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Continuous Qualitative Data Collection of Canadians' Views – June 2021

Final Report

Prepared for the Privy Council Office

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Ce rapport est aussi disponible en français.

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 second year of the study included a total of twelve focus groups with Canadian adults (18 years of age and older) between June 2nd and June 29th, 2021.

Cette publication est aussi disponible en français sous le titre : Rapport final - Collecte continue de données qualitatives sur les opinions des canadiens – juin 2021.

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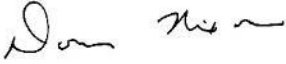
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I hereby certify as a Senior Officer of The Strategic Counsel that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the 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: October 29, 2021

Donna Nixon, Partner
The Strategic Counsel

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Executive Summary

Introduction

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

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

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

This report includes findings from 12 online focus groups which were conducted between June 2nd and 29th, 2021 in multiple locations across the country including Atlantic Canada, Quebec, Ontario, Manitoba, Saskatchewan, 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. Related to COVID-19, topics explored included what Canadians were hearing about the Government of Canada in the news, their outlook on COVID-19 and how that has influenced their

behaviours, their views on local public health restrictions, border closures and other COVID-19 related travel restrictions. The research also explored perspectives on the Government of Canada's performance throughout the pandemic, and thoughts on the extent of the spread of COVID-19 in coming months. Certain subgroups were also asked for their views on a variety of vaccination-related topics. Nova Scotia and Calgary parents of children aged 12-17 discussed their views on the vaccination of youth aged 12 – 17 and messaging related to youth vaccination was explored with parents residing in the City of Toronto and York Region as well as Calgary. Winnipeg participants experiencing COVID fatigue and exhibiting riskier behaviours also shared their views on what public health restrictions they had the most issues with.

In addition to the pandemic, non-COVID-19 related discussions were undertaken on a range of topics including Indigenous Issues, housing, zero-emission vehicles and local issues. Creative testing related to Western Economic Diversification Canada was also undertaken with participants from Calgary.

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

Methodology

Overview of Groups

Target audience

- Canadian residents, 18 and older.
- Groups were split primarily by location.
- Some groups focused on specific subgroups of the population including those who were experiencing COVID-19 fatigue and exhibiting riskier behaviours, non-homeowners looking to purchase in the next five years, parents of children aged 12-17, those who were vaccine hesitant, those who were vaccine rejecters and young adults aged 18-30.

Detailed Approach

- 12 focus groups across various regions in Canada.
- Two groups were conducted with the general population in Windsor and Saguenay and Lac-St-Jean Region Quebec.
- The other ten groups were conducted with key subgroups including:
 - Those experiencing COVID-19 fatigue and exhibiting riskier behaviours residing in Winnipeg;
 - Non-homeowners looking to purchase in the next five years residing in Hamilton, the Lower Mainland B.C. and the Greater Montreal Area (GMA);
 - Parents of children, aged 12-17, residing in Nova Scotia, the City of Toronto and York Region and Calgary;
 - Vaccine hesitant people residing in the Outaouais Region Quebec;

- Those who rejected COVID-19 vaccines residing in mid-size centres in the Prairies; and
- Young adults, aged 18-30, residing in Atlantic Canada.
- 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, 85 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium. The incentive ranged from \$100 to \$125 per participant, depending on the location and the composition of the group.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Winnipeg	1	English	June 2	7:00-9:00 pm	People Experiencing COVID Fatigue/Exhibiting Riskier Behaviours/COVID-19 Hot Spot	7
Hamilton	2	English	June 3	6:00-8:00 pm	Non-homeowners looking to purchase in next 5 years	8
Nova Scotia	3	English	June 8	5:00-7:00 pm	Parents of Children aged 12-17	7
Lower Mainland B.C.	4	English	June 9	9:00-11:00 pm	Non-homeowners looking to purchase in next 5 years	8
Outaouais Region Quebec	5	French	June 10	6:00-8:00 pm	Vaccine Hesitant	4
Windsor	6	English	June 15	6:00-8:00 pm	Gen Pop	8
Greater Montreal Area (GMA)	7	French	June 16	6:00-8:00 pm	Non-homeowners looking to purchase in next 5 years	6
Mid-size Centres Prairies	8	English	June 17	7:00-9:00 pm	Vaccine Rejecters	8
Saguenay and Lac-St-Jean Region Quebec	9	French	June 22	6:00-8:00 pm	Gen Pop	8
City of Toronto and York Region	10	English	June 23	6:00-8:00 pm	Parents of children aged 12-17	6

Atlantic Canada	11	English	June 24	5:00-7:00 pm	Young Adults aged 18-30	8
Calgary	12	English	June 29	8:00-10:00 pm	Parents of Children aged 12-17	7
Total number of participants						85

Key Findings

Part I: COVID-19 Related Findings

Government of Canada in the News (All Locations)

When asked to identify Government of Canada issues in the news, participants most widely commented on the recent discovery of unmarked graves of Indigenous children at the site of a former residential school in Kamloops, British Columbia, which was top of mind across the groups. There was limited awareness of specific actions taken by the federal government in response to this discovery, but some recalled that public statements had been made. Some also mentioned the recent passage of legislation to make September 30th a federal statutory holiday and National Day for Truth and Reconciliation.

COVID-19-related issues were also widely top of mind. Recollection of specific news items focused on vaccines, in particular, including official announcements regarding instances of myocarditis associated with the Pfizer vaccine, and various accounts of media coverage about second dose delays, more doses being ordered by the federal government, and Canadian assistance for developing countries in acquiring vaccine doses.

News about new border restrictions being eased was also mentioned, both before and especially after the June 21 announcement of the first phase of the federal government's reopening plan. Participants were generally aware that fully vaccinated travellers would soon be permitted to enter Canada without the need to quarantine or stay at a government-authorized hotel, and many felt that land travel between Canada and the United States, in particular, would become easier.

A smattering of other issues was mentioned related, variously, to the strengthening of the mortgage stress test, regulation of online expression (Bill C-10), the Prime Minister's attendance at the G7 summit, concerns about the growing federal deficit, the cancellation of the Keystone XL pipeline, strains in the Canada-China relationship, and the possibility of an imminent federal election call.

Perspectives on Local Restrictions (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Nova Scotia Parents of Children Aged 12-17, Calgary Parents of Children Aged 12-17)

Views on Regional Restrictions (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Calgary Parents of Children Aged 12-17)

Winnipeg (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours)

Participants residing in Winnipeg were generally skeptical about the value of the increased restrictions recently implemented across the province. Many blamed a lack of compliance and enforcement, and some believed only more targeted restrictions would be useful. Others questioned the restrictions, arguing that the virus would spread regardless so people should be free to live their lives. A number of participants also felt that the high uptake of vaccines was the best defence against COVID-19, even in the absence of restrictions. As a result of these views, most felt that the current restrictions should be lifted.

As a second point of discussion, participants were told that the Government of Canada would be providing more pandemic-related help to Manitoba in response to the province's request for assistance; most participants expressed ambivalence. While some did express appreciation for the federal government's offer, they were exasperated that the provincial government required this assistance from the Government of Canada.

Calgary (Calgary Parents of Children Aged 12-17)

Parents in Calgary generally felt that restrictions across the city and province were lifted too quickly. While many felt unsafe, some conceded that the reopening was needed to get the economy up and running again. That said, many felt that more communications were needed to reinforce the need for people to take precautions.

Asked if they would feel safe attending the upcoming Calgary Stampede, most said that they would not, and planned to skip the event to limit their exposure to crowds.

When asked if they were worried about a possible fourth wave of COVID-19, many said they were, although several participants noted they had been vaccinated and felt safer. Beyond health concerns, some worried about the impact that a fourth wave and new restrictions would have on the economy and small businesses in particular, as well as the financial and mental health of workers whose jobs would be affected. Conversely, some felt that it was unlikely that new closures and lockdowns would be imposed because of public push back.

Personal Impact of Restrictions

Participants in these groups were asked how COVID-19 restrictions had impacted them and their families. Across the two groups, some common themes and issues emerged:

- Mental health: The impact that isolation and lack of social interaction had on the mental health of participants and family members was a concern for many.

- Inability to see family: Many mentioned the difficulties of being unable to see family, missing out on important events, such as weddings and funerals, and worrying about vulnerable family members who were struggling from isolation.
- Online learning: Parents whose children had attended virtual school felt that it had been a struggle for their children to adapt because of the social isolation.
- Job loss: Some mentioned they had lost their jobs or had businesses go under as a result of shut downs associated with the pandemic.

COVID Fatigue (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours)

In one group, participants who were fatigued by COVID-19 and exhibiting riskier behaviours, were asked what had made them decide to have contact with individuals outside of their household. Many said that they were frustrated with the situation in Manitoba and felt they were behind other provinces in managing the pandemic and plans for reopening. Many felt the restrictions in their province had been ineffective and the provincial government was failing to learn from past mistakes. Some questioned the rationale for current restrictions, arguing that the data and science did not justify it. There were some who also believed that the virus was going to run its course regardless of restrictions and that Canadians should be able to make their own decisions about how much risk they wanted to take.

COVID-19 Restrictions (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents of Children Aged 12-17, Atlantic Canada Young Adults)

Throughout the month, participants were asked to comment on a variety of COVID-19 travel restrictions. They also discussed their views on the need for additional restrictions or whether they felt that things should be opening up more. At various points in the discussions, participants in most groups were provided with information about forthcoming travel restriction changes and asked for their thoughts.

Awareness of International Travel Restrictions (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec)

When asked what they knew about Canada's current international travel restrictions, most were aware that several quarantine and travel restrictions were in place. Attitudes towards the restrictions varied greatly by region – some were supportive while others were convinced that restrictions were

ineffective and an invasion of privacy. The following international travel restrictions were top of mind for many, but there was a lot of confusion about the restrictions:

- A three-day stay in a designated quarantine hotel at the traveller's own expense upon entering Canada;
- Testing for COVID-19 before arrival in Canada;
- Only essential travel recommended/allowed;
- Restrictions dependant on vaccination status; and
- Flying into Canada resulted in a longer quarantine and a three-night mandatory hotel quarantine, whereas driving across the Canadian-U.S. border was more flexible.

Additionally, with the current travel restrictions, some expressed frustration at perceived loopholes or inequities. Some mentioned that the restrictions seemed to favour those who had the financial ability to stay in a quarantine hotel or could afford to circumvent restrictions. Some felt that those who were American and Canadian dual citizens had been abusing the ability to freely cross the border.

To aid the discussion of current travel restrictions, participants were provided with various details of restrictions currently in place. After receiving the details, participants in four of the groups (Winnipeg, Hamilton, Nova Scotia and Lower Mainland B.C.) were asked for their reactions. Those in Winnipeg and Hamilton tended to be critical of the restrictions. Some felt that borders should have been shut down when the first COVID-19 case was detected and the additional precautions at this stage were too late. Many were also opposed to the mandatory testing and hotel quarantine requirements because they felt they impinged on personal freedoms. Conversely, those residing in Nova Scotia and Lower Mainland B.C. were generally supportive of the restrictions, with many feeling that they were necessary and would be effective, if they were enforced.

These four groups were additionally asked when, in their view, the Government of Canada should ease these restrictions. Many agreed that this decision should be dependent on the uptake of vaccinations and when the country reaches herd immunity. There were some, however, who felt the restrictions were ineffective or unnecessary and should be lifted immediately to protect the economy.

Participants were asked when the Government of Canada should end the quarantine hotel requirement. On balance, most agreed that quarantine hotels could and should end immediately. It was felt that quarantine hotels were ineffective at curbing the spread of COVID-19 and an unfair expense to travellers. The few who were in favour of quarantine hotels felt it was important to discourage travel in order to contain the spread of the virus and its impact on the health care system.

Changes to Travel Restrictions (Lower Mainland B.C. Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents of Children Aged 12-17, Atlantic Canada Young Adults)

Most participants in these groups, held after June 9th, were aware that changes to travel restrictions were forthcoming as announced by the federal government. While vague on details, many knew

without prompting, that fully vaccinated Canadian travellers would no longer be required to quarantine upon their return to Canada and some knew that Canadian travellers still needed to be tested upon arrival. And many were under the impression that different rules applied to foreign travellers and/or those not fully vaccinated. Some also recalled hearing different rules would apply to children under the age of twelve who were ineligible for vaccination.

To clarify, participants were provided with the details of the federal government's most recent announcement, and tended to support these changes. Most felt they were safe, given the focus on fully vaccinated travellers, and provided an incentive to enable people to begin to return to a more normal life. A few in these groups expressed concern that it might be a bit too soon to lift quarantine restrictions for fully vaccinated travellers and wanted to know if the data concerning transmission rates among the fully vaccinated supported this decision.

Several participants had questions about how the new rules would apply to travellers with children under the age of 12, who could not be vaccinated, and if they would require quarantine for children only or entire families.

Views on Shortening the Quarantine Period (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters)

Participants were divided on the issue of quarantines and whether they should be shortened for all fully-vaccinated travellers. Many felt they should be, some even felt they should be dropped entirely while others felt they needed to stay in place given the possibility of asymptomatic carriers and their ability to spread the virus.

Future of Allowing Non-Essential Travel into Canada (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents of Children Aged 12-17, Atlantic Canada Young Adults)

Allowing non-essential travel into Canada was not viewed as a priority. Many felt this should wait until more Canadians were fully vaccinated and be contingent on incoming travellers being fully vaccinated as well. Further, some also felt that travel within Canada for non-essential reasons should be ramped up prior to allowing international non-essential travel.

Border Exemptions (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters)

Asked if border exemptions should be in place for travellers from countries with a high vaccination rate or low case counts, many agreed this made sense. Some, however, felt that exemptions should be based on the individual travelling, and whether they were fully vaccinated, rather than conditions in their country of origin. Still others felt that international travel was essential to get Canada's economy back up and running. Others were more cautious. They worried about lifting restrictions on international travellers regardless of their personal vaccination status or conditions in their home country, given that the virus could still be contracted and spread.

Next, participants were asked for their views on a scenario that involved opening the border for non-essential travel only to those who were fully vaccinated. Many were open to this approach and thought it was reasonable. That said, some were adamant that testing should still be administered prior to admitting travellers into the country to reduce the prospect of travellers spreading the virus. Participants generally felt more comfortable with a two-step approach that required a double vaccination as well as testing.

Participants were then asked if travellers who had been fully vaccinated should continue to be subject to the same testing and quarantine requirements as those who have not been vaccinated. Participants had mixed opinions. Some felt if a traveller could prove their vaccination status, it should be easier for them to enter. On the other hand, some mentioned that those who had been vaccinated could still be carriers of the virus and should, therefore, still be subject to existing restrictions and public health measures.

Asked if the border between Canada and the United States should be opened, most felt it should remain closed for now and that travel should resume only when Canada had lifted all of its public health restrictions. Concerns were raised about continued high rates of infection in the US and the risk this posed to Canadians, as well as the difficulty of contact tracing Americans driving across the border.

Canadians Behaviours (GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, Atlantic Canada Young Adults)

As part of the reopening plan, announced in June, the federal government eliminated the 3-day hotel quarantine for fully vaccinated Canadian travellers but still required them to self-isolate while awaiting results of their arrival test. In light of this, participants were asked about their degree of confidence that these Canadian travellers would comply with the instructions. Opinions were mixed. Most were dubious that all travellers would follow the rules and felt many would be tempted to break their quarantine requirements in the absence of any enforcement.

Participants were then asked if fully vaccinated Canadian travelers should still be required to take a COVID-19 test upon their return to Canada. Responses were, again, somewhat mixed. Many felt testing remained important, given the chance that even fully vaccinated travellers could contract and spread the virus. Some felt this decision should be dependent on the number of cases in the country the traveller was returning from, while others thought testing should be removed as a requirement for fully-vaccinated travellers. Finally, a few felt testing should be lifted for all travellers, arguing that test results were not especially reliable.

Those who agreed that testing was still necessary were asked for their opinion whether these tests should be administered at ports of entry or if travelers should be permitted to get their test at a local pharmacy. Most felt they should be administered at a port of entry, arguing that going to a pharmacy undermined the requirement to remain self-isolated and could lead to potential virus spread.

Finally, participants were asked for their views about switching to rapid tests for fully-vaccinated travelers at ports of entry and eliminating quarantines altogether for those with a negative result. Some supported this option as more practical, cheaper to administer and more convenient for travellers. Others were not comfortable with the trade-offs in regard to health and safety.

COVID-19 Outlook/Vaccines (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Outaouais Region Vaccine Hesitant, Windsor, Mid-size Centres Prairies Vaccine Rejecters, Calgary Parents of Children Aged 12-17)

Federal government performance

Perceptions of the federal government's performance to-date in managing the pandemic response were mixed, overall, with most participants tending toward more critical than positive assessments.

Many felt that the federal government had contributed to the extended lockdowns and their adverse effects with half-measures on border closures and a lack of national policies in regard to public health restrictions (which they believed was within the purview of the Government of Canada), as well as a slow vaccine rollout and high COVID-19 related spending that would ultimately lead to significant long-term debt. Many also felt that the federal government's performance had failed to improve over time on many of these issues in some cases because they conflated federal jurisdiction and provincial governance. Some also cited confusion about vaccine messaging, and several participants said that they were concerned about the absence of a concrete reopening plan for the country as a whole.

Those who were more positive, tended to identify many of the same issues above when asked what the government could have done better in its handling of the pandemic. Overall, however, these participants felt that the federal government had done its best to support citizens and the economy throughout a difficult and unprecedented challenge, identifying the Canada Emergency Response Benefit/Canada Recovery Benefit (CERB/CRB), the repatriation of Canadians stuck abroad, and effective ongoing communications about the pandemic with the public as examples of positive actions undertaken.

When asked whether they thought the spread of COVID-19 was going to get worse or improve, most were cautiously optimistic, based on increased rates of vaccinations and dropping case counts, while also expressing concern about possible new waves in the coming, colder months as well as the emergence of more dangerous variants.

Vaccines

Across groups, participants had a number of questions regarding vaccines. Most commonly, they focused on side effects and potential long-term implications of their use. Many wanted to see more data or were concerned about a lack of data, especially in regard to the vaccine's use in children and youth. There were some questions about the speed with which the vaccines had been developed and whether they had been adequately tested, if dissenting points of view from medical professionals about their safety were being adequately aired or considered, and if the vaccines would be as effective on new variants.

Among parents, opinions were mixed about whether or not to get children vaccinated in light of the recent approval of the Pfizer vaccine for use in children 12 years and older. Some were interested, and either discussing it with their children or had made the decision themselves to go ahead, while others were hesitant and wanted to wait for more data to be made available concerning safety.

Among the vaccine hesitant groups, many were open to changing their views once more data was available or said that they had become more open to the vaccine already after seeing cases and hospitalizations drop. Those who remained opposed were concerned about choice and personal freedom, as well as the safety of the vaccines, with many stating a preference for following restrictions such as mask wearing.

Cross-Border Vaccination between Windsor and Detroit (Windsor)

Several participants in this group were previously familiar with the proposed cross-border vaccination initiative between Windsor and Detroit. Nearly all supported it, once described, and felt that it made sense for local residents to gain expedited access to U.S. doses that might otherwise go to waste. A few had questions about the doses and their safety/similarity relative to those secured by the Canadian government. Several participants were unhappy about what they viewed as the federal government's lack of support for this initiative, feeling that immediate access to vaccines was insufficient.

Health Canada Youth Vaccination Messaging (City of Toronto/York Region Parents of Children Aged 12-17, Calgary Parents of Children Aged 12-17)

Participants in these two parent groups were asked to review and respond to two sets of messaging about COVID-19 vaccinations for youth between the ages of 12 and 17 years.

Message Set A

This set of messages focused on the following themes: the serious consequences of COVID-19, particularly variants, for young people; recommendations by authorities such as the Canadian Pediatric

Society to vaccinate young people; the proven safety and 100 per cent effectiveness of the vaccine among this age group, based on trials, and reassurance of close monitoring and swift action by Health Canada in regard to any emerging safety concerns.

Response to this messaging was largely negative, especially in Alberta, and particularly in regard to the claims about the vaccine's safety and effectiveness, which many felt were overstated and failed to address legitimate concerns about the possible side effects and long-term impact of a drug that, in their view, had been rushed to market for emergency use and remained largely untested in children. While there was some agreement that COVID-19, especially variants, could have serious consequences for people of all ages, and that an endorsement by independent medical authorities was important, few were reassured by the idea of monitoring and action by Health Canada after the fact. Overall, many seemed to be more hesitant about vaccinating their children, not less, after exposure to this set of messages. In Alberta, many felt that these messages provided unsupported facts and were aimed at telling parents what to think.

Message Set B

This set of messages, shown second in both groups, focussed on the following themes: the vaccine as a form of protection for children; a way for parents to help kids get back to life as usual and support their mental health and well-being; an important topic of discussion between parents and children, and; a topic understandably giving rise to questions and concerns that should be discussed with health care providers.

Participants in these two locations reacted differently to these messages. In Toronto/York, participants objected to what they saw as an attempt to make them feel guilty and worried about the wellbeing of their children. In the Calgary group, by contrast, parents liked this set of messages and its focus on the benefits of getting their children vaccinated. They were quite receptive to the values-based appeal to their desire to protect their children. They also liked that this messaging recognized the struggles that their children were facing because of the pandemic, and that it encouraged them to have a conversation with their children and family doctor, and to undertake their own research so they could make an informed decision.

Preference for the Message Sets

In the Toronto/York group, parents disliked both sets of messages. Most declined to choose when asked for their preference. In the Calgary group, all participants chose Message Set B.

Part II: Other Issues

Indigenous Issues (Saguenay and Lac-St-Jean Region Quebec, City of Toronto/York Region Parents of Children Aged 12-17, Atlantic Canada Young Adults)

Participants identified a wide range of Indigenous issues that they felt required attention from the federal government. A few key themes emerged, focused on the following: educating Canadians about Indigenous people and history to create a better public understanding of Indigenous perspectives and concerns; ensuring access to clean drinking water on reserves as an urgent human rights issue; addressing social issues related to poverty and inequality, and; working toward greater self-determination and autonomy for Indigenous communities. Continuing to search for graves at former residential schools was also mentioned as a current issue top of mind.

There was widespread agreement that Indigenous issues should be a high priority for the federal government, and that more needed to be done to work toward the kind of outcomes described above.

No one felt that the federal government was focussing too much on Indigenous issues, when asked, but a few worried about the inherent divisiveness of these matters. More commonly, some expressed a degree of fatigue or disengagement with what they viewed as intractable and overwhelmingly negative issues. There was also some concern about a perceived dynamic of high spending and lack of results on Indigenous issues.

Government of Canada Initiatives to Support Indigenous Peoples

There was limited awareness of recent actions taken by the Government of Canada to address Indigenous issues, especially among the young adult group in Atlantic Canada. The National Day for Truth and Reconciliation was the only initiative that came up unaided, and it was generally well-received but widely viewed as not enough.

To prompt further discussion, participants were shown a list of Government of Canada initiatives recently undertaken in support of Indigenous issues, including:

- Funding and advancements toward lifting long-term drinking water advisories in First Nations communities;
- Actions in response to the findings of the National Inquiry into Missing and Murdered Indigenous Women and Girls;
- The introduction of a Bill to implement the United Nations Declaration on the Rights of Indigenous People (UNDRIP); and
- Funding and initiatives aimed at searching for and memorializing the children who died at residential schools.

Participants tended to agree that the initiatives related to drinking water advisories and UNDRIP would have the greatest impact. There was strong agreement about the need to solve the problem with

drinking water, and many felt that implementing UNDRIP would help the federal government and First Nations work together more constructively on all issues.

When asked if these recent initiatives changed how they felt about the federal government's efforts to address Indigenous issues, most were somewhat ambivalent, feeling that these commitments and initiatives were overdue, had been heard before, or were skeptical that these would prove to be effective.

Most supported the goals of these initiatives, however, and felt that constructive and long-lasting positive results could be achieved with the right kind of effort, especially if the federal government ensured that Indigenous people themselves played more of an active leadership role, not only in partnership with government, leading discussion and decisions, but within government as well. In particular, many felt that the federal government should avoid using funding as a one-dimensional solution to issues that they viewed as complex, requiring deep and honest engagement with Indigenous communities to determine the most effective course of action.

Local Issues (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non-Homeowners Looking to Purchase in Next 5 Years, Calgary Parents of Children Aged 12-17)

Local Sectors and Industries

Across all groups but Hamilton, participants were asked to identify the most important sectors and industries in their areas, as well as those most in need of government support and whether the federal government had recently provided any support, to the best of their knowledge.

In regard to key industries and sectors, tourism and hospitality was, by far, the most commonly mentioned, identified everywhere but Winnipeg. Other key industries and sectors tended to vary by area, and included the following:

- Winnipeg: Hydro, farming, lumber, nickel mines, manufacturing, construction and infrastructure.
- Nova Scotia: Ship building, fisheries, forestry.
- Lower Mainland B.C.: film, real estate/land development, post-secondary education.
- Windsor: automotive, education, healthcare, agriculture, and non-profits.
- Calgary: oil and gas, transportation, food manufacturing, agriculture, healthcare.

When it came to industries and sectors most in need of government support, participants in all locations primarily identified those most affected by COVID-19-related shut downs and restrictions, especially hospitality/tourism, which was the top mention in all groups, including Winnipeg. Small business was the only other common mention, referenced in both Windsor and Winnipeg. Beyond this, the arts and culture sector was identified in Nova Scotia as one already struggling before the pandemic; not-for-profits were identified in Windsor, and; land development was cited in Lower Mainland B.C. Participants in Calgary provided the longest list of sectors in need, including ones

affected by the pandemic, such as health care, education, and supply chain management, as well as the oil and gas sector, in general.

Asked to identify federal government support provided to struggling sectors and industries in their regions, participants commonly identified the range of emergency benefits provided to small business, primarily, in response to the pandemic. These included grants, rent supports and employee subsidies. Most felt that more was needed for businesses to survive the closures. In Calgary, participants also thought that more was needed to help those employed in the oil and gas sector, especially in transitioning to new jobs and industries.

Local Issues (Winnipeg, Hamilton, Nova Scotia, Calgary)

Within these four groups, participants were asked about the local issues of greatest concern in their region. While many responses were region-specific, common issues emerged related to unaffordable housing and homelessness, which came up in all groups but Calgary. Addiction and mental health were mentioned in all groups but Nova Scotia, and concerns for the economy and small business due to COVID-19 restrictions were cited in Hamilton and Nova Scotia.

In addition, participants in Winnipeg identified issues with road infrastructure, crime, inadequate funding/staffing for hospitals, and racism. In Hamilton, participants cited stagnating incomes and the rising cost of living. In Nova Scotia high rates of unemployment and poor road infrastructure were seen as pressing local issues. And in Calgary, participants identified issues with a new education curriculum, rider concerns with the local transit system, and poor communications from local police.

Infrastructure Challenges (Hamilton, Nova Scotia, Winnipeg, Lower Mainland B.C., Windsor)

Infrastructure issues were widely viewed as a top priority for local investment within these groups. Most commonly, participants identified a need for better roads and highways, expansion of mass transit systems, and more affordable housing. In both Winnipeg and Windsor, participants mentioned a need for more investments in clean water systems, and in both Windsor and Nova Scotia participants said that investments were needed to improve Internet service and infrastructure.

In addition, participants in Hamilton spoke about the need to expand the local airport, while in Windsor participants wanted to see investments that would lower the cost of electricity.

Hamilton Rapid Transit Project

Few participants in the Hamilton group were previously aware of the Government of Canada's recent announcement to help fund a Hamilton rapid transit project. Once told about it there was a general consensus that other issues, such as homelessness, were a higher priority and that this investment would primarily benefit only those living at either end of the transit system.

Lower Mainland BC - George Massey Tunnel

Several participants were familiar with plans to replace the George Massey Tunnel. Most were very supportive of this initiative and felt that it was long overdue.

Housing (Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland B.C. Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters)

Issues pertaining to housing and the housing market were raised for discussion in these groups, and they came up unprompted, as well, with several participants mentioning unaffordable housing and steeply rising costs for both rentals and purchases as pressing local concerns.

Across all groups and regions, participants agreed that housing prices had risen over the past year, including in smaller centres that had once been more affordable. Most felt that this was having a negative effect on the cost of living and becoming increasingly untenable. While many were looking to buy in the coming years, most agreed it was becoming more difficult to save for the down payment required, given the rise in costs for both purchases and rentals. For some, the costs were seen as prohibitive, and the increasing prospect of never owning a home represented a significant setback and disappointment.

Government of Canada Housing Initiatives

There was limited awareness of Government of Canada housing initiatives beyond the First Time Home Buyer Incentive and, to a lesser extent, the Home Buyers' Plan and the Mortgage Stress Test. Few felt that enough was in place to help people afford a home purchase.

Participants were shown a list of the following housing-related objectives from the 2021 federal budget and asked for their views:

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

Several participants supported these initiatives but few were convinced that they would have much of an impact. Some, moreover, were opposed to what they viewed as government interference in the housing market. There was also some confusion about how these initiatives would work in practice to bring prices down, and whether they might unintentionally have the opposite effect.

Taxing the Unproductive Use of Canadian Housing

Only some had heard of the Government of Canada's plans to tax the unproductive use of Canadian housing by foreign non-resident owners (which participants were told was sometimes referred to in the media as a "foreign buyers tax"). Once provided with a description, most supported the tax and felt that it was a good idea, provided it was implemented properly and was high enough to influence the decisions of foreign buyers or motivate foreign owners to convert or sell vacant or underused properties. In groups conducted outside major urban centres, most felt that this tax would have a

greater impact on the real estate markets in cities like Toronto, Montreal, and Vancouver than it would in their own community.

Mortgage Stress Test

While there was some awareness of the new mortgage stress test, few could recall any specifics. Those who could felt that the new rules were intended to make qualifying for a mortgage more difficult.

Provided with a description, participants were mostly positive about the change and viewed it as needed protection for prospective homeowners that would also help to cool down demand and rising prices for home purchases. Those who disliked the new mortgage rules felt that they would create new barriers to home ownership, making it even more inaccessible than before. Several participants felt that these new rules would negatively impact their own ability to qualify for a mortgage and purchase a home.

Additional Actions on Housing

Asked what else the federal government could or should do to make home ownership more accessible, participants offered several ideas, including the implementation of a universal basic income program, rent controls, the construction of more low-cost housing, increased funding for the First Time Home Buyer Incentive and other similar programs, or regulations that would mandate the construction of smaller, more affordable houses or limit the number of properties owned by landlords.

Western Economic Diversification Canada Branding (Calgary Parents of Children Aged 12-17)

Participants in Calgary were asked to review and evaluate two creative concepts for Western Economic Diversification Canada (WD), presented de-branded and applied to a set of creative mockups. Evaluations of the concepts looked at general likes and dislikes, comprehension, resonance and preferences for one concept over the other.

In terms of comprehension, participants generally understood that these ads were about the federal government promoting the region's economic diversity and strengths. There was some skepticism about this message, however, based on a shared view that the federal government was not doing enough in this regard. The use of the word prairies, moreover, in both concepts created some confusion, as most felt that it did not accurately describe Calgary or most of Alberta, and was incongruously juxtaposed with the mountain imagery used in the creative executions. When told that the concepts had been developed for Western Economic Development Canada, few knew much about the agency or felt that the ads provided much information about it beyond what was suggested by the name.

While neither concept stood out as an obvious winner in terms of appeal or clarity, some common likes and dislikes emerged. Overall, participants liked the bold and vibrant colours used in Concept A, which they found to be more eye-catching and appealing, and better at conveying the idea of a bold vision for the Alberta economy. Conversely, participants tended to prefer the main photographic images used in Concept B and felt that they did a better job at representing Alberta and Calgary and

aligning with what they felt was the main message of the ads regarding the region's diversity and strengths.

In regard to some specific design elements, participants tended to like the arrow used in Concept A and dislike the "p" graphic used in Concept B, which they found ambiguous and/or distracting. Participants generally liked the photographic imagery used in both concepts (especially those unique to concept B), and felt that they projected a positive image of Western Canada and the region's diversity.

Vehicle Emissions/Warning Labels and Zero Emission Vehicles (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay and Lac-St-Jean Region Quebec, City of Toronto/York Region Parents of Children Aged 12-17, Atlantic Canada Young Adults)

Familiarity and Knowledge

There was limited familiarity with the term Zero Emissions Vehicles (ZEVs) in most groups, and even less knowledge of what the category included beyond electric vehicles. Based on the term, however, most understood that these vehicles were more environmentally friendly and less reliant on fossil fuels than traditional vehicles, although some felt this might be overstated, given the pollution involved in manufacturing and battery disposal, as well as battery charging, depending on the source of electricity.

To aid the discussion, a definition was provided explaining that these vehicles had the potential to produce no tailpipe emissions and included a variety of vehicle types, including electric models, hybrids, and vehicles powered by hydrogen fuel cells.

Interest, Incentives, and Barriers

Many saw themselves buying a ZEV at some point in the future, at least in the long-term, and were drawn by the desire to reduce their carbon footprint, primarily, and help fight climate change with the promise of greater sustainability. They also liked the idea of owning a car that was built with advanced technology.

Affordability was viewed as a major barrier, however, in regard to purchase price, as were the perceived lack of charging stations, especially in more rural areas, and the time, inconvenience and potential safety issues associated with having to charge a vehicle on the road versus just filling it up with gasoline. Participants also cited concerns with battery lifespan and disposal, reliability and maintenance, and functionality, range and performance (especially in cold weather and for long distances).

Asked what would make them more likely to purchase a ZEV, participants primarily pointed to greater affordability, a wider range of vehicle types and options, broader availability of supporting

infrastructure, and more knowledge of battery and range issues. While most liked the idea of buying Canadian-made ZEVs and components, only those in Quebec said that they would be encouraged to buy a ZEV if it was Canadian made. For most, cost was the most important factor, followed by reliability/performance.

Affordability

There was a strong consensus in all groups that high functioning ZEVs were presently quite expensive to buy, equivalent to luxury brands, and were primarily for wealthier individuals. Issues of affordability were also linked to concerns over maintenance and charging infrastructure. That said, in jurisdictions where electricity was affordable, there was a sense that ZEVs would be cheaper to fuel and could provide cost saving over the longer term. Most also assumed that purchase, maintenance and charging costs would inevitably come down over the next ten years, based on wider adoption, technological advances, and a more mature second-hand market. Most also agreed that costs would go down if manufacturers were forced to make 100 per cent of their vehicles ZEVs, but there was anxiety about that as well, with many believing that costs for consumers would go up initially, potentially forcing consumers to purchase a more expensive vehicle than they could afford. In the Winnipeg group, where participants were asked for their views regarding the idea of making ZEVs mandatory, many were concerned about the impact this would have on consumers in the short term, as they felt that costs would be higher and functionality and performance lower.

Battery Charging

Many participants readily indicated that they knew very little on this topic, although most still had a view that charging could be a lengthy process and that there was little charging infrastructure in place to readily accommodate it. Those with more knowledge, however, viewed the charging process as an easy one to both undergo and describe to others.

Electric Vehicle Target Setting

Participants in most groups were asked how they felt about the possibility of the Government of Canada setting targets requiring some or all of cars sold in Canada to be electric. Overall, there were mixed opinions towards the idea, with opposition in some groups and support in others.

There was general opposition in the Winnipeg, Prairies, Nova Scotia and Toronto/York groups, where participants expressed a wide range of concerns related to consumer costs, vehicle functionality, and personal choice and freedom, primarily, as well as the possibility that this policy could result in unethical business practices or negative impacts on the oil and gas industry in Canada. Support was conditional in the Atlantic Canada young adults group, and strongest among those from Lower Mainland B.C., the Outaouais region, and Greater Montreal. Even here, however, many expressed concern with the same list of issues described above and felt that they would have to be managed carefully and thoughtfully by the federal government.

Vehicle Emission Warning Labels (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours and Hamilton Non-Homeowners Looking to Purchase in Next 5 Years)

Participants in these two groups were asked about the idea of having pollution warning labels for the highest polluting cars, trucks and SUVs, affixed at point of sale. In Winnipeg, all participants were opposed to the idea, as were some in Hamilton. Many thought it was impractical, and unnecessary. Those in favour of the initiative in the Hamilton group, did not raise strong discussion points but simply felt that the labels might be effective in helping to steer purchasers towards less polluting vehicles.

MORE INFORMATION

The Strategic Counsel
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Detailed Findings – Part I: COVID-19

Timeline of June Announcements

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

- At the end of May
 - There had been 1,378,971 cases of COVID-19 in Canada with 25,512 deaths.
 - Daily case counts declined to 3,376 across Canada, a 33% decrease from the previous week.
 - There were 35,935 active cases of COVID-19 in Canada.
 - Over 23.8 million doses of COVID-19 vaccines had been administered across Canada.
- June 1-9
 - June 2. The Minister of Employment, Workforce Development and Disability Inclusion announced a call for proposals for the Women’s Employment Readiness (WER) pilot program providing \$50 million in funding over two years for projects supporting racialized and/or Indigenous women, women with disabilities, women from the LGBTQ2 community, and/or women who have been out of the labour market for an extended period of time.
 - June 2. The National Advisory Committee on Immunization (NACI) updated its guidance on the use of mixed vaccines in COVID-19 vaccination programs.

- June 2. The Government of Canada announced that the newly implemented Canada Recovery Hiring Program would be available retroactively to June 6, 2021, providing a subsidy of up to 50% of eligible salary or wages to hard-hit businesses to help them recover from pandemic-related shut downs amid the slowly reopening economy.
- Focus groups were held with people experiencing COVID-19 fatigue/exhibiting riskier behaviours in COVID-19 hotspots in Winnipeg (June 2) and non-homeowners looking to purchase a home in the next 5 years in Hamilton (June 3).
- June 4. The Minister of Employment, Workforce Development and Disability Inclusion launched a public engagement process to help guide the development of Canada's first Disability Inclusion Action Plan.
- June 7. The Minister of Health announced 20 finalists participating in the Vaccine Community Innovation Challenge offering \$25,000 grants for projects aimed at increasing confidence in COVID-19 vaccines and reinforcing public health measures in communities.
- June 7. The NACI Chair's term came to an end, leading to the appointment of the Vice-Chair to the position of Chair, effective June 10, 2021.
- June 8. The Government of Canada announced five new projects receiving funding from the Immunization Partnership Fund (IPF) to support vaccination efforts across Canada.
- Focus groups were held with parents of children aged 12-17 in Nova Scotia (June 8) and non-homeowners looking to purchase a home in the next 5 years in Lower Mainland B.C. (June 9).
- June 9. The Minister of Health announced that, beginning in July, fully vaccinated Canadian and permanent resident travellers will no longer be required to quarantine in a hotel when returning to Canada.
- June 9. The Federal, Provincial and Territorial (FPT) Ministers Responsible for Seniors Forum discussed strategies to support current and future generations of seniors, specifically in the context of the COVID-19 pandemic and its impact on Canada's senior population.
- June 10-16
 - Focus group was held with those who were vaccine hesitant in Outaouais Region Quebec (June 10).
 - June 10. The governments of Canada and Prince Edward Island announced funding to upgrade four public facilities in Eastern Prince Edward Island.
 - June 11. The Government of Canada announced \$1.3 million in joint funding for 9 local projects in Northern Ontario to help install COVID-19 safety measures and support an inclusive recovery from the pandemic.
 - June 11. Health Canada announced that it will not be releasing the shipment of over 300,000 Janssen vaccines following quality concerns.
 - June 13. The Prime Minister concluded participation at the G7 Leaders' Summit in the United Kingdom, which focused on current challenges, such as ending COVID-19, establishing an economic recovery plan, and preparing for future pandemics, as well as combating climate change and biodiversity loss, and advancing gender equality and democracy.

- June 14. The Prime Minister participated in the NATO Summit in Belgium and announced a \$1 million contribution by Canada to the NATO Trust Fund to support the safety and security of peacekeepers partaking in global UN peace operations.
- June 15. The Prime Minister concluded participation at the Canada-European Union (EU) Leaders' Summit with the Presidents of the European Council and European Commission.
- June 15. The Government of Canada launched its "Ask the Experts" campaign to encourage vaccine uptake, reduce barriers to vaccination, and minimize the gap among populations with lower vaccination rates.
- Focus group was held with the general population in Windsor (June 15).
- June 16. The Government of Canada announced funding to support the Ottawa Macdonald-Cartier International Airport's recovery from the effects of the COVID-19 pandemic.
- June 16. The Minister of Indigenous Services announced \$117 million to renew the Indigenous Community Business Fund (ICBF) providing non-repayable financial aid to Indigenous microbusinesses and community (or collectively) owned businesses in Canada that are not eligible for other business supports.
- Focus groups were held with non-homeowners looking to purchase a home in the next 5 years in the Greater Montreal Area (GMA) (June 16).
- June 17-23
 - June 17. The Government of Canada announced \$7.1 million in funding to upgrade ten fire halls within British Columbia, improve resident services and facilities, and reduce response times.
 - Focus group was held with those who were vaccine rejecters in mid-size centres in the Prairies region (June 17).
 - June 20. Immigration, Refugees and Citizenship Canada announced that starting June 21, 2021, individuals approved for permanent residence may travel to Canada.
 - June 21. The Government of Canada announced the details of the first phase of its reopening plan beginning on July 5, 2021. Specifically, fully vaccinated travellers who are permitted to enter Canada will no longer be required to quarantine or take a COVID-19 test on day-8. Those who are fully vaccinated and travelling by air will not be required to stay at a government-authorized hotel.
 - Focus groups were held with the general population in Saguenay and Lac-St-Jean Region Quebec (June 22) and with parents of children aged 12-17 in Toronto/York Region (June 23).
 - June 23. The Government of Canada announced over \$81.2 million in joint funding to support 23 infrastructure projects in Saskatchewan under the Community, Culture, and Recreation Stream and the Green Infrastructure Stream of the Investing in Canada Infrastructure Program.
- June 24-31
 - Focus group was held with young adults aged 18-30 residing in Atlantic Canada (June 24).
 - June 25. The Government of Canada fulfilled a mandate commitment to ensure that Canadians have access to accurate and timely information about infrastructure investments in their communities. To fulfill this commitment, Infrastructure Canada will

- publish on its website any and all project funding applications it receives from Canadian provinces and territories under the Investing in Canada Infrastructure Program.
- June 25. The Government of Canada announced a \$200 million Natural Infrastructure Fund dedicating up to \$120 million toward large natural infrastructure projects that use natural or hybrid approaches to protect the environment and improve access to nature for Canadians.
 - June 28. The governments of Canada and British Columbia announced an investment of over \$13 million in support of infrastructure projects in Surrey and the Fraser Valley Region in British Columbia, with Canada contributing over \$8 million and B.C. over \$5 million.
 - [Focus group was held with parents of children aged 12-17 residing in Calgary \(June 29\).](#)
 - June 30. The Prime Minister announced measures to advance gender equality worldwide in the Generation Equality Forum and approximately \$180 million in support of this cause.
 - June 30. The Prime Minister announced the creation of 4,500 new affordable housing units throughout Canada along with an investment of \$1.5 billion through the Rapid Housing Initiative aimed at supporting Canadians who are caught in uncertain housing conditions, are experiencing or at risk for homelessness, or are living in temporary shelters due to the pandemic.
 - June 30. Health Canada updated the product monographs for the Pfizer-BioNTech and Moderna COVID-19 vaccines to caution against rare reports of myocarditis and pericarditis following vaccination.
 - June 30. Bill C-30, *An Act to implement certain provisions of the budget tabled in Parliament on April 19, 2021 and other measures*, received Royal Assent. The plan focuses on combating COVID-19 infections, creating jobs and growth, and ensuring a robust economic recovery.
 - June 30. The governments of Canada and British Columbia announced \$24.5 million in joint funding to increase flood resiliency and improve resident safety in 12 communities across B.C.
 - June 30. There have been 1,414,736 cases of COVID-19 in Canada with 26,273 deaths. Over 36 million doses of COVID-19 vaccines have been administered in Canada.
 - A downward trend in cases was reported, with 635 reported daily during the latest 7-day period in June, a 26% decrease from the week prior.

Government of Canada in the News (All Locations)

To begin each group in June, participants were asked what they had seen, read, or heard about the Government of Canada in recent days. Overall, there was widespread recollection of recent events involving the federal government. Most commonly across all groups, participants cited the discovery of unmarked graves at the site of a former residential school in Kamloops, British Columbia in May.

Most who were aware of this event did not mention having heard about any particular action taken by the federal government; however, some did say that they had heard that a statement had been made in response to the discovery, and most viewed the issue as a Government of Canada concern. On a related point, a few participants had heard that the Senate of Canada had passed legislation to make September 30th the *National Day for Truth and Reconciliation*, a federal statutory holiday.

Awareness of events surrounding COVID-19 vaccines was also high. Some recalled a recent announcement by the Chief Public Health Officer of Canada relating to the Pfizer vaccine and rare instances of myocarditis and pericarditis in young people. A few mentioned having heard about issues pertaining to vaccine rollout, with some saying that they had heard about second dose delays, while others had heard that the federal government was ordering more doses to accelerate the process. There was also some mention of the Government of Canada assisting developing countries to acquire COVID-19 vaccines.

In groups conducted before the June 21 border restriction announcement, several participants mentioned having heard that an announcement was forthcoming and expected that it would involve the loosening of travel restrictions for vaccinated travellers going between Canada and the United States. In groups conducted after June 21 (in Saguenay and Lac-St-Jean, Toronto/York, Calgary, and the Atlantic), several participants said that they were aware of the announcement, and many recalled that it involved the easing of restrictions for certain groups of fully vaccinated travellers, who would no longer have to quarantine upon arriving in Canada.

In addition, several participants mentioned having heard that the federal government had raised the level of the stress test for mortgages. Some also indicated an awareness of Bill C-10, described as a federal government initiative aimed at regulating online expression. There was some noted concern that the act would censor Canadians' freedom of expression.

Various other issues in the news were mentioned, including Canada's attendance at the G7 summit in mid-June, the possibility of a federal election call in the near future, and concerns about the growing deficit. Though less widespread, some mentioned the cancellation of the Keystone XL pipeline, and others said that they had heard about growing tensions between the governments of Canada and China.

News and Information Preferences (Windsor General Population, Atlantic Canada Young Adults)

When asked about it, participants in Windsor and the young adult group in Atlantic Canada said that they got their news from a variety of sources, including:

- Newspapers (both local and national);
- CBC (online, on YouTube, and on the radio);
- Social media (YouTube, Facebook, Instagram, and Snapchat);
- Google News; and
- Traditional broadcast media (Television and Radio).

Participants in the young adult group had a distinct preference for social media as a news source, with Facebook and Instagram most frequently mentioned. That said, most also indicated that they were consuming news content produced by traditional sources that had been posted to these platforms (i.e. television news clips posted on YouTube, links to articles posted on Twitter or Facebook), while relatively few said that they relied on family members or friends as sources of news.

Participants in Windsor were probed further on whether they consumed primarily Canadian or American news. While all said that they followed American news to some degree – and a few mentioned it was unavoidable, given their proximity to the United States – many indicated that they had recently been focusing their attention on Canadian news. Some said that they were particularly focused on local and provincial news.

Awareness of Government of Canada Actions and Policies (Atlantic Canada Young Adults)

Participants in this group were asked additional questions intended to gauge awareness of Government of Canada policies and actions in the past five years. Collectively, several policies and actions mentioned, including:

- Changes to income taxation in the recent budget, including tax rebates;
- Changes related to Canada Student Loans;
- Creation of a federal carbon pollution pricing system;
- The legalization of cannabis;
- The National Inquiry Into Missing and Murdered Indigenous Women and Girls;
- The banning of a number of assault-style firearms;
- The Introduction of Bill C-10;
- The expansion of child benefits (the Canada Child Benefit Young Child Supplement);
- Tax credits towards environmentally friendly home upgrades (Canada Greener Homes Grant); and
- The renegotiation of NAFTA.

Asked for their opinion about what the federal government was doing well, several participants spoke positively about efforts to expand broadband access in rural and remote locations in their province, with some mentioning that these efforts had had a direct and positive impact on their quality of life.

Asked to identify areas where they felt the federal government could make improvements, participants offered several suggestions. Some indicated that they would like to see an improved user experience for the Government of Canada's online services, especially in regard to the Canada Revenue Agency website. In regard to health care, some wanted to see better standardization of health care services between provinces and more efforts to develop mental health services, in particular. Others indicated that they would like to see the ban on blood donations by sexually active men who have sex with men terminated.

Some indicated that the Government of Canada could do more to promote reconciliation with Indigenous communities and nations across the country. A number of these participants felt that

efforts to date had been insufficient, and that some decisions and policies taken by the Government of Canada, such as those concerning the Trans Mountain Pipeline, had been harmful to the reconciliation process.

Perspectives on Local Restrictions

(Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Nova Scotia Parents of Children Aged 12-17, Calgary Parents of Children Aged 12-17)

In early June, a few groups discussed the COVID-19 public health restrictions in place in their region. This conversation included participant's perspectives and concerns about lifting restrictions and concerns of a fourth COVID-19 wave, among other regionally-specific discussions. Additionally, the personal impact of these public health restrictions on participants and their families was discussed.

Views on Regional Restrictions (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Calgary Parents of Children Aged 12-17)

Winnipeg (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours)

Those participants residing in Winnipeg were generally skeptical about the value of the increased restrictions recently implemented across their province, for a variety of reasons. Most felt that they were doing little to curb the spread of COVID-19. Many blamed a lack of compliance and enforcement, and some were of the opinion that only more targeted restrictions would be useful, provided that the federal and provincial governments invested more in contact tracing. Others questioned the efficacy of restrictions in general, arguing that the virus would spread regardless so people should be free to live their lives. A number of participants also felt that the high uptake of vaccines was the best defence against COVID-19 and would help prevent outbreaks and extreme effects, even in the absence of restrictions. As a result of these views, most felt that the current restrictions should be lifted. Some thought that it would be wiser for the provincial government to take the money it was spending on communicating and trying to enforce restrictions and use it to increase the capacity of the health care system instead.

As a second point of discussion, participants were told that the Government of Canada would be providing more pandemic-related help to Manitoba in response to the province's request for assistance, which included federal health human resources, medical staff through the Red Cross, support from the Canadian Armed Forces, and epidemiologists and laboratory technicians. In response, most participants expressed ambivalence. They were confused by the seeming precariousness of their health care system and how it was being pushed to the point of collapse, apparently, by the increased numbers of patients in intensive care because of COVID-19. Many also questioned why the Canadian Armed Forces were needed and what kind of assistance they would be providing. Moreover, some were worried about how much the province would need to pay in return

for this assistance. And while some did express appreciation for the federal government's offer, they were, nevertheless, exasperated that the provincial government required this assistance from the Government of Canada.

Calgary (Calgary Parents of Children Aged 12-17)

Parents residing in Calgary generally felt that restrictions across the city and province were being lifted too quickly, which made them feel uncomfortable. They felt safer before, they said, knowing that more restrictions were in place, even if they were not entirely aware of the details or full extent of those previous restrictions. Participants noted the swift change, from close friends and extended family being unable to visit their homes to hundreds of people suddenly being able to congregate. They felt that this was too big a step too soon.

But while many felt unsafe, some still conceded that the reopening was needed to get the economy up and running again. They felt that the survival of local jobs and businesses, and increased trade with the United States, were a pressing priority following such protracted closures and disruptions. At this point in the pandemic, they felt, members of the general public were at least aware of the measures that they could take to stay safe, such as mask wearing, hand washing and social distancing. That said, many felt that more communications were needed to reinforce the need for people to take precautions.

In addition to these views, there was some confusion about the full extent of the restrictions that had been lifted. Some wondered, for example, whether businesses would still be required to use plexiglass barriers and keep up improved sanitation measures.

Asked if they would feel safe attending the upcoming Calgary Stampede, most said that they would not, and would be skipping the event this year in order to limit their exposure to crowds.

When asked if they were worried about a possible fourth wave of COVID-19, many said they were, although a number of participants noted that they had been vaccinated and not only felt safer as a result but liked that they had done what they could to help slow the spread. Beyond health concerns, some worried about the impact that a fourth wave and new restrictions would have on the economy and small businesses, in particular, as well as the financial and mental health of workers whose jobs or hours would be affected. Conversely, some felt that it was unlikely that new closures and lockdowns would be imposed, even in the event of a fourth wave, given what they assumed would be insurmountable push back from the public. Given this, some participants felt there needed to be better messaging about the restrictions, or lack thereof. There was a feeling that, at present, the message coming from the provincial and federal governments was that COVID-19 was fully over.

Personal Impact of Restrictions

Participants in these groups were asked how COVID-19 restrictions had impacted them and their families. Across all three groups, some common themes and issues emerged:

- **Mental health:** The impact that isolation and lack of social interaction had on the mental health of participants and their family members was a concern for many. A number of participants reported that their own mental health had worsened due to restrictions, and parents were particularly worried about the mental health of their children and negative impacts of social isolation, boredom, and missed school, sports and extracurricular activities. Others reported that their children had difficulties with mask wearing – especially those who had disabilities – and had become fearful of the virus and seeing other people.
- **Inability to see family:** Many participants mentioned the difficulties of being unable to see and socialize with family, missing out on important events, such as weddings and funerals, and worrying about vulnerable family members, such as older parents, who they could not help from a distance and whose struggles were worsened by isolation. Many mentioned that this had had a large, negative impact on them.
- **Online learning:** Parents whose children had attended virtual school felt that it had been a struggle for their children to adapt to that change and the social isolation involved. Others, whose children remained in class, noted that disruptions to in-person learning, due to school outbreaks, had created difficulties, discontinuities and uncertainty for their children. Parents also spoke about the challenges involved for them in having to adapt their own schedules to accommodate having their children at home during the day.
- **Job loss:** Some participants mentioned that they had lost their jobs or had businesses go under as a result of shut downs associated with the pandemic, which had led to lost incomes and negative mental health impacts.

COVID Fatigue (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours)

For this group participants had been recruited to include those who said that they were tired of public health measures, paying less attention to public health advice, and, in some cases, were socializing with others who were not part of their immediate household (in contravention of public health measures at the time). In this group, a part of the discussion focused specifically on those aspects of public health guidance that they found most difficult to follow.

Many of these participants said that they were frustrated with the situation in Manitoba and felt that they were behind other provinces in managing the pandemic and announcing plans for reopening. Many felt that the restrictions in their province had been reactive or ineffectual and that their provincial government was failing to improve in terms of policy making and learn from past mistakes. Many felt that the restrictions had simply gone on too long, and that the isolation was wearing them down and eroding their willingness to comply. Some also disputed the rationale for current restrictions, arguing that the data and science did not justify it, especially since the virus had a high survival rate. There were also some who believed that the virus was going to run its course regardless of restrictions and that Canadians should be able to make their own decisions about how much risk they wanted to take.

COVID-19 Restrictions (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents of Children Aged 12-17, Atlantic Canada Young Adults)

Throughout the month of June, participants were asked to comment on a variety of COVID-19 travel restrictions, both for Canadians travelling abroad and for international travellers visiting Canada. They also discussed their views on the need for additional restrictions or, conversely, whether they felt that things should be opening up more.

Over the course of the month, federal government announcements were made (on June 9th and the 21st), concerning the upcoming elimination of quarantines and the 8-day test for fully vaccinated Canadians, permanent residents and others engaged in essential travel, to come into effect in July. At various points in the discussion, participants in most groups were provided with information about these forthcoming travel restriction changes and asked for their thoughts.

Awareness of International Travel Restrictions (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec)

When asked what they knew about Canada's current international travel restrictions, most participants were aware that several quarantine and travel restrictions were in place, detailed below. Attitudes and feelings towards such restrictions, however, varied greatly by region – some were supportive while others were convinced that restrictions were ineffective and an invasion of privacy. Finally, many felt that quarantine hotels could and should end. Those who felt differently maintained that these

restrictions should be removed only once the healthcare system had sufficient capacity to handle the needs of Canadians.

Top of Mind Awareness of Travel Restrictions

The following international travel restrictions were top of mind for many, but there was also evidence of confusion about these restrictions, and some indicated that they found it hard to stay up to date, or had stopped paying attention because, in their view, restrictions were changing so frequently.

- Quarantine hotels: Many were aware that returning to Canada via air required a three-day stay in a designated quarantine hotel at the traveller's own expense.
- Testing for COVID-19 before arrival in Canada: Many were aware that travellers were required to test negative for COVID-19 72 hours prior to landing in Canada, but that this did not allow them to spend any less time in quarantine.
- Only essential travel recommended/allowed: There was a lot of confusion around the issue of essential/non-essential travel restrictions. Some recalled hearing that non-essential travel by Canadians to certain countries, notably the United States, was strongly advised against. Some believed the Government of Canada was prohibiting Canadians from leaving the country, and/or were confused about which countries were permitting entry to Canadians, regardless of whether their travel was essential or non-essential, noting the number of stories they had heard of Canadians travelling abroad.
- Restrictions dependent on vaccination status: A few mentioned that they recalled hearing that restrictions and quarantine duration were or soon would be dependent on whether the traveller had received both doses of a Health Canada approved vaccine versus those who only had one dose or were unvaccinated.
- Restrictions dependent on mode of transportation: A few participants mentioned that flying into Canada resulted in a longer quarantine and a three-night mandatory hotel quarantine, whereas driving across the Canadian-U.S. border did not require a quarantine. Some were also aware that flights from India were banned and that all international flights were only landing at a few, select Canadian airports.

Additionally, in their description of current travel restrictions, some participants expressed frustration at perceived loopholes or inequities. Such participants mentioned that the restrictions seemed to favour those who had the financial ability to stay in a quarantine hotel or could afford to circumvent restrictions. Some also felt that those who were American and Canadian dual citizens had been free to cross the border and had been abusing the ability to do so. Overall, many participants noted that it was fairly easy to leave Canada, but that restrictions made coming home or having others come into the country more challenging.

Clarification of Current Travel Restrictions

To aid the discussion of current travel restrictions, participants were provided with various details of restrictions currently in place. The list was updated and added to, slightly, as the month progressed, but most examples were provided to most groups and, overall, included the following:

- Proof of a negative COVID-19 test taken within 72 hours of departure for Canada and additional testing upon entry;
- A mandatory 3-night stay for air travellers, at their own cost, at a Government-Approved Accommodation (hotel) while they waited for the results of their arrival test;
- The travel ban for passenger and business flights from India and Pakistan to curb the spread of COVID-19 variants, which was updated to just India for groups held after the ban was lifted on Pakistan; and
- The requirement for air travellers to complete their 14-day quarantine, following the mandatory 3-night stay at the hotel, in a facility of their choosing, as per their quarantine plan.

After receiving the above details, participants in four of the groups (Winnipeg, Hamilton, Nova Scotia and Lower Mainland B.C.) were asked for their reactions, which varied, overall, by locations.

Those in Winnipeg and Hamilton tended to be critical of the restrictions, for a variety of reasons. Some felt that borders should have been shut down long ago and that the additional precautions at this stage were too late. There was also a view that quarantines were unnecessary in light of the testing required. Some, moreover, felt that COVID-19 needed to run its course in order to build up natural immunity, as they felt was being done in the United States, which had allowed them to open up at a faster pace than Canada. In addition, many were opposed to the mandatory testing and hotel quarantine requirements because they felt that they impinged on personal freedoms. Others supported that sentiment in principle but considered these measures as necessary in this instance. A few participants also wondered why flights to India and Pakistan were banned but not those from the United Kingdom where a new variant had also emerged.

Conversely, those residing in Nova Scotia and Lower Mainland B.C. were generally supportive of the restrictions, with many feeling that they were necessary and would be effective, as long as they were enforced. On that point, some felt that restrictions needed stricter enforcement and were generally too lax. Specifically, some worried that a person could contract COVID-19 between the time that they got their test and boarded their flight, given the 72-hour window, or that the 3-day hotel quarantine was not long enough to ensure travellers were not carrying COVID-19.

Perspectives on When to Ease Restrictions

Participants in four of the groups (Winnipeg, Hamilton, Nova Scotia and Lower Mainland B.C.) were additionally asked when, in their view, the Government of Canada should ease these restrictions. Many thought that this decision should be dependent on the uptake of vaccinations and the point at which the country was seen to reach herd immunity. Some felt that the threshold would be reached once 75 per cent of Canadians had received their second dose of a vaccine, others felt that it should be closer to 80 per cent, and some thought that the target should be decided by a consensus among doctors.

Conversely, there were a number of participants who felt that the restrictions were ineffective or unnecessary and should be lifted immediately to protect the economy.

Quarantine Hotels

On the topic of quarantine hotels, participants were asked when the Government of Canada could, in their view, end this measure, while keeping in mind that mandatory COVID-19 tests might be in place for a long time to come. On balance, most thought that quarantine hotels could and should end immediately. It was felt that quarantine hotels were ineffective at curbing the spread of COVID-19 and unfair to travellers given the expense. Many questioned, in particular, why Canadian travellers could not quarantine in their own homes or be allowed to make that decision.

The few participants who were in favour of quarantine hotels felt that it was important to contain or discourage travel in order to contain the spread of the virus and its impact on the health care system. They felt that this requirement should be eliminated only once the capacity of the healthcare system could be ensured. A few also felt that three days was such a short amount of time that quarantine hotels were a reasonable COVID-19 public health restriction. While some believed Canada was the only country to institute quarantine hotels, they suggested that Canada should follow the example of countries who were proving to be successful at preventing the spread of COVID-19 due to international travel and their policies be implemented in Canada.

Changes to Travel Restrictions (Lower Mainland B.C. Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents of Children Aged 12-17, Atlantic Canada Young Adults)

Most participants in these groups, held after June 9th, were aware that changes to travel restrictions were forthcoming and had been recently announced by the federal government. While vague on the details, many were able to recall, without prompting, that fully vaccinated Canadian travellers would no longer be required to quarantine upon their return to Canada. Some knew that Canadian travellers would still need to be tested upon arrival. And many were under the impression that different rules applied to foreign travellers and/or those not fully vaccinated. Some also recalled hearing that different rules would apply to children under the age of twelve who were ineligible for vaccination.

To clarify, participants were provided with the details of the federal government's most recent announcement, depending on the timing of the group: those held before June 21st were provided with the details of the June 9th announcement about restrictions to be lifted for fully-vaccinated Canadian travellers (Canadian citizens and permanent residents), beginning in July, and those held after the June 21st announcement were told about eased restrictions being expanded to include all fully vaccinated travellers involved in essential travel to Canada.

Overall, participants tended to support these changes. Most felt that they were safe, given the focus on fully vaccinated travellers, and provided a needed incentive for vaccination while allowing people to begin to return to life as usual. A few also thought that these changes would help Canada's tourism sector recover.

A few participants in these groups expressed concern that it might be a bit too soon to lift quarantine restrictions for fully vaccinated travellers, and wanted to know if the data concerning transmission rates among the fully vaccinated supported this decision. More commonly, participants in groups held prior to the June 21st announcement had questions about what the restrictions and quarantine requirements would be for those who were fully vaccinated but not covered by the changes (i.e. non-Canadian travelers). Some indicated that requiring quarantine for anyone fully vaccinated seemed unfair.

There were also some participants across these groups who felt that no Canadian should be mandated to quarantine, regardless of their vaccination status. They felt the federal government should not be instructing Canadians on “how to live their lives” and that the policy should be more lenient and allow everyone to get back to their normal lives and take on the amount of risk that they were comfortable with.

Beyond this, a number of participants had questions about how these new rules would apply to travellers with children under the age of 12, who could not be vaccinated, and if they would effectively require quarantine for parents or entire families, as well, given that younger children could not be left alone.

In light of the exceptions, and questions they raised among participants within these groups, many felt that the new rules were somewhat complicated and confusing. Most still supported these changes as a move in the right direction that struck the right balance, but many of those in groups held prior to the June 21st announcement also felt that they should be simplified and expanded to include all vaccinated travellers. Additionally, a number of participants thought that the changes should apply to unvaccinated children under the age of 12 as well. A few went as far as saying that all quarantine measures should be dropped for all travellers, regardless of their vaccination status.

Views on Different Requirements for Different Types of Travelers (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters)

Participants in groups held prior to the June 21st announcement (and in some cases, prior to the June 9 announcement) were asked whether fully vaccinated travelers should be subject to the same testing and quarantine requirements as those who have been vaccinated. Participants were divided on this issue. Many felt that they should not be, some felt that these requirements should be dropped entirely, and others felt that they needed to stay in place given the possibility of asymptomatic carriers and what they viewed as many unknowns regarding their ability to spread the virus.

Those in Lower Mainland B.C., Outaouais region, Windsor, and across the prairies (who participated in groups held after the June 9 announcement) were asked specifically about whether the changes in quarantine requirements for fully-vaccinated Canadians should apply to fully vaccinated non-Canadian

travelers entering Canada. Many felt the quarantine should be dropped altogether, with the caveat that these incoming travellers should be fully vaccinated with a vaccine approved by Health Canada in order to ensure a certain level of standardization, that testing should remain in place, and that contact tracing would be prudent as well.

Again, there were some who expressed concern about relaxing the quarantine, even for these fully vaccinated travellers, given that they could still be carriers of COVID-19, in which case, they felt that quarantine measures were still necessary in some capacity. Specifically, these participants worried that fully vaccinated but infected travellers could still spread the virus to Canada's vulnerable population or those who were not fully vaccinated. Others mentioned that longer quarantines provided more income for Canada which could be beneficial to the economy.

Future of Allowing Non-Essential Travel into Canada (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents of Children Aged 12-17, Atlantic Canada Young Adults)

Allowing non-essential travel into Canada was not viewed as a priority for many, who felt that this should wait until more Canadians were fully vaccinated and be contingent on incoming travellers being fully vaccinated as well. Some wanted to see lower case numbers in Canada and in the travellers' country of origin, as well, before restrictions on non-essential travel were lifted. Some participants also said they wanted more information on the efficacy of vaccines in regard to new variants and the general immunity they provided before non-essential travel was allowed.

A few participants also felt that travel within Canada for non-essential reasons should be ramped up prior to allowing international non-essential travel. And there were some who thought that non-essential travel should not be allowed until Canada as a whole lifted all public health restrictions, and that it would be inappropriate to allow international tourists into their cities and communities before they were allowed to gather indoors with their own extended family.

Border Exemptions (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters)

When asked about possible exemptions for different groups of travellers, opinions shifted somewhat depending on the scenario.

Asked if border exemptions should be in place for travellers from countries with a high vaccination rate or low case counts, many agreed that this made sense. Some reasoned that if flights were banned from India and Pakistan due to high case counts, then it made sense to welcome flights from countries with low case counts. Others, however, felt that exemptions should be based on the individual travelling, and whether they were fully vaccinated, rather than conditions in their country of origin. Still others felt that international travel was essential to get Canada's economy back up and running and should be open to everyone.

Others, however, were more cautious. They worried about lifting restrictions on international travellers regardless of their personal vaccination status or conditions in their home country, given the possibility that the virus could still be contracted and spread, regardless. They felt that the health and safety of Canadians should be the top priority and that the vaccination rate here at home was the most important consideration, and needed to be higher before allowing tourists to come, to ensure that citizens were protected.

Next, participants were asked for their views on a scenario that involved opening the border for non-essential travel only to those who were fully vaccinated. Many were open to this approach and thought it was reasonable. Some liked the idea of rewarding those who had been fully vaccinated, given that a high vaccination rate was seen to be a key measure and goal for overcoming the pandemic. That said, some were adamant that testing should still be administered prior to permitting travel or admitting travellers into the country to reduce the prospect of travellers spreading the virus. Participants generally felt much more comfortable with a two-step approach that required a double vaccination as well as testing, although some still worried about false negatives or falsification of vaccine records. Among these participants, there were some who felt that high vaccination rates in the traveller's country of origin should also be required as part of the exemption, and there were a few who felt that no exemptions should be made until Canada was ready to open the border completely.

Finally, some felt that the associated vaccination rate and case numbers of the traveller's place of origin was still an important factor in their restrictions.

Canada-U.S. Border

Asked if the border between Canada and the United States should be opened to non-essential travel, most felt that it should remain closed for now and that travel should resume only when Canada had lifted all of its public health restrictions. Concerns were raised about continued high rates of infection in the U.S. and the risk this posed to the health of Canadians, as well as the perceived difficulty of contact tracing, among Americans driving across the border, in particular. While a less-pronounced view, others felt that the border should be opened for all U.S. travel now, with some saying that vaccination rates and case counts in the U.S. reasonably justified this measure.

Canadians' Behaviours (GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, Atlantic Canada Young Adults)

As part of their reopening plan, announced in June, the federal government eliminated the 3-day quarantine in an authorized hotel for fully vaccinated Canadian travellers but still required them to self-isolate while awaiting the results of their arrival test. In light of this, participants were asked about their degree of confidence that these Canadian travellers would strictly comply with these instructions. Opinions were mixed. Most were dubious that all travellers would follow these rules and felt that many would be tempted to break their quarantine requirements in the absence of any oversight or enforcement.

Participants were then asked if fully vaccinated travelers should still be required to take a COVID-19 test upon their entry to Canada. Responses were somewhat mixed. Many felt that testing remained important, given the chance that even fully vaccinated travellers could contract and spread the virus. Some felt that this decision should be dependent on the number of cases in the country the traveller was returning from, while others thought that testing should be removed as a requirement for fully-vaccinated travellers. Finally, a few felt that testing should be lifted for all travellers, arguing that they were not especially reliable or useful as a result.

Those who agreed that testing was still necessary were asked for their opinion about whether these tests should be administered at ports of entry or if travelers should be permitted to get their test at a local pharmacy. Most felt that they should be administered at a port of entry, arguing that going to a pharmacy undermined the requirement to remain self-isolated and could lead to spread, if travellers ended up testing positive. Some were also concerned that not all travellers would have the ability to find and get to a pharmacy in a timely manner. The few who favoured the pharmacy option felt that it was more practical and convenient for returning travellers who should be treated like responsible adults and trusted to get the test at the time and place of their choosing.

Finally, participants were asked for their views about switching to rapid tests for fully-vaccinated travelers at ports of entry and eliminating quarantines altogether for those with a negative result. Participants were informed that these tests were less accurate than the current arrival tests at detecting the virus, but could be processed in 15 minutes. Again, opinions were mixed. Some supported this option as more practical and more convenient for travellers, as well, some believed, as cheaper to administer. Others were not comfortable with the trade-offs in regard to safety and wanted to see the current tests implemented with the requirement for quarantines in order to reduce the possibility of spread.

COVID-19 Outlook/Vaccines (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Outaouais Region Vaccine Hesitant, Windsor, Mid-size Centres Prairies Vaccine Rejecters, Calgary Parents of Children Aged 12-17)

Views varied among participants when discussing the performance of the Government of Canada in its handling of the COVID-19 pandemic. Overall, however, participants tended to be more negative than positive in their assessment.

Those who were more critical felt that the federal government had a role to play in the extended lockdowns and their adverse effects by not implementing complete border closures and by contributing to a slow vaccine rollout, primarily. A number of these participants also thought that the federal government had exacerbated the negative economic effects of the pandemic with high government expenditures that would ultimately saddle the country with significant long-term debt.

Conversely, those who were more positive tended to believe that the federal government had done its best to manage the pandemic response and support Canadian citizens and the economy through a very difficult and unprecedented challenge. These participants pointed positively to a few key efforts, including the Canada Emergency Response Benefit/Canada Recovery Benefit (CERB/CRB), the repatriation of Canadians stuck abroad at the beginning of the pandemic, and what they viewed as effective and constant communications with the public throughout the crisis.

Regardless of their overall assessment of the federal government's performance, however, participants tended to identify a common set of issues when asked what the government could have done better in regard to its handling of the pandemic. This included a more proactive and definitive approach to border closures; the creation of a coherent and consistent set of national policies around restrictions, especially ones that would have imposed shorter, stricter lockdowns; a greater emphasis on supporting the mental health of Canadians, and; a faster vaccine rollout.

When asked how the federal government had fared in its response over time, most participants generally believed that it had done a better job in the early days of the pandemic compared to more recent months. They gave the following reasons for this view:

- Some felt that considerations other than the best interests of the country, were increasingly playing a role in some of the federal government's decisions and communications. Specifically, some felt that the federal government was increasingly shifting blame onto provincial governments rather than assuming responsibility for its own shortcomings.

- Many felt that the Government of Canada was not learning from experience and was repeating past mistakes in regards to issues such as border restrictions, and vaccine rollout and messaging. Some referred to changing provincial lockdown measures, which they assumed were implemented by the federal government.
- Many perceived the vaccine rollout to be slow as a result of some initial procurement issues followed by inefficiencies in national distribution.
- Several participants were concerned about the absence of a concrete reopening plan for the country as a whole (which again, they perceived to be within the Government of Canada's jurisdiction to implement).

The few participants who believed that the federal government's performance had remained fairly consistent over time tended to be somewhat negative in their overall assessment, pointing to differing regional standards and policies throughout the pandemic response. As with some who felt the Government of Canada's response had worsened over time, these participants believed that the Government of Canada had the authority to implement a uniform, national response across the country.

When asked whether they thought the spread of COVID-19 was going to get worse or improve, most participants felt that the situation would likely improve, as vaccination rates were increasing and case counts were dropping. That said, many also expressed at least some degree of concern that the case count might go up again in the fall, and about the risk posed by the unvaccinated population, as well as the possibility that new variants could emerge for which the current vaccines might prove less effective.

COVID-19 Vaccine

With the Pfizer vaccine recently approved for use in children 12 years and older, parent groups were asked if they were going to get their children vaccinated. Opinions were mixed. Some were hesitant and said that they wanted to wait until more data was available concerning the long-term effects of the vaccine. Among those who did want to get their children vaccinated, some said that they had provided them with the necessary information to make an informed decision themselves, whereas others felt that it was their responsibility as a parent to vaccinate their children.

Across all groups, when asked whether they had any unanswered questions about the COVID-19 vaccines, participants most commonly focused on side effects and uncertainty about long-term implications. Many wanted to see more data on adverse reactions, including the types of issues experienced and their severity. This was especially true in regard to the long-term consequences of the vaccine on the development of children, as many felt that data and studies among younger demographics, in particular, were lacking.

Other questions about the vaccines, which were brought up across the groups, related to the following:

- The speed with which the vaccine was developed and how this was possible or safe;

- Whether a higher degree of mortality from COVID-19 was now in effect in the wake of new, more serious variants; and
- Why Canadian doctors who were more critical of the vaccines were not, in their view, being given the same kind of platform to express their opinions as doctors who supported the vaccines.

Among the vaccine hesitant segments, participants were asked if their stance on vaccinations had changed at all, or likely would, over time. Many of these participants indicated that they would be open to taking the vaccine once more time had passed, if data showed that it did not have significant negative implications. Some said that they were already more inclined to be vaccinated, when compared to the earlier stages of the rollout, due to the drop in cases and hospitalizations. Uncertainty surrounding the impact of vaccines on pregnancies, however, was mentioned as an ongoing potential barrier for some, given a perceived lack of studies conducted on the matter.

Participants that remained opposed to taking the vaccine tended to explain their stance in relation to at least one of the following reasons: a feeling that the vaccine was being forced on them and was not a choice; uncertainty surrounding the ingredients in the vaccine; and a preference for following restrictions such as mask wearing over getting vaccinated in order to be protected from the virus.

Cross-Border Vaccination between Windsor and Detroit (Windsor)

Several participants within this group indicated that they were familiar with the proposal for a cross-border vaccination initiative between Windsor and Detroit, in which excess doses of vaccines from the United States would be made available to Windsor residents. Once provided with additional information about it, a consensus emerged in support of the initiative, as participants felt that it made sense for local residents to gain expedited access to US vaccine doses that might otherwise go to waste.

A few participants, however, had questions surrounding the safety and health standards of the American vaccines and whether or not they would be on par with those already secured for use in Canada, which they would otherwise be receiving.

When asked about the Government of Canada's position on this initiative, participants either did not know or felt that the government was not in favour of it. Some said that they had heard that the government's position was that they had already secured enough vaccines for the population and did not require these excess doses from the United States. Several participants were unhappy about what they viewed as the federal government's lack of support for this initiative, as they felt that Canadians, including themselves, did not have adequate (or adequately fast) access to vaccines at present.

Health Canada Youth Vaccination Messaging (City of Toronto/York Region Parents of Children Aged 12-17, Calgary Parents of Children Aged 12-17)

Participants in these two parent groups were asked to review and respond to two sets of messaging about COVID-19 vaccinations for youth between the ages of 12 and 17 years.

Message Set A

To begin, participants were shown the following set of messages:

1. *COVID-19 can have serious consequences for all age groups, including young people, particularly given the circulation of COVID-19 variants.*
2. *Getting your child vaccinated against COVID-19 is recommended by a number of authorities, including the Canadian Paediatric Society.*
3. *The approved Pfizer-BioNTech vaccine is safe and effective for children.*
 - o *Clinical trials for those age 12 to 17 showed it was 100% effective against symptomatic COVID-19 illness.*
 - o *The trials showed the immune response in those aged 12 to 15 years was consistent with the immune response in those 16 to 25 years of age.*
4. *Health Canada and the Public Health Agency of Canada are closely monitoring the use of the COVID-19 vaccine in youth 12 to 17. If safety concerns are identified and confirmed, Health Canada will take appropriate action.*

Reaction to this messaging was largely negative, especially in Alberta. Most thought that the claims being made regarding the vaccine's safety and 100 per cent effectiveness, in particular, were oversimplified, overstated, and one-sided. Participants widely agreed that this set of messages failed to address legitimate concerns about the possible side effects and long-term impact of a vaccine that, in their view, had been rushed to market for emergency use and to their knowledge, remained largely untested in children. Most felt that this effort to persuade them, or allay their concerns, had the opposite effect. Some added that these messages sounded like an ad from the drug manufacturer.

A number of participants homed in on message #4 and its reference to *if safety concerns are identified and confirmed* as indicative of their uneasiness with the vaccine, and they did not believe the claim that Health Canada would be able to *take appropriate action* after the fact. Myocarditis in boys and young men came up as specific concerns that were not addressed in this messaging.

Responses revealed that most of the parents in these groups were either hesitant or worried about the vaccine's use in children. Only one participant, in the Toronto/York group, responded positively to the

messaging, saying that they had spoken with their doctor as soon as the vaccine was approved for 12 to 17 year-olds and took the advice they received to book an appointment for their child right away. Another participant said that they were still on the fence while others, including all participants in the Calgary group, remained skeptical regarding the safety and efficacy of the vaccine in children, if not more so, after exposure to this set of messages. They generally felt that the most prudent approach was to wait and see.

Following this general discussion of initial responses to this set of messages, participants were asked a series of questions regarding the individual messages.

Message 1: COVID-19 can have serious consequences for all age groups, including young people, particularly given the circulation of COVID-19 variants.

Participants were asked if the mention of variants made them think about the possible severity of COVID-19 for children and youth, and whether this influenced their attitudes toward getting their children vaccinated. Only one participant in the Toronto/York group said that it did. Others felt that the mere reference to variants did not spark sufficient concern to overcome the ones they had about the vaccine itself. Some felt that the reference to variants in this message was just another “scare tactic” being used to try and persuade them, and that it would be better to offer more information so that parents could do their own research.

Message 2: Getting your child vaccinated against COVID-19 is recommended by a number of authorities, including the Canadian Paediatric Society.

When asked about it, participants generally assumed that the Canadian Paediatric Society (CPS) was a credible authority on this issue, even though few were previously familiar with the organization. At the same time, however, this endorsement did not appear to be sufficient for many in mitigating their concerns about the vaccine, or their skepticism in regard to the messaging, overall. Specifically, some said that while they would consider a recommendation from CPS they would also want to consult other authorities and sources of information on this issue.

Asked who else they would like to hear from, participants mentioned the World Health Organization (WHO) and the Centre for Disease Control and Prevention (CDC) in the United States, or sources from the United Kingdom or Europe, showing a preference for international authorities. At the same time, a number of participants were quick to say that no health authority, in their view, could credibly provide complete assurance given their perception that there was an absence of sufficient testing and data.

When prompted about Canadian health authorities, including Health Canada, the Public Health Agency of Canada (PHAC) and the National Advisory Committee on Immunizations (NACI), the same kind of skepticism or ambivalence emerged. Participants felt that it was simply too early for anyone to say with complete confidence that the vaccine was safe, and many did not trust the federal government and its agencies to be honest about the risks. There was also some wariness about NACI (which few were familiar with, especially in Alberta), and whether it was truly independent from the federal government.

There was a shared sense in these groups that institutional pronouncements about the vaccines should be viewed critically at this point, no matter the source. Some felt that health organizations had a track record of being wrong or “flip flopping” on issues throughout the pandemic. Others said that they would only trust advice or expert opinion coming from a diverse range of independent professionals without affiliations to government or other institutions.

Message 3: *The approved Pfizer-BioNTech vaccine is safe and effective for children.*

- ***Clinical trials for those age 12 to 17 showed it was 100% effective against symptomatic COVID-19 illness.***
- ***The trials showed the immune response in those aged 12 to 15 years was consistent with the immune response in those 16 to 25 years of age.***

While safety was the top concern among these parents, no participants found this message, and the way it was worded, persuasive. Among all the messages tested, this one received the most negative attention and commentary. Some felt that it sounded like marketing from the drug manufacturer, and thus was not credible. Others pointed out that no source for its claims were provided. As noted above, the 100 per cent effective claim, in particular, strained credulity, given the common perception that approval of the vaccine had been rushed, and that limited data was available, especially with regard to its administration in children and youth. Some noted that they would not trust a 100 per cent effective claim applied to any product or drug, and felt this sounded like an overstatement of the facts that was trying too hard to persuade them.

Message 4: *Health Canada and the Public Health Agency of Canada are closely monitoring the use of the COVID-19 vaccine in youth 12 to 17. If safety concerns are identified and confirmed, Health Canada will take appropriate action.*

Participants believed that Health Canada and the PHAC were monitoring the vaccine and any potential safety concerns in youth. However, some were of the view that monitoring side effects and safety concerns in children in real time rendered the process less safe and more of a trial. Others felt that this message contradicted the earlier claim that the vaccine was 100 per cent effective.

After discussing the messages individually, parents residing in Calgary were asked which one they found to be most effective. Most agreed that it was message #2, with the endorsement from *the Canadian Paediatric Society*, but with the caveats mentioned above. Participants felt that the message could be improved if it offered more of an explanation, and supporting data, for the recommendation.

A few felt that message #1, with reference to the variants and potential seriousness of COVID-19 for all age groups, was somewhat effective because, unlike the other two messages, they felt it was credible and/or consistent with what they had already been hearing about the virus from multiple sources.

Message Set B

Participants were then shown the following set of messages:

1. *You protect your children every day. Getting a COVID-19 vaccine is another way to protect them and protect others against COVID-19.*
2. *We all want our kids to get back to being kids. When you and your child get vaccinated, you're helping them get one step closer to doing what they love and need for their mental health and well-being:*
 - a) *Seeing friends and family*
 - b) *Participating in extracurricular activities, like sports and games*
 - c) *In-person schooling*
3. *Talk to your children and teens about the importance of getting a COVID-19 vaccine.*
4. *It's normal to have questions and concerns. Speak with your health care provider about vaccinating your children and teens against COVID-19.*

Participants in these two locations reacted differently to this set of messages. Parents in Toronto/York were considerably more negative toward these messages than the one presented in Message Set A, while parents in Calgary were far more positive.

In Toronto/York, participants saw this messaging as an attempt by the government to appeal to their sense of guilt and worry as a parent, instead of engaging them as rational actors with legitimate concerns about the vaccine. Some felt that these messages were effectively blaming parents for the struggles that their children had endured, or would still have to face, throughout the pandemic. Participants did not like the reference to mental health, in particular, and characterized it as insensitive. Some felt the messaging was too forceful or heavy handed. Most of the criticism appeared to be related to message #2, but it set the tone for their assessment of this set of messages, overall, which they did not like.

In the Calgary group, by contrast, parents liked this set of messages overall, especially compared to the Message Set A. They liked that the focus was on the benefits of getting their children vaccinated. And they were receptive to the values-based appeal to them as parents and their desire to protect their children. They also liked that this messaging recognized the struggles that their children were facing because of the pandemic. These messages resonated with them, with some feeling they were comforting.

Preference for the Message Sets

In the Toronto/York group, parents disliked both sets of messages. All but one participant declined to select a preference. The one participant who did cast a vote, chose Message Set A only because she found it slightly better than the second set of messages.

In the Calgary group, all participants chose Message Set B. In addition to the comments above, they liked that this set of messages encouraged them to have a conversation with their children and family

doctor, and to undertake their own research so they could make an informed and thoughtful decision. By comparison, they felt that Message Set A provided facts with no support or context and was trying to tell them what to think. Some added that Message Set B could be improved by letting parents know where else they could go to find more information, such as Health Canada or any provincial bodies.

Detailed Findings – Part II: Other Issues

Indigenous Issues (Saguenay and Lac-St-Jean Region Quebec, City of Toronto/York Region Parents of Children Aged 12-17, Atlantic Canada Young Adults)

To begin this discussion, participants were asked to identify the Indigenous issues that they felt required the greatest attention from the federal government. In response, the following issues were cited:

- Educating Canadians about Indigenous people and history;
- Ensuring access to clean drinking water on reserves;
- Addressing social issues, such as violence, suicide, and alcoholism;
- Supporting Indigenous culture and practices;
- Reviewing the Indian Act, as well as land ownership and rights;
- Working with Indigenous communities so that they can achieve financial independence and autonomy; and

- Continuing to search for graves at former residential schools.

Among these issues, education was a primary concern. Participants frequently mentioned the need for better, more accurate public education about Indigenous people and history, and felt that this should be at the forefront of the federal government's agenda. Many also thought that the formal education system, in particular, had failed to provide an accurate representation of Canada's history in this regard.

When asked how important Indigenous issues should be to the federal government, compared to other issues, most participants thought that they should be given a high priority. Many felt that Indigenous people in Canada were being deprived of their basic human rights in many regards and deserved the same rights and protections that other Canadians were afforded as citizens of a highly developed country. A few were critical of the Indian Act, in particular, which they described as discriminatory. Most felt that there was a strong moral imperative for the federal government to address the kinds of Indigenous issues and concerns that they had previously identified.

Some also expressed disappointment that various tragic events had to happen, such as the discovery of unmarked graves on the grounds of a former residential school, to galvanize public support for taking more significant action.

Government of Canada's Attention to Indigenous Issues

When asked if the federal government was sufficiently focused on Indigenous issues, participants were somewhat split in their views, but most agreed that more needed to be done.

Many were of the opinion that the federal government was not paying enough constructive attention to Indigenous matters. Some saw the government's approach as reactionary versus proactive. Others thought the federal government did not take any concrete actions or felt it was too focused on historic wrongs instead of current issues. Many thought that the federal government had not done enough to address clean water issues, in particular. By way of contrast, participants in the Atlantic group pointed to a recent problem with the water quality of Shubenacadie Grand Lake in Halifax, which they said had been promptly addressed by the provincial government as soon as it emerged.

Other participants were of the view that the federal government was bringing sufficient focus to Indigenous issues, and most of these felt that the government was generally on the right track. But even these participants felt that more needed to be done to bring about the kind of substantial change required. Specifically, a number of these participants agreed that there was a need for the federal government to improve the quality of their discourse with Indigenous communities and leaders, and collaborate with them more constructively.

While a number of participants recognized the federal government's efforts to provide financial support to Indigenous communities, many felt that this spending (or spending, alone) was insufficient, given the persistence of issues related to lack of adequate access to clean drinking water and education, for instance, or social and legal justice. Some also expressed concern, in this context, about

the cost of spending on Indigenous issues by the Government of Canada, given the perceived lack of results.

While no participants thought that the federal government was focusing too much on Indigenous concerns, there were some who expressed a wariness with discussing the issues, which they felt created unnecessary divisions among citizens while failing to address the underlying problems. Others mentioned feeling fatigued by news coverage and issues that, in their view, tended to be overwhelmingly negative. Some pushed back on this, saying that Indigenous issues tended to receive attention only in regard to problems, creating a skewed perspective. Regardless, quite a few participants admitted to not being as engaged with or knowledgeable about Indigenous issues as they felt they should be.

Government of Canada Initiatives to Support Indigenous Peoples

When asked what they knew about recent actions taken by the Government of Canada to address Indigenous issues, participants had very limited awareness. Most were unable to cite anything specific, especially among the young adult group in Atlantic Canada.

There was some limited awareness of a federal government initiative to institute a National Day for Truth and Reconciliation as a new statutory holiday, as mentioned earlier, which was generally well-received in the Quebec and Toronto groups, where it came up. While viewing the initiative positively, however, participants were quick to say that much more needed to be done.

To prompt further discussion, participants were then shown a list of Government of Canada initiatives recently undertaken in support of Indigenous issues, which included the following:

- *Announcement of another \$1.5 billion to finish the work of lifting all long-term drinking water advisories. This is in addition to the \$2.19 billion already budgeted. Since fall 2015, 108 advisories have been lifted, and there are currently 51 in effect.*
- *Implementation of a series of actions in response to the findings of the National Inquiry into Missing and Murdered Indigenous Women and Girls, including increased health support and victim services supports, financial support to the RCMP's National Investigative Standards and Practices Unit, and a crisis support line for those affected by missing and murdered Indigenous women and girls.*
- *Introduction of a bill to implement the United Nations Declaration on the Rights of Indigenous People (UNDRIP). This bill will mandate the government to provide a framework for departments to give First Nations a shared role in decision-making in actions that affect their lives, lands, families and cultures.*
- *Of the \$33.8 million allocated in 2019 towards projects aimed at researching the children who died at residential schools, recently opened the remaining \$27 million to Indigenous communities to fund searches at former residential school sites, as well as memorials and other commemorations to mark the graves.*

Participants were then asked to choose which of the above initiatives that they felt were the most impactful. Of the four initiatives described, participants tended to select the following two:

- *Funding initiatives related to lifting all long-term drinking water advisories.* Participants who voted for this initiative agreed that it was imperative, with most saying that access to clean drinking water was a basic necessity and human right for all Canadians. Some who chose this initiative also did so, in part, because they felt that there were problems with the wording and descriptions of other initiatives. Specifically, these participants thought that some of the other descriptions needed to be rewritten for clarity, especially given the amount of money being spent, which was a sticking point for some. On a related note, there were a few participants who were less supportive of the federal government's initiative to address clean drinking water issues, given their perception that previous, similar announcements had been made, and that the federal government was continuing to announce large amounts of funding to address this issue while failing to produce tangible results.
- *Introduction of a bill to implement the United Nations Declaration on the Rights of Indigenous People (UNDRIP).* Participants who responded favourably to this initiative appreciated its commitment to collaboration with Indigenous Peoples and felt that it was essential for Indigenous people to be full, active partners in decision-making about the issues that concerned their lives, lands, families, and cultures. Some also believed that this initiative would cause a ripple effect that would positively influence the outcomes of the other initiatives by ensuring that Indigenous leaders and communities would play a leadership role in their implementation.

When asked if these recent initiatives changed how they felt about the federal government's efforts to address Indigenous issues, some were positive but most participants remained somewhat ambivalent. They felt that these initiatives, while important, were not especially praiseworthy as much as long overdue. Some expressed disappointment about the amount of time they felt it had taken the Government of Canada to address clean drinking water needs, given how basic the requirement was for the health and welfare of any population. There was also some fairly widespread doubt about whether any of these initiatives would have real impact or simply be more of the same kind of superficial approach that had, in their view, been undertaken in the past.

In addition to this, a number of participants voiced concern about funding. Some felt that it might be spent ineffectually. Others were quick to point out that adequate funding, while necessary, needed to be spent on thoughtfully-designed programs and policies to be effective. Although some expressed appreciation for the amount of funding being allocated for clean water initiatives, others believed that if the issue was affecting a non-Indigenous population, it would get quickly addressed without any reference to cost.

Despite a degree of skepticism, most valued the goals of these initiatives and felt that constructive and long-lasting positive results could be achieved with time and the right kind of effort, especially if the federal government ensured that Indigenous people themselves played an active leadership role. In that vein, however, some were concerned about what they saw as a lack of Indigenous representation within the federal government.

Recalling their earlier discussion about the kind of priorities that they wanted to see the federal government address, a number of participants felt that public education - especially within the formal school curricula for children (which they believed to be the purview of the federal government) - was

notably missing from the list of recent initiatives. Less commonly, some asked what the government was doing to ensure that legal recourse was available for Indigenous people and families facing discrimination or inequitable services, or what it had done recently to promote Indigenous culture or address issues like suicide.

When asked what other kinds of initiatives they would like to see the Government of Canada implement to address Indigenous issues, participants also mentioned the following:

- Take suggestions from Indigenous communities on issues that concern them;
- Learn more about Indigenous culture to be able to effectively support their needs;
- Hold institutions (such as churches and the federal government) accountable for their actions; and
- Hear more about Indigenous issues directly from Indigenous leaders within the federal government.

A few mentioned that they did not think it was constructive or reasonable for the names of institutions to be changed to remove reference to past leaders responsible for residential schools, for instance. Some felt that this simply undermined the integrity of the federal government.

Above all, however, participants stressed that it was critical for the federal government to listen to Indigenous communities and address their needs in a collaborative and inclusive way. In particular, many felt that the federal government should avoid using funding as a one-dimensional solution to issues that they viewed as complex, requiring deep and honest engagement with Indigenous communities to determine the most effective course of action.

Local Issues (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non-Homeowners Looking to Purchase in Next 5 Years, Windsor, Calgary Parents of Children Aged 12-17)

Most important Industries/Sectors

Winnipeg (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours)

Asked to identify the most important sectors and industries in their region, participants in the Winnipeg group most commonly mentioned the following:

- Hydro;

- Farming;
- Lumber;
- Nickel mines;
- Manufacturing; and
- Construction and infrastructure.

In regard to the sectors and industries in the region needing the most help, participants identified the tourism and hospitality sector, as well as small businesses more generally, in light of the negative impact that they had experienced as a result of COVID-19-related shut downs and restrictions. Many felt that these businesses needed additional federal support to survive the ongoing pandemic.

Nova Scotia (Nova Scotia Parents of Children Aged 12-17)

In Nova Scotia, participants identified ship building, fisheries and forestry as the most important industries within their region, alongside tourism and hospitality.

When asked which sectors and industries needed the most help, participants also identified tourism and hospitality, in light of the impact of COVID-19. Cruise lines, in particular, were singled out, not only because of how much they had been affected but because of their importance to the sector overall. Arts and Culture was the second sector identified by this group. A few participants noted that these types of organizations already required support, pre-pandemic, and that COVID-19 restrictions had only exacerbated their challenges.

When asked what the Government of Canada had done to support these sectors already, participants identified financial supports for small businesses, like grants, rent support and wage subsidies, which had been available throughout the pandemic. However, many felt that this was not enough to keep businesses afloat in light of the ongoing hardships imposed by the pandemic.

Lower Mainland British Columbia (B.C.) (Lower Mainland B.C. Non Homeowners Looking to Purchase in Next 5 Years)

Participants living in this region identified the following sectors and industries as most important to their area:

- The film industry;
- Tourism and hospitality;
- Real estate and land development; and
- Education – especially post-secondary.

When asked which sectors and industries needed the most help, these participants also applied a pandemic-related perspective to their answer and identified the tourism and hospitality sector as the primary area in need of assistance. A few participants noted that the land development industry was also suffering and needed help. When asked if the Government of Canada had done anything to assist these sectors and industries, participants mentioned support for rent and wages during COVID-19. There was also some mention of financial aid for the post-secondary education sector.

Windsor (Windsor)

In the Windsor group, participants identified a long list of important sectors and industries in their region, most commonly related to automotive, education, healthcare, agriculture, hospitality and tourism, and non-profits.

When asked which sectors and industries needed the most help, participants identified small businesses, the hospitality and tourism sector, and non-profits as the primary ones, due to pandemic-related restrictions.

Calgary (Calgary Parents of Children Aged 12-17)

Participants residing in Calgary felt that the oil and gas industry was the most important to their region. Transportation, food manufacturing, agriculture, healthcare, and tourism and hospitality were also mentioned.

When asked which sectors and industries needed the most help, participants in Calgary referenced the pandemic and its impact on tourism and hospitality, as was the case in other groups. Health care was also cited as a sector in need of support as a result of the pandemic, which many felt had both deepened and revealed existing weaknesses. Education and supply chain management were also noted by participants as two other areas of the economy affected by the pandemic. Moving away from COVID-19, participants also identified the oil and gas sector as one in need of federal support, especially in light of the move toward more sustainable and renewable energy sources by the Government of Canada. Given how many livelihoods in the province depended on this more traditional source of energy, participants said, the province needed support from the federal government in helping to transition these jobs to new industries, specifically.

When asked what the Government of Canada had done to support the above-mentioned sectors, participants recognized that support had been given. However, most felt that not enough was being done. Many called for further federal investments into health care and transportation, as well as additional policies/laws protecting these two industries from significant funding cuts. Participants especially wanted to see more federal support for Alberta in transitioning its economy from its dependence on oil and gas towards more renewable and sustainable sources of energy. Several participants felt that more needed to be done to help Albertans train for new jobs, so that the oil and gas sector could be effectively phased out. Many also felt strongly that there needed to be better alignment between the goals of the provincial and federal governments in order to see nation-wide progress in transitioning away from oil and gas in a responsible and reasonable way.

Local Issues (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Calgary Parents of Children Aged 12-17)

Within several groups, participants were asked about the local issues of greatest concern in their region. Although responses were region-specific, some common issues emerged, mostly related to

the lack of affordable housing and homelessness, as well as the difficulties faced by small businesses due to pandemic-related restrictions and shut downs.

Winnipeg (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours)

Participants in the Winnipeg group had a broad list of local issues and concerns, including the poor quality of road infrastructure, high crime rates, unaffordable housing, the methamphetamine crisis, homelessness, inadequate funding and staffing for hospitals, and racism, which many felt was rampant in their area.

Hamilton (Hamilton Non-Homeowners Looking to Purchase in Next 5 Years)

In Hamilton, many participants cited a lack of affordable housing as the most pressing local issue, along with gentrification as a related concern. The closure of small businesses and its implications for mental health and well-being was also mentioned as a major issue faced in the Hamilton region, alongside homelessness and the discrepancy between stagnating incomes and the increasing cost of living.

When asked whether or not the Government of Canada had done anything to support the above issues, there was some assumption that they had, but few specifics were offered. Some believed that there might have been some federal funding for the mental health supports being offered by hospital-employed social workers. Beyond that, a few participants noted their confusion about federal versus provincial responsibilities, making it hard for them to answer the question.

Nova Scotia (Nova Scotia Parents of Children Aged 12-17)

Participants residing in Nova Scotia spoke more about the economic issues created by the restrictions and closures imposed to manage the pandemic, and their effects on tourism, hospitality and small businesses. A few participants mentioned that big box stores had been allowed to remain open while several small businesses were forced to close, putting many small business owners in Nova Scotia at a disadvantage. Visible homelessness, high rates of unemployment, lack of affordable housing, and road infrastructure were also cited as significant local issues within Nova Scotia.

Calgary (Calgary Parents of Children Aged 12-17)

Participants in the Calgary group highlighted a diverse range of issues specific to their region, including problems with the new education curriculum, rider concerns with the local transit system, a poor communication style on the part of the Calgary police, and a lack of support systems for those suffering from drug abuse and homelessness.

Infrastructure Challenges ((Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non-Homeowners Looking to Purchase in Next 5 Years, Windsor)

Infrastructure issues were widely viewed as a top priority within these groups, when asked about.

Among the issues that were raised, participants in multiple regions spoke about the need for better roads and highways, the expansion of mass transit systems, and more affordable housing.

In addition, a number of region-specific infrastructure challenges were also identified within the groups by several participants, including:

- Concerns in Winnipeg about timely maintenance of water treatment plants.
- In Hamilton, participants spoke about the need to expand the local airport.
- In Nova Scotia, Internet service was seen as a problem requiring investments in new or updated high speed infrastructure.
- In Lower Mainland B.C., the group called for more federal support for public housing as a means to address their growing homelessness problem.
- In Windsor, participants wanted to see better maintenance of water and sewage systems, improved Internet service and infrastructure, as well as better access to power at a lower cost for consumers.

Hamilton Rapid Transit Project (Hamilton Non-Homeowners Looking to Purchase in Next 5 Years)

When asked whether or not they had heard anything about the Government of Canada's recent announcement to help fund a Hamilton rapid transit project, a few participants were familiar with the initiative. Once provided with more information, several participants indicated that they were not supportive of the project and felt that money could be better spent elsewhere to help more people, such as addressing the housing crisis, as the transit project was seen to help only those living at either end of the transit lines.

George Massey Tunnel (Lower Mainland B.C. Non Homeowners Looking to Purchase in Next 5 Years)

In Lower Mainland B.C., participants were asked whether they had read or heard anything about the possibility of the George Massey Tunnel being replaced with a new tunnel or bridge. Several participants were familiar with the initiative and most were very supportive of it, adding that an upgrade, and improvement to the highway system in general, was long overdue. Participants noted that the areas surrounding the highway were growing rapidly and needed expanded highway infrastructure to ease traffic congestion and improve safety.

Housing (Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland B.C. Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters)

Issues pertaining to housing and the housing market were raised for discussion in several groups. In a number of groups these issues came up unprompted, as well, with several participants mentioning access to affordable housing and the steeply rising costs of home purchases and rentals as pressing local issues in their areas.

Across all groups where the topic was raised, participants said that housing prices had risen over the past year. Most felt that this was having a negative effect on the cost of living in their area, with several adding that rising costs were becoming increasingly untenable. Some mentioned having moved away from major centres, such as Toronto and Vancouver, to find more affordable housing, but that these smaller centers were now becoming more expensive too. Several noted that, beyond just cost, finding houses for sale had also become increasingly difficult.

Several participants felt that the rising prices and scarcity of houses for sale was having a knock-on effect on renters, by driving up the demand for and price of rentals. Some noted that this had, in turn, made saving for a down payment on a home purchase even more difficult for would-be first-time home buyers.

Most participants indicated that purchasing a home was a priority for them. Reasons varied. Some said that they wanted a house with the space to raise a family. Others mentioned financial security and the return on investment provided by home ownership.

Feelings among participants were mixed in regard to whether they would be able to buy a home in the future. Several expected that they would at some point, most likely several years away, contingent on their ability to save enough for a down payment. Among those who did not think that they would be able to purchase a home, rising costs were identified as the prohibitive factor. Some mentioned that home ownership was an important part of their life plan, and that the likelihood of not being able to make a purchase represented a significant setback and disappointment.

Awareness of Government of Canada Housing Initiatives

General awareness of Government of Canada housing initiatives was low, although several participants were aware of the First Time Home Buyer Incentive offered by the Canada Mortgage and Housing Corporation (CMHC). Among those who were, some felt that the program provided insufficient

support for prospective home buyers, given the high costs of home purchases. Some were also aware of the Home Buyers' Plan and the Mortgage Stress Test.

Budget 2021 Housing Initiatives

Following a general discussion about the state of the Canadian housing market, participants were shown a list of the following housing-related objectives from the 2021 federal budget:

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

Reactions to these budget items were mixed. Several participants said that they supported these types of initiatives and federal government commitments. They felt that they were good ideas, and a number commented on the idea of converting vacant commercial property as a creative solution to housing shortages. At the same time, however, these participants felt that the commitments being made were either too vague or too modest. In particular, several remarked that 560 units of transitional housing and shelter spaces was insufficient to meaningfully address housing insecurity for women and children across the country fleeing violence.

Among those who had negative reactions to the initiatives, there were a number of participants who also felt that these federal commitments were not nearly significant or ambitious enough to address the extent of the housing problems across the country. There were others, however, who did not support these initiatives in principle. They felt that the federal government would be interfering in the housing market, which they thought was inappropriate. Some of these participants were especially opposed to the idea of converting commercial properties and wanted to know how this would be implemented and the commercial properties identified.

Asked directly if they thought that the above initiatives would help to address affordable housing needs, most were skeptical, for the reasons mentioned above. Some also felt that they had seen these kinds of commitments from the federal government before, without any follow through.

More specifically, participants were prompted about whether or not they thought that the creation of new rental units would have an impact on individuals wanting to purchase a home. Most participants did not see a direct connection between the two, especially in regard to how an increased number of rental units would affect the purchase price of a home. Some felt that additional rental units would help to lower rental prices, however, which might enable prospective buyers to more readily save for a down payment over the long term. Others, by contrast, were concerned that creating new rental units would simply help landlords buy more properties, which would do nothing, in their view, to help more people become homeowners, and might even exacerbate rising prices.

Taxing the Unproductive Use of Canadian Housing

Several had heard about the Government of Canada's plans to tax the unproductive use of Canadian housing by foreign non-resident owners (which participants were told was sometimes referred to in the media as a "foreign buyers tax") but many had not.

To facilitate discussion, participants were shown the following description:

The Budget also proposes a national 1% tax on the value of foreign, non-resident-owned residential homes considered to be vacant or underused. The federal government estimates that the tax could increase federal revenues by \$700 million over four years starting in 2022-23. The tax will require owners, other than Canadian citizens or permanent residents of Canada, to file a declaration as to the current use of the property, with significant penalties for failure to file.

Most participants were supportive of this tax. Several saw it as a way for the Government of Canada to bolster its revenue while simultaneously combatting vacant and underused residential properties. While some questioned whether this tax would actually be effective at influencing property use, especially in the shorter term, others hoped that it would stop some of the speculative purchases or motivate foreign owners to make these properties available for long term rentals. Moreover, many felt that it could help to increase the availability of housing, if the tax motivated these foreign owners of vacant or underused properties to sell.

Some raised concerns about how vacant or underused properties would be defined, or had questions about how the revenue gained from the tax would be used and whether it would benefit average Canadians as they felt it should.

In groups conducted outside of major urban centres, most felt that this tax would have a greater impact on the real estate markets in cities like Toronto, Montreal, and Vancouver than it would in their own community.

Mortgage Stress Test

Participants were asked if they had seen, read, or heard anything relating to the new Mortgage Stress Test. While there was some awareness of this initiative, few could recall any specifics. Among those who could, participants thought that the new rules were intended to make qualifying for a mortgage more difficult.

To encourage discussion, participants were shown a brief description of the new mortgage rules. While two slightly different versions of this text were shown, the differences were not substantive in regard to meaning. The following text was shown to most groups (alternate versions are provided in the appendix):

As of June 1st, 2021, the Office of the Superintendent of Financial Institutions within the Government of Canada tightened the rules on the mortgage stress test for homebuyers with insured and uninsured mortgages (residential mortgages with a down payment of 20% or more). The minimum qualifying rate

for uninsured mortgages has now risen to either the contracted rate plus two percentage points or 5.25%, whichever is higher.

Beforehand, any buyer whose down payment on a home is 20% of the purchase price or more had to show that they can afford mortgage payments if the interest rate was two percentage points higher than what the bank was offering them or the five-year benchmark rate published by the Bank of Canada, which sits at 4.79%, whichever was higher.

Reactions were mostly positive, with many seeing this change as needed protection for homeowners. Some noted that it would serve as a way to restrict access to mortgages and loans without raising interest rates. Some attributed the rapidly increasing housing costs in part to low interest rates and felt that the new mortgage rules might help to cool the market down. Several viewed the new rules as a way to protect would-be buyers from taking on more debt than they could handle, both immediately and in the event of a sudden change in their personal finances.

Those who disliked the new mortgage rules felt that they would create new barriers to home ownership and make it even more inaccessible than it was before. Even among these participants, however, there was some recognition that the new rules would also help to protect would-be buyers from taking on mortgages that they might not be able to afford.

Several participants mentioned that these new rules would impact their ability to buy a home by affecting their ability to qualify for a mortgage.

Participants were prompted with the following information, and then were asked if it changed their view of the new mortgage rules.

The Bank of Canada has said that many households have taken on large mortgages compared with their income, limiting their flexibility to deal with an unforeseen financial shock like the loss of a job. The total household debt has increased by 4% since the start of the pandemic, picking up sharply since the housing market started to heat up across Canada.

Participants' opinions were largely unchanged by this additional information. To most, this information reflected what they already understood about the necessity and rationale for the new rules. A few felt that this additional information suggested a failure on the part of the CMHC and the major banks with regard to their previous lending rules and practices.

Assessments of Action on Housing

To conclude the discussion on housing issues, participants were asked if there was anything else that the federal government could or should do to make home ownership more accessible. Participants offered several ideas that they felt could have a positive effect.

Several participants suggested that a universal basic income program would help more Canadians gain access to housing. Similarly, some suggested the implementation of a rent control scheme, and/or the construction of more low-cost housing. Some suggested that the federal government could increase funding to existing housing programs and grants, such as the First Time Home Buyer Incentive. A few

indicated that they would like to see regulations implemented to combat high prices, either by requiring the construction of smaller and more affordable housing, or by restricting the number of properties any one individual or family can own.

Western Economic Diversification Canada Branding (Calgary Parents of Children Aged 12-17)

In this group held in Calgary, participants reviewed two creative concepts for Western Economic Diversification Canada (WD), presented de-branded and initially described as concepts that may be used by the Government of Canada to inform Canadians about things related to Western Canada. Before reviewing Concept B, participants were told that the concepts had been developed for WD.

Each concept was shown in the form of a draft set of creative executions, which participants were told could be adapted to a variety of channels, from brochures and signage to web banners and social media ads. Participants were informed that these were draft formats only, with placeholder text in the headline meant to provide a visual sense of what the finished creative might look like. With this in mind, participants were asked to evaluate each concept on the key measures outlined below.

Concept A

PPT SLIDE



WEB BANNER



The above concept had three parts. First, there is a 'PPT slide' which has a white banner across the top that features the Government of Canada wordmark on the right-hand side and the Government of Canada logo on the left hand side. Below, there is a purple filter over an image of a wind farm. On the left-hand side of the image, there is white text that reads 'Lorem | ps Building a strong, competitive and dynamic Prairie Region.' Below the text, there are turquoise, yellow, pink, and dark purple arrows pointing to the right, and extending into a long, light purple arrow. Below the arrows, there is white text reading 'CANADA.CA/PRAIRIES.' While slightly covered by another concept, there is a circular symbol with pink, yellow and turquoise stripes overlaying one another and a white arrow slightly off center, to the left, pointing up and to the right.

Secondly, there is a 'Shareable' concept covering the bottom right hand corner of the 'PPT slide.' The shareable is white, with the Government of Canada wordmark and logo at the top. Below, in purple font, text reads 'Lorem | ps.' Below in smaller grey font, text reads 'Building a strong, competitive and dynamic prairie region by focusing on business development, innovation and community economic development.' Below the text, there are turquoise, yellow, pink, and dark purple arrows pointing to the right, and extending into a long, light grey arrow. Below the arrows, there is grey text reading 'CANADA.CA/PRAIRIES.' On the right-hand side of the image, there is a circular symbol composed of overlaid pink, yellow, purple and turquoise stripes with a white arrow slightly off center, to the left, pointing up and to the right.

Finally, there is a 'Web banner' that features images of a wind farm, a city street, and a bridge, covered in turquoise, yellow and pink filters respectively. On the right-hand side of the image, there is a small circular symbol composed of overlaid pink, yellow,

purple and turquoise strips with a white arrow slightly off center and to the left pointing up and to the right. The symbol is contained within a larger white arrow pointing up and to the right.

Likes: Most participants responded positively to the overall aesthetics of this concept, especially the vibrant colours. Several also remarked on the arrow graphic as a dynamic feature that conveyed the idea of progress. There were comments about the photographic imagery projecting a positive image of Western Canada and capturing the region's diversity, as well, which some believed would have broad appeal.

Resonance: Asked if this concept resonated with them, participants gave mixed responses. While tending to like the overall look and feel of this concept, only a few responded positively to the idea behind the ad, which they interpreted as promoting the federal government's support for the region's economic diversity and strengths. Others were more skeptical about the authenticity of this message, as they believed that the federal government had not been making the region's economic prosperity a priority.

Suggestions/Improvements: Participants raised several issues with specific elements of this creative concept. Most commonly, participants focussed on the use of the term prairies, which they felt did not accurately describe Calgary or most of Alberta, apart from the south-eastern corner of the province. Moreover, some mentioned the juxtaposition of mountain imagery with the term prairies as especially incongruous. Others took issue with the image of the wind turbines as unrepresentative of the province and Calgary, in particular. Some also felt that the copy in the ads was too generic and vague, and that the absence of copy on the banner would undermine interest in clicking on it to find out more.

Concept B

PPT SLIDE



WEB BANNER



The above concept has three parts. First, there is a 'PPT slide' which has a white banner across the top that features the Government of Canada wordmark in the right hand corner and the Government of Canada logo in the left hand corner. Below, there is a light grey pattern covering the rest of the slide. On the left-hand slide, there is a letter P shape that contains an image of the downtown Calgary skyline. There is also an orange + symbol on the top, right side of the image. To the right, there is text reading 'Lorem | ps Building a strong, competitive and dynamic...' in grey font, except the word 'Lorem' is in dark green. Below there is an orange line, and below the line, there is grey font reading 'Canada.ca./' The bottom right hand corner of the 'PPT slide' is obstructed by the image of the 'Shareable' concept.

Secondly, there is a 'Shareable' concept. The shareable is white, with the Government of Canada wordmark and logo at the top. On the left-hand slide, there is a letter P shape that contains an image of a woman sitting in a canoe. There is also an orange + symbol on the top, right side of the image. To the right, in grey font, text reads 'Lorem | ps.' Below in smaller grey font, text reads 'Building a strong, competitive and dynamic prairie region by focusing on business development, innovation and community economic development' although the word 'Lorem' is in dark green font. Below the text, there is an orange line. Below the line, there is grey text reading 'Canada.ca/prairies.'

Finally, there is a 'Web banner' that features images of a wind farm, a city street, a bridge, and the downtown Calgary skyline, each image is rounded on the right-hand side. The far right-hand side of the web banner is white with a light grey pattern and four + symbols arranged in a circle, coloured orange, green, dark green and light green.

Likes: Participants especially liked the two photographic images unique to this concept and featured prominently in the two examples. They felt that they were more iconic and immediately recognizable images of Alberta and Calgary than the ones also used in Concept A. While many did not think that the use of the term prairies in these ads was a good fit for Alberta, as already noted, some felt that the use of the “p” graphic in this concept tied back to that term in a meaningful way, at least, and created a sense of internal coherence.

Suggestions/Improvements: As with Concept A, participants noted a sense of disconnect with the term prairies as a description of Alberta. While some felt that the “p” graphic fit with the use of that term, others initially missed this connection and felt that the “p” graphic was confusing. Some also felt that the use of the “+” graphic lacked meaning and was a distracting design element. Participants tended to dislike the muted green and orange colours in this concept and thought that they detracted from its overall aesthetic appeal. While the photographic image of the bridge was used in both concepts, participants commented on it only when seeing it for a second time in Concept B. These participants felt that a different, more dynamic image, such as a train, might be a better choice to represent industry.

Comparative Resonance

Following their review of both concepts, participants were asked which version resonated more with them. Opinions were divided.

Those who preferred Concept A credited the bold and vibrant colours as the primary reason. They found them to be more eye-catching and appealing than the ones used in Concept B, which they felt was dull and dated, by comparison. These participants tended to agree that they would be more inclined to notice and want to read the ads in Concept A, as a result, and that the brighter colours did a good job of conveying the idea of a bold vision for the Alberta economy. Some also felt that Concept A was easier to read. Others mentioned that they did not like the “p” and “+” graphics used in Concept B, which they mentioned was ambiguous and distracting.

Those who liked Concept B, were primarily drawn to the main photographic images in the two examples and felt that they represented Alberta and Calgary well, aligned with the main message of the concept, and spoke to them more strongly as a result. Several of these participants also noted that they disliked the “p” and “+” imagery and preferred the colours of Concept A but nonetheless preferred Concept B because of the images that were unique to this version and which resonated more with them. Some noted that they would like to see the colours of Concept A combined with the imagery used in Concept B.

Western Economic Diversification Canada

After reviewing Concept A, participants were told that these were branding concepts developed for Western Economic Diversification Canada (WD), a regional development agency of the federal government. Awareness of WD was very limited.

When asked what they thought the role of WD might be, participants offered some vague ideas. Some thought that it might be a kind of policy think tank or organization administering economic initiatives for the Western economy. Others suggested that WD might be involved in supporting leading industries, such as forestry, oil and gas, as well as encouraging the growth of new industries in the West.

Following the discussion of both concepts, participants were asked if they had a stronger understanding of the agency after viewing the concepts. Though there was a general consensus that the materials had not given participants a better understanding, some mentioned that the name provided a good idea of what the agency was all about. Some noted that while the concepts had succeeded in generating some interest in finding out more about WD, they provided little information up front.

Vehicle Emissions/Warning Labels/Zero Emission Vehicles (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents of Children Aged 12-17, Lower Mainland B.C. Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay and Lac-St-Jean Region Quebec, City of Toronto/York Region Parents of Children Aged 12-17, Atlantic Canada Young Adults)

Zero Emission Vehicles (ZEVs)

Awareness

There was some awareness of ZEVs in most groups. Those who were aware of these types of vehicles variously described them as having no exhaust, producing zero carbon emissions, having a low environmental impact, and being less reliant on the use of gasoline or fossil fuels. A few thought that

the term was inherently misleading, however, since they felt that emissions would be required for the production of ZEVS and, possibly, for charging their batteries, depending on the source of the electricity.

It was obvious from the discussions that there was significant confusion between ZEVs and electric vehicles. Unprompted, the majority of those aware of ZEVs saw them as being electric. Even when specifically asked about the difference, most still found the terms to be synonymous. However, a few participants across the groups mentioned hydrogen-powered vehicles, hybrids, bicycles, or the possibility of self-generation through braking mechanisms or solar panels.

For clarity, the following definition was provided:

A ZEV is a vehicle that has the potential to produce no tailpipe emissions. They can still have a conventional internal combustion engine but must also be able to operate without using it. Examples of ZEVs include battery-electric, plug-in hybrid electric, and hydrogen fuel cell. So essentially, an electric vehicle is a type of ZEV; hydrogen fuel cell is another type of ZEV.

Mandatory Use

After reviewing the definition above, participants in the Winnipeg and Hamilton groups were asked what they thought about the idea of the Government of Canada mandating that all new cars be ZEVs by 2035. Those in the Hamilton group had no response, but there were a range of comments in the other group. These participants were concerned about what would be done to assure the affordability of ZEVs (which they viewed as expensive,) in a large, cold country like Canada where vehicle ownership was deemed essential. The cost of electricity and maintenance for these new technologies was also raised as a concern. Many thought that such a mandate might motivate people to simply keep old vehicles in use much longer.

Purchase Motivations and barriers

Participants in the other groups were provided with the description above for ZEVs and then asked if they intended to buy one. Nearly everyone in these groups saw themselves buying a ZEV at some point, at least in the long-term. The Nova Scotia group was the exception, where participants were less interested due to concerns about the difficulty of building the requisite infrastructure in places such as Cape Breton.

Participants provided a range of reasons for their interest in ZEVs. They liked their sustainability and wanted to support the fight against climate change. They also liked the idea of owning a car that was built with advanced technology. Participants felt that ZEVs were the future of automobiles and represented progress, not just from an environmental perspective but also mechanically and from the point of view of driveability.

In terms of barriers, affordability was seen as a major one. Most believed that ZEVs were expensive, in general, and there was also a sense that most of the models available were premium ones, with more affordable models being less desirable because of their smaller size and lack of features. The lack of charging stations was seen to be just as important a barrier, especially in more rural areas. Some also

had concerns about safety and convenience in regard to lengthier charging times compared to filling up a tank with gasoline when one had to stop at night.

While the above barriers to adoption were viewed as the major ones, others were mentioned as well, including:

- Sustainability concerns stemming from the manufacture and disposal of ZEVs, especially batteries, as well as concerns about how the requisite electricity would be generated;
- Concerns about the reliability and maintainability of the technology;
- Battery lifespan; and
- Concerns about the lack of a second-hand vehicle market for ZEVs, especially given the rapid change in these technologies.

Participants were then asked what would make them more likely to purchase a ZEV. Help with lowering the cost was the primary factor, but so was availability of a wider range of vehicle types and options, broader availability of supporting infrastructure, and more knowledge of battery and range issues.

Asked if they would be more likely to purchase a ZEV if they knew that the vehicle or some of its components were made in Canada, opinion across the groups was mixed. On balance, most agreed that cost was more important, except in the Saguenay & Lac-St-Jean group, where participants strongly favoured Canadian-made cars and felt that this would be important for the economy. A number of participants in other groups suggested that if other factors were equal, they would buy Canadian in order to support a homegrown industry that would foster economic self-reliance in Canada and be a source of pride. For most participants across the groups, however, cost was the most important factor, followed by reliability/performance.

Affordability for purchase

Participants were asked if they thought that ZEVs were accessible to most or were primarily for wealthier individuals. There was a strong consensus in all groups that ZEVs were expensive and primarily for wealthier individuals. Some who had not looked at purchasing a ZEV or done their own pricing explained that they had heard or just assumed that they were expensive. Many viewed these vehicles as being equivalent to luxury marques, such as BMW or Mercedes-Benz. Issues of affordability were also linked to concerns over maintenance and charging infrastructure. Some of the simpler ZEVs (the Chevy Volt was mentioned) were also thought to lack sufficient features and refinement for the price.

There was also a consensus, however, that ZEVs would become more affordable over time. Most felt that affordability would improve over the next ten years, and that price reductions were inevitable as the technology developed. Some noted that a more mature market for second-hand ZEVs would develop over time, which would also increase affordability.

Participants were asked if they thought that prices would go down if manufacturers were forced to make 100 per cent of their vehicles ZEVs. Most thought that they would as the market became

flooded with ZEVs, prompting manufacturers to compete hard on price in order to gain market share. Concerns were raised about affordability during the transition period, though, with many assuming that the extra costs of ZEVs would be borne either by consumers or government in the form of grants. Some worried that mandates might force consumers to purchase a more expensive vehicle than they could afford.

ZEV Battery Charging Technology and Process

Participants had little knowledge of battery technologies, and there was a divide on the knowledge of battery charging. Many participants readily indicated that they knew very little on this topic, although most still had a view that charging could be a lengthy process and that there was little charging infrastructure in place to readily accommodate it. Those who had been exposed to ZEVs, however (either through owning one themselves or knowing someone who did), viewed the charging process as an easy one. They described the levels of charging stations, charging times, and locations of outlets, for instance, quite readily, and were able to share their understanding of the charging process with other participants in a straightforward way.

Pros and Cons of using electricity versus gasoline in vehicles

Participants found it easy to list pros and cons.

Pros

- Reduced emissions/footprint (participants in locations where power was generated by coal, such as in N.S., did not share this pro)
- Saving money by using electricity as opposed to gasoline (this view varied by jurisdiction)
- Charging at home
- Vehicle performance (specifically acceleration)
- Lower maintenance needs
- Seen as a status symbol by some

Cons

- High initial cost
- Range anxiety
- Availability of charging infrastructure and time required to recharge while on the road
- Winter weather performance concerns
- Concerns over degrading battery life over time
- Lack of functionality (ZEVs were seen as small cars)
- Environmental concerns over production and disposal of batteries

Target setting

Participants were asked how they felt about the possibility of the Government of Canada following other countries and some U.S. States in setting targets so that a percentage of cars sold in Canada

would be electric, specifically. Overall, there was a mild consensus against the idea, with opposition in some groups and support in others.

The Winnipeg group was strongly opposed to this idea, for a range of reasons primarily related to perceptions that electric vehicles would be more expensive and less practical than traditional ones in a region with low population density, long distances, and severe winter weather. The group made up of those from mid-sized centres in the Prairies, although expressing great interest in and support for the technology, was also opposed to the target setting. There were concerns about individual freedom, who would pay the extra cost that most assumed would be involved, and perceptions of undue global influence over Canadian policy making. The group from Nova Scotia was also opposed, as they thought that this could lead to unethical business practices, would be unfair to individuals who wanted another kind of vehicle, would cost more than gas, and lacked an environmental rationale given that local electricity was generated by coal-fired plants. Those in Toronto and York also expressed opposition, as the switch raised concerns for the oil and gas industry, which many said they supported, and because they saw this target-setting as an unwanted form of social engineering.

Support was strongest in the Lower Mainland B.C., Outaouais region, and Greater Montreal groups. Even in these groups, though, there were calls for policies to ensure affordability, as well as concerns about batteries in the winter, and freedom for individuals who still wanted to make their own decisions.

Support was more conditional in the Atlantic Canada Young Adults group, where participants raised concerns about affordability, training for the required maintainers, and the absence of supporting infrastructure.

Asked whether Canada should follow the California example and mandate that 100 per cent of new vehicles be ZEVs by 2035, few new ideas beyond what were expressed above were raised, except perhaps for harder versions of the same opinions.

Vehicle Emission Warning Labels (Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years)

Participants in these two groups were asked to respond to the idea of pollution warning labels for the highest polluting cars, trucks and SUVs, affixed at point of sale. Similar to the warning labels for tobacco products, but removable after purchase, the goal of these labels, participants were told, would be to let car buyers know which cars at a dealership or car lot were high polluting.

There was a consensus in the Winnipeg group that this was a bad idea. Opinion in the Hamilton group was evenly split for and against.

Those opposed to the idea shared several reasons. Many people, they said, needed to drive trucks and SUVs for a range of reasons, and winter weather (especially on the Prairies) significantly reduced the performance of many alternatives, especially electric vehicles. Among the Winnipeg group, this kind of labelling was seen as antithetical to Prairie and rural realities, and a perceived attack on the oil and gas industry. Moreover, many noted, all vehicles were polluters, even electric ones, which may not have a

reduced footprint depending upon how the electricity was produced, and taking into account production and disposal of electric batteries. Many saw this labelling initiative as a waste of money and redundant, given existing fuel economy and emission regulations.

Those in favour of the initiative in the Hamilton group, did not raise strong discussion points but simply felt that the labels might be effective in helping to steer purchasers towards less polluting vehicles.

Appendix A – Recruiting Scripts

English Recruiting Script

**Privy Council Office
Recruiting Script – June 2021
English Groups**

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

GROUP	DATE	TIME (EDT)	TIME (LOCAL)	LOCATION	COMPOSITION	MODERATOR
1	Wed., June 2 nd	7:00-9:00	6:00-8:00 (CDT)	Winnipeg	People Experiencing COVID-19 Fatigue/Exhibiting Riskier Behaviours	TBW
2	Thurs., June 3 rd	6:00-8:00	6:00-8:00 (EDT)	Hamilton	Non-homeowners Looking to Purchase in Next 5 Years	DN
3	Tues., June 8 th	5:00-7:00	6:00-8:00 (ADT)	Nova Scotia	Parents of Children, aged 12-17	DN
4	Wed., June 9 th	9:00-11:00	6:00-8:00 (PDT)	Lower Mainland B.C.	Non-homeowners Looking to Purchase in Next 5 Years	TBW
6	Tues., June 15 th	6:00-8:00	6:00-8:00 (EDT)	Windsor	General Population	TBW
8	Thurs., June 17 th	7:00-9:00	5:00-7:00 (CST) 6:00-8:00 (CDT)	Mid-size Centres Prairies	Vaccine Rejecters	TBW
10	Wed., June 23 rd	6:00-8:00	6:00-8:00 (EDT)	City of Toronto/York Region	Parents of Children, aged 12-17	DN
11	Thurs., June 24 th	5:00-7:00	6:00-8:00 (ADT) 6:30-8:30 (NDT)	Atlantic Canada	Young Adults, aged 18-30	TBW
12	Tues., June 29 th	8:00-10:00	6:00-8:00 (MDT)	Calgary	Parents of Children, aged 12-17	TBW

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

A market research firm	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	
Winnipeg	Winnipeg PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTER PROPER.	CONTINUE – GROUP 1
Hamilton	Hamilton PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTER PROPER.	CONTINUE – GROUP 2
Nova Scotia	Cities include: Halifax, Dartmouth, Cape Breton – Sydney, Truro, New Glasgow,, Glace Bay, Sydney Mines, Kentville, Amherst, Bridgewater, New Waterford, Yarmouth, Windsor ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	CONTINUE – GROUP 3
Lower Mainland B.C.	Cities include: Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock, Chilliwack, Mission Hope, Maple Ridge, New Westminster, North Vancouver, Port Coquitlam, Port Moody ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	CONTINUE – GROUP 4
Windsor	Windsor PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTER PROPER.	CONTINUE – GROUP 6
Mid-size Centres Prairies	Cities include: <u>Manitoba:</u> Steinbach, Thompson, Portage la Prairie, Winkler, Selkirk, Morden, Dauphin <u>Saskatchewan:</u> Prince Albert, Moose Jaw, Lloydminster, Yorkton, Swift Current, North Battleford, Estevan, Warman, Weyburn, Martensville	CONTINUE – GROUP 8

	ENSURE 4 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN 1 PER CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.	
City of Toronto/York Region	<p>Cities could include: <u>City of Toronto</u> <u>York Region</u>: Markham, Vaughan, Richmond Hill, Newmarket, Aurora, King City, Nobleton</p> <p>ENSURE 4 FROM CITY OF TORONTO AND 4 FROM YORK REGION. FOR YORK REGION, INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES AND NO MORE THAN 1 PER CITY.</p>	CONTINUE – GROUP 9
Atlantic Canada	<p>Cities could include (but are not limited to): <u>NS</u>: Halifax, Dartmouth, Cape Breton-Sydney <u>NB</u>: Moncton, Saint John, Fredericton, Dieppe, Miramichi, Edmundston <u>PEI</u>: Charlottetown, Summerside <u>N&L</u>: St. John’s, Conception Bay, Mount Pearl, Corner Brook</p> <p>ENSURE 2 PARTICIPANTS FROM EACH PROVINCE. ENSURE A GOOD MIX OF CITIES WITHIN EACH PROVINCE. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES. NO MORE THAN 1 PER CITY.</p>	CONTINUE – GROUP 11
Calgary	<p>Calgary</p> <p>PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTER PROPER.</p>	CONTINUE – GROUP 12
Other		THANK AND END
VOLUNTEERED Prefer not to answer	-	THANK AND END

2a. How long have you lived in [INSERT CITY]? **RECORD NUMBER OF YEARS.**

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** Have you attended a social gathering or event outside your home in the last month?

Yes **CONTINUE TO Q.3a**
 No **SKIP TO Q.3b**

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

3a. **ASK ONLY IF GROUP 1** Which of the following best describes your current situation?

I am only seeing those currently living in my household	CONTINUE
I am seeing extended family from time to time	CONTINUE – EXHIBITING RISKIER BEHAVIOURS
I am seeing friends and or neighbours from time to time	CONTINUE – EXHIBITING RISKIER BEHAVIOURS
VOLUNTEERED Prefer not to answer	THANK AND END

3b. **ASK ONLY IF GROUP 1** With COVID-19 restrictions having been in place for over a year, to what extent do you agree or disagree with the following statements?

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

Strongly agree **COVID FATIGUED**
 Somewhat agree **COVID FATIGUED**
 Somewhat disagree
 Strongly disagree
VOLUNTEERED Prefer not to answer

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

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

4. **ASK ONLY IF GROUP 2 OR 4** Do you currently or have you previously owned a home?

Yes **THANK AND END**
 No **CONTINUE (POSSIBLE FIRST-TIME HOME BUYER)**
VOLUNTEERED Prefer not to answer **THANK AND END**

4a. **ASK ONLY IF GROUP 2 OR 4** Are you looking to purchase a home sometime within the next 5 years?

Yes **CONTINUE**
 Not sure/Maybe **CONTINUE**
 No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND END**

SKEW GROUPS TO THOSE WHO SAY 'YES.' NO MORE THAN 2 WHO SAY 'NOT SURE/MAYBE.'

5. **ASK ONLY IF GROUP 3 OR 10 OR 12** Do you have any children between the ages of 12 and 17?

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

5a. **ASK ONLY IF GROUP 3 OR 10 OR 12** Could you please tell me the ages of these children?

Child	Age
1	
2	
3	
4	
5	

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

6. **ASK ONLY IF GROUP 8** Which of the following best describes what you would do if a COVID-19 vaccine became available?

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

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

7. 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 ATLANTIC CANADA = GROUP 11 ALL OTHER LOCATIONS, CONTINUE
25-30	
31-44	IF ATLANTIC CANADA = THANK AND END ALL OTHER LOCATIONS, CONTINUE
45-54	
55+	
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX OF AGES WITHIN EACH GROUP.

NON HOMEOWNERS IN GROUPS 2 AND 4 MAY SKEW YOUNGER-MIDDLE AGED (30S/40S).

PARENTS IN GROUPS 3, 10 AND 12 MAY SKEW YOUNGER-MIDDLE AGED (30S/40S).

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

Male	CONTINUE
Female	CONTINUE

ENSURE A GOOD MIX BY GENDER IN EACH GROUP.

PARENTS IN GROUPS 3, 10 AND 12 MAY SKEW FEMALE BUT TRY FOR A 50/50 SPLIT MALE/FEMALE

9. Which of the following best describes the industry sector in which you are currently employed?

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

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

10. 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.”*

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

1-2 **THANK AND END**
3-5 **CONTINUE**

12. 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

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

Yes **CONTINUE**
No **CONTINUE**

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

1-2 **THANK AND END**
3-5 **CONTINUE**

15. 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.

16. 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.20**

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

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

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

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

19. On what topics were they and do you recall who or what organization the groups were being undertaken for?

TERMINATE IF ANY ON SIMILAR/SAME TOPIC OR GOVERNMENT OF CANADA IDENTIFIED AS ORGANIZATION

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.

20. 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.

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

- Under \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000
- \$80,000 to just under \$100,000
- \$100,000 to just under \$150,000
- \$150,000 and above

VOLUNTEERED Prefer not to answer

ENSURE A GOOD MIX.

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

Yes

No **THANK AND END**

INVITATION

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

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

Would you be willing to attend?

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

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

Name:

Telephone Number:

E-mail Address:

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

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

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

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

Thank you very much for your time.

RECRUITED BY: _____

DATE RECRUITED: _____

French Recruiting Script

Bureau du Conseil privé
Questionnaire de recrutement – juin 2021
Groupes en français

Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (DE L'EDT)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
5	10 juin	18 h-20 h	Région de l'Outaouais	Personnes qui hésiteraient à se faire vacciner	M. Proulx
7	16 juin	18 h-20 h	Grande région de Montréal – y compris la ville de Montréal	Non-propriétaires souhaitant acheter un logement d'ici cinq ans	M. Proulx
9	22 juin	18 h-20 h	Région du Saguenay-Lac-St-Jean	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. Quelle langue parlez-vous le plus souvent à la maison?

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

3. Dans quelle ville habitez-vous?

LIEU	VILLES	
Région de l'Outaouais	Ces villes peuvent notamment comprendre : Gatineau, Les Collines-de-l'Outaouais : Val-des-Monts, Cantley, Le Pêche, Chelsea, Pontiac, L'Ange-Gardien, Notre-Dame-de-la-Salette ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.	CONTINUER – GROUPE 5
Grande région de Montréal (GRM) – y compris la ville de Montréal	Les villes de la GRM peuvent notamment comprendre : Montréal, Laval, Longueuil, Terrebonne, Brossard, Saint-Jérôme, Blainville, Mirabel, Dollard-des-Ormeaux PAS PLUS DE DEUX PARTICIPANTS DE LA VILLE DE MONTRÉAL. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.	CONTINUER – GROUPE 7
Région du Saguenay-Lac-St-Jean	Ces villes peuvent notamment comprendre : Alma, Dolbeau-Mistassini, Normandin, Roberval,	CONTINUER – GROUPE 9

	Saguenay, Saint-Ambroise, Saint-Félicien, Saint-Honoré	
	ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION. PAS PLUS DE TROIS PARTICIPANTS PAR VILLE. RECRUTER DES RÉSIDENTS DE GRANDES ET DE PETITES COLLECTIVITÉS.	
Autre lieu	-	REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre	-	REMERCIER ET CONCLURE

3a. Depuis combien de temps habitez-vous à [INSÉRER LE NOM DE LA VILLE]? **NOTER LE NOMBRE D'ANNÉES.**

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.

4. **DEMANDER UNIQUEMENT AU GROUPE 5** Lequel des énoncés suivants décrit le mieux ce que vous feriez si un vaccin contre la COVID-19 devenait disponible?

J'ai déjà reçu un vaccin contre la COVID-19 **REMERCIER ET CONCLURE**

Je me ferais vacciner dès que je serais admissible **REMERCIER ET CONCLURE**

Je me ferais probablement vacciner, mais je préférerais attendre un certain temps **CONTINUER**

Je ne suis pas sûr que je me ferais vacciner **CONTINUER**

Je ne me ferais pas vacciner **REMERCIER ET CONCLURE**

Préfère ne pas répondre **REMERCIER ET CONCLURE**

ASSURER UNE BONNE REPRÉSENTATION DES RÉPONDANTS QUI ATTENDRAIENT OU QUI NE SONT PAS SÛRS.

5. **DEMANDER UNIQUEMENT AU GROUPE 7** Êtes-vous actuellement propriétaire d'un logement, ou l'avez-vous déjà été?

Oui **REMERCIER ET CONCLURE**

Non **CONTINUER (ACHETEUR POSSIBLE D'UN PREMIER LOGEMENT)**

RÉPONSE SPONTANÉE Préfère ne pas répondre **REMERCIER ET CONCLURE**

5a. **DEMANDER UNIQUEMENT AU GROUPE 7** Est-ce que vous envisagez d'acheter un logement au cours des cinq prochaines années?

Oui **CONTINUER**

Peu sûr/peut-être **CONTINUER**

Non **REMERCIER ET CONCLURE**

RÉPONSE SPONTANÉE Préfère ne pas répondre **REMERCIER ET CONCLURE**

RECRUTER PLUS DE RÉPONDANTS QUI DISENT « OUI ». PAS PLUS DE DEUX RÉPONDANTS QUI DISENT « PAS SÛR/PEUT-ÊTRE ».

6. 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 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.
18 à 24	CONTINUER ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE.
25 à 34	
35 à 44	
45 à 54	
55 ans ou plus	REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre	

LES NON-PROPRIÉTAIRES DU GROUPE 7 PEUVENT ÊTRE PLUS JEUNES OU D'ÂGE MOYEN (30-40 ANS).

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

Homme

Femme

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

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

Administrations publiques

Agriculture, foresterie, pêche et chasse

Arts, spectacle et loisirs

Autres services, sauf les administrations publiques

Commerce de détail

Commerce de gros

Construction

Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz

Fabrication

Finance et assurances

Gestion de sociétés et d'entreprises

Hébergement et services de restauration

Industrie de l'information et industrie culturelle

Services administratifs, services de soutien, services de gestion des déchets et services d'assainissement

Services d'enseignement

Services immobiliers et services de location et de location à bail
Services professionnels, scientifiques et techniques
Services publics
Soins de santé et assistance sociale
Transport et entreposage
Sans emploi

Aux études à temps plein **PAS D'ÉTUDIANTS ÉTRANGERS**

À la retraite – **DEMANDER : « DANS QUEL SECTEUR TRAVAILLIEZ-VOUS AVANT? » ET NOTER LA RÉPONSE**

Autre situation ou autre secteur; veuillez préciser : _____

CONTINUER POUR TOUS LES RÉPONDANTS. ASSURER UNE BONNE REPRÉSENTATION DES TYPES D'EMPLOI DANS CHAQUE GROUPE. PAS PLUS DE DEUX RÉPONDANTS PAR SECTEUR D'ACTIVITÉ.

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

Oui **CONTINUER**

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

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

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

Le participant a accès à Internet haut débit

Le participant a un ordinateur avec caméra Web

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

Oui **CONTINUER**

Non **CONTINUER**

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

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

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

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

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

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

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

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

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

18. Quel était leur sujet, et vous rappelez-vous pour qui ou pour quelle organisation ces groupes étaient organisés?

TERMINER SI LE SUJET EST SEMBLABLE OU IDENTIQUE, OU SI L'ORGANISATION NOMMÉE EST LE GOUVERNEMENT DU CANADA

CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES

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

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

École primaire
Études secondaires partielles
Diplôme d'études secondaires ou l'équivalent
Certificat ou diplôme d'apprenti inscrit ou d'une école de métiers
Certificat ou diplôme d'un collège, cégep ou autre établissement non universitaire
Certificat ou diplôme universitaire inférieur au baccalauréat
Baccalauréat
Diplôme d'études supérieur au baccalauréat
RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

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

Moins de 20 000 \$

20 000 \$ à moins de 40 000 \$

40 000 \$ à moins de 60 000 \$

60 000 \$ à moins de 80 000 \$

80 000 \$ à moins de 100 000 \$

100 000 \$ à moins de 150 000 \$

150 000 \$ ou plus

RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

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

Oui

Non **REMERCIER ET CONCLURE**

INVITATION

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

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

Est-ce que vous accepteriez de participer?

Oui **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. Veuillez également redémarrer votre ordinateur avant de vous joindre au groupe.

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

English Moderators Guide

MODERATOR'S GUIDE – June 2021

MASTER

INTRODUCTION (10 minutes) All locations

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

GOVERNMENT OF CANADA IN THE NEWS (5-20 minutes) All locations

- What have you seen, read or heard about the Government of Canada in the last few days?
- **Outaouais Region Quebec Vaccine Hesitant** Has anyone seen, read or heard anything recently about Bill C-96, or as some may know as the amendment of the Constitution to recognize Quebec as a nation and French as its only official and common language?
 - IF YES, what did you hear?
 - What has the Government of Canada's response to it been?
- **Windsor** I was wondering if you could tell me where you get most of your news or information? (online, newspaper, radio...)
 - PROBE: For those of you who mentioned obtaining their news on TV and/or the radio, are you listening mostly to Canadian media sources? Or, do you also listen to American or Detroit news sources?
- **GMA Non-Homeowners Looking to Purchase in Next 5 Years, Saguenay & Lac-St-Jean Region Quebec** Have you seen, read or heard anything about the Government of Canada's plans to shore up protection of the French language in Canada, otherwise known as Bill C-32?
 - IF YES: What have you heard?
- **Atlantic Canada Young Adults** How do you normally learn about things that the Government of Canada is planning or has done? PROBE FOR: In the news (print, TV, radio, online), on social media, from friends/family, etc.
 - And, is this also how you would typically hear about any other kind of news – for example, other news items that are not necessarily about the federal government, its plans and activities?
 - IF NO: What other sources do you rely on for other news (not related to what the federal government is planning/doing?)
- **Atlantic Canada Young Adults** Apart from actions related to COVID-19, are you aware of anything the Government of Canada has done over the past 5 years? For example, any new programs or services or any new legislation?

- IF NOTHING MENTIONED, PROMPT: it could be related to the environment, taxes, international trade, measures targeted to specific groups of Canadians, etc.
- **Atlantic Canada Young Adults** What is the Government of Canada doing well? Please provide examples.
- **Atlantic Canada Young Adults** What is the Government of Canada doing poorly? What could they improve on?

COVID-19 OUTLOOK/VACCINES (10-70 minutes) All locations

- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years** When it comes to how the Government of Canada has performed throughout the pandemic, what are some things you think they have been doing well?
 - What makes you say that?
 - What could they be doing better?
- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years** Do you think that the Government of Canada is doing as good a job now as they did at the start of the pandemic, or are they doing better or worse?
 - Please explain.
- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours** Recently, Manitoba has strengthened restrictions across the province, including closing restaurants, bars, and patios, gyms, fitness centres, museums, libraries and day camps. Outdoor gatherings that include people from multiple households are now limited.
 - What do you think about the current restrictions in place?
 - Should they be lifted? Should more things be opened up now?
 - Should they be more restricted?
 - How have they had an impact on your families?

Winnipeg Experiencing COVID Fatigue and Riskier Behaviours The Government of Canada announced that it will be providing more pandemic-related help to Manitoba in response to the province's request for assistance. The Government of Canada is providing federal health human resources, medical staff through the Red Cross, and support from the Canadian Armed Forces, as well as epidemiologists, public health capacity, laboratory technicians and increased testing capacity.

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

Calgary Parents Recently, Alberta has loosened restrictions in some regions. More specifically, under Calgary's Stage 2 of reopening, outdoor gatherings of up to 20 people were permitted, and outdoor concerts or festivals could welcome as many as 150 people. With the upcoming Stage 3 of reopening on July 1st, all restrictions are expected to be lifted, including the ban on indoor social gatherings.

- What do you think about the current restrictions in place?
 - How do you feel about lifting the current restrictions? Do you feel safe opening up?
 - Should they be more restricted?
 - With the Calgary Stampede kick-starting on July 9th, do you feel safe with restrictions being lifted? Are you worried about a possible fourth wave?
- **Nova Scotia Parents, Calgary Parents** How have COVID-19 and COVID-related restrictions impacted you?
 - How have the restrictions impacted your family?

Winnipeg Experiencing COVID Fatigue and Riskier Behaviours When we invited you to this session, some of you said you have recently attended a social gathering or event outside your home recently and/or are seeing friends, neighbours or extended family from time to time. Some of you also said you're tiring of having to continue to adhere to public health measures, or you're not paying attention anymore about public health advice, or that you're getting tired of having to avoid seeing people...

- What do you find tiring or difficult about following public health advice?
- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec** What do you know about Canada's current international travel restrictions?

Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents CLARIFY:

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

Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters CLARIFY:

The Government of Canada has put in place several measures related to international travel in order to stop further spread of COVID-19 from other countries. Some of these measures include requirements to provide proof of a negative COVID-19 test taken within 72 hours, with additional testing upon entry for those entering by air and land, and an additional mandatory 3-night stay at their own cost at a Government-Approved Accommodation (hotel) while they wait for the results of

their arrival test for those entering by air. Following the mandatory 3-night stay at the hotel, they must fulfil the remainder of their 14-day quarantine at home or in a facility of their choosing, as per their quarantine plan. They've also recently introduced a travel ban for passenger and business flights from India and Pakistan to curb the spread of COVID-19 variants.

Saguenay & Lac-St-Jean Region Quebec CLARIFY:

The Government of Canada has put in place several measures related to international travel in order to stop further spread of COVID-19 from other countries. Some of these measures include requirements to provide proof of a negative COVID-19 test taken within 72 hours, with additional testing upon entry for those entering by air and land, and an additional mandatory 3-night stay at their own cost at a Government-Approved Accommodation (hotel) while they wait for the results of their arrival test for those entering by air. Following the mandatory 3-night stay at the hotel, they must fulfil the remainder of their 14-day quarantine at home or in a facility of their choosing, as per their quarantine plan. They've also recently introduced a travel ban for passenger and business flights from India to curb the spread of COVID-19 variants. *MODERATOR NOTE:* Travel ban for flights from Pakistan has now been lifted.

- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years** What do you think about these actions from the Government of Canada?
 - Are they appropriate? Why/why not?
- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years** When should the Government of Canada decide to ease restrictions?
 - What are some of the key factors you would consider when making this decision?
- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec** Keeping in mind that mandatory COVID-19 tests might be in place for a long time to come, when do you think they could end quarantine hotels?
- **Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults** Has anyone heard about any changes to the requirement to quarantine for Canadian travelers returning home? What have you heard?

Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters CLARIFY: the Government of Canada announced today that fully vaccinated Canadian travelers (Canadian citizens and permanent residents) will no longer need to spend 14 days in covid-19 quarantine upon arriving home. This change is set to come into effect on July 1st, depending on COVID-19 case numbers and vaccination. Affected travelers will still be required to take a COVID-19 test upon arrival and remain in isolation until the test comes back negative. The federal government will also eliminate the need for fully vaccinated Canadian air travelers to spend 3 days in an authorized hotel upon arrival.

- What do you think about this?

Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults CLARIFY:

- The Government of Canada announced recently that as of July 5th, **fully vaccinated** travelers **who are eligible** to enter Canada (i.e. Canadian citizens, permanent residents and essential travelers) will no longer need to spend 3 days in an authorized hotel, spend 14 days in COVID-19 quarantine upon arriving home, or complete the mandatory Day 8 COVID-19 test.
- Pre-departure and on-arrival COVID-19 testing will still apply.
- Fully vaccinated travelers must also be asymptomatic.
- To be considered fully vaccinated, a traveler must have received the full series of a vaccine, or a combination of vaccines, accepted by the Government of Canada at least 14 days prior to entering Canada.
- Travelers must present a quarantine plan for use in case they are found not to meet all the relevant conditions.

Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults MODERATOR NOTE: This change does not apply to fully vaccinated non-citizens who are looking to visit for non-essential reasons, and for any Canadian traveler who is not fully-vaccinated. In these instances, the existing suite of travel restrictions remain in effect, including the mandatory 3 day quarantine in an authorized hotel at their own cost and the remainder of the 14-day quarantine at home or in a facility of their choosing.

- What do you think about this?
- Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents How would you feel if they shortened the quarantine period?
- Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters How would you feel if they shortened the quarantine

period for other fully vaccinated travelers (i.e., who are not Canadian citizens/permanent residents returning to Canada)?

- Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults When should they allow some non-essential travel into Canada?
- Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters How would you feel about giving some countries certain border exemptions? For example, opening up to countries with a high vaccination rate or low case counts?
 - How would you feel about opening up the Canada-US border?
- Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters What if the border was only open to non-essential travelers into Canada who are fully vaccinated (e.g. they have received both doses of a two-dose COVID-19 vaccine)? Do you think that's a good approach, or not?
 - IF NO: What if they still had to follow the other travel measures in place – that is, they were still tested for COVID, and they still had to quarantine when they arrived in Canada?
- Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Quebec Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters Should travellers who have been fully vaccinated continue to be subject to the same testing and quarantine requirements as those who have not been vaccinated? Or, should they be given certain exemptions?
- GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, Atlantic Canada Young Adults Once the requirement for spending 3 days in an authorized hotel is lifted, do you think Canadian travelers will follow the instructions to self-isolate at home until they receive a negative test for COVID-19 - or do you think it is not realistic to expect they will do this?

- **GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, Atlantic Canada Young Adults** Do you feel that fully vaccinated travelers should continue to be required to take a test for COVID-19 upon arrival into Canada?
 - IF YES: Is it important that these tests be administered at ports of entry or should travelers be permitted to take their test at local pharmacies?
- **GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, Atlantic Canada Young Adults** Some have suggested Canada should switch to using rapid tests to test fully vaccinated travelers for COVID-19 upon arrival in Canada, and not require quarantine for any traveler who tests negative. These tests are less accurate than the current arrival tests at detecting the virus, but can be processed in 15 minutes. How would you feel about making this change?
- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents** Do you think that the spread of COVID-19 is going to get worse in the near term?
 - Or, are we in the middle of it now?
 - Or, is the worst behind us?

Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents As some of you may be aware, the Government of Canada put in place several temporary COVID-19 benefits and financial support to people who have been affected by COVID-19, such as the Canada Recovery Benefit (CRB), the Canada Emergency Student Benefit (CESB), the Canada Emergency Wage Subsidy (CEWS), among many others. Many of these benefits are scheduled to end in September.

- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents** Do you think that makes sense, should they end sooner or should they be extended?
 - What makes you say that?
- **Nova Scotia Parents, Calgary Parents** As you may be aware, Health Canada has approved administering the Pfizer COVID-19 vaccine to children aged 12 and older. Have you/are you planning to have your kids vaccinated? Why/why not?
 - Is the decision to get vaccinated one that you will make or will you leave it up to your kids?
 - Have you talked to your kids about it?
 - (FOR THOSE WHO ARE HESITANT) What are the factors that will influence you/your child's decision on whether or not to get vaccinated?

- Are there questions about administering COVID-19 vaccines to kids that you would like answers to?
- **Outaouais Region Quebec Vaccine Hesitant** When we asked you to participate in this focus group, we asked whether you thought you would get vaccinated or not. Some of you said you would, but you preferred to wait, and others of you said you were unsure. Is this still the case? Why/why not?
 - (FOR THOSE WHO ARE HESITANT) What are the factors that will influence your decision on whether or not to get vaccinated?
- **Mid-size Centres Prairies Vaccine Rejecters** When we asked you to participate in this focus group, each of you indicated that you have not received a COVID-19 vaccine.
 - Do you plan to get vaccinated in the near future? Why/why not?
 - (FOR THOSE WHO ARE HESITANT) What are the factors that will influence your decision on whether or not to get vaccinated?
- **Outaouais Region Quebec Vaccine Hesitant, Mid-size Centres Prairies Vaccine Rejecters** Are there any questions about COVID-19 vaccines you would like answers to that would help you decide to get vaccinated or not?
- **Windsor** Has anyone seen, read or heard anything in the news recently about cross-border vaccination access between Windsor and Detroit? What have you heard?

Windsor CLARIFY AS NEEDED

The mayor of Windsor has said that he would like Windsor residents to be able to receive their second dose of a COVID-19 vaccine that would otherwise go unused in the U.S. (for example, excess doses at U.S. pharmacies). He has proposed various options for doing this, such as setting up a vaccine clinic in the Detroit-Windsor Tunnel.

- **Windsor** What do you think about this? Do you think it's a good idea or do you think it's not necessary to do this?
 - PROMPT AS NEEDED: For example, are you satisfied with the pace at which Canadians are being vaccinated?
- **Windsor** Have you heard anything about how the Government of Canada has responded to this idea of cross-border vaccinations?
 - What have you heard?
 - What do you think of that?
- **Windsor** Have you heard anything about how the U.S. Government has responded to this idea?
 - What have you heard?
 - What do you think of that?

LOCAL ISSUES/HOUSING (20-40 minutes) **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Nova Scotia Parents,**

Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Calgary Parents

Let's shift our focus a little bit.

- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours** What are the most important sectors and industries in Manitoba?
- **Hamilton Non-Homeowners Looking to Purchase in Next 5 Years** Now, thinking specifically about Hamilton, what are some of the biggest local issues and concerns in the city?
- **Nova Scotia Parents** What are the most important sectors and industries in Nova Scotia?
- **Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years** What are the most important sectors and industries in the Lower Mainland?
- **Windsor** What are the most important sectors and industries in Windsor?
- **Calgary Parents** What are the most important sectors and industries in Alberta?
- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours** Which sectors and industries in Manitoba do you feel need the most help? Why do these sectors and industries need federal support?
- **Nova Scotia Parents** Which sectors and industries in Nova Scotia do you feel need the most help? Why do these sectors and industries need federal support?
- **Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years** Which sectors and industries in the Lower Mainland do you feel need the most help? Why do these sectors and industries need federal support?
- **Windsor** Which sectors and industries in Windsor do you feel need the most help? Why do these sectors and industries need federal support?
- **Calgary Parents** Which sectors and industries in Alberta do you feel need the most help? Why do these sectors and industries need federal support?

Winnipeg Experiencing COVID Fatigue and Riskier Behaviours, Nova Scotia Parents, Calgary Parents

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

Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Windsor NOTE TO MODERATOR: Probe if the Government of Canada has done anything to help with these issues?

- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours** Now, thinking specifically about Winnipeg, what are some of the biggest local issues and concerns in the city?
- **Nova Scotia Parents** Now, thinking specifically about your city, what are some of the biggest local issues and concerns?
- **Calgary Parents** Now, thinking specifically about Calgary, what are some of the biggest local issues and concerns in the city?
- **Winnipeg Experiencing COVID Fatigue and Riskier Behaviours** What are the most important infrastructure projects in Winnipeg that you think the Government of Canada should support?
- **Nova Scotia Parents, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Windsor** What are the most important infrastructure projects in your city that you think the Government of Canada should support?
- **Calgary Parents** What are the most important infrastructure projects in Calgary that you think the Government of Canada should support?
- **Hamilton Non-Homeowners Looking to Purchase in Next 5 Years** Have you seen, read or heard anything about the Government of Canada's recent announcement to help fund a Hamilton rapid transit project?

Hamilton Non-Homeowners Looking to Purchase in Next 5 Years CLARIFY: Recently, the federal government announced that it would help pay for a rapid transit project in Hamilton, likely in the form of light rail transit (LRT) or a bus rapid transit system along the lower city's main corridor.

- What do you think about this new initiative?
- Will this make a difference in Hamilton?
- Are there any other infrastructure projects you think the Government of Canada should place a high priority on in your region?
- **Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years** Have you seen, read or heard anything about the possibility of replacing the George Massey Tunnel with a new tunnel or bridge?
 - IF YES: What do you think about this new initiative?
 - Do you think it will ease traffic congestion?

- Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters In your own words, how do you feel about the state of the housing market in your area?
- Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, GMA Non-Homeowners Looking to Purchase in Next 5 Years Is it important for you to buy a home in the future?
- Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, GMA Non-Homeowners Looking to Purchase in Next 5 Years Do you think you'll be able to buy a home in the future?
 - IF YES, how would it impact you if you cannot manage to buy a home in the future?
- Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters Has the Government of Canada done anything to support individuals who want to buy a home?

Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters Now I'd like to talk about some of the measures in the 2021 federal budget related to affordable housing...

SHOW ON SCREEN

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

- Accelerate the creation of new units and the repair of existing units
 - Support the construction, repair, and operating costs of an estimated 560 units of transitional housing and shelter spaces for women and children fleeing violence
 - Support the conversion of vacant commercial property (e.g. retail and office space) into rental housing
- Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters How do you feel about these initiatives?
 - Do you think it will help address affordable housing needs?

- Do you think creating new rental units will impact individuals wanting to purchase a home? Why/why not?
- Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters Have you heard of the Government of Canada’s plans to tax the unproductive use of Canadian housing by foreign non-resident owners? (sometimes referred to in the media as a “foreign buyers tax”)

Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters **SHOW ON SCREEN**

The Budget also proposes a national 1% tax on the value of foreign, non-resident-owned residential homes considered to be vacant or underused. The federal government estimates that the tax could increase federal revenues by \$700 million over four years starting in 2022-23. The tax will require owners, other than Canadian citizens or permanent residents of Canada, to file a declaration as to the current use of the property, with significant penalties for failure to file.

- What do you think about this initiative?
- Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters Do you think that this initiative will have an impact on the housing market?
- Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters Have you seen, read or heard anything recently about the new mortgage stress test?
 - If so, what did you hear?

Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years **SHOW ON SCREEN**

Recently, the Office of the Superintendent of Financial Institutions within the Government of Canada announced a tightening of rules on the mortgage stress test for homebuyers with insured and uninsured mortgages (residential mortgages with a down payment of 20% or more) starting June 1, 2021. The minimum qualifying rate for uninsured mortgages will rise to either the contracted rate plus two percentage points or 5.25%, whichever is higher.

As it stands, any buyer whose down payment on a home is 20% of the purchase price or more has to show that they can afford mortgage payments if the interest rate was two percentage points higher

than what the bank is offering them or the five-year benchmark rate published by the Bank of Canada, which sits at 4.79%, whichever is higher.

Outaouais Region Vaccine, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters SHOW ON SCREEN

As of June 1st, 2021, the Office of the Superintendent of Financial Institutions within the Government of Canada tightened the rules on the mortgage stress test for homebuyers with insured and uninsured mortgages (residential mortgages with a down payment of 20% or more). The minimum qualifying rate for uninsured mortgages has now risen to either the contracted rate plus two percentage points or 5.25%, whichever is higher.

Beforehand, any buyer whose down payment on a home is 20% of the purchase price or more had to show that they can afford mortgage payments if the interest rate was two percentage points higher than what the bank was offering them or the five-year benchmark rate published by the Bank of Canada, which sits at 4.79%, whichever was higher.

- **Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters** What are your thoughts about these new mortgage rules?

Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters The Bank of Canada has said that many households have taken on large mortgages compared with their income, limiting their flexibility to deal with an unforeseen financial shock like the loss of a job. The total household debt has increased by 4% since the start of the pandemic, picking up sharply since the housing market started to heat up across Canada.

- **Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters** Does hearing that affect your thoughts on these new mortgage rules?
- **Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, GMA Non-Homeowners Looking to Purchase in Next 5 Years** Will these changes affect you? How?
- **Hamilton Non-Homeowners Looking to Purchase in Next 5 Years, Lower Mainland BC Non Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Windsor, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters** Now just thinking back to the various plans we've discussed (creating more rental

units, tax on foreign non-resident owned vacant residential homes, the new mortgage stress test), is there anything else the Government of Canada should do (or not do) to make home ownership more feasible?

VEHICLE EMISSIONS/WARNING LABELS (10 minutes) Winnipeg Experiencing COVID Fatigue and Riskier Behaviours in COVID-19 Hot Spot, Hamilton Non-Homeowners Looking to Purchase in Next 5 Years

Let's talk briefly about pollution warning labels.

As some of you may know, cigarette and little cigar packages in Canada are required to have three labelling components: health warnings (graphic warning of the health effects of tobacco use), health information messages (messages on the health benefits of quitting smoking), and toxic emissions statements (information on the health effects of toxic substances in cigarettes).

- How would you feel about requiring "pollution warning labels" on the highest polluting cars, trucks and SUV's, similar to requirements for cigarette packs? This would only be applied at the point of sale (like at the car dealership), and not something that you would see labelled on the car after you purchase it. The goal would be to let car buyers know which cars on the lot are high polluting.
 - Do you think requiring these types of labels would influence the kinds of vehicles individuals purchase? Why/why not?
- Does anyone know what ZEVs are? Can you provide a brief description?

CLARIFY AS NEEDED:

A ZEV is a vehicle that has the potential to produce no tailpipe emissions. They can still have a conventional internal combustion engine, but must also be able to operate without using it. Examples of ZEVs include battery-electric, plug-in hybrid electric and hydrogen fuel cell.

- How would you feel if the Government of Canada mandated that all of new car sales be ZEVs by 2035?
- How do you feel about the Government of Canada following other countries and some American states in setting targets so that a percentage of cars sold in Canada need to be electric?
- For example, California mandated to sell only zero-emissions vehicles by 2035. How would you feel if Canada followed this example and mandated that all new cars sold in Canada need to be ZEV by 2035?

ZERO EMISSION VEHICLES (30 minutes) Nova Scotia Parents, Lower Mainland BC Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults

Let's shift to a different topic

- Does anyone know what zero emission vehicles (ZEVs) are? Can you provide a brief description?
 - IF UNAWARE: What about electric vehicles? Do you know what these are?
- Is there a difference between ZEVs and electric vehicles?
 - IF YES: What is the difference?

CLARIFY AS NEEDED:

A ZEV is a vehicle that has the potential to produce no tailpipe emissions. They can still have a conventional internal combustion engine, but are also able to operate without using it. Examples of ZEVs include battery-electric, plug-in hybrid electric and hydrogen fuel cell vehicles. So essentially, an electric vehicle is a type of ZEV; hydrogen fuel cell is another type of ZEV.

Nova Scotia Parents, Lower Mainland BC Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults What are your thoughts about zero emission vehicles?

Do you see yourselves ever buying one?

- IF NOT: What is holding you back?
 - What are the most important things that would sway you to consider buying a zero emission vehicle?
- Nova Scotia Parents, Lower Mainland BC Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults Would you be more likely to purchase a zero emission vehicle if you knew the vehicle, or some of its components, were made in Canada?
 - Is made-in-Canada an important attribute when making this type of purchase?
 - Nova Scotia Parents, Lower Mainland BC Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults Is purchasing a zero emission vehicle accessible to everyone or are they just affordable for rich people?
 - Nova Scotia Parents, Lower Mainland BC Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults Do you think that Canada is heading to a point where ZEVs will be as affordable as other cars?
 - PROBE: In how many years could we achieve this goal of being able to afford ZEVs as easily as regular cars? (PROMPT AS NEEDED: In 5 years, 10 years, 20 years, never?)
 - Nova Scotia Parents, Lower Mainland BC Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York

Region Parents, Atlantic Canada Young Adults What do you know about the technology and process for charging electric vehicles?

- Have you ever charged one or seen someone charge one?
- **Nova Scotia Parents, Lower Mainland BC Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults** Given your lifestyle, what do you think would be the pros and cons of using electricity rather than gasoline for your car?
- **Nova Scotia Parents, Lower Mainland BC Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults** How do you feel about the Government of Canada following other countries and some American states in setting targets so that a percentage of cars sold in Canada need to be electric?
- **Nova Scotia Parents, Lower Mainland BC Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, GMA Non-Homeowners Looking to Purchase in Next 5 Years, Mid-size Centres Prairies Vaccine Rejecters, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults** For example, California mandated to sell only zero-emissions vehicles by 2035. How would you feel if Canada followed this example and mandated that all new cars sold in Canada need to be ZEV by 2035?
- **Nova Scotia Parents, Lower Mainland BC Non-Homeowners Looking to Purchase in Next 5 Years, Outaouais Region Vaccine Hesitant, Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults** If manufacturers were forced to only make 100% zero emission vehicles, do you think that the price of ZEVs would go down? Or, does that mean that consumers will have to pay more for a car in the future?

INDIGENOUS ISSUES (30 minutes) **Saguenay & Lac-St-Jean Region Quebec, City of Toronto/York Region Parents, Atlantic Canada Young Adults**

Let's shift our focus a little bit.

- How important are Indigenous issues compared to other Government of Canada priorities at the moment?
- Do you think the Government of Canada is focusing about the right amount of attention on Indigenous Issues, not enough or too much? What makes you say anything
- Are you aware of any specific things the Government of Canada has done recently to address Indigenous issues?
 - IF YES, what have they done?

- What do you think are the most important Indigenous issues the Government of Canada should focus on?
- I'm going to show you some things the Government has done and then I'm going to get your thoughts

SHOW ON SCREEN

- Announced another \$1.5 billion to finish the work of **lifting all long-term drinking water advisories**. This is in addition to the \$2.19 billion already budgeted. Since fall 2015, 108 advisories have been lifted, and there are currently 51 in effect.
- Implemented a series of actions in response to the findings of the **National Inquiry into Missing and Murdered Indigenous Women and Girls**, including increased health support and victim services supports, financial support to the RCMP's National Investigative Standards and Practices Unit, and a crisis support line for those affected by missing and murdered Indigenous women and girls.
- Introduced a bill to implement the **United Nations Declaration on the Rights of Indigenous People (UNDRIP)**. This bill will mandate the government to provide a framework for departments to give First Nations a shared role in decision-making in actions that affect their lives, lands, families and cultures.
- Of the \$33.8 million allocated in 2019 towards projects aimed at researching the children who died at **residential schools**, recently opened the remaining \$27 million to Indigenous communities to fund searches at former residential school sites, as well as memorials and other commemorations to mark the graves.

POLL: Now I'd like you to choose which of these initiatives is the most impactful:

- Announcing additional funding to end all long-term drinking water advisories
- Implementing actions to address the issue missing and murdered Indigenous women and girls
- Implementing UNDRIP
- Opening funding to Indigenous communities to fund searches at residential school sites, memorials and other commemorations to mark the graves

Moderator to go through poll results and find reasons for selections

- Now that I've shown you some of the initiatives the Government of Canada has undertaken, does this change how you feel about how the federal government is addressing Indigenous issues?
 - IF YES: how so?
- Are there other specific actions you think the Government of Canada needs to take to address key Indigenous issues?

HEALTH CANADA YOUTH VACCINATION MESSAGING (30 minutes) City of Toronto/York Region

Parents, Calgary Parents

Let's shift our attention to communication messages related to COVID-19 vaccinations, specifically as it relates to youth aged 12-17.

I'll show you two sets of messages. We will read them together and then go over your thoughts about them.

MESSAGE SET A (SHOW ON SCREEN):

1. *COVID-19 can have serious consequences for all age groups, including young people, particularly given the circulation of COVID-19 variants.*
2. *Getting your child vaccinated against COVID-19 is recommended by a number of authorities, including the Canadian Paediatric Society.*
3. *The approved Pfizer-BioNTech vaccine is safe and effective for children.*
 - a. *Clinical trials for those age 12 to 17 showed it was 100% effective against symptomatic COVID-19 illness.*
 - b. *The trials showed the immune response in those aged 12 to 15 years was consistent with the immune response in those 16 to 25 years of age.*
4. *Health Canada and the Public Health Agency of Canada are closely monitoring the use of the COVID-19 vaccine in youth 12 to 17. If safety concerns are identified and confirmed, Health Canada will take appropriate action.*

- What are your initial thoughts about these messages?
- What is the main theme expressed here?
- What do you think about the reference to variants in the first message?
 - Does the mention of variants make you think about the possible severity of the consequences of contracting COVID-19 for children and youth?
 - Is the risk from variants a consideration for you in terms of whether or not to vaccinate your children?
- Message 2 refers to the Canadian Paediatric Society. Do you think this a good example of a health authority?
 - Are there other health authorities that you think would carry more weight?
 - PROMPT AS NEEDED: what about Health Canada and or the Public Health Agency of Canada (PHAC)?
 - What about the National Advisory Committee on Immunizations (NACI)?
 - Are any of these more compelling than others, or do you consider them all more or less equal when it comes to providing recommendations?
 - IF NOT RAISED: Do you trust Health Canada and/or the Public Health Agency of Canada as information sources concerning COVID-19 youth vaccinations?
- Looking at message 3, do you feel the general bullet is sufficient or are the two sub-bullets needed to address any safety concerns?

- And now looking at message 4, what do you think of this? Is necessary to highlight that Health Canada and the Public Health Agency of Canada are monitoring the vaccine and any potential safety concerns in children aged 12 to 17, or does this seem obvious and thus is not necessary to say?

MESSAGE SET B (SHOW ON SCREEN):

1. *You protect your children every day. Getting a COVID-19 vaccine is another way to protect them and protect others against COVID-19.*
2. *We all want our kids to get back to being kids. When you and your child get vaccinated, you're helping them get one step closer to doing what they love and need for their mental health and well-being:*
 - a. *Seeing friends and family*
 - b. *Participating in extracurricular activities, like sports and games*
 - c. *In-person schooling*
3. *Talk to your children and teens about the importance of getting a COVID-19 vaccine.*
4. *It's normal to have questions and concerns. Speak with your health care provider about vaccinating your children and teens against COVID-19.*

- What are your initial thoughts about these messages?
- What is the main theme expressed here?

COMPARISON:

POLL: Now I'd like you to choose which set of messages resonates more with you

- Message Set A
- Message Set B

Moderator to go through poll results and find reasons for selections

- Do you think anything should be added or removed to improve the messages and encourage parents to get their child vaccinated against COVID-19?

WESTERN ECONOMIC DIVERSIFICATION CANADA BRANDING (25 minutes) Calgary Parents

We are now going to review two creative concepts that may be used by the Government of Canada to inform Canadians about things related to western Canada...

Let's take a look at the first concept. This could be displayed in brochures or signage, on websites, or on social media, such as Twitter and LinkedIn. Note that these are still in draft format, so the text near the top (Lorem |ps) is just a placeholder for the moment. It's just meant to give you a visual sense of how the text would look.

SHOW CONCEPT A ON SCREEN

- Overall, what do you think of the look of this concept?
- Does it resonate with you? Why or why not?
- Would this stand out if you saw it on a website, in a brochure, etc.?
- What do you like most about it? What do you like least?

- Prior to seeing this concept, how many of you were familiar with Western Economic Diversification Canada (show of hands)?
- Does this concept give you a sense of what Western Economic Diversification Canada does? How so?

- Do you have any other thoughts about what could make this concept more effective?

Now I'm going to show you a different concept.

SHOW CONCEPT B ON SCREEN

- Overall, what do you think of the look of this concept?
- Does it resonate with you? Why or why not?
- Would this stand out if you saw it on a website, in a brochure, etc.?
- What do you like most about it? What do you like least?

- Does this concept give you a sense of what Western Economic Diversification Canada does? How so?

- Do you have any other thoughts about what could make this concept more effective?

COMPARISON:

POLL: Now I'd like you to choose which set of messages resonates more with you

- CONCEPT A
- CONCEPT B

Moderator to go through poll results and find reasons for selections

CONCLUSION (5 minutes)

French Moderators Guide

GUIDE DU MODÉRATEUR – Juin 2021 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 GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5-20 minutes) Tous les lieux

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours ?
- **Personnes hésitantes à la vaccination de la région de l'Outaouais** Est-ce que quelqu'un a vu, lu ou entendu quoi que ce soit récemment au sujet du projet de loi C-96, ou ce que certaines personnes connaissent comme étant l'amendement de la Constitution pour reconnaître le Québec comme une nation et le français comme sa seule langue officielle et commune ?
 - SI OUI, qu'avez-vous entendu ?
 - Quelle a été la réponse du gouvernement du Canada à cela ?
- **Windsor** Je me demandais si vous pourriez me dire où vous obtenez la plupart de vos nouvelles ou de vos informations ? (en ligne, journaux, radio...)
 - SONDER : Pour vous qui disiez obtenir vos informations à la télévision ou à la radio, écoutez-vous surtout les médias canadiens ? Ou bien, écoutez-vous également des sources de nouvelles américaines ou de Détroit ?
- **Non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, région du Saguenay–Lac-Saint-Jean (Québec)** Avez-vous vu, lu ou entendu quoi que ce soit au sujet des plans du gouvernement du Canada visant à renforcer la protection de la langue française au Canada, aussi connu comme le projet de loi C-32 ?
 - SI OUI : Qu'avez-vous entendu ?
- **Jeunes adultes du Canada atlantique** Comment entendez-vous parler normalement des choses que le gouvernement du Canada a faites ou planifie de faire ? SONDER POUR : dans les actualités (imprimé, télé, radio, en ligne), sur les médias sociaux, par l'entremise d'amis et de la famille, etc.

- Et, est-ce également de cette façon que vous entendez généralement parler d'autres types de nouvelles — par exemple, les informations qui ne concernent pas nécessairement le gouvernement fédéral, ses plans et ses activités ?
 - SI NON : Quelles sont les autres sources sur lesquelles vous comptez pour obtenir d'autres informations (qui n'ont rien à voir avec les plans ou les actions du gouvernement fédéral) ?
- **Jeunes adultes du Canada atlantique** Outre les actions relatives à la COVID-19, êtes-vous au courant de quoi que ce soit que le gouvernement du Canada a fait au cours des 5 dernières années ? Par exemple, de nouveaux programmes ou services ou de nouveaux projets de loi ?
 - SI AUCUNE RÉPONSE, MENTIONNER : Il peut s'agir de l'environnement, des taxes, du commerce international, de mesures destinées à des groupes précis de Canadiens, etc.
- **Jeunes adultes du Canada atlantique** Qu'est-ce que le gouvernement du Canada fait de bien ? Veuillez donner des exemples.
- **Jeunes adultes du Canada atlantique** Qu'est-ce que le gouvernement du Canada fait de moins bien ? Que pourraient-ils améliorer ?

PERSPECTIVES LIÉES À LA COVID-19 ET AUX VACCINS (10-70 minutes) Tous les lieux

- **Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années** En ce qui concerne la performance du gouvernement du Canada pendant la pandémie, à votre avis, quelles sont les choses qu'il a faites de bien ces derniers temps ?
 - Qu'est-ce qui vous fait dire cela ?
 - Que pourrait-il faire de mieux ?
- **Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années** Pensez-vous que le gouvernement du Canada fait un aussi bon travail aujourd'hui qu'au début de la pandémie, ou diriez-vous qu'il fait un meilleur travail ou un moins bon travail ?
 - Veuillez expliquer.
- **Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg** Récemment, le Manitoba a renforcé les restrictions dans toute la province, y compris la fermeture des restaurants, des bars et des terrasses, les gymnases, les centres d'entraînement physique, les musées, les bibliothèques et les camps de jour.
 - Que pensez-vous des restrictions actuellement en vigueur ?
 - Devraient-elles être levées ? Est-ce que plus de choses devraient maintenant être rouvertes ?
 - Devraient-elles être resserrées davantage ?
 - Quel fut l'impact de celles-ci sur vos familles ?

Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg

Le gouvernement du Canada a annoncé qu'il fournira au Manitoba plus de soutien lié à la pandémie, en réponse à une demande d'aide de la province. Le gouvernement du Canada prévoit de déployer des ressources humaines fédérales dans le domaine de la santé, de déployer du personnel médical par l'intermédiaire de la Croix-Rouge et d'apporter le soutien des Forces armées canadiennes, ainsi que d'envoyer des épidémiologistes, une capacité de santé publique, des techniciens de laboratoire et une capacité de dépistage accrue.

- Que pensez-vous de ce soutien supplémentaire fourni au Manitoba ?

Parents de Calgary Récemment, l'Alberta a assoupli les restrictions dans certaines régions. Plus précisément, lors de la phase 2 de la réouverture de Calgary, les rassemblements extérieurs regroupant jusqu'à 20 personnes étaient autorisés, et les concerts ou festivals extérieurs pouvaient accueillir jusqu'à 150 personnes. Avec la phase 3 de la réouverture, qui aura lieu le 1^{er} juillet, toutes les restrictions devraient être levées, y compris l'interdiction des rassemblements sociaux intérieurs.

- Que pensez-vous des restrictions actuellement en vigueur ?
 - Que pensez-vous du fait de lever les restrictions actuelles ? Vous sentez-vous en sécurité face à la réouverture ?
 - Devraient-elles être resserrées davantage ?
 - Avec le coup d'envoi du Stampede de Calgary le 9 juillet, vous sentez-vous en sécurité vu la levée des restrictions ? Est-ce que la possibilité d'une quatrième vague vous inquiète ?
- **Parents de la Nouvelle-Écosse, parents de Calgary** Quel a été l'impact de la COVID-19 et des restrictions liées à la COVID sur vous ?
 - Quels ont été les effets des restrictions sur votre famille ?

Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg

Lorsque nous vous avons invité à cette séance, certains d'entre vous ont dit que vous aviez récemment participé à un rassemblement ou à un événement social à l'extérieur de votre domicile ou que vous alliez voir des amis, des voisins ou des membres de votre famille élargie de temps à autre. Certains d'entre vous ont également indiqué que vous en aviez assez de devoir continuer à respecter les mesures de santé publique, ou que vous ne prêtiez plus attention aux conseils de santé publique, ou encore que vous en aviez assez de devoir éviter de voir des gens...

- Qu'est-ce qui vous ennuie ou que trouvez-vous difficile lorsqu'il s'agit de suivre les conseils de santé publique ?
- **Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies, région**

du Saguenay–Lac-Saint-Jean (Québec) Que savez-vous des restrictions de voyage actuelles du Canada ?

Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse ÉCLAIRCISSEMENT :

Le gouvernement du Canada a mis en place plusieurs mesures relatives aux voyages internationaux afin d'arrêter la propagation de la COVID-19 en provenance d'autres pays. Certaines de ces mesures incluent l'obligation de fournir une preuve de résultat négatif à la COVID-19 dans les 72 heures avant le vol, en plus d'un test à l'arrivée pour les personnes qui entrent par voie aérienne ou terrestre, ainsi qu'un séjour supplémentaire obligatoire de trois nuits à leurs propres frais dans un lieu d'hébergement (hôtel) autorisé par le gouvernement, en attendant les résultats de leur test à l'arrivée pour celles qui entrent par voie aérienne. Il a également annoncé récemment une suspension des vols de passagers et des vols d'affaires en provenance de l'Inde et du Pakistan afin de freiner la propagation des variants de COVID-19.

Non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies ÉCLAIRCISSEMENT :

Le gouvernement du Canada a mis en place plusieurs mesures relatives aux voyages internationaux afin d'arrêter la propagation de la COVID-19 en provenance d'autres pays. Certaines de ces mesures incluent l'obligation de fournir une preuve de résultat négatif à la COVID-19 dans les 72 heures avant le vol, en plus d'un test à l'arrivée pour les personnes qui entrent par voie aérienne ou terrestre, ainsi qu'un séjour supplémentaire obligatoire de trois nuits à leurs propres frais dans un lieu d'hébergement (hôtel) autorisé par le gouvernement, en attendant les résultats de leur test à l'arrivée pour celles qui entrent par voie aérienne. Après le séjour obligatoire de trois nuits à l'hôtel, elles doivent compléter le reste de leur quarantaine de 14 jours à leur domicile ou dans un établissement de leur choix, selon leur plan de quarantaine. Il a également annoncé récemment une suspension des vols de passagers et des vols d'affaires en provenance de l'Inde et du Pakistan afin de freiner la propagation des variants de COVID-19.

Région du Saguenay–Lac-Saint-Jean (Québec) ÉCLAIRCISSEMENT :

Le gouvernement du Canada a mis en place plusieurs mesures relatives aux voyages internationaux afin d'arrêter la propagation de la COVID-19 en provenance d'autres pays. Certaines de ces mesures incluent l'obligation de fournir une preuve de résultat négatif à la COVID-19 dans les 72 heures avant le vol, en plus d'un test à l'arrivée pour les personnes qui entrent par voie aérienne ou terrestre, ainsi qu'un séjour supplémentaire obligatoire de trois nuits à leurs propres frais dans un lieu d'hébergement (hôtel) autorisé par le gouvernement, en attendant les résultats de leur test à l'arrivée pour celles qui entrent par voie aérienne. Après le séjour obligatoire de trois nuits à l'hôtel, elles doivent compléter le reste de leur quarantaine de 14 jours à leur domicile ou dans un établissement de leur choix, selon leur plan de quarantaine. Il a également annoncé récemment une suspension des vols de passagers et des vols d'affaires en provenance de l'Inde afin de freiner la

propagation des variants de COVID-19. *NOTE AU MODÉRATEUR* : L'interdiction de voyager pour les vols en provenance du Pakistan a désormais été levée.

- Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années. Que pensez-vous de ces mesures adoptées par le gouvernement du Canada ?
 - Que pensez-vous de ces mesures adoptées par le gouvernement du Canada ? Pourquoi ou pourquoi pas ?

- Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années. Quand le gouvernement du Canada devrait-il décider d'assouplir les restrictions ?
 - Quels sont certains des facteurs clés dont vous tiendriez compte pour prendre cette décision ?

- Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies, région du Saguenay–Lac-Saint-Jean (Québec). En gardant à l'esprit que les tests de dépistage de la COVID-19 obligatoires pourraient être en place pendant longtemps encore, quand pensez-vous qu'il pourrait mettre fin aux hôtels de quarantaine ?

- Non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies, région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique. Y a-t-il quelqu'un qui a entendu parler de quelconques changements quant à l'obligation de se mettre en quarantaine pour les voyageurs canadiens qui rentrent au pays ? Qu'avez-vous entendu ?

Non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies. **ÉCLAIRCISSEMENT** : Le gouvernement du Canada a annoncé

hier que les voyageurs canadiens (citoyens canadiens et résidents permanents) entièrement vaccinés n'auront plus à passer 14 jours en quarantaine pour la COVID-19 à leur retour au pays. Ce changement devrait entrer en vigueur le 1er juillet, en fonction du nombre de cas de COVID-19 et du taux de vaccination. Les voyageurs concernés devront toujours passer un test COVID-19 à leur arrivée et rester en isolement jusqu'à ce qu'un résultat négatif soit reçu. Le gouvernement fédéral éliminera également l'obligation pour les voyageurs aériens canadiens entièrement vaccinés de passer trois jours dans un hôtel autorisé à leur arrivée.

- Qu'en pensez-vous ?

Région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique ÉCLAIRCISSEMENT :

- Le gouvernement du Canada a récemment annoncé qu'à partir du 5 juillet, les voyageurs **entièrement vaccinés qui sont autorisés** à entrer au Canada (c'est-à-dire les citoyens canadiens, les résidents permanents et les voyageurs essentiels) ne seront plus tenus de passer trois jours dans un hôtel autorisé, ni de passer quatorze jours en quarantaine de COVID-19 à leur retour au pays, ni d'effectuer le test de dépistage de la COVID-19 obligatoire du jour 8.
- Les tests de dépistage de la COVID-19 avant le départ et à l'arrivée sont maintenus.
- Les voyageurs entièrement vaccinés doivent également être asymptomatiques.
- Pour être considérés comme entièrement vaccinés, les voyageurs doivent avoir reçu toutes les doses d'une série d'un vaccin ou d'une combinaison de vaccins contre la COVID-19 autorisée par le gouvernement du Canada au moins quatorze jours avant leur arrivée au Canada.
- Les voyageurs doivent présenter un plan de quarantaine à utiliser au cas où il serait déterminé qu'ils ne remplissent pas toutes les conditions requises.

Région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique NOTE AU MODÉRATEUR : Ce changement ne s'applique pas aux non-citoyens entièrement vaccinés qui souhaitent venir au pays pour des raisons non essentielles ni aux voyageurs canadiens qui ne sont pas entièrement vaccinés. Dans ces cas, l'ensemble des restrictions de voyage existantes restent en vigueur, y compris la quarantaine obligatoire de trois jours dans un hôtel autorisé, à leurs frais, et le reste de la quarantaine de quatorze jours à leur domicile ou dans un établissement de leur choix.

- Qu'en pensez-vous ?
- **Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse** Que diriez-vous s'il raccourcissait la période de quarantaine ?
- **Non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies** Que diriez-vous s'il raccourcissait la durée de la quarantaine pour d'autres voyageurs entièrement vaccinés (par

d'autres voyageurs, on entend des personnes qui ne sont pas des citoyens canadiens ni des résidents permanents qui arrivent au Canada) ?

- Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies, région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique Quand devrait-il autoriser certains voyages non essentiels à destination du Canada ?
- Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies Que diriez-vous d'accorder à certains pays certaines exemptions aux frontières ? Par exemple, l'ouverture des frontières aux pays qui ont un taux de vaccination élevé ou un faible nombre de cas ?
 - Que penseriez-vous de rouvrir la frontière entre le Canada et les États-Unis ?
- Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies Qu'en est-il si la frontière n'était ouverte qu'aux voyageurs non essentiels au Canada qui sont entièrement vaccinés (c'est-à-dire ayant reçu les deux doses d'un vaccin COVID-19 à deux doses) ? Pensez-vous qu'il s'agisse d'une bonne approche, ou non ?
 - SI NON : Et si ces personnes devaient quand même suivre les autres mesures de voyage en place — c'est-à-dire qu'elles devaient quand même subir un test de dépistage de la COVID et devaient quand même être mises en quarantaine à leur arrivée au Canada ?
- Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines

années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies Est-ce que les voyageurs qui sont entièrement vaccinés doivent continuer à être soumis aux mêmes exigences de dépistage et de quarantaine que ceux qui n'ont pas été vaccinés ? Ou faut-il leur accorder certaines exemptions ?

- Non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies, région du Saguenay–Lac-Saint-Jean (Québec), jeunes adultes du Canada atlantique Une fois que l'exigence de passer trois jours dans un hôtel autorisé sera levée, pensez-vous que les voyageurs canadiens suivront les directives de s'auto-isoler à la maison jusqu'à ce qu'ils reçoivent un résultat négatif pour la COVID-19, ou pensez-vous qu'il n'est pas réaliste de s'attendre à ce qu'ils le fassent ?
- Non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies, région du Saguenay–Lac-Saint-Jean (Québec), jeunes adultes du Canada atlantique Pensez-vous que les voyageurs entièrement vaccinés devraient toujours être tenus de passer un test de dépistage de la COVID-19 à leur arrivée au Canada ?
 - SI OUI : Est-il important que ces tests soient effectués aux points d'entrée ou devrait-on permettre aux voyageurs de subir leur test dans les pharmacies locales ?
- Non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies, région du Saguenay–Lac-Saint-Jean (Québec), jeunes adultes du Canada atlantique Certaines personnes ont suggéré que le Canada devrait passer à l'utilisation de tests rapides pour le dépistage de la COVID-19 chez les voyageurs entièrement vaccinés à leur arrivée au Canada, et ne pas exiger de quarantaine pour tout voyageur dont le résultat est négatif. Ces tests sont moins précis que les tests actuels à l'arrivée pour détecter le virus, mais peuvent être traités en 15 minutes. Que penseriez-vous d'un tel changement ?
- Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse Pensez-vous que la propagation de la COVID-19 risque de s'aggraver à court terme ?
 - Ou bien, sommes-nous actuellement au cœur de celle-ci ?
 - Ou bien, est-ce que le pire est derrière nous ?

Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse Comme certains d'entre vous le savent peut-être, le gouvernement du Canada a mis en place plusieurs prestations temporaires en lien avec la COVID-19 ainsi qu'un soutien financier pour les personnes qui ont été touchées par la COVID-19, comme la Prestation canadienne de la relance économique (PCRE), la Prestation canadienne d'urgence pour les étudiants (PCUE), la

Subvention salariale d'urgence du Canada (SSUC), parmi tant d'autres. Plusieurs de ces prestations doivent prendre fin en septembre.

- **Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse** Pensez-vous que c'est raisonnable, qu'elles devraient prendre fin avant ou qu'elles devraient être prolongées ?
 - Qu'est-ce qui vous fait dire cela ?
- **Parents de la Nouvelle-Écosse, parents de Calgary** Comme vous le savez peut-être, Santé Canada a approuvé l'administration du vaccin contre la COVID-19 de Pfizer aux enfants de 12 ans et plus. Avez-vous fait vacciner vos enfants ou envisagez-vous de le faire ? Pourquoi ou pourquoi pas ?
 - Est-ce que la décision de se faire vacciner en est une que vous prendrez ou que vous laisserez à vos enfants ?
 - En avez-vous parlé avec vos enfants ?
 - (POUR LES PERSONNES QUI HÉSITENT) Quels sont les facteurs qui influenceront votre décision de faire vacciner ou non votre enfant ou qui influenceront la sienne sa décision ?
 - Y a-t-il des questions sur la vaccination des enfants contre la COVID-19 auxquelles vous aimeriez obtenir des réponses ?
- **Personnes hésitantes à la vaccination de la région de l'Outaouais** Lorsque nous vous avons invité à participer à ce groupe de discussion, nous vous avons demandé si vous pensiez vous faire vacciner ou non. Il y en a parmi vous qui ont répondu oui, mais que vous préféreriez attendre, et d'autres personnes se sont dites incertaines. Est-ce toujours le cas ? Pourquoi ou pourquoi pas ?
 - [SI TOUJOURS HÉSITANT(E)] Quels sont les facteurs qui influenceront votre décision de vous faire vacciner ou non ?
- **Personnes qui rejettent la vaccination des centres de taille moyenne des Prairies** Lorsque nous vous avons demandé de participer à ce groupe de discussion, vous avez toutes et tous indiqué que vous n'aviez pas reçu de vaccin contre la COVID-19.
 - Comptez-vous vous faire vacciner dans un avenir rapproché ? Pourquoi ou pourquoi pas ?
 - (POUR LES PERSONNES QUI SONT HÉSITANTES) Quels sont les facteurs qui influenceront votre décision de vous faire vacciner ou non ?
- **Personnes hésitantes à la vaccination de la région de l'Outaouais, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies** Y a-t-il des questions sur les vaccins COVID-19 auxquelles vous aimeriez obtenir des réponses, qui vous aideraient à décider de vous faire vacciner ou non ?

- **Windsor** Y a-t-il quelqu'un qui a vu, lu ou entendu quoi que ce soit aux informations récemment en ce qui concerne l'accès à la vaccination transfrontalière entre Windsor et Détroit ? Qu'avez-vous entendu ?

Windsor ÉCLAIRCISSEMENT AU BESOIN

Le maire de Windsor a déclaré qu'il aimerait que les résidents de Windsor puissent recevoir leur deuxième dose d'un vaccin contre la COVID-19 qui, autrement, ne serait pas utilisé aux États-Unis (par exemple, les doses excédentaires dans les pharmacies américaines). Il a proposé diverses options pour ce faire, comme la mise en place d'une clinique de vaccination dans le tunnel Detroit-Windsor.

- **Windsor** Que pensez-vous de cela ? Pensez-vous que c'est une bonne idée ou pensez-vous qu'il n'est pas nécessaire de faire cela ?
 - DEMANDER AU BESOIN : Par exemple, êtes-vous satisfait du rythme auquel la population canadienne se fait vacciner ?
- **Windsor** Avez-vous entendu quoi que ce soit quant à la réaction du gouvernement du Canada à cette idée de la vaccination transfrontalière ?
 - Qu'avez-vous entendu ?
 - Que pensez-vous de cela ?
- **Windsor** Avez-vous entendu quoi que ce soit quant à la réaction du gouvernement des États-Unis à cette idée ?
 - Qu'avez-vous entendu ?
 - Que pensez-vous de cela ?

ENJEUX LOCAUX/LOGEMENT (20 à 40 minutes) Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies, parents de Calgary

Changeons un peu de sujet.

- **Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg** Quels sont les industries et les secteurs les plus importants au Manitoba ?
- **Non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années** Maintenant, en pensant spécifiquement à Hamilton, quelles sont les plus importantes questions et préoccupations locales dans la ville ?

- **Parents de la Nouvelle-Écosse** Quels sont les industries et les secteurs les plus importants en Nouvelle-Écosse ?
- **Non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années** Quels sont les industries et les secteurs les plus importants dans le Lower Mainland ?
- **Windsor** Quels sont les industries et les secteurs les plus importants à Windsor ?
- **Parents de Calgary** Quels sont les industries et les secteurs les plus importants en Alberta ?
- **Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg** Quels sont, selon vous, les industries et les secteurs au Manitoba qui ont le plus besoin d'aide ? Pourquoi ces industries et ces secteurs ont-ils besoin de soutien de la part du fédéral ?
- **Parents de la Nouvelle-Écosse** Quels sont, selon vous, les industries et les secteurs en Nouvelle-Écosse qui ont le plus besoin d'aide ? Pourquoi ces industries et ces secteurs ont-ils besoin de soutien de la part du fédéral ?
- **Non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années** Quels sont, selon vous, les industries et les secteurs dans le Lower Mainland qui ont le plus besoin d'aide ? Pourquoi ces industries et ces secteurs ont-ils besoin de soutien de la part du fédéral ?
- **Windsor** Quels sont, selon vous, les secteurs et les industries à Windsor qui ont le plus besoin d'aide ? Pourquoi ces industries et ces secteurs ont-ils besoin de soutien de la part du fédéral ?
- **Parents de Calgary** Quels sont, selon vous, les industries et les secteurs en Alberta qui ont le plus besoin d'aide ? Pourquoi ces industries et ces secteurs ont-ils besoin de soutien de la part du fédéral ?

Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg, parents de la Nouvelle-Écosse, parents de Calgary NOTE AU MODÉRATEUR : Pour deux ou trois des secteurs importants cités, demander si le gouvernement du Canada a fait quoi que ce soit pour soutenir ce secteur. Qu'est-ce que le gouvernement du Canada devrait faire de plus pour soutenir ces secteurs ?

Non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, Windsor NOTE AU MODÉRATEUR : Sonder à savoir si le gouvernement du Canada a fait quoi que ce soit en réponse à ces enjeux.

- **Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg** Maintenant, en pensant spécifiquement à Winnipeg, quelles sont les plus importantes questions et préoccupations locales dans la ville ?
- **Parents de la Nouvelle-Écosse** Maintenant, en pensant spécifiquement à votre ville, quelles sont les plus importantes questions et préoccupations locales dans la ville ?
- **Parents de Calgary** Maintenant, en pensant spécifiquement à Calgary, quelles sont les plus importantes questions et préoccupations locales dans la ville ?
- **Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués de Winnipeg** Quels sont à votre avis les projets d'infrastructure les plus importants à Winnipeg que le gouvernement du Canada devrait soutenir ?
- **Parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, Windsor** Quels sont à votre avis les projets d'infrastructure les plus importants dans votre ville que le gouvernement du Canada devrait soutenir ?
- **Parents de Calgary** Quels sont à votre avis les projets d'infrastructure les plus importants à Calgary que le gouvernement du Canada devrait soutenir ?
- **Non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années** Avez-vous vu, lu ou entendu quoi que ce soit au sujet de la récente annonce du gouvernement du Canada concernant le financement d'un projet de transport rapide à Hamilton ?

Non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années ÉCLAIRCISSEMENT : Récemment, le gouvernement fédéral a annoncé qu'il participerait au financement d'un projet de transport en commun rapide à Hamilton, probablement sous la forme d'un train léger sur rail (TLR) ou d'un système de transport rapide par autobus le long du corridor principal de la basse-ville.

- Que pensez-vous de cette nouvelle initiative ?
- Cela fera-t-il une différence à Hamilton ?
- Y a-t-il d'autres projets d'infrastructure auxquels, selon vous, le gouvernement du Canada devrait accorder une grande priorité dans votre région ?
- **Non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années** Avez-vous vu, lu ou entendu quoi que ce soit sur la possibilité de remplacer le tunnel George Massey par un nouveau tunnel ou un nouveau pont ?
 - SI OUI : Que pensez-vous de cette nouvelle initiative ?
 - Pensez-vous que cela permettra de réduire les embouteillages ?
- **Non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années,**

personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies En vos propres mots, que pensez-vous de l'état du marché immobilier dans votre région ?

- Non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années Est-il important pour vous d'acheter une maison dans le futur ?
- Non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années Pensez-vous être en mesure d'acheter une maison dans le futur ?
 - SI OUI, de quelle façon est-ce que cela vous affecterait si vous ne parveniez pas à acheter une maison dans le futur ?
- Non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies Est-ce que le gouvernement du Canada a fait quoi que ce soit pour venir en aide aux personnes qui souhaitent accéder à la propriété ?

Non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies J'aimerais maintenant vous parler de certaines mesures contenues dans le budget fédéral de 2021 en matière de logement abordable...

AFFICHER À L'ÉCRAN

Le budget propose d'avancer et de réaffecter des fonds précédemment annoncés afin de :

- Accélérer la création de nouvelles unités et de réparer des unités existantes
- Appuyer les coûts de construction, de réparation et d'exploitation d'environ 560 logements de transition et places en refuge pour les femmes et les enfants fuyant la violence
- Appuyer la conversion des locaux commerciaux vacants (p. ex. locaux de commerce de détail et espace à bureaux) en logements locatifs

- Non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies Que pensez-vous de cette initiative ?
 - Pensez-vous que cela contribuera à répondre aux besoins en logements abordables ?
 - Pensez-vous que la création de nouveaux logements locatifs aura un impact sur les personnes désireuses d'acheter une maison ? Pourquoi ou pourquoi pas ?

- Non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies Avez-vous entendu parler des projets du gouvernement du Canada visant à taxer l'utilisation improductive des logements canadiens par des propriétaires étrangers non-résidents ? (Parfois qualifiée dans les médias de « taxe sur les acheteurs étrangers ».)

Non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies AFFICHER À L'ÉCRAN

Le budget propose également une taxe nationale annuelle de 1 % qui s'appliquerait sur la valeur des biens immobiliers résidentiels considérés comme vacants ou sous-utilisés appartenant à des propriétaires étrangers non résidents. Le gouvernement fédéral estime que cette taxe pourrait augmenter les recettes fédérales de 700 millions de dollars sur quatre ans, à compter de 2022-23. En vertu de cette taxe, tous les propriétaires, autres que les citoyens canadiens ou les résidents permanents du Canada, devront produire une déclaration concernant l'utilisation actuelle du bien. Des sanctions importantes seront imposées à ceux qui ne le feront pas.

- Que pensez-vous de cette initiative ?

- Non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies Pensez-vous que cette initiative aura un impact sur le marché du logement ?

- Non-propriétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-propriétaires de

la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies Avez-vous vu, lu ou entendu quoi que ce soit au sujet du nouveau test de résistance hypothécaire ?

- Le cas échéant, qu'avez-vous entendu dire ?

Non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années AFFICHER À L'ÉCRAN

Récemment, le Bureau du surintendant des institutions financières du gouvernement du Canada a resserré les règles relatives au test de résistance des prêts hypothécaires pour les acheteurs de maison ayant des prêts hypothécaires assurés et non assurés (prêts hypothécaires résidentiels avec une mise de fonds de 20 % ou plus) à compter du 1^{er} juin 2021. Le taux admissible minimal pour les prêts hypothécaires non assurés est maintenant passé au taux contractuel majoré de deux points de pourcentage ou à 5,25 %, selon le plus élevé des deux taux.

À l'heure actuelle, tout acheteur dont la mise de fonds sur une habitation est inférieure à 20 % du prix d'achat doit montrer qu'il serait en mesure d'effectuer ses paiements hypothécaires si le taux d'intérêt était de deux points de pourcentage plus élevé que ce que la banque lui proposait, ou s'il était équivalent au taux de référence de cinq ans publié par la Banque du Canada, actuellement à 4,79 %, selon le plus élevé des deux taux.

Personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies AFFICHER À L'ÉCRAN

En date du 1^{er} juin 2021, le Bureau du surintendant des institutions financières du gouvernement du Canada a resserré les règles relatives au test de résistance des prêts hypothécaires pour les acheteurs de maison ayant des prêts hypothécaires assurés et non assurés (prêts hypothécaires résidentiels avec une mise de fonds de 20 % ou plus). Le taux admissible minimal pour les prêts hypothécaires non assurés est maintenant passé au taux contractuel majoré de deux points de pourcentage ou à 5,25 %, selon le plus élevé des deux taux.

Auparavant, tout acheteur dont la mise de fonds sur une habitation était inférieure à 20 % du prix d'achat devait montrer qu'il serait en mesure d'effectuer ses paiements hypothécaires si le taux d'intérêt était de deux points de pourcentage plus élevé que ce que la banque lui proposait, ou s'il était équivalent au taux de référence de cinq ans publié par la Banque du Canada, actuellement de 4,79 %, selon le plus élevé des deux taux.

- Non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies Que pensez-vous de ces nouvelles règles hypothécaires ?

Non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies La Banque du Canada a souligné que de nombreux ménages avaient contracté des prêts hypothécaires importants par rapport à leur revenu, ce qui limite encore plus leur flexibilité pour affronter un choc financier comme la perte d'un emploi. La dette totale des ménages a augmenté de 4 % depuis le début de la pandémie, et s'est fortement accentuée alors que s'amorçait la surchauffe du marché immobilier partout au Canada.

- Non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies Est-ce que le fait d'entendre cela affecte votre opinion sur ces nouvelles règles hypothécaires ?
- Non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années Ces changements vous affecteront-ils ? De quelle façon ?
- Non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, Windsor, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies Maintenant, en pensant aux divers plans dont nous avons discuté (la création d'un plus grand nombre de logements locatifs, la taxe sur les propriétés résidentielles vacantes appartenant à des non-résidents étrangers, le nouveau test de résistance hypothécaire), y a-t-il autre chose que le gouvernement du Canada devrait faire (ou ne pas faire) pour rendre l'accession à la propriété plus réalisable ?

ÉMISSIONS DES VÉHICULES/ÉTIQUETTES DE MISE EN GARDE (10 minutes) Personnes qui ressentent la fatigue de la COVID et ont des comportements plus risqués dans les points chauds de COVID-19 de Winnipeg, non-proprétaires de Hamilton qui veulent acheter dans les 5 prochaines années Parlons brièvement des étiquettes de mise en garde relatives à la pollution.

Comme certains d'entre vous le savent peut-être, les paquets de cigarettes et de petits cigares au Canada doivent comporter trois éléments d'étiquetage relatif à la santé : les mises en garde relatives à la santé (mises en garde graphiques sur les effets du tabagisme sur la santé), les messages

d'information sur la santé (messages sur les avantages du renoncement au tabac sur la santé) et les énoncés sur les émissions toxiques (renseignements sur les effets des substances toxiques des cigarettes sur la santé).

- Que diriez-vous d'exiger des « étiquettes de mise en garde relatives à la pollution » sur les automobiles, les camions et les VUS les plus polluants, semblable aux exigences qui existent pour les paquets de cigarettes ? Cette mesure ne serait mise en place qu'au point de vente (comme chez le concessionnaire automobile) et ne consisterait pas d'une étiquette apposée sur le véhicule après son achat. L'objectif serait de permettre aux personnes qui achètent un véhicule de savoir quelles voitures sont très polluantes.
 - Pensez-vous que le fait d'exiger ce genre d'étiquettes influencerait le type de véhicules que les gens achètent ? Pourquoi ou pourquoi pas ?
- Est-ce que quelqu'un sait ce que sont les VZE ? Pouvez-vous nous donner une brève description ?

ÉCLAIRCISSEMENT AU BESOIN :

Un VZE est un véhicule qui a la capacité de ne produire aucune émission d'échappement. Il peut être équipé d'un moteur à combustion interne conventionnel, mais il doit pouvoir fonctionner sans ce moteur. Parmi les exemples de VZE, on compte les véhicules électriques à batterie, les véhicules hybrides électriques rechargeables, et les véhicules à pile à hydrogène.

- Que diriez-vous si le gouvernement du Canada exigeait que toutes les ventes de véhicules automobiles neufs soient des VZE d'ici 2035 ?
- Que pensez-vous du fait que le gouvernement du Canada suive d'autres pays et quelques états américains en établissant des objectifs pour qu'un pourcentage de voitures vendues au Canada doivent être électriques ?
- À titre d'exemple, la Californie a exigé à ce que soient vendus uniquement des véhicules zéro émission d'ici 2035. Que diriez-vous si le Canada suivait cet exemple et exigeait que toutes les nouvelles voitures vendues au Canada soient des VZE d'ici 2035 ?

VÉHICULES ZÉRO ÉMISSION (VZE) (30 minutes) Parents de la Nouvelle-Écosse, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, non-propriétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies, région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique

Passons à un autre sujet.

- Est-ce que quelqu'un sait ce que sont les VZE ? Pouvez-vous nous donner une brève description ?

- SI L'ON IGNORE : Qu'en est-il des véhicules électriques ? Savez-vous ce qu'ils sont ?
- Y a-t-il une différence entre les VZE et les véhicules électriques ?
 - SI OUI : Quelle est la différence ?

ÉCLAIRCISSEMENT AU BESOIN :

Un VZE est un véhicule qui a la capacité de ne produire aucune émission d'échappement. Il peut être équipé d'un moteur à combustion interne conventionnel, mais il doit pouvoir fonctionner sans ce moteur. Des exemples de VZE incluent les véhicules électriques à batterie, les véhicules hybrides électriques rechargeables et les véhicules à pile à hydrogène. Donc, en gros, un véhicule électrique est un type de VZE ; un véhicule à pile à hydrogène est un autre type de VZE.

Parents de la Nouvelle-Écosse, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique Que pensez-vous des véhicules zéro émission ? Vous voyez-vous un jour en acheter un ?

- SI NON : Qu'est-ce qui vous retient ?
- Quelles sont les choses les plus importantes qui vous inciteraient à envisager l'achat d'un véhicule zéro émission ?
- Parents de la Nouvelle-Écosse, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique Seriez-vous plus susceptible d'acheter un véhicule zéro émission si vous saviez que le véhicule ou certains de ses composants étaient fabriqués au Canada ?
 - Le fait d'être fabriqué au Canada est-ce un attribut important au moment de faire ce type d'achat ?
- Parents de la Nouvelle-Écosse, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique Est-ce que l'achat d'un véhicule zéro émission est accessible à toutes et tous ou est-ce qu'ils ne sont abordables que pour les gens riches ?
- Parents de la Nouvelle-Écosse, non-propriétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique Pensez-vous que le Canada se dirige vers un moment où les VZE seront aussi abordables que les autres voitures ?

- SONDER : Dans combien d'années pourrions-nous atteindre cet objectif de pouvoir se payer des VZE aussi facilement que des voitures ordinaires ? (AU BESOIN, DEMANDER : dans 5 ans, 10 ans, 20 ans, jamais ?)
- Parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique Que savez-vous de la technologie et du procédé de recharge des véhicules électriques ?
 - En avez-vous déjà rechargé un ou avez-vous vu quelqu'un en charger un ?
- Parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique Compte tenu de votre style de vie, quels seraient, selon vous, les avantages et les inconvénients d'utiliser l'électricité plutôt que l'essence pour faire rouler votre véhicule ?
- Parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies, région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique Que pensez-vous du fait que le gouvernement du Canada suive d'autres pays et quelques états américains en établissant des objectifs pour qu'un pourcentage de voitures vendues au Canada soient électriques ?
- Parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, non-proprétaires de la RGM qui veulent acheter dans les 5 prochaines années, personnes qui rejettent la vaccination des centres de taille moyenne des Prairies, région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique À titre d'exemple, la Californie a exigé à ce que soient vendus uniquement des véhicules zéro émission d'ici 2035. Que diriez-vous si le Canada suivait cet exemple et exigeait que toutes les nouvelles voitures vendues au Canada soient des VZE d'ici 2035 ?
- Parents de la Nouvelle-Écosse, non-proprétaires du Lower Mainland de la C.-B. qui veulent acheter dans les 5 prochaines années, personnes hésitantes à la vaccination de la région de l'Outaouais, région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique Si les constructeurs étaient contraints de fabriquer uniquement des véhicules qui sont 100 % zéro émission, pensez-vous que le prix des VZE

baisserait ? Ou bien, est-ce que cela signifie que les consommateurs devront payer plus cher pour une voiture à l'avenir ?

QUESTIONS AUTOCHTONES (30 minutes) Région du Saguenay–Lac-Saint-Jean (Québec), parents de la ville de Toronto/région de York, jeunes adultes du Canada atlantique

Changeons un peu de sujet.

- Quelle est l'importance des questions autochtones par rapport aux autres priorités du gouvernement du Canada en ce moment ?
- En ce qui concerne les questions autochtones, pensez-vous que le gouvernement du Canada leur accorde l'attention qu'elles méritent, pas assez ou trop ? Qu'est-ce qui vous fait dire cela ?
- Êtes-vous au courant de quoi que ce soit de précis que le gouvernement du Canada a fait récemment pour traiter des questions autochtones ?
 - SI OUI, qu'a-t-il fait ?
- À votre avis, quelles sont les questions autochtones les plus importantes sur lesquelles le gouvernement du Canada devrait se concentrer ?
- Je vais vous montrer certaines choses que le gouvernement a faites et ensuite je vais vous demander ce que vous en pensez.

AFFICHER À L'ÉCRAN

- L'annonce de 1,5 milliard de dollars supplémentaires pour terminer le travail visant à **lever tous les avis à long terme sur la qualité de l'eau potable**. Ce montant s'ajoute aux 2,19 milliards de dollars déjà prévus au budget. Depuis l'automne 2015, 108 avis ont été levés, et il y en a 51 actuellement en vigueur.
- La mise en œuvre d'une série d'actions en réponse aux conclusions de **l'Enquête nationale sur les femmes et les filles autochtones disparues et assassinées**, y compris un soutien accru en matière de santé et de services aux victimes, un soutien financier au Bureau national des normes et pratiques d'enquête de la GRC, et une ligne de soutien en cas de crise pour les personnes touchées par la disparition et l'assassinat de femmes et de filles autochtones.
- Le dépôt d'un projet de loi visant à mettre en œuvre la **Déclaration des Nations Unies sur les droits des peuples autochtones** (DNUDPA). Ce projet de loi obligera le gouvernement à fournir un cadre aux ministères pour donner aux Premières Nations un rôle conjoint dans la prise de décisions sur les actions qui affectent leurs vies, leurs terres, leurs familles et leurs cultures.
- Sur les 33,8 millions de dollars affectés en 2019 à des projets destinés à la recherche des enfants décédés dans les **pensionnats**, les 27 millions de dollars restants ont récemment été débloqués pour les communautés autochtones afin qu'elles puissent financer des fouilles sur les sites d'anciens pensionnats, des monuments commémoratifs, et d'autres formes de commémoration permettant de marquer les tombes.

SONDAGE : J'aimerais maintenant que vous choisissiez parmi ces initiatives celle qui a le plus d'impact :

- L'annonce d'un financement supplémentaire pour mettre fin à tous les avis à long terme sur la qualité de l'eau potable
- La mise en œuvre d'actions visant à s'attaquer à la question des femmes et des filles autochtones disparues et assassinées
- La mise en œuvre de la DNUDPA
- Donner aux communautés autochtones l'accès à des fonds pour financer des fouilles sur les sites de pensionnats, des monuments commémoratifs, et d'autres formes de commémoration permettant de marquer les tombes

Le modérateur passera en revue les résultats du sondage et examinera ce qui a motivé leurs choix.

- Maintenant que je vous ai montré certaines des initiatives prises par le gouvernement du Canada, cela change-t-il votre impression sur la façon dont le gouvernement fédéral traite des questions autochtones ?
 - SI OUI : Comment ?
- Y a-t-il d'autres actions spécifiques que vous pensez que le gouvernement du Canada doit prendre pour traiter des principales questions autochtones ?

MESSAGES SUR LA VACCINATION DES JEUNES DE SANTÉ CANADA (30 minutes) Parents de la ville de Toronto/région de York, parents de Calgary

Tournons notre attention sur les messages de communication portant sur la vaccination contre la COVID-19, plus particulièrement en ce qui concerne les jeunes de 12 à 17 ans.

Je vais vous montrer deux séries de messages. Nous les lirons ensemble, puis nous discuterons de ce que vous en pensez.

ENSEMBLE DE MESSAGES « A » (AFFICHER À L'ÉCRAN) :

1. *La COVID-19 peut avoir des conséquences graves pour tous les groupes d'âge, y compris les jeunes, notamment en raison de la circulation des variants du COVID-19.*
2. *La vaccination de votre enfant contre la COVID-19 est recommandée par de nombreuses autorités, dont la Société canadienne de pédiatrie.*
3. *Le vaccin Pfizer-BioNTech qui a été approuvé est sûr et efficace pour les enfants.*
 - a. *Des essais cliniques sur des enfants âgés de 12 à 17 ans ont montré qu'il était efficace à 100 % contre la maladie symptomatique de la COVID-19.*
 - b. *Les essais ont montré que la réponse immunitaire chez les personnes âgées de 12 à 15 ans était cohérente avec la réponse immunitaire des personnes âgées de 16 à 25 ans.*

4. Santé Canada et L'Agence de la santé publique du Canada *surveillent de près l'utilisation du vaccin contre la COVID-19 chez les jeunes de 12 à 17 ans. Si des préoccupations en matière de sécurité sont identifiées et confirmées, Santé Canada prendra les mesures appropriées.*

- Quelles sont vos premières impressions au sujet de ces messages ?
- Quel est le thème principal qui est véhiculé ?
- Que pensez-vous de la référence aux variants dans le premier message ?
 - Est-ce que le fait de mentionner les variants vous fait penser à la gravité possible des conséquences pour les enfants et les jeunes qui contracteraient la COVID-19 ?
 - Le risque lié aux variants est-il un élément dont vous tenez compte dans votre décision de faire vacciner ou non vos enfants ?
- Le *message 2* fait mention de la Société canadienne de pédiatrie. Pensez-vous que c'est un bon exemple d'une autorité sanitaire ?
 - Y a-t-il d'autres autorités sanitaires qui, selon vous, auraient plus de poids ?
 - DEMANDER AU BESOIN : Qu'en est-il de Santé Canada et de l'Agence de la santé publique du Canada (ASPC) ?
 - Qu'en est-il du Comité consultatif national de l'immunisation (CCNI)
 - Y en a-t-il qui sont plus persuasifs que d'autres, ou les trouvez-vous tous plus ou moins égaux lorsqu'il s'agit de faire des recommandations ?
 - SI CE N'EST PAS SOULEVÉ : Faites-vous confiance à Santé Canada et à l'Agence de la santé publique du Canada comme sources d'information concernant la vaccination des jeunes contre la COVID-19 ?
- En ce qui concerne le *message 3*, pensez-vous que le point général est suffisant ou que les deux sous-points sont nécessaires pour répondre à toute préoccupation en matière de sécurité ?
- Et maintenant, pour ce qui est du message 4, qu'en pensez-vous ? Faut-il souligner que Santé Canada et l'Agence de la santé publique du Canada assurent la surveillance du vaccin et de toute préoccupation potentielle en matière de sécurité chez les enfants âgés de 12 à 17 ans, ou est-ce que cela semble évident et donc inutile de le mentionner ?

ENSEMBLE DE MESSAGES « B » (AFFICHER À L'ÉCRAN) :

1. *Vous protégez vos enfants tous les jours. La vaccination contre la COVID-19 est une autre façon de les protéger et de protéger les autres contre la COVID-19.*
2. *Nous voulons tous que nos enfants redeviennent des enfants. Lorsque vous et votre enfant vous faites vacciner, vous l'aidez à franchir un pas de plus vers ce qu'il aime faire et ce dont il a besoin pour sa santé mentale et son bien-être :*
 - a. *Voir les ami(e)s et la famille*
 - b. *Participer à des activités parascolaires, comme le sport et les jeux*
 - c. *L'enseignement en présentiel*
3. *Parlez à vos enfants et à vos adolescents de l'importance de se faire vacciner contre la COVID-19.*
4. *Il est normal d'avoir des questions et des craintes. Parlez à votre professionnel de la santé au sujet de la vaccination de vos enfants et adolescents contre la COVID-19.*

- Quelles sont vos premières impressions de ces messages ?
- Quel est le thème principal qui est véhiculé ?

COMPARAISON :

SONDAGE : Maintenant, j'aimerais que vous choisissiez la série de messages qui vous interpelle le plus.

- Ensemble de messages « A »
- Ensemble de messages « B »

Le modérateur passera en revue les résultats du sondage et identifiera les raisons qui ont motivé les choix

- Pensez-vous que quelque chose devrait être ajouté ou enlevé pour améliorer les messages et encourager les parents à faire vacciner leur enfant contre la COVID-19 ?

L'IDENTITÉ DE MARQUE DE DIVERSIFICATION DE L'ÉCONOMIE DE L'OUEST CANADA (25 minutes)

Parents de Calgary

Nous allons maintenant passer en revue deux concepts créatifs qui pourraient être utilisés par le gouvernement du Canada pour informer les Canadiennes et les Canadiens sur des sujets liés à l'Ouest canadien...

Regardons le premier concept. Celui-ci pourrait figurer dans des dépliants ou sur la signalisation, sur des sites Web ou dans les médias sociaux, tels que Twitter et LinkedIn. Notez qu'il s'agit encore d'une ébauche et que le texte en haut (Lorem Ipsum) n'est qu'un espace réservé pour le moment. Il sert simplement à vous donner une idée visuelle de ce à quoi ressemblerait le texte.

AFFICHER CONCEPT A À L'ÉCRAN

- Dans l'ensemble, que pensez-vous de l'aspect visuel de ce concept ?
- Est-ce qu'il vous interpelle ? Pourquoi ou pourquoi pas ?
- Ce concept se démarquerait-il si vous le voyiez sur un site Web, dans une brochure, etc. ?
- Qu'est-ce qui vous plaît le plus dans ce concept ? Qu'est-ce qui vous plaît le moins ?
- Avant de voir ce concept, combien d'entre vous connaissaient *Diversification de l'économie de l'Ouest Canada* ? (À main levée)
- Ce concept vous donne-t-il une idée de ce que fait *Diversification de l'économie de l'Ouest Canada* ? De quelle façon ?

- Avez-vous d'autres idées sur ce qui pourrait rendre ce concept plus efficace ?

Maintenant, je vais vous montrer un autre concept.

AFFICHER CONCEPT B À L'ÉCRAN

- Dans l'ensemble, que pensez-vous de l'aspect visuel de ce concept ?
- Est-ce qu'il vous interpelle ? Pourquoi ou pourquoi pas ?
- Ce concept se démarquerait-il si vous le voyiez sur un site Web, dans une brochure, etc. ?
- Qu'est-ce qui vous plaît le plus dans ce concept ? Qu'est-ce qui vous plaît le moins ?

- Ce concept vous donne-t-il une idée de ce que fait *Diversification de l'économie de l'Ouest Canada* ? De quelle façon ?

- Avez-vous d'autres idées sur ce qui pourrait rendre ce concept plus efficace ?

COMPARAISON :

SONDAGE : Maintenant, j'aimerais que vous choisissiez la série de messages qui vous interpelle le plus.

- *CONCEPT A*
- *CONCEPT B*

Le modérateur passera en revue les résultats du sondage et identifiera les raisons qui ont motivé les choix.

CONCLUSION (5 minutes)

Appendix C – Advertising Concepts

Western Economic Diversification Canada Branding (Calgary Parents of Children Aged 12-17)

Concept A

PPT SLIDE



WEB BANNER



The above concept has three parts. First, there is a 'PPT slide' which has a white banner across the top that features the Government of Canada wordmark on the right hand side and the Government of Canada logo on the left hand side. Below, there is a purple filter over an image of a wind farm. On the left-hand side of the image, there is white text that reads 'Lorem | ps Building a strong, competitive and dynamic Prairie Region.' Below the text, there are turquoise, yellow, pink, and dark purple arrows pointing to the right, and extending into a long, light purple arrow. Below the arrows, there is white text reading 'CANADA.CA/PRAIRIES.' While slightly covered by another concept, there is a circular symbol with pink, yellow and turquoise stripes overlaying one another and a white arrow slightly off center, to the left, pointing up and to the right.

Secondly, there is a 'Shareable' concept covering the bottom right hand corner of the 'PPT slide.' The shareable is white, with the Government of Canada wordmark and logo at the top. Below, in purple font, text reads 'Lorem | ps.' Below in smaller grey font, text reads 'Building a strong, competitive and dynamic prairie region by focusing on business development, innovation and community economic development.' Below the text, there are turquoise, yellow, pink, and dark purple arrows pointing to the right, and extending into a long, light grey arrow. Below the arrows, there is grey text reading 'CANADA.CA/PRAIRIES.' On the right-hand side of the image, there is a circular symbol composed of overlaid pink, yellow, purple and turquoise stripes with a white arrow slightly off center, to the left, pointing up and to the right.

Finally, there is a 'Web banner' that features images of a wind farm, a city street, and a bridge, covered in turquoise, yellow and pink filters respectively. On the right-hand side of the image, there is a small circular symbol composed of overlaid pink, yellow, purple and turquoise strips with a white arrow slightly off center and to the left pointing up and to the right. The symbol is contained within a larger white arrow pointing up and to the right.

Concept B

PPT SLIDE



WEB BANNER



The above concept has three parts. First, there is a 'PPT slide' which has a white banner across the top that features the

Government of Canada wordmark in the right hand corner and the Government of Canada logo in the left hand corner. Below, there is a light grey pattern covering the rest of the slide. On the left-hand slide, there is a letter P shape that contains an image of the downtown Calgary skyline. There is also an orange + symbol on the top, right side of the image. To the right, there is text reading 'Lorem | ps Building a strong, competitive and dynamic...' in grey font, except the word 'Lorem' is in dark green. Below there is an orange line, and below the line, there is grey font reading 'Canada.ca/.' The bottom right hand corner of the 'PPT slide' is obstructed by the image of the 'Shareable' concept.

Secondly, there is a 'Shareable' concept. The shareable is white, with the Government of Canada wordmark and logo at the top. On the left-hand slide, there is a letter P shape that contains an image of a woman sitting in a canoe. There is also an orange + symbol on the top, right side of the image. To the right, in grey font, text reads 'Lorem | ps.' Below in smaller grey font, text reads 'Building a strong, competitive and dynamic prairie region by focusing on business development, innovation and community economic development' although the word 'Lorem' is in dark green font. Below the text, there is an orange line. Below the line, there is grey text reading 'Canada.ca/prairies.'

Finally, there is a 'Web banner' that features images of a wind farm, a city street, a bridge, and the downtown Calgary skyline, each image is rounded on the right-hand side. The far right-hand side of the web banner is white with a light grey pattern and four + symbols arranged in a circle, coloured orange, green, dark green and light green.