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# Continuous Qualitative Data Collection of Canadians' Views – April 2021

## Final Report

### **Prepared for the Privy Council Office**

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Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The seventh cycle of the second year of the study included a total of twelve focus groups with Canadian adults (18 years of age and older) between April 6<sup>th</sup> and April 29<sup>th</sup>, 2021.

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## Political Neutrality Certification

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

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

Signed:  \_\_\_\_\_

Date: July 7, 2021

Donna Nixon, Partner  
The Strategic Counsel

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# Executive Summary

## Introduction

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

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

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

This report includes findings from 12 online focus groups which were conducted between April 6<sup>th</sup> and 29<sup>th</sup>, 2021 in multiple locations across the country including Atlantic Canada, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, the Northwest Territories, Yukon and British Columbia. Details concerning the locations, recruitment, and composition of the groups are shown in the section below.

The research for this cycle of focus groups focused primarily on COVID-19, as the pandemic continued in Canada. Related to COVID-19, topics explored included what Canadians were hearing about the Government of Canada in the news, their outlook on COVID-19 and how that has influenced their



behaviours, as well as their views on local public health restrictions and the vaccine rollout in Canada, including the basis of any vaccine hesitation, thoughts on the federal government's procurement and distribution of the vaccine and perceptions on the proposed timeline for the rollout. The research also explored Canadians expectations regarding the 2021 federal budget as well as their reactions to the federal budget after it was released.

Certain subgroups were also asked for their views on specific and relevant issues related to COVID-19. Participants who identified as being heavier consumers of news and information were asked about their primary sources for news, the types of COVID-19 information they typically seek as well as how they filter and share news with their social networks. Moreover, participants residing in Calgary and Edmonton who were experiencing COVID fatigue and exhibiting riskier behaviours were asked about an ad campaign developed by the Government of Canada for possible advertising regarding COVID-19.

In addition to the pandemic, non-COVID-19 related discussions were undertaken on a range of topics including mental health, Indigenous issues, housing issues, local issues and out-of-status workers in Canada.

As a note of caution when interpreting the results from this study, findings of qualitative research are directional in nature only and cannot be attributed quantitatively to the overall population under study with any degree of confidence.

## Methodology

### Overview of Groups

#### Target audience

- Canadian residents, 18 and older.
- Groups were split primarily by location.
- Some groups focused on specific subgroups of the population including opinion leaders who were paying close attention to the news, people who were experiencing COVID-19 fatigue and exhibiting riskier behaviours, those who had received their first dose of a COVID-19 vaccine, Indigenous people, those who were vaccine hesitant and parents of young children.

### Detailed Approach

- 12 focus groups across various regions in Canada.
- Three groups were conducted with the general population in Interior B.C., rural Quebec, and mid-size and major centres in the prairies.
- The other nine groups were conducted with key subgroups including:
  - Opinion leaders and those paying close attention to the news in Sudbury and Thunder Bay districts and mid-size and major centres Quebec;

- Those experiencing COVID-19 fatigue and exhibiting riskier behaviours residing in Calgary and Edmonton, and Windsor-Essex, Lambton and Niagara regions;
  - Those who had received their first dose of a COVID-19 vaccine residing in the Greater Montreal Area (GMA) and in the Yukon and the Northwest Territories;
  - Indigenous people in central and southern Ontario;
  - Vaccine hesitant people residing in mid-size centres in Atlantic Canada; and
  - Parents of young children between the ages of 1 and 10 residing in major centres in Ontario.
- Groups in Quebec were conducted in French, while all others were conducted in English.
  - All groups for this cycle were conducted online.
  - A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend.
  - Across all locations, 79 participants attended, in total. Details on attendance numbers by group can be found below.
  - Each participant received an honorarium. The incentive ranged from \$100 to \$125 per participant, depending on the location and the composition of the group.

### Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Sudbury and Thunder Bay Districts	1	English	Apr 6	6:00-8:00 pm	Opinion Leaders/Influencers/Paying more attention to news/media	5
Calgary and Edmonton	2	English	Apr 7	8:00-10:00 pm	People Experiencing COVID Fatigue/Exhibiting Riskier Behaviours (Age 20-34) COVID Hotspots	6
Greater Montreal Area (GMA)	3	French	Apr 8	6:00-8:00 pm	Received 1 <sup>st</sup> Dose of COVID-19 vaccine	7
Central and Southern Ontario	4	English	Apr 12	6:00-8:00 pm	Indigenous	6
Mid-size and Major Centres Atlantic Canada	5	English	Apr 13	5:00-7:00 pm	Vaccine Hesitant	8
Yukon and Northwest Territories	6	English	Apr 15	9:00-11:00 pm	Received 1 <sup>st</sup> Dose of COVID-19 vaccine	7
Windsor-Essex, Lambton and Niagara Regions	7	English	Apr 20	6:00-8:00 pm	Fatigue/Exhibiting Riskier Behaviours	7

					(Age 35-49) COVID Hotspots	
Mid-size and Major Centres Quebec	8	French	Apr 21	6:00-8:00 pm	Opinion Leaders/Influencers/Paying more attention to news/media	6
Interior B.C.	9	English	Apr 22	9:00-11:00 pm	General Population	6
Rural Quebec	10	French	Apr 27	6:00-8:00 pm	General Population	7
Major Centres Ontario	11	English	Apr 28	6:00-8:00 pm	Parents of Young Children Ages 1-10	7
Mid-size and Major Centres Prairies	12	English	Apr 29	8:00-10:00 pm	General Population	7
<b>Total number of participants</b>						<b>79</b>

## Key Findings

### Part I: COVID-19 Related Findings

#### Government of Canada in the News (All Locations)

When asked what they were reading, seeing or hearing about the Government of Canada in the news in recent days, participants were principally focused on two areas: COVID-19/vaccinations and the federal budget. Few specifics in regard to the federal budget were mentioned, other than concerns about the size of the deficit given the proposed expenditures, in addition to announcements about childcare and the carbon pricing program. By contrast, participants cited a wider range of items in the news related to the pandemic, including:

- The Government of Canada’s role in procuring vaccines – comments both favourable and critical were offered as some participants felt there were shortages while others had heard about recent deliveries of vaccines which would lead to an accelerated pace of vaccinations;
- Issues related to specific vaccine brands, specifically AstraZeneca and Johnson & Johnson;
- A new provision in Ontario which required employers to offer workers three paid sick days, enhancing coverage already provided through the Canada Recovery Sickness Benefit (CRSB) offered by the federal government;
- Federal government assistance via the Canadian Armed Forces (CAF) to frontline Ontario health care workers; and
- Travel restrictions, financial support to Air Canada and vaccine passports.

Several participants had also heard about other issues, including sexual misconduct in the Canadian Armed Forces and the state of diplomatic relations between Canada and China.

Participants in two groups held among residents of Sudbury and Thunder Bay Regions and Calgary and Edmonton were specifically asked about the recent ruling by the Supreme Court of Canada on carbon pricing which deemed the federal *Greenhouse Gas Pollution Pricing Act* to be constitutional. Participants were generally aware of this ruling, although they were short on details. When provided with additional information explaining that the judges had noted that global warming causes harm beyond provincial boundaries, and is a matter of national concern, participants' views were mixed. In Sudbury and Thunder Bay, participants tended to favour the ruling specifically noting that the contributors to and effects of climate change and global warming cross provincial boundaries, making it an issue of national concern. They felt this approach was necessary and that there were few workable alternatives to the proposed system. By contrast, participants in Calgary and Edmonton were more adamantly opposed to the ruling and the carbon pricing system, seeing it as unfair and unlikely to have a significant impact on the global situation given that countries like India and China were viewed as the major emitters. Further questions and concerns arose when participants were told that 90% of direct proceeds from the Government of Canada's pollution pricing are returned to residents of those provinces through Climate Action Incentive payments. Participants were not familiar with this aspect of the initiative and were skeptical of it. They were concerned that consumers would nonetheless end up paying more (i.e., at the gas pump). Their expectation was that companies would increase the price of their products to cover any additional costs.

The topic of federal government support to Air Canada was discussed in more detail in two groups – Atlantic Canada and the North. Participants were made aware of the specifics of the deal, including the financial support (loans and an equity investment), as well as key conditions for receipt of government funding which involved issuing refunds to passengers whose flights have been cancelled due to the pandemic, and restoring regional routes. The balance of participants in the North supported the deal while those in Atlantic Canada were more critical. Opposition centered primarily on the burden to taxpayers of a multi-billion dollar deal and whether or not government should be stepping in to support publicly-traded companies. At the same time, a few participants were reassured that taxpayers' interests were being protected via the equity investment. Some expressed concerns that a similar approach was not being taken to assist smaller businesses.

### **COVID-19 Information/In the News (Sudbury and Thunder Bay District Opinion Leaders, Mid-size and Major Centres Quebec Opinion Leaders)**

A conversation about media consumption habits was held among participants in two groups comprising those who self-reported as heavier than average consumers of news and information.

Participants mentioned that they typically source their news and information from a variety of digital media ranging from online news sources for major media companies in Canada such as the CBC, the Globe and Mail, and the National Post, to social media platforms such as Facebook and Twitter. Overall, participants remarked that they typically sought out this information online, through a mobile phone app or by accessing the websites for television news broadcasts.

Specific to COVID-19 information, participants stated that they typically follow both national and provincial trends such as COVID-19 infection rates, vaccination rates, vaccine distribution, hospital capacity and current public health measures. Given Canada's current vaccine rollout, participants noted they were especially interested in the number of vaccines arriving into Canada.

Most participants commented that they rarely shared information or news articles with others on their social media networks. Among those who stated they occasionally shared information, it was expressed that they would only share information if they perceived it to be either of particular interest or of some value to their friends and network.

When asked if they ever came across false information or 'fake news,' participants were equally as likely to say they had encountered some form of 'fake news' as they were to say they had not. Participants stated that when determining the legitimacy of information, they often verified the credibility of the source and its references and were not likely to question the information if it was from an organization with which they were familiar such as a university or public health organization.

Participants acknowledged that in most cases they were unlikely to do anything to correct false information which they encountered on social media. The general consensus was that they would only invest personal effort in correcting information when they felt they had the time to do so or if, in their judgement, the false information could have consequential negative implications.

### **COVID-19 Outlook (All Locations)**

Participants discussed their views on the restrictions in their region as well as whether the restrictions should be strengthened or loosened at this time. On balance, most participants were generally comfortable with maintaining the restrictions (which had been strengthened in a number of provinces and territories) believing the measures were necessary to reduce the spread of COVID-19 and keep the public safe. Many participants commented that these restrictions should have been put in place much earlier. At the same time, there were several participants in almost every group who questioned the effectiveness of certain restrictions, found some of the public health measures to be confusing or contradictory, or who advocated for a loosening of the restrictions in their area.

Across the regions, views regarding the restrictions varied, to some extent, as did the nature of the restrictions themselves:

- In Atlantic Canada many participants felt it was too soon to reopen the bubble, expressing concerns that in doing so provinces would see a reversal in the gains that had been made in keeping the spread of COVID-19 under control in the region.
- Participants in Ontario were of the view that a stricter lockdown should have been put in place earlier and that the current lockdown should be in effect for longer than a two-week period. Not all participants were of the same opinion – those in Sudbury/Thunder Bay (Opinion Leaders) were more inclined to believe that government should not mandate restrictions and suggested that speeding up vaccinations was the most effective way out of the pandemic. A number of participants found the restrictions to be inconsistent and somewhat confusing. They also favoured

a more targeted approach to implementing various public health measures rather than a province-wide strategy which did not account for regional differences in transmission rates. The issue of targeting specific workplaces where high rates of transmission were evident and providing workers with sick pay also arose in the context of this discussion.

- Most participants in Quebec were comfortable with the restrictions that had been put in place in the province and expressed hope that this would be the last time such extensive measures would be required. Participants generally supported the curfew and restrictions on Ontarians crossing the border into Quebec. At the same time, they felt the restrictions had been implemented belatedly and, as in other groups, found some of them to be confusing and, in some cases, conflicting. Moreover, the changing nature of public health measures made it difficult for some participants to keep track. When asked whether restrictions should be lifted or further strengthened most nevertheless felt they should stay in place for the time being or possibly be tightened.
- In groups held among residents of the Prairies, participants generally favoured the restrictions although they questioned the wisdom of restricting visits between households while at the same time permitting restaurants to remain open, with some limitations. And, there was a concern about hospital/ICU capacity should case counts rise dramatically. Participants from Calgary and Edmonton (experiencing COVID-19 fatigue or exhibiting riskier behaviours) were less aligned with their counterparts in other prairie provinces – they felt some restrictions could be slightly loosened to allow for more socializing and outdoor activities as well as to reduce the financial pressures on small businesses.
- Participants in British Columbia discussed the recent strengthening of restrictions in their province viewing this as a reasonable, short-term solution. However, similar to comments made in other groups, some participants questioned whether there was sufficient evidence to justify such extensive restrictions, describing the ‘cure as being worse than the disease.’ Concern was expressed that younger people in particular may become easily frustrated with the restrictions, leading to a surge in the spread of COVID-19. Others commented that they found the changeable nature of the public health response contributed to widespread confusion. Several participants also questioned the rationale for restricting movement across health authorities as they believed that the province continued to permit entry to international travelers.
- Participants in the Yukon and the Northwest Territories were supportive of the restrictions in place in their region and credited public health authorities with keeping case counts low, in particular by instituting a 14-day quarantine for those coming into the Yukon or the Northwest Territories. Most agreed that any sacrifice they were being asked to make was necessary to achieve the desired outcome.

Participants experiencing COVID fatigue described feeling frustrated, disheartened and tired. While generally following rules such as masking and physical distancing, they questioned why adherence to the public health guidelines over the last year had not had a greater impact on reducing cases of COVID-19. Most acknowledged the seriousness of the issue, but simply felt they needed to socialize with friends face-to-face in order to maintain positive mental health. As such, many participants were willing to take some risks, although they deemed the risk of contracting COVID-19 themselves to be

quite low. While most supported a continuation of restrictions to some degree, a few advocated for a full and unrestricted opening.

### **Concerns about a Third Wave and COVID-19 Variants**

Most participants were concerned about the rapidity with which the variants were spreading and the severity of illness for those who contracted one of the variants. They were particularly concerned about the transmissibility of the variants given what they viewed as more lax adherence to public health measures. There was a general consensus that a resurgence of the virus and a possible third wave was likely. Some emphasized the need to raise public awareness regarding the nature and consequences of the spread of the variants in Canada.

Those who had received at least one dose of the vaccine and participants who expressed some hesitancy to being vaccinated considered the issue of the variants somewhat differently. The former group felt less threatened, having been vaccinated, while the latter group favoured an approach which lead to fewer restrictions and letting the virus follow its natural trajectory.

When asked whether they thought the spread of COVID-19 was going to get worse or improve throughout the spring, most participants felt things would likely improve given the pace of vaccinations, the ability for people to get outside as the weather improved and more informed and prepared public health officials who were now better able to meet the challenge (compared to the situation in the early days of the pandemic).

### **Government of Canada Assistance to Ontario (Major Centres Ontario Parents of Young Children, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-Size and Major Centres Quebec Opinion Leaders, Interior B.C.)**

In several groups participants were asked about the Government of Canada's announcement to provide more help to Ontario in response to the province's request for assistance (i.e., support from the Canadian Armed Forces to augment or relieve staff within medical facilities, transfer medical personnel from outside the province to the front lines in Ontario, undertake rapid testing in hot spots, as well as deploy the Canadian Red Cross to help with mobile vaccination units). Participants generally agreed that the help offered by the Government of Canada was both necessary and useful. That said, some participants expressed disappointment that Ontario had arrived at this point. They questioned the associated expense and felt that Ontario should have better managed resources at the local level. Others felt the pace of vaccinations in the province should be accelerated as part of the response.

### **COVID-19 Vaccine (All Locations)**

Most participants were closely following news and information about the vaccines. Items that caught their attention included:

- News about the AstraZeneca vaccine, including age restrictions for those eligible to receive the vaccine, evidence pertaining to the risk of blood clots (although it was understood to be a low probability), and pronouncements by Canadian public health officials that the vaccine was safe;

- Withholding on the distribution of the Johnson & Johnson vaccine in Canada due to safety issues at the manufacturing facility in the U.S.;
- Adverse reactions and side effects associated with vaccinations; and
- The organization and pacing of vaccinations across Canada, with some participants having heard that vaccines may expire in certain regions before they are used and that the U.S. would be providing Canada with assistance in sourcing additional vaccine supply.

On balance, participants generally felt the Government of Canada was doing a reasonably good job in procuring and distributing the vaccine to the provinces and territories. Positive views were based on the number of agreements that the federal government had signed with a range of vaccine manufacturers and a perception that Canada was doing better than many other countries in securing a large supply of the vaccines. Those who were more critical of the Government of Canada focused on issues such as delayed deliveries of vaccines, the extension of the interval between first and second doses and what some felt was a slow rollout in Canada compared to the U.S. A few were also concerned about Government of Canada recommendations to permit mixing of vaccine doses.

When asked more directly about Canada's performance relative to other countries, most participants were of the opinion that Canada was lagging behind countries such as the U.S., the United Kingdom (U.K.) and Australia in terms of the rate of vaccinations. They attributed this to a slow start but also felt that vaccinations were now picking up. At the same time, participants acknowledged Canada's reliance on external suppliers of vaccines and, as such, many felt that the country was doing as well as could be expected.

Throughout the month of April, as vaccinations progressed across the country, data was shared with participants about the percentage of Canadians who had received at least one COVID-19 vaccine dose (between 25% and 31% depending on the date on which the group was held during the month) and regarding Canada's ranking both internationally (climbing from 17<sup>th</sup> to 14<sup>th</sup> over the course of the month) and within the G20 (3<sup>rd</sup>, after the U.S. and the U.K.). Upon hearing these statistics, the balance of participants were pleasantly surprised by Canada's performance. For a number of participants, this information positively shifted their views on Canada's progress with respect to vaccinations. Regardless of whether participants reacted positively, negatively or with indifference to the information provided, a number of questions and comments arose from this discussion, as follows:

- Is Canada doing better in the rankings, among the G20, because it has extended the interval between doses? And, was this decision made based primarily on medical evidence or for reasons of political expediency?
- Are vaccines being distributed expeditiously (i.e., is Canada building a stockpile of vaccines rather than distributing them to the provinces and getting them in the arms of Canadians?)
- Does the national rate of vaccinations belie some regional discrepancies within Canada?

With the exception of Indigenous participants (from Central and Southern Ontario), most participants were generally aware as to their eligibility to be vaccinated. Some were in the process of booking an appointment, had an appointment scheduled, or had already had their first dose of the vaccine. Those participants who had received their first dose of the vaccine spoke about their experience in mostly



positive terms and commented that they felt safe, better protected and relieved. At the same time, most continued to take standard precautions and comply with public health measures. When asked if their behaviours would change following receiving the second dose, some contemplated the prospect of socializing with larger groups of people and of traveling outside Canada. A number indicated they would continue to be cautious given that others may not be vaccinated.

A few participants in select groups were adamant they would not be getting vaccinated, expressing concerns about the rapidity with which the vaccine had been developed, perceived health risks, and the changing nature of information regarding the interval between first and second doses, while others simply felt comfortable waiting as they did not consider themselves to be a priority group at this time. Among this group some were weighing factors such as the efficacy of the vaccines, side effects and long-term consequences, current case counts in their region and the prevalence of the variants. A video which relayed information about the approved vaccines in Canada was shown to these participants and met with considerable skepticism particularly with respect to statements that the vaccines had gone through the same regulatory processes as other vaccines, 'but faster.' They wondered if a speedier process may have resulted in the evaluation team missing important information which could result in adverse effects. Overall, participants were not strongly reassured by the video although some said it helped to explain aspects of the vaccines which they were concerned about and answered a few of their questions. At a minimum, they felt the video had provided direction as to where they could go to get answers.

Some participants were supportive of the decision to delay the second dose of the vaccine, feeling it was advantageous to provide some level of protection against the virus to more Canadians. Others were less convinced and questioned whether this decision reflected poor planning. They also worried that it would adversely affect the efficacy of the vaccine. Ultimately, most participants felt that completing the full round of vaccinations (i.e., two doses) was preferable to delaying the second dose in order to vaccinate more people with the first dose as quickly as possible.

Estimates varied on the anticipated timeline for completing vaccinations for all Canadians who wanted to be vaccinated – the general consensus was that this would occur by late summer or sometime in the fall of 2021. At the same time, many felt that the public health restrictions would need to remain in place for some time to come. Concerns were expressed about the spread of the variants, the need to develop vaccines to boost immunity against the variants, the variable rate of vaccinations across the globe, and the likelihood of reaching herd immunity through vaccinations given vaccine hesitancy. At the same time, a few participants felt some of the measures could be scaled back and that it may only be necessary to reinstate stricter measures as necessary in hot spots, as cases of COVID-19 or the variants arise.

### **Travel Restrictions (Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-Size and Major Centres Prairies)**

Some participants were aware of travel restrictions including a ban on flights from India and Pakistan, the need to quarantine in a government-approved facility (hotel) upon arrival in Canada, and the requirement to show proof of a negative test for COVID-19 prior to entry. Once provided with a few

more details on these requirements, participants expressed a high level of comfort with the restrictions, especially given concerns about the spread of new variants of concern. Several also wanted the current restrictions to be more strictly enforced. A few participants favoured halting all air travel, while others were of the view that the same restrictions should apply to those coming into Canada over land.

The requirement for travelers arriving by air to pay for the mandated 3-night stay in a Government-approved accommodation (hotel) while awaiting the results of their arrival test prompted some debate in both groups. Several participants viewed this as a violation of their rights and thought travelers should be permitted to quarantine in their own homes, to avoid the expense. Most, however, felt the mandatory hotel stay was fair especially as travel for non-essential reasons was viewed as a personal choice. Participants generally placed societal well-being ahead of the rights of any one individual in this particular situation.

On the question of whether the travel restrictions should be reinforced or made tougher, most agreed that further action should be taken – fines for those who do not comply with the mandatory 3-night requirement to quarantine and reinforcing the application of the same restrictions for those coming into Canada by land. A few felt that some exceptions should be considered particularly for those traveling due to a death in the family, for example. At the same time, participants also favoured more testing as a means of monitoring and limiting transmission of the virus by those entering the country.

### **Ad Testing – Success Check (Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours)**

Throughout the pandemic, the federal government has run various advertising campaigns to inform Canadians about COVID-19 and public health measures, as well as to encourage Canadians to continue following these measures. In a focus group with participants from Calgary and Edmonton, participants were shown two 15-second videos developed by the Government of Canada for possible advertising regarding COVID-19. The videos are included in the Detailed Findings and the Appendix.

Overall, participants' initial impressions were not overly-favourable toward the ad. Most felt the message was banal or worn out and had already been widely disseminated via various other previously aired COVID-19 ads. Participants commented that the ad lacked any significant or new information leading to sentiments that the ad campaign would be unlikely to capture the target audiences' attention. Many felt, as a result, that the campaign would be ineffective and, in particular, not highly influential.

When asked about the main message, participants understood the point that gathering with others indoors and not adhering to public health measures could result in negative consequences for community members beyond their social circle. Although many understood the main takeaway of the ad, they reiterated their belief that this particular message was overused, and thus, no longer impactful in terms of changing Canadians' behaviours.

**Budget 2021 (Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours, GMA Recipients of First Dose of COVID-19 Vaccine, Central and Southern Ontario Indigenous Peoples, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C., Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies)**

Over the course of the month of April, participants engaged in discussions about the federal budget which was released on April 19, 2021.

In groups which were conducted in advance of the budget, participants were asked about their expectations regarding the focus of the budget. Economic recovery and job creation were foremost on their minds, with a particular focus on assistance to small businesses. Others mentioned that they would like or expect to see a focus on assistance to the energy sector, addressing climate change, promoting green technologies and clean industry, and investing in infrastructure. In terms of other issues which participants hoped would be included in the budget, health care, mental health, education, housing and Indigenous issues were cited. In the context of this discussion, some felt that there should be a greater focus on debt and deficit reduction and a few raised concerns about the length of the time between budgets, which some felt reflected a lack of transparency on the part of the Government of Canada.

Participants discussed three options as possible overarching themes or areas of focus for the budget: *Dealing with the COVID-19 crisis*; *Mapping out an economic recovery plan*; and *Mapping out a vision for what life will be like after COVID-19*. Overall, participants continued to state a preference for a focus on economic recovery with many feeling that the pandemic was sufficiently under control at this point to permit the Government of Canada to shift its focus to the health of the economy. Those who preferred to maintain a singular focus on the COVID-19 crisis held the opposite view. They felt the federal government should be accelerating vaccinations, although some did acknowledge that developing a recovery plan and mapping out a post-COVID-19 vision should be undertaken simultaneously.

In further discussion, and when asked specifically about the term economic growth, most interpreted it positively. It was associated with a growing economy, prosperity and employment security. At the same time, several participants commented that they associated the term with big business and with growing disparity and inequality in society.

Several groups were held following the release of Budget 2021. Many participants were aware of the budget announcement, both generally and in terms of specific initiatives, most notably the creation of a national childcare plan. To varying degrees, some were also aware of initiatives pertaining to job creation, small businesses, infrastructure, climate change, housing, Old Age Security benefits, long-term care, a tax on foreign real estate investors and on luxury cars, and a strategy to address domestic violence, among other areas.

Many had not heard much, in detail, about the budget. Nevertheless, impressions were generally positive if somewhat vague, and perceptions were linked mainly to the focus on childcare, families,

small business and climate change. That said, a number of participants were concerned about the dollar value associated with the various initiatives and worried about the impact on the debt and deficit. There was a concern that future generations would be burdened with these costs.

Participants were shown a select list of 10 measures included in the Budget 2021 as follows:

- *Creating a national childcare system, with the goal of bringing down fees for regulated child care down to \$10 per day on average;*
- *Increasing regular Old Age Security payments by 10% for seniors 75 years of age or older;*
- *Investing in clean technology, so that Canada can reduce its greenhouse gas emissions;*
- *Expanding the Canadian Workers Benefit to provide more Canadians in low-wage jobs with a sizeable tax refund;*
- *Introducing the new Canada Recovery Hiring Program to encourage businesses to hire employees;*
- *Implementing a tax on non-Canadian owned residential real estate that is considered to be vacant or underused;*
- *Introducing a luxury tax on expensive cars, personal aircrafts, and boats;*
- *Investing to help ensure standards for long-term care are applied and permanent changes are made;*
- *Providing up to 12 additional weeks of Canada Recovery Benefit, meaning it will be available until September 25, 2021. The last 8 weeks will be paid at \$300 per week, down from \$500 per week currently;*
- *Helping homeowners complete deep home retrofits through interest-free loans worth up to \$40,000.*

While most viewed all of the initiatives favourably, creating a national childcare system was among those viewed as the best and most impactful. There was a general consensus that childcare is expensive and placements are scarce. Additionally, it was felt that access to childcare would allow both parents, and specifically women, to remain in the workforce. Some noted that the program would benefit larger families with multiple children in daycare as well as low income households for whom the cost of childcare is particularly onerous. There was, however, some confusion as to how the \$10 a day aspect of the initiative would work and participants questioned whether the federal government would pay childcare centers directly, or whether parents would receive money to put towards care.

The proposed increase to Old Age Security (OAS) was highly supported as many felt that the cost of living had increased for elderly people. At the same time, some felt the increase in the OAS should be extended to everyone over 65 years of age.

Participants reacted enthusiastically to the clean technology initiative as climate change was a concern for many. They saw green technology and clean industry as the future of industry in Canada and around the world. Most had not heard of the Net Zero Accelerator (NZA), but thought this was a good way to incentivize the creation of green technology and cleaner industry. Some remarked that the program could lead to the creation of more domestic jobs in the clean technology sector.

Participants' opinions of the Canadian Workers Benefit were largely positive. Many felt that a tax refund would be a good way of helping to supplement the wages of low income workers. Any

concerns raised were based on perceptions that paying workers a living wage, rather than providing a tax refund, may be a better solution.

Participants were generally supportive of the Canada Recovery Hiring Program. Most viewed it as a necessary component of economic recovery from the COVID-19 pandemic. It was felt by many that getting Canadians back to work should be a high priority for the Government of Canada.

Several liked the idea of a tax on non-Canadian owned residential real estate that is left vacant or under-occupied, although many were unsure that the tax would have a direct impact on lowering housing prices.

Participants favoured the idea of a tax on luxury vehicles, although they felt that the \$100,000 price threshold for vehicles at which the tax comes into play was too high and, as such, would not necessarily impact many.

There was a strong consensus among participants that the COVID-19 pandemic had uncovered serious problems in the long-term care system in Canada and that immediate action must be taken to rectify shortcomings in the system. This was a personal issue for a number of participants who felt that upholding a certain standard of care in these facilities was a priority.

Changes to the Canada Recovery Benefit were viewed with mixed reaction although it was selected, alongside national childcare, as one of the options that would have the greatest impact given its relevance to a wide swath of Canadians whose employment has been adversely affected by the pandemic. Some participants were opposed to a reduction in the amount offered over the last eight weeks, feeling that until economic recovery is well underway this may hurt some people and families who are much in need of financial assistance.

Among those who had an opinion on deep home retrofits, reactions were also mixed. Some expressed interest in the program, saying that it would be a good way to encourage Canadians to invest in their homes. A few others were more critical, seeing it as incentivizing Canadians to take on more debt at a time of great uncertainty.

## Part II: Other Issues

### **Mental Health (GMA Recipients of First Dose of COVID-19 Vaccine, Mid-size Centres Atlantic Canada Vaccine Hesitant)**

In two groups participants engaged in a wide-ranging discussion on the topic of mental health. Most indicated a reasonably high level of comfort in discussing mental health issues and many spoke about the impact that the pandemic has had, either directly or indirectly, on their own mental health or the mental health of a loved one. The loss of friends and family members had been experienced by some, while others commented on the effect of isolation and the inability to readily access mental health resources and supports. While most participants indicated that their mental health had either

remained about the same, or had slightly improved, through the pandemic, they also underscored that both the duration and the fluidity of the situation presented challenges. Most commented that they were trying to maintain a positive attitude and adapt to evolving circumstances throughout the pandemic.

Participants indicated that they would tend to rely more on informal assistance from friends and family members if they were going through a difficult time and needed some support. While a few suggested they would seek out medical advice from a family physician or psychiatrist, the lengthy wait times to access mental health providers was noted as a barrier. Many also expressed comfort accessing information, tips and resources online.

There was a general consensus among participants that hearing from those with lived experience was helpful – it had the effect of reassuring them that they are not alone in facing a mental health challenge and underscored a level of vulnerability that helped to destigmatize the issue. It was felt that any advertising on this topic should leverage those with lived experience as spokespersons as they were more trusted and their stories viewed as more compelling, compared to medical professionals, government officials and celebrities.

Most participants were not aware of any mental health support resources provided by the Government of Canada during the pandemic. This was also the case when asked specifically about Wellness Together Canada, an initiative funded by the Government of Canada to provide free mental health and substance use support for those struggling during the COVID-19 pandemic.

Views on the credibility of the Government of Canada as a resource on mental health issues were mixed – participants in Atlantic Canada had no issue but felt that efforts should be made to increase broader awareness of federal government resources and services, while those in the GMA were of the view that the provinces would be better placed to deliver mental health services based on a more in-depth understanding of the needs and realities of their residents.

When reviewing a list of things the Government of Canada has done to support mental health, two initiatives in particular struck participants in the GMA (the only group in which this discussion was held) as having the potential for a meaningful impact:

- *Increased transfers of \$200M to provinces to expand their virtual care services* – Participants reiterated their view that the provinces could provide more personalized solutions and that this funding would address the critical issue of under-resourcing in mental health services across the country.
- *Investing \$4.9M per year in the Mental Health Prevention Innovation Fund to support the delivery of community-based programs in mental health promotion* – Similar to participants' view that provinces should have an increased role in mental health programs, those supportive of this initiative noted that local community programs would be better suited to address the needs of the community – possibly more so than the provinces.

There was also modest support for *investing \$10M over 5 years in the Mental Health of Black Canadians Fund to support culturally focused mental health programs for Black Canadians*. Participants felt this

would be helpful in countering the stigmatization of mental health issues within the black community and, in particular, in addressing issues that have arisen as a result of police brutality and racism affecting marginalized communities.

### **Indigenous Issues (Central and Southern Ontario Indigenous Peoples)**

Indigenous participants identified a series of issues deemed to be important to Indigenous communities. Uppermost on their list was the issue of clean drinking water on reserves. Other issues put forward by participants pertained to abolishing the *Indian Act*, addressing Indigenous treaty rights with respect to land and resource ownership, providing support and hope to Indigenous people, and addressing the high price of food in Northern communities.

While there was some acknowledgement that the Government of Canada had effectively raised the profile of Indigenous issues in Canada, participants were disappointed in a general lack of progress. They were not optimistic that real change would occur in the near term and some felt it would take at least several generations before they would see some progress.

When specifically asked what the Government of Canada could improve on, participants reiterated prioritizing the issue of clean water in addition to ending the legal challenge of the ruling to compensate First Nations children taken into foster care. Others felt there were opportunities to further enhance the engagement and inclusion of Indigenous voices in the federal government's decision-making process.

On the topic of the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and the Government of Canada's response, there was minimal awareness. Once participants were informed that the Government of Canada had recently introduced legislation to implement UNDRIP, few were convinced that much would change as a result. While most were generally supportive of the initiative, the 14 years that has elapsed since the UN adopted UNDRIP in 2007 gave many pause to believe that very little of a positive and concrete nature would occur in the near term.

The issue of clean drinking water on reserves was discussed in more detail. Participants expressed considerable disappointment that the original deadline which had been set by the federal government had already passed and that some 60+ reserves in Canada continued to face boil-water advisories. Most were unaware that a new timeline for lifting all long-term drinking water advisories had been announced or that the federal government was making additional investments to end long-term water advisories and cover the cost of ongoing support for daily operations and maintenance of water infrastructure on reserves. Participants remained skeptical of resolving the issue within the new timeframe. In addition, they emphasized the need for accountability and stressed that access to clean drinking water is a fundamental right.

Participants were also unaware of the federal government's plan to launch a website, with the assistance of an Indigenous firm, to track progress on lifting drinking water advisories which would include a web page for each affected community showing a detailed plan and progress reports. While supportive of the accountability aspect of the website, participants were concerned that a lack of



Internet access on Indigenous reserves would render this tool useless for most of those affected by this issue.

This led to a wider discussion about infrastructure issues in general affecting Indigenous communities with participants agreeing that Indigenous communities need both access to the Internet and access to clean drinking water.

**Housing (Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C.)**

Issues related to housing and the housing market in various regions were discussed in several groups, including participants' awareness and views on current and proposed federal government housing initiatives. Participants agreed that housing prices had increased over the past year and that several factors were responsible for this trend. Migration from larger to smaller centres, inadequate supply of small starter homes for first-time home buyers, increasing costs of home building materials, and an influx of foreign investors were all seen as contributing to a tighter supply of homes within the Canadian real estate market and to increasing housing prices. In a number of groups several participants made the point that increased housing prices were also having an adverse impact on renters.

The conversation with participants in the Yukon and Northwest Territories (NWT) flagged a number of additional issues specific to housing in the North, including: a lack of adequate, affordable housing options, particularly low income housing and shelters for those who are homeless, overcrowding, and an anticipated influx of workers into the region as a result of increased mining activity which some thought would reduce the overall inventory of housing and put upward pressure on housing prices in the Yukon in particular. Participants in this group suggested that initiatives were also needed specifically to address the housing crisis for Indigenous people in the North.

A few participants were aware of the first-time home buyers incentive. Once provided with some information about this particular federal government initiative, most reacted positively as they felt the plan would provide much needed support for first-time home buyers who might otherwise not be able to afford their own home. At the same time, some worried about the aspect of the plan which requires the homeowner to repay CMHC 5% of the sale price upon the sale of the home. And, a few participants remarked that the program, as it now stands, would likely benefit only a small portion of those looking to get into the housing market.

Reaction to the idea of a foreign buyers tax was equally positive and some felt that the tax should be extended to foreign owners of AirBnB properties and summer homes in Canada. There were, however, some questions as to whether the net effect of this program would be beneficial as it was felt that it would dampen activity among a specific group of prospective home buyers which would disadvantage sellers in some regions. Moreover, a few participants felt that it did not sufficiently address affordable housing which they viewed as the real issue, rather than simple the availability of housing.



Few participants had heard about the mortgage stress test. Once it was explained, most responded favourably although there was acknowledgement that some homeowners would be disappointed if they were unable to meet the threshold for the test. On balance, however, participants felt it was better to reduce the likelihood of a homeowner defaulting on their mortgage. When told that the Government of Canada had recently announced that, as of June 1, 2021, loan applicants – regardless of the mortgage rate they have been offered by their lender – will need to prove they can manage an interest rate of 5.25% before getting approved for funding, up from the previous benchmark of 4.79%, participants accepted the proposed change. Most felt this adjustment was acceptable and reflected current realities.

The final part of the discussion on housing issues focused on a number of measures in the recent Budget related to affordable housing, including the acceleration of the creation of new units, support for the repair of transitional housing for women and children fleeing violence, the conversion of vacant commercial property into rental housing, the creation of affordable housing units for people with accessibility challenges, direct financial assistance for low-income women and children fleeing violence to help with their rent and for community housing providers to deliver long-term housing for vulnerable people. Participants reacted positively to all of these proposals, seeing merit in a focus on supporting housing for vulnerable and marginalized groups.

At the same time, there were concerns that these proposals did not directly address the issue of affordable housing. Others questioned how these initiatives would help the average person to buy a new home. Some participants suggested that the Government of Canada should focus on building smaller dwellings and/or assuming the role of lender to first-time home buyers in place of the banks. Participants also advocated for a more direct emphasis on renting as a springboard to home ownership (e.g., rent-to-own programs). They felt that none of these programs directly addressed the aspirations of many people, including vulnerable Canadians, to transition from renters to homeowners.

### **Local Issues and Priorities (Sudbury and Thunder Bay District Opinion Leaders, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine)**

Participants residing in northern Ontario (Sudbury and Thunder Bay District) felt that mining and forestry were the most important industries, followed by tourism. It was added that health care and education were also important sectors in the region, however, they were viewed to be below the others in priority.

Participants in the Yukon and Northwest Territories group had a broader view of what the most important sector was in the region when compared to those in northern Ontario. While mining was similarly seen as the most important sector, a longer overall list emerged including:

- Aviation;
- Tourism;
- Hospitality;
- The “government” in general;
- Health care; and

- Education.

When asked about the mining sector and support from the Government of Canada, participants were unfamiliar and responded that they had not heard of any Government of Canada supports for the sector. When asked what the federal government should do to support the sector, participants responded with doubt as to whether the sector needed any support.

Participants residing in the Yukon and Northwest Territories were more familiar with some of the Government of Canada's actions in support of the mining industry. Specifically, they referred to quarantines having been lifted for mining workers to help them getting in and out of mining camps, although there may have been some confusion regarding this measure and whether the decision was undertaken by the territorial government rather than the federal government. When asked what more the Government of Canada could do to help the mining industry in the region it was suggested that there could be more support for trades training, which would help prepare local people (including Indigenous) for employment in the mining sector.

There was however a vigorous and focused discussion of infrastructure needs in northern Ontario, and these were seen to be the public priorities in the region. Highway widening and broadband internet were seen as major issues for participants.

Unlike northern Ontario, housing was viewed as the top infrastructure priority in the Yukon and Northwest Territories. There was seen to be an insufficient supply of housing in the far north, leading to significant overcrowding.

In addition to housing, mentions of other infrastructure issues included:

- Water quality and access to clean drinking water – this was viewed as an urgent issue, especially in First Nations' communities.
- Power shortages – it was seen as unacceptable that some communities still operated on diesel generators for electricity generation.
- Telecommunication networks – the poor quality of internet service was noted with an acknowledgment that the federal government had already committed to making improvements.
- Airports and runways – participants commented that this had been a longstanding issue and that the federal government had pledged assistance.

### **Out-of-Status Workers (Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies)**

The topic of out-of-status workers was discussed in three groups in April, focusing on participants' familiarity with the term and their views on offering them a path to permanent residency and citizenship in Canada.

Many were at least somewhat familiar with the term 'out-of-status' or 'undocumented' workers, although some had not heard it in use. The general assumption was that these were people working illegally in Canada and that, while they may have arrived with legal documentation in hand, for a

variety of reasons their papers had lapsed. At the same time, there was some degree of confusion with the category of workers classified as temporary foreign workers – several participants presumed out-of-status workers were primarily seasonal and working in the agricultural sector, for example. Participants ventured that out-of-status workers could comprise a relatively small portion of the workforce to quite a large share – between 35,000 to a million – although many were unsure what the actual numbers might be.

When asked if out-of-status workers should be given a path to permanent residency and citizenship participants held mixed to more favourable views. Relatively few were outright opposed to this proposal. Participants had some empathy for these workers – they viewed them as having arrived in Canada with the appropriate documentation, taken on demanding work as labourers and tradespeople, and as having paid taxes. Others saw them as operating illegally, and therefore questioned the likelihood that they would become upstanding citizens, and as “queue-jumpers” disrupting an existing legal process towards citizenship. A few participants felt that each case should be considered on its own merits.

As to whether an economic argument could be made in support of providing a path to permanent residency and citizenship for out-of-status workers, many participants disputed this. Some did not accept that there were labour shortages. Others felt the real issue was unethical employers taking advantage of these workers to increase their profitability by suppressing wages. The view was that more could be done to bring these businesses, small businesses in particular, out of the underground economy by lowering tax rates and/or adjusting the regulatory regime. A number of participants could not see a way to offering permanent residency to this group based simply on the principle of fairness. By contrast, those few who upheld the economic argument felt that it would be advantageous to these workers and to Canada to set them up as long-term taxpayers, contributing to the funding of Canada’s social safety net, specifically health care. Several also took the position that Canada’s record of relatively high annual levels of immigration meant that taking this step would not put undue pressure on Canadian infrastructure or social programs and that the economic benefits would outweigh any costs.

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#### **MORE INFORMATION**

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# Detailed Findings – Part I: COVID-19

## Timeline of April Announcements

To help place the focus group discussions within the context of key events which occurred during the continuing COVID-19 pandemic, below is a brief synopsis for the period beginning at the end of March and throughout the month of April 2021.

- At the end of March
  - There had been 988,808 cases of COVID-19 in Canada with 22,960 deaths.
  - COVID-19 infection rates continued to increase across much of Canada and varying public health control measures were continued and elevated in some provinces.
  - In addition to the Pfizer-BioNTech and Moderna COVID-19 vaccines that were already being distributed, the Johnson and Johnson vaccine was approved for use in Canada.
  - 4.32 million Canadians were partially vaccinated against COVID-19, while 685,974 had been fully vaccinated.
  - Canada's border controls with the United States (U.S.) were extended again and ordered to remain in place and in effect until April 21<sup>st</sup>.
- April 1-11
  - April 6. The Government of Canada announced the final installment of the over \$19 billion Safe Restart Agreement. The Agreement was initially reached in the summer of 2020 and provided federal funding to help provinces and territories restart the economy and continued financial support for Canadians.

- Focus group was held with opinion leaders/influencers/paying more attention in Sudbury and Thunder Bay districts of Ontario (Apr. 6).
- April 7. The National Advisory Committee on Immunization (NACI) recommended extending the time between the first and second dose of COVID-19 vaccines to up to four months while vaccine supply is limited.
- Focus groups were held with people experiencing COVID-19 fatigue/exhibiting riskier behaviours, aged 20-34, in Calgary and Edmonton (Apr. 7) and people who had received their first dose of a COVID-19 vaccine in the Greater Montreal Area (GMA) (Apr. 8).
- April 12-18
  - April 12. The Government of Canada announced financial support for Air Canada. The funding was aimed at refunding Canadians whose flights had been cancelled, protecting jobs within the airline, restarting vital domestic air services and supporting jobs in Canada's aerospace industry.
  - April 12. Following a safety review, Health Canada concluded that there is a possible link between very rare blood clotting events and the use of the AstraZeneca vaccine. Health Canada maintained its position that the benefits of the vaccine in protecting against COVID-19 outweigh the potential risks.
  - Focus groups were held with Indigenous people residing in central and southern Ontario (Apr. 12) and people who were vaccine hesitant residing in mid-size centres in Atlantic Canada (Apr. 13).
  - April 15. The Minister of Health announced nearly \$1.7 million in funding to initiatives led by the Community Addictions Peer Support Association (CAPSA) and Moms Stop the Harm (MSTH), to help organizations take action against the stigma related to substance use and to support families who are living with addiction or who have lost someone to overdose.
  - Focus group was held with people who had received their first dose of a COVID-19 vaccine in the Northwest Territories and the Yukon (Apr. 15).
  - April 18. The Government of Canada announced additional emergency support for the province of Ontario to help fight the COVID-19 outbreak.
- April 19-25
  - April 19. The Government of Canada delivered the 2021 Federal Budget.
  - Focus groups were held with people experiencing COVID-19 fatigue/exhibiting riskier behaviours, aged 35-49, in the Windsor-Essex, Lambton and Niagara regions of Ontario (Apr. 20) and opinion leaders/influencers/paying more attention in mid-size and major centres across the province of Quebec (Apr. 21).
  - April 22. All commercial and private flights from India and Pakistan landing in Canada were suspended for thirty days. Anyone coming from India or Pakistan via a connecting airport was required to obtain an additional negative COVID-19 test in the connecting country before entering Canada.
  - Focus group was held with the general population residing in Interior B.C. (Apr. 22).
  - April 22-23. The Prime Minister of Canada participated in the virtual Leaders' Summit on Climate hosted by the President of the United States.

- April 23. The Minister of Public Services and Procurement announced that Canada had secured access to 35 million doses of Pfizer-BioNTech's COVID-19 vaccines for 2022 and 30 million doses for 2023, with options for up to 30 million more each year and an option to extend into 2024.
- April 26-30
  - Focus groups were held with the general population residing in rural Quebec (Apr. 27) and with parents of young children (ages 1-10) in major centres across Ontario (Apr. 28).
  - April 29. The Government of Canada announced an Independent External Comprehensive Review into harassment and sexual misconduct in the Department of National Defence and the Canadian Armed Forces.
  - Focus group was held with the general population residing in mid-size and major centres in the prairies (Apr. 29).
  - April 30. The Government of Canada introduced Bill C-30, *Budget Implementation Act, 2021, No. 1*. The bill implements the Government of Canada's plan to finish the fight against COVID-19, create jobs, grow the economy and ensure a robust recovery.
  - April 30. Health Canada paused distribution of an initial shipment of 300,000 Johnson & Johnson COVID-19 vaccines while the U.S. Food and Drug Administration (FDA) investigates the Baltimore plant which was forced to close due to safety concerns.
  - April 30. There had been 1.23 million cases of COVID-19 in Canada with 24,220 deaths. 11.24 million Canadians were partially vaccinated against COVID-19, while 1.09 million were fully vaccinated.

## Government of Canada in the News (All Locations)

Some participants reported they were purposely paying less attention to news in general while others indicated they were primarily focused on what was happening at the local and provincial/territorial levels mostly related to the COVID-19 situation in their community or region. Nevertheless, many recalled hearing about the Government of Canada primarily in regards to two issues or areas – COVID-19/vaccinations and the federal budget.

On COVID-19 and the vaccines, participants mentioned the following:

- Booking an appointment for the AstraZeneca vaccine given that the age limit for eligibility to receive this vaccine had recently been lowered. In later groups others had heard that the Prime Minister had been vaccinated;
- Concerns related to the extension of the interval between administration of the first and second doses of the vaccine;
- The risk of blood clots associated with the AstraZeneca vaccine;

- Conflicting news about the supply and availability of vaccines, linking shortages to a lack of vaccine production in Canada. At the same time, others had heard the opposite – that the federal government had secured additional vaccines and that the roll out was set to accelerate;
- A decision by Health Canada to delay release of the Johnson & Johnson vaccine in Canada, following a similar decision by the Food and Drug Administration (FDA) in the U.S.;
- Issues with the Canada Emergency Response Benefit (CERB) and payment of taxes owing; and
- An announcement made by the Ontario Government regarding paid sick days which, combined with the federal government’s sick leave benefits (Canada Recovery Sickness Benefit or CRSB), would make it easier for those exhibiting symptoms of COVID-19 to take time off of work;
- Travel restrictions, including a ban on flights from India to limit the spread of COVID-19;
- Federal government assistance with airlifting military personnel to provide support to health care workers in Ontario;
- Support to Air Canada given losses sustained as a result of the pandemic and compensation being given to passengers whose flights had been cancelled due to COVID-19; and
- Discussion of a vaccine passport.

Regarding the federal budget, participants mainly referred to it in general terms although a few mentioned the following items which had caught their attention:

- The projected deficit associated with budget proposals and expenditures;
- The childcare program; and
- The carbon pricing program.

Several participants had also heard about other issues, including allegations of sexual misconduct in the Canadian Armed Forces and the state of diplomatic relations between Canada and China.

### **The Supreme Court of Canada Ruling on the Constitutionality of the Federal Government Law Regarding Carbon Pricing (Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours)**

In two groups, participants were prompted as to their awareness of anything in the news recently regarding the Supreme Court of Canada ruling on carbon pricing. At least half or more in both groups had heard something about this issue – mainly that the Court had ruled the federal government had the constitutional right to impose a carbon pricing regime on the provinces. In Calgary and Edmonton, several participants were aware that the province of Alberta, in conjunction with several other provinces, had challenged the constitutionality of the federal *Greenhouse Gas Pollution Pricing Act* and that the Supreme Court had ruled in favour of the federal government on this matter.

Participants were shown some additional information on this topic:

*Recently, the Supreme Court of Canada ruled that the federal government’s law requiring provinces and territories to implement carbon gas pricing systems by January 1, 2019, or adopt one imposed by the federal government, is constitutional. The majority of the judges noted that global warming causes harm*

*beyond provincial boundaries and that it is a matter of national concern under the “peace, order and good government” clause of the Constitution. They also noted this law would only apply where provincial or territorial pricing systems are not strict enough to reduce global warming. Currently, the provincial systems in place in Ontario, Manitoba, Saskatchewan and Alberta do not fully meet federal benchmark stringency requirements; thus, the Government of Canada applies a price on pollution in these provinces.*

Reactions to this information were somewhat different between the groups. In Sudbury and Thunder Bay, participants generally favoured the Supreme Court ruling noting that the contributors to and effects of climate change and global warming crossed provincial boundaries, making it an issue of national concern. While some understood why the provinces may oppose a carbon pricing system being imposed on them by the federal government, they felt this approach was necessary and that there were few workable alternatives to address the issue. At the same time, a few participants in this group expressed concerns that this system would increase costs for consumers. Additionally, some felt that Canada’s contribution to stopping or reversing global warming would have little impact, relative to other countries which they viewed as significant polluters.

By contrast, participants in Calgary and Edmonton were more adamantly opposed to the ruling and the carbon pricing system, seeing it as unfair for a number of reasons:

- Similar to concerns expressed by participants in Sudbury and Thunder Bay, they did not feel the carbon pricing system would have a significant impact. They believed that Canada’s emissions contributed only minimally to global warming, relative to other countries they considered to be large emitters, including India and China;
- They viewed it simply as a ‘cash grab’ by the federal government; and
- Some felt that it reflected a lack of understanding by the federal government and Canadians in general of the contribution of Alberta and the Alberta energy industry to economic prosperity in Canada.

That said, a few participants from this group did support this initiative and the Supreme Court ruling. Although they empathized with the frustrations of Albertans and felt there was a potential that the system would lead to increased costs to Canadians, they believed that long-term solutions like this were necessary to effectively address the larger issue of global warming affecting the entire planet.

Participants were asked how they felt about the carbon pricing system in their province. Those in Ontario made two specific points. They noted that Ontario’s economy was more dependent on manufacturing relative to the rest of the country and expressed concern that a federal carbon pricing regime may affect Ontario in very different ways compared to other provinces. Others referred to the actions of previous provincial administrations to implement a cap and trade system, effectively setting limits on pollution and incentivizing industry to invest in clean alternatives by limiting, or capping, pollution credits. They viewed this system as preferable to the current approach.

In Alberta, several participants admitted that they were not familiar with the mechanics of the carbon pricing system. But, there was a sense that it would lead to additional taxes being applied to a host of consumer items (e.g., groceries, gas at the pump, etc.).



When participants were told that 90% of direct proceeds from the Government of Canada's pollution pricing are returned to residents of those provinces through Climate Action Incentive payments, awareness of this aspect of the initiative was minimal. At the same time, there was some skepticism that most of the funds collected would in fact be returned to residents in each of the provinces where the carbon pricing regime had been implemented. There was a feeling that consumers would nonetheless end up paying more (i.e., gas at the pump) as the expectation was that companies would increase the price of their products to cover any additional costs to them. Some participants questioned the impact of the carbon pricing system on specific sectors, like agriculture, citing the implications for those on the Prairies with large grain operations utilizing significant amounts of energy for dryers. In Alberta, there was an initial misperception that the Climate Action Incentive payment was directed only to low income households. After correcting this misunderstanding, participants remained cynical about the effectiveness of the proposed approach for a number of reasons. As an example, they cited the challenges for Albertans in shifting to more energy efficient technologies such as electric vehicles (EVs) given the impact of cold weather on battery life and vehicle range.

### **Government of Canada Support for Air Canada (Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine)**

Most participants in the two groups noted above had heard about the new federal government support offered to Air Canada. As noted earlier, some had made mention of this on an unprompted basis when asked what they had heard in the news related to the Government of Canada. When asked, specifically, what they had heard, participants mentioned the following items which had been agreed to between the federal government and Air Canada:

- Refunds by Air Canada and other airlines to passengers who had booked tickets on flights which were subsequently cancelled due to the pandemic;
- Resumption of some flights to service smaller centers across Canada, which had been terminated by the airlines in the early weeks and months of the pandemic; and
- Subsidies to Air Canada to support their ongoing operations.

A subsequent clarification was offered to participants before continuing the discussion. Participants were informed that the federal government announced it would provide financial support to Air Canada in the amount of \$ 5.9 billion (in the form of loans payable in 5-7 years) to help it rebuild from the effects of the pandemic. They were also made aware of the federal government's \$500 million equity investment in Air Canada stock. Conditions for the deal included: refunds for flights cancelled due to the pandemic, the restoration of regional routes that were previously suspended, and job protection for the airline's remaining employees. Participants in the Yukon and Northwest Territories had somewhat mixed views on the deal, although most were in favour. Several viewed it as long overdue especially as Air Canada was the dominant airline in Canada and given that financial support to the airline industry was being undertaken elsewhere (i.e., the U.S. and Europe). Some also felt that the equity injection by the federal government provided taxpayers with some degree of protection.

Others questioned whether this would result in an increase in fares, noting the impact this would have on flights to Northern Canada and on the tourism industry in the North.

Those in Atlantic Canada were more vehemently opposed to the deal, questioning why the federal government should be required to step in to assist a failing company. They saw the deal as a significant future burden on taxpayers and generally held the view that private sector businesses should not need to rely on government funding to stay afloat. When told that the Government of Canada had purchased stock in Air Canada, some then wondered about the federal government's investments in other publicly traded companies. While, on balance, these participants supported refunds to passengers and thought these should have been issued much earlier, they were of the view that taxpayers should not be on the hook for assistance to companies like Air Canada. The point was also made that similar financial support should then be considered for small businesses if the goal is to restart the Canadian economy.

## COVID-19 Information/In the News

(Sudbury and Thunder Bay District Opinion Leaders,  
Mid-size and Major Centres Quebec Opinion  
Leaders)

A conversation about media consumption habits was held among participants in two groups comprising those who had indicated at the time they were being recruited that they regularly watched, read or listened to the news. The discussion focused on their main sources of information, both in general as well as specific to COVID-19, and their social media habits particularly the extent to which they share information and news across their social networks and how they respond to false information or 'fake news.'

### News and Information Sources

When asked where they typically source their news and information from, participants mentioned a variety of digital media ranging from online news sources for major media companies in Canada such as the CBC, the Globe and Mail, and the National Post, to social media platforms such as Facebook and Twitter. While less common, some participants utilized a news aggregator to quickly glean domestic and international news covered by a range of different sources. A few also noted that they occasionally refer to community level news sources. Overall, participants remarked that they typically sought out this information online, through a mobile phone app or by accessing the websites for television news broadcasts.

Specific to COVID-19 information, participants stated that they typically follow both national and provincial trends such as COVID-19 infection rates, vaccination rates, vaccine distribution, hospital capacity and current public health measures. Given Canada's current vaccine rollout, participants noted they were especially interested in the number of vaccines arriving into Canada.

### **Social Media and Fake News**

Most participants commented that they rarely shared information or news articles with others on their social media networks. Among those who stated they occasionally shared information, it was expressed that they would only share information if they perceived it to be either of particular interest to their friends and network or of some value. Furthermore, the point was made that they were more likely to share this information with their friends via group chats or direct message rather than through the original platform (e.g. Facebook, Instagram, etc.) on which they had viewed it.

When asked if they ever came across false information or 'fake news,' participants were equally as likely to say they had encountered some form of 'fake news' as they were to say they had not. However, some participants remarked that they had researched and taken informal quizzes to educate themselves on how to differentiate 'fake news' from legitimate information.

When determining whether information is false, participants stated they often verify the credibility of the source and its references and were not likely to question the information if it was from an organization with which they were familiar such as a university or public health organization. Additionally, it was noted that sources with very few followers or which had a reputation for posting extreme topics and/or a history of regularly posting about a single topic were perceived as unreliable and untrustworthy. Participants commented that oftentimes using both personal judgement and common sense is sufficient to determine the legitimacy and veracity of information.

Participants acknowledged that in most cases they were unlikely to do anything to correct false information which they encountered on social media. The general consensus was that they would only invest personal effort in correcting information when they felt they had the time to do so or if, in their judgement, the false information could have consequential negative implications. Others also commented that they would attempt to correct friends and family if it could be undertaken as a quick and simple task. However, participants also emphasized that engaging in discussions with friends and family members who actively take part in conspiracy theories can be challenging as many are deeply set in their views.

## COVID-19 Outlook (All Locations)

Participants in all groups were asked to comment on the restrictions in place in their area and discussed their views on the need for additional restrictions or, conversely, whether they felt that things should be opening up more. Participants also discussed the extent to which they were concerned about the third wave of COVID-19, which was affecting some regions of the country more than others, and the spread of COVID-19 variants.

### **Views on Regional Restrictions**

Participants' views on the current restrictions in their region varied, depending on their location. Most participants were generally comfortable with maintaining the restrictions (which had been strengthened in a number of provinces and territories) believing the measures were necessary to

reduce the spread of COVID-19 and keep the public safe. A number of participants commented that these restrictions should have been put in place much earlier. At the same time, there were several participants in almost every group who questioned the effectiveness of certain restrictions, found some of the public health measures to be confusing or contradictory, or who expressed interest in loosening the restrictions in their area.

Among participants from Atlantic Canada, discussion centered on the appropriate timing for reopening the Atlantic bubble. The bubble had been introduced in the summer of 2020 as a way for the region's residents to travel freely between the four provinces without having to isolate for 14 days, but had been halted in late November 2020 (with exemptions for essential situations) as the threat of increased community transmission of COVID-19 became apparent in a number of regions. Many participants felt it was too soon to reopen the bubble, expressing concerns that in doing so provinces would see a reversal in the gains that had been made in keeping the spread of COVID-19 under control in the region. A few participants were particularly worried about the situation in New Brunswick which had experienced a recent uptick in COVID-19 cases, and felt that the restrictions should continue until that situation abated. Some also felt that insufficient time had elapsed to determine the impact of a loosening of some restrictions (e.g., permitting full capacity in some retail outlets). They thought a cautious and staged approach was a good first step prior to a broader regional reopening. Others commented that the restrictions appeared to be having the intended effect of reducing pressure on hospitals and medical staff, allowing patients with non-COVID-19 related medical issues to be seen in a timely manner.

A number of participants acknowledged the strain on families and on those working outside the province as a result of border closures within the region. And, a few participants were vocal proponents of reopening the bubble sooner than later, commenting that the current restrictions were adversely impacting citizens of the region whom they felt should be trusted to make responsible decisions for themselves and their families. Some were of the view that it was important to allow people to resume their normal lives and routines, recognizing that the pandemic may be ongoing for some time to come. They felt that it was difficult to control the trajectory of COVID-19 and pointed to the situation in the U.S. where vaccinations were increasing and many states were reducing restrictions and allowing citizens to move more freely.

In Ontario, participants were reminded that the provincial government had recently strengthened restrictions, including lengthening the stay-at-home order by two weeks, reducing interprovincial travel, limiting gatherings to members of their own household except for those who live alone, restricting outdoor recreational amenities, closing non-essential construction and reducing capacity in big box stores. Very few participants felt the restrictions should be further strengthened. Many were of the view that a stricter lockdown should have been put in place earlier and that the current lockdown should be in effect for longer than a two-week period.

A contrary opinion was voiced by participants in the group comprised of residents located in Sudbury/Thunder Bay (Opinion Leaders). Several participants in this group were more inclined to believe that the provincial government should not mandate restrictions and, as participants in other groups also commented, they felt that the provincial government had missed an opportunity to

implement stricter and more targeted measures earlier in the course of the pandemic. In this group and others among Ontario participants, some suggested that speeding up vaccinations was the most effective way out of the pandemic, expressing the view that restrictions at this stage did not seem to be working.

A number of participants in the Ontario groups found the local restrictions to be inconsistent or confusing and, as a result, were not convinced that they would make a significant difference in terms of limiting the spread of COVID-19. For example, participants questioned:

- How the determination had been made as to what is categorized as 'non-essential,' claiming that many activities/items were essential from a mental health perspective;
- The effectiveness of capacity limitations in big-box stores when shoppers' movements and line-ups meant that they were nevertheless contravening the 2 metre physical distancing guideline. Concerns were also raised about the adverse impact on small businesses, many of which were deemed to be non-essential under the current restrictions. Participants felt that smaller businesses were likely better able to control the flow of shoppers through their establishment;
- Why the measures were implemented on a province-wide basis, rather than targeted to key hotspots such as Toronto, Peel and Ottawa. The idea of a more targeted approach was raised in both the Windsor-Essex/Lambton/Niagara and Sudbury/Thunder Bay groups where participants pointed out that case counts in their region were considerably lower than they were in the Greater Toronto Area (GTA), for example;
- Why there was not a clearer focus on addressing issues like sick pay in order to incentivize hourly wage earners in workplaces such as large plants, warehouses and factories to stay home if they are exhibiting any symptoms of COVID-19. Some participants thought that this was where much of the spread of COVID-19 was occurring. Questions were raised as to why restrictions were being placed on outdoor recreational amenities (i.e., tennis courts) rather than on monitoring and shutting down work sites where there was evidence of transmission of the virus; and
- Why schools and borders had not been fully locked down earlier as part of a more comprehensive approach to limiting the spread of the virus.

In one group only (Major Centres Ontario Parents of Young Children), participants were asked how the pandemic and related restrictions had impacted their family. Parents focused mainly on the effects on their children who missed their friends and extended family. They spoke about the mental health impacts on their children, stemming both from isolation but also fear of contact with others having been told they must stay at least two metres distance away and wear masks, etc. Parents themselves also said they were struggling to balance work and childcare responsibilities, with all family members being confined to the home for an extended period.

It was restated to participants in Quebec groups that the provincial government had strengthened restrictions in some regions, including implementing stricter curfews, closing non-essential businesses and introducing new interprovincial travel restrictions and that anyone returning to the province from Ontario must isolate for 14 days. With these restrictions in mind, most participants expressed a general sense of comfort that the appropriate restrictions had been put in place and expressed hope that this would be the last time such extensive measures would be required. Some felt it was

important to close down completely at this time in order to be able to be fully open through the summer months. Participants generally supported the curfew and restrictions on Ontarians crossing the border into Quebec. At the same time, participants concurred that these measures had come too late. There was a sense that the provincial government was reacting to conditions rather than getting out ahead of them. And, some participants questioned the rationale behind allowing gyms to remain open, while restaurants were forced to remain closed in some areas. In addition to viewing the provincial restrictions as somewhat incoherent and contradictory, there was also a feeling that they were changing so often that it was becoming difficult to follow them.

When asked whether restrictions should be lifted or further strengthened most felt they should stay in place for the time being or possibly be tightened. However, some caveats were offered by a few participants, as follows:

- Students should be permitted to stay in school;
- Some non-essential businesses should be allowed to reopen (e.g., libraries and small cafes) to provide limited opportunities for socialization, especially given the curfew; and
- Medical masks should be mandatory, although some also suggested that masks should not be required when outdoors.

In groups held among residents of the Prairie provinces, participants were told that certain restrictions were being strengthened in some provinces, including placing limits on indoor-dining, moving certain schools to online learning, limiting personal gatherings and visitors inside homes and limits on cultural and faith-based gatherings, in addition to reduced capacity in shopping centres and gyms. Participants residing in mid-size and major centres on the Prairies generally favoured the restrictions, although much like participants in other areas across the country, they questioned the wisdom of restricting visits between households while at the same time permitting restaurants to remain open, with some limitations. And, there was a concern about hospital/ICU capacity should case counts rise dramatically.

Several participants commented that, while they may not be happy with the current restrictions, they felt they were necessary to ensure public safety and reduce the pressure on hospitals. Comments suggested that participants were keen to shorten the duration of restrictions, even if it meant short-term pain for long-term gain, and wanted their fellow citizens to demonstrate more vigilance in adhering to physical distancing and mask wearing practices. Participants from Calgary and Edmonton (experiencing COVID-19 fatigue or exhibiting riskier behaviours) felt some restrictions could be slightly loosened – social ‘bubbles’ could be widened, more outdoor activities could be permitted, and more flexibility could be given to small businesses (many of which they felt could not afford the costs to adapt to COVID conditions).

As in other groups, a few participants expressed greater opposition and, in particular, felt that the scale of the public health threat did not warrant what they viewed as extensive restrictions on freedom of movement and social interaction. They were of the opinion that the public should be informed of the risks and then left to make their own decisions as to how to respond.

Participants in British Columbia discussed the recent strengthening of restrictions in their province which included closing indoor dining in restaurants, pubs and bars, cancelling indoor low-intensity group exercise classes, and continuing the suspension of indoor in-person religious services. Additionally, the provincial government had also indicated it would be implementing new travel restrictions whereby people would not be able to leave their health authority region without a legitimate reason. Most participants expressed a general level of comfort with the current restrictions. They viewed them as a short-term solution, felt that they were relatively reasonable and moderate in nature, and ultimately understood that the goal of the measures was to save lives.

However, similar to comments made in other groups, some participants questioned whether there was sufficient evidence to justify such extensive restrictions, describing the 'cure as being worse than the disease.' A few were also concerned that younger people in particular may become easily frustrated with the restrictions, leading to a surge in the spread of COVID-19, while others commented that they found the changeable nature of the public health response and measures contributed to confusion among the public. Several participants commented that restricting movement across health authorities directly contradicted the continuation of international flights and the entry of international travelers to the province. They did not see the logic in this approach. In general, there were concerns about what was seen as mixed messaging from public health officials which led to confusion, cynicism and distrust. Nevertheless, while some participants felt they did not have a full understanding of the rationale behind a number of the restrictions and sought greater uniformity and cohesion from public health officials at all levels of government, most favoured maintaining the restrictions.

Participants in the Yukon and the Northwest Territories were supportive of the restrictions in place in their region and credited public health authorities with keeping case counts low, in particular by instituting a 14-day quarantine for those coming into the Yukon or the Northwest Territories. Although it was acknowledged that those residing in border areas faced some difficulties with respect to adhering to quarantines, on balance, most felt that other provinces should institute similar quarantine restrictions. Some commented that strong enforcement of public health measures in the North and in the Atlantic region, particularly in terms of limiting cross-border travel, had a positive impact in reducing transmission of the virus in the region. Most agreed that any sacrifice they were being asked to make was necessary to achieve the desired outcome.

### **COVID Fatigue (Calgary and Edmonton Experiencing COVID Fatigue and Exhibiting Riskier Behaviours, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Exhibiting Riskier Behaviours)**

Two of the focus groups had been recruited to include participants who indicated they were tired of the public health measures, paying less attention to public health advice and, in some cases, were socializing with others who were not part of their immediate household. In these groups, a part of the discussion focused specifically on those aspects of the public health guidance they found most difficult to follow and whether restrictions should now be lifted to allow more people to get together.

In these groups, participants described feeling frustrated, disheartened and tired. While generally following rules such as masking and physical distancing, they questioned why adherence to the public health guidelines for the last year was not having a greater impact on reducing the number of cases of



COVID-19. Some described it as feeling like 'Groundhog Day' – experiencing the same routine every day and a repeat of the previous day's events. They felt the duration of the pandemic had been much longer than they anticipated and were disappointed that further progress had not been made to reduce or eradicate the virus by this point. The perceived arbitrary and changeable nature of some of the guidelines was also perplexing for some participants (e.g., closure of playgrounds in Ontario followed by almost immediate reopening) and several commented that they wished a different approach had been taken. In their view some of the measures were doing more harm than good, especially when considering some of the mental health implications.

Most acknowledged the seriousness of the issue, but simply felt they needed to socialize with friends face-to-face in order for them to maintain a positive mental health. They reflected with sadness on missing out on the usual social gatherings over Christmas and noted that staying home, mostly complying with the public health measures, had not done much to improve the situation. Some participants also looked enviously to the United States, where things were opening up and, for example, sports fans were now able to attend live events, as well as to other countries where vaccinations were rolling out more quickly compared to Canada. As such, many participants were willing to take some risks, although they deemed the risk to themselves of contracting COVID-19 to be quite low.

A few participants in Calgary and Edmonton disputed the data being reported about COVID-19 cases. They were of the view that many deaths were being incorrectly attributed to the virus when other co-morbidities existed that were more likely to be a direct cause of illness, susceptibility to COVID-19 and death. They believed the numbers were purposely being inflated to generate fear and as a justification for ongoing restrictions.

Several participants in these groups spoke about paying less attention to COVID-19 related news and information. They found it both relentlessly negative and overwhelming and they wanted to hear about other issues and happenings locally, across Canada and around the world. They believed that many people, including themselves, were actively tuning out because the pandemic continued to dominate the daily news cycle.

When asked what restrictions, if any, should remain in place, participants favoured the following approach:

- Implementing a short-term, strict lockdown for a set duration (i.e., 3 weeks rather than indefinitely) and enforce it;
- Restricting indoor gatherings while opening up more opportunities for outdoor socializing; and
- Keeping indoor dining closed for the time being.

While most participants supported a continuation of restrictions to some degree, a few advocated for a full and unrestricted opening. They did not feel that another complete lockdown was necessary. In particular, they worried about the financial toll of a subsequent lockdown and felt that people needed to be able to return to work and resume their livelihoods.



### Concerns about a Third Wave and COVID-19 Variants (All Locations)

Although opinions varied somewhat based on location and the composition of the group, across all groups most participants were concerned about the rapidity with which the variants can be spread and the severity of illness for those who contract one of the variants. Concerns about the variants were rooted in:

- The introduction of variants in several foreign countries and how quickly they spread to Canada;
- Evidence showing that the variants are more transmissible – not only that they can infect more people but that they can spread at a faster rate;
- Perceptions that the variants are able to hang in the air and on surfaces longer, thereby contributing to higher levels of transmission;
- Concerns that the public is becoming more lax in complying with public health measures and that this would create the conditions for further spread from the variants;
- The rapidity with which a flare up (i.e., virus surge) can occur as a result of the variants; and
- A lack of information and public education about the variants – some felt there was a need to raise public awareness of the nature and consequences of spread of the variants in Canada.

Several connected the variants closely to the possibility of a resurgence of infections and a third wave of viral transmission.

Views were somewhat different in three of the twelve groups in particular:

- The two groups with those who had received their first dose of the vaccination (in the GMA and the Yukon/NWT) – some participants in these groups felt less threatened by the variants as a result of being vaccinated. They were also of the view that the health care system had been able to adapt to the circumstances and was therefore more readily able to handle an influx of cases. In the group held among residents of the Yukon/NWT, the border closures and the mandatory two-week quarantine were contributing to a sense of safety for a number of participants, although some expressed worries for relatives and friends living in other provinces and acknowledged that inter-provincial commercial activity (i.e., truckers and pilots) posed a risk.
- Those participants who had indicated some hesitancy towards getting the COVID-19 vaccine – while some in this group recommended being prepared for the prospect of a third wave, the balance of opinion favoured simply embracing the current circumstances (e.g., ongoing transmission of the virus among a segment of the population and getting on with life). At the same time, most favoured continued controls at provincial borders viewing this as a key measure to limit the spread within the Atlantic region. In particular, they felt that strict measures should be taken to prevent Ontarians from visiting the Atlantic region, given what they believed were alarming rates of infection and hospitalization in the province.

When asked about the trajectory of the virus – whether the spread of COVID-19 was going to get worse or improve throughout the spring – the feeling of most participants was that things were likely to improve somewhat recognizing that many regions were still facing a formidable challenge in managing case counts at the current time. Participants acknowledged that the situation would vary

across the country and within regions. They recognized that this would depend on the actions taken to control transmission of the virus and that the trends may not become clear for at least another two weeks especially following the Easter holiday (some felt there was a strong likelihood that people may have been gathering in larger numbers than was advisable over the Easter weekend).

Those who felt the situation would most likely improve attributed this to:

- Increasing vaccinations which would protect a larger swath of the population;
- Opportunities for people to get outdoors as a result of better weather; and
- The ability of public health officials to react more quickly now as they know more about the virus and how to manage it relative to the early days of the pandemic.

By contrast, those few who thought things would get worse expressed a lack of confidence that lockdowns and current restrictions would be effective or that the public would have the determination to continue to fully comply with the public health measures. They were also concerned about the continued admission of international travelers into Canada. A few others simply felt that the virus was here to stay and that there would likely be an ebb and flow of transmission over the course of the next few months, and possibly longer.

### **Government of Canada Assistance to Ontario (Major Centres Ontario Parents of Young Children, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-Size and Major Centres Quebec Opinion Leaders, Interior B.C.)**

In several groups participants were asked about the Government of Canada's announcement that they would provide more help to Ontario in response to the province's request for assistance, with support from the Canadian Armed Forces (CAF) and through funding the redeployment of the Canadian Red Cross to augment or relieve staff within medical care facilities. Participants were told that the CAF would airlift medical personnel from Newfoundland and Labrador and possibly other jurisdictions and that the federal government would cover the costs to coordinate any extra staff that other provinces could send to the front lines in Ontario. They were also informed that the federal government was deploying more rapid testing to hot spots and stood ready to deploy the Canadian Red Cross to help with mobile vaccination units.

Participants generally agreed that the help offered by the Government of Canada was both necessary and useful. They commented that essential workers on the front lines of health care in Ontario needed all the help they could get at this time and that more rapid testing would be beneficial. In British Columbia, participants pointed out that Ontario firefighters had been flown to BC in order to help combat forest fires. As such, they saw this as a mutually beneficial arrangement.

That said, some participants expressed disappointment that the situation in Ontario had got to this point. They questioned why Ontario would need to bring in assistance from outside the province and wondered whether a better approach would be to roll out vaccinations at a much quicker pace. Others were concerned about the expense of flying people into Ontario from across the country and felt the situation and resources should have been managed more effectively at a local level.

Overall, however, most acknowledged the situation in Ontario had evolved to crisis proportions and that something needed to be done despite the associated costs. Participants commented that a balance must be struck between addressing the public health crisis and being fiscally responsible.

## COVID-19 Vaccine (All Locations)

By April 1<sup>st</sup>, 2021, the provinces were reporting over 200,000 new vaccinations had been administered with close to six million doses given. Just under two percent (2%) of the population had been fully vaccinated. There were close to 800,000 new vaccines delivered to the provinces and territories for a total of just under 7,500,000 doses delivered to date. At that time the provinces and territories had used 79.14% of their available vaccine supply.

Throughout the month of April, participants were engaged in discussions regarding the COVID-19 vaccines, including what they had seen, heard or read about them and how well Canada and the Government of Canada was doing in securing vaccine supplies as well as vaccinating Canadians.

### **Awareness of COVID-19 Vaccines**

Most participants appeared to be closely following news and information about the vaccines. In particular, many had heard about the rare possibility of blood clots associated with AstraZeneca. While some participants, in groups held in the early part of the month, had heard that the AstraZeneca vaccine was being administered only to those aged 55 and older, others in groups held later in April were hearing that the age was being lowered to 40 and over. Participants expressed varying levels of concern about the risks associated with the AstraZeneca vaccine. Some had heard reports that the risk was quite low and that evidence to date had shown that very few of those who had received the vaccine had developed blood clots. Several were also aware of reports citing that the risk of blood clots among birth control users was higher. Others, especially women who were on the lower end of the age threshold regarding eligibility for the AstraZeneca vaccine, were more concerned. They expressed nervousness about possible side effects.

Others commented that the information about AstraZeneca was rapidly evolving and that, in their view, conflicting information was contributing to public confusion. As these participants noted, following evidence of a risk of blood clots associated with the vaccine, some countries had decided to pull the vaccine from distribution. However, some participants had heard that at the same time as Canada's public health officials were emphasizing the vaccine was safe, they were also limiting the distribution only to Canadians of a certain age. The age threshold was then subsequently lowered.

Participants were also aware of some issues with the Johnson & Johnson vaccine which they understood was not yet being distributed in Canada. Although they were short on details, some had heard about millions of doses of the vaccine having to be discarded due to a mishap at the manufacturing plant.

Other vaccine-related information which participants mentioned included:

- That the rollout was proceeding at a good pace and was well-organized, although some participants in the Yukon and Northwest Territories questioned why vaccinations were occurring more quickly in the territories compared to some provinces, like Ontario – they had heard that Ontarians were only receiving first shots while residents of the territories were getting their second dose. In Quebec, some participants had heard that people were not showing up for their vaccination appointment, leading to excess availability;
- Adverse reactions and side effects associated with the vaccinations, in general (i.e., feeling poorly after being vaccinated);
- The possibility that some vaccines in certain regions may expire before the provinces and territories are able to use them; and
- That the U.S. was going to assist Canada in sourcing additional supply of vaccines.

### **Performance on Obtaining Vaccines and Rolling Out Vaccinations**

#### **Government of Canada's Performance Procuring and Distributing the Vaccines**

On balance, participants generally felt the Government of Canada was doing a reasonably good job in procuring and distributing the vaccine to the provinces and territories. Some commented that, the Government had faced challenges in the early days, mainly due to a lack of domestic production of vaccines, but thought that there were signs of improvement especially given the number of agreements that the federal government had signed with a range of vaccine suppliers. Others credited the federal government with doing better relative to many other countries in terms of securing vaccine supply.

Several participants commented on what they viewed as the 'politicization' of vaccinations – they believed that the federal and provincial levels of government were each pointing the finger at the other for any issues regarding the rollout. Some participants thought the Government of Canada had handled the situation as well as could be expected, noting that some provinces were sitting on vaccines which had been delivered but not yet distributed.

Among those who described the federal government's performance as adequate or even good, there was nevertheless a desire expressed to pick up the pace of vaccinations across the country.

Those who were more critical of the Government of Canada focused on the following aspects of the distribution:

- Disappointment that it took longer than anticipated to purchase and get delivery of vaccines in Canada;
- Some confusion and questions as to the timing of vaccine deliveries. Participants expressed concern about delayed deliveries and wanted to know more about when vaccine shipments to Canada could be expected to arrive;

- The extension of the interval between first and second doses, which some disagreed with and felt went against the recommendation of the manufacturers;
- What some perceived as the slow pace of vaccinations across the country, especially among those who compared the rollout in Canada to what they felt was a more rapid distribution in the U.S. and a few participants who cited much more populous countries (i.e., Pakistan) which were well ahead of Canada in vaccinating their citizens; and
- Concerns about mixing and matching vaccines for the first and second doses.

**Canada’s Performance Regarding Vaccinations (Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue or Exhibiting Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C., Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies)**

Participants were asked how Canada was doing, compared to other countries, in terms of getting people vaccinated. Most were of the opinion that Canada was lagging behind countries such as the U.S., Britain and Australia in terms of the rate of vaccinations. They attributed this to a slow start but also felt that vaccinations were now picking up. A few participants commented that Canada was initially at a disadvantage, having to rely on other countries to obtain vaccines. Given this situation, they thought that Canada was performing as well as could be expected. The issue of vaccine nationalism arose in some conversations, with participants questioning how this might play out for countries like Canada which had agreements with manufacturers based outside the country to supply vaccines.

On an unprompted basis, participants typically tended to evaluate Canada’s performance in terms of vaccinating people relative to the U.S. and other westernized, developed countries. When asked more explicitly what the best comparisons are, participants generally looked beyond North America to what was happening in Europe, the G7 or the G20 and around the world. They considered the following in identifying a reasonable comparator for Canada’s performance:

- Countries or regions with similar culture, values and lifestyle as Canada (i.e., the U.K., Europe, and Australia);
- G7 or G20 countries; and
- Global ranking.

Some indicated that comparisons to the U.S. may not be as relevant, given that Canada does not have the same resources, particularly in terms of vaccine production, or the same health care system. Others also noted that geography and population size should be taken into consideration. For this reason, comparisons to Australia made more sense to a number of participants. Although Canada has a larger population than Australia, many felt the two countries were similar in terms of their geography (i.e., large land masses with relatively small populations) and their government.

While several participants commented that they were not sure about what the best comparators would be, a few noted that Canada should be evaluating itself against countries considered to be role models in this respect, pointing to the progress in vaccinations being made in countries like Israel.

On the basis of the comparators discussed, most participants expressed some disappointment in Canada’s performance with respect to vaccinations, particularly those who were focused on Canada’s global ranking. Some participants felt that Canada had faced some initial challenges in procurement of the vaccines and that this meant a slower pace initially for vaccinations compared to other countries.

Throughout the month of April, as vaccinations progressed across the country, data was shared with participants about the percentage of Canadians who had received at least one COVID-19 vaccine dose and regarding Canada’s ranking both internationally and within the G20. The chart below indicates the information participants were given, by location of the group:

<b>Group</b>	<b>% of Canadians who had received at least one COVID-19 vaccine dose</b>	<b>Canada’s International Ranking</b>	<b>Canada’s Ranking within the G20</b>
Windsor-Essex, Lambton and Niagara Regions	25%	17	3
Mid-size and Major Centres Quebec	25%	16	3
Interior B.C.	26%	16	3
Rural Quebec	30%	15	3
Major Centres Ontario	30%	15	3
Mid-size and Major Centres Prairies	31%	14	3

Once given this information, participants were then asked if the numbers surprised them in any way or if Canada’s rate of vaccinations and its current standing were about what they had expected. In four of the six groups, the balance of participants commented that they were pleasantly surprised by the numbers. Many had not expected, given their view that there had been a few early challenges in procuring the vaccines, that the first doses of vaccines were rolling out this rapidly or that Canada was now ranked third within the G20, only behind the United States and the United Kingdom. For a number of participants in these groups, this information positively shifted their views on Canada’s progress regarding vaccinations. Several commented they were impressed and that the data was evidence of progress. Some participants felt the information demonstrated that Canada was ahead of its original timeline for vaccinations. Ultimately, the information left many participants feeling much better as they had been under the impression that other countries, specifically some European nations, had been more expeditious in procuring and distributing the vaccines relative to Canada. A few participants also commented on the tendency of some to be critical of Canada’s progress in

vaccinating its citizens. The ranking data was viewed as helpful in providing a reality check and in countering misimpressions.

In two of the groups – Windsor-Essex, Lambton and Niagara Regions and Rural Quebec – reactions were more neutral to slightly negative with a few participants saying the information was either what they expected or that the data was being manipulated to tell a better story. On this latter point, some participants mentioned that delays in Canada between the first and second doses of the vaccine were permitting Canada to inflate the numbers of those receiving first doses, while the belief was that this was not an approach being taken in other countries like the United States or the United Kingdom. Others felt that early challenges in procuring the vaccines had caused delays and remarked that inability to produce vaccines domestically had contributed to a slower rollout. Those who indicated that Canada’s progress was more or less what they had expected commented that even though Canada was not ranked first, it was still doing well. While less impressed with Canada’s ranking internationally, most reacted positively to its ranking within the G20.

Regardless of whether participants reacted positively, negatively or with indifference to the information provided, a number of questions and comments arose from this discussion, as follows:

- Is Canada doing better in the rankings, among the G20, because it has extended the interval between doses? And, was this decision made based primarily on medical evidence or for reasons of political expediency?
- Are vaccines being distributed expeditiously (i.e., is Canada building a stockpile of vaccines rather than distributing them to the provinces and getting them in the arms of Canadians?)
- Does the national rate of vaccinations belie some regional discrepancies within Canada?

### **Timeline for Vaccinations (Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Exhibiting Riskier Behaviours, Central and Southern Ontario Indigenous Peoples, Mid-Size Centres Atlantic Canada Vaccine Hesitant)**

Participants were generally aware as to their eligibility to be vaccinated. Some were in the process of booking an appointment, had an appointment scheduled, or had already had their first dose of the vaccine. By contrast, Indigenous participants from the Central and Southern Ontario group were not aware that they were eligible to receive the vaccine. Some were also procrastinating booking an appointment although many fully intended to be vaccinated. A few participants in the group held among residents of Calgary and Edmonton were adamant they would not be getting vaccinated, expressing concerns about the rapidity with which the vaccine had been developed, perceived health risks, and the changing nature of information regarding the interval between first and second doses. Those who expressed some hesitancy towards being vaccinated (Mid-sized Centres Atlantic Canada) were either unsure about their eligibility or did not anticipate being vaccinated until later in the process, given they felt they were healthy and did not consider themselves to be a priority group for vaccination.

Estimates varied on the anticipated timeline for completing vaccinations for all Canadians who wanted to be vaccinated. Across all groups, the general consensus was that all eligible Canadians who wished

to be vaccinated, would receive a vaccination by later summer (August/September) or by sometime in the fall of 2021. A few participants were more optimistic, citing June or July as the completion date. Others were more conservative in their estimates, suggesting that vaccinations may continue through December and into the early part of 2022, especially if any supply shortages disrupt the planned schedule of deliveries.

### **Delaying Second Doses of the Two-Dose Vaccine (GMA Recipients of First Dose of COVID-19 Vaccine, Central and Southern Ontario Indigenous Peoples, Mid-size Centres Atlantic Canada Vaccine Hesitant)**

In three groups, participants were questioned about their views on delaying the second dose of the vaccine. In Quebec, participants were told that their provincial government, in addition to other provinces, was stretching the delay for its residents to get the second dose of the vaccine to four months. Similarly, in Ontario and Atlantic Canada, participants were informed that following the recommendation of the National Advisory Committee on Immunization (NACI) to delay second doses of the two-shot COVID-19 by up to four months, Ontario was set to extend the interval between doses in line with this recommendation. Participants' views were mixed. Those in Quebec were generally supportive of the delay feeling that it was best to provide a wider swath of the population with some protection against the virus, while those in the other two groups were less convinced that this was the right strategy.

Indigenous participants wondered why the interval between the two doses had been so dramatically altered from the much shorter timeframe which had been originally recommended by the vaccine manufacturers. They hoped that increased supply of vaccines and an accelerated pace of vaccinations would ultimately shorten the window between first and second doses. Nevertheless, some questioned the effectiveness of this decision and were concerned that it reflected an absence of planning at all levels of government. And, for those who were about to receive their second dose, concerns were raised as to whether a shorter or longer interval was more advisable, leaving them feeling somewhat anxious.

Among the group of those who expressed some hesitancy about receiving the COVID-19 vaccine, many questioned why the decision had been made to delay the second dose. They felt that doing so raised a number of concerns especially regarding the degree of immunity for those having only received the first dose and whether the vaccine's efficacy could be sustained through the four-month delay. Some felt they had not been given an adequate explanation and thought the delay was potentially putting people at risk.

When asked whether it made more sense to delay the second dose so that more people can get the first dose as soon as possible, or if the original schedule should be adhered to in order to ensure that the vaccine is as effective as possible, participants were split but leaned towards completing the full round of vaccinations (i.e., two doses). Participants made a number of arguments in favour of maintaining the original schedule:



- They were concerned that if there was a decline in efficacy between the two doses that a third round of vaccinations might be required in order to boost immunity. For these participants, this scenario amounted to a setback in vaccinations and an additional expense;
- Some felt that full vaccinations were required in order to start getting people back to work and the economy back up and running; and
- Several participants favoured ensuring that high-risk segments of the population received the full round of vaccinations. They felt that it was preferable to protect the smaller group of more vulnerable citizens as others who are healthy could likely sustain themselves through the pandemic and/or hold off being vaccinated.

Those who felt that getting more people vaccinated was a more advisable approach simply thought it made more sense to get first doses out to as many people as possible, especially given the perception that there were limited doses available.

### **Vaccination Experience and Behaviours among Those Who Have Been Vaccinated (GMA Recipients of First Dose of COVID-19 Vaccine, Yukon and Northwest Territories Recipients of First-Dose of COVID-19 Vaccine)**

Two groups of participants were invited into discussion groups on the basis of their having received at least one dose, and in a very few cases two doses, of the vaccine. A portion of the discussion focused on their personal experience as well as their views on the vaccination process, overall.

Overwhelmingly, participants stated their experience had been positive – from booking the appointment to getting vaccinated. They felt the process was being run quickly and efficiently.

Once having received their vaccination, participants stated that they felt safe, better protected and relieved. At the same time, most continued to take standard precautions and comply with public health measures. In this respect, their day-to-day routine and behaviours had not changed and they continued to take care in regards to their actions and interactions. This was especially the case for those with some health issues and/or with other family members who were immune-compromised or who were not yet vaccinated. While a few participants felt safe enough to go outside without wearing a mask, others continued to wear a face covering while using public transit or visiting with someone outside their household. They also continued to maintain the 2 metre physical distance. Most were not getting together with other people indoors, recognizing that transmission could still occur and the trajectory of the variants was, as yet, unknown. That said, some participants residing in smaller towns (in the North) were more comfortable without masks particularly because they knew most of their neighbours and other residents in the area and trusted that they were adhering to public health measures such as quarantining after travel, etc.

When asked if their behaviours would change following receiving the second dose, some contemplated the prospect of socializing with larger groups of people and of traveling outside Canada. A number indicated they would remain cautious given that others have not had the vaccine. They felt a responsibility to others and did not want to contribute to further community spread. Some also suggested that they would want to see more information and data before altering their habits

specifically to get a better sense of the trajectory of the virus. Most felt it was important to continue to be diligent in adhering to public health measures.

### **Vaccine Hesitancy (Mid-Size Centres Atlantic Canada Vaccine Hesitant)**

Participants in one group comprised those who had expressed some reluctance to get the COVID-19 vaccine at the time they were being recruited. Several questions were asked of these participants to better understand their views on the vaccines as well as the barriers and motivators to being vaccinated. Participants were not entirely opposed to vaccinations. Many were unsure, simply wanted to wait or were still considering their decision, including weighing the pros and cons of being vaccinated. In the context of this discussion, participants identified a number of factors influencing their decision on whether or not to get vaccinated:

- Efficacy of the various vaccines – some participants were trying to ascertain which of the vaccines was most effective against the virus and had heard varying viewpoints and evidence related to this issue. They were attempting to select or make a decision on the basis of clearer information which, in their view, was not forthcoming at this point;
- Side effects and long-term consequences – several were holding off until they had a better sense of how people were being affected by the vaccines;
- Nervousness about the AstraZeneca vaccine – related to the above point, some participants were weighing the risk of contracting COVID-19 versus the risks associated with possible side effects from the AstraZeneca vaccine which they had heard about. They wanted to be assured of access to one of the other available vaccines before booking an appointment;
- Current case counts of COVID-19 and hospitalizations within their region – participants residing in areas with lower rates of transmission and hospitalization felt less urgency to be vaccinated, especially those who considered themselves to be at lower risk of contracting COVID-19 due to their age or health status; and
- Prevalence of variants – the rise of the new variants and perceived seriousness of the virus on a wider range of demographic groups. Several participants commented that younger and seemingly healthier people were increasingly at risk.

Participants were shown a short video about the approved vaccines in Canada after which they discussed their thoughts and reactions.

<https://vimeo.com/530867183/ad0be6828f>

The above video ad begins with a blue-grey backdrop with the square images of nine different people smiling. The people include a woman holding a mug, a boy sitting in a wheelchair, a man smiling, a second man in a wheelchair, a man outdoors, a woman smiling, a group of three sitting around a table and a woman outdoors. On the right-hand side of the screen, there is also a white outline of a maple leaf. As the video plays, all the images fold onto one another and eventually disappear. The outline of the maple leaf then grows and takes up most of the right half of the screen. On the left, white text reads 'Vaccine Safety' in bold font. Below, white text reads 'COVID-19 Vaccines Explained.' The next screen has the same maple leaf and white bold text then reads 'The COVID-19 vaccines were authorized quickly. How do we know they are safe?' The video then switches to Dr. Supriya Sharma, Chief Medical Advisor for Health Canada (where her name and title are written on the bottom left-hand side of the frame in white text). She proceeds to say 'COVID-19 vaccines went through exactly the same type of review that any vaccine would. In Health Canada, we have dedicated special teams that are only reviewing these vaccines and they look at the

same amount of data as they would for any vaccine that would be authorized in Canada, they just do that faster. So the teams are only working on one COVID-19 vaccine at a time, they are working 24/7 and they are making sure that all of the data shows us that these vaccines are safe and effective and that ultimately the benefits outweigh the potential risks.' The scene then switches back to the blue-grey backdrop with the white outline of a maple leaf on the right-hand side, with bold white text on the left reading 'How are the COVID-19 vaccines being monitored for safety?' The scene then switches back to Dr. Supriya Sharma who says 'What we know about these vaccines so far is the result of a lot of study. Study in the labs, in the animal studies as well as clinical trials that involve thousands and thousands of people. And what we know is that it is unlikely that there will be other side effects that will show up in the long term. But we want to make sure that that is the case and that is why we have requirements on the manufacturers to continue to monitor these vaccines for two years. We get information from the millions of doses that are being administered internationally, and of course, are following very closely the vaccines that are being delivered in Canada and so if any issue comes up at all in terms of the safety we will look at that as quickly as possible and do whatever we need to make sure that these vaccines make sure to be as safe and as effective as possible. The scene then switches back to the blue-grey backdrop with the white outline of a maple leaf on the right-hand side, with bold white text on the left reading 'Will you get the COVID-19 vaccine?' The scene then switches back to Dr. Supriya Sharma who says 'So, when it is my turn to get the vaccine, I absolutely will roll up my sleeve and not hesitate to take any of the vaccines that have been authorized by Health Canada. And the reason being, well, one, I want to protect myself against COVID-19 and getting very sick from that which is a possibility, but more than that, I want to protect others and we know that the more people we get vaccinated as soon as possible, the more we are all protected against COVID-19. The scene then switches back to the blue-grey backdrop where in bold white text at the top of the screen reads 'Got questions?' below, there are three white text bubbles with blue-grey font reading 'Are the vaccines safe? Are side effects common? What are the vaccine ingredients?' The next slide then reads, in white bold text 'Good. We've Got Answered' with 'Canada.ca/covid-vaccine' in white, normal font. The ad ends with a black screen and as the Government of Canada Wordmark is displayed in the middle, the Government of Canada jingle plays.

Some participants were skeptical of the claim that the COVID-19 vaccines had been put through similar rigorous testing as other vaccines authorized by Health Canada or that the same criteria were applied in the approvals process. Several participants felt that, on the surface, it appeared somewhat contradictory to say that the COVID-19 vaccines had gone through the same regulatory processes as other vaccines, 'but faster.' They wondered if a speedier process may have resulted in those reviewing the vaccines having missed something vital in relation to vaccine efficacy, side effects or long-term consequences.

There was also some hesitation with respect to the assertion made in the video that Health Canada requires the vaccine manufacturers to monitor the effects of vaccines for a two-year period and report adverse events and side effects. The concern was that two years of data on the vaccines has not yet been collected and some participants worried that it may take anywhere between 5 and 10 years to better understand the full effect and implications of the COVID-19 vaccine.

Overall, participants were not strongly reassured by the video. However, some elements of concern were explained. At the same time, others felt the information provided was not adding anything new to the conversation and that it was repeating much of what they already knew.

A few participants acknowledged that the video answered some of their questions about the approved vaccines in Canada, in particular indicating where they could go to get answers to their questions. Questions that remained outstanding for participants included the following:

- What other studies have been undertaken specific to mRNA vaccines and what have the results shown? Are studies of the COVID-19 mRNA vaccines being undertaken in a similar manner to previous studies?

- What is the list of possible side effects from the vaccines? Participants noted that the spokesperson in the video indicated that side effects were 'unlikely,' but they wished to know what they might be. Some wanted to have this information prior to getting the shot, not at the time they are being vaccinated.
- What are the short-term and long-term health effects of the vaccine? Participants recognized that it was too early to answer the second part of this question, but it was an issue or concern that was key to their decision-making process.
- Will regular and repeated booster shots be necessary?

### Outlook Post-Vaccination

Participants discussed their views on the impact of vaccinations and the need for ongoing public health measures once everyone who wants a vaccine has been vaccinated. While participants were anxious to return to some semblance of normalcy and, in particular, to reactivate the economy, most overwhelmingly felt that many of the restrictions would need to remain in place for some time to come. There was a sense that a 'new normal' would be established which would likely mean that gatherings could occur and students may be able to return to the classroom but that certain restrictions, like face masks and physical distancing, would continue. A few participants commented on the situation in other countries, including Australia and New Zealand, taking some hope from their experience reopening and easing restrictions, and assuming that Canada may be able to follow suit shortly.

A number of participants referred to the experience during previous pandemics, such as the Spanish Flu, emphasizing that viral transmission continues to occur and a resurgence can be experienced when restrictions are lifted too soon. Participants assumed that:

- Subsequent waves of the pandemic would surface as a result of the spread of the variants and the efficacy of the current vaccines against these mutations may decline over time;
- There would be a shift in the public mindset and, as a result, many would continue to wear masks as a practice when in public due to fear regarding viral transmission and general safety concerns;
- Poorer or less developed countries which are not vaccinating at the same rate as others will experience higher rates of transmission of the variants and these will spread globally. There was a concern that the development of vaccines would lag behind the spread of the variants; and
- Restrictions would be required unless a sufficient percentage of the population is vaccinated (i.e., herd immunity) in order to protect those who refused or were unable to be vaccinated, including children. Some were concerned that unless children were vaccinated there was still a chance for the virus to spread. A few also felt that opening up too quickly would result in a fourth wave of COVID-19.

At the same time, some participants felt some of the measures could be scaled back and that it may only be necessary to reinstate stricter measures from time to time in hot spots, as cases of COVID-19 or the variants are identified. Several were of the view that it would be challenging to sustain full

compliance to the various public health measures for a lengthy period of time and that doing so may cause a loss of public confidence in vaccines and the public health approach.

Participants were generally in agreement that COVID-19 would become something similar to the flu, requiring people to be vaccinated yearly. There was a feeling that this was the only way to avoid future lockdowns. In this respect, participants agreed that a future without COVID-19 was unlikely, especially given the prevalence of new variants of concern.

In Sudbury and Thunder Bay, participants were asked if they thought the economy would bounce back quickly or whether it would take a while for everyone who lost jobs to get back to work. Overall, while many felt it was critical to get people back to work and begin the process of economic recovery, most thought that some sectors would bounce back more quickly than others.

## Travel Restrictions (Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-Size and Major Centres Prairies)

In several groups, participants were asked about their familiarity with Canada's current travel restrictions and discussed them in more detail. Participants were aware of some aspects of the travel restrictions that were in place at the time the groups were held such as a ban on flights from India and Pakistan, the need to quarantine in a government-approved facility (hotel) upon arrival in Canada, and the requirement to show proof of a negative test for COVID-19 prior to entry. Some participants thought that Government of Canada had also barred flights from Brazil, although there were no direct flights from Brazil to Canada at the time.

In discussions, and on an unprompted basis, some participants voiced their opposition to the requirement for travelers to personally cover the cost of their hotel quarantine. Some viewed the requirement to quarantine as a violation of personal freedoms and felt it favoured those who were more affluent and could afford to cover the cost of the hotel stay. They also raised concerns about the travel restrictions applying only to those traveling by air and not those driving across the border.

All participants were given more details about the measures related to international travel put in place by the Government of Canada to stop further spread of COVID-19 from other countries, including:

- Providing proof of a negative COVID-19 test taken within 72 hours with additional testing upon entry for those entering by air and land;
- An additional mandatory 3-night stay at their own cost at a Government-approved accommodation (hotel) while awaiting results of their arrival test, for those arriving by air; and
- A travel ban for passenger and business flights from India and Pakistan.

When asked what they thought of these actions, participants were generally supportive although several wanted to ensure that the requirements would be strictly enforced, particularly the mandatory

quarantine at a government-approved hotel. Others reiterated their view that the same actions should apply to those crossing land borders.

A small number of participants also questioned why anyone was being permitted to travel given that stay-at-home orders were in place in most provinces. These participants felt that all air travel should be halted. A debate ensued among some participants as to whether the requirement for travelers to pay for the 3-day mandatory stay at a government-approved facility represented a violation of their rights. While a few participants thought travelers should be permitted to quarantine in their own homes, most felt it was fair to implement this restriction given it was an individual's choice to travel for non-essential reasons. However, the point was also made that the hotel costs should be affordable for the average person. On balance, most viewed the travel restrictions as necessary to limit the spread of the variants and felt that societal rights and imperatives outweighed the rights of an individual in this situation.

Many especially agreed with the ban on passenger and business flights from India and Pakistan. They acknowledged that the spike in cases of COVID-19 in these two countries was worrisome and warranted this action. In addition, they emphasized that traveling for personal reasons at this time was simply not advisable.

On the question of whether the travel restrictions should be reinforced or made tougher, most agreed further action should be taken. Specifically, there was a general feeling among participants that those who did not comply with the mandatory 3-day requirement to quarantine should be fined and that this restriction should also apply to those crossing by land. However, several participants suggested that exceptions could be made for those having to travel for a funeral, especially if related to a close relative. And, others felt that the restrictions could be lessened if more testing was conducted. The view of a few participants was that community transmission was the larger issue and that transmission from those traveling to Canada from abroad was less problematic.

## Ad Testing – Success Check (Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours)

Throughout the pandemic, the federal government has run various advertising campaigns to inform Canadians about COVID-19 and public health measures, as well as to encourage Canadians to continue following these measures. In a focus group with participants from Calgary and Edmonton participants were shown two 15-second videos developed by the Government of Canada for possible advertising regarding COVID-19. While not in their finished form, the purpose of this testing was to perform a 'success check' before airing the advertisement on social media platforms.

Two versions of the video ad (below) were shown to participants, back to back, which featured the same storyline and content. The only difference between the two versions presented was the aspect ratio, the ratio of the image's width to height, which differs depending on the platform/media that is used to display the advertisement (e.g. Snapchat, TikTok, YouTube, etc.).

### Version 1



PHAC\_Youth\_Social\_V  
2\_REV.mp4

The ad begins by depicting a group of friends sitting around a table together sharing food and playing games. The scene pans out wider to show a man who is wearing an apron and carrying tools, an elderly woman using a walker, a younger woman delivering food, and a woman serving coffee. The ad finishes with a close up of the elderly woman using a walker with white text across the screen reading 'Let's keep following public health measures' with clip art below showing an open hand with a water droplet above it, two figures socially distanced, a face mask and the COVID Alert App icon. While music plays, a voice over says 'You could spread COVID-19 further than you think. As vaccines rollout, keep following public health measures to help keep others safe.' The ad ends with a black screen and the Government of Canada Wordmark.

### Version 2



PHAC\_Youth\_V3\_REV.  
mp4

The ad begins by depicting a group of friends sitting around a table together sharing food and playing games. The scene pans out wider to show a man who is wearing an apron and carrying tools, an elderly woman using a walker, a younger woman delivering food, a woman serving coffee and a mail carrier. The ad finishes with this scene of all the characters in the same room and white text across the screen reading 'Let's keep following public health measures' with clip art below showing an open hand with a water droplet above it, two figures socially distanced, a face mask and the COVID Alert App icon. While music plays, a voice over says 'you could spread COVID-19 further than you think. As vaccines rollout, keep following public health measures to help keep others safe.' The ad ends with a black screen and the Government of Canada Wordmark.

After viewing each ad in sequence, participants were asked a series of questions to gauge their overall impressions of the ad, comment on what they took away as the main message and discuss the extent to which the ad prompted them to rethink their behaviours.

## Overall Impressions

Overall, participants' initial impressions were not overly-favourable toward the ad. Most felt the message was banal or worn out and had already been widely disseminated via various other previously aired COVID-19 ads. Participants commented that the ad lacked any significant or new information leading to sentiments that the ad campaign would be unlikely to capture the target audiences' attention. Many felt, as a result, that the campaign would be ineffective and, in particular, not highly influential. Although not a widespread opinion in the group, some participants remarked that they felt the tone of the ad was dark which they thought may have a negative psychological impact on viewers. It was generally thought that a brighter, more positive tone would enhance the effectiveness of the ad.

When asked about the main message, participants understood the point that gathering with others indoors and not adhering to public health measures could result in negative consequences for community members beyond one's social circle. Although many understood the main takeaway of the ad, they reiterated their belief that this particular message was overused, negative in nature and thus, no longer impactful in terms of changing Canadians' behaviours. Participants proposed that an ad



campaign with a refreshed, positive and uplifting message would more effectively encourage Canadians to continue to comply with public health and safety measures.

## Budget 2021 (Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours, GMA Recipients of First Dose of COVID-19 Vaccine, Central and Southern Ontario Indigenous Peoples, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C., Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies)

Over the course of the month of April, participants engaged in discussions about the federal budget which was released on April 19, 2021. In focus groups which were held before this date, the discussion centered on participants' expectations regarding the focus of the upcoming budget and specifically what they would expect to see included in a budget focused on economic growth. There was a general consensus that the budget would and should focus on employment and economic recovery. Some felt that a greater emphasis should be placed on social spending, with several stressing the need for greater investment in the health care system. The concept of 'economic growth' generated largely positive connotations primarily pertaining to enhancing the competitiveness of Canadian companies and providing Canadians with good jobs and living wages. At the same time, several participants found this term to be somewhat exclusionary, believing that economic growth tends to benefit the business class as opposed to the broader middle class of Canadians.

In groups conducted following the release of *Budget 2021: A Recovery Plan for Jobs, Growth and Resilience*, participants were asked what they had heard about the budget, their general impressions of it, and discussed several initiatives included in the federal budget in some detail. Many were aware of the budget announcement, as well as general thematic elements and some specific initiatives. Participants were largely positive in their assessments of the budget, with several of the measures being seen as timely and necessary. Participants reacted most positively to the national childcare strategy and increasing Old Age Security (OAS) payments. Both were seen as important and laudable initiatives. Any negative opinions of the budget centered on the expenditures associated with the various initiatives and the impact on the fiscal bottom line.



Participants' views on these topics are detailed below.

**Expectations of the Federal Budget (Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID-19 Fatigue and Riskier Behaviour, Greater Montreal Area Recipients of First Dose of COVID-19 Vaccine, Central and Southern Ontario Indigenous Peoples)**

In the four groups listed above, which were conducted in advance of the April 19, 2021 budget announcement, participants were asked what they thought the focus of the next federal budget would be. Economic recovery was most frequently mentioned in response. There was a general consensus among participants that the primary focus of the budget should be rebuilding the Canadian economy. It was the view of many participants that economic recovery meant a focus on job creation. Some participants anticipated that increased job opportunities would benefit the wellbeing of Canadians, as they saw mental and physical health being partially dependent on economic and employment status.

Some expected that the next federal budget would involve stimulus spending, while others felt that economic recovery could be promoted through incentives such as tax credits or rebates. A few participants expressed concerns about the impact of changes made to programs such as Employment Insurance (EI) in addressing labour shortages, commenting that consideration should now be given to winding down temporary financial support programs which were initially intended to assist people who lost their jobs as a result of the pandemic.

Several were of the view that the budget should focus on helping small businesses in particular, which they felt had been disproportionately negatively impacted by the COVID-19 pandemic and were in need of assistance. Participants emphasized that financial aid should be directed to smaller, local businesses rather than larger corporations which they believed often benefited from government loans and subsidies.

In terms of a sectoral focus, some expected that a budget to promote economic growth would provide assistance to the energy sector, while others hoped that it would incentivize accelerated growth of green technologies and clean industry.

Though mentioned less frequently than the economy, many expected that health care would be a key focus of the upcoming budget. Several indicated that as the pandemic was ongoing, the top priority of the budget ought to be ending the public health crisis as quickly as possible. Others held the opinion that additional funding to health care was required not only to assist in managing through the pandemic, but beyond. In addition to increasing access to care, some hoped that the budget would expand and improve on the range of health care services that are available to Canadians. In particular, participants indicated a desire for increased access to mental health services and paid sick leave. Though not a widely held view, some expected that the budget would include a focus on growing the domestic pharmaceutical industry, and Canada's ability to manufacture vaccines in-country in particular.

In addition to health care and economic stimulus, participants indicated several other areas of focus for the budget. These were:

- Climate change
- Lowering the cost of housing in major Canadian cities
- Education
- Indigenous issues
- Infrastructure

Simultaneously, concerns were raised about the budget deficit. Participants felt that there should be a greater focus on debt and deficit reduction, with some saying that more effort should be devoted to balancing the budget. Some who mentioned the deficit said that though it was an issue, dealing with the economic impacts of the COVID-19 pandemic should take precedence in the short term.

Concerns were also raised about the length of time between budgets, with some suggesting this reflected a lack of transparency on the part of the Government of Canada.

### **Budget Focus**

In order to better understand participants' expectations in terms of a focus for the next federal budget, they were shown a list of three options, and asked to select the one they preferred most. These options were:

- *Dealing with the COVID-19 crisis*
- *Mapping out an economic recovery plan*
- *Mapping out a vision for what life will be like after COVID-19*

Participants expressed some preference for the second option, *Mapping out an economic recovery plan*. Those who preferred this option liked it because, in their estimation, the COVID-19 pandemic was being brought under control, meaning that the Government of Canada could begin shifting its focus to the health of the economy. Participants indicated that correcting the current economic crisis was the logical next step in the federal government's response to the pandemic. Among those who chose this option, it was felt that *Mapping out a vision for what life will be like after COVID-19* could only be done once the economic security of Canadians was assured. Some of those who chose the second of the three options felt that the economic impact of the pandemic, most notably the closure of many small businesses, had the most significant effect on the Canadian economy over the long-term. As a result, small businesses were viewed as the sector most urgently in need of government intervention. Participants who expressed these concerns felt that the phrase '*Mapping out an economic recovery plan*' best encapsulated the focus they would like to see in the budget.

Those who preferred *Dealing with the COVID-19 crisis* felt that rectifying the pandemic should be the top priority for the federal government. The concern expressed by those who chose this option was that the public health situation was not yet sufficiently under control. Several felt that the COVID-19 crisis remained the most pressing issue facing the country, and as such it should be given the highest priority at this time. Participants emphasized the need for accelerated vaccinations as a justification for their preference. Several mentioned that planning for the future would be a good secondary focus for the budget. Some who selected this option also mentioned that they had considered choosing one of the other two options provided because they felt that having a recovery plan and a vision for the long-

term was important. However, they defaulted to a focus on dealing with COVID-19 based on their sense that Canada was still in the midst of the current crisis.

Among participants who chose *Mapping out a vision for what life will be like after COVID-19*, the broad, all-encompassing nature of the statement was appealing. Many of the participants who chose this option indicated that they interpreted it as including a plan for economic recovery. They also felt it could be interpreted as creating a more equitable Canadian society. Some specified that they wanted to see a greater emphasis placed on environmental protections and the welfare of future generations, and this option also spoke to those concerns. Several of those who preferred this option viewed the statement as hopeful and optimistic.

### **Perspectives on Economic Growth**

As part of the discussion on a budget focused on growth, participants were asked about the meaning of the term *economic growth*. Many felt that the term held positive connotations, indicating that it made them think of a growing economy, prosperity, and employment security. Some added that it meant an increasing national GDP and a rise in the value of the Canadian dollar relative to other currencies.

Though not a common opinion, some commented that the term generated negative associations. Some who disliked the term said that it held a connotation of helping big businesses, rather than the local economy and individual Canadians. Others saw the term as representative of growing inequality in the workplace, specifically the rise of the shareholder class at the expense of the working class.

In addition to the general discussion of expectations of what would be in the budget, participants were asked specifically about their perspectives on a budget that focused on job creation and economic growth versus one which focused on supporting people through the pandemic. Opinions were wide-ranging, with most preferring a budget focused on the economy, as this was seen as the best way that the Government of Canada could help Canadians. Among those who disagreed, there was some sense that while economic growth is important, the needs of Canadians still dealing with the effects of the pandemic were more pressing than those of the wider Canadian economy.

Participants were asked what they would expect to be included in a budget focused on economic growth and employment. Many felt that a budget focused on these areas would include significant economic stimulus in the form of grants and loans as well as tax breaks. Several hoped that the post-pandemic economic recovery would be an opportunity to encourage a shift towards green industry. Others felt that encouraging existing industry, energy and natural resource exploitation in particular, would be an effective means of helping Canadians get back to work. There was also a belief that economic recovery would require addressing housing affordability and availability with a focus on funding for families in order to make housing more accessible. Several participants indicated an expectation that a budget focused on economic growth would prominently feature infrastructure projects. Most who held this opinion spoke mainly in general terms about the need for infrastructure investment, although several participants singled out road works specifically.

Participants offered a variety of explanations as to why they wanted the budget to focus on economic growth and job creation. Several felt that by focusing on job creation and economic stimulus, the Government of Canada could rectify some of the impacts of the COVID-19 pandemic. Many mentioned that small businesses had been disproportionately impacted by the pandemic, and that they hoped that by focusing on the economy, the federal government might help this specific segment of the economy. Some were concerned that stimulus directed towards helping local enterprises would ultimately end up benefitting large, established corporations. The consensus view among these participants was that larger businesses, with some exceptions, have generally benefited from the pandemic.

By contrast, some were concerned that too much money had been devoted to stimulus spending. These participants hoped that reopening the economy would reduce reliance on federal aid. Several were of the opinion that by focusing on employment, the budget would improve the financial picture for Canadians while simultaneously bolstering the health of the economy as a whole.

Those who favoured a budget focused on growth tended to see the economy as a key component of wellbeing. It was a widely held view that personal financial stability is a critical element of a good quality of life. Several viewed economic security is a gateway to free choice, adding that when one is financially stable, one is better able to address other issues that could affect quality of life, such as physical and mental fitness. Participants also saw a positive connection between self-esteem and employment.

Among those who preferred a budget that focused on other areas, economic growth was not necessarily viewed negatively. Rather, these participants took a more expansive view of the future of Canada. Several felt that a budget centered on economic development was premature. Many felt that until the COVID-19 pandemic was brought under control, the primary focus of the federal government should be on supporting Canadians who are struggling with the effects of the COVID-19 pandemic. Some hoped that the budget would look beyond pandemic-related supports, and would address pre-existing social inequalities. Participants singled out mental health issues as a particular area of concern. Many felt there was a need for better access to mental health services, which was identified as an under-addressed area of concern in the lives of Canadians. Others expressed a desire for greater emphasis on education. These participants felt that increased educational attainment would be a significant long-term benefit. Several participants spoke broadly about the need for reconsidering work/life balance, saying that before and during the pandemic they had felt inundated by the pressures of work and social obligations, and that going forward, they hoped there would be an opportunity to reevaluate and reset work-life priorities.

### **Reactions to Budget 2021 (Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C., Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies)**

In the six groups listed above which were conducted following issuance of the federal budget on April 19, 2021, participants discussed aspects of the budget in more detail.

Many participants were aware of the federal budget and pointed to specific details or elements that they had heard something about or that had piqued their interest, including:

- The creation of a national childcare plan
- Job creation
- Increased spending
- The budget deficit (some had heard that deficit reduction was part of the budget plan, while others had heard that the spending in the budget would significantly increase the deficit)
- Assistance for middle class families
- Small business loans and grants
- Action on climate change and the environment
- Affordable/low-income housing
- Extending Employment Insurance (EI)
- Increasing Old Age Security payments
- Action on Long Term Care homes
- A tax on foreign real estate investment
- A tax on luxury cars
- A national strategy to address domestic violence
- Getting women back into the workforce
- Infrastructure spending
- Supporting festivals and cultural events

As a follow up to what they had heard about the initiatives in the budget, participants were asked if they could identify the theme or focus of the budget. Most felt they lacked sufficient information to give an informed answer, although those few who did volunteered the following:

- Restarting the economy
- Health care
- The welfare of Canadians

Participants who had heard about the budget were asked where they had heard about it. Answers varied, with many saying that they had read about it in digital news publications, while others who had heard about it online had seen discussion of it on social media. Some who got their news online said that they had found it by searching for Canadian news in search engines, and then reading what they found, rather than seeking out specific sources. Those who had heard about it on social media did not specify if the social media posts they had seen were from their peers or from news organizations, nor did they specify on which social media platforms they had heard about it. Several participants said that they had heard about the announcement and specific initiatives from broadcast news (both radio and television). Some mentioned news sources by name, as follows:

- CBC and Radio Canada (online print news, radio, and television)
- CTV
- Global

- The Globe and Mail (both print and online)
- The Huffington Post
- Yahoo Finance

### **Impressions of Budget 2021**

Participants were asked to expand on their impressions of the budget based solely on what they had seen, read, heard or discussed with others. Several participants indicated that their impressions of the budget were broadly positive. Those who had positive impressions of the budget singled out several specific initiatives they particularly favoured, including:

- Childcare – Participants most frequently mentioned the child care initiative as being necessary and desirable. Those who mentioned this specific initiative indicated that they liked it because they felt it would help families in general and would allow women and parents to rejoin the workforce.
- Assistance to families – Though participants referred broadly to these initiatives, the budget's components aimed at helping families were also popular. Several supported the focus on the wellbeing of Canadians as part of the recovery from the COVID-19 pandemic.
- Assistance to small businesses – Participants spoke positively about assistance for small businesses, which were seen as having borne the brunt of the economic impact of the COVID-19 pandemic.
- Climate change – An increased focus on climate change was seen as a good thing by some participants, who felt that though action on the environment was overdue, it was better late than never.

In addition to the above, some spoke positively about of the tax on luxury vehicles. Others praised action on low-income/affordable housing as a timely policy.

A number of participants said that their initial impression of the budget and/or of specific initiatives was more negative than positive. Most frequently mentioned in this context was the amount of spending allocated in the budget. Those who expressed concerns about spending indicated that they were worried about the growing deficit and its long-term effects. Some elaborated that the long-term effects of a growing national deficit could create a sizeable financial burden for future generations. Others who were critical of spending felt that it was not allocated evenly and that some regions, sectors or industries had been left out. Several participants expressed displeasure over the absence of some measures that they had expected and wanted, specifically the creation of a national pharmacare program, and action within the energy sector as well as on pipeline construction. Participants who were disappointed by the lack of such measures were not necessarily critical of the elements of the budget. Rather, their feeling was that the budget was not sufficiently comprehensive. Others felt that certain budget initiatives had been included based on their general popularity among the electorate rather than their economic or social merits. Several participants expressed skepticism that all the initiatives in the budget would be brought to fruition.

Beyond general negative opinions, some highlighted specific initiatives that they disliked. Some criticized the focus on a green economy/technology, saying that it would have consequences for the

job market, particularly in the fields of natural resource extraction and energy. Others were critical of the childcare and health care aspects of the budget, saying that those areas were better left to the provinces. Participants also criticized the increase of Old Age Security (OAS) payments, saying that the increase should not be limited to Canadians over 75. Instead they felt it should apply to everyone over the age of 65. Some disliked the inclusion of funding for culture and festivals. Participants explained that they opposed the inclusion of funding to the cultural sector because the sector had adapted to the COVID-19 pandemic and, in their view, it did not warrant the level of attention attributed to it in the current budget.

Several participants indicated that their opinion of the budget was either neutral or ambivalent, commenting that they lacked sufficient knowledge of its contents to form an opinion. Others expressed feelings of apathy towards the budget, noting that it did not directly impact their lives.

### **Views on Budget 2021 Initiatives**

Participants were shown a list of measures included in the Budget 2021 as follows:

- *Creating a national childcare system, with the goal of bringing down fees for regulated child care down to \$10 per day on average;*
- *Increasing regular Old Age Security payments by 10% for seniors 75 years of age or older;*
- *Investing in clean technology, so that Canada can reduce its greenhouse gas emissions;*
- *Expanding the Canadian Workers Benefit to provide more Canadians in low-wage jobs with a sizeable tax refund;*
- *Introducing the new Canada Recovery Hiring Program to encourage businesses to hire employees;*
- *Implementing a tax on non-Canadian owned residential real estate that is considered to be vacant or underused;*
- *Introducing a luxury tax on expensive cars, personal aircrafts, and boats;*
- *Investing to help ensure standards for long-term care are applied and permanent changes are made;*
- *Providing up to 12 additional weeks of the Canada Recovery Benefit, meaning it will be available until September 25, 2021. The last 8 weeks will be paid at \$300 per week, down from \$500 per week currently;*
- *Helping homeowners complete deep home retrofits through interest-free loans worth up to \$40,000.*

After being shown the above list of initiatives, and before being asked to discuss each in detail, participants were asked for their initial impressions. Several indicated that they were broadly pleased with the items on the list, with some saying that they felt that the items were evidence that the budget was focused on the well-being of Canadians. Some expressed surprise upon seeing the list of initiatives, remarking that they had not seen several of the initiatives in coverage of the budget, online or on social media. Participants felt that the Government of Canada could have done a better job in publicizing the initiatives, though none were singled out as under-advertised. Some expressed concern about the amount of spending that would be required to implement all of the aspects shown and the resulting impact on the national deficit.



Participants were asked to select two or three initiatives that they felt were the best from among the list shown.

### *Childcare*

Most participants favoured childcare, indicating that it would have a major impact on their lives and the lives of people that they know. There was a consensus that childcare is expensive and placements are scarce. Participants felt that the most impactful and desirable aspect of the initiative would be making childcare more accessible and affordable. In particular, it was felt that access to childcare would allow both parents to remain in the workforce, whereas at present, one parent would often have to quit working in order to care for children. Several noted that women are disproportionately affected by the present cost of childcare, in that they are most often the ones who leave work to look after their children. It was felt that a national childcare system would allow more women to remain in the work force, or at the very least, have the option to continue to work while parenting. Some noted that the program would make childcare more affordable for larger families, specifically those having more than one child in daycare. Participants also noted that the high cost of childcare makes care inaccessible to those with low incomes and that this, in turn, limited the ability of low income households to improve their financial standing.

Several indicated that they felt that childcare was important for the future of Canada, as quality education and care can lead to higher achieving adults. Those who made such comments also noted the short term benefit of having more parents in the workforce. Some were of the opinion that the program would also increase funding and wages for childcare centers and workers.

There was some confusion amongst participants over how exactly the \$10 a day aspect of the initiative would work. Some wondered if the \$10 would be paid by the federal government, while others thought it would be paid by parents. Others wanted clarification on how childcare would be subsidized. They questioned whether the federal government would pay childcare centers directly, or whether parents would receive money to put towards care.

Participants were prompted with further detail on the initiative, specifically: *the plan would be to cut fees by 50% next year, and get to \$10 a day within five years. Provinces will need to sign on.* Several were concerned that provincial involvement might slow the rollout of the program, or prevent it entirely. Others felt that childcare should be left entirely to the provinces, believing that the provinces are better equipped to manage the issue. Again, some felt that the details of the initiative were unclear. Participants wondered how costs would be divided between the federal and provincial governments, with some expressing concern that the program would be too costly for some provinces. At the same time, reaction to lower daycare fees was generally positive, especially among participants with children.

Two groups (Major Centres Ontario Parents of Young Children, and Mid-size and Major Centres Prairies) were asked additional questions about whether the Government of Canada should be investing in childcare. There was some consensus that investing in childcare constituted an investment in both the present and future. In the short term, participants saw childcare as a way of helping parents remain gainfully employed, and in the long-term producing well educated and well socialized



children. Again, several participants emphasized that access to childcare would be a major factor in allowing women to stay in the labour force while raising children. Some hoped that the program would fund local daycares, as there was some concern that a national childcare system might undermine the business of some local/small childcare centers.

Several participants were critical of government investment in childcare. Some felt that in-home care was more beneficial to both children and families.

#### *Old Age Security (OAS)*

Participants who supported increasing OAS payments said that though it may not affect them currently, it was a much needed initiative. The strong consensus was that seniors could benefit from increased OAS payments to account for the rising cost of living. Several highlighted the high cost of long-term care/retirement homes as an example of why elderly persons living on a fixed income would benefit from some additional support. Others pointed to the lack of a national pharmacare plan, and indirectly, the cost of prescription drugs, as another reason why this policy appealed to them given that many seniors are required to pay out of pocket for prescribed medications.

Several participants shared personal anecdotes about elderly friends or family who had been forced to rely on additional support from friends or family because existing OAS payments and personal pensions were insufficient to cover their monthly expenses. It was felt that increased OAS payments would at least help alleviate the financial vulnerability of those 75 and older. Several of these participants saw this as a personal issue, as they had either friends or family at or near that age.

Participants did flag several issues regarding the initiative. Some were concerned that by limiting the increase in the OAS to those aged 75 or older the policy was excluding those aged 65-74 who might be in need of additional financial support. Several indicated that they would like to see the policy include everyone aged 65 and older. Others were concerned that a 10% increase in OAS payments would be insufficient to account for the present cost of living. These participants felt that it had been several years since the last OAS payment increase, and that the cost of living had risen significantly. For that reason, they felt that the increase should be greater. Though not a widely held opinion, some felt that the OAS itself was unnecessary, indicating that the government should not be paying for poor retirement planning.

#### *Clean Technology*

Several participants voiced enthusiastic support for the clean technology initiative. It was evident that climate change was a concern for many. Several indicated that Government of Canada investment in clean technology would be a good thing, not only for the environment, but for the future of the Canadian economy. These participants saw clean/green technology as the future of industry, and felt that immediate investment was warranted to prevent Canada from falling behind compared to other countries. Some also expressed a desire for greater emissions restrictions saying that they felt an obligation to future generations to curtail emissions in order to stave off climate change.

Participants were asked whether they had heard of the Net Zero Accelerator (NZA). None were aware of the project or any of its specifics. When given additional information, several saw it as a potentially

good way to incentivize the creation of green technology and cleaner industry. Some remarked that the program could lead to the creation of more jobs in the clean technology sector. Participants noted that if a clean technology sector were to emerge in Canada, it would be an opportunity for Canadians to invest in domestic companies. Several felt that the NZA would be an excellent way for Canada to become a global leader in the field of clean technology. Frustration was expressed by some over how long it has taken for the federal government to develop an initiative of this type. At the same time, a few participants worried that the current budget deficit and COVID-19 related spending could be an impediment to moving forward on this program.

As noted earlier, several participants remained concerned that greater investment in clean technology could lead to job losses in the resource extraction sector.

Some were hesitant to give their opinions of the Net Zero Accelerator saying that, having just heard about it, they lacked sufficient information to form an opinion.

#### *Canadian Workers Benefit (CWB)*

Participants' opinions of the Canadian Workers Benefit were largely positive. Many felt that a tax refund would be a good way of helping to supplement the wages of low income workers. Several noted the difficulty of earning a living while working at the minimum wage and suggested that any additional earnings could greatly assist those Canadians working in low-wage jobs. Some made positive comparisons between the CWB and the national childcare system in that both would afford low-income Canadians greater opportunities for socio-economic advancement. Additionally, it was noted that increasing take-home earnings through a refund could have a significant positive effect for the children of single parents who often struggle to make ends meet. Others noted that the COVID-19 pandemic has increase the number of Canadians working in low-wage jobs and that the CWB could help to address this issue.

A few participants raised concerns about the initiative. Several indicated that they would rather that the Government of Canada focus on ensuring that Canadian workers are paid a living wage rather than providing a tax refund. Some raised concerns about how recipients would use the refunds and, in particular, that a lump sum payment might not be as useful in alleviating poverty as money distributed across the year. It was also felt that the goal of lifting 100,000 Canadians out of poverty was not a sufficiently ambitious goal. Though not a widely held opinion, some participants expressed concern that the CWB could encourage low-income workers not to seek out higher paying work, as the benefit would increase their earnings. These participants were concerned that some would try to take advantage of the program.

#### *Canada Recovery Hiring Program*

Participants were generally supportive of the Canada Recovery Hiring Program. Most viewed it as a necessary component of the economic recovery from the COVID-19 pandemic. It was felt by many that getting Canadians back to work should be a high priority for the Government of Canada, as unemployment had been a significant consequence of the public health restrictions that had been imposed. Several participants commented that programs like Employment Insurance (EI) and the

Canada Recovery Benefit (CRB) were contributing to hiring challenges and that this program could help employers overcome them.

#### *Non-Canadian Residential Real Estate Tax*

There was a strong consensus across all the groups that there is a scarcity of affordable housing in Canada. Several liked the idea of a tax on non-Canadian owned residential real estate that is vacant or under-occupied. Some felt that any action to address the housing market was needed, and that the tax could help cool the residential real estate market. Several underscored that empty housing should be discouraged, and it was felt that foreign home buyers leaving properties vacant was particularly unfair to prospective Canadian home buyers. Some also saw the tax as a potential source of additional tax revenue, which was viewed as a potential means of addressing the budget deficit. Participants recognized that the issue of foreign home buyers leaving properties vacant was much more acute in urban centres than in rural areas.

A few participants did suggest that a 1% tax was likely insufficient to meaningfully deter potential foreign investors in Canada's housing market. Others held that taxing foreign investors was inappropriate as they felt it was a disincentive for contributing to the Canadian economy.

When asked whether they thought the tax would help to lower housing prices, participants were uncertain. Some were open to the possibility that the tax would help reduce the price of housing, while others felt that they had insufficient information to make a judgment. Still others held that the situation was too complex for one factor to have such influence over the market.

#### *Luxury Tax on Cars, Personal Aircrafts, and Boats*

Several participants were enthusiastic about the idea of a tax on luxury vehicles. The feeling among some was that such a tax would be an effective means of taxing wealthy Canadians without raising income taxes. Some felt that the tax would assist in wealth redistribution which they felt was a necessary action. Like the foreign home buyers tax, some were pleased with the prospect of an additional stream of tax revenue. Some preferred the luxury vehicle tax to the foreign home buyers' tax as they felt that the former would be more widely applicable and therefore yield greater revenue for the federal government.

Several were initially critical of the ambiguity of the term 'luxury,' particularly when used in the context of cars. When given the clarification that the term referred to vehicles costing \$100,000 or more, they tended to be more supportive of the prospect of the tax. Others, however, felt that the price threshold was too high, indicating a desire for the tax to apply to less costly cars, planes, and boats. Many felt the tax would have no impact on them personally.

Some remained critical of the luxury car tax in particular. Among these participants, the view was that vehicles such as trucks are often expensive, but are typically purchased for work rather than used as luxury vehicles. These participants were not necessarily opposed to the idea of the tax, rather, they felt that the threshold should be even higher or that the definition of a luxury vehicle should be more precise. Some were unsure of whether additional taxation on luxury vehicles was warranted. Others

felt that the tax would garner a negative reaction, for its focus on a particular segment of the Canadian population.

#### *Long Term Care*

There was a strong consensus among participants that the COVID-19 pandemic had uncovered serious problems in the long-term care system in Canada. The disproportionate impact of the COVID-19 pandemic on long-term care residents convinced several participants that immediate action must be taken to rectify shortcomings in the system. Many felt that more should be done to protect the elderly, whom participants saw as a particularly vulnerable segment of the Canadian population. Several felt that there was a need for more funding for long-term care centres. This was a personal issue for a number of participants who had had family in long-term care or who knew people approaching this phase of life. To these participants, ensuring that a standard of care was upheld was a priority.

Some hoped that this initiative might include greater assistance for chronic conditions, for which they felt coverage had been lacking.

#### *Canada Recovery Benefit (CRB)*

There was a strong consensus among participants that pandemic-related financial assistance was necessary and justified. While this particular initiative was not selected frequently among participants' choices of the two or three initiatives they felt were the best, it was among the one or two that they viewed as the most impactful, next to creating a national childcare system.

Many said that the benefits had offered critical support for people who had lost work during the pandemic allowing them to continue to cover monthly expenses for groceries, rent and mortgage payments. Most felt it was necessary to offer some financial assistance especially given stay at home orders which prevented some people from working. A minor criticism centered on concerns that the CRB could discourage some people from getting back into the labour market as the economy reopens. In the same vein, some participants felt that benefits should now be reduced and/or that eligibility for the program should be curtailed as public health restrictions are lifted and the crisis abates.

Participants were asked how they felt about the retrenchment of CRB in its final eight weeks. Opinions were divided over whether reducing the benefit to \$300 would be a cause for concern. Among those who opposed reducing the benefit, the consensus was that economic recovery during the summer and fall would not necessarily benefit those who are currently unemployed equally. There would be a contingent who would need to continue to rely on financial support at the same level. Some suggested that instead of reducing the amount available, the Government of Canada should impose more stringent requirements on those who would like to qualify.

Though a less commonly expressed view, some were unconcerned about the effects of reducing the entitlement. These participants predicted that by the summer the economic recovery would be sufficiently underway such that the benefit may not be required. Others felt that reducing the amount of the benefit would serve to encourage recipients to rejoin the workforce.

### *Deep Home Retrofits*

Among those who had an opinion on deep home retrofits, reactions were mixed. Some expressed interest in the program, saying that it would be a good way to encourage Canadians to invest in their homes. Others were enthusiastic at the prospect of interest free loans, saying that it could be helpful for Canadians who were having difficulty finding the money for pressing home renovations. It was felt that the program would be an effective means of encouraging the modernization of older houses. Others felt that the initiative might help to address the housing shortage in Canada. Some saw no drawbacks with the idea, placing particular emphasis on the fact that it would be a loan, not a grant, which they felt would not compound the issue of the deficit. A few indicated that they would consider taking advantage of the program, although not in the near term. Others said that the program would likely have positive effects on the construction industry.

Several were less enthusiastic about the initiative. Among these participants there was a sense that this initiative was less relevant or important than the others they were shown. A few who were more critical of the initiative felt that encouraging Canadians to take on more debt in the form of readily accessible loans was not appropriate at this time considering the economic effects of the COVID-19 pandemic. And, some participants were more skeptical, feeling that the construction industry had been more positively than negatively impacted by the pandemic and was, therefore, less in need of this type of stimulus.

## Detailed Findings – Part II: Other Issues

### Mental Health (GMA Recipients of First Dose of COVID-19 Vaccine, Mid-size Centres Atlantic Canada Vaccine Hesitant)

The topic of mental health was discussed in two focus groups which were held during the first two weeks of April. The discussion focused on the impact of the pandemic on mental health, awareness of resources for those in need of mental health and substance use support as well as views on Government of Canada initiatives to help support mental health.

Participants were first asked whether the COVID-19 pandemic has affected their mental health or that of a loved one. Many indicated they had been affected directly or indirectly in some way, specifically highlighting the following:

- Loss of friends or family members;
- Isolation, especially from other family members;
- Exposure to depression and suicidal ideation; and

- Inability to access mental health resources and supports – some participants noted that COVID-19 has exacerbated wait times to access mental health professionals, while others spoke about the financial pressures associated with accessing mental health services.

A number of participants spoke about the impact of the pandemic on what would ordinarily be common life events, such as child birth, remarking that they did not feel they got the support they needed through this time. Parents in the groups commented on the difficulty and disappointment of having to tell their children to avoid playing with others. Other participants mentioned the challenges associated with job loss resulting from the pandemic and the associated toll not only on their household finances, but also their mental state and relationships with family members. Several participants were employed in some capacity in the field of mental health. They spoke about the additional pressures COVID-19 has had on mental health service providers, particularly as they felt the system was highly stressed and lacking resources prior to the onset pandemic.

When asked whether their mental health has declined, improved or stayed about the same since the start of the pandemic, participants commented that some days were better, while others were worse. On balance, the most common perspective among participants was that their own mental health had been mostly unchanged or had slightly improved under the circumstances. Several participants commented on the importance of maintaining a positive attitude and being adaptable, specifically being able to adjust to the evolving situation even in the face of tragedy and loss. Those who noted some improvement in their mental state through the course of the pandemic tended to attribute this to having more time with family. By contrast, among those few who remarked that their mental health had worsened, some commented on the lack of social interaction as having a negative effect and, in particular, felt that the most recent lockdown had been especially challenging. They commented that others were becoming increasingly irritable with the prolongation of the pandemic and ongoing restrictions.

Those in Atlantic Canada were asked about the signs or symptoms of someone affected by mental health challenges and pointed to the following as being the most common:

- Insomnia;
- Anxiety; and
- Anti-social behaviours.

At the same time, participants underscored that the symptoms could vary from one person to the next given that people deal with anxiety and stress differently.

Before continuing further, participants were asked about their comfort level in discussing the topic of mental health. Most participants felt at ease, although the comment was made by some that there is generally more reluctance to open up when among strangers.

## Mental Health Resources

Participants said that they tended to rely most heavily on family and friends when they are going through a difficult time and in need of support. Several commented that they would typically seek out medical advice from a family physician or psychiatrist, although they noted that wait lists to access mental health providers were quite lengthy. While less frequently mentioned, a few participants indicated that they looked for spiritual or religious guidance, or sought out advice from books. A few participants talked about mobile mental health teams and/or hotlines as well as the importance of having access to a support group in order to share stories with others who have lived a similar experience.

Participants generally agreed that hearing about others' mental health challenges was more effective than reading about it on infographic-style material provided on websites, highlighting that it is much more personal. They also framed hearing others' stories as an opportunity to learn about the strategies that are being used to deal with similar mental health challenges. It also had the effect of reassuring them that they are not alone in facing a mental health challenge and underscored a level of vulnerability that destigmatized the issue. There was a general consensus among participants that any advertising on information about mental health and wellness would be better delivered by people who have dealt with these types of challenges. In particular, participants commented that those with lived experience would be more trusted, effective, and compelling spokespeople on this topic compared to medical professionals, government officials or celebrities (unless they had personally experienced a mental health issue).

In addition to these sources of support, participants stressed the importance of engaging in physical activity, meditation, socialization with family and friends, and generally keeping themselves occupied as effective coping mechanisms to mitigate mental health challenges. Several participants also commented that evolving public health guidelines to permit single-person households to visit another multi-person household during lockdown would help to alleviate the issues associated with isolation.

## Government of Canada Mental Health Resources and Supports

Awareness and familiarity with mental health resources and supports of a more formal nature was relatively low. Most participants were not aware of any mental health support resources provided by the Government of Canada during the pandemic. As an aside, some expressed dissatisfaction with their experience using 1-800 mental health hotlines, although it was not mentioned whether these were sponsored by the Government of Canada or other organizations. These participants noted that the service they had accessed was not effectively streamlined or coordinated and, as a result, did not meet their needs.

Participants in both groups were unfamiliar with Wellness Together Canada, an initiative funded by the Government of Canada to provide free mental health and substance use support for those struggling during the COVID-19 pandemic. When further asked how they viewed the Government of Canada as a source for resources and tools on mental health and wellness, responses were mixed across the two groups. In the GMA, it was the view of most participants that the provincial government was better



positioned to offer mental health services which were described as highly personal and delicate in nature. Participants also felt that mental health services were more squarely within the purview of the provincial government. By contrast, participants in Atlantic Canada felt the Government of Canada had the credibility to offer such services and that the major barrier was a general lack of public awareness. They commented that there would likely be take-up of these resources if more people were made aware of their existence and of how they could be accessed.

In the context of this conversation, participants discussed their inclination to access information and supports related to mental health and substance use online, and their general comfort level doing so. Overall, most indicated they felt comfortable and confident in the online environment noting that medical advice and services are increasingly being delivered remotely, by telephone or online (e.g., telemedicine). Moreover, several commented that Google searches are a common first step and that they would expect a search on the terms 'mental health help resources' would provide a good starting point in terms of available resources.

#### **Initiatives to Support Mental Health (Greater Montreal Area (GMA) First Vaccine Dose)**

In one group only, among those residing in the GMA, participants were shown a list of things the Government of Canada has done to support mental health and were asked to select up to three options that they believed would have the most meaningful impact on Canadians:

- *Created a mental health portal ("Wellness Together Canada") to connect Canadians with free resources, tools and professional support services (investment worth \$68M).*
- *Developing standardized policies and best practices to promote post-secondary students' mental health and well-being.*
- *Increased funding of \$50M for Distress Centres to help them deal with the increased volume in calls, especially in light of pandemic-related challenges.*
- *Increased funding of \$7.5M to Kids Help Phone services.*
- *Increased transfers of \$200M to provinces to expand their virtual care services.*
- *Investing \$10M over 5 years in the Mental Health of Black Canadians Fund to support culturally focused mental health programs for Black Canadians.*
- *Investing \$4.9M per year in the Mental Health Prevention Innovation Fund to support the delivery of community-based programs in mental health promotion.*

The following two options surfaced as those that would have the most meaningful impact:

- *Increased transfers of \$200M to provinces to expand their virtual care services* – Participants who selected this initiative were of the view that mental health services could be better delivered through the provincial government. They felt that the province could provide more personalized solutions given their perception that this level of government has a better understanding of and is closer to the needs and realities of the people in their province. Others commented on under-resourcing in mental health services across the provinces and felt that a transfer of funds would help to address this situation. Some suggested that the expansion of virtual care services would have a more tangible impact relative to a number of the other initiatives which they felt were

aimed more so at establishing additional structures and processes rather than delivering actual services to patients.

- *Investing \$4.9M per year in the Mental Health Prevention Innovation Fund to support the delivery of community-based programs in mental health promotion* – Similar to participants' consensus view that provinces should have an increased role in mental health programs, those supportive of this initiative noted that local community programs would be better suited to address the needs of the community – possibly more so than the provinces.

The following initiative received modest support:

- *Investing \$10M over 5 years in the Mental Health of Black Canadians Fund to support culturally focused mental health programs for Black Canadians* – Participants noted that the topic of mental illness is often taboo in the black community and felt that an investment of this nature would help to counter this trend and ensure that Black Canadians get the mental health care they need. They also emphasized the opportune timing of this initiative, given evidence of police brutality and racism in Quebec and the United States, and the demand for mental health services among marginalized communities.

## Indigenous Issues (Central and Southern Ontario Indigenous Peoples)

Issues pertaining to Indigenous people and communities were discussed in one group comprised of Indigenous participants from across central and southern Ontario. The group included First Nations, Métis and Inuit participants residing within this geographic area.

To begin the discussion, participants were asked to identify important Indigenous issues on which they thought the Government of Canada should focus. Clean drinking water on reserves was mentioned by several participants, with some participants noting that that a promise had been made by the federal government some years ago to address this issue. Other issues raised included the following:

- Reviewing and possibly abolishing the *Indian Act*;
- Returning land and resources to Indigenous communities;
- Addressing issues affecting Indigenous youth – hopelessness, suicide, etc.;
- The price of food, particularly for those residing in Northern communities; and
- Post-secondary education for Indigenous youth and young adults.

The group did acknowledge that the Government of Canada had taken some steps in the right direction, mainly by raising the profile of Indigenous issues. At the same time, it was the view of most participants that there had been little follow through and that many promises had not been kept. There was a sense that, while some progress was being made, a significant backlog of work on Indigenous issues remained and there was general agreement that it would take several generations to address outstanding issues and challenges affecting Indigenous Peoples.

When specifically asked what the Government of Canada could improve on, participants reiterated prioritizing the issue of clean drinking water. Some commented that it would be helpful if affected Indigenous communities could be sent water filters as a temporary fix while the larger issue was being addressed. Some participants noted that their home reserve had not had clean drinking water for the entirety of their own lifetime and they were perplexed and disappointed as to why there was not more public discussion of this issue. In addition to ending long-term drinking water advisories on reserves, two other suggestions were put forward:

- Ending the Government of Canada’s legal challenge of a ruling to compensate First Nations children who were taken into foster care – participants felt doing so would not only save tax dollars, but would also be a positive gesture towards restorative justice for children , their caregivers and families.
- Greater collaboration and dialogue – some participants felt that increased engagement and inclusion of Indigenous voices in the federal government’s decision-making process was necessary for meaningful progress on issues affecting Indigenous people.

### **United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP)**

There was minimal awareness both of the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) as well as of the Government of Canada’s response. Those who expressed some familiarity with UNDRIP indicated that it was a list of recommendations drafted by the UN to advance restorative justice in Indigenous communities, although it was also their view that the Government of Canada had not yet implemented any of the recommendations.

Participants were provided with the following information before continuing with the conversation:

*UNDRIP is an international document adopted by the United Nations in 2007 that lays out the basic rights that Indigenous peoples should have around the world. It outlines how governments should respect the human rights of Indigenous peoples.*

*UNDRIP consists of 46 articles that describe specific rights and actions that governments must take to protect these rights. The main themes in the declaration are:*

- *The right to self-determination*
- *The right to cultural identity*
- *The right to free, prior and informed consent (i.e. the right to be consulted and make decisions on any matter that may affect the rights of Indigenous peoples)*
- *Protection from discrimination*

To further clarify, participants were informed that the Government of Canada had recently introduced legislation to implement UNDRIP. As very few participants had heard much about this topic, their sense was that little progress was being made. And, although most were generally supportive of the initiative, participants remained skeptical both about the implementation of UNDRIP and the extent to which anything would change as a result. Participants noted that the UN had adopted UNDRIP in

2007. Since it had not been implemented in Canada in the subsequent 14 years, participants were pessimistic that anything concrete would occur in the near term.

### Long-term Drinking Water Advisories on Reserves

As noted earlier, many participants were preoccupied with the issue of clean drinking water on reserves. When asked about the Government of Canada's efforts to lift long-term drinking water advisories on reserves, participants expressed considerable disappointment, noting that the original deadline set by the federal government had already passed and that over 60 reserves in Canada continued to face boil-water advisories. Comments were made that while major infrastructure projects, such as roads, had been completed on some reserves, the issue of clean water remained unresolved. Participants were not aware that the federal government had set a new, revised timeline for lifting all long-term drinking water advisories. The fact that they had not been privy to this information prior to the group contributed to a level of cynicism and concern. In particular, participants questioned whether the right people on the various reserves were being engaged to solve the problem.

Participants were then shown some additional information on this topic, as follows:

*The Government of Canada recently announced that it would not meet its target of March 2021 as originally planned. In addition to the \$2.19 billion already budgeted for ending long-term drinking water advisories, the government announced another \$1.5 billion to finish the work. This money is for ongoing support for daily operations and maintenance of water infrastructure on reserves, continued funding for water and wastewater infrastructure on reserves, and to pay for work halted due to the COVID-19 pandemic and other project delays*

While participants responded favourably to the news of increased investments, most continued to express their disappointment overall. Some compared the level of investment in water infrastructure on reserves to funding provided by the federal government to help build pipelines, noting what they felt was a considerable discrepancy and suggestive of the higher priority the government places on the energy sector relative to Indigenous issues. Participants restated their lack of confidence in the federal government to be able to make progress on the issue of drinking water on reserves. Some felt that in order to reassure Indigenous people it would be important to demonstrate accountability, specifically by itemizing how the funding is being allocated:

- Which reserves are receiving funding and how much?
- What studies are being done? How much are these studies costing?
- What expertise and experts are being brought in to oversee the rebuilding and maintenance of infrastructure on reserves?

Many expressed frustration with the ongoing nature of the issue. Some mentioned that despite past investments, insufficient progress has been made on the ground. Participants were emphatic that access to clean drinking water is a fundamental right and should be a top priority for the federal government.

Finally, participants were asked about the federal government's plan to launch a website to track progress on lifting drinking water advisories. Most were unaware of this plan. When it was explained that the new website was being developed with an Indigenous firm and that each community with a long-term drinking water advisory would have its own web page with a detailed plan and progress reports, participants responded with mixed views. While some thought the website was a useful tool to keep the government and other parties accountable, they also expressed concerns about the lack of Internet access on reserves. On this latter point, participants underscored that the website would thus be of use only to those residing off reserve who are not in fact affected by the issue, while those directly impacted would be unable to track progress in the absence of access to the Internet. This led to a wider discussion about infrastructure issues in general affecting Indigenous communities. Participants concurred that while the website is a good idea in theory, it reflected a lack of understanding of the full range of challenges confronting Indigenous communities and demonstrated a degree of tone deafness on the part of government officials.

## Housing (Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C.)

Issues related to housing and the housing market in various regions were discussed in several groups, including participants' awareness and views on current and proposed federal government housing initiatives.

Participants all agreed that housing prices had increased over the past year in all regions of the country, with some commenting that they had risen dramatically and at an alarming rate in certain markets in particular (e.g., British Columbia). Participants' views on the reasons for the increase in housing prices varied to some extent depending on the dynamics of the regional market. On balance, however, the key factors affecting housing prices were described as:

- Migration from large urban centres to mid-size and smaller centres – this was viewed as both a cause and effect of upward pressure on housing prices in multiple markets. Participants commented that housing prices in major markets like Vancouver and Montreal were impacting prices not only in the greater metropolitan area and bedroom communities, but also in communities some distance away (e.g., Kamloops and Kelowna in B.C., and Trois-Rivières in Quebec);
- Issues of supply and demand affecting housing stock – some commented that the size and scale of new home builds was out of reach for many people looking to get into the housing market. The

perception was that fewer starter homes – homes that are both smaller in size and more affordable – were being built;

- Renovations being undertaken by homeowners have been seen to be driving up prices;
- An increase of the price of home building materials; and
- An influx of foreign investors who are purchasing homes and effectively taking them off the market and leaving them unoccupied. Participants commented that this had the effect of tightening supply within the Canadian real estate market and increasing housing prices.

In a number of groups, several participants made the point that increased housing prices were also adversely impacting renters. They commented that rents were increasing in line with housing prices, making it even more difficult for renters to save enough for a down payment on a home.

Participants residing in the Yukon and Northwest Territories (NWT) commented on a number of issues specific to the housing market in the North which they felt acted as deterrents, in some cases, for people to move to the region:

- Lack of adequate, affordable housing options, particularly low income housing and shelters for those who are homeless – participants noted poor maintenance of buildings designated for low income occupants and commented that living outside the major centres such as Whitehorse and Yellowknife could be extremely isolating and meant some residents did not have adequate Internet access;
- Overcrowding; and
- An anticipated influx of workers in the mining sector which some thought would likely reduce the overall inventory of housing and put upward pressure on housing prices in the Yukon in particular.

Participants from the Yukon and NWT suggested that building new apartment complexes and/or making more land available for sale (versus the current lottery process) would help ease some of the current pressures regarding access to housing in the region. They also mentioned the need for initiatives to specifically address the housing crisis for Indigenous people in the North and, in so doing, to promote employment and jobs for First Nations people and First Nations-owned and operated construction companies.

Several participants in each of the groups said they were personally impacted by increased housing prices. For those looking to get into the housing market, the price of new builds and resale homes was viewed as a barrier to entry. Similarly, a number of current homeowners spoke about the fact that while it may be relatively easy to sell their home at a good price, they would be unable to find new accommodation that was reasonably priced. A number of participants also shared their feelings of anxiety about the future of the market as both rent and housing prices continue to climb.

### **Government of Canada Support for Home Buyers (Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue/Exhibiting Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior BC)**

When asked what, if anything, the Government of Canada has done to support individuals who want to buy a home, several participants mentioned the First-Time Home Buyer Incentive offered through Canada Mortgage and Housing Corporation (CMHC). Other participants made general reference to homebuyer incentives and rebates, for example, the option to withdraw up to \$35,000 in a calendar year from one's registered retirement savings plan (RRSP) to build or buy a qualifying home. An effort to keep mortgage rates relatively low was also mentioned in the context of this discussion.

Participants were asked about their awareness of and views on a number of federal government initiatives related to housing.

#### **First-Time Home Buyer Incentive**

The First-Time Home Buyer Incentive was discussed in more detail with participants. Some basic information about the program was shared, including that first-time home buyers could get an interest-free loan from CMHC to cover 5% of the cost of their first home (or 10% if it is a new build) and that this would effectively reduce their mortgage payments. CMHC would collect 5% on the sale price of the house as repayment for the loan when the homeowner sold their house. Participants, including those who were previously aware of the program and those for whom this information was new, generally reacted positively to this plan. They felt the plan provided much needed support for first-time home buyers who might otherwise not be able to afford their own home. At the same time, some worried about the aspect of the plan which requires the homeowner to repay CMHC 5% of the sale price, specifically with respect to:

- Getting into a long-term deal with CMHC, given that some homeowners may not sell their home for another 20 or 30 years. Some also expressed concerns about bureaucratic complexities and complications with this aspect of the program that may not surface for several years; and
- How the repayment would work in 'boom' and 'bust' housing markets – there was a concern that fluctuating housing prices and inflationary pressures may ultimately tip the balance more significantly in favour of CMHC versus the homeowner.

A few participants remarked that the program, as it now stands, would benefit only a small portion of those looking to get into the housing market. These participants thought that, ultimately, the program did not offer a sufficient financial incentive to anyone seeking to purchase their first home.

#### **Foreign Buyers Tax**

Participants were asked if they had heard about the Government of Canada's plans to tax the unproductive use of Canadian housing by foreign, non-resident owners which is sometimes known as the "foreign buyers tax." Most were not familiar with this initiative. Specifically, some were confused



by the term 'unproductive use' and wondered whether this referred to homes, including summer homes, which were left vacant for long period of time. The consensus was that both foreign-owned summer homes and properties purchased primarily for use in AirBnb should be subject to the foreign buyers tax.

Participants were offered further clarifying information on this plan, including that the Government of Canada had announced plans last fall to help make the housing market more accessible for Canadians by introducing a national, tax-based measure targeting domestic housing owned by non-resident, non-Canadians who do not live in them and let them sit empty. In general, participants reacted favourably to this plan believing it would increase availability and affordability by reducing the number of non-residents purchasing homes in Canada. An additional benefit was seen to be an improvement in the rental market as well (e.g., lower rents).

A few participants were more skeptical, questioning why non-resident homeowners who are already paying property taxes should be subject to an additional tax simply because they are not living in the dwelling. Others wondered whether the net effect of taxing foreign investment in the domestic housing market would be positive or negative, noting that non-Canadian buyers are propping up housing prices and creating a more active housing market in some regions than would otherwise be the case (i.e., Newfoundland). Others emphasized that the real issue is not just a shortage of housing but a shortage of 'affordable housing,' and questioned whether the proposed tax would address the issue of affordability as well as availability.

### **Mortgage Stress Test**

Few participants had heard about a stress test on mortgages. To advance the discussion, it was explained that the stress test, first introduced in January 2018, meant that a borrower had to prove they could carry a mortgage at a rate that was either 2% higher than the contract rate or equal to the five-year benchmark rate published by the Bank of Canada, whichever was higher. An example was provided to illustrate: at the time the five-year benchmark was 4.79% and, as a result, if the lender offered a rate of 2% a borrower would need to demonstrate they could carry a mortgage at a rate of 4.79% in order for their loan to be approved. While some participants wanted more information and details on the mechanics of the stress test, most participants responded positively and felt the stress test should remain as is rather than be adjusted to be more lenient or stricter. Although there was acknowledgement that some homeowners would be disappointed if they were unable to meet the threshold for the test, participants felt this would alleviate many situations of homeowners getting in over their heads and taking on too much mortgage debt.

Participants were then informed that the Government of Canada had recently announced that, as of June 1, 2021, loan applicants – regardless of the mortgage rate they have been offered by their lender – will need to prove they can manage an interest rate of 5.25% before getting approved for funding, up from the previous benchmark of 4.79%. Despite their earlier remarks that the stress test should not be changed, most participants felt this adjustment was acceptable and reflected current realities. Some indicated that it was important to 'reset' homeowners' expectations in light of the wider economic impacts of the pandemic, including job loss, possible inflationary pressures and increased



taxation. The view of some participants was that it was better to prevent people from defaulting on their mortgage than to encourage them to purchase a home at a price which was beyond their financial means.

### **Government of Canada Measures Related to Affordable Housing (Mid-Size Centres Atlantic Canada Vaccine Hesitant)**

The final part of the discussion on housing issues focused on a number of measures in the recent Budget related to affordable housing. Participants in the group held among residents of Atlantic Canada were shown the following:

*The Budget proposes advancing and reallocating previously announced funding in order to:*

- *Accelerate the creation of new units and the repair of existing units*
- *Support the construction, repair, and operating costs of an estimated 560 units of transitional housing and shelter spaces for women and children fleeing violence*
- *Support the conversion of vacant commercial property (e.g. retail and office space) into rental housing*

When asked how they felt about this initiative, many were supportive of the measures stating that some action needed to be taken and that it was important to address the needs of marginalized groups, particularly those with low incomes and/or who are victims of gender-based violence. Participants were also supportive of the conversion of vacant commercial property into rental housing especially if doing so would create more affordable housing units. Others questioned how these initiatives would help the average person to buy a new home. These participants suggested that the Government of Canada should focus on building smaller dwellings and/or assuming the role of lender to first-time home buyers in place of the banks.

Ultimately, there were mixed views on whether these initiatives would address affordable housing needs. Again, the point was made that smaller, more affordable housing options were required to improve prospects for first-time home buyers in particular.

Participants were then shown a series of additional proposals from the recent Budget and again asked for their views:

*The Budget also proposes additional funding to the Canada Mortgage and Housing Corporation in order to:*

- *Address urgent housing needs of vulnerable Canadians*
- *Support the creation of affordable housing units for people with accessibility challenges*
- *Provide direct financial assistance for low-income women and children fleeing violence to help with their rent payments*
- *Support community housing providers that deliver long-term housing to many of the most vulnerable*

While many reacted generally positively to these proposals, and felt they would address access to housing for vulnerable Canadians, participants thought that the proposals could be strengthened with a more direct emphasis on renting as a springboard to home ownership (e.g., rent-to-own programs). They felt that none of these programs directly addressed the aspirations of many people, including vulnerable Canadians, to shift from renting to owning their own home. A few others also commented that while providing direct financial assistance to low-income women was laudable, they were concerned that developers/property owners would raise rents in response and this would put housing out of reach for people in this situation. Their suggestion was to ensure more dedicated housing is made available to this group with restrictions on annual rent increases.

## Local Issues and Priorities (Sudbury and Thunder Bay District Opinion Leaders, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine)

Local issues of concern were discussed in two groups to gauge participants' perspectives on the key sectors and industries within their region, as well as awareness of and the need for support from the federal government. While there were of course specific regional viewpoints expressed by participants in these two groups, there were more commonalities than differences amongst these more northern Canadians.

### **Most important Industries/Sectors**

#### **Sudbury and Thunder Bay District**

Participants residing in northern Ontario (Sudbury and Thunder Bay District) felt that mining and forestry were the most important industries, followed by tourism. It was added that health care and education were also important sectors in the region, however, they were viewed to be below the others in priority.

When asked which sectors and industries in northern Ontario they felt needed the most help, participants' responses were given through the lens of the current pandemic situation. Tourism was thought to need aid, as participants felt the sector had essentially been shut down due to the pandemic. Hunting lodges, in particular, were singled out as suffering due to a lack of tourism and were thought to be in need of assistance. Participants expressed considerable support for local small business owners and commented that they had been especially hard hit as a result of COVID-19. It was suggested that during public health shutdowns, "big box" stores were given an unfair advantage and allowed to remain open while small businesses had been forced to close. Participants were of the opinion that during this time, priority should have been given to small businesses as opposed to "big box" stores. It was thought that the provincial government should have forced larger retailers to close and allowed small local business to remain open, giving these small businesses an opportunity to

survive and be profitable. In addition to small businesses, personal health, wellness and care services such as hairstylists, were viewed as needing support. Some participants highlighted the impact of the loss of international students on post-secondary institutions in the community, noting the implications for Laurentian University, which recently filed for creditor protection. It was also perceived that the loss of students studying on campus contributed to a decline in the local economy and workforce.

When asked what the Government of Canada had done to support the above mentioned sectors, it was recognized that financial supports such as the Canada Emergency Business Account (CEBA), an interest-free loan for Canadian small businesses and not-for-profits, had been made available. However, it was felt that the available funding was not close to what business owners had lost, and concern over unfair treatment of small retailers vis-à-vis “big box” stores was raised again. Furthermore, participants noted that some of the financial assistance such as CEBA had been provided in the form of a loan rather than a grant, meaning that small businesses were still on the hook to repay the provided funding.

With respect to what else the Government of Canada could do to support these sectors, measures that were most strongly supported were:

- The continuation of the vaccination rollout;
- Reopening of the border to Americans in order to restart the tourism sector; and
- Additional grant funding for local businesses and communities to encourage tourism and events.

### **Yukon and Northwest Territories**

Participants in the Yukon and Northwest Territories group had a broader view of what the most important sector was in the region when compared to those in northern Ontario. While mining was similarly seen as the most important sector, a longer overall list emerged including:

- Aviation;
- Tourism;
- Hospitality;
- The “government” in general;
- Health care; and
- Education.

When asked which sectors and industries participants felt needed the most help, participants cited health care, aviation, and tourism. When prompted, there was a general consensus that mining was also an important sector in need of assistance. However, participants failed to elaborate on what the Government of Canada has done thus far to provide support for these sectors, nor what else the federal government could do to provide assistance.

### **Mining in Northern Ontario**

There was less discussion of the mining sector amongst participants in northern Ontario when it came to the topic of support required from the Government of Canada. When the issue was raised, most

participants were unfamiliar and responded that they had not heard of any Government of Canada supports for the sector. Few noted that new mining regulations had been issued but details were relatively vague. It was generally felt that this sector had been operating openly throughout the pandemic period. As a result, some participants felt that the industry had not suffered due to COVID-19 and questioned whether there was a need for support at all.

When asked what the Government of Canada should do to support the mining sector, participants suggested that the federal government could do more to build and develop the mining sector's relationship with First Nations communities.

### **Mining in the Yukon and Northwest Territories**

Participants were aware of some Government of Canada's actions in support of the mining industry in this region. Specifically, they referred to quarantines having been lifted for mining workers traveling to and from mining camps. Although there may have been some confusion regarding this measure and the decision was likely undertaken by the territorial government rather than the federal government. Contrary to support, some also noted that there had been an effort to reduce extractions in the north. However, again, participants were unsure whether the initiative had been territorially or federally driven.

When asked what more the Government of Canada could do to help the mining industry, participants suggested that there could be more support for trades training, which would help prepare more local people for employment in the mining sector. Some participants specifically noted that there should be a First Nations aspect to this, with additional funding for mining specific training and education for First Nations. Participants also felt that there should be an increase in the amount of royalties paid to First Nations as well as an opportunity to become more involved with the land.

### **Infrastructure and Issues**

There was little specific awareness of actions by the Government of Canada to date regarding infrastructure in northern Ontario although there was mention of a new bypass. There was however, a vigorous and focused discussion of infrastructure needs, and these were seen to be priorities in the region. More specifically, highway widening was viewed as a major issue. Participants called for increasing the safety of major roads through projects such as the completion of a four-lane highway between Thunder Bay and Sault Ste. Marie and twinning of an 80 km stretch between Sudbury and Toronto.

In addition to highway widening, broadband internet was seen as another area in need of new and/or updated infrastructure. Smaller northern and First Nations communities were mentioned as having particularly poor connections, making it difficult for these communities to operate in an environment where more people are working remotely.

There was a strong discussion of infrastructure issues among participants residing in the Yukon and Northwest Territories, but with a broader set of needs being tabled. Participants viewed housing as an

important priority and felt that there was a shortage of adequate housing in the far north, leading to significant overcrowding. In addition to housing, mentions of other infrastructure issues included:

- Water quality and access to clean drinking water – this was viewed as an urgent issue, especially in First Nations’ communities.
- Power shortages – it was seen as unacceptable that some communities still operated on diesel generators for electricity generation.
- Telecommunication networks – the poor quality of internet service was noted with an acknowledgment that the federal government had already committed to making improvements.
- Airports and runways – participants commented that this had been a longstanding issue and that the federal government had pledged assistance.

## Out-of-Status Workers (Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies)

The topic of out-of-status workers was discussed in three groups which were held in the last week of April. The discussion focused on participants’ general familiarity with the category of out-of-status workers as well as their views on offering this group a path to permanent residency and citizenship in Canada.

### **Familiarity with the ‘Out-of-Status’ Worker Category**

Familiarity with the term ‘out-of-status’ or ‘undocumented’ workers varied – some participants indicated being aware of the term while others had not heard it used before.

Participants questioned whether out-of-status workers were people working illegally in Canada. It was thought that some may have come to Canada as tourists or immigrants and are either unable to work legally during their stay or are working on a cash basis only. A few felt that out-of-status workers could also encompass foreign workers who have accepted temporary or seasonal jobs for which companies have been unable to find qualified applicants within Canada. Some participants further suggested that these were often less attractive jobs to Canadian citizens, either due to low wages or poor working conditions, while others were of the view that companies purposely sought to hire low-wage workers from abroad in order to increase their profitability. In this respect there appeared to be, at least initially, some degree of confusion with the category of workers classified as temporary foreign workers.

Before continuing, it was clarified to participants that out-of-status workers were individuals in Canada who do not have legal status in Canada, but who are participating in the labour force. Examples were offered of those who stayed in Canada after their temporary work permit expired, who arrived as visitors and began working without a work permit, or who have made a refugee claim that was denied.

When asked to estimate the number of out-of-status workers in Canada, participants' estimates ranged from as low as 35,000 to upwards of a million – in some cases participants thought it could be as high as 3 million. Others provided estimates as a percent of the total labour force and these varied from .5% to 10%, while some felt that out-of-status workers could comprise as much as 10%-45% of the Canadian population. Many simply did not know with any degree of certainty what the approximate numbers of out-of-status workers currently in Canada might be and acknowledged that their estimates may be well above the actual number.

### **Perspectives on a Path to Permanent Residency and Citizenship**

When asked if out-of-status workers should be given a path to permanent residency and citizenship, participants held mixed to more favourable views. Relatively few were outright opposed to this proposal. Those who supported this proposal expressed some empathy for the plight of out-of-status workers, believing that they work hard and contribute to the communities in which they live. The main rationale for offering out-of-status workers an opportunity to get on a track to permanent residency was based on the fact that they had made an effort to come to Canada and had initially arrived via a legitimate process with appropriate documentation which had subsequently lapsed. Others noted that they had gained valuable work experience in Canada and were, at one point, paying taxes. Several also felt that, as a general principle, it should be made easier for people to immigrate to Canada.

Those participants who opposed giving out-of-status workers a path to permanent residency and citizenship felt that they had already demonstrated a propensity to operate outside the law. For this reason they were hesitant to offer them Canadian citizenship on the assumption that they may not necessarily be law-abiding citizens once in Canada. Concerns were also expressed about “queue jumping” – some felt that people coming to Canada should follow the usual process and that rewarding those who do not ‘play by the rules’ could prompt others to do the same.

A number of participants who were neither strongly in favour nor strongly opposed did raise additional questions and issues. They felt that each case should be considered on its own merits. Specifically, some felt that the situation for those who had come to Canada as tourists and had subsequently remained was different from those who had come seeking employment in order to assist their families who remained in their country of origin. The latter group was thought to be more deserving of the opportunity to attain permanent residency than the former.

Participants then discussed the extent to which an economic argument could be made in support of providing a path to permanent residency and citizenship for out-of-status workers, given that many of these workers do not pay income taxes and are doing jobs where labour shortages are frequently experienced. Many participants disputed the economic argument, perceiving that the current unemployment rate did not support this claim. Additionally, some did not accept the view that there were labour shortages, while others questioned why the Government of Canada did not seek to recruit people from overseas to fill jobs with specific skillsets in a legal way. There was also a perception that the real issue which needed to be addressed was that of companies engaging in practices viewed by participants as akin to ‘slave labour,’ by hiring workers at a less than acceptable living wage. The view was that more could be done to bring these businesses, small businesses in particular, out of the

underground economy by lowering tax rates and/or adjusting the regulatory regime. Others simply claimed that, as a matter of fairness, they could not justify an economic argument for a path to permanent residency in Canada for out-of-status workers.

At the same time, a number of participants upheld the economic argument suggesting that it would be advantageous to give out-of-status workers a route to citizenship which would set them up as long-term taxpayers contributing to the funding of Canada's social safety net, specifically health care. These participants also argued that a case could be made that this would redirect the income earned by out-of-status workers which is currently being sent back home to their families. The view was that if they were given a path to citizenship, they would likely move their family to Canada, thereby contributing to and supporting the Canadian economy. A few took the position that Canada could easily support taking this step. Given the relatively high number of immigrants accepted into Canada on a yearly basis, some participants felt that offering citizenship to out-of-status workers would not put undue pressure on Canadian infrastructure or social programs and that the economic benefits would outweigh any costs.

# Appendix A – Recruiting Scripts



# English Recruiting Script

## Privy Council Office Recruiting Script – April 2021 English Groups

### Recruitment Specifications Summary

- Groups conducted online
- Each group is expected to last for two hours
- Recruit 8 participants
- Incentives will be \$100 per person and will be sent to participants via e-transfer following the group

Specifications for the focus groups are as follows:

GROUP	DATE	TIME (EDT)	TIME (LOCAL)	LOCATION	COMPOSITION	MODERATOR
1	Tues., April 6	6:00-8:00	6:00-8:00 (EDT)	Sudbury and Thunder Bay Districts Ontario	Opinion Leaders/ Influencers/Paying more Attention to News/Media	DN
2	Wed., April 7	8:00-10:00	6:00-8:00 (MDT)	Calgary and Edmonton	People Experiencing COVID-19 Fatigue/Exhibiting Riskier Behaviours, Age 20-35/COVID-19 Hotspot	TBW
4	Mon., April 12	6:00-8:00	6:00-8:00 (EDT)	Central and Southern Ontario	Indigenous Peoples	DN
5	Tues., April 13	5:00-7:00	6:00-8:00 (ADT) 6:30-8:30 (NDT)	Mid-size Centres Atlantic Canada	Vaccine Hesitant	TBW
6	Thurs., April 15	9:00-11:00	7:00-9:00 (MDT) 6:00-8:00 (MST)	Yukon and Northwest Territories	Recipient of First Dose of COVID-19 Vaccine	TBW
7	Tues., April 20	6:00-8:00	6:00-8:00 (EDT)	Windsor-Essex, Lambton and Niagara Region	People Experiencing COVID-19 Fatigue/Exhibiting Riskier Behaviours, Age 35-49/COVID-19 Hotspot	DN
9	Thurs., April 22	9:00-11:00	6:00-8:00 (PDT)	Interior BC	General Population	TBW
11	Wed., April 28	6:00-8:00	6:00-8:00 (EDT)	Major Centres Ontario	Parents of Children, Age 1-10	DN
12	Thurs., April 29	8:00-10:00	6:00-8:00 (CST) 7:00-9:00 (CDT)	Mid-size and Major Centres Prairies	General Population	TBW

## Recruiting Script

### INTRODUCTION

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

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

### RECORD LANGUAGE

English **CONTINUE**  
French **THANK AND END**

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

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

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

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

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

### SCREENING QUESTIONS

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

A market research firm	<b>THANK AND END</b>
A marketing, branding or advertising agency	<b>THANK AND END</b>
A magazine or newspaper	<b>THANK AND END</b>
A federal/provincial/territorial government department or agency	<b>THANK AND END</b>
A political party	<b>THANK AND END</b>
In public/media relations	<b>THANK AND END</b>
In radio/television	<b>THANK AND END</b>

No, none of the above

**CONTINUE**

1a. **IN ALL LOCATIONS:** Are you a retired Government of Canada employee?

Yes **THANK AND END**

No **CONTINUE**

2. In which city do you reside?

LOCATION	CITIES	
Sudbury and Thunder Bay Districts Ontario	<p>Cities include:  <u>Sudbury District:</u> Sudbury, Espanola, French River, Markstay-Warren, St. Charles  <u>Thunder Bay District:</u> Thunder Bay, Greenstone, Marathon</p> <p><b>ENSURE 4 PARTICIPANTS FROM EACH DISTRICT. NO MORE THAN THREE PER CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</b></p>	<b>CONTINUE – GROUP 1</b>
Calgary and Edmonton	<p>Cities include: Calgary, Edmonton</p> <p><b>ENSURE 4 PARTICIPANTS FROM EACH CITY. PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.</b></p>	<b>CONTINUE – GROUP 2</b>
Central and Southern Ontario	<p>Cities could include (but are not limited to):  <u>Central:</u> Toronto, Durham Region (Ajax, Clarington, Brock, Oshawa, Pickering, Whitby), York Region (Markham, Vaughan, Richmond Hill, Newmarket, Aurora), Peel Region (Mississauga, Brampton), Simcoe Region, Dufferin Region (Mono, Orangeville)  <u>Southern:</u> Hamilton, Waterloo, Halton Region (Burlington, Halton Hills, Oakville, Milton), Middlesex County (London, Strathroy, Mount Brydges) Wellington County (Guelph, Fergus, Elora, Belwood), Brantford</p> <p><b>ENSURE 4 PARTICIPANTS FROM CENTRAL ONTARIO AND 4 FROM SOUTHERN REGION. ENSURE A GOOD MIX OF CITIES ACROSS THESE REGIONS. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</b></p>	<b>CONTINUE – GROUP 4</b>
Mid-size Centres Atlantic Canada	<p>Cities could include (but are not limited to):  <u>NS:</u> Truro, New Glasgow, Glace Bay, Sydney Mines, Kentville</p>	<b>CONTINUE – GROUP 5</b>

	<p><b>NB:</b> Fredericton, Saint John, Quispamsis-Rothesay, Bathurst, Edmundston, Chatham – Douglstown, Cambellton</p> <p><b>PEI:</b> Charlottetown, Summerside</p> <p><b>N&amp;L:</b> Mount Pearl, Corner Brook, Conception Bay, Paradise, Grand Falls-Windsor, Gander</p> <p><b>ENSURE 2 PARTICIPANTS FROM EACH PROVINCE. ENSURE A GOOD MIX OF CITIES WITHIN EACH PROVINCE.</b></p>	
Yukon and Northwest Territories	<p>Cities include (but not limited to):</p> <p><b>Yukon:</b> Whitehorse, Dawson City</p> <p><b>NWT:</b> Yellowknife, Hay River, Inuvik, Fort Smith</p> <p><b>ENSURE 4 PARTICIPANTS PER TERRITORY. AIM FOR MULTIPLE CITIES IN EACH TERRITORY.</b></p>	<b>CONTINUE – GROUP 6</b>
Windsor-Essex, Lambton and Niagara Region	<p>Cities could include (but are not limited to):</p> <p><b>Windsor-Essex Region:</b> Windsor, Lakeshore, La Salle, Leamington, Tecumseh, Essex, Amherstburg, Kingsville</p> <p><b>Lambton Region:</b> Sarnia, St. Clair, Lambton Shores</p> <p><b>Niagara Region:</b> Niagara Falls, Port Corlbone, St. Catharines, Thorold, Welland, Fort Erie, Grimsby, Lincoln</p> <p><b>ENSURE 2-3 PARTICIPANTS FROM EACH REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</b></p>	<b>CONTINUE – GROUP 7</b>
Interior B.C.	<p>Cities could include (but are not limited to): Kamloops, Vernon, Kelowna, Penticton, Peachland Nelson, Cranbrook, Golden, Revelstoke, Prince George, Williams Lake, Fort St. John</p> <p><b>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN 2 PARTICIPANTS PER CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</b></p>	<b>CONTINUE – GROUP 9</b>
Major Centres Ontario	<p>Cities include: Toronto, Ottawa and Hamilton.</p> <p><b>ENSURE 2-3 PARTICIPANTS FROM EACH CITY. PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.</b></p>	<b>CONTINUE – GROUP 11</b>
Mid-size and Major Centres Prairies	<p>Cities include:</p> <p><b>Manitoba:</b> Winnipeg, Brandon, Steinbach, Thompson, Portage la Prairie, Winkler, Selkirk, Morden, Dauphin, The Pas, Flin Flon.</p>	<b>CONTINUE – GROUP 12</b>

	<p><u>Saskatchewan</u>: Saskatoon, Regina, Prince Alberta, Moose Jaw, Swift Current, Yorkton, North Battleford, Lloydminster, Estevan, Warman, Weyburn, Martensville, Melfort, Humboldt, Meadow Lake.</p> <p><b>ENSURE 4 PARTICIPANTS FROM EACH PROVINCE. MAX 2 PARTICIPANTS FROM MAJOR CITIES IN EACH PROVINCE (WINNIPEG/BRANDON, SASKATOON/REGINA). ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</b></p>	
Other		<b>THANK AND END</b>
<b>VOLUNTEERED</b> Prefer not to answer	-	<b>THANK AND END</b>

2a. How long have you lived in [INSERT CITY]?

Less than two years	<b>THANK AND END</b>
Two years or more	<b>CONTINUE</b>
Don't know/Prefer not to answer	<b>THANK AND END</b>

**ENSURE A GOOD MIX BY NUMBER OF YEARS IN CITY. NO MORE THAN 2 PER GROUP UNDER 5 YEARS.**

3. **ASK ONLY IF GROUP 1** How often are you watching, reading or listening to the news/media?

Always **CONTINUE TO Q.3A – PAYING ATTENTION TO NEWS/MEDIA**

Often **CONTINUE TO Q.3A – PAYING ATTENTION TO NEWS/MEDIA**

Sometimes **THANK AND END**

Rarely **THANK AND END**

Never **THANK AND END**

3a. **ASK ONLY IF GROUP 1** To what extent do you agree or disagree with the following statements?

- In discussions with family/friends, I am usually the one who shares my opinion most often.
- In discussions with family/friends, I am often used as a source for advice.

Strongly agree **CONTINUE = GROUP 1**

Somewhat agree **CONTINUE = GROUP 1**

Somewhat disagree **THANK AND END**

Strongly disagree **THANK AND END**

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

**TO QUALIFY FOR GROUP 1 THEY MUST HAVE ANSWERED ALWAYS/OFTEN AT Q.3 (PAYING ATTENTION TO NEWS/MEDIA) AND EITHER STRONGLY/SOMEWHAT AGREE TO BOTH OF THE STATEMENTS IN Q.3A.**

4. **ASK ONLY IF GROUP 2 OR 7** Have you attended a social gathering or event outside your home in the last month?

Yes **CONTINUE TO Q.4a**

No **SKIP TO Q.4b**

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

4a. **ASK ONLY IF GROUP 2 OR 7** Which of the following best describes your current situation?

I am only seeing those currently living in my household **CONTINUE**

I am seeing extended family from time to time **CONTINUE – EXHIBITING RISKIER BEHAVIOURS**

I am seeing friends and or neighbours from time to time **CONTINUE – EXHIBITING RISKIER BEHAVIOURS**

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

4b. **ASK ONLY IF GROUP 2 OR 7** With COVID-19 restrictions having been in place for almost a year, to what extent do you agree or disagree with the following statements?

- I feel like I have made a lot of personal sacrifices in order to slow the spread of COVID-19.
- I am tiring of having to continue to adhere to public health measures, like mask wearing and social distancing.
- I don't pay as much attention anymore to messages from public health and government officials about COVID-19.
- I am tiring of having to avoid seeing extended family, friends and/or neighbours.

Strongly agree **COVID FATIGUED**

Somewhat agree **COVID FATIGUED**

Somewhat disagree

Strongly disagree

**VOLUNTEERED** Prefer not to answer

**IF STRONGLY/SOMEWHAT AGREE TO ONE OR MORE OF THE STATEMENTS ABOVE, THEY WOULD BE CONSIDERED COVID FATIGUED.**

**ENSURE A MIX OF THOSE WHO ARE EXHIBITING RISKIER BEHAVIOURS (AT Q.4A) AND/OR COVID FATIGUED (AT Q.4B). BUT, NO MORE THAN 3 PARTICIPANTS WHO ARE 'COVID FATIGUED' ONLY (E.G., NOT EXHIBITING RISKIER BEHAVIOURS AT Q.4A, BUT SOMEWHAT/STRONGLY AGREE TO ANY AT Q.4B).**

5. **ASK ONLY IF GROUP 4** Do you identify as Indigenous (First Nations, Métis or Inuit (Inuk))?

Yes	<b>CONTINUE</b> <b>ENSURE A GOOD MIX OF DIFFERENT INDIGENOUS GROUPS.</b>
No	<b>THANK AND END</b>
Don't know/Prefer not to answer	

6. **ASK ONLY IF GROUP 5** Which of the following best describes what you would do if a COVID-19 vaccine became available?

I have already gotten a COVID-19 vaccine **THANK AND END**  
 I would get the vaccine as soon as I became eligible for it **THANK AND END**  
 I will probably get the vaccine, but would want to wait a while **CONTINUE – HESITATOR**  
 I'm not sure if I would get the vaccine **CONTINUE – HESITATOR**  
 I would not get the vaccine **THANK AND END**  
 Prefer not to answer **THANK AND END**

**ENSURE A GOOD MIX OF THOSE WHO SAY THEY WOULD WAIT/ARE NOT SURE.**

7. **ASK ONLY IF GROUP 6** Which of the following statements best describes your current COVID-19 vaccination status?

I have not received any doses of a COVID-19 vaccine yet **THANK AND END**  
 I have received my first dose of a COVID-19 vaccine **CONTINUE = GROUP 6**  
 I have received two doses of a COVID-19 vaccine **CONTINUE = GROUP 6**  
 Prefer not to answer **THANK AND END**

**PREFERENCE FOR THOSE WITH ONLY 1 DOSE OF THE VACCINE SHOULD BE GIVEN.**

8. **ASK ONLY IF GROUP 11** Do you have any children between the ages of 1-10 years old?

Yes **CONTINUE**

No **THANK AND END**

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

9. **ASK ONLY IF GROUP 11** Could you please tell me how old this child/these children are?

Child	Age
1	
2	
3	
4	
5	

**ENSURE A GOOD MIX BY AGE OF CHILDREN AND NUMBER OF CHILDREN IN EACH GROUP.**

10. Would you be willing to tell me in which of the following age categories you belong?

Under 18 years of age	<b>IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.</b>
18 - 19	<b>IF CALGARY &amp; EDMONTON OR WINDSOR-ESSEX, LAMBTON AND NIAGARA REGION = THANK AND END ALL OTHER LOCATIONS, CONTINUE</b>
20 - 34	<b>IF CALGARY &amp; EDMONTON = GROUP 2 IF WINDSOR-ESSEX, LAMBTON AND NIAGARA REGION = THANK AND END ALL OTHER LOCATIONS, CONTINUE</b>
35 - 49	<b>IF CALGARY &amp; EDMONTON = THANK AND END</b>

	<b>IF WINDSOR-ESSEX, LAMBTON AND NIAGARA REGION = GROUP 7 ALL OTHER LOCATIONS, CONTINUE</b>
50 +	<b>IF CALGARY &amp; EDMONTON OR WINDSOR-ESSEX, LAMBTON AND NIAGARA REGION = THANK AND END ALL OTHER LOCATIONS, CONTINUE</b>
<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END</b>

**PARTICIPANTS IN FROM YUKON AND NWT MAY SKEW OLDER.  
PARENTS IN GROUP 11 MAY SKEW YOUNGER-MIDDLE AGED (30S/40S).**

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

Male	<b>CONTINUE</b>
Female	<b>CONTINUE</b>

**ENSURE A GOOD MIX BY GENDER IN EACH GROUP.**

12. Which of the following best describes the industry sector that you are currently employed in?

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

**CONTINUE FOR ALL. ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT FOR EACH GROUP. NO MORE THAN TWO PER SECTOR.**



**PARTICIPANTS IN FROM YUKON AND NWT MAY SKEW TO HEALTHCARE (MAXIMUM 2 HEALTHCARE WORKERS) AND FRONT LINE WORKERS.**

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

Yes **CONTINUE**

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

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

1-2 **THANK AND END**

3-5 **CONTINUE**

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

Participant has high-speed access to the Internet

Participant has a computer/webcam

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

Yes **CONTINUE**

No **CONTINUE**

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

1-2 **THANK AND END**

3-5 **CONTINUE**

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

**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, ANY CONCERNS WITH USING A WEBCAM OR IF YOU AS THE INTERVIEWER HAVE A CONCERN ABOUT THE PARTICIPANT’S ABILITY TO PARTICIPATE EFFECTIVELY.**

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

Yes **CONTINUE**

No **SKIP TO Q.23**

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

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

More than 6 months ago **CONTINUE**

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

0-4 groups **CONTINUE**

5 or more groups **THANK AND END**

22. And on what topics were they?

**TERMINATE IF ANY ON SIMILAR/SAME TOPIC**

#### **ADDITIONAL RECRUITING CRITERIA**

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

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

Grade 8 or less

Some high school

High school diploma or equivalent

Registered Apprenticeship or other trades certificate or diploma

College, CEGEP or other non-university certificate or diploma

University certificate or diploma below bachelor's level

Bachelor's degree

Post graduate degree above bachelor's level

**VOLUNTEERED** Prefer not to answer

**ENSURE A GOOD MIX.**

24. Which of the following categories best describes your total household income in 2020? That is, the total income of all persons in your household combined, before taxes?

Under \$20,000

\$20,000 to just under \$40,000

\$40,000 to just under \$60,000

\$60,000 to just under \$80,000

\$80,000 to just under \$100,000

\$100,000 to just under \$150,000

\$150,000 and above

**VOLUNTEERED** Prefer not to answer

**ENSURE A GOOD MIX.**

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

Yes

No **THANK AND END**

#### INVITATION

I would like to invite you to this online focus group discussion, which will take place the evening of **[INSERT DATE/TIME BASED ON GROUP # IN CHART ON PAGE 1]**. The group will be two hours in length and you will receive \$100 for your participation following the group via an e-transfer.

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

Would you be willing to attend?

Yes

**CONTINUE**

No

**THANK AND END**

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

**Name:**

**Telephone Number:**

**E-mail Address:**

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

We ask that you are online at least 15 minutes prior to the beginning of the session in order to ensure you are set up and to allow our support team to assist you in case you run into any technical issues. We also ask that you restart your computer prior to joining the group.

You may be required to view some material during the course of the discussion. If you require glasses to do so, please be sure to have them handy at the time of the group. Also, you will need pen and paper in order to take some notes throughout the group.

This is a firm commitment. If you anticipate anything preventing you from attending (either home or work-related), please let me know now and we will keep your name for a future study. If for any reason you are unable to attend, please let us know as soon as possible at **[1-800-xxx-xxxx]** so we can find a replacement.

Thank you very much for your time.



**RECRUITED BY:** \_\_\_\_\_  
**DATE RECRUITED:** \_\_\_\_\_

# French Recruiting Script

**Bureau du Conseil privé**  
**Questionnaire de recrutement — avril 2021**  
**Groupes en français**

## Résumé des consignes de recrutement

- Groupes tenus en ligne.
- Durée prévue de chaque rencontre : deux heures.
- Recrutement de huit participants.
- Incitatifs de 125 \$ par personne, versés aux participants par transfert électronique après la rencontre.

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (DE L'EDT)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
3	8 avril	18 h-20 h	Grande région de Montréal – y compris la ville de Montréal	Personnes ayant reçu la première dose d'un vaccin contre la COVID-19	M. Proulx
8	21 avril	18 h-20 h	Grandes villes et villes de taille moyenne du Québec	Guides d'opinion, influenceurs, personnes plus attentives aux nouvelles ou aux médias	M. Proulx
10	27 avril	18 h-20 h	Québec rural	Population générale	M. Proulx

## Questionnaire de recrutement

### INTRODUCTION

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

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

### NOTER LA LANGUE ET CONTINUER

Anglais **REMERCIER ET CONCLURE**

Français **CONTINUER**

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

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

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

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

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

### QUESTIONS DE SÉLECTION

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

Une société d'études de marché  
**CONCLURE**

**REMERCIER ET**

Une agence de commercialisation, de marque ou de publicité  
**CONCLURE**

**REMERCIER ET**

Un magazine ou un journal  
**CONCLURE**

**REMERCIER ET**

Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial  
**CONCLURE**

**REMERCIER ET**

Un parti politique <b>CONCLURE</b>	<b>REMERCIER ET</b>
Dans les relations publiques ou les relations avec les médias <b>CONCLURE</b>	<b>REMERCIER ET</b>
Dans le milieu de la radio ou de la télévision <b>CONCLURE</b>	<b>REMERCIER ET</b>
Non, aucune de ces réponses	<b>CONTINUER</b>

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

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

2. Quelle langue parlez-vous le plus souvent à la maison?

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

3. Dans quelle ville habitez-vous?

LIEU	VILLES	
Grande région de Montréal (GRM) – y compris la ville de Montréal	Les villes de la GRM peuvent notamment comprendre : Montréal, Laval, Longueuil, Terrebonne, Brossard, Saint-Jérôme, Blainville, Mirabel, Dollard-des-Ormeaux  <b>PAS PLUS DE DEUX PARTICIPANTS DE LA VILLE DE MONTRÉAL. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.</b>	<b>CONTINUER – GROUPE 3</b>
Grandes villes et villes de taille moyenne du Québec	Ces villes peuvent notamment comprendre : <u>Pour les grandes villes</u> : Montréal, Gatineau, Québec, Sherbrooke, Trois-Rivières, Chicoutimi – Jonquière <u>Pour les villes de taille moyenne</u> : Saint-Jean-sur-Richelieu, Saint-Jérôme, Chateauguay, Drummondville, Granby, Beloeil, Saint-Hyacinthe  <b>RECRUTER QUATRE PERSONNES POUR LES GRANDES VILLES ET QUATRE PERSONNES POUR LES VILLES DE</b>	<b>CONTINUER – GROUPE 8</b>

	<b>TAILLE MOYENNE. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION. PAS PLUS DE DEUX PARTICIPANTS PAR VILLE.</b>	
Québec rural	Moins de 50 000 habitants Ces villes peuvent notamment comprendre : Joliette, Victoriaville, Salaberry-de-Valleyfield, Shawinigan, Rimouski, Sorel, Saint-Georges, Val-d'Or, Rouyn-Noranda, Sept-Îles, Hudson, Alma, Magog, Varennes, Rivière-du-Loup, Les Coteaux, Buckingham <b>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU. PAS PLUS DE DEUX PARTICIPANTS PAR VILLE.</b>	<b>CONTINUER – GROUPE 10</b>
Autre lieu	-	<b>REMERCIER ET CONCLURE</b>
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre	-	<b>REMERCIER ET CONCLURE</b>

3a. Depuis combien de temps habitez-vous à [INSÉRER LE NOM DE LA VILLE]?

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

**ASSURER UNE BONNE REPRÉSENTATION EN FONCTION DU NOMBRE D'ANNÉES DE RÉSIDENCE DANS LA VILLE. PAS PLUS DE DEUX PAR GROUPE DOIVENT Y VIVRE DEPUIS MOINS DE 5 ANS.**

4. **DEMANDER UNIQUEMENT AU GROUPE 3** Lequel des énoncés suivants décrit le mieux votre statut de vaccination contre la COVID-19?

Je n'ai encore reçu aucune dose d'un vaccin contre la COVID-19 **REMERCIER ET CONCLURE**

J'ai reçu ma première dose d'un vaccin contre la COVID-19 **CONTINUER = GROUPE 3**

J'ai reçu deux doses d'un vaccin contre la COVID-19 **REMERCIER ET CONCLURE**

Je préfère ne pas répondre **REMERCIER ET CONCLURE**

5. **DEMANDER UNIQUEMENT AU GROUPE 8** À quelle fréquence regardez-vous, lisez-vous ou écoutez-vous les nouvelles ou les médias?

Toujours **PASSER À LA Q.5A – ATTENTION PORTÉE AUX NOUVELLES OU AUX MÉDIAS**

Souvent **PASSER À LA Q.5A – ATTENTION PORTÉE AUX NOUVELLES OU AUX MÉDIAS**

Parfois **REMERCIER ET CONCLURE**

Rarement **REMERCIER ET CONCLURE**



Jamais **REMERCIER ET CONCLURE**

5a. **DEMANDER UNIQUEMENT AU GROUPE 8** Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants?

- Lors de discussions avec la famille ou les amis, je suis habituellement la personne qui exprime le plus souvent son opinion.
- Lors de discussions avec la famille ou les amis, je suis souvent utilisé(e) comme une source de conseils.

Tout à fait d'accord **CONTINUER = GROUPE 8**

Plutôt d'accord **CONTINUER = GROUPE 8**

Plutôt en désaccord **REMERCIER ET CONCLURE**

Tout à fait en désaccord **REMERCIER ET CONCLURE**

**RÉPONSE SPONTANÉE** Je préfère ne pas répondre **REMERCIER ET CONCLURE**

**POUR ÊTRE ADMISSIBLE AU GROUPE 8, LA PERSONNE DOIT AVOIR RÉPONDU « TOUJOURS » OU « SOUVENT » À LA Q.5 (ATTENTION PORTÉE AUX NOUVELLES OU AUX MÉDIAS) ET « TOUT À FAIT D'ACCORD » OU « PLUTÔT D'ACCORD » AUX DEUX ÉNONCÉS DE LA Q.5A.**

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

Moins de 18 ans	<b>SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.</b>
18 à 24	<b>CONTINUER ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE.</b>
25 à 34	
35 à 44	
45 à 54	
55 ans ou plus	
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

**LES PARTICIPANTS DE LA GRM – GROUPE 3 PEUVENT ÊTRE UN PEU PLUS ÂGÉS.**

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

Homme

Femme

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

8. Parmi les choix suivants, lequel décrit le mieux le secteur d'activité dans lequel vous travaillez?

Administrations publiques

Agriculture, foresterie, pêche et chasse

Arts, spectacle et loisirs

Autres services, sauf les administrations publiques  
Commerce de détail  
Commerce de gros  
Construction  
Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz  
Fabrication  
Finance et assurances  
Gestion de sociétés et d'entreprises  
Hébergement et services de restauration  
Industrie de l'information et industrie culturelle  
Services administratifs, services de soutien, services de gestion des déchets et services d'assainissement  
Services d'enseignement  
Services immobiliers et services de location et de location à bail  
Services professionnels, scientifiques et techniques  
Services publics  
Soins de santé et assistance sociale  
Transport et entreposage  
Sans emploi  
Aux études à temps plein **PAS D'ÉTUDIANTS ÉTRANGERS**  
À la retraite – **DEMANDER : « DANS QUEL SECTEUR TRAVAILLIEZ-VOUS AVANT? » ET NOTER LA RÉPONSE**  
Autre situation ou autre secteur; veuillez préciser : \_\_\_\_\_

**CONTINUER POUR TOUS LES RÉPONDANTS. ASSURER UNE BONNE REPRÉSENTATION DES TYPES D'EMPLOI DANS CHAQUE GROUPE. PAS PLUS DE DEUX RÉPONDANTS PAR SECTEUR D'ACTIVITÉ. LE GROUPE DE LA GRM PEUT COMPTER UNE PROPORTION LÉGÈREMENT PLUS ÉLEVÉE DE PROFESSIONNELS DE LA SANTÉ (DEUX AU MAXIMUM) OU DE PERSONNEL DE PREMIÈRE LIGNE.**

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

Oui **CONTINUER**

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

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

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

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

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

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

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

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

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

**CONCLURE L'ENTRETIEN SI LE RÉPONDANT SIGNALE UN PROBLÈME DE VISION OU D'AUDITION, UN PROBLÈME DE LANGUE PARLÉE OU ÉCRITE, S'IL CRAINT DE NE POUVOIR COMMUNIQUER EFFICACEMENT, SI L'UTILISATION D'UNE CAMÉRA WEB LUI POSE PROBLÈME, OU SI VOUS, EN TANT QU'INTERVIEWEUR, AVEZ DES DOUTES QUANT À SA CAPACITÉ DE PARTICIPER EFFICACEMENT AUX DISCUSSIONS.**

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

Oui **CONTINUER**  
Non **PASSER À LA Q.19**

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

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

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

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

18. Et sur quels sujets portaient-ils?

**METTRE FIN À L'ENTRETIEN SI LES SUJETS ÉTAIENT LES MÊMES OU SEMBLABLES**

#### **CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES**

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

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

École primaire

Études secondaires partielles

Diplôme d'études secondaires ou l'équivalent

Certificat ou diplôme d'apprenti inscrit ou d'une école de métiers

Certificat ou diplôme d'un collège, cégep ou autre établissement non universitaire

Certificat ou diplôme universitaire inférieur au baccalauréat

Baccalauréat

Diplôme d'études supérieur au baccalauréat

**RÉPONSE SPONTANÉE** : Préfère ne pas répondre

**ASSURER UN BON MÉLANGE.**

20. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2020— c'est-à-dire le revenu cumulatif de l'ensemble des membres de votre ménage avant impôt?

Moins de 20 000 \$

20 000 \$ à moins de 40 000 \$

40 000 \$ à moins de 60 000 \$

60 000 \$ à moins de 80 000 \$

80 000 \$ à moins de 100 000 \$

100 000 \$ à moins de 150 000 \$

150 000 \$ ou plus

**RÉPONSE SPONTANÉE** : Préfère ne pas répondre

**ASSURER UN BON MÉLANGE.**

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

Oui

Non **REMERCIER ET CONCLURE**

## INVITATION

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

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

Est-ce que vous accepteriez de participer?

Oui	<b>CONTINUER</b>
Non	<b>REMERCIER ET CONCLURE</b>

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

**Nom :**

**Numéro de téléphone :**

**Adresse courriel :**

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

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

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

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

Merci de votre temps.

**RECRUTEMENT FAIT PAR :** \_\_\_\_\_

**DATE DU RECRUTEMENT :** \_\_\_\_\_

## Appendix B – Discussion Guides

# English Moderators Guide

## MODERATOR'S GUIDE – April 2021 MASTER

### **INTRODUCTION (10 minutes)** All locations

- Moderator or technician should let participants know that they will need pen and paper in order to take some notes, jot down some thoughts around some material that we will show them later in the discussion.

**GOVERNMENT OF CANADA IN THE NEWS (5-15 minutes)** Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours, GMA Recipients of First Dose of COVID-19 Vaccine, Central and Southern Ontario Indigenous Peoples, Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C., Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies

- What have you seen, read or heard about the Government of Canada in the last few days?
- Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours Have you seen, read or heard anything recently about the Supreme Court of Canada ruling on carbon pricing? What have you heard?

Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours SHOW ON SCREEN:

Recently, the Supreme Court of Canada ruled that the federal government's law requiring provinces and territories to implement carbon gas pricing systems by January 1, 2019, or adopt one imposed by the federal government, is constitutional. The majority of the judges noted that global warming causes harm beyond provincial boundaries and that it is a matter of national concern under the "*peace, order and good government*" clause of the Constitution. They also noted this law would only apply where provincial or territorial pricing systems are not strict enough to reduce global warming.

Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours Currently, the provincial systems in place in Ontario, Manitoba, Saskatchewan and Alberta do not fully meet federal benchmark stringency requirements; thus, the Government of Canada can apply a price on pollution in these provinces.

- **Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours** What are your thoughts about this Supreme Court decision?
- **Sudbury and Thunder Bay District Opinion Leaders** How do you feel about the carbon pricing system in Ontario?
- **Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours** How do you feel about the carbon pricing system in Alberta?
- **Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours** Are you aware that approximately 90% of direct proceeds from the Government of Canada's pollution pricing are returned to residents of those provinces through Climate Action Incentive payments?
  - How do you feel about this?

**Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours** ***ADDITIONAL BACKGROUND INFORMATION TO MODERATOR (to clarify if there are any misunderstandings about the incentive payments)***

The Government of Canada does not keep any direct proceeds from pollution pricing. All direct proceeds are returned to the province or territory of origin. The incentive payment to residents is delivered through personal income tax returns. The remaining 10% (i.e. the portion not returned to residents) is used to support small businesses, schools, universities, municipalities, and Indigenous groups.

- **Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** Have you seen, read or heard anything about the new federal government support for Air Canada?
  - IF YES: What have you heard?

**Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** CLARIFY: On Monday, the federal government announced that it would provide financial support to Air Canada in the amount of about \$5.9 billion to help the airline rebuild from the effects of the COVID-19 pandemic. Support will be provided in the form of loans that Air Canada will have to pay back within 5 to 7 years, depending on the credit facility. The federal government also made an equity investment of \$500 million in Air Canada stock, giving them a stake in the airline. Among the conditions in the deal, it included refunds for flights cancelled due to the pandemic, the restoration of regional routes that were previously suspended, and job protection for the airline's remaining employees.

- **Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** What do you think about this deal with Air Canada?

**COVID-19 INFORMATION / IN THE NEWS (15 minutes)** **Sudbury and Thunder Bay District Opinion Leaders, Mid-size and Major Centres Quebec Opinion Leaders**



- **Sudbury and Thunder Bay District Opinion Leaders** When we asked you to participate in this focus group, you said regularly watch, read or listen to the news. I was wondering if you could tell me where you get most of your news or information?
- **Mid-size and Major Centres Quebec Opinion Leaders** When we asked you to participate in this focus group, you said regularly watch, read or listen to the news, What news or information about COVID-19 do you typically look at?

**Sudbury and Thunder Bay District Opinion Leaders** Now I'd like to focus on COVID-19...

- **Sudbury and Thunder Bay District Opinion Leaders** What kind of news or information about COVID-19 do you typically read?
  - Do you seek specific information about COVID-19?
- When you find certain information or news articles, do you share it on your social media networks?
  - Why / why not?
- Do you ever come across any false information ("fake news")?
  - How do you know when the information is false?
  - **Mid-size and Major Centres Quebec Opinion Leaders** Do you do anything when you come across false information? (e.g. try to correct it)
- **Sudbury and Thunder Bay District Opinion Leaders** Do you ever try to correct false information when you see it on social media?
- **Sudbury and Thunder Bay District Opinion Leaders** Do you correct false information coming from friends or family?
  - Why / why not?

**COVID-19 OUTLOOK (20-40 minutes)** **Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours, GMA Recipients of First Dose of COVID-19 Vaccine, Central and Southern Ontario Indigenous Peoples, Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C., Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies**

**Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours** When we invited you to this session, some of you said you have recently attended a social gathering or event outside your home recently and/or are seeing friends, neighbours or extended family from time to time. Some of you

also said you're tiring of having to continue to adhere to public health measures, or you're not paying attention anymore about public health advice, or that you're getting tired of having to avoid seeing people...

- **Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours** What do you find tiring or difficult about following public health advice?
- **Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours** Do you think that there should continue to be restrictions in place at the moment, or do you think people should be able to get together now, go to restaurants together, etc.? What makes you say that?
  - **IF RESTRICTIONS:** What kinds of restrictions do you think should be in place? Would you follow these? Why/why not?
- **Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Major Centres Ontario Parents of Young Children** Recently, Ontario has strengthened restrictions across the province, including lengthening the stay-at-home order by two weeks, reducing interprovincial travel, limiting gatherings to members of your own household except for those who live alone, restricting outdoor recreational amenities, closing nonessential construction and reducing capacity in big box stores.
- **Mid-size and Major Centres Quebec Opinion Leaders, Rural Quebec** Recently, Quebec has strengthened restrictions in some regions, including stricter curfews and the closure of non-essential businesses, and has implemented new interprovincial travel restrictions. As part of the travel restrictions, travellers from Ontario cannot enter without a valid reason (e.g. they live or work in Quebec, they are transporting goods, etc.). Anyone returning to Quebec from Ontario must isolate for 14 days unless they fall under one of the listed exceptions
- **Interior B.C.** Recently, BC has strengthened restrictions across the province, including closing indoor dining in restaurants, pubs and bars, cancelling indoor low-intensity group exercise classes, and continuing the suspension of indoor in-person religious services. It has also indicated it will be implementing new travel restrictions, where people will not be able to leave their health authority region without a legitimate reason.
- **Mid-size and Major Centres Prairies** In some of the provinces across the prairies, certain restrictions are being strengthened, including placing limits on indoor-dining, moving certain schools to online learning, limits on personal gatherings and visitors inside homes, limits on cultural and faith-based gatherings, and reduced capacity in shopping centres and gyms.
  - **Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Quebec Opinion Leaders, Rural Quebec, Interior B.C.** What do you think about the current restrictions in place?
  - **Mid-size and Major Centres Prairies** What do you think about the current restrictions in place in your area?

- Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Quebec Opinion Leaders, Rural Quebec, Interior B.C., Mid-size and Major Centres Prairies Should they be lifted? Should more things be opened up now?
- Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Quebec Opinion Leaders, Rural Quebec, Interior B.C., Mid-size and Major Centres Prairies Should they be more restricted?
- Major Centres Ontario Parents of Young Children How have they had an impact on your families?

**Major Centres Ontario Parents of Young Children** The Government of Canada announced that it will be providing more help to Ontario in response to the province's request for assistance. It is providing support from the Canadian Armed Forces (CAF) and funding the redeployment of the Canadian Red Cross to augment or relieve staff within medical care facilities. In addition, the CAF will be providing the airlift of medical personnel from Newfoundland and Labrador and possibly other jurisdictions.

- What do you think about this additional help for Ontario?

**Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C.** The Government of Canada announced that it will cover all the costs to coordinate any extra staff other provinces are able to send to the front lines in Ontario, including providing air transportation. The federal government is also deploying more rapid testing to hot spots and continues to stand ready to deploy the Canadian Red Cross to help with mobile vaccination teams.

- What do you think about these additional actions from the Government of Canada?
- **Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies** What do you know about Canada's current travel restrictions?

**Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies** CLARIFY: The Government of Canada has put in place several measures related to international travel in order to stop further spread of COVID-19 from other countries. Some of these measures include requirements to provide a proof of negative COVID-19 test taken within 72 hours with additional testing upon entry for those entering by air and land, and an additional mandatory 3-night stay at their own cost at a Government-Approved Accommodation (hotel) while they wait for the results of their arrival test for those entering by air. They've also recently introduced a travel ban for passenger and business flights from India and Pakistan to curb the spread of COVID-19 variants.

- What do you think about these actions from the Government of Canada?
  - Are they appropriate? Why/why not?
- Should travel restrictions be reinforced and made tougher? Or should they be loosened?

- **Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours, GMA Recipients of First Dose of COVID-19 Vaccine, Central and Southern Ontario Indigenous Peoples, Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** What do you think about the current restrictions in place in your region?
  - Should they be lifted? Should more things be opened up now?
  - Should they be more restricted?
  
- **Sudbury and Thunder Bay District Opinion Leaders** Are you concerned about a third wave? How about COVID-19 variants?
- **Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours** The Alberta government has said that Alberta is into its third wave of COVID-19. Are you concerned about the third wave? How about COVID-19 variants?
- **GMA Recipients of First Dose of COVID-19 Vaccine** The Québec government has said that Québec is into its third wave of COVID-19. Are you concerned about the third wave? How about COVID-19 variants?
- **Central and Southern Ontario Indigenous Peoples** The Ontario government has said that Ontario is into its third wave of COVID-19. Are you concerned about the third wave? How about COVID-19 variants?
- **Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** Some parts of Canada are currently entering into their third wave of COVID-19. Are you concerned about the third wave?
  
- **Mid-size Centres Atlantic Canada Vaccine Hesitant** How about COVID-19 variants spreading from other parts of the country to Atlantic Canada?
- **Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** How about COVID-19 variants spreading from other parts of the country to Yukon or Northwest Territories?
  
- Do you think that the spread of COVID-19 is going to get worse throughout the spring?
  - Or, are we in the middle of it now?
  - Or, is the worst behind us?
  
- What have you seen, read or heard about COVID-19 vaccines recently?
  
- Do you think the Government of Canada is doing a good job in procuring and distributing the vaccine to provinces and territories, or not?
  - Why do you think that?
  
- **Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours, Central and Southern Ontario Indigenous Peoples, Mid-size Centres Atlantic Canada Vaccine Hesitant** Compared to other countries, how is Canada as a whole doing in terms of getting people vaccinated?

- **Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours** When do you think you personally will be in a position to receive a vaccine?
- **Central and Southern Ontario Indigenous Peoples, Mid-size Centres Atlantic Canada Vaccine Hesitant** Regardless of whether you have done so or not, are any of you eligible to receive a COVID-19 vaccine?
- **Central and Southern Ontario Indigenous Peoples, Mid-size Centres Atlantic Canada Vaccine Hesitant** IF NO: when do you think you personally will be in a position to receive a vaccine?
  - *(NOTE TO MODERATOR: this is not asking if/when they plan on getting a vaccine, but when they think getting vaccinated will become an option for them)*
- **Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours, Central and Southern Ontario Indigenous Peoples, Mid-size Centres Atlantic Canada Vaccine Hesitant** When do you think everyone who wants to be vaccinated will be able to receive a vaccine?
- **Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours** Do you think things will get back to normal once everyone has been vaccinated?
  - Will COVID-19 measures remain in place for a while after?
  - Do you think that even if things go back to normal there could be lockdowns in a year or two because of variants?
  - Do you think that COVID-19 will become something similar to the flu, where people need to get a new vaccine every year because of variants?
  - Do you think the economy will bounce back quickly, or will it take a while for everyone who lost jobs to get back to work?
- **GMA Recipients of First Dose of COVID-19 Vaccine** When we asked you to participate in this discussion group, all of you had mentioned having received the first dose of the COVID-19 vaccine. How do you feel the vaccination process is going? How has it been for you?
- **Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** When we asked you to participate in this discussion group, all of you had mentioned having received a first dose of the COVID-19 vaccine, and some of you are now fully vaccinated (e.g., both doses). How do you feel the vaccination process is going? How has it been for you?
- **GMA Recipients of First Dose of COVID-19 Vaccine** Now that you have received a COVID-19 vaccine dose, how do you feel? Do you feel protected against COVID-19?

- **Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** How many of you have received the first dose only? Let me start by asking you, now that you have received a COVID-19 vaccine dose, how do you feel? Do you feel protected against COVID-19 and the variants? What about those who have received both doses? How do you feel? And, do you feel protected against COVID-19 and the variants?
- **GMA Recipients of First Dose of COVID-19 Vaccine** Since receiving the first dose, have you changed any of your behaviours? What are you doing differently now?
  - Do you feel like you can go out without wearing a mask in public? Without having to maintain physical distance? Why/why not?
  - Do you feel like you can get together indoors with other people who have been vaccinated? Why/why not?
- **GMA Recipients of First Dose of COVID-19 Vaccine** For those of you who have not changed your behaviours since receiving the first dose, do you think you will do so once you get your second dose?
  - IF YES: What will you do differently?
  - IF NO: At which point do you think you will be able to do things like not wear a mask in public, not maintain physical distance, get together indoors with others, etc.?
- **Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** Since receiving the vaccine (either the first dose only or both doses), have you changed any of your behaviours? IF YES: What are you doing differently now? (MODERATOR AND NOTE-TAKERS TO OBSERVE ANY DIFFERENCES BETWEEN THOSE WHO HAVE RECEIVED THEIR FIRST DOSE ONLY VS. THOSE HAVING RECEIVED BOTH DOSES.) IF RECEIVED FIRST DOSE ONLY AND NOT DOING ANYTHING DIFFERENTLY, PROBE: Do you think you will be able to do anything differently after you get your second dose? What will you do differently?
  - ASK ALL: Do you feel like you can go out without wearing a mask in public? Without having to maintain physical distance? Why/why not? IF NOT: At which point do you think you will be able to do things like this? ASK THOSE WHO HAVE RECEIVED FIRST DOSE ONLY: Do you think you will be able to do so once you get your second dose?
  - ASK ALL: Do you feel like you can get together indoors with other people who have been vaccinated? Why/why not? IF NOT: At which point do you think you will be able to do things like this? ASK THOSE WHO HAVE RECEIVED FIRST DOSE ONLY: Do you think you will be able to do so once you get your second dose?
- **GMA Recipients of First Dose of COVID-19 Vaccine, Central and Southern Ontario Indigenous Peoples, Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C., Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies** Do you think things will get back to normal once everyone who wants

a vaccine has been vaccinated, or do think COVID-19 measures will remain in place for a while after?

- **GMA Recipients of First Dose of COVID-19 Vaccine, Central and Southern Ontario Indigenous Peoples, Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** Let's say we reach a point in the near future where things go back to normal. Do you think it will stay that way, or do you think there could be restrictive measures put in place again in a year or two because of variants?
  - Do you think that COVID-19 will become like something similar to the flu, where people need to get a new vaccine every year because of variants?
- **GMA Recipients of First Dose of COVID-19 Vaccine** The Quebec government (in addition to other provincial governments) is stretching the delay for its residents to get the second dose of the vaccine to four months. How do you feel about this?
- **Central and Southern Ontario Indigenous Peoples, Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** Following the National Advisory Committee on Immunization (NACI)'s recommendation to delay second doses of the two-shot COVID-19 vaccine by up to four months, Ontario is set to extend the interval between doses to follow these recommendations. How do you feel about this?
  - Do you think it makes more sense to delay the second dose so that more people can get the first dose as soon as possible, or do you think it makes more sense to stick to the original schedule to ensure being vaccinated is as effective as possible?
- **Mid-size Centres Atlantic Canada Vaccine Hesitant** When we asked you to participate in this focus group, we asked whether you thought you would get vaccinated or not. Some of you said you would, but you preferred to wait, and others of you said you were unsure. Is this still the case? Why/why not?
  - (FOR THOSE WHO ARE HESITANT) What are the factors that will influence your decision on whether or not to get vaccinated?

**Mid-size Centres Atlantic Canada Vaccine Hesitant** I'm going to show you a short video about the approved vaccines in Canada.

**SHOW VIDEO**

- **Mid-size Centres Atlantic Canada Vaccine Hesitant** What are your initial thoughts about this video?
- **Mid-size Centres Atlantic Canada Vaccine Hesitant** Does it answer any of the questions you had about the approved vaccines in Canada?
- **Mid-size Centres Atlantic Canada Vaccine Hesitant** Does it change your confidence in any of the vaccines?



- **Mid-size Centres Atlantic Canada Vaccine Hesitant** Are there other questions about COVID-19 vaccines you would like answers to?
- **Mid-size Centres Atlantic Canada Vaccine Hesitant** What have you seen, read or heard about the AstraZeneca vaccine recently?
  - Has this affected your confidence in this specific vaccine? What about other vaccines?
- **Interior B.C., Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies** When evaluating how well Canada is doing in terms of vaccinating people, what do you think is the best comparison? Is it compared to the U.S.? Europe? The G20? Our global ranking? Something else?

**Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours**

Roughly 25% of Canadians have now received at least one COVID-19 vaccine dose, placing Canada 17<sup>th</sup> internationally, and 3<sup>rd</sup> among the G20 countries, behind only the United States and the United Kingdom.

**Mid-size and Major Centres Quebec Opinion Leaders** Roughly 25% of Canadians have now received at least one COVID-19 vaccine dose, placing Canada 16<sup>th</sup> internationally, and 3<sup>rd</sup> among the G20 countries, behind only the United States and the United Kingdom.

**Interior B.C.** Roughly 26% of Canadians have now received at least one COVID-19 vaccine dose, placing Canada 16<sup>th</sup> internationally, and 3<sup>rd</sup> among the G20 countries, behind only the United States and the United Kingdom.

**Rural Quebec, Major Centres Ontario Parents of Young Children** Roughly 30% of Canadians have now received at least one COVID-19 vaccine dose, placing Canada 15<sup>th</sup> internationally, and 3<sup>rd</sup> among the G20 countries, behind only the United States and the United Kingdom.

**Mid-size and Major Centres Prairies** Roughly 31% of Canadians have now received at least one COVID-19 vaccine dose, placing Canada 14<sup>th</sup> internationally, and 3<sup>rd</sup> among the G20 countries, behind only the United States and the United Kingdom.

- **Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C., Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies** Is this about what you expected, or do these numbers surprise you?
  - IF SURPRISED: is that because Canada is doing better or worse than you thought?
- **Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C., Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies** Now that I have provided some additional information about how Canada is doing, do any of these numbers change how you feel about how Canada is doing on vaccines? How so?

**LOCAL ISSUES / INDUSTRIES (20 minutes) Sudbury and Thunder Bay District Opinion Leaders**



Let's shift our focus a little bit.

- What are the most important sectors and industries in northern Ontario?
- Which sectors and industries in northern Ontario do you feel need the most help?

NOTE TO MODERATOR: For two or three major sectors named, probe if the Government of Canada has done anything to support this sector? What else can the Government of Canada do to support these sectors?

- Now thinking about mining in northern Ontario, are you aware of anything the Government of Canada has done to support this sector?
  - What else should the Government of Canada do to support the mining sector?
- Do you think that the Government of Canada has done enough in terms of infrastructure in your region and in northern Ontario more broadly?
  - What has been built?
  - What needs to be built?
- Are there any issues specific to northern Ontario that you feel the Government of Canada should be paying more attention to? Why do these issues need federal support?

**BUDGET 2021/ECONOMIC GROWTH (30 minutes)** Sudbury and Thunder Bay District Opinion Leaders, Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours, GMA Recipients of First Dose of COVID-19 Vaccine, Central and Southern Ontario Indigenous Peoples  
I'd like to talk to you about the next federal budget ...

- In one sentence, what do you think the next federal budget should focus on?
  - And do you think it will be about that or something else?
    - IF SOMETHING ELSE: what do you think it will focus on? What makes you say that?

**Sudbury and Thunder Bay District Opinion Leaders** **POLL:** Assuming that the federal budget is in the next few months, should it be focused on:

**Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours** **POLL:** The federal budget will be presented April 19. Should it be focused on:

- Dealing with the COVID-19 crisis?
- Mapping out an economic recovery plan?
- Mapping out a vision for what life will be life after COVID-19?

*MODERATOR: as much as possible, try to get participants to select 1, rather than defaulting to all of them.*

- Do you think that the Government of Canada should focus on “jobs and growth”, or “supporting people through the pandemic”? What makes you say that?

*MODERATOR: as much as possible, try to get participants to select 1, rather than defaulting to all of them.*

- When you hear the term “economic growth”, what does that mean to you?
- If the Government of Canada said its next budget would be focused on economic growth, what kinds of things would you expect to see included in the budget?
- A growing economy is considered a good thing, because it’s seen as a way to improve people’s lives. However, some say the pandemic has made them re-think what kind of economic growth we should have, or what kind of emphasis we should place on economic growth versus other areas of life, such as health, personal well-being, the environment, and so on. What do you think of this?
  - Do you think economic growth leads to improvements in other areas of life (for example, improved health, better personal life satisfaction, a healthier environment)? Or do you think economic growth comes at the expense of other areas of life?
    - Which areas?
  - Do you think that the Government of Canada needs to specifically focus on these other areas?
    - What kind of priority would you place on economic growth versus other areas of life?

**AD TESTING (SUCCESS CHECK) (15 minutes) Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours**

I’m now going to show you an ad campaign in the form of two 15 second videos that are currently being developed by the Government of Canada for possible advertising regarding COVID-19.

You will notice that they may not be in the finished form. We will view the videos and then I will ask you a few questions about them.

The two videos are nearly the same but with some slight differences. When this ad is final, viewers will see one of these two versions, depending on what platform/media they are accessing (e.g. Snapchat, TikTok, etc.).

SHOW BOTH VERSIONS BACK TO BACK

- What are your initial thoughts about this ad? What makes you say that?
- What is the main message of this ad?
- Does this ad make you rethink your behaviours? Why/why not?

**MENTAL HEALTH (30 minutes) GMA Recipients of First Dose of COVID-19 Vaccine, Mid-size Centres Atlantic Canada Vaccine Hesitant**

Now, we're going to switch gears and talk about mental health.

- Has the COVID-19 pandemic affected your mental health or that of a loved one? How so?
  - Since the start of the pandemic, would you say that your mental health has gotten worse, better or stayed about the same?
  - What are the signs or symptoms of someone affected by mental health challenges?
- **GMA Recipients of First Dose of COVID-19 Vaccine** Is the topic of your mental health something you feel comfortable talking about?
- When you are going through a difficult time, who or what do you turn to for support? (ex: a friend, family member, meditation, alcohol, etc.)
  - What are some of your coping strategies to deal with mental health challenges?
- **GMA Recipients of First Dose of COVID-19 Vaccine** Are you aware of any resources available for those who are in need of mental health and substance use support?
- Are any of you familiar with any mental health support resources provided by the Government of Canada government during the pandemic?
  - Have you heard of Wellness Together Canada?
    - If so, have you visited the website or accessed any of the services? If not, why not?
  - Is the Government of Canada a valid source for resources and tools on mental health and wellness?
- **GMA Recipients of First Dose of COVID-19 Vaccine** If you were or are experiencing a mental health challenge, how comfortable would you be accessing mental health and substance use supports online? If you are not comfortable, what are your concerns?
  - Where would you go to seek information on mental health wellness, including support resources?
  - Are you more likely to seek information and tips online? Through organizations? Helplines? Social media?
- **Mid-size Centres Atlantic Canada Vaccine Hesitant** If you were or are experiencing a mental health challenge, are you more likely to seek information and tips online? Through organizations? Helplines? Social media?

- If you were to hear an advertisement on information about mental health and wellness, who should be delivering these types of messages?
  - Does it make a difference who delivers the message?
    - Should it be coming from someone you trust? Who would that be?
- Do you find it helpful to hear other people’s mental health challenges and journeys? How can they be helpful?

**GMA Recipients of First Dose of COVID-19 Vaccine** **SHOW ON SCREEN AND THEN POLL:** Now, I’m going to show you some things the Government of Canada has done to help support mental health. Then, we will do a poll to see which ones, if any, you feel would have the most meaningful impact (SELECT MAX 3)

- Created a mental health portal (“Wellness Together Canada”) to connect Canadians with free resources, tools and professional support services (investment worth \$68M).
- Developing standardized policies and best practices to promote post-secondary students’ mental health and well-being.
- Increased funding of \$50M for Distress Centres to help them deal with the increased volume in calls, especially in light of pandemic-related challenges.
- Increased funding of \$7.5M to Kids Help Phone services.
- Increased transfers of \$200M to provinces to expand their virtual care services.
- Investing \$10M over 5 years in the Mental Health of Black Canadians Fund to support culturally focused mental health programs for Black Canadians.
- Investing \$4.9M per year in the Mental Health Prevention Innovation Fund to support the delivery of community-based programs in mental health promotion.

MODERATOR: Go through the selections, and why they chose these ones.

**INDIGENOUS ISSUES (30 minutes)** **Central and Southern Ontario Indigenous Peoples**

I’d now like to shift our attention to Indigenous issues.

- What important Indigenous issues do you think the Government of Canada should focus on?
- Has the Government of Canada done anything well?
- What can they improve on?
- Have you heard of UNDRIP (the United Nations Declaration on the Rights of Indigenous Peoples)?

**SHOW ON SCREEN**

UNDRIP is an international document adopted by the United Nations in 2007 that lays out the basic rights that Indigenous peoples should have around the world. It outlines how governments should respect the human rights of Indigenous peoples.

UNDRIP consists of 46 articles that describe specific rights and actions that governments must take to protect these rights. The main themes in the declaration are:

- The right to self-determination
  - The right to cultural identity
  - The right to free, prior and informed consent (i.e. the right to be consulted and make decisions on any matter that may affect the rights of Indigenous peoples)
  - Protection from discrimination
- Have you heard anything recently about how the Government of Canada has responded to UNDRIP? What have you heard?

#### CLARIFY AS NECESSARY

The Government of Canada recently introduced legislation to implement UNDRIP.

What are your thoughts on this? Do you think this will change anything? What makes you say that?

I'd now like to talk about drinking water for a bit...

- Have you heard about the Government of Canada's efforts to lift long-term drinking water advisories on reserves?
- Have you heard anything about what the Government of Canada's timeline is for lifting all long-term drinking water advisories?

#### SHOW ON SCREEN

The Government of Canada recently announced that it would not meet its target of March 2021 as originally planned. In addition to the \$2.19 billion already budgeted for ending long-term drinking water advisories, the government announced another \$1.5 billion to finish the work. This money is for ongoing support for daily operations and maintenance of water infrastructure on reserves, continued funding for water and wastewater infrastructure on reserves, and to pay for work halted due to the COVID-19 pandemic and other project delays

- What are your thoughts on this?
- What do you think is a reasonable timeline?
- Have you heard anything about the federal government's plans to launch a new website to track the progress on lifting drinking water advisories?

#### CLARIFY AS NECESSARY

The Government of Canada recently announced that it will be launching a new website, developed with an Indigenous firm. Each community still on a long-term drinking water advisory will have its own web page on the new website with a detailed plan and progress reports

- What are your thoughts on this?

**HOUSING (30 minutes)** Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C.

Mid-size Centres Atlantic Canada Vaccine Hesitant I'd like to talk to you about housing in Atlantic Canada...

Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine I'd like to talk to you about housing in the Yukon and Northwest Territories...

Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours I'd like to talk to you about housing in Ontario...

Mid-size and Major Centres Quebec Opinion Leaders I'd like to talk to you about housing in Quebec... Interior B.C. I'd like to talk to you about housing in BC...

- Mid-size Centres Atlantic Canada Vaccine Hesitant, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C. Have the housing prices gone up over the past year?
  - IF YES: Why do you think they have gone up?
- Mid-size Centres Atlantic Canada Vaccine Hesitant, Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C. Does this affect you personally?
  - In a good way? In a bad way? How so?
- Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine How would you describe the housing market in your region?
- Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine When we talk about housing being a challenge, what does that mean to you?
  - PROBE (is it an issue of availability, overcrowding, quality, not enough low-income housing, prices of homes are too high, or rent is too high?)
- Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine Are you personally affected by any of these issues?
  - In a good way? In a bad way? How so?
- Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine What kind of solutions would your communities need in order to help with these problems?

- Has the Government of Canada done anything to support individuals who want to buy a home?
  - **Mid-size Centres Atlantic Canada Vaccine Hesitant** PROMPT AS NECESSARY: Has anyone heard of the First Time Home Buyers Incentive?
    - IF YES: How would you explain what this is?
  - **Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** What specifically can the Government of Canada do to help with the unique housing challenges you have in the Yukon and Northwest Territories?

**Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** CLARIFY AS NEEDED

The Government of Canada has created the First Time Home Buyers Incentive. Under this plan, you can get an interest-free loan from Canada Mortgage and Housing Corporation (CMHC) to cover 5% of the cost of your first home – or 10% if it’s a new build, so as to encourage developers to build more homes. This means First-Time Buyers would not need as large of a mortgage, therefore reducing their payments. For example, on a \$500,000 home, this could drop your monthly mortgage payments by over \$225 a month. When you sell your house, CMHC would collect 5% of the sale price of the house back, as repayment for this loan.

- **Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** How do you feel about this plan?
- **Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** Will this make it easier for people to buy their first home?
  - Will it impact you at all?
- **Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** Have you heard of the Government of Canada’s plans to tax the unproductive use of Canadian housing by foreign, non-resident owners? (sometimes referred to in the media as a “foreign buyers tax”)

**Mid-size Centres Atlantic Canada Vaccine Hesitant** CLARIFY: Last fall, the Government of Canada announced plans to help make the national housing market more accessible for Canadians by introducing a national, tax-based measure targeting domestic housing owned by non-resident, non-Canadians who do not live in them and let them sit empty.

- **Mid-size Centres Atlantic Canada Vaccine Hesitant** What do you think about this initiative?
- **Mid-size Centres Atlantic Canada Vaccine Hesitant** Do you think that this initiative will have an impact on the housing market?
- **Mid-size Centres Atlantic Canada Vaccine Hesitant** What else can the Government of Canada do for the housing market?

- **Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** Have you heard about a stress test on mortgages?

**Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** CLARIFY: The stress test was first introduced in January 2018. A borrower had to prove they could carry a mortgage at a rate that was either 2% higher than the contract rate or equal to the five-year benchmark rate published by the Bank of Canada, whichever was higher. The Bank of Canada's five-year benchmark at the time was 4.79%. So for example, if your lender offered you an interest rate of 2%, you had to demonstrate an ability to carry the same mortgage at a rate of 4.79% in order to have your loan go through.

- **Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** Do you think that the stress test should be more lenient, stricter, or kept the way it is?

**Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** The Government of Canada recently announced that as of June 1, loan applicants — regardless of the mortgage rate they've been offered by their lender — will need to prove they can afford an interest rate of 5.25% before getting approved for funding, up from 4.79%.

- **Mid-size Centres Atlantic Canada Vaccine Hesitant, Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine** What do you think of this?

**Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C.** Now I'd like to talk about some of the measures in the Budget related to affordable housing...

**Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C.** SHOW ON SCREEN

The Budget proposes advancing and reallocating previously announced funding in order to:

- Accelerate the creation of new units and the repair of existing units
  - Support the construction, repair, and operating costs of an estimated 560 units of transitional housing and shelter spaces for women and children fleeing violence
  - Support the conversion of vacant commercial property (e.g. retail and office space) into rental housing
- **Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C.** How do you feel about this initiative?
    - Do you think it will help address affordable housing needs?



**Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C. SHOW ON SCREEN**

The Budget also proposes additional funding to the Canada Mortgage and Housing Corporation in order to:

- Address urgent housing needs of vulnerable Canadians
  - Support the creation of affordable housing units and units for people with accessibility challenges
  - Provide direct financial assistance for low-income women and children fleeing violence to help with their rent payments
  - Support community housing providers that deliver long-term housing to many of the most vulnerable
- **Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders** How do you feel about this initiative?
    - Do you think it will help address access to affordable housing for vulnerable Canadians?

**LOCAL PRIORITIES (25 minutes) Yukon and Northwest Territories Recipients of First Dose of COVID-19 Vaccine**

Let's shift our focus a little bit.

- What are the most important sectors and industries in Yukon and Northwest Territories?
- Which sectors and industries in Yukon and Northwest Territories do you feel need the most help?

NOTE TO MODERATOR: For two or three major sectors named, probe if the Government of Canada has done anything to support this sector? What else can the Government of Canada do to support these sectors?

- Now thinking about mining in the Yukon and Northwest Territories, are you aware of anything the Government of Canada has done to support this sector?
  - What else should the Government of Canada do to support the mining sector?
- Do you think that the Government of Canada has done enough in terms of infrastructure in your region and in the Yukon and Northwest Territories more broadly?
  - What has been built?
  - What needs to be built?
- Are there any issues specific to the Yukon and Northwest Territories that you feel the Government of Canada should be paying more attention to? Why do these issues need federal support?

**BUDGET 2021 (45-50 minutes)** Windsor-Essex, Lambton and Niagara Regions Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Quebec Opinion Leaders, Interior B.C., Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies  
I'd like to talk to you about the recent federal budget...

- Has anyone heard anything about the federal budget?
  - IF YES PROBE IN-DEPTH:
    - What did you hear?
    - Where did you hear about it?
      - PROMPT AS NEEDED: TV news, newspaper, friend's social media post, etc.
- What do you think the overall theme or focus of the budget is?
- What specific initiatives are in it?
- Is there anything in there you like?
- Anything you don't like?
  - IF YES PROBE: What do others think about (ITEMS MENTIONED)?
- What are your overall impressions of the budget?

I'm going to show you a list of some initiatives included in the budget. SHOW ON SCREEN. This list only includes some initiatives, not everything covered in the budget. We'll go over some of these in more detail in a bit, but I want to get your reaction to the short summaries described for each.

#### **POLLS:**

Now, we're going to proceed to a first poll and you have to pick which ones you feel are the best 2 or 3 on this list. Then, we will proceed to a second poll and you have to pick 1 or 2 that you feel will have an impact on you and/or your family personally.

#### **START FIRST POLL** (Pick the 2 or 3 that you feel are the best.):

- Creating a national childcare system, with the goal of bringing fees for regulated child care down to \$10 per day on average
- Expanding the Canada Workers Benefit to provide more Canadians in low-wage jobs with a sizable tax refund
- Helping homeowners complete deep home retrofits through interest-free loans worth up to \$40,000
- Implementing a tax on non-Canadian owned residential real estate that is considered to be vacant or underused
- Increasing regular Old Age Security payments by 10% for seniors 75 years of age or older

- Introducing a luxury tax on expensive cars, personal aircrafts, and boats
- Introducing the new Canada Recovery Hiring Program to encourage businesses to hire employees
- Investing in clean technology, so that Canada can reduce its greenhouse gas emissions
- Investing to help ensure standards for long-term care are applied and permanent changes are made
- Providing up to 12 additional weeks of Canada Recovery Benefit, meaning it will be available until September 25, 2021. The last 8 weeks will be paid at \$300 per week, down from \$500 per week currently

GO THROUGH EACH ITEM INDIVIDUALLY:

National childcare system:

- For those who chose this one, why do you like it?
- The plan would be to cut fees by 50% next year, and get to \$10 a day within 5 years. Provinces will need to sign on. What do you think of that?
- **Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies** Do you think it's important that the Government of Canada invests in childcare, or not? What makes you say that?
  - FOR THOSE WHO THINK IT'S IMPORTANT: Some people, such as those who don't have kids, may feel that the Government of Canada should not be investing more in childcare, when it is currently running a large deficit. What would you say to them in response?
    - That is, what kinds of points would you raise to explain the benefits of investing more in childcare?

Expanding the Canada Workers Benefit:

- For those who chose this one, why do you like it?
- The Canada Workers Benefit is a tax credit that low income workers receive. The budget investment is expected to lift 100,000 of working poor out of poverty. What do you think of that?

Home retrofits:

- For those who chose this one, why do you like it?

Tax on non-Canadian owned homes:

- For those who chose this one, why do you like it?
- Do you think that non-Canadians buying homes and leaving them vacant is a big problem?
- Will this tax lead to home prices going down?

OAS:

- For those who chose this one, why do you like it?
- The increased payments apply to seniors 75 and older, as older seniors tend to have higher expenses. What do you think of that?

Luxury tax:

- For those who chose this one, why do you like it?
- The tax will apply to cars and personal aircraft worth over \$100,000 and for boats worth over \$250,000. What do you think of that?

Canada Recovery Hiring Program

- For those who chose this one, why do you like it?

Investing in clean technology

- For those who chose this one, why do you like it?
- Part of the Government of Canada's proposed investments in clean technology includes investments in the Net Zero Accelerator. Have any of you heard of the Net Zero Accelerator?
  - If YES: can you explain what it is?

CLARIFY AS NECESSARY

The Net Zero Accelerator is designed to support projects that will help reduce Canada's greenhouse gas emissions by speeding up decarbonization projects, scaling up clean technology, and accelerating Canada's industrial transformation.

- How do you feel about this?
- Do you think the Net Zero Acceleration will help create good jobs?

Long-term care homes

- For those who chose this one, why do you like it?

Canada Recovery Benefit

- For those who chose this one, why do you like it?
- Is anyone concerned about benefits being scaled down from \$500 to \$300 a week in July, or do you feel the economy will be ramping back up by then?
- Are there any on this list that you don't like? **MAY NEED TO SHOW FULL LIST ON SCREEN AGAIN.** For those who don't like it, why? (if no one says don't like, ask for negatives they could see)

**START SECOND POLL** (Pick 1 or 2 that you feel will have an impact on you and/or your family personally.):

- Creating a national childcare system, with the goal of bringing fees for regulated child care down to \$10 per day on average
- Expanding the Canada Workers Benefit to provide more Canadians in low-wage jobs with a sizable tax refund
- Helping homeowners complete deep home retrofits through interest-free loans worth up to \$40,000
- Implementing a tax on non-Canadian owned residential real estate that is considered to be vacant or underused
- Implementing a tax on non-Canadian owned residential real estate that is considered to be vacant or underused
- Increasing regular Old Age Security payments by 10% for seniors 75 years of age or older
- Introducing a luxury tax on expensive cars, personal aircrafts, and boats
- Introducing the new Canada Recovery Hiring Program to encourage businesses to hire employees
- Investing in clean technology, so that Canada can reduce its greenhouse gas emissions
- Investing to help ensure standards for long-term care are applied and permanent changes are made
- Providing up to 12 additional weeks of Canada Recovery Benefit, meaning it will be available until September 25, 2021. The last 8 weeks will be paid at \$300 per week, down from \$500 per week currently

INCLUDE AS TIME ALLOWS:

- MODERATOR TO REVIEW PARTICIPANT'S CHOICES AND DISCUSS. Can you give me some examples of how they could impact the lives of you or people you know.

**OUT-OF-STATUS WORKERS (20 minutes)** Rural Quebec, Major Centres Ontario Parents of Young Children, Mid-size and Major Centres Prairies

I'd like to talk to you about out-of-status workers in Canada...

- Are you familiar with the term "out-of-status" or "undocumented" workers?
  - What are out-of-status workers?

CLARIFY: Out-of-status workers are individuals in Canada who do not have legal status in Canada, who are participating in the Canadian labour force. For example, some are individuals who have stayed in Canada after their temporary work permit expired, some arrived as visitors but started working without getting a work permit, and some have made refugee claims that were denied.

People without legal status are often employed as personal support workers or care aides in long-term care facilities, and in sectors like construction and agriculture.

- If you were to estimate, how many out-of-status workers do you think there are in Canada?
- Do you think out-of-status workers should be given a path to permanent residency and citizenship?
  - Why or why not?
- Given that many out-of-status workers don't pay income taxes and are doing jobs where labour shortages are experienced often, is there an economic argument in support of providing them with a path to permanent residency and citizenship?

**CONCLUSION (5 minutes)**

# French Moderators Guide

## GUIDE DU MODÉRATEUR – Avril 2021 DOCUMENT MAÎTRE

### **INTRODUCTION (10 minutes)** Tous les lieux

- Le modérateur ou la personne responsable du soutien technique doit faire savoir aux participant(e)s qu'un stylo et du papier seront nécessaires afin de prendre des notes et d'écrire quelques réflexions au sujet des pièces de communication que nous leur montrerons plus tard au cours de la discussion.

**LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5-15 minutes)** Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton, personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM, peuples autochtones du Centre et du Sud de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B., Québec rural, parents de jeunes enfants des grands centres de l'Ontario, centres de taille moyenne et grande des Prairies.

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours ?
- Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton Avez-vous vu, lu ou entendu quoi que ce soit au sujet de la décision de la Cour suprême du Canada sur la tarification du carbone ? Qu'avez-vous entendu ?

Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton AFFICHER À L'ÉCRAN :

La Cour suprême du Canada a récemment statué que la loi du gouvernement fédéral exigeant que les provinces et les territoires mettent en œuvre des systèmes de tarification du gaz carbonique d'ici le 1er janvier 2019, ou adoptent un système imposé par le gouvernement fédéral, est constitutionnelle. La majorité des juges ont souligné que le réchauffement planétaire cause des dommages au-delà des frontières provinciales, et qu'il s'agit d'une matière d'intérêt national en vertu de la disposition de la Constitution sur « la paix, l'ordre et le bon gouvernement ». Ils ont également souligné que la Loi s'applique uniquement si les systèmes provinciaux ou territoriaux de tarification ne sont pas assez stricts pour réduire le réchauffement planétaire.

Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton À l'heure actuelle, les systèmes provinciaux en place en Ontario, au Manitoba, en Saskatchewan et en Alberta ne satisfont pas entièrement aux exigences de rigueur du modèle fédéral ; le gouvernement du Canada applique donc un prix sur la pollution dans ces provinces.

- Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton Que pensez-vous quant de cette décision rendue par la Cour suprême ?
- Leaders d'opinion de Sudbury et du district de Thunder Bay Quelle est votre opinion du système de tarification du carbone en place en Ontario ?
- Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton Quelle est votre opinion du système de tarification du carbone en place en Alberta ?
- Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton Savez-vous qu'environ 90 % des produits directs de la tarification de la pollution du gouvernement du Canada sont retournés aux résidents de ces provinces sous forme de paiements de l'*Incentif à agir pour le climat* ?
  - Que pensez-vous de cela ?

Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton **INFORMATIONS GÉNÉRALES COMPLÉMENTAIRES À L'INTENTION DU MODÉRATEUR (afin d'offrir des précisions s'il y a une quelconque ambiguïté au sujet des paiements incitatifs)**

Le gouvernement du Canada ne conserve aucune part des produits directement issus de la tarification de la pollution. Tous les produits directs sont retournés à la province ou au territoire d'origine. Le paiement incitatif aux résidents est octroyé par l'intermédiaire des déclarations de revenus des particuliers. Les 10 % restants (c'est-à-dire la partie qui n'est pas retournée aux résidents) servent à soutenir les petites entreprises, les écoles, les universités, les municipalités et des groupes autochtones.

- Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest Vaccine Avez-vous vu, lu ou entendu quoi que ce soit au sujet d'une nouvelle aide du gouvernement fédéral accordée à Air Canada ?
  - SI OUI : Qu'avez-vous entendu ?

Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest **ÉCLAIRCISSEMENT** : Lundi, le gouvernement fédéral a annoncé qu'il accorderait un soutien financier d'environ 5,9 milliards de dollars à Air Canada pour aider la compagnie aérienne à se



remettre des effets de la pandémie de COVID-19. Cette aide financière sera octroyée sous forme de prêts qu'Air Canada devra rembourser dans un délai de 5 à 7 ans, selon la facilité de crédit. Le gouvernement fédéral a également fait un investissement en capital de 500 millions de dollars dans les actions d'Air Canada, lui donnant ainsi une participation dans la compagnie aérienne. Parmi les conditions de l'entente figurent le remboursement des vols annulés en raison de la pandémie, le rétablissement des liaisons régionales qui avaient été suspendues et un engagement de préserver les emplois du personnel actuel de la compagnie aérienne.

- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest** Que pensez-vous de cette entente avec Air Canada ?

**INFORMATIONS SUR LA COVID-19/LA COVID-19 DANS L'ACTUALITÉ (15 minutes)** **Leaders d'opinion de Sudbury et du district de Thunder Bay, leaders d'opinion des centres de taille moyenne et grande du Québec**

- **Leaders d'opinion de Sudbury et du district de Thunder Bay** Lorsque nous vous avons demandé de prendre part à ce groupe de discussion, vous avez dit que vous regardez, lisez, ou écoutez régulièrement les nouvelles. Je me demandais, pourriez-vous me dire où vous obtenez la plupart de vos nouvelles ou informations ?
- **Leaders d'opinion des centres de taille moyenne et grande du Québec** Lorsque nous vous avons demandé de participer à ce groupe de discussion, vous avez dit que vous regardiez, lisiez ou écoutiez régulièrement l'actualité. Quelles nouvelles ou informations relatives à la COVID-19 consultez-vous habituellement ?

**Leaders d'opinion de Sudbury et du district de Thunder Bay** Maintenant, j'aimerais me concentrer sur la COVID-19...

- **Leaders d'opinion de Sudbury et du district de Thunder Bay** Quel type de nouvelles ou d'informations sur la COVID-19 lisez-vous habituellement ?
  - Cherchez-vous des informations précises au sujet de la COVID-19 ?
- Lorsque vous trouvez certaines informations ou certains articles de presse, les partagez-vous sur vos réseaux de médias sociaux ?
  - Pourquoi ou pourquoi pas ?
- Vous arrive-t-il de tomber sur de fausses informations (« fake news » en anglais) ?
  - Comment savez-vous qu'une information est fausse ?
  - **Leaders d'opinion des centres de taille moyenne et grande du Québec** Faites-vous quelque chose lorsque vous tombez sur une fausse information ? (p. ex., essayer de la corriger)

- **Leaders d'opinion de Sudbury et du district de Thunder Bay** Vous arrive-t-il d'essayer de corriger de fausses informations lorsque vous en voyez sur les médias sociaux ?
- **Leaders d'opinion de Sudbury et du district de Thunder Bay** Corrigez-vous les fausses informations provenant d'amis ou de la famille ?
  - Pourquoi ou pourquoi pas ?

**PERSPECTIVES LIÉES À LA COVID-19 (20-40 minutes)** **Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton, personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM, peuples autochtones du Centre et du Sud de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B., Québec rural, parents de jeunes enfants des grands centres de l'Ontario, centres de taille moyenne et grande des Prairies**

**Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara** Lorsque nous vous avons invité à cette séance, certains d'entre vous ont dit que vous aviez récemment participé à un rassemblement ou à un événement social à l'extérieur de votre domicile et/ou que vous alliez voir des amis, des voisins ou des membres de votre famille élargie de temps à autre. Certains d'entre vous ont également indiqué que vous en aviez assez de devoir continuer à respecter les mesures de santé publique, ou que vous ne prêtiez plus attention aux conseils de santé publique, ou encore que vous en aviez assez de devoir éviter de voir des gens...

- **Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara** Qu'est-ce qui vous ennuie ou que trouvez-vous difficile lorsqu'il s'agit de suivre les conseils de santé publique ?
- **Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton** Pensez-vous que des restrictions devraient être maintenues à l'heure actuelle ou pensez-vous que les gens devraient désormais pouvoir se rassembler, aller au restaurant ensemble, etc. ? Qu'est-ce qui vous fait dire cela ?
  - **SI MAINTENIR DES RESTRICTIONS** : Selon vous, quels genres de restrictions devraient être mis en place ? Les respecteriez-vous ? Pourquoi ou pourquoi pas ?

- **Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, parents de jeunes enfants des grands centres de l'Ontario** Récemment, l'Ontario a renforcé les restrictions dans toute la province, y compris prolonger de deux semaines l'ordre de rester à la maison, réduire les déplacements interprovinciaux, limiter les rassemblements aux membres de votre propre ménage, à l'exception de ceux qui vivent seuls, restreindre l'accès aux installations récréatives extérieures, fermer les chantiers de construction non essentiels et imposer une capacité réduite dans les magasins à grande surface.
- **Leaders d'opinion des centres de taille moyenne et grande du Québec, Québec rural** Récemment, le Québec a renforcé les restrictions dans certaines régions, y compris des couvre-feux plus stricts, la fermeture de commerces non essentiels, et a mis en place de nouvelles restrictions sur les déplacements interprovinciaux. Dans le cadre de ces restrictions, les voyageurs en provenance de l'Ontario ne peuvent pas entrer sans une raison valable (p. ex., ils vivent ou travaillent au Québec, ils transportent des marchandises, etc.). Toute personne qui revient au Québec en provenance de l'Ontario doit s'isoler pendant 14 jours, à moins qu'elle ne soit visée par l'une des exceptions énumérées.
- **Intérieur de la C.-B.** La Colombie-Britannique a récemment renforcé les restrictions dans toute la province, y compris l'interdiction de manger à l'intérieur dans les restaurants, les pubs et les bars, l'annulation des cours d'exercices collectifs à faible intensité à l'intérieur et le maintien de la suspension des services religieux intérieurs en personne. Elle a également indiqué qu'elle imposerait de nouvelles restrictions sur les déplacements, en vertu desquelles les personnes ne pourront pas quitter leur région sanitaire sans raison légitime.
- **Centres de taille moyenne et grande des Prairies** Dans quelques provinces des Prairies, certaines restrictions se voient renforcées, y compris des limites sur les repas en salle à manger, le passage de certaines écoles à l'apprentissage en ligne, des limites sur les rassemblements personnels et le nombre de visiteurs à l'intérieur des domiciles, des limites sur les rassemblements culturels et confessionnels, et une réduction de la capacité dans les centres commerciaux et les gymnases.
  - **Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, parents de jeunes enfants des grands centres de l'Ontario, leaders d'opinion des centres de taille moyenne et grande du Québec, Québec rural, Intérieur de la C.-B.** Que pensez-vous des restrictions actuellement en vigueur ?
  - **Centres de taille moyenne et grande des Prairies** Que pensez-vous des restrictions en place dans votre région ?
  - **Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, parents de jeunes enfants des grands centres de l'Ontario, leaders d'opinion des centres de taille moyenne et grande du Québec, Québec rural, Intérieur de la C.-B., centres de taille moyenne et grande des Prairies** Devraient-elles être levées ? Est-ce que plus de choses devraient maintenant être rouvertes ?
  - **Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, parents de jeunes enfants**

des grands centres de l'Ontario, leaders d'opinion des centres de taille moyenne et grande du Québec, Québec rural, Intérieur de la C.-B., centres de taille moyenne et grande des Prairies Devraient-elles être resserrées davantage ?

- Parents de jeunes enfants des grands centres de l'Ontario Quel fut l'impact de celles-ci sur vos familles ?

**Parents de jeunes enfants des grands centres de l'Ontario** Le gouvernement du Canada a annoncé qu'il offrira davantage de soutien à l'Ontario en réponse à la demande d'aide de la province. Il fournit le soutien des Forces armées canadiennes (FAC) et finance le redéploiement de la Croix-Rouge canadienne (CRC) afin d'augmenter ou de soulager le personnel des établissements de soins médicaux. De plus, les FAC fourniront des services de transport aérien de personnel médical provenant de Terre-Neuve-et-Labrador et possiblement d'autres juridictions.

- Que pensez-vous de cette aide supplémentaire offerte à l'Ontario ?

**Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B.** Le gouvernement du Canada a annoncé qu'il couvrirait tous les coûts de coordination du personnel supplémentaire que les autres provinces pourraient envoyer en première ligne en Ontario, y compris le transport aérien. Le gouvernement fédéral déploie également davantage de tests rapides dans les points chauds et reste prêt à déployer la Croix-Rouge canadienne pour aider les équipes mobiles de vaccination.

- Que pensez-vous de ces mesures supplémentaires prises par le gouvernement du Canada ?
- **Québec rural, parents de jeunes enfants des grands centres de l'Ontario, centres de taille moyenne et grande des Prairies** Que savez-vous des restrictions de voyage actuelles du Canada ?

**Québec rural, parents de jeunes enfants des grands centres de l'Ontario, centres de taille moyenne et grande des Prairies** ÉCLAIRCISSEMENT : Le gouvernement du Canada a mis en place plusieurs mesures relatives aux voyages internationaux afin d'arrêter la propagation de la COVID-19 en provenance d'autres pays. Certaines de ces mesures incluent l'obligation de fournir une preuve de résultat négatif à la COVID-19 dans les 72 heures avant le vol, en plus d'un test à l'arrivée pour les personnes qui entrent par voie aérienne ou terrestre, ainsi qu'un séjour supplémentaire obligatoire de trois nuits à leurs propres frais dans un lieu d'hébergement (hôtel) autorisé par le gouvernement, en attendant les résultats de leur test à l'arrivée pour celles qui entrent par voie aérienne. Il a également annoncé récemment une suspension des vols de passagers et des vols d'affaires en provenance de l'Inde et du Pakistan afin de freiner la propagation des variants de COVID-19.

- Que pensez-vous de ces mesures adoptées par le gouvernement du Canada ?
  - Que pensez-vous de ces mesures adoptées par le gouvernement du Canada ? Pourquoi ou pourquoi pas ?
- Est-ce que les restrictions de voyage devraient être renforcées et rendues plus strictes ? Ou, faut-il les assouplir ?

- **Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton, personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM, peuples autochtones du Centre et du Sud de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest** Que pensez-vous des restrictions actuellement en vigueur dans votre région ?
  - Devraient-elles être levées ? Devrait-il y avoir plus de choses d'ouvertes maintenant ?
  - Devraient-elles être davantage resserrées ?
- **Leaders d'opinion de Sudbury et du district de Thunder Bay** Êtes-vous préoccupé par cette troisième vague ? Qu'en est-il des variants de COVID-19 ?
- **Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton** Le gouvernement de l'Alberta a déclaré que l'Alberta se trouve dans sa troisième vague de COVID-19. Êtes-vous préoccupé par cette troisième vague ? Qu'en est-il des variants de COVID-19 ?
- **Personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM** Le gouvernement du Québec a déclaré que le Québec était dans une troisième vague de COVID-19. Est-ce que cette troisième vague vous inquiète ? Qu'en est-il des variants de COVID-19 ?
- **Peuples autochtones du Centre et du Sud de l'Ontario** Le gouvernement de l'Ontario a déclaré que l'Ontario se trouve dans sa troisième vague de COVID-19. Êtes-vous préoccupé par cette troisième vague ? Qu'en est-il des variants de COVID-19 ?
- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest** Certaines parties du Canada entrent actuellement dans leur troisième vague de COVID-19. Êtes-vous préoccupé par cette troisième vague ?
- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique** Qu'en est-il de la propagation des variants de COVID-19 provenant d'autres régions du pays vers le Canada atlantique ?
- **Personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest** Qu'en est-il de la propagation des variants de COVID-19 provenant d'autres régions du pays vers le Yukon ou les Territoires du Nord-Ouest ?
- Pensez-vous que la propagation de la COVID-19 risque de s'aggraver au cours du printemps ?
  - Ou bien, sommes-nous actuellement au cœur de celle-ci ?
  - Ou bien, est-ce que le pire est derrière nous ?
- Qu'avez-vous vu, lu ou entendu au sujet des vaccins COVID-19 récemment ?
- Pensez-vous que le gouvernement du Canada fait un bon travail pour ce qui est de l'achat et de la distribution du vaccin aux provinces et territoires, ou non ?

- Pourquoi pensez-vous cela ?
- Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton, peuples autochtones du Centre et du Sud de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique Par rapport à d'autres pays, comment évaluez-vous le Canada dans son ensemble pour ce qui est de vacciner les gens ?
- Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton Quand pensez-vous être personnellement en mesure de recevoir un vaccin ?
- Peuples autochtones du Centre et du Sud de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique Que vous l'ayez fait ou non, est-ce qu'il y en a parmi vous qui êtes admissible à recevoir un vaccin contre la COVID-19
- Peuples autochtones du Centre et du Sud de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique SI NON : Quand pensez-vous être personnellement en mesure de recevoir un vaccin ?
  - (NOTE AU MODÉRATEUR : La question ne porte pas sur « si » ou « quand » les personnes prévoient de se faire vacciner, mais plutôt à savoir à quel moment elles croient que la vaccination sera une option pour elles.)
- Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton, peuples autochtones du Centre et du Sud de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique Quand pensez-vous que toutes personnes qui souhaitent être vaccinées seront en mesure de recevoir un vaccin ?
- Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton Pensez-vous que les choses reviendront à la normale une fois que tout le monde aura été vacciné ?
  - Pensez-vous que les mesures relatives à la COVID-19 resteront en place pendant un certain temps par la suite ?
  - Pensez-vous que même si les choses reviennent à la normale qu'il pourrait y avoir des reconfinements dans un an ou deux en raison des variants ?
  - Pensez-vous que la COVID-19 deviendra quelque chose de semblable à la grippe, où les gens doivent recevoir un nouveau vaccin chaque année en raison des variants ?
  - Pensez-vous que la reprise économique se fera rapidement ou qu'il faudra un certain temps pour que toute personne qui a perdu son emploi retrouve du travail ?
- Personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM Lorsque nous vous avons demandé de participer à ce groupe de discussion, tout le monde avait indiqué avoir

reçu une première dose du vaccin contre la COVID-19. Comment pensez-vous que le processus de vaccination se déroule ? Comment cela s'est-il passé pour vous ?

- **Personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest** Lorsque nous vous avons demandé de participer à ce groupe de discussion, vous aviez toutes et tous indiqué avoir reçu une première dose du vaccin contre la COVID-19 et il y en a parmi vous qui êtes entièrement vacciné (p. ex., deux doses). Comment diriez-vous que le processus de vaccination se déroule ? Comment cela s'est-il passé pour vous ?
- **Personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM** Maintenant que vous avez reçu une dose de vaccin contre la COVID-19, comment vous sentez-vous ? Vous sentez-vous protégé contre la COVID-19 ?
- **Personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest** Combien d'entre vous n'avez reçu que la première dose ? Je vais d'abord vous demander, comment vous sentez-vous maintenant que vous avez reçu une dose de vaccin contre la COVID-19 ? Vous sentez-vous protégé contre la COVID-19 et ses variants ? Qu'en est-il des gens qui ont reçu les deux doses ? Comment vous sentez-vous ? Et, vous sentez-vous protégé contre la COVID-19 et ses variants ?
- **Personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM** Depuis que vous avez reçu votre première dose, avez-vous modifié certains de vos comportements ? Que faites-vous différemment maintenant ?
  - Avez-vous l'impression de pouvoir sortir sans porter de masque en public ? Sans avoir à maintenir une distance physique ? Pourquoi ou pourquoi pas ?
  - Avez-vous l'impression de pouvoir vous réunir à l'intérieur avec d'autres personnes qui ont été vaccinées ? Pourquoi ou pourquoi pas ?
- **Personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM** Pour les personnes qui n'ont pas modifié leurs comportements depuis avoir reçu une première dose, pensez-vous le faire une fois que vous aurez reçu votre deuxième dose ?
  - SI OUI : Que ferez-vous de différent ?
  - SI NON : À quel moment pensez-vous pouvoir faire des choses comme ne pas porter de masque en public, ne pas maintenir une distanciation physique, vous rassembler avec d'autres personnes à l'intérieur, etc. ?
- **Personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest** Depuis que vous avez reçu le vaccin (soit la première dose seulement, soit les deux doses), avez-vous modifié certains de vos comportements ? SI OUI : Que faites-vous de différent maintenant ? (LE MODÉRATEUR ET LES PRENEURS DE NOTES SONT PRIÉS DE TENIR COMPTE DES DIFFÉRENCES ENTRE CEUX QUI ONT REÇU LA PREMIÈRE DOSE SEULEMENT ET CEUX QUI ONT REÇU LES DEUX DOSES.) SI L'ON A REÇU LA PREMIÈRE DOSE UNIQUEMENT ET QUE L'ON

NE FAIT RIEN DE DIFFÉRENT, SONDER : Pensez-vous que vous pourrez faire quelque chose de différent après avoir reçu votre deuxième dose ? Que ferez-vous de différent ?

- DEMANDER À TOUTES ET TOUS : Avez-vous l'impression de pouvoir sortir sans porter de masque en public ? Sans avoir à maintenir l'éloignement physique ? Pourquoi ou pourquoi pas ? SI NON : À quel moment pensez-vous pouvoir faire ce genre de choses ? DEMANDER À CEUX ET CELLES QUI ONT REÇU LA PREMIÈRE DOSE SEULEMENT : Pensez-vous pouvoir faire cela une fois que vous aurez reçu votre deuxième dose ?
- DEMANDER À TOUTES ET TOUS : Avez-vous l'impression de pouvoir vous rassembler à l'intérieur avec d'autres personnes qui ont été vaccinées ? Pourquoi ou pourquoi pas ? SI NON : À quel moment pensez-vous pouvoir faire ce genre de choses ? DEMANDER À CEUX ET CELLES QUI ONT REÇU LA PREMIÈRE DOSE SEULEMENT : Pensez-vous pouvoir faire cela une fois que vous aurez reçu votre deuxième dose ?
- Personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM, peuples autochtones du Centre et du Sud de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B., Québec rural, parents de jeunes enfants des grands centres de l'Ontario, centres de taille moyenne et grande des Prairies Pensez-vous que les choses reviendront à la normale une fois que toutes les personnes qui le souhaitent auront été vaccinées, ou pensez-vous que les mesures relatives à la COVID-19 resteront en vigueur pendant un certain temps par la suite ?
- Personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM, peuples autochtones du Centre et du Sud de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest Supposons que nous en arrivions à un point où les choses reviennent à la normale dans un avenir rapproché. Pensez-vous que cela restera ainsi, ou pensez-vous que des mesures restrictives pourraient à nouveau être mises en place dans un an ou deux à cause des variants ?
  - Pensez-vous que la COVID-19 deviendra quelque chose de semblable à la grippe, où les gens doivent recevoir un nouveau vaccin chaque année en raison des variants ?
- Personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM Le gouvernement du Québec (en plus d'autres gouvernements provinciaux) allonge l'intervalle entre les doses des vaccins pour que ses résident(e)s reçoivent la deuxième dose quatre mois après la première. Que pensez-vous de cette décision ?
- Peuples autochtones du Centre et du Sud de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest À la suite de la



recommandation du Comité consultatif national de l'immunisation (CCNI) d'allonger jusqu'à quatre mois l'administration des deuxièmes doses d'un vaccin contre la COVID-19 à deux doses, l'Ontario s'apprête à prolonger l'intervalle entre les doses conformément à ces recommandations. Qu'en pensez-vous ?

- Pensez-vous qu'il soit plus judicieux de prolonger l'administration de la deuxième dose afin que davantage de personnes puissent recevoir une première dose dès que possible, ou pensez-vous qu'il soit plus judicieux de s'en tenir au calendrier initial afin que la vaccination soit aussi efficace que possible ?
- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique**  
Lorsque nous vous avons invité à participer à ce groupe de discussion, nous vous avons demandé si vous pensiez vous faire vacciner ou non. Certain(e)s d'entre vous ont répondu oui, mais que vous préféreriez attendre, et d'autres ont répondu être incertain(e)s. Est-ce toujours le cas ? Pourquoi ou pourquoi pas ?
  - [SI TOUJOURS RÉTICENT(E)] Quels sont les facteurs qui influenceront votre décision de vous faire vacciner ou non ?

**Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique** Je vais montrer une courte vidéo au sujet des vaccins qui sont approuvés au Canada.

#### **MONTREZ LA VIDÉO**

- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique**  
Quelles sont vos premières impressions au sujet de cette vidéo ?
- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique** Est-ce qu'elle répond à certaines de vos interrogations quant aux vaccins qui sont approuvés au Canada ?
- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique** Est-ce qu'elle change le niveau de confiance que vous avez dans l'un ou l'autre des vaccins ?
- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique** Y a-t-il d'autres questions au sujet des vaccins contre la COVID-19 auxquelles vous aimeriez obtenir des réponses ?
- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique**  
Qu'avez-vous vu, lu, ou entendu au sujet du vaccin AstraZeneca récemment ?
  - Est-ce que cela a affecté votre confiance dans ce vaccin en particulier ?
- **Intérieur de la C.-B., Québec rural, parents de jeunes enfants des grands centres de l'Ontario, centres de taille moyenne et grande des Prairies** Lorsqu'on évalue la performance du Canada en matière de vaccination, quelle est, selon vous, la meilleure comparaison ? Est-ce par rapport aux États-Unis ? À l'Europe ? Au G20 ? Notre classement mondial ? Quelque chose d'autre ?

**Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara** Environ 25 % des Canadiens ont maintenant reçu au moins une dose de vaccin contre la COVID-19, ce qui place le Canada au 17<sup>e</sup> rang international et au 3<sup>e</sup> rang parmi les pays du G20, derrière seulement les États-Unis et le Royaume-Uni.

**Leaders d'opinion des centres de taille moyenne et grande du Québec** Environ 25 % des Canadiens ont maintenant reçu au moins une dose de vaccin contre la COVID-19, ce qui place le Canada au 16<sup>e</sup> rang international et au 3<sup>e</sup> rang parmi les pays du G20, derrière seulement les États-Unis et le Royaume-Uni.

**Intérieur de la C.-B.** Environ 26 % des Canadiens ont maintenant reçu au moins une dose de vaccin contre la COVID-19, ce qui place le Canada au 16<sup>e</sup> rang international et au 3<sup>e</sup> rang parmi les pays du G20, derrière seulement les États-Unis et le Royaume-Uni.

**Québec rural, Parents de jeunes enfants des grands centres de l'Ontario** Environ 30 % des Canadiens ont maintenant reçu au moins une dose de vaccin contre la COVID-19, ce qui place le Canada au 15<sup>e</sup> rang international et au 3<sup>e</sup> rang parmi les pays du G20, derrière seulement les États-Unis et le Royaume-Uni.

**Centres de taille moyenne et grande des Prairies** Environ 31 % des Canadiens ont maintenant reçu au moins une dose de vaccin contre la COVID-19, ce qui place le Canada au 14<sup>e</sup> rang international et au 3<sup>e</sup> rang parmi les pays du G20, derrière seulement les États-Unis et le Royaume-Uni.

- **Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B., Québec rural, parents de jeunes enfants des grands centres de l'Ontario, centres de taille moyenne et grande des Prairies** Est-ce à peu près ce à quoi vous vous attendiez, ou est-ce que ces chiffres vous surprennent ?
  - SI SURPRIS(E) : Est-ce parce que le Canada réussit mieux ou moins bien que vous le pensiez ?
- **Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B., Québec rural, parents de jeunes enfants des grands centres de l'Ontario, centres de taille moyenne et grande des Prairies** Maintenant que j'ai fourni des informations supplémentaires sur le bilan du Canada, est-ce que certaines de ces données changent votre opinion sur la performance du Canada en matière de vaccins ? De quelle façon ?

**ENJEUX LOCAUX/INDUSTRIES LOCALES (20 minutes)** **Leaders d'opinion de Sudbury et du district de Thunder Bay**

Changeons un peu de sujet.

- Quels sont les secteurs et les industries les plus importants dans le nord de l'Ontario ?

- Quels sont, selon vous, les secteurs et les industries du nord de l'Ontario qui ont le plus besoin d'aide ?

NOTE AU MODÉRATEUR : Pour deux ou trois des secteurs importants cités, demander si le gouvernement du Canada a fait quoi que ce soit pour soutenir ce secteur. Qu'est-ce que le gouvernement du Canada devrait faire de plus pour soutenir ces secteurs ?

- Maintenant, en pensant à l'exploitation minière dans le nord de l'Ontario, êtes-vous au courant de quoi que ce soit que le gouvernement du Canada a fait pour soutenir ce secteur ?
  - Qu'est-ce que le gouvernement du Canada devrait faire de plus pour soutenir l'exploitation minière ?
- Pensez-vous que le gouvernement du Canada en a fait assez en matière d'infrastructures dans votre région et, plus largement, dans le Nord de l'Ontario ?
  - Qu'est-ce qui a été construit ?
  - Qu'est-ce qui doit être construit ?
- Y a-t-il des enjeux spécifiques au nord de l'Ontario auxquels, à votre avis, le gouvernement du Canada doit accorder plus d'attention ? Pourquoi ont-ils besoin d'un soutien de la part du fédéral ?

**BUDGET DE 2021/CROISSANCE ÉCONOMIQUE (30 minutes)** Leaders d'opinion de Sudbury et du district de Thunder Bay, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton, personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM, peuples autochtones du Centre et du Sud de l'Ontario  
J'aimerais vous parler du prochain budget fédéral...

- En une phrase, sur quoi pensez-vous que le prochain budget fédéral devrait porter ?
  - Et pensez-vous qu'il portera, en effet, sur cela ou sur autre chose ?
    - SI AUTRE CHOSE : sur quoi pensez-vous qu'il sera axé ? Qu'est-ce qui vous fait dire cela ?

Leaders d'opinion de Sudbury et du district de Thunder Bay **SONDAGE** : Supposons que le budget fédéral sera déposé dans les prochains mois, devrait-il être axé sur :

Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton **SONDAGE** : Le budget fédéral sera présenté le 19 avril. Devrait-il être axé sur :

- La gestion de la crise de COVID-19 ?
- L'élaboration d'un plan de relance économique ?
- L'élaboration d'une vision de ce que sera la vie après la COVID-19 ?

*MODÉRATEUR : dans la mesure du possible, essayez de faire en sorte que les participant(e)s en choisissent un, plutôt que de les choisir tous par défaut.*

- Pensez-vous que le gouvernement du Canada devrait se concentrer sur « les emplois et la croissance », ou sur « le soutien des gens pour traverser la pandémie » ? Qu'est-ce qui vous fait dire cela ?

*MODÉRATEUR : dans la mesure du possible, essayez de faire en sorte que les participant(e)s en choisissent un, plutôt que de les choisir tous par défaut.*

- Lorsque vous entendez le terme « croissance économique », qu'est-ce que cela signifie pour vous ?
- Si le gouvernement du Canada déclarait que son prochain budget serait axé sur la croissance économique, à quels genres de choses vous attendriez-vous à être incluses dans le budget ?
- Une économie en croissance est considérée comme une bonne chose, car elle est perçue comme un moyen d'améliorer la vie des gens. Cependant, certaines personnes disent que la pandémie les a amenées à repenser le type de croissance économique que nous devrions avoir, ou à l'importance que nous devrions accorder à la croissance économique par rapport à d'autres aspects de la vie, comme la santé, le bien-être personnel, l'environnement, etc. Que pensez-vous de cela ?
  - Pensez-vous que la croissance économique entraîne des améliorations dans d'autres aspects de la vie (par exemple, une meilleure santé, une plus grande satisfaction de la vie personnelle, un environnement plus sain) ? Ou pensez-vous que la croissance économique se fait au détriment d'autres aspects de la vie ?
    - Quels aspects ?
  - Pensez-vous que le gouvernement du Canada doit se concentrer tout particulièrement sur ces autres aspects ?
    - Quelle priorité accorderiez-vous à la croissance économique par rapport aux autres aspects de la vie ?

**ÉVALUATION PUBLICITAIRE (CONTRÔLE DE RÉUSSITE) (15 minutes) Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de Calgary et d'Edmonton**

Je vais maintenant vous montrer une campagne publicitaire qui prend la forme de deux vidéos de 15 secondes, qui sont en cours d'élaboration par le gouvernement du Canada, pour une éventuelle publicité concernant la COVID-19.

Vous remarquerez qu'elles ne sont pas nécessairement dans leur forme définitive. Nous allons visionner les vidéos, puis je vous poserai quelques questions à leur sujet.

Les deux vidéos sont presque identiques avec toutefois quelques légères différences. Une fois la publicité finalisée, les gens verront l'une des deux versions en fonction de la plateforme ou du média auquel ils accéderont (par exemple, Snapchat, TikTok, etc.).

#### MONTRER LES DEUX VERSIONS L'UNE APRÈS L'AUTRE

- Quelles sont vos premières impressions de cette publicité ? Qu'est-ce qui vous fait dire ça ?
- Quel est le message principal de cette publicité ?
- Est-ce que cette publicité vous pousse à repenser vos comportements ? Pourquoi ou pourquoi pas ?

**LA SANTÉ MENTALE (30 minutes) :** Personnes ayant reçu une première dose de vaccin COVID-19 de la RGM, personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique  
Maintenant, nous allons changer de registre et parler de la santé mentale.

- Est-ce que la pandémie de COVID-19 a affecté votre santé mentale ou celle de vos proches ? De quelle façon ?
  - Depuis le début de la pandémie, diriez-vous que votre santé mentale s'est détériorée, s'est améliorée ou est restée à peu près la même ?
  - Quels sont les signes ou symptômes d'une personne affectée par des difficultés de santé mentale ?
- Personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM Vous sentez-vous à l'aise d'aborder le sujet de votre santé mentale ?
- Lorsque vous traversez une période difficile, vers qui ou vers quoi vous tournez-vous pour obtenir du soutien ? (p. ex. : un ami, un membre de la famille, la méditation, l'alcool, etc.)
  - Quelles sont certaines de vos stratégies d'adaptation pour faire face aux problèmes de santé mentale ?
- Personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM Dites-moi, êtes-vous au courant de quelconques ressources disponibles pour les personnes qui ont besoin d'un soutien en matière de santé mentale et de toxicomanie ?
- Est-ce que certains d'entre vous sont au fait des ressources de soutien en santé mentale offertes par le gouvernement du Canada pendant la pandémie ?
  - Avez-vous entendu parler d'Espace mieux-être Canada ?
    - Si tel est le cas, avez-vous consulté le site Web ou accédé à l'un de ses services ?  
Si non, pourquoi ?
  - Le gouvernement du Canada, est-il une source valable en ce qui concerne les ressources et les outils sur la santé mentale et le bien-être ?

- **Personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM** Si vous étiez ou si vous êtes confronté à un problème de santé mentale, dans quelle mesure seriez-vous à l'aise pour accéder en ligne à des soutiens en matière de santé mentale et de toxicomanie ? Si vous n'êtes pas à l'aise, quelles sont vos préoccupations ?
  - Où iriez-vous chercher de l'information sur le bien-être en santé mentale, y compris des ressources de soutien ?
  - Êtes-vous plus enclin à chercher des informations et des conseils en ligne ? Par l'entremise d'organismes ? Les lignes d'aide ? Les médias sociaux ?
- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique** Si vous étiez ou si vous êtes actuellement aux prises avec un problème de santé mentale, êtes-vous plus susceptible de chercher de l'information et des conseils en ligne ? auprès d'organismes ? Des lignes d'aide ? Les médias sociaux ?
  - Si vous entendiez une publicité qui porte sur des informations relatives à la santé mentale et au bien-être, qui devrait livrer ce type de messages ?
    - Est-ce que le choix de qui livre le message fait une différence ?
      - Est-ce que le message devrait provenir d'une personne en qui vous avez confiance ? Qui pourrait être cette personne ?
- Trouvez-vous utile d'entendre les difficultés et les parcours d'autres personnes en matière de santé mentale ? En quoi peuvent-ils être utiles ?

**Personnes ayant reçu une première dose de vaccin contre la COVID-19 de la RGM** **AFFICHER À L'ÉCRAN ET PASSER AU SONDAGE** : Maintenant, je vais vous montrer certaines choses faites par le gouvernement du Canada pour aider à soutenir la santé mentale. Ensuite, nous procéderons à un sondage pour voir lesquelles, le cas échéant, auraient le plus grand impact selon vous (VEUILLEZ EN CHOISIR TROIS AU MAXIMUM).

- La création d'un portail sur la santé mentale (« Espace mieux-être Canada ») pour orienter les Canadiennes et les Canadiens vers des ressources, des outils et des services de soutien professionnel gratuits (investissement de 68 M\$).
- L'élaboration de politiques normalisées et de pratiques d'excellence pour promouvoir la santé mentale et le bien-être des étudiantes et étudiants de niveau postsecondaire.
- L'augmentation du financement de 50 M\$ pour les centres de détresse afin de les aider à faire face à l'augmentation du nombre d'appels, notamment en raison des défis liés à la pandémie.
- L'augmentation de 7,5 M\$ du financement des services de Jeunesse, J'écoute.
- L'augmentation de 200 M\$ en transferts aux provinces pour élargir leurs services de soins virtuels.
- L'investissement de 10 M\$ sur 5 ans dans le Fonds pour la santé mentale des communautés noires afin de soutenir les programmes de santé mentale axés sur la culture des communautés noires au Canada.

- L'investissement de 4,9 M\$ par année dans le Fonds d'innovation pour la promotion de la santé mentale vise à appuyer la mise en œuvre de programmes communautaires de promotion de la santé mentale.

Modérateur : Passez en revue les choix, et les raisons pour les avoir retenus.

### **ENJEUX AUTOCHTONES (30 minutes) Peuples autochtones du Centre et du Sud de l'Ontario**

J'aimerais maintenant qu'on porte notre attention sur les questions autochtones.

- Quels sont les enjeux autochtones importants sur lesquels le gouvernement du Canada devrait, selon vous, se concentrer ?
- Est-ce que le gouvernement du Canada a fait quoi que ce soit de bien ?
- Que peut-il améliorer ?
- Avez-vous entendu parler de la Déclaration des Nations unies sur les droits des peuples autochtones ?

#### **AFFICHER À L'ÉCRAN**

La Déclaration des Nations unies sur les droits des peuples autochtones est un document international adopté par les Nations unies en 2007 qui énonce les droits fondamentaux que les peuples autochtones devraient avoir dans le monde entier. Elle explique comment les gouvernements devraient respecter les droits de l'homme des peuples autochtones.

La Déclaration universelle des droits de l'homme comprend 46 articles qui décrivent les droits spécifiques et les mesures que les gouvernements doivent prendre pour protéger ces droits. Les principaux thèmes de la déclaration sont les suivants :

- Le droit à l'autodétermination
- Le droit à l'identité culturelle
- Le droit au consentement libre, préalable et éclairé (c'est-à-dire le droit d'être consulté et de prendre des décisions sur toute question susceptible d'affecter les droits des peuples autochtones)
- La protection contre la discrimination
- Avez-vous entendu quoi que ce soit récemment quant à ce que le gouvernement du Canada a fait en réponse à la Déclaration des Nations Unies sur les droits des peuples autochtones (UNDRIP) ? Qu'avez-vous entendu ?

#### **ÉCLAIRCISSEMENT AU BESOIN**

Le gouvernement du Canada a récemment déposé un projet de loi visant à mettre en œuvre la Déclaration des Nations Unies sur les droits des peuples autochtones.

Qu'en pensez-vous ? Pensez-vous que cela changera quelque chose ? Qu'est-ce qui vous fait dire cela ?

J'aimerais maintenant parler d'eau potable pour un petit moment...

- Avez-vous entendu parler des efforts déployés par le gouvernement du Canada pour lever les avis à long terme sur la qualité de l'eau potable dans les réserves ?
- Avez-vous entendu quoi que ce soit quant à l'échéancier du gouvernement du Canada pour lever tous les avis à long terme sur la qualité de l'eau potable ?

#### AFFICHER À L'ÉCRAN

Le gouvernement du Canada a récemment annoncé qu'il n'atteindrait pas l'objectif qu'il s'était fixé, celui de mars 2021, comme prévu initialement. En plus des 2,19 milliards de dollars déjà prévus au budget pour mettre fin aux avis concernant la qualité de l'eau potable à long terme, le gouvernement a annoncé une somme additionnelle de 1,5 milliard de dollars pour terminer les travaux. Ces nouveaux fonds visent à assurer un soutien continu pour le fonctionnement et l'entretien quotidien des infrastructures liées à l'eau dans les réserves, à maintenir le financement des infrastructures en approvisionnement d'eau et de traitements d'eaux usées dans les réserves, et à payer les travaux interrompus en raison de la pandémie de COVID-19 et d'autres retards dans les projets.

- Qu'en pensez-vous ?
- Quel est, à votre avis, un délai raisonnable ?
- Avez-vous entendu quoi que ce soit par rapport aux plans du gouvernement fédéral de lancer un nouveau site Web pour suivre les progrès accomplis quant à la levée des avis concernant la qualité de l'eau potable à long terme ?

#### ÉCLAIRCISSEMENT SI NÉCESSAIRE

Le gouvernement du Canada a récemment annoncé qu'il allait lancer un nouveau site Web, conçu avec une entreprise autochtone. Chaque communauté qui fait encore l'objet d'un avis concernant la qualité de l'eau potable à long terme aura sa propre page Web sur le nouveau site avec un plan détaillé et des rapports d'étape.

- Qu'en pensez-vous ?

**LE LOGEMENT (30 minutes)** Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon



et des Territoires du Nord-Ouest, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B.

Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique J'aimerais vous parler du logement dans le Canada atlantique...

Personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest J'aimerais vous parler du logement au Yukon et dans les Territoires du Nord-Ouest...

Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara J'aimerais vous parler du logement en Ontario...

Leaders d'opinion des centres de taille moyenne et grande du Québec J'aimerais vous parler du logement au Québec...

Intérieur de la C.-B. J'aimerais vous parler de la question du logement en Colombie-Britannique...

- Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B. Est-ce que les prix des logements ont augmenté au cours de la dernière année ?
  - SI OUI : Pourquoi pensez-vous qu'ils ont augmenté ?
- Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B. Est-ce que cela vous affecte personnellement ?
  - De manière positive ? De manière négative ? De quelle manière plus précisément ?
- Personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest Comment décririez-vous le marché du logement dans votre région ?
- Personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest Lorsqu'on dit que le logement est un défi, qu'est-ce que cela signifie pour vous ?
  - SONDER (est-ce une question de disponibilité, de surpeuplement, de qualité, qu'il n'y ait pas assez de logements abordables, que les prix des maisons soient trop élevés, ou que les prix des loyers soient trop élevés ?)
- Personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest Est-ce que certaines de ces questions vous affectent personnellement ?
  - De manière positive ? De manière négative ? De quelle manière plus précisément ?

- Personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest Quel genre de solutions serait nécessaire pour permettre à vos collectivités de remédier à ces problèmes ?
- J'aimerais maintenant parler de certaines des mesures contenues dans le budget concernant le logement abordable...
  - Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique DEMANDER SI NÉCESSAIRE : Est-ce que quelqu'un a entendu parler de *l'Incitatif à l'achat d'une première propriété du Canada* ?
    - SI OUI : Comment expliqueriez-vous ce que c'est ?
  - Personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest Que peut faire spécifiquement le gouvernement du Canada pour aider à relever les défis uniques en matière de logement auxquels vous êtes confrontés au Yukon et dans les Territoires du Nord-Ouest ?

Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest ÉCLAIRCISSEMENT AU BESOIN

Le gouvernement du Canada a créé l'Incitatif à l'achat d'une première propriété pour permettre aux gens d'obtenir un prêt sans intérêts de la SCHL en vue de couvrir 5 % du coût de leur première propriété — ou 10 % s'il s'agit d'une nouvelle construction afin d'encourager les promoteurs à construire d'autres maisons. Cela signifie que les acheteurs d'une première propriété n'ont pas besoin de contracter un prêt hypothécaire aussi important, ce qui permet de réduire leurs paiements. Par exemple, pour une maison de 500 000 \$, vos versements hypothécaires mensuels pourraient être réduits de plus de 225 \$. Au moment de vendre votre propriété, la SCHL prélèverait 5 % du prix de vente de la maison à titre de remboursement pour le prêt.

- Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest Que pensez-vous de ce plan ?
- Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest Est-ce que cela facilitera pour les gens l'achat de leur première maison ?
  - Est-ce que cela aura un impact sur vous de quelque manière que ce soit ?
- Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest Avez-vous entendu parler de l'intention du gouvernement du Canada de mettre en œuvre une taxe sur l'utilisation improductive de logements canadiens par des

propriétaires étrangers non-résidents ? (Les médias vont parfois emprunter le terme, « taxe pour les acheteurs étrangers »)

#### Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique

ÉCLAIRCISSEMENT : L'automne dernier, le gouvernement du Canada a annoncé son intention d'aider à rendre le marché du logement au pays plus accessible aux Canadiens en adoptant une mesure fiscale nationale visant les logements au Canada appartenant à des non-résidents et non canadiens qui ne les habitent pas et les laissent vides.

- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique** Que pensez-vous de cette initiative ?
- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique** Selon vous, est-ce que cette initiative aura un impact sur le marché du logement ?
- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique** Quoi d'autre est-ce que le gouvernement du Canada pourrait faire par rapport au marché du logement ?
- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest** Avez-vous entendu parler d'un test de résistance pour obtenir une hypothèque ?

#### Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest

ÉCLAIRCISSEMENT : Le test de résistance a été introduit pour la première fois en janvier 2018. Un emprunteur devait prouver qu'il pouvait effectuer les paiements d'un prêt hypothécaire à un taux qui était soit supérieur de 2 % au taux contractuel, soit égal au taux de référence de cinq ans publié par la Banque du Canada, selon le plus élevé des deux. Le taux de référence de cinq ans de la Banque du Canada était alors de 4,79 %. Donc, par exemple, si votre prêteur vous offrait un taux d'intérêt de 2 %, vous deviez démontrer votre capacité à maintenir les paiements de cette même hypothèque à un taux de 4,79 % pour que votre prêt soit accordé.

- **Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest** Pensez-vous que le test de résistance devrait être assoupli, resserré ou maintenu tel quel ?

#### Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest

Le gouvernement du Canada a récemment annoncé qu'à partir du 1er juin, les demandeurs de prêts — quel que soit le taux hypothécaire qui leur a été offert par leur prêteur — devront prouver

qu'ils peuvent se permettre un taux d'intérêt de 5,25 % avant d'obtenir un financement, au lieu de 4,79 %.

- Personnes hésitantes à la vaccination des centres de taille moyenne du Canada atlantique, personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest Qu'en pensez-vous ?

Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B. J'aimerais maintenant parler de certaines des mesures contenues dans le budget concernant le logement abordable...

Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B. AFFICHER À L'ÉCRAN :

Le budget propose d'avancer et de réaffecter des fonds précédemment annoncés afin de :

- Accélérer la création de nouvelles unités et de réparer des unités existantes
  - Appuyer les coûts de construction, de réparation et d'exploitation d'environ 560 logements de transition et places en refuge pour les femmes et les enfants fuyant la violence
  - Appuyer la conversion des locaux commerciaux vacants (p. ex. locaux de commerce de détail et espace à bureaux) en logements locatifs
- Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B. Que pensez-vous de cette initiative ?
    - Pensez-vous que cela contribuera à répondre aux besoins en logements abordables ?

Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B. AFFICHER À L'ÉCRAN :

Le budget propose également un financement supplémentaire à la Société canadienne d'hypothèques et de logement afin de :

- Répondre aux besoins urgents des Canadiens vulnérables
- Appuyer la création d'habitations abordables et d'unités pour les personnes ayant des difficultés d'accessibilité
- Offrir un soutien financier directement aux femmes à faible revenu et aux enfants fuyant la violence afin de les aider à payer leur loyer.
- Appuyer les fournisseurs de logements communautaires qui offrent des logements à long terme à un grand nombre de nos plus vulnérables

- Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec Que pensez-vous de cette initiative ?
  - Pensez-vous que cela contribuera à résoudre le problème de l'accès à un logement abordable pour les Canadiens vulnérables ?

**PRIORITÉS LOCALES (25 minutes)** Personnes ayant reçu une première dose de vaccin contre la COVID-19 du Yukon et des Territoires du Nord-Ouest

Changeons un peu de sujet.

- Quels sont les secteurs et les industries les plus importants au Yukon et dans les Territoires du Nord-Ouest ?
- Quels sont, selon vous, les secteurs et les industries au Yukon et dans les Territoires du Nord-Ouest qui ont le plus besoin d'aide ?

NOTE AU MODÉRATEUR : Pour deux ou trois des secteurs importants cités, demander si le gouvernement du Canada a fait quoi que ce soit pour soutenir ce secteur. Qu'est-ce que le gouvernement du Canada devrait faire de plus pour soutenir ces secteurs ?

- Maintenant, en pensant à l'exploitation minière au Yukon et dans les Territoires du Nord-Ouest, êtes-vous au courant de quoi que ce soit que le gouvernement du Canada a fait pour soutenir ce secteur ?
  - Qu'est-ce que le gouvernement du Canada devrait faire de plus pour soutenir l'exploitation minière ?
- Pensez-vous que le gouvernement du Canada en a fait assez en matière d'infrastructures dans votre région et, plus largement, au Yukon et dans les Territoires du Nord-Ouest ?
  - Qu'est-ce qui a été construit ?
  - Qu'est-ce qui doit être construit ?
- Y a-t-il des enjeux spécifiques au Yukon et aux Territoires du Nord-Ouest auxquels, à votre avis, le gouvernement du Canada doit accorder plus d'attention ? Pourquoi ont-ils besoin d'un soutien de la part du fédéral ?

**BUDGET 2021 (45-50 minutes)** Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués des régions de Windsor-Essex, Lambton et Niagara, leaders d'opinion des centres de taille moyenne et grande du Québec, Intérieur de la C.-B., Québec rural, parents de jeunes enfants des grands centres de l'Ontario, centres de taille moyenne et grande des Prairies J'aimerais vous parler du récent budget fédéral...

- Est-ce que quelqu'un a entendu quoi que ce soit au sujet du budget fédéral ?
  - Si OUI, SONDER EN PROFONDEUR :
    - Qu'avez-vous entendu ?
    - Où en avez-vous entendu parler ?
      - DEMANDER AU BESOIN : Nouvelles télévisées, journaux, publication FB d'un(e) ami(e), etc.
- Quel est, selon vous, le thème général ou l'orientation du budget ?
- Quelles initiatives précises contient-il ?
- Contient-il quelque chose qui vous plaît ?
- Quelque chose qui vous déplaît ?
  - SI OUI, SONDER : Que pensent les autres de (ÉLÉMENTS MENTIONNÉS) ?
- Quelles sont vos impressions générales sur le budget ?

Je vais vous montrer une liste de certaines initiatives contenues dans le budget. AFFICHER À L'ÉCRAN. Cette liste ne comprend que quelques-unes des initiatives, pas tout ce qui est proposé dans le budget. Nous examinerons certaines d'entre elles plus en détail dans un instant, mais je veux obtenir votre réaction aux courts résumés qui décrivent chacune des initiatives.

#### **SONDAGES :**

Maintenant, nous allons procéder à un premier sondage et vous devrez choisir celles qui vous semblent être les deux ou trois meilleures de cette liste. Ensuite, nous procéderons à un deuxième sondage et vous devrez choisir un ou deux qui, selon vous, auront un impact sur vous et/ou votre famille personnellement.

**PROCÉDER AU PREMIER SONDAGE :** (Veuillez choisir les deux ou trois que vous estimez sont les meilleurs.) :

- Créer un système national de garde d'enfants avec l'objectif de ramener les frais de places réglementées de garde d'enfants à 10 \$ par jour en moyenne
- Bonifier l'Allocation canadienne pour les travailleurs afin d'offrir à un plus grand nombre de Canadiennes et de Canadiens qui occupent un emploi à faible salaire un remboursement d'impôt appréciable
- Aider les propriétaires à effectuer des rénovations résidentielles profondes au moyen de prêts sans intérêt pouvant atteindre 40 000 \$.
- Mettre en œuvre une taxe nationale annuelle de 1 % sur la valeur des biens immobiliers résidentiels appartenant à des propriétaires non canadiens qui sont considérés comme vacants ou sous-utilisés
- Augmenter de 10 % les paiements réguliers de la Sécurité de la vieillesse pour les personnes âgées de 75 ans et plus

- Instaurer une taxe de luxe sur les voitures de luxe, les aéronefs personnels et les bateaux
- Introduire le nouveau Programme d'embauche pour la relance économique du Canada pour encourager les entreprises à embaucher des travailleurs
- Investir dans les technologies propres pour que le Canada puisse réduire ses émissions de gaz à effet de serre
- Investir afin d'aider à faire appliquer les normes relatives aux soins de longue durée et d'apporter des changements permanents
- Accorder jusqu'à 12 semaines supplémentaires pour la Prestation canadienne de la relance économique, ce qui veut dire qu'elle sera disponible jusqu'au 25 septembre 2021. Les prestations seront de 300 dollars pour les huit semaines restantes, ce qui est inférieur au montant actuel de 500 dollars

PASSEZ EN REVUE CHAQUE ÉLÉMENT INDIVIDUELLEMENT :

Système national de garde d'enfants :

- Pour les personnes qui ont choisi celui-ci, pourquoi vous plaît-il ?
- Le plan vise à réduire les frais de 50 % l'an prochain et les ramener à 10 \$ au cours des 5 prochaines années. Les provinces devront y adhérer. Que pensez-vous de cela ?
- **Parents de jeunes enfants des grands centres de l'Ontario, centres de taille moyenne et grande des Prairies** Pensez-vous qu'il est important que le gouvernement du Canada investisse dans la garde des jeunes enfants ou non ? Qu'est-ce qui vous fait dire cela ?
  - POUR LES PERSONNES QUI PENSENT QUE C'EST IMPORTANT : Certaines personnes, telles que celles qui n'ont pas d'enfants, pourraient être d'avis que le gouvernement du Canada ne devrait pas investir davantage dans les services de garde des jeunes enfants alors qu'il enregistre actuellement un important déficit. Que leur diriez-vous en réponse à cela ?
    - C'est-à-dire, quels genres de points soulèveriez-vous pour expliquer les avantages liés à un investissement accru dans les services de garde d'enfants ?

Bonifier l'Allocation canadienne pour les travailleurs :

- Pour les personnes qui ont choisi celui-ci, pourquoi vous plaît-il ?
- L'Allocation canadienne pour les travailleurs est un crédit d'impôt que reçoivent les travailleurs à faible salaire. L'investissement budgétaire devrait permettre à 100 000 travailleurs à faible revenu de sortir de la pauvreté. Que pensez-vous de cela ?

Rénovations résidentielles profondes :

- Pour les personnes qui ont choisi celui-ci, pourquoi vous plaît-il ?

Taxe sur les propriétés résidentielles appartenant à des non-Canadiens :

- Pour les personnes qui ont choisi celui-ci, pourquoi vous plaît-il ?
- Pensez-vous que les non-Canadiens qui achètent des propriétés résidentielles et les laissent vacantes constituent un gros problème ?
- Est-ce que cette taxe entraînera une baisse du prix des maisons ?

SV :

- Pour les personnes qui ont choisi celui-ci, pourquoi vous plaît-il ?
- L'augmentation des paiements s'applique aux personnes âgées de 75 ans et plus, car les aînés plus âgés ont tendance à avoir des dépenses plus élevées. Que pensez-vous de cela ?

Taxe de luxe :

- Pour les personnes qui ont choisi celui-ci, pourquoi vous plaît-il ?
- La taxe s'appliquera aux voitures et aux aéronefs personnels d'une valeur supérieure à 100 000 \$ et aux bateaux d'une valeur supérieure à 250 000 \$. Que pensez-vous de cela ?

Programme d'embauche pour la relance économique du Canada :

- Pour les personnes qui ont choisi celui-ci, pourquoi vous plaît-il ?

Investir dans les technologies propres

- Pour les personnes qui ont choisi celui-ci, pourquoi vous plaît-il ?
- Une partie des investissements proposés par le gouvernement du Canada dans les technologies propres comprend des investissements dans l'accélérateur net zéro. Y en a-t-il parmi vous qui ont entendu parler de l'accélérateur net zéro ?
  - Si OUI : pouvez-vous expliquer ce que c'est ?

ÉCLAIRCISSEMENT AU BESOIN

L'accélérateur net zéro est conçu pour appuyer des projets qui aideront à réduire les émissions de gaz à effet de serre du Canada en accélérant les projets de décarbonisation, en élargissant les technologies propres et en activant la transformation industrielle du Canada.

- Qu'en pensez-vous ?
- Pensez-vous que l'accélérateur net zéro va contribuer à créer de bons emplois ?

Foyers de soins de longue durée

- Pour les personnes qui ont choisi celui-ci, pourquoi vous plaît-il ?

Prestation canadienne de la relance économique

- Pour les personnes qui ont choisi celui-ci, pourquoi vous plaît-il ?



- Y a-t-il quelqu'un qui est préoccupé par la réduction des prestations de 500 \$ à 300 \$ par semaine en juillet, ou pensez-vous que l'économie amorcera une reprise d'ici là ?
- Y a-t-il des éléments de cette liste qui ne vous plaisent pas ? IL PEUT ÊTRE NÉCESSAIRE D'AFFICHER À NOUVEAU LA LISTE COMPLÈTE À L'ÉCRAN. Pour les personnes à qui ça ne plaît pas, pourquoi ? (Si personne répond que ça ne leur plaît pas, demandez-leur s'ils peuvent y voir des aspects négatifs.)

**PROCÉDER AU DEUXIÈME SONDAGE** (Veuillez en choisir un ou deux qui, selon vous, auront un impact sur vous et/ou votre famille personnellement) :

- Créer un système national de garde d'enfants avec l'objectif de ramener les frais de places réglementées de garde d'enfants à 10 \$ par jour en moyenne
- Bonifier l'Allocation canadienne pour les travailleurs afin d'offrir à un plus grand nombre de Canadiennes et de Canadiens qui occupent un emploi à faible salaire un remboursement d'impôt appréciable
- Aider les propriétaires à effectuer des rénovations résidentielles profondes au moyen de prêts sans intérêt pouvant atteindre 40 000 \$.
- Mettre en œuvre une taxe nationale annuelle de 1 % sur la valeur des biens immobiliers résidentiels appartenant à des propriétaires non canadiens qui sont considérés comme vacants ou sous-utilisés
- Augmenter de 10 % les paiements réguliers de la Sécurité de la vieillesse pour les personnes âgées de 75 ans et plus
- Instaurer une taxe de luxe sur les voitures de luxe, les aéronefs personnels et les bateaux
- Introduire le nouveau Programme d'embauche pour la relance économique du Canada pour encourager les entreprises à embaucher des travailleurs
- Investir dans les technologies propres pour que le Canada puisse réduire ses émissions de gaz à effet de serre
- Investir afin d'aider à faire appliquer les normes relatives aux soins de longue durée et d'apporter des changements permanents
- Accorder jusqu'à 12 semaines supplémentaires pour la Prestation canadienne de la relance économique, ce qui veut dire qu'elle sera disponible jusqu'au 25 septembre 2021. Les prestations seront de 300 dollars pour les huit semaines restantes, ce qui est inférieur au montant actuel de 500 dollars

INCLURE DANS LA MESURE OÙ LE TEMPS LE PERMET :

- LE MODÉRATEUR PASSERA EN REVUE LES CHOIX DES PARTICIPANT(E)S ET EN DISCUTERA. Pouvez-vous me donner quelques exemples de l'impact qu'ils pourraient avoir sur votre vie ou celle de personnes que vous connaissez ?

**TRAVAILLEURS SANS STATUT (20 minutes)** Québec rural, parents de jeunes enfants des grands centres de l'Ontario, centres de taille moyenne et grande des Prairies

J'aimerais vous parler des travailleurs sans statut au Canada...

- Connaissez-vous les termes « travailleurs sans statut » ou « sans papiers » ?
  - Qu'est-ce qu'un travailleur sans statut ?

ÉCLAIRCISSEMENT : Les travailleurs sans statut sont des personnes qui n'ont pas de statut légal au Canada et qui participent à la population active canadienne. Par exemple, certaines personnes sont restées au Canada après l'expiration de leur permis de travail temporaire, d'autres sont arrivées en tant que visiteurs, mais ont commencé à travailler sans obtenir de permis de travail, et d'autres encore ont présenté des demandes de statut de réfugié qui ont été rejetées.

Les personnes sans statut légal sont souvent employées en tant que préposés aux services de soutien à la personne ou aides-soignants dans des établissements de soins de longue durée, et dans des secteurs comme la construction et l'agriculture.

- Si vous aviez à donner une estimation, combien de travailleurs sans statut pensez-vous qu'il y ait au Canada ?
- Pensez-vous que les travailleurs sans statut devraient bénéficier d'une voie vers la résidence permanente et la citoyenneté ?
  - Pourquoi ou pourquoi pas ?
- Étant donné que de nombreux travailleurs sans statut ne paient pas d'impôt sur le revenu et qu'ils occupent des emplois dans des secteurs où l'on enregistre souvent des pénuries de main-d'œuvre, existe-t-il un argument économique en faveur de leur offrir une voie vers la résidence permanente et la citoyenneté ?

**CONCLUSION (5 minutes)**

## Appendix C – Advertising Concepts

## Ad Testing Success Check (Calgary and Edmonton Experiencing COVID Fatigue and Riskier Behaviours)

### Version 1

#### [PHAC Youth Social V 2 REV](#)

The ad begins by depicting a group of friends sitting around a table together sharing food and playing games. The scene pans out wider to show a man who is wearing an apron and carrying tools, an elderly woman using a walker, a younger woman delivering food, and a woman serving coffee. The ad finishes with a close up of the elderly woman using a walker with white text across the screen reading 'Let's keep following public health measures' with clip art below showing an open hand with a water droplet above it, two figures socially distanced, a face mask and the COVID Alert App icon. While music plays, a voice over says 'You could spread COVID-19 further than you think. As vaccines rollout, keep following public health measures to help keep others safe.' The ad ends with a black screen and the Government of Canada wordmark.

### Version 2

#### [PHAC Youth V3 REV](#)

The ad begins by depicting a group of friends sitting around a table together sharing food and playing games. The scene pans out wider to show a man who is wearing an apron and carrying tools, an elderly woman using a walker, a younger woman delivering food, a woman serving coffee and a mail carrier. The ad finishes with this scene of all the characters in the same room and white text across the screen reading 'Let's keep following public health measures' with clip art below showing an open hand with a water droplet above it, two figures socially distanced, a face mask and the COVID Alert App icon. While music plays, a voice over says 'you could spread COVID-19 further than you think. As vaccines rollout, keep following public health measures to help keep others safe.' The ad ends with a black screen and the Government of Canada wordmark.

## COVID-19 Vaccines Explained (Mid-size Centres Atlantic Canada Vaccine Hesitant)

#### <https://vimeo.com/530867183/ad0be6828f>

The above video ad begins with a blue-grey backdrop with the square images of nine different people smiling. The people include a woman holding a mug, a boy sitting in a wheelchair, a man smiling, a second man in a wheelchair, a man outdoors, a woman smiling, a group of three sitting around a table and a woman outdoors. On the right-hand side of the screen, there is also a white outline of a maple leaf. As the video plays, all the images fold onto one another and eventually disappear. The outline of the maple leaf then grows and takes up most of the right half of the screen. On the left, white text reads 'Vaccine Safety' in bold font. Below, white text reads 'COVID-19 Vaccines Explained.' The next screen has the same maple leaf and white bold text then reads 'The COVID-19 vaccines were authorized quickly. How do we know they are safe?' The video then switches to Dr. Supriya Sharma, Chief Medical Advisor for Health Canada (where her name and title are written on the bottom left-hand side of the frame in white text). She proceeds to say 'COVID-19 vaccines went through exactly the same type of review that any vaccine would. In Health Canada, we have dedicated special teams that are only reviewing these vaccines and they look at the

same amount of data as they would for any vaccine that would be authorized in Canada, they just do that faster. So the teams are only working on one COVID-19 vaccine at a time, they are working 24/7 and they are making sure that all of the data shows us that these vaccines are safe and effective and that ultimately the benefits outweigh the potential risks.' The scene then switches back to the blue-grey backdrop with the white outline of a maple leaf on the right-hand side, with bold white text on the left reading 'How are the COVID-19 vaccines being monitored for safety?' The scene then switches back to Dr. Supriya Sharma who says 'What we know about these vaccines so far is the result of a lot of study. Study in the labs, in the animal studies as well as clinical trials that involve thousands and thousands of people. And what we know is that it is unlikely that there will be other side effects that will show up in the long term. But we want to make sure that that is the case and that is why we have requirements on the manufacturers to continue to monitor these vaccines for two years. We get information from the millions of doses that are being administered internationally, and of course, are following very closely the vaccines that are being delivered in Canada and so if any issue comes up at all in terms of the safety we will look at that as quickly as possible and do whatever we need to make sure that these vaccines make sure to be as safe and as effective as possible. The scene then switches back to the blue-grey backdrop with the white outline of a maple leaf on the right-hand side, with bold white text on the left reading 'Will you get the COVID-19 vaccine?' The scene then switches back to Dr. Supriya Sharma who says 'So, when it is my turn to get the vaccine, I absolutely will roll up my sleeve and not hesitate to take any of the vaccines that have been authorized by Health Canada. And the reason being, well, one, I want to protect myself against COVID-19 and getting very sick from that which is a possibility, but more than that, I want to protect others and we know that the more people we get vaccinated as soon as possible, the more we are all protected against COVID-19. The scene then switches back to the blue-grey backdrop where in bold white text at the top of the screen reads 'Got questions?' below, there are three white text bubbles with blue-grey font reading 'Are the vaccines safe? Are side effects common? What are the vaccine ingredients?' The next slide then reads, in white bold text 'Good. We've Got Answered' with 'Canada.ca/covid-vaccine in white, normal font. The ad ends with a black screen and as the Government of Canada wordmark is displayed in the middle, the Government of Canada jingle plays.