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Continuous Qualitative Data Collection of Canadians' Views – June 2020

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 ninth cycle of the study included a total of twelve focus groups with Canadian adults (18 years of age and older) between June 2nd and 29th, 2020.

Cette publication est aussi disponible en français sous le titre : Rapport final - Collecte continue de données qualitatives sur les opinions des canadiens – juin 2020.

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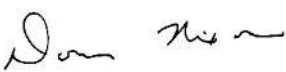
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Political Neutrality Certification

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: August 7, 2020

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 June 2nd and 29th, 2020 in multiple locations across the country including in the Atlantic region, Quebec, Ontario, the Prairies, Alberta, 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 and reopening stages were progressing. The research explored a wide range of related issues in depth, from perceptions of the federal government's response to date, to behaviour changes of Canadians, discussion around reopening, views on economic impacts of the virus and conversations around a contact tracing app. Throughout the month, various brand and testimonial advertising concepts aimed at communicating with the public about COVID-19 were also tested. Outside of COVID-19, topics around racism, local challenges and other federal government news and issues were discussed in certain locations.

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 focussed on specific subgroups of the population including parents, seniors, those receiving the Canada Emergency Response Benefit (CERB) and newcomers.

Detailed approach

- 12 focus groups across various regions in Canada.
- Groups were conducted with the general population in Ontario mid-sized centres, Northern Prairies, Victoria/Nanaimo, major centres in Atlantic Canada and in rural Quebec.
- Groups were conducted with key subgroups including parents in Toronto/Greater Toronto Area (GTA) and Vancouver, seniors in Montreal and major centres in Ontario, those receiving the CERB in Alberta and Quebec and newcomers in the Greater Montreal Area (GMA).
- 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, 81 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received a \$90 honorarium in respect of their time.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Toronto/GTA 905	1	English	June 2	6:00-8:00 pm	Parents (gr.7&up)	8
Alberta	2	English	June 3	7:00-9:00 pm	Receiving CERB	6
Montreal	3	French	June 4	5:30-7:30 pm	Seniors	8
Ontario Major Centres	4	English	June 9	5:30-7:30 pm	Seniors	8
Quebec	5	French	June 10	5:00-7:00 pm	Receiving CERB	7
Vancouver	6	English	June 11	8:30-10:30 pm	Parents (JK-gr.6)	8
Ontario Mid-size Centres	7	English	June 15	5:30-7:30 pm	Gen Pop	6
Northern Manitoba & Saskatchewan	8	English	June 16	7:00-9:00 pm	Mix Gen Pop & Indigenous	6
Victoria/Nanaimo	9	English	June 17	8:00-10:00 pm	Gen Pop	6
Greater Montreal Area	10	French	June 23	6:00-8:00 pm	Immigrants/ Newcomers	6
Atlantic Canada	11	English	June 25	4:30-6:30 pm	Gen Pop	7
Rural Quebec	12	French	June 29	5:00-7:00 pm	Gen Pop	5
Total number of participants						81

Key Findings

Part I: COVID-19 Related Findings

COVID-19 in the News and Government of Canada Response (All Locations)

In June, participants were still following COVID-19 in the news, especially the changing details about reopening in their various jurisdictions. Most were looking forward to the ability to be more active in their lives as a result of reopening measures, but concerns were also expressed about increased risk. It should be noted though that participants in several of the groups reported moderate to low engagement with the news at this point of the pandemic – a couple of individuals even said that they had stopped altogether. A common sentiment was that the risk remained, but that the “government” (referred to generically) was taking steps to open up the economy in order to reduce further economic damage and hardship.

Behaviour Changes (All Locations except Rural Quebec)

Participants reported modifying their behaviours in response to the pandemic, especially as various provinces began phased reopening.

Changes to behaviour were cited by some to a greater extent than others, but overall many participants had begun to wean themselves from strict home isolation and were going outside more. Many had expanded their social circles and began visiting with family and friends, either at their own homes or at cafes or restaurants, while continuing to follow various measures including social distancing, and hand washing/sanitizing. Participants were also wearing masks more, when they felt it was needed (particularly when social distancing was not possible). Due to the summer weather, participants were getting outdoors more, either exercising (e.g. walking), entertaining their children (e.g. at parks), or going on trips (such as camping), within their own province. Participants generally noted these changes in behaviour were made as allowed by changes in directives from government as their provinces moved through stages of reopening.

At the same time, there were a select few participants who had not changed their behaviour at all, either because they remained uncomfortable with the risks or had simply formed new habits that they wanted to continue.

Parenting through COVID-19

Parents reported feeling challenged in adapting to the changes in their children’s lives throughout the pandemic while still trying to provide some level of normalcy and routine. Challenges came with supervising and entertaining their children while also working, and online home-schooling and/or child care were cited as being particularly difficult. For some parents, their new roles seemed to have put a

strain on their relationship with their children, while others mentioned they grew closer with their children having been able to spend more time together.

Overall, parents found it challenging to keep their children informed so as not to put them at risk for contracting COVID-19. For younger children, parents had difficulty explaining the virus to them in a way they understood. Meanwhile, older children seemed to have more of an attitude of 'invincibility' towards the virus, partly due to early messaging they received about who was at risk, making it more difficult for parents to instill the importance of following practices like social distancing and wearing a mask with their older children. Parents of older children suggested reaching their children through social media and that particularly teachers and other media had more impact on their behaviours than they did.

Impact on seniors

Seniors cited a mix of both positive and negative impacts of the pandemic on their life. While some reported being proud of how they were able to learn and adapt to a new situation and generally found being in isolation easier than they expected, like others, they found being unable to socialize difficult and some commented that waiting times at stores were a challenge.

Generally, the term 'vulnerable population' resonated with some seniors, but did not resonate with most. There was consensus that 55+ was too young to be considered a 'senior,' and they believed that a range of 60+ or 70+ would be more appropriate. Many suggested that their age did not necessarily make them vulnerable to COVID-19, but more importantly a variety of other factors including one's health status.

Reopening (Major Centres Ontario Seniors, Quebec CERB Recipients, Vancouver Parents, Mid-sized Centres Ontario, Northern Prairies, Victoria and Nanaimo, GMA Newcomers)

Throughout the month of June, jurisdictions across Canada were in various stages of reopening, with some much further along than others. Many participants had been looking forward to getting to this point but, at the same time, felt strongly that governments should approach the situation with caution and that reopening should occur at a slow and measured pace.

Participants in BC were the most upbeat about reopening and expressed confidence in how this was being handled in the province. Those in the Atlantic region and the Northern Prairies were equally encouraged by and supportive of reopening, but also somewhat nervous at the potential for a resurgence of the virus as people become more complacent and there is increased movement between provinces. By contrast, those in Ontario were more mixed in their views and this was primarily a factor of perceived ambiguity around the rules or guidance with respect to health and safety protocols for both businesses and individuals. Comments from participants in Quebec suggested that they were generally more apprehensive about the timing of reopening and the risks involved.

There was a common uneasiness expressed by participants in all groups about the possibility of lax compliance with health and safety measures, particularly around gatherings and the ongoing

requirement for social distancing. Others were unclear on the need to wear face masks and were seeking additional guidance in their respective jurisdictions. Several participants noted their discomfort with resuming 'normal' activities and these were often individuals who could be considered 'higher risk,' including seniors, those with children or who were expecting, and those with health conditions.

Economic Impact (GTA Parents, Mid-size and Small Town Alberta CERB Recipients, Montreal Seniors, Major Centres Ontario Seniors, Mid-size and Small Town Quebec CERB Recipients, Vancouver Parents, Mid-sized Centres Ontario, Northern Prairies, Victoria and Nanaimo, GMA Newcomers)

Government of Canada Economic and Financial Incentives

Participants were generally aware of the range of initiatives undertaken by the Government of Canada to address the economic impact of the pandemic. Familiarity with the Canada Emergency Response Benefit (CERB) was higher, relative to other programs and benefits, and most knew of this program by name, often using the acronym for it. Confusion about overlap between Employment Insurance (EI) and the CERB was evident, although most participants understood that the CERB had fully replaced EI for the time being.

In addition, participants demonstrated varying levels of awareness of financial assistance from the government that was being targeted to many groups affected by COVID-19, including students, seniors, commercial property owners and other landlords, as well as businesses and employers. While short on some of the details, participants mentioned specific initiatives such as wage subsidies for employers, grants to students, loans for business, rental assistance for small businesses and commercial landlords and an extension of the deadline for filing tax returns.

On balance, participants were supportive of the Government of Canada's response, noting that in launching these programs expeditiously, it had prevented more serious wide-scale bankruptcies and job loss. However, participants also expressed some concerns about the long-term financial implications.

Participants who were receiving the CERB were asked more detailed questions about their experience and their views of the Benefit. They were immensely grateful, in the face of job loss and economic uncertainty resulting from the pandemic, both for the level of the financial support and the efficient distribution of payments to recipients. The issue as to whether it was fair that everyone receives the same amount, regardless of their circumstances, was viewed as secondary to the need to get money out promptly to Canadian households. The Benefit was seen as offering relief to many who were adversely affected by the lockdown, although some participants were anxious about how long the program may last, assuming it may come to an end before they are able to return to work and/or find other paid employment. The majority view was that the Benefit should continue into the fall or winter, which generally aligned with views on the point at which they felt economic recovery may begin to pick up some speed. Most participants receiving the CERB believed they qualified under the stated

eligibility requirements and relatively few indicated that the payment had in any way affected their motivation to return to work or find a job.

Without additional details, it was more difficult for participants to comment on whether or not the Canada Emergency Wage Subsidy (CEWS), at 75%, was fair or how long this benefit should stay in place. Some did question how effective the subsidy would be in encouraging employers to retain staff in situations where there was absolutely no work for employees to return to.

Participants were familiar, to varying degrees, with funding to seniors during COVID-10. There were distinct points of view in regard to the perceived fairness of the current program, which offers seniors who are eligible for the Old Age Security (OAS) and the Guaranteed Income Supplement (GIS) one-time payments of \$300 and \$200 respectively, for a total of \$500 for those receiving both the OAS and the GIS. Some felt this financial support fell short of their expectations and that it did not address the needs of many struggling seniors. Others were more positive, believing the financial assistance to be useful in general, specifically in addressing seniors' additional expenses as a result of the pandemic (e.g., having items delivered more frequently to avoid running errands). Participants in each group often debated whether and how seniors had been affected with some believing seniors' expenses to have declined, reflecting fewer purchases overall, while others felt some may have seen an increase, and often this depended on where they resided. For example, some participants were of the view that seniors in larger urban centres were more affected financially, compared to those in smaller towns or more rural areas where they may be able to rely more on family, social networks and local businesses for assistance.

Further information about additional funding already being targeted to low-income seniors in particular (e.g., through OAS, GIS and HST/GST credits) did little to alter participants' opinions about the one-time support payment to seniors. Those who favoured the payments reiterated that low-income seniors struggled financially, and thus needed all of this additional financial support, at a minimum. Others held the view that the broader group of Canadian seniors, and not just those considered to be low income, were also deserving of additional financial assistance at this time.

Managing Budget Deficits (GTA Parents, Mid-Size and Small Town Alberta CERB Recipients)

Participants were asked whether programs like the CERB, the CEWS and support for seniors should be continued, scaled back to reduce spending, or whether the Government of Canada should be doing more even if it meant larger than projected deficits. The consensus view was that these programs should be continued until the economy 'normalizes.' Participants expressed concerns about the financial implications, especially for future generations who would be responsible for paying down the debt, but also felt that the programs were having a positive effect and that running a deficit was unavoidable to prevent businesses from shuttering and families from financial hardship. No one, however, proposed doing more if it meant increasing the deficit further.

Economic Recovery and Stimulus (GTA Parents, Mid-Size and Small Town Alberta CERB Recipients, Montreal Seniors)

Participants were not optimistic that the economy would bounce back at full speed once everything had reopened. Some felt this was unlikely without widespread access to a vaccine, while others spoke about the impact of changes in consumer attitudes and behaviours which may reduce discretionary spending, with negative economic repercussions. Still others commented on the extent of the economic devastation, noting that many businesses may be unable to fully open anytime soon (e.g., tourism and hospitality sectors), and several participants expressed concerns about the effect of a second wave of the virus. Predictions as to how long the economy would take to rebound varied quite widely, ranging from 3 to 6 months, to upwards of 2 to 5 years. Views on continuation of programs such as the CERB and the CEWS paralleled participants' forecast for economic recovery, as noted earlier. At the same time, some posited that these programs should be reviewed regularly to ensure that they are being appropriately targeted to those most in need and, specifically in reference to the CERB, are not acting as a disincentive to return to work. The expectation was that, over time, there should be fewer people who would qualify for these benefits.

Most participants believed that some type of economic stimulus would be required to kick-start the economy. While many focused on incentives for businesses (e.g., lower taxes, support start-ups, provide assistance to small businesses in particular, etc.), there was also some support for stimulating the economy through measures targeting consumers (e.g., incentives to purchase Canadian-made products, coupons, etc.). Some favoured traditional stimulus programs such as large infrastructure projects, although they had little to say about the nature and scope of these types of initiatives other than that they were seen as effective job creators.

The Safe Restart Agreement (Major Centres Ontario Seniors, Mid-Size and Small Town Quebec CERB Recipients, Vancouver Parents, Mid-Size Centres, Ontario, Smaller Towns Prairies, Victoria and Nanaimo)

Participants were mostly unaware of the Government of Canada's Safe Restart Agreement. They were told that it would provide \$14 billion to the provinces and territories to help restart their economy. They were also shown the following list outlining potential areas for funding and asked to identify two or three that they deemed to be the most important in the context of assisting regions across Canada with reopening.

- Childcare so that parents can go back to work
- Core services such as public transit
- Guaranteeing all workers at least two weeks of paid sick leave
- Improving testing and tracing capacity
- Improving the state of long-term care
- More personal protective equipment (PPE) for businesses
- More personal protective equipment (PPE) for front-line health care workers

Overall, four areas were identified by participants as being vital: childcare, paid sick leave, testing and tracing and long-term care. Participants saw childcare as a key prerequisite to allowing parents, especially women, to rejoin the workforce, although there were evident concerns expressed by a few participants about providing childcare services in a safe manner. Improving testing and tracing capacity was a priority, particularly for participants living in regions experiencing higher positivity rates and numbers of COVID-19 cases. Recognizing that a vaccine may not be available for many months, participants saw the value of testing and tracing to monitor trends and provide an early warning of a possible re-emergence of the virus. They felt that reopening was contingent on further limiting the spread of the virus. Offering all workers at least two weeks of paid sick leave was also viewed as an important priority. Many felt that people should not feel the pressure of having to come into work when they are ill in order to support their families and risk infecting co-workers and customers. Participants spoke about the systemic nature of the issues in long-term care facilities which, in their view, led to a higher number of cases of the virus and deaths due to COVID-19 among both residents and staff.

Providing personal protective equipment (PPE) for health care workers and businesses also received some support from participants, although it was a lower priority compared to those areas noted in the above paragraph. Participants were aware of shortages of PPE for health care workers and felt this should be a greater priority over PPE for businesses, which some indicated should be a cost borne by businesses rather than by government. There was also a sense that government funding should be targeted to initiatives that will benefit families and people at risk, rather than business owners and operators.

Funding to public transit was not viewed as a particularly high priority. Many believed public transit was already fairly well funded and did not feel there were compelling arguments to invest more in this sector.

In addition to the areas listed, some participants suggested funding for other initiatives as well, including but not limited to services to assist those with mental health issues and addictions as well as funding for homeless shelters.

Phrases to Describe the Economy (GTA Parents, Mid-Size and Small Town Alberta CERB Recipients, Montreal Seniors, Major Centres Ontario Seniors, Mid-Size and Small Town Quebec CERB Recipients, Vancouver Parents)

Participants were shown some phrases or descriptions of ways in which the Government of Canada could frame its plan for the economy moving forward: Recovery, Restart and New Start. The discussion as to which of these was most apt converged around Restart and Recovery. While Recovery reflected a degree of continuity in terms of economic progress vis-a-vis the pre-COVID-19 economy, Restart connoted some element of rethinking how business operates. Participants tended to vet these terms with respect to their meaning, tone and perceived timing. For some, Restart had neutral to optimistic overtones and suggested a more instantaneous process, while Recovery was viewed as a hopeful term and inferred a longer, and likely more realistic, timeframe.

New Start was the least preferred of the three options in virtually every group mainly because it connoted an entirely new beginning which many felt did not reflect their belief that the fundamentals of Canada's economy prior to the onset of the virus were reasonably solid.

Goals for the Economy (All Locations with the exception of Major Centres Atlantic Canada and Rural Quebec)

When thinking more about specific goals for the economy, participants reviewed and commented on a series of descriptions for the type of economy Canada could be aiming for:

- Future-proof economy (note that this term was removed following the first 6 groups)
- Green/greener economy (note that the term 'greener' was substituted for 'green' for the last 4 of the 10 groups in which this discussion took place)
- Healthy economy
- Modern economy
- Innovative economy (note that this option was shown only to 4 of the 10 groups in which this discussion took place)
- Resilient economy
- Strong economy

There was a general consensus in almost all of the groups around the goal of a 'resilient economy.' This option was selected at least twice as often, or more, as any other option. Resiliency suggested independence (e.g., self-sufficiency and support for 'made in Canada' products), adaptability, including the ability to weather unpredictable events, an agile economy and forward movement. For some, it also incorporated the notion of thinking differently and more creatively, and of ensuring alternate plans and options have been considered and are ready to be implemented, should the need arise. Others considered that resiliency encompassed the idea of diversification, supporting the goal of greater economic independence and self-reliance.

Other Challenges (GTA Parents and Mid-Size and Small Town Alberta CERB Recipients)

Following a conversation focusing primarily on the economic issues resulting from COVID-19, participants were queried about any other societal challenges that have surfaced in the wake of the pandemic. The following were raised, although without any overall consensus within or across groups or much in-depth discussion:

- Mental health, anxiety and stress, addictions, suicide rates
- Domestic violence
- Long-term care
- The environment

COVID-19 Ad Testing (Major Centres Atlantic Canada, Rural Quebec)

COVID-19 Brand Concepts (Major Centres Atlantic Canada, Rural Quebec)

In the last two groups held during the month of June, participants were shown a series of three creative concepts (and two variations within each concept) that could be used by the Government of Canada to inform Canadians about COVID-19 – labeled as Concepts A1 and A2, B1 and B2 and C1 and C2. For each concept, including the original version and an alternate, various illustrations of the “look” were provided across different media, including an example of an ad targeting people who may have an interest in travelling and which would be displayed on Facebook, as well as examples of ads which could be used in print or on billboards (the creative concepts, including the original and the alternate for each, can be found in the Detailed Findings). Participants were always shown the original version first, followed by the alternate version. After each concept was fully reviewed and assessed independently, participants were asked to select which one of the three they felt was most compelling.

Participants had many positive reactions to all three concepts, however, they tended to gravitate toward Concept C, and specifically Concept C1, when asked to select one of the three. This was primarily due to the incorporation of an outline of a maple leaf as a creative element which served to frame various images including men and women wearing masks. Overall, this concept was viewed as the most compelling as it appeared to have the appropriate mix of graphic elements, imagery and colour palette which appealed to participants.

Participants’ commented frequently on the colour schemes used in each of the concepts, and the variations within each concept. Their reactions suggested that this element of the creative can play a significant role in the effectiveness of the advertising and specifically the subconscious association of certain colours with specific types of messaging or emotions. For example, participants reacted more strongly to the vibrant yellow and black colour scheme used in Concept B, as it immediately led some to say that it had clear associations with advertising and messaging focusing on the ‘safety’ theme, although some suggested that this concept looked more like an ad for ‘occupational health and safety’ as opposed to ‘public health.’ Moreover, the high contrast colour palette in Concept B drew as much negative as positive reaction. While the colour palette employed in C1 in particular was fairly muted relative to the colour choices used in C2, as well as in Concepts A and B, participants found it had a calming effect that did not detract from or lessen its perceived ability to attract audience attention or motivate participants to read the ad.

The use of the maple leaf in Concept C1 contributed to a uniquely Canadian look and feel and was viewed as a highly recognizable, strong, unifying and continuous element across each of the various mediums.

The photography and imagery used in the concepts also caught participants’ attention. Photoshopped masks overlaid on photographs of adults and children, as in Concept A, received mixed reviews. While some felt they stood out, and underscored the messaging with respect to wearing a face mask when physical distancing is difficult, others felt it detracted from the overall professionalism or quality of the ad.

Additional learning from the concept testing was as follows:

- There was a general dislike for the use or over-use of icons, in addition to photography;
- As per the above point, additional redundant elements such as icons, led to a more cluttered look and feel which a number of participants commented on negatively. The preference was for a cleaner, uncluttered look and feel which generated not only a reassuring tone, but also made it easier for participants to hone in on the message. On balance, participants preferred photography over icons ;
- Bold, official-style font or typeface was favoured as it was seen to lend the ads a more typical 'government' look which also helped reinforce the branding; and
- Most of the concepts were viewed as having a clear continuous element (e.g., white line in Concept A, yellow/black colour palette in Concept B, maple leaf in Concept C1) which reinforced the linkage across mediums for participants. As noted, the maple leaf was most readily identifiable for participants, and stood out both because it was easily recognizable, but also for its symbolism.

COVID-19 Ad Testimonial (Rural Quebec)

In rural Quebec, participants were shown a concept for a television ad that was currently under development for use by the Government of Canada. The ad featured a conversation between a young man and woman – a couple. The scenario presented in the video was that the woman, who also happened to have other underlying health conditions, had developed symptoms of COVID-19. As a result, she was hospitalized for a month. She survived, and the ad featured a short conversation on a park bench about the overall experience for both of them.

Participants' reactions to it were mixed. Some commented positively that the ad reinforced the key precautions to reduce the spread of and susceptibility to COVID-19, and that the message was being delivered by members of a younger demographic. However, the ad was critiqued for a range of reasons, principally that it was not viewed as compelling or impactful in terms of promoting behaviour change. There were also questions about the woman's story, specifically that she was more at risk due compared to other young people due to her other health issues. Some also commented on specific production aspects, specifically the fact that the woman spoke quite softly making it difficult to hear her, and the perception that the young man in the ad was given very little airtime making the ad seem unbalanced.

Contact Tracing App (Major Centres Atlantic Canada, Rural Quebec)

Overall, there was modest awareness of the development of a national contact tracing app and minimal familiarity with the details of how such an app would work. Even after participants were provided with some information about the technology, specifically the fact that the app would not store nor share any location data, most participants remained skeptical that the app would be effective in limiting the spread of COVID-19. Several were concerned that the effectiveness of the app would be heavily dependent on a high level of uptake and, given that infection rates were low (and dropping) in some regions, they did not see this as likely. Others questioned how the information of those who

tested positive would be uploaded and this led to some concerns about the claim that users would remain anonymous. Several felt that the app might cause people to be less vigilant and become more complacent with respect to adhering to social distancing practices, handwashing and wearing a face mask. A number of participants indicated that the app would be a constant reminder of the virus and only serve to raise their anxiety.

Those few participants who said that they would download the app felt that it would prompt people to seek testing more quickly if they were notified that they had come into contact with someone who had tested positive.

Relatively few were concerned about having to leave Bluetooth on in order for the app to be effective. The issue for most was not necessarily knowing more about how Bluetooth works, but rather how information from those who have tested positive is being gathered and uploaded while protecting personal privacy and anonymity.

At the same time, some did suggest that they may be more inclined to download the app if infection rates worsened.

Two names for the app were tested in Atlantic Canada only – COVID Alert and Stop COVID. While a few participants did not like either option, the balance favoured COVID Alert. This name was thought to be more ‘eye-catching’ and generally more descriptive of the app’s function (e.g., notification).

Part II: Other Issues

Racism (Major Centres Ontario Seniors, Quebec CERB Recipients, Vancouver Parents, Mid-sized Centres Ontario, Northern Prairies, Victoria and Nanaimo, GMA Newcomers)

Most participants had heard of the anti-racism protests that had been occurring during the month of June, with some referring specifically to the Black Lives Matter protest movement south of the border. Overall, most felt that racism does exist in Canada, but the general consensus across most groups was that the issue is more with respect to the treatment of Indigenous people in this country. Moreover, many also felt that race relations in Canada is much less of an issue in Canada compared with the United States.

The extent to which the Government of Canada needs to do more to address the issue of racism in Canada was heavily debated within each group. Many felt there was a role for government in raising awareness of the issue and educating Canadians as a way of addressing aspects of systemic racism which they felt were evident within the law enforcement community as embedded within the Indian Act. When presented with a series of measures which could make things better for visible minorities in Canada, participants focused on measures such as placing body cameras on police officers, funding legal aid programs for vulnerable populations and providing more training to people in the justice system. These were thought to be ways to improve accountability, address root causes of racism

having to do with poverty often experienced by marginalized groups, and bias within the judicial system.

A fairly lengthy discussion was had on the topic of mandatory minimum sentences and specifically whether or not these should be repealed as a way of addressing issues of fairness within Canada's criminal justice system, specifically given that they tend to put too many people in jail, at a significant cost to taxpayers, and tend to predominantly adversely affect visible minority groups. This discussion was challenging for many participants who did not fully understand how and on what basis (e.g., for what types of crimes) mandatory minimums were applied. As a result, views were mixed as to whether repeal would make the system more or less fair. Ultimately, participants did not feel that cost should be a determining factor and many reverted to earlier positions about the root causes of racism in Canada, specifically the need to address issues such as poverty and education.

At the conclusion of this discussion, most participants indicated that changing the laws around mandatory minimums should not be a high priority at this time, given the current situation with COVID-19 and concerns about other issues such as health and education which were deemed to be more important. They did, however, note that they would be more inclined to support doing so if clear evidence was provided that keeping the minimums in place has particularly adverse consequences for Indigenous people, visible minorities and marginalized groups. There was also some support for a system that places increased emphasis on rehabilitation and reintegration of former convicts into society.

Other Federal Government News and Issues (GTA Parents, AB CERB Recipients, Montreal Seniors, Major Centres Ontario, Quebec CERB Recipients, Vancouver Parents, Major Centres Atlantic Canada, Rural Quebec)

When asked about other, non-COVID-19 related, news, it was obvious that COVID-19 issues continued to engross most participants, although for some the repetitive information they were receiving was causing their interest to wane. Few issues were raised on an unprompted basis, but included the ongoing situation between Canada and China related to the detainment of a Chinese business executive and issues regarding RCMP conduct, specifically pertaining to Indigenous people.

Local Challenges (Smaller Towns Northern Prairies)

Participants in the group held among residents of smaller communities within the Northern Prairies saw little evidence of an active presence of the Government of Canada within their community, although some did note funding from government for infrastructure, green spaces and major events. When asked what the government could do for their communities, participants focused on infrastructure, addressing drinking water on Reserves, changes to the system of equalization payments, issues related to the buyback of firearms, income inequality and homelessness.

MORE INFORMATION

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Detailed Findings – Part I: COVID-19

Timeline of June Announcements

In order to help place the findings from the focus group discussions within an appropriate context as the effects of COVID-19 continue to be felt across the country, below is a quick reminder of the timeline of relevant events and announcements in Canada towards the end of May and throughout June.

- At the End of May:
 - All of the Provinces had started reopening, albeit at different speeds in different provinces/regions.
 - Canada's international border controls were still in place and the border between Canada and the U.S. remained closed to non-essential travel.
 - Operation Laser (Canadian Armed Forces domestic response to the COVID-19 pandemic whereby troops were dispatched to long-term care facilities in Quebec and Ontario) had just wrapped up.
- 1-7 June
 - Focus group held in Toronto and the GTA (905) (2 June) with parents of school-age children grade 7 and higher, in Alberta (3 June) with a mix of participants from mid-size/small towns and in Montreal (4 June) with seniors, aged 55 and older.

- 5 June: Government of Canada announced supports for Canadians living with disabilities in terms of a one-time, tax-free payment as well as initiatives to support workplace accessibility.
- 8-14 June
 - Focus group held in Ontario with seniors (aged 55+) in major centres (9 June).
 - 8 June: Canada announced that immediate family members of Canadians or Permanent Residents would be allowed entry into Canada, with a 14-day quarantine.
 - Focus group held in Quebec (10 June), with participants from mid-size/smaller towns who were receiving CERB.
 - 11 June: Bill to formalize disability payment stalled in House of Commons (along with other measures).
 - Focus group held in Vancouver (11 June) with parents of school age children from JK to grade 6.
 - 12 June: Phase Two reopening starts in Alberta and in Ontario.
- 15-21 June
 - Focus group held in Northern Manitoba and Saskatchewan (16 June) with those residing in smaller towns (mix of general population and those who identify as Indigenous).
 - 16 June: Government of Canada extended CERB for a further eight weeks, allowing eligible Canadians to be able to claim support for up to 24 weeks.
 - Focus group held in Victoria, Nanaimo and surrounding areas (17 June) with the general population.
 - 18 June: Canada reached 100,000 COVID-19 cases.
 - 18 June: Government of Canada announced the upcoming launch of a nation-wide mobile app to provide notifications of exposure to COVID-19.
 - 19 June: The restriction on all discretionary travel at the Canada-U.S. border was extended for an additional 30 days until July 21, 2020. This applied to all foreign nationals with some exceptions for immediate family members.
 - 21 June: Manitoba started Phase Three of reopening.
 - 22 June: First part of Phase Four reopening started in Saskatchewan.
- 22-30 June
 - Focus group held in the Greater Montreal Area (23 June) with newcomers.
 - 24 June: British Columbia announced start to Phase Three reopening.
 - 25 June: Government of Canada announced the launch of the Canada Student Service Grant, to support post-secondary students and recent graduates as they volunteer in their communities.
 - Focus group held in major centres in Atlantic Canada (25 June).
 - 25 June: Newfoundland and Labrador moved to Alert Level Two.
 - 26 June: Prince Edward Island moved to Phase Four reopening.

- 28 June: The NGO “Advocacy for Family Reunification at the Canadian Border” was formed as the result of the number of separations of common-law couples with insufficient documentation.
- Focus group held in Rural Quebec (29 June) with the general population.

COVID-19 in the News (All Locations)

Participants were still following the news about COVID-19, especially the varying and changing details concerning reopening. Details about the state of reopening were discussed in each group and mixed feelings were evident. Most were looking forward to a return to the ability to do more, but concerns were expressed about the possibilities of increased risk as well. Each group discussed reopening in varying levels of detail, and their opinions and interests appeared to be influenced by the province in which they resided and trends with respect to COVID-19 in their region as well as perceived adherence to health and safety protocols. Mixed feelings and more heightened concerns were especially evident in the focus group held among parents in Vancouver.

That there was a mixed response to reopening news was unsurprising, as participants across the groups did refer to their awareness of cases of COVID-19 in terms of good news and bad. The good news consisted of mentions of declines of the number of cases and the bad concerned the continued existence of infection threat. In Ontario, participants residing in mid-size centres expressed concern over any possible opening of the Canada-U.S. border. Much less concern about reopening, in general, was expressed in the group held among residents of Victoria and Nanaimo.

Throughout June participants in several of the groups reported moderate to low engagement with news covering the pandemic, indicating that some level of fatigue was setting in. A few participants mentioned they had completely stopped paying attention altogether. Nevertheless, participants were generally aware that while the situation remained risky, the “government” (referred to generically) had cautiously begun opening up the economy. Announcements about extensions of financial assistance and supports were also noted by a number of participants.

The issue of face masks was referred to multiple times in different groups. Participants reported being confused by the messages in the news specifically around the efficacy of wearing a mask and the guidelines for when and where masks should or must be worn.

As in previous months, participants indicated they accessed news and information about COVID-19 from a wide range of media. Sources listed were consistent across the groups and included a mix of traditional news media (domestic and foreign, such as The Guardian and Al-Jazeera) and word-of-mouth. Newcomers, in particular, were most likely to mention reliance on news from their country of origin or from international sources, in general. Reported use of social media as a means to stay abreast of news about the pandemic was more limited, although some participants made reference to Facebook and Reddit as sources.

Government of Canada Response (All Locations)

When participants were prompted with the question as to whether or not they had heard anything about the Government of Canada's response to the pandemic, most answered in the negative. As noted in the previous section, this reflected the fact that a number of participants were paying less attention to COVID-19 news items, in addition to some being more preoccupied with developments in the US.

Even while less immersed in day-to-day news about COVID-19, participants felt that the Government of Canada's response to the pandemic has been appropriate. This was the case for the majority of participants across all of the groups. Their comments suggested an understanding and appreciation for the uniqueness of the current situation, with a common sentiment among participants that, under the circumstances, the government had done as good a job as could be expected and, according to some, better than has been the case in other countries. Participants were generally complimentary of financial support provided by the federal government, and aware that the approach to the initial lockdown as well as reopening was the responsibility of their respective provincial governments.

Any criticism of the Government of Canada's response tended to be constructive in nature and centered on a couple of issues. These were the question of a perceived delay in closing the borders and imposing appropriate health and safety measures at the airports. There were also comments about mixed messages on the effectiveness of masks. The positive and negative comments were fairly similar across the groups, however a more critical tone was evident in the group among residents of the Northern Prairies. Additionally, while not an explicit criticism, some participants in the group of newcomers in the GMA noted with disappointment that the initiative of providing support to people with disabilities was stalled in Parliament.

The discussions then focused on what else participants felt that the Government of Canada could be doing. Many participants struggled to come up with any suggestions. Those that did were quite varied, as follows, and do not necessarily reflect any particular order of priority, or degree of consensus across the groups:

- Sharing lessons learned between provinces;
- Preparing for a second wave (especially in terms of availability of masks);
- Managing public expectations and improving/coordinating communication from governments/experts to the citizenry; and
- In the Northern Prairies and Victoria/Nanaimo groups there was support for additional help for seniors, and there were also several comments in support of keeping the Canada-U.S. border closed.

Behaviour Changes (All Locations except Rural Quebec)

Overall Changes

As various provinces and territories across the country moved through the stages of reopening, participants continued to modify their behaviours in response to the pandemic, some to a greater extent than others.

In general, participants cited that they were leaving their homes more frequently than in the previous months and it was evident from the discussion that many were no longer isolating as much.

Participants were:

- **Socializing more:** Many participants had expanded their social circle and started visiting with friends and family again. They mentioned meeting outdoors, such as at their own homes, or in local cafes, restaurants, and bars. While participants were taking more trips out of the home, many recognized the importance of social distancing and were still closely following these measures with those outside of their own household or social bubble.
- **Spending more time outdoors:** Participants reported going outside with more frequency than previous months. Many attributed the increase to the nicer weather they were experiencing during the month of June. They continued to take walks, exercise outside or take part in outdoor activities with their children, such as visiting playgrounds.
- **Travelling more:** Some were also travelling, typically within their own province, such as to go camping. This was mentioned more often in groups conducted in Western Canada. Additionally, a few participants mentioned having family members who were moving from larger urban areas (e.g., Toronto) to smaller centres.
- **Wearing masks:** Participants were beginning to wear masks more frequently, using their own judgement as to when and in what situations they believed it was necessary to do so. A few participants commented that they were concerned that others were not wearing a mask in public.

When participants were asked why they were doing the above noted things more in June, many suggested that it was because they felt they were now permitted to do so, especially as these behaviours were becoming more normalized as provincial governments began to move into different phases of reopening, and directives began to shift accordingly. Some suggested that, overall, they felt more relaxed and less anxious, a reflection of their perception that the lockdown had eased. Others commented that they were less fearful to leave their homes or felt more secure in terms of their personal safety and level of risk exposure when they did. Participants said they felt this way as they could see cases were decreasing within their respective provinces.

While many indicated their behaviour had evolved, at least somewhat, some reported no change, and that they were comfortable remaining more isolated in their own homes. These participants preferred

to err on the side of caution as they were ill at ease with how quickly things were reopening. Those who had someone who was immunocompromised in their household were generally much more cautious as well.

Parenting and the Impacts of COVID-19 on Children and Youth

Parents in the GTA and Vancouver were asked a specific series of questions to better understand their experiences parenting through the pandemic and the impact that COVID-19 has had on their children.

Experience of parenting through the pandemic

Overwhelmingly, the general sentiment was that parenting during the pandemic was challenging.

Many parents spoke about the demands of having to supervise and entertain their children. Specifically, parents commented on the demands of trying to manage their children's online schooling – from assisting them with their online meeting platforms, to the additional responsibility of ensuring their child/children were completing the work that was assigned to them. Parents also discussed their own efforts to try to keep their children in a routine, and to provide a sense of structure and purpose to their daily lives. Those with younger children spoke about their concerns with regards to a lack of childcare and their own ability to work while also caring for children at home.

For some, these additional roles, such as having to be more of a disciplinarian, had impacted their relationship with their children. Meanwhile, other parents were grateful and suggested that their relationships had grown stronger with their children, as the pandemic had allowed them to spend more time together.

Avoiding having children contract COVID-19 and challenges during reopening

When asked what it had been like to try to keep their children from getting COVID-19, some had found it challenging. Some parents with younger children mentioned that trying to explain the virus and reasons their behaviour needed to change was challenging for children to comprehend. Those with older children, in Grades 7 and up, found it difficult to instill the importance of practicing physical distancing and wearing a mask. Some attributed this to messaging at the beginning of the pandemic that suggested they were less susceptible to, or at risk of, contracting COVID-19, making it more difficult for parents to impress the potential severity of contracting the virus to their child.

Overall, the behaviour changes that were occurring among children were similar to those described by participants of various ages across the series of groups held in June. Many were starting to go out more, in particular, to visit with other family members or their own friends. Parents generally expressed confidence in their ability to keep their children safe during reopening. They focused on the importance of education and communicating with their children about continuing to take proper precautions (e.g., sanitizing, physical distancing, mask wearing, etc.). Parents acknowledged the fact that it was critical for them to lead by example, in terms of following directives as one way of ensuring their children would also follow suit. Those who felt more concerned about keeping their children safe were generally leaving home less often.

Communicating with children about COVID-19

In the GTA group, parents were asked if they had spoken to their children about the issues and challenges related to the pandemic, many of which had. However, some suggested that teachers and the media sometimes have more influence than they do as parents. As such, parents suggested that the federal government continue to communicate messaging on COVID-19 directly with children on social media.

Impacts of COVID-19 on Seniors

Experience being a senior through the pandemic

Seniors, in Montreal and major Ontario centres, all had very different experiences living through the pandemic. Some recalled many positive aspects such as learning to adapt to a new situation, learning to communicate in different ways and being thankful for the generosity of others. However, some others found the pandemic to be very challenging, particularly with respect to limitations visiting with others or just simply going outside.

For the most part, the challenges seniors reported facing were not that different from those raised in other groups. They missed socializing, going to restaurants, celebrating key milestones, traveling, and other similar types of activities. A few specific challenges that seemed to be particular to seniors were issues with long lines and waiting times (such as at the grocery store) and a few suggested that they experienced some difficulty remembering to follow all of the safety measures in place.

At the same time, many seniors did find being in isolation to be easier than they had originally expected, suggesting that they had no difficulty filling their time.

'Vulnerable population'

The term 'vulnerable population' resonated with some seniors, in particular those in Montreal and/or those who were particularly affected by the virus (e.g. knew someone who had contracted the virus).

However, it did not resonate highly with a large proportion of others. Many suggested that their age should not necessarily classify them as vulnerable to COVID-19, but instead vulnerability should be determined based on a range of coinciding factors, in addition to age, such as the presence of health issues.

Overall, there was consensus among the seniors' group in Ontario that the threshold of age 55 was too young to categorize as vulnerable. When asked for their suggestions as to what age might be more appropriate, some said over 60 while a few others suggested 70 and older would be more acceptable. Some of the younger seniors referred to their "parent's age group" as being the group that is the most vulnerable.

Reopening (Major Centres Ontario Seniors, Quebec CERB Recipients, Vancouver Parents, Mid-sized Centres Ontario, Northern Prairies, Victoria and Nanaimo, GMA Newcomers)

Throughout the month of June, jurisdictions across Canada were in various stages of reopening, with some much further along than others (see timeline). Participants noted more stores, restaurants and patios opening up in certain regions, as well as cafés, boutiques, shopping centres, pools, parks and libraries, among other venues.

While participants expressed some relief at the opportunity to get back to more normal routines and, in some cases, were anxious to open up more quickly, the majority view across all groups was that a slow, cautious and measured approach to reopening was prudent. Even those who were generally more confident about reopening and eager to begin taking these next steps were interested in specific information to better understand how their community was faring relative to others across the province and how that might affect the staging of reopening. In Ontario, for example, some participants were pleased that the province was opening on a regional basis, recognizing that those areas where cases of COVID-19 and transmission rates were lower should not be held back by other areas of the province still experiencing higher rates of infection. Participants in Quebec were most apprehensive about reopening, while those in Vancouver were generally more upbeat about having reached this stage and noted that the reopening appeared to be going reasonably well in the province. Participants in the Atlantic region and the Northern Prairies, while pointing out that cases of the virus were lower in these regions compared to other parts of the country, were nevertheless somewhat nervous about complacency setting in and therefore a possible resurgence of the virus stemming from movement between provinces if people did not adhere to quarantine protocols.

A number of participants were confused or felt there was some ambiguity in terms of the information provided about the timing around opening, which businesses were being affected, and the specific types of precautions they would be required to follow. They were unclear on what the acceptable practices were and felt greater clarity on the guidelines for reopening, both for businesses and consumers, would be helpful. A lack of consistency in the application of safety protocols was disconcerting for many. In particular, it was unclear to some participants residing in regions which were in the early stages of reopening as to whether masks would or would not be required in specific types of situations. Confusion, general uncertainty, lack of an available vaccine, and worries about possible careless or reckless behaviour as reopening progressed underscored the general belief among some participants that coming out of lockdown may be more challenging and stressful compared to the early days of the pandemic when jurisdictions were primarily focused on isolation and limiting exposure of citizens to the virus.

Others pointed out the challenges for certain types of businesses or venues as well as for certain groups of people during this phase. Participants shared examples of recent experiences where they felt that others were becoming complacent, not following social distancing measures or wearing

masks, or getting together in large groups. Older people, those with health issues, and those with younger children, or who were expecting, expressed some anxiety about venturing out.

Economic Impact of COVID-19 (GTA Parents, Mid-size and Small Town Alberta CERB Recipients, Montreal Seniors, Major Centres Ontario Seniors, Mid-size and Small Town Quebec CERB Recipients, Vancouver Parents, Mid-sized Centres Ontario, Northern Prairies, Victoria and Nanaimo, GMA Newcomers)

Government of Canada Economic and Financial Initiatives

Awareness of Government of Canada initiatives to address the economic impact of COVID-19 was reasonably good. Most participants across all groups were readily able to describe, even if only at a high level, the various programs the Government has launched to support businesses, unemployed workers, specific groups such as seniors and students, as well as landlords and commercial property owners.

Familiarity with the Canada Emergency Response Benefit was greater, on an unprompted basis, as compared to most other programs and, specifically, many participants referenced the program by its acronym (CERB). Many others were also aware on a top-of-mind basis of wage subsidies being offered to businesses or employers, although they tended not to refer to this program by name (Canada Emergency Wage Subsidy or CEWS). Others mentioned grants directed at students, loans for businesses, generous loan repayment terms, loan guarantees, rental assistance for small businesses and commercial landlords, and an extension to the deadline for filing tax returns. Relatively few participants, other than seniors, mentioned financial support for this group, and even among seniors there was lower top-of-mind familiarity with this initiative. Some participants, albeit again very few, also mentioned that the Government was putting some pressure on banks to defer mortgage payments, although their view was that this effort had met with little success.

The general feeling was that the Government had responded quickly, with some participants underscoring that these programs had prevented wide-scale bankruptcies and many people from losing their livelihoods or their homes. At the same time, several participants expressed concerns about the longer-term implications of distributing billions of dollars in financial supports. Nevertheless, and in the same breath, most of these participants were supportive of the Government response, describing the leadership as good relative to other countries, and in some cases

complimenting the federal government for going further than they had anticipated to prop up the economy.

Canada Emergency Response Benefit (CERB)

Awareness of the CERB (GTA Parents, Montreal Seniors)

As noted, awareness of the CERB was fairly high. Participants were also generally familiar with the intent of the program, eligibility, duration and the amount. There was some confusion about the overlap between employment insurance (EI) and the CERB, but it was understood that the CERB had replaced EI and that those who initially applied for EI were being transferred to this program.

Views on and Experience with the CERB (Mid-size and Small Town Alberta CERB Recipients, Mid-size and Small Town Quebec CERB Recipients)

Participants were given some information about the CERB prior to further discussion:

Canadians who have stopped working because of COVID-19 may be eligible for \$500 a week for up to 16 weeks.

Participants in the two groups comprised of those who were receiving CERB payments were all grateful for the program. Responses were consistent regardless of the participant's circumstances (e.g., whether they were the lone income earner in their family, living on their own, or otherwise). They described it as helpful and a lifeline, and many noted that the consequences for themselves and others would be quite devastating without it. In Quebec, several participants made the point that they would prefer to be working and that the only reason they are receiving the CERB is because there is no paying work at this time.

When asked what three words describe their experience of receiving the CERB participants' responses centered on the following:

- Gratitude and Relief – Participants were grateful to, at a minimum, have some regular income which, in some cases, allowed them to think about their next steps in regard to getting back into the labour force once things start to reopen. Some were also grateful for how easy and efficient it was to apply for and receive the funds.
- Concern and Worry – A number of participants volunteered that they were concerned or anxious about the future, specifically the unknown that lies ahead once this program comes to an end. Several were unsettled by what they viewed as the short-term duration of the program and the fact that the funding was in place for a four-month period only. (Note that these groups were held prior to the Government of Canada announcing an extension to the CERB by eight weeks). Some participants questioned how many jobs would come back and felt some pressure to be reaching out and networking in the interests of getting a lead on prospective employment opportunities. Others expressed concern about having to dip into their savings or investments once the CERB ended and were thinking about the difficulties some may have in the future if and when it came time to pay taxes on the benefit.

While not a focus of discussion for most participants, several did speak about the experimental nature of the CERB, noting that the program has sparked debate about the concept of a Universal Basic Income.

In the Quebec focus group, participants were generally relieved to be receiving the Benefit. At the same time, they raised questions and concerns in two areas: the fact that students were receiving a similar monthly benefit as other previously employed persons, which appeared to be causing some resentment, and the issue of eligibility for the CERB in the first place. On this latter point, the main area of concern was the possibility of having to pay part or all of the Benefit back some time in the future.

Participants were asked whether receiving the CERB had altered their motivation to find a job. Most said they remained highly motivated in this regard. Some were spending the time actively thinking about their employment options. Others commented that, while they weren't feeling less motivated, they were at least feeling less stressed as they were contemplating jobs and careers, knowing that they could rely on the monthly CERB payment to fill at least part of the gap in their regular income. A few others did suggest that while they were not thinking much about looking for work, this had less to do with a lack of motivation and more to do with the fact that they were considering staying in or returning to post-secondary studies.

All participants were of the view that the CERB payment of \$500 per week (a total of \$2000 per month) was adequate. At the same time, several participants did offer qualifying comments. For example, some noted that the amount might be insufficient for larger families, especially those with younger children. Others deemed the payment sufficient as their monthly expenditures were lower given both where they reside (in a smaller centre with a lower cost of living), and the fact that COVID-19 isolation measures meant they were going out less often and therefore spending less. Other participants described the CERB payment as a "minimum," and said it would be insufficient for those with higher monthly costs such as mortgages and car loans, etc. Effectively, they viewed the payment as similar to what one would earn at minimum wage and indicated that earning more would be necessary for most in order to make ends meet. In a similar vein, the comment was made that it was fortunate the government allowed people to earn an additional \$1000 monthly while still qualifying for the CERB.

The general consensus across both groups was that the government had reacted quickly in putting the CERB in place. The issue as to whether it was fair that everyone receives the same amount was viewed as secondary to the need to get money out promptly to individuals and families. Participants in Alberta were more likely to say the payment was fair, recognizing the complexity and difficulty of calculating different payments based on a range of factors (e.g., monthly expenses, dependents, etc.). It was the opinion of most participants in this group that the government could address this issue at tax time. In Quebec, however, participants were inclined to feel it was unfair to provide everyone with the same amount, though they did acknowledge that expediting payment took precedence. That said, they were conscious that the cost of living varies across locations and regions. They also recognized that some individuals would have been earning significantly more than others in the pre-pandemic period and that \$2000 monthly would represent a marked decline in their income. At the same time,

several did indicate it was important at this time to closely manage expenditures and keep expenses to a minimum.

On the question of how long the benefit should stay in place, responses were quite variable, but the majority view was that it should continue into the Fall and Winter. Some took the position that, until there is a vaccine, it would be unwise to discontinue the CERB. Others were more general in their response suggesting that it should remain in place until most people have been able to return to work. A few participants suggested conducting an evaluation at two-month intervals or putting in place some type of 'needs testing' to target the CERB payments more directly to those whose circumstances warranted it.

Participants were told that anyone receiving CERB who is not eligible will have this money clawed back next year when they file their taxes. It was generally understood by most that the payments would be taken into account at tax time, however, some expressed concern that the people who needed it the most may then be penalized. While a few participants were taking into account the fact that some taxes (they mentioned tax rates of about 20%-30%) might be owing at a later date, others commented that the issue of having the money clawed back was not a priority for them at this time and, as such, was not something they were overly-concerned about. And, in any case, most believed they met the qualifications for receiving the payment although there were a few who were unsure.

Canada Emergency Wage Subsidy (CEWS)

Awareness of the CEWS (GTA Parents, Mid-size and Small Town Alberta CERB Recipients, Montreal Seniors)

Most participants had heard about the CEWS, and some commented on the intent of the program to assist employers in paying for staff who would otherwise be laid off by covering 75% of their wages. There was scant awareness of any other details related to this program.

Views on the CEWS (GTA Parents, Mid-size and Small Town Alberta CERB Recipients, Montreal Seniors)

Participants were given some additional information about the CEWS:

Canadian employers whose business has been affected by COVID-19 may be eligible for a subsidy of 75% of employee wages for up to 12 weeks, retroactive from March 15, 2020, to June 6, 2020.

When asked whether the Government of Canada needed to be doing more to encourage businesses to hire people back, or if the wage subsidy was enough, it was difficult for participants to offer an informed opinion. A number commented that they simply did not know, it was difficult to judge, or that a better approach might be to shift the focus more to reopening as soon as possible. Others felt there would need to be some sort of economic stimulus to restart the economy. And, in Quebec specifically, a number of participants suggested that the Government should be looking at providing employers with not only assistance to rehire workers but also assistance targeted to particular sectors that are in serious jeopardy of going bankrupt (e.g., restaurants), as well as to help businesses reorganize and implement safety protocols.

A supplementary point was made by several participants in the various groups that distinctions should be made between:

- The needs of smaller versus larger businesses; and
- Landlords versus tenants – the thinking being that businesses which are leasing space from landlords and property managers need some rent relief.

Participants struggled to elaborate more fully on their views of the CEWS in the absence of further details on the program. Some were not entirely clear on the differences between the CEWS and the CERB. A question for some was whether businesses could get people to agree to come back to work given some employees' ongoing concerns about safety. Several participants also questioned how the CEWS would apply to restaurant workers who earn a considerable portion of their earnings in tips or businesses that hire mainly contract workers. Others expressed concerns that the program may be vulnerable to abuse by some employers. And, again, the point was raised about distinguishing between larger and smaller businesses, with some participants favouring targeting this program primarily to small and medium-sized businesses.

Most felt the level of the subsidy, at 75%, was enough although their view was based primarily on intuition rather than on any real understanding of the extent to which the subsidy would incentivize employers to rehire workers. While several participants felt that having businesses cover the additional 25% seemed reasonable, others commented that employers would be loath to reengage workers even with a significant wage subsidy if there was absolutely no work for them to do.

How long the benefit should stay in place was seen to be entirely dependent on the state of the economy and the length of time it may take to recover to a point where businesses can "stand on their own." Additionally, some participants remarked that, in order to get people back to work, day care facilities and schools also need to be reopened. Others commented in much more general terms – "as long as we need it" or "as long as it takes for companies to get going again." Few predicted a specific timeframe, although those who did felt it would be at least 6 months to a year, if not longer until a vaccine was available.

Support for seniors

Awareness of Support for Seniors (GTA Parents, Major Centres Ontario Seniors, Montreal Seniors)

Participants were familiar, to varying degrees, with the support offered to seniors during COVID-19. Seniors in Ontario and Montreal were generally more knowledgeable, while the group of GTA parents expressed more modest levels of awareness.

Views on Support for Seniors (Major Centres Ontario Seniors, Montreal Seniors)

Participants were provided with the following information about support for seniors and asked whether they felt seniors had been offered a fair payment to deal with any increased living expenses stemming from the pandemic:

The Government of Canada announced a one-time payment to eligible seniors to offset any increased living expenses they have incurred as a result of the COVID-19 pandemic. Seniors eligible for the Old Age Security (OAS) pension will receive \$300, and those eligible for the Guaranteed Income Supplement (GIS) will receive \$200. Anyone who receives both the OAS pension and the GIS will be eligible for both payments for a total one-time payment of \$500.

There were several points of view on the payment to seniors and responses indicated participants make distinctions between seniors with higher and lower incomes (based on an assumption that the former were eligible for this payment), and between those residing in major urban centres versus other smaller or more rural locations.

Many participants felt the payment was not fair, or at the very least, fell short. Some indicated that expenses for seniors had increased, while others commented more generally that seniors were struggling. While a few participants did respond more positively, their views appeared to be influenced more by feeling than by any concrete knowledge of how COVID-19 may have impacted seniors financially. Others commented that the payment goes at least part way to addressing additional expenses seniors have been incurring to have items delivered to their homes in order to avoid having to go out.

When asked directly if their own living expenses had increased, decreased or stayed the same as a result of COVID-19, responses varied between the two groups of seniors but, on balance, most said their expenses had increased. Although many were managing their expenses closely, going out less often to restaurants, and using vehicles and public transportation less frequently, there was some acknowledgement that expenses had increased as a factor of rising prices in general and greater use of delivery services. Some participants also commented that, with limited opportunity to run errands due to self-isolation over the last few months, seniors who might ordinarily bargain shop and look for sales have been unable to do so.

Participants were offered further clarification about financial support for seniors:

Some low-income seniors receive over \$1,500 per month in federal government support, when combining OAS, GIS and the GST/HST credit. Additionally, some low-income individuals are eligible for the one-time special GST/HST credit payment (roughly \$400) as part of the Government of Canada's response to the COVID-19 pandemic.

This additional information had minimal impact in dissuading participants of their earlier views. In general, those who favoured the payment felt that some additional assistance to this group was warranted, based on a sense that low-income seniors struggled financially. Others commented that all seniors, and not just low-income pensioners, were deserving of some additional financial assistance at this time.

Those who were of the view that seniors' expenses have not been significantly affected as a result of COVID-19 maintained this position and referred anecdotally to the variable impacts on the cost of living for seniors depending on where they reside, specifically the difference between those living in urban versus non-urban areas. Their view was that those in non-urban areas were generally better off

and may not need as much additional financial assistance given their ability to rely more on the support of neighbours and local businesses.

CERB, CEWS and Budget Deficits (GTA Parents, Mid-Size and Small Town Alberta CERB Recipients)

Following the discussion of the CERB, CEWS and financial support for seniors, participants were asked to consider three options and identify which one was the best approach:

1. The Government of Canada should be doing more to help people than they are now, even if it means a larger deficit than projected.
2. The Government of Canada should continue with current levels of support that are being offered through programs like the CERB and CEWS.
3. The Government of Canada should try to reduce spending, even though it means scaling back some of these programs.

In the two groups where this question was asked (GTA and Alberta), participants unanimously elected to stay the course, continuing with current levels of support. Participants were of the view that the current financial support was making a difference for people and that, until the economy ‘normalizes,’ it would not be prudent to scale back. Although some expressed concern that continued support over the long-term was not sustainable, they also felt the government had little alternative. For some, there was an expectation that financial aid would need to stay in place for some months to come, in anticipation of a second wave or resurgence of the virus. At the same time, a few participants underscored their worry for subsequent generations of Canadians who would be responsible for working down the associated debt. Most participants were of the view that the programs were having a positive effect and that the Canadian public was familiar and comfortable with the level of the payments. No one proposed doing more, although some participants in Alberta spoke about the need for training and retraining programs as the economy enters a ‘new norm’ post-COVID-19.

When told that these measures are estimated to cost billions of dollars, and that the Parliamentary Budget Officer has said this will result in a much higher federal deficit, participants were unmoved in their opinion that current levels of support should be maintained. Most felt that running a large deficit was unavoidable in the current circumstances, to prevent businesses from closing and to keep families afloat, particularly those who have lost jobs as a result of the pandemic. At the same time, concerns were expressed about the long-term impacts on both current and future generations of taxpayers who would face the burden of paying down the debt. Several participants mused about the prospect of increased taxes or cuts to funding of essential services. While neither of these scenarios were appealing, and some expressed fear that Canada’s fiscal picture could be dire for some time to come, participants did not see any other solutions in sight. In fact, some participants alluded to the fact that Canadians will need to acclimatize themselves to a ‘new normal’ which would look much different from previous generations with respect to Canadians’ ability to reach or attain major milestones in life (e.g., home ownership, raising a family), future spending patterns and unemployment levels. However, the

bottom line for these participants was that the outlook might look even bleaker if current initiatives with respect to financial support were scaled back too soon.

Economic Recovery and Stimulus (GTA Parents, Mid-Size and Small Town Alberta CERB Recipients, Montreal Seniors)

Participants were not optimistic that the economy would bounce back at full speed once everything had reopened, for several reasons:

- Some felt this would not be the case until a vaccine was more widely available;
- Others were of the view that the economic damage has been considerable, noting that some businesses have had to close their doors permanently and others will be unable to open to full capacity anytime soon (e.g., businesses in the tourism and hospitality sectors in particular). At the same time, some participants commented that pent up demand for repairs will likely speed recovery in certain sectors of the economy such as the trades;
- Several participants commented that consumer spending will likely be permanently altered as a result of COVID-19, with a major reduction in discretionary spending; and
- A few participants were concerned about the prospect of a second wave of the virus adversely affecting economic recovery and possibly requiring another lockdown.

Several participants also noted that the pandemic will change the nature and structure of the economy and of business strategies. It was their view that more businesses will shift to e-commerce or online sales only, while fewer will maintain a 'bricks and mortar' presence. In this respect, they made the point that if and when the economy does pick up, it will look different.

Projections as to how long it might take for the economy to bounce back varied widely, with some forecasting as soon as within the next 3 to 6 months and others suggesting a 2 to 5-year timeframe. Again, as noted above, some participants stressed this would not happen until there is a vaccine, and those participants realistically felt this might be within the next 6 months to 3 years.

When asked how long programs like the CERB and CEWS should stay in place, given their expectations around the timeframe for economic recovery, predictions ranged from a few months to a few years. Concerns were raised by some about the impact of future waves of the pandemic which would stall or possibly reverse economic recovery. A number of participants, however, felt that these programs would have to evolve in line with the economy as it recovers, in order to ensure they are targeted to those more in need. In this regard, those working in lower wage jobs and the service sector, were specifically highlighted by way of example. Their expectation was that, with reopening and over time, there should be fewer people who will qualify for these benefits. Additionally, several participants underscored the need to address motivators and disincentives to return to work, suggesting that programs like the CERB would need to be adjusted to encourage people to choose paid work over receiving financial assistance, for the benefit of business, individuals and taxpayers. In a similar vein, others indicated that it may be necessary to consider eligibility for the CERB on a case-by-case basis, possibly placing some conditions on recipients such as retraining to enhance their employment prospects.

Participants were questioned about the term 'economic stimulus' and, specifically, what they interpreted this to mean. For a number of participants it meant providing direct support to business. Comments were both general and more specific in nature, including the following (not in any particular order of frequency with which they were mentioned):

- More resources for businesses, specifically small businesses.
- Assistance to develop e-commerce capabilities.
- Making it easier for new businesses to start-up and grow.
- Lowering taxes for business, providing tax credits, loans and grants.
- Reducing barriers to interprovincial trade.
- Incentives tied to environmentally sustainable outcomes.

Other participants focused more on the ways in which consumers could be encouraged to increase spending, with suggestions such as:

- Issuing coupons which consumers could use to purchase various goods and services.
- Reducing interprovincial trade barriers to encourage greater movement of goods and services across provincial borders and, therefore, more selection for consumers.
- Subsidies to incentivize consumers to purchase Canadian-made products.

Several others identified large-scale infrastructure projects on an unprompted basis as an appropriate way to stimulate the economy, although they did not specify the nature or scope of these projects.

Participants were questioned more explicitly about the perceived effectiveness of traditional stimulus programs, such as infrastructure spending, relative to other programs such as those that would provide money to Canadians to spend. Responses were mixed, and generally reflected the fact that most were uncertain which type of spending might yield the best results. Some favoured infrastructure spending, noting that this type of spending tends to create more jobs, thereby shifting more people off the CERB and back into the workforce more quickly, and was in their view more effective than a government payment to individuals. In Alberta, the point was also made that roads and bridges needed to be built and/or repaired, and that abandoned or obsolete oil wells needed to be remediated. Others were more supportive of providing financial aid directly to individuals, although they also preferred that any funding be used for educational and training purposes, to ensure that people are prepared for the types of jobs they anticipated would be more in demand in the future.

The Safe Restart Agreement (Major Centres Ontario Seniors, Mid-Size and Small Town Quebec CERB Recipients, Vancouver Parents, Mid-Size Centres Ontario, Smaller Towns Prairies, Victoria and Nanaimo)

Most participants had not heard of the Government of Canada's Safe Restart Agreement. The few who expressed some familiarity with the Agreement were unclear as to whether this was a federal or provincial initiative and were vague on the details, although they understood it to be a funding agreement between the federal government and the provinces/territories.

Participants were subsequently told that:

The Government of Canada announced that it is providing \$14 billion to the provinces and territories to help them reopen their economies.

They were also shown a number of services or areas which this funding could help cover, including:

- Childcare so that parents can go back to work.
- Core services such as public transit.
- Guaranteeing all workers at least two weeks of paid sick leave.
- Improving testing and tracing capacity.
- Improving the state of long-term care.
- More personal protective equipment (PPE) for businesses.
- More personal protective equipment (PPE) for front-line health care workers.

Participants were asked to consider which of these areas were most important in the context of assisting provinces with reopening. Overall, across the six focus groups in which this topic was discussed, four areas were identified as being vital, including childcare, paid sick leave, testing and tracing, and long-term care. Providing personal protective equipment (PPE) to health care workers and businesses was important for some but based on participants' comments this was a second-tier priority. Relative to the other items, core services, such as public transit, was generally rated lower in importance for most participants with the exception of some in the groups held in larger centres, including in Ontario and Vancouver.

Childcare was deemed to be a top priority for most participants for the simple reason that parents are unable to rejoin the workforce and resume their jobs without assurances that their children are being safely cared for, especially given the uncertainty around if, when and how schools would be operating in September. Participants commented that getting parents back to work is vital to boosting economic activity. Some participants underscored that women, in particular, are bearing the brunt of childcare responsibilities and steps need to be taken to ensure their ability to return to work. As well, a few participants acknowledged the issue of access to childcare is more critical for those with younger children who are not yet of school age. As some noted, if parents don't have reasonable childcare options it is difficult for them to contemplate re-engaging in the labour force. At the same time, the point was made that it may prove challenging to reopen childcare centres given the more stringent sanitation and disinfection requirements as a result of COVID-19 and the fact that wages for childcare workers can be roughly equivalent to, or in some cases below, the CERB payment which may act as a disincentive for some to return to work.

Improving testing and tracing capacity was also identified as important by most participants, although it was a slightly lower priority for those residing in regions or locations where cases of COVID-19 were lower or tracking downward (e.g., Northern Prairies and Victoria/Nanaimo). Participants felt that reopening was contingent on limiting further spread of the virus. Recognizing that availability of a vaccine may be some months away, at a minimum, participants saw testing and tracing as critical to monitoring the path of the virus and the possibility of a re-emergence. Several participants commented on the need to ramp up testing and, specifically, that anyone who needs to

be tested should be able to do so, even those who are currently asymptomatic. Several participants commented that those countries which have had the best success in combatting the virus had launched extensive testing and tracing programs in the early weeks and months of the pandemic. Other participants raised the need for testing and tracing especially as personal bubbles expand and people begin to mix and interact more with paralleling provinces as they enter later stages of reopening. With the possibility of exposure to the virus heightened as a result of reopening activities, some participants noted the importance of quickly being able to identify 'hot spots' so that more targeted measures can be taken to contain the spread of the virus without having to shut down the whole economy. Testing and tracing were viewed as the only ways to effectively gauge the extent of the pandemic, isolate locations experiencing a flare up and monitor transmission, with the aim of reducing further spread.

Guaranteeing workers at least two weeks of paid sick leave was also viewed as a priority, although more so among the group of parents in Vancouver compared to participants from other demographic groups or in other locations. They supported the basic idea that if people are sick they should not have to feel the pressure of continuing to work, and possibly infecting others. They also saw this as a benefit for employers who, they believe, should have a vested interest in protecting the health and safety of their employees. It was felt that providing paid sick leave would significantly lower the stress for those who might feel they have no choice other than to continue working in order to support themselves and their families. It was also recognized that not everyone in the workforce currently has access to paid sick leave and that offering this benefit would make it easier for those who are ill to elect to stay home when necessary. Some participants specifically considered paid sick leave in the context of a second wave of infections, and were especially concerned about those individuals who might be left with no financial support in the event that the CERB is not extended. Participants also noted that individuals having to take a short period of time off work due to illness would likely be ineligible for Employment Insurance.

Participants generally thought the guarantee of two weeks of paid sick leave was a good use of money. They felt it was essential that workers have this option and that it would encourage people to make better decisions, rather than risk infecting their colleagues. Others made the argument that paid sick leave also makes good financial sense as widespread infections would lead to more hospitalizations and business closures with larger associated societal costs. While a few participants suggested there might be some abuse of paid sick leave and that some workers may take advantage of it for reasons other than concern that they may be infectious, this was by no means the majority opinion. Few alternatives were discussed, although some participants raised the possibility of extending the benefit beyond the proposed 14 days, which was thought to offer insufficient recovery time, or adapting the CERB to address the issue of sick leave.

Improving the state of long-term care was a priority for many participants, although less so for participants in those groups held among people residing in mid-size centres in Ontario and smaller towns on the Prairies. Participants spoke about the systemic nature of the issues in long-term care facilities. While noting that these existed well before the pandemic, participants felt that the virus had very clearly put a spotlight on the inadequacies and problems in the long-term care sector. Many emotively censured the standards of practice at some of these facilities.

There was a reasonable level of support in all groups for **providing more personal protective equipment (PPE) for front-line health care workers as well as for businesses**, with the former target group being seen as slightly more important than the latter. Some participants described PPE for health care workers as “paramount,” suggesting that it was untenable to expect front-line workers to expose themselves in their daily work to the virus, without the proper equipment. There was a sense of concern expressed by a number of participants regarding shortages of PPE in the health care sector and, in some cases, this was also felt to be true for other front-line workers (e.g., police, prison guards, etc.). Support for providing PPE to businesses received more of a mixed response. While some participants were of the view that businesses needed this type of assistance in order to successfully reopen, others were of the opinion that PPE was a cost of doing business and, therefore, was not something that should be supported through public funding. In this regard, there was a sense that businesses would need to adapt to operating through the pandemic, and possibly another wave, and that purchasing PPE should be seen as a business decision. Others also commented that businesses appeared to be adapting to the new business climate reasonably well, without this type of assistance from government. Some participants felt that any federal government funding of this nature should be targeted more directly to areas and/or services that affect families or people who are at greater risk (e.g., childcare, long-term care, paid sick leave) rather than focusing on business owners and operators.

Very few identified **core services, such as public transit**, as an important priority for federal funding through the Safe Restart Agreement. This item received little attention from most participants. Reasons included:

- Concerns that promoting public transit runs counter to previous messaging that people should be staying at/working from home;
- A belief that considerable public funding is already being directed to public transit;
- A sense that public transit has not faced any additional stress as a result of COVID-19; and
- The perception that this sector is relatively well funded and fairly profitable.

In defense of funding to public transit, the point was however made that many lower wage workers tend to use public transit more frequently and that without additional funding for transit infrastructure and service this group may be adversely affected.

Participants volunteered a number of additional items that they thought should be added to the list and these included initiatives related more directly to economic recovery as well as to strengthening social assistance and support for marginalized communities:

- Rent relief for businesses;
- A guaranteed basic income;
- Funding for homeless shelters, particularly in metropolitan areas where shelters were viewed as being over-capacity; and
- Focus on mental health and addictions.

There was a concern that certain groups in society – homeless people and those experiencing mental health issues or living with addictions – were becoming further stigmatized in the current environment and would potentially be left further behind coming out of the pandemic.

Phrases to Describe the Economy (GTA Parents, Mid-Size and Small Town Alberta CERB Recipients, Montreal Seniors, Major Centres Ontario Seniors, Mid-Size and Small Town Quebec CERB Recipients, Vancouver Parents)

Participants were shown some phrases or descriptions of ways in which the Government of Canada could frame its plan for the economy moving forward: Recovery, Restart and New Start. Across the six groups, participants leaned towards Restart and Recovery, although preferences varied somewhat from one group to another. In participants' minds, these two terms were distinct, but not completely different with respect to their meaning and how they were interpreted.

Participants who preferred the term 'Restart' did so because it reflected their view that some businesses would never 'recover' from the economic devastation resulting from the pandemic. As such, these participants felt that restarting the economy was a more apt description of the current reality, noting that the present situation requires rethinking how businesses operate and, in some cases, starting again. The point was made that it may not be realistic to think that the economy will return to where it was pre-pandemic and, for this reason, the notion of starting anew seemed more fitting. For a number of participants the idea of restarting was appropriate given their view that the economy had come to a halt or 'stopped,' at least temporarily. Some also associated the term 'Restart' with reopening and in that sense it aligned with where most provinces were in terms of resuming economic activity. Participants also alluded to the fact that before the economy can even begin to recover, the first step is starting back up. Still others debated the general tone implied by these terms, with some feeling that 'Restart' hit the right note in that it was not viewed as overly optimistic, as some felt was implied by the term 'Recovery.'

Others held the opposite view, believing that 'Restart' had overly positive connotations and suggested a more instantaneous, prompt process, whereas 'recovery' inferred a much longer, and probably more realistic, timeline to addressing the economic fallout from the pandemic. In a number of groups, participants vigorously debated the meaning of the terms 'Restart' and 'Recovery,' and specifically which of the two was more suitable to reflect an economy and a way of working that could look and operate differently in the future. When asked what imagery comes to mind associated with the idea of 'Restarting' the economy, participants described people getting back to work, being out and about, friends and family getting together, and a feeling of some sense of normalcy albeit with restrictions such as social distancing remaining in place. Others used analogies such as having to 'restart' computers which they felt reflected perhaps an overly simplistic process of simply "pressing a button" to resume functioning and return to where the user left off.

Participants who gravitated to the term 'Recovery' did so mainly because they felt it was more encompassing and more indicative of a lengthier process, which many saw as realistic and pragmatic. The picture that came to mind for some participants was one of healing (e.g., similar to the period following an illness or surgery). For a number of participants this term connoted multiple steps and

stages, including restarting and a fresh beginning. Moreover, for some, it also implied significant effort and time suggesting that returning to a desired or acceptable level of economic activity could be an involved and protracted process. Some acknowledged that while many businesses may have had to permanently shutter, there are many others which have remained active throughout the pandemic. In this sense the term 'Recovery' was viewed as hopeful and implied a process of returning to a viable and vibrant economy from which all Canadians would benefit, essentially "picking up where we left off." For a few participants, 'Recovery' also seemed to be a safer way of describing the current and near-term situation, given their concerns that the situation appears very fluid and uncertain. If faced with a second wave of the virus, participants felt that businesses would and should resume operations slowly and/or remain flexible. Several participants noted that the economy is likely to be in recovery mode for some time to come. As noted above, a key criticism for those who leaned more towards 'Restart' over 'Recovery' was that the latter term suggests returning to pre-pandemic levels of economic activity, which several commented was not as robust as they felt it could have been. Their feeling was that this was an opportunity to develop and implement a new plan for Canada's economy.

'New Start' was definitively the least preferred term in virtually every group. For those who did favour this term, they viewed it in the context of 'resetting' the economy and working towards a 'new normal,' a state that would look vastly different from what was the case prior to the pandemic. For these participants the term described doing things differently and the fact that "things are never going to be the same." When asked to depict 'New Start,' some participants spoke about 'starting fresh' noting that the term hinted at a process of rebuilding (e.g., similar to what would occur following a natural disaster). However, the vast majority of participants did not feel this term was appropriate for the current situation mainly because it connoted an entirely new beginning, and most felt that Canada's economic foundation remained reasonably good and would not have to be rebuilt from the ground up.

When asked how long the current phase might last, participants' responses aligned with previously expressed views on the question of how quickly the economy would rebound. Some felt this phase would continue for at least 6 months, while others were of the view it may last for several years. Several also mentioned that moving into a different phase was unlikely to occur prior to a vaccine being more widely available. Still others were hesitant to make any predictions, describing the situation as fluid and underscoring that there are many unknowns.

Goals for the Economy (All Locations with the exception of Major Centres Atlantic Canada and Rural Quebec)

Participants were asked to consider several options for describing the type of economy that Canada could be aiming for and to select up to two from among them, as follows:

- Future-proof economy (note that this term was removed following the first 6 groups)
- Green/greener economy (note that the term 'greener' was substituted for 'green' for the last 4 of the 10 groups in which this discussion took place)
- Healthy economy

- Modern economy
- Innovative economy (note that this option was shown only to 4 of the 10 groups in which this discussion took place)
- Resilient economy
- Strong economy

There was a general consensus in almost all of the groups around the goal of a 'resilient economy.' This option was selected at least twice as often, or more, as any other option. Resiliency suggested independence (e.g., self-sufficiency and support for 'made in Canada' products), adaptability, including the ability to weather unpredictable events, an agile economy and forward movement. For some, it also incorporated the notion of thinking differently and more creatively, and of ensuring alternate plans and options have been considered and are ready to be implemented, should the need arise.

Others considered that resiliency encompassed the idea of diversification, supporting the goal of greater economic independence and self-reliance. A few participants commented that the term 'resilient' is all-encompassing, capturing the ideas of an innovative, strong and healthy economy, in addition to one that is stable. Several participants were of the view that 'resilient' also infers the idea of inclusiveness in the sense that everyone should have the opportunity to fully participate in the economy and that the focus should be not exclusively on profitability and economic health, but also on personal health and well-being.

A smaller, but still significant, number of participants focused on: 'healthy,' 'green/greener,' 'strong,' and 'future-proof' economy. These terms generally were all viewed positively, but they were interpreted somewhat differently. As noted above, the primary reason these options were selected with less frequency was mainly that they were felt to be somewhat redundant and synonymous with the idea of resiliency.

For many participants, a 'healthy economy' referred primarily to promoting a healthy population, although others did comment that 'healthy' is a broad term and could encompass many of the ideas reflected in the other options presented. Others noted that the term equates to a robust economy, one in which everyone is working together and is progressing. At the same time, a healthy economy was viewed as a natural outcome of a resilient economy. Healthy and strong were also viewed as synonymous in many ways; that is, they felt that a strong economy means a resilient economy; a resilient economy means a healthy economy.

Those who favoured the goal of a 'green/greener economy' did so because they felt that the current situation offered a pivotal opportunity to address environmental concerns and reduce Canada's reliance on fossil fuels. For a number of participants, this represented a specific and concrete goal on the path to sustainability. Several participants also felt that, in choosing this option as a key economic goal, it was a clear acknowledgment of the interconnectedness of a range of issues, including the pandemic, race relations, and the economy, etc. These participants staked the survival of the human race and the economy on raising greater public consciousness of, and commitment to, the environment.

A number of participants were drawn to the goal of a 'future-proof economy' as it suggested the ability to absorb any future disruption or economic shock, while others expressed skepticism that this was achievable. Others interpreted this to mean an economy where businesses are more automated and which is more adaptable to technological changes. Some participants used words and phrases such as 'new direction,' 'resilient,' 'modern,' 'opportunity,' 'more open-minded,' and 'looking forward' as they were discussing their thoughts on the idea or goal of a 'future-proof economy.'

While the goals of a 'modern' and 'innovative' economy were not discussed in detail in all groups, in those groups where they were, neither received much traction among participants. Both terms seemed to be suggestive of a more technologically advanced economy and one which is potentially more experimental where businesses may be more willing to think creatively and take risks. This was viewed positively by some as it was felt that this approach would promote greater adaptability, resiliency and the ability to combat future economic turmoil.

Building a Different Type of Economy (GTA Parents, Mid-Size and Small Town Alberta CERB Recipients, Montreal Seniors)

Most participants were of the opinion that the current situation represented an opportunity for new economic thinking and to build a different type of economy, rather than reverting to the previous economic system. Many felt it was unrealistic to expect that the economy could return to pre-pandemic conditions given the significance of the shock it has experienced and spoke about the future in terms of a 'new normal.' Others commented that, while change may present challenges, and some may be fearful of what lies ahead, it was important to take lessons from the present, learn from them, and apply them in order to build a better future after COVID-19.

When asked what a different economy might look like, participants volunteered the following:

- A cashless society;
- Increased e-commerce;
- Greater focus on 'made-in-Canada' solutions and self-sufficiency, while also participating in the global economy;
- Stronger commitment to sustainability and the environment;
- Greater inclusivity;
- Economic diversification;
- A focus on preparedness and prevention, specifically in terms of future global health issues;
- Adaptation of social norms (e.g., fewer face-to-face interactions)

Participants were asked directly about the extent to which economic plans should place a greater focus on the environment and climate change. There was some debate about this. While a few participants felt this would occur naturally as fewer people are now commuting, thereby reducing carbon emissions from vehicle and public transit use, others expressed concerns about placing a high priority on the environment which could put broader economic recovery at risk. Those who held the latter point of view indicated that they would be supportive of building a green economy if it resulted in significant

job creation, but stressed that it should not be the singular focus of the Government's economic plans or strategy.

When asked if the economic plan should have a greater focus on quality of life most participants responded affirmatively. Participants saw a direct link between healthy individuals (e.g., physically and mentally fit), safe workplaces and a strong and productive economy.

Other Challenges Resulting from COVID-19 (GTA Parents and Mid-Size and Small Town Alberta CERB Recipients)

In addition to economic issues, with some prompting, participants mentioned a few other societal challenges that have come to light in the wake of the pandemic or have been a direct result of COVID-19. These included:

- Mental health, anxiety and stress, addictions, suicide rates
- Domestic violence
- Long-term care
- The environment

COVID-19 Ad Testing (Major Centres Atlantic Canada, Rural Quebec)

COVID-19 Brand Concepts

In Atlantic Canada and Rural Quebec, a series of advertising concepts were tested in English and French, each with three executions respectively intended for Facebook, print, and billboards. There were three concepts in total – labelled A, B and C – and participants were shown the concept in different orders, as follows, to eliminate any potential ordering bias:

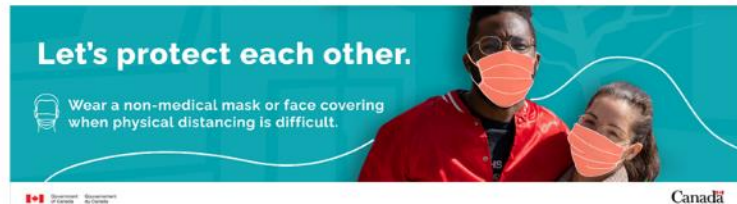
- Major Centres Atlantic Canada: Concept A, then B, then C
- Rural Quebec: Concept B, then C, then A

Within each concept, an original (1) and an alternate (2) of each concept was tested across both groups. The original was always tested first, followed by the alternate. Then both versions of the concept were shown side-by-side (i.e., A1 and A2) to allow for discussion of and comparison between the two.

Concept A



Concept A1



Concept A1: The figure above shows an ad set consisting of three ads over different mediums – Facebook, print and billboard ad. All ads feature a teal blue background and have a main headline in large white font. The first ad’s (Facebook) main headline (on the left) reads “Save time at the border.” along with a small icon of a plane. On the right hand side of this ad a smartphone is shown, featuring a Government of Canada ArriveCAN app that reads “How are you entering Canada?” and provides two options on screen – entering by air or by land. At the bottom, there is a button to download the app or find out more information at Canada.ca/coronavirus. The second ad (print) shows a large image of a woman and her son on a computer together. On the left hand side the main headline reads “Canada Safe. Canada Strong.” and a sub-headline that reads “Support for you, your family and your business.” At the bottom of the ad, the ad reads “Financial assistance is available:” and lists the Canada Emergency Response Benefit, Canada Emergency Wage Subsidy and the Canada Emergency Business Account. Below this reads “Visit Canada.ca/Coronavirus to learn more” and the Government of Canada logo and wordmark are shown. The third ad’s (billboard) main headline reads “Let’s protect each other.” and has a sub headline that reads “Wear a non-medical mask or face covering when physical distancing is difficult.” alongside an icon of a public transit train. The right hand side of the ad features an image of a young man and woman with their arms wrapped around each other. Face masks are ‘drawn’ or overlaid on the two individuals faces. In the background there is a faint layer of trees and at the bottom of the ad, the Government of Canada logo and wordmark are shown.

Initial reactions: Response to this set of ads differed by location. Anglophones in Atlantic Canada reacted positively overall in response to Concept A1, citing that they liked that the ads were straightforward, simple, easy to look at and read. On balance reaction was more neutral to negative among Francophones in rural Quebec, whose reticence toward the ads was primarily due to the fact they felt they were not compelling and would simply go unnoticed.

Likes/strengths: Participants cited a number of strengths including the colour (which was seen as calming), the large, bold text and the icon of the plane specifically employed on the ad for the travel app. In Atlantic Canada, participants cited the use of photoshopped masks in the billboard concept to

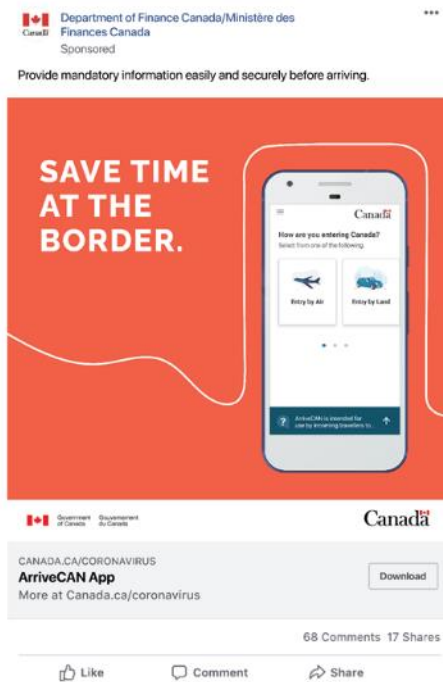
be a strength, as they believed it would catch people’s attention. In this ad, the use of the masks distinctly suggested that it was related to COVID-19, whereas this messaging was not as clearly conveyed in other two ads.

Dislikes/weaknesses: In contrast to Anglophones, participants in rural Quebec saw the use of photoshopped masks as a major weakness. They felt it lent an unprofessional look to the ad, as if the design had been rushed by the creative team. With regards to the blue colour, a few participants found that it was not unique enough to stand out among other advertising, especially with regards to the Facebook concept which some thought could be mistaken for airline advertising.

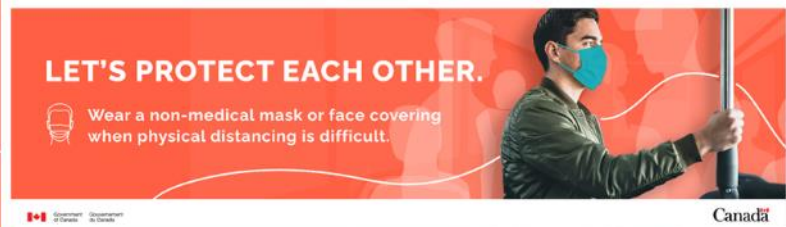
Resonance/impact: As suggested by the comments provided above, it was clear that the ad did have some impact for Anglophones, but had little resonance among the Francophone audience, particularly because the ads did not stand out for them.

Unified look/continuous element: From a visual perspective, participants agreed that the background colour and the white line made the concepts appear unified. However, some commented on the fact that the print ad did not have the same white line, icon or graphical elements as the other two did. In terms of messaging, participants also felt that the Facebook ad ‘Save time at the border’ did not seem to have a strong COVID-19 message relative to the other two ads.

Suggestions: Additional thoughts about how to improve the effectiveness of the ad were limited, with the suggestion to add a white line/icon to the print ad.



Concept A2



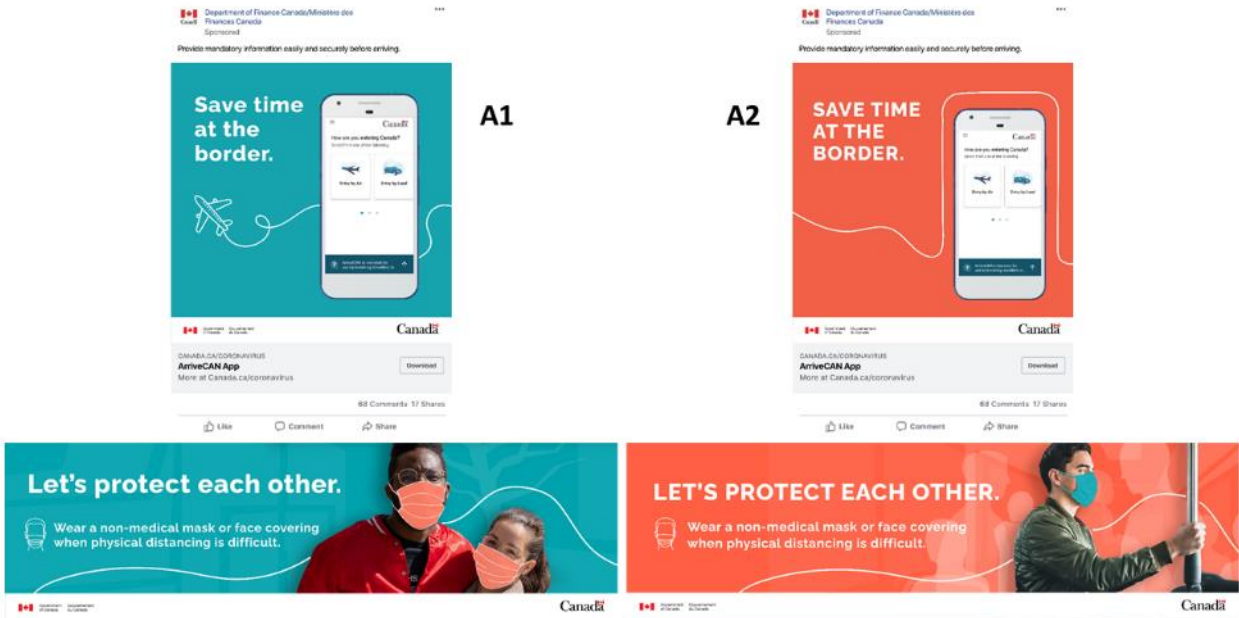
Concept A2: The figure above shows an alternative ad set consisting of two ads over different mediums – Facebook and billboard ad. All ads feature a red-orange background and have a main headline in large white font in capital letters. The first ad's (Facebook) main headline (on the left) reads "SAVE TIME AT THE BORDER." along with a small white line in the shape of a border. On the right hand side of this ad a smartphone is shown, featuring a Government of Canada ArriveCan app that reads "How are you entering Canada?" and provides two options on screen – entering by air or by land. At the bottom, there is a button to download the app or find out more information at Canada.ca/coronavirus. The second ad's (billboard) main headline reads "LET'S PROTECT EACH OTHER.." and has a sub headline that reads "Wear a non-medical mask or face covering when physical distancing is difficult." alongside an icon of a public transit train. The right hand side of the ad features an image of a young man holding a public transit pole, as if he is riding on a bus or a train. In the background, there are white shadow-like images of other people and at the bottom of the ad, the Government of Canada logo and wordmark are shown.

Overall reactions: When shown the alternative, Concept A2, participants had mixed reactions. Those in Atlantic Canada preferred the original version primarily because they did not like the background colour used in the alternate which they found to be alarming or somewhat anxiety-inducing. By contrast, participants in rural Quebec were slightly less negative in response to this version, as they preferred the red background which they believed was more attention catching.

Across both groups, participants commented that they preferred the billboard ad the most. Participants generally found this ad included a good balance of images and graphics. They also responded more favourably to the scenario of someone using public transit - which participants commented was a better fit with the COVID-19 related messaging and seemed less posed relative to the comparable example in the original version of this concept. Most liked the background of white shadows or outline indicating the presence of other people but felt it blended with the white wording or messaging, thereby reducing the extent to which the messaging stood out, although they also felt this could be readily adjusted.

Overall the graphic element of the white line running through was not well received in this version as participants did not understand its significance, especially in the Facebook ad.

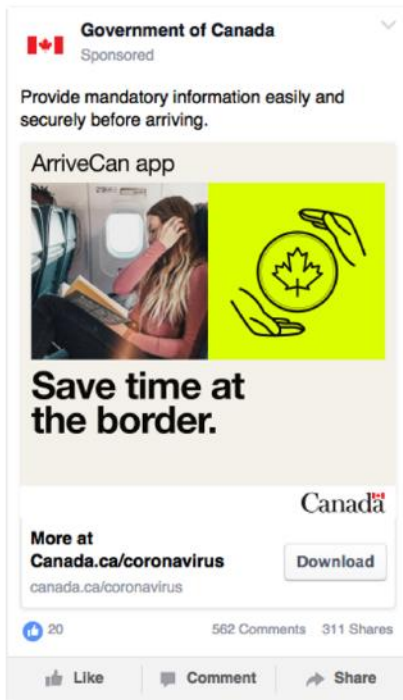
Differences: Outside of the background colour and white shadow effect employed on the billboard ad, participants did not notice any other remarkable differences between Concepts A1 and A2. It was only when they were shown the two versions of this concept side-by-side that participants noticed the use of uppercase lettering in the first level of messaging for A2.



In this figure, the A1 Facebook and billboard ads are shown on the left and A2 Facebook and billboard ads shown on the right.

Preference A1 versus A2: When participants were shown both versions of Concept A, there was little consensus as to which was preferred. Certain elements of A2 were viewed positively and these included the red background colour over the blue, the representation of a public transit user, and the headlines in uppercase. Conversely, some elements of A1 were preferred, such as the plane icon in the Facebook ad and the two people in the billboard ad (which emphasized the message around protecting each other).

Concept B



Concept B1



Concept B1: The figure above shows an ad set consisting of three ads over different mediums – Facebook, print and billboard ad. All ads feature an electric yellow, black and cream colour scheme and have a title headline and a main headline in black or white font. The first ad's (Facebook) title headline reads "ArriveCan app" and the main headline reads "Save time at the border." In between, there are two square images – one a photograph of a woman on a plane reading a book and tucking her hair behind her ear and another of a black icon of two hands surrounding a circle with a maple leaf in the middle, on a bright yellow background. At the bottom, there is a button to download the app with the text "More at Canada.ca/coronavirus". The second ad (print) has the title headline at the top of the ad, which reads "CANADA SAFE. CANADA STRONG." then, it shows a large image of a man holding his son in his arms in a home, in the centre of the page. The bottom half of the ad features the main headline (on the left) which reads "Support for you, your family and your business." and a sub-headline on the right which reads "Financial assistance is available:" and lists the Canada Emergency Response Benefit, Canada Emergency Wage Subsidy and the Canada Emergency Business Account. At the bottom of the ad, it says "Visit Canada.ca/Coronavirus to learn more" and the Government of Canada logo and wordmark are shown. The third ad's (billboard) title headline (on the left) reads "LET'S PROTECT EACH OTHER." and has a sub headline that reads "Wear a non-medical mask or face covering when physical distancing is difficult." on the left side of the ad. Below this, text with the URL canada.ca/coronavirus is presented. The right hand side of the ad features two square images – one of a young woman wearing a mask and another image of a black icon of a face mask, on a bright yellow background. At the bottom of the ad, the Government of Canada logo and wordmark are shown.

Initial reaction: Participants' reactions to this set of ads were mixed for a variety of reasons. While there were elements of the ad that they generally liked, there were other elements which they found unappealing.

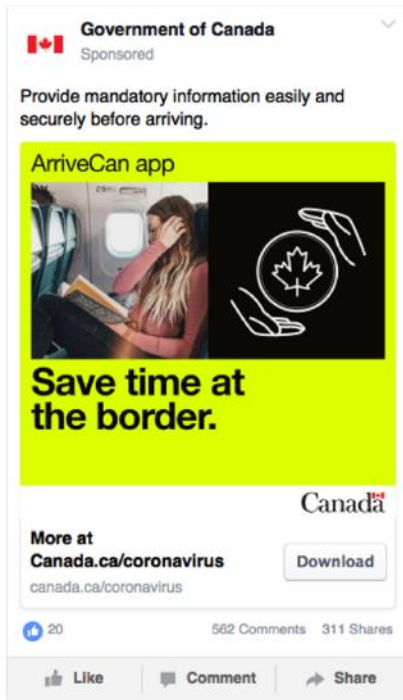
Likes/strengths: In terms of stylistic elements, many participants were drawn to the bold lettering and some particularly liked the bright yellow colouring in at least two of the three examples shown. They felt the colour added to the effectiveness of the ad, making it ad stand out. Participants also thought these ads had a distinctly 'government' or official look and feel, in particular the Facebook and billboard concepts which participants saw as clearly unified as a result. With regards to the print ad, a few participants liked the messaging 'Support for you, your family, and your business' and/or felt the image of the father holding his child was touching and inclusive.

Dislikes/weaknesses: While the bright yellow colouring was a strength for some, mostly Francophones, others strongly disliked the colour palette, suggesting that it was distracting and off-putting. Another commonly mentioned weakness was the use of both photography and icons, especially when placed next to one another, which was seen as redundant. Some suggested that it would be better to choose one or the other, but not both, with the balance of participants favouring photography as being the most impactful. In the Facebook ad, many participants were confused by the icon of hands cupping a maple leaf and did not understand its significance. A few participants suggested that this version of the concept seemed strikingly similar to cigarette packaging, and they interpreted this as a fear tactic.

Resonance/impact: These ads did not resonate strongly with participants in both groups. In addition to the reasons listed above, participants generally felt the ads were ineffective and described them as chaotic and busy. Participants felt the attempt at creating a 'high impact' ad through the use of a vibrant and highly contrasting colour scheme as well as photography and icons detracted from their ability to focus on the key message. At the same time, some participants in Atlantic Canada did comment that the colour would grab people's attention but, overall, this concept was generally not well received.

Unified look/continuous element: Overall, participants felt that the ads in the set were cohesive. The Facebook and billboard ads were seen as linked through the yellow colouring and use of imagery/icons, whereas the print ad did not seem to fit as well with the other two ads even though it was liked for a number of other reasons.

Suggestions: In addition to the comments above, a few suggestions were made to improve the print ad, such as making the yellow square/icon in the upper right corner more prominent, including a woman in the photograph to reinforce the message about support for families, and finding some way of making a stronger link to businesses.



Concept B2



Concept B2: The figure above shows an alternative ad set consisting of two ads over different mediums – Facebook and billboard ad. All ads feature a bright yellow background and have a title headline and a main headline in large black font. The first ad's (Facebook) title headline (across the top) reads "ArriveCan app." and the main headline reads "Save time at the border." In between, there are two square images – one a photograph of a woman on a plane reading a book and tucking her hair behind her ear and another of a white icon of two hands surrounding a circle with a maple leaf in the middle, on a black background. At the bottom, there is a button to download the app with the text "More at Canada.ca/coronavirus." The second ad's (billboard) title headline reads "LET'S PROTECT EACH OTHER." on the left side with a main headline below that reads "Wear a non-medical mask or face covering when physical distancing is difficult." Below this, text with the URL canada.ca/coronavirus is presented. The right hand side of the ad features an icon of a bright yellow face mask on a black background. At the bottom of the ad, the Government of Canada logo and wordmark are shown.

Overall reactions: Reactions to this alternative concept (B2) were generally more positive than the previous version (B1). The heavier use of the vivid yellow colouring in these ads was noted as the primary difference and they were generally well received by many who felt the ads stood out more as a result. Some suggested that these ads resembled posters they had seen regarding occupational health and safety, which helped draw their attention to the ad. In terms of improvements, many suggested that the image in the Facebook ad did not connect well with the message and it should be replaced. Again, participants preferred photography over the use of icons.

Notable differences: Outside of the colouring, participants did not mention any other notable differences compared with Concept B1.



In this figure, the B1 Facebook and billboard ads are shown on the left and B2 Facebook and billboard ads shown on the right.

Preference B1 versus B2: Across both groups, almost all participants preferred Concept B2. The alternate version of this concept was viewed as more eye-catching primarily due to the yellow-on-black palette. As a result, the ad was immediately associated with safety messaging. This colour scheme also allowed the text to stand out more compared to the lighter or more neutral colour background in the original version (B1), and was viewed as unique compared to other advertising in market. Again, participants preferred the use of photography, such as the woman wearing a mask, in B1 compared to the use of icons.

Concept C



Concept C1



Concept C1: The figure above shows an ad set consisting of three ads over different mediums – Facebook, print and billboard ad. All ads feature a peach and light grey background colour and have a main headline in large black font. The first ad's (Facebook) main headline (on the left) reads "Save time at the border." along with a small icon of two hands surrounding a circle with a maple leaf in the middle. The right side of the ad features a photograph of a woman wearing a mask in an airport, which is framed by a maple leaf. At the bottom, there is a button to download the app or find out more information at Canada.ca/coronavirus. The second ad (print) shows (on the right) a large image of a man sitting while holding his two children, which is framed by a partial maple leaf. On the left hand side the main headline reads "Canada Safe. Canada Strong." and a larger sub headline below reads "Support for you, your family and your business." Underneath this, is smaller text that reads "Financial assistance is available:" and lists the Canada Emergency Response Benefit, Canada Emergency Wage Subsidy and the Canada Emergency Business Account. At the bottom of the ad the text "Visit [Canada.ca/Coronavirus](https://Canada.ca/coronavirus) to learn more" and the Government of Canada logo and wordmark are shown. The third ad's (billboard) main headline reads "Let's protect each other" and has a sub headline that reads "Wear a non-medical mask or face covering when physical distancing is difficult." Below this, text with the URL Canada.ca/coronavirus is presented. The right hand side of the ad features a photograph of a young man smiling as she is wearing a mask, which is framed by the outline of a maple leaf. At the bottom of the ad, the Government of Canada logo and wordmark are shown.

Initial reactions: All participants responded quite positively to this set of ads and many were quite effusive in their reactions. Participants found that the mix of graphic elements, imagery and colour caught their attention and generally contributed to an overall emotional response of calmness and tranquility.

Likes/strengths: By far, the use of the maple leaf as a stylistic element in each of the three examples shown was the main strength of these ads. Participants felt that the artistic way in which the maple leaf was incorporated created an interesting and appealing graphic balance, with which they immediately connected. Participants also commented on the images, perceiving them to be very well suited to, and reinforcing of, the messaging. In particular, they liked the image of the woman in the mask used in the billboard ad, as despite wearing a mask which covered most of her face, she looked happy and her raised eyebrows and cheekbones gave her the appearance of smiling. The colours used in this concept, which were interpreted as complimentary and calming, were also a key strength cited by many.

Dislikes/weaknesses: Participants noted very few weaknesses associated with this concept. Some were less favourable to the print ad or poster and suggested various improvements, outlined below.

Resonance/impact: For all the reasons mentioned above, including the graphic elements (e.g., maple leaf), colouring, and imagery selected almost all participants stated that this ad would resonate with them. Even though these ads did not incorporate a vibrant colour scheme, as in Concept B, participants said the mixture of design elements would draw their attention and make the ads stand out if seen online or in print.

Unified look/continuous element: Most felt the ads were cohesive, especially when compared to the previous concepts. The use of the maple leaf was cited most often in terms of the ads being interconnected. One exception was the print ad, which some participants felt was not as cohesive as the other two in the set.

Suggestions: Suggestions were provided to reverse the colours on the print ad to more closely resemble the approach taken in the other two examples provided, as well as to increase the size of the photo and bold the text of the main headline 'Support for you, your family and your business' which they felt would make the ad stand out more.



Concept C2

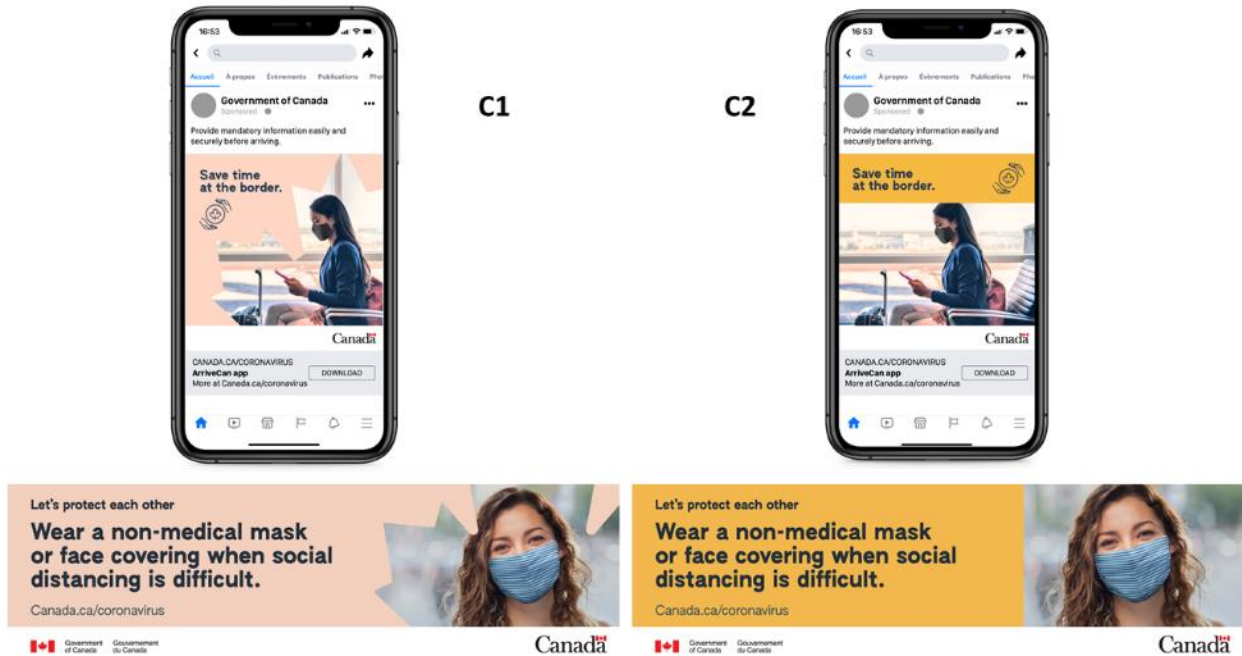


Concept C2: The figure above shows an alternative ad set consisting of two ads over different mediums – Facebook and billboard ad. All ads feature an orange background and have a title headline and/or a main headline in large black font. The first ad's (Facebook) the main headline reads "Save time at the border." (on the left) and a black icon of two hands surrounding a circle with a maple leaf in the middle (on the right). Underneath, taking up most of the ad, is a rectangular photograph of a woman wearing a mask in an airport. At the bottom, there is a button to download the app with the text "ArriveCan app" and "More at Canada.ca/coronavirus." The second ad's (billboard) title headline reads "Let's protect each other." (on the left side) with a main headline below that reads "Wear a non-medical mask or face covering when physical distancing is difficult." Below this, text with the URL Canada.ca/coronavirus is presented. The right hand side of the ad features a square photograph of a young man smiling as she is wearing a mask. At the bottom of the ad, the Government of Canada logo and wordmark are shown.

Overall reactions: Participants were generally favourable to the alternative version of this concept (C2), although it did not garner the same level of positivity as the original. Like the original version, participants commented favourably on the selection of photography used.

Notable differences: Most immediately noted the difference in the contrasting colour used between C1 and C2. The darker orange colour was liked by many, specifically Francophones, who believed that it would be more attention-grabbing, ensuring that viewers noticed the ads, and that the headline or message also stood out more on this colour. The comment was made that the decision around which colour to use should be based on the urgency of the message (e.g., a brighter colour is generally associated with more important/urgent messaging whereas calming colour tones are more readily associated with reminders).

Apart from the different colours, many noticed that the graphic element of the maple leaf was not present in this alternate version, which they viewed as a weakness.

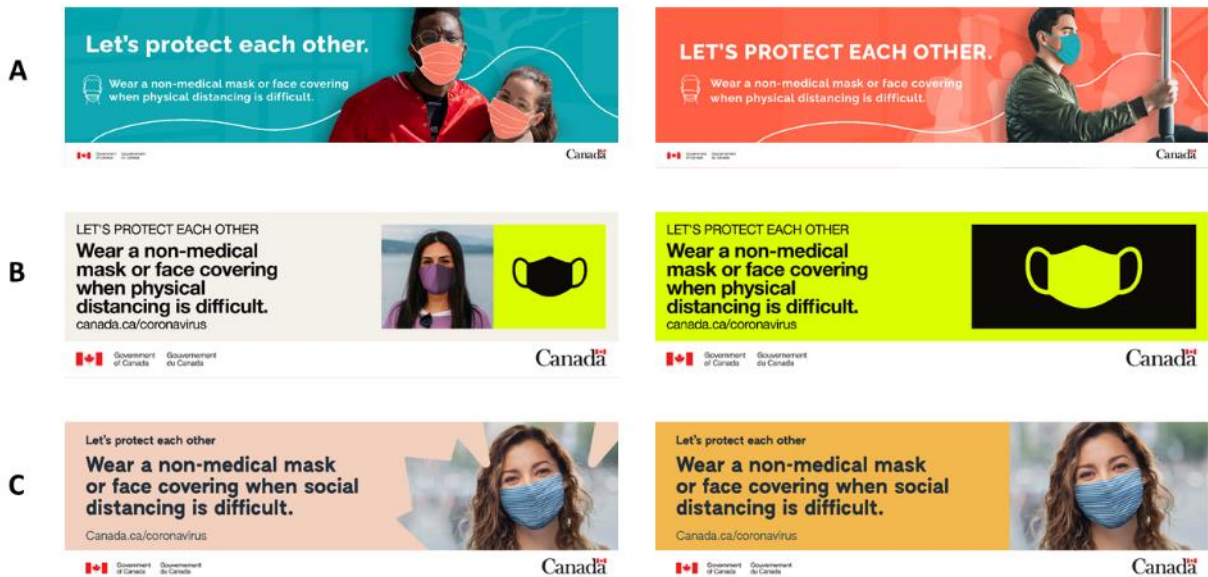


In this figure, the C1 Facebook and billboard ads are shown on the left and C2 Facebook and billboard ads shown on the right.

Preference C1 versus C2: Most participants preferred C1 over C2 and this was mostly driven by strong receptivity to the use of the maple leaf. With regards to the colour palette, Anglophone participants described C1 as more joyous or positive, compared to the more warning or alarmist feeling they interpreted from Concept C2. However, Francophones liked the colouring employed in C2 because it was more likely to capture their attention.

Concept Comparison

In order to conduct a final comparison between concepts, participants were shown the billboard ads only for each of the three concepts, including both the original and alternate versions, as per the image below.



In this figure, the billboard versions of all concepts are shown in the following order (from left to right, top to bottom): A1, A2, B1, B2, C1 and C2.

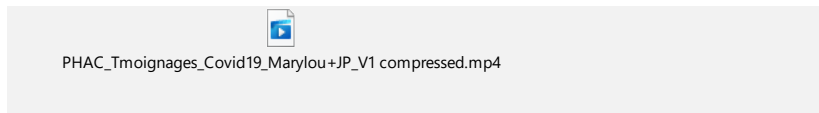
Although participants had many positive comments about all three concepts, when asked to select the one they felt to be most compelling almost all participants selected Concept C. This was preferred for several reasons:

- the mix and balance of graphical elements, particularly the use of the maple leaf in C1;
- perceived clarity of the concept – it was viewed as effectively delivering the message; and
- the use of photography in this concept was deemed more effective relative to the other two concepts, both with respect to the selection and the size of the imagery.

Asked if there was anything that might help to improve Concept C, participants had limited suggestions and most of these have already been noted above. An additional suggestion was to reposition the maple leaf in the billboard ad (C1) to ensure there was no overlap with the woman in the photo.

COVID-19 Ad Testimonial

In rural Quebec, participants were shown the following ad in video format which they were told was in the process of being developed by the Government of Canada to inform Canadians about COVID-19.



The television ad features a young woman (Marylou) and a young man (Jean-Philippe) speaking from a park bench. The script reads:

Marylou: My name is Marylou, I'm 25 years old. **Jean-Philippe:** My name is Jean-Philippe, I'm 24 years old. **Marylou:** And, we both got COVID-19. From the beginning I learned of the existence of COVID-19, I have never felt shielded, being immunosuppressed, which basically puts me at risk. Me, it's my life that is at stake if I'm not careful. Basically, I'm going to lose everything. The symptoms appeared abruptly. I started to have, basically, all the symptoms we know of COVID-19 apart from, basically, fever. I could sleep during my days off; it could be 16 to 20 hours out of 24. It continued to degenerate. This time, however, I was feeling so extremely weak that I would lose consciousness. We decided to go to the hospital, basically to the emergency, because my condition was just getting worse. **Jean-Philippe:** The month I went through without Marylou because Marylou was in the hospital, was extremely difficult because on the one hand I had no information or very little about her condition, and I knew she was very at-risk. And, because I was worried about my own condition. Was I going to get sicker? Was I going to go into the hospital? What happens if both of us are in the hospital? So, it was extremely hard. **Marylou:** Well basically, when I got out of the hospital, then returned home, I was still scared I would say. Was I again going to expose Jean-Philippe to these dangers? The thing I at least want people to retain from my story is the importance of safety measures; hygiene measures that must be taken, as much to protect ones' self as to protect the people around us. We must stop being individualistic, and think of others. I was able to clearly see the impacts of the virus from the fact that two of my roommates died from it next to me, gasping for breath. Basically, they were unable to breathe anymore. When we talk about a global pandemic, we are talking about a virus causing thousands of deaths; let's take it seriously." Lastly, the Canada wordmark is shown at the end of the video.

Overall reactions: The response to this ad was quite mixed. Most participants appreciated the message being delivered by a young person, which they viewed as aimed at raising awareness that this younger age group could also contract COVID-19. The fact that the message focused on protecting one another was also viewed positively. However, many felt that, overall, the ad did not resonate with them for various reasons, one of which was that they believed the woman to be more at risk than the average young person or themselves given her pre-existing conditions.

Main message: Participants were fairly consistent in describing the main message of the ad as follows:

- that anyone is at risk of catching the virus;
- to make people aware of the severity of the virus; and
- to reinforce that everyone must take the necessary safety and hygiene measures to help protect not only themselves, but those around them.

Motivation to act: None of the participants said the ad would encourage them to follow, or continue to follow, the precautions any more than they already were doing, as the ad failed to effectively connect with them, although it should be noted that this group was not necessarily the primary target audience for the ad.

Most impactful: In addition to the aspects previously mentioned above, a few participants also indicated that the discussion around what it was like to be hospitalized and the close-up of the two young people holding hands served to enhance the impact of the ad.

Least impactful: Some felt that the young woman spoke too softly and quickly, making it more difficult to hear what she was saying, thus rendering the video less impactful. Additionally, some felt that the young man should have equal air time. Some also interpreted comments by the young man as being somewhat critical of hospitals and the medical system.

Suggestions: The few additional suggestions from participants around improvements to the ad included putting more emphasis on the fact that anyone can contract the virus, rather than mainly focusing on someone with underlying health conditions, or profiling multiple people talking about how they have experienced loss as a result of the virus (e.g., I lost my son, I lost my husband).

Contact Tracing App (Major Centres Atlantic Canada, Rural Quebec)

Awareness of the App

Awareness of the development of a national contact tracing app was modest, overall. Those who were aware of the app had heard very little of the details other than that registration will be voluntary, the app alerts an individual if they have been in contact with or in proximity to someone who has tested positive for COVID-19, iPhone and Android phones automatically install updates to the app, and that some people have expressed concerns about privacy issues related to using the app.

Willingness to Download the App

Participants were provided with some information about the app as follows:

The Government of Canada is developing a smartphone app that would notify you if you have been physically close to someone who has been diagnosed with COVID-19. The data collected in this app would be anonymous. You would not know who the person was. You would only know approximately when you were near this person. This app is intended to help slow the spread by quickly letting people know if they may have been exposed so they can get tested or self-isolate and not transmit the virus to others.

Participants felt the app would encourage anyone who was notified of having come into contact with someone who had tested positive to ensure they were tested promptly, rather than waiting for any symptoms to appear. However, others were less enthusiastic or unsure about its effectiveness. A number felt it would only be effective if usage was widespread, meaning that many Canadians would need to both download the app and input information if they had tested positive for the virus. Some predicted there would be minimal uptake, especially in regions where cases of COVID-19 are low or

declining. Questions also arose around how the information about the person who has tested positive is uploaded to the app and, as such, whether the app is truly anonymous. Others commented that the effectiveness of the app is predicated on individuals being truthful about their test status. And, some participants expressed concerns that the app may give people a false sense of security, leading to complacency in following all the other measures intended to limit the spread, such as social distancing, face masks and handwashing. Participants also felt that seniors, who are most vulnerable to the virus, would be among the least likely to have access to a smartphone in order to be able to download and use the app.

Intentions to download the app generally aligned with their views on its perceived effectiveness – those who were more inclined to view it as effective were also more likely to say they would download the app, while those who questioned how effective it would be were much more hesitant. Key motivators for those who said they would likely download the app were to protect themselves and older family members. Those who expressed some hesitation or definitively indicated they would not download the app mentioned a range of reasons: concerns about anonymity, predicted low uptake among the general public, relatively few cases in some regions which would further limit interest in and perceived utility of the app, and the inability of technology to effectively address their anxieties about the virus. Participants in Quebec were more focused on the fact that having the app would be a constant reminder of the pandemic, contributing to higher stress levels, particularly if they were subsequently notified of having been in contact with someone who had received a positive test result. A number of participants in both groups, felt that the best way to limit the spread was to continue to practice social distancing, hand wash regularly, and wear a face mask.

Additional explanatory information about the app, specifically how user privacy is maintained, was shared:

In order to protect privacy, the app would not store or share any location data from your phone. Instead, it will send coded signals via Bluetooth to other nearby phones. If someone is diagnosed with the virus, everyone who has received a signal from that person's phone via Bluetooth would be notified. This would however require that anyone using the app leave Bluetooth on when outside of their home in order for it to be effective. Bluetooth sends and receives radio waves and is designed for communicating over short distances. Typically, you might use it to link a hands-free headset to your cellphone so you can talk and drive safely at the same time, or to link to speakers to listen to music on your phone, and so on.

Again, those who had initially expressed a willingness to download the app indicated they would also be willing to leave Bluetooth on in order for the app to be effective.

For others who were disinclined to download the app the additional information explaining Bluetooth technology did not alter their views. Similarly, having to keep Bluetooth on in order for the app to work was not an issue for most. Participants' concerns about the app centered more on understanding how the information from those who have tested positive is being gathered and uploaded in a way that is both timely and completely anonymous. Other concerns, as noted earlier, included heightened stress associated with using the app (primarily among participants in Quebec). At

the same time, some participants did comment that if the situation worsened and the infection rate rose to levels seen in the early days of the pandemic, they may reconsider.

While those in Quebec did not have any other questions about the app which, if answered, might help them to decide whether they would use it or not, participants in Atlantic Canada wanted to know more about:

- Security levels.
- What information users would be required to input.
- How the app would know if they had come into contact with someone who tested positive for the virus. Some assumed the app tracked users' movements and the specific individuals with whom they had come into contact, and wondered how it did so.

Testing Names for the App (Major Centres Atlantic Canada)

Participants in Atlantic Canada only were shown two possible options as names for the app:

- COVID Alert
- Stop COVID

On balance, the group preferred COVID Alert. The term 'alert' was meaningful, and they found this name more eye-catching and generally more descriptive in that it connoted a 'notification' of an outbreak or positive test. Some had no particular preference, or were indifferent to either name option.

When asked if participants had any suggestions to further improve or clarify the names, few offered any comments. Some participants favoured including an element which would brand the app as uniquely Canadian, while others commented that a more generic name (CANADA Alert) might be useful for future applications which may or may not be COVID-related.

Detailed Findings – Part II: Other Issues

Racism (Major Centres Ontario Seniors, Quebec CERB Recipients, Vancouver Parents, Mid-sized Centres Ontario, Smaller Towns Northern Prairies, Victoria and Nanaimo, GMA Newcomers)

Most participants had heard of the anti-racism protests that had been occurring during the month of June, with some referring specifically to the Black Lives Matter protest movement in the U.S. Overall, most felt that racism does exist in Canada, but the general consensus across most groups was that the issue is more with respect to the treatment of Indigenous people in this country. Moreover, many also felt that race relations in Canada is much less of an issue in Canada compared with the United States where it was described by some participants as being at a critical point.

The extent to which the Government of Canada needs to do more to address the issue of racism in Canada was heavily debated within each group. Some took the position that combating racism could be more effectively done at a grassroots level, while others felt the government could do more to address aspects of systemic racism, particularly through broader education and awareness-raising

campaigns. Participants in Quebec, the Northern Prairies and Victoria/Nanaimo were more likely to speak about the systemic nature of racism within Canada, and specifically issues with respect to Indigenous Peoples. In several groups racism within the law enforcement community and the Indian Act were raised as examples of the systemic nature of racism and some of the root causes. And, in the group held among residents of the Northern Prairies, some participants sensed that the situation appeared to be worsening, noting that much more could be done at a government level to affect real change and address what are perceived to be deeply rooted, historical and systemic issues.

At the same time, participants were generally of the view that the Government of Canada is already quite active in promoting diversity, multi-culturalism and inclusivity. Seniors in particular were most inclined to express this view. They were also more likely to suggest that racism has been a longstanding issue which seems to carry over across generations, despite the fact that Canada is an increasingly diverse nation. In this respect, their feeling was that any real change needed to begin at a personal or individual, rather than an institutional level (e.g., individual attitudes and behaviours). In line with this perspective, the point was also made in another group that, while embarking on a public conversation about racism in Canada is a step in the right direction, it is an issue that perhaps should have been broached many years ago as the risk now is of being seen to address the issue only when it is currently "trendy" to do so.

Participants were presented with a series of measures which could make things better for visible minorities in Canada and asked which, if any would make the biggest difference to reducing racial inequality in Canada:

- Collecting better data about hate crimes and the conditions facing visible minorities in Canada
- Increasing funding for anti-racism campaigns
- Appointing more visible minority judges
- Providing more training about racism to people in the justice system
- Placing body cameras on police officers
- Sending people convicted of possession of hard drugs to rehab rather than prison
- Funding legal aid programs for vulnerable populations
- Repealing mandatory minimum sentences

The discussion around these measures was wide-ranging and quite varied within and across groups. Some participants did not feel any of the actions shown would have much impact on improving the situation for visible minorities in Canada. Several mentioned the need for greater accountability in general. Others felt the opposite – that taking action in all of these areas would be beneficial. Still others singled out specific measures, most notably body cameras on police. This action was seen to most directly address the goal of greater accountability. Video cameras were also viewed by some as a de-escalation tactic, ensuring that citizens and police officers are both held to account.

There was modest support in some groups for funding legal aid programs for vulnerable populations particularly among the group held among residents of communities in the Northern Prairies. Comments suggested that these populations face issues with respect to their ability to navigate through the legal system as well as affordability of legal advice which results in clear injustices.

Providing more training about racism to people in the justice system was also supported by a number of participants primarily because training in this area was generally viewed as a positive step forward to address innate bias, existing preconceptions, stereotypes and misconceptions. Education as to the realities faced by racialized groups was seen as a key measure to increase understanding and change attitudes.

Several participants in a number of the groups favoured appointing more visible minority judges primarily to ensure that the judicial system is more reflective of the diversity which exists within Canadian society more broadly. Some felt that implementing this measure would have an inspirational and aspirational effect for visible minority communities across Canada.

Increasing funding for anti-racism campaigns made sense for most participants, although many felt that some of the other measures listed might have more tangible impact. Nevertheless, participants generally favoured broader educational initiatives to address racism, specifically aimed at addressing attitudes that develop during the formative years. Some participants noted that the more frequently Canadians are confronted directly about this issue, the more likely it is that attitudes around racism will evolve. The sense was that media reports and advertising could be impactful.

Sending people convicted of possession of hard drugs to rehab rather than to prison was supported more so by participants in the Victoria/Nanaimo group. These participants felt that this measure addressed a key social issue, one that they perceived to be at the root of higher incarceration rates among Indigenous people, visible minorities and those with mental health issues, relative to the proportion these groups represent of the general population. They did, however, acknowledge that offering rehab as an alternative to incarceration requires a willingness on the part of the individual who has been convicted of the crime, which may lessen the overall effectiveness of this approach. Participants from the Northern Prairies held differing views on this measure, with some seeing time in prison, with access to programs within penal institutions, as a better option, while others felt that rehab provided greater opportunities for the individual to not only to address their addiction, but to plan for the future.

Relatively few participants supported collecting better data about hate crimes and the conditions facing visible minorities or repealing mandatory minimum sentences as approaches that would make a real difference for visible minorities. With respect to the former, some participants did note, however, that racism can be subtle and easily overlooked without clear and adequate data which highlights its significance and pervasiveness. On the latter issue, participants were not widely familiar with the application of mandatory minimums within the judicial system and thus had little basis of knowledge on which to comment on the possible effectiveness of this measure. In some groups the perception was that most convicts do not serve their full sentences and, as such, the concept of repealing mandatory minimums seemed pointless. In fact, some felt that this might actually be a bad idea given the prevailing view that punitive measures act as a deterrent to crime and that criminal actions should have consequences.

Some of the measures shown to and discussed with participants related to the justice system, and participants were asked whether the system in Canada is unfair to Indigenous people, Black people and other minorities who tend to be over-represented in Canada's jails. While many felt there was

some unfairness, they did not necessarily point directly to the law enforcement over sentencing as being at the heart of the issue, but rather poverty as the key contributing factor. Participants saw this as a complex issue involving many inter-related issues including income, education, lifestyle and culture, in addition to systemic biases within the legal and judicial system.

Mandatory Minimum Penalties

While some participants indicated they were generally familiar with the concept of mandatory minimum sentences, few could explain this in much detail other than that certain types or categories of crimes require a specified prison sentence if one is found guilty.

Participants were provided with some additional information before proceeding further with the discussion on this topic:

There are various offences in the Canadian Criminal Code that carry a mandatory minimum penalty. For example, some offences warrant at least a certain period of incarceration. /For example, there is a minimum period of jail time for murder, certain crimes involving firearms, and certain drug trafficking crimes. This means if you are guilty of these crimes, you get a minimum amount of jail time – but the judge can still give a longer sentence if the conditions warrant it.

When asked whether they thought mandatory minimums make the criminal justice system more or less fair for visible minorities and vulnerable populations, many were uncertain or felt they couldn't come to any kind of informed judgement without more information about the nature of the crime that had been committed.

Those who did venture an opinion, tended to feel mandatory minimums would make the system less fair, although their view was mainly based on intuition and the sense that visible minorities are likely charged more often with the types of crimes that would carry a mandatory minimum (e.g., firearms, drug trafficking, etc.). Some concerns were raised that mandatory minimums may not take into account any mitigating factors or extenuating circumstances such as generational trauma related to residential schools for Indigenous people. The sense was that mandatory minimums overlook or ignore these factors, contributing to a more rigid justice system which does not offer judges sufficient flexibility or discretion, although participants generally felt it was difficult to render a judgement on overall fairness without knowing the specifics of a case.

The conversation in some groups led to discussions about the nature and severity of punitive measures that should be taken for various types of crimes. Some participants commented that, for example, they viewed possession of drugs as very different from trafficking, and drug-related offences as less serious relative to sexual assaults or sexual offences involving children, for example. As the discussion continued, most participants concluded that mandatory minimums made sense for the most heinous or egregious offences, involving firearms, impaired driving or the exploitation of children. There was more debate around drug-related offences.

As discussion over the issue of the fairness of mandatory minimums ensued, participants' views evolved. Some began to feel that minimums were in fact fair as they applied equally, regardless of

age, ethnicity or other factors. Others began to give more thought to the over-representation of certain groups in Canada's jails (e.g., Indigenous and other visible minorities) and concluded that mandatory minimums should indeed be repealed. They saw the implementation of minimum sentences as 'overreach' on the part of legislators whereas the preferred approach was to leave decisions to judges and the appeals process. This opinion, however, sparked more debate given earlier concerns expressed that launching an appeal requires financial resources and may be prejudicial to those with more modest or lower incomes.

When asked whether mandatory minimums should be repealed for non-violent and non-sexual crimes, participants were generally undecided – they could see arguments both for and against. For many, the question itself seemed to over-simplify the complex nature of the issue. Some noted, it would depend on many factors, including:

- Whether this was a first offense
- The seriousness of the offense, as some crimes that are classified as non-violent may nevertheless be quite serious in nature
- The impact of the crime on others – who else has been affected by the crime?
- The perspective of the victim

Others also considered the cost of housing an individual in prison, versus a sentence which would place them in a rehab program within the community, and the opportunity to take pressure off the courts. Some participants also spoke about redirecting those charged with a crime toward programs which would assist them in becoming more productive members of society.

Many participants remained somewhat confused about the issue and, as noted above, context was seen as critical to being able to come to any determination as to the fairness or unfairness of mandatory minimums and whether they should be repealed, at least for less severe types of crimes.

Participants were questioned about the option of repealing some mandatory minimums while also increasing maximum sentences allowed for certain serious crimes. Participants did not see how these two elements connected, and tended to believe there may be more drawbacks than upsides to this approach, raising concerns about the increased costs of incarceration and the implications for continued victimization or over-sentencing of minority or vulnerable populations. Others continued to restate their earlier views that these issues were best dealt with through social programming aimed at addressing issues such as poverty, rather than through the legal-judicial system.

Participants were told that:

One of the arguments in favour of repealing mandatory minimums is that they put too many people in jail. It costs the government over \$100,000 a year to keep someone in jail, and some people say that spending time in jail makes someone more likely to commit a crime in the future.

Knowing this, they were asked whether this was a good reason to repeal some mandatory minimums. As in the earlier part of this discussion, participants found it difficult to reflect on this issue. At the same time, some did not feel that cost should be a determining factor as to the length of one's sentence. In response to this, some in fact took the stance that the government should be looking at

ways to reduce the cost of incarceration. Others also did not understand or see a direct link between a jail sentence and recidivism. Nevertheless, a few participants, mostly in Victoria/Nanaimo and the group held among newcomers in the Greater Montreal Area, did feel that the argument that jail time can lead to higher rates of re-offending had some merit.

When told that studies have shown that mandatory minimums do little to deter crimes, participants tended to question the validity of this statement. At the same time, some did say that if supporting data or evidence indicated this was indeed true, it would then be a good rationale for eliminating some mandatory minimums.

Finally, participants were asked to comment on a scenario whereby the Government of Canada would retain mandatory minimums, but would give judges the flexibility to go below the minimum in exceptional circumstances. Responses were mixed, but on balance participants questioned the point of establishing mandatory minimums while also allowing for exceptions. Several felt that there should be a minimum bar (e.g., the mandatory minimum), without which the system allows for the entry of some bias. Others favoured some flexibility, although the counter to this was that if this were permitted why not then simply remove the mandatory minimum altogether and provide judges with full discretion on sentencing.

At the conclusion of this discussion, most participants indicated that changing the laws around mandatory minimums should not be a high priority at this time, given the current situation with COVID-19 and concerns about other issues such as health and education which were deemed to be more important. They did, however, note that they would be more inclined to support doing so if clear evidence was provided that keeping the minimums in place has particularly adverse consequences for Indigenous people, visible minorities and marginalized groups. There was also some support for a system that places increased emphasis on rehabilitation and reintegration of former offenders into society. Participants also restated their commitment to a judicial system that incorporates the principles of fairness and equity, one which eliminates prejudice, racism and bias.

Other Federal Government News and Issues (GTA Parents, Alberta CERB Recipients, Montreal Seniors, Major Centres Ontario, Quebec CERB Recipients, Vancouver Parents, Major Centres Atlantic Canada, Rural Quebec)

Towards the end of each discussion participants were also asked what else they had heard about or from the Government of Canada, beyond COVID-19, in the last few months. Most had a difficult time recalling any other issues or announcements on an unprompted basis.

Two issues that did receive several mentions included the ongoing dispute between Canada and China arising from the arrest of a Huawei business executive, and issues between the RCMP and Indigenous peoples.

It was clear that COVID-19 issues dominated the news for most participants. Other miscellaneous non-COVID-19-related issues mentioned included: a whale dying in the St. Lawrence River, pipelines and the railway blockade, the ban on many models of assault-style firearms, aluminum tariffs, and the limited number of House of Commons sittings. Participants also referred to the Black Lives Matter protests, commenting on the rioting and looting that was taking place.

When asked whether the focus by the Government of Canada on COVID-19 has been appropriate or too much, most participants took the former stance. Many felt that the issue continued to dominate their day-to-day life and, as such, the Government had little choice but to remain focused on managing through the pandemic. Others, however, did suggest that they were beginning to feel fatigued by the repetitiveness of the news related to COVID-19 and that they were hoping to hear more about what progress is being made and how schools planned to reopen.

In Atlantic Canada and rural Quebec, participants were questioned more directly about Canada-China relations. The issue was somewhat more top-of-mind in the group held in Atlantic Canada, although participants were not following it closely. For those few who expressed some, albeit minimal, awareness, the view was that Canada might wish to consider different tactics to push back on the Chinese government.

Other issues that surfaced during this part of the discussion included concerns about the Canada-U.S. border, long-term care homes and a desire for greater accountability in Parliament.

Local Challenges (Smaller Towns Northern Prairies)

Participants in the group held among residents of the Northern Prairies were asked to reflect on what the Government of Canada has done or could be doing for their community, outside of issues related to COVID-19. The overall sentiment was that, apart from taxation, the Government of Canada was not highly visible within their communities although they did indicate there had been some spending on infrastructure, greenspace and major events. Participants identified a range of areas as priorities for Northern Prairie communities, including addressing infrastructure needs, poor drinking water quality on First Nations reserves, and equalization payments. Some comments were also made relating to perceptions that monies had been misspent on the buyback of firearms. Participants also identified issues related to homelessness, income inequality, unemployment, mental health, disabled persons and seniors.

Appendix A – Recruiting Scripts

English Recruiting Script

**Privy Council Office
Recruiting Script – June 2020
English Groups (June 2-25)**

Recruitment Specifications Summary

- Groups conducted online
- Each group is expected to last for two hours
- Recruit 8 participants for 6-8 to show
- Incentives will be \$90 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 (EST)	TIME (LOCAL)	LOCATION	COMPOSITION	MODERATOR
1	June 2	6:00-8:00pm	6:00-8:00pm EST	Toronto/GTA-905	Parents of school-age children (Grade 7 to 12)	D. Nixon
2	June 3	7:00-9:00pm	5:00-7:00pm MT	Alberta – Mix of mid-size/smaller towns	Receiving CERB	T. Woolstencroft
4	June 9	5:30-7:30pm	5:30-7:30pm EST	Ontario – Major centres	Seniors (aged 55+)	D. Nixon
6	June 11	8:30-10:30pm	5:30-7:30pm PDT	Vancouver	Parents of school-age children (JK to Grade 6)	T. Woolstencroft
7	June 15	5:30-7:30pm	5:30-7:30pm EST	Ontario - Mid-sized centres (outside of GTA)	General population	D. Nixon
8	June 16	7:00-9:00pm	Varies: 6:00-8:00 pm CDT (MB) 5:00-7:00pm CST (SK)	Northern Manitoba and Saskatchewan – Small towns	General population and Indigenous	D. Nixon
9	June 17	8:00-10:00pm	5:00-7:00pm PDT	Victoria/Nanaimo and surrounding areas	General population	D. Nixon
11	June 25	4:30-6:30pm	5:30-7:30 pm AT	Atlantic Canada – Major centres	General population	D. Nixon

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	THANK AND END
A marketing, branding or advertising agency	THANK AND END
A magazine or newspaper	THANK AND END
A federal/provincial/territorial government department or agency	THANK AND END
A political party	THANK AND END
In public/media relations	THANK AND END
In radio/television	THANK AND END
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	
Toronto/GTA-905	City of Toronto, Mississauga, Vaughn, Newmarket, Richmond Hill, Georgetown ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. MAXIMUM OF 3 PARTICIPANTS FROM CITY OF TORONTO.	CONTINUE – GROUP 1
Alberta – Mix of mid-size/smaller towns	Mid-size: 100,000 – 300,000 in population Small towns: 25,000 –100,000 in population Cities could include (but are not limited to): Red Deer, Airdrie, Lethbridge, St. Albert, Medicine Hat, Grand Prairie, Spruce Grove, Leduc, Fort Saskatchewan, Okotoks, Cochrane ENSURE A GOOD MIX OF MID-SIZED CITIES (4x) AND SMALL TOWNS (4x) ACROSS THE PROVINCE.	CONTINUE – GROUP 2
Ontario – Major centres	Cities could include (but are not limited to): Toronto, Ottawa, Mississauga, Brampton, Hamilton ENSURE A GOOD MIX OF MAJOR CITIES ACROSS THE PROVINCE.	CONTINUE – GROUP 4
Vancouver	Vancouver PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTRES PROPER.	CONTINUE – GROUP 6
Ontario - Mid-sized centres (outside of GTA)	100,000 – 300,000 in population Cities could include (but are not limited to): Barrie, Brantford, Cambridge, Chatham-Kent, Guelph, Kingston, Kitchener, London, Sarnia, Stratford, St. Thomas, Waterloo, Windsor, Woodstock ENSURE A GOOD MIX OF MID-SIZED CITIES ACROSS THE PROVINCE.	CONTINUE – GROUP 7
Northern Manitoba and Saskatchewan – Small towns	Cities could include (but are not limited to): MB: Thompson, Churchill, Dauphin, Flin Flon, The Pas SK: Prince Albert, Nipawin, Meadow Lake, La Ronge, La Loche, Melfort, Tisdale, Creighton ENSURE A GOOD MIX OF SMALL TOWNS ACROSS THE REGION FROM BOTH PROVINCES (4 FROM MB AND 4 FROM SK)	CONTINUE – GROUP 8
Victoria/Nanaimo and surrounding areas	Victoria, Nanaimo Courtenay, Duncan, Campbell River, Parksville, Port Alberni ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.	CONTINUE – GROUP 9

Atlantic Canada – Major centres	Cities could include (but are not limited to): Halifax-Dartmouth, Saint John, Moncton, Fredericton, St. John’s, Charlottetown ENSURE A GOOD MIX OF MAJOR CITIES ACROSS THE REGION FROM ALL 4 PROVINCES AND KEY CENTRES.	CONTINUE – GROUP 11
Other	-	THANK AND END
VOLUNTEERED Prefer not to answer	-	THANK AND END

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

Less than two years	THANK AND END
Two years or more	CONTINUE
Don’t know/Prefer not to answer	THANK AND END

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** Do you have any children in Grade 7 to 12?

Yes **CONTINUE**
 No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND TERMINATE**

3a. **ASK ONLY IF GROUP 6** Do you have any children in Junior Kindergarten to Grade 6?

Yes **CONTINUE**
 No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND TERMINATE**

3b. **ASK ONLY IF GROUP 1 OR 6** Could you please tell me which grade these child/these children are in?

Child	Grade
1	
2	
3	
4	
5	

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

4. **ASK ONLY IF GROUP 2** Are you currently receiving the Canada Emergency Response Benefit (CERB) from the Government of Canada?

Yes **CONTINUE**
 No **THANK AND END**
 Don’t know/Prefer not to answer **THANK AND END**

4a. **ASK ONLY IF GROUP 2** When did you first apply for the Canada Emergency Response Benefit (CERB)?

April **CONTINUE**

May **CONTINUE**

Don't know/Prefer not to answer **CONTINUE**

5. **ASK ONLY IF GROUP 8** Do you identify as Indigenous (First Nations, Métis or Inuit (Inuk))?

Yes	CONTINUE. ENSURE A MINIMUM OF 3 PARTICIPANTS WHO IDENTIFY AS INDIGENOUS.
No	
Don't know/Prefer not to answer	
Other [specify]	

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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-24	IF ONTARIO MAJOR CENTRES = THANK AND END, OTHERWISE RECORD AND CONTINUE
25-34	
35-44	
45-54	
55+	IF ONTARIO MAJOR CENTRES AND AGED 55+ = GROUP 4 ALL OTHER LOCATIONS, CONTINUE
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX OF AGES WITHIN EACH GROUP. PARENT GROUPS 1 AND 6 WILL SKEW YOUNGER.

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

Male

Female

ENSURE A GOOD MIX BY GENDER IN EACH GROUP.

8. 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."

9. As part of the focus group, you will be asked to actively participate in a conversation. How comfortable are you in expressing your views in public?

Very Comfortable

Somewhat Comfortable

Somewhat Uncomfortable

Very Uncomfortable

THANK AND END

THANK AND END

10. 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

11. 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.

12. 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.16**

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

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

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

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

15. 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.

16. 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.

17. Which of the following categories best describes your total household income in 2019? 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.

18. 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 \$90 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.

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.

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 — juin 2020
Groupes en français (4-29 juin)**

Résumé des consignes de recrutement

- Groupes tenus en ligne.
- Durée prévue de chaque rencontre : deux heures.
- Recrutement de huit participants pour assurer la présence d’au moins six à huit personnes.
- Incitatifs de 90 \$ par personne, versés aux participants par transfert électronique après la rencontre.

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (DE L’EST)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
3	4 juin	17 h 30 -19 h 30	Montréal	Aînés (55 ans et +)	M. Proulx
5	10 juin	17 h-19 h	Villes de taille moyenne et petites villes du Québec	Bénéficiaires de la PCU	M. Proulx
10	23 juin	18 h-20 h	Région métropolitaine de Montréal	Nouveaux arrivants et immigrants	M. Proulx
12	29 juin	17 h-19 h	Communautés rurales du Québec	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	REMERCIER ET
CONCLURE	
Dans les relations publiques ou les relations avec les médias	REMERCIER ET
CONCLURE	
Dans le milieu de la radio ou de la télévision	REMERCIER ET
CONCLURE	
Non, aucune de ces réponses	CONTINUER

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. Dans quelle ville habitez-vous?

LIEU	VILLES	
Montréal	Montréal LES PARTICIPANTS DOIVENT RÉSIDER DANS LESDITS CENTRES.	CONTINUER – GROUPE 3
Villes de taille moyenne et petites villes – Québec	Villes de taille moyenne : 100 000 à 300 000 habitants Petites villes : 25 000 à 100 000 habitants ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.	CONTINUER – GROUPE 5
Région métropolitaine de Montréal	Montréal, Laval, Longueuil, Terrebonne, Brossard, Repentigny, Saint-Jérôme, Blainville, Mirabel, Dollard-des-Ormeaux, etc. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.	CONTINUER – GROUPE 10
Communautés rurales – Québec	Moins de 25 000 habitants Non adjacentes à de grands centres (comme les régions métropolitaines de recensement de Montréal ou de Québec) ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.	CONTINUER – GROUPE 12
Autre lieu	-	REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre	-	REMERCIER ET CONCLURE

2a. Depuis combien de temps habitez-vous à [INSÉRER LE NOM DE LA VILLE]?

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

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.

3. **DEMANDER SEULEMENT POUR LE GROUPE 5** Recevez-vous actuellement la Prestation canadienne d'urgence (PCU) du gouvernement du Canada?

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

Ne sais pas/Préfère ne pas répondre **REMERCIER ET CONCLURE**

- 3a. **DEMANDER SEULEMENT POUR LE GROUPE 5** Quand avez-vous fait votre première demande de Prestation canadienne d'urgence (PCU)?

En avril **CONTINUER**

En mai **CONTINUER**

Ne sais pas/Préfère ne pas répondre **CONTINUER**

4. **DEMANDER SEULEMENT POUR LE GROUPE 10** Depuis combien d'années habitez-vous au Canada?

Moins de 5 ans	AFFECTER AU GROUPE 10
5 ans à moins de 10 ans	
10 ans à moins de 20 ans	REMERCIER ET CONCLURE
20 ans à moins de 30 ans	
30 ans ou plus	
Ne sais pas/Préfère ne pas répondre	

ASSURER UNE BONNE REPRÉSENTATION DES « MOINS DE 5 ANS » ET DES « 5 ANS À MOINS DE 10 ANS ».

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

Moins de 18 ans	SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 16 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.
18 à 24	+ MONTRÉAL = REMERCIER ET CONCLURE SINON, CONTINUER
25 à 34	
35 à 44	
45 à 54	
55 ans ou plus	+ MONTRÉAL = GROUPE 3 (AÎNÉS) TOUS LES AUTRES LIEUX, CONTINUER

RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE
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ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE.

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

Homme

Femme

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

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

Oui **CONTINUER**

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

8. Dans le cadre du groupe de discussion, on vous demandera de prendre une part active à la conversation. Dans quelle mesure êtes-vous à l'aise pour exprimer vos opinions en public ?

Très à l'aise

Assez à l'aise

Assez mal à l'aise

Très mal à l'aise

REMERCIER ET CONCLURE

REMERCIER ET CONCLURE

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

Le participant a accès à Internet haut débit

Le participant a un ordinateur avec caméra Web

10. 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.

11. 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.15**

12. 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**

13. 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**

14. 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.

15. 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.

16. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2019— 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.

17. 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 90 \$ 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

CONTINUER

Non

REMERCIER ET CONCLURE

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

Nom :

Numéro de téléphone :

Adresse courriel :

Vous recevrez un courrier électronique du **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.

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.

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 – June 2020

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.

CORONAVIRUS IN THE NEWS (5-15 minutes) ALL LOCATIONS

- What have you heard about the coronavirus or COVID-19 in the last few days?
 - **ASK IN ALL LOCATIONS EXCEPT RURAL QUEBEC** Where are you hearing about it?
 - **ASK IN ALL LOCATIONS EXCEPT RURAL QUEBEC** Have you heard anything else about how the Government of Canada has responded?
- **ASK IN ALL LOCATIONS EXCEPT RURAL QUEBEC** Do you think that, to date, the government has responded to the COVID-19 pandemic appropriately? Why/ why not? [MODERATOR NOTE: TAKE TIME TO ALLOW RESPONDENTS TO CONSIDER ANSWERS]
- **ASK IN ALL LOCATIONS EXCEPT RURAL QUEBEC** What else, if anything, should the Government of Canada be doing at this time in response to the pandemic?

BEHAVIOUR (15-30 minutes) ALL LOCATIONS EXCEPT RURAL QUEBEC

- [Insert Province/Location] is starting to reopen a bit. What things are opening up in your community? **MOVE QUICKLY THROUGH THIS QUESTION.**
 - How do you feel about that?
 - Have you changed your behaviour in the last few weeks?
 - What have you done? (*Probe for starting to go out more, visit people more, run more errands, letting kids visit friends, use public transit, etc.*)
 - If yes: why are you doing these things more?
 - If no: why haven't you changed your behaviour?

ASK GTA/VANCOUVER PARENTS

- Imagine you were speaking to a friend or relative who does not have any children.

- What would you tell them about the experience of being a parent during the COVID-19 pandemic?
- What three words best describe being a parent during the COVID-19 pandemic? Please elaborate.
- Has your relationship with your child/children changed since the start of the COVID-19 pandemic?
 - If so, what has changed?
- How do you feel about the COVID-19 restrictions that are currently in place?
- As parents with children at home, what has it been like trying to keep from getting sick with COVID-19?
- As COVID-19 restrictions continue to lift in the coming weeks and months, how do you feel about your ability to keep your child/children safe?
- Have your kids changed their behaviour in the last few weeks?
 - What have they done? (*Probe for starting to go out more, have friends over, visit friends, etc.*)
- **ASK ONLY IN GTA PARENTS** How have you talked to your children about the issues/challenges related to the pandemic?
- **ASK ONLY IN GTA PARENTS** As a parent, what kind of assistance would help you? Probe for: advice or tools to help with children's education, tips on talking to your children about social distancing, keeping children entertained/busy. Anything else?
- **ASK ONLY IN GTA PARENTS** What's the best way of connecting with you to share this information/advice? For young people (like your children), what's the best way of talking to them about the importance of social distancing? Probe for: messages, tone and channels.

ASK MONTREAL/ON MAJOR CENTRES SENIORS

- Imagine you were speaking to a friend or relative who was in their twenties. What would you tell them about your experience living through the COVID-19 pandemic?
- During the COVID-19 pandemic, Canadians over the age of 55 have been called a particularly "vulnerable" population.
 - Does that label resonate with you? Why or why not?

- Thinking about how your behaviour and habits have or haven't changed because of COVID-19:
 - What has been most challenging for you?
 - What has been easier than you expected?

ECONOMIC IMPACTS OF THE CORONAVIRUS (45-60 minutes) ASK IN GTA PARENTS, AB CERB RECIPIENTS, MONTREAL SENIORS, ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS, ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS

- Have you heard about anything the Government of Canada has done to combat the economic impact of COVID-19?

ASK GTA PARENTS, AB CERB RECIPIENTS, MONTREAL SENIORS

- **DO NOT ASK ABOUT CERB IN AB CERB GROUP** Prior to this group, had you heard anything about the new Canada Emergency Response Benefit introduced by the federal government as a response to the COVID-19 outbreak? (show of hands)
 - What have you heard about it?
- Prior to this group, had you heard anything about the new wage subsidy introduced by the federal government as a response to the COVID-19 outbreak? (show of hands)
 - What have you heard about it?
- PROMPT AS NECESSARY: Have you heard anything about support for seniors?
 - What have you heard about it?

ASK AB/QC CERB RECIPIENTS

CLARIFY AS NECESSARY

CERB: Canadians who have stopped working because of COVID-19 may be eligible for \$500 a week for up to 16 weeks.

- All of you are currently receiving the Canada Emergency Response Benefit (CERB). What do you think about this benefit?
- What three words best describe your experience of receiving the Canadian Emergency Response Benefit? Please elaborate.
- How do you feel to be receiving the Canadian Emergency Response Benefit?
- Since you began receiving the Canadian Emergency Response Benefit, has there been any change in your motivation to find a new job? How so?
- Is the \$500/week enough, too much or too little? What makes you say that?
- Is it fair that everyone receives the same amount?

- How long do you think this benefit should stay in place? What makes you say that?
- **ASK AB CERB RECIPIENTS GROUP** Anyone receiving CERB who is not eligible will have this money clawed back next year when they file their taxes. Are you confident that you are eligible, or do you worry that you do not actually qualify and are mistakenly receiving this benefit?
REVISED QUESTION IN QC CERB GROUP Anyone receiving CERB who is not eligible will have this money clawed back next year when they file their taxes. Was this clear to you when you applied? You are all receiving the CERB in this group. Do any of you have any doubts as to whether you are or are not eligible to receive it? How concerned are you about the possibility that the government will recover all of the CERB payments you received, if they deem that you did not qualify to receive them?

CLARIFY AS NECESSARY

Wage subsidy: Canadian employers whose business has been affected by COVID-19 may be eligible for a subsidy of 75% of employee wages for up to 12 weeks, retroactive from March 15, 2020, to June 6, 2020.

- **ASK IN GTA PARENTS, AB CERB RECIPIENTS, MONTREAL SENIORS** Do you think the GC needs to be doing more to encourage businesses to hire people back, or is the wage subsidy enough?

ASK AB/QC CERB RECIPIENTS

- What do you think about this benefit (the CEWS)?
- Is 75% of employee wages enough, too much or too little? What makes you say that?
- How long do you think this benefit should stay in place? What makes you say that?

ASK MONTREAL/ON MAJOR CENTRES SENIORS

CLARIFY AS NECESSARY

The Government of Canada announced a one-time payment to eligible seniors to offset any increased living expenses they have incurred as a result of the COVID-19 pandemic. Seniors eligible for the Old Age Security (OAS) pension will receive \$300, and those eligible for the Guaranteed Income Supplement (GIS) will receive \$200. Anyone who receives both the OAS pension and the GIS will be eligible for both payments for a total one-time payment of \$500.

- Do you think this is a fair payment to deal with any increased living expenses for seniors? Why/why not?
- Have your living expenses gone up, down, or been unaffected? How so?
- Some low-income seniors receive over \$1,500 per month in federal government support, when combining OAS, GIS and the GST/HST credit. Additionally, some low-income individuals are

eligible for the one-time special GST/HST credit payment (roughly \$400) as part of the Government of Canada's response to the COVID-19 pandemic. Now that I have provided some more information about federal government support to seniors, does this change how anyone feels about this one-time OAS and GIS payment (i.e. up to \$500)?

ASK IN GTA PARENTS, AB CERB RECIPIENTS, MONTREAL SENIORS

- Which of the following do you think is the best approach (by show of hands):
 - The Government of Canada should be doing more to help people than they are now, even if it means a larger deficit than what is currently projected
 - The Government of Canada should continue with current levels of support that are being offered through programs like the CERB and CEWS
 - The Government of Canada should try to reduce spending, even though it means scaling back some of these programs

- The various measures the Government of Canada is implementing are estimated to cost billions of dollars and the Parliamentary Budget Officer has estimated that this will result in a much higher federal budget deficit. Does this concern anyone? Do you think that the federal government is spending too much money on measures in response to COVID-19?
 - Is anyone concerned about the long-term impact of the larger deficit?

- Do you think the economy will bounce back at full speed after everything has reopened? Why/why not?
 - IF YES: How long do you think it will take to fully bounce back? (i.e., months, year, more than a year?)
 - How long do you think programs like the CERB and CEWS, should stay in place? (another 2 months, 6 months, a year, etc.?)

- When you hear people talking about whether the Government of Canada needs to stimulate the economy, what does the term "economic stimulus" mean to you? For example, what kinds of things come to mind, if anything, when you hear this term? Probe for:
 - Should the Government of Canada be spending more to help stimulate economic recovery? If so, how?
 - PROBE AS NEEDED: do you think the government should do something like traditional stimulus programs, such as infrastructure spending or do you think the government should have programs such as providing money to Canadians to spend, given the type of recession this is?

ASK IN ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS, ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO

- Have you heard anything about the Government of Canada’s safe restart agreement?
 - IF YES: What have you heard?

CLARIFY AS NECESSARY

The Government of Canada announced that it is providing \$14 billion to the provinces and territories to help them reopen their economies.

I’m now going to show you some of the things this money could help pay for. **SHOW OPTIONS ON SCREEN.**

- Child care so that parents can go back to work
 - Core services such as public transit
 - Guaranteeing all workers at least two weeks of paid sick leave
 - Improving testing and tracing capacity
 - Improving the state of long-term care
 - More personal protective equipment (PPE) for businesses
 - More personal protective equipment (PPE) for front-line health care workers
- **POLL:** I’m going to show you a poll. I’d like you to select which of these, if any, is the most important (participants to select 2-3 choices max).

MODERATOR TO SHOW POLL (IMPORTANT). MODERATOR TO REVIEW SELECTIONS.

- Are any of these unclear or confusing? IF YES: How so?
- **ASK ONLY IN ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS** I’d like to focus on this one “guaranteeing all workers at least two weeks of paid sick leave”? What do you think of that? Do you think it’s a good or a bad use of the money? Why/why not?
 - **PROMPT AS NECESSARY:** One of the reasons some suggest that workers should have at least two weeks of paid sick leave is that that means they are able to stay home if they have COVID symptoms. What do you think of that?
- Are there any other things you think should be added to the list?

ASK IN GTA PARENTS, AB CERB RECIPIENTS, MONTREAL SENIORS, ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS

- I’m now going to show you a few different terms to describe the economy. I’d like you to read it individually and then we’ll discuss. **SHOW OPTIONS ON SCREEN.**
 - Recovery
 - Restart

- New start
- **POLL:** I'm going to show you a poll. I'd like you to select which of these best describes the phase we're in right now when it comes to the economy (participants to select 1 ONLY).
MODERATOR TO SHOW POLL (BEST DESCRIBES CURRENT ECONOMY). MODERATOR TO REVIEW SELECTIONS.

PROMPT AS NECESSARY:

- When you think of recovery or restart or new start, what do you picture?
- When we talk about the economy, do see a difference between "recovery" and "restart", or do these mean the same thing to you?
 - IF SAY DIFFERENCE: what is the difference between the two?
- How long do you think the phase we're in will last? For example, for those of you who describe the economy as being in "recovery" - how long do you think recovery is going to take?
 - I'm now going to show you a few different terms to describe the type of economy we could be aiming for. I'd like you to read it individually and then we'll discuss. **SHOW OPTIONS ON SCREEN.**
- Future-proof economy
- IN GTA PARENTS, AB CERB RECIPIENTS, MONTREAL SENIORS, ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS ONLY Green economy
REVISED IN ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS Greener economy
- Healthy economy
- IN GTA PARENTS, AB CERB RECIPIENTS, MONTREAL SENIORS, ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS ONLY Modern economy/
REVISED IN ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS Innovative economy
- Resilient economy
- Strong economy
- **POLL:** I'm going to show you a poll. I'd like you to select which of these represents the type of economy we should be aiming for (participants to select up to 2).
MODERATOR TO SHOW POLL (BEST DESCRIBES ECONOMY AIMING FOR). MODERATOR TO REVIEW SELECTIONS; ASK WHY THEY PICKED THESE ONES.
 - And what does "resilient" mean to you in this context?

- **ASK IN ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS** And what does a “healthy economy” mean to you?
 - *IF NOT SELECTED:* why did you not select this as the type of economy we could be aiming for?

ASK IN GTA PARENTS, AB CERB RECIPIENTS, MONTREAL SENIORS

- When thinking about the type of economy we should be aiming for, what does “future proof” mean to you?
- Do you think the Government of Canada should focus on trying to get the economy back to where it was, or do you think this presents an opportunity to build a different type of economy than what we had before?
- For those who feel this represents an opportunity to build a different type of economy, what would this economy look like?
 - **PROMPT AS NECESSARY:** Would it have a greater focus on the environment or climate change? Why/why not? IF YES: How so?
 - **PROBE AS NEEDED:** for example direct investments in “green” clean technology, innovation and jobs to help stimulate economic recovery, or expanded access to government funds for businesses that invest in these areas.
 - **PROMPT AS NECESSARY:** Would it have a greater focus on quality of life? How so?
- Thinking about getting the economy up and running, and getting people back to work, what other challenges resulting from COVID-19 do you feel will need to be addressed?
 - **PROMPT AS NEEDED:** Public transit, child care, etc.
- And are there any other issues that have arisen, or come to light, as a result of COVID-19 that you think need to be addressed? They could be economic, social, etc. in nature.
 - **PROMPT AS NEEDED:** long-term care, mental health/anxiety/stress, etc.

COVID BRAND CONCEPTS (45 minutes) MAJOR CENTRES ATLANTIC CANADA AND RURAL QUEBEC

We are now going to review a series of images for three creative concepts that may be used by the Government of Canada to inform Canadians about things related to COVID-19. For each concept, we’ll look at examples of how 3 different ads could be crafted using this same “look”. Once we go through each of the examples for one concept, we will discuss what we think about the concept before moving on to the alternate version.

ORDER OF TESTING:

Major Centres Atlantic Canada: A ,B, C

Rural Quebec: B, C, A

CONCEPT A

SHOW A1

Let's take a look at the first concept. There is one related to travel so this one would be displayed on Facebook to people who may have an interest in travelling – so for example, the ads could be displayed for those who live near airports. The others would be targeted to all Canadians and would be shown in newspapers or other print advertisements, or on billboards.

- Overall, what do you think of the look of these ads?
- Does it resonate with you? Why or why not?
- Would these ads stand out if you saw them on Facebook, in print, etc.?
- What do you like most about them? What do you like least?
- Do these ads all tie together, even though they are each providing different information? Why/why not?
- Do you have any other thoughts about what could make this concept more effective?

ALTERNATE VERSION

Let's take a look at these same ads but with a different look. The information for each is the same.

SHOW A2

- What are your initial thoughts of this version?
 - Do the different colours in the ads related to travel and masks change impact of the advertisement?
 - Did you notice any differences aside from the background colour? What did you notice?
- IF NOTICED ANY OTHER DIFFERENCES, ASK FOR EACH ONE: Which do you prefer? Why do you say that?

Now I'm going to show you smaller images of the 2 versions side by side.

SHOW A COMPARE

- Which version of this concept do you prefer? Why do you prefer this version?

REPEAT FOR CONCEPTS B AND C

CONCEPT B: B1, B2, B COMPARE

CONCEPT C: C1, C2, C COMPARE

HEAD TO HEAD

Now I'm going to show you a smaller image from each of the 3 concepts, along with the alternate versions of each. **SHOW H2H**

- **POLL:** I'm going to show you a poll. I'd like you to select which presentation style or "look" you feel is the most compelling (participants to select 1).
MODERATOR TO SHOW POLL (OVERALL PREFERENCE). MODERATOR TO REVIEW SELECTIONS AND DISCUSS PARTICIPANTS' CHOICES.

CONTACT TRACING APP (30 minutes) MAJOR CENTRES ATLANTIC CANADA AND RURAL QUEBEC

- Has anyone heard of a national contact tracing app? What have you heard?

CLARIFY AS NECESSARY

The Government of Canada is developing a smartphone app that would notify you if you have been physically close to someone who has been diagnosed with COVID-19. If someone who has the app tests positive for COVID, they can enter that information in the app, and then the app will notify anyone else who has the app who that person has been in contact with recently. The data collected in this app would be anonymous. You would not know who the person was. You would only know approximately when you were near this person. This app is intended to help slow the spread by quickly letting people know if they may have been exposed so they can get tested or self-isolate and not transmit the virus to others.

- Do you think this app could be effective at slowing the spread of COVID-19?
- Would you download this app and use it once it becomes available in your province? Why or why not?

In order to protect privacy, the app would not store or share any location data from your phone. Instead, it will send coded signals via Bluetooth to other nearby phones. If someone is diagnosed with the virus, everyone who has received a signal from that person's phone via Bluetooth would be notified. This would however require that anyone using the app leave Bluetooth on when outside of their home in order for it to be effective.

CLARIFY AS NECESSARY

Bluetooth sends and receives radio waves and is designed for communicating over short distances. Typically, you might use it to link a hands-free headset to your cellphone so you can talk and drive safely at the same time, or to link to speakers to listen to music on your phone, and so on.

- Would you be willing to leave Bluetooth on in order for the app to be effective? Do you know how to do this?
- Does knowing that the app works through Bluetooth instead of tracking location data change whether you would be willing to use the app?

- What else would you want to know about the app before deciding if you will use it?
- **ASK ONLY IN MAJOR CENTRES ATLANTIC CANADA** I'm now going to show you a couple of potential names for the app. **SHOW OPTIONS ON SCREEN.**
 - COVID Alert
 - Stop COVID

- **ASK ONLY IN MAJOR CENTRES ATLANTIC CANADA** **POLL:** I'm going to show you a poll. I'd like you to select which of these, if any, you prefer.

MODERATOR TO SHOW POLL. INCLUDE 'NEITHER' AS AN OPTION (PREFER). MODERATOR TO REVIEW SELECTIONS AND ASK WHY EACH WAS SELECTED.

- IF ANYONE SELECTED NEITHER/MADE NO SELECTION: Why did you not select either option?
- Are either of these names unclear or confusing?
- What, if anything, would you add/change to either of the names? Could either of the names be improved?

COVID AD TESTIMONIAL (25 minutes) RURAL QUEBEC

We are now going to review a potential ad that is currently being developed by the Government of Canada that would inform Canadians or COVID-19. I will show you the video, and then we will discuss what we thought about it. Feel free to take notes to help you remember what you liked and didn't like about it.

You will notice that the ad is not in its finished form, so for example it still needs to be edited to be a shorter ad, there's no music, etc. Please keep this in mind as you are viewing the ad. [MODERATOR ASKS PARTICIPANTS TO MUTE PHONES AND TURN UP VOLUME ON LAP-TOP]

[SHOW VIDEO]

- What are your initial thoughts about this ad?
- What is the main message of this ad?
- Does this ad make you want to follow/keep following precautions? Why/why not?
- Which parts of the ad do you find the most impactful?
- Which parts do you find the least impactful?
- Is there anything you would change to make it more impactful?

RACISM (15-50 minutes) ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS, ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS

- Have you heard anything about protests in the US? (NOTE: just get a quick sense of awareness, given time limitations)
- Do you think that the Government of Canada needs to do more to address racism in Canada? Why/why not?
 - **ASK IN QC CERB RECIPIENTS, VANCOUVER PARENTS** IF YES: To what extent is racism an issue in Canada?
 - Is it primarily an Indigenous issue or more widespread (i.e., anti-Black racism and racism against other visible minorities)?
- Some of the possible measures people have suggested that could make things better for visible minorities in Canada include (**SHOW OPTIONS ON SCREEN**):
 - Collecting better data about hate crimes and the conditions facing visible minorities in Canada
 - Increasing funding for anti-racism campaigns
 - Appointing more visible minority judges
 - **ADDED IN ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS** Providing more training about racism to people in the justice system
 - Placing body cameras on police officers
 - **ADDED IN ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS** Sending people convicted of possession of hard drugs to rehab rather than prison
 - **ADDED IN ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS** Funding legal aid programs for vulnerable populations
 - Repealing mandatory minimum sentences
- **ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS** Is there anything on that list that you feel would make a big difference in reducing racial inequality in Canada?
- **ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS** Looking at the last one about mandatory minimum sentences: does anyone know what they are?
- **ASK IN ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS**
POLL: I'm going to show you a poll. I'd like you to select up to 3 things on this list that you think would make the biggest difference in reducing racial inequality in Canada. If you don't think any of these will make a difference, you can vote "none of the above". **MODERATOR TO SHOW POLL (BIGGEST DIFFERENCE). MODERATOR TO REVIEW SELECTIONS; DISCUSS INITIATIVES SELECTED THE MOST AND WHY THEY WERE SELECTED.**
 - Was there anything on this list you think is a BAD idea and should NOT be done?

- A few of these measures are related to the Justice System. As you may know, Indigenous people, Black people, and some other minorities are over-represented in Canada’s jails. Do you think the justice system in Canada is unfair to these groups or are there other causes like poverty that explain this?
- *PROBE if unfair*: And is the problem more on the law enforcement side (e.g. police officers) or the sentencing side (judges and courts)? Or both?
- I want to talk more about one of the items on that list: does anyone know what mandatory minimum sentences are?

CLARIFY AS NECESSARY

There are various offences in the Canadian Criminal Code that carry a mandatory minimum penalty. **READ IN ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS** For example, some offences warrant at least a certain period of incarceration.

REVISED IN ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS For example, there is a minimum period of jail time for murder, certain crimes involving firearms, and certain drug trafficking crimes. This means if you are guilty of these crimes, you get a minimum amount of jail time – but the judge can still give a longer sentence if the conditions warrant it.

- Do you think mandatory minimums make the Criminal Justice system more fair or less fair for visible minorities and vulnerable populations? Why/why not?
 - Let’s think about certain offences, for example, what about firearms offences? Why/why not?
 - **ASK IN ON MAJOR CENTRES, QC CERB RECIPIENTS** What about impaired driving (e.g. for a second and subsequent conviction)? Why/why not?
 - **ASK IN ON MAJOR CENTRES, QC CERB RECIPIENTS** What about sexual offences involving children? Why/why not?
 - **ASK IN VANCOUVER PARENTS** What about drug trafficking? Why/why not?
 - **ASK IN ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS** *PROBE* only if they say they are not sure and are having trouble weighing in – some people say they make the justice system more fair since they ensure everyone gets the same minimum sentence no matter their race or background. Other people say they’re unfair because minorities are charged more often with these crimes.
- **ASK ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS** How would you feel if the Government of Canada repealed some mandatory minimums? **REVISED IN ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS** How would you feel if the Government of Canada repealed mandatory minimums for non-violent and non-sexual crimes?

- ASKED IN ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS What do you think would change if mandatory minimums were repealed for non-violent and non-sexual crimes? What would the impact be?
- ASKED IN ON MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS PROBE: This could include repealing mandatory minimums for drug trafficking. How would you feel specifically about repealing mandatory minimums for this?
- ASK ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS What if the Government of Canada repealed some mandatory minimums, but also increased maximum sentences allowed for certain serious crimes?
 - What do you see as the benefits of this approach?
 - What are the drawbacks?
 - PROBE: This would give judges more discretion in sentencing. Do you see this as a good thing or a bad thing?
 - PROBE: Do you think judges would see increasing the maximum as a signal that they should hand out longer sentences?

ASK IN MID-SIZED CENTRES, NORTHERN PRAIRIES, VICTORIA/NANAIMO, GMA NEWCOMERS

- An argument in favour of repealing mandatory minimums is that they put too many people in jail. It costs the government over \$100,000 a year to keep someone in jail, and some people say that spending time in jail makes someone more likely to commit a crime in the future. Do you see this as a good reason to repeal some mandatory minimums?
- Studies have shown that mandatory minimums do little to deter crime. Do you see that as a good reason to repeal some mandatory minimums?
- How would you feel about the Government of Canada keeping mandatory minimums in place, but giving judges the ability to go below the minimum in exceptional circumstances? Do you think giving judges discretion to assign sentences less than the mandatory minimum in exceptional circumstances would be a good thing or a bad thing?
 - PROBE: Would you see this as any different than just repealing mandatory minimums altogether?
- What if the Government of Canada did the changes around mandatory minimums we talked about, but also increased maximum sentences allowed for certain serious crimes? How would you feel about that?
- We've talked a lot about mandatory minimums. To wrap up the discussion, how much of a priority do you think changing laws around mandatory minimums is?
 - What is the best reason you can think of for repealing some mandatory minimums?
 - What is the best reason you can think of for NOT repealing some mandatory minimums?

LOCAL CHALLENGES (5 minutes) NORTHERN PRAIRIES

- I'd like to focus for a few minutes now on northern Prairie communities specifically, but thinking more broadly than COVID-19...
- Thinking about the past year, what, if anything, has the Government of Canada done for communities like yours?
- And what do you think the Government of Canada could do for northern Prairie communities?

OTHER NEWS (5 minutes) GTA PARENTS, AB CERB RECIPIENTS, MONTREAL SENIORS, ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS, MAJOR CENTRES ATLANTIC CANADA, RURAL QUEBEC

GTA PARENTS, AB CERB RECIPIENTS, MONTREAL SENIORS, ON MAJOR CENTRES, QC CERB RECIPIENTS, VANCOUVER PARENTS

- We've talked a lot about COVID-19 today. Have you heard any other Government of Canada news over the past few months?
 - FOR EACH NEWS ITEM MENTIONED: Have others of you heard about this? How do you feel about it?
- Most of the recent Government of Canada announcements have been about COVID-19 and people affected by the disease and economic fallout from it. What do you think about all of this focus on COVID-19 - do you think it's appropriate or do you think the Government of Canada has focussed too much on it? What other issues, if any, do you feel the government should be paying more attention to?

MAJOR CENTRES ATLANTIC CANADA, RURAL QUEBEC

- What other non-COVID related news have you heard from the Government of Canada?
 - Have you heard anything about Canada-China relations?
 - IF YES: How do you feel about how the Government of Canada is managing this issue? Is there anything else they should be doing?

CONCLUSION (5 minutes)

French Moderators Guide

GUIDE DU MODÉRATEUR — JUIN 2020 DOCUMENT MAÎTRE

INTRODUCTION (10 minutes) TOUS LES LIEUX

- Le modérateur ou la personne responsable du soutien technique doit faire savoir aux participantes et aux participants 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 CORONAVIRUS DANS L'ACTUALITÉ (5-15 minutes) TOUS LES LIEUX

- Qu'avez-vous entendu dire au sujet du coronavirus ou de la COVID-19 au cours des quelques derniers jours ?
 - **DEMANDER DANS TOUS LES LIEUX, SAUF QUÉBEC RURAL** Où en entendez-vous parler ?
 - **DEMANDER DANS TOUS LES LIEUX, SAUF QUÉBEC RURAL** Avez-vous entendu quoi que ce soit d'autre quant à la réponse du gouvernement du Canada ?
- Pensez-vous que, jusqu'à présent, le gouvernement a réagi de manière appropriée à la pandémie de COVID-19 ? Pourquoi ou pourquoi pas ? [NOTE À L'ATTENTION DU MODÉRATEUR : PRENDRE LE TEMPS DE PERMETTRE AUX RÉPONDANTES OU RÉPONDANTS DE RÉFLÉCHIR À LEURS RÉPONSES]
- **DEMANDER DANS TOUS LES LIEUX, SAUF QUÉBEC RURAL** Et qu'est-ce que le gouvernement du Canada devrait faire d'autre, le cas échéant, en réponse à la pandémie ?

COMPORTEMENT (15-30 minutes) TOUS LES LIEUX, SAUF QUÉBEC RURAL

- [INSÉRER PROVINCE/LIEU] amorce peu à peu sa réouverture. Quelles choses sont en train de rouvrir dans votre collectivité ?
 - Que ressentez-vous par rapport à cela ?
- Avez-vous modifié votre comportement au cours de ces dernières semaines ?

- Qu'avez-vous fait ? (Sonder : *commencer à sortir plus souvent, à rendre visite aux gens, à faire plus de courses, à laisser les enfants rendre visite à leurs amis, à utiliser les transports en commun, etc.*)
- Si oui : pourquoi faites-vous davantage ces choses ?
- Si non : pourquoi n'avez-vous pas changé votre comportement ?

DEMANDER DANS LES GROUPES RGT ET VANCOUVER – PARENTS

- Imaginez que vous parlez à un ami ou à un membre de votre famille qui n'a pas d'enfants.
 - Que leur diriez-vous de l'expérience d'être parent pendant la pandémie de COVID-19 ?
- Quels sont les trois mots qui décrivent le mieux ce que c'est que d'être parent pendant la pandémie de COVID-19 ? Veuillez préciser.
- Est-ce que votre relation avec votre ou vos enfant(s) a changé depuis le début de la pandémie de COVID-19 ?
 - Si c'est le cas, qu'est-ce qui a changé ?
- Que pensez-vous des restrictions relatives à la COVID-19 qui sont actuellement en vigueur ?
- En tant que parents avec des enfants à la maison, ça ressemble à quoi tenter d'éviter de tomber malade avec la COVID-19 ?
- Alors que les restrictions relatives à la COVID-19 continuent d'être levées dans les semaines et les mois à venir, comment vous sentez-vous par rapport à votre capacité d'assurer la sécurité de votre enfant ou de vos enfants ?
- Est-ce que vos enfants ont changé de comportement au cours des dernières semaines ?
 - Qu'est-ce qu'ils ou elles ont fait ? (Sonder quant à ces éléments : ont commencé à sortir plus souvent ; ont invité des amis ; rendent visite aux ami(e)s, etc.)
- De quelle façon avez-vous parlé à vos enfants des enjeux et des défis liés à la pandémie ?
- **DEMANDER QUE DANS LE GROUPE RGT – PARENTS** En tant que parent, quel genre d'aide pourrait vous être utile ? Sonder : des conseils ou des outils pour vous aider dans l'apprentissage scolaire de vos enfants, des astuces sur la manière de parler à vos enfants de la distanciation sociale, la façon de divertir ou de garder les enfants occupés. Autre chose ?
- **DEMANDER QUE DANS LE GROUPE RGT – PARENTS** Quelle est la meilleure façon de vous joindre et de partager ces informations et conseils ? Pour les jeunes (comme vos enfants), quelle est la meilleure façon de leur parler de l'importance de pratiquer la distanciation sociale ? Sonder : les messages, le ton et les canaux.

DEMANDER DANS LE GROUPE MONTRÉAL – AÎNÉ(E)S

- Imaginez que vous parlez à un ou une ami(e), ou à un membre de votre famille qui a une vingtaine d’années. Que lui diriez-vous de votre expérience au cours de la pandémie de COVID-19 ?
- Pendant la pandémie de COVID-19, les Canadiens de plus de 55 ans ont été qualifiés de population particulièrement « vulnérable ».
 - Est-ce que cette étiquette a une résonance pour vous ? Pourquoi ou pourquoi pas ?
- Veuillez décrire comment votre comportement et vos habitudes ont ou n’ont pas changé à cause de la COVID-19.
 - Qu’est-ce qui fut pour vous le plus grand défi ?
 - Qu’est-ce qui a été plus facile que ce que vous attendiez ?

LES IMPACTS ÉCONOMIQUES DU CORONAVIRUS (45-60 minutes) DEMANDER DANS LES GROUPES RGT – PARENTS, AB – BÉNÉFICIAIRES DE LA PCU, MONTRÉAL – AÎNÉ(E)S, ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU, VANCOUVER – PARENTS, ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS

- Avez-vous entendu parler de quoi que ce soit que le gouvernement du Canada a fait pour combattre l’impact économique de la COVID-19 ?

DEMANDER DANS LES GROUPES RGT – PARENTS, AB – BÉNÉFICIAIRES DE LA PCU, ET MONTRÉAL – AÎNÉ(E)S

- NE RIEN DEMANDER AU SUJET DE LA PCU DANS LE GROUPE AB – BÉNÉFICIAIRES DE LA PCU Avant ce groupe, avez-vous entendu parler de la nouvelle Prestation canadienne d’urgence instaurée par le gouvernement fédéral en réponse à l’épidémie de COVID-19 ? (À main levée)
 - Qu’en avez-vous entendu dire ?
- Avant ce groupe, avez-vous entendu parler de la nouvelle subvention salariale mise en place par le gouvernement fédéral en réponse à l’éclosion de la COVID-19 ? (À main levée)
 - Qu’en avez-vous entendu dire ?
- DEMANDER AU BESOIN : Avez-vous entendu parler d’aide pour les aînés ?
 - Qu’en avez-vous entendu dire ?

DEMANDER DANS LES GROUPES BÉNÉFICIAIRES DE LA PCU – AB ET QC

ÉCLAIRCISSEMENT AU BESOIN POUR TOUS LES GROUPES

PCU : Les Canadiens qui ont cessé de travailler en raison de la COVID-19 pourraient avoir droit à 500 \$ par semaine pendant un maximum de 16 semaines.

- Vous recevez toutes et tous actuellement la prestation canadienne d'urgence (PCU). Que pensez-vous de cette prestation ?
- Quels sont les trois mots qui décrivent le mieux votre expérience en tant que bénéficiaire de la Prestation canadienne d'urgence ? Veuillez préciser.
- Que ressentez-vous quant à recevoir la prestation canadienne d'urgence ?
- Depuis que vous avez commencé à recevoir la Prestation canadienne d'urgence, est-ce que votre motivation à trouver un nouvel emploi a changé ? De quelle façon ?
- Est-ce que les 500 \$ par semaine sont suffisants, trop ou pas assez ? Qu'est-ce qui vous fait dire cela ?
- Est-il juste que tout le monde reçoive le même montant ?
- Combien de temps pensez-vous que cette prestation devrait être gardée en place ? Qu'est-ce qui vous fait dire cela ?
- **DEMANDER DANS LE GROUPE AB – BÉNÉFICIAIRES DE LA PCU** Toute personne recevant la PCU qui n'y est pas admissible verra cet argent récupéré l'année prochaine lors de la production de sa déclaration de revenus. Êtes-vous confiant d'y être admissible, ou craignez-vous de ne pas y avoir droit et que vous recevez cette prestation par erreur ?
QUESTION MODIFIÉE DANS LE GROUPE QC – BÉNÉFICIAIRES DE LA PCU Toute personne recevant la PCU qui n'y est pas admissible verra cet argent récupéré l'année prochaine lors de la production de sa déclaration de revenus. Est-ce que cela était clair lorsque vous avez fait votre demande ? Vous recevez toutes et tous la PCU dans ce groupe. Y en a-t-il parmi vous qui ont des doutes quant à votre admissibilité à la recevoir ? Dans quelle mesure êtes-vous préoccupés par la possibilité que le gouvernement recouvre tous les paiements de PCU que vous avez reçus, s'il estime que vous n'étiez pas admissibles à les recevoir ?

ÉCLAIRCISSEMENT AU BESOIN

Subvention salariale : Les employeurs canadiens dont l'entreprise a été touchée par la COVID-19, peuvent être admissibles à une subvention de 75 % du salaire des employés pour une période allant jusqu'à 12 semaines, et ce, rétroactivement du 15 mars 2020 au 6 juin 2020.

- **DEMANDER DANS LES GROUPES RGT – PARENTS, AB – BÉNÉFICIAIRES DE LA PCU, ET MONTRÉAL – AÎNÉ(E)S** Pensez-vous que le gouvernement du Canada doit en faire davantage pour encourager les entreprises à réembaucher les gens, ou est-ce que la subvention salariale est suffisante ?

DEMANDER DANS LES GROUPES BÉNÉFICIAIRES DE LA PCU – AB ET QC

- Que pensez-vous de cette prestation (la SSUC) ?
- Est-ce que 75 % des salaires des employés est suffisant, trop ou trop peu ? Qu'est-ce qui vous fait dire cela ?
- Combien de temps pensez-vous que cette prestation devrait être gardée en place ? Qu'est-ce qui vous fait dire cela ?

DEMANDER DANS LES GROUPES MONTRÉAL – AÎN(É)ES ET ON – GRANDS CENTRES

ÉCLAIRCISSEMENT AU BESOIN

Le gouvernement du Canada a annoncé un paiement unique aux aînés qui se qualifient afin de compenser toute augmentation des frais de subsistance qu'ils ont engagés en raison de la pandémie de COVID-19. Les personnes âgées prestataires de la Sécurité de la vieillesse (SV) recevront 300 \$, et celles qui sont admissibles au Supplément de revenu garanti (SRG) recevront 200 \$. Toute personne qui reçoit à la fois la prestation de la Sécurité de la vieillesse (SV) et le Supplément de revenu garanti (SRG) aura droit aux deux versements, un montant totalisant 500 \$, payable en un versement unique.

- Pensez-vous qu'il s'agit d'un paiement équitable pour pallier l'augmentation des frais de subsistance que doivent assumer les personnes âgées ? Pourquoi ou pourquoi pas ?
- Est-ce que vos frais de subsistance ont augmenté, diminué ou n'ont pas été affectés ? Comment se fait-il ?
- Certaines personnes âgées à faible revenu reçoivent plus de 1 500 \$ par mois en aide du gouvernement fédéral, si l'on combine la SV, le SRG et le crédit pour la TPS/TVH. De plus, certaines personnes à faible revenu ont droit au versement unique supplémentaire du crédit pour la TPS/TVH (environ 400 \$) dans le cadre de la réponse du gouvernement du Canada à la pandémie de COVID-19. Maintenant que je viens de vous donner plus d'informations sur le soutien du gouvernement fédéral aux personnes âgées, est-ce que cela change ce que certains d'entre vous pensent de ce paiement unique de la SV et du SRG (soit jusqu'à 500 \$) ?

DEMANDER DANS LES GROUPES RGT – PARENTS, AB – BÉNÉFICIAIRES DE LA PCU, ET MONTRÉAL – AÎNÉ(E)S

- Selon vous, quelle est la meilleure approche (à main levée) :
 - Le gouvernement du Canada devrait en faire davantage pour aider les gens que ce dont il fait actuellement, même si cela signifie un déficit plus important que ce qui est actuellement prévu.
 - Le gouvernement du Canada devrait maintenir les niveaux actuels de soutien offerts par des programmes tels que la PCU et la SSUC.
 - Le gouvernement du Canada devrait tenter de réduire les dépenses, même si cela implique de réduire certains de ces programmes.

- Les différentes mesures mises en place par le gouvernement du Canada sont évaluées à des milliards de dollars et le directeur parlementaire du budget prévoit que cela entraînera un déficit budgétaire fédéral beaucoup plus important. Est-ce que quelqu'un est préoccupé par cela ? Pensez-vous que le gouvernement fédéral dépense trop d'argent pour les mesures prises en réaction à la COVID-19 ?
 - Y a-t-il quelqu'un qui s'inquiète de l'impact à long terme lié à un déficit plus important ?

- Pensez-vous que l'économie va retrouver sa pleine vigueur au terme de la réouverture ? Pourquoi ou pourquoi pas ?
 - SI OUI : Combien de temps pensez-vous qu'il faudra pour que l'économie se rétablisse complètement ? (c.-à-d., nombre de mois, une année, plus d'un an ?)
 - Combien de temps pensez-vous que des programmes tels que la PCU et la SSUC devraient rester en place ? (Encore 2 mois, 6 mois, un an, etc. ?)

- Lorsque vous entendez les gens parler de la nécessité pour le gouvernement du Canada de stimuler l'économie, que signifie pour vous le terme « stimulation économique » ? Par exemple, quels genres de choses vous viennent à l'esprit, le cas échéant, lorsque vous entendez ce terme ? Sonder :
 - Est-ce que le gouvernement du Canada devrait dépenser davantage pour aider à stimuler la reprise économique ?
 - SONDER AU BESOIN : Pensez-vous que le gouvernement devrait faire quelque chose qui ressemble aux programmes de relance traditionnels, comme les dépenses en infrastructures, ou pensez-vous que le gouvernement devrait avoir des programmes tels que verser de l'argent aux Canadiens pour qu'ils le dépensent, étant donné le type de récession dont il s'agit ?

DEMANDER DANS LES GROUPES ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU, VANCOUVER – PARENTS, ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, ET VICTORIA ET NANAIMO

- Avez-vous entendu quoi que ce soit au sujet de l'accord de redémarrage sécuritaire du gouvernement du Canada ?
 - SI OUI : Qu'avez-vous entendu ?

ÉCLAIRCISSEMENT AU BESOIN

Le gouvernement du Canada a annoncé qu'il versera 14 milliards de dollars aux provinces et aux territoires pour les aider à rouvrir leur économie.

Je vais maintenant vous montrer certaines choses dont cet argent pourrait servir à financer.

AFFICHER LES OPTIONS À L'ÉCRAN.

- Les services de garde afin que les parents puissent retourner au travail
- Les services de base tels que le transport en commun
- Assurer au moins deux semaines de congé de maladie payé à toutes les travailleuses et à tous les travailleurs
- Améliorer les capacités de dépistage et de traçage
- Améliorer l'état des soins de longue durée
- Plus d'équipements de protection individuelle (ÉPI) pour les entreprises
- Plus d'équipements de protection individuelle (ÉPI) pour les travailleurs de la santé de première ligne
- **SONDAGE :** Je vais vous afficher un sondage. J'aimerais que vous choisissiez, le cas échéant, ce qui est le plus important (les participant(e)s doivent sélectionner, au maximum, 2 à 3 options). **LE MODÉRATEUR SOUMETTRA LE SONDAGE (IMPORTANT). LE MODÉRATEUR PASSERA EN REVUE LES OPTIONS QUI FURENT SÉLECTIONNÉES.**
 - Y'en a-t-il qui ne sont pas clairs ou qui prêtent à confusion ? SI OUI : En quoi ?
 - DEMANDER QUE DANS LES GROUPES **ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU ET VANCOUVER** J'aimerais me pencher sur la suivante, « assurer au moins deux semaines de congé de maladie payé à toutes les travailleuses et à tous les travailleurs ». Que pensez-vous de cela ? Pensez-vous que c'est une bonne ou une mauvaise utilisation de l'argent ? Pourquoi ou pourquoi pas ?
 - DEMANDER SI NÉCESSAIRE : L'une des raisons pour lesquelles certaines personnes suggèrent que les travailleuses et les travailleurs devraient avoir au moins deux semaines de congé de maladie payé est que cela signifie qu'ils peuvent rester à la maison s'ils ont des symptômes de COVID. Que pensez-vous de cela ?
 - Y a-t-il d'autres choses qui, selon vous, devraient être ajoutées à la liste ?

DEMANDER DANS LES GROUPES RGT – PARENTS, AB – BÉNÉFICIAIRES DE LA PCU, MONTRÉAL – AÎNÉ(E)S, ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU, ET VANCOUVER – PARENTS

- Je vais maintenant vous montrer quelques termes différents pour décrire l'économie. J'aimerais qu'individuellement vous les lisiez, puis nous en discuterons par la suite. **AFFICHER LES OPTIONS À L'ÉCRAN.**
 - Reprise
 - Redémarrage
 - Nouveau départ
- **SONDAGE :** Je vais vous afficher un sondage. J'aimerais que vous choisissiez l'expression qui décrit le mieux la phase dans laquelle nous nous trouvons actuellement en ce qui concerne l'économie. (Les participant(e)s ne doivent choisir qu'une seule expression.)
LE MODÉRATEUR SOUMETTRA LE SONDAGE (QUI DÉCRIT LE MIEUX L'ÉCONOMIE ACTUELLE). LE MODÉRATEUR PASSERA EN REVUE LES EXPRESSIONS QUI FURENT SÉLECTIONNÉES.

DEMANDER SI NÉCESSAIRE :

- Lorsque vous pensez à la reprise ou au redémarrage ou à un nouveau départ, qu'est-ce que vous imaginez ?
- Lorsque nous parlons de l'économie, voyez-vous une différence entre « reprise » et « redémarrage », ou est-ce que cela signifie la même chose pour vous ?
 - SI L'ON DIT *DIFFÉRENCE* : quelle est la différence entre les deux ?
- Combien de temps pensez-vous que la phase dans laquelle nous sommes va durer ? Par exemple, pour ceux d'entre vous qui décrivent l'économie comme étant en « reprise » - combien de temps prendra la reprise, selon vous ?
- Je vais maintenant vous montrer quelques termes différents pour décrire le type d'économie vers lequel nous pourrions nous orienter. J'aimerais qu'individuellement, vous les lisiez, puis nous en discuterons. **AFFICHER LES OPTIONS À L'ÉCRAN.**
 - Une économie à l'épreuve du temps
 - **DANS LES GROUPES RGT – PARENTS, AB – BÉNÉFICIAIRES DE LA PCU, MONTRÉAL – AÎNÉ(E)S, ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU ET VANCOUVER – PARENTS** Une économie verte
 - **MODIFIÉ DANS LES GROUPES ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS** Une économie plus verte
 - Une économie saine
 - **DANS LES GROUPES RGT – PARENTS, AB – BÉNÉFICIAIRES DE LA PCU, MONTRÉAL – AÎNÉ(E)S, ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU ET VANCOUVER –**

PARENTS Une économie moderne

MODIFIÉ DANS LES GROUPES ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS Une économie innovante

- Une économie résiliente
 - Une économie forte
- **SONDAGE :** Je vais vous afficher un sondage. J’aimerais que vous choisissiez celui qui représente le type d’économie vers lequel nous devrions nous orienter. (Les participant(e)s peuvent choisir jusqu’à deux termes.)
LE MODÉRATEUR SOUMETTRA LE SONDAGE (DÉCRIT LE MIEUX LE TYPE D’ÉCONOMIE VERS LEQUEL NOUS DEVRIONS NOUS ORIENTER). LE MODÉRATEUR PASSERA EN REVUE LES TERMES QUI FURENT SÉLECTIONNÉS. DEMANDER POURQUOI CEUX-CI FURENT CHOISIS.
 - Et que signifie « résilient » pour vous dans ce contexte ?
 - **DEMANDER DANS LES GROUPES ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS** Et que signifie pour vous une « économie saine » ?
 - *SI L’ON NE L’A PAS CHOISIE : pourquoi ne l’avez-vous pas choisie comme type d’économie que nous pourrions viser ?*

DEMANDER DANS LES GROUPES RGT – PARENTS, AB – BÉNÉFICIAIRES DE LA PCU, ET MONTRÉAL – AÎNÉ(E)S

- Lorsque vous songez au type d’économie vers lequel nous devrions nous orienter, que signifie pour vous l’expression « à l’épreuve du temps » ?
- Pensez-vous que le gouvernement du Canada devrait s’efforcer de ramener l’économie au niveau où elle était, ou pensez-vous que cela représente une occasion de bâtir un type d’économie différent de celui que nous avons auparavant ?
- Pour les personnes qui pensent que cela représente une occasion de bâtir un type d’économie différent, à quoi ressemblerait cette économie ?
 - **DEMANDER AU BESOIN :** Serait-elle davantage axée sur l’environnement ou le changement climatique ? Pourquoi ou pourquoi pas ? SI OUI : Comment ?
 - **SONDER AU BESOIN :** par exemple, des investissements directs dans les technologies propres dites « vertes », l’innovation et l’emploi pour aider à stimuler la reprise économique, ou un accès élargi à des fonds gouvernementaux pour les entreprises qui investissent dans ces domaines.
 - **DEMANDER AU BESOIN :** Serait-elle davantage axée sur la qualité de vie ? De quelle façon ?

- En réfléchissant à la relance de l'économie et aux efforts pour permettre aux gens de se remettre au travail, quels autres défis découlant de la COVID-19 estimez-vous qu'il faudra affronter ?
 - SONDER AU BESOIN : Transport en commun, les garderies, etc.
- Et y a-t-il d'autres enjeux qui ont vu le jour, ou qui sont apparus, à la suite de la COVID-19 et sur lesquels vous croyez qu'il faut se pencher ? Elles peuvent être de nature économique, sociale, etc.
 - SONDER AU BESOIN : soins de longue durée, santé mentale/anxiété/stress, etc.

CONCEPTS DE MARQUE COVID (45 minutes) GRANDS CENTRES – CANADA ATLANTIQUE ET QUÉBEC RURAL

Nous allons maintenant examiner une série d'images pour deux concepts créatifs, qui pourraient être utilisés par le gouvernement du Canada, en vue d'informer les Canadiens sur des choses liées à la COVID-19. Pour chacun des concepts, nous verrons comment trois publicités différentes pourraient être conçues en utilisant ce même « style ». Une fois que nous aurons passé en revue chacun des exemples pour un concept, nous discuterons de ce que nous pensons du concept avant de passer à la version alternative.

ORDRE À SUIVRE POUR L'ÉVALUATION :
GRANDS CENTRES – CANADA ATLANTIQUE : A, B, C
QUÉBEC RURAL : B, C, A

CONCEPT A

AFFICHER A1

Regardons le premier concept. Il y en a un qui porte sur les voyages, celui-ci serait donc affiché sur Facebook pour les personnes qui pourraient avoir un intérêt à voyager — alors, par exemple, les annonces pourraient être affichées pour ceux qui habitent près des aéroports. Les autres seraient destinés à toute la population canadienne et se trouveraient donc dans les journaux ou d'autres publicités imprimées, ou sur des panneaux publicitaires.

- Dans l'ensemble, que pensez-vous du style de ces publicités ?
- Est-ce que ça vous interpelle ? Pourquoi ou pourquoi pas ?
- Est-ce que ces publicités se démarqueraient si vous les voyiez sur Facebook, en version imprimée, etc. ?
- Qu'est-ce qui vous plaît le plus de ces publicités ? Qu'est-ce qui vous plaît le moins ?
- Est-ce que ces publicités tiennent toutes ensemble, même si elles fournissent chacune des informations différentes ? Pourquoi ou pourquoi pas ?
- Avez-vous d'autres idées sur ce qui pourrait rendre ce concept plus efficace ?

AUTRE VERSION

Examinons ces mêmes publicités, mais avec une allure visuelle différente. Les informations contenues dans chacune sont les mêmes.

AFFICHER A2

- Quelles sont vos premières impressions quant à cette version ?
- Est-ce que le fait d'utiliser des couleurs différentes dans les publicités qui portent sur les voyages et les masques a un effet sur l'impact de la publicité ?
- Avez-vous remarqué des différences outre la couleur utilisée en arrière-plan ? Qu'avez-vous remarqué ?
 - SI L'ON A NOTÉ D'AUTRES DIFFÉRENCES, DEMANDEZ POUR CHACUNE D'ENTRE ELLES : Laquelle préférez-vous ? Pourquoi dites-vous cela ?

Je vais maintenant vous montrer des images plus petites des deux versions, côte à côte.

AFFICHER A COMPARAISON

- Quelle version de ce concept préférez-vous ? Pourquoi préférez-vous cette version ?

REFAIRE POUR LES CONCEPTS B ET C

CONCEPT B : B1, B2, B COMPARAISON

CONCEPT C : C1, C2, C COMPARAISON

COMPARAISON DES DEUX CONCEPTS

Je vais maintenant vous montrer de plus petites versions des deux concepts, côte à côte. **AFFICHER À L'ÉCRAN, CÔTE À CÔTE.**

- **SONDAGE :** Je vais procéder à un sondage. J'aimerais que vous choisissiez la version de ces concepts que vous préférez (les participant(e)s doivent en choisir une).
LE MODÉRATEUR SOUMETTRA LE SONDAGE (PRÉFÉRENCE GLOBALE). LE MODÉRATEUR PASSERA EN REVUE LES CHOIX ET DISCUTERA DE CEUX-CI AVEC LES PARTICIPANT(E)S.

APPLICATION DE TRAÇAGE DES CONTACTS (30 minutes) **GRANDS CENTRES – CANADA**

ATLANTIQUE ET QUÉBEC RURAL

- Est-ce que quelqu'un a entendu parler d'une application de traçage des contacts nationale ? Qu'avez-vous entendu ?

ÉCLAIRCISSEMENT AU BESOIN

Le gouvernement du Canada est en train de développer une application pour téléphone intelligent qui vous préviendra si vous avez été physiquement proche d'une personne ayant reçu un diagnostic de COVID-19. Les données recueillies dans cette application seraient anonymes. Vous ne sauriez pas qui est cette personne. Vous ne sauriez qu'approximativement le moment où vous vous êtes trouvé près d'elle. Cette application est destinée à ralentir la propagation en permettant aux gens de savoir rapidement s'ils ont été exposés afin de se faire tester ou de s'isoler et ainsi ne pas transmettre le virus à d'autres personnes.

- Pensez-vous que cette application pourrait être efficace à freiner la propagation de la COVID-19 ?
- Envisageriez-vous de télécharger cette application et de l'utiliser lorsqu'elle sera lancée dans votre province ? Pourquoi ou pourquoi pas ?

Afin de protéger la vie privée, l'application ne stockera ni ne partagera aucune donnée de localisation provenant de votre téléphone. Elle enverra plutôt des signaux codés, par le biais de Bluetooth, à d'autres téléphones situés à proximité. Si une personne obtient un diagnostic positif au virus, toute autre personne ayant reçu un signal du téléphone de cette dernière, grâce à Bluetooth, en sera avisée. Cependant, pour que l'application soit efficace, il faudrait que les utilisateurs laissent le Bluetooth activé lorsqu'ils sont à l'extérieur de leur domicile.

ÉCLAIRCISSEMENT AU BESOIN

La technologie Bluetooth envoie et reçoit des ondes radio et est conçue pour communiquer sur de courtes distances. Normalement, vous pouvez l'utiliser pour connecter un casque mains libres à votre téléphone mobile afin de pouvoir à la fois parler et conduire en toute sécurité, ou pour vous connecter à des haut-parleurs afin d'écouter de la musique sur votre téléphone, ainsi de suite.

- Seriez-vous prêt à laisser la fonction Bluetooth activée de manière à ce que l'application soit efficace ? Savez-vous comment faire ?
- Le fait de savoir que l'application fonctionne au moyen de Bluetooth, au lieu de suivre les données de localisation, est-ce que cela changerait votre choix d'utiliser l'application ?
- Que voudriez-vous savoir de plus à propos de l'application avant de décider si vous allez l'utiliser ?
- **DEMANDER QUE DANS LE GROUPE GRANDS CENTRES – CANADA ATLANTIQUE** Je vais maintenant vous montrer quelques possibilités de noms pour l'application. AFFICHER LES OPTIONS À L'ÉCRAN.
 - Alerte COVID
 - Arrêter la COVID
- **DEMANDER QUE DANS LE GROUPE GRANDS CENTRES – CANADA ATLANTIQUE SONDAGE :** Je vais procéder à un sondage. J'aimerais que vous choisissiez celui que vous préférez, le cas échéant.

LE MODÉRATEUR SOUMETTRA LE SONDAGE. INCLURE « NI L'UN NI L'AUTRE » COMME OPTION (PRÉFÈRE). LE MODÉRATEUR PASSERA EN REVUE LES CHOIX ET DEMANDERA POURQUOI ON A SÉLECTIONNÉ CETTE OPTION.

- SI QUELQU'UN A CHOISI *NI L'UN NI L'AUTRE* OU N'A FAIT AUCUNE SÉLECTION :
Pourquoi n'avez-vous sélectionné aucune des deux options ?
- Est-ce que l'un ou l'autre de ces noms n'est pas clair ou prête à confusion ?
- Qu'ajouteriez-vous ou changeriez-vous à l'un ou l'autre de ces noms, le cas échéant ?
Est-ce que l'un ou l'autre de ces noms pourrait être amélioré ?

PUB COVID — TÉMOIGNAGE (25 minutes) QUÉBEC RURAL

Nous allons maintenant passer en revue une éventuelle publicité que le gouvernement du Canada est en train de mettre au point et qui informerait la population canadienne au sujet de la COVID-19. Je vais vous faire jouer la vidéo, puis nous discuterons de ce que nous en avons pensé. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce qui vous a plu et de ce qui ne vous a pas plu de cette publicité.

Vous remarquerez que la publicité n'est pas dans sa forme finale, donc par exemple, elle doit encore être modifiée pour en faire une publicité plus courte, il n'y a pas de musique, etc. Veuillez garder cela à l'esprit pendant que vous regardez la pub. [L'ANIMATEUR INVITERA LES PARTICIPANT(E)S À METTRE LEURS MICROPHONES EN SOURDINE ET À AUGMENTER LE VOLUME SUR LEURS ORDINATEURS]

[FAIRE JOUER LA VIDÉO]

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Est-ce que cette publicité vous incite à prendre ou de continuer à prendre des précautions ?
Pourquoi ou pourquoi pas ?
- Quelles parties de la publicité vous paraissent les plus percutantes ?
- Quelles parties vous paraissent les moins percutantes ?
- Y a-t-il quelque chose que vous changeriez pour la rendre plus percutante ?

LE RACISME (15-50 minutes) ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU, VANCOUVER – PARENTS, ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS

- Avez-vous entendu parler de manifestations aux États-Unis ? (REMARQUE : il suffit d'obtenir un petit aperçu, compte tenu du temps disponible)
- Pensez-vous que le gouvernement du Canada doit faire plus pour lutter contre le racisme au Canada ? Pourquoi ou pourquoi pas ?

- **DEMANDER DANS LES GROUPEs QC – BÉNÉFICIAIRES DE LA PCU ET VANCOUVER – PARENTS** SI OUI : Dans quelle mesure est-ce que le racisme est un enjeu au Canada ?
 - S’agit-il principalement d’un enjeu qui touche les Autochtones ou qui est plus répandu (c.-à-d., le racisme anti-noir et le racisme envers d’autres minorités visibles) ?

- Voici quelques-unes des mesures possibles que les gens ont suggérées et qui pourraient améliorer les choses pour les minorités visibles au Canada (**AFFICHER LES OPTIONS À L’ÉCRAN**) :
 - Recueillir de meilleures données relatives aux crimes haineux et aux conditions de vie des minorités visibles au Canada
 - Augmenter le financement des campagnes de lutte contre le racisme
 - Nommer davantage de juges issus de minorités visibles
 - **AJOUTÉ DANS LES GROUPEs ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS** Offrir plus de formation sur le racisme aux personnes dans le système judiciaire
 - Le port de caméras corporelles par les policiers
 - **AJOUTÉ DANS LES GROUPEs ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS** Envoyer les personnes condamnées pour possession de drogues dures en désintoxication plutôt qu’en prison
 - **AJOUTÉ DANS LES GROUPEs ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS** Financer des programmes d’aide juridique pour les populations vulnérables
 - Abroger les peines minimales obligatoires

- **ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU, ET VANCOUVER – PARENTS** Y a-t-il quelque chose sur cette liste qui, selon vous, pourrait faire une grande différence en vue de réduire l’inégalité raciale au Canada ?

- **ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU, ET VANCOUVER – PARENTS** Référons-nous au dernier point concernant les peines minimales obligatoires : est-ce que quelqu’un sait de quoi il s’agit ?

- **DEMANDER DANS LES GROUPEs ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS**
SONDAGE : Je vais procéder à un sondage. J’aimerais que vous choisissiez jusqu’à trois éléments de cette liste qui, selon vous, feraient la plus grande différence quant à réduire l’inégalité raciale au Canada. Si vous ne pensez pas que l’une d’entre elles fera une différence, vous pouvez choisir

« aucune de ces réponses ». **LE MODÉRATEUR AFFICHERA LE SONDAGE (LA PLUS GRANDE DIFFÉRENCE). LE MODÉRATEUR PASSERA EN REVUE LES ÉLÉMENTS QUI FURENT SÉLECTIONNÉS ; DISCUTER DES INITIATIVES QUI FURENT SÉLECTIONNÉES LE PLUS ET POURQUOI ON LES A CHOISIES.**

- Y a-t-il quelque chose sur cette liste que vous pensez être une MAUVAISE idée et qui ne devrait PAS être mise en œuvre ?
- Certaines de ces mesures sont liées au système judiciaire. Comme vous le savez peut-être, les autochtones, les noirs et certaines autres minorités sont surreprésentés dans les prisons canadiennes. Pensez-vous que le système judiciaire canadien est injuste envers ces groupes ou y a-t-il d'autres causes telles que la pauvreté qui expliquent cela ?
 - *SONDER si l'on répond « injuste »* : Et est-ce que le problème se situe plutôt du côté de l'application de la loi (par exemple, les policiers) ou du côté de la détermination de la peine (les juges et les tribunaux) ? Ou bien les deux ?
- Je voudrais discuter plus amplement d'un des points de cette liste : est-ce que quelqu'un sait ce que sont les peines minimales obligatoires ?

ÉCLAIRCISSEMENT AU BESOIN

Le Code criminel du Canada prévoit diverses infractions qui entraînent une peine minimale obligatoire.

LIRE DANS LES GROUPES ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU, ET VANCOUVER – PARENTS Par exemple, certaines infractions justifient au moins une période d'incarcération donnée. **MODIFIÉ DANS LES GROUPES ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS** Par exemple, il y a une période minimale d'emprisonnement pour les meurtres, pour certains crimes impliquant des armes à feu et pour certains crimes liés au trafic de drogue. Cela signifie que si vous êtes coupable de ces crimes, vous obtenez une peine minimale d'emprisonnement — quoique le juge peut toujours prononcer une peine plus longue si les conditions le justifient.

- Pensez-vous que les peines minimales obligatoires rendent le système de justice pénale plus juste, ou moins juste, pour les minorités visibles et les populations vulnérables ?
 - Pensons à certaines infractions, par exemple, qu'en est-il des infractions en matière d'armes à feu ? Pourquoi ou pourquoi pas ?
 - **DEMANDER DANS LES GROUPES ON – GRANDS CENTRES ET QC – BÉNÉFICIAIRES DE LA PCU** Qu'en est-il de la conduite avec facultés affaiblies (par exemple, pour une deuxième condamnation et pour les condamnations subséquentes) ? Pourquoi ou pourquoi pas ?
 - **DEMANDER DANS LES GROUPES ON – GRANDS CENTRES ET QC – BÉNÉFICIAIRES DE LA PCU** Qu'en est-il des infractions sexuelles impliquant des enfants ? Pourquoi ou pourquoi pas ?

- DEMANDER DANS LE GROUPE VANCOUVER – PARENTS Qu'en est-il du trafic de drogue ? Pourquoi ou pourquoi pas ?
- DEMANDÉ DANS LES GROUPES ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS SONDER que si l'on n'est pas certain et que l'on a du mal à se prononcer — certaines personnes disent qu'elles rendent le système judiciaire plus équitable puisqu'elles veillent à ce que tout le monde reçoive la même peine minimale, quelles que soient sa race ou ses origines. D'autres disent qu'elles sont injustes parce que les minorités sont plus souvent accusées de ces crimes.
- DEMANDER DANS LES GROUPES ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU ET VANCOUVER – PARENTS Quelle serait votre réaction si le gouvernement du Canada abrogeait certaines peines minimales obligatoires ?
- MODIFIÉ DANS LES GROUPES ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS Quelle serait votre réaction si le gouvernement du Canada abrogeait certaines peines minimales obligatoires pour les crimes non violents et non sexuels ?
 - DEMANDÉ DANS LES GROUPES ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS Qu'est-ce qui changerait, selon vous, si les peines minimales obligatoires étaient abrogées pour les crimes non violents et non sexuels ? Quel en serait l'effet ?
 - DEMANDÉ DANS LES GROUPES ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS SONDER : Cela pourrait inclure l'abrogation des peines minimales obligatoires pour le trafic de drogue. Que diriez-vous de l'abrogation des peines minimales obligatoires dans ce type de cas ?
- DEMANDER DANS LES GROUPES ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU ET VANCOUVER – PARENTS Qu'en serait-il si le gouvernement du Canada abrogeait certaines peines minimales obligatoires, mais augmentait également les peines maximales autorisées pour certains crimes graves ?
 - Quels sont, selon vous, les avantages de cette approche ?
 - Quels sont les inconvénients ?
 - SONDER : Cela accorderait aux juges une plus grande discrétion lors de la détermination de la peine. Pensez-vous que ce soit une bonne ou une mauvaise chose ?
 - SONDER : Pensez-vous que les juges considéreraient l'augmentation des peines maximales comme un signal qu'ils devraient prononcer des peines plus longues ?

DEMANDER DANS LES GROUPES ON ON – CENTRES DE TAILLE MOYENNE, NORD DES PRAIRIES, VICTORIA ET NANAIMO, ET RGM – NOUVEAUX ARRIVANTS

- Un argument favorisant l’abrogation des peines minimales obligatoires est qu’elles mettent trop de gens en prison. Cela coûte au gouvernement plus de 100 000 \$ par année pour détenir quelqu’un en prison et certaines personnes disent que le fait de passer du temps en prison augmente la probabilité de commettre un crime à l’avenir. Pensez-vous que ce soit une bonne raison pour abroger certaines peines minimales obligatoires ?
- Des études ont démontré que les peines minimales obligatoires contribuent peu à décourager la criminalité. Pensez-vous que ce soit une bonne raison d’abroger certaines peines minimales obligatoires ?
- Que diriez-vous si le gouvernement du Canada maintenait les minimums obligatoires en place, mais donnait aux juges la possibilité d’aller en dessous du minimum dans des circonstances exceptionnelles ? Pensez-vous que donner aux juges le pouvoir discrétionnaire de prononcer des peines inférieures au minimum obligatoire, dans des circonstances exceptionnelles, serait une bonne ou une mauvaise chose ?
 - SONDER : Est-ce que vous voyez une différence entre cela et la simple abrogation des minimums obligatoires ?
- Qu’en serait-il si le gouvernement du Canada apportait les changements entourant les minimums obligatoires dont nous avons parlé, mais augmentait également les peines maximales permises pour certains crimes graves ? Que diriez-vous de cela ?
- Nous avons beaucoup parlé des minimums obligatoires. Pour conclure la discussion, dans quelle mesure pensez-vous qu’il soit prioritaire de modifier les lois relatives aux minimums obligatoires ?
 - Quelle est la meilleure raison qui vous vient à l’esprit pour abroger certaines peines minimales obligatoires ?
 - Quelle est la meilleure raison qui vous vient à l’esprit pour NE PAS abroger certaines peines minimales obligatoires ?

DÉFIS LOCAUX (5 minutes) **NORD DES PRAIRIES**

- J’aimerais, pendant quelques minutes, me pencher plus particulièrement sur les collectivités du Nord des Prairies, mais en les abordant dans une perspective plus large que celle de COVID-19...
- En pensant à la dernière année, qu’est-ce que le gouvernement du Canada a fait, le cas échéant, pour des collectivités comme la vôtre ?
- Et que pensez-vous que le gouvernement du Canada pourrait faire pour les collectivités du Nord des Prairies ?

AUTRES ACTUALITÉS (5-20 minutes) RGT – PARENTS, AB – BÉNÉFICIAIRES DE LA PCU, MONTRÉAL – AÎNÉ(E)S, ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU, VANCOUVER – PARENTS, GRANDS CENTRES – CANADA ATLANTIQUE ET QUÉBEC RURAL

RGT – PARENTS, AB – BÉNÉFICIAIRES DE LA PCU, MONTRÉAL – AÎNÉ(E)S, ON – GRANDS CENTRES, QC – BÉNÉFICIAIRES DE LA PCU, ET VANCOUVER – PARENTS

- Nous avons beaucoup parlé de la COVID-19 aujourd’hui. Avant de se quitter, avez-vous entendu d’autres actualités concernant le gouvernement du Canada au cours des derniers mois ?
 - POUR CHAQUE ÉLÉMENT D’ACTUALITÉ MENTIONNÉ : Y a-t-il d’autres personnes parmi vous qui ont entendu cela ? Qu’en pensez-vous ?
- La plupart des annonces récentes du gouvernement du Canada portaient sur la COVID-19, les personnes touchées par la maladie et les répercussions économiques de celle-ci. Que pensez-vous de toute cette attention consacrée à la COVID-19 — pensez-vous qu’elle soit appropriée ou pensez-vous que le gouvernement du Canada s’est trop concentré sur cette question ? À quels autres enjeux, le cas échéant, pensez-vous que le gouvernement devrait accorder plus d’attention ?

GRANDS CENTRES – CANADA ATLANTIQUE ET QUÉBEC RURAL

- Quelles autres nouvelles n’ayant pas rapport à la COVID avez-vous entendues de la part du gouvernement du Canada ?
 - Avez-vous entendu quoi que ce soit sur les relations canado-chinoises ?
 - SI OUI : Que pensez-vous de la façon dont le gouvernement du Canada gère cette question ? Y a-t-il autre chose qu’il devrait faire ?

CONCLUSION (5 minutes)

Appendix C – Advertising Concepts

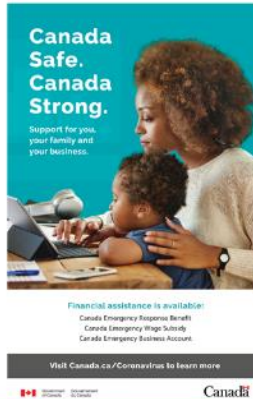
COVID-19 Brand Concepts

Concept A

A1

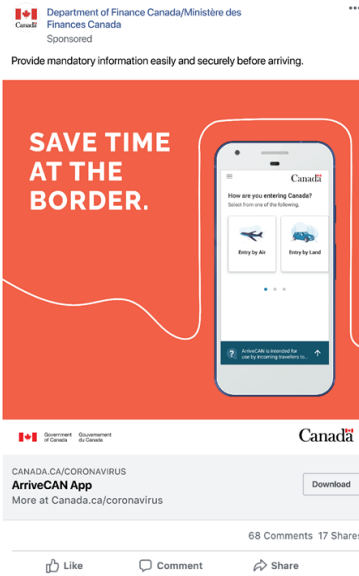


Concept A1

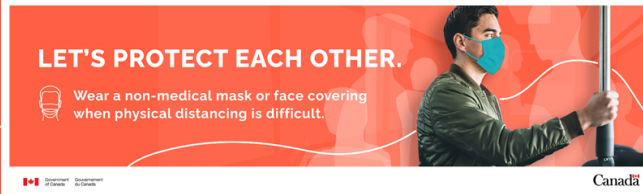


Concept A1: The figure above shows an ad set consisting of three ads over different mediums – Facebook, print and billboard ad. All ads feature a teal blue background and have a main headline in large white font. The first ad's (Facebook) main headline (on the left) reads "Save time at the border." along with a small icon of a plane. On the right hand side of this ad a smartphone is shown, featuring a Government of Canada ArriveCan app that reads "How are you entering Canada?" and provides two options on screen – entering by air or by land. At the bottom, there is a button to download the app or find out more information at Canada.ca/coronavirus. The second ad (print) shows a large image of a woman and her son on a computer together. On the left hand side the main headline reads "Canada Safe. Canada Strong." and a sub-headline that reads "Support for you, your family and your business." At the bottom of the ad, the ad reads "Financial assistance is available:" and lists the Canada Emergency Response Benefit, Canada Emergency Wage Subsidy and the Canada Emergency Business Account. Below this reads "Visit Canada.ca/Coronavirus to learn more" and the Government of Canada logo and wordmark are shown. The third ad's (billboard) main headline reads "Let's protect each other." and has a sub headline that reads "Wear a non-medical mask or face covering when physical distancing is difficult." alongside an icon of a public transit train. The right hand side of the ad features an image of a young man and woman with their arms wrapped around each other. Face masks are 'drawn' or overlaid on the two individuals faces. In the background there is a faint layer of trees and at the bottom of the ad, the Government of Canada logo and wordmark are shown.

A2



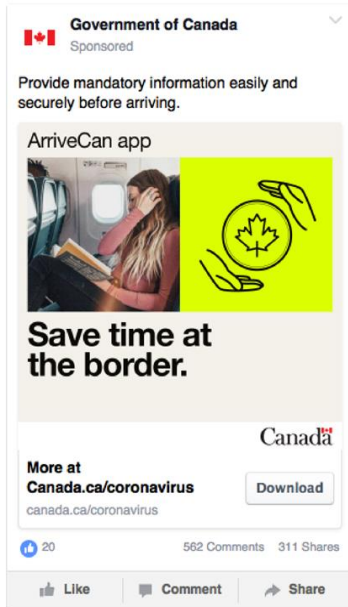
Concept A2



Concept A2: The figure above shows an alternative ad set consisting of two ads over different mediums – Facebook and billboard ad. All ads feature a red-orange background and have a main headline in large white font in capital letters. The first ad’s (Facebook) main headline (on the left) reads “SAVE TIME AT THE BORDER.” along with a small white line in the shape of a border. On the right hand side of this ad a smartphone is shown, featuring a Government of Canada ArriveCan app that reads “How are you entering Canada?” and provides two options on screen – entering by air or by land. At the bottom, there is a button to download the app or find out more information at Canada.ca/coronavirus. The second ad’s (billboard) main headline reads “LET’S PROTECT EACH OTHER..” and has a sub headline that reads “Wear a non-medical mask or face covering when physical distancing is difficult.” alongside an icon of a public transit train. The right hand side of the ad features an image of a young man holding a public transit pole, as if he is riding on a bus or a train. In the background, there are white shadow-like images of other people and at the bottom of the ad, the Government of Canada logo and wordmark are shown.

Concept B

B1

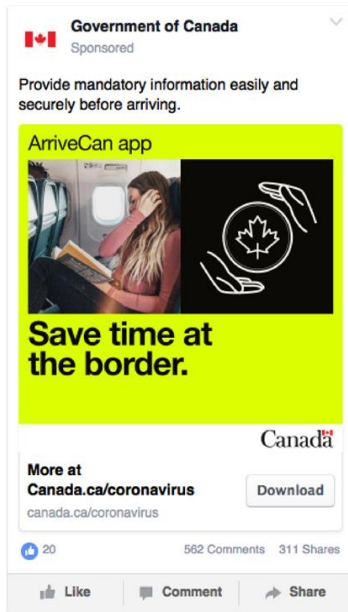


Concept B1



Concept B1: The figure above shows an ad set consisting of three ads over different mediums – Facebook, print and billboard ad. All ads feature an electric yellow, black and cream colour scheme and have a title headline and a main headline in black or white font. The first ad’s (Facebook) title headline reads “ArriveCan app” and the main headline reads “Save time at the border.” In between, there are two square images – one a photograph of a woman on a plane reading a book and tucking her hair behind her ear and another of a black icon of two hands surrounding a circle with a maple leaf in the middle, on a bright yellow background. At the bottom, there is a button to download the app with the text “More at Canada.ca/coronavirus”. The second ad (print) has the title headline at the top of the ad, which reads “CANADA SAFE. CANADA STRONG.” then, it shows a large image of a man holding his son in his arms in a home, in the centre of the page. The bottom half of the ad features the main headline (on the left) which reads “Support for you, your family and your business.” and a sub-headline on the right which reads “Financial assistance is available:” and lists the Canada Emergency Response Benefit, Canada Emergency Wage Subsidy and the Canada Emergency Business Account. At the bottom of the ad, it says “Visit Canada.ca/Coronavirus to learn more” and the Government of Canada logo and wordmark are shown. The third ad’s (billboard) title headline (on the left) reads “LET’S PROTECT EACH OTHER.” and has a sub headline that reads “Wear a non-medical mask or face covering when physical distancing is difficult.” on the left side of the ad. Below this, text with the URL canada.ca/coronavirus is presented. The right hand side of the ad features two square images – one of a young woman wearing a mask and another image of a black icon of a face mask, on a bright yellow background. At the bottom of the ad, the Government of Canada logo and wordmark are shown.

B2



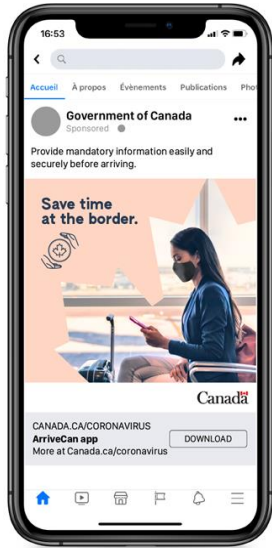
Concept B2



Concept B2: The figure above shows an alternative ad set consisting of two ads over different mediums – Facebook and billboard ad. All ads feature a bright yellow background and have a title headline and a main headline in large black font. The first ad’s (Facebook) title headline (across the top) reads “ArriveCan app.” and the main headline reads “Save time at the border.” In between, there are two square images – one a photograph of a woman on a plane reading a book and tucking her hair behind her ear and another of a white icon of two hands surrounding a circle with a maple leaf in the middle, on a black background. At the bottom, there is a button to download the app with the text “More at Canada.ca/coronavirus.” The second ad’s (billboard) title headline reads “LET’S PROTECT EACH OTHER.” on the left side with a main headline below that reads “Wear a non-medical mask or face covering when physical distancing is difficult.” Below this, text with the URL canada.ca/coronavirus is presented. The right hand side of the ad features an icon of a bright yellow face mask on a black background. At the bottom of the ad, the Government of Canada logo and wordmark are shown.

Concept C

C1



Concept C1



Concept C1: The figure above shows an ad set consisting of three ads over different mediums – Facebook, print and billboard ad. All ads feature a peach and light grey background colour and have a main headline in large black font. The first ad's (Facebook) main headline (on the left) reads "Save time at the border," along with a small icon of two hands surrounding a circle with a maple leaf in the middle. The right side of the ad features a photograph of a woman wearing a mask in an airport, which is framed by a maple leaf. At the bottom, there is a button to download the app or find out more information at Canada.ca/coronavirus. The second ad (print) shows (on the right) a large image of a man sitting while holding his two children, which is framed by a partial maple leaf. On the left hand side the main headline reads "Canada Safe. Canada Strong." and a larger sub headline below reads "Support for you, your family and your business." Underneath this, is smaller text that reads "Financial assistance is available:" and lists the Canada Emergency Response Benefit, Canada Emergency Wage Subsidy and the Canada Emergency Business Account. At the bottom of the ad the text "Visit Canada.ca/Coronavirus to learn more" and the Government of Canada logo and wordmark are shown. The third ad's (billboard) main headline reads "Let's protect each other" and has a sub headline that reads "Wear a non-medical mask or face covering when physical distancing is difficult." Below this, text with the URL canada.ca/coronavirus is presented. The right hand side of the ad features a photograph of a young man smiling as she is wearing a mask, which is framed by the outline of a maple leaf. At the bottom of the ad, the Government of Canada logo and wordmark are shown.

C2



Concept C2



Concept C2: The figure above shows an alternative ad set consisting of two ads over different mediums – Facebook and billboard ad. All ads feature an orange background and have a title headline and/or a main headline in large black font. The first ad's (Facebook) the main headline reads "Save time at the border." (on the left) and a black icon of two hands surrounding a circle with a maple leaf in the middle (on the right). Underneath, taking up most of the ad, is a rectangular photograph of a woman wearing a mask in an airport. At the bottom, there is a button to download the app with the text "ArriveCan app" and "More at Canada.ca/coronavirus." The second ad's (billboard) title headline reads "Let's protect each other." (on the left side) with a main headline below that reads "Wear a non-medical mask or face covering when physical distancing is difficult." Below this, text with the URL Canada.ca/coronavirus is presented. The right hand side of the ad features a square photograph of a young man smiling as she is wearing a mask. At the bottom of the ad, the Government of Canada logo and wordmark are shown.

COVID-19 Ad Testimonial

[Ad Testimonial – Marylou and Jean-Philippe](#)

The television ad features a young woman (Marylou) and a young man (Jean-Philippe) speaking from a park bench. The script reads:

Marylou: My name is Marylou, I'm 25 years old. **Jean-Philippe:** My name is Jean-Philippe, I'm 24 years old. **Marylou:** And, we both got COVID-19. From the beginning I learned of the existence of COVID-19, I have never felt shielded, being immunosuppressed, which basically puts me at risk. Me, it's my life that is at stake if I'm not careful. Basically, I'm going to lose everything. The symptoms appeared abruptly. I started to have, basically, all the symptoms we know of COVID-19 apart from, basically, fever. I could sleep during my days off; it could be 16 to 20 hours out of 24. It continued to degenerate. This time, however, I was feeling so extremely weak that I would lose consciousness. We decided to go to the hospital, basically to the emergency, because my condition was just getting worse. **Jean-Philippe:** The month I went through without Marylou because Marylou was in the hospital, was extremely difficult because on the one hand I had no information or very little about her condition, and I knew she was very at-risk. And, because I was worried about my own condition. Was I going to get sicker? Was I going to go into the hospital? What happens if both of us are in the hospital? So, it was extremely hard. **Marylou:** Well basically, when I got out of the hospital, then returned home, I was still scared I would say. Was I again going to expose Jean-Philippe to these dangers? The thing I at least want people to retain from my story is the importance of safety measures; hygiene measures that must be taken, as much to protect ones' self as to protect the people around us. We must stop being individualistic, and think of others. I was able to clearly see the impacts of the virus from the fact that two of my roommates died from it next to me, gasping for breath. Basically, they were unable to breathe anymore. When we talk about a global pandemic, we are talking about a virus causing thousands of deaths; let's take it seriously." Lastly, the Canada wordmark is shown at the end of the video.