in turn more likely to select the approval of the Trans-Mountain and Line 3 Pipelines as the most impactful actions taken by the Government of Canada. A few Calgary participants also identified the signing of a 1-billion-dollar deal for federal, provincial and municipal infrastructure spending in Alberta as a highly impactful action for their community.

Energy and the Environment

Participants in Regina, Calgary and Saskatoon were near unanimous in their support for the recent government approval of Kinder Morgan’s Trans Mountain and Enbridge’s Line 3 pipelines. Most participants felt that these approvals would be beneficial to their province because the pipelines would open up new markets for Canadian oil.

While only a few participants had heard of the Pan-Canadian Framework on Clean Growth and Climate Change by name, most had heard something about recent efforts by the Canadian government to work with the provinces to reduce greenhouse gas emissions. Initial reactions to this were generally not very positive and many participants spontaneously reduced this framework to a single idea: the carbon tax. As a general rule, participants in all three locations disliked the idea of carbon pricing. Their spontaneous focus was on the immediate cost to them and their local economy, and they tended to leave aside the positive effects that carbon pricing could have on the environment.

While views on this framework were mostly negative across all three cities, they were expressed in different manners, mainly due to the differing approaches taken by respective provincial governments. Indeed, Calgary participants directly associated this Pan-Canadian Framework with the carbon tax already in place in Alberta, while Saskatchewan participants were either aware, or guessing, that their provincial government was holding out on this agreement.

When asked to rank a series of arguments that could be made in favour of carbon pricing, two arguments stood out as the most convincing for participants across all three locations: preserving the environment for future generations and encouraging companies to become more energy efficient and find innovative solutions to pollute less. It was clear from discussions that participants in all three cities gave more credence to positive arguments that did not refer to punitive measures or to the negative consequences of climate change.



Note on Interpretation of Findings

Qualitative research is designed to reveal a rich range of opinions and interpretations rather than to measure what percentage of the target population holds a given opinion. These results must not be used to estimate the numeric proportion or number of individuals in the population who hold a particular opinion because they are not statistically projectable.

Focus group research on government priorities seeks to provide a deeper understanding of participants’ views, often complementing quantitative findings gathered through survey research. Discussions allow for deep probing on key issues that is not possible with quantitative research. This type of information is essential for the Privy Council Office in its role advising and supporting the Cabinet and its committees.



2. Rapport sommaire

Contexte et objectifs

Le Bureau du Conseil privé (BCP) est l’organisme central de la fonction publique qui appuie le premier ministre ainsi que le Cabinet et ses structures décisionnelles de façon impartiale. Dirigé par le greffier du Conseil privé, le BCP aide le gouvernement à réaliser sa vision et à régler avec rapidité et efficacité les enjeux auxquels font face le gouvernement et le pays.

Dans le cadre de son rôle-conseil auprès du premier ministre, le BCP offre des conseils objectifs en matière de politique et d’information, notamment d’information sur les priorités des Canadiens afin de soutenir le premier ministre et le Cabinet. À cette fin, le Secrétariat des communications et des consultations du BCP appuie le bureau du premier ministre en coordonnant les communications gouvernementales et en mettant en place les grands thèmes de communication du gouvernement, conformément aux priorités établies par le premier ministre, le Cabinet, les comités du Cabinet et le greffier du Conseil privé. Le Secrétariat travaille également en collaboration avec les secrétariats d’orientation du BCP pour conseiller et appuyer le Cabinet et ses comités.

Pour mener à bien son mandat, le BCP avait besoin d’un cycle de collecte continue de données qualitatives pour s’assurer d’avoir un portrait à jour de l’opinion des Canadiens au sujet d’enjeux généraux qui présentent un intérêt pour le gouvernement, par exemple leur point de vue sur ce que devraient être les priorités du gouvernement. En outre, le projet de recherche vise à permettre au gouvernement du Canada de mieux comprendre les tendances émergentes et de mesurer les points de vue des Canadiens sur des enjeux et des projets de politique importants à l’échelle nationale.

Par l’intermédiaire d’un cycle continu de groupes de discussion, le BCP acquiert une bonne compréhension des points de vue des Canadiens sur les enjeux les plus importants auxquels leur pays est confronté; des perceptions en ce qui concerne la meilleure façon dont le gouvernement fédéral pourrait s’y attaquer; des attentes quant aux mesures liées aux priorités du gouvernement et des perspectives sur la façon dont le gouvernement pourrait le plus efficacement concentrer ses efforts pour s’occuper des enjeux émergents. Le projet de recherche permet d’orienter l’élaboration de messages de communication, de produits et de stratégies de diffusion pour s’attaquer aux enjeux prioritaires. Par ailleurs, il permet au gouvernement du Canada d’élaborer et d’améliorer les activités de communication afin de répondre aux besoins particuliers des Canadiens en leur transmettant en temps opportun des renseignements à jour, faciles à comprendre et fondés sur les perceptions actuelles des Canadiens sur les sujets concernés.

Cette première vague de la recherche qualitative continue était destinée à recueillir les commentaires des Canadiens sur certains enjeux et questions politiques qui sont importants pour le gouvernement du Canada. Les sujets abordés pendant les groupes de discussion variaient d’une semaine à l’autre. Ils ont été répartis de la façon suivante entre la première et la deuxième semaine :

- Première semaine :

- Plan d’investissement du gouvernement du Canada dans l’infrastructure
- Logement abordable pour les Canadiens
- Favoriser l’innovation dans les entreprises canadiennes
- Encourager les Canadiens à avoir des styles de vie sains
- Système de justice canadien
- Forces armées canadiennes
- Deuxième semaine :
 - Priorités et mesures du gouvernement
 - Énergie et environnement

Aperçu de la méthodologie

La première vague de la recherche qualitative consistait en une série de 12 groupes de discussion réunissant des Canadiens de 20 ans et plus qui ont eu lieu entre le 24 janvier et le 1^{er} février 2017. Tous les groupes de discussion ont duré environ deux heures et ont été tenus en soirée, la première rencontre débutant à 17 h 30 et la deuxième, à 19 h 30 dans chaque ville. Ces rencontres ont eu lieu aux endroits suivants :

- Première semaine :
 - Drummondville – 24 janvier
 - Moncton – 25 janvier
 - Mississauga – 26 janvier
- Deuxième semaine :
 - Regina – 30 janvier
 - Calgary – 31 janvier
 - Saskatoon – 1^{er} février

Un total de 12 participants étaient recrutés pour chaque rencontre afin qu’au moins 8 à 10 se présentent. Au total, 117 participants ont pris part aux discussions. Tous ont reçu une somme de 75 \$ pour assister aux rencontres là où les groupes de discussion avaient lieu. Le questionnaire de recrutement a permis de s’assurer que les participants formaient un échantillon représentatif de la population générale avec un bon mélange de sexes, d’âges, de niveaux de scolarité et de revenus ainsi que de composition des foyers. Vous trouverez des précisions supplémentaires sur la méthodologie dans l’annexe du présent rapport.

La première vague fait partie d’un projet de recherche qualitative en continu qui comptera au total 144 groupes de discussion qui seront tenus dans le cadre de plusieurs vagues au cours de l’année civile 2017, avec la possibilité de renouveler le cycle de recherche pour deux années supplémentaires. Pour l’année civile 2017, le montant du contrat lié à ce projet de recherche s’élève à 916 865,05 \$, TVH comprise.



Faits saillants

Résultats de la première semaine

Investir dans l’infrastructure

Un grand nombre de participants de Drummondville, de Moncton et de Mississauga ont entendu parler d’investissements récents dans les infrastructures locales, notamment les routes, les hôpitaux, les ponts et le transport en commun, mais peu d’entre eux se souviennent si le gouvernement du Canada participe à l’un ou l’autre de ces projets d’infrastructure locale. Malgré leurs connaissances relativement faibles, la plupart des participants croient que des investissements importants sont nécessaires pour réparer les infrastructures, qu’ils estiment être en piteux état.

Les réactions au document présentant le plan pour une Banque de l’infrastructure du Canada sont plutôt positives. D’un côté, un grand nombre de participants comprennent que cette idée susciterait probablement une augmentation des fonds consacrés aux projets d’infrastructure dans l’ensemble du Canada en raison de la participation d’investisseurs du secteur privé en collaboration avec le gouvernement. Toutefois, la plupart des participants ne sont pas certains de la façon dont le secteur privé bénéficierait de ses investissements, ce qui inquiète de nombreux participants en ce qui a trait à la possibilité que les entreprises privées finissent par surfacturer pour réaliser des profils ou que les fonds ne soient pas octroyés adéquatement.

Logement abordable

Le manque de logements abordables est considéré comme un problème important dans les trois villes. Que le problème soit attribuable à des prix élevés ou à de faibles revenus, les participants ont l’impression qu’une proportion importante de la population, grandissante selon la plupart, ne peut se permettre de vivre dans des conditions convenables. Lorsqu’on leur demande quelle approche devrait adopter le gouvernement du Canada pour favoriser l’accès au logement abordable, les participants sont généralement plus favorables à l’idée d’octroyer des subventions pour abaisser le loyer des personnes à faible revenu plutôt que de favoriser la construction de nouveaux logements. Bien qu’une majorité de participants estiment que les subventions devraient être versées directement aux locataires plutôt qu’aux propriétaires, ce point de vue ne fait pas l’unanimité. En fin de compte, il s’agit de savoir qui utiliserait le plus efficacement les fonds selon les participants.

Small Business Innovation Research Program

On a présenté aux participants les grandes lignes d’un plan de création d’un programme destiné à encourager les entreprises novatrices du Canada. En général, ils réagissent très favorablement à l’idée. On a ensuite recueilli les commentaires des participants au sujet de six noms possibles pour ce nouveau programme. L’un d’eux se démarque nettement des autres : Solutions innovatrices Canada. Les participants estiment qu’il s’agit du nom le plus clair et le plus informatif de la liste. Ils sont d’avis qu’il décrit clairement le but du programme et l’identifie simplement comme un programme du gouvernement du Canada.

Encourager les styles de vie sains

Les participants expriment presque à l’unanimité le souhait que le gouvernement du Canada joue un rôle pour encourager les Canadiens à avoir des styles de vie plus sains. Quand on leur demande ce qui pourrait être fait en général à cet égard, les participants évoquent sans hésiter les campagnes d’éducation. Ils soulignent qu’il est crucial d’apprendre aux enfants dès le plus jeune âge l’importance de manger sainement et de faire de l’exercice.

L’idée d’interdire les publicités sur les aliments malsains qui ciblent directement les enfants est également perçue de façon positive par la grande majorité des participants. Bien qu’une forte majorité de participants appuient l’idée d’une taxe sur les boissons sucrées, cette mesure suscite énormément de discussions, certains participants s’y opposant parce que les taxes leur déplaisent en général. Toutefois, la plupart des participants qui s’opposent à l’idée affirment qu’ils y seraient plus favorables si la taxe était très peu élevée et si tous les revenus en découlant étaient consacrés à des programmes destinés à combattre l’obésité chez les jeunes.

Système de justice

Un paradoxe intéressant émerge lors des discussions sur le système de justice canadien. D’un côté, lorsqu’on demande aux participants de choisir une priorité entre la prévention, la punition et la réhabilitation, un grand nombre d’entre eux affirment qu’on devrait mettre davantage l’accent sur la prévention à titre d’objectif principal du système de justice. Quelques autres choisissent la réhabilitation, et la punition ne fait pas partie des choix privilégiés par la plupart des participants. D’un autre côté, la discussion sur l’objectif principal du système de justice porte surtout sur la nécessité de punir les criminels et de les tenir davantage responsables de leurs actes.

Deux facteurs pourraient expliquer la situation. Premièrement, la plupart des participants estiment que le système est trop mou envers les criminels, en particulier ceux qui ont commis des crimes contre des personnes vulnérables. Ainsi, ils souhaitent que les auteurs de ces crimes soient punis plus sévèrement. Deuxièmement, un exercice de groupe a révélé un manque de connaissance général sur ce qui est fait pour remplir les divers rôles du système de justice. Les participants ont énormément entendu parler des peines (ou de l’insuffisance perçue des peines) dans les médias, mais très peu d’entre eux peuvent se rappeler d’exemples de réussite de justice réparatrice, de réhabilitation ou de soutien aux victimes.

Forces armées canadiennes

On a remis aux participants de Drummondville, de Moncton et de Mississauga une liste de caractéristiques qui pourraient être utilisées pour décrire les FAC et on leur a demandé de choisir celle qui représente le mieux leur point de vue. Les participants des trois endroits ont choisi le plus souvent les deux mots suivants : engagées et professionnelles. Les perceptions des participants de Drummondville sont généralement plus négatives et celles des participants de Moncton plus positives, mais ces derniers expriment certaines réserves quant au traitement des anciens combattants. Dans l’ensemble, les participants de Mississauga sont ceux qui donnent les évaluations les plus positives.

Résultats de la deuxième semaine

Priorités pour leur communauté

Outre les services de soins de santé, considérés comme une priorité absolue, deux préoccupations économiques sont également désignées comme étant cruciales par les participants de Regina, de Calgary et de Saskatoon : la nécessité d’aider les entreprises et les industries locales à prospérer et la création d’emplois à l’échelle locale. Tout au long de la discussion sur les entreprises et les emplois à l’échelle locale, les participants expriment des préoccupations quant à l’état actuel de leur économie locale. La situation difficile de l’industrie pétrolière s’avère une source de préoccupation importante, les participants ayant l’impression que leurs communautés en ont souffert.

Mesures déployées par le gouvernement du Canada

On a demandé aux participants quels sont les bons coups et les mauvais coups du gouvernement au cours de la dernière année qui leur viennent à l’esprit. Deux enjeux dominent les discussions dans les trois villes : l’accueil des réfugiés syriens et la tarification du carbone. Le premier enjeu est considéré comme la réalisation la plus positive du gouvernement du Canada et le deuxième, comme la plus négative.

On a également fourni aux participants une liste de plus de 20 mesures déployées par le gouvernement au cours de la dernière année et on leur a demandé de choisir les deux mesures qui auraient l’incidence la plus positive sur leur communauté à leur avis. Les résultats de cet exercice varient d’un endroit à l’autre, les participants ayant tendance à se concentrer sur les mesures qui touchent directement leur province ou leur ville.

Par conséquent, un grand nombre de participants de la Saskatchewan considèrent la signature récente d’un accord de financement de la santé entre le gouvernement fédéral et celui de la Saskatchewan pour augmenter le financement des soins à domicile et des soins de santé mentale comme étant la mesure la plus importante déployée au cours de la dernière année. La signature d’une entente de financement de 237 millions de dollars à l’échelle fédérale, provinciale et municipale pour des projets d’infrastructure en Saskatchewan ainsi que le financement de 10 projets d’eau potable et de traitement des eaux usées à Regina et à Saskatoon font également partie des mesures les plus importantes aux yeux de nombreux participants dans les groupes en Saskatchewan.

De leur côté, les participants de Calgary ont plus tendance à choisir l’approbation du réseau de Trans Mountain et de la Canalisation 3 d’Enbridge comme étant les mesures les plus importantes déployées par le gouvernement du Canada. Quelques participants de Calgary mentionnent également la signature d’une entente d’un milliard de dollars de dépenses en infrastructure à l’échelle fédérale, provinciale et municipale en Alberta comme étant une mesure importante pour leur communauté.

Énergie et environnement

Les participants de Regina, de Calgary et de Saskatoon appuient presque à l’unanimité l’approbation récente par le gouvernement du projet de réseau Trans Mountain de Kinder Morgan et du projet lié à la



Canalisation 3 d’Enbridge. La plupart des participants estiment que ces projets seront avantageux pour leur province puisque les pipelines ouvriront de nouveaux marchés pour le pétrole canadien.

Bien que seulement quelques répondants aient entendu parler du Cadre pancanadien sur la croissance propre et les changements climatiques par son nom, la plupart d’entre eux ont entendu quelque chose au sujet des efforts récents déployés par le gouvernement canadien pour collaborer avec les provinces à la réduction des émissions de GES avec les provinces. Les réactions initiales à ce sujet ne sont pas très positives et un grand nombre de participants réduisent spontanément ce cadre à une simple idée : la taxe sur le carbone. En règle générale, l’idée de la tarification du carbone déplaît aux participants des trois villes. Ils mentionnent spontanément le coût immédiat pour eux et leur économie locale et ont tendance à mettre de côté les effets positifs possibles de la tarification du carbone sur l’environnement.

Si les points de vue sur le cadre sont principalement négatifs dans les trois villes, ils sont exprimés de différentes façons, et ce, principalement en raison des approches différentes adoptées par les gouvernements provinciaux. En effet, les participants de Calgary associent directement ce cadre pancanadien à la taxe sur le carbone déjà imposée en Alberta, tandis que les participants de la Saskatchewan savent ou supposent que leur gouvernement provincial hésite à adhérer à l’accord.

Quand on demande aux participants de classer un ensemble d’arguments possibles pour la tarification du carbone, deux arguments sont considérés comme étant les plus convaincants par les participants des trois villes : préserver l’environnement pour les générations futures et inciter les entreprises à devenir plus écoénergétiques et à trouver des solutions novatrices pour réduire la pollution. À l’issue des discussions, les participants des trois villes accordent manifestement plus de poids aux arguments positifs qui n’évoquent pas de mesures punitives ou les effets négatifs des changements climatiques.

Remarque sur l’interprétation des résultats

La recherche qualitative est conçue pour révéler un vaste éventail d’opinions et d’interprétations plutôt que pour mesurer le pourcentage de la population cible qui a une opinion donnée. Ces résultats ne doivent pas être utilisés pour estimer la proportion de la population ou le nombre de personnes qui ont une opinion en particulier, car ils ne sont pas statistiquement extrapolables.

Les groupes de discussion sur les priorités du gouvernement visent à approfondir la compréhension des points de vue des participants et complètent souvent les résultats quantitatifs obtenus au moyen de sondages. Les discussions permettent de traiter en profondeur des enjeux importants, ce que la recherche quantitative ne permet pas. Les renseignements ainsi recueillis sont essentiels pour permettre au Bureau du Conseil privé de jouer son rôle de conseil et d’appui au Cabinet et à ses comités.



3. Detailed Findings

This section of the report presents the detailed findings from the twelve focus group discussions held in six different locations across Canada. The section is divided into two main sections reflecting the varying nature of the discussions held during each week of fieldwork. Participants in the first week of focus groups in Drummondville, Moncton and Mississauga responded to one set of questions and written exercises, while those from week two in Regina, Calgary and Saskatoon, responded to a renewed set of questions and exercises.

3.1 Week One Findings

This first segment of the report presents detailed findings from the first week of focus group discussions held in Drummondville, Moncton and Mississauga during the evenings of January 24th, 25th and 26th, 2017, respectively.

Investments in Infrastructure

The first portion of the focus groups in Drummondville, Moncton and Mississauga was dedicated to the Government of Canada’s investments in infrastructure. Before participants were asked to complete a written exercise on the proposed Canada Infrastructure Bank, they were asked whether they had heard anything from the Canadian government regarding the country’s infrastructure in the past year. Most participants did not recall anything specific being announced by the federal government itself. Many had heard of recent investments in local infrastructure, including roads, local hospitals, bridges or public transportation, but few among them could recall if the Government of Canada was involved in some of those local infrastructure projects. A few participants in Drummondville indicated that the federal government was involved in funding the new Champlain bridge, while some in Mississauga ventured to say that the Canadian government was probably helping to fund TTC improvements and Moncton residents said that they had heard about federal investments in local highway repairs or extensions.

When probed on whether they had heard about the total amount of \$180 billion that had been set aside by the Government of Canada for investments in infrastructure, the vast majority of participants said they did not, with a handful saying they had vaguely heard of it. Most participants believed that this investment was necessary to fix infrastructure that they felt was in rough shape. Nevertheless, the level of funding also generated some cynicism among a few participants, especially in Drummondville. These participants were concerned about the way in which this amount would be allocated. They feared that when such large sums of public money are involved, some companies or individuals may try to take advantage of the situation for their own benefits. They would want to have some assurance that the money will be well spent.

As a general figure, this number sounded very impressive to most participants in all three locations. However, many spontaneously asked how much of that money would be invested locally, whether in their province or their community. The local number was easier for them to relate to than a general



figure that they struggled to put into perspective, because while the total amount sounded “massive”, it was not clear how much money would be devoted to each part of the country, and how much would truly be needed. This difficulty in putting the total amount in perspective was compounded by a degree of confusion regarding what could be defined as infrastructure. Some wondered whether this included only roads and transportation infrastructure, or also hospitals, schools, parks and other local “bricks and mortar” projects.

The Canada Infrastructure Bank

Only a handful of participants across all groups had heard about the Canada Infrastructure Bank. Those who had heard about it could not recall any of its specific features or functioning. To stimulate discussion about the Bank, participants were provided with a document outlining its key features and asked to comment on what they liked, disliked, or felt was confusing about the proposed institution.

Reactions to the material provided were somewhat positive, but many participants found it difficult to form a clear opinion because they found some of the information hard to understand. On the positive side of things, many participants understood that this idea would likely generate additional funds for infrastructure projects across Canada because of the involvement of private sector investors in collaboration with government. This would mean that a larger number of projects could get completed than if only public money were used.

Beyond this initial positive reaction, confusion was visible in terms of how the private sector would get involved and why. While a few participants said that it would make sense for the private sector to get involved in projects that would generate money on a continuous basis, such as toll roads or bridges, most were confused as to how the private sector would benefit from their investments. This confusion left many participants feeling uneasy because they worried that private companies may end up overcharging to make a profit or that the money may not be allocated properly. Others questioned whether some investment choices would be made on the basis of short term profitability rather than the long term needs of Canadians. Considering the large amounts of money involved, participants said they would like to know what safeguards would be put in place to ensure that the Bank and its dealings with private sector investors would be properly scrutinized.

Many participants raised questions regarding the mention of “8% of the dollars” in the handout. Some thought it meant that 8% of the money invested in infrastructure would come from the private sector, while a few believed it meant that 8% of the money would not have been added if not for this Bank and others understood this to mean that 8% of the total budget of \$180 billion would be allocated through the Bank. A few said they did not understand what this referred to. A few participants also put question marks besides the mention of homeless shelters as a type of infrastructure that would be funded entirely by public money. This did not match what they had heard in local news coverage, as they felt that private donations were essential for the survival of these shelters.



Affordable Housing

Discussions on affordable housing took on a different character from one location to the next. When asked what issues specifically came to mind when thinking of affordable housing, participants immediately thought of local issues. In Mississauga, a few responded to the question rhetorically, asking whether there is such a thing as affordable housing. Price of housing in general was indeed a key concern for participants in this location. They felt it was becoming very hard to afford quality housing of any sort, including apartments, condos or houses. The issue of foreign investors purchasing local properties and making housing prices increase rapidly was also brought up in both groups.

In Moncton, the price of renting units or buying a property was brought up as an issue as well, but many felt that the problem was not so much the price as the lack of sufficient or sustained income for many in the community that posed a problem. In Drummondville, the discussion took on a different tone because participants immediately thought of subsidized housing units, more commonly known in Quebec as HLM (*habitation à loyer modique*). This immediate association stemmed from a French language specificity. Indeed, the word for housing in French is *logement*, which is also commonly used to refer to a renting unit and not a condo or a house. For this reason, the discussion was more pointed than in the other locations.

Despite these local differences, the lack of affordable housing was viewed as a key problem in all three locations. Whether caused by higher prices or lower revenues, there was a sense that a significant portion of the population, which most participants felt was growing, could not afford decent accommodations.

When asked what approach should be used by the Government of Canada to help provide access to affordable housing, participants were in general more favourable to the idea of providing subsidies to lower the rent of those in need rather than encouraging new constructions. Some also felt that building new units for subsidized housing may not be appropriate because they associated such buildings with societal problems, including drugs, gangs and violence. They believed that if subsidies were provided instead of units, individuals with lower incomes could live across the city rather than be concentrated in the same low-cost and low-income areas. A portion of those who strongly preferred the subsidy option felt that it would likely reach a larger number of individuals than building new units because they assumed that the cost of subsidizing a family was lower than the cost of building a new unit for the same family.

A few people nevertheless preferred the new building solution because they thought this would open up rental space and possibly lower rent levels over time through an increased offer. They felt that one of the key problems facing their community was the absence of rental units, which made prices go up.

Despite the stated preferences for providing subsidies rather than encouraging new builds, a more pointed discussion as to whom the subsidies should go to generated a lot of discussion. Should the money be directed at renters to help them pay the rent, or to owners so they could lower the rent? While a majority of participants felt that subsidies should go directly to renters, this position was not



without its detractors. In the end, it came down to whom participants believed would use the money more effectively.

Those who favoured direct subsidies to renters instead of owners were mainly of the opinion that owners may not use the subsidy in accordance with its intent. They thought that owners would be tempted to pocket the money or use it to invest in building improvements rather than to lower rental costs. They would want to see a guarantee that any money provided to owners would serve its intended purpose, which was to make rent more affordable. Another perceived advantage of providing subsidies to renters rather than owners was that it would allow the process to remain confidential since the renter would pay the same rent as everyone else in a building, but would in turn receive a private compensation from the government. It would thus not be possible for the owner or members of the community to know who lived in a subsidized apartment, hereby reducing the chances of anyone being judged or labeled in a negative manner.

On the other hand, those who favoured giving money to the owners tended to believe that they would use the money more effectively. A few among them expressed doubts about the capacity or the desire of some renters to use the money properly. Another reason raised to send the money to owners instead of renters was the need to upkeep of low-cost rental units. A few thus believed that buildings that housed low-cost rentals were often in dire needs of repairs and upgrades because they generated less revenue than high-cost rental units. This would in turn provide low-income families with more inviting places to live at a reasonable price.

Business Innovation Program

The broad outlines of a plan to create a program that is meant to encourage innovative businesses in Canada, similar to the American Small Business Innovation Research Program, was presented to participants. In general, participants reacted very favourably to the idea. It was deemed to be a good way to encourage local businesses and give them an advantage when trying to compete with larger, well-established suppliers. Participants felt this would likely create local jobs in sectors that were possibly highly-profitable for local communities.

A few individuals expressed some reservations on the ground that this may entail higher spending levels for the Government of Canada because it was likely that established providers may have cheaper, more cost-efficient solutions already in place, something the government would not have access to if it gave preferential treatment to smaller local firms. However, this view was not widely shared. A few participants who liked the idea also had questions about the selection process for this program. They wanted to know who would choose suppliers and on what grounds before they fully endorsed the program.



Program Name Testing

Based on the quick description of the program provided to them, participants were asked to select the two names that they felt were the most appropriate for it. They were presented with six options, as follows:

- Canadian Business Innovation Research (Le programme canadien pour les entreprises de la recherche sur l’innovation)
- Canadian Innovation Marketplace (Le marché canadien de l’innovation)¹
- Solutions Canada (Solutions Canada)
- Canada Innovates (Le Canada innove)
- Canada Buys Innovation (Le Canada acquiert l’innovation)
- Innovative Solutions Canada (Solutions innovatrices Canada)

Of the six names provided, one clearly distinguished itself: Innovative Solutions Canada. It was deemed the clearest and most informative name on the list, and this by a wide margin. Participants felt that it clearly identified the purpose of the program, which was to stimulate innovative solutions to problems faced by the government. Participants felt that having the word Canada at the end of the program’s name clearly identified the Government of Canada as the sponsor. A few also mentioned that they were instinctively thinking of acronyms while comparing names and ISC sounded better than others.

Directly in line with these findings, the name selected in second position was the similar, but simpler, Solutions Canada. Those who chose it liked its simplicity first and foremost, while also being easily identifiable as a Government of Canada program. However, many preferred to add the word innovative as part of the name because it more clearly identified the objective of the program. To them, this was not strictly about solutions, but about innovation as well.

Canada Innovates received a fair amount of support from participants, but much less so than the two listed above. Those who liked it said they enjoyed the simplicity of the name, pure and simple. However, a few said they thought the name suggested that the Government of Canada was taking credit for the innovations, which they viewed as not entirely accurate.

Canadian Innovation Marketplace generated diverging opinions. On the one-hand, some felt this was the best name because they liked the sound of the marketplace. They viewed this as a hub of innovative thinking, somewhere where innovative companies could present and sell their solutions to the Government of Canada. However, many others openly disliked the name because they associated the “marketplace” with a supermarket or a market where one could purchase food or other products. They did not understand how this related to the business innovation program that was presented to them.

The name Canadian Business Innovation Research did not rank highly with most participants, who viewed it as cumbersome and complicated. They felt it was hard to understand. A few also mentioned

¹ This name option was not tested in Drummondville, having been added after the first evening of focus groups.

that they did not understand why the word research was included in the name, since this did not sound like a research program to them. The name scored even lower in French, where it was seen as hard to understand and too long.

Finally, the name Canada Buys Innovation ranked as the least favoured name of all. The notion of the Government of Canada “buying” something did not sit well with most participants. Some felt this suggested the government would spend a lot of money, while others indicated that it could be interpreted as the Government of Canada giving up on trying to find solutions, preferring to simply buy ready-made ones.

Encouraging Healthy Lifestyles for Canadians

When asked if they had heard anything from the Government of Canada regarding health or healthcare, some participants recalled discussions regarding funding arrangements between the federal and provincial governments. However, few could recall any of the specifics. Drummondville participants were more likely to recall having heard about the topic, but mostly remembered reactions from the provincial government. The details of the funding agreement being discussed were unclear to them. A handful of participants in Mississauga and Moncton could recall new funding being allocated for mental health, which they viewed positively.

Participants were nearly unanimous in their desire for the Government of Canada to play a role in encouraging Canadians to live a healthier lifestyle. The handful who did not want the Government of Canada to be involved generally wanted all levels of government to stay out of people’s lives and let individuals decide for themselves. Their rejection of government involvement applied to other spheres of social policy as well.

When asked what would be done more generally to encourage healthy lifestyles, educational campaigns immediately came to mind. Participants pointed to the importance of teaching kids from a very young age about the importance of healthy foods and exercise. They would like to see various levels of government involved in providing educational programs to kids and adults alike. Many participants referred to the Canada Food Guide and old Participaction commercials as ways to promote healthy eating and physical exercise. Some also recalled with fondness television appearances from Hal Johnson and Joanne McCleod on *Day Break*. A few participants said they also liked the idea of tax credits for sporting activities.

Exercise on Policies Promoting Healthy Lifestyles

Participants in all three locations were provided with a list of four possible policies or ideas that could be used to help Canadians achieve healthier lives. They were then asked to give each item a thumb up or a thumb down. The four ideas included:

- Advertising campaigns promoting physical activity

- Ban advertising of unhealthy foods which is targeted to children
- Introduce a tax on soda pop and sugary drinks
- Force restaurants to list calorie counts on their menus

Nearly all participants were in favour of the first idea. This fit their earlier contention that public education was key to fostering healthier lifestyles. This was also an approach that did not contain punitive measures or involve a burden on individuals or companies, unlike some of the other options. Individuals would choose to heed the advice or not.

The ban on advertising was also viewed positively by the vast majority of participants, although a few participants across all groups disagreed with it. Those who supported the idea did so because they believed it would reduce consumption of food that was bad for kids. However, a few participants disagreed because they did not think this would change habits. They also added that packaging was just as bad for kids as advertising, suggesting that a policy would have to remove beautiful images from packaging as well, using colourful boxes of cereal as an example. They tended to use cigarette advertising as an example, saying that despite a ban on advertising and the inclusion of scary images on packaging, “people still smoked”. Some openly disagreed with this last point, saying that smoking had decreased significantly as a result.

While a majority of participants supported the idea of a tax on sugary drinks, this measure generated a lot of discussion, with some participants being strongly opposed to it. Those in favour agreed with it using the same logic as for the ban on advertising: it would work as an incentive to stop or slow down consumption of something that was bad for you. However, some strongly disagreed, presenting this as a “tax grab” on the part of the government. They felt this was a way to punish people for something they were allowed to do if they wanted to and also did not believe that this would change habits unless the price became prohibitive, something they did not want to see. A handful said this measure may disproportionately affect lower income people who could not afford healthier alternatives.

Once given an example in which the tax would be only three cents per pop on average and all proceeds would be directed at programs aimed at reducing obesity in youth, most of those who initially opposed the idea changed their minds, or said they would be more open to accepting the idea. Those who still opposed the idea expressed strong feelings against all government intervention in their lives.

The idea of forcing restaurants to include calories on the menu generated mixed feelings, with most participants in Mississauga liking the idea and most participants in Drummondville and Moncton disliking it. Those who liked the idea felt it was a good reminder to customers that they should consider their calorie intake when eating out and may eventually drive healthier habits. They pointed out that nutritional information on packaging helped change some of their unhealthy personal eating habits. However, many disagreed for a number of reasons. Some felt it would place a tremendous burden onto local restaurants who did not have standardized menus and would struggle to come up with the correct numbers each time they changed a menu item. They preferred to see a precise list of ingredients instead of the number of calories. A few others disagreed with the idea because they wanted to go out and enjoy their meals, not worry about their calorie intake. Going to a restaurant was a treat for them, not something they wanted to feel bad about. Finally, some worried that this strategy would make

individuals focus on only one element of a healthy diet and obscure some important issues, such as the amount of salt they consumed or other agents that are part of processed foods.

The Canadian Justice System

During a discussion on the Canadian justice system, participants were asked to think about how they would describe the main goal of that system to children, in only a few words. While a few participants talked about prevention and the need to rehabilitate criminals, most said that the system’s main goal was to keep individuals’ safe by keeping bad people in line, most often through punishment. The word “consequence” was used frequently.

In answers to a question regarding which of prevention, rehabilitation and punishment should be emphasized more strongly in Canada’s justice system, an interesting paradox appeared. On the one hand, many said that prevention should be the main goal because it ultimately would be the ideal scenario, with less crime and fewer criminals. A few others chose rehabilitation, while punishment was not a favorite choice for most participants. On the other hand, most interventions during the discussion on these overall goals of the justice system focused on the need to punish offenders more severely and hold them to account for what they did. Two subsequent lines of questioning helped in understanding this spontaneous focus on punishment despite a stated preference for prevention and even rehabilitation.

Indeed, answers to a follow-up question as to whether the system was generally too tough, too lenient or struck the right balance when dealing with offenders, helped shed light on the apparent disconnect between stated preferences for prevention and rehabilitation and an instinctive focus on punishment. Most participants felt that the system was too soft on offenders, or at least on certain types of crimes. They talked with passion about examples of crimes against the person, especially more vulnerable people such as children, that they felt were punished with “a slap on the wrist”. Some also said that perpetrators often seemed to have more rights than victims and their families. Drummondville participants complained about a perceived tendency to use temporary mental health problems to justify heinous crimes, something they believed was wrong. Despite these demands for harsher punishment for crimes against the person, many also agreed that punishment for minor offenses that did not include violence, such as drug possession, may currently be punished too harshly because offenders may be turned into hardened criminals due to their experiences in prison. A few also talked about the difficulties faced by offenders who tried to lead a normal life after having been convicted of a relatively minor criminal offense. They felt that this minor conviction created an undue burden and may prevent successful reinsertion into the workforce and society more broadly.

Answers to a short exercise presenting some of the core objectives of the justice system provide an even clearer answer as to why participants tended to emphasize issues related to punishment even if they were said to want stronger focus on other objectives. The reason for their focus on punishment stemmed from a generalized lack of awareness regarding what is being done to fulfill the various roles of the justice system. They had heard a lot about punishment (or perceived lack thereof) in the media, but very few could recall examples of successful restorative justice, rehabilitation or support for victims.



As part of this exercise, participants were presented with the four objectives below and asked to rate each of them with a thumb up or a thumb down depending on how they felt the justice system was performing on each of them:

- Ensuring the safety and long term protection of Canadians.
- Ensuring offenders take responsibility for their actions and are held accountable.
- Providing an opportunity to repair harm done to victims and the community, and restoring relationships.
- Providing support to help offenders onto a better path and addressing the root problems behind criminal activity.

Aside from one group in Moncton that shared more negative opinions overall, participants generally felt that the Canadian justice system did a good job with regards to ensuring the safety and long term protection of Canadians. Their belief was grounded in what they saw in their daily lives. They mostly felt safe and crime was not a major problem for them. However, participants’ evaluations became less positive starting with the second objective. Mississauga participants expressed fairly positive views on this objective, but Moncton and Drummondville participants generally thought that offenders got off too easily and were not made to take responsibility for their actions. However, some admitted that their opinions were based on vague impressions and media coverage, not necessarily precise knowledge.

Most participants had difficulty expressing firm opinions on the last two objectives because of a clear lack of awareness. They simply did not know whether the system was doing this well or not because they never heard anything about it. A majority said they did not know enough to give these objectives a confident thumb up or down, while a few gave the system a thumb down on these two objectives, but admitted that it was based on a general impression rather than on precise facts. Most participants said they would need, and want, to know more about these aspects of the justice system before they could form an opinion.

The Canadian Armed Forces

Participants in Drummondville, Moncton and Mississauga were asked to complete a written exercise about their views of the Canadian Armed Forces (CAF). They were provided with a list of attributes that may be used to describe the CAF and were asked to choose the one attribute that best represented how they perceived the CAF.

Two words were selected most often across all three locations: “engaged” and “professional.” Engaged was chosen because participants felt that individuals who chose this career path had to be fully engaged in the process. It wasn’t something that could be taken lightly, but required a strong commitment to their duties and to the nation. Many participants stated that members of the CAF deserved a lot of respect for this engagement and wanted them to be treated with respect. The word professional was chosen by many because their impressions of the CAF were forged by what they had seen on the news regarding their deployment in conflict areas, whether as part of peacekeeping missions or other military



interventions. They thought Canadian soldiers had a solid reputation around the world for being professional and well-trained.

Multiple participants in Moncton and Mississauga chose “action-oriented” as a key attribute of the CAF. They believed that members of the force were often implicated in highly tense situations and were willing to push through even in tough situations. The word “effective” was also chosen by a few individuals, who viewed the CAF as a force that made a difference when faced with a difficult mission. “Capable” and “diversified” were two other words that were chosen by a few participants as best representing their views of the CAF. The forces were seen as capable for the same reasons they were seen as effective. Those who chose diversified did it mainly as a reference to the various types of positions available in the CAF and the varied tasks that members had to fulfill.

A number of participants commented about what they perceived as the changing nature of the CAF. They believed that the CAF had moved away from their previous role as peacekeepers in conflict areas. They openly lamented this shift and would like to see peacekeeping come back as a core mission of the CAF. A few participants added the word peacekeeping at the bottom of the list provided to them to make their point.

Views of the CAF were not constant across locations. Participants in Drummondville were more negative in their overall perceptions. Most of them had very limited contacts with CAF members and based their opinions on negative media coverage or stories they had heard from friends or family. Participants in Moncton were more positive than those in Drummondville, but expressed some reservations about the treatment of veterans, especially in light of negative media coverage regarding PTSD issues faced by soldiers returning from Afghanistan. They believed that veterans deserved to get more support than what seemed to be available to them currently. Finally, Mississauga participants were in general the most positive in their assessments.



3.2. Week Two Findings

This second segment of the report presents detailed findings from the second week of focus group discussions held in Regina, Calgary and Saskatoon during the evenings of January 30th, 31st, and February 1st, respectively.

Top Concerns in their Community

Participants in Regina, Saskatoon and Calgary were provided with a list of 21 issues that may or may not be important priorities for their communities and asked to select two of them as their top priorities. Topping the list was the availability of healthcare services. In each group and across locations, a few respondents selected this as their top concern. They believed this was an issue that affected everyone and shared personal concerns regarding three main healthcare issues: wait times/access to specialized services, the need to care for an aging population and the related long term funding needs of the system and finally, the need to focus more heavily on mental health. Of those who did raise the importance of additional investments in mental health, a handful were aware that the federal government had proposed additional funds to be dedicated to mental health, without being very familiar with the terms of the proposal.

Aside from healthcare services, which stood out as the single-most important issue raised by participants, two economic concerns were also identified as crucial by a few participants in all three cities. One was the need to help local businesses and industries to succeed. The second one was the availability of jobs. While these concerns were raised most forcefully in the first group in Regina and Calgary, they remained a priority for some participants in Saskatoon as well. Those who chose these two priorities often mentioned that if local businesses were successful, most other problems would take care of themselves. Participants thus explained that having successful local businesses would solve the job issue and, in turn, lower poverty and crime levels, while also helping to fund social services that were needed to deal with other social needs.

Throughout this discussion on local businesses and jobs, participants expressed worries about the state of their local economies. The difficult situation of the oil industry was raised as a key source of concern, with participants feeling that their communities suffered because of it. Participants were either directly affected themselves, or knew people who had been directly affected by job losses, declining wages or reductions in work hours.

The need to reduce crime was another key concern raised in multiple groups, especially in Saskatoon. There was a sense that crime was up in their community and they would like to see more direct government action directed at curbing this trend. Participants expressed feelings of insecurity and incredulity regarding the level and type of criminality that they believed affected their community. Poverty and addiction were seen as key factors driving crime. Some who chose crime as their main concern also circled poverty as another one. Saskatoon participants raised concerns over cuts in local assistance programs or shelters for the homeless and the poor.



Cost of housing was viewed as a key concern by one or two people in each location. Those who raised this issue often tied it to their impression that revenues were not growing as fast as the cost of housing. They felt that it was becoming more difficult for a large swath of the population to afford quality housing because they struggled to keep up with their overall living expenses. This concern was directly tied to a perception among some that the middle class was shrinking, leaving more and more people with lower standards of living.

Multiple participants also chose affordability of childcare options as their top priority. All of those who made this selection stated that this was a personal issue for them because they had young children and struggled to find affordable daycare solutions. They felt that unless one made a very good wage, there was little incentive for them or their spouse to go to work because the cost of daycare seemed prohibitive.

Another concern raised by multiple participants was the general aging of the population. This long term trend was a source of worry at a personal level as well as for the future of the community. At a personal level, some worried whether there would be sufficient funding for services that would become important to them as they grew older. This created a personal sense of insecurity. At a societal level, some participants wondered whether current service standards were sustainable in the long run considering that the proportion of older people in Canadian society was growing steadily, putting pressure on budgets.

While all of the above concerns were raised in all locations, other concerns also topped the list of more than one participant, without garnering attention in all cities. They included: better integration of immigrants; level of EI benefits for those who can't find work; low high school graduation rates; preserving a clean environment; quality of roads and bridges; and finally, traffic congestion.

Views on Actions from the Government of Canada

Unprompted Mentions

Before completing an exercise about the most important actions taken by the Government of Canada over the past year, participants in Regina, Calgary and Saskatoon were asked on a top-of-mind basis what they felt the government had done right and/or wrong over this period. Two issues dominated these discussions across locations: the welcoming of Syrian refugees and carbon pricing. The former was viewed as the Government of Canada's most positive achievement, while the latter was perceived to be the most negative.

The government's decision to expedite the intake of refugees at the end of 2015 and the beginning of 2016 was viewed as the most positive accomplishment from the Government of Canada across all groups. Many participants felt this was a reflection of the Canadian culture and spirit, while also making the country look very good on the international scene. They often contrasted the Canadian approach to that of the recent American one, which they viewed negatively. Only a handful of participants overall



expressed doubts over the benefits of the refugee policy adopted by the Canadian government, thinking that money would be better spent focusing on people at home.

While the refugee issue dominated positive mentions, a number of other positive accomplishments were listed by participants. The diversity and gender parity of the cabinet was hailed as a positive achievement of Government of Canada by many participants, one that showed it was in tune with the times. A few others mentioned that the Canadian Government also had done a good job at projecting a positive image of the country at the international level. They believed that Canada looked caring and inclusive, values that most participants cherished. A perceived improvement in relations between the Government of Canada and aboriginal communities was mentioned by a handful of participants as another successful feat over the past year. Other positive accomplishments mentioned included a greater focus on mental health in collaboration with the provinces, additional attention paid to climate change, legalization of marijuana and changes in the employment insurance program that provided faster assistance to those who had lost their jobs.

On the less positive side of things, spontaneous mentions of the national pricing on carbon were mostly negative across all locations. Negative impressions stemmed in large part from a belief that the timing of the new policy was inappropriate. Participants thus felt that it was a bad idea to implement a policy that would hurt the oil industry at a moment when it was already struggling. They did not reject the need to protect the environment, but felt it was more important in the current economic context to find ways to help the local economy. Most participants did not think that putting a price on carbon could have a positive effect on job creation and growth.

While carbon pricing dominated exchanges on negative actions from the Government of Canada, a few other actions or plans were viewed as undesirable by a few participants: legalization of marijuana, increased spending and deficits, the decision not to change the voting system, and the elimination of tax credits for sports and arts.

Exercise on Most Impactful Government Actions

For this exercise participants were provided with a list of more than 20 actions taken by the Government of Canada over the past year and asked to choose the two that they felt would have the strongest positive impact on their community.

Results of this exercise varied according to locations, with participants being more likely to focus on actions that directly affected their province or their city. Many Saskatchewan participants thus viewed the recent signature of a healthcare funding accord between the federal and Saskatchewan governments to increase funding for home care and mental health as the most impactful action taken over the past year. This choice directly reflected views expressed earlier in the discussion when the need for better access to healthcare, starting with mental health, were identified as the most important priority for their community.



The signature of a deal to provide 237 million dollars in federal, provincial and municipal funding for Saskatchewan infrastructure projects, as well as the funding of 10 water and wastewater projects in Regina and Saskatoon were also selected as the most impactful by multiple participants in Saskatchewan groups. These investments were viewed positively because they helped the local communities in two ways: by fixing infrastructure that was seen to be in a state of disrepair and by providing jobs to local businesses who would be involved in providing materials and labour.

Calgary participants were in turn more likely to select the approval of the Trans-Mountain and Line 3 Pipelines as the most impactful actions taken by the Government of Canada over the past year. Participants who chose this felt that it was essential to help the fledging local economy by providing the local oil industry with access to export markets through an expansion of the pipeline infrastructure. A few Calgary participants also identified the signing of a 1-billion-dollar deal for federal, provincial and municipal infrastructure spending in Alberta as a highly impactful action for their community.

Aside from those regional differences, a few other actions taken by the Government of Canada were selected by participants in both provinces as having a highly positive impact. Topping this list was cutting taxes for the middle class and increasing taxes on the wealthy. Those who selected this option felt that people who were not in the higher income brackets needed “a break” during what was seen as a tough period for them, while also believing that richer individuals could afford to contribute more to the public purse. Directly in line with this choice on cutting taxes for the middle class, multiple participants also selected the expansion of EI benefits to parts of the country who have experienced significant job losses as an impactful action taken by the government. A few said it directly helped them and people they knew.

Participants from all three locations also selected increases in the Guaranteed Income Supplement for seniors as a positive action taken by the Government of Canada. Once more, this choice reflected opinions shared earlier in the groups regarding the need to care for an aging population and ensure the longevity of programs aimed at helping seniors achieve a decent standard of living over time. In the same vein, multiple participants also selected the signing of a deal with the provinces to strengthen the Canada Pension Plan as a positive achievement over the past year.

The launching of a national inquiry into missing and murdered Indigenous women and girls was also viewed by a few participants as a positive action taken by the Government of Canada. It was seen to indicate that the government cared about the fate of these women and about Indigenous Peoples in general. Another issue that garnered a few votes as a most impactful action was the signing of a deal with China to ensure that canola farmers can continue to selling their canola there. Participants who were either agricultural producers themselves or who knew producers, felt this was very important for the local economy. A handful of individuals also mentioned that increasing immigration rates and launching the Canada Child Benefit were positive achievements.

Aside from these measures, which were mostly viewed as positive achievements, a few actions taken by the Government of Canada were seen more negatively. Indeed, a few participants spontaneously said that a few actions in the list had an impact, but not a positive one. The rejection of the Northern Gateway Pipeline was viewed as negative by some because they would have liked to see all pipeline



projects approved to create local jobs. The introduction of a national price on carbon pollution was also received with skepticism by many, as discussed previously. Similarly, the phasing out of coal power by 2030 generated a few negative comments in Saskatchewan, with some participants feeling this would cost a lot of money to the province. Also, the granting of free admission to National Parks in 2017 received mixed reviews. While a few said it would allow people who normally would not go to these parks a chance to visit them, other participants who were more regular visitors to National Parks felt that this would possibly generate overuse and damage in certain areas due to the presence of more people who may not be well-versed in the protection of natural areas, unlike avid outdoor enthusiasts.

Energy and the Environment

Participants in Regina, Calgary and Saskatoon were near unanimous in their support for the recent government approval of Kinder Morgan’s Trans Mountain and Enbridge’s Line 3 pipelines. Many of them had heard about the decisions prior to the groups, but others said they were surprised to know this because they believed that the Canadian government tended to put more emphasis on protecting the environment as opposed to helping the energy industry recover. Most participants felt that these approvals would be beneficial to their province because these pipelines would open up new markets for Canadian oil. To them, new pipelines would create local jobs during their building phases as well as through an increase in oil production. Some felt this would also lower transportation costs, hereby making oil from the oil sands more competitive and more profitable as well.

Participants also mostly agreed that transporting oil through pipelines was safer than the alternatives, such as tankers, trains and trucks. As such, they also expressed some frustration with the perceived delays in getting these pipeline projects approved and built. They had trouble understanding why the current oil transportation situation, which they viewed as relying heavily on trains, tankers and trucks rather than pipelines, as well as the perceived reliance on imported oil from other countries, was allowed to persist when so much oil was sitting in the ground in Western Canada.

Despite positive views regarding these two pipeline projects’ approval, many remained cautious in their assessment of the situation. For one thing, many participants did not agree with the rejection of the Northern Gateway project, although a few were happy about it because they thought it wasn’t a good idea to start with due to aboriginal concerns and its passage through sensitive environmental areas. Those who disagreed with the Northern Gateway decision were also likely to express doubts as to whether the other two pipeline projects would ever be completed and/or become operational. They felt that approval may be an easier step than the actual completion of the projects because that will require overcoming sometimes strong local opposition on the ground, something they were not convinced would happen.

When asked to comment on the overall approach of the Government of Canada with regards to energy and the environment, opinions were mixed. Those who were vehemently opposed to any form of carbon pricing felt that the oil and gas industry in Alberta and Saskatchewan was unfairly treated at a time when it needed help rather than added costs. They would prefer to see the government take measures to



generate increased activity in the oil and gas sector. Instead. However, some appreciated that the Government of Canada was trying to balance the needs of a cleaner environment while maintaining a healthy economy. A few stated that trying to do this took some courage because it was a daunting task to try and reconcile these two priorities, while a few other participants said that this balancing act sometimes made them feel like the government was unsure of its ultimate strategy.

Pan-Canadian Framework on Clean Growth and Climate Change

While only a few participants had heard of the Pan-Canadian Framework on Clean Growth and Climate Change by name, most had heard something about recent efforts by the Canadian government to work with the provinces to reduce greenhouse gas emissions. Initial reactions to this were generally not very positive and many participants spontaneously reduced this framework to a single idea: a carbon tax. Other elements included as part of the framework were either not known at all, or viewed as minor components compared to the imposition of pricing on carbon pollution.

While views on this framework were mostly negative across all three cities, they were expressed in different manners, mainly due to the differing approaches taken by respective provincial governments. Indeed, Calgary participants directly associated this Pan-Canadian Framework with the carbon tax put in place by the Alberta government, and this despite the fact that the provincial government had planned this tax before the national framework was announced. On the other hand, Saskatchewan participants were either aware, or guessing, that their provincial government was holding out on this Framework. Those who were aware of the Saskatchewan government’s position mostly thought it was a good thing, even if many believed that the province would eventually have to follow suit.

Participants were presented with eight core elements that are included as part of the Pan-Canadian Framework on Clean Growth and Climate Change and asked to rate each of them with one or two thumbs up, one or two thumbs down, or neither up nor down. Once each item was rated, they were then asked to select the item that they felt would have the most significant positive impact on the environment. The eight measures tested were as follows:

- Pricing carbon pollution;
- Developing new building codes to ensure that buildings use less energy;
- Deploying more electric charging stations to support electric cars;
- Phasing out coal power;
- Expanding clean electricity systems and using smart-grid technologies;
- Making greater use of renewable energy;
- Investing in public transit and clean transportation; and
- Reducing methane emission from the oil and gas sector;

Results of this exercise clearly showed that participants favoured solutions that did not involve punitive measures or personal sacrifices. The one element that stood out for receiving the highest average rating and for also being selected most often as the most effective measure of all, was “making greater use of

renewable energy”. This solution was seen as making the most sense because it would help the environment in the long run while also fostering investments in new sources of energy, which was likely to create jobs. Investing in renewables could also help in making Canada a leader in green energy.

Three other elements of the framework were in effect tied for second in terms of their ratings and perceived effectiveness: expanding clean electricity systems and using smart-grid technologies, developing new building codes to ensure that buildings use less energy and finally, investing in public transit and clean transportation. Once again, these solutions were more popular because they were seen to promote investments in innovation and growth, while helping to create a greener environment in the longer run. However, it is important to note that results regarding public transit varied from one city to the next. Calgary participants were thus more likely to select investment in public transit as most effective, while those in Regina and Saskatoon did not view this item as particularly effective because they felt public transit was not a practical solution for most inhabitants of Saskatchewan. They did not reject this solution outright, but felt it would not be the most efficient one for their province or their community.

While the deployment of more electric charging stations to support electric cars is not a punitive measure and could be expected to receive positive ratings, it received noticeably lower scores than the previous two items. Many participants who gave it a low score explained that they did not believe it would make a significant difference in the short to medium term. Their belief was that until electricity in their province was entirely produced with renewable sources and until electric cars became widespread, making large investments in charging stations would not significantly reduce pollution. Some also mentioned that it was hard for them to conceive that electric cars would be practical in a province like theirs with vast swaths of uninhabited land in between cities and very cold temperatures. They feared the cars would not have enough range to cover the required distances between destinations.

Efforts aimed at reducing methane emissions from the oil and gas sector generated mixed views. While some felt that this could make a significant dent in emissions and create technological innovations, others felt it may hurt the industry at a time when it needed a boost, not an additional burden. The phasing out of coal power also generated mixed feelings, with a few individuals, especially in Saskatoon, being strongly opposed to it. While most readily understood that this would help reduce pollution, there were concerns about the sizeable costs that this could entail for provincial governments, especially in Saskatchewan. Finally, and in line with the above discussions on carbon pricing, the idea of imposing a price on carbon pollution ranked last and generated mostly negative ratings.

Views on Carbon Pricing

Once separate elements of the Pan-Canadian Framework for Clean Growth and Climate Change had been evaluated, participants were asked to focus more directly on carbon pricing and on key arguments that could be made in favour of it. The moderator presented the general approach that was proposed by the Government of Canada, including the gradual price per ton increase, the timelines and the choice left



to provinces regarding the type of pricing scheme and the manner in which the money raised would be used.

As a general rule, participants in all three locations disliked the idea of carbon pricing. Their spontaneous focus was on the immediate cost to them and their local economy. In turn, they tended to ignore the potential positive effects that carbon pricing could have on the environment. While a handful of participants felt this was a good way to make individuals aware of their carbon footprint, most felt that it was a new form of taxation that mostly hurt “the little guy”. They had the clear impression that this tax punished consumers while letting big polluters off the hook because they would pass the production cost increases onto those who purchased their products. Participants were also concerned that oil producers would decide to leave the oil sands in the ground if they felt the tax burden was too high to justify further investments. This concern was compounded by respondents’ very bleak outlook regarding the state of their local economy. A few also said that farmers and small businesses who needed to use oil products to make a living would be hit hard. Pricing carbon was also not seen to be a very efficient way to reduce carbon usage by most participants, who felt that individuals often did not have a choice but to use fossil fuels, so they would end up paying more while not necessarily reducing their footprint.

When asked if they preferred a carbon tax or a cap-and-trade system, most participants were inclined to choose the later because it did not sound as direct or as harsh as a carbon tax. They appreciated that there was a positive incentive as well as a negative one, i.e. a “carrot” as well as “a stick”. However, this general sense was also accompanied by some confusion over how a cap-and-trade functioned. Participants had difficulty understanding how this type of system would be administered and also questioned how it would apply to individuals, companies and governments. Instinctively, many felt that large polluters would not reduce their footprint because they would buy all the credits they needed to pollute more.

Participants were glad to hear that the money raised through carbon pricing would stay in the province. They would not like to think that this money would be used by another jurisdiction when it was raised locally. However, this generated a lot of questions, especially in Saskatchewan. Many believed that they had heard of a plan by their provincial government to give the money raised through carbon pricing back to taxpayers of the province. The idea that the tax would be paid by residents of Saskatchewan only to be given back to those same residents made little sense to them. They could see no benefit for taxpayers, while creating new layers of administration that would cost the province money. Most participants in all locations agreed that if this money was raised eventually, it should be invested in programs and research aimed at protecting the environment and fostering growth in clean energy production and usage.

Exercise on Arguments for Carbon Pricing

Participants were shown a series of five key arguments that could be made in favour of a carbon pricing scheme and were asked to rate each of them individually and choose which of the five was the most convincing one overall. The five arguments presented were as follows:



- All provinces must do their part, since pollution crosses provincial boundaries
- Future generations deserve clean air and a healthy environment
- By taking action today, we will create the jobs of tomorrow in the clean tech and renewable energy sectors
- Not acting will mean more and more expensive and deadly natural disasters
- We need to encourage companies to become more energy efficient and find innovative solutions to pollute less

Two arguments stood out as the most convincing for participants across all three locations: preserving the environment for future generations and encouraging companies to become more energy efficient and find innovative solutions to pollute less. The first argument clearly spoke directly to those who had children and felt that previous generations owed it to younger ones to preserve the environment. Noticeably, participants tended to focus on clean air and clean water as a legacy for future generations rather than thinking of the impacts of climate change. The instinctive target was thus pollution as a general theme rather than the reduction of greenhouse gas emissions.

Encouraging companies to become more energy efficient and pollute less was a strong argument in general because most participants felt that true change would likely come from big polluters, not individuals. This argument was also well received because it did not suggest any form of individual sacrifice or hardship. The change would come from the top down rather than from the bottom.

The argument on creating the jobs of tomorrow received mostly positive ratings from participants because it sounded positive. It did not refer to punitive measures, but to doing something good for the future. It was about growing the economy and creating jobs, but doing so in an environmentally-friendly manner. But while positive, this argument was not perceived to be as convincing as the previous two, with only a handful of participants choosing it as their top argument.

The idea that all provinces must do their part generated mixed to negative mentions across locations and was seldom chosen as the most convincing argument. Some participants felt that this statement suggested that not all provinces did their share, something that did not sit well with them. They believed that each province had a different reality and trying to apply a blanket solution on all provinces may not be totally fair. Their view was that it was much easier for some provinces to move away from fossil fuels because their economy was not reliant on them, something that was not true for Alberta and Saskatchewan. They would like to think that the specificity of each province or region would be taken into account before any policy would be put in place.

Finally, the least effective argument of all was the one referring to an increase in expensive and deadly natural disasters. It was rejected for a number of reasons. For one, some simply disliked its tone. It was seen to rely on fear, which they did not welcome. Some also mentioned that they did not see the link between carbon pollution and natural disasters. They felt that these disasters were indeed “natural” and therefore not caused by human behaviour or pollution. A few also directly stated that the science on climate change was not clear regarding the role of human activity on changing global temperatures, which they felt made the argument untruthful. Finally, this argument was also seen to refer to events



that would happen farther down the road, which was not necessarily a good motivator for immediate change.



4. Appendix

Appendix A. Detailed Research Methodology

This wave of qualitative research is part of a continuous qualitative research project that will include a total of 144 focus groups to be held in multiple waves (up to 18 separate waves) over the 2017 calendar year, with the option of renewing the yearly cycle of research for two additional years.

This first wave was comprised of a series of twelve focus groups, held between January 24th and February 1st, 2017. All group discussions lasted approximately two hours and were conducted in the evening, with the first session in each city starting at 5:30pm and the second starting at 7:30pm. These sessions were held in the following locations:

- Drummondville – January 24th
- Moncton – January 25th
- Mississauga – January 26th
- Regina – January 30th
- Calgary – January 31st
- Saskatoon – February 1st

A total of 12 participants were recruited for each session to ensure that a minimum of eight to ten participants would attend. In total, 117 participants took part in the discussions. All participants received an honorarium of \$75 for attending the sessions at the focus group facilities.

Group participants were meant to be representative of the Canadian population aged 20 years and above in all locations. They were recruited using a formal recruitment screening questionnaire administered via a telephone interview. The screening questionnaire helped ensure that participants included a good cross-section of the general population, with good mixes of gender (half men and half women in all groups), ages, education and income levels, as well as household composition. The fully-detailed recruiting questionnaire is presented in Appendix B.

The recruitment screener was devised by Ipsos in collaboration with PCO and in accordance with the specifications of the project authority, the Standards for the Conduct of Government of Canada Public Opinion Research – Qualitative Research (<http://www.tpsgc-pwgsc.gc.ca/rop-por/rechqual-qualres-eng.html>) and following all Market Research and Intelligence Association (MRIA) standards and guidelines for the conduct of qualitative research. All groups were moderated by an Ipsos research professional.

In accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Qualitative Research, and the MRIA guidelines for the conduct of qualitative research, Ipsos informed participants of their rights under Privacy Law. Ipsos provided participants with details specific to the conduct of the groups, and obtained their consent for audio/video taping of the discussion, the presence of observers, explained the purpose of the one-way mirror, basic rules about privacy and confidentiality



including the fact that tapes will be destroyed according to MRIA guidelines, and that participation was voluntary.

As is standard with qualitative research done on behalf of the Government of Canada, the following conditions were also applied for all participants recruited for this study:

- They had not participated in a discussion group within the last six months;
- They had not attended, in the past two years, a focus group discussion or in-depth interview on issues related to the topic at hand;
- They had not attended five or more focus groups or in-depth interviews in the past five years;
- At least one third of the participants recruited for each group must never have attended a group discussion or in-depth interview before;
- They had a sufficient command of English (or French for the Drummondville groups) to fully participate in the focus group sessions; and,
- They or their family are not employed in any of the following:
 - A research firm
 - A magazine or newspaper
 - An advertising agency or graphic design firm
 - A political party
 - A radio or television station
 - A public relations company
 - Federal or provincial government

As with all research conducted by Ipsos, contact information was kept entirely confidential and all information that could allow for the identification of participants was removed from the data, in accordance with the *Privacy Act* of Canada.



Appendix B. Recruitment Guide

Recruitment Screener Government of Canada

Hello, my name is _____. I'm calling from Ipsos, a national public opinion research firm. On behalf of the Government of Canada we're organizing a series of discussion groups with Canadians to explore current issues of importance to the country. A variety of topics will be discussed and we are interested in hearing your opinions.

EXPLAIN FOCUS GROUPS. About ten people like you will be taking part, all of them randomly recruited just like you. For their time, participants will receive an honorarium of \$75. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix and variety of people. May I ask you a few questions?

- Yes **CONTINUE**
- No **THANK AND TERMINATE**

Participation is voluntary. No attempt will be made to sell you anything or change your point of view. The format is a “round table” discussion lead by a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified.

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 government department or agency, whether federal or provincial | 1 | 2 |

IF “YES” TO ANY OF THE ABOVE, THANK AND TERMINATE

S2) Are you a Canadian citizen at least 20 years old who normally resides in the [INSERT LOCATION] 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?

| | | |
|-----|---|----------------------------|
| 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 | MAX. 1/3 PER GROUP |
| 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

ASK ALL

Q1) Could you please tell me what age category you fall in to? Are you...

| | | |
|-------------|---|------------------------------------|
| Under 20 | 0 | THANK AND TERMINATE |
| 20-24 years | 1 | } ENSURE GOOD MIX PER GROUP |
| 25-34 years | 2 | |
| 35-44 years | 3 | |
| 45-54 years | 4 | |
| 55-64 years | 5 | |
| 65+ years | 6 | |
| Refuse | 9 | THANK AND TERMINATE |

Q2) Do you currently have children under the age of 18 living in the house with you?
[RECRUIT MIX]

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

Q2a) Do you currently have children under the age of 13 living in the house with you?
[RECRUIT MIN 3 per group]

| | |
|-----|---|
| Yes | 1 |
|-----|---|



No 2

Q3) How many people above the age of 18 are there in your household?

One 1
More than one 2

Q4) Could you please tell me what is the last level of education that you have completed?

| | | | |
|------------------------------|---|---|----------------|
| Some high school | 1 | } | ENSURE |
| Completed high school | 2 | | GOOD |
| Some College/University | 3 | | MIX PER |
| Completed College/University | 4 | | GROUP |
| RF/DK | 9 | | |

Q5) What is your current employment status?

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

Q6) [IF EMPLOYED/RETIRED] What is/was your current/past occupation?
_____ **(PLEASE SPECIFY)**

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 | } | Ensure good mix by... |
| \$20,000 to just under \$ 40,000 | 2 | | Recruiting 2-3 from the below \$40K category |
| \$40,000 to just under \$ 60,000 | 3 | | |
| \$60,000 to just under \$ 80,000 | 4 | | |
| \$80,000 to just under \$100,000 | 5 | | |
| \$100,000 to just under \$150,000 | 6 | | Recruiting 3-4 from the between \$40 and \$80K category |
| \$150,000 and above | 7 | | |
| DK/RF | 99 | | |

Q8) **DO NOT ASK – NOTE GENDER**

| | | |
|--------|---|----------------------|
| Male | 1 | } ENSURE 50-50 SPLIT |
| Female | 2 | |

Q9) If you won a million dollars what would be the first two things you would do with the money? (**MUST HAVE TWO RESPONSES TO ACCEPT. TERMINATE IF FLIPPANT, COMBATIVE OR EXHIBITS DIFFICULTY IN RESPONDING**)

TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN.

During the discussion, you will be audio- and videotaped. This taping is being done to assist us with our report writing. Also, in this room there is a one-way mirror. Sitting behind the mirror may be Government of Canada staff, including members of the staff from the department that sponsored this research, and by staff members from Ipsos. This is standard focus group procedure to get a first-hand look at the research process and to hear first-hand your impressions and views on the research topic.

Do you agree to be observed for research purposes only?

| | | |
|-----|---|--------------------------|
| Yes | 1 | THANK & GO TO INVITATION |
| No | 2 | THANK & TERMINATE |

******(IN EACH LOCATION, PLEASE ENSURE TWELVE (12) PARTICIPANTS ARE RECRUITED FOR 8-10 TO SHOW)******

[Read to Stand-by Respondents]

Thank you for answering my questions. Unfortunately, at this time, the group you qualify for is full. We would like to place you on our stand-by list. This means that if there is an opening in the group, we would then call you back and see if you are available to attend the discussion. May I please have a daytime contact number, an evening contact number and an email address, if you have one, so that we can contact you as soon as possible if an opening becomes available?

[RECORD CONTACT INFO]

[Read to Screened in Respondents]

Wonderful, you qualify to participate in one of these group discussions which will take place on, (DATE) @ (TIME) for no more than 2 hours. The Government of Canada is sponsoring this research. All those who participate will receive a **\$75** honorarium as a thank you for their time.

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:



| Location | Time | Date |
|--|--------------------------------------|---------------------------------|
| Drummondville (French) Best Western Hotel Universel 915, rue Hains | Group 1 – 5:30pm Group 2 – 7:30pm | January 24 th , 2017 |
| Moncton (English) M5 Marketing 720 Main Street 3 rd Floor | Group 1 – 5:30pm Group 2 – 7:30pm | January 25 th , 2017 |
| Mississauga (English) Infoquest Focus Group Inc. 6655 Kitimat Rd #12 | Group 1 – 5:30pm Group 2 – 7:30pm | January 26 th , 2017 |
| Regina (English) Cor Group 1840 McIntyre Street | Group 1 – 5:30pm Group 2 – 7:30pm | January 30 th , 2017 |
| Calgary (English) Qualitative Coordination 707 10 Avenue SW, Suite 120 | Group 1 – 5:30pm Group 2 – 7:30pm | January 31 st , 2017 |
| Saskatoon (English) Insightrix Research 1-3223 Millar Ave. | Group 1 – 5:30pm Group 2 – 7:30pm | February 1 st , 2017 |

We ask that you arrive at least 20 minutes early to be sure you locate the facility and have time to check-in with the hosts. Prior to being admitted into the focus group room you will be required to sign a non-disclosure agreement, failure to do so will result in you being denied participation in the focus group session for which you have been selected. Payment of the incentive is contingent on participation in the focus group sessions.

In addition, we will be checking your identification prior to the group, so please be sure to bring two pieces of government issued photo identification with you (i.e. driver's license, health card or other). Also, if you require glasses for reading, please bring them with you.

As we are only inviting a small number of people, your participation is very important to us. We have invited you to participate based on the questions we went through a moment ago, so we ask that you do not send a representative on your behalf should you be unable to participate. **IF FOR SOME REASON YOU ARE UNABLE TO ATTEND, PLEASE CALL SO THAT WE MAY**

GET SOMEONE TO REPLACE YOU. You can reach us at 1-xxx-xxx-xxxx at our office. Someone will call you the day before to remind you about the discussion.

What would be a good time to reach you?

And at what telephone numbers?

May I please get your name? ON FRONT PAGE

Thank you very much for your help!



Appendix C. Guide de recrutement – Français

Questionnaire de recrutement Gouvernement du Canada

Bonjour, je m’appelle _____. Je vous appelle de la part de la firme Ipsos, une société d’études de marché et de sondages d’opinion publique nationale. Au nom du gouvernement du Canada, nous mettons en place une série de groupes de discussion composés de Canadiens, pour explorer des questions actuelles importantes pour l’ensemble du pays. Les discussions porteront sur divers sujets et votre opinion nous intéresse.

EXPLIQUER LES GROUPES DE DISCUSSION. Environ dix personnes comme vous participeront aux groupes de discussion. Ces personnes seront recrutées de façon aléatoire, comme il a été fait avec vous. Les participants se verront verser \$75 à titre d’honoraires pour leur temps. Mais avant de vous inviter à participer aux groupes, nous devons vous poser quelques questions afin de nous assurer de former des groupes bien assortis et présentant une bonne variété de personnes. Puis-je vous poser quelques questions ?

- Oui **CONTINUER**
 Non **REMERCIER ET TERMINER L’ENTREVUE**

La participation est volontaire. Nous n’essayons pas de vous vendre quoi que ce soit ni de changer vos opinions. Le déroulement sera une discussion en table ronde menée par un professionnel de la recherche. Toutes les opinions exprimées demeureront anonymes et les points de vue seront regroupés afin d’assurer qu’aucun individu ne puisse être identifié.

S1) Travaillez-vous, vous-même ou un membre de votre famille immédiate, 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 ou organisme gouvernemental, 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 20 ans qui habite habituellement dans la région de [INSÉRER VILLE] ?

- Oui 1 **CONTINUER**



Non 2 **REMERCIER ET TERMINER L’ENTREVUE**

S3) Depuis combien de temps habitez-vous à [VILLE] ? _____

TERMINER SI MOINS DE 2 ANS

S4) Êtes-vous le responsable ou l’un des responsables de 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 organisé à l’avance et pour lequel vous avez reçu une somme d’argent?

Oui 1 **MAX. 1/3 PAR GROUPE**
 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 GROUPE DE DISCUSSION

DEMANDER À TOUS LES RÉPONDANTS

Q1) Pourriez-vous me dire dans quelle catégorie d’âge vous vous situez ? Avez-vous...

| | | |
|--------------------|---|---|
| Moins de 20 ans | 0 | } VOUS ASSURER DE RECRUTER UNE BONNE VARIÉTÉ POUR CHAQUE GROUPE. |
| Entre 20 et 24 ans | 1 | |
| Entre 25 et 34 ans | 2 | |
| Entre 35 et 44 ans | 3 | |
| Entre 45 et 54 ans | 4 | |
| Entre 55 et 64 ans | 5 | |
| 65 ans et plus | 6 | |
| Refus | 9 | REMERCIER ET TERMINER L’ENTREVUE |

Q2) Avez-vous actuellement des enfants âgés de moins de 18 ans qui habitent avec vous ?
[RECRUTER UNE BONNE VARIÉTÉ]

Oui 1



Non 2

Q2a) Avez-vous actuellement des enfants de moins de 13 ans vivant dans la maison avec vous? **[RECRUIT MIN 3 per group]**

Oui 1
Non 2

Q3) Combien d’enfants de plus de 18 ans habitent dans votre maison ?

Un 1
Plus d’un 2

Q4) Pourriez-vous me dire quel est le plus haut niveau de scolarité que vous avez terminé ?

| | | |
|---|---|--|
| Études secondaires non terminées | 1 | } VOUS ASSURER DE RECRUTER UNE BONNE VARIÉTÉ POUR CHAQUE GROUPE. |
| Études secondaires terminées | 2 | |
| Études collégiales/universitaires non terminées | 3 | |
| Études collégiales/universitaires terminées | 4 | |
| Refus/ ne sait pas | 9 | |

Q5) Quelle est votre situation professionnelle actuelle ?

| | | |
|----------------------------|---|-------------------------------|
| Employé à temps plein | 1 | } MAXIMUM DE TROIS PAR GROUPE |
| 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 | |

Q6) **[SI EMPLOYÉ/RETRAITÉ]** Quel est votre travail actuel/quel était votre travail ?
(VEUILLEZ PRÉCISER)

Q7) Parmi les fourchettes suivantes, laquelle représente mieux le revenu total de votre ménage 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 | } Assurer une bonne variété en... Recrutant 2 à 3 personnes de la fourchette de moins de 40 000 \$. Recrutant 3 à 4 personnes de la fourchette de 40 000 \$ à 80 000 \$. |
| 20 000 \$ à un peu moins de 40 000 \$ | 2 | |
| 40 000 \$ 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

Q8) **NE PAS POSER CETTE QUESTION – NOTER LE SEXE**

| | |
|-------|---|
| Homme | 1 |
| Femme | 2 |

} ASSURER MOITIÉ/MOITIÉ

Q9) Si vous gagniez un million de dollars, quelles seraient les deux premières choses que vous feriez avec l’argent? (**DOIT AVOIR DEUX RÉPONSES POUR ACCEPTER. TERMINER SI LE RÉPONDANT RÉPOND D’UNE FAÇON DÉSINVOLTE, D’UNE FAÇON COMBATIVE OU S’IL A DE LA DIFFICULTÉ À RÉPONDRE.**)

TERMINER SI LA PERSONNE QUI RÉPOND FAIT PART D’UNE RAISON TELLE QU’UN PROBLÈME D’OÛÏE, DE VUE OU DE LANGAGE ÉCRIT OU VERBAL, D’UNE CRAINTE DE NE POUVOIR ÊTRE CAPABLE DE COMMUNIQUER EFFICACEMENT, OU SI VOUS-MÊME AVEZ UNE PRÉOCCUPATION AU SUJET DE L’INTERVIEWÉ.

Pendant la discussion, vous serez enregistré(e) sur bande sonore et vidéo. Cet enregistrement nous aide dans la rédaction de notre rapport. De même, la salle dispose d’un miroir sans tain. Il se peut que du personnel du gouvernement du Canada soit présent de l’autre côté du miroir, notamment des membres du personnel du ministère qui parraine cette étude, et des membres du personnel d’Ipsos. Il s’agit d’une procédure de groupe de discussion standard visant à avoir un aperçu direct du processus d’étude et d’entendre directement vos impressions et avis sur le sujet d’étude.

Convendez-vous d’être observé(e) aux fins d’étude seulement?

| | | |
|-----|---|---|
| Oui | 1 | REMERCIER LE RÉPONDANT ET PASSER À L’INVITATION |
| Non | 2 | REMERCIER LE RÉPONDANT ET METTRE FIN À L’APPEL |

******(DANS CHAQUE LIEU, VEUILLEZ VOUS ASSURER QUE DOUZE (12) PARTICIPANTS SONT RECRUTÉS POUR EN OBTENIR HUIT À DIX)******

[À lire aux répondants en attente]

Merci d’avoir répondu à mes questions. Malheureusement, pour le moment, le groupe auquel vous êtes admissible est complet. Nous aimerions vous inscrire sur notre liste d’attente. Cela signifie que s’il y a une ouverture dans le groupe, nous vous rappellerons pour voir si vous êtes disponible afin de participer à la discussion. Puis-je avoir un numéro de téléphone où vous joindre pendant la journée et en soirée, ainsi qu’une adresse électronique, si vous en avez une, afin que nous puissions communiquer avec vous dès que possible si une place devient disponible? **[CONSIGNER LES COORDONNÉES]**

[À lire aux répondants sélectionnés]

C’est formidable, vous pouvez participer à l’une des discussions de groupe qui aura lieu le (DATE) à (HEURE) pendant deux heures au maximum. Le gouvernement du Canada parraine

cette étude. Tous ceux qui participent recevront une rétribution de **75 \$** en remerciement de leur temps.

Avez-vous un stylo à portée de main afin que je puisse vous donner l’adresse du lieu où le groupe tiendra sa séance? La séance aura lieu à :

| Endroit | Heure | Date |
|--|--|---------------------------------|
| Drummondville (Français) Best Western Hôtel Universel 915, rue Hains | Groupe 1 – 5:30pm Groupe 2 – 7:30pm | Le 24 janvier 2017 |
| Moncton (English) M5 Marketing 720 Main Street 3 rd Floor | Groupe 1 – 5:30pm Groupe 2 – 7:30pm | Le 25 janvier 2017 |
| Mississauga (English) Infoquest Focus Group Inc. 6655 Kitimat Rd #12 | Groupe 1 – 5:30pm Groupe 2 – 7:30pm | Le 26 janvier 2017 |
| Regina (English) Cor Group 1840 McIntyre Street | Groupe 1 – 5:30pm Groupe 2 – 7:30pm | Le 30 janvier 2017 |
| Calgary (English) Qualitative Coordination 707 10 Avenue SW, Suite 120 | Groupe 1 – 5:30pm Groupe 2 – 7:30pm | Le 31 janvier 2017 |
| Saskatoon (English) Insightrix Research 1-3223 Millar Ave. | Groupe 1 – 5:30pm Groupe 2 – 7:30pm | Le 1 ^{er} février 2017 |

Nous vous demandons d’arriver au moins 20 minutes à l’avance pour vous assurer de trouver le lieu et avoir le temps de vous inscrire auprès des hôtes. Avant votre admission dans la salle de groupe de discussion, vous devrez signer une entente de non-divulgateion; si vous ne le faites pas, votre participation à la séance de groupe de discussion pour laquelle vous avez été sélectionné(e) sera refusée. Le paiement de la prime dépend de la participation aux séances de groupe de discussion.

De plus, nous vérifierons votre identité avant la séance, alors veuillez vous assurer d’apporter deux pièces d’identité avec photo produites par le gouvernement (p. ex. permis de conduire, carte d’assurance maladie ou autre). Si vous avez besoin de lunettes pour lire, veuillez les apporter.



Comme nous invitons un petit nombre de personnes, votre participation est très importante pour nous. Nous vous avons invité(e) à participer en fonction des questions que nous avons abordées il y a un instant, nous vous demandons donc de ne pas envoyer un représentant en votre nom si vous n’êtes pas en mesure de participer. **SI, POUR UNE QUELCONQUE RAISON, VOUS N’ÊTES PAS EN MESURE DE PARTICIPER, VEUILLEZ NOUS APPELER AFIN QUE NOUS PUISSIONS VOUS REMPLACER.** Vous pouvez communiquer avec nous au 1-xxx-xxx-xxxx à notre bureau. Quelqu’un vous appellera la veille pour vous rappeler l’événement de discussion.

À quel moment est-il préférable de vous appeler?

À quel numéro de téléphone?

Puis-je avoir votre nom? SUR LA PAGE COUVERTURE

Merci beaucoup pour votre aide!



Appendix D. Week 1 Discussion Guide

MODERATOR’S GUIDE – JANUARY 2017

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 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.

- (Moderator introduces herself/himself). Participants should introduce themselves, using their first names only.
 - What are your main hobbies or pastimes?



GOVERNMENT ACTIONS (10 minutes)

- What have you seen, read or heard about the Government of Canada lately?

INFRASTRUCTURE BANK (20 minutes)

- Have you heard anything over the past year about federal government investments in infrastructure?
 - PROBE: What specifically have you heard?
- The Government of Canada has committed more than \$180 billion for infrastructure. What is your sense as to what stage most of these commitments are at?
 - Is the Government of Canada still deciding on projects, have they announced where the money will be spent, are shovels in the ground, or are projects completed?

BACKGROUND INFORMATION FOR THE MODERATOR:

Taking into account existing infrastructure programs, new investments made in Budget 2016 and the additional investments contained in the *Fall Economic Statement*, the Government of Canada will be investing more than \$180 billion in infrastructure.

- Have you heard about the Canada Infrastructure Bank?
 - PROBE: What specifically have you heard?

HANDOUT:

- I’ve got a handout about infrastructure. Using the highlighters provided, I’d like you to highlight what you like in (COLOUR), what you don’t like in (COLOUR), and anything you find confusing in (COLOUR).

Most, if not all, public infrastructure is funded by government, such as homeless shelters. There is some infrastructure that is only funded by the private sector, like new business investment for example. But there are some projects that sit in the middle – they generate revenues and could attract private sector investors to supplement public funds. From energy infrastructure to ports to toll bridges, these types of projects could benefit from a partnership between public and private funders.

This is why we are developing the Canada Infrastructure Bank, to attract private capital to build new infrastructure projects that would not be able to go ahead without private investment. We have made a historic commitment to public investment in infrastructure and by engaging the private sector we will be able to do even more.

The federal government previously had a limited set of tools to fund infrastructure. We gave grants but if a proponent wanted more capital beyond what was available, there was no alternative. The Infrastructure Bank broadens what we can offer proponents in addition to grants: loans, loan guarantees, and equity participation, among others. These tools attract private capital, and ensure the



efficient and effective use of public funds. If they do very well, the public will get returns as well that can be reinvested in other projects.

The Infrastructure Bank is one part of our plan – 8% of the dollars to be exact. And our goal is that it allows us to bring even more capital and build even more than we were able to do on our own.

- Having read this explanation, do you understand what the Infrastructure Bank does?
 - Can you explain it to me in your own words?
- Was there anything in this explanation you found confusing?
- What do you see as the benefits of the Bank?
- What concerns do you have about the Bank?

HOUSING (15 minutes)

- Are there challenges around affordable housing in Canada?
 - If yes – Describe to me in your own words, what the challenges are around “affordable housing”
 - Prompt as necessary: e.g. high cost of buying home? Homelessness? specific groups who are having trouble? etc.
- To respond to this problem, should the Government of Canada focus on getting more affordable housing built, or on providing subsidies to help individuals better afford existing housing?
- I want to focus on the subsidy side for a second, but that’s not to say this couldn’t be done while the government is doing other things to help get more housing built:
- If the Government of Canada were going to provide subsidies to help lower income Canadians afford housing, does it make more sense for it to go directly to individuals to help them pay for housing, or to housing providers so that they can cut rents?
 - What are some of the benefits and drawbacks of each approach?

PROBE AS NEEDED:

- Some people say that by giving it to individuals, it makes it easier for them to move to different affordable housing buildings, which creates more competition and encourages housing providers to build more housing and treat tenants better. Do you agree with this argument?
- If the subsidy goes to providers, do you think the providers should be able to direct the funds to where they feel it is most needed, such as building upgrades, energy retrofits, etc. OR do should there be conditions in place to make sure it goes to cut rent costs?



INNOVATIVE BUSINESSES (15 minutes)

- I’m going to describe a Government of Canada program and I’d like to get your opinions of it:

The program is similar to the American Small Business Innovation Research Program, and aims to position the Government of Canada as a conduit for innovative Canadian businesses to commercialize their technologies. What this means is that the government will invite innovative businesses to solve complex government problems by finding places where government can use the products they produce, thereby acting as a ‘first-buyer’.

- First off, what do you think of this program?
 - What do you see as the benefits?
 - Any drawbacks?

HANDOUT:

- I have a list of possible names for the program, and I’d like you to rank your top 2. Put ‘1’ beside your favourite, and ‘2’ beside your second favourite:

Canadian Business Innovation Research (Le programme canadien pour les entreprises de la recherche sur l’innovation)

Canadian Innovation Marketplace

Solutions Canada (Solutions Canada)

Canada Innovates (Le Canada innove)

Canada Buys Innovation(Le Canada acquiert l’innovation)

Innovative Solutions Canada (Solutions innovatrices Canada)

- What did you pick as number 1? Why is it your favourite?
- Are there any names on this list that rub you the wrong way? Why?

BACKGROUND INFORMATION FOR THE MODERATOR:

The Small Business Innovation Research (SBIR) program encourages US small businesses to engage in Federal Research/Research and Development (R/R&D) that has the potential for commercialization. Through a competitive awards-based program, SBIR enables small businesses to explore their technological potential and provides the incentive to profit from its commercialization. By including qualified small businesses in the nation's R&D arena, high-tech innovation is stimulated and the United States gains entrepreneurial spirit as it



HEALTH CARE (20 minutes)

- What have you heard about health care lately?
 - Have you heard anything about new funding arrangements between the federal and provincial government? (if yes, explain this to me in your own words)
- Moving off the topic of health *care* to the topic of *health* more broadly, should the Government of Canada be doing more to encourage Canadians to live healthy lifestyles?
 - (IF YES) What specifically?

HANDOUT:

- I’m going to give you a handout with some possible things the Government of Canada could do to encourage healthy lifestyles. Please give each a thumbs up or thumbs down.

Advertising campaigns promoting physical activity

Ban advertising of unhealthy foods which is targeted to children

Introduce a tax on soda pop and sugary drinks

Force restaurants to list calorie counts on their menus

- How would you feel about a tax on sugary drinks that would work out to about 3 cents for a can of soda pop if the money raised went to health care?
 - Would it be better to use revenue for health care more broadly, or for programs designed to fight childhood obesity?
 - Some people say that this tax would impact lower income Canadians more. Given this, if this tax were implemented, should a portion of the revenue go towards a rebate for lower income Canadians?

JUSTICE (15 minutes)

- If you were trying to explain our justice system to a child, what would you say is the main purpose of it?
 - Some people say the system is about **punishing** criminals, some say it’s about **preventing** crime, some say it’s about **rehabilitating** criminals. Do any of these themes strike a chord with you?
- Are there any broad changes you think are needed to Canada’s Justice system?
- Do you think the system is too hard on criminals, too soft, or strikes the right balance?
 - Are there specific crimes or areas where you feel the system is too hard or too soft?



HANDOUT:

- I’m going to give you a handout with some objectives. Please give each a thumbs up or thumbs down in terms of how you think Canada’s criminal justice system is doing in this respect:

Ensuring the safety and long term protection of Canadians

Ensuring offenders take responsibility for their actions and are held accountable

Providing an opportunity to repair harm done to victims and the community, and restoring relationships (CLARIFY AS NECESSARY: between the victim, the community and the offender)

Providing support to help offenders onto a better path and addressing the root problems behind criminal activity (CLARIFY AS NECESSARY: such as mental health issues, addiction, limited anger and risk-management skills, poverty, and social marginalization)

PROBE ON RESPONSES AS TIME PERMITS

CANADIAN ARMED FORCES (20 minutes)

HANDOUT:

I’m going to give you a handout with some possible words to describe the Canadian Armed Forces. Please circle any words that you feel are good ways to describe the Canadian Armed Forces. Then, underline the word that you think is the best way to describe the Canadian Armed Forces.

NOTE: IN ALPHABETICAL ORDER HERE FOR EASE OF REFERENCE; DOES NOT NEED TO BE PRESENTED THIS WAY TO PARTICIPANTS

Action-oriented

Capable

Decisive

Delivering results

Diverse

Effective

Engaged

Flexible

Interoperable

Operational

Professional

Versatile

Something else (Specify)

- What word did you underline? Why does that stand out to you as the best descriptor?
- For the words that you did not circle, why did you not circle them? What would need to change in order for you to think of the Canadian Armed Forces this way?

- (Depending on how much time we have, choose 2-4 different words for each group) Thinking specifically of the word [word from list above], what comes to mind when you think about a military that is described this way?

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?



Appendix E. Guide français – Première semaine

GUIDE DU MODÉRATEUR – JANVIER 2017
(Première semaine)

INTRODUCTION (5 minutes)

- Présentation du modérateur et mot de bienvenue à l’intention des participants au groupe de discussion.
 - Comme nous l’avons indiqué dans le cadre du processus de recrutement, nous tenons des groupes de discussion pour le compte du gouvernement du Canada.
- La rencontre durera environ deux heures. N’hésitez pas à vous absenter en cas de besoin.
- Explication concernant :
 - L’enregistrement audio – La rencontre est enregistrée à des fins d’analyse, au cas où il serait nécessaire de revérifier la teneur des échanges. Les bandes audio demeurent en notre possession et ne seront transmises à personne sans le consentement écrit de tous les participants.
 - Le miroir d’observation – Derrière la vitre, des observateurs représentant le gouvernement assistent à la rencontre.
 - Il est également important de savoir que vos réponses d’aujourd’hui n’auront aucune incidence sur vos échanges avec le gouvernement du Canada.
 - La confidentialité – Soyez assurés que tout ce que vous direz au cours de la rencontre sera tenu strictement confidentiel. Nous n’attribuons pas les commentaires à des personnes en particulier. Notre rapport présente un sommaire des faits saillants de la rencontre, mais aucun nom n’y est mentionné. Le rapport peut être consulté à la Bibliothèque du Parlement ou à Archives Canada.
- Description du fonctionnement d’un groupe de discussion :
 - Les groupes de discussion favorisent une discussion franche et ouverte. En qualité de modérateur, mon rôle est de guider la discussion et d’encourager tout un chacun à y prendre part. Une autre fonction du modérateur est de veiller à ce que la discussion ne dérape pas et respecte l’horaire prévu.
 - Votre rôle consiste à répondre aux questions et à exprimer vos opinions. Nous voulons connaître toutes les opinions, qu’elles soient minoritaires ou majoritaires. N’hésitez donc pas à vous exprimer, même si vous croyez que votre opinion est différente de celles des autres participants. Les autres peuvent ou non partager votre point de vue. L’opinion de chacun est importante et mérite le respect.
 - J’aimerais également souligner qu’il n’y a pas de mauvaises réponses. Nous cherchons simplement à connaître vos opinions et attitudes. Il ne s’agit pas d’un test de connaissances. Nous n’attendons aucune préparation de votre part en prévision de cette rencontre.

Veillez noter que le modérateur n’est pas un employé du gouvernement du Canada et qu’il est possible qu’il ne soit pas en mesure de répondre à certaines de vos questions concernant le sujet de la discussion. Si des questions importantes sont soulevées pendant la rencontre, nous tenterons d’obtenir les réponses avant votre départ.



- (Le modérateur se présente). Les participants se présentent en mentionnant seulement leur prénom.
 - Quels sont vos passions ou vos passe-temps principaux?

RÉALISATIONS DU GOUVERNEMENT (10 minutes)

- Qu’avez-vous vu, lu ou entendu dernièrement sur le gouvernement du Canada?

BANQUE DE L’INFRASTRUCTURE (20 minutes)

- Au cours de la dernière année, avez-vous entendu quoi que ce soit au sujet des investissements du gouvernement fédéral dans l’infrastructure?
 - SONDER : Qu’avez-vous entendu exactement?
- Le gouvernement du Canada s’est engagé à investir plus de \$180 milliards de dollars dans le domaine de l’infrastructure. À votre avis, à quelle étape en sont la plupart de ces engagements?
 - Le gouvernement du Canada en est-il encore à prendre des décisions sur des projets, a-t-il annoncé comment l’argent sera dépensé, les chantiers sont-ils en cours ou des projets ont-ils été terminés?

INFORMATION POUR L’ANIMATEUR :

En tenant compte des programmes existants en infrastructure, des nouveaux investissements annoncés dans le Budget 2016 et des investissements additionnels contenus dans l’Énoncé budgétaire automnal, le Gouvernement du Canada investira plus de 180 milliards \$ en infrastructures.

- Avez-vous entendu parler de la Banque de l’infrastructure du Canada?
 - SONDER : Qu’avez-vous entendu exactement?

DOCUMENT À DISTRIBUER :

- Voici un document sur l’infrastructure. À l’aide des marqueurs fournis, j’aimerais que vous surligniez ce qui vous plaît en (COULEUR), ce qui vous déplaît en (COULEUR) et tout ce qui prête à confusion en (COULEUR).

Toutes les infrastructures publiques, ou presque toutes, par exemple les refuges pour sans-abris ou les usines d’épuration ou de traitement des eaux, sont financées par le gouvernement. Une certaine partie des infrastructures est financée uniquement par le secteur privé, par exemple au moyen d’investissements dans de nouvelles entreprises. Toutefois, certains projets se situent entre les deux, c’est-à-dire qu’ils peuvent générer des revenus et pourraient attirer des investisseurs du secteur privé pour compléter les fonds publics. Un partenariat entre des bailleurs de fonds publics et privés pourrait s’avérer avantageux pour des projets d’infrastructure dans des domaines comme l’énergie, les ports et les ponts à péage.

Voilà pourquoi nous créons la Banque de l’infrastructure du Canada : consacrer du capital privé à la conception de nouveaux projets d’infrastructure qui ne pourraient pas se concrétiser sans investissements du secteur privé. Nous avons pris un engagement historique en matière d’investissement public pour les projets d’infrastructure, et nous pourrions en faire encore plus en mobilisant le secteur privé.

Auparavant, le gouvernement fédéral disposait d’un ensemble d’outils limité pour financer les projets d’infrastructure. Nous pouvions octroyer des subventions, mais il n’existait aucune solution de rechange si un soumissionnaire exigeait davantage que le capital disponible. La Banque de l’infrastructure élargit l’offre que nous pouvons faire à nos soumissionnaires en plus des subventions, notamment des prêts, des garanties de prêts et la participation au capital social. Ces outils permettent d’attirer le capital privé et de s’assurer que les fonds publics soient utilisés de manière efficace et productive. Si les projets génèrent des résultats exceptionnels, le public récolte des profits qui peuvent être réinvestis dans d’autres projets.

La Banque de l’infrastructure constitue une partie de notre plan, plus précisément 8 % du financement. Nous aspirons à ce qu’elle nous permette d’attirer encore plus de capital et de construire encore plus que ce que nos capacités nous permettaient de faire de manière indépendante.

- Après avoir lu les explications, comprenez-vous le rôle de la Banque de l’infrastructure?
 - Pouvez-vous me l’expliquer dans vos propres mots?
- Y a-t-il quoi que ce soit qui prête à confusion dans ces explications?
- À votre avis, quels sont les avantages de la Banque?
- Quelles sont vos préoccupations au sujet de la Banque?

LOGEMENT (15 minutes)

- Existe-t-il des défis en matière de logement abordable au Canada?
 - Si oui – Décrivez-moi, dans vos propres mots, quels sont les défis en matière de « logement abordable ».
 - Inciter au besoin : p. ex., prix élevé à l’achat d’une maison? Itinérance? Groupes en particulier en difficulté? Etc.
- Pour remédier au problème, le gouvernement du Canada devrait-il concentrer ses efforts sur la construction de logements plus abordables ou sur l’octroi de subventions pour aider les gens à avoir accès aux logements existants?
- J’aimerais discuter en particulier des subventions pendant quelques instants, mais cela ne signifie pas que des subventions ne pourraient pas être versées pendant que le gouvernement déploie d’autres mesures pour la construction de logements.

- Si le gouvernement du Canada fournissait des subventions pour aider les Canadiens à faible revenu à se loger, serait-il plus logique d’intervenir directement auprès des personnes pour les aider à payer leur logement ou auprès des propriétaires afin qu’ils diminuent les loyers?
 - Quels sont les avantages et les inconvénients de chaque approche?

SONDER AU BESOIN :

- Certains disent qu’en remettant la subvention aux personnes, il est plus facile pour elles de déménager d’un immeuble à logements abordables à un autre, ce qui intensifie la concurrence et encourage les propriétaires à construire d’autres logements et à mieux traiter les locataires. Êtes-vous d’accord avec cet argument?
- Si la subvention est remise aux propriétaires, croyez-vous que les propriétaires devraient avoir la possibilité de consacrer les fonds aux besoins les plus importants, par exemple à la rénovation des immeubles, à la modernisation des systèmes d’énergie, etc. OU que des conditions devraient être établies pour veiller à ce que les subventions servent à réduire le prix des loyers?

ENTREPRISES NOVATRICES (15 minutes)

- Je vais décrire un programme du gouvernement du Canada et j’aimerais savoir ce que vous en pensez :

Ce programme est semblable à l’American Small Business Innovation Research Program et vise à positionner le gouvernement du Canada comme intermédiaire pour permettre à des entreprises canadiennes novatrices de commercialiser leurs technologies. Ainsi, le gouvernement invitera des entreprises novatrices à résoudre des problèmes gouvernementaux complexes en trouvant des façons dont le gouvernement peut utiliser les produits qu’ils fabriquent, agissant ainsi comme « premier acheteur ».

- Pour commencer, que pensez-vous de ce programme?
 - Quels en sont les avantages selon vous?
 - Des inconvénients?

DOCUMENT À DISTRIBUER :

- J’ai une liste de noms possibles pour le programme et j’aimerais connaître les deux que vous préférez. Inscrivez « 1 » à côté de celui que vous préférez et « 2 », à côté de celui qui vient au deuxième rang :
 - Le programme canadien pour les entreprises de la recherche sur l’innovation (Canadian Business Innovation Research)
 - Solutions Canada (Solutions Canada)



- Le Canada innove (Canada Innovates)
 - Le Canada acquiert l’innovation (Canada Buys Innovation)
 - Solutions innovatrices Canada (Innovative Solutions Canada)
- Quel nom avez-vous choisi au premier rang? Pourquoi est-ce votre préféré?
 - Y a-t-il des noms de cette liste qui vous déplaisent? Pourquoi?

RENSEIGNEMENTS GÉNÉRAUX POUR LE MODÉRATEUR :

Le Small Business Innovation Research Program (SBIR) encourage les petites entreprises américaines à participer à la recherche/recherche et développement (R/R et D) fédérale qui présente un potentiel de commercialisation. Par l’intermédiaire d’un programme de subventions concurrentiel, le SBIR permet aux petites entreprises d’explorer leur potentiel technologique et fournit une mesure incitative pour tirer profit de sa commercialisation. L’intégration des petites entreprises qualifiées dans les activités nationales de recherche et

LA SANTÉ (20 MINUTES)

SONDER AU BESOIN

- Qu’avez-vous entendu dernièrement sur les soins de santé?
 - Avez-vous entendu quoi que ce soit au sujet de nouvelles ententes de financement entre le gouvernement fédéral et le gouvernement provincial? (si oui, veuillez m’expliquer ce que vous avez entendu dans vos propres mots)
- Ne pensant pas seulement aux *soins* de santé, mais plutôt à *la santé* en général, est-ce que le gouvernement du Canada devrait en faire plus pour encourager les Canadiens à avoir des styles de vie plus sains?
 - Si oui, quoi ou comment plus précisément?

EXERCICE SUR PAPIER :

- Je vais vous remettre un document présentant certaines actions que le gouvernement du Canada pourrait prendre pour encourager les styles de vie plus sains. Veuillez svp indiquer pour chacune si elle mérite un pouce vers le haut ou un pouce vers le bas.

Campagnes de publicités faisant la promotion de l’activité physique

Interdire la publicité pour des aliments mauvais pour la santé ciblant les enfants

Introduire une taxe sur les boissons gazeuses et autres breuvages sucrés



Forcer les restaurants à afficher les calories sur leurs menus

- Que pensez-vous de l’idée d’une taxe sur les boissons sucrées d’environ 3 sous pour une canette de boisson gazeuse si l’argent obtenu servait à financer les soins de santé?
 - Serait-il préférable de se servir de des revenus pour les soins de santé en général, ou pour des programmes visant à lutter contre l’obésité chez les jeunes?
 - Certains croient que cette taxe va avoir un impact plus grand pour les gens à plus faible revenu. Si cette taxe était mise en place et qu’elle avait effectivement un impact plus grand pour les gens à faible revenu, est-ce qu’une portion des revenus devrait être utilisée pour donner un rabais aux Canadiens à faible revenu?

JUSTICE (15 MINUTES)

- Si vous deviez expliquer notre système de justice à un enfant, vous lui diriez que son objectif principal est quoi exactement?
 - Certains pensent que l’objectif est avant tout de **punir** les criminels, alors que d’autres pensent qu’il sert surtout à la **prévention** du crime et d’autres, qu’il doit avant tout servir à **réhabiliter** les criminels. Est-ce que ces objectifs vous disent quelque chose?
- Y a-t-il des changements majeurs que nous devrions apporter au système de justice du Canada, selon vous?
- Croyez-vous que notre système de justice est trop dur envers les criminels, trop mou ou qu’il est bien équilibré?
 - Y a-t-il des genres de crimes en particulier pour lesquels vous croyez que le système est trop dur ou trop mou?

EXERCICE SUR PAPIER :

- Je vais vous distribuer un document avec des objectifs. J’aimerais que vous fassiez de nouveau l’exercice du pouce vers le bas et vers le haut, en pensant cette fois à la performance du système de justice du Canada sur ces sujets :

S’assurer de la sécurité et de la protection des Canadiens à long terme

S’assurer que les criminels assument la responsabilité de leurs actes et qu’ils rendent des comptes

Donner l’opportunité de réparer les torts faits aux victimes et à la communauté, et restaurer les relations (clarifier au besoin : entre la victime, la communauté et le ou la contrevenant(e))



Soutenir les contrevenants dans leurs efforts de retrouver le droit chemin et s’attaquer aux causes de l’activité criminelle (clarifier au besoin : problèmes de santé mentale, toxicomanie, gestion de colère et des risques déficiente, pauvreté et marginalisation sociale)

SONDER SUR LES RÉPONSES SELON LE TEMPS QUI RESTE

FORCES ARMÉES CANADIENNES (20 MINUTES)

EXERCICE SUR PAPIER

Je vais maintenant vous remettre un autre document contenant des mots qui peuvent servir à décrire les Forces armées canadiennes. Veuillez encercler les mots qui vous semblent bons pour décrire les Forces armées canadiennes. Puis veuillez maintenant souligner le mot ou l’expression qui vous semble le ou la meilleur(e) pour les décrire.

Centrées sur l’action

Capables

Résolues

Livrent des résultats

Diversifiées

Efficaces

Engagées

Flexibles

Interopérables

Opérationnelles

Professionnelles

Versatiles

Autres (préciser : _____)

- Quel mot ou expression avez-vous souligné comme étant le ou la meilleur(e)? Pourquoi avoir choisi ce terme?
- Pour les mots que vous n’avez pas encerclés, pourquoi ne pas les avoir choisis? Que devrait changer pour que vous pensiez aux Forces canadiennes de cette manière?

CONCLUSION (5 minutes)

Nous avons couvert un grand nombre de sujets et je vous remercie d’avoir consacré du temps et de l’énergie pour venir nous faire part de votre opinion aujourd’hui. Votre opinion est très importante et éclairante! Pour conclure, j’aimerais savoir si vous avez d’autres commentaires que vous voudriez communiquer au gouvernement du Canada.





Appendix F. Week 2 Discussion Guide

MODERATOR’S GUIDE – JANUARY 2017

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 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.

- (Moderator introduces herself/himself). Participants should introduce themselves, using their first names only.
 - What are your main hobbies or pastimes?

CHALLENGES FACING CANADIANS (25 minutes)

HANDOUT:

- I’ve got a handout with various items. I’d like you to put a check mark beside each one that you think is a major concern in your community:

NOTE: IN ALPHABETICAL ORDER HERE FOR EASE OF REFERENCE; DOES NOT NEED TO BE PRESENTED THIS WAY TO PARTICIPANTS

A shrinking middle class
Ability of local businesses and industries to succeed
An aging population
Availability of affordable childcare options
Availability of healthcare services
Availability of jobs
Availability of public transit
Availability of services
Cost of housing
Crime
Homelessness
Integrating immigrants into the community
Lack of cell phone coverage
Level of Employment Insurance benefits for those who can’t find work
Low high school graduation rates
Poverty
Preserving a clean environment
Quality of roads and bridges
Reliable broadband or high-speed Internet
Traffic congestion
Young people leaving for opportunities elsewhere

- Now I’d like you to circle the top 2 or 3 that you worry about the most

TIME PERMITTING - DISCUSS A FEW ISSUES THAT WERE CIRCLED:

- What *specifically* is the problem? *Why* is it a problem?
- Is this something that has been getting worse in recent years or has it always been a problem?
- Has the Government of Canada done anything to try and improve this?
- *What* could the Government of Canada do?

- Was there anything missing from that list? Something else

GOVERNMENT ACTION (30 minutes)

- What’s the number one thing you think the Government of Canada has been getting right over the last year?
- What’s the number one thing you think the Government of Canada has been getting wrong over the last year?

HANDOUT:

- These are some things the Government of Canada has done over the past year. Please circle up to five things on this list which you feel will have the most positive impact on you and your community.

NOTE: IN ALPHABETICAL ORDER HERE FOR EASE OF REFERENCE; DOES NOT NEED TO BE PRESENTED THIS WAY TO PARTICIPANTS

Approving Kinder Morgan and Line 3 Pipeline
Cutting taxes on middle class and raising taxes on wealthy
Expanding EI benefits to parts of the country who have experienced significant job losses
Increasing Guaranteed Income Supplement to low income seniors
Increasing immigration rates
Introducing national price on carbon pollution
Introducing the Canada Child Benefit
Investing \$165 million in Youth Employment Strategy
Launching national inquiry into Missing and Murdered Indigenous women
Lowering age you can receive Old Age Security from 67 to 65
Making admission to National Parks free in 2017
Mandating phase out of coal power by 2030
Rejecting Northern Gateway Pipeline
Re-opening 9 veterans affairs offices
Signing a deal with China to ensure Canadian canola farmers can continue selling their canola there
Signing a deal with provinces to strengthen the Canada Pension Plan
Signing a free trade deal with European Union

INCLUDE THE FOLLOWING IN SASKATCHEWAN GROUPS ONLY:

Funding 10 water and wastewater infrastructure projects in Regina and Saskatoon
Funding 12 transit projects o purchase buses and upgrade transit systems in Regina and Saskatoon
Signing a deal to provide \$237 million in federal, provincial and municipal funding for Saskatchewan infrastructure projects
Signing a healthcare deal with Saskatchewan to increase funding for home care and mental health

INCLUDE THE FOLLOWING IN CALGARY GROUPS ONLY:

Funding 17 water and wastewater infrastructure projects across Alberta
Funding new buses, LRT expansion, and transit system upgrades in Calgary and Edmonton
Signing a deal to provide over \$1 billion in federal, provincial and municipal funding for Alberta infrastructure projects



- Was there anything on this list you had not heard about before, that you were surprised to find out about?
- Think about the one you circled which will have the most positive impact on you and your community. Explain to me what this positive impact will be.
- Was there anything on this list which you feel will have a negative impact on you and your community?
 - PROBE: Why specifically do you feel this will have a negative impact?

ENERGY & ENVIRONMENT (45 minutes)

This was mentioned in the previous exercise, but for those not aware, the Government of Canada recently approved Kinder Morgan's Trans Mountain Expansion project and Enbridge's Line 3 Replacement project, while it rejected Enbridge's Northern Gateway Pipelines project and introduced a crude oil tanker moratorium on BC's northcoast.

BACKGROUND INFORMATION FOR THE MODERATOR:

Kinder Morgan's Trans Mountain pipeline: The existing pipeline moves a mix of oil products from Edmonton to a terminal in Burnaby, B.C., near Vancouver. The expansion project will “twin” the pipeline to increase capacity. The oil products will be exported to markets in the U. S. and Asia. Some of the product is also destined for Chevron's Vancouver-area refinery.

Enbridge's Line 3: The existing pipeline carries a variety of crude oils from Edmonton to a terminal in Superior, Wisconsin, from which crude can be transported to refinery markets in Chicago, the U.S. Gulf Coast and the eastern U.S. and Canada. The replacement project involves the replacement of 1,067 kilometres of existing pipeline from Hardisty, Alberta, to Gretna, Manitoba.

Northern Gateway: This project involved a proposed pipeline that would have carried oil from Bruderheim, Alberta to an export terminal in Kitimat, B.C. and a twin pipeline that would carry imported liquid condensate in the opposite direction to Alberta (liquid condensate is product needed in oil sands processing).

- What are the potential benefits and concerns you have about the Government of Canada approving the Kinder Morgan pipeline? (*write on flip chart*)
 - PROBE on whether these benefits and concerns will impact people in their province, or are more broad about Canada in general
- Who is familiar with the Pan-Canadian Framework on Clean Growth and Climate Change, signed in December?
 - (if yes) Can you explain it to me in your own words?

PROVIDE SUMMARY:

This framework is intended to reduce Canada’s Greenhouse Gas Emissions, and take advantage of the economic opportunities of clean growth. Some of the actions it includes are:

- Pricing carbon pollution
- developing new building codes to ensure that buildings use less energy;
- deploying more electric charging stations to support electric cars;
- phasing out coal power;
- expanding clean electricity systems and using smart-grid technologies;
- Making greater use of renewable energy;
- Investing in public transit and clean transportation;
- reducing methane emission from the oil and gas sector;

We’re going to discuss some of these in more detail, but I want you to first give a thumbs up or a thumbs down to each of items on that list (provide worksheet with scale from 2 thumbs up to 2 thumbs down, with ? Option). And then circle the one or two items on the list that are most meaningful to you personally, in a positive way.

PROVIDE THE FOLLOWING INFORMATION IN SASKATCHEWAN ONLY (IF NOT RAISED ORGANICALLY):

- Before we discuss the list, do you know whether the Saskatchewan government signed this agreement?

(CONFIRM AS NECESSARY: Saskatchewan did not sign this agreement)

- Do you know whether any other provinces did not sign this agreement?

(CONFIRM AS NECESSARY: All other provinces signed the agreement)

- How do you feel about that?

Carbon Pricing

Let’s now talk for a bit about carbon pricing.

As part of this agreement, all Canadian jurisdictions should have carbon pricing in place by 2018.

Provinces and territories can put a direct price on carbon pollution or they can adopt a cap-and-trade system.

The price on carbon pollution should start at a minimum of \$10 per tonne in 2018 and rise by \$10 a year to reach \$50 per tonne in 2022. Jurisdictions with cap and trade should lower the emissions cap to meet Canada’s emissions target. The Government of Canada will provide a pricing system for jurisdictions that do not adopt one of the two systems by 2018.

Revenues from carbon pricing will remain with provinces and territories where they are collected. Provinces and territories will use the revenues from this system as they see fit.



- What, if anything, do you like about this approach?
- What, if anything, are the drawbacks?

ASK IN SASKATCHEWAN ONLY

- How do you feel about the federal government providing a system in provinces that do not set one up?

(ASK ALL)

- Do you understand how the two systems being considered – a carbon tax, and a cap and trade system - work?
 - Do you think one of the two systems is better? Why?
 - How do you think the revenues from carbon pricing should be used?
- I’m going to provide you with a handout with several arguments in favour of carbon pricing. I want you to think about how convincing you find these arguments in favour of carbon pricing (and a scale on handout from very convincing, to not very convincing). Then circle the one or two you find the most convincing.
 - All provinces must do their part, since pollution crosses provincial boundaries
 - Future generations deserve clean air and a healthy environment
 - By taking action today, we will create the jobs of tomorrow in the clean tech and renewable energy sectors
 - Not acting will mean more and more expensive and deadly natural disasters
 - We need to encourage companies to become more energy efficient and find innovative solutions to pollute less

Did any of these arguments change the way you feel about carbon pollution pricing? Why?

- (if none) which one did you find most convincing? Why?

CONCLUSION (5 Minutes)

- Now thinking about the various actions the Government of Canada has taken - approving some pipelines and rejecting others, phasing out traditional coal-fired electricity and investing in renewables, and a national plan to price carbon pollution - in a few words how would you describe the Government of Canada’s overall energy and environment plan in its entirety?
 - Overall, what type of impact will this plan have? (*do flip chart with possible positive impacts and possible negative impacts*)
 - Is there something missing from this plan?

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?



Appendix G. Guide français – Deuxième semaine

GUIDE DU MODÉRATEUR – JANVIER 2017
(Semaine numéro deux)

INTRODUCTION (5 minutes)

- Présentation du modérateur et mot de bienvenue à l’intention des participants au groupe de discussion.
 - Comme nous l’avons indiqué dans le cadre du processus de recrutement, nous tenons des groupes de discussion pour le compte du gouvernement du Canada.
- La rencontre durera environ deux heures. N’hésitez pas à vous absenter en cas de besoin.
- Explication concernant :
 - L’enregistrement audio – La rencontre est enregistrée à des fins d’analyse, au cas où il serait nécessaire de revérifier la teneur des échanges. Les bandes audio demeurent en notre possession et ne seront transmises à personne sans le consentement écrit de tous les participants.
 - Le miroir d’observation – Derrière la vitre, des observateurs représentant le gouvernement assistent à la rencontre.
 - Il est également important de savoir que vos réponses d’aujourd’hui n’auront aucune incidence sur vos échanges avec le gouvernement du Canada.
 - La confidentialité – Soyez assurés que tout ce que vous direz au cours de la rencontre sera tenu strictement confidentiel. Nous n’attribuons pas les commentaires à des personnes en particulier. Notre rapport présente un sommaire des faits saillants de la rencontre, mais aucun nom n’y est mentionné. Le rapport peut être consulté à la Bibliothèque du Parlement ou à Archives Canada.
- Description du fonctionnement d’un groupe de discussion :
 - Les groupes de discussion favorisent une discussion franche et ouverte. En qualité de modérateur, mon rôle est de guider la discussion et d’encourager tout un chacun à y prendre part. Une autre fonction du modérateur est de veiller à ce que la discussion ne dérape pas et respecte l’horaire prévu.
 - Votre rôle consiste à répondre aux questions et à exprimer vos opinions. Nous voulons connaître toutes les opinions, qu’elles soient minoritaires ou majoritaires. N’hésitez donc pas à vous exprimer, même si vous croyez que votre opinion est différente de celles des autres participants. Les autres peuvent ou non partager votre point de vue. L’opinion de chacun est importante et mérite le respect.
 - J’aimerais également souligner qu’il n’y a pas de mauvaises réponses. Nous cherchons simplement à connaître vos opinions et attitudes. Il ne s’agit pas d’un test de connaissances. Nous n’attendons aucune préparation de votre part en prévision de cette rencontre.

Veillez noter que le modérateur n’est pas un employé du gouvernement du Canada et qu’il est possible qu’il ne soit pas en mesure de répondre à certaines de vos questions concernant le sujet de la discussion. Si des questions importantes sont soulevées pendant la rencontre, nous tenterons d’obtenir les réponses avant votre départ.

- (Le modérateur se présente). Les participants se présentent en mentionnant seulement leur prénom.
 - Quels sont vos passions ou vos passe-temps principaux?

RÉALISATIONS DU GOUVERNEMENT (10 minutes)

- Qu’avez-vous vu, lu ou entendu dernièrement sur le gouvernement du Canada?

DÉFIS POUR LES CANADIENS (25 minutes)

FEUILLE :

- Je vais vous remettre une feuille sur laquelle figurent divers éléments. Je vous demanderais de cocher tous ceux qui constituent selon vous une préoccupation majeure dans votre communauté.

REMARQUE : LISTE ALPHABÉTIQUE POUR FACILITER LA CONSULTATION; IL N’EST PAS NÉCESSAIRE DE LES PRÉSENTER DANS CET ORDRE AUX PARTICIPANTS.

Rétrécissement de la classe moyenne
Capacité de réussite des entreprises et des industries locales
Vieillesse de la population
Offre de services de garde abordables
Offre de services de soins de santé
Offre d’emplois
Offre de transport en commun
Offre de services
Coût du logement
Criminalité
Itinérance
Intégration des immigrants dans la collectivité
Manque de couverture du réseau de téléphones cellulaires
Manque de prestations d’assurance-emploi pour ceux qui n’arrivent pas à trouver du travail
Faibles taux d’obtention de diplômes d’études secondaires
Pauvreté
Préservation de la salubrité de l’environnement
Qualité des routes et des ponts
Sécurité de la retraite
Offre de service Internet à haute-vitesse fiable
Congestion routière
Départ des jeunes à la recherche d’occasions ailleurs

Je vous demanderais maintenant d’encercler les deux ou trois éléments qui vous préoccupent le plus.

SI LE TEMPS LE PERMET – PARLER DE QUELQUES ENJEUX QUI ONT ÉTÉ ENCELRÉS :

- Quel est le problème *exactement*? Pourquoi est-ce un problème?

- S’agit-il d’une situation qui s’est détériorée au cours des dernières années ou d’un problème qui a toujours existé?
- Est-ce que le gouvernement fédéral a fait quoi que ce soit pour palier à ce problème?
- *Qu’est-ce que* le Gouvernement du Canada pourrait faire?
- Y a-t-il quoi que ce soit qui manque dans cette liste?

ACTION DU GOUVERNEMENT (30 minutes)

- Quelle est selon vous la principale chose pour laquelle le gouvernement du Canada a misé juste au cours de la dernière année?
- Quelle est selon vous la principale chose pour laquelle le gouvernement a raté la cible au cours de la dernière année?

FEUILLE :

- Voici quelques-unes de mesures prises par le gouvernement du Canada au cours de la dernière année. Veuillez encercler jusqu’à cinq mesures de cette liste qui auront selon vous l’incidence la plus positive sur vous et votre communauté.

REMARQUE : PRÉSENTATION EN ORDRE ALPHABÉTIQUE POUR FACILITER LA CONSULTATION; IL N’EST PAS NÉCESSAIRE DE LES PRÉSENTER AINSI AUX PARTICIPANTS.

Approuver le projet de pipeline de Kinder Morgan et le projet de remplacement de la Ligne 3
Réduire les impôts de la classe moyenne et hausser les impôts des mieux nantis
Donner accès aux prestations d’assurance-emploi aux Canadiens des régions touchées par d’importantes pertes d’emploi
Augmenter le Supplément de revenu garanti pour les aînés à faible revenu
Augmenter les taux d’immigration
Imposer une tarification nationale de la pollution par le carbone
Instaurer l’allocation canadienne pour enfants
Investir 165 millions de dollars dans la Stratégie emploi jeunesse
Ordonner la tenue d’une enquête nationale sur les femmes autochtones disparues et assassinées
Abaisser de 67 à 65 ans l’âge d’admissibilité aux prestations de la Sécurité de la vieillesse
Permettre l’accès gratuit aux parcs nationaux en 2017
Imposer l’élimination de la production d’électricité à partir du charbon d’ici 2030
Rejeter le projet de pipeline Northern Gateway
Rouvrir neuf bureaux des anciens combattants
Signer une entente avec la Chine pour faire en sorte que les agriculteurs canadiens puissent continuer d’y vendre leur canola
Signer une entente avec les provinces pour renforcer le Régime de pensions du Canada
Signer un accord de libre-échange avec l’Union européenne

INCLURE CE QUI SUIT DANS LES GROUPES DE SASKATCHEWAN SEULEMENT :

Financer 10 projets d’infrastructures liés à l’eau et aux eaux usées à Regina et à Saskatoon

Financer 12 projets visant l’achat de bus et la modernisation des systèmes de transport en commun à Regina et à Saskatoon

Signer une entente de financement fédéral, provincial et municipal de 237 millions de dollars pour des projets d’infrastructures en Saskatchewan

Signer avec la Saskatchewan une entente dans le domaine des soins de santé afin d’accroître le financement des soins à domicile et les soins de santé mentale

INCLURE CE QUI SUIT DANS LES GROUPES DE CALGARY SEULEMENT :

Financer 17 projets d’infrastructures liés à l’eau et aux eaux usées à divers endroits en Alberta

Financer l’achat de nouveaux bus, le prolongement du train léger sur rail et la modernisation des systèmes de transport en commun à Calgary et à Edmonton

Signer une entente de financement fédéral, provincial et municipal de plus d’un milliard de dollars pour des projets d’infrastructures en Alberta

- Y a-t-il quoi que ce soit sur cette liste dont vous n’aviez jamais entendu parler ou que vous êtes surpris d’apprendre?
- Veuillez songer à la mesure que vous avez encerclée qui aura l’incidence la plus positive sur vous et votre communauté. Pouvez-vous m’expliquer ce que sera cette incidence positive?
- Y a-t-il quoi que ce soit sur cette liste qui aura selon vous une incidence négative sur vous et votre communauté?
 - SONDER : Pourquoi exactement cela aura-t-il une incidence négative selon vous?

ÉNERGIE ET ENVIRONNEMENT (45 minutes)

Tel que mentionné dans l’exercice précédent, le gouvernement du Canada a récemment approuvé le projet d’agrandissement du réseau de Trans Mountain de Kinder Morgan et le projet de remplacement de la Canalisation 3 d’Enbridge, et refusé le projet Enbridge Northern Gateway, en plus de décréter un moratoire sur le transport de pétrole brut dans les eaux de la côte nord de la Colombie-Britannique.



RENSEIGNEMENTS GÉNÉRAUX POUR LE MODÉRATEUR :

Pipeline Trans Mountain de Kinder Morgan : Le pipeline existant permet le transport d’un mélange de produits pétroliers d’Edmonton à un terminal de Burnaby (Colombie-Britannique), près de Vancouver. Le projet d’agrandissement prévoit l’installation d’un deuxième pipeline pour augmenter la capacité de transport. Les produits pétroliers seront exportés vers des marchés américains et asiatiques. Certains des produits sont également destinés à la raffinerie Chevron, dans la région de Vancouver.

Canalisation 3 d’Enbridge : Le pipeline existant permet le transport d’une variété de pétroles bruts d’Edmonton à un terminal de Superior (Wisconsin) à partir duquel le pétrole brut peut être transporté vers des marchés de raffinage à Chicago, sur la Côte du Golf et dans l’Est des États-Unis et du Canada. Le projet prévoit le remplacement de 1 067 kilomètres de pipeline existant de Hardisty (Alberta) à Gretna (Manitoba).

- Quels sont les avantages potentiels et les préoccupations que vous avez concernant l’approbation du pipeline de Kinder Morgan par le gouvernement du Canada? (*Inscrire sur le tableau de papier*)
 - SONDER à savoir si les bénéfices ou les inquiétudes sont reliés à l’impact sur les gens de leur province, ou plutôt pour le Canada en général
- Avez-vous déjà entendu parlé du Cadre pancanadien sur la croissance propre et les changements climatiques, signé en décembre dernier?
 - Pouvez-vous m’expliquer ce plan?

PRÉSENTER LE RÉSUMÉ :

Ce cadre de travail porte sur la réduction des gaz à effet de serre au Canada et mise sur les possibilités économiques de la croissance verte. Voici quelques-unes des mesures qu’il prévoit :

- Imposer une tarification de la pollution par le carbone;
- Élaborer de nouveaux codes du bâtiment pour faire en sorte que les immeubles consomment moins d’énergie;
- Élargir le réseau de bornes de recharge pour les véhicules électriques;
- Éliminer graduellement la production d’électricité à partir du charbon;
- Élargir les réseaux électriques propres et déployer des technologies de réseaux intelligents;
- Utiliser davantage les énergies renouvelables;
- Investir dans le transport en commun et dans des modes de transport écologiques;
- Réduire les émissions de méthane provenant des secteurs pétrolier et gazier.

Nous allons parler plus en détail de quelques-unes de ces mesures dans quelques instants, mais j’aimerais d’abord vous demander de donner un pouce vers le haut ou vers le bas pour évaluer chacun des éléments de la liste (remettre une feuille de travail sur laquelle figure une échelle qui va de deux pouces vers le haut à deux pouces vers le bas, avec un choix « ? »). Ensuite, veuillez encercler l’élément ou les deux éléments de la liste qui sont les plus significatifs pour vous personnellement, d’une façon positive.



FURNIR LES RENSEIGNEMENTS SUIVANTS EN SASKATCHEWAN SEULEMENT (SI CE N’EST PAS MENTIONNÉ SPONTANÉMENT) :

- Avant que nous parlions des éléments de la liste, j’aimerais savoir si, à votre connaissance, le gouvernement de la Saskatchewan a signé cet accord.

(CONFIRMER AU BESOIN : La Saskatchewan n’a pas signé cet accord)

- Savez-vous s’il y a d’autres provinces qui n’ont pas signé cet accord?

(CONFIRMER AU BESOIN : Toutes les autres provinces ont signé l’accord)

- Quel effet cela vous fait-il?

Tarification du carbone

Parlons maintenant de tarification du carbone.

Le gouvernement du Canada a récemment annoncé que toutes les provinces et tous les territoires canadiens devront mettre en place une tarification du carbone d’ici 2018.

Les provinces et les territoires pourront opter pour une taxe directe sur le carbone ou pour un système de plafonnement et d’échange.

Le prix sur la pollution causée par le carbone devrait être établi à un minimum de 10 \$ par tonne en 2018, et augmenter de 10 \$ par année pour atteindre 50 \$ par tonne en 2022. Les provinces et territoires qui ont choisi un système de plafonnement et d’échange devront réduire le plafond de carbone pour atteindre la cible d’émissions du Canada. Le gouvernement du Canada fournira un système de tarification pour les provinces et les territoires qui n’auront pas adopté l’un des deux systèmes à la fin de 2018.

Les revenus de la tarification du carbone demeureront dans les provinces et les territoires où ils ont été générés. Les provinces et les territoires utiliseront les revenus de la tarification du carbone comme ils l’entendent.

- À votre avis, quels sont les principaux avantages de cette approche?
- Quels en sont les principaux inconvénients?

DEMANDER EN SASKATCHEWAN SEULEMENT

- Que pensez-vous de l’idée que le gouvernement fédéral fournisse un système aux provinces qui n’en mettent pas un en place?

(DEMANDER À TOUS)

- Comprenez-vous le fonctionnement des deux systèmes envisagés : une taxe sur le carbone et un système de plafond et d’échange?
 - À votre avis, est-ce qu’un de ces systèmes est meilleur que l’autre? Pourquoi?
 - À votre avis, à quoi devraient servir les revenus provenant de la tarification du carbone?
- Je vais vous remettre une feuille sur laquelle figurent plusieurs arguments favorables à la tarification du carbone. Je vous demanderais de songer au caractère convaincant à vos yeux de



ces arguments favorables à la tarification du carbone (sur l’échelle figurant sur la feuille, de très convaincant à pas très convaincant), et d’encercler l’argument ou les deux arguments que vous trouvez les plus convaincants.

- Toutes les provinces doivent déployer des efforts puisque la pollution ne connaît pas de frontières
 - Les générations futures méritent un air pur et un environnement sain
 - En agissant dès maintenant, nous créerons les emplois de l’avenir dans les secteurs des technologies propres et des énergies renouvelables
 - Si nous n’agissons pas, nous connaissons de plus en plus de catastrophes naturelles coûteuses et mortelles
 - Nous devons inciter les entreprises à devenir plus écoénergétiques et à trouver des solutions novatrices pour moins polluer.
- Est-ce que l’un ou l’autre de ces arguments modifie votre opinion à l’égard de la tarification du carbone? Pourquoi?
 - (Si aucun) Lequel trouvez-vous le plus convaincant? Pourquoi?

CONCLUSION (5 minutes)

- Veuillez maintenant songer aux diverses mesures déployées par le gouvernement du Canada : approbations de certains pipelines et refus d’autres, Plan de protection des océans, élimination complète de l’utilisation de l’électricité traditionnelle issue de la combustion de charbon et plan national de prix sur la pollution causée par le carbone. En quelques mots, comment décririez-vous le plan énergétique et environnemental général du Canada dans son intégralité?
 - Dans l’ensemble, quel type de répercussions aura ce plan? (*inscrire les répercussions positives et négatives possibles sur le tableau de papier*)
 - Est-ce qu’il manque quelque chose à ce plan?

Nous avons couvert un grand nombre de sujets et je vous remercie d’avoir consacré du temps et de l’énergie pour venir nous faire part de votre opinion aujourd’hui. Votre opinion est très importante et éclairante! Pour conclure, j’aimerais savoir si vous avez d’autres commentaires que vous voudriez communiquer au gouvernement du Canada.

