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# Privy Council Office Continuous Qualitative Data Collection of Canadians' Views – Wave 11 of Focus Groups

**FINAL REPORT**  
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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 eleventh 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 location to the next. Topics covered included:

- Government of Canada Actions
- Creative Canada
- Environment assessment
- Offshore protected areas
- Healthy eating strategy
- Gun control
- Immigration
- Electric Cars

## Overview of Methodology

This wave of qualitative research was comprised of a series of 14 focus groups with Canadians aged 20 years old and above, held between November 7<sup>th</sup> and November 23<sup>rd</sup>, 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:

- November 7<sup>th</sup>- Halifax
- November 9<sup>th</sup>- Montreal
- November 14<sup>th</sup> North York
- November 22<sup>nd</sup>, Drummondville
- November 23<sup>rd</sup>- Peterborough
- November 27<sup>th</sup>- Victoria
- November 29<sup>th</sup>—Saskatoon

A total of 12 participants were recruited for each session to ensure that a minimum of eight to ten participants would attend. In total, 125 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 eleventh 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*

### *Government of Canada News- Bombardier*

Participants in North York and Montreal were asked whether they had heard anything in the news about Bombardier. Participants in Montreal demonstrated higher levels of awareness than did their counterparts in North York. Participants in both cities tended to hesitantly acknowledge that overall the C-Series deal with Airbus was a good decision in light of actions by the US Department of Commerce's International Trade Administration. Participants' concerns tended to focus on preserving jobs, with some wondering whether this deal would eventually lead to Airbus moving operations elsewhere. Participants in Montreal expressed concerns that the regional production plant would shut down, and the impact it would have on jobs. For the most part those in North York stated the deal was struck to address pending trade tariffs put in place by the US.

### *Creative Canada*

Participants had not heard of 'Creative Canada' by name but were aware of the Netflix component of the initiative. Outside of the Quebec locations, many liked this agreement as it would result in more funding for Canadian content. They felt that it had the potential to create local jobs and encourage local productions. They felt the investment would boost the entertainment industry and the sectors that support it, creating local jobs and having an overall positive economic impact. Those less receptive to this new policy framework most often said they felt it was unfair and set a bad precedent for other similar types of companies who would demand similar treatment in the future. These participants also worried about the potential impact of this deal on local companies who do not benefit from similar treatment. Those opposed to the Netflix deal generally felt that Netflix would have invested heavily in Canada regardless of the deal to ensure their market share. Some francophone participants, particularly in Montreal, also questioned whether Netflix would in fact invest in French content given the relative size of the French language market.

### *Environmental Assessment*

Most were not aware of what took place during an environmental assessment but thought it might include activities such as consulting scientists, cost analyses, and an assessment of risks to the local environment. Some thought political motives might be taken into consideration, and those in Montreal felt that this, as well as cost, were the most influential factors. Participants felt environmental assessments likely involved seeking out input from various stakeholder audiences, local communities, indigenous groups, the courts, businesses, and all levels of government. Participants assumed that when it came to environmental assessments, final decisions were made by the federal government.

When asked about changes to be made to the current process, many felt more public consultation and increased transparency in the assessment process would be beneficial. During an exercise on key factors to be considered during an environmental assessment, participants often focussed on the long-term sustainability of projects and the potential health impact they would have on Canadians as key determinants to be considered.

Last, participants were provided a list and asked to select the most important factors during the environmental assessment process. Considering *indirect environmental and health impacts of projects, not just their direct impact, and making the process more transparent* were most often selected.

#### *Official Government Communications*

Groups in Victoria, Saskatoon and Drummondville were led in a discussion on official government communications. Nearly all participants recognized the Government of Canada logo, saying it evokes feelings of pride and patriotism. Other ways participants identified Government of Canada communications included the inclusion of ‘.gc.ca’ in a URL, the official symbol included on mail received from the Government of Canada – notably the brown envelopes, and the soundbite at the end of any audio communications. The logo was seen as branding by the Government of Canada which increased trust that information provided with the logo was credible.

#### *Offshore Protected Areas*

From a list of possible names for offshore protected areas participants most commonly selected *Marine Habitat Protection Area* and *Marine Habitat Conservation Area*. These two options were selected as ‘marine’ represented protecting the whole eco-system rather than just the fish population. Those that favoured *Marine Habitat Protection Area* liked the authoritative, and firm nature of ‘protection’, while those that selected *Marine Habitat Conservation Area* felt ‘conservation’ represented active rehabilitation. The title *Fish Habitat Refuge* was not well understood. *Designated Area for Fish Habitat Protection* was too long and implied the protection of a specific space rather than overall ecosystem.

#### *Open Net Salmon Farms*

Most had heard of and liked the idea of salmon farms but few had heard of open net salmon farms. For those that did, they were not sure how sustainable the practice was, with a few participants commenting about sea lice. When read a list of criticisms, participants were most concerned with waste being deposited into the water and its potential impact on the surrounding ecosystem, as well as the potential for diseases to be transferred to wild salmon populations. When prompted, participants felt in-land farming would help protect the ocean eco-system. However, some wondered about the cost to fish farmers and the impact it could have on the industry. Some suggested a government subsidy for those transitioning to in-land salmon farming.

#### *Healthy Eating Strategy*

To encourage healthy eating habits, participants in Montreal, Peterborough, and Saskatoon said the federal government could be doing more, including taking steps to lower the price of healthy food options, and promoting healthy eating through public education initiatives. Most referred to the nutrition facts label when making food choices and welcomed the idea of mandatory warning labels on food, as the information on these labels is useful for consumers.

Participants were then presented with 8 possible warning labels and asked to select their top choice. There was no clear consensus among the groups, though the following were the top 4 choices.



These labels were seen as easy to read, and would make people stop, think, and look for more information. Label 1 was seen as an information label rather than a warning label in Saskatoon, while those in Montreal thought it could potentially replace a nutrition label as this was already informative.

When asked if the labels might unfairly target foods that are high in fat, sugar or sodium but also contain healthy nutrients, most agreed that they would use the labels as a grading system rather than a means to make final purchasing decisions. Some felt it was unfair that a product clearly bad for your health could have a similar warning to another product with better nutritional value. Overall participants agreed that if it was in the product, the ingredient should be reported, and the consumer left to decide what they felt was best.

Banning advertising to children was seen by most as a good thing, though there was much less support for banning advertisements at events and sports activities for children. Many felt the positive effects of physical activity, made possible by sponsorship, outweighed the impact of the advertising. A number of participants noted it was up to parents to educate children about healthy eating and refuse requests to purchase a food that is bad for them. When asked about an age range for this hypothetical ban, those in Saskatoon suggested between 11 and 13 years old, while those in Montreal and Peterborough were likely to say those of high school age (less than 18 years old).

### *Gun Control*

Most participants in Peterborough, Drummondville and Saskatoon were not concerned about gun control laws in Canada, often noting this was a larger issue in the United States. Those who did express concern felt gun violence was a problem in larger urban areas, however most everyday Canadians were not affected.

Overall participants felt the current gun control laws were effective and that no significant changes were needed. When presented a list of possible gun control measures, participants felt all were reasonable and some were surprised they were not already in place in Canada. Overall, participants could not see the downside of applying such measures.

### *Immigration*

Participants in North York had mixed awareness of current immigrant classes. Likewise, there was no clear consensus among participants on what the fees were for each class of immigrant. Participants were provided with the current fee structure and subsequently asked about the idea of a \$150 increase for family class and skilled workers and a \$300 increase for the business class. Once again participants’ reactions were mixed. Overall participants were comfortable with an increase for business class immigrants, though some felt that if Canada needed their skills more barriers should not be added to the entry process. Those not in favour of fee increases most often stated that the cost of moving to Canada, as well as the burden on families financially supporting their relatives was enough of a cost. However,



when prompted with the idea that these increased fees could potentially help support more immigrants and allow for faster processing times most agreed with this justification for a fee increase.

### *Electric Cars*

Those in Halifax and Peterborough participated in a discussion on electric cars. No participants in either group owned an electric car with most identifying the cost associated with electric vehicles and the lack of charging stations as their reasons. Participants were then asked for their thoughts on potential federal government initiatives to encourage Canadians to consider the use of electric vehicles such as: improving infrastructure for electric cars such as building more charging stations, a long-term target for banning the sale of gas-powered cars, and a GST rebate when purchasing electric cars. According to participants taking steps to improve infrastructure would likely be most helpful, though many wondered about the practicality of implementing such programs. A phase out date received lukewarm support. Those who thought this was a good idea felt that given sufficient forewarning it could work; these participants often stated that it would be a very slow process, and most assumed the government would provide support for the transition from the oil and gas industry. Those who opposed a phase out date for gas-powered cars felt either that the government was overstepping its authority or that a hard stop was simply not practical. The GST rebate received mixed reactions – initially participants questioned how this would benefit those who simply can’t afford the sticker price associated with an electric vehicle. Participants were more receptive to the GST rebate option if it applied to vehicles under a certain price as this could potentially benefit a broader portion of the population. Many participants felt the shift to electric cars was inevitable and part of the evolution in transportation, much like the shift from horse and buggy to combustion.

### **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. Detailed Findings

This section of the report presents the detailed findings from fourteen focus group discussions held in eight different locations across Canada. The section is organized thematically to best reflect the varying discussions held from one location to the next. The moderator’s guide was adapted slightly from one location to the next to focus on various subject areas. Each iteration of the moderator’s guide can be found in the Appendices.

### Themes Addressed

#### Government Actions

Participants were asked to relate what they had seen, read or heard about the Government of Canada recently. Items spontaneously mentioned covered a broad range of issues and included:

- Small business tax reforms
- Homeless youth initiatives
- Disability benefits
- Marijuana legalization
- NAFTA negotiations
- Professional shortages
- Automotive sector
- Softwood lumber
- Remembrance Day
- The Prime Minister’s trip to the Philippines
- Increase in immigration
- Increase in maternity leave
- Mortgages
- Clean water on reserves
- National Housing Strategy
- Phoenix pay system
- Apology to residential school survivors
- Canada Child Benefit
- Arctic protection
- Returning members of ISIS
- Paradise papers
- Asylum Seekers

Designated (prompted) topics discussed in the focus groups included:

- Government of Canada Actions
- Creative Canada
- Environmental Assessment
- Official Government Communication
- Offshore Protected Areas
- Open Net Salmon Farms
- Healthy Eating Strategy
- Gun Control
- Immigration
- Electric Cars

#### Government of Canada News

Participants in North York and Montreal were asked whether they had heard anything in the news about Bombardier. Participants in Montreal demonstrated higher levels of awareness than did their counterparts in North York. Participants in both cities tended to hesitantly acknowledge that overall, the

C-Series deal with Airbus was a good decision in light of actions by the US Department of Commerce's International Trade Administration. Participants concerns tended to focus on preserving jobs, with some wondering whether this deal would eventually lead to Airbus moving operations elsewhere. Participants in Montreal in particular expressed concerns related to the impact on the regional production plant, and the impact this deal would have on jobs. For the most part those in North York stated the deal was struck to address pending trade tariffs put in place by the US.

### Creative Canada

Participants in North York, Halifax, and Montreal and Drummondville were asked to discuss the Creative Canada initiative. Participants had not heard of the Creative Canada initiative by name. Once prompted with background information on the initiative there were those who said they recalled having seen something online or in the news about the Netflix component. Prompted awareness was much higher in Quebec groups than it was for participants in other locations. There were those (primarily in North York and Halifax) who felt this initiative would encourage the production of original Canadian content, and provide more employment opportunities for those working in related sectors of the economy. Several participants in both North York and Halifax looked forward to being able to access more Canadian content on Netflix, with some stating that currently the availability of such content was often limited to what is produced by the CBC. According to these participants, more platforms for Canadian content meant more opportunities to grow Canadian culture and strengthen the Canadian identity.

Some participants in Montreal and Drummondville were less favourable to this initiative than were their counterparts in Halifax and North York. While some questioned what the real impact of this initiative would be on local business and local economies, others expressed doubt that this initiative would in fact lead to more or greater investments in French language Canadian content. According to these participants, Netflix would be focused on increasing its revenues, and French language content would likely yield lower profits as there was less of a market for these productions.

There were those however that felt that the real economic impact of the investment would likely be larger than the proposed \$500 million. According to these participants, sectors that support the cultural industry, such as the hospitality sector and the technology sector, would benefit from a ripple effect because of these investments. This would in turn have positive impacts in communities where productions would take place by creating jobs for those working in this sector as well as for those working in associated sectors that support these cultural productions.

### Government Priorities

Next, participants were asked to select what they felt the top priority should be from a provided list. The priorities provided were as follows: *Protecting and promoting our stories and culture, promoting our cultural content at home to ensure a strong domestic market, and promoting our cultural content abroad so it can reach new markets.*

*Protecting and promoting our stories and culture* was often favoured among participants as it implied protecting and preserving Canadian content for future generations. Some also felt strengthening Canadian content would also make it more competitive in an international market place. While this sounded a little cliché for some, others saw this in the context of showcasing all of Canada, and promoting the diversity of our country.

*Promoting our cultural content at home to ensure a strong domestic market.* Participants who favoured this option felt the development of a strong cultural sector also contributed to the overall economic development in Canada. Participants also liked this option as ‘promoting’ encompassed more proactive activities than ‘protecting’.

Participants felt it was key to develop a strong cultural sector domestically. By first strengthening the market domestically, participants felt Canadian content would have a greater chance of being successful on an international stage. In Montreal especially, promoting culture nationally was important. Many participants questioned whether French productions from Quebec would have the ability to achieve international success. To these participants this underscored the importance of ensuring that people in Canada and Quebec continue to consume local productions; otherwise they would likely be destined to disappear.

*Promoting our cultural content abroad so it can reach new markets.* This priority was less likely to resonate among participants. Many felt that the focus should be first and foremost on ensuring a strong domestic market and that this would create the necessary conditions for our products to subsequently reach new markets. Also, there were those, primarily in Montreal, who felt very strongly that culture should not be tied to the need for profitability.

### Government Actions

Next, participants were led in an exercise on possible government actions that support the cultural sector. Participants were asked to discuss which ones should be the focus of federal government initiatives to support the culture sector. The list of actions was as follows:

- Increase funding for Radio Canada
- Increase funding for Telefilm and the National Film Board
- Increase funding for the Canada Council for the Arts
- Make investments to help better support the Canadian music industry, with a focus on francophone artists
- Increase funding for festivals and major artistic events to promote our artists within Canada
- Promote Canadian content internationally at festivals and fairs, to help Canadian content creators sell their products internationally
- Encourage international investor to finance Canadian cultural projects
- Increase funding for the Canada Media Fund, which directly supports the writers, producers, actors, directors and crew of Canadian TV shows
- Promote net neutrality, encouraging other countries and companies to support a free and open internet

- Protect the cultural exemption in Canadian trade deals, including NAFTA, that allows Canada and Quebec to restrict the access of international cultural products in local markets

The activities favoured most by participants were *increase funding for the Canadian Media Fund, protecting the cultural exemption in Canadian trade deals, and promoting Canadian content internationally at festivals and fairs*. These actions were viewed as opportunities to grow the cultural sector in Canada, and grow the market for Canadian content abroad:

*Increase funding for the Canada Media Fund, which directly supports the writers, producers, actors, directors and crew of Canadian TV shows-* Participants felt that supporting all of those involved in the production of Canadian content would be a good investment. They also felt that this kind of support would trickle down and have a wider economic impact in the supporting industries and in the communities where productions take place.

*Protect the cultural exemption in Canadian trade deals, including NAFTA, that allows Canada and Quebec to restrict the access of international cultural products in local markets-* Those who favoured this option felt protecting the market domestically and supporting its growth would result in more Canadian productions and support for Canadian producers.

*Promote Canadian content internationally at festivals and fairs, to help Canadian content creators sell their products internationally-* This focus was a favourite for many respondents as it had the potential to showcase Canadian content on the world stage which could bring international investments to the culture sector. Many participants also noted they would be happy to see Canada promoting Canadian culture and heritage on the world stage.

Reactions to the other initiatives are presented below:

*Increase funding for Radio Canada-* This option was not selected in any cities outside of Quebec.

*Increase funding for Telefilm and the National Film Board-* A few participants selected this focus as they felt content produced with these funds promoted the stories of Canadian culture and connected Canadians across the country.

*Increase funding for the Canada Council for the Arts-* Those who chose this focus felt that the Canada Council for the Arts does not currently have the necessary funding to help artists. Increasing its funding would allow the Council to properly support the programs it offers.

*Make investments to help better support the Canadian music industry, with a focus on francophone artists-* Participants in locations outside of Quebec questioned whether a focus on francophone music was necessary as the industry was relatively small, and potentially of lesser importance to non-francophones.

*Increase funding for festivals and major artistic events to promote our artists within Canada-* Participants who selected this option viewed it as a practical way to directly support Canadian artists, promote Canadian artists and attract investment in the culture industry, domestically.

*Encourage international investors to finance Canadian cultural projects-* Participants who selected this option felt it was a good focus for the federal government as it could broaden financial support for our cultural sector, in turn benefiting Canadian content. In addition, international investors would most likely be interested in the promotion of the content in their respective countries, helping Canadian content reach new audiences.

*Promote net neutrality, encouraging other countries and companies to support a free and open internet-* This option was favoured by a few who viewed net neutrality as an avenue for Canadian content to be as accessible as online creative content from other countries. Others were not sure what the term ‘net neutrality’ meant, and thus had no comments.

### Environmental Assessment

Most participants were not sure they knew the exact details of the environmental assessment process in Canada, though many offered ideas. Some guessed it might be about protecting the environment, in the case of projects such as oil and gas pipelines or large hydroelectric projects for instance, while others likened environmental assessments to a risk-benefit assessment before major projects are approved. When prompted about types of activities considered to be major projects participants tended to reference such things as pipelines, oil sands, hydroelectric projects, bridges, windfarms, dams and, in some cases, large urban developments.

Participants were also asked to describe the structure of the current environmental assessment process. Again, most were quick to state that they had no clear understanding of the process but ventured to guess that it would include such things as consulting key subject matter experts such as scientists, researchers and academia, assessment of risks to the local environment, economic benefit analysis and cost analysis. Groups in Victoria suggested that the court system, businesses and governments all have input into a decision. Ultimately, participants felt that once this information had been collected it was the federal government who made a final decision as to whether a project would proceed or not. A few participants wondered if political factors might also be taken into account when making decisions but the groups were largely divided on this.

Of note, there was a lot of cynicism in Montreal groups about the environmental assessment process. Some did not believe there were serious environmental evaluations conducted by the government, while others felt that economic considerations or money were currently much more important to decision-makers than environmental concerns when large projects were evaluated.

Participants were then asked if they felt there needed to be changes to the current process. Many stated the process could be more rigorous and that all groups involved, including the local public, should be consulted to ensure transparency. Some also suggest that a more rigorous process would necessarily mean fewer projects would be approved given the time needed to ensure due diligence is taken when assessing each project, and the need to ensure an assessment team is not spread too thin.

When specifically prompted participants were unanimous that industry should not be left to conduct environment assessments on its own. All agreed that industry could not be trusted to fairly weigh all the

factors to be considered as they would focus on efficiency rather than the protection of the environment.

At the end of the discussion participants concluded that when conducting environmental assessments the factors that should be considered are: the local environmental impact, the health of the community, the impact on the local economy, as well as the long term impact of the project.

### Rank Exercise

Participants were also asked to complete a ranking exercise on factors they felt should be taken into consideration. The factors provided were as follows:

- Economic impact in Canada
- Number of jobs created in Canada
- Impact on local environment
- Greenhouse gas emissions produced
- Health impact on Canadians
- Views of local indigenous groups
- Views of people who live in the local community
- Long term sustainability

*Long-term sustainability* was selected most frequently by participants as it seemed like the logical choice. Approved projects would need to be functional for a long time, so participants felt it was important to ensure approved projects were able to withstand long-term use. When discussing this factor participants often cited other countries which have environmental problems as a consequence of overlooking the long-term impacts of a project.

*Health impact on Canadians* was also a top choice, again because it seemed logical. Ensuring projects do not have any negative impacts on health just made sense for participants. Specifically, participants discussed the impact of greenhouse gas emissions on health.

Other top choices were *views of local indigenous groups*, for the potential impact projects could have on their communities, and the *economic impact in Canada* and *number of jobs created in Canada* which would affect the livelihoods of Canadians.

To end the discussion on environmental assessment participants were asked to consider which factors were most important during the environmental assessment process, from a provided list. The factors were as follows:

- Consider indirect environmental and health impact of projects, not just their direct impact
- Make the system more efficient and eliminate duplication by creating a single assessment body
- Bring more consistency to the process and criteria for how projects are approved
- Provide faster decisions and more predictable timelines
- Encourage more public participation
- Make the process more transparent

- Start the process earlier, so that projects can be modified if problems emerge

*Consider indirect environmental and health impacts..., make the process more transparent, start the process earlier..., and bring more consistency to the process...* were selected as the top factors for participants.

*Consider indirect environmental and health impact of projects, not just their direct impact-* A top choice as participants felt the indirect impacts of a project should be taken into consideration just as much as the direct impacts, as they can also have real environment and health consequences.

*Make the process more transparent-* Participants felt this was an important factor to consider as it allowed those involved and impacted by the project, including those in the community, to be informed about the process.

*Start the process earlier, so that projects can be modified if problems emerge-* Many participants stated an emphasis on this factor would ensure projects were not rushed, and mistakes could be avoided. Participants noted this could also mean an overall faster process, with fewer problems during implementation.

### Federal Identity Program

Groups in Victoria, Saskatoon and Drummondville were led in a short discussion about communications from the Government of Canada. Participants were first asked how they knew if communications material was from the government. Participants most often mentioned that Government of Canada communications could best be identified by the presence of the Government of Canada logo with the flag. Furthermore, participants in Victoria and Saskatoon often added that federal government communications always appeared in both of Canada’s official languages. In the case of online communications, participants said they looked at whether the URL contained ‘.gc.ca’, while for mail correspondence, participants looked for the typical Government of Canada brown envelopes displaying the logo. For audio messages such as advertisements online, on TV or on the radio, participants recognized the Government of Canada soundbite at the end of the message. Participants had seen the logo on correspondence received from the government, government aircraft, government buildings, and National Parks to name a few.

When shown the “Canada” wordmark, nearly all participants identified it with the Government of Canada. Overall, it evoked positive feelings. Some said the symbol evoked a feeling of pride and patriotism for Canada, and that the logo represented a strong Canada. Others spoke of the intrinsic credibility and official nature that is ascribed to documents or information where this logo appears.

When asked why the government of Canada would use such a symbol, many said it was to have a consistent look/brand, by using such an easily recognizable logo, and could easily be associated with Canada and the government. For participants, this made the messaging consistent, approachable, and increased trust that the information was credible.



## Offshore Protected Areas

Participants in Victoria and Halifax were asked to discuss offshore protected areas and possible names for these types of areas. The names were as follows: *Marine Habitat Conservation Area*, *Marine Habitat Protection Area*, *Fish Habitat Conservation Zone*, *Fish Habitat Refuge*, and *Designated Area for Fish Habitat Protection*.

Most participants selected *Marine Habitat Protection Area* as a top choice and *Marine Habitat Conservation Area* as their second choice. They favoured these names because marine encompassed the whole eco system and they felt it was important to protect the entire natural ecosystem, including coral reefs. “Protection” was favoured over “conservation” as the former seemed more authoritative and firm. Those that selected *Marine Habitat Conservation Area* felt that ‘conservation’ implied active rehabilitation and preservation of what is left. A few participants in Halifax preferred the title *Fish Habitat Conservation Zone*, because it was specifically targeting the population that needed the most conservation and they felt ‘marine’ was too broad.

The other names tested garnered very little interest from focus group participants in both locations. *Fish Habitat Refuge* was considered too specific and not well understood, and the *Designated Area for Fish Habitat Protection* was too long or verbose, and suggested that protection would be limited to fish and habitat rather than a whole ecosystem or other species.

## Open Net Salmon Farms

Participants in Victoria were also led in a short discussion on open net salmon farms. Most had heard of salmon farms and thought they were a good idea, however they were unfamiliar with the specifics relating to open net salmon farming. Overall fish farming was seen as a good idea because it protected the wild salmon population. A few were concerned about the sustainability of open net salmon farming. A few participants in one group mentioned sea lice and the potential for disease to spread to the wild fish population as a concern.

Participants were then read a list of the following criticisms about open net farming and asked to comment on those they were concerned with: the waste gets deposited in the ocean, potentially impacting the ocean ecosystem around them; farm salmon can get diseases such as sea lice, which can be transferred to wild salmon; these salmon farms can attract predators like seals and sea lions who can possibly become entangled in the nets. Most felt these were all valid concerns and were most worried about impacting the ocean ecosystem and sea lice spreading to the wild salmon population.

To end the discussion participants were asked if they felt in-land farming was a better alternative and how they felt about a law which would force open net systems to transition to closed containment. Participants felt this would be better at protecting the ocean eco-system but could impact the quality of the salmon, be very costly for fish farmers, and impact the industry. To combat these additional costs, some participants suggest a subsidy for farmers looking to transition to inland salmon farming.

## Healthy Eating Strategy

Participants in Montreal, Peterborough and Saskatoon were led in a discussion on the healthy eating strategy of the government.

### **Government Role re: encouraging healthy eating habits**

Initially participants were asked to reflect on what they felt the Government of Canada should be doing to encourage Canadians to adopt healthy eating habits. Most acknowledged that the Federal Government did in fact have a role to play in this regard and likely could be doing more on this front. When prompted for specific actions the Government could take, participants offered a range of suggestions including: taking steps to lower the price of healthy food options, increasing efforts to promote healthy eating practices through public education initiatives focussed on nutrition, promoting active living programs, as well as raising public awareness as it relates to size and portion control.

### **Views on Nutrition Facts Label**

Participants were then presented with an example of the current Nutrition Facts label and asked whether or not they used it when making food purchase decisions. Participants were aware of the label, felt it provided useful information, and many acknowledged referring to it when making food purchase decisions. Some also commented that it becomes easier to understand once you become familiar with it. A few participants felt the information might be too detailed, that some of the terminology used was too technical and that close attention must be paid to serving sizes. Others remarked that it was sometimes difficult to know whether a product had too much of a bad ingredient at first glance – this is further compounded by the fact that consumers often don’t have or take the time to compare with other products to get a relative sense of nutritional value.

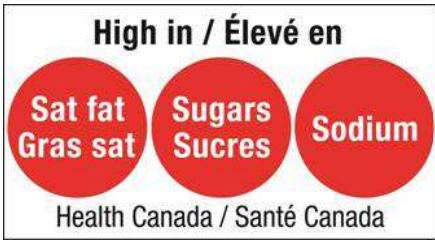



### **Views on mandatory labels**

Overall, participants felt this type of information was useful to them as consumers and as such were in favour of mandatory warning labels on foods. Although many acknowledged that warning labels might not necessarily change purchasing behaviour, they would provide consumers with more information about a product and would allow more informed decision making. Others suggested that these labels could potentially be a time saver for consumers in a rush. However, there were a few participants who were concerned about government overstepping; accordingly, they were not inclined to see any benefits of mandatory warning labels. These individuals indicated they would rather efforts be focused on education and finding ways to make healthier foods more affordable.

Views were particularly mixed in Saskatoon where those opposed to mandatory labels suggested that the information provided is already there, and that this would be an expensive program which will necessarily lead to higher packaging costs for manufacturers. Additionally, there were those who simply stated that people are aware of what is bad for them and would simply ignore this label.

### **Labeling Exercise**

Participants were presented with 8 possible warning label mock-ups and were asked to select the option they felt should be retained. There was no clear consensus among participants in Montreal, Peterborough or Saskatoon. Overall, the following four options were most likely to be chosen:

 <p>High in / Élevé en</p> <p>Sat fat / Gras sat   Sugars / Sucres   Sodium</p> <p>Health Canada / Santé Canada</p>	<ul style="list-style-type: none"> <li>• Colour deemed to be impactful</li> <li>• Implies ‘STOP’ – intuitive, making people stop and think before purchasing</li> <li>• Wording easy to make out</li> <li>• Some concerns about how impactful it would be when combined with other visuals on a product label.</li> </ul>
 <p>High in / Élevé en</p> <p>Sat fat / Gras sat</p> <p>Sugars / Sucres</p> <p>Sodium</p> <p>Health Canada / Santé Canada</p>	<ul style="list-style-type: none"> <li>• Intuitive, easy to read</li> <li>• Use of the exclamation point suggested caution should be used</li> <li>• Black and white could blend in with packaging</li> <li>• Many likened it to a ‘yield’ road sign – generally well received, softer than a stop sign. When combined with the exclamation point clearly suggests that one should pay attention</li> <li>• A few felt this approach was too scary, harsh</li> </ul>
 <p>High in / Élevé en</p> <p>Sat fat / Gras sat</p> <p>Sugars / Sucres</p> <p>Sodium</p> <p>Health Canada / Santé Canada</p>	<ul style="list-style-type: none"> <li>• Magnifying glass suggests that consumer should look closer</li> <li>• Exclamation point - means warning/danger</li> </ul>
 <p>PER 1 CUP SERVING</p> <p>140 CALORIES   1g SAT FAT (5% DV)   410mg SODIUM (17% DV)   5g SUGARS   1000mg POTASSIUM (29% DV)   VITAMIN A (20% DV)</p>	<ul style="list-style-type: none"> <li>• Most often selected by participants in Saskatoon – seen as an information label <b>NOT</b> likely to be equated to a warning label</li> <li>• Displays all the information and allows consumers to decide whether it is healthy or not</li> <li>• Some in Montreal suggested this was a similar approach to the nutritional facts table and could potentially replace it – but not be added to what already exists</li> </ul>

When asked about the ‘Health Canada’ reference at the bottom of some of the proposed designs, most felt it was appropriate and legitimized the information - participants saw this as a trust mark. Most said they would use the warning labels as another way to compare and decide on which foods to purchase, in addition to the nutrition label on the back/side of food packaging.

### Follow-up Discussion on Labeling

When asked if the labels might unfairly target foods that are high in fat, sugar or sodium, but also contain healthy nutrients, reactions were mixed. Some said it would bother them to think that products that were clearly bad for your health may not have a stronger warning than a product that had better nutritional value, even if it had an excess of one or more bad ingredients. Most agreed that they would use these labels as a grading system, rather than a means to make final purchase decisions.

When presented with examples, such as yogurt that is high in sugar vs. a soft drink that has no nutritional content, most understood the premise of the argument, though some (particularly those in Saskatoon) dismissed it. According to these participants, if that is what is in the product then it should be reported as such regardless; consumers will be able to determine that some healthy products also have bad ingredients. Most understood that these labels were intended to compare foods within a same category – e.g. yogurt to yogurt.

### **Marketing to Children discussion**

Banning advertising to kids was mostly seen as a good thing. Participants were much less supportive when it came to banning advertising at events and sports activities primarily attended by children. Many noted that such an approach could lead to the potential loss of sponsorship money which helps fund these activities. Consequently, there were those who felt the positive effects of the physical activity outweighed the impact of advertising and sponsorship of unhealthy products. A number of participants commented that it was up to parents to do a better job of educating their kids about risks associated with consuming these products and that it was parents’ responsibility to refuse their kids’s requests for food that is bad for them. When questioned as to what ages this hypothetical ban could apply to, participants offered a range of responses; those in Saskatoon tended to think the relevant age would be somewhere between 11 and 13 years, whereas their counterparts in Montreal and Peterborough were more likely to say it should apply to those of high school age (less than 18 years old).

## **Gun Control**

### **Common View: No Serious Gun Problem in Canada**

Participants in Peterborough, Drummondville and Saskatoon were not overly concerned with the issue of gun control, often mentioning that this was much more of an issue in the United States. That said, those who did express some concern generally felt gun violence was a more common occurrence in large urban centers rather than smaller communities such as theirs.

### **Opinions on Changing Gun Control Laws**

For the most part participants felt that current gun control laws were effective and that there was no apparent need to change or update current laws. Participants were presented with a list of possible gun control measures and asked for their reactions. Overall there was agreement in all sessions that the proposed measures were reasonable. Similar to feedback collected in the October focus groups, a number of participants simply assumed most of these proposed changes were already in place and consequently there was very little opposition to any of them.

## **Immigration**

Participant in North York were led in a discussion on immigration. First, participants were asked if they were aware of the different classes of immigration. Although most acknowledged being aware of the various classes of immigrants, initial discussions typically focused on refugees. Participants were provided with additional information as to the other classes of immigrants: economic immigrants - e.g. skilled workers, caregivers and entrepreneurs; family class - i.e. family members of people already in Canada; and refugees. They were then asked if they were aware of the cost of the

application fees for each class. Most knew there were no fees for refugees, and one or two participants thought that the fee for family class immigrants was around \$1,000.

Participants were subsequently provided with information on the actual application fees for each class; they were further informed that fees had not increased in the past 15 years, and were asked for their views on potential application fee increases of \$150 for skilled workers, \$300 for business class immigrants and a \$150 increase for family class immigrants.

Overall participants were comfortable with an increase for business class immigrants, though some felt if Canada needed their skills, more barriers should not be added to the entry process. Those not in favour of fees most often stated that the cost of moving to Canada, as well as the burden on families financially supporting their relatives was enough of a cost. However, when prompted with the idea that these increased fees could potentially help support more immigrants and allow for faster processing times, most agreed with this justification for a fee increase.

### Electric Cars

Participants in Halifax and Peterborough were led in a discussion about electric cars. No one in the groups owned an electric car, though many said they might consider doing so. The cost of owning an electric car and lack of infrastructure were the reasons most often mentioned for not owning one. If these barriers were eliminated, many participants suggested they would be more inclined to consider purchasing an electric car.

Participants were then asked about steps the Government of Canada to take to encourage Canadians to purchase electric car. Three options were presented: improving the infrastructure for electric cars such as building more charging stations along the highway, a long-term target for banning the sale of non-electric cars, and the prospect of GST rebates on the purchase of electric vehicles. Overall, improving infrastructure tended to be the most appealing option, however some participants wondered about the practicality and costs associated with placing charging stations along highways in a country the size of Canada with large rural areas. A few participants commented that this was more realistic in European countries where geography was not as challenging.

Participants expressed mixed views with regards to the idea of a phase out date for non-electric cars. While most viewed this as an unrealistic option, others felt a hard cut off would encourage auto manufacturers to make necessary investments to bring more of these vehicles to market. Many participants remained skeptical as to whether these cars would truly be affordable for most Canadians. Participants were not overly concerned with the potential impact such a phase out could have on the oil and gas industry partly, when a target date of 2040 was proposed, because this date was viewed as far enough away that there would be time to prepare and diversify. Many assumed the government would develop programs to assist workers transferring from oil and gas jobs to the new industry and that this transfer would be incremental and well supported by the government.

The idea of a GST rebate was somewhat less well received as for many it was seen to only benefit those that could already afford an electric car. Participants were more receptive to the GST rebate option if it

applied to vehicles under a certain price as this could potentially benefit a broader portion of the population.

Overall participants viewed the shift to electric cars as part of the evolution in transportation technology, with some likening it to the shift to combustion engines from horse and buggy at the turn of the last century. That said, participants struggled somewhat to conceptualize electric cars that could drive far distances, charge quickly, and were affordable. Given the breadth of this transition many participants felt a multi-phased approach using a combination of the suggested government initiatives and likely others would be the ideal approach.

### 3. Appendix

#### Appendix A. Detailed Research Methodology

This eleventh wave of qualitative research was comprised of a series of 14 focus groups with Canadians aged 20 years old and above, held between November 7<sup>th</sup> and November 29<sup>th</sup> 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:

- November 7<sup>th</sup>- Halifax
- November 9<sup>th</sup>- Montreal
- November 14<sup>th</sup>- North York
- November 22<sup>nd</sup>- Drummondville
- November 23<sup>rd</sup>- Peterborough
- November 27<sup>th</sup> – Victoria
- November 29<sup>th</sup>- Saskatoon

A total of 12 participants were recruited for each session to ensure that a minimum of eight to ten participants would attend. In total, 125 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.

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  
RECRUIT 12 FOR 10**

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:

	<b>YES</b>	<b>NO</b>
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	<b>CONTINUE</b>
No	2	<b>CONTINUE</b>

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	<b>MAX. 1/3 PER GROUP</b>
No	2	<b>GO TO Q1</b>

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	} <b>ENSURE GOOD MIX PER GROUP</b>
20-24 years	1	
25-34 years	2	
35-44 years	3	
45-54 years	4	
55-64 years	5	
65+ years	6	} <b>ENSURE GOOD MIX PER GROUP</b>
Refuse	9	

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	}	<b>ENSURE</b>
Completed high school	2		<b>GOOD</b>
Some College/University	3		<b>MIX PER</b>
Completed College/University	4		<b>GROUP</b>
RF/DK	9		

Q5) What is your current employment status?

Working full-time	1	}	<b>MAX 3 PER GROUP</b>
Working part-time	2		
Self-employed	3		
Retired	4		
Currently not working	5	}	<b>MAX 3 PER GROUP</b>
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	}	<b>Ensure good mix by...</b>
\$20,000 to just under \$ 40,000	2		<b>Recruiting 2-3 from the below \$40K category</b>
\$40,000 to just under \$ 60,000	3		
\$60,000 to just under \$ 80,000	4		
\$80,000 to just under \$100,000	5		<b>Recruiting 3-4 from the between \$40 and \$80K category</b>
\$100,000 to just under \$150,000	6		
\$150,000 and above	7		
DK/RF	99		<b>Recruiting 5-6 from the above</b>

**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
<b>Halifax</b> <b>CRA, 7071 Bayers Road, Suite 5001</b>	Group 1 – 5:30pm Group 2 – 7:30pm	November 7th , 2017
<b>Montreal</b> <b>Ad Hoc Recherche</b> <b>400 de Maisonneuve Blvd West, Suite 1200</b>	Group 1 – 5:30pm Group 2 – 7:30pm	November 9th 2017
<b>North York</b> <b>Head Research</b> <b>5075 Yonge Street, 601</b>	Group 1 – 5:30pm Group 2 – 7:30pm	November 14th, 2017
<b>Drummondville</b> <b>1. Best Western Hotel Universel</b> <b>2. 915, rue Hains, Drummondville QC J2X 3A1</b> <b>3. 1-819-474-6699</b> <b>4.</b> <b>5. Participants in Salon Da Vinci</b> <b>6. Observers in Salon Monet</b>	Group 1 – 5:30pm Group 2 – 7:30pm	November 22 <sup>nd</sup> 2017
<b>Victoria</b> <b>RA Malatest</b> <b>858 Pandora Ave.</b>	Group 1 – 5:30pm Group 2 – 7:30pm	November 27 <sup>th</sup> 2017
<b>Saskatoon</b> <b>Insightrix</b> <b>1-3223 Millar Avenue</b>	Group 1 – 5:30pm Group 2 – 7:30pm	November 29 <sup>th</sup> 2017
<b>Peterborough</b> <b>Holiday Inn Peterborough Waterfront</b> <b>150 George Street North Saffron North</b>	Group 1 – 5:30pm Group 2 – 7:30pm	November 23, 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. Discussion Guides

**November 7 – Halifax**

**November 9 – Montreal**

**November 14 – North York**

**November 22 – Drummondville**

**November 23 - Peterborough**

**November 27 – Victoria**

**November 29 – Saskatoon**

### **INTRODUCTION (5 minutes)**

### **GC NEWS (5 minutes)**

- What have you seen, read or heard about the Government of Canada lately?
- **(IN MONTREAL AND NORTH YORK ONLY)** PROBE: Have you heard anything in the news lately about Bombardier?
  - What specifically?

### CLARIFY AS NEEDED

The US Department of Commerce's International Trade Administration has called for tariff of 299.45% on Bombardier's C Series jet. The action was taken in response to a complaint filed by Boeing in April regarding Delta Air Lines' order for 75 of the Canadian jets. Boeing says that Bombardier was selling its C Series passenger jets to U.S.-based Delta Air Lines at an unfairly low price, thanks to loans and grants from both the province of Quebec and the federal government..

Last month, Airbus announced that it has acquired a 50.01% stake in Bombardier's next-generation C Series airliner program. Production of US-bound C Series jets will switch from Quebec to its factory in Mobile, Alabama. The two firms believe producing the C Series in the US will bypass any potential tariffs levied by the Department of Commerce.

- How do you feel about this?

### **CREATIVE CANADA (40 minutes)** **IN MONTREAL, HALIFAX, NORTH YORK, AND DRUMMONDVILLE ONLY**

- IF NOT MENTIONED: Have you heard anything about the Creative Canada announcement? What have you heard?

### CLARIFY AS NEEDED

The Government of Canada recently announced the launch of Creative Canada, which involves:

- Investing in Canadian creators, cultural entrepreneurs and their stories
- Promoting discovery and distribution at home and globally. This includes an agreement with Netflix:
  - to create Netflix Canada – a permanent film and television production presence here in Canada, the first time that the company has done so outside the United States.
  - To invest a minimum of \$500 million in original productions in Canada, in both official languages, over the next five years.
- Strengthening public broadcasting and local news
  
- Now that I’ve described it, does anyone remember hearing anything about it?
- How do you feel about this?
- What type of impact do you feel it will have?
- How do you feel about Netflix investing \$500 million for Canadian productions?

Overall, of the following options, what do you think should be the top priority for the federal government when supporting Canada’s culture industry?

- Protecting and promoting our stories and culture.
- Promoting our cultural content at home to ensure a strong domestic market.
- Promoting our cultural content abroad so it can reach new markets.

**HANDOUT:**

- I’ve got a handout with various actions that the government either has done or could do to support the culture sector. I’d like you to put a thumbs up beside each one that you think the government should be doing and a thumbs down beside each action that you think would be a bad idea.
  
- Increase funding for Radio Canada
- Increase funding for Telefilm and the National Film Board
- Increase funding for the Canada Council for the Arts
- Make investments to help better support the Canadian music industry, with a focus on francophone artists
- Increase funding for festivals and major artistic events to promote our artists within Canada
- Promote Canadian content internationally at festivals and fairs, to help Canadian content creators sell their products internationally
- Encourage international investors to finance Canadian cultural projects
- Increase funding for the Canada Media Fund, which directly supports the writers, producers, actors, directors and crew of Canadian TV shows
- Promote net neutrality, encouraging other countries and companies to support a free and open internet



- Protect the cultural exemption in Canadian trade deals, including NAFTA, that allows Canada and Québec to restrict the access of international cultural products in local markets

Now I’d like you to circle the top 2 or 3 that you think would be the best approaches for the government to pursue.

DISCUSS A FEW POLICIES THAT WERE CIRCLED:

- What *specifically* do you like/dislike about this action?

**ENVIRONMENTAL ASSESSMENT (40 minutes) ASK IN ALL GROUPS EXCEPT DRUMMONDVILLE**

- What do you know about the environmental assessment process in Canada?
  - *Provide definition: Environmental assessment is the process where the environmental impact of major projects is studied, and then a decision is made to either approve or reject them.*
    - When you hear the term “major projects”, what type of projects come to mind? What do you think this would include?
  - What do you think the process is for a major project to get approval in Canada?
    - Who ultimately decides, and what do you think they base the decision on?
  - In your opinion, are changes needed to the current process?
    - PROBE: Should it be changed so that more projects are approved, or changed so that fewer projects are approved?
  - If there were no environmental assessment process, how much do you think industry would take the environment into account when making decisions about projects?
- Taking a step back, what should be taken into consideration when deciding whether or not to approve resource projects?

**HANDOUT**

- I’m going to give you a list of some factors which could be taken into consideration. Please rank the most important ones in your opinion 1-2-3:
  - Economic impact in Canada
  - Number of jobs created in Canada
  - Impact on local environment
  - Greenhouse gas emissions produced
  - Health impact on Canadians
  - Views of local indigenous groups

- Views of people who live in the local community
- Long term sustainability

*DISCUSS what they picked as top answers*

- PROBE: How did you interpret the term “long-term sustainability”? What does that mean to you in this context?

#### **HANDOUT**

- And thinking about the process around environmental assessment , how important are the following factors. Please rank them 1-2-3:
- Consider indirect environmental and health impact of projects, not just their direct impact
- Make the system more efficient and eliminate duplication by creating a single assessment body
- Bring more consistency to the process and criteria for how projects are approved
- Provide faster decisions and more predictable timelines
- Encourage more public participation
- Make the process more transparent
- Start the process earlier, so that projects can be modified if problems emerge

*DISCUSS what they picked as top answers*

- PROBE: What would a more transparent process look like? What does transparency mean to you in this context?

#### **OFFSHORE PROTECTED AREAS (10 minutes) ASK ONLY IN VICTORIA AND HALIFAX**

Now we'd like to change directions a little bit and talk about offshore protected areas where fishing and some commercial activities are not allowed for environmental reasons.

#### **HANDOUT**

I've got a handout that lists possible names for these types of areas. I want to know which ones speak to you. I'd like you to rank the top 2 most important appropriate ones (RANK 1-2)

- Marine Habitat Conservation Area
- Marine Habitat Protection Area
- Fish Habitat Conservation Zone
- Fish Habitat Refuge
- Designated Area for Fish Habitat Protection

For each term, probe the following:

- Why did you provide the ranking that you did?

- What does the phrase mean to you?
  - What does “conservation” mean to you?
  - What about “protection”?
  - “refuge”?
- Some of the names use “marine habitat” while some use “fish habitat”.
  - For those who had “marine habitat” as one of their top 2 rankings, do you prefer this to “fish habitat”? Why/why not?
  - What about those who had “fish habitat” in their top 2?
    -
- Are there any names that you don’t like or don’t seem appropriate?

**HEALTHY EATING STRATEGY (40 minutes)**

**IN SASKATOON, PETERBOROUGH, AND MONTREAL ONLY (LESS TIME AVAILABLE FOR MONTREAL: SO, ASK QUICKLY ABOUT LABELLING THEN PROCEED TO HANDOUT. TRY TO GET THROUGH CONTENT QUICKER.)**

- Do you think the government should be doing more to encourage healthy eating habits among Canadians?
  - If yes, what specifically do you think the government should be doing?
- Some have suggested that the government should put mandatory warning labels on foods that contain large amounts of sugar, sodium or saturated fats.
  - What are some reasons why this would be a good thing for the government to do?
    - If not mentioned, probe on whether the labels might have a positive effect on health, consumer choice or transparency.
  - What are some possible negative effects of the policy?

**HANDOUT**

I’ve got an example of the current Nutrition Facts table:

<b>Nutrition Facts</b>	
<b>Valeur nutritive</b>	
Per 1/2 cup (125 mL) pour 1/2 tasse (125 mL)	
Amount Teneur	% Daily Value % valeur quotidienne
<b>Calories / Calories 80</b>	
<b>Fat / Lipides 0.5 g</b>	<b>1 %</b>
Saturated / saturés 0 g + Trans / trans 0 g	<b>0 %</b>
<b>Cholesterol / Cholestérol 0 mg</b>	
<b>Sodium / Sodium 0 mg</b>	<b>0 %</b>
<b>Carbohydrate / Glucides 18 g</b>	<b>6 %</b>
Fibre / Fibres 2 g	<b>8 %</b>
Sugars / Sucres 15 g	
<b>Protein / Protéines 3 g</b>	
Vitamin A / Vitamine A	<b>2 %</b>
Vitamin C / Vitamine C	<b>10 %</b>
Calcium / Calcium	<b>0 %</b>
Iron / Fer	<b>2 %</b>

- Current laws require most food packaging to include a Nutrition Facts table like the one I have just passed out. Do you check these tables?
  - Are these Nutrition Facts tables easy to read and use to make decisions?
- Under proposals being considered for new labelling rules, products would be required to include simpler labels on the front of the packaging that indicate whether a product is high in sodium, sugar, and / or saturated fat.

**HANDOUT**

Here are some examples of possible labels that could go on the front of packages. For each one, if you think this would be a good design to use that would help you make decisions place a check mark. If you do not think it should be used, place an X. Then circle the design you feel would be your top choice (no need to circle any if you do not like any of them).

**MODERATOR NOTE: UPDATED LABELS FOR HANDOUT EXERCISE**

The image displays several examples of food labels for a handout exercise. On the left is a standard Nutrition Facts table for a cup serving, showing 140 calories, 1g sat fat (5% DV), 410mg sodium (17% DV), 5g sugars, 1000mg potassium (29% DV), and Vitamin A (20% DV). To its right is a 'High in / Élevé en' label featuring a large black circle with a white exclamation mark, and three horizontal bars listing 'Sat fat / Gras sat', 'Sugars / Sucres', and 'Sodium'. Below this are four alternative 'High in / Élevé en' labels:

- 1. Three red circles containing 'Sat fat / Gras sat', 'Sugars / Sucres', and 'Sodium'.
- 2. Three yellow circles containing 'Sat fat / Gras sat', 'Sugars / Sucres', and 'Sodium'.
- 3. A black triangle with a white exclamation mark on the left, and three horizontal bars listing 'Sat fat / Gras sat', 'Sugars / Sucres', and 'Sodium'.
- 4. An inverted black triangle with a white exclamation mark on the left, and three horizontal bars listing 'Sat fat / Gras sat', 'Sugars / Sucres', and 'Sodium'.

All labels include the text 'Health Canada / Santé Canada' at the bottom.



- Which of these labels would you prefer? Why?
- Are any of these difficult to understand?
- PROBE: How do you feel about the colours used? Does red, yellow, or black-and-white work best?
- PROBE: A few of these variations are similar. How do you feel about the magnifying glass, circle, and triangle symbols? What message do these convey to you? Which shape is most appropriate?
  - PROBE: How do you feel about the exclamation mark?
- Do you think you would use these labels when deciding which food products to buy in a store?
  - Some products that are high in saturated fat, sugar or salt also have healthy attributes such as Vitamin C or calcium, for example:
    - Yogurt could be high in sugar, but has healthy attributes such as calcium
    - Cranberry juice is high in vitamin C, but has sugar added because it would be too tart to drink otherwise
- Does this change the way you feel about the labelling idea?
  - IF YES:
    - Do you think products that have healthy attributes should be exempted from this kind of labelling?
      - PROBE: Keep in mind, these products are free to advertise their nutritional benefits themselves.
- A lot of Canadian businesses, like the dairy industry, worry that this labeling will unfairly taint foods that have good nutritional content but are otherwise high in fats, sodium, or sugar. As a result, Canadians might choose not to eat these foods, and miss out on their nutritional value as a result? For example, one type of yogurt shake might be labelled as high in sugar, but Diet Cola wouldn't. Is this a concern for you?

- (IF YES) Is it enough to make you reconsider how you feel about the labels?

**PROVIDE INFO IF ANY CONFUSION ABOUT LABELLING OF PRODUCTS WITHIN SAME FOOD**

**CATEGORY:** The warning labels are intended to compare products within a food category to support healthier food choices. For example, choosing a yoghurt that does not carry the high in sugar label vs a yoghurt that bears the label, a cracker that does not bear the ‘high in sodium’ label vs a cracker that does.

- Another idea is to ban any marketing of unhealthy foods that is targeted towards children. For instance, unhealthy fast food restaurants would be unable to advertise their products during children’s cartoons on TV. Do you think this is a good or bad idea?
  - Do you think this ban should extend to prevent businesses selling unhealthy food from advertising at events and sports activities that are predominantly attended by children?
    - Would you be concerned that these events would not be able to survive without these sponsors?
  - If there is a ban, should it be for children under 14, children under 18, or some other age?

**FEDERAL IDENTITY PROGRAM**

**(20 minutes) ASK ONLY IN DRUMMONVILLE, VICTORIA, AND SASKATOON**

- When you are looking at information from the Government of Canada (either online, on paper, on billboards, on TV, etc), how do you know it is from the Government of Canada?
  - *Probe:* Is it clear to you that you are looking at Government of Canada information? Why? Why not?
  - *If not, probe:* Can you give me an example of an instance when you weren’t sure?
- What about when you hear information from the Government of Canada, like on the radio for instance, how do you know it’s from the Government of Canada?
  - *Probe:* where do you hear this? Radio? TV?

**EXERCISE:** Show the “Canada” wordmark

- Have you seen this symbol before?
  - Where have you seen this symbol?

I want to ask you what this symbol means in general and also what it means to you personally:

- So, first: what does this symbol mean in general? Anything else?
  - *If not mentioned, probe:* do you think that the wordmark represents Canada? Why? Why not?
- Ok, now what does this symbol mean to you personally?
  - *Probe if necessary:*
    - What are you most likely to associate this symbol with? How does it make you feel? Why?
    - Does the symbol represent positive or negative feelings/ideas? Why?
- Why do you think the Government of Canada uses this symbol in its communications/information?
- Where do you expect to see or hear this symbol? Where should this wordmark be shown?
- *If TRUST/CREDIBILITY/CONFIDENCE not mentioned yet, ask:* When you see this symbol, do you trust the information that comes along with it? Do you have confidence that the information is credible? Why? Why not?

**IMMIGRATION (20 minutes)**

**ASK ONLY IN NORTH YORK**

- Are you aware of the different immigrant classes?
- CLARIFY AS NEEDED: There are 3 different categories:
  - Economic immigrants - e.g. skilled workers, caregivers and entrepreneurs
  - Family class - i.e. family members of people already in Canada
  - Refugees
- Are you aware roughly what the application fees to become a Permanent Resident in Canada are?
- CLARIFY AS NEEDED: The fees for a skilled worker are \$550, for a business immigrant \$1050, and for family class \$550. Refugees do not pay any fees.
- These fees have not been increased for 15 years. How would you feel about fee increases that would mean about an extra \$150 for skilled workers, by an extra \$300 for business class, and \$150 for family class? Refugees would continue to not pay any fees.



- The fees in Canada are considerably lower than in other countries. For example, immigrants pay \$1,500 to \$4,900 in the United States, and \$4,200 to \$6,900 in Australia. Does this change the way you feel about proposed fee increases?
- Do you think the added revenue from this should be used to increase processing times for applications, to allow more immigrants to come to Canada each year, or to reduce the cost of the immigration system on taxpayers?
- Now, imagine fees were increased to pay for more immigrants and faster processing times. What do you see as the strongest argument in favour of doing this? What do you see as the strongest argument against doing this? (write on white board and discuss with group)

**GUNS (15 minutes)** **ASK ONLY IN PETERBOROUGH (+ DRUMMONDVILLE & SASKATOON IF TIME)**

- Do you feel gun control laws in Canada should be made more strict, less strict, or kept as they are?
  - PROBE IF MORE/LESS STRICT: What specifically needs to be more/less strict?
- I'm going to read you a list of possible gun control measures:
  - Require enhanced background checks for anyone seeking to purchase a restricted firearm
  - Require purchasers to show a license when they buy a firearm
  - Implement UN firearms regulations requiring the marking of all guns being made in Canada or imported into Canada
  - Require a permit to transport handguns and restricted firearms
  - Implement a lifetime ban on gun possession for people who have committed violent crimes
- On balance, would these changes be good or bad?
  - Which of these measures, if any, is MOST important? Why?
  - Is there anything on this list the government should NOT do? Why?
- What is the strongest argument in favour of these types of gun control measures?
- What is the strongest argument against these measures?
- Do you think any other changes are needed to gun control laws in Canada?

**ELECTRIC CARS (20 minutes)** **ASK ONLY IN HALIFAX AND PETERBOROUGH**

- Does anyone here own an electric car?
- Would anyone consider buying one for your next car?

- If YES – Why?
- If NO – What is holding you back?
- Should the federal government take steps to encourage Canadians to purchase electric cars?
- One thing the government could do would be to improve the infrastructure for electric cars – like building more charging stations along highways. How would you feel about this?
- Another thing the government could do would be to set a long-term target for banning the sale of non-electric cars? How would you feel about that?
  - PROBE: Are you concerned that could hurt Canada’s oil and gas industry? That it could hurt Canada’s auto industry?
  - How would you feel about setting 2040 as the target? So, from 2040 onwards, all new cars sold in Canada must be electric?
- Another approach could be to offer GST rebates, so that you wouldn’t pay tax when you purchase electric cars. How would you feel about that?
  - Some people have said this would only benefit the richest Canadians who can afford electric cars. Do you agree with that?
    - PROBE: What if the government only provided the rebate for cars which cost under a certain amount?
- Of the three strategies I listed – infrastructure for electric cars, setting long term targets for banning sales of non-electric cars, and GST rebates, which is the best approach?
- Would any of these three encourage you to purchase an electric car?

**OPEN NET-PEN SALMON FARMS (20 minutes)**

**ASK ONLY IN VICTORIA**

- Who is familiar with what open net-pen salmon farms are?
  - *(if not provide explanation) These are netted cages set up along the coast by salmon farms. The salmon are contained in them, but thanks to the ocean currents the salmon receive oxygen while their waste gets carried away.*
  - How do you feel about open net-pen salmon farms?
- Some have criticisms of open net-pen salmon farms, such as:
  - Their waste gets deposited in the ocean, potentially impacting the ocean ecosystem around them
  - Farmed salmon can get diseases such as sea lice, which is then transferred to wild salmon
  - They can attract predators like seals and sea lions, who can become entangled in nets

- What do you think of these criticisms? Do you think they’re valid criticisms? Unfounded?
  - Are any of these a concern to you? (PROBE on which one specifically)
- Some have proposed banning open net-pen salmon farms, and insisting that all salmon farms use closed containment. Under this system, salmon farms are moved out of the ocean into vats of water which is regularly cycled, treated, and cleaned.
  - How would you feel about a law which would force open net-pen salmon farmers to transition to closed containment?
    - Closed containment is significantly more expensive than open net-pen farming. Are you worried this could harm an important BC industry?

**CONCLUSION (5 minutes)**