



Government
of Canada

Gouvernement
du Canada

Continuous Qualitative Data Collection of Canadians' Views – March 2020

Final Report

Prepared for the Privy Council Office

Supplier name: The Strategic Counsel

Contract number: 35035-182346/001/CY

Contract value: \$808,684.50

Award date: June 27, 2019

Delivery date: April 17, 2020

Registration number: POR-005-19

For more information on this report, please email por-rop@pco-bcp.ca

Ce rapport est aussi disponible en français.

Canada 

Continuous Qualitative Data Collection of Canadians' Views

Final Report

Prepared for the Privy Council Office

Supplier Name: The Strategic Counsel

March 2020

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 sixth cycle of the study included a total of twelve focus groups with Canadian adults (18 years of age and older) between March 4th and 26th, 2020.

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

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from the Privy Council Office. For more information on this report, please contact the Privy Council Office at: por-rop@pco-bcp.ca or at:

Privy Council Office
Blackburn Building
85 Sparks Street, Room 228
Ottawa, Ontario K1A 0A3

Catalogue Number:

PCO to provide

International Standard Book Number (ISBN):

PCO to provide

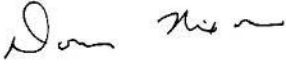
Related publications (registration number: POR-005-19):

PCO to provide

Political Neutrality Certification

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

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

Signed:  _____

Date: April 17, 2020

Donna Nixon, Partner
The Strategic Counsel

Table of Contents

Executive Summary	1
Introduction	1
Methodology.....	2
Key Findings.....	3
Government of Canada News: Early March (Calgary and Richmond)	4
COVID-19: Perceptions in Early March (Calgary and Richmond).....	4
COVID-19: Perceptions from Mid-month to the End of March (Charlottetown, Dieppe, Québec City, Belleville).....	5
COVID-19: Assessments of the Federal Government Response (Charlottetown, Dieppe, Québec City, Belleville).....	6
COVID-19 Ad Testing (Richmond, Charlottetown, Dieppe, Belleville, Québec City)	8
Non COVID-19 Findings (Calgary, Richmond).....	11
Overview of COVID-19 Progression in March	13
Detailed Findings: Part 1 – Pre March 15, 2020.....	15
Government of Canada News (Calgary, Richmond)	15
Overall.....	15
Teck Frontier Mine Project (Richmond).....	16
Wet’suwet’en Protests (Calgary, Richmond).....	16
Federal Budget (Calgary)	18
Awareness and Expectations of the Upcoming Federal Budget	18
Topics of Focus for the Federal Budget.....	18
Exercise: Budget Theme	19
Expectations of a Climate Budget.....	22
Difference between a Climate Budget and an Environment Budget	22
Expectations of Policies in a Budget to Improve Quality of Life	22
Western Issues (Calgary).....	22
Exercise: Relationship between Government of Canada and Alberta	23
TMX Pipeline	23
Equalization Payments.....	24
China’s Boycott of the Canadian Canola Industry.....	24
Orphan Wells	24
Teck Frontier Mine.....	25
Top Federal Priority for Alberta.....	26
COVID-19 (Calgary, Richmond).....	27

News about Coronavirus.....	27
Confusion and Questions.....	27
Information Sources.....	29
Seriousness in Canada.....	29
Personal Concern.....	29
Impact on Behaviour and Communities.....	30
Economic and Financial Concerns.....	31
Government of Canada Response.....	31
COVID-19 Ad Concept Testing – Social Media Ads (Richmond).....	32
Facebook Video Ads.....	32
Twitter Video Ads.....	34
Exercise: COVID-19 Message Testing (Richmond).....	35
Miscellaneous Issues (Richmond).....	36
Sources of stress.....	37
Cannabis legalization.....	37
Birth Tourism.....	37
Canada Student Loans (Richmond).....	37
Awareness and Understanding of Canada Student Loans.....	37
Exercise: Naming the Canada Student Loans Program.....	38
Detailed Findings: Part 2 – Post March 15, 2020.....	39
Awareness and Perceptions of COVID-19 (Charlottetown, Dieppe, Québec City, Belleville).....	39
COVID-19 News.....	39
Awareness of Federal Government Measures.....	40
Sources of information.....	42
Confusion and Information Gaps.....	42
Information Seeking.....	43
Concerns and Impact.....	43
Behaviour Change.....	44
Social Distancing.....	45
Flatten the Curve versus Plank the Curve.....	46
Community Changes.....	46
Economic Concerns.....	47
Financial Impact.....	48
Financial Assistance.....	48
Assessment of Government of Canada’s Response to COVID-19 (Charlottetown, Dieppe, Québec City, Belleville).....	49
Federal Government Response.....	49
Priorities for Next Steps.....	52
Price on Pollution.....	54
Emergency Measures.....	55
COVID-19 Ad Testing (Charlottetown and Dieppe).....	56
Radio Advertisement.....	56

Advertising Concepts	58
Postcard	64
Exercise: COVID-19 Message Testing	66
COVID-19 Ad Testing (Belleville and Québec City)	70
Awareness of Government of Canada Advertising	70
Radio Scripts	70
Television Advertising Concepts – Dr. Theresa Tam	74
Appendix A – Recruiting Scripts	79
Appendix B – Discussion Guides	92
Appendix C – Advertising Concepts.....	129
COVID-19 Ad Concepts– Social Media Ads (Richmond).....	130
Facebook Ads	130
Twitter Ads.....	131
COVID-19 Ad Concepts (Charlottetown and Dieppe).....	132
Radio Advertisement	132
Advertising Concepts	133
Postcard	135
COVID-19 Ad Concepts (Belleville and Quebec City).....	136
Radio Scripts	136
Television Advertising Concepts – Dr. Theresa Tam	137

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 in-person and online focus groups which were conducted between March 4th and 26th, 2020 in six locations across the country including in Prince Edward Island, New Brunswick, Québec, Ontario, Alberta, and British Columbia. Details concerning the locations, recruitment, and composition of the groups are shown in the section below.

Among the specific objectives for this cycle of focus groups, the research increasingly focussed on COVID-19, as the pandemic and its effects in Canada intensified over the course of the month. The research explored a wide range of related issues in depth, from information seeking and knowledge gaps, to degree of personal concern regarding health and finances, perceptions of the federal government's response to date, and priorities for information or support. Most groups also included the testing of a series of advertising concepts aimed at communicating with the public about COVID-19, including prevention of transmission and spread, how to identify symptoms, and where to go for information.

Among the other issues explored in the research, perceptions of the Wet'suwet'en protests were examined in the Western groups, in the earlier part of the month, along with a series of issues of regional concern to Alberta and British Columbia. In the Calgary groups, the upcoming Budget was discussed, including preferences for potential themes.

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 gender

Detailed approach

- 12 focus groups across 6 Canadian cities
- Two groups conducted per location, in Calgary, Alberta (Mar. 4th), Richmond, British Columbia (Mar. 10th), Charlottetown, Prince Edward Island (Mar. 17th), Dieppe, Québec (Mar. 19th), Belleville, Ontario (Mar. 24th), and Québec City, Québec (Mar. 26th)
- Groups in Dieppe and Québec City, Québec were conducted in French, while all others were conducted in English
- Groups in Calgary and Richmond were conducted in-person, while the remaining groups with participants from Charlottetown, Dieppe, Belleville, and Québec City were conducted online
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend
- Each participant received an \$90 honorarium in respect of their time
- Across all locations, 92 participants attended, in total. Details on attendance numbers by group can be found below.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Calgary, AB	1	English	Mar. 4, 2020	5:30-7:30	Women	10
	2			8:00-10:00	Men	9
Richmond, BC	3	English	Mar. 10, 2020	5:30-7:30	Women	9
	4			8:00-10:00	Men	7
Charlottetown, PEI	5	English	Mar. 17, 2020	5:00-7:00	Women	7
	6			7:30-9:30	Men	8
Dieppe, NB	7	French	Mar. 19, 2020	5:00-7:00	Women	7
	8			7:30-9:30	Men	7
Belleville, ON	9	English	Mar. 25, 2020	5:00-7:00	Women	6
	10			7:30-9:30	Men	6
Québec City, QC	11	French	Mar. 26, 2020	5:30-7:30	Women	8
	12			8:00-10:00	Men	8
Total number of participants						92

Key Findings

This wave of focus groups took place over the course of an eventful month. The first two sets of groups, in Calgary and Richmond, held on March 4th and 10th, respectively, were conducted prior to the declaration of COVID-19 as a global pandemic by the World Health Organization and the first presumed case of community transmission in Canada on March 11th, followed by the declaration of states of emergency by provinces and cities across the country beginning on March 13th.

In the two weeks that followed, between the middle and end of March, the four remaining sets of groups in this wave were all moved online but with participants still regionally concentrated. These were focused on Charlottetown (March 17th), Dieppe (March 19th), Belleville (March 25th) and Québec City (March 26th).

Over the course of the last two weeks of the month, COVID-19 became the exclusive focus of the research, examining perceptions and attitudes about the pandemic and the measures being put in place by various levels of government. These measures involved shut downs and closures of the economy and public life, new restrictions on travel and border crossing, as well as the implementation

of widespread physical distancing, social isolation, quarantine and stay-at-home measures. At the same time, the federal government was announcing a series of economic and financial measures to mitigate the impact of widespread shut downs on individuals, businesses, and sectors.

Government of Canada News: Early March (Calgary and Richmond)

In the Calgary and Richmond groups, in the first two weeks of the month, COVID-19 was commonly identified as a Government of Canada news story. Participants were generally aware of and watching this issue unfold. It was top-of-mind in both locations, but not prominently or especially urgently. In fact, issues related to pipelines, the Wet'suwet'en protests, and the recent drop in the interest rate were more widely mentioned and discussed as issues of note.

Beginning in the groups held after March 16th, COVID-19 became the dominant issue that was mentioned as federal government news.

COVID-19: Perceptions in Early March (Calgary and Richmond)

Prior to the events of mid-March, participants in these locations were highly-attuned to what was happening with COVID-19, but they were not especially worried. The impact on their lives and communities was still limited. Most were implementing sanitary precautions, and many were beginning to see some effects on local businesses and social events and interactions resulting from measures to avoid crowds, stay at home more, and limit contact with other people. Anti-Asian racism was a concern for a number of participants in both locations. Some were also hearing about restrictions on travel and the impact of global cases on trade, the travel industry, and travelers, as well as schools and students.

Most expected COVID-19 to get worse, but few felt a high level of immediate concern for themselves or their families. The relatively few cases in Canada, a number of participants pointed out, were still related to travel. Many downplayed the potential impact of COVID-19 on public health in Canada, and some felt that concerns were being overblown. Despite engaging in at least some precautionary measures or changed behaviour, participants tended to compare COVID-19 to the flu for most people and to associate major health concerns with older people and those with pre-existing medical conditions.

Participants were not especially attuned to federal government actions regarding COVID-19, except with regard to the border and travel. A number of participants commented on efforts by the Government of Canada to bring stranded Canadian travelers home from Asia, and implement quarantines. A number of participants also felt that the federal government was being slow to act in restricting travel or communicating clearly with air travelers about restrictions and measures to reduce the risk of spread.

COVID-19: Perceptions from Mid-month to the End of March (Charlottetown, Dieppe, Québec City, Belleville)

Impact

With the declaration of a global pandemic, the beginning of community transmission in Canada, and emergency measures rolling out in provinces and cities across the country, attitudes among participants underwent a decisive shift. COVID-19 was now widely viewed as a serious issue for Canada. Most participants were being directly impacted by widespread closures and shut downs in their communities – of schools, businesses, workplaces, and events – as well as widespread social distancing and isolation measures. Some had lost work, business or jobs, many had changed their working arrangements, and most were staying home as much as possible and changing their behaviour in public when they were going out. No one said they were continuing to physically socialize with others outside their household.

COVID-19 in the news

Participants were paying close attention to a wide range of issues in the news related to COVID-19. Most commonly, they were following the number of cases, hospitalizations, and deaths in Canada and in their province and community, as well as globally. The widespread shutdowns and the new phenomena of ‘social distancing’, house isolation, and quarantines were top of mind as well. Participants were also attuned to information about symptoms, testing, and what to do if they or a family member became sick. The frequency of government communications, press conferences and announcements were also prominently mentioned. Many, if not most, were seeing the daily press conferences being held by the Prime Minister outside his residence, and by provincial Premiers and public health officials from different levels of government.

Awareness of federal government initiatives

Most said that they were paying close attention to communications from the Government of Canada, which they described as engaged, visible, and active in its efforts to manage the crisis. Asked about what they had seen or heard with regard to specific policies, participants tended to highlight two key areas of focus: economic and financial initiatives, and measures related to the border and travel.

There was widespread awareness that economic relief was being offered by the federal government through a range of initiatives aimed at individuals, employers, and businesses. Participants tended to be up to date on recent announcements and aware that the effort was evolving. Many had basic knowledge of specific initiatives, such as the employee supplement for small businesses, changes to employment insurance (EI), and monthly benefits being offered to those not covered by EI, as well as deferrals for payments related to taxes, student loans and mortgages. Most felt that the federal government was preparing a significant and comprehensive aid package.

Participants had also heard about measures to close the borders and restrict travel. Participants spoke about restrictions on cross-border travel for non-essential reasons, with exceptions being made for commerce, trade, and US citizens (at the time of some of the groups), as well as some of those measures being revised and tightened. Many were also aware of measures in place for returning

travellers, including screening and home isolation. Some mentioned, unaided, that they had also heard that there were issues with these measures being properly implemented.

Top concerns

Participants were concerned about a wide range of issues related to COVID-19. Most commonly, they were paying close attention to the spread of the virus and its impact on health. Participants were concerned about cases nationally as a key indicator of the magnitude of COVID-19 and its impact on the country. And they were interested in local cases as a measure of personal risk. Overall, participants were more concerned with public health than personal risk, and they were most concerned about the health impacts on older people and those with medical conditions, especially members of their own families, than on themselves or their children.

Most participants were equally concerned, if not more so, about the economy than about public health. They commented on the negative impacts of widespread closures and social distancing on businesses and industry, including employment and supply chains, as well their personal finances and incomes. Some felt that the economic disruptions had the potential to create more harm and longer-term negative consequences for the majority of people than the virus itself.

Financially, a number of participants had already been affected by the shutdowns and had lost jobs, prospects, hours, shifts, business and clients. Among those affected, a number of participants were very concerned about their ability to manage in the immediate term and pay for rent and basic living expenses. While some felt secure for now, few felt prepared to weather a prolonged downturn.

Uncertainty itself was another top concern. Many wanted more information concerning how bad the impact of the virus might be on public health, the economy, and personal finances, and how long the closures, shut downs, and disruptions might last.

Another key area of concern related to the effectiveness of social distancing and isolation measures, especially enforcing compliance. Most felt that that more needed to be done to encourage and enforce these measures and get everyone to take them seriously.

COVID-19: Assessments of the Federal Government Response (Charlottetown, Dieppe, Québec City, Belleville)

Overall assessment

Participants were somewhat mixed in their assessment of the federal government's overall response to the COVID-19 crisis. In Dieppe and Belleville, participants were overwhelmingly positive. They felt that Canada was enacting a more effective response than many other countries and doing a good job, overall. They credited the federal government with good communications, fast action on economic and financial measures, and strong support for the messages related to prevention and stopping the spread through social distancing and home isolation.

In Charlottetown and Québec City, many were more divided or critical in their views. These participants were primarily concerned with what they saw as an initial slowness to act by the federal government,

specifically mentioning a slow start to tightening the border, restricting travel, and mitigating the risks associated with returning travellers.

Key issues: strengths and weaknesses

Regardless of their overall assessment, most tended to agree that the federal government was doing a good job in some important areas and needed to improve in others.

Communications: The Government of Canada's public communications were generally given high marks. Most felt that the Prime Minister, in particular, and Canada's Chief Public Health Officer were doing a good job. They are being highly visible, authoritative spokespeople for the national effort, and keeping the public informed with frequent updates. Many said that they appreciated the overall quality of this effort and were looking to the federal government for updates and announcements on policy, and as a trusted source of information. Areas for improvement included communicating more forcefully about physical distancing, isolation, and quarantines, for example by issuing 'directives' with consequences for non-compliance, and providing more information about cases, locations, testing, screening, and the impact of current measures. Many also wanted to see more projections regarding the impact and duration of the pandemic and its disruptions to public life and the economy. Some also wanted to know more about economic and financial initiatives, especially qualifying criteria, how to apply, and how quickly money or relief would be made available.

Economic and financial measures: Most liked the swiftness and magnitude of the federal government's response to the economic and financial impacts of COVID-19. Participants generally felt that the government was doing a lot to buttress the economy, mitigate the impacts of an unprecedented disruption, and meet the urgent needs of the many businesses and individuals affected. Many liked the focus of these measures on people, and not just employers, business and industry. A number of participants felt that even more needed to be done, and that the federal government needed to move more swiftly to issue financial assistance and ensure that no one was being left out.

Borders and Air Travel: Many felt that the federal government should have tightened the border and limited travel earlier than it did. A number of participants also felt there had been problems associated with Canadians returning home in response to new measures and restrictions, including travellers crowded together in customs, a lack of screening or other precautions being implemented at airports, and shortcomings in communicating about the obligatory two-week house isolation or enforcing it in any way.

Federal-provincial coordination: Some felt that there should be more federal-provincial coordination on major responses and measures, to avoid gaps, inconsistency or confusion.

Priorities for next steps

Asked specifically what federal government should be doing, based on the issues and concerns most important to them, participants had some key suggestions.

Contain the spread: Most commonly, participants wanted to see the federal government continue to implement or strengthen measures necessary to contain the virus and slow down its spread until a

vaccine or treatment could be found. This included stricter measures, and more forceful communications, regarding the closures of nonessential businesses and workplaces and compliance with stay-at-home directives, physical distancing, and quarantines. Participants generally felt that more testing was needed, as well, to monitor and manage cases and risk more effectively.

Deliver comprehensive economic and financial support, quickly. Most felt that the federal government should continue to do whatever was needed to respond to the economic and financial crisis for citizens, employers, and businesses. Most agreed that the priority now was to continue to ensure that everyone was covered, and to get the money out quickly, recognizing the urgent need among many businesses and individuals.

Provide more detailed information about financial supports and programs. Many wanted to know where to go to get more detailed and comprehensive information about the range of financial benefits and relief being made available to individuals. Some also wanted more work done to ensure that the application process was clear, easy, and straightforward, and that people could easily determine if they qualified or not.

Continue to communicate well and move quickly. Participants were paying close attention to the federal government and its announcements and communications. Most felt that the federal government was doing a good job with public communications, and had begun to move quickly and proactively, especially with widespread shutdowns and preventative measures, such as social distancing and home isolation, and the announcement of financial and economic initiatives. They wanted to see this continue.

Share more information: Most participants wanted more information to help them assess the situation with COVID-19 and get a better understanding of associated impacts, risks and timelines. Most commonly, participants wanted to get a clearer picture of the true number of cases in Canada, based on testing, as well as where those cases were located in communities. They also wanted to see projections to better understand how bad the pandemic or its impact on the economy might become, how long it might last, and what the various scenarios, trajectories or outcomes might be.

Address travel-related concerns: While some of the main concerns with the border and travel were widely viewed as problems of the past, some felt that that key issues remained that needed to be addressed to ensure that travellers were screened on their arrival and received more information about the need to self-isolate at home, including stronger messages about the compulsory nature of the directive and consequences for non-compliance.

COVID-19 Ad Testing (Richmond, Charlottetown, Dieppe, Belleville, Québec City)

As COVID-19 emerged as a significant and urgent issue, and an increasing focus of government, the public, and the media, discussions within each of the groups included the testing of a number of advertising concepts. The testing started with the Richmond groups on March 11th and looked at a series of concepts and executions intended for distribution across a range of media – online/social

media, print, radio and television. The main insights are summarized below by media platform, rather than by location.

Online and Social Media Ads (Richmond, Charlottetown, Dieppe)

As COVID-19 was becoming a more serious global public health threat, PCO took the opportunity to test a series of four concepts for social media with the groups in Richmond, British Columbia, on March 11th. Two of the concepts were designed for Facebook and two for Twitter. Three of the four concepts focused on COVID-19 information specific to travelers, including what travelers need to know prior to traveling abroad (Twitter), what to do if falling ill while traveling (Twitter), and the symptoms to watch for when returning from abroad (Facebook). The fourth concept was focussed on preventive measures to protect against transmission of COVID-19 and was broadly applicable to the general public (Facebook). Participants were shown paper copies of each storyboard, which included individual video frames depicting the imagery and messages. All of the ads concluded by showing the website (Canada.ca/coronavirus) and a toll-free telephone number for more information.

Based on responses to the individual ads, and comments overall, participants preferred a more broadly relevant message, and executions that were simple, clear, uncluttered, and visual. In general, the ads that focused on information for travelers were viewed as less relevant, while the Facebook ad, which included information about prevention, was seen as more broadly applicable. This ad focused on five simple measures to protect against the virus (i.e., handwashing, coughing/sneezing into your elbow, avoiding contact with sick people, avoiding touching your face and staying home if you feel ill).

Participants tended to feel strongly that copy-heavy ads were inappropriate for social media. They felt that they ran counter to expectations in this medium, and would have the reverse effect of engaging the user. Participants also noted the importance of having the Government of Canada logo or wordmark appear early in the ad, both to capture immediate attention and to enhance the credibility of the content.

Two banner ad concepts were tested in Charlottetown and Dieppe. These concepts focused on key messages related to reducing the spread of COVID-19, similar to the messages relayed in the social media ad which centered on prevention, as noted above. Using both images and words, these concepts leveraged the idea of repetition in slightly different ways. Repetition was generally viewed by most participants as an effective creative technique to get audience attention and to reinforce the key steps to reduce the spread of the virus.

Television Ads (Belleville and Québec City)

Two television ads were tested in Belleville and Quebec City both of which featured Dr. Theresa Tam, Chief Public Health Officer of Canada. One emphasized frequent handwashing, avoiding face-touching, sneezing into your arm, and staying at home as much as possible. The other centered primarily on messages regarding social distancing, avoiding non-essential travel and self-isolation for those who have been exposed to the virus. In this concept, Dr. Tam also urged Canadians to stay connected by telephone or online.

Both ads were viewed as credible and easy to understand. They were widely seen to be communicating important facts, information and advice to slow the spread of the virus. Comments suggest that, as Canadians were becoming more informed and concerned about COVID-19, participants were in fact poised for messaging that took a somewhat more urgent and emphatic tone. For a number of participants, there was a sense that more definitive messages about the severity of the virus, and specifically on social distancing and stay-at-home directives, were required to address concerns that some were not adequately adhering to these measures.

Radio Ads (Charlottetown and Dieppe)

Participants were shown three different radio ads throughout the course of the month of March, which all focused on key messaging around the various ways Canadian's could protect themselves from COVID-19. In Charlottetown and Dieppe, participants listened to an ad recorded by the Prime Minister and in Belleville and Quebec City, scripts (*Take Care* and *Save Lives*) were read aloud by the moderator.

Response to the three proposed ads were mixed. Overall, the women were more positive about the ads, whereas men tended to be more critical. The *Take Care* script garnered the strongest positive response overall, as it conveyed an encouraging message about collective strength and appealed to Canadian values, while the other two scripts received more mixed reviews.

Regardless of the scripts, participants liked some key features. They liked communications that were clear and to the point, and informative and comprehensive in terms of offering advice. Many also cited strengths around setting an encouraging and reassuring tone and drawing on Canadian values. By contrast, other participants, mostly men, believed the message needed to be more hard-hitting and use stronger language to be effective. In particular, participants questioned references to "non-essential travel" and "crowds", which many cited as dated advice. Other weaknesses included the speed and comprehension of the ad (specifically with regards to French versions), the importance of including both a URL and telephone number, and a generally low memorability factor across the board.

Both taglines used in the ads performed reasonably well. There was a slight preference for "When you take care of yourself, you take care of others", due to its implied messaging around personal responsibility. However, "Stay Home. Save lives," was a clear preference for the men's group in Belleville for its brevity.

Print – Postcard (Charlottetown and Dieppe)

Participants in Charlottetown and Dieppe were shown a postcard with information about three key issues regarding COVID-19: precautions to take to avoid transmissions, symptoms, and what do if symptoms developed. Overall response to the postcard was positive and strong. Participants liked that the postcard provided comprehensive and useful information, while also being clear and succinct. The one common issue with the postcard, given the amount of information it contained, was that the content might be hard to read and better-suited to a larger format such as a poster. Suggestions for improvements included tweaks such as bolder font and brighter colours to make the postcard stand-out more, and the inclusion of a telephone number.

Campaigns (Charlottetown and Dieppe)

In order to provide direction to an overall campaign strategy, two different concepts were shown to participants in Charlottetown and Dieppe. While they both focussed on the same overall theme, with regards to precautions to stop the spread and transmission of the virus, different approaches were taken to how content was presented.

There was no clear preference overall, or by location or gender. About half of the participants selected the concept where the messages were stated repeatedly ("Concept 1") and the other half selected the concept which showed individuals in various settings performing actions to stop the spread ("Concept 2"). Those who selected Concept 1 found repetition to be a more effective technique for getting the message across, in a way that was eye catching and understandable. By contrast, those who selected Concept 2 felt the graphic approach taken was simpler and more engaging and noticeable, and did a better job of conveying the message effectively.

However, few felt that the campaigns, regardless of the concept chosen, would prompt them to take more action or change their behaviour. Most said that they were already aware of and following these directions.

Message Testing (Richmond, Charlottetown, Dieppe)

Participants in the second, third and fourth locations of the month undertook an exercise to evaluate potential messages about COVID-19. Presented with a list of these messages, participant's responses varied by location. In Richmond, participants chose "*Help prevent the spread of COVID-19. Here's what you can do to help*" as their clear preference. Reasons for selecting this messaging included its plea for 'help', the fact that it specifically referenced "COVID-19", and that it encouraged direct, personal action. Post March 15, in Charlottetown, the majority chose as their top choice "*When you take care of yourself, you take care of others*" due to its empathetic tone, which softly urged the reader to take action by appealing to enlightened self-interest and social values. This style of messaging, however, did not resonate with participants in Dieppe, where most chose "*Do your part. Help reduce the spread of coronavirus disease*". Comparatively, Francophones appreciated how this message was very direct and to the point. In terms of the other selections "*Take Care of Canadians*" and "*Now is the time to act and we must act together*" were the least favoured.

Non COVID-19 Findings (Calgary, Richmond)

The first two sets of focus groups in March, held in Calgary (March 4th) and Richmond (March 10th), covered a range of both national and regional issues. While these were fruitful discussions which captured some valuable contemporary views, these no longer became the priority for the March research in face of the COVID-19 pandemic. Instead, this research program was redesigned after March 15th to run online and to conduct focus groups that were specifically designed to provide direct input into Government of Canada COVID-19 response policy and communications.

The detailed findings from the focus groups in Calgary and Richmond have been retained however and can be found in the Detailed Findings of this report.

MORE INFORMATION

The Strategic Counsel

Contract number: 35035-182346/001/CY

Contract award date: June 27, 2019

Contract value: \$808,684.50

Overview of COVID-19 Progression in March

This report is part of a multi-year linear qualitative research study on Canadian knowledge of and opinion on a range of public issues. During March 2020 there was a rapid and wrenching change in format and content of this research due to the COVID-19 pandemic. Pre- COVID-19 discussions focused on a more broad range of public issues, while discussions that followed after the coronavirus arose as a serious public health issue (as of March 15th) were solely focused on COVID-19. As a result of these changes, this report is clearly demarcated into two parts: pre and post March 15, 2020.

In order to provide context to the reader, below is a quick overview of the timeline in Canada in March, including key research dates for PCO/TSC.

- 4 March
 - First set of focus groups of the month were held in Calgary, Alberta. Issues such as pipelines, blockades, interest rates, and budget were top of mind. COVID-19 was just beginning to emerge
 - The Federal Government Committee focused on COVID-19 was not doing any social distancing at its meetings
- 9 March
 - First death from COVID-19 in Canada
 - First pandemic-related market crash

- 10 March
 - Two focus groups were held in Richmond, British Columbia. Issues focused on pipelines, blockades and Wet'suwet'en concerns, Student Loans, as well as the rise of COVID-19 (including a COVID-19 Social Media Ad testing exercise)
- 11 March
 - WHO declared COVID-19 a pandemic
 - First case of community transmission
- 11-13 March
 - PCO/TSC restructured the research program as a result of COVID-19
 - Replaced the face-to-face sessions with fully functional online groups
 - Regional and gender splits maintained
 - Complete content change with a focus on COVID-19
- 12 March
 - Prime Minister (PM) Justin Trudeau's wife receives positive diagnosis for COVID-19 and PM starts 14-day self-isolation
- 13 March
 - PM conducts first of his daily 'front door' press conferences
- 16 March
 - International borders closed to non-Canadians
- 17 March
 - First set of new online focus groups with full COVID-19 emphasis start
 - Three more sets of focus groups conducted online throughout the rest of March

Detailed Findings: Part 1 – Pre March 15, 2020

Government of Canada News (Calgary, Richmond)

Overall

Three main issues were top of mind among participants in these two locations in the first two weeks of March: pipelines, interest rates, and COVID-19.

The most common and detailed mentions concerned pipelines, including ongoing controversies around their construction, and the Wet'suwet'en protests and blockages in particular. On the broader issue of pipelines, a number of participants felt that they had seen or heard recent news concerning court cases and new legislation related to pipeline projects, as well as efforts being made by the federal government to get these kinds of projects underway. In regard to the Wet'suwet'en protests and blockades, which came up as an issue in all groups, many said that they were aware of the federal government getting involved in the negotiations with the community's leadership to resolve the

dispute. A few also felt that some action was being taken to remove the blockades of rail lines, or least had been promised recently by the federal government.

Many participants also mentioned recent cuts to interest rates. Some attributed this decision in Canada to the earlier rate cut in the United States. Most felt the rates had been lowered to stimulate the economy and stabilize the falling stock market. Some felt that it had also been intended to protect homeowners.

COVID-19 came up too but it was not yet dominating discussion as it would later in the month. A few felt that it had caused disruption to the economy and stock market and that had prompted the cut in interest rates. A number of participants mentioned seeing some recent news conferences from government about the virus, including a recommendation to members of the public to stock up on food and other supplies. Participants also mentioned evacuations and quarantines of Canadians in Asia or on cruise ships. Some (unprompted) offered these as positive examples of government actions, while others felt that the government was not doing or communicating enough on these issues.

Teck Frontier Mine Project (Richmond)

Few in Richmond had heard about the Teck Frontier Mine project in Northern Alberta. Among those who had, some were aware of Teck's decision to withdraw its application for the project.

Those with knowledge of the project felt that the federal government had contributed in some way to what they viewed as a negative outcome for the economy, though no one offered specifics. Some of these participants also felt that oil prices probably had a lot to do with the decision by Teck, and that the Wet'suwet'en protests and blockades likely contributed as well.

Few felt that delaying the mine was the right decision. Participants were concerned about the negative impact on the economy, jobs and the oil and gas industry. They felt that this latest cancellation did not bode well for the future of the oil industry in Canada, and that the Canadian Government needed to do more to support the industry, for the sake of Alberta, its economy and workforce, and for the sake of the national economy as well.

Wet'suwet'en Protests (Calgary, Richmond)

Awareness and Understanding

There was a fairly high level of awareness of the Wet'suwet'en protests and blockades in these groups. A number of participants commented on the extensive media coverage of events, and most were following the story to some degree, if only through the headlines.

Regardless of their varying degrees of engagement and information, participants tended to view the story in similar ways. They focused on the barricades and disruptions around rail lines and their effects on transportation, economic activity, and livelihoods. Most felt that the issue was an urgent and difficult problem to be solved, aggravating existing concerns about the economy, especially in Alberta.

Many framed the transportation disruptions and barricades as a law and order issue to be dealt with. But many also associated current events with pipelines and Indigenous issues more broadly, and placed them within the context of what they saw as long-standing challenges in these areas as the underlying issue.

Opinions

There were mixed views about the issues most urgently at stake in these events. Many participants were primarily concerned about the barricades and transportation disruptions, which they characterized as damaging to the economy, unfair, illegal and potentially dangerous. Some questioned the motivations of the protesters, referencing stories that they had heard about paid agitators and foreign groups coming into Canada to influence events. A few stressed that approval from the Wet'suwet'en had already been given for the project and questioned the rationale for the protests.

At the same time, many also associated the issue with what they saw as legitimate underlying concerns about consultations with Indigenous communities on pipeline projects. Some referred to what they viewed as poor treatment of Indigenous people by governments in Canada, and a history of failing to deliver on commitments. A few felt that governments had contributed to the problem by pushing too hard and fast to get pipeline projects built. Some questioned whether adequate consultation for this project had taken place with the Wet'suwet'en and if the Nation's territorial rights were being honoured.

In most groups there was some comment and debate about the legitimacy of the protests, as well. Most felt that barricades and disruptions were simply not an acceptable form of protest, regardless of the legitimacy of the underlying grievance.

Views of the federal government's response

Most were aware of federal government efforts to address the protests and barricades. In most cases, participants said that they had heard that the Government of Canada was reaching out to the Wet'suwet'en to negotiate a resolution to the dispute. Some said that they had heard about an agreement being reached, others felt that little had been accomplished to date, and some had not heard about any recent developments.

Some also said that they had heard that the government had promised to get the barricades removed, including through police action, but most felt that the federal government had not done enough in this regard, given the persistence of the problem.

Asked for their assessment of the federal government's response to date, opinions were mixed but tended to be more negative than positive, overall. Some acknowledged the difficulty of the challenges and tasks involved, and felt that the government was making efforts. But most agreed that too little was being done to get the blockades of transportation corridors removed or to negotiate with the Wet'suwet'en and improve consultations, relationships and the approvals process on pipeline projects with Indigenous communities.

Asked what else the Government of Canada should be doing, most felt that removing the barricades was the top priority, separate from the ongoing negotiations with the Wet'suwet'en. While some, especially in the women's group in Richmond, felt this had to be done carefully or sensitively to avoid escalation or the possibility of violence, most felt the disruptions simply needed to be stopped. A number of participants felt that a more "forceful" or "heavy-handed" response was warranted. Given the perceived impact on the economy and broader population, widespread views that the barricades were illegal, or fears that private citizens might attempt to take matters into their own hands, many supported arrests being made and the barricades being forcibly removed by the police.

A number of participants also felt that the government needed to do more to speed up resolution of the issue with the Wet'suwet'en. Some, again, supported a more sensitive approach, believing that the Wet'suwet'en likely had a valid grievance. Others suggested that the government should "push harder" or "take a harder line". Some felt that an agreement was already in place and should be honored and that the Wet'suwet'en needed to focus on their own internal issues and politics.

Federal Budget (Calgary)

Awareness and Expectations of the Upcoming Federal Budget

There was very low awareness among participants of the upcoming federal Budget. Only one participant said they had read or heard something about it, and they did not have any details.

When asked what they might expect from the federal Budget based on what they knew about the government's priorities, participants provided mixed responses. Participants in the women's group felt that the Budget might be focussed on deficit reduction and spending cuts or restraint. Some also felt that it would include measures related to the environment, including energy efficiency, carbon pricing, and carbon emissions reductions. In the men's group, on the other hand, responses were limited to a few negative comments regarding likely increases in spending and the deficit.

Topics of Focus for the Federal Budget

When asked what they would like the federal government to focus on, participants most commonly said that they wanted to see more support for the Alberta economy, including incentives for growth, tax breaks for small businesses and entrepreneurs, and more investment in innovation, technology and green energy. Some said they wanted to see more vision for the Alberta economy from the federal government and some clear goals and priorities for securing a better future for the province.

Participants also identified social priorities, especially health care and education. Some were concerned about the aging population, others about youth, but there were comments in both groups about the

federal government needing to do more to ensure the needs of Canadians are being met. In the men's group there was a desire for the federal government to contain spending and the deficit.

Exercise: Budget Theme

Participants in both groups were given a list of possible themes for the federal government's upcoming Budget. They were asked to identify the top two they would most like to see the government adopt, as well as any they felt would be a bad theme for a Budget. The list included the following choices:

- A Climate Budget
- A Budget to Grow the Middle Class
- A Budget to Make Life More Affordable
- A Healthcare Budget
- A Well-Being Budget
- A Budget for Living Within our Means
- An Innovation Budget
- A Budget for Improving Quality of Life

Results below are rank-ordered based on the number of people who selected these themes as their first choice. Overall, *A Budget to Make Life More Affordable* was the top choice among participants, followed by *An Innovation Budget*.

TOP CHOICES

A Budget to Make Life More Affordable

Twice as many selected this theme as their number one choice compared to the others on the list, and nearly half of all participants placed it in their top two. Among those who did, participants said they were extremely concerned about what they viewed as a high cost of living compounded by high rates of unemployment and incomes not keeping pace with inflation in Alberta. Many said it was a tough time economically for the province, overall, and that Albertans were struggling to get by and afford the basics. They described people working multiple jobs and relying on foodbanks or facing unemployment and cutbacks to social security. Most said that life had become increasingly unaffordable to them, especially with regard to the cost of housing. They also expressed broad concern for the welfare of Albertans in general especially those from low income households and vulnerable groups, such as single parents or unemployed oil and gas workers. With regard to specific areas for investment or policy, some wanted to see something done (they did not know what) to address the high cost of housing. Some in the men's group, including those who had earlier expressed

concerns about deficits, also wanted the federal government to see if there was some way to reduce personal income taxes and cover more costs related to health care, such as dental.

An Innovation Budget

This theme was near the top of the list as well, but most selected it as their number two choice. The men were more likely than women to identify it as their number one selection. Those who chose this theme as a priority felt that Canada was not doing enough to invest in innovation, technology, and in related initiatives, industries, sectors and businesses. They felt that there was an innovation gap to close in Canada and an opportunity for the federal government to help Canadian-based companies create jobs, attract investment, and capture more of the global market by focussing on innovation and nurturing growth in related areas. These participants liked the positive forward-looking vision of this theme.

OTHER THEMES

A Budget to Grow the Middle Class

A few chose this theme as their first or second choice, but just as many felt it was a bad idea for the federal Budget. That said, for all but one of the remaining themes, the balance of opinion was negative so this one was viewed marginally more positively. Those who liked this theme felt that it would include policies to address income disparities, and what some described as a widening gap between rich and poor, as well as the high cost of living. Many felt that life had become unaffordable for most people. Some mentioned the cost of housing as a particular issue they hoped would be addressed, some expressed a desire to see some initiatives that would help to address poverty. Some thought that the government might look at ways to reduce healthcare-related costs for the public, as well, as a way of strengthening the middle class. Most viewed this kind of budget as focussing on broad socio-economic issues, including well-being, quality of life, and standard of living. There was some agreement that initiatives to improve healthcare and reduce related costs also belonged in a budget focussed on the middle class. Those who did not like this theme generally disliked the class-based approach. Some felt that it was exclusive and disregarded the needs of the lower income Canadians and households, while a few disliked or were confused by the language and had questions about what “middle class” meant, if anything, in Canada today.

A Healthcare Budget

No one identified this theme as their top choice but a few placed it in their top two. Moreover, health care came up as an important area for federal government investment within the context of discussing other themes. That said, this theme did not elicit much interest, or much discussion, in a positive or negative way. Only one participant felt this theme was a bad idea, while others simply felt that the priority should be placed elsewhere on the kinds of financial and economic issues they assumed would be addressed if the Budget focussed on affordability or innovation, for instance.

A Budget for Improving Quality of Life

While relatively few chose this as their number one choice, compared to the themes above, quite a few identified it as their second choice. Those who liked it felt that it was broad in scope and would likely cover a wide range of important core issues and concerns, such as education and health, cost of living, jobs, incomes, social services, housing, and supports for vulnerable populations. Some felt it was similar in some respects to either growing the middle class or making life more affordable, but more inclusive, and would be focussed on ensuring that everyone had access to a decent life.

A Well-Being Budget

Very few liked this theme and more disliked it. Most felt that it sounded too broad or vague and beyond the scope of government. The few who selected this theme as a top choice liked that it sounded comprehensive and felt that its focus would be on taking care of people, promoting quality of life, and investing in healthcare as well as overall health, including initiatives to promote healthy lifestyles and diets.

A Budget for Living within our Means

More participants disliked this theme than placed it in their top two. Some were confused about who was meant to be living within their means in this budget – the government, citizens, or both. Those who disliked this theme did so either because they felt it sounded paternalistic, as though the government would try to dictate changes to personal spending behaviours, or because they associated it with mediocrity, i.e. giving up and not striving. The few who liked it felt that this theme expressed a common sense approach to fiscal responsibility, and would likely lead to some kind of deficit and debt reduction. Some felt that it might assist Canadians with household financial management or send an important message to Canadians and the importance of living within their means.

A Climate Budget

Very few placed this theme in their top two choices. Many more felt it was a bad idea for the federal Budget. Those who did not like this theme tended to associate it with a price on pollution or a “carbon tax”, which they felt was “redistributing” money from Alberta and their primary industry, toward other provinces or national priorities. A number of participants questioned the environmental imperatives and science concerning anthropomorphic climate change. While others pushed back, describing climate change as a “fact”, most agreed that the focus should be on the economy and jobs, first.

The few women who liked this theme described climate change as a pressing issue. They felt that society needed to change and that government had an obligation to lead that effort. They also believed that the promotion of energy efficiency and innovation in the energy sector were positive examples of the kinds of policies or initiatives that the federal government might pursue as part of a climate budget. In the men’s group, where participants were more likely to dislike this theme, one participant noted, to some agreement, that carbon pricing had been shown to work and was a good way to get the big polluters to reduce their emissions.

Expectations of a Climate Budget

Participants were asked what type of spending and policies they would expect to see in a “climate budget”, if the federal government were to move forward with that theme. The few participants who were more favourable toward this type of budget felt that it would be focussed on carbon pricing, making big polluters pay, and encouraging large businesses to lower their emissions. Some felt that there might be measures to help or encourage consumers to reduce emissions and change their behaviour as well. Among those less favourable toward the idea of a climate budget and carbon pricing, some felt that if the money collected was invested back into the economy and put toward incentives for consumers to purchase solar panels and electric vehicles, for instance, it might constitute a more palatable approach. Indeed, a number of participants expressed support for the idea of diversifying the economy, moving away from the reliance on oil and gas, and providing incentives for businesses and consumers to change their behaviour and invest in innovation and alternative energy. And many felt these goals would fit with a climate theme and have a positive impact on the economy.

Difference between a Climate Budget and an Environment Budget

Asked if they perceived a difference between a “climate budget” and an “environment budget”, most said that they did. While the two themes were widely viewed as similar and interrelated, most felt that an environment budget would cover a wider range of issues and initiatives, and that a climate budget would be more narrowly focussed on climate change, carbon pricing, and greenhouse gas reductions.

Asked if they preferred a climate or an environment budget, most chose an environment budget. Participants liked that it was more all-encompassing. They associated it with a range of issues that they viewed as important, including water quality, environmental clean-up, wildlife protection, and improved human health. Most felt this broader theme was more positive, more broadly relevant, and more relatable, personal and local. By contrast, some felt that a climate budget sounded more nebulous and that issues such as climate change and carbon pricing were contentious, divisive, or off putting for many people.

Expectations of Policies in a Budget to Improve Quality of Life

Participants were asked what type of spending and policies they would expect to see if the federal government were to move forward with a budget focused on “improving quality of life”. Most felt they would be broad in scope, in keeping with the multifaceted nature of ‘quality of life’, and include a focus on the economy and jobs, more support for people living on social assistance, and greater investments in healthcare and education. The high cost of housing was mentioned as a pressing quality of life issue that might be addressed by the federal government. Some cautioned against overspending, however.

Western Issues (Calgary)

Exercise: Relationship between Government of Canada and Alberta

Participants in the Calgary groups were asked to write down on a sheet of paper words that they would use to describe the relationship between the Government of Canada and their province. Most commonly, participants characterized the relationship as misaligned and disconnected, lacking in mutual cooperation and understanding, or adversarial in nature.

With regard to the main issue, participants generally felt that Alberta and its economic imperatives, especially in regard to the oil and gas industry, were being ignored, neglected, or mishandled by the federal government. Many felt that priority was being given to environmental concerns and policies over economic ones for their province, and to the interests of other provinces in “the East”, especially Québec.

Problems with pipeline projects and the Wet’suwet’en protests were brought up as current examples of Alberta’s grievances with the federal government. Equalization payments were also mentioned as a point of contention. Some also referenced a long-standing history, in their view, of disagreements and divisions between Alberta and the federal government as the broader context for current strains.

While some did not share the view, most said that Albertans tended to feel left out, overlooked and unsupported by the federal government. Participants described feelings of resentment and a sense that the federal government did not have Alberta’s best interests at heart. Some described Albertans as feeling hurt, angry, or misunderstood. While many felt that both sides could do a better job of working together, a few, especially in the men’s group, described the federal government as primarily at fault. When asked, all but one participant felt that their province was treated unfairly by the federal government.

Participants had a number of suggestions for the federal government about how to demonstrate that it was in touch with the concerns of their province. Some felt that it needed to be more transparent and accountable in its dealings with Alberta, and do a better job of listening and responding to the province’s concerns. Some wanted to see a better balance between environmental and economic priorities and more support for the oil and gas industry, including getting pipelines built. Changing or eliminating equalization payments was also mentioned.

TMX Pipeline

In addition to the relationship between the Government of Canada and their province, the Calgary groups included discussion of a set of specific issues affecting Western Canada, the Trans Mountain Expansion (TMX) Pipeline being one of them.

Most participants in these groups had heard about the pipeline. Most had some knowledge of the project and believed that it had been approved and was about to go ahead or already underway. Few felt that the pipeline would be built on schedule however, or that the schedule and timelines were realistic, given the kinds of delays and opposition the project had already encountered. A few in the women’s group felt that the pipeline might not be built at all due to what they viewed as a lack of federal support.

Equalization Payments

Most of the men were familiar with the term 'equalization payments', and about half of the women said they were aware of the program. Among those who knew about it, most felt they could describe the program in broad terms. The explanations provided focussed on pooling provincial contributions based on income or GDP and taking money from the 'have' provinces and giving it to 'have nots'.

Most felt that Alberta was being treated unfairly under the present arrangement and that the system should be changed or at least reviewed in light of the province's current economic circumstances. Due to their lack of detailed knowledge about how the system of equalization payments worked, no one had any concrete suggestions for how it might be changed or improved.

China's Boycott of the Canadian Canola Industry

When asked, most participants said they had heard something about this boycott. Most did not know any of the details beyond headlines they had seen in the media, but a few felt it was part of a larger diplomatic dispute between Canada and China that was related to the house arrest of a Chinese business executive. A couple of participants in the men's group said they had heard something about China raising issues with the quality of Canada's product as well.

Participants were provided with some background on the issue, for clarity, and then asked for their opinion about what the Government of Canada should do. They were given three options to consider:

- Make concessions so that China will buy our canola again;
- Retaliate against China by imposing our own sanctions on their products; or
- Continue to financially support farmers while trying to negotiate a solution with China that does not involve concessions or retaliation.

The two groups were split in their views. In the women's group, most felt that Canada should continue to negotiate with China, without retaliation or concessions, while continuing to support farmers, which they widely felt to be the safest and most constructive option. In the men's group, most felt that making concessions was the pragmatic option and fastest way to resolve the dispute and get trade going again.

Orphan Wells

Many had heard about orphan wells in the province and had at least a vague understanding of the phenomenon and the set of issues it had created. For clarity, both groups were provided with the following description:

"Orphan wells are oil and gas wells left behind by oil and gas companies that go bankrupt. Currently there are over 3000 orphan wells in Alberta, and another 94,000 wells are inactive and could become

orphaned if more companies close. Orphan wells are potentially harmful to surrounding environments if they begin to leak."

Most felt this was an important issue to be addressed. Participants believed that these abandoned sites required clean up and posed an environmental and economic cost to the province. Among the environmental risks that were top-of-mind, participants had concerns about toxins leaching into the water and land, negatively affecting human health and well-being. They also had concerns about cattle and agriculture. Many framed this problem as a failure by the oil and gas companies involved to operate responsibly and assume accountability for environmental commitments or agreements with private landowners.

Asked directly about who should be responsible for dealing with orphan wells, most felt that oil and gas companies were primarily responsible. Most also felt that governments had a role to play in creating more effective laws, regulations, and rules to hold companies accountable for clean-up and ensure that bankruptcy did not allow them to walk away from these sites. Some felt that that the landowners involved, including Indigenous communities and private individuals, also had a responsibility to ensure that proper contracts were in place to ensure that clean-up happened.

A few participants said they had heard about actions taken by the provincial government in recent years to attempt to address the problem, either by pledging money for clean-up or rehabilitation or by requiring oil and gas companies to have more capital, insurance, or money put aside for these purposes.

Asked what the federal government could do to reduce or eliminate the environmental risks of orphan wells, some were not sure. A few questioned whether the federal government had a role to play and felt that this should fall to the authority of the provincial government. Others offered a range of suggestions, including creating insurance requirements or enforceable rules and laws that held companies responsible, determining the priority for clean-up based on proximity to water and severity of the risk, or creating incentives for companies to reclaim some of the wells.

Teck Frontier Mine

Many said that they had heard something about the Teck Frontier Mine and were generally aware of the project. For clarity, both groups were read the following description prior to being asked their opinions about the project:

"The Teck Frontier Mine, which was first proposed in 2011, would have been the largest oil sands mine in history if approved by the federal government. This project could have created as many as 7,500 new construction jobs in Alberta, but it would also have been a major source of greenhouse gas emissions and could have challenged Canada's ability to meet international commitments to reduce carbon pollution. The federal government was scheduled to make a decision about approving or rejecting the project last week, but on Sunday February 23rd Teck decided to withdraw their application and delay the project."

Asked why, in their opinion, Teck had decided to withdraw their application, participants identified a range of factors. These included perceived problems with the approval's process and lengthy decision-

making, controversy and delays around industry projects in general, including pipelines, and the Wet'suwet'en protests and disruptions of rail lines across the country. The low price of oil, market conditions, and the financial viability of the mine were also seen as factors, and decisive ones by some. But most participants felt that the company had likely decided that the mine was simply untenable or too risky at this time because of all of the reasons above.

Participants were asked to comment on whether or not, in their view, the federal government had handled the process properly. Opinions were mixed. Many were unsure. Few were following the story closely, and most seemed unaware of specific actions taken by the federal government or the exact role it played in the process. Most, however, thought that the Government of Canada had at least some role to play in Teck's decision to withdraw its application, if only by influencing some of the contributing factors, such as delays with the approvals, broader issues with pipeline construction projects in the country, and the Wet'suwet'en protests and blockades, in particular. A number of participants, especially in the men's group, felt the government had not handled these issues properly, which had contributed to Teck's withdrawal in their view. Some, on the other hand, felt that Teck's decision probably had more to do with financial or external issues, such as market dynamics and price, than federal government actions or inactions.

Asked how the federal government should react if another oil sands project were to be proposed a year from now, most felt that the government needed to provide more timely approvals, and more certainty, clarity and consistency throughout the process. Most agreed that due diligence and adequate evaluation and consultation were needed, but that the process and timelines involved needed to be "more reasonable". In the men's group, a number of participants felt that the federal government needed to do more to support the industry and get these projects underway for the sake of the economy. They also felt that federal action and policies needed to be more pragmatic or realistic about emissions and the need for fossil fuels, and to do more to reduce delays, bureaucratic paperwork, and roadblocks for companies like Teck. By implementing these suggestions many felt that the Government of Canada would show its support for workers in the Alberta oil industry.

Top Federal Priority for Alberta

Of the various issues discussed with these groups that specifically affect Western Canada – the TMX pipeline, equalization payments, Orphan Wells, Teck Frontier Mine and China's boycott of Canola – participants were asked to select one of them as their top priority for the Government of Canada.

Most felt that the government should focus on TMX or the oil and gas industry in general, including projects like the Teck mine, as the engine of the economy and job creation. Very few in either group felt that any of the others issues on the list compared in terms of importance. A number of participants in the women's group however, indicated that other issues not on the list were more important, in their view, such as housing and social programs, the economy as a whole, or the development of alternative energy.

COVID-19 (Calgary, Richmond)

News about Coronavirus

All participants had heard about the “coronavirus”, as it was still widely known in the first two weeks of March. Most were highly attuned to the issue and had been following it in the media. Quite a few said they had actively sought out information.

Asked what they had read, seen or heard lately, many noted that the situation was intensifying. Participants said that they were hearing about global spread, death rates going up, high numbers of cases in new countries such as Iran, global projections becoming more dire, and foreign governments imposing stricter measures to try to contain the virus in their countries.

A few described the situation as “scary”, especially among the women, while others felt that the issue was being “overblown” in Canada. There was a notable tendency among some of the men, in particular, to dismiss concerns as media hype and state their belief, up front, that the virus would likely be no worse than the flu. A number of participants, across all groups, noted that the virus seemed to pose a concern for older or unhealthy people, primarily, based on what they were hearing.

In regard to more specific issues, participants said they were hearing about transmission and symptoms, and how to stay safe. Some mentioned that they were hearing more from government officials in Canada talking about local cases and concerns about spread and safety, as well as the need for Canadians to be more careful and prepare. A few noted new measures by the federal government to restrict incoming travel and tighten the border, while others had top of mind concerns about slowness to act in this regard and flights still coming into Canada from China.

In the women’s group in Richmond, which took place in the second week of the month, there was a relatively high level of awareness about the impact of the virus. There were references to cases in the province, and some said they were starting to hear about local impacts or measures, including school closures and travel restrictions. A few mentioned international students being affected, and some noted the negative impacts on trade and tourism, especially in regard to cruise ships and shipping. Some had heard of local events being cancelled. There was also mention of a decline in gas prices, attributed to the impacts of the virus on the economy.

Confusion and Questions

Top of mind, a number of participants mentioned news or rumours about COVID-19 that had raised questions for them. Participants wondered about transmission, in particular, and issues such as the extent to which the virus was airborne, could be contracted through money, and survived on surfaces, as well as whether or not people should be wearing masks as a means of protection. A number of participants also had questions about the accuracy of the numbers being reported about the virus. Some did not trust the numbers coming out of countries like China, in particular, while others were

unsure to what extent even governments in Canada were willing or able to provide an accurate picture. Some wondered if governments were playing up the numbers and risk to get Canadians to pay attention, or playing them down to avoid panic. Some mentioned a lack of testing, particularly in the US, which they had heard was skewing the data about infection rates and the true impact of the virus on public health in North America. There were also a few comments about reports, rumours, or “conspiracy theories” that the virus had been developed in a laboratory originally, or that it was mutating and becoming more virulent.

Asked to evaluate the information available about COVID-19, participants had mixed views. Some felt overwhelmed by the volumes of news coverage and stories. Many described inaccurate or sensationalized information circulating online and through social media, in particular. That said, most felt that there were authoritative and trusted sources of information available, providing clear and relevant information. These included media of record versus social media, and, in particular, governments, public health organizations, officials, doctors and scientists. In Richmond, a number of the women felt that officials, such as British Columbia’s provincial public health officer, were doing a good job of providing information to the public.

Information Gaps

While most felt that clear and reliable information could be found from trustworthy sources, many still had questions and concerns about information gaps.

A number of participants said they wanted more transparent and factual information from governments about the spread and severity of the virus and its true risk to public health. Some felt that information was not always being fully shared. Participants had concerns and questions about the use of masks, in particular, and why the public was being advised not to wear them. They suspected this might be less about the efficacy of masks as a protective measure than discouraging public use because of shortages for front-line health care workers. Some wondered whether government officials in Canada were being forthright about this.

Some wanted to know more about what governments in Canada were doing to identify and manage cases, implement quarantines, test travellers, restrict the borders, and bolster preparedness within the health care system. Some said they had heard conflicting information, with governments saying that they were imposing these measures but reports from media, travellers, and others suggesting they were not being implemented.

Information Seeking

Many participants said that they were actively seeking out information about the virus and related issues and developments. These participants were generally looking for core information regarding death rates and cases around the world, information on symptoms, transmission and prevention, and updates from governments and public health officials in Canada and abroad. Some had also looked for information regarding travel, especially for March break, including risks, possible disruptions, and the safety of specific destinations.

Information Sources

Participants were getting their news on the virus from a wide range of channels and sources. This included traditional media, such as CBC and BBC, which participants were accessing via broadcasts and heavily online through media websites, social media feeds, and Google searches and advisories. Key sources also included social media conversations and posts on platforms such as Facebook, Twitter, and Reddit, as well as word of mouth with friends and family, including those living abroad, and information from sources like schools and doctors. Most authoritatively, and especially with respect to proactive searches, participants said they relied on information coming from The World Health Organization, the US Centre for Disease Control, and Health Canada, as well as government and public health officials, and experts such as doctors and scientists.

Seriousness in Canada

When asked about the seriousness of COVID-19 in Canada, most participants expressed moderate to low levels of concern, given the limited number of cases in the country which were all still related to international travel. Many said that the situation in Canada felt safe or under control at the moment. And while most acknowledged that it was bound to get worse, many assumed that the impact would be limited. Participants tended to see the virus as similar to the influenza, posing mild risks to those under 50 or in good health. And they felt that, even if the situation did get worse, Canada would be able to mitigate or manage the impact effectively and more so than in some other countries where the virus had spread.

Many participants tended to think that experts and officials in Canada, who were expressing a relatively high degree of concern, were being overly cautious as part of the effort to contain the spread and get the public to pay attention. Some felt that social media and media coverage were fuelling exaggerated concerns relative to the actual risks. A few described reactions as “hysterical” or “paranoid”.

That said, there were participants in all groups with a higher degree of concern about the seriousness of the issue for Canada, especially in the Richmond groups that took place in the second week of March. These participants felt that the situation was poised to get a lot worse, inevitably. Some felt that the severity of the risk to Canada was being downplayed by those with a false sense of security because the virus had yet to spread through community transmission, or by governments wanting to avoid alarm and panicked behaviour. A few expressed concerns about a perceived lax response from government with regard to restricting travel and checking the health of travellers upon their arrival to Canada and felt this would contribute to the severity of the impact of the virus on Canada eventually.

Personal Concern

Similarly, most said they were not that concerned at the moment about their own health or that of their family members. Only a few who worked in travel or healthcare, or had members of their families

in these fields, had a heightened sense of concern. In the event that the virus began to spread, however, many said they would be concerned about older parents and other relatives with pre-existing health issues, who they felt were most at risk for severe cases of COVID-19. Otherwise, many expected that most cases would be mild.

Impact on Behaviour and Communities

While few said they were concerned about the risks to themselves, a number of participants said they had changed their behaviours to avoid coming into contact with the virus. Among most, this entailed more frequent hand washing and sanitizing, primarily, and avoiding touching the face. In Calgary, very few had changed their behaviour beyond these measures. Among the women, there were a few who said they had stocked up on some extra food or decided to avoid air travel. But a number of participants, especially among the men, said they were not making any other changes (or any changes at all) because they did not feel at risk.

In Richmond, by contrast, participants had begun to engage in a wider range of precautions. This included, variously, avoiding large gatherings, public places or public transit, cancelling events related to Chinese New Year or other celebrations, eating at home more often and avoiding restaurants, working remotely, changing travel plans, or changing their behaviour in public places to avoid other people.

Participants described quite a few changes that they were noticing in the community. Many were concerned about increased Anti-Chinese or Anti-Asian racism, in particular, and felt that it had become a bigger problem as a result of public reaction to COVID-19. Some participants said they had encountered increased racism, social avoidance and suspicion first hand or toward members of their families. Some mentioned seeing increased discrimination in their workplace toward their colleagues, hearing about it from their friends or family, or seeing it in public exchanges. Most characterized the situation as unfair, but some felt they might be contributing to it by avoiding Chinese restaurants or Asian people because of heightened concerns about infections and transmission associated with China and travel to the region.

Participants felt that social distancing and fears were beginning to affect social behaviour and interactions more broadly, as well. They referenced distancing in public, at work and in stores, people not shaking hands and cashiers avoiding contact. They referenced social events being cancelled. Some felt that social fears and tensions were increasing. A few participants, especially those of Asian descent or with existing respiratory issues said they had become self-conscious or nervous about coughing in public.

Participants also mentioned community changes, such as closures of schools and businesses, and cancellations of sports, public events, and activities.

Economic and Financial Concerns

Participants tended to be more concerned about economic issues than public health ones, overall, as they were beginning to see some evidence of these in their own communities. Participants noted the shutdown of business and economic life as people increasingly stayed home and stopped going out to restaurants, shops, and events. Some said they were also experiencing or hearing about the stock market going down and drops in interest rates and gas prices, in addition to issues related to supply chains, scarcity, panic buying, hoarding and price-gouging.

The sectors or industries that participants felt were currently most affected included small businesses, shops and restaurants, the travel and tourism industry, airlines and cruises, as well as trade and shipping. Some were especially concerned about Chinese-owned shops and restaurants, which they felt had lost a disproportionate amount of business. Were the situation with COVID-19 to escalate, participants tended to feel that a very broad range of sectors, businesses and parts of the economy would be affected by a wide range of cascading disruptions. Participants mentioned house prices going down.

Few said that they had been personally affected financially so far. Some surmised that there might be some short-term affects with regard to the stock market going down or prices going up, but participants were not immediately concerned about these issues, or for their jobs and incomes. That said, many said they would likely become more concerned about their personal finances if and when the virus began to escalate in Canada.

Government of Canada Response

When asked to evaluate the Government of Canada's COVID-19 response, most participants in these groups were critical. Many felt that the federal government had not done enough to date, especially with regard to tightening the border and restricting travel. Some felt that stronger advisories against travel had been needed, earlier, or that the government should have closed the border to travellers from China and Asia some time ago. A few felt that the government was not doing enough to bring stranded Canadians home, or to screen travellers effectively at airports.

A number of participants said that they wanted to see the federal government take a stronger and more proactive stance on implementing these and other measures to reduce the potential impact of the virus on the country. Some expressed concern about a patch-work approach as different jurisdictions in Canada could adopt varying measures rather than uniform steps based on decisive direction from the federal government. Some also felt that they were not hearing enough from the government about what it was doing, or had planned, to respond to the virus if and when it did start to spread through the community in Canada, including development of a vaccine.

A few participants, however, in each group, felt that the government was getting the balance right, neither over reacting nor under reacting. On the positive side, they noted successful efforts to bring Canadians back from China, and implementing of quarantines among returning travellers and others to contain the virus and reduce the likelihood of spread.

COVID-19 Ad Concept Testing – Social Media Ads (Richmond)

Participants in both groups in Richmond were shown a series of potential concepts for social media videos, from the Government of Canada, communicating various messages about COVID-19 including information about prevention, travel, symptoms and where to go for more information. The video concepts were shown in story board form.

Facebook Video Ads

Participants were shown two potential concepts for Facebook videos. One was focussed on preventative measures such as handwashing, and the other was geared toward travellers; each highlighted symptoms to look for and who to call if they developed any within 14 days.

Prevention video

Figure 1



The storyboard shown in Figure 1 is titled “Coronavirus Disease (COVID-19) How to Protect Yourself”. The ad progresses through five frames which show various ways Canadians can protect themselves from COVID-19 including: “wash your hands with soap and water for at least 20 seconds”, “cough and sneeze into your elbow”, “avoid contact with sick people”, “avoid touching eyes, nose and mouth” and “if you are sick, stay home to avoid spreading illness”. Each frame includes an icon that demonstrates the action. At the end of the advertisement, text on screen reads “FOR MORE INFORMATION” and directs viewers to visit the URL “Canada.ca/coronavirus” or call 1-833-784-4397. Lastly, the Canada Wordmark is shown.

Participants were generally positive about this video. They felt that the content and message were relevant to everyone and conveyed important information. Participants tended to like the tone and approach. They described it as a “soft” or “gentle” reminder, reinforcing what people already knew. They liked that it was plain, simple and graphic, and focussed on a few key facts. Some liked that it was neutral and not “fear-inducing”. On the more negative side, some felt that the video was a bit boring or ill-suited to social media. They felt that the video would not stand out and would have to be more entertaining or engaging to get noticed on Facebook.

Symptoms after travel video

Figure 2



The storyboard shown in Figure 2 is titled “Coronavirus Disease (COVID-19) Symptoms to Watch for After Travelling Abroad”. The ad progresses through three main frames. The first frame has text at the top which reads “IF YOU HAVE ANY OF THESE SYMPTOMS” and shows icons and text for three symptoms including “FEVER”, “COUGHING”, AND “DIFFICULTY BREATHING” at the bottom. The second frame shows text on the left which reads “OR DEVELOP THESE SYMPTOMS WITHIN 14 DAYS OF YOUR RETURN” and a calendar icon on the right. The third frame shows text on the left which reads “CALL YOUR LOCAL PUBLIC HEALTH AUTHORITY TO GET ADVICE ON WHAT TO DO” and a telephone icon on the right. At the end of the advertisement, text on screen reads “FOR MORE INFORMATION:” and directs viewers to the visit the URL “Canada.ca/coronavirus” or call 1-833-784-4397. Lastly, the Canada Wordmark is shown.

Participants found this video concept and content less relevant to them personally and to most people, given its focus on travellers. While participants tended to agree that the video conveyed important information, some felt that it was especially suitable for airports or wondered why this message was being communicated just to travellers, when the symptoms applied to everyone. Some felt that the video should provide a telephone for the local public health authority. There was agreement in one of the groups, when the suggestion was made, that the Government of Canada should be mentioned upfront in order to garner attention.

A few felt that this video was also a bit dull and ill-suited to its medium, more so than the *prevention* video, in their view.

Overall

Overall, participants preferred the *prevention* video, primarily because they viewed it as more relevant to more people, including themselves, than the travel video. There were some who felt that the execution would have to be more engaging in order to stand out. Most felt that the Government of Canada attribution should be visible at the beginning.

Twitter Video Ads

Participants were shown two potential Twitter videos, also in story board format. These videos were both focussed on information for travellers, with one focussed on travel safety and the other on what to do if falling ill while travelling.

Travel Safety

Figure 3



The storyboard shown in Figure 3 is titled “Coronavirus Disease (COVID-19) Travelling Abroad? What you need to know”. The ad progresses through four frames which explain what you should do at each stage of travel including: before you leave, during your trip, when you return and if you develop symptoms. Each frame includes an icon that demonstrates the action (check mark, hand washing, calendar). The last frame of the ad reads “FOR MORE INFORMATION” and directs viewers to visit the URL “Canada.ca/coronavirus” or call 1-833-784-4397. The website URL “Canada.ca/coronavirus” and the Canada Wordmark are shown on the bottom of the screen throughout.

A number of participants in the women’s group liked this video and felt that it covered important information for travellers. They liked the detail and clarity of the information, including identification upfront of the Government of Canada as the sponsor. On the other hand, a number of participants in the men’s group felt that the video was copy-heavy and conveyed too much information. They felt that it needed to be simpler and more engaging, especially for social media. A few participants also had questions about the content, including why information was not provided about where to access travel advisories, why travel advisories would still be relevant when people were no longer travelling, or why checking for symptoms should begin “when you return” and not while you were away.

Falling Ill While Travelling

Figure 4



The storyboard shown in Figure 4 is titled “Coronavirus Disease (COVID-19) Travelling Abroad? What to do if you fall ill”. The ad progresses through four frames which provide advice as what Canadians should do at each stage of their trip when travelling abroad: if you experience symptoms during your trip, if you fall ill while travelling back to Canada, and if you fall ill after you return. The last frame of the ad reads “FOR MORE INFORMATION” and directs viewers to visit the URL “Canada.ca/coronavirus” or call 1-833-784-4397. The website URL “Canada.ca/coronavirus” and the Canada Wordmark are shown on the bottom of the screen throughout.

Again, some in the women’s group liked this video and felt that it communicated important information for travellers, but even these participants tended to feel that too much information was being conveyed in this video. Some also felt that information was a bit confusing. Questions came up about what it meant, exactly, to “seek medical attention” or not use any form of public transportation.

Overall

Between the two Twitter videos, more preferred the travel safety video. The men tended to dislike both videos; the focus on travellers was not relevant to most, they found the content too dense, and they felt the approach was not especially engaging or well-suited to social media.

In terms of general advice for any video, participants generally agreed that the Government of Canada logo should be presented early to capture attention and communicate the authoritative source of the information. Many felt that the messages and visuals needed to be simpler and stronger and that a prevention video was generally more useful and applicable to most people.

Exercise: COVID-19 Message Testing (Richmond)

Participants were provided with a handout with some potential messages about COVID-19. They were asked to select the two messages that they liked the best, ranked as one and two, and to identify any they disliked or felt were inappropriate.

The handout provided a list of the following messages

- Do your part. Help reduce the spread of coronavirus disease.

- Do your part. Help stop the spread of COVID-19
- Everyone has a responsibility to help protect themselves, their families and others.
- Help prevent the spread of COVID-19. Here's what you can do to help.
- Help protect yourself and others.
- Prevent, Prepare, reduce the risk.
- We all have a role to play. Here's how you can help

Overall, participants liked two messages the best, with their number one choice a strong favourite.

The top selection was; *'Help prevent the spread of COVID-19. Here's what you can do to help.'* Participants liked this message for a few reasons, including its entreaty for 'help', the fact that it was specific about COVID-19, and that it encouraged direct, personal action and suggested that some specific information about what to do was going to follow.

'Prevent, Prepare, reduce the risk' was the next message selected by the greatest number of participants, most of whom selected it as their second choice. Very few identified it as the message that they liked the best. Those who chose this message liked that it was short, simple, and memorable, like a slogan. Others, however, felt that it was possibly too vague or generic and did not make up in simplicity what it lost in clarity by not mentioning COVID-19 specifically.

In the case of most other messages, response was tepid or negative. All were disliked by more participants than liked. *'Everyone has a responsibility to help protect themselves, their families and others'* was disliked by the largest number of participants, though by a small margin in most cases. There was not a lot of commentary about it, but the tone seemed to be too directive or lecturing, and off-putting for some. The two statements that began with 'do your part' were also disliked for the same reason.

'Help protect yourself and others' and 'we all have a role to play' were generally seen as good messages within the context of COVID-19 but too vague in failing to explicitly mention the pandemic.

Miscellaneous Issues (Richmond)

Participants in Richmond were quickly asked about a series of miscellaneous issues. These included sources of stress, views about cannabis legalization, and opinions of birth tourism.

Sources of stress

Participants were able to identify a wide range of stressors in their lives, from money, finances and the cost of living, to children specifically, families overall, major life events, and aging. Some mentioned social media. Asked what the federal government might do to help them address some of these stresses in their lives, participants mentioned a national childcare policy, assistance with the cost of housing, support for eldercare, and measures to cap real estate prices.

Cannabis legalization

All were aware of the legalization of cannabis to some degree, and most had issues with some elements of the impact or roll out. A number of participants mentioned being negatively affected by smokers and the smell of cannabis, and subject to health risks from second-hand smoke. Increased crime was mentioned, as well as problems with workplace policies, the licensing of sellers, as well as land use resulting from farmers switching to cannabis crops.

With regards to government measures, participants felt that there should be stronger policies and more clarity around what was permitted or prohibited in regard to consumption and purchase. Some felt that licenses should be issued more broadly and quickly, land use management improved, and clear work-place policies established.

Birth Tourism

All but one participant said that they had heard about birth tourism in Canada. Most felt it was a problem to be solved. Participants identified concrete harms to Canada in allowing this practice, especially increased pressures on and costs for the healthcare system. Many also thought that the practice was unreasonable, an abuse of generosity, and should not be allowed based on principles of fairness.

Most could not see the reason for extending the right of citizenship to non-residents without any connection to Canada, as they saw it.

Canada Student Loans (Richmond)

Awareness and Understanding of Canada Student Loans

There was strong awareness of this program by name among participants. All but one heard of it but most had only very rudimentary knowledge of its specifics, saying primarily that the program offered grants and loans for post-secondary education.

Exercise: Naming the Canada Student Loans Program

Participants were told that the Government of Canada was considering changing the name of the program. All participants were provided with the following list of potential names:

- Canada Student Grants and Loans
- Canada Student Support
- Canada Student Assistance
- Canada Student Financial Assistance

From the list above, participants were asked to identify their first and second choice as well as any names they disliked for the program. The following results are rank-ordered based on number one selections by the largest groups of participants. They are accompanied by explanations provided by those who placed them in the top spot and also include comments regarding dislikes.

Canada Student Grants and Loans was the top choice among participants, who liked the simplicity and specificity of the name. They felt that this succinctly described the program. Some liked the fact that grants were referenced, and felt that they should be referenced first, before “loans.”

Canada Student Financial Assistance was a close second. Participants liked that this name was direct and descriptive. Others, however, felt that it was too ambiguous and less specific than the one referencing loans and grants.

The other two names were widely viewed as too vague. Participants overwhelmingly disliked these names, and only one participant liked Canada Student Assistance. A number of participants felt that the current name was either good, overall, and should not be changed, or was better than most of the new alternatives.

Detailed Findings: Part 2 – Post March 15, 2020

Awareness and Perceptions of COVID-19 (Charlottetown, Dieppe, Québec City, Belleville)

COVID-19 News

There was extremely high awareness of COVID-19 and related events and issues among participants. Everyone was paying close attention to the news.

Most said that they were seeing, reading and hearing about a wide range of issues. Some felt beleaguered or overwhelmed by the pace of events and volume of media coverage. But most were actively looking for information and attempting to stay up to date on new developments in a rapidly changing environment.

Most commonly, participants said that they were paying attention to the increasing numbers of cases, hospitalizations, and deaths in Canada, in their provinces and community, as well as globally. This was a focal point for most as key indicators of the magnitude of the virus and its risks and downstream

effects on public health, public life, the economy, and daily lives. A number of participants referenced specific numbers that they had seen in the last day or two. And many expressed a high degree of concern with regard to the “jump” in cases in Canada and the United States, especially in the groups held in the last week of the month.

The widespread shutdowns and the new phenomena of ‘social distancing’, house isolation, and quarantines were top of mind as well. Not only were participants directly witnessing and being personally affected by these measures, they were also reading and hearing a great deal about them, including the reasons behind the measures, their importance, the need for compliance, and whether or not these precautions were working, would be sufficient, or were being enforced.

Participants were also attuned to information about symptoms, testing, and what to do if they or a family member became sick, including where to go or who to call, and when to apply measures regarding home-based isolation and quarantines.

The frequency of government communications, press conferences and announcements were also prominently mentioned. Many, if not most, were seeing the daily press conferences being held by the Prime Minister outside his residence, and by provincial premiers and public health officials from different levels of government. A number of participants said that they were tuning in daily to various press conferences and getting their updates and announcements directly from government on the kinds of issues and news stories they were most concerned about.

In regard to specific policies from the federal government participants said (unprompted) that they were hearing about (and very interested in) economic and financial measures, most commonly, especially ones offering support to small business and individuals.

Asked if they were using the term “coronavirus” or “COVID-19”, responses were mixed. Participants were generally aware that “COVID-19” was the new term to refer to the virus. They were seeing more and more of its use in the media and from government and public health officials. But only a few said they were starting to use “COVID-19” instead of the more general and familiar term. Some were beginning to use both names interchangeably, while others were still using “coronavirus”.

Awareness of Federal Government Measures

Overall awareness

Overall awareness of the federal government’s response to the COVID-19 pandemic in Canada was very high. Most felt that the government was engaged, visible, and active in its efforts to manage the crisis. In terms of specific initiatives being undertaken, participants tended to highlight two key areas of focus: economic and financial initiatives, and measures related to the border and travel.

Economic and financial initiatives

There was widespread awareness that economic relief was being offered by the federal government through a range of initiatives aimed at individuals, employers, and businesses. Participants tended to be up to date on recent announcements and aware that the effort was evolving.

Participants were aware of a number of specific initiatives. Support for small businesses was widely mentioned, including loans and a wage subsidy, which some in the later groups said had been increased to 75%. Most were also aware of initiatives to support individuals who had had lost income because of COVID-19, including expanded Employment Insurance (EI) eligibility and expedited payments. Many had heard that the federal government was in the process of extending benefits further to include those not initially covered, such as self-employed workers and others ineligible for EI. Some had heard about a “child credit” and increase in the HST credit, or about deferrals of taxes, student loan payments, mortgage payments or possibly rents. Most had only superficial knowledge of most of these measures, however, and wanted to know more about issues such as qualification criteria, where/how to apply, or the timing of payments.

In Belleville and Québec City, in the last week of the month, participants were asked if they had heard about the Canada Emergency Response Benefit. Most said that they had. Some were able to describe the program by name alone, and many recognized it on description, but few had all the details, and some had not heard about the program at all. A few in each group knew that the benefit was being provided to those who did not qualify for EI, and that it offered \$2,000 per month or \$500 per week. Beyond that, most had questions about the details or mechanics of the program. In the Québec City groups, participants tended to be more aware of the program, overall. Some could recall that it required a minimum income of \$5,000 from the previous year, that a four-month duration was planned for the payments, or that the amount was taxable.

With regard to the federal government’s overall economic effort, participants were generally aware that the federal government was preparing a significant and comprehensive aid package. Only a few participants mentioned specific amounts, which ranged, over the course of the last two weeks of March, from \$10 billion, to \$84 billion, to over \$100 billion. In the later groups, participants noted that the size of the aid package had been growing rapidly.

Borders and travel

Participants had also heard about measures to close the borders and restrict travel. They tended to be up to date at the time of their group regarding recent developments and announcements. Participants spoke about restrictions on cross-border travel for non-essential reasons, with exceptions being made for commerce, trade, and US citizens (at the time of some of the groups), and some of those measures being revised and tightened.

Many were also aware of measures in place for returning travellers, including screening and home isolation. Some mentioned, unaided, that they had also heard that there were issues with these measures being properly implemented.

In the Québec City groups held at the end of the month, participants were asked directly about obligatory self-isolation for travellers returning from abroad. All said they had heard about this measure. Most said they knew that this was an obligatory or “non-negotiable” directive. Some mentioned that it required absolute adherence, barring those affected from leaving their homes at all, even to shop for food. Some had friends, family or neighbours who were affected by this directive. Nearly everyone felt that there were consequences in place for those breaking the rules, including fines

and imprisonment. But in reality, many felt, this measure was operating as an honour system, with little oversight or enforcement.

Sources of information

Like participants in the earlier groups, those in the second half of the month were receiving and looking for information through a wide range of channels, including television and radio but especially online and via social media feeds, search engines, and news aggregators.

Many said that they had begun to pay more attention to their sources of information in the current climate of heightened concern and rapidly changing developments. Participants said that they were looking more to trusted, traditional media sources versus social ones to get access to reliable, current information, and to verify unattributed stories circulating on Facebook, Twitter, Snapchat, and Reddit. These media outlets included CBC, CTV, CNN, BBC, and CPAC, in the English-language groups, and Radio-Canada, RDI, and TVA in Dieppe and Québec City. A number of participants mentioned special reports and coverage on COVID-19 being offered online and via broadcast from news outlets, which they were checking on a regular basis. Some had downloaded news apps onto their phones.

For the most authoritative information, participants were looking to governments and health organizations, including official communications and websites, as well as leaders, officials and experts who had become a major and closely watched source of information on the pandemic and related events and issues. As mentioned above, many had begun watching daily press briefings from the Prime Minister, Premiers, and public health officials. Participants were hearing or seeing this coverage on television and radio news programs, on social media news feeds and online search results, and they were tuning in to live coverage via news websites and social media links, or searching for video on YouTube, Google, and Apple News.

Confusion and Information Gaps

Some participants said they were overwhelmed by the volume of information and coverage available, and many mentioned that there were unreliable stories circulating both online and off. But most felt that they could get access to clear and reliable information when they needed it, by relying on traditional media and official sources from governments and health organizations. Many had productively searched.

At the same time, many also had some confusion on key issues they were concerned about, and many pointed to gaps in information that they hoped to see filled in at some point by governments to provide a clearer picture of the pandemic and its effects on Canada and Canadians.

Specifically, a number of participants wanted to know about the location of cases in their own community, at local schools, or in particular buildings, so they could understand the risk they faced and act to minimize it, by avoiding certain places or using extra precautions.

Participants were also commonly interested in getting more information about scenarios and projections of all variety, to mitigate some of their uncertainty about how bad this situation might be for Canada and how long it might last. While acknowledging the difficulty, limits and downsides for governments in providing these kinds of projections, many still wanted to see or hear more with respect to cases and deaths, the impact on the economy, and the duration of the virus, shut downs and stay-at-home measures.

On a related issue, many wanted to know if and how well social distancing and isolation were working to slow the rate of infections and community spread. Some were especially concerned about whether quarantines and other measures were being complied with and enforced. They also wanted to know to what extent people were being screened at airports, or tested, tracked and monitored to assist with the effort to 'flatten the curve'.

A few, especially in the Québec City groups, felt that not enough detail was being made readily available about financial aid, including who qualified, how to apply, or how quickly the money would be dispensed. Some mentioned either looking online, or knowing someone who did, and not being able to get answers or complete an application.

Information Seeking

The information that participants had been actively looking for was primarily focused on the virus and its spread, especially in regard to cases and deaths, symptoms, and transmission. Some said they had looked for more detailed information about who was being affected, how many people were recovering, whether children were at risk, or what to expect and how to manage the illness if it ended up affecting them or family members. Some were looking for more information related to issues such as the length of time the virus could live on various surfaces.

Participants were also actively looking for information about local closures, what was open and what was not, especially concerning schools, daycares, shops, restaurants and work places. Some were looking for more information about any new restrictions on movement and being outdoors, including whether or not they could walk their dogs or be in parks.

Some were also actively searching for information on financial aid being made available to individuals and businesses, and where to get more details about who qualified or how to apply.

Concerns and Impact

Most felt that the situation in Canada was serious to very serious and was going to get worse. In regard to the virus itself, many were worried about the impact on public health, the health care system, and vulnerable populations such as older people and those with pre-existing health conditions. Many said that they were less concerned about the health impacts on themselves and their children than on aging parents, but were growing increasingly worried about risks, overall, as the virus spread.

Most were also worried about the economy and the negative impacts of widespread closures and social distancing on businesses and industry, including employment and supply chains, as well as personal finances and incomes. Some were concerned about themselves (and were already being affected), but most were more immediately concerned about Canadians and members of their communities, especially those most seriously affected by shut downs and who are already financially strained. Some, especially among the men, were more concerned about the economy than public health, and felt that economic disruptions had the potential to create more harm and have longer-term negative consequences for the majority of people than the virus itself.

That said, everyone felt that social distancing, home isolation, shut downs and other measures were warranted to contain the spread of the virus and its impacts on health. Most said that they were following these measures themselves and implementing changes in their own daily lives. But while some were optimistic that this would help to flatten the curve of transmissions, many were concerned about adherence to these directives among returning travellers and those with symptoms, who posed a higher risk of transmission. Many felt that more needed to be done to communicate the importance of these directives, and to enforce them where required, as well as undertake more testing to identify cases and facilitate tracing and more stringent quarantines. Many were concerned that appropriate testing was not been done and had heard news to this affect in the media and by word of mouth, that even people with symptoms and presumed cases were not being widely tested.

Among other issues, some were worried about rising anxiety and mental health issues resulting from the increasing intensity of the virus in Canada and the myriad effects it was having on people's lives and wellbeing. These included social distancing and isolation, financial issues, unemployment, concerns about scarcity, and uncertainty regarding the severity and length of the impact of COVID-19 in Canada.

A number of participants were especially concerned about the impact of home isolation on seniors, and their own ability to support older parents, who required assistance with shopping or caring for themselves because of age or pre-existing health conditions. Some were worried about the impact on children, and themselves as parents, resulting from school closures, disruptions to education, social isolation, boredom, and spending so much time at home in need of activities.

Behaviour Change

Everyone reported modifying their behaviours to some extent, and most said that they had undergone profound changes to their daily lives resulting from widespread shut downs, social distancing and home isolation, which increased as the month wore on.

While some were still going to work, or had family members who were, many were working remotely, working less, or had stopped working entirely. Participants increasingly said that they were staying home as much as possible, and only going out when necessary to shop for groceries and other essentials or to walk the dog and get exercise, for instance. Few were even thinking about visiting with friends or family outside their household. Most also said that they were practicing social distancing when they were out and trying to keep two metres away from others. Some were shopping or leaving

their home only at times of day when they felt fewer people would be out. Some of the women said that they were leaving their children at home when they went grocery shopping. Others were shopping less frequently or ordering groceries online for delivery or pick up to avoid having to go to stores entirely.

Most if not all were washing their hands more frequently, using sanitizer for their hands and disinfecting surfaces at home or work, and on items such as grocery carts. Most also said that they were trying to not touch their face and were sneezing or coughing into their sleeve. Some mentioned opening doors with their elbows. Others were using the tap function on credit or debit cards and avoiding cash, as an extra precaution.

A few said that they were being extra cautious, wiping everything off items brought into their homes from outside or shops, as well as changing clothes when they come in from outdoors. Only a couple of participants indicated that they were using gloves or face masks when they went outside.

A number of participants said that they had stockpiled some extra food and provisions to prepare, just in case, for any future scarcity, primarily, but also as a precaution in case they got sick and could not leave home.

Social Distancing

Most had a good understanding of what social distancing meant, with many viewing it as more restrictive as the month wore on. In some of the earlier groups, in Charlottetown and Dieppe, participants were still talking about avoiding large crowds and public events, for instance, as well as restaurants and bars, and wondering whether they could still socialize with a few friends and family in their homes. In Belleville and Québec City, by contrast, held in the last week of the month, the directive was interpreted as staying at home as much as possible, only going out for essential trips, and not socializing with or getting within two metres of anyone outside their household, if possible. Most also felt that social distancing entailed doing as much as possible remotely, including working, connecting with friends and family, shopping, paying bills, and banking.

Asked if social distancing was an effective measure for reducing transmissions and the rate of infection, in their view, most said yes and felt that it was necessary. Some were concerned about adherence, however, or the extent to which it was possible to implement the kind of social distancing needed, given the reality of many people still having to go to work. They felt that more was needed to encourage and enable social distancing and home isolation as the more effective precaution, and to help people avoid transmission and risks in other ways, such as letting them know about cases and concentrations in specific locations so they could avoid those places or take extra precautions.

As mentioned above, most said they were practicing social distancing, increasingly as the month wore on, staying at home as much as possible and two metres away from those outside their household. Participants said that they were doing this to protect their own health and, especially, to contribute to the collective effort to contain the virus and its impact on others, public health, and the healthcare system, as well as the economy, their community, and the country.

While some were asked directly, many others gave unprompted comments about whether or not they felt others were practicing social distancing to the extent that it was required. Most felt that other people were doing a fairly good job, but that not everyone was taking these broad directives seriously enough, especially among younger people or others who felt they were not at high personal risk. Participants tended to feel that more needed to be done to encourage and enforce this measure and get more people to take it seriously. Some also felt that more measures might be needed to shut down non-essential workplaces and enable social distancing in those that remained open, as well as on public transit and in stores.

Flatten the Curve versus Plank the Curve

In the Belleville and Québec City groups in the last week of March, participants were asked to comment on “flatten the curve” and “plank the curve” as two phrases circulating in the discussion about COVID-19 and the effort to stop the spread of the virus.

Most were familiar with the phrase “flatten the curve” and said that they were hearing or seeing this phrase a lot in the media, including in government news conferences and communications from public health officials. Some were confused by what it meant. Many, however, correctly associated it with slowing the rate of infection. A few questioned whether flattening the curve meant reducing the number of cases, or reducing the rate of new cases and spreading them out over a longer period of time in order not to overrun hospitals

Recognition and comprehension of “planking the curve” was generally low. A few had heard this phrase and understood it. Some felt that this was the phrase being used by the Prime Minister, the Chief Public Health Officer, and others speaking on behalf of the federal government.

Some viewed the two phrases as interchangeable and felt that “planking the curve” was a more memorable phrase designed to help it resonate with the public. Some associated it with “planking” challenges and memes circulating on the internet and wondered if this choice of word was an attempt to play into that phenomenon and appeal to younger people. Among those with this view, most preferred “flatten the curve” as the more straightforward and well-understood term.

In the Québec City groups, participants tended to associate different meanings with the two phrases. They felt that “planking the curve” was about reducing the overall number of cases, and that “flattening the curve” was about slowing down the rate of infection. In the men’s group, participants preferred “flattening the curve” as the more realistic goal, while the women tended to prefer “planking the curve” as the more ambitious goal, which they felt sent a stronger message about the need for everyone to stay isolated.

Community Changes

Most said they were seeing big changes in their communities and both civic and economic life as a result of the shutdowns and social distancing measures. Some described their community as a “ghost

town”, with the few people outside, and most of them avoiding one another. Others said that they had very little contact with their community because they were staying inside.

Some felt that the social distancing was eroding niceties and social interactions, including making eye contact, smiling and saying hello. Participants mentioned people crossing the street to avoid one another and feeling tense or fearful around others in stores and workplaces. There was also some concern expressed about the social and psychological impact of this over time, depending how long the distancing would have to be in place, but most saw this as the downside of an essential measure that they supported. A few felt that people were already getting “cabin fever” or feeling restless at home and going out for walks more than before. Some wondered to what extent this was a reflection of limits to compliance.

Some mentioned witnessing or hearing about anti-Asian racism as an unfortunate, unfair and misplaced response to concerns about transmission. A few mentioned hoarding and panic buying as another example of anti-social behaviour they were seeing or hearing about.

A number of participants mentioned positive effects, such as people reaching out to help one another, especially older people more at risk for severe effects from the virus and subject to more extreme forms of physical distancing and home isolation.

Some felt that people were going out of their way to be kind to the those continuing to work in grocery stores and at pharmacies, for instance, and to show their appreciation to frontline health care workers, through gestures and “virtual thanks” given online and through social media.

Economic Concerns

Most participants expressed a fairly high level of concern about the impact of closures, social distancing and isolation on the economy. Participants were seeing, reading and hearing about it in the media, seeing it in their communities among businesses and people they knew, and some were experiencing it firsthand through lay-offs or dimmed prospects of summer employment or business.

In most groups, people mentioned the impact on small businesses, in particular, including restaurants, bars, hotels, and daycares. Tourism came up as a concern in Dieppe and Québec City, but especially Charlottetown where many said that their local economy and jobs were heavily dependent on it. Fishing was mentioned in Charlottetown, and Dieppe as well, where participants also mentioned agriculture and shipping, as well as sectors and jobs related to the oil and gas industry. Construction and housing were mentioned in a few locations.

Most felt that every sector and industry would be affected to some extent and that the impact would be far reaching, depending on how long the shutdowns lasted. Many felt a sense of uncertainty and unease about the duration and how profound the impact was going to be over the longer term. Some felt that the economy was already in a deep recession and possibly headed for worse.

Some were particularly concerned about the impact on young adults and the next generation, such as their own children, specifically with respect to education and job prospects.

A few, unaided, mentioned concerns about the degree of government spending and what that would mean for the country's finances and economy over the long term. Most, however, supported the spending initiatives underway.

Financial Impact

A number of participants in all groups and locations had already been affected financially by the shutdowns, especially in Charlottetown and Belleville, where half or more said they had lost income. These participants, or their spouses, had lost jobs, prospects, hours, shifts, business and clients. Participants affected were small business owners and employees working in areas such as tourism, hospitality, daycare, sales, pet grooming, substitute teaching, construction, and plumbing. A few mentioned big losses to their investments and retirement savings.

Among those currently employed and unaffected by loss of income, some were worried about the future. Others were more confident that their jobs would continue because of the type of employment or sectors they were in, such as the public sector or teaching, or because they were able to do their jobs from home.

Some were more prepared to manage in the immediate term than others, either because their income had been unaffected or because they had savings. A number of participants, on the other hand, were very concerned about their ability to manage in the immediate term because of lost income, low incomes to begin with, and a lack of savings. Some noted being single parents, having single incomes or being worried about the need to support now-unemployed adult children or elderly parents. A number of these participants had urgent concerns about their ability to pay rent and basic living expenses. One participant had visited a food bank for the first time.

While some felt secure now, because they had jobs, incomes, savings, or access to EI or emergency supports, few felt prepared to weather a prolonged downturn, especially if family members needed financial help. Most had concerns about being affected financially in the future, if not presently.

Financial Assistance

Asked what they needed to help get through the economic impacts of the shutdowns, participants generated a lengthy list. These included a basic guaranteed income from government, some relief on major household expenses, such as rent, mortgage payments, and utilities, or supplements for food expenses and other provisions.

Most were aware of financial aid being made available through the federal government and felt that it was necessary, if not for themselves then others. Many wanted to know more about the details of what was being offered, either to see if they were covered or because they wanted to know that everyone who needed it was covered and would not be inadvertently overlooked. A few suggested extending EI benefits and shortening the waiting period, and others were aware that this was happening.

A number of participants felt that financial institutions should be doing more, or be forced to do more, to contribute to the effort, by easing up on credit card interest rates and debt repayments, for instance, in addition to what they had heard about mortgage relief.

Assessment of Government of Canada's Response to COVID-19 (Charlottetown, Dieppe, Québec City, Belleville)

Federal Government Response

Overall assessment

Asked if the Government of Canada was responding appropriately to the COVID-19 crisis, participants were somewhat mixed in their assessment. In Dieppe and Belleville, participants were overwhelmingly positive. They felt that Canada was enacting a more effective response than many other countries and doing a good job, overall, in challenging circumstances. They credited the federal government with good communications, fast action on economic and financial measures, and strong support for the messages related to prevention and stopping the spread through social distancing and home isolation.

In Charlottetown and Québec City, many were more divided or critical in their views. These participants were primarily concerned with what they saw as an initial slowness to act by the federal government, especially with regard to tightening the border, restricting travel, and mitigating the risks associated with returning travellers. Even among those who were positive in their overall views of the federal government's response, these came up as issues of concern.

In Québec City, most also said that the federal government was lagging their province and being prodded by the provincial government to move more quickly with federal measures and initiatives. Some also felt that federal government was moving too slowly to implement financial aid.

Key issues: strengths and weaknesses

Regardless of their overall assessment, most tended to agree that the federal government was doing a good job in some important areas and needed to improve in others.

Communications

Government of Canada's public communications were generally given high marks. Most felt that the Prime Minister, in particular, and Canada's chief public health officer were doing a good job of being highly visible, authoritative spokespeople for the national effort, and keeping the public informed with frequent updates. Many said that they appreciated the overall quality of this effort.

Most also had positive assessments of the quality of the information and advice coming from the federal government. Overall, it was viewed as trustworthy and authoritative, clear and easy to understand, and relevant to public needs and participants' own interests. Some commented positively on the repetition of key messages and the use of visuals to communicate critical information and complex data.

In particular, many credited the federal government for effective promotion of measures to stop the spread of the virus, especially physical distancing and home isolation. Many felt that the Prime Minister was also leading by example, by going into isolation after his wife contracted the virus. Some also felt that the Prime Minister's daily news conferences from the steps of his home were reinforcing the message to Canadians tuning in.

That said, many felt that the federal government could improve in a number of key areas. Most commonly, participants said they wanted to see more forceful communications about physical distancing, isolation, and quarantines as directives with consequences for non-compliance. Participants also widely wanted more information about cases, locations, testing, screening, and the impact of current measures, both positive and negative. In particular, a number of participants wanted more projections on a wide variety of issues, to get a better sense of the impact and duration of the pandemic, its associated threats to public health, and its disruptions to public life and the economy.

While most were aware that the federal government was making a wide range of financial supports available, most wanted to know more about the specific programs, especially in regard to qualifying criteria, how to apply, and how quickly money or relief would be made available. Some felt that this information was unclear or hard to find, even among those actively looking for it.

Economic and financial measures

Most liked the swiftness with which the government had announced economic and financial initiatives to support the economy and households. They felt that this was essential to buttress the economy and meet the urgent needs of the many businesses and individuals affected. Some pointed to examples of the federal government refining or expanding policies as they went and saw this as a positive sign of the government moving quickly while demonstrating its commitment to deliver assistance to all who needed it. A number of participants commented that Canada was doing a better job in this regard than other countries, especially the United States.

Many liked the focus of these measures on people, and not just employers, business and industry. Most also felt that the government was doing a lot, and spending a great deal, to mitigate the impacts of an unprecedented disruption, and they were widely supportive of this overall direction.

Asked if the response to date had been sufficient, responses were somewhat mixed. Many said no, which was less a criticism of the government efforts so far than an expression of concern about the magnitude and urgency of the need. Many were of the opinion that while efforts to-date had been promising, more was needed to ensure that everyone affected could receive financial assistance, quickly. Some felt that it was too early to tell, either because programs were still evolving, or because they did not have sufficient details about what was being offered, how many were being covered, or whether the money was beginning to flow. A number of participants felt that the federal government

needed to move more swiftly to issue financial assistance to individuals, and that the application process, eligibility, amounts, and timing of payments were unclear, or that people were still being left out. Some were waiting for information or benefits themselves.

Borders and Air Travel

Many were critical of the federal government's performance in this area and felt that it had been slow to respond to issues concerning the borders and travel. Many felt that the federal government should have tightened the border and limited travel earlier than it did, including restricting travel with China and Asia, in particular, as well as issuing more forceful directives about Canadians needing to return home or cancel plans to go abroad. Some felt that initial travel advisories and warnings had been too indirect.

On a related issue, a number of participants felt there had been problems associated with Canadians returning home in response to new measures and restrictions, including huge line ups of travellers crowded together in customs, unable to practice social distancing. Similarly, some had heard about a lack of screening or other precautions being implemented at airports, and shortcomings in communicating about the obligatory two-week house isolation or enforcing it in any way.

Some applauded the government's most recent effort to close the borders, reduce travel, impose restrictions and bring Canadians back from overseas without shutting off trade and commerce. These participants felt that the government was doing a good job of trying to strike the right balance between public health and other imperatives.

Federal-provincial coordination

Some felt that there should be more federal-provincial coordination around these types of major responses and measures, in general. This came up in most locations throughout the last two weeks of the month. In Québec City, in both groups, some felt that Québec was responding more quickly to the evolving situation than the federal government. Participants wanted to see the latter move more swiftly, and ideally to keep up and coordinate with the provinces, but were quick to qualify their comments by acknowledging the magnitude of the challenge or noting that Canada was doing fairly well, under the circumstances, compared to some other countries.

Some also felt that greater coordination of announcements and messages between federal and provincial governments were needed, and that there had been some confusion and inconsistency regarding closures and other measures being implemented province-by-province. Others, however, felt that this had more to do with policy decisions being made at different times than communications.

In the Dieppe groups, a number of participants focused on provincial actions, commenting that there had been some issues around the process and timing for school closures. They felt that responses had been slow to happen in their province, compared to others, and that the lack of uniformity in decisions and announcements about closures had led to a sense of uncertainty, was confusing, and enabled students to return to class for one day following March break, before the schools were finally closed.

Priorities for Next Steps

Participants identified a number of key priorities for government looking forward. Overall, they wanted to see the Government of Canada do everything it could, and needed to do, to manage the pandemic effectively and stop the spread of COVID-19 and its impact on the economy and public life.

Asked specifically what federal government should be doing, based on the issues and concerns most important to them, participants had some key suggestions.

Contain the virus

Social distancing, isolation and quarantines: Most commonly, participants wanted to see the federal government implement the measures necessary to contain the virus and slow down its spread until a vaccine or treatment could be found. This included strict measures in place, to enforce closures of nonessential businesses and workplaces, and force compliance with stay at home directives, physical distancing, and quarantines.

More forceful measures: In regard to the kinds of government actions above, which most felt were essential to stop the spread of COVID-19 in Canada, the consensus was that the federal government needed to be more forceful, overall, by making directives clearer, definite, compulsory, and enforceable. Some felt that the government should do more than provide guidance for communities, businesses and other relevant bodies. They felt that self-policing had limits and some people and businesses needed to be compelled to comply with provincial/municipal emergency measures, which they assumed fell under federal jurisdiction. Many also stressed the importance of communicating more forcefully about the seriousness and severity of the issue, the importance of these measures, and the need for everyone to follow them, including younger people, students, travellers and others they perceived to not be taking the directives seriously enough. Some were unclear about the nature of the directives currently in place, themselves, including what was allowed and what was not, and what the rules were in different parts of the country or province. In this vein, some mentioned a need for a more coordinated national response so that all provinces and municipalities implemented clear, comprehensive and uniform measures at the same time.

Testing: Participants generally felt that more testing was needed, as a matter of policy and practice, to monitor and manage cases and risk more effectively. Testing was also viewed as essential to understanding the true scale of infections, and other data regarding death rates, rate of spread and severity of impact. A number of participants mentioned the need, in their view to develop a system and set of test kits to enable quick and widespread testing of people with symptoms or connected to confirmed cases. Greater surveillance was also mentioned by some, including monitoring and contact tracing.

Vaccine: A number of participants mentioned the work required to develop a vaccine or find an effective treatment for COVID-19 as a top priority for the federal government.

Deliver comprehensive economic and financial support, quickly

Most also felt that the federal government should continue to do whatever was needed to respond to the economic and financial crisis for citizens, employers, and businesses. Participants generally supported the kind of initiatives they were hearing about, and the idea of a comprehensive and significant plan to cover everyone affected, especially workers and small businesses. Most agreed that the priority now was to continue to ensure that everyone was covered, and to get the money out quickly, recognizing that it was needed urgently to address the immediate crisis that some might be facing with regard to paying salaries, rent, and taxes among businesses, or rent, mortgage payments, utilities and grocery bills among individuals and families. In addition to direct aid or government relief, some wanted to see the federal government address practices in the private sector, as well, either by encouraging landlords to offer some form of relief to tenants or forcing the banks to lower their loan and credit card interest rates.

More detailed information about financial supports and programs

Many wanted to know where to go to get more detailed and comprehensive information about the range of financial benefits and relief being made available to individuals. Some felt that this was more urgent than health-related information for most people. Some also wanted more work done to ensure that the application process was clear, easy, and straightforward, and that people could easily figure out if they qualified or not, knew who to call, and could get through easily. In one group, there was some general agreement that the government should focus its advertising efforts more on the economic aid and support they were providing to Canadians versus the importance of handwashing, for instance, which they felt had been already been widely conveyed.

Continue to communicate well

Communications were widely viewed as a strength for the federal government in its handling of the COVID-19 crisis. Participants were tuned into and paying attention to the federal government and its announcements, communications and key messages. They viewed the federal government as a credible, authoritative, relevant source. They were both aware and supportive of the frequency of communications, and they liked and appreciated the leadership and visibility of the Prime Minister and the Chief Medical Officer, who lend authority and credibility to the effort.

Continue to move quickly

Many participants were critical of a perceived initial slowness to act by the federal government in regard to borders and travel. Most felt that the federal government had begun to move more quickly and proactively, especially in regard to support for widespread shutdowns and communications about preventative measures, such as social distancing and home isolation. Participants particularly liked that the federal government was moving quickly to announce financial and economic initiatives, and to expand and refine them quickly as well. As mentioned above, getting the money out quickly to those who need it was widely viewed as an important priority.

Share More Information

Most wanted to know what was happening with the pandemic, overall and in detail. Specifically, they wanted access to the key indicators that could help them assess the situation and get a better

understanding of associated impacts, risks and timelines. Most were looking to government as the authoritative source of information, but many also wanted to get more information on a wider range of issues than they felt was currently being provided. Most commonly, this involved information about the true number of cases in Canada, based on testing, as well as the location and numbers of cases in communities and schools. Some wanted more information on the severity of cases, the types of people being affected (and how), and the overall risk to the general public as well as specific groups. A few wanted to know what was happening with the health care system in regard to their capacity, supplies and resources, such as intensive care unit beds, masks and ventilators.

Provide Projections

On many of the same key indicators and issues above, participants wanted to see a wide range of projections and scenarios to try to better understand how bad the pandemic or its impact on the economy might become, how long it might last, and what the various scenarios, trajectories or outcomes might be. Some wanted more information on how long shutdowns and other measures might be in place and what the impact might be on the economy, supply chains, and people's incomes, or on students with regard to the school year. Some wanted to know more about how many cases and deaths were anticipated, and how long it might take to develop and distribute a vaccine.

Some felt that some of this information was being held back, perhaps, and shared selectively by government to either underscore the urgency of the crisis to prompt public action and adherence to new rules, or to downplay the risks and possible outcomes to avoid panic and counterproductive behaviour, like hoarding. In regard to projections, some felt that the government was not being transparent, and that there were more upsides than downsides involved in letting people know what they might be facing, and what they (and everyone) needed to do to avoid the worst-case scenarios.

Travel-related concerns

While some of the main concerns with the border and travel were widely viewed as problems of the past, some felt that key issues remained that needed to be addressed to ensure that travellers were screened on their arrival and received more information about the need to self-isolate at home, including stronger messages about the compulsory nature of the directive and consequences for non-compliance. Some also felt that stronger measures were required around enforcement and penalties for travellers who were not complying, and that better measures and protocols were needed in airports to enforce social distancing and safe behaviour among travellers.

Price on Pollution

Participants were told that the federal government was scheduled to increase the price of carbon pollution in April, as part of its national carbon pricing plan. They were asked for their opinion regarding whether the increase should be delayed due to the COVID-19 outbreak, or if it was important to stay on schedule to meet climate targets.

Nearly everyone felt that the planned rate increase should be delayed, given the situation with the pandemic and all its economic and financial effects. Participants believed that a rate increase at the

present time would lead to increased costs or new issues to contend with, in a situation where businesses and individuals were already looking to government for exceptional forms of relief. Participants felt that delaying this increase would be like delaying tax filings and payments, for now. Participants felt that with all the shutdowns, disruption, and uncertainty created by COVID-19, businesses and individuals have other more urgent priorities right now, and that a planned rate increase would be a deviation from the current focused approach of helping them stay in business,. While a few felt that the increase should proceed as planned as the environment and climate change remained top priorities, most were of the opinion that too much was going on at the moment for the federal government to proceed with the scheduled rate increase.

Emergency Measures

Participants in Dieppe were asked to consider two measures that the federal government might introduce as a response to the COVID-19 crisis: a “COVID-19 *Emergency Response Law*” and a “COVID-19 *Emergency Measures Law*”.

Most participants liked the sound of both laws, and felt that they represented a much-needed, positive response from the Government of Canada. Participants tended to view these types of laws as a public imperative in the time of an emergency, forcing people and companies, if needed, to comply with their obligations and behave in the public interest. Some noted that other countries, such as Italy, were enforcing stay-at-home directives with fines.

Very few opposed these kinds of laws or expressed any hesitation in supporting them. Those who were wary about the imposition of emergency laws had concerns about civil rights. They worried about a disproportionate response, involving arrests, a lack of due process, or a further erosion of rights, and the prospect of martial law. That said, even these participants were willing to consider stricter and more enforceable rules and the use of fines, as an appropriate response to compel compliance.

Asked to compare the two, and choose the one they preferred, most chose “emergency measures”. Very few chose “emergency response”. The rationale that participants gave for this preference included describing “emergency measures” as more comprehensive, proactive, and official than “emergency response”. Conversely, a few liked “emergency response” and felt that it sounded stronger, more specific, and less vague.

Among the issues to be included in the law, participants offered up a wide range of suggestions. They included the closure of non-essential businesses and stores, and restaurant dining rooms, for example. They included measures related to widespread social distancing and isolation, as well as immediate testing for those with symptoms, and both monitoring and enforcement of quarantines for travellers, those with symptoms, or confirmed cases of the virus. Some suggested that this type of law might also include rules limiting purchases to stop hoarding by consumers or to compel the production of goods from Canadian companies, if needed to deal with the emergency. Most participants tended to agree with all these measures becoming obligatory, enforceable with the rule of law for those not complying voluntarily. They viewed the individual measures as essential, and necessary to fight the pandemic and

protect the public interest. The general consensus was that the most appropriate penalty and enforcement mechanism would be fines.

COVID-19 Ad Testing (Charlottetown and Dieppe)

Participants in these two locations were shown a series of advertising concepts and executions focussed on delivering key messages and information to Canadians regarding COVID-19.

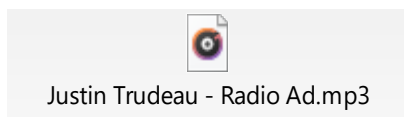
This series of ads included two different concepts for a campaign focussed on preventative measures to help stop the transmission and spread of COVID-19, with executions for print, television and online. It also included a radio ad providing more information from the Government of Canada about safety and prevention. It also included a postcard with information about prevention, symptoms, and what to do in the event of the development of symptoms.

Participants were shown mockups and story boards and heard a recording of the radio ad. They were asked a series of questions to understand overall reaction to the concepts, messages and presentation, specific likes and dislikes, and a series of other questions to assist with testing and evaluation of the ads across various dimensions.

Radio Advertisement

Participants listened twice to a 30 second radio ad, recorded by the Prime Minister. The spot communicated a number of key messages. It stated that the federal government was taking action. It was an imprecation for Canadians to protect themselves and others, especially older people and those with a pre-existing medical condition. It provided a few key steps to follow, including sanitary measures and avoiding both crowded places and inessential travel. It also provided a phone number to call for more information and identified the Government of Canada as the sponsor of the message.

Figure 5



The radio ad in Figure 5 features Prime Minister Justin Trudeau as the voiceover. Justin Trudeau says: "The Government of Canada and Public Health experts are taking action to protect Canadians from COVID-19. Protect yourself and others. Especially those with medical conditions and older adults. Wash your hands often. Avoid touching your face. Cough or sneeze into your arm and disinfect surfaces. You should also avoid crowded places. Avoid all non-essential travel outside of Canada. And if you're sick, stay home. To learn more, call 1-833-784-4397. A message from the Government of Canada."

Overall reaction

Many liked the ad or aspects of it. Those who did felt that it provided good information, and was comprehensive, succinct, and straightforward. A number of participants identified the Prime Minister's voice and liked that he had recorded the message.

In Dieppe, however, among those listening to the French-language version of the ad, most felt the radio spot was too fast-paced and condensed too much information into a short spot, making it hard to follow or retain the information being conveyed. Many of the women still liked the ad overall and felt that it provided important information, while many of the men did not like it for these reasons.

In Charlottetown, some felt that the tone of the ad was too upbeat and needed to be more serious or firm about the need for everyone to follow measures to contain the spread of the virus. In both locations, there were participants who questioned the references to non-essential travel and crowds, wondering if these measures had been defined or were changing in the current climate of increasing restrictions and shutdowns. Some felt that the messaging was no longer current.

Likes

Participants liked a number of elements of the radio ad. Many felt that it provided good information, relevant to most people, and that it communicated its main points succinctly, and offered helpful information and suggestions. Many liked that the spot was short, clear, and to the point. A number of participants liked that the ad was recorded by the Prime Minister. Some in the Dieppe groups described the delivery as self-assured, convincing, or re-assuring.

Others liked the inclusion of the phone number, to let people know how to get more information, and the music and statement at the end of the ad identifying the Government of Canada as the sponsor.

Dislikes

In Dieppe, as mentioned, many felt that the ad was too fast, which tended to create an overall negative assessment of the ad for the men. Among the women in this location, however, while some raised the pace of the ad as an issue initially, none identified any dislikes or weaknesses when specifically asked.

In Charlottetown, a few participants did not like the delivery of the ad, noting that the speaking style felt similar to other types of pre-recorded messages, and thus felt the ad would fail to get noticed on air. Some also felt that the message about avoiding non-essential travel was vague or oblique and needed to be clearer and more direct.

Improvements

In regard to possible improvements to the ad, participants offered a number of suggestions. Most commonly, this focussed on the contacts being provided by the ad for more information. Participants said that the ad should slow down when providing the telephone number or provide it twice. Some felt

that a three-digit local information number should be provided, like an '811'. Some questioned if a website address had been included in the ad or felt that it was missing and should be included.

A few participants felt that additional information should be included about symptoms and what to do if they develop, including a number to call and an advisory against just showing up at emergency rooms.

And there was some suggestion that the radio spot should include a stronger reassuring message about the collective effort and 'getting through this together.'

Advertising Concepts

Two advertising concepts were shown to participants in these groups, both focussed on the same overall theme and messages about implementing sanitary precautions to stop the spread and transmission of the virus. Both concepts delivered three basic instructions; wash your hands, sneeze into your sleeve, and stay at home.

One of the concepts was accompanied by a headline, entreating readers to 'reduce the spread' as its main call to action. This concept employed repetition to get its main messages across about the safety measures to employ. The second concept was oriented around a softer message of 'let's take care' and employed a more graphic representation of the actions being encouraged to reduce the spread of the virus.

For each concept, participants were shown mockup executions for print, television and online banner ads.

Concept 1: Reduce the Spread

Figure 6: Television



The concept show in Figure 6 is a storyboard of images that could be used to make up a television ad. The four-part series sequence starts with someone washing their hands, then switches to another person watching their hands and repeats with different individuals washing their hands. Then, in the same way, we see duplicating images of Canadians demonstrating other ways they can help prevent the spread of COVID-19 including sneezing and coughing into the sleeve and touching door handles.

Figure 7: Print



Figure 7 features three print ad concepts. Each concept features a collage of square shaped images (35 per ad) of Canadians showing different ways they can protect themselves from COVID-19. In the first ad, Canadians are staying at home, in the second they are sneezing into their sleeve and the third ad shows multiple people washing their hands. There is a large white square in the center of each ad, with text that reads: "To reduce the spread of COVID-19, all you need to do is". Then the action ("stay at home", "sneeze into your sleeve", or "wash your hands") is written below in large blue font, repeating four times. Following this, text says: "Together we can prevent, prepare and protect each other against the spread of COVID-19." The website URL "Canada.ca/coronavirus" and the Canada Wordmark are shown on the bottom of each ad.

Figure 8: Web Banner



The storyboard shown in Figure 8 begins with a microscopic close-up image of the coronavirus, along with text which reads “How can we reduce the spread of COVID-19?” The ad then progresses through three main frames. The top half of each frame features text with the ways Canadians can help to reduce the spread. The first frame reads “wash your hands” repeating four times, the second “sneeze into your sleeve” (4x), and “stay at home” (4x). The bottom half of the banner features 4-6 square images of different Canadians taking these actions. The ad finishes with a frame that says: “Together we can prevent, prepare and protect each other against COVID-19.” Throughout the banner, at the bottom, there is a button where Canadians can click to “LEARN MORE” and the Canada Wordmark is shown.

Overall reaction

Participants tended to respond favourably, overall, to this ad concept. They felt that the information was important and relevant, succinctly presented, and driven home by the repetition. Their ‘takeaway’ from the ads was that everyone needed to actively protect themselves and others by washing hands, sneezing into their sleeves, and staying indoors. Some described the ad executions as direct and straightforward. A few commented on the wide range of people shown in the ad and felt this was communicating a universal and inclusive message that everyone was affected, could take action, and needed to do their part. Most felt that the ad was credible and reinforced messages already circulating and being communicated by governments, experts and public health officials.

Likes

Participants tended to associate a number of positives with this ad concept. As noted above, they felt that the information was important, and that the execution was focussed, clear and effective at getting its message across. The repetition was viewed by many as an effective way to get noticed and communicate the three steps needed to stop the spread of the virus. Some felt that the repetition was eye-catching or injected humour into the advertising that would help it stand out. Some described it as focussed or single-minded, or felt that the repetition underscored the importance of the message.

Some felt that the message was clear and simple enough to be understood by everyone, regardless of age or language differences. Participants also tended to like the phrase ‘stop the spread’, and its tone, as the main headline and message of the advertising.

Dislikes

With regard to dislikes there were a few common issues that some participants raised. Some found the print ad too busy and distracting, with too much happening at once, and too many photos of people engaged in sneezing and handwashing. A few did not like the repetition in the ads and felt that it was unnecessary, off putting or overdone.

A number of participants were confused by the creative shown to them of the television spot, especially the imagery of doors and doorknobs, which was used to communicate about staying at home. Some did not make this connection in the absence of any copy saying ‘stay at home’.

Improvements

There was a smattering of suggestions from participants about how to improve the ad. Some felt that more or different information was needed, including how to spot or what to do about symptoms. A few felt that more information or awareness-raising was needed about other issues, such as risks for particular groups, like health care workers or seniors, or how to wash hands properly. A few felt that more facts about the virus should be provided, including how far it can travel in a sneeze or how long it can survive on surfaces.

Concept 2: Take Care

Figure 9: Television



The concept show in Figure 9 is a storyboard of images that may be used to make up a television ad. It features a variety of white icons of people inside bright coloured circles doing different activities, such as eating together, giving a presentation, etc. Participants were told that these images were just placeholders for the moment, and they should imagine a TV ad where you see different scenes of people doing things like washing their hands, sneezing into their sleeves, etc.

Figure 10: Print



Figure 10 features three print ad concepts. Each concept is brightly coloured and features a large circle in the middle, with an animated image showing different ways Canadians can protect themselves from COVID-19. The first ad features a younger male working from home, the second ad features a female coughing into her sleeve, and the third ad shows a set of hands with soap on them. At the top of each ad, above the circle, text reads: "Take care to reduce the spread of COVID-19." Then the action ("stay at home", "sneeze into your sleeve", "wash your hands a lot") is written below in large white font. Below the circle, the following text is written: "When you take care of yourself, you take care of others." The hashtag #TakeCareCanadians, the website URL "Canada.ca/coronavirus" and the Canada Wordmark are shown at the bottom of the ad.

Figure 11: Web Banner



The storyboard shown in Figure 11 begins with a cartoon version of the microscopic image of the virus, along with text "Let's take care to reduce the spread of COVID-19". The ad then progresses through three main frames. Each frame is a different bright colour and features a large circle in the middle, with an animated image showing different ways Canadians can protect themselves from COVID-19. At the top of each frame, text with the ways Canadians can help to reduce the spread is presented. The first frame reads "wash your hands a lot", the second "sneeze into your sleeve" and the third reads "stay at home". The ad finishes with a frame that which reads: "When you take care of yourself, you take care of others" along with an icon of a heart in

the middle and the hashtag #TakeCareCanadians and website URL "Canada.ca/coronavirus" at the bottom. Throughout the banner, at the bottom, there is a button where Canadians can click to "LEARN MORE" and the Canada Wordmark is shown.

Overall reaction

Participants tended to like this concept, as well, especially its use of simple graphics to convey information and get its messages across.

This concept was seen as simple and direct, easy to understand, visually appealing, and eye-catching. Some commented on the vibrant colours. Participants felt that these ads, and their use of graphics, would be widely understood by everyone, including by children and those who might not speak English.

Most said that they liked the overall approach and tone, and felt it was appropriate. As with the above concept, the main information it conveyed about steps to avoid transmission of COVID-19 were viewed as important and relevant to everyone

Likes

The main appeal of this concept was its use of clear and simple graphics, spare copy, and bright colours. Some liked the headline and its overarching message to 'take care of others',

Dislikes

There was very little about this concept that participants objected to. Among the women in Dieppe, there were a few who focused on the placeholder icons for the television spot, noting that these felt too businesslike and seemed to include high proportion of 'men in ties'. There were some divided views about the use of a heart in the ad, but more liked it than disliked it. One person suggested that rather than have a heart in the banner ad that there should be an organigram to demonstrate how when one person contaminates one person, they then contaminate more people and in turn contaminate even more.

Improvements

There were a few improvements suggested by participants. These included adding some information about symptoms and where to call, if any developed, as well as adding a message about everyone's responsibility to protect themselves and others, or to 'be kind'. There was also a suggestion to make the advertising available in multiple languages. A few participants suggested adding telephone contact information.

Comparison of Concept 1 and 2

Asked which of the two concepts was more effective or persuasive, in their view, participants had mixed responses, but tended to come to a consensus within each group. Half of the groups selected concept one and the other half concept two, with no preference by either location or gender. Those selecting the first concept felt that repetition was the more effective technique for getting the message

across, in a way that was eye catching and understandable. Those selecting concept two felt the graphic approach was simpler, conveyed the message more effectively, and was more engaging and noticeable.

Overall, both advertising concepts were viewed as effective at getting their messages across. Few felt that the information being provided in either of the advertising concepts was new for most people, but all felt the messages about the need to take precautions and join the effort to contain the virus, by washing hands, containing sneezes, and staying indoors, were important reminders.

In reviewing both sets of ads, the only issue that arose which some felt required clarification concerned staying indoors. Some had questions about the extent to which this applied to everyone, or whether this message related to certain groups or circumstances more than others, such as those with symptoms or returning from travel. A few felt that more detail was required. A few also felt that some additional messaging was required to explain the importance of these measures.

Few felt that the advertising, regardless of the concept chosen, would prompt them to take more action or change their behaviour, as most said that they were already aware of and following these directions.

Postcard

Participants in these groups were shown a post card with information about three key issues regarding COVID-19: precautions to take to avoid transmissions, symptoms, and what do if symptoms developed.

Figure 12

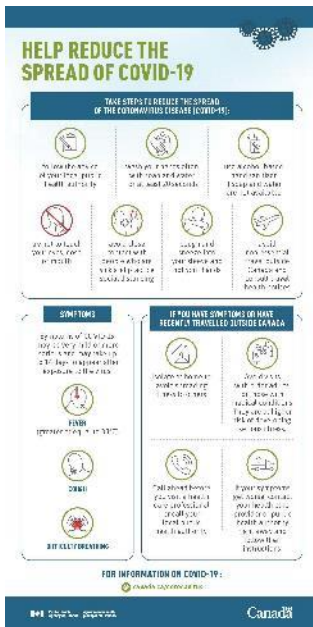


Figure 12 is a postcard concept that features the ways Canadians can help to reduce the spread of COVID-19. The rectangular postcard is broken down into three sections. The top half of the postcard outlines the six steps Canadians can take to reduce the spread of COVID-19 along with icons representing each of the steps. The six steps include: following the advice of the local public health authority, washing your hands often with soap and water for at least 20 seconds, using an alcohol-based hand sanitizer if soap and water are not available, trying not to touch your eyes nose or mouth, avoiding close contact with people who are sick and practicing social distancing, coughing/sneezing into your sleeve and not your hands and avoiding non-essential travel outside Canada and consulting travel health notices.

The bottom half of the postcard is separated into two halves. The bottom left section discusses symptoms, with text that reads: "Symptoms of COVID-19 may be very mild or more serious and may take up to 14 days to appear after exposure to the virus" and includes icons for fever, cough and difficulty breathing. The bottom right side of the postcard provides guidance about what to do if you have symptoms or recently travelled outside of Canada including isolating at home, calling ahead before visiting a health care professional, avoiding visits with older adults or those with medical conditions and contacting your health care provider or local public health authority right away if symptoms worsen. Text at the bottom directs Canadians to the URL "Canada.ca/coronavirus" for more information. The Public Health Agency of Canada logo and the Canada Wordmark are also shown at the bottom of the postcard.

Overall reaction

Most had positive response to the postcard. Participants felt that it offered useful and important information and advice to the public. They felt that the information was comprehensive while being clear, succinct, and visual, making it both easy to read and comprehend. Participants liked that the information was direct from government and sent clear messages to the public about steps to follow and information to be aware of. Participants tended to feel that a public information postcard, such as this, was a valuable and worthwhile initiative. It served to fill any information gaps among the public, provide some comprehensive information in one place, and to reinforce and verify the messages and information already circulating from various sources about these issues. Most said that they trusted information coming from the government of Canada.

Most said that they would notice and read this piece, and quite a few said they would keep or share this postcard, including placing it on the fridge or showing it to children in their household.

Likes

In addition to the above, participants liked the use of graphics and design to convey information, especially in this instance where a lot of information was being provided on a small page. They felt that this added a great deal to the clarity of the piece and ease of reading and comprehension. For the same reason, participants also liked the way that the information was organized into three sections, and colour coded. They felt that this broke up the information well, directed the eye, and provided some additional visual cues for readers. Some also liked that the postcard was being very direct and clear, in their view, about what people should do and not do. Some noted the Canada logo at the bottom as an element they liked.

Dislikes

Some felt that the postcard still required some effort to read, despite the use of graphics and succinct copy and headlines. They suggested that it was perhaps better-suited to a poster than a postcard, given the amount of information it contained. Some felt that the graphic and messages related to air travel were confusing or unclear, such as the green circle around the airplane conveying that travel was permitted, when the copy said that it was restricted. A few noted the reference to 'non-essential' travel, which they said was subjective or inexact. Some felt that government needed to be more direct and specific about the issue of travel.

Improvements

A number of participants said that they would like to see a phone number on the postcard.

Some clarity around travel was also seen as an area in need of improvement. Specifically, participants said that there should be a reference to the 14-day isolation required for returning travellers, and more clarity in the message being sent about what is essential or non-essential.

A few felt that the post card could be more visually arresting somehow, or more succinct, and could benefit from more effort to make it even easier to notice and read. Some felt that brighter colours might be used, or that headlines could be made bigger, bolder or more colourful.

Exercise: COVID-19 Message Testing

Participants were provided with a handout with some potential messages about COVID-19. They were asked to select the two messages that they liked the best, ranked as one and two, and to identify any they disliked or felt were inappropriate.

The handout provided a list of the following the messages 10 messages.

- Do your part. Help reduce the spread of coronavirus disease.
- Do your part. Help stop the spread of COVID-19.
- Everyone has a responsibility to help protect themselves, their families and others.
- Help prevent the spread of COVID-19. Here's what you can do to help.
- Help protect yourself and others.
- Prevent, Prepare, reduce the risk.
- We all have a role to play. Here's how you can help.
- When you take care of yourself, you take care of others.
- Take care of Canadians.
- Now is the time to act and we must act together.

There were different results in the two locations. In Charlottetown, most chose as their top choice *"When you take care of yourself, you take care of others"*. This message did not resonate with the participants in Dieppe, though, where most chose *"Do your part. Help reduce the spread of coronavirus disease."* This latter message was also liked in Charlottetown, though they were more in favour of the version that referenced the virus as COVID-19. The basic message, however, to "do your part and help reduce the spread" was generally liked by participants in both groups.

There were few other messages that were especially liked by more than a couple of people, and few that were widely disliked. In Charlottetown, and to a lesser extent Dieppe, many did not like *"Take care of Canadians"*. They felt this sounded exclusive, and potentially discriminatory or nationalist in tone, and might be viewed as leaving immigrants, Indigenous people, or other countries out.

In Charlottetown, some disliked *"Now is the time to act and we must act together"* as sounding too directive, and some did not like *"Prevent, prepare and reduce risk"* as they felt the message was too vague.

The messages are rank ordered below, based on the number of participants who selected them as their number one choice. Comments, and specific likes and dislikes, are included as well.

Top Selections

When you take care of yourself, you take care of others

Participants liked the overall tone and message of this statement. They felt it expressed empathy and collective concern, softly urged the reader to take action by appealing to enlightened self-interest and social values, instead of issuing a command. Participants liked that this message emphasised care, connectivity, and broad benefits, and implied, some felt, care for the most vulnerable. Some felt that COVID-19 needed to be added to the statement to make the subject clear and the message more specific.

Do your part. Help reduce the spread of coronavirus disease/COVID-19

Participants liked both of these messages, which were the same except for the language used about the virus. Some preferred 'coronavirus' as the term they were most familiar and comfortable with, and some preferred 'COVID-19' as the more specific name for the virus, which was beginning to be used more broadly at the time of these groups.

In regard to the overall message, participants like that it was direct, precise, and straight to the point about the need for everyone to do their part to help stop the spread. They supported this goal and liked the way the directive was presented, getting the balance right between being too firm or too soft. Participants liked that this message included a specific reference to the virus by name, whichever name was used. Many liked the implication that this was a collective effort in which everyone had a role to play. A few felt that it subtly suggested that people would be held accountable for failing to do their part. Many felt the statement was concise, clear and compelling.

Bottom Choices

Take care of Canadians

Only a few liked this message and many disliked it, feeling that the focus on "Canadians" was inappropriate, either because it failed to reflect the global nature of the challenge, and the extent to which Canadians cared about other countries and people, or because they felt it might be interpreted as leaving some Canadians or Canadian residents out. Some people did not interpret the message this way and liked that it was emphasising care for one another among *all* Canadians, who were facing a challenge together.

Now is the time to act and we must act together

As noted above, a number of participants in Charlottetown did not like this message. They felt that it was too directive, as well as too vague, given that it lacked a reference to the virus as the subject of the statement. In Dieppe, none had strong views about this statement, one way or the other. The few who liked this statement, liked the urgency and focus on the challenge as collective one requiring collective action to solve.

Other messages

The remaining messages elicited limited opinion either way. A few liked them and a few, in most instances, disliked them for various reasons.

Prevent, Prepare, reduce the risk

More than the other remaining messages below, this one elicited the most divided opinion. A few participants in the Dieppe groups like this message, while a few in the Charlottetown groups disliked it. Those who liked it, felt that the focus on 'prevention' was effective. In one of the Dieppe groups it was likened to the adage that "an ounce of prevention is worth a pound of cure." Some also liked this as the message was simple and memorable. Those who did not like it felt that it was too vague in regard to the subject.

We all have a role to play. Here's how you can help

Some liked the statement "we all have a role to play", and most liked the sentiment, but more preferred "do your part" as an expression of this idea. Others found this message to be too vague and did not like that it left out any reference to the virus as the main subject of the message. Some suggested adding this reference to improve the message.

Help prevent the spread of COVID-19. Here's what you can do to help.

The few who placed this message in their top two liked its direct and specific appeal. They felt it was short, simple and clear, and would be effective at getting people's attention. Most of these participants liked the focus on 'helping' and that the message implied that some practical information would be provided to that end.

Help protect yourself and others

Some liked this message, largely for the same reasons that many liked the top choice ("when you take care of yourself, you take care of others"). They liked that it addressed people directly with a call to action that was focussed on care. Most, however, preferred the way the same sentiment was expressed in the other statement, which made the connection between self-care and social welfare clearer.

Everyone has a responsibility to help protect themselves, their families and others.

Those who liked this message felt that it was inclusive and wide ranging. It made the link between individual interests and social welfare implicit. Some felt that the message captured the natural order of consideration among most people, in regard to self, family and community, while offering a practical approach for containing the spread of the by focussing on the importance of individual behaviour.

COVID-19 Ad Testing (Belleville and Québec City)

Awareness of Government of Canada Advertising

While many felt that they had seen government advertising about COVID-19 in recent weeks, few were aware of Government of Canada advertising specifically nor could recall with much detail what they had seen or heard.

Among those who could recall some detail, a few mentioned social media ads directing them to a website for more information. Some mentioned seeing advertising about handwashing and staying home, including a spot featuring a doctor, which may have been a reference to Canada's Chief Public Health Officer. A few had heard a message recorded by the Prime Minister or had seen a video on YouTube from the Government of Canada providing general information.

Participants generally felt that they were hearing a lot of these messages, however, including advertising, statements and news coverage, from a wide range of sources, including all levels of government, making the specific sources hard to distinguish or recall.

Radio Scripts

Two radio scripts were tested in these groups, one in each location. Both had the same messages about pulling together as a country, and looking out for one another, when times get tough. They both referred to COVID-19 as another challenge being faced by the country. Both scripts also included a line about keeping up to date with the latest medical advice at Canada.ca/coronavirus.

In regard to differences, the script tested in Belleville focussed on frequent handwashing and staying home as much as possible as the key measures that Canadians should be undertaking to help stop the spread of the virus. It ended with the tagline "When you take care of yourself, you take care of others".

In Québec City, the script provided information about the reality and risks of asymptomatic spread. It advised listeners to not leave home and to remain two metres away from others at all times. It ended with the tagline "Stay home. Save Lives."

Script 1: *Take Care (Belleville)*

In Belleville, the moderator read the following script to participants twice before asking for their opinions.

"Throughout our history, whenever times have been tough, Canadians have always looked out for each other – that's what it means to be Canadian.

And now that we're facing another challenge together, we all need to do our part.

Wash your hands often. Stay at home as much as possible.

Keep up to date with the latest medical advice at Canada.ca/coronavirus.

When you take care of yourself, you take care of others."

Overall reaction

In terms of initial reaction, most participants liked the script and felt that it was informative, offered good advice, set the right tone and sent the right message. A number of participants said it made them feel good. Some especially liked that it was about Canada and being Canadian. A few felt that it was a bit too heavy on the rallying messaging or that it could have used some stronger language, and some additional detail, about the precautionary measures being called for, to underscore the magnitude of the threat and the need for everyone to follow the rules, especially in regard to staying at home.

As for the message takeaway, participants described the script as being about “togetherness” in a double sense. First, it was reminding Canadians that they were not alone. Second, it was reminding Canadians of their personal responsibility to act on behalf of others. Participants tended to feel that the script was appealing to pride and a desire among Canadians to do their part, as well as duty and obligation. A few also referenced ‘social distancing’ as a key message of the script.

Most felt that the messaging was aimed at a wide audience, commonly described as ‘everyone’. Some specified this to include adults, young and old, as well as adolescents and older children.

When asked about the tagline, “When you take care of yourself, you take care of others”, not everyone had an opinion. Among those who did, some liked the tagline and felt that it was memorable, meaningful, and clear. Others felt it was vague or ambiguous. Shown an alternate tagline, “Stay Home. Save lives,” some liked it, but many preferred the original as a better message and match for the script. The exception to this is the men’s group in Belleville who all preferred the alternative timeline as it was deemed more concise and relatable.

Participants were a bit mixed in their opinions about whether this kind of radio message from the Government of Canada was appropriate or needed. Some wondered if it was worth the money, given that the practical information it offered was already circulating and well known, in their view. Many felt that the encouragement and reassurance offered by the spot, and its focus on togetherness, constituted the primary purpose and message of the ad. Some agreed that this was a useful message to get out at this time, while others were ambivalent about whether or not that was necessary.

Likes

Participants mostly liked the radio script. And while not everyone agreed on all points, there were a core set of strengths that came up in the groups. Many liked the script’s appeal to Canadian pride, social values, and a shared sense of community, as well as the references to history and collective strength. Some felt that the radio spot offered an encouraging message, and a reminder to Canadians about the need to ‘do our part’. Some appreciated that the script was focussed on getting people to pull together around a single issue. Some liked the clarity and simplicity of the messages and information, and felt that it would be suitable for everyone, including children. Some commented on the tone and liked that it was positive, calm and factual, in their view.

Dislikes

There were a few perceived weaknesses identified by participants as well. While some liked the calm, factual approach, others felt that the message lacked urgency and was not serious or severe enough. The message to “Stay at home *as much as possible*”, in particular, was viewed as too soft or tentative. Some of the men felt that, barring greater urgency, stronger language, or more hard-hitting facts, the messaging was not engaging or memorable enough to get noticed or have an impact. A few felt an explicit message of inclusivity should be added, to underscore that no one was being left out, and that the measures applied to everyone.

Improvements

Collectively, participants offered a number of suggestions for making improvements to the radio script.

Most commonly, participants felt that the script could be more forceful, direct or to-the-point, by adding some stronger language about the need for everyone to do their part and follow directives such as staying at home. Some also thought the script could be more urgent or explicit about the seriousness of the threat, including adding some information about cases and deaths.

On a related note, there were participants who felt that the radio spot was not especially engaging or memorable. They thought that it needed more urgency and force, or some compelling facts, to get noticed and make an impact.

A number of participants felt that the script should provide more information about social distancing, staying at home, and avoiding contact with other people, including more details and about when these measures apply and to whom. A few felt that it should include information about asymptomatic transmission or symptoms.

A few participants thought that the script could be improved by shortening it and making it more concise, and by possibly trimming some of the messaging about Canada’s heritage to focus more heavily on the actions required.

There was some agreement in one of the groups that the URL for the website should be moved to the end of the spot to stand out and be more memorable.

Radio script: *Save Lives* (Québec City)

In Québec City, the moderator read the following script to participants twice before asking for their opinions.

“Throughout our history, whenever times have been tough, Canadians have always looked out for each other.

And now that we’re facing another challenge together, we all need to do our part.

Even if you don’t have symptoms of COVID-19, you could spread it to others and put lives at risk.

So, don’t leave home.

Stay at least two metres away from others at all times.

And keep up to date with the latest medical advice at Canada.ca/coronavirus.
Stay home. Save Lives.”

Overall reaction

In terms of initial thoughts, responses were mixed. The women were largely positive while the men tended to be more critical or ambivalent.

Among the women, most liked the radio script. They commented on the tone, in particular, which they variously described as frank, truthful, raw or serious. Some commented, unprompted, that they liked the last line, “Stay home. Save lives.”

In the men’s group there were some who felt that the messages were a bit outdated and redundant, having been repeated so often already by government. They felt that the focus of new communications should be on new information, such as the number of people infected. Others in the group, however, liked the fact that this radio spot was repeating and reinforcing messages about social distancing that were already in circulation. They felt that repetition was necessary to drive the message home. More broadly, there were a number of participants in this group who felt that a stronger message or tone were warranted, to give the message more urgency, and make it more effective, noticeable and memorable. Throughout the discussion, it was clear that a number of women agreed with this sentiment as well.

In regard to the main message of the radio spot, some identified togetherness and unity as a key takeaway, as participants did in Belleville. More commonly, however, participants were more likely to focus on the specific directives about social and physical distancing in this version of the script, and on the overall directive tone, as the main message of this spot. Most felt that the script communicated its messages clearly, albeit not as forcefully as some felt that it needed to be to get everyone’s attention about the importance of compliance.

While many felt that the message was directed at all Canadians, they also felt that it was especially focussed on people who may not be following the rules or taking the issue seriously enough. Some mentioned younger people, specifically, as key targets for the ad, who might not be thinking of the impact of their behaviour on others. A few felt that older people were a key audience and needed to be reminded to take extra care. Some also mentioned that the ad was relevant to everyone, as possible asymptomatic carriers of the virus.

Most agreed that this was an appropriate message coming from the federal government, and communicated important information that some people, in particular, needed to hear about the necessity of distancing measures. Some said that the federal government sending out this message gave it authority and weight. While some thought that the message could be more forceful, many felt that the radio spot would stand out as it was.

Asked about the tagline, many liked it, and felt that it struck the right tone and was both clear and effective in getting its message across about the importance of complying with distancing measures. In the women’s group, a number of participants agreed that the rest of the copy should be more in line with the tenor of this statement, conveying the life and death nature of the challenge more effectively.

Some thought the line itself could be strengthened, while others felt it was strong enough as it was. Participants were shown the alternate line from the script tested in the Belleville groups, “When you take care of yourself, you take care of others.” Most thought the first line was better and more direct and to the point.

Likes

While some criticized it, most liked the fact that these messages were reinforcing and repeating the basic information already out there and widely known. Many felt that these were important messages that needed to be repeated to get through to everyone about staying at home and two metres apart from one another to “save lives”. A number of participants in the women’s groups said, unprompted, that they liked the line ‘Stay home. Save lives’. When asked about it, most seemed to like this line and the tone it set for the spot.

Dislikes

A few of the men, in particular, felt that the patriotic message was distracting and unnecessary. They felt that the script should be more focussed on the essential information about transmission, prevention and saving lives, and more direct and to-the-point. As mentioned above, some did not like the focus on information or directives that they felt had already been widely communicated by government and the sense that the radio spot offered nothing new.

Improvements

With respect to other information that might be included in the radio spot, participants suggested that it might benefit from information about the ease of transmission, or the number of deaths in other countries, such as Italy and France, to underscore the potential impact on Canada. Others suggested that some information about penalties and consequences for failing to follow social distancing rules should be included. In the women’s groups, participants wanted to see a more emotionally hard-hitting approach. They suggested using someone presently ill to read the ad or producing companion ads focussed on real stories of death and suffering, or about people who have been fined for non-compliance.

A few participants suggested some recognizable music to go with the spot, or an emergency sound signature at the beginning of the ad to get people’s attention.

Television Advertising Concepts – Dr. Theresa Tam

Participants were shown two current television advertisements from the Government of Canada designed to inform Canadians about COVID-19. The ads featured the Chief Public Health Officer, Dr. Theresa Tam.

Each ad was shown twice, in different sequences, in each location. Both ads had common content. This included a statement about COVID-19 as a serious public health threat requiring all Canadians to act now to reduce the spread.

In the execution, entitled “Wash”, the ad focused on protecting self and others, especially older adults and those with medical conditions, by washing hands often, avoiding face touching, coughing or sneezing into sleeves, and staying home. The closing line of the spot was “now is the time to act, and we must act together”.

In the execution entitled “Avoid”, the ad focused on avoiding crowded places and non-essential travel, practicing social distancing, staying home as much as possible, self-isolating in the case of possible exposure, and staying connected to friends and family. The closing line of the spot was “when you take care of yourself, you take care of others”.

Concept “Wash”

Figure 13

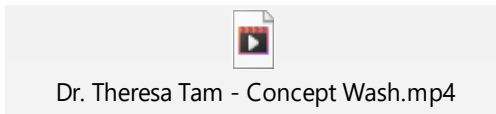


Figure 13 is a television ad that features Dr. Theresa Tam, speaking from an office setting with the Canada flag in the background. Text on screen provides credentials for Dr. Theresa Tam, Chief Public Health Officer of Canada. At the bottom of the screen throughout the ad, there is text overlay which reads “Learn more at Canada.ca/coronavirus or 1-833-784-4387”. Theresa Tam says: “COVID-19 is a serious public health threat. All Canadians must act now to reduce the spread. Protect yourself and others, especially those with medical conditions and older adults. Wash your hands often (shows icon of handwashing). Avoid touching your face. Cough or sneeze into your arm (shows icon of person coughing into sleeve). And, stay at home as much as possible (shows icon of person in home). Now is the time act and we must act together.” Then, the Canada Wordmark shows on screen and Justin Trudeau says: “A message from the Government of Canada.”

This ad focused on protecting self and others, especially older adults and those with medical conditions, by washing hands, avoiding face touching, coughing or sneezing into sleeves, and staying home. The closing line of the spot was “now is the time to act, and we must act together”.

Participants were shown the spot twice before being asked for their opinions.

Overall reactions

Asked about the main message of the ad, some mentioned specifics, such as handwashing and staying home. Others felt that the main message of the ad was to convey the seriousness of the public health threat posed by COVID-19, or to encourage Canadians to help reduce the spread. While some felt that these messages were already widely known, others felt they were an important reminder.

Participants widely agreed that the message was both credible and easy to understand, although there were some in the Québec City group who expressed difficulty with Dr. Tam’s accent in French.

Most felt that this was an appropriate message from the Government of Canada. They felt that it was aimed at everyone, especially people at greater risk for either contracting a serious form of the virus,

such as older people, or for transmitting it, such as younger people, who may not be paying as much attention to precautions because of a reduced sense of personal concern.

Likes

Among the elements of the ad that participants liked, Dr. Tam was widely viewed as a credible spokesperson and good choice for delivering the message. Many liked the simple, direct and straightforward delivery of the messages and information. Some felt the right tone was struck, and that the ad conveyed the seriousness and urgency of the issue without being alarmist.

Dislikes

A few felt that the message to stay home “as much as possible” was too vague, and that more detailed and forceful language was needed to create a better understanding of what this precaution entailed, that it applied to everyone, and was imperative. A few felt that the spot lacked energy or urgency.

There was some agreement in one of the groups that the website and phone number information should be in a different colour than white in order to stand out and encourage people to visit or call.

Improvements

Some felt that the spot could be improved by showcasing some additional information, for context and impact, especially regarding cases and deaths. A number of participants in various groups suggested that statistics be included, either on the screen or in a ‘news ticker’ below, showing the number of cases and deaths around the world and in badly-affected countries. Participants thought that this would reinforce the seriousness of the issue and urgency to act, while providing information that would make the spot more informative and current.

A number of participants thought that the messages themselves could be stronger about the severity of the virus and need for everyone to comply with measures to stop its spread.

Some thought that the current ad, while offering useful messages, was mostly repeating and reinforcing already widely-circulating and well-known information and would be improved with a new focus or updated perspective.

A few participants identified additional information or topics to be included. These included symptoms (how they progressed and what to do if they developed), the ease of transmission and the risk and realities of asymptomatic carriers.

Concept “Avoid”

Figure 14

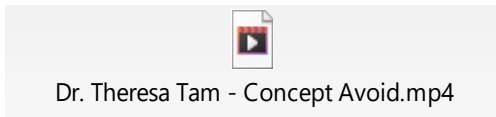


Figure 14 is a television ad that features Dr. Theresa Tam, speaking from an office setting with the Canada flag in the background. Text on screen provides credentials for Dr. Theresa Tam, Chief Public Health Officer of Canada. At the bottom of the screen throughout the ad, there is a text overlay which reads “Learn more at Canada.ca/coronavirus or 1-833-784-4387”. Theresa Tam says: “COVID-19 is a serious public health threat. All Canadians must act now to reduce the spread. Avoid crowded places and practice social distancing (shows icon of people 2m apart). Avoid non-essential travel and stay home as much possible (shows icon of person in home). Self-isolate if you may have been exposed to COVID-19. Stay connected with neighbours, friends and family (shows icon of telephone and computer with Wi-Fi). When you take care of yourself, you take care of others.” Then, the Canada Wordmark shows on screen and Justin Trudeau says: “A message from the Government of Canada”.

This ad focused on avoiding crowded places and non-essential travel, practicing social distancing, staying at home as much as possible, self-isolating if exposed to possible transmission, and staying connected to family and friends. The closing line of the spot was “when you take care of yourself, you take care of others”.

Participants were shown the spot twice before being asked for their opinions.

Overall reactions

Participants interpreted the main message of this ad to be about following social distancing measures to stop the spread of COVID-19, including staying at home and away from other people as much as possible.

As with the first ad, participants tended to agree that this one was credible, easy to understand, and communicated important facts and messages clearly. Many liked the tone and felt that it was direct and serious, while some others felt that it could be more urgent and animated. As with the other ad, there were a number of participants in Québec City who expressed difficulty understanding Dr. Tam’s accent in French.

Most felt that the spot was aimed at the general public. In the women’s group, in particular, a few felt that the information was a bit dated and that the general public was widely aware of the need to follow these precautions.

Likes

Again, Dr. Tam was perceived by many to be a credible and competent spokesperson. Some especially liked the tone of the ad and felt that it communicated the seriousness of the subject matter without being alarmist. Some liked the message to “take care”.

Dislikes

A number of participants felt that some of the language and messages were too equivocal. Some thought that encouraging people to “stay connected with family” (in the absence of any indication as to what this meant) should not be part of the message as it could be interpreted as physical visits. Others noted that, in their view, asking Canadians to “avoid” crowds and “non-essential” travel was not strong enough. They wanted firmer, clearer directives to be issued.

Improvements

Participants in Québec City, in particular, felt that the ad needed more impact, stronger directives and stronger language. Some referenced anti-smoking or drinking and driving ads as examples of the kind of messaging and approach they felt was warranted to get people to pay attention to COVID-19 and follow social distancing precautions more stringently.

Some in the women’s group suggested using a different spokesperson for the message, such as a front-line health care worker or someone who had recovered from the virus.

Comparisons

Participants overall preferred the “Wash” ad. Most commonly, they liked the tone and tenor of the message more in this ad than the other. They described it, variously, as more serious, more sincere, and more urgent. Some specifically liked the tag line, “Stay home. Save lives” and felt that it was clear, direct and incisive. A few liked the reference to seniors and those with medical conditions and felt that it humanized the message, and made it more personal. Some also felt that the message in this ad was more relevant to more people, and that while most knew to follow these directives, everyone needed the reminder.

Among those who preferred the “Avoid”, including most of the women in Belleville, they tended to view it as more forceful and directive, given that it was focussed on more restrictive measures around social distancing. They also tended to see social distancing as a more recent set of measures and current topic than handwashing and other sanitary measures. These participants also felt that social distancing and stay-at-home measures were more controversial. These participants had a sense that some people, at least, were resisting social distancing and stay-at-home directives and needed to hear some messaging about the need to comply more stringently.

Appendix A – Recruiting Scripts

**Privy Council Office
Recruiting Script – March 2020
(Feb. 28, 2020)**

Recruitment Specifications Summary

- Total of 12 groups
- Each group is expected to last for two hours
- Recruit 10 participants for 8 to show
- Incentives will be \$90 per person
- Groups split by gender. Ensure good mix by age (all 18+), marital status, education and income.

Specifications for the focus groups are as follows:

GROUP	LOCATION	LANG.	DATE	TIME	COMPOSITION	MODERATOR	
1	Calgary, AB	Delta Hotels Calgary Downtown 209 Fourth Ave SE Calgary, AB T2G 0C6	English	Wed. Mar. 4 th	5:30-7:30	Women	D. Nixon
2					8:00-10:00	Men	
3	Richmond, BC	The Westin Wall Centre Vancouver Airport 3099 Corvette Way Richmond, BC V6X 4K3	English	Tues. Mar. 10 th	5:30-7:30	Women	D. Nixon
4					8:00-10:00	Men	
5	Charlottetown, PEI	Online	English	Tues. Mar. 17 th	5:00-7:00	Women	T. Woolstencroft
6					7:30-9:30	Men	
7	Dieppe, NB	Online	French	Thurs. Mar. 19 th	5:00-7:00	Women	M. Proulx
8					7:30-9:30	Men	
9	Belleville, ON	Online	English	Wed. Mar. 25 th	5:00-7:00	Women	D. Nixon
10					7:30-9:30	Men	
11	Québec City, PQ	Online	French	Thurs. Mar. 26 th	5:30-7:30	Women	M. Proulx
12					8:00-10:00	Men	

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?/Préfériez-vous continuer en français ou en anglais?
[CONTINUE IN LANGUAGE OF PREFERENCE]

RECORD LANGUAGE AND CONTINUE

English

French **GROUP 7/8/11/12 ONLY IN DIEPPE OR QUÉBEC CITY**

On behalf of the Government of Canada, we're organizing a series of 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
No, none of the above

**THANK AND END
CONTINUE**

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

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

2. Gender: **DO NOT ASK. RECORD BY OBSERVATION.**

Male	CONTINUE GROUP 2, 4, 6, 8, 10, 12
Female	CONTINUE GROUP 1, 3, 5, 7, 9, 11

3. In which City do you reside?

Calgary	+ FEMALE = GROUP 1 + MALE = GROUP 2
Richmond	+FRENCH + FEMALE = GROUP 3 +FRENCH + MALE = GROUP 4
Charlottetown	+ FEMALE = GROUP 5 + MALE = GROUP 6
Dieppe	+ FEMALE = GROUP 7 + MALE = GROUP 8
Belleville	+ FEMALE = GROUP 9 + MALE = GROUP 10
Québec City	+ FEMALE = GROUP 11 + MALE = GROUP 12
Other	THANK AND END
VOLUNTEERED Prefer not to answer	THANK AND END

PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.

3a. How long have you lived in [INSERT CITY]?

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

4. 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	RECORD AND CONTINUE

25-34	
35-44	
45-54	
55+	
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX OF AGES WITHIN EACH SUBGROUP.

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

Yes **CONTINUE**

No **EXPLAIN THE FOLLOWING** *“a focus group consists of eight to ten 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.”*

6. How comfortable are you in expressing your views in public, reading written materials or looking at images projected onto a screen?

I Very Comfortable

Somewhat Comfortable

Somewhat Uncomfortable **THANK AND END**

Very Uncomfortable **THANK AND END**

7. 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.11**

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

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

More than 6 months ago **CONTINUE**

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

0-4 groups **CONTINUE**

5 or more groups **THANK AND END**

10. And on what topics were they?

TERMINATE IF ANY ON SIMILAR/SAME TOPIC

ADDITIONAL RECRUITING CRITERIA

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

11. 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.

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

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.

13. During the discussion, you could be asked to look at materials that are pinned up on a wall and to read handouts or other materials in print. You will also be asked to actively participate in a conversation about these materials. Can you think of any reason why you may have difficulty reading the materials or participating in the discussion? You may also be asked to write down a few thoughts on paper. Are you comfortable writing in (English/French)?

TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU AS THE INTERVIEWER HAVE A CONCERN ABOUT THE PARTICIPANT'S ABILITY TO PARTICIPATE EFFECTIVELY.

14. 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 focus group discussion, which will take place the evening of [INSERT DATE/TIME BASED ON GROUP # IN CHART ON PAGE 1]. The group will be two hours in length and you will receive \$90 for your participation. 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. We will ask you to provide your explicit consent by signing a note to this effect when you arrive at the group.

Would you be willing to attend?

Yes	CONTINUE
No	THANK AND END

The group will be held at: [INSERT LOCATION]

We will be calling you back to verify the information given and will confirm this appointment the day before. 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:

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.

We ask that you arrive 10-15 minutes prior to the beginning of the session and identify yourself to our staff who will gladly welcome you. Please bring photo identification with you, so that we make sure only people who have been invited participate in 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.

Thank you very much for your time.

RECRUITED BY: _____

DATE RECRUITED: _____

Bureau du Conseil privé
Questionnaire de recrutement – mars 2020
(28 février 2020)

Résumé des consignes de recrutement

- Total de 12 groupes.
- Durée prévue de chaque rencontre : deux heures.
- Recrutement de dix participants pour assurer la présence d'au moins huit personnes.
- L'incitatif sera de 90 \$ par personne.
- Groupes distincts pour les hommes et les femmes. Groupes diversifiés en fonction de l'âge (18 ans et plus), de l'état matrimonial, de l'éducation et du revenu.

N ^o DU GROUPE	LIEU		LANGUE	DATE	HEURE	COMPOSITION DU GROUPE	MODÉRATEUR
1	Calgary, AB	Delta Hotels Calgary Downtown 209 Fourth Ave SE Calgary, AB T2G 0C6	Anglais	Mercredi 4 mars	5:30-7:30	Femmes	D. Nixon
2					8:00-10:00	Hommes	
3	Richmond, BC	The Westin Wall Centre Vancouver Airport 3099 Corvette Way Richmond, BC V6X 4K3	Français	Mardi 10 mars	5:30-7:30	Femmes	D. Nixon
4					8:00-10:00	Hommes	
5	Charlottetown, PEI	En ligne	Anglais	Mardi 17 mars	5:00-7:00	Femmes	T. Woolstencroft
6					7:30-9:30	Hommes	
7	Dieppe, NB	En ligne	Français	Jeudi 19 mars	5:00-7:00	Femmes	M. Proulx
8					7:30-9:30	Hommes	
9	Belleville, ON	En ligne	Anglais	Mercredi 25 mars	5:00-7:00	Femmes	D. Nixon
10					7:30-9:30	Hommes	
11	Québec City, PQ	En ligne	Français	Jeudi 26 mars	5:30-7:30	Femmes	M. Proulx
12					8:00-10:00	Hommes	

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, mon nom est **[NOM DU RECRUTEUR]**. Je vous appelle 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

Français **GRUPE 7/8/11/12 SEULEMENT À DIEPPE OU QUÉBEC CITY**

Nous organisons, pour le compte du gouvernement du Canada, une série de groupes de discussion en vue 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

15. 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
CONCLURE | REMERCIER ET |
| Dans les relations publiques ou les relations avec les médias
CONCLURE | REMERCIER ET |
| Dans le milieu de la radio ou de la télévision
CONCLURE | REMERCIER ET |
| 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**

16. Sexe : **NE PAS DEMANDER. NOTER SELON VOTRE OBSERVATION.**

Homme	CONTINUER GROUPES 2, 4, 6, 8, 10, 12
Femme	CONTINUER GROUPES 1, 3, 5, 7, 9, 11

17. Dans quelle ville habitez-vous ?

Calgary	+ FEMME = GROUPE 1 + HOMME = GROUPE 2
Richmond	+ FRANÇAIS + FEMME = GROUPE 3 + FRANÇAIS + HOMME = GROUPE 4
Charlottetown	+ FEMME = GROUPE 5 + HOMME = GROUPE 6
Dieppe	+ FEMME = GROUPE 7 + HOMME = GROUPE 8
Belleville	+ FEMME = GROUPE 9 + HOMME = GROUPE 10
Québec City	+ FEMME = GROUPE 11 + HOMME = GROUPE 12
Other	REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE

LES PARTICIPANTS DOIVENT RÉSIDER DANS LESDITS CENTRES.

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

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

18. 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 ans	NOTER L'ÂGE ET CONTINUER
25 à 34 ans	
35 à 44 ans	
45 à 54 ans	
55 ans ou plus	
RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE

ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE SOUS-GROUPE

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

Oui **CONTINUER**

Non **EXPLIQUER QUE** : « un groupe de discussion se compose de huit à dix 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 ».

20. Dans quelle mesure êtes-vous à l'aise pour exprimer votre opinion en public, lire des documents, ou regarder des images projetées sur un écran ?

Il Très à l'aise

Assez à l'aise

Assez mal à l'aise

Très mal à l'aise

REMERCIER ET CONCLURE

REMERCIER ET CONCLURE

21. 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.11**

22. 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**

23. 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**

24. Et sur quels sujets portaient-ils ?

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

CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES :

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

25. 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.

26. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage — 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.

27. Au cours de la discussion, vous pourriez devoir examiner du matériel affiché au mur et lire de la documentation imprimée. On vous demandera également de participer activement aux discussions portant sur ce matériel. Pensez-vous avoir de la difficulté, pour une raison ou une autre, à lire les documents ou à participer à la discussion ? On pourrait aussi vous demander de noter quelques réflexions sur papier. Êtes-vous à l'aise pour écrire (en français/en anglais) ?

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

28. 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, qui aura lieu le [DONNER LA DATE ET L'HEURE EN FONCTION DU N° DE GROUPE INDIQUÉ DANS LE TABLEAU, PAGE 1]. La rencontre durera deux heures et vous recevrez 90 \$ pour votre participation. Veuillez 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 avez donné votre consentement à ces modalités. Nous vous demanderons de nous donner votre consentement explicite en signant une confirmation à cet effet à votre arrivée dans le groupe.

Est-ce que vous accepteriez de participer ?

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

Le groupe de discussion aura lieu à : [DONNER L'ADRESSE]

Nous vous rappellerons la veille de la rencontre pour confirmer le rendez-vous et les renseignements fournis. 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 ?

Nom :

Numéro de téléphone :

Adresse Courriel :

Ce rendez-vous est un engagement ferme. Si vous pensez ne pas pouvoir vous présenter 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 une personne pour vous remplacer.

Nous vous prions d'être sur les lieux au moins dix à quinze minutes avant le début de la rencontre et de vous présenter à notre personnel, qui se fera un plaisir de vous accueillir. Veuillez apporter une pièce d'identité avec photo ; cela nous permettra de vérifier que seules les personnes invitées participent au groupe. Il est possible que vous deviez revoir du matériel durant le cours de la discussion. Si vous nécessitez des lunettes, veuillez les apporter à la discussion.

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

MODERATOR'S GUIDE – March 2020

INTRODUCTION (10 minutes) ALL LOCATIONS

- **INSTRUCT IN CHARLOTTETOWN, DIEPPE, BELLEVILLE, QUÉBEC CITY** 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.

GC NEWS (15 minutes)

- **ASKED IN CALGARY, RICHMOND, CHARLOTTETOWN, DIEPPE** What have you seen, read or heard about the Government of Canada lately?
- **ASKED IN CALGARY, RICHMOND, BELLEVILLE** Have you seen, read or heard anything about the Wet'suwet'en protests?
 - Have you heard anything about how the Government of Canada has responded?
 - Do you think the government has responded appropriately?
 - What else, if anything, should the Government of Canada be doing to address the situation?
- **ASKED IN RICHMOND** Have you seen, read or heard anything recently about the Teck Frontier Mine project in Northern Alberta? Has a decision been made if it will go forward?
 - If aware it is not going forward: based on what you know why did Teck decide to withdraw their proposal?
 - Do you think this was the right decision?
 - Does this outcome mean anything for the future of the oil industry in Canada?

CORONAVIRUS/COVID-19 CALGARY, RICHMOND (15 minutes) CHARLOTTETOWN, DIEPPE, BELLEVILLE, QUÉBEC CITY (45 minutes)

COVID-19 IN THE NEWS

- **ASKED IN CALGARY, RICHMOND** Has anybody heard about the new coronavirus or COVID-19?
MODIFIED QUESTION ASKED IN CHARLOTTETOWN, DIEPPE Has anybody seen/read/heard anything about the new coronavirus or COVID-19?
If yes:
 - **ASKED IN CALGARY, RICHMOND, CHARLOTTETOWN, DIEPPE** What have you heard about it?
 - **MODIFIED QUESTION ASKED IN BELLEVILLE, QUÉBEC CITY:** What have you heard about the coronavirus or COVID-19 recently?
 - **ASKED IN ALL LOCATIONS** Where are you hearing about it?

- **ASKED IN QUÉBEC CITY** Have you heard about the new mandatory self-isolation for individuals returning to Canada?
 - If yes, what have you heard about it?
 - Have you heard about the consequences of not complying with it? If yes, what have you heard?
- **ASKED IN CHARLOTTETOWN, DIEPPE, BELLEVILLE, QUÉBEC CITY** Have you heard anything [else] about how the Government of Canada has responded?
 - Have you seen any announcements from the Government of Canada addressing the issue?
 - Do you think that, to date, the government has responded appropriately? Why/not? [MODERATOR NOTE: TAKE TIME TO ALLOW RESPONDENTS TO CONSIDER ANSWERS]
 - What else, if anything, should they be doing at this time?
- **ASKED IN CHARLOTTETOWN, DIEPPE, BELLEVILLE, QUÉBEC CITY** Where are you getting most of your information about it?
- **ASKED IN ALL LOCATIONS** Is the information you are receiving about COVID-19 relevant and easy to understand? Is there information you need that you have not had access to?
 - **ADDITIONAL PROMPT ASKED IN CHARLOTTETOWN, DIEPPE, BELLEVILLE, QUÉBEC CITY** What other questions do you have about COVID-19?
- **ASKED IN RICHMOND, CHARLOTTETOWN** Do you typically say coronavirus or COVID-19?
- **ASKED IN ALL LOCATIONS** In Canada, how serious do you think the new coronavirus or COVID-19 is right now? Do you think it will get worse? Are you worried about it getting worse? What makes you say that?
- **ASKED IN CALGARY, RICHMOND, CHARLOTTETOWN, DIEPPE** How concerned would you say you are that you or a member of your family will contract the new coronavirus?
- **ASKED IN CALGARY, RICHMOND, CHARLOTTETOWN, DIEPPE** Have you looked for information about the new coronavirus or COVID-19?
 - If yes:
 - What types of information did you look for?
 - Where did you look for it? If online, probe for: Where online (i.e., websites, blogs, social media (Facebook, Twitter), etc.)?
- **ASKED IN CALGARY, RICHMOND, CHARLOTTETOWN, DIEPPE** Are you planning to look for information about the new coronavirus or COVID-19?
 - If yes:
 - What types of information would you look for?

- Where would you look for it? (If online, probe for: Where online (i.e., websites, blogs, social media (Facebook, Twitter), etc.)?)
- **ASKED IN ALL LOCATIONS** Have you changed your behaviour in any way because of the new coronavirus or COVID-19?
 - If yes: What have you done? (*Probe for: self and family protection, preparedness such as stocking up supplies, medications, food, etc., ADDED PROMPTS IN CHARLOTTETOWN, DIEPPE, BELLEVILLE, QUÉBEC CITY working from home, social distancing, importance of hand-washing*)
 - If no: Why haven't you done anything?
- **ASKED IN CALGARY, RICHMOND, CHARLOTTETOWN, DIEPPE, BELLEVILLE** PROBE: Has the coronavirus changed your travel plans or any plans you have had to attend public events (i.e. conferences, concerts)?
- **ASKED IN CALGARY, RICHMOND** Are you confident that the Government of Canada is prepared to respond to a COVID-19 outbreak here? What more should they be doing?
- **ASKED IN CHARLOTTETOWN, DIEPPE** Public health experts recommend social distancing to control the spread of the virus. How does this work? How much distance do you think you need to maintain between yourself and others?
MODIFIED QUESTION IN BELLEVILLE Public health experts recommend social distancing to control the spread of the virus. From what you've heard, what does social distancing mean?
 - Is this something you are practicing? Why/why not?
 - Do you think this is an effective measure? Why/why not?
- **ASKED IN BELLEVILLE, QUÉBEC CITY** Has anyone heard of the term "flatten the curve"? What does it mean? Where did you hear it?
 - And what about the term "plank the curve"? What does it mean? Where did you hear it?
 - What do you think is the difference between the two terms? Which one do you prefer? Why?
- **ASKED IN ALL LOCATIONS** Do you think the Government of Canada is providing appropriate information and advice about the situation?

ECONOMIC IMPACTS OF THE CORONAVIRUS/COVID-19

- **ASKED IN CALGARY, RICHMOND, CHARLOTTETOWN, DIEPPE** Thinking beyond just the health impacts, have you seen any changes in your local community and your interactions with people in it as a result of the coronavirus outbreak?

- If the virus continues to spread internationally, are you worried that concerns about the virus will negatively impact how people interact with each other in your community? How?
- Have you seen any examples of people or groups in your community being treated differently since the coronavirus emerged as an international concern?
- **ASKED IN ALL LOCATIONS** How concerned are you that coronavirus might affect the Canadian economy?
 - **ASKED IN CALGARY AND RICHMOND** What might be affected economically if the virus continues to spread internationally?
 - **ASKED IN CHARLOTTETOWN, DIEPPE, BELLEVILLE, QUÉBEC CITY** Do you feel some sectors/workers have already been affected? What have you noticed or heard about? Looking ahead, what other sectors/workers may be affected if the virus continues to spread?
 - **ASKED IN CALGARY, RICHMOND** Do you think the coronavirus could affect your own personal financial situation? How? **MODIFIED QUESTION IN CHARLOTTETOWN, DIEPPE, BELLEVILLE, QUÉBEC CITY** Has the coronavirus affected your own /your household's financial situation? How?
 - **ASKED IN CHARLOTTETOWN, DIEPPE, BELLEVILLE, QUÉBEC CITY**
 - Do you think, at some point, your household could be affected in the future? How?
 - It's difficult to predict how long this may last. Do you feel prepared, financially and otherwise, to manage through this for an extended period? What supports/assistance do you need, if any?
- **ASKED IN CHARLOTTETOWN, DIEPPE, BELLEVILLE, QUÉBEC CITY** Have you heard about anything the Government of Canada has done to combat the economic impact of COVID-19?
- **ASKED IN CHARLOTTETOWN, DIEPPE, BELLEVILLE, QUÉBEC CITY** Do you think that, so far, the government's economic response has been sufficient?
- **ASKED IN CHARLOTTETOWN, DIEPPE, BELLEVILLE, QUÉBEC CITY** What else should the Government of Canada be considering and/or doing to manage the economic impacts of COVID-19?
- **ASKED IN BELLEVILLE, QUÉBEC CITY** Last year, the federal government introduced a national price on carbon pollution. As part of the plan, the price on carbon pollution was scheduled to increase on April 1st each year for the next three years. Some are saying this increase should be delayed due to the coronavirus outbreak, while others say it's important to stay on schedule to meet climate targets. What do you think the government should do? Why?

- Currently, Canadians in provinces where the federal government has implemented the national carbon price have all of the revenue generated through the measure returned to citizens in the form of a rebate when they file their taxes. If the revenue is all being returned to Canadians, does that change your opinion about whether the increase should be delayed?

- **ASKED IN DIEPPE:** MODERATOR TO SHOW TWO STATEMENTS ON SCREEN:

COVID-19 Emergency Response Law

COVID-19 Emergency Measures Law

- How would you react if the Government of Canada announced any of the following measures?
- Would you see this as a positive response from the Government of Canada?
- **HANDOUT:** Please check which one you prefer. [MODERATOR TO SHOW THE POLL]
- What types of issues do you think this law should address?

COVID-19 AD TESTING RICHMOND (45 minutes), CHARLOTTETOWN/DIEPPE / BELLEVILLE/QUÉBEC CITY (60 minutes)

SOCIAL MEDIA ADS RICHMOND ONLY (30 minutes)

Now I'm going to show you some concepts for potential ads in an informational campaign to combat coronavirus.

FACEBOOK ADS

- **AD #1:** Imagine that these photos were appearing one after another in the form of a video on Facebook.
 - What are your initial thoughts of this concept?
 - What do you like most about it? What do you like least?
 - Would this ad stand out to you if you saw it on Facebook? Would you click on it for more information?
 - Does the ad effectively communicate the most important facts people need to know about coronavirus or COVID-19?
 - Do you have any other thoughts about what could make this ad better?
- **AD #2:** Again, imagine that the photos on this page were shown in succession in the form of a video on Facebook.
 - What are your initial thoughts of this concept?
 - What do you like most about it? What do you like least?

- Would this ad stand out to you if you saw it on a website? Would you click on it for more information?
- Does the ad effectively communicate the most important facts people need to know about coronavirus or COVID-19?
- Do you have any other thoughts about what could make this ad better?
- **Comparison:**
 - Of the two ads you have seen, which do you prefer? Which would be most effective? Why?
 - What other information would you like to see covered in an ad campaign about coronavirus?

TWITTER ADS

- **AD #1:** Imagine that these photos were appearing one after another in the form of a video on Twitter.
 - What are your initial thoughts of this concept?
 - What do you like most about it? What do you like least?
 - Would this ad stand out to you if you saw it on Facebook? Would you click on it for more information?
 - Does the ad effectively communicate the most important facts people need to know about coronavirus or COVID-19?
 - Do you have any other thoughts about what could make this ad better?
- **AD #2:** Again, imagine that the photos on this page were shown in succession in the form of a video on Twitter.
 - What are your initial thoughts of this concept?
 - What do you like most about it? What do you like least?
 - Would this ad stand out to you if you saw it on a website? Would you click on it for more information?
 - Does the ad effectively communicate the most important facts people need to know about coronavirus or COVID-19?
 - Do you have any other thoughts about what could make this ad better?
- **Comparison:**
 - Of the two ads you have seen, which do you prefer? Which would be most effective? Why?
 - What other information would you like to see covered in an ad campaign about coronavirus?

RADIO AD – TRUDEAU CHARLOTTETOWN, DIEPPE (10 minutes)

We are now going to review a radio ad that is currently being used by the Government of Canada to inform Canadians about the coronavirus, or COVID-19. I will now play this ad and then we will discuss

what we thought about it. Feel free to take notes to help you remember what you liked and didn't like about the ad.

[MODERATORS TO ADVISE PARTICIPANTS THAT THE RADIO AD WILL PLAY THROUGH TWICE.
MODERATOR TO ASK PARTICIPANTS TO TURN THEIR COMPUTER VOLUME ON AND UP AND TO MUTE THEIR PHONE LINES.]

[MODERATOR PRESENTS RADIO AD PHAC_COVID-19_Telephone_30EN_Approbation/PHAC_COVID-19_Telephone_30FR_Approbation]

- What are your initial thoughts of this ad?
- What do you like most? What do you like the least?
- What are the biggest strengths? Weaknesses?
- Would this ad stand out to you if you heard it on the radio? Would you seek more information?
- Does this ad effectively communicate the most important facts people need to know about coronavirus or COVID-19?
- Do you have any other thoughts about what could make this ad better?
- Is there any other information you think should be included in a radio ad about coronavirus?

AD CAMPAIGN – WASHHANDS, SNEEZE INTO SLEEVE, STAY HOME CHARLOTTETOWN, DIEPPE (30 minutes)

We are now going to review a series of images and graphics for two creative concepts that may be used by the Government of Canada to inform Canadians about the coronavirus, or COVID-19. For each concept, we will go through various formats, including videos, print, and banner components. Once we go through each of the formats for one concept, we will discuss what we think about the concept before moving on to the next one. Please feel free to take notes to help you remember what you liked and didn't like about the concept.

[MODERATOR'S NOTE: ALTERNATE BETWEEN STARTING WITH CONCEPT 1 or 2. SEQUENCE ORDER WITHIN EACH CONCEPT TO STAY THE SAME]

CONCEPT 1 [ASKED FIRST IN WOMENS CHARLOTTETOWN AND MENS DIEPPE]

Let's take a look at the first concept. These images would be used in an ad that you might see on TV. Right now it's mainly an idea, [MODERATOR SHOWS Repetition Intro ON SCREEN FOR 15 SECONDS] but think of this series as starting with 1 image – e.g. someone washing their hands, then another set of hands – essentially duplicating images of Canadians demonstrating ways they can help prevent the spread of COVID-19.

Now I'm going to show you print versions. Imagine you would see this in a newspaper or in other print advertisements. [MODERATOR SHOWS PRINT REPETITION HOME; PRINT REPETITION SNEEZE; PRINT REPETITION WASH/ REPETITION HOME SNEEZE WASH FR ON SCREEN FOR 15 SECONDS]

Now I'm going to show you a banner ad. [MODERATOR SHOWS WEB BANNER REPETITION/ WEB BANNER REPETITION FR ON SCREEN FOR 15 SECONDS] Headlines will be animated starting with one line and will repeat themselves until it appears 4 times. Visuals of different people washing their hands, sneezing/coughing into sleeves, and staying at home also pop up in animation.

- What do you think is the main message of this concept?
- What do you like most about it? What do you like least?
- What about the approach of this concept? Is it appropriate? Why/why not?
- Do you think the message is credible or believable? Why/why not?
- If you saw or heard any of these ads, would you be motivated to take action, such as changing your behaviour or looking for more information?
- Do these ads effectively communicate the most important facts people need to do to help reduce the spread of coronavirus or COVID-19?
- Do you have any other thoughts about what could make this ad more effective?

CONCEPT 2 [ASKED FIRST IN MENS CHARLOTTETOWN AND WOMENS DIEPPE]

Right now, it's mainly an idea, [MODERATOR SHOWS Icones intro ON SCREEN FOR 15 SECONDS] but imagine a TV ad where you see different scenes of people going about their daily activities and showing different ways of keeping themselves and their family safe. The image I will show you are just placeholders for the moment. Instead, imagine people doing things like washing their hands, sneezing into their sleeves, etc.)

Now I'm going to show you a print versions. Imagine you would see this in a newspaper or in other print advertisements. [MODERATOR SHOWS A PRINT V2 HOME XX new Home, A PRINT V2 SNEEZE XX new Sneeze; PRINT V2 cov. NEW HANDS/ A PRINT V2 HOME V2 SNEEZE V2 NEW HANDS FR ON SCREEN FOR 15 SECONDS]

Now I'm going to show you a banner ad that you may see advertised on various web pages. [MODERATOR SHOWS WEB BANNER ICONES/ WEB BANNER ICONES FR ON SCREEN FOR 15 SECONDS]

- What are your initial thoughts about this concept?
- What do you like most about it? What do you like least?
- What about the approach, or tone of these ads? Is it appropriate? Why/why not?
- If you saw or heard any of these ads, would you be motivated to take action, such as changing your behaviour or looking for more information?

- Do these ads effectively communicate the most important facts people need to do to help reduce the spread of coronavirus or COVID-19?
- Do you have any other thoughts about what could make this ad more effective?
- Of the two ad concepts you have seen, which do you think would be more effective? Why?
- What other information would you like to see covered in an ad campaign about coronavirus?

POSTCARD **CHARLOTTETOWN, DIEPPE (5 minutes)**

We are now going to review a postcard that you may receive in the mail, which details information about coronavirus or COVID-19.

[MODERATOR SHOWS 64-05-19-2611-COVID-19-Postcard-EN-11/64-05-19-2611-COVID-19-Postcard-FR-11 ON SCREEN. MODERATOR TO ZOOM IN ON THE TOP HALF FOR 15 SECONDS, BOTTOM HALF FOR 15 SECONDS, THEN PAUSE ON THE OVERALL VIEW.]

- What are your initial thoughts of this postcard?
- What do you like most about it? What do you like least?
- Would this postcard stand out to you if you received it in the mail? Would you be likely to read it? Would you do anything as a result of reading this postcard?
- **ASKED IN DIEPPE** What would you do with this postcard? Would you share the information with anyone?
- Does the postcard effectively communicate the most important facts people need to know about coronavirus or COVID-19?
- Do you have any other thoughts about what could make this postcard more effective?

AWARENESS OF GOVERNMENT OF CANADA ADS **BELLEVILLE, QUÉBEC CITY**

- Have you seen any federal government ads recently about COVID-19? Where? What was the message of the ad you saw?

RADIO AD – TAKE CARE **BELLEVILLE (15 minutes)**

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

[MODERATOR READS THE AD TWICE]

Throughout our history, whenever times have been tough, Canadians have always looked out for each other – that's what it means to be Canadian.

And now that we're facing another challenge together, we all need to do our part.

Wash your hands often.

Stay at home as much as possible.

Keep up to date with the latest medical advice at Canada.ca/coronavirus.

When you take care of yourself, you take care of others.

- What are your initial thoughts about this ad?
- What is the main message of this ad?
- What do you like most? What do you like the least?
- What are the biggest strengths? Weaknesses?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Who is this message aimed at? Why do you say that?
- Do you think this is an appropriate message coming from the Government of Canada? Why/why not?
- Would this ad stand out to you if you heard it on the radio? Would you seek more information?
- Does this message effectively communicate what needs to be done to minimize the spread of coronavirus or COVID-19?
- What about the last line: “When you take care of yourself, you take care of others.”
 - Is this a clear message? What does it mean/imply?
 - What if this was replaced with “**Stay home. Save lives.**” Would this be a more effective message? Why/why not?
 - Which one do you prefer? Why?
- Do you have any other thoughts about what could make this ad more effective?
- Is there any other information you think should be included in a radio ad about coronavirus?

RADIO AD – SAVE LIVES QUÉBEC CITY (15 minutes)

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

[MODERATOR READS THE AD TWICE]

Throughout our history, whenever times have been tough, Canadians have always looked out for each other.

And now that we're facing another challenge together, we all need to do our part.

Even if you don't have symptoms of COVID-19, you could spread it to others and put lives at risk.

So, don't leave home.

Stay at least two metres away from others at all times.

And keep up to date with the latest medical advice at Canada.ca/coronavirus.

Stay home. Save Lives.

- What are your initial thoughts about this ad?
- What is the main message of this ad?
- What do you like most? What do you like the least?
- What are the biggest strengths? Weaknesses?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Who is this message aimed at? Why do you say that?
- Do you think this is an appropriate message coming from the Government of Canada? Why/why not?
- Would this ad stand out to you if you heard it on the radio? Would you seek more information?
- Does this message effectively communicate what needs to be done to minimize the spread of coronavirus or COVID-19?
- What about the last line: **“Stay home. Save lives.”**
 - Is this a clear message? What does it mean/imply?
 - What if this was replaced with **“When you take care of yourself, you take care of others.”** Would this be a more effective message? Why/why not?
 - Which one do you prefer? Why?
- Do you have any other thoughts about what could make this ad more effective?
- Is there any other information you think should be included in a radio ad about coronavirus?

TV AD – DR. THERESA TAM **BELLEVILLE, QUÉBEC CITY (45 minutes)**

We are now going to watch two television advertisements from the Government of Canada that intend to inform Canadians about the coronavirus, or COVID-19. These ads feature the Chief Public Health Officer, Dr. Theresa Tam, and you may have seen one or both of them already. We will begin with the first ad, watch it twice, and afterwards we will discuss what we think about the ad. We will then move on to review the second ad. Please feel free to take notes to help you remember what you liked and didn't like about the ad.

[NOTE: ALTERNATE ORDER OF WASH/LAVEZ AND AVOID/ÉVITEZ]

IN BELLEVILLE WOMENS GROUP: PLAY 'WASH' FIRST. **MENS** GROUP: PLAY 'AVOID' FIRST.

IN QUÉBEC CITY WOMENS GROUP: PLAY 'ÉVITEZ' FIRST. **MENS** GROUP: PLAY 'LAVEZ' FIRST.

MODERATOR TO ASK PARTICIPANTS TO TURN THEIR COMPUTER VOLUME ON AND UP AND TO MUTE THEIR PHONE LINES. MODERATOR TO MUTE OWN PHONE LINE.

[MODERATOR PLAYS FIRST ADVERTISEMENT TWO TIMES]

- What do you think is the main message of this ad?
- What stands out most for you in this ad?

- What are the strengths of this ad? Any weaknesses?
- What do you like most about it? What do you like least?
- What about the approach or tone of this ad? Is it appropriate? Why/why not?
- Do you think the message is credible or believable? Why/why not?
- Is the language easy to understand? (if not) What parts were unclear or confusing?
- Is it clear who this ad is aimed at? Who? Why do you say that?
- Do you think it is an appropriate message coming from the Government of Canada? Why/why not?
- If you saw or heard this ad, would you be motivated to take action, such as changing your behaviour or looking for more information?
- Do these ads effectively communicate the most important facts people need to do to help reduce the spread of coronavirus or COVID-19?
- Do you have any other thoughts about this ad, or what could make this ad more effective?

[MODERATOR PLAYS SECOND ADVERTISEMENT TWO TIMES; REVIEWS AD WITH SAME SET OF QUESTIONS]

IN BELLEVILLE WOMENS GROUP: PLAY 'AVOID' SECOND. MENS GROUP: PLAY 'WASH' SECOND.
IN QUÉBEC CITY WOMENS GROUP: PLAY 'LAVEZ' SECOND. MENS GROUP: PLAY 'ÉVITEZ' SECOND.

MODERATOR TO ASK PARTICIPANTS TO TURN THEIR COMPUTER VOLUME ON AND UP AND TO MUTE THEIR PHONE LINES. MODERATOR TO MUTE OWN PHONE LINE.

WRAP-UP

- Thinking about both of these ads, which one would be more likely to motivate you to take action? Why?
- Which one do you feel is the most appropriate coming from the Government of Canada? Why?

COVID-19 MESSAGE TESTING (15 minutes) RICHMOND, CHARLOTTETOWN, DIEPPE

HANDOUT:

INSTRUCTIONS FOR IN PERSON - RICHMOND: I'm going to give you a handout that has some potential messages about coronavirus or COVID-19. I want you to put a #1 beside the one you like the best, a #2 beside your second choice and an 'x' beside any dislike or think are inappropriate.

INSTRUCTIONS FOR ONLINE - CHARLOTTETOWN, DIEPPE: I'm going to have you complete a short exercise regarding some potential messages about coronavirus or COVID-19. First, have a look at these messages. **MODERATOR TO SHOW FIRST POLL.** Check the ONE you like the best. Why was this your first choice? Now, I'm going to run through this again, but now I'd like you to check your second choice. **MODERATOR TO SHOW SECOND POLL. MODERATOR TO QUICKLY REVIEW 2ND CHOICES.** Let's look at these messages again, and now I would like you to check those that you

dislike, or think are inappropriate. **MODERATOR TO SHOW THIRD POLL** Why did you dislike these particular messages?

Do your part. Help reduce the spread of coronavirus disease.

Do your part. Help stop the spread of COVID-19

Everyone has a responsibility to help protect themselves, their families and others.

Help prevent the spread of COVID-19. Here's what you can do to help.

Help protect yourself and others.

Prevent, Prepare, reduce the risk.

We all have a role to play. Here's how you can help

ADDITIONAL OPTIONS ADDED IN CHARLOTTETOWN, DIEPPE:

Now is the time to act and we must act together

Take care of Canadians

When you take care of yourself, you take care of others

WESTERN ISSUES (45 minutes) CALGARY

HANDOUT:

- I want you to write down three words on a piece of paper that describe the current relationship between the Government of Canada and your province.
 - PROBE: Pick one of the words you wrote down and explain why you chose that word.
 - Overall, would you say the Government of Canada treats your province fairly or unfairly? Why?
- What could the federal government do to demonstrate that it is in touch with the concerns of people in your province?

Next, I am going to briefly discuss several topics that have recently been topics of debate that relate to Western Canada:

- Have you seen, read or heard anything recently about the TMX pipeline project?
 - To the best of your knowledge, has construction started on the pipeline?
 - Do you think it is likely that the pipeline will be built on schedule?
- Have you ever heard of the term 'equalization payments'?
 - IF YES: Can you describe to me how equalization payments work?
 - Based on your knowledge of how equalization payments work, do you think the equalization system should be changed? IF YES: How so?

- Have you heard anything lately about China blocking certain imports of Canadian canola products?

CLARIFY AS NEEDED

China, which had previously been the largest purchaser of Canadian canola, announced the blocking of certain Canadian canola products this March. The federal government has already announced financial support for farmers affected by this action.

- Do you think the government should make concessions to China so that China will buy our canola again, retaliate against China by imposing our own sanctions on their products, or continue to financially support farmers while trying to negotiate a solution with China that doesn't involve concessions or retaliation?
- Have you heard, read or seen anything about orphan wells in Alberta?
 - IF NEEDED: *Orphan wells are oil and gas wells left behind by oil and gas companies that go bankrupt. Currently there are over 3000 orphan wells in Alberta, and another 94,000 wells are inactive and could become orphaned if more companies close. Orphan wells are potentially harmful to surrounding environments if they begin to leak.*
 - Is this an important issue to address? Why/why not? Probe for:
 - What are the risks associated with orphan wells?
 - Who is responsible for dealing with the issue of orphan wells?
 - To the best of your knowledge, is anything being done to clean up orphan wells in Alberta?
 - What can the federal government do to reduce or eliminate the environmental risks of orphan wells?
- Have you heard, read or seen anything about the proposed Teck Frontier Mine oil sands project north of Fort McMurray?

CLARIFY AS NEEDED

The Teck Frontier Mine, which was first proposed in 2011, would have been the largest oil sands mine in history if approved by the federal government. This project could have created as many as 7,500 new construction jobs in Alberta, but it would also have been a major source of greenhouse gas emissions and could have challenged Canada's ability to meet international commitments to reduce carbon pollution. The federal government was scheduled to make a decision about approving or

rejecting the project last week, but on Sunday February 23rd Teck decided to withdraw their application and delay the project.

- Based on what you know, why do you think Teck withdrew their application to build the mine?
- Do you think the federal government handled this application properly? Why or why not?
- If another oilsands project were to be proposed a year from now, how would you expect the federal government to react?
 - How should the federal government react?
- What could the Government of Canada do to show they support workers in the Alberta oil industry?

Out of all the issues we have talked about so far that specifically affect Western Canada, which do you think should be the top priority of the Government of Canada?

BUDGET (30 minutes) CALGARY

- Have you heard, read or seen anything about the upcoming federal government Budget that will outline the spending priorities for the government for the next fiscal year?
- Based on what you have seen, read or heard about the federal government, what would you expect to see included in the upcoming federal Budget?
- What topic do you think the federal government should focus on the most when making spending priorities in the upcoming Budget?
- **HANDOUT:** The following is a list of possible themes that the government could choose to focus on when making the new Budget. I want you to put a '1' beside the theme you would most like to see the government adopt and a '2' beside your second choice. If there are any that you think would be a bad theme for a Budget, put an 'x' beside them.
 - A Climate Budget
 - A Budget to Grow the Middle Class
 - A Budget to Make Life More Affordable
 - A Healthcare Budget
 - A Well-Being Budget
 - A Budget for Living Within our Means
 - An Innovation Budget
 - A Budget for Improving Quality of Life

- Which theme did you put a '1' beside? Why?
- Were there any that you put an 'x' beside? Why?
- If the federal government were to move forward with a “climate budget”, what type of spending and policies would you expect to see included in the Budget?
 - What would the difference be, if any, between a “climate budget” and an “environment budget”? Which of these two would you rather the Government of Canada pursue?
- If the federal government were to move forward with a Budget focused on “improving quality of life”, what type of spending and policies would you expect to see included in the Budget?

MISCELLANEOUS ISSUES (10 minutes) RICHMOND

- What would you say is the biggest source of stress in your life?
 - PROBE: What is the biggest financial stress?
 - What could the Government of Canada do to make these things less stressful for you?
- Have you heard anything about the Government of Canada legalizing marijuana?
 - Have you noticed any changes in your community as a result of legalization?
 - Is there anything you wish the government had done differently when legalizing marijuana?
- Have you heard of the term “birth tourism” before?
 - IF YES: Do you think this is an issue in Canada? Why?
 - What should the government do, if anything, to address this issue?

CANADA STUDENT LOANS (10 minutes) RICHMOND

- Has anyone heard of the Canada Student Loans Program? How would you describe it?

CLARIFY AS NEEDED

The Government of Canada offers student grants and loans to full-time and part-time students. Grants and loans help students pay for their post-secondary education.

HANDOUT: The Government of Canada is considering changing the name of this program. I’m going to give you a handout that has some potential names. I want you to put a #1 beside the name you

like the best, a #2 beside your second choice and an 'x' beside any names that you dislike for this program.

NOTE TO MODERATOR: THE PROGRAM ITSELF IS NOT CHANGING, JUST POTENTIALLY THE NAME OF THE PROGRAM. THE EXISTING NAME IS THE FIRST ITEM ON THE LIST: CANADA STUDENT GRANTS AND LOANS.

- Canada Student Grants and Loans (Subventions et prêts canadiens d'études)
 - Canada Student Support (Soutien aux étudiants canadiens)
 - Canada Student Assistance (Aide canadienne aux études)
 - Canada Student Financial Assistance (Aide canadienne au financement des études)
-
- ***HAVE EACH RESPONDENT LIST THEIR CHOICES AND EXPLAIN WHY THEY CHOSE THE ONE THEY CONSIDER TO BE THE BEST.***
 - Did any of you put an 'x' beside a name? Why?
 - What, if anything, would you add/change to any of the names? Could any of the names be improved?

CONCLUSION (5 minutes)

Guide du modérateur – mars 2020

INTRODUCTION (10 minutes) TOUS LES LIEUX

- **CONSIGNES POUR CHARLOTTETOWN, DIEPPE, BELLEVILLE ET QUÉBEC** : 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.

NOUVELLES DU GC (15 minutes)

- **DEMANDEZ À CALGARY, RICHMOND, CHARLOTTETOWN ET DIEPPE** : Ces derniers temps, qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada ?
- **DEMANDEZ À CALGARY, RICHMOND ET BELLEVILLE** : Avez-vous vu, lu ou entendu quoi que ce soit au sujet des manifestations des Wet'suwet'en ?
 - Avez-vous entendu quoi que ce soit quant à la réaction du gouvernement du Canada ?
 - Pensez-vous que le gouvernement a réagi de façon appropriée ?
 - Que devrait faire le gouvernement du Canada, le cas échéant, pour remédier à la situation ?
- **DEMANDEZ À RICHMOND** : Avez-vous vu, lu ou entendu quoi que ce soit au sujet du projet de mine Teck Frontier dans le nord de l'Alberta ? Est-ce qu'une décision a été prise à savoir si l'on procèdera avec celui-ci ?
 - Si l'on est au courant qu'on ne procèdera pas avec le projet : en fonction de ce que vous savez, pourquoi Teck a-t-elle décidé de retirer sa proposition ?
 - Croyez-vous que ce fût la bonne décision ?
 - Est-ce que ce dénouement a une signification pour l'avenir de l'industrie pétrolière au Canada ?

CORONAVIRUS/COVID-19 CALGARY ET RICHMOND (15 minutes) CHARLOTTETOWN, DIEPPE, BELLEVILLE ET QUÉBEC (45 minutes)

COVID-19 DANS L'ACTUALITÉ

- **DEMANDEZ À CALGARY ET À RICHMOND** : Quelqu'un a-t-il entendu parler du nouveau coronavirus ou de la COVID-19 ?
- **[QUESTION MODIFIÉE] DEMANDEZ À CHARLOTTETOWN ET À DIEPPE** : Est-ce que quelqu'un a vu, lu ou entendu quoi que ce soit au sujet du nouveau coronavirus ou de la COVID-19 ?
Si oui :

- **DEMANDEZ À CALGARY, RICHMOND, CHARLOTTETOWN ET DIEPPE** : Qu'avez-vous entendu à ce sujet ?
- **[QUESTION MODIFIÉE] DEMANDEZ À BELLEVILLE ET À QUÉBEC** : Qu'avez-vous entendu dire au sujet du coronavirus ou de la COVID-19 récemment ?
- **DEMANDEZ DANS TOUS LES LIEUX** : Où en entendez-vous parler ?
- **DEMANDEZ À QUÉBEC** : Avez-vous entendu parler de la nouvelle mesure d'auto-isolément obligatoire pour les personnes qui retournent au Canada ?
 - Si oui, qu'en avez-vous entendu dire ?
 - Avez-vous entendu parler des conséquences de ne pas s'y conformer ? Si oui, qu'avez-vous entendu ?
- **DEMANDEZ À CHARLOTTETOWN, DIEPPE, BELLEVILLE ET QUÉBEC** : Avez-vous entendu quoi que ce soit [d'autre] quant à la réponse du gouvernement du Canada ?
 - Avez-vous vu des déclarations du gouvernement du Canada en réponse à cet enjeu ?
 - Pensez-vous que, jusqu'à présent, le gouvernement a réagi de manière appropriée ? Pourquoi ou pourquoi pas ? [NOTE À L'ATTENTION DU MODÉRATEUR : PRENDRE LE TEMPS DE PERMETTRE AUX RÉPONDANTES OU RÉPONDANTS DE RÉFLÉCHIR À LEURS RÉPONSES]
 - Que devraient-ils faire d'autre, le cas échéant, à ce stade ?
- **DEMANDEZ À CHARLOTTETOWN, DIEPPE, BELLEVILLE ET QUÉBEC** : Où obtenez-vous la plupart de vos informations à ce sujet ?
- **DEMANDEZ DANS TOUS LES LIEUX** : Les informations que vous recevez sur la COVID-19 sont-elles pertinentes et faciles à comprendre ? Y a-t-il des informations dont vous avez besoin et auxquelles vous n'avez pas eu accès ?
 - **[QUESTION SUPPLÉMENTAIRE] DEMANDEZ À CHARLOTTETOWN, DIEPPE, BELLEVILLE ET QUÉBEC** : Quelles autres questions avez-vous à propos de la COVID-19 ?
- **DEMANDEZ À RICHMOND ET À CHARLOTTETOWN** : De manière générale, est-ce que vous dites coronavirus ou vous dites COVID-19 ?
- **DEMANDEZ DANS TOUS LES LIEUX** : Au Canada, dans quelle mesure croyez-vous que le nouveau coronavirus ou la COVID-19 est un enjeu sérieux à l'heure actuelle ? Pensez-vous que ça va s'aggraver ? Êtes-vous inquiète ou inquiet que cela s'aggrave ? Qu'est-ce qui vous fait dire cela ?
- **DEMANDEZ À CALGARY, RICHMOND, CHARLOTTETOWN ET DIEPPE** : Dans quelle mesure diriez-vous que vous êtes inquiète ou inquiet que vous, ou un membre de votre famille contractiez le nouveau coronavirus ?

- **DEMANDEZ À CALGARY, RICHMOND, CHARLOTTETOWN ET DIEPPE :** Avez-vous cherché des informations sur le nouveau coronavirus ou la COVID-19 ?

Si oui :

- Quels types d'informations recherchez-vous ?
- Où les avez-vous cherchés ? Si « en ligne », sondez pour : Où en ligne c.-à-d., sites web, blogues, médias sociaux (Facebook, Twitter, etc.) ?

- **DEMANDEZ À CALGARY, RICHMOND, CHARLOTTETOWN ET DIEPPE :** Envisagez-vous de chercher des informations sur le nouveau coronavirus ou la COVID-19 ?

Si oui :

- Quels types d'informations recherchiez-vous ?
- Où allez-vous les chercher ? Si « en ligne », sondez pour : Où en ligne (c.-à-d., sites web, blogues, médias sociaux (Facebook, Twitter, etc.) ?

- **DEMANDEZ DANS TOUS LES LIEUX :** Avez-vous modifié votre comportement de quelconque manière en raison du nouveau coronavirus ou de la COVID-19 ?

- Si oui : Qu'avez-vous fait ? (*Sondez pour : la protection de soi et sa famille, la préparation comme stocker des provisions, des médicaments, de la nourriture, etc., ÉLÉMENTS SUPPLÉMENTAIRES À SONDER POUR CHARLOTTETOWN, DIEPPE, BELLEVILLE ET QUÉBEC : le télétravail, la distanciation sociale ou l'éloignement social, l'importance de se laver les mains*)
- Si non : Pourquoi n'avez-vous rien fait ?

- **DEMANDEZ À CALGARY, RICHMOND, CHARLOTTETOWN, DIEPPE ET BELLEVILLE :** SONDER : Le coronavirus a-t-il modifié vos projets de voyage ou vos projets d'assister à des événements publics (conférences, concerts, etc.) ?

DEMANDEZ À CALGARY ET À RICHMOND : Avez-vous confiance que le gouvernement du Canada est prêt à affronter une éclosion de COVID-19 dans le pays ? Que devrait-il faire de plus ?

- **DEMANDEZ À CHARLOTTETOWN ET À DIEPPE :** Les experts en santé publique recommandent une distanciation sociale pour contrôler la propagation du virus. Comment cela fonctionne-t-il ? Quelle distance pensez-vous devoir maintenir entre vous et les autres ?

QUESTION MODIFIÉE POUR BELLEVILLE : Les experts en santé publique recommandent une distanciation sociale pour contrôler la propagation du virus. D'après ce que vous avez entendu, que veut dire la distanciation sociale ?

- Est-ce quelque chose que vous pratiquez ? Pourquoi ou pourquoi pas ?
- Pensez-vous que cette mesure soit efficace ? Pourquoi ou pourquoi pas ?

- **DEMANDEZ À BELLEVILLE ET À QUÉBEC :** Est-ce que quelqu'un a entendu l'expression « aplatir la courbe » ? Qu'est-ce que cela signifie ? Où l'avez-vous entendue ?

- Et qu'en est-il de l'expression « écraser la courbe » ? Qu'est-ce que cela signifie ? Où l'avez-vous entendue ?

- Quelle est, selon vous, la différence entre les deux expressions ? Laquelle préférez-vous ? Pourquoi ?
- **DEMANDEZ DANS TOUS LES LIEUX :** Pensez-vous que le gouvernement du Canada fournit des informations et des conseils appropriés concernant la situation ?

LES IMPACTS ÉCONOMIQUES DU CORONAVIRUS CORONAVIRUS/COVID-19

- **DEMANDEZ À CALGARY, RICHMOND, CHARLOTTETOWN ET DIEPPE :** En songeant au-delà des impacts sur la santé, avez-vous constaté des changements dans votre collectivité locale et dans vos interactions avec les gens qui y vivent à la suite de l'écllosion du coronavirus ?
 - Si le virus continue de se propager à l'échelle internationale, craignez-vous que les inquiétudes suscitées par le virus aient un impact négatif sur la façon dont les gens interagissent dans votre collectivité ? Comment ?
 - Avez-vous vu des exemples de personnes ou de groupes au sein de votre collectivité qui ont été traités différemment depuis que le coronavirus est devenu une préoccupation internationale ?
- **DEMANDEZ DANS TOUS LES LIEUX :** Dans quelle mesure craignez-vous que le coronavirus affecte l'économie canadienne ?
 - **DEMANDEZ À CALGARY ET À RICHMOND :** Qu'est-ce qui pourrait être affecté sur le plan économique si le virus continue à se propager à l'échelle internationale ?
 - **DEMANDEZ À CHARLOTTETOWN, DIEPPE, BELLEVILLE ET QUÉBEC :** Pensez-vous que certains secteurs ou que certaines travailleuses et certains travailleurs ont déjà été touchés ? Qu'avez-vous remarqué ou entendu ? À terme, y a-t-il d'autres secteurs ou d'autres travailleuses et travailleurs qui pourraient être touchés si le virus continue à se propager ?
 - **DEMANDEZ À CALGARY ET À RICHMOND :** Pensez-vous que le coronavirus pourrait avoir un effet sur votre situation financière personnelle ? Comment ? **QUESTION MODIFIÉE POUR CHARLOTTETOWN, DIEPPE, BELLEVILLE ET QUÉBEC :** Le coronavirus a-t-il affecté votre situation financière ou celle de votre ménage ? Comment ?
 - **DEMANDEZ À CHARLOTTETOWN, DIEPPE, BELLEVILLE ET QUÉBEC :**
 - Pensez-vous qu'à un moment donné, à l'avenir, votre ménage pourrait être touché ? Comment ?
 - Il est difficile de prévoir combien de temps ceci peut durer. Vous sentez-vous préparé, financièrement et autrement, pour affronter ceci pendant une période prolongée ? De quel soutien ou quelle aide avez-vous besoin, le cas échéant ?
- **DEMANDEZ À CHARLOTTETOWN, DIEPPE, BELLEVILLE ET QUÉBEC :** Avez-vous entendu parler de quoi que ce soit dont le gouvernement du Canada a fait pour combattre l'impact économique de la COVID-19 ?

- **DEMANDEZ À CHARLOTTETOWN, DIEPPE, BELLEVILLE ET QUÉBEC :** Pensez-vous que, jusqu'à présent, la réponse économique du gouvernement a été suffisante ?
- **DEMANDEZ À CHARLOTTETOWN, DIEPPE, BELLEVILLE ET QUÉBEC :** Qu'est-ce que le gouvernement du Canada devrait envisager ou faire d'autre pour gérer les impacts économiques liés à la COVID-19 ?
- **DEMANDEZ À BELLEVILLE ET À QUÉBEC :** L'année dernière, le gouvernement fédéral a imposé un prix national sur la pollution par le carbone. Dans le cadre de ce plan, le prix de la pollution par le carbone devait augmenter le 1er avril de chaque année pendant les trois prochaines années. Certaines personnes disent que cette augmentation devrait être retardée en raison de l'écllosion du coronavirus, tandis que d'autres affirment qu'il est important de respecter le calendrier pour atteindre les objectifs climatiques. Que pensez-vous que le gouvernement devrait faire ? Pourquoi ?
 - Actuellement, les Canadiennes et les Canadiens, résidant dans les provinces où le gouvernement fédéral a mis en place la tarification nationale sur le carbone, se voient remise la totalité des redevances perçues, grâce à cette mesure, sous forme de remboursement lors de la production de leurs déclarations de revenus. Si tous les revenus sont remboursés aux contribuables canadiens, cela change-t-il votre opinion quant à la question de retarder l'augmentation ?
- **DEMANDEZ À DIEPPE:** LE MODÉRATEUR AFFICHERA À L'ÉCRAN LES DEUX ENONCÉS

Une loi sur les interventions d'urgence liées à la COVID-19

Une loi sur les mesures d'urgence liées à la COVID-19

- Comment réagiriez-vous si le gouvernement du Canada annonçait l'une des mesures suivantes?
- Verriez-vous cela comme une réponse positive de la part du gouvernement du Canada?
- **DOCUMENT À AFFICHER :** Veuillez cocher celui qui vous préférez. [LE MODÉRATEUR AFFICHERA LE SONDAGE]
- Selon vous, quels types d'enjeux cette loi devrait-elle adresser?

COVID-19 -- ÉVALUATION PUBLICITAIRE RICHMOND (45 minutes), CHARLOTTETOWN/DIEPPE / BELLEVILLE/ QUÉBEC (60 minutes)

PUBLICITÉS SUR LES MEDIAS SOCIAUX À RICHMOND SEULEMENT (30 minutes)

Je vais maintenant vous montrer quelques concepts publicitaires qui pourraient être utilisés dans le cadre d'une campagne d'information pour lutter contre les coronavirus.

PUBLICITÉS FACEBOOK

- **PUB N° 1 : Imaginez que ces photos apparaissent l'une après l'autre sous la forme d'une vidéo sur Facebook.**
 - Selon vous, quel est le message principal de ce concept ?
 - Qu'est-ce qui vous plaît le plus de ce concept ? Qu'est-ce qui vous plaît le moins ?
 - Est-ce que vous remarqueriez cette publicité si vous la voyiez sur Facebook ? Est-ce que vous cliqueriez dessus pour obtenir de plus amples informations ?
 - Est-ce que cette publicité communique efficacement les faits les plus importants que les gens doivent savoir sur le coronavirus ou la COVID-19 ?
 - Avez-vous d'autres idées sur ce qui pourrait améliorer cette publicité ?
- **PUB N° 2 : Encore une fois, imaginez que les photos figurant sur cette page apparaissent successivement sous forme de vidéo sur Facebook.**
 - Selon vous, quel est le message principal de ce concept ?
 - Qu'est-ce qui vous plaît le plus de ce concept ? Qu'est-ce qui vous plaît le moins ?
 - Est-ce que vous remarqueriez cette publicité si vous la voyiez sur Facebook ? Est-ce que vous cliqueriez dessus pour obtenir de plus amples informations ?
 - Est-ce que cette publicité communique efficacement les faits les plus importants que les gens doivent savoir sur le coronavirus ou la COVID-19 ?
 - Avez-vous d'autres idées sur ce qui pourrait améliorer cette publicité ?
- **Comparaison :**
 - Des deux concepts publicitaires que vous avez vus, lequel vous semble le plus efficace ? Pourquoi ?
 - Quelles autres informations aimeriez-vous retrouver dans une campagne publicitaire sur le coronavirus ?

PUBLICITÉS TWITTER

- **PUB N° 1 : Imaginez que ces photos apparaissent l'une après l'autre sous la forme d'une vidéo sur Twitter.**
 - Selon vous, quel est le message principal de ce concept ?
 - Qu'est-ce qui vous plaît le plus de ce concept ? Qu'est-ce qui vous plaît le moins ?
 - Est-ce que vous remarqueriez cette publicité si vous la voyiez sur Twitter ? Est-ce que vous cliqueriez dessus pour obtenir de plus amples informations ?
 - Est-ce que cette publicité communique efficacement les faits les plus importants que les gens doivent savoir sur le coronavirus ou la COVID-19 ?
 - Avez-vous d'autres idées sur ce qui pourrait améliorer cette publicité ?
- **PUB N° 2 : Encore une fois, imaginez que les photos figurant sur cette page apparaissent successivement sous forme de vidéo sur Twitter.**

- Selon vous, quel est le message principal de ce concept ?
- Qu'est-ce qui vous plaît le plus de ce concept ? Qu'est-ce qui vous plaît le moins ?
- Est-ce que vous remarqueriez cette publicité si vous la voyiez sur Twitter ? Est-ce que vous cliqueriez dessus pour obtenir de plus amples informations ?
- Est-ce que cette publicité communique efficacement les faits les plus importants que les gens doivent savoir sur le coronavirus ou la COVID-19 ?
- Avez-vous d'autres idées sur ce qui pourrait améliorer cette publicité ?

- **Comparaison :**

- Des deux concepts publicitaires que vous avez vus, lequel vous semble le plus efficace ? Pourquoi ?
- Quelles autres informations aimeriez-vous retrouver dans une campagne publicitaire sur le coronavirus ?

PUBLICITÉ RADIO – TRUDEAU CHARLOTTETOWN ET DIEPPE (10 minutes)

Nous allons maintenant revoir une publicité radio qui est actuellement utilisée par le gouvernement du Canada pour informer les Canadiennes et les Canadiens sur le coronavirus, ou la COVID-19. Je vais maintenant faire jouer cette publicité et nous discuterons ensuite de ce que nous en pensons. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce que vous avez aimé et de ce que vous n'avez pas aimé dans cette pub.

[LE MODÉRATEUR AVISERA LES PARTICIPANTES ET LES PARTICIPANTS QUE LA PUB RADIO SERA ENTENDUE DEUX FOIS. LE MODÉRATEUR DEMANDERA AUX PARTICIPANTES ET AUX PARTICIPANTS D'ALLUMER ET D'AUGMENTER LE VOLUME DES ENCEINTES DE LEURS ORDINATEURS ET DE METTRE LEURS TÉLÉPHONES EN SOURDINE.]

LE MODÉRATEUR PRÉSENTERA LA PUB RADIO PHAC_COVID-19_Telephone_30EN_Approbation/PHAC_COVID-19_Telephone_30FR_Approbation

- Quelles sont vos premières impressions de cette pub ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Les faiblesses ?
- Est-ce que vous remarqueriez cette publicité si vous l'entendiez à la radio ? Est-ce que vous chercheriez à obtenir plus d'informations ?
- Est-ce que cette publicité communique efficacement les faits les plus importants que les gens doivent savoir sur le coronavirus ou la COVID-19 ?
- Avez-vous d'autres idées sur ce qui pourrait améliorer cette publicité ?
- Y a-t-il d'autres informations qui, selon vous, devraient être incluses dans une pub radio portant sur le coronavirus ?

CAMPAGNE PUBLICITAIRE – LAVEZ LES MAINS, ÉTERNUEZ DANS LE BRAS, RESTEZ À LA MAISON CHARLOTTETOWN ET DIEPPE (30 minutes)

Nous allons maintenant examiner une série d'images et de graphiques pour deux concepts créatifs qui pourraient être utilisés par le gouvernement du Canada pour informer les Canadiens sur le coronavirus ou la COVID-19. Pour chacun des concepts, nous passerons en revue divers supports, notamment des vidéos, de l'imprimé et des éléments de bannière. Une fois que nous aurons passé en revue chacun des formats pour un concept, nous discuterons de ce que nous pensons de celui-ci avant de passer au concept suivant. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce que vous avez aimé et de ce que vous n'avez pas aimé du concept.

[NOTE À L'ATTENTION DU MODÉRATEUR : ALTERNEZ L'ORDRE DE PRÉSENTATION DU CONCEPT 1 ET DU CONCEPT 2. L'ORDRE DES SÉQUENCES À L'INTÉRIEUR DE CHAQUE CONCEPT DOIT RESTER LE MÊME.]

CONCEPT 1 [FUT ÉVALUÉ EN PREMIER AUPRÈS DES FEMMES À CHARLOTTETOWN ET DES HOMMES À DIEPPE]

Regardons le premier concept. Ces images seraient utilisées dans une publicité que vous pourriez voir à la télévision. Pour l'instant, c'est essentiellement une idée **[LE MODÉRATEUR MONTRERA À L'ÉCRAN, Répétition Intro POUR 15 SECONDES]**... mais imaginez que cette série commence par une image — par exemple, quelqu'un qui se lave les mains, puis une autre série de mains — qui reproduit essentiellement des images de Canadiennes et de Canadiens qui démontrent comment aider à prévenir la propagation de la COVID-19.

Je vais maintenant vous montrer des versions imprimées. Imaginez que vous voyiez cela dans un journal ou dans d'autres types de publicités imprimées.

[LE MODÉRATEUR MONTRE À L'ÉCRAN, PENDANT 15 SECONDES, LES PUBLICITÉS SUIVANTES POUR LES GROUPES EN ANGLAIS : PRINT REPETITION HOME ; PRINT REPETITION SNEEZE ; PRINT REPETITION WASH. LA SÉQUENCES POUR LES GROUPES EN FRANÇAIS EST LA SUIVANTE : REPETITION HOME FR; REPETITION SNEEZE FR ; REPETITION WASH FR. ELLES DOIVENT ÊTRE À L'ÉCRAN PENDANT 15 SECONDES]

Je vais maintenant vous montrer une bannière publicitaire. **[LE MODÉRATEUR MONTRE À L'ÉCRAN WEB BANNER REPETITION POUR LES GROUPES EN ANGLAIS PENDANT 15 SECONDES ET WEB BANNER REPETITION FR PENDANT 15 SECONDES POUR LES GROUPES EN FRANÇAIS]** Les titres seront animés débutant avec une ligne et se répéteront jusqu'à ce qu'elle apparaisse quatre fois. Des images de différentes personnes se lavant les mains, éternuant, toussant dans leurs bras et restant à la maison apparaîtront également en animation.

- Selon vous, quel est le message principal de ce concept ?
- Qu'est-ce qui vous plaît le plus de ce concept ? Qu'est-ce qui vous plaît le moins ?

- Qu'en est-il de l'approche utilisée pour ce concept ? Est-elle appropriée ? Pourquoi ou pourquoi pas ?
- Pensez-vous que le message est crédible, croyez-vous ce qu'il communique ? Pourquoi ou pourquoi pas ?
- Si vous voyiez ou entendiez l'une de ces publicités, seriez-vous motivé à agir, par exemple en modifiant votre comportement ou en cherchant à obtenir plus d'informations ?
- Est-ce que ces publicités communiquent efficacement les faits les plus importants que les gens doivent savoir pour aider à réduire la propagation du ou de la COVID-19 ?
- Avez-vous d'autres idées sur ce qui pourrait rendre cette publicité plus efficace ?

CONCEPT 2 [FUT ÉVALUÉ EN PREMIER AUPRÈS DES HOMMES À CHARLOTTETOWN ET AUPRÈS DES FEMMES À DIEPPE]

Pour l'instant, c'est essentiellement une idée, **[LE MODÉRATEUR MONTRE À L'ÉCRAN Icônes intro PENDANT 15 SECONDES]** ... mais imaginez une pub à la télé où vous voyez différentes séquences de personnes vaquant à leurs activités quotidiennes et montrant différentes façons de se protéger et de protéger leur famille. L'image que je vais vous montrer n'est là pour l'instant qu'à titre indicatif. Imaginez plutôt des gens qui font des choses comme se laver les mains, éternuer dans leurs bras, etc.

Je vais maintenant vous montrer des versions imprimées. Imaginez que vous voyiez cela dans un journal ou dans d'autres types de publicités imprimées. **[LE MODÉRATEUR MONTRE À L'ÉCRAN PENDANT 15 SECONDES A PRINT V2 HOME XX new Home, A PRINT V2 SNEEZE XX new Sneeze ; PRINT V2 cov. NEW HANDS POUR LES GROUPES EN ANGLAIS ET A PRINT V2 HOME V2 SNEEZE V2 NEW HANDS FR PENDANT 15 SECONDES POUR LES GROUPES EN FRANÇAIS]**

Je vais maintenant vous montrer une bannière publicitaire que vous pourriez voir sur diverses pages Web.

[LE MODÉRATEUR MONTRE À L'ÉCRAN PENDANT 15 SECONDES WEB BANNER ICONS POUR LES GROUPES EN ANGLAIS ET WEB BANNER ICONS FR PENDANT 15 SECONDES POUR LES GROUPES EN FRANÇAIS]

- Quelles sont vos premières impressions de cette pub ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Qu'en est-il de l'approche, ou du ton de ces publicités ? Est-ce approprié ? Pourquoi ou pourquoi pas ?
- Si vous voyiez ou entendiez l'une de ces publicités, seriez-vous motivé à agir, par exemple en modifiant votre comportement ou en cherchant à obtenir plus d'informations ?
- Est-ce que ces publicités communiquent efficacement les faits les plus importants que les gens doivent savoir pour aider à réduire la propagation du ou de la COVID-19 ?
- Avez-vous d'autres idées sur ce qui pourrait rendre cette publicité plus efficace ?
- Des deux concepts publicitaires que vous avez vus, lequel vous semble le plus efficace ? Pourquoi ?

- Quelles autres informations aimeriez-vous retrouver dans une campagne publicitaire sur le coronavirus ?

CARTE POSTALE CHARLOTTETOWN ET DIEPPE (5 minutes)

Nous allons maintenant passer en revue une carte postale que vous pourriez recevoir par la poste et qui énumère des informations sur le coronavirus ou la COVID-19.

[LE MODÉRATEUR MONTRERA À L'ÉCRAN 64-05-19 — 2611 — COVID-19-Postcard-EN-11 POUR LES GROUPES EN ANGLAIS ET 64-05-19 — 2611 — COVID-19-Postcard-FR-11 POUR LES GROUPES EN FRANÇAIS. LE MODÉRATEUR DEVRA ZOOMER VERS GROS PLAN SUR LA MOITIÉ SUPÉRIEURE PENDANT 15 SECONDES, SUR LA MOITIÉ INFÉRIEURE PENDANT 15 SECONDES, PUIS FAIRE UNE PAUSE SUR LA VUE D'ENSEMBLE.]

- Quelles sont vos premières impressions de cette carte postale ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Est-ce que vous remarqueriez cette carte postale si vous receviez par la poste ? Seriez-vous susceptible de la lire ? Feriez-vous quelque chose en réponse à la lecture de cette carte postale ?
- **DEMANDEZ À DIEPPE** Que feriez-vous de cette carte postale ? Est-ce que vous partageriez l'information avec quelqu'un ?
- Est-ce que cette carte postale communique efficacement les faits les plus importants que les gens doivent savoir sur le coronavirus ou la COVID-19 ?
- Avez-vous d'autres idées sur ce qui pourrait rendre cette carte postale plus efficace ?

NOTORIÉTÉ DES PUBLICITÉS DU GOUVERNEMENT DU CANADA BELLEVILLE ET QUÉBEC

- Avez-vous vu récemment des publicités du gouvernement fédéral portant sur la COVID-19 ? Où ? Quel était le message de l'annonce que vous avez vue ?

PUBLICITÉ RADIO – PRENEZ SOIN BELLEVILLE (15 minutes)

Nous allons maintenant passer en revue une publicité radio que le gouvernement du Canada est en train de mettre au point et qui informera la population canadienne sur le coronavirus, ou la COVID-19. Je vais maintenant vous lire cette publicité deux fois et nous discuterons ensuite de ce que nous en pensons. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce que vous avez aimé et de ce que vous n'avez pas aimé dans cette pub.

[LE MODÉRATEUR LIRA LA PUBLICITÉ DEUX FOIS]

Tout au long de notre histoire, lors des moments difficiles, les Canadiennes et les Canadiens ont toujours veillé les uns sur les autres — c'est ce que cela signifie d'être Canadien.

Et maintenant que nous sommes ensemble confrontés à un autre défi, nous devons tous faire notre part.

Lavez vos mains souvent.

Restez à la maison autant que possible.

Tenez-vous au courant des derniers conseils médicaux sur le site Canada.ca/coronavirus.

Lorsque vous prenez soin de vous, vous prenez soin des autres.

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Ses faiblesses ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s'adresse ce message ? Pourquoi dites-vous cela ?
- Pensez-vous que ce soit un message convenable venant du gouvernement du Canada ? Pourquoi ou pourquoi pas ?
- Est-ce que vous remarqueriez cette publicité si vous l'entendiez à la radio ? Est-ce que vous chercheriez à obtenir plus d'informations ?
- Est-ce que ce message communique efficacement ce qui doit être fait pour minimiser la propagation du coronavirus ou de la COVID-19 ?
- Qu'en est-il de la dernière ligne : « **Lorsque vous prenez soin de vous, vous prenez soin des autres.** »
 - Est-ce un message clair ? Qu'est-ce que cela signifie ou implique ?
 - Et si l'on remplaçait cette ligne par « **Restez chez vous. Sauvez des vies.** »? Serait-ce un message plus efficace ? Pourquoi ou pourquoi pas ?
 - Laquelle préférez-vous ? Pourquoi ?
- Avez-vous d'autres idées sur ce qui pourrait rendre cette publicité plus efficace ?
- Y a-t-il d'autres informations qui, selon vous, devraient être incluses dans une pub radio portant sur le coronavirus ?

PUBLICITÉ RADIO – SAUVEZ DES VIES QUÉBEC (15 minutes)

Nous allons maintenant passer en revue une publicité radio que le gouvernement du Canada est en train de mettre au point et qui informera la population canadienne sur le coronavirus, ou la COVID-19. Je vais maintenant vous lire cette publicité deux fois et nous discuterons ensuite de ce que nous en pensons. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce que vous avez aimé et de ce que vous n'avez pas aimé dans cette pub.

[LE MODÉRATEUR LIRA LA PUBLICITÉ DEUX FOIS]

Tout au long de notre histoire, lors des moments difficiles, les Canadiennes et les Canadiens ont toujours veillé les uns sur les autres.

Et maintenant que nous sommes ensemble confrontés à un autre défi, nous devons tous faire notre part.

Même si vous ne présentez pas de symptômes de la COVID-19, vous pourriez la transmettre à d'autres et mettre des vies en danger.

Donc, ne sortez pas de la maison.

Tenez-vous à au moins deux mètres des autres en tout temps.

Et tenez-vous au courant des derniers conseils médicaux sur le site Canada.ca/coronavirus.

Restez chez vous. Sauvez des vies.

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Ses faiblesses ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s'adresse ce message ? Pourquoi dites-vous cela ?
- Pensez-vous que ce soit un message convenable venant du gouvernement du Canada ? Pourquoi ou pourquoi pas ?
- Est-ce que vous remarqueriez cette publicité si vous l'entendiez à la radio ? Est-ce que vous chercheriez à obtenir plus d'informations ?
- Est-ce que ce message communique efficacement ce qui doit être fait pour minimiser la propagation du coronavirus ou de la COVID-19 ?
- Qu'en est-il de la dernière ligne : « **Restez chez vous. Sauvez des vies.** »
 - Est-ce un message clair ? Qu'est-ce que cela signifie ou implique ?
 - Et si l'on remplaçait cette ligne par « **Lorsque vous prenez soin de vous, vous prenez soin des autres.** » ? Serait-ce un message plus efficace ? Pourquoi ou pourquoi pas ?
 - Laquelle préférez-vous ? Pourquoi ?
- Avez-vous d'autres idées sur ce qui pourrait rendre cette publicité plus efficace ?
- Y a-t-il d'autres informations qui, selon vous, devraient être incluses dans une pub radio portant sur le coronavirus ?

PUB TÉLÉ – D^{re} THERESA TAM BELLEVILLE ET QUÉBEC (45 minutes)

Nous allons maintenant regarder deux pubs télé du gouvernement du Canada qui visent à informer les Canadiennes et les Canadiens sur le coronavirus, ou la COVID-19. Ces publicités mettent en vedette l'Administratrice en chef de la santé publique, la D^{re} Theresa Tam, et vous avez peut-être déjà vu l'une ou l'autre de ces publicités ou même les deux. Nous commencerons par la première publicité, nous la regarderons deux fois, puis nous discuterons de ce que nous en pensons par la suite. Nous passerons ensuite à l'évaluation de la deuxième publicité. N'hésitez pas à prendre des notes afin de vous aider à vous souvenir de ce que vous avez aimé et de ce que vous n'avez pas aimé de la pub.

[BIEN NOTER : ALTERNEZ L'ORDRE DE PRÉSENTATION DE WASH/LAVEZ ET DE AVOID/ÉVITEZ]
À BELLEVILLE GROUPE DES **FEMMES** : FAIRE JOUER « LAVEZ » EN PREMIER. GROUPE DES **HOMMES** : FAIRE JOUER « ÉVITEZ » EN PREMIER.
À QUÉBEC GROUPE DES **FEMMES** : FAIRE JOUER « ÉVITEZ » EN PREMIER. GROUPE DES **HOMMES** : FAIRE JOUER « LAVEZ » EN PREMIER.

LE MODÉRATEUR DEMANDERA AUX PARTICIPANTES ET AUX PARTICIPANTS D'ALLUMER ET D'AUGMENTER LE VOLUME DES ENCEINTES DE LEURS ORDINATEURS AINSI QUE DE METTRE LEURS TÉLÉPHONES EN SOURDINE. LE MODÉRATEUR METTRA ÉGALEMENT SON TÉLÉPHONE EN SOURDINE.

[LE MODÉRATEUR FERA JOUER LA PREMIÈRE PUBLICITÉ DEUX FOIS]

- Selon vous, quel est le message principal de cette publicité ?
- Qu'est-ce qui ressort le plus pour vous dans cette publicité ?
- Quelles sont les forces de cette pub ? A-t-elle des faiblesses ?
- Qu'est-ce qui vous plaît le plus de ce concept ? Qu'est-ce qui vous plaît le moins ?
- Qu'en est-il de l'approche ou le ton que l'on utilise dans de cette publicité ? Est-ce convenable ? Pourquoi ou pourquoi pas ?
- Pensez-vous que le message est crédible, croyez-vous ce qu'il communique ? Pourquoi ou pourquoi pas ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s'adresse ce message ? Pourquoi dites-vous cela ?
- Pensez-vous que ce soit un message convenable venant du gouvernement du Canada ? Pourquoi ou pourquoi pas ?
- Si vous voyiez ou entendiez cette publicité, seriez-vous motivé à agir, par exemple en modifiant votre comportement ou en cherchant à obtenir plus d'informations ?
- Est-ce que ces publicités communiquent efficacement les faits les plus importants que les gens doivent savoir pour aider à réduire la propagation du ou de la COVID-19 ?
- Avez-vous d'autres idées au sujet de cette publicité ou sur ce qui pourrait la rendre plus efficace ?

[LE MODÉRATEUR FERA JOUER LA DEUXIÈME PUBLICITÉ DEUX FOIS ; LA PUBLICITÉ SERA ÉVALUÉE AVEC LA MÊME SÉRIE DE QUESTIONS]

À BELLEVILLE GROUPE DES **FEMMES** : FAIRE JOUER « ÉVITEZ » EN DEUXIÈME. GROUPE DES **HOMMES** : FAIRE JOUER « LAVEZ » EN DEUXIÈME.
À QUÉBEC GROUPE DES **FEMMES** : FAIRE JOUER « LAVEZ » EN DEUXIÈME. GROUPE DES **HOMMES** : FAIRE JOUER « ÉVITEZ » EN DEUXIÈME.

LE MODÉRATEUR DEMANDERA AUX PARTICIPANTES ET AUX PARTICIPANTS D'ALLUMER ET D'AUGMENTER LE VOLUME DES ENCEINTES DE LEURS ORDINATEURS AINSI QUE DE METTRE LEURS

TÉLÉPHONES EN SOURDINE. LE MODÉRATEUR METTRA ÉGALEMENT SON TÉLÉPHONE EN SOURDINE.

RÉCAPITULATIF DES PUBS TÉLÉ

- En réfléchissant à ces deux publicités, laquelle serait la plus susceptible de vous motiver à agir ? Pourquoi ?
- Laquelle des deux vous semble la plus souhaitable venant du gouvernement du Canada ? Pourquoi ?

ÉVALUATION DE MESSAGES SUR LA COVID-19 (15 minutes) RICHMOND, CHARLOTTETOWN ET DIEPPE

DOCUMENT À DISTRIBUER : CONSIGNES LORSQU'ON MÈNE LES GROUPES EN PERSONNE — RICHMOND : Je vais vous remettre un document qui contient différents messages possibles en rapport avec le coronavirus ou la COVID-19. Je veux que vous mettiez un « 1 » à côté de celui que vous préférez, un « 2 » à côté de votre deuxième choix et un « x » à côté de tout ce que vous n'aimez pas ou pensez être inapproprié.

CONSIGNES POUR LES GROUPES MENÉS EN LIGNE – CHARLOTTETOWN ET DIEPPE : Je vais vous demander de faire un petit exercice portant sur quelques messages potentiels concernant le coronavirus ou la COVID-19. Tout d'abord, regardez ces messages. **LE MODÉRATEUR AFFICHERA LE PREMIER SONDAGE.** Veuillez cocher celui qui vous plaît le plus. Pourquoi était-ce votre premier choix ? Maintenant, je vais reprendre le tout, mais j'aimerais que vous cochiez votre deuxième choix. **LE MODÉRATEUR AFFICHERA LE DEUXIÈME SONDAGE. LE MODÉRATEUR PASSERA RAPIDEMENT EN REVUE LES SECONDS CHOIX.** Regardons ces messages de nouveau, et maintenant j'aimerais que vous cochiez ceux que vous n'aimez pas ou que vous jugez inappropriés. **LE MODÉRATEUR AFFICHERA LE TROISIÈME SONDAGE.** Pourquoi n'avez-vous pas aimé ces messages en particulier ?

Faites votre part. Aidez à réduire la propagation de la maladie à coronavirus.
Faites votre part. Aidez à stopper la propagation de la COVID-19.
Chacun a la responsabilité de contribuer à sa propre protection, à celle de sa famille et des autres.
Aidez à prévenir la propagation de COVID-19. Voici ce que vous pouvez faire pour y contribuer.
Aidez à vous protéger et à protéger les autres.
Prévenez, soyez prêts, réduisez le risque.
Nous avons toutes et tous un rôle à jouer. Voici comment vous pouvez nous aider.

OPTIONS SUPPLÉMENTAIRES RAJOUTÉES À CHARLOTTETOWN ET DIEPPE :

C'est le moment d'agir et nous devons agir ensemble
Prenez soin des Canadiennes et des Canadiens
Quand on prend soin de soi, on prend soin des autres

ENJEUX DE L'OUEST (45 minutes) CALGARY

DOCUMENT À DISTRIBUER :

- Sur une feuille de papier, je vous demanderais d'écrire trois mots qui décrivent la relation actuelle entre le gouvernement du Canada et votre province.
 - SONDER : Choisissez un des mots que vous avez écrits et veuillez m'expliquer pourquoi vous avez choisi ce mot.
 - Dans l'ensemble, diriez-vous que le gouvernement du Canada traite votre province équitablement ou injustement ? Pourquoi ?
- Que pourrait faire le gouvernement fédéral afin de démontrer sa sensibilité aux préoccupations des gens de votre province ?

Maintenant, je vais discuter brièvement de plusieurs sujets qui ont récemment fait l'objet de débats et qui concernent l'Ouest canadien :

- Avez-vous vu, lu ou entendu quelque chose récemment au sujet du projet de pipeline TMX ?
 - Autant que vous sachiez, la construction du pipeline a-t-elle commencé ?
 - Selon vous, est-il probable que la construction du pipeline se réalise dans les délais prévus ?
- Maintenant que vous avez un peu entendu parler des deux lois, est-ce que l'une ou l'autre vous préoccupe ? Pourquoi ?
 - Que voudriez-vous savoir de plus au sujet de ces projets de loi, avant de décider s'ils sont nécessaires ou non ? Souhaitez-vous voir des changements bien précis à l'un ou l'autre de ces règlements ?
- Avez-vous déjà entendu parler du terme « paiements de péréquation » ?
 - SI OUI : Pouvez-vous me décrire comment fonctionnent les paiements de péréquation ?
 - Selon ce que vous savez du fonctionnement des paiements de péréquation, pensez-vous que le système de péréquation devrait être modifié ? SI OUI : De quelle façon ?
- Avez-vous entendu quoi que ce soit dernièrement au sujet du boycottage de l'industrie canadienne du canola par la Chine ?

ÉCLAIRCISSEMENTS, AU BESOIN

La Chine, qui était auparavant le plus gros acheteur de canola canadien, a annoncé qu'elle cesserait d'acheter des produits de canola canadiens dès le mois de mars. Le gouvernement fédéral a déjà annoncé une aide financière aux agriculteurs touchés par le boycottage.

- Pensez-vous que le gouvernement devrait accorder des concessions à la Chine pour que celle-ci achète de nouveau notre canola, qu'il réplique en imposant ses propres sanctions sur leurs produits, ou bien qu'il continue à soutenir financièrement les agriculteurs tout en essayant de négocier une solution avec la Chine qui ne comporterait ni concessions ni représailles ?

- Avez-vous entendu, lu ou vu quoi que ce soit au sujet des puits abandonnés en Alberta ?
 - AU BESOIN : Les puits abandonnés sont des puits de pétrole et de gaz délaissés par les compagnies pétrolières et gazières qui font faillite. Il y a actuellement plus de 3000 puits abandonnés en Alberta, et 94 000 autres puits qui demeurent inactifs et qui risquent de devenir abandonnés si plus de compagnies ferment. Les puits abandonnés sont potentiellement nocifs pour l'environnement avoisinant si des fuites se produisent.

 - Est-ce une question importante sur laquelle il faut se pencher ? Pourquoi ou pourquoi pas ? Sonder :
 - Quels sont les risques associés aux puits abandonnés ?

 - Qui a la responsabilité de traiter du dossier des puits abandonnés ?

 - À votre connaissance, y a-t-il quoi que ce soit qui se fait quant au nettoyage des puits abandonnés en Alberta ?

 - Que peut faire le gouvernement fédéral pour réduire ou éliminer les risques environnementaux liés aux puits abandonnés ?

- Avez-vous entendu, lu ou vu quoi que ce soit au sujet du projet de sables bitumineux de la Mine Frontier proposé au nord de Fort McMurray ?

ÉCLAIRCISSEMENTS, AU BESOIN

La mine Teck Frontier, qui a été proposée pour la première fois en 2011, aurait été la plus grande mine de sables bitumineux de l'histoire si elle avait été approuvée par le gouvernement fédéral. Ce projet aurait pu créer jusqu'à 7 500 nouveaux emplois dans le secteur de la construction en Alberta, mais il aurait également été une source importante d'émissions de gaz à effet de serre et aurait pu poser un défi quant à la capacité du Canada à respecter ses engagements internationaux en matière de réduction de la pollution par le carbone. Le gouvernement fédéral devait rendre une décision sur l'approbation ou le rejet du projet la semaine dernière, mais le dimanche 23 février, Teck a décidé de retirer sa demande et de retarder le projet.

- D'après ce que vous savez, pourquoi pensez-vous que Teck a retiré sa demande pour la construction de la mine ?

- Pensez-vous que le gouvernement fédéral a traité cette demande correctement ? Pourquoi ou pourquoi pas ?
- Si un autre projet de sables bitumineux devait être proposé dans un an, de quelle façon vous attendriez-vous à ce que le gouvernement fédéral réagisse ?
 - De quelle façon est-ce que le gouvernement fédéral devrait réagir ?
- Que pourrait faire le gouvernement du Canada afin de démontrer qu'il soutient les personnes qui travaillent dans l'industrie pétrolière de l'Alberta ?

Parmi tous les enjeux dont nous avons discuté jusqu'à maintenant et qui touchent spécifiquement l'Ouest canadien, lequel devrait, selon vous, être la priorité absolue du gouvernement du Canada ?

BUDGET (30 minutes) CALGARY

- Avez-vous entendu, lu ou vu quoi que ce soit au sujet du prochain budget du gouvernement fédéral qui énoncera les priorités, en matière de dépenses gouvernementales, pour la prochaine année d'imposition ?
- Selon ce que vous avez vu, lu ou entendu au sujet du gouvernement fédéral, à quoi vous attendez-vous dans le prochain budget fédéral ?
- Selon vous, sur quel sujet le gouvernement fédéral devrait-il se concentrer le plus lorsqu'il établira ses priorités de dépenses dans le prochain budget ?

DOCUMENT À DISTRIBUER : Voici une liste de thèmes possibles sur lesquels le gouvernement pourrait choisir de se concentrer lors de l'élaboration du nouveau budget. Je voudrais que vous mettiez un « 1 » à côté du thème que vous souhaitez le plus voir le gouvernement adopter et un « 2 » à côté de votre deuxième choix. Si vous pensez que certains thèmes ne conviennent pas pour un budget, mettez un « x » à côté de ceux-ci.

- Un budget climatique
- Un budget pour faire croître la classe moyenne
- Un budget pour rendre la vie plus abordable
- Un budget soins de santé
- Un budget bien-être
- Un budget pour vivre selon nos moyens
- Un budget innovation
- Un budget pour améliorer la qualité de vie

- À côté de quel thème avez-vous mis un « 1 » ? Pourquoi ?
- Y en avait-il à côté desquels vous avez mis un « x » ? Pourquoi ?
- Si le gouvernement fédéral devait aller de l'avant avec un « budget climatique », quels types de dépenses et de politiques est-ce que vous vous attendriez à voir inclus dans le budget ?
 - Quelle serait la différence, le cas échéant, entre un « budget climatique » et un « budget environnemental » ? Lequel de ces deux types de budgets préféreriez-vous que le gouvernement du Canada privilégie ?
- Si le gouvernement fédéral devait aller de l'avant avec un budget axé sur « l'amélioration de la qualité de vie », quels types de dépenses et de politiques est-ce que vous vous attendriez à voir inclus dans le budget ?

ENJEUX DIVERS (10 minutes) RICHMOND

- Selon vous, quelle est la plus importante source de stress dans votre vie ?
 - SONDER : Quel est le plus important stress financier ?
 - Que pourrait faire le gouvernement du Canada pour rendre ces choses moins stressantes pour vous ?
- Avez-vous entendu parler de la légalisation de la marijuana par le gouvernement du Canada ?
 - Avez-vous remarqué quelques changements que ce soit au sein de votre collectivité en raison de la légalisation ?
 - Y a-t-il quelque chose que vous auriez souhaité que le gouvernement fasse différemment dans le cadre de la légalisation de la marijuana ?
- Avez-vous déjà entendu parler de l'expression « tourisme de naissance » ?
 - SI OUI : Pensez-vous qu'il s'agit d'un enjeu qui touche le Canada ? Pourquoi ?
 - Que devrait faire le gouvernement, le cas échéant, pour remédier à ce phénomène ?

PROGRAMME CANADIEN DE PRÊTS AUX ÉTUDIANTS (10 minutes) RICHMOND

- Y a-t-il quelqu'un qui a entendu parler du Programme canadien de prêts aux étudiants ? Comment le décririez-vous ?

ÉCLAIRCISSEMENTS, AU BESOIN

Le gouvernement du Canada offre des bourses et des prêts aux étudiantes et aux étudiants à temps plein et à temps partiel. Les bourses et les prêts aident les étudiantes et les étudiants à payer leurs études postsecondaires.

DOCUMENT À DISTRIBUER :

Le gouvernement du Canada envisage de changer le nom de ce programme. Je vais vous remettre un document qui contient quelques noms potentiels. Je veux que vous mettiez un « 1 » à côté du nom que vous préférez, un « 2 » à côté de votre deuxième choix et un « x » à côté de tous les noms que vous n'aimez pas pour ce programme.

- Bourses et prêts d'études du Canada
 - Soutien aux étudiants canadiens
 - Aide canadienne aux études
 - Aide canadienne au financement des études
-
- **DEMANDER À CHAQUE RÉPONDANTE OU RÉPONDANT D'ÉNUMÉRER SES CHOIX ET D'EXPLIQUER LA RAISON POUR LEUR CHOIX DE CELUI QUI, SELON EUX, EST LE MEILLEUR**
 - Y a-t-il quelqu'un parmi vous qui avez mis un « x » à côté d'un nom ? Pourquoi ?
 - Qu'ajouteriez-vous ou changeriez-vous, le cas échéant, à l'un de ces noms ? Pourrait-on améliorer certains des noms ?

CONCLUSION (5 minutes)

Appendix C – Advertising Concepts

COVID-19 Ad Concepts– Social Media Ads (Richmond)

Facebook Ads

Figure 1: Facebook: Prevention



Figure 2: Facebook: Symptoms After Travelling



Twitter Ads

Figure 3: Twitter: Travel Safely



Figure 4: Twitter: Falling Ill While Travelling



COVID-19 Ad Concepts (Charlottetown and Dieppe)

Radio Advertisement

Figure 5: Prime Minister Ad

The radio ad in Figure 5 features Prime Minister Justin Trudeau as the voiceover. Justin Trudeau says: "The Government of Canada and Public Health experts are taking action to protect Canadians from COVID-19. Protect yourself and others. Especially those with medical conditions and older adults. Wash your hands often. Avoid touching your face. Cough or sneeze into your arm and disinfect surfaces. You should also avoid crowded places. Avoid all non-essential travel outside of Canada. And if you're sick, stay home. To learn more, call 1-833-784-4397. A message from the Government of Canada."

Advertising Concepts

Concept 1: Reduce the Spread

Figure 6: Television Concept 1



Figure 7: Print Concept 1



Figure 8: Web Banner Concept 1



Concept 2: Take Care

Figure 9: Television Concept 2



Figure 10: Print Concept 2



Figure 11: Web Banner Concept 2



Postcard

Figure 12: Help Reduce the Spread of COVID-19 Postcard

HELP REDUCE THE SPREAD OF COVID-19

TAKE STEPS TO REDUCE THE SPREAD OF THE CORONAVIRUS DISEASE (COVID-19):

- Follow the advice of your local public health authority.
- Wash your hands often with soap and water for at least 20 seconds.
- Use alcohol-based hand sanitizer if soap and water are not available.
- Try not to touch your eyes, nose or mouth.
- Avoid close contact with people who are sick and practice social distancing.
- Cough and sneeze into your sleeve and not your hands.
- Avoid non-essential travel outside Canada and consult travel health notices.

SYMPTOMS

Symptoms of COVID-19 may be very mild or more serious and may take up to 14 days to appear after exposure to the virus.

- FEVER** (greater or equal to 38°C)
- COUGH**
- DIFFICULTY BREATHING**

IF YOU HAVE SYMPTOMS OR HAVE RECENTLY TRAVELLED OUTSIDE CANADA

- Isolate at home to avoid spreading illness to others.
- Avoid visits with older adults, or those with medical conditions. They are at higher risk of developing serious illness.
- Call ahead before you visit a health care professional or call your local public health authority.
- If your symptoms get worse, contact your health care provider or public health authority right away and follow their instructions.

FOR INFORMATION ON COVID-19:
canada.ca/coronavirus

Published by the Government of Canada
 Canada

COVID-19 Ad Concepts (Belleville and Quebec City)

Radio Scripts

Concept: Take Care (Belleville)

Throughout our history, whenever times have been tough, Canadians have always looked out for each other – that’s what it means to be Canadian.

And now that we’re facing another challenge together, we all need to do our part.

Wash your hands often. Stay at home as much as possible.

Keep up to date with the latest medical advice at Canada.ca/coronavirus.

When you take care of yourself, you take care of others.

Concept: Save Lives (Quebec City)

Throughout our history, whenever times have been tough, Canadians have always looked out for each other.

And now that we're facing another challenge together, we all need to do our part.

Even if you don't have symptoms of COVID-19, you could spread it to others and put lives at risk.

So, don't leave home.

Stay at least two metres away from others at all times.

And keep up to date with the latest medical advice at Canada.ca/coronavirus.

Stay home. Save Lives.

Television Advertising Concepts – Dr. Theresa Tam

Figure 13: Concept Wash

Figure 13 is a television ad that features Dr. Theresa Tam, speaking from an office setting with the Canada flag in the background. Text on screen provides credentials for Dr. Theresa Tam, Chief Public Health Officer of Canada. At the bottom of the screen throughout the ad, there is text overlay which reads "Learn more at Canada.ca/coronavirus or 1-833-784-4387". Theresa Tam says: "COVID-19 is a serious public health threat. All Canadians must act now to reduce the spread. Protect yourself and others, especially those with medical conditions and older adults. Wash your hands often (shows icon of handwashing). Avoid touching your face. Cough or sneeze into your arm (shows icon of person coughing into sleeve). And, stay at home as much as possible (shows icon of person in home). Now is the time act and we must act together." Then, the Canada Wordmark shows on screen and Justin Trudeau says: "A message from the Government of Canada."

Figure 14: Concept Avoid

Figure 14 is a television ad that features Dr. Theresa Tam, speaking from an office setting with the Canada flag in the background. Text on screen provides credentials for Dr. Theresa Tam, Chief Public Health Officer of Canada. At the bottom of the screen throughout the ad, there is a text overlay which reads "Learn more at Canada.ca/coronavirus or 1-833-784-4387". Theresa Tam says: "COVID-19 is a serious public health threat. All Canadians must act now to reduce the spread. Avoid crowded places and practice social distancing (shows icon of people 2m apart). Avoid non-essential travel and stay home as much possible (shows icon of person in home). Self-isolate if you may have been exposed to COVID-19. Stay connected with neighbours, friends and family (shows icon of telephone and computer with Wi-Fi). When you take care of yourself, you take care of others." Then, the Canada Wordmark shows on screen and Justin Trudeau says: "A message from the Government of Canada".