



Government
of Canada

Gouvernement
du Canada

Continuous Qualitative Data Collection of Canadians' Views – March 2021

Final Report

Prepared for the Privy Council Office

Supplier name: The Strategic Counsel

Contract number: 35035-182346/001/CY

Contract value: \$1,618,838.00

Award date: December 18, 2020

Delivery date: June 4, 2021

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 2021

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 second year of the study included a total of twelve focus groups with Canadian adults (18 years of age and older) between March 2nd and March 30th, 2021.

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

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:

CP22-185/18-2021E-PDF

International Standard Book Number (ISBN):

978-0-660-40830-9


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

CP22-185/18-2021F-PDF (Final Report, French)
978-0-660-40831-6

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: June 4, 2021

Donna Nixon, Partner
The Strategic Counsel

Table of Contents

Executive Summary	1
Introduction	1
Methodology	2
Key Findings.....	4
Part I: COVID-19 Related Findings	4
Government of Canada in the News (All Locations).....	4
COVID-19 Information/In the News (Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Alberta Opinion Leaders).....	6
COVID-19 Information Preferences (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, GTA Experiencing COVID Fatigue and Riskier Behaviours)	7
COVID Alert App QR Code Poster Testing (GMA Young Adults).....	7
COVID-19 Outlook/Behaviours (GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)	8
Atlantic Bubble (Atlantic Canada).....	9
COVID-19 Vaccine (Lower Mainland B.C. Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults).....	10
Canada Emergency Response Benefit (CERB) Repayment (Manitoba and Saskatchewan EI/Recovery Benefits Recipients).....	12
Hard-Hit Sectors (Toronto-Peel-York Region Hard Hit Sectors)	13
Part II: Other Issues	14
Mental Health (Victoria and Nanaimo B.C., Alberta Indigenous Peoples, GMA Young Adults).....	14
Canada-U.S. Border and Travel Restrictions (Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, Victoria and Nanaimo B.C., Alberta Indigenous Peoples, Mid-size and Major Centres Alberta Opinion Leaders).....	15
Post-COVID-19 Travel (Lower Mainland Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors)	16
Budget 2021/Economic Growth (Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, Victoria and Nanaimo B.C., GMA Young Adults, Mid-size and Major Centres Alberta Opinion Leaders).....	18
French Language (Quebec Anglophones)	19
Indigenous Issues (Alberta Indigenous Peoples)	19
Digital Government (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, Quebec Anglophones,	

Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors)	20
Home Retrofits (Victoria and Nanaimo B.C., Alberta Indigenous Peoples, Mid-size and Major Centres Alberta Opinion Leaders)	22

Detailed Findings – Part I: COVID-19 23

Timeline of March Announcements	23
Government of Canada in the News (All Locations)	25
The Supreme Court of Canada Ruling on Carbon Pricing (Mid-Size and Major Centres Alberta Opinion Leaders)	27
COVID-19 Information/In the News (Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Alberta Opinion Leaders)	29
News and Information Sources	29
News and Information about COVID-19	30
Social Media and Fake News	31
COVID-19 Information Preferences (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, GTA Experiencing COVID Fatigue and Riskier Behaviours)	32
Option A1 (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)	33
Option A2 (Mid-size and Major Centres Quebec Vaccine Hesitant)	34
Option A3 (GTA Experiencing COVID Fatigue and Riskier Behaviours)	35
Option B1 (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)	36
Option B2 (GTA Experiencing COVID Fatigue and Riskier Behaviours)	37
Option C (Mid-size and Major Centres Quebec Vaccine Hesitant)	38
Option D (Mid-size and Major Centres Quebec Vaccine Hesitant)	39
Option E (GTA Experiencing COVID Fatigue and Riskier Behaviours)	40
Option F (Mid-size and Major Centres Quebec Vaccine Hesitant)	41
Option G (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)	42
Option H1 (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)	43
Option H2 (Mid-size and Major Centres Quebec Vaccine Hesitant)	44
Option H3 (GTA Experiencing COVID Fatigue and Riskier Behaviours)	45
Option I (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)	46
Option J (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)	47
Option K (Mid-size and Major Centres Quebec Vaccine Hesitant)	48
Option L (GTA Experiencing COVID Fatigue and Riskier Behaviours)	49
Option M (GTA Experiencing COVID Fatigue and Riskier Behaviours)	50
COVID Alert App QR Code Poster Testing (GMA Young Adults)	53
Reactions to QR Code Posters	53
Overall Comparison	57
COVID-19 Outlook/Behaviours (GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)	58
Behaviours (GMA Young Adults)	58

Impact of COVID-19 and COVID-Related Restrictions (GTA Experiencing COVID Fatigue and Risker Behaviours, GMA Young Adults)	58
Vaccine Outlook (GTA Experiencing COVID Fatigue and Riskier Behaviours)	59
Atlantic Bubble (Atlantic Canada)	60
Reinstating the Atlantic Bubble	61
Opening Up Travel between Atlantic Canada and the Rest of Canada	61
COVID-19 Vaccine (Lower Mainland B.C. Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)	62
COVID-19 Vaccines in the News (Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)	62
Assessment of the Government of Canada’s Performance (Lower Mainland Vaccine Hesitant, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)	63
Vaccination Targets and Timing (Atlantic Canada, GMA Young Adults)	64
Vaccine Intentions and Hesitancy (Lower Mainland Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant)	65
Canada Emergency Response Benefit (CERB) Repayment (Manitoba and Saskatchewan EI/Recovery Benefits Recipients)	65
Government of Canada’s Performance in Providing COVID-19 Financial Support	66
Taxation	66
Hard-Hit Sectors (Toronto-Peel-York Region Hard Hit Sectors)	67
Support from the Government of Canada	68
Views on Current Restrictions	69

Detailed Findings – Part II: Other Issues 71

Mental Health (Victoria and Nanaimo B.C., Alberta Indigenous Peoples, GMA Young Adults) ..	71
Mental Health Resources	73
Perspectives on Mental Health Advertisements and Messaging	74
Government of Canada Initiatives to Help Support Mental Health	75
Canada-U.S. Border and Travel Restrictions (Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, Victoria and Nanaimo B.C., Alberta Indigenous Peoples, Mid-size and Major Centres Alberta Opinion Leaders)	76
Current Travel Restrictions	76
Reopening the Canada-U.S. Border	77
Post-COVID-19 Travel (Lower Mainland Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors)	79
Incentives for Travel within Canada	81

Budget 2021/Economic Growth (Quebec Anglophones, Manitoba and Saskatchewan El/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, Victoria and Nanaimo B.C., GMA Young Adults, Mid-size and Major Centres Alberta Opinion Leaders).....	82
General Expectations of the Budget.....	83
Perspectives on Economic Growth.....	85
French Language (Quebec Anglophones)	86
Indigenous Issues (Alberta Indigenous Peoples)	88
Indigenous Priorities	88
UNDRIP (The United Nations Declaration on the Rights of Indigenous Peoples)	89
Drinking Water Advisories on Reserves	89
Digital Government (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, Quebec Anglophones, Manitoba and Saskatchewan El/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors)	91
Government of Canada's Digital Strategy.....	94
Confidence and Trust in Government.....	95
Home Retrofits (Victoria and Nanaimo B.C., Alberta Indigenous Peoples, Mid-size and Major Centres Alberta Opinion Leaders).....	95
Familiarity with Concept of Home Retrofits	96
Energy Efficient Home Retrofit Plans	96
Motivators.....	97
Appendix A – Recruiting Scripts	98
English Recruiting Script	99
French Recruiting Script.....	110
Appendix B – Discussion Guides	118
English Moderators Guide.....	119
French Moderators Guide	136
Appendix C – Advertising Concepts	156
COVID-19 Information Preferences Social Media Posts (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, GTA Experiencing COVID Fatigue and Riskier Behaviours)	157
Option A1 (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)....	157
Option A2 (Mid-size and Major Centres Quebec Vaccine Hesitant).....	158
Option A3 (GTA Experiencing COVID Fatigue and Riskier Behaviours).....	159
Option B1 (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)	160

Option B2 (GTA Experiencing COVID Fatigue and Riskier Behaviours)	161
Option C (Mid-size and Major Centres Quebec Vaccine Hesitant)	162
Option D (Mid-size and Major Centres Quebec Vaccine Hesitant).....	163
Option E (GTA Experiencing COVID Fatigue and Riskier Behaviours).....	164
Option F (Mid-size and Major Centres Quebec Vaccine Hesitant).....	165
Option G (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders).....	166
Option H1 (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders) ...	167
Option H2 (Mid-size and Major Centres Quebec Vaccine Hesitant)	168
Option H3 (GTA Experiencing COVID Fatigue and Riskier Behaviours)	169
Option I (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders).....	170
Option J (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)	171
Option K (Mid-size and Major Centres Quebec Vaccine Hesitant)	172
Option L (GTA Experiencing COVID Fatigue and Riskier Behaviours).....	173
Option M (GTA Experiencing COVID Fatigue and Riskier Behaviours)	174
COVID Alert App QR Code Poster Testing (GMA Young Adults)	175
Poster 1	175
Poster 2.....	177

Executive Summary

Introduction

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

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

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

This report includes findings from 12 online focus groups which were conducted between March 2nd and 30th, 2021 in multiple locations across the country including Atlantic Canada, Quebec, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia. Details concerning the locations, recruitment, and composition of the groups are shown in the section below.

The research for this cycle of focus groups focused primarily on COVID-19, as the pandemic continued in Canada. Related to COVID-19, topics explored included what Canadians were hearing about the Government of Canada in the news, what types of COVID-19 information were compelling and

important to them, their outlook on COVID-19 and how that has influenced their behaviours, as well as their views on the vaccine rollout in Canada, including the basis of any vaccine hesitation, thoughts on the federal government's procurement and distribution of the vaccine and perceptions on the proposed timeline for the rollout.

Certain subgroups were also asked for their views on specific and relevant issues related to COVID-19. The research explored perspectives on the Atlantic travel bubble with residents of Atlantic Canada, employment insurance (EI) and recovery benefits recipients from across the provinces of Manitoba and Saskatchewan were asked about the repayment of the Canada Emergency Response Benefit (CERB), and young adults in the Greater Montreal Area (GMA) were asked about the effectiveness of two potential COVID Alert app QR code posters. Moreover, those who worked in sectors that were hard-hit by the COVID-19 pandemic public health restrictions were asked for their perspective on the various restrictions in place. Participants who identified as being heavier consumers of news and information were asked about their primary sources for news, the types of COVID-19 information they typically seek as well as how they filter and share news with their social networks.

In addition to the pandemic, non-COVID-19 related discussions were undertaken on a range of topics including mental health, the state of the French language, Indigenous issues, digital government and home retrofits. The research also explored what Canadians were expecting from the 2021 budget, their views on travel restrictions and the Canada-U.S. border, and their post-COVID-19 travel plans.

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

Methodology

Overview of Groups

Target audience

- Canadian residents, 18 and older.
- Groups were split primarily by location.
- Some groups focused on specific subgroups of the population including those who were vaccine hesitant, opinion leaders who were paying particularly close attention to the news, Anglophones in Quebec, EI/Recovery benefits recipients, those working in hard-hit sectors, people who were experiencing COVID-19 fatigue and exhibiting riskier behaviours, Indigenous people and young adults aged 18 to 30.

Detailed Approach

- 12 focus groups across various regions in Canada.
- Two groups were conducted with the general population in Atlantic Canada and in Victoria and Nanaimo.

- The other ten groups were conducted with key subgroups including:
 - Vaccine hesitant people residing the Lower Mainland B.C., and in mid-size and major centres across Quebec;
 - Opinion leaders and those paying close attention to the news in major centres in Ontario and in mid-size and major centres in Alberta;
 - Anglophones living in Quebec;
 - EI/Recovery benefits recipients residing in the provinces of Manitoba and Saskatchewan;
 - Those working in hard hit sectors in the Toronto, Peel and York regions of Ontario;
 - Those experiencing COVID-19 fatigue and exhibiting riskier behaviours residing in the Greater Toronto Area (GTA);
 - Indigenous people in Alberta; and
 - Young adults between the ages of 18 and 30 residing in the Greater Montreal Area (GMA).
- Groups in Quebec, with the exception of the group held with Anglophones, were conducted in French, while all others were conducted in English.
- All groups for this cycle were conducted online.
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend.
- Across all locations, 89 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium. The incentive ranged from \$100 to \$125 per participant, depending on the location and the composition of the group.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Lower Mainland B.C.	1	English	Mar 2	9:00-11:00 pm	Vaccine Hesitant	8
Major Centres Ontario	2	English	Mar 3	6:00-8:00 pm	Opinion Leaders/Influencers/Paying more attention to news/media	8
Mid-Size and Major Centres Quebec	3	French	Mar 4	6:00-8:00 pm	Vaccine Hesitant	8
Quebec	4	English	Mar 8	6:00-8:00 pm	Anglophones	7
Manitoba and Saskatchewan	5	English	Mar 9	7:00-9:00 pm	EI/Recovery Benefits Recipients	7
Toronto, Peel, York Regions	6	English	Mar 10	6:00-8:00 pm	People working/Worked in Hard Hit Sectors – hospitality, travel,	7

					food services, restaurants	
Atlantic Canada	7	English	Mar 16	5:00-7:00 pm	General Population	8
Greater Toronto Area (GTA)	8	English	Mar 18	6:00-8:00 pm	People experiencing COVID-19 fatigue/Exhibiting riskier behaviours	7
Victoria/Nanaimo	9	English	Mar 23	9:00-11:00 pm	General Population	8
Alberta	10	English	Mar 24	8:00-10:00 pm	Indigenous Peoples	7
Greater Montreal Area (GMA)	11	French	Mar 25	6:00-8:00 pm	Young Adults, Aged 18-30	7
Mid-Size and Major Centres Alberta	12	English	Mar 30	9:00-10:00 pm	Opinion Leaders/Influencers/Paying more attention to news/media	7
Total number of participants						89

Key Findings

Part I: COVID-19 Related Findings

Government of Canada in the News (All Locations)

In response to a question about what they had seen, read or heard about the Government of Canada in the last few days, participants mentioned a range of issues, announcements and activities, although the topic of vaccine supply and distribution was top-of-mind. On the positive side, many participants commented on having heard about the following:

- Approval of additional vaccines;
- Vaccines were arriving in Canada faster than expected;
- Prioritization of Indigenous communities;
- High efficacy rates for the vaccines;
- The Government of Canada was avidly pursuing procurement of vaccines and was being transparent as to the number of vaccines distributed to date; and
- The federal government’s involvement in the COVAX initiative.

By contrast, a number of participants had heard information about the vaccines and the federal government’s role in procurement and distribution which they felt was somewhat more concerning,

including criticism of the Government of Canada over what was viewed as a slow rollout of vaccines and concerns about the safety of the AstraZeneca vaccine.

There was also some discussion of other aspects of COVID-19, including the spread of new variants, provinces experiencing a third wave of the pandemic, quarantine requirements for those arriving in or returning to Canada, reopening of interprovincial borders to permit more travel between provinces and rebates and/or financial assistance being offered to small businesses.

A variety of other issues surfaced in the context of this discussion about what participants had seen, read or heard about the Government of Canada, including: a possible federal election, the upcoming federal budget and discussions as to how the federal government will re-pay pandemic-related debts, issues between Canada and China, defeat of a private member's bill on pharmacare in the House of Commons (Bill C-213, the "*Canada Pharmacare Act*"), changes to Canada's Medical Assistance in Dying (MAID) law, and misconduct in the Canadian military.

In the one group held among Indigenous participants in Alberta, the discussion focused on issues pertaining to systemic racism in Canada, the federal government's role in providing clean drinking water to Indigenous communities and addressing issues regarding missing and murdered Indigenous women. Additionally, concerns were expressed about health care coverage provided through Crown Indigenous Relations and Northern Affairs Canada and the treatment of Indigenous peoples in regards to the right to hunt and trap in traditional territories.

The Supreme Court of Canada Ruling on Carbon Pricing (Mid-Size and Major Centres Alberta Opinion Leaders)

All participants were aware of the Supreme Court of Canada ruling on carbon pricing which had been delivered just a few days prior to the focus group. On balance, participants supported the Supreme Court decision. A few participants felt this was a step in the right direction with respect to addressing the global issue of climate change. Conversely, several participants felt that the decision set a dangerous precedent, which they interpreted as allowing the federal government to levy taxes on provinces without their expressed consent.

When asked what they felt about the carbon pricing system in Alberta, a number of participants reiterated that they favoured the initiative, noting that it was needed to drive change and lower industrial emissions. On balance, participants felt that a 'made in Alberta' solution would be preferable, so that any profits could be kept in the province. They worried that without a provincial structure, industry may not have the confidence to continue to operate in the province. There was also a general belief expressed that any system established to address global warming should be more focused on reducing pollution across the board, rather than concentrating on carbon emissions alone.

While participants were aware that approximately 90% of direct proceeds from the Government of Canada's pollution pricing initiative were returned to residents of the province through Climate Action Incentive payments, there was nevertheless some degree of mistrust that the funds would be returned. Participants felt it was important to be transparent about this and demonstrate accountability. Some also stated a preference to have more monies directed to municipalities to incentivize further

improvements, as well as to local industries whom they felt would be more resourceful and creative in finding ways to lower their carbon emissions.

COVID-19 Information/In the News (Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Alberta Opinion Leaders)

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

Participants mentioned that they get their news and information from a wide range of sources, both domestic and international, drawing from both traditional and digital media. Many cited Canadian broadcasters and the print media, including CTV, Global News and CBC (both national news desk and regional news affiliates), the Globe and Mail, the National Post and local sources specific to the regions in which participants resided (i.e., the Edmonton Journal, the Calgary Herald, the Winnipeg Sun, the Toronto Star). Several participants commented that they monitor one or more of the following: CNN, the BBC, Al Jazeera, the Guardian, the Associated Press, and the Washington Post. Social media was also cited as a common source for news and information, with participants specifically identifying Twitter, Facebook, YouTube, Instagram and Snapchat.

When asked about the kind of news and information they seek regarding COVID-19, two areas of interest were predominant: trends related to COVID-19 (i.e., case counts, infection rates, hospitalizations, etc.) and the vaccine rollout (i.e., supply, distribution and eligibility for the vaccine). Much of this information was obtained from local, provincial and federal government websites, with some specifically citing their local public health unit. The World Health Organization (WHO) was also cited as a source.

Most participants said that they tend to share news articles they come across on social media with others, but generally only those containing scientific data from credible sources. The point was made that they are more inclined to share information that is visual (i.e., poster format), and easy for the recipient to understand and consume. Those who indicated that they do not share or have stopped sharing said this was mainly due to a high level of skepticism about the validity and credibility of information found online. Participants acknowledged regularly coming across false information or 'fake news' online, and felt they were readily able to conclude the legitimacy of a particular article based on the title, source and after fact-checking the content.

Responses were somewhat mixed when participants were asked if they typically corrected false information they see on social media. The general consensus was that many would tend to follow up with a family member. However, they would be less inclined to engage in debating a larger group online.

COVID-19 Information Preferences (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, GTA Experiencing COVID Fatigue and Riskier Behaviours)

In several groups, participants were shown a series of social media posts from various sources, including from federal and some provincial levels of government which focused on various aspects of COVID-19. After viewing the posts (images of which are included in the Detailed Findings and the Appendix), participants were asked to comment on which of the posts appealed to them as well as their inclination to 'like' or 'share' any or all of them. Overall, the posts that got participants' attention were those that were:

- Timely and/or provided new information
- Relevant and relatable
- Deemed to be visually appealing
- Clear and data-driven
- Simple and to the point
- Viewed as reliable and from a known, credible source

While a number of participants did indicate they would consider sharing or liking certain posts, several said they would be unlikely to share any of them. The main reasons for not doing so centered on reservations about the validity of the data, concerns that followers may not have the required level of data literacy to consume the information contained in the posts and a general lack of interest in the information contained in the posts.

COVID Alert App QR Code Poster Testing (GMA Young Adults)

Participants were shown a series of two QR code poster concepts individually, each of which had been developed by the Government of Canada as a possible tool to assist in COVID-19 tracing in coordination with the COVID Alert app. The two poster concepts can be found in the Detailed Findings as well as the Appendix. Prior to reviewing the posters, participants were first asked whether they were aware of the Government of Canada's COVID Alert app. Most had, however, few had downloaded it.

Participants' initial responses to the first poster were mixed. Some commented that it was clear in its messaging, while others felt it was not particularly captivating. Comments from those who did not find it attention-grabbing centered on the overall look and feel of the poster, specifically the colour scheme. Despite perceptions among some participants that the poster did not stand out sufficiently, they concurred that it did clearly communicate its purpose.

On balance, participants reacted more positively to the second poster overall. They perceived this poster to be more inviting, specifically as a result of the headline which some felt more clearly defined the benefits of participating in this initiative. A few also commented that the slight alteration to the colour scheme was more appealing. At the same time, some expressed confusion about the message '*Get notified if a visitor from today tests positive.*' Some felt that the message was unclear, particularly

regarding whether a user would be notified if an individual who had visited the business at any time during that day had tested positive or if the notification would only apply for those individuals who were present at the business within approximately the same timeframe as the user. Nevertheless, the fact that the headline included the phrase 'tests positive' got participants' attention.

After viewing the two concepts side-by-side participants overwhelmingly preferred '*Get notified if someone from today tests positive.*' Many felt the message aligned well with the directive and underscored why participation via the use of the COVID Alert app and the QR code would be advantageous. Overall, participants preferred the simplicity of the black and white colouring employed on the second poster. It was viewed as a cleaner presentation. There was minimal to no concerns or issues regarding the placement of the QR code in terms of capturing participants' attention.

Among those few who had already downloaded the COVID Alert app, most stated that they would scan the QR code from the poster and participate in this initiative as they felt it aligned with the general purpose of the COVID Alert app. Participants who had not already downloaded the COVID Alert app were unlikely to do so based on the information provided in the posters.

COVID-19 Outlook/Behaviours (GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)

Participants discussed the impact of COVID-19 and COVID-related restrictions on themselves and their households, and the extent to which they had altered or adjusted their behaviours over the past several weeks and months in response to the evolving situation.

Young adults residing in the Greater Montreal Area (GMA) were asked what they had been doing differently, if anything, relative to the last several weeks and months. For some, very little had changed. Participants also noted that their routine had acclimatized them to the public health guidelines. As such, they were finding it easier to adhere to protocols as compared to the early days and months of the pandemic. Nevertheless, some commented with a sense of disappointment that the closure of gyms and fitness studios meant they were engaging in less intense exercise and activities. There were a few participants who did indicate that, with the onset of somewhat warmer temperatures, they were more inclined to see people outdoors than they had been through the winter months.

Impact of COVID-19 and COVID-Related Restrictions (GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)

Participants commented on a range of impacts resulting from the pandemic and the related restrictions, with most expressing a sense of fatigue and frustration. Some mentioned feeling more socially isolated and others were experiencing a loss of motivation. Some participants also commented that the requirement to wear a mask was becoming tiresome and expressed concerns that doing so for an extended period of time could result in adverse health impacts. A few other participants, by contrast, mentioned that the restrictions had affected them in much more positive ways, bringing them closer to their family as they spent more time together.

When asked what they thought about the current restrictions in place in their region, young people residing in the GMA expressed concerns about the curfew. Instead, some were of the view that the province should have enforced stricter confinement for a period of two to three months instead.

Several participants from the group comprising residents of the GTA questioned the overall efficacy of the restrictions. They wondered why the pattern of opening and closing had been necessary especially as they felt that individuals, for the most part, had generally abided by the public health guidance.

When asked whether or not COVID-19 restrictions should be lifted or further enforced, participants were divided in their opinions. Some thought that restrictions should be lessened or lifted as vaccination rates increased while others emphasized the precarious situation given the variants of concern arguing that stricter guidelines were needed until the implications of the variants are fully known.

On balance, however, participants expressed greater concern about COVID-19 as opposed to the financial and economic impacts.

Vaccine Outlook (GTA Experiencing COVID Fatigue and Riskier Behaviours)

Participants were asked about their views on taking the vaccine. The response was, for the most part, negative. Opposition to the vaccine centered on several issues and concerns including the speed at which the vaccine was developed and its subsequent safety, not wanting to be forced or pressured into being vaccinated and assumptions that, based on their health and age, they did not need to be vaccinated at this time. Those few who were more positive towards vaccinations used the experience of polio as an example underpinning the societal benefits of mass vaccination.

Atlantic Bubble (Atlantic Canada)

Participants from Atlantic Canada discussed the impact of COVID-related restrictions and their views on the Atlantic Bubble which had been in place until November 2020.

While many understood the rationale for stay-at-home orders and the public health restrictions, some participants lamented the inability to properly care for others who were ill or elderly. Further comments about the pandemic included some who had lost their jobs and had to draw down on their savings. Students in the group mentioned that they had essentially missed half a year of their studies, and a number of participants spoke about the negative mental health impacts of COVID-19. Finally, several participants missed traveling for work and for pleasure, including visiting other areas outside of the Atlantic region.

Participants were then asked for their opinions on reinstating the so-called Atlantic Bubble. Most agreed that the Atlantic Bubble should be reinstated, although there was some concern that this should not be done too quickly and that attention should be paid in particular to movement across the New Brunswick-Quebec border. Some were also concerned about the situation in Newfoundland and Labrador and recommended a 'Maritime Bubble' which would exclude them.

There were, however, a few participants who were less convinced of the need to reinstate the Atlantic Bubble. These participants were most concerned about the adverse impact of the Bubble on economic growth, the difficulties faced by those living in the Atlantic region who are working in another province outside the region and the perceived inconsistency in the application of the rules in other provinces.

Participants did express some worries when asked if they felt that new COVID-19 variants could potentially spread more quickly through Atlantic Canada if the Bubble were to be reinstated. The major concern was a lack of capacity within the health care system to handle a surge in cases of COVID-19.

When asked specifically about when travel should open up between Atlantic Canada and the rest of Canada, most participants were particularly concerned about the situation in Quebec. The general view was that this could occur when case numbers in Quebec were under control. That said, some degree of fatigue was expressed by several participants who recommended opening sooner than later, noting that a third wave was likely and even unavoidable regardless of the measures taken.

On the specific question of what criteria Atlantic Canada should use to decide whether to open up, participants mentioned when most Canadians are vaccinated, when case levels are low, and based on public health recommendations. This also led to a discussion that the standards should be the same for Canadians entering the region as for Americans.

Finally, participants were asked whether there should be an Atlantic Bubble first, or if the province should open up to all provinces and territories at the same time. Most agreed that the former approach was more appropriate.

COVID-19 Vaccine (Lower Mainland B.C. Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)

COVID-19 Vaccines in the News (Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)

Most participants appeared to be paying fairly close attention to news and information about COVID-19 vaccines in Canada. Many were anxiously awaiting the point at which they would become eligible to be vaccinated. Some were also paying attention to testing that was being done to determine vaccine efficacy among children and youth, aged 12 to 18. Additionally, a number of participants were aware that approval had been granted for the AstraZeneca vaccine, but worried about possible side effects, such as blood clots, although there was acknowledgement that these were rare.

Assessment of the Government of Canada's Performance (Lower Mainland Vaccine Hesitant, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)

When asked if the Government of Canada was doing a good job in procuring and distributing vaccines to the provinces and territories, views were mixed and varied across locations. In Atlantic Canada,

participants were generally positive or felt the federal government was doing the best under the circumstances.

Those who were more negative in their response raised the following issues:

- A sense that the federal government had been slow in obtaining vaccines and/or was well behind other countries in placing orders;
- A perception that the Government of Canada was overly-reliant on a single vaccine manufacturer (Pfizer was cited) which had been unable to produce a sufficient supply in the early days. As a result, there was a concern that Canada was among the only G7 country to have to dip into its COVAX reserves; and
- Others felt that the U.S. had been able to distribute vaccines more quickly given domestic production, and commented critically that Canada was not in a similar position.

Comments from other participants suggested that they did not necessarily distinguish between the federal and provincial levels of government regarding their respective roles and responsibilities in the vaccine rollout.

Vaccination Targets and Timing (Atlantic Canada, GMA Young Adults)

Participants were asked how they felt Canada was doing compared to other countries in terms of getting people vaccinated. Opinions were, on balance, mostly positive.

While a number of participants were unaware that Canada planned to vaccinate three million Canadians by the end of March and everyone who wants a vaccine by the end of September, many were skeptical that these targets could be achieved. Some participants were under the impression that all eligible recipients could expect to receive their initial dose by July. Based on this, they felt it would be challenging to have all eligible Canadians fully vaccinated by the end of September.

Projections as to when they would personally be in a position to be vaccinated varied among participants. Some indicated it would likely be fairly soon – within the next two months – while others thought it might be up to six months or more before they would be eligible.

Vaccine Intentions and Hesitancy (Lower Mainland Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant)

Two groups of participants were specifically recruited on the basis of their views regarding vaccination, having indicated that they were somewhat hesitant about receiving the COVID-19 vaccine. They listed a range of concerns and issues, including:

- An interest in further data and evidence with regard to the side effects and general efficacy of the vaccines;
- Uncertainty about the mRNA technology used in a number of the vaccines being distributed;
- Concerns about how the vaccines were being stored;
- What they viewed as an accelerated timeline for vaccine development;
- A lack of studies showing any possible long-term side-effects; and

- Concerns regarding the efficacy of the vaccines against the new COVID-19 variants.

The fact that the second dose was being delayed relative to the manufacturer's recommended interval between first and second doses was also a cause for concern among some participants.

When asked if they had questions about the COVID-19 vaccines, a few participants brought up the following:

- Why is there not a vaccine for children?
- When will things return to normal after everyone is vaccinated?
- Will vaccinations be mandatory?
- When will the vaccine be available to me?

Canada Emergency Response Benefit (CERB) Repayment (Manitoba and Saskatchewan EI/Recovery Benefits Recipients)

While participants gave credit to the Government of Canada for its fast action in launching the Canada Emergency Response Benefit (CERB), concern was expressed about the fact that some people were not covered and there were perceptions that a subset of Canadians were unfairly treated as a result of the fast, broad-brush rollout. It was thought that some people who qualified for CERB payments may have been young, part-time workers living at home who did not need the \$2,000/month, while there were others struggling to get by on the CERB, specifically professional wait staff and bartenders who had lost their jobs.

Many participants felt that the federal government had opportunities to scale back the breadth of the program and to target it more effectively. It was specifically thought that a more targeted approach would result in an extension of the length of time for which the program could be in effect. It was also thought that taxes on the benefits should have been withheld from the start of the program to avoid recipients having to pay it back later, and the possibility that they may not have set adequate funds aside.

Participants thought that the Government of Canada's performance in this area had remained about the same since the beginning of the pandemic. The deduction of tax at source was an improvement, but overall, the program execution was viewed as being consistent, in terms of being both effective and helpful.

All participants believed that they would have to pay tax on the amounts that they had received. There was some concern about what the impact of having to pay the taxes owing was going to be, but no one reported expecting major hardship.

There was a strong consensus that interest relief was a positive initiative. There were questions though as to what the interest rate would be after April 30, 2022, and a range of comments as to why participants thought this grace period should be longer. The reasons for this varied from taking a similar approach to student debt, whereby repayment is tied to income generation, to stronger comments that this grace period should be kept in place for as long as the various pandemic income

support programs are in place (plus a year for recovery). Participants agreed that the timeline for interest relief should be based on the reopening of the economy, the ability of Canadians to return to work, and the end of pandemic income support programs.

Hard-Hit Sectors (Toronto-Peel-York Region Hard Hit Sectors)

Participants working in sectors that had been adversely affected by the pandemic in the Toronto-Peel-York Region indicated they had experienced significant reductions in their annual income due to business closures and/or restrictions on gatherings that affected overall business revenues or their employment status. A number of participants indicated they had received support from the Government of Canada during the pandemic. Some commented that their employer had been eligible to receive the Canada Emergency Wage Subsidy (CEWS) and others specifically cited the Canada Emergency Response Benefit (CERB) and Employment Insurance (EI). When asked whether the support had been sufficient, participants responded with mixed to more positive views. There was general agreement that the initial support had been helpful, but that making ends meet was nevertheless a struggle. Most agreed that what was needed going forward was a plan to reopen businesses and more clarity from all levels of government on the indicators that would permit reopening. Ongoing financial support for those who remain unemployed was also identified as important.

When asked whether they were more concerned about COVID-19 itself or about the financial and economic impacts of the pandemic, most participants focused on the latter. At the same time, most were generally of the view that the Government of Canada was attempting to strike a reasonable balance in terms of managing the health and economic impacts of the pandemic. Some, nevertheless, expressed concerns about what they perceived to be inconsistencies in the approach and mixed messaging by all levels of government (e.g., why big box stores were permitted to remain open while smaller, typically independently-owned outlets were not).

Participants identified a number of sectors which they believe required the most help from the Government of Canada. These generally reflected the fields in which they had previously made a living, including small businesses/Independently-owned businesses, entertainment events, wedding and funeral industry and gyms/fitness studios. When asked what the Government of Canada has done to date to help these sectors, most commented that they felt they had been somewhat neglected over the course of the pandemic. As a follow-up question, participants were queried as to what the Government of Canada could do to assist these sectors. A variety of suggestions were put forward, with some referring to measures put in place by the provincial government. These included: applying the same restrictions to small businesses as to larger businesses and big-box stores, clarifying eligibility for financial support for individuals and businesses and introducing more widespread rapid testing capability for COVID-19.

Participants next discussed the current restrictions in place in the Toronto-Peel-York region and, as small business owners, some felt there should now be opportunities to open up with some restrictions in place. Participants further questioned why large big-box stores were permitted to open while smaller businesses remained closed and why some businesses faced tougher restrictions than others.

The specific issue of travel restrictions was also discussed. Although some participants felt that the travel restrictions had been implemented later than they would have liked, most were of the opinion that keeping the borders closed and limiting cross-border travel, particularly with the U.S., was critical. That said, participants questioned the effectiveness of some aspects of the travel restrictions, most notably the requirement to quarantine in a government-specified hotel, at the traveler's expense and confusion regarding restrictions when crossing the border by land versus by air.

Part II: Other Issues

Mental Health (Victoria and Nanaimo B.C., Alberta Indigenous Peoples, GMA Young Adults)

During the month of March, three groups of participants discussed the topic of mental health both generally and in relation to the COVID-19 pandemic. Virtually all participants acknowledged being affected by a mental health issue as a result of the pandemic. Many commented on a decline in their own personal mental health or expressed concerns for other family members, including children and elderly relatives, and others within their circle of acquaintances. Participants raised the following issues in the context of speaking about how the pandemic has affected their own mental health or that of others whom they know:

- Worries and anxiety about the future;
- An increase in substance use;
- The adverse effects of ongoing isolation, lack of socialization and opportunities to interact with others face-to-face or in a more intimate fashion (e.g., hugging); and
- Barriers to accessing mental health assistance as a result of the public health restrictions.

Participants were generally at ease when discussing mental health challenges, including their own experiences. When asked what the signs and symptoms are of someone affected by mental health challenges, participants noted: irregular sleep, eating disorders, atypical behaviours, a lack of initiative, a lack of ambition and/or motivation, generalized anxiety, withdrawal, introversion and isolation which were generally not viewed as being in character, and increased reliance on substances.

Participants expressed awareness, at a general level, of various mental health resources. When asked who or what they would turn to if they were going through a difficult time, participants mentioned hotlines, free counselling services, organizations such as Alcoholics Anonymous (AA) or those that provide services to people with lower incomes, in terms of formal resources or supports they were aware of and/or may access. A number of informal resources were also cited, including friends and family. Indigenous participants specifically noted the role of spiritual advisors and participation in spiritual ceremonies.

Participants were asked about their awareness of resources to support mental health by the Government of Canada during the pandemic. While relatively few could identify specific resources,

there was some general awareness of websites and a hotline accessible to those needing support. There was low familiarity of Wellness Together Canada.

Views were mixed as to whether the Government of Canada was considered to be a valid source for resources and tools on mental health. Some participants felt that they should be, while others questioned whether any level of government would be a credible source for mental health supports, believing that local resources would likely be more useful and more readily accessible.

On the question of accessing mental health and substance use supports online, some participants expressed higher levels of comfort with in-person or telephone consultations, or using message boards.

Perspectives on Mental Health Advertisements and Messaging

Participants discussed their thoughts and preferences with respect to effective spokespersons who could deliver messages in advertisements on information about mental health and wellness. A number of options were put forward, including a health or medical professional, someone with lived experience, celebrities, professional athletes/sports teams and teachers.

There was a general sense, however, that it was less important who delivered the message than it was that the information was shared, made more public, and publicly accessible.

Government of Canada Initiatives to Help Support Mental Health

Participants were subsequently shown a series of initiatives undertaken by the federal government and asked which they thought would have the most meaningful impact on Canadians. Across the three groups, participants focused on two of the seven initiatives as being particularly impactful:

- *Increased funding of \$50M for Distress Centres to help them deal with the increased volume in calls, especially in light of pandemic-related challenges* – Many participants saw value in the ability to access assistance immediately. They felt this initiative would have the most immediate impact on many communities and were especially favourable to 24/7 assistance offered to groups and communities who may face challenges traveling to the locations where services are available.
- *A mental health portal (“Wellness Together Canada”) to connect Canadians with free resources, tools and professional support services (investment worth \$68M)* – Many felt this initiative was widely targeted and likely to provide assistance to a broad swath of the population, as opposed to focusing on a particular community or sub-group of the population.

Canada-U.S. Border and Travel Restrictions (Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, Victoria and Nanaimo B.C., Alberta Indigenous Peoples, Mid-size and Major Centres Alberta Opinion Leaders)

Participants were asked a series of questions regarding the current travel restrictions and the criteria for reopening the Canada-U.S. border to non-essential travel. On balance, participants felt the Government of Canada had made the right decision to close the borders to non-essential travel to and

from the United States. The view was that this was needed to limit the spread of COVID-19 resulting from cross-border traffic until vaccinations in both countries increased and/or hospitalizations decreased. Concerns about the spread of the new variants were also offered as a strong rationale for continuing the restrictions for several months to possibly a year.

When asked explicitly whether travel restrictions should continue as is, be opened up more or restricted more, most participants opted to keep the restrictions in place. Moreover, participants projected that the Canada-U.S. border would not reopen to non-essential travel until sometime in the fall of 2021 or December, at the latest.

Participants suggested various criteria the Government of Canada should consider when deciding whether or not to reopen the border and the timing:

- Vaccination levels – Some participants indicated that consideration of reopening should occur only when 70%-80% of those eligible to receive a vaccination have been vaccinated, while others felt comfortable opening once a majority of the population has been vaccinated and/or when herd immunity has been reached;
- Infection/transmission rate – Several participants commented that they would recommend reopening only when the daily number of cases of COVID-19, and mortality rates due to COVID-19 are very low;
- R-value/estimate (reproductive rate);
- Hospitalization rates and number of patients in Intensive Care Units (ICU); and
- Spread of the COVID-19 variants.

Participants discussed the idea of immunization passports to which some were opposed primarily on human rights grounds – they felt that having to demonstrate proof of vaccination restricted freedom of travel and choice, and violated personal privacy. Others, however, noted that proof of immunization is already required in order to travel to certain countries. Nevertheless, questions still lingered among some participants about the effectiveness of the vaccines against the variants. In this respect, they were not entirely convinced that proof of vaccination should be the primary or only criteria for a return to normal travel.

Post-COVID-19 Travel (Lower Mainland Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors)

A number of participants had canceled plans for travel to the U.S. or overseas at the outset of the pandemic and were anxious to resume travel activities. When asked about their vacation plans post-pandemic, some participants explained that they planned on using credits or refunds from previously cancelled trips. Others were less enthusiastic about traveling domestically or internationally until more people had been fully vaccinated.

In discussion about their specific travel plans, about equal numbers of participants said they planned to travel overseas while others said they anticipated traveling to destinations within Canada. Many

expected their travel budgets would remain roughly the same, neither increasing nor decreasing beyond what they had originally budgeted pre-pandemic.

Those who said they had plans to travel to international destinations were asked what might cause them to rethink these plans and stay within Canada. Three considerations were particularly salient:

- Cost;
- The evolving pandemic and conditions both with respect to case counts here in Canada and internationally, as well as the requirements to quarantine;
- Distance (i.e., flying time); and
- Weather – traveling to areas with more moderate climates was viewed as desirable.

Participants were shown a list of seven different things the Government of Canada could do to encourage Canadians to travel within Canada post-COVID-19 as a way of supporting the Canadian tourism sector. Most participants gravitated to those offers which reduced the cost of travel, including:

- A \$200 promotion enabling travelers to fly anywhere in Canada;
- Third night of a hotel stay for free;
- Travel passes allowing children to travel free on airlines and trains; and
- Free admission to museums for all Canadians.

The offer of free admissions to Parks Canada was of interest to some, but several participants questioned the availability of camping spots. Tax credits and refunds which one could apply for via an app, while appreciated, were less appealing overall and viewed as overly complex or complicated. When asked what else the Government of Canada could do to encourage people to travel within Canada, participants volunteered a number of suggestions which could be grouped into several categories:

- Raising awareness and enhancing promotion of travel within Canada;
- Providing additional discounts or rebates, targeted to families and/or groups as well as to those traveling by land or rail (i.e., rebates on gas, discounts to attend galleries, promotions for travel by rail, free local transit passes, etc.); and
- All-inclusive packages which would include hotel and meal plans, and extending partnerships to include rental companies (i.e., Airbnb) in addition to collaborating with hotels.

Participants favoured incentives which encouraged family travel, patronage of local businesses and which raised the profile of unique and interesting Canadian venues and activities.

Budget 2021/Economic Growth (Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, Victoria and Nanaimo B.C., GMA Young Adults, Mid-size and Major Centres Alberta Opinion Leaders)

In seven groups throughout the month participants discussed their expectations for the federal budget, including their priorities, and their perspectives on economic growth relative to ongoing support for Canadians through the pandemic.

Most felt that the upcoming budget should focus predominantly on health care and economic recovery. Participants remarked that the pandemic had illuminated issues within Canada's health care system and were of the view that increased funding and access to a broader range of health care services was required, particularly with respect to mental health and addictions counselling.

The general consensus was that a primary focus on mapping out an economic recovery plan would and should encapsulate the plans and activities required to deal with the ongoing COVID-19 crisis and set out a vision for what life will be like post-pandemic. Getting people back to work and supporting small, independently-owned businesses was viewed as vital to Canada's economic recovery. Additionally, participants felt there was an opportunity at this time for initiatives that would support economic diversification, with a particular focus on sustainable economic activity promoting green or clean technologies.

Other areas on which participants felt the next federal budget should focus included: education, climate change, infrastructure, national childcare, affordable housing, tourism, interprovincial trade, equal pay and a living wage.

At the same time, some participants expressed concerns about the projected deficit given the federal response to the pandemic and predicted expenditures which would likely be included in the next federal budget in support of economic recovery. There were also concerns raised about accountability and transparency by the federal government given the length of time that has elapsed since the last federal budget was tabled.

Participants offered their views on the term *economic growth* and, specifically, what this meant. Most interpreted it positively, associating it with increased societal wealth, employment and financial security. However, for some, the term was more closely associated with the interests of big business. This was a particular issue for a number of participants who commented that Canada's economic recovery plan should prioritize the interests of small business owners whom they felt had been most adversely affected through the pandemic.

When participants were queried about their perspectives on a budget that focused on job creation and economic growth versus one which focused on supporting people through the pandemic, most stated a preference for the former. They viewed economic growth and job creation as foundational to providing ongoing support to people through the pandemic. In practical terms, for participants this meant a sizable investment by the federal government in areas such as housing and infrastructure along with clear incentives for businesses and support for green initiatives. Some participants were

insistent that any stimulus intended for business should not be used to enrich Canada's largest corporations which they felt were less in need of support relative to small businesses.

On balance, those who supported jobs and growth felt that expanding the economy would be an effective means of addressing the welfare of Canadians. They viewed employment as a key pillar supporting the overall well-being of the Canadian population. The predominant view was that personal financial security and stability underpinned a good quality of life. Among those who preferred that the budget take a different focus, less singularly focused on economic growth, some felt that a focus on growth was premature at this time. They were of the view that the ongoing pandemic and associated restrictions were incompatible with large-scale economic reopening. It was felt that until the pandemic was more under control, the focus of the federal government should be on supporting Canadians who continue to struggle with the effects of the COVID-19 pandemic.

French Language (Quebec Anglophones)

Anglophones residing across the province of Quebec participated in a discussion about the French language and the Government of Canada's proposed amendments to the *Official Languages Act*. Awareness of the proposed amendments by the federal government was low, with very few participants stating they had read or heard anything.

To gauge participants' thoughts related to the modernization of the *Official Languages Act*, five of the various amendments were highlighted and discussed with participants: increasing French immersion outside of Quebec, increasing Francophone immigration, strengthening the role of Radio Canada, appointing only bilingual Supreme Court justices, and strengthening the powers of the Commissioner of Official Languages. Overall, most participants were supportive of the proposed amendments. In particular, most felt that appointing bilingual Supreme Court justices should be a top priority. Reactions were also generally positive to increasing French immersion programs outside Quebec and strengthening the role of Radio-Canada. Participants also felt strongly that in addition to protecting the French language, the rights of Anglophones within Quebec were being overlooked and required protection as well.

A few participants expressed slight concerns with strengthening the powers of the Commissioner of Official Languages since some expressed hesitation enhancing the authorities of the Commissioner and how this might impact the lives of Canadians residing outside Quebec. At the same time, participants did not necessarily view strengthening bilingualism as a major issue. Moreover, few participants felt the proposed amendments to the *Official Languages Act* would have much impact on the health of the French language in Canada.

Indigenous Issues (Alberta Indigenous Peoples)

When asked what important Indigenous issues required greater federal government attention, Indigenous participants identified racism and discrimination in addition to greater sovereignty and self-governance, greater input into the administration of criminal justice with respect to Indigenous

communities and people, better support for low-income housing, mental health support and for the high cost of living.

Furthermore, participants spoke about the need for equity in federal government funding. Comments centered on the need for additional support for Indigenous youth within the child welfare system and the lack of equity which had led to the implementation of Jordan's Principle.

On the topic of the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) many participants had heard of UNDRIP, although most were vague on specific details. When asked if they had heard about how the Government of Canada had responded to UNDRIP, most felt that the federal government had made little progress in implementing the specific rights and actions of UNDRIP. Participants were then told the Government of Canada had recently introduced legislation to implement UNDRIP and it was generally felt that tangible changes would not necessary occur as a direct result of this legislation.

Most participants had heard of the Government of Canada's efforts to lift long-term drinking water advisories and were also aware that the original deadlines had not been fulfilled. Some questioned why the work had been delayed and expressed frustration that other infrastructure projects of similar scope and dollar value were often completed within their targeted deadline. It was thought that a new timeline of a year to 18 months was reasonable to complete this work.

To conclude the discussion, participants were encouraged by information on a new Government of Canada website which tracks the progress on lifting drinking water advisories. They felt that the website was a step in the right direction.

Digital Government (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors)

Over the past year, many participants indicated having interacted with the Government of Canada online for a variety of reasons, principally Employment Insurance and/or CERB claims, income tax filings, and passport applications/renewals. For most, the experience was a positive one. It was generally viewed as easier and more efficient compared to interacting by telephone, where call centre queuing systems resulted in longer wait times than they had anticipated. In particular, those who had applied for the CERB described the online experience as fast and easy.

Participants were generally supportive of the shift to digital government and online access to services, although they assumed that most Government of Canada services were already online and that more promotion of the full range of online services should be undertaken to raise awareness among Canadians. Nevertheless, some noted that continued improvements to the online offering would be more efficient for users, especially if there was a single point of entry which could be accessed by using one's social insurance number (SIN) as the password. A few concerns were raised regarding the security of digital services and the prospect that a shift online could result in the elimination of other channels, such as telephone. Participants felt it was important to retain the option of speaking to a

service agent, particularly for those who may be less digitally savvy as well as for citizens who may have very specific queries unique to their personal circumstances.

Participants discussed the benefits of online service in more depth. They were prompted with a series of three statements, each of which incorporated various benefits associated with online service, and asked for their views. Many felt that the most valuable benefits were encapsulated in those statements which underscored the ability of governments to move quickly in implementing policy changes, as well as for Canadians to avoid commuting time to service locations and long line-ups, in addition to being able to interact with government anywhere and anytime. While a few participants did feel that the benefits for businesses, specifically small businesses, were also of value, they underscored the importance of ensuring online services for businesses were well executed. Some had experienced poor service online and, as a result, felt more comfortable reaching out by telephone to get the information they and their business required.

When participants were shown a series of objectives that could be used to develop the Government of Canada's digital strategy, most supported emphasizing digital services that are accessible across multiple devices, easy to use, convenient, and that work for them. Statements which focused on transforming government and emphasized access to services anywhere and anytime were also viewed positively. There was a desire to underscore an online service experience that was being specifically designed for Canadians.

And, while participants appreciated the emphasis on security, reliability and ease of use as a key objective with respect to the Government of Canada's digital strategy, there was no strong consensus as to which of these three attributes was most important. Participants did not necessarily prioritize one of these over another. When asked what other aspects of digital service delivery were as or more important, some participants focused on speed of service, accessibility in different languages as well as services which are easy to find. Consistency in the experience offered and user-friendliness were also stressed.

Most were confident that the Government of Canada could make the switch to provide more services online which are secure, reliable and easy to use, although the regular occurrence of cyber-attacks was flagged as an ongoing concern for businesses and government alike. The real challenge for the federal government was seen to be the time it would take to execute on this strategy as well as the requirement to continually update various websites, ensuring both the functionality and information provided are current.

When participants were asked if the ability to deliver services online impacted their level of trust in the Government of Canada, views were split. Some indicated that it was an indication of greater transparency and accountability, while others noted that a complicated and cumbersome user experience online could significantly undermine public trust. A few participants saw no direct link between the two, noting that their sense of trust was more a factor of policy decisions rather than how services were delivered.

Home Retrofits (Victoria and Nanaimo B.C., Alberta Indigenous Peoples, Mid-size and Major Centres Alberta Opinion Leaders)

In late March, a few groups of participants engaged in a discussion regarding their familiarity with home retrofitting, future renovation plans and what the Government of Canada could do to further support and encourage home renovations. There was moderate familiarity among participants on the concept of home retrofits. Unaided, participants believed the term referred to the upgrading of appliances and other home features to make them more energy efficient and environmentally friendly. When prompted with the term 'energy efficient home retrofits,' awareness and understanding increased.

Few participants had plans to undertake any energy efficient home retrofits. Among those few who did, their plans centered on replacing old appliances with new energy efficient appliances. Those who did not have plans to undertake any retrofits mentioned the cost as a primary barrier or that they lived in rental housing where retrofitting decisions were made solely by the landlord.

When asked if an interest-free loan from the federal government would encourage participants to undertake an energy home retrofit, most were not swayed. As such, participants perceived a grant or rebate to be a better option. When asked how much of a grant they would need to make it worthwhile, some felt the grant should cover approximately 60-75% of the cost. Those who were less enthusiastic about a grant worried that accessibility would be an issue. They felt that many deserving families would not qualify because of other factors, such as their insurance.

Among those who were considering a home retrofit, the main motivator was financial, specifically reducing long term costs. Additionally, many mentioned the environmental aspect of an energy efficient home retrofit as very appealing.

MORE INFORMATION

The Strategic Counsel
Contract number: 35035-182346/001/CY
Contract award date: December 18, 2020
Contract value: \$1,618,838.00

Detailed Findings – Part I: COVID-19

Timeline of March Announcements

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

- At the end of February
 - There had been 867,474 cases of COVID-19 in Canada with 22,001 deaths.
 - COVID-19 infection rates continued to increase across much of Canada and varying public health control measures were continued.
 - Delays in delivery of vaccines to Canada were announced by Pfizer and Moderna.
 - 2,441,670 vaccine doses had been administered.
- March 1-7
 - Focus groups were held with participants who were vaccine hesitant living in Lower Mainland B.C. (Mar. 2), opinion leaders/influencers/paying more attention in major centres of Ontario (Mar. 3).
 - March 3. The Government of Canada announced a \$518M investment to support more than 100 research projects and 1000 researchers, including an investment at CHU de Quebec-Université de Laval to help create a program to speed up vaccine production.

- March 3. The Department of Finance Canada announced plans to extend current rate structures for the new Canada Emergency Wage Subsidy and the Canada Emergency Rent subsidy from March 14 to June 5, 2021.
- Focus group was held with participants who were vaccine hesitant in mid-size and major centres of Quebec (Mar. 4)
- March 5. Health Canada approved the Johnson & Johnson single-dose vaccine for use in Canada.
- March 5. The Government of Canada announced draft regulations to establish the Federal Greenhouse Gas Offset System.
- March 8-14
 - Focus group was held with Anglophones in the general population of Quebec (Mar. 8).
 - March 8. The Government of Canada designated March 11, 2021, as a National Day of Observance for COVID-19.
 - Focus groups were held with participants receiving Employment Insurance (EI) or COVID-19 Recovery Benefits living in Manitoba and Saskatchewan (Mar. 9) and people who worked or are working in hard hit sectors such as hospitality, travel, and food services/restaurants living in the Toronto-Peel-York region (Mar. 10).
 - March 10. An update was released showing that 101 drinking water advisories have been lifted, which meant that since November 2015 clean water access has been restored to approximately 5850 homes and 430 community buildings in 73 First Nations communities.
 - March 12. The Government of Canada announced an investment of \$25.2M in 52 COVID-19 related research projects across the country.
 - March 12. The Government of Canada announced an advisory group to assist with the identification and selection of the next Governor-General.
- March 15-21
 - March 15. The Government of Canada in conjunction with the Premier of Quebec, announced a \$100M equal investment to Lion Electric, for the establishment of a highly automated electric battery assembly plant in Quebec.
 - Focus group was held with the general population of Atlantic Canada (Mar. 16).
 - March 17. Amendments to the Medical Assistance in Dying (MAID) legislation became law.
 - Focus group was held with people experiencing COVID-19 fatigue/exhibiting riskier behaviours in the Greater Toronto Area (GTA) (Mar. 18).
- March 22-31
 - March 22. The Government of Canada and the Government of Quebec announced a partnership with six Internet Service Providers (ISPs) to connect an additional 150,000 homes in Quebec to high-speed Internet by September 2022.
 - March 22. The Government of Canada extended the deadline for new Canada Emergency Business Account (CEBA) applications from March 31 to June 30 2021.
 - Focus groups were held with the general population in Victoria and Nanaimo (Mar. 23) and with Indigenous people in Alberta (Mar. 24), and with young adults, aged 18-30, living in the Greater Montreal Area (GMA) (Mar. 25).

- March 25. The Supreme Court of Canada released a decision upholding the constitutionality of the Greenhouse Gas Pollution Pricing Act, allowing the federal government to implement a minimum price on greenhouse-gas emissions.
- March 29. The National Advisory Committee on Immunization (NACI) recommended that the AstraZeneca COVID-19 vaccine not be administered to adults under 55 years of age until further investigation.
- A focus group was held with opinion leaders/influencers/paying more attention in Mid-size and major Centres Alberta (Mar. 30).
- March 31. The Government of Canada announced a \$3M investment in the University of Alberta's Biojet initiative. A clean energy investment designed to help with the post-pandemic recovery and with greenhouse gas emission reductions.
- March 31. The Government of Canada invested \$4.2M to bring high-speed Internet to a further 1550 homes in southeastern Ontario.
- March 31. The Government of Canada made a \$415M investment to support Sanofi Pasteur in building an end-to-end vaccine manufacturing facility in Toronto.
- March 31. There had been 911,293 cases of COVID-19 in Canada with 22,959 deaths.

Government of Canada in the News (All Locations)

In response to a question about what they had seen, read or heard about the Government of Canada in the last few days, participants mentioned a range issues, announcements and activities, although the topic of vaccine supply and distribution was top-of-mind. Participants had heard about various aspects of the vaccine rollout, leading some to comment positively on the federal government's role in securing and distributing the vaccines, while others were more critical.

On the positive side, many participants commented on having heard about the following:

- Approval of additional vaccines – AstraZeneca was specifically cited, with some commenting that this vaccine had been determined to be safe for use;
- Announcements by the federal government that vaccines were arriving in Canada faster than expected resulting in increased availability of vaccines to the provinces and territories;
- Prioritization of Indigenous communities, specifically Elders, in the vaccine rollout;
- High efficacy rates for the vaccines, for the first dose in particular;
- General information about the federal government's plan for securing additional vaccine doses, including discussions with the U.S. in this regard, and for distributing the vaccines across the country. Participants commented that the Government of Canada was avidly pursuing procurement of vaccines and was being transparent as to the number of vaccines distributed to date; and
- The federal government's involvement in the COVAX initiative which aims to provide equitable access to COVID-19 vaccines around the world.

By contrast, a number of participants had heard information about the vaccines and the federal government's role in procurement and distribution which they felt was somewhat more concerning, including:

- Criticism of the Government of Canada over what was viewed as a slow rollout of vaccines with specific references to:
 - First doses being delayed to July, for some groups;
 - Pushing back the interval between first and second doses from 3 weeks to about 4 months;
 - Depletion in the supply of vaccines leading Canada to seek assistance from the United States; and
- Concerns about the safety of the AstraZeneca vaccine, specifically related to the risk of blood clots. Some were under the impression that this vaccine had been banned for use in Canada while others commented that it would not be administered to Canadians under the age of 55.

A few participants mentioned that they were actively seeking out information about the vaccines and finding some inconsistencies between what was being provided by the media and by various levels of government on this topic. Parsing the information to ascertain what was most relevant, current and credible was proving to be challenging.

There was also some discussion of other aspects of COVID-19, including:

- The spread of new variants;
- Provinces, such as Ontario, which were experiencing a third wave of the pandemic;
- Quarantine requirements for those arriving in or returning to Canada. On this topic some had heard about poor conditions in designated quarantine facilities;
- Reopening of interprovincial borders to permit more travel between provinces; and
- Rebates and/or financial assistance being offered to small businesses, although participants were unclear on the details.

Several participants commented on the evolving public health regime in their jurisdiction, noting the confusion that changes to public health measures was causing, in particular for small business owners some of whom were not clear on what was or was not permitted at this time.

While most participants were highly focused on information about COVID-19, and especially the vaccines, several participants made the point that they found news about the pandemic to be quite overwhelming. These participants mentioned they had made a decision to pay less attention to news and information on this topic at this time.

A variety of other issues surfaced in the context of this discussion about what participants had seen, read or heard about the Government of Canada in recent days although participants offered few details on each of the following:

- A possible federal election;

- The upcoming federal budget and discussions as to how the federal government will re-pay pandemic-related debts;
- Issues between Canada and China, specifically related to the detainment of two Canadian citizens, and the possibility of Canada implementing sanctions against China;
- Defeat of a private member's bill on pharmacare in the House of Commons (Bill C-213, the "Canada Pharmacare Act");
- Changes to Canada's Medical Assistance in Dying (MAID) law; and
- Misconduct in the Canadian military.

In the one group held among Indigenous participants in Alberta, the discussion focused on issues pertaining to:

- Systemic racism in Canada – particularly within Canada's health care system;
- The federal government's role in providing clean drinking water to Indigenous communities and addressing issues regarding missing and murdered Indigenous women – participants felt there was a lack of transparency from the Government of Canada. It was mentioned that this was a widely circulated topic on social media;
- Concerns that health care coverage provided through Crown Indigenous Relations and Northern Affairs Canada (referred to as Indian and Northern Affairs Canada by participants) did not cover dental work or vaccines, requiring some to pay out of pocket; and
- The treatment of Indigenous peoples in regards to the right to hunt and trap in traditional territories – Participants noted the issue of the fisheries in Atlantic Canada and what they described as a lack of support from both Fisheries and Oceans Canada (DFO) and the Royal Canadian Mounted Police (RCMP) in addressing the conflict between Indigenous and non-Indigenous fishers and, in particular, safeguarding Indigenous fishers from physical attacks.

The Supreme Court of Canada Ruling on Carbon Pricing (Mid-Size and Major Centres Alberta Opinion Leaders)

All participants were aware of the Supreme Court of Canada ruling on carbon pricing which had been delivered several days prior to the focus group being held. They commented that, although the decision had not been unanimous and that there had been a strong dissenting opinion, the Court had ruled that the federal government had the constitutional right to require provinces to meet minimum national standards to reduce greenhouse gas emissions by applying a price on the use of fossil fuels by large industries or consumers fueling their cars. Participants noted that Alberta's immediate response to the ruling had been quite negative.

The group was then shown the following statement, and asked for their thoughts.

Last week, the Supreme Court of Canada ruled that the federal government's law requiring provinces and territories to implement carbon gas pricing systems by January 1, 2019, or adopt one imposed by the federal government, is constitutional. The majority of the judges noted that global warming causes harm beyond provincial boundaries and that it is a matter of national concern under the "peace, order and

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

On balance, participants supported the Supreme Court decision. A few participants felt this was a step in the right direction with respect to addressing the global issue of climate change. Their perspective was that the issue affected Canadians as a whole, not just Albertans. As such, they felt the Government of Canada was within its purview to address global warming as it impacts all Canadians. Others were more restrained in their views on the decision, indicating that they viewed it as a necessary step forward, regardless of whether they fully supported it or not. Some of these participants thought it would be more costly to continue to spend time and resources debating and arguing the issue and that it would ultimately be more productive, in the interests of the environment overall, for the two levels of government to collaborate. A few commented that they had predicted the outcome by the Supreme Court. As such, they were unsurprised and were more interested in whether the application of carbon gas pricing systems across Canada would accelerate change beyond what would have occurred in the absence of this decision.

Conversely, several participants felt that the decision set a dangerous precedent, which they interpreted as allowing the federal government to levy taxes on provinces without their expressed consent. Some in this group commented that overfishing and pollution in the oceans contributed to global warming. As such, they did not feel that targeting a reduction in carbon was fair or that it would adequately address the issue. Some viewed this as an attempt by the federal government to levy additional taxes on western provinces. Others were concerned that the carbon pricing system would unfairly discriminate against farmers and Canadians who reside in areas of the country which experience colder temperatures, on average.

When asked what they felt about the carbon pricing system in Alberta, a number of participants reiterated that they favoured the initiative, noting that it was needed to drive change and lower industrial emissions. They trusted that the provincial government would deal fairly with any industry which was adversely affected and saw no downside. On balance, participants felt that a ‘made in Alberta’ solution would be preferable, so that any profits could be kept in the province. They worried that without a provincial structure, industry may not have the confidence to continue to operate in the province. There was also a general belief expressed that any system established to address global warming should be more focused on reducing pollution across the board, rather than concentrating on carbon alone. They felt there was a need to involve significant polluters such as India and China as they felt that Canada was but a small part of a wider, global problem. Some also commented on the proposed structure of the carbon pricing system – pricing which was designed to increase over time did not make sense to them.

Participants were then asked if they knew that approximately 90% of direct proceeds from the Government of Canada’s pollution pricing initiative were returned to residents of the province through Climate Action Incentive payments. Almost all participants stated that they knew this. However, some viewed this aspect of the system as a means of wealth redistribution, while others did not trust that the

Government of Canada would direct the full 90% of proceeds back to the province and to Albertans. They sought more transparency and evidence that this would be the case.

To clarify, participants were provided with additional background information on the incentive payments to underscore that the Government of Canada does not keep any proceeds from pollution pricing and that the incentive payment is delivered through personal income tax returns, while the remaining 10% (i.e., the portion not returned to residents) is used to support small businesses, schools, universities, municipalities and Indigenous groups. Again, participants' comments in response to this information underscored some degree of mistrust in the federal government. While several indicated that they were not opposed to the federal government's pollution pricing system per se, they were nevertheless not convinced that 90% of the proceeds would be returned to Albertans, as promised. They emphasized the need for transparency and public accountability concerning this aspect of the program.

A few participants also stated a preference for having more monies directed to municipalities to incentivize further improvements, as well as to local industries whom they felt would be more resourceful and creative in finding ways to lower their carbon emissions. Some also suggested that individuals are already doing what they can in terms of reducing their energy consumption and increasing energy efficiency. As such, they felt that rebating individuals would not necessarily do much to change behaviours or make much of a difference.

COVID-19 Information/In the News

(Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Alberta Opinion Leaders)

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

News and Information Sources

Participants mentioned that they get their news and information from a wide range of sources, tapping both traditional and digital media. Most relied principally on domestic news sources, including national as well as regional/local media outlets. Some participants also sought out information from international sources.

Canadian broadcasters cited by participants included CTV, Global News and CBC (both the regional and national news reports). In addition to national print or online news sources such as the Globe and

Mail and the National Post, regional or local sources were also mentioned quite frequently and varied by market:

- In Alberta, participants mentioned the Edmonton Journal, the Calgary Herald, and the Winnipeg Sun; and
- In Ontario, participants cited the Toronto Star.

In terms of international sources, including broadcast outlets, print and online, some participants mentioned they regularly monitored one or more of the following: CNN, the BBC, Al Jazeera, the Guardian, the Associated Press, and the Washington Post.

Social media was also cited as a common source for news and information, with participants specifically identifying Twitter, Facebook, YouTube, Instagram and Snapchat.

News and talk radio, late night talk/comedy shows, as well as podcasts were mentioned less frequently, but nevertheless were cited as part of the mix by some participants.

A few participants commented that for regional or local news they tended to rely more so on mainstream media, while they were more inclined to obtain national and international news from a wider range of both traditional and digital media. And, several participants also reported that they receive breaking news reports online, specifically citing Google News and the BBC as sources in this regard.

News and Information about COVID-19

Participants were asked specifically about the kind of news and information about COVID-19 that they typically read. Two topics appeared to be of particular interest:

- Trends related to COVID-19 – data showing trends related to cases of COVID-19 both nationwide as well as at the community level (including in long-term care and seniors' facilities), as well as the spread of the virus and the variants (e.g., the reproduction number or R estimate), hospitalizations and the number of COVID-19 patients in Intensive Care Units (ICU) within the region; and
- The vaccine rollout – vaccine supply and availability, as well as the estimated timing with respect to eligibility and the impact of vaccinations for various sub-groups of the population, including children.

Other related issues of interest on which participants were seeking information included: possible long-term effects from the virus for those who have contracted it, the science behind the transmission and treatment of COVID-19, how Canada's response to the pandemic and current situation compares with other countries, and possible side-effects of vaccines. Some also expressed an interest in learning more about opposing points of view, particularly the perspective of those opposed to wearing masks and/or to the COVID-19 vaccine.

Participants mentioned obtaining much of the above-noted information from local, provincial and federal government websites, with some specifically citing their local public health unit. The World Health Organization (WHO) was also cited as a source.

Social Media and Fake News

Most participants said that they tend to share news articles they come across on social media with others, although several indicated they do not make a habit of sharing. For those who were inclined to share, most said they only do so if they feel the article contains scientific data from a credible source – either a legitimate media outlet or spokesperson (e.g., epidemiologist or physician) – and if it is relevant to an ongoing conversation they are having and/or a topic in which someone has expressed an interest. They commented that they feel there is some value in disseminating information in the interests of advancing discussion and/or countering false or fake information on social media (i.e., myth busting). The point was made that they are more likely to share information that is visual (i.e., poster format) and easy for the recipient to understand and consume.

Others, by contrast, mentioned that they either do not share or have stopped sharing information because they are skeptical of its credibility or because they are concerned about contributing to what they viewed as an overwhelming volume of information currently in circulation. Nevertheless, some within this group did indicate that they still engage in conversations and offer comments, even if they do not share news articles.

Participants commented that they regularly come across false information or ‘fake news’ online. A few mentioned that this was a phenomenon particularly associated with their Facebook feeds given that they receive posts from a wide range of individuals with whom they have only a loose personal connection. By contrast, they felt that they were less exposed to false information on Twitter because they only followed individuals with whom their views were generally aligned.

When assessing the credibility of information online, participants indicated they rely on their own judgment but also said that they check the legitimacy of the sources. In addition to fact-checking the content, they may also Google the source to determine whether there are others who back-up the claims made in the article. Some take the time to double-check the sources referenced in the footnotes in the article. Others commented that the title of an article often provides a clue as to whether it is credible or not (i.e., titles that appear outlandish or far-fetched are less trusted).

Responses were somewhat mixed when participants were asked if it was their habit to attempt to correct false information that they may come across on social media. The general consensus was that many would tend to follow up with a family member, as they felt more comfortable attempting to debate and educate someone with whom they have a personal relationship and whom they felt might be more open to a conversation. A few did acknowledge that they would attempt to correct inaccuracies pertaining to information shared on Facebook, saying this was often prompted by their own highly emotional response to what they were seeing or reading. On balance, however, participants commented that they were less inclined to take on the more onerous task of debating a larger group of people online, believing that this approach often devolves into unhealthy and

unproductive arguments. They did not see value in spending their time engaging in dialogue with groups which they would categorize as being more dogmatic and less open to hearing alternative points of view. While acknowledging that the spread of false information online can be dangerous, some commented that they found engaging in discussions with the aim of correcting inaccuracies to be quite stressful.

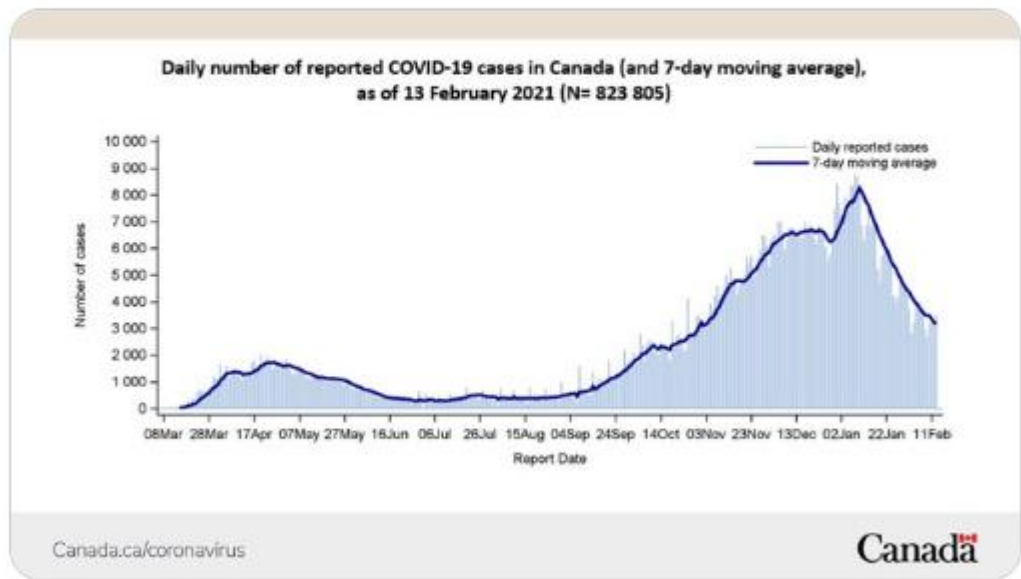
COVID-19 Information Preferences

(Lower Mainland B.C. Vaccine Hesitant, Major Centres
Ontario Opinion Leaders, Mid-size and Major Centres
Quebec Vaccine Hesitant, GTA Experiencing COVID
Fatigue and Riskier Behaviours)

In several groups participants were shown a series of social media posts from various sources such as federal and provincial levels of government, as well as other jurisdictions. The posts focused on various aspects of COVID-19, including general information and trends in terms of the number of cases, tests and deaths related to COVID-19, the new variants, and vaccinations. After viewing the posts, participants were asked to comment on those that would appeal to them as well as their inclination to 'like' or 'share' any or all of them. The examples shown to participants are included below and labeled as A through M for ease of reference.

Option A1 (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)

· Feb 19 ...
 NEW – For the latest detailed [#epidemiology](#) of [#COVID19](#) in Canada with highlights, trends and analysis see [#PHAC's COVID-19 WEEKLY EPIDEMIOLOGY REPORT](#) for February 7-13, 2021.
[canada.ca/content/dam/ph...](#)



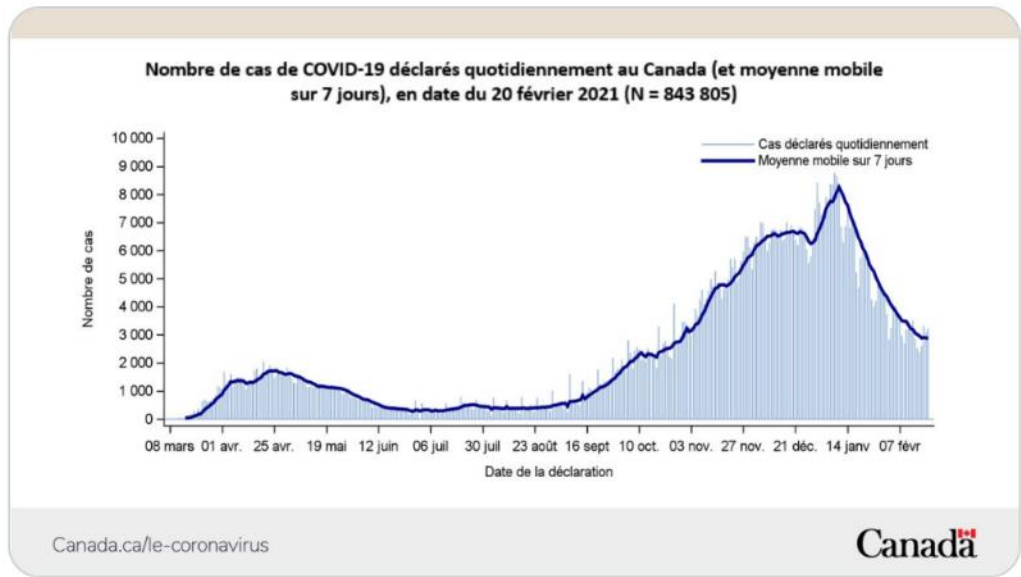
32 26 74 ↑

The above figure depicts a Twitter post, with the date of February 19 at the top of the figure. To the right of the date, there are three grey dots. Below the date, grey text reads 'NEW – For the latest detailed #epidemiology of #COVID19 in Canada with highlights, trends and analysis see #PHAC's COVID-19 WEEKLY EPIDEMIOLOGY REPORT for February 7-13, 2021. Canada.ca/content/dam/ph...' with the link and hashtag words in blue. Below, there is a graph titled 'Daily number of reported COVID-19 cases (and 7-day moving average), as of 13 February 2021 (N= 823 805).' The X axis depicts a report date and the Y axis depicts number of cases. The graph includes light blue vertical lines that represent the daily reported cases and a navy blue trendline that depicts the 7-day moving average. The graph peaks on the right hand side. At the bottom of the image, there is the Government of Canada wordmark on the right and Canada.ca/coronavirus on the left. Below, in grey, are options to reply, retweet, like and share the figure.

Option A2 (Mid-size and Major Centres Quebec Vaccine Hesitant)

Feb 26

NOUVEAU – Consultez la MISE À JOUR HEBDOMADAIRE de l’#ASPC sur l’épidémiologie de la #COVID19 au Canada pour la semaine du 14 au 20 février 2021 afin d’obtenir les dernières nouvelles (faits saillants, tendances, analyse détaillée). canada.ca/content/dam/ph...

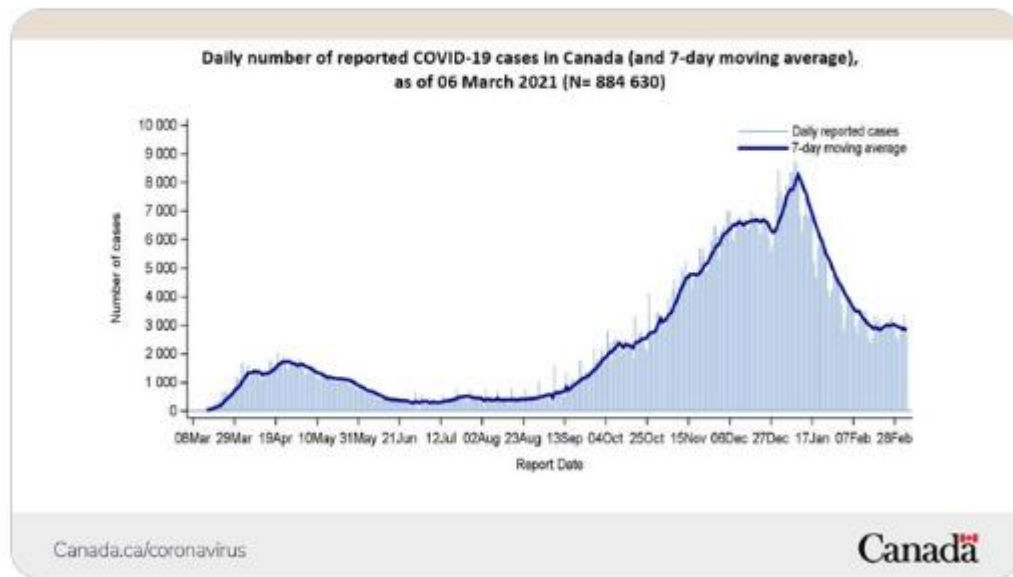


1 4 2

The above figure depicts a Twitter post, with the date of February 26 at the top of the figure. To the right of the date, there are three grey dots. Below the date, grey text reads ‘NOUVEAU – Consultez la MISE À JOUR HEBDOMADAIRE de l’#ASPC sur l’épidémiologie de la #COVID19 au Canada pour la semaine du 14 au 20 février 2021 afin d’obtenir les dernières nouvelles (faits saillants, tendances, analyse détaillée). Canada.ca/content/dam/ph...’ with the link and hashtag words in blue. Below, there is a graph titled ‘Nombre de cas de COVID-19 declares quotidiennement au Canada (et moyenne mobile sur 7 jours), en date du 20 février 2021 (N = 843 805).’ The X axis depicts ‘Date de la déclaration’ and the Y axis depicts ‘Nombre de cas’. The graph includes light blue vertical lines that represent ‘Cas declares quotidiennement’ and a navy blue trendline that depicts ‘Moyenne mobile sur 7 jours’. The graph peaks on the right hand side. At the bottom of the image, there is the Government of Canada wordmark on the right and Canada.ca/le-coronavirus on the left. Below, in grey, are options to reply, retweet, like and share the figure.

Option A3 (GTA Experiencing COVID Fatigue and Riskier Behaviours)

NEW – For the latest detailed #epidemiology of #COVID19 in Canada with highlights, trends and analysis see #PHAC’s COVID-19 WEEKLY EPIDEMIOLOGY REPORT for February 28 – March 6, 2021. canada.ca/content/dam/ph...



18 25 49

The above figure depicts a Twitter post. In the top right of the image, there are three grey dots. Below, grey text reads ‘NEW – For the latest detailed #epidemiology of #COVID19 in Canada with highlights, trends and analysis see #PHAC’s COVID-19 WEEKLY EPIDEMIOLOGY REPORT for February 28 – March 6 2021. Canada.ca/content/dam/ph...’ with the link and hashtag words in blue. Below, there is a graph titled ‘Daily number of reported COVID-19 cases (and 7-day moving average), as of 06 March 2021 (N= 884 630).’ The X axis depicts a report date and the Y axis depicts number of cases. The graph includes light blue vertical lines that represent the daily reported cases and a navy blue trendline that depicts the 7-day moving average. The graph peaks on the right hand side. At the bottom of the image, there is the Government of Canada wordmark on the right and Canada.ca/coronavirus on the left. Below, in grey, are options to reply, retweet, like and share the figure.

Option B1 (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)



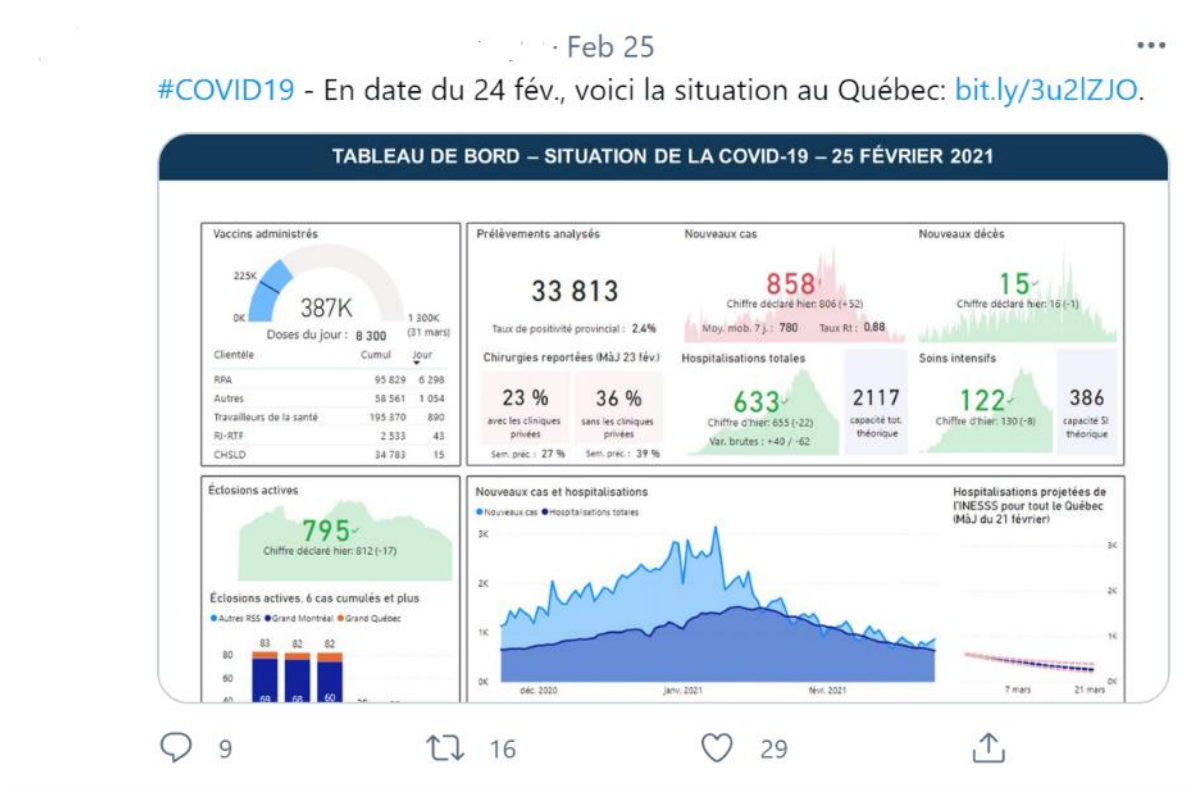
The above figure depicts a Twitter post, posted by @CPHO_Canada, with a blue verification checkmark to the left, and a '3h' to the right in grey font, indicating the tweet had been posted for three hours. To the very right of the Twitter handle, there are three grey dots. Below, text reads 'Today's #COVID19 in [Canadian flag emoji] info and updates; [right pointing white arrow in a blue box emoji] #GOC website on #coronavirus disease: ow.ly/vX0350BHNVF [right pointing white arrow in a blue box emoji] Canada COVID-19 Situational Awareness Dashboard: ow.ly/xOxW50BHNXm' with the hashtags and website links in blue font and the other text in grey font. Below this text, there is a tan backdrop with a lighter maple leaf on the right hand side and 'COVID-19 in Canada' in bold black font to the left. Below, there is a white backdrop, with text depicting it was last updated at February 25, 2021, 7:00 p.m. EST. Below this date, there is a green box with text reading 'Total tests performed 24,030,155' a blue box with text reading 'total cases 858,217' a yellow box with text reading 'Active cases 30,335' a purple box with text reading 'Recovered 806,017' with a final pink box reading 'Deaths 21,865.' At the bottom of the image, there is a light grey bar with the Government of Canada wordmark on the right and Canada.ca/coronavirus on the left. Below, in grey, are options to reply, retweet, like and share the figure.

Option B2 (GTA Experiencing COVID Fatigue and Riskier Behaviours)



The above figure depicts a Twitter post. In the top right corner of the image, there are three grey dots. Below and to the left, text reads 'Today's #COVID19 in [Canadian flag emoji] info and updates; [right pointing white arrow in a blue box emoji] #GOC website on #coronavirus disease: ow.ly/vX0350BHNVF [right pointing white arrow in a blue box emoji] Canada COVID-19 Situational Awareness Dashboard: ow.ly/xOxW50BHNXm' with the hashtags and website links in blue font and the other text in grey font. Below this text, there is a tan backdrop with a lighter maple leaf on the right hand side and 'COVID-19 in Canada' in bold black font to the left. Below, there is a white backdrop, with text depicting it was last updated at March 16, 2021, 7:00 p.m. EST. Below this date, there is a green box with text reading 'Total tests performed 26,068,659' a blue box with text reading 'total cases 915,868' a yellow box with text reading 'Active cases 31,517' a purple box with text reading 'Recovered 861,832' with a final pink box reading 'Deaths 22,519.' At the bottom of the image, there is a light grey bar with the Government of Canada wordmark on the right. Below, in grey, are options to reply, retweet, like and share the figure.

Option C (Mid-size and Major Centres Quebec Vaccine Hesitant)



The above figure depicts a Twitter post, with the date of February 25 at the top of the figure. To the right of the date, there are three grey dots. Below the date, grey text reads '#COVID19 – En date du 24 fév., voici la situation au Québec: bit.ly/3u2IZJO' with the link and hashtag words in blue. Below, there is an image with a blue banner and white text reading 'TABLEAU DE BORD – SITUATION DE LA COVID-19 – 25 FEVRIER 2021.' Beneath the banner and against a white backdrop there are four boxes. The top left box notes 'vaccins administrés' where a blue semi-circle graph is showing that 387K doses have been administered. The bottom box on the left-hand side depicts 'Éclosions actives' where a green chart features '795 Chiffre déclaré hier : 812(-17)'. The box on the bottom right depicts 'Nouveaux cas et hospitalisations' where a light blue graph represents 'nouveaux cas' and a dark blue graph represents 'hospitalisations totales.' The top right box features various statistics and green and red graphs. In order, from the top left hand statistic, in a clockwise direction, the statistics read 'Prélèvements analyses 33 813' 'Nouveaux cas 858' 'Nouveaux décès 15' 'Soins intensifs 122' 'Hospitalisations totales 633' 'Chirurgies reportées (MaJ 23 fév.) 23% 36%.' Below, in grey, are options to reply, retweet, like and share the figure.

Option D (Mid-size and Major Centres Quebec Vaccine Hesitant)

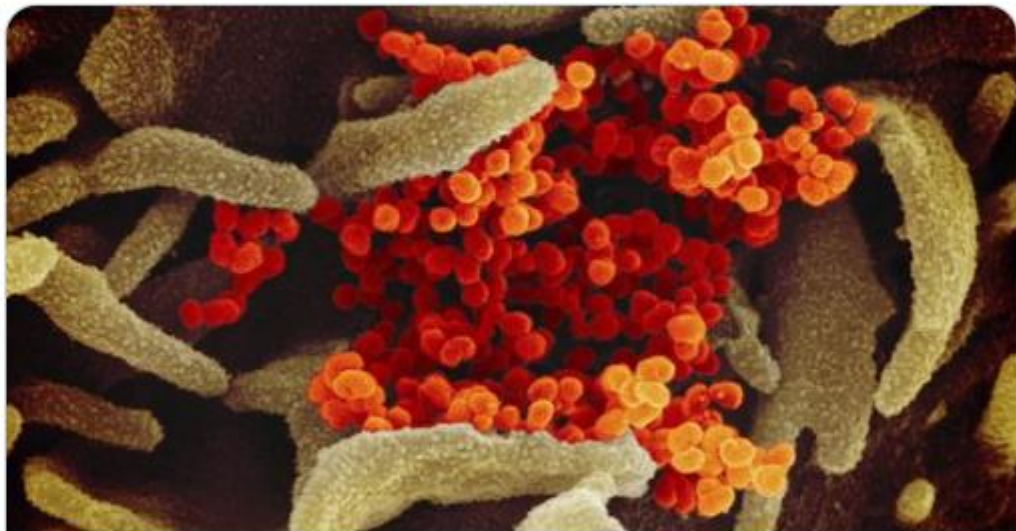


The above figure depicts a Twitter post, with a timestamp of 23h at the top of the figure, indicating the Tweet was posted 23 hours ago. To the right of the date, there are three grey dots. Below the timestamp, a title in black font reads 'La pandémie réduit l'espérance de vie au Québec.' Below, there is a close-up picture of an elderly man's hands while he is sitting in a chair. Below the image, a subtitle in black font reads 'La pandémie réduit l'espérance de vie au Québec' with a further description below in grey font reading 'L'espérance de vie à la naissance a diminué en 2020, de cinq mois chez les hommes et de huit mois chez les femmes, en raison de la pandémi...' Below, in grey, are options to reply, retweet, like and share the figure.

Option E (GTA Experiencing COVID Fatigue and Riskier Behaviours)

Numbers from the science table show new variants spreading rapidly in the province

The variants are “essentially out of control,” said Anthony Dale, CEO of @OntHospitalAssn. “It seems pretty self-evident that we’re in the early stages of the third wave.”



Coronavirus tracker: How many COVID-19 cases are there in Canada a... COVID-19's rapid spread has put public-health agencies under pressure to save lives. Check back for daily updates on how the numbers are ...

64

258

194



The above figure depicts a Twitter post. In the top right-hand corner, there are three grey dots. Below and to the left, a title in bold, black font reads 'Numbers from the science table show new variants spreading rapidly in the province.' Below, text in normal, black font, text reads 'The variants are 'essentially out of control', said Anthony Dale, CEO of @OntHospitalAssn. It seems pretty self-evident that we're in the early stages of the third wave.' Where the words 'The variants,' 'in the' and 'the' are bolded. Below, there is an image of microscopic viral particles emerging from the surface of cells. Below the image, a subtitle in black font reads 'Coronavirus tracker: How many COVID-19 cases there in Canada a...' with a further description below in grey font reading 'COVID-19's rapid spread has put public-health agencies under pressure to save lives. Check back for daily updates on how the numbers are ...' Below, in grey, are options to reply, retweet, like and share the figure.

Option F (Mid-size and Major Centres Quebec Vaccine Hesitant)



The above figure depicts a Twitter post, with a timestamp of 18h at the top of the figure, indicating the Tweet was posted 18 hours ago. To the right of the date, there are three grey dots. Below the date, a title in black font reads 'COVID-19 : Montréal se prépare à une augmentation des cas liés aux variants.' Below the title, there is a picture of a woman speaking. Below the image, a subtitle in black font reads 'COVID-19 : Montréal se prépare à une augmentation des cas liés aux v...' with a further description below in grey font reading 'De 15 à 16 % des nouveaux cas de COVID-19 à Montréal sont liés à un variant, selon la santé publique.' Below, in grey, are options to reply, retweet, like and share the figure.

Option G (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)



The above figure depicts a Twitter post, with the date of February 24 at the top of the figure. To the right of the date, there are three grey dots. Below the date, a title in black font reads 'The problem for Canada will be finding this variant, experts say.' Below, there is a picture of a multi-colour pathogen against a black background. Below the image, a subtitle in black font reads "'Minefield' of variants: How the California strain is different from the ot..." with a further description below in grey font reading 'The latest iteration of COVID-19 making waves is one first identified in California. The Western state is now teeming with the variant...'. Below, in grey, are options to reply, retweet, like and share the figure.

Option H1 (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)



The above figure depicts a Twitter post, with the date of February 18 at the top of the figure. To the right of the date, there are three grey dots. Below the date, grey text reads 'Today, we hit an important milestone: more than 500,000 doses of COVID-19 vaccines administered in Ontario. Thank you to all the health care and frontline workers who made this milestone possible.' Below this text, there is an image with a dark blue background and features the sketch of a vaccine syringe and clip art viruses. Below, white text reads 'Ontario has now administered over 500,000 COVID-19 vaccine doses' with the number 500,000 in bold and the Ontario government wordmark in the bottom right. At the bottom of the figure in grey are options to reply, retweet, like and share the figure.

Option H2 (Mid-size and Major Centres Quebec Vaccine Hesitant)



The above figure depicts a Twitter post, with the date of February 18 at the top of the figure. To the right of the date, there are three grey dots. Below the date, grey text reads 'a maintenant administre +500 000 doses de vaccins contre la #COVID19. Malgré des retards et des livraisons réduites, la vaccination de nos plus vulnérables progresse. Avec la réception d'autres vaccins, plus de groupes pourront être vaccinés.' Below this text, there is an image with a dark blue background and features the sketch of a vaccine syringe and clip art viruses. Below, white text reads 'Le Quebec a maintenant administré plus de 500 000 doses de vaccins contre la COVID-19' with the number 500,000 in bold. At the bottom of the figure in grey are options to reply, retweet, like and share the figure.

Option H3 (GTA Experiencing COVID Fatigue and Riskier Behaviours)

Ontario has now administered over one million doses of the #COVID19 vaccine. As we receive more vaccines, more groups will be able to get vaccinated. Learn more about Ontario's phased rollout plan at: Ontario.ca/covidvaccine



12:09 PM · Mar 11, 2021 · Twitter Web App

The above figure depicts a Twitter post, with three grey dots in the top right-hand corner. Below, grey text reads 'Ontario has now administered over one million doses of the #COVID19 vaccine. As we receive more vaccines, more groups will be able to get vaccinated. Learn more about Ontario's phased rollout plan at: Ontario.ca/covidvaccine.' Below this text, there is an image with a dark blue background and features the sketch of a vaccine syringe and clip art viruses. Below, white text reads 'Ontario has now administered over 1 million COVID-19 vaccine doses' with the number 1 million in bold and the Ontario government wordmark in the bottom right. At the bottom of the figure grey text reads '12:09 PM. Mar 11, 2021. Twitter Web App.'

Option I (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)



The above figure depicts a Twitter post, with the date of February 24 at the top of the figure. To the right of the date, there is three grey dots. Below the date, grey text reads 'An incredible milestone – over 509580 vaccines administered' with a party popper emoji. The numbers depicted in the sentence were also emoji's (white numbers inside blue boxes). The text then continues and reads 'Protecting mums, dads, grannies, grandpas, loved ones and friends – all thanks to our health care heroes!' with an emoji of two figures hugging. More text then reads 'We can achieve so much when we work together.' With an emoji of two shaking hands. Below, in blue font, text reads '#niinjections' with an emoji of a syringe. Below all this text, there is a picture split by a diagonal line. To the right, there is a photo of a scene depicting a road leading into a tunnel. On the left, there is a navy blue background with the number 509,580 in large yellow font. Below, white font reads 'reasons to celebrate.' Below, there is the Uniting UK logo and a light blue vaccine bottle image. At the bottom of the figure in grey are options to reply, retweet, like and share the figure.

Option J (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)



The above figure depicts a Twitter post, with the date of February 24 at the top of the figure. To the right of the date, there is three grey dots. Below the date, grey text reads 'The dates for 60-80 year olds still depend on supply.' Below this text, there is a photo of a man giving a speech. Below, black text reads 'Ontario Announces Vaccine Schedule For Adults Aged 60+' and below, grey text reads 'Ontario now has a more detailed rollout plan, with sign-ups starting March 15.' Below, in grey, are options to reply, retweet, like and share the figure.

Option K (Mid-size and Major Centres Quebec Vaccine Hesitant)



The above figure depicts a Twitter post, with the date of Mar 2 at the top of the figure. To the right of the date, there are three grey dots. Below the date, a title in black font reads 'COVID-19: Québec recrute 500 nouveaux vaccinateurs en moins d'une semaine | JDQ.' Below, there is a picture of a vaccination clinic with a red sign in the window reading 'vaccination' and clip art of a syringe and a vaccine bottle. Below the image, a subtitle in black font reads 'Québec recrute 500 nouveaux vaccinateurs' with a further description below in grey font reading 'Quelque 500 professionnels de la sante ont répondu à l'appel de Québec à venir prêter main-forte à la campagne de vaccination.' Below, in grey, are options to reply, retweet, like and share the figure.

Option L (GTA Experiencing COVID Fatigue and Riskier Behaviours)

Evening Update: Europe struggles with rollout of Oxford-AstraZeneca vaccine



Evening Update: Europe struggles with rollout of Oxford-AstraZeneca ...
Also: Canada's National Advisory Committee on Immunization reverses course on AstraZeneca guidance, says shot is safe for seniors over 65



The above figure depicts a Twitter post. In the top right-hand corner, there are three grey dots. Below and to the left, a title in black font reads 'Evening Update: Europe struggles with rollout of Oxford-AstraZeneca vaccine.' Below, there is a picture of an AstraZeneca vaccine vial. Below the image, a subtitle in black font reads 'Evening Update: Europe struggles with rollout of Oxford-AstraZeneca ...' with a further description below in grey font reading 'Also: Canada's National Advisory Committee on Immunization reverses course on AstraZeneca guidance, says shot is safe for seniors over 65.' Below the image, in grey, are options to reply, retweet, like and share the figure.

Option M (GTA Experiencing COVID Fatigue and Riskier Behaviours)



The above figure depicts a Twitter post. In the top right-hand corner, there are three grey dots. Below and to the left, a title in grey font reads 'Toronto #COVID19 vaccination update for March 16: 282,037 vaccine doses have been administered. For all the info on vaccines in Toronto, go to: Toronto.ca/home/covid-19/...'. Where the hashtag and link are in blue font. Below, there is an image with yellow, pink and light blue stripes at the top, a dark blue background in the middle with white text reading '282,037 Total COVID-19 vaccine doses given March 16, 2021' where the number 282,037 in larger font the other text. There is also a pink band aid image in a circle to the right. Below, there is a slightly lighter blue strip with the City of Toronto wordmark in the bottom right. Below the image, in grey, are options to reply, retweet, like and share the figure.

In each group, participants saw a selection of six posts in total on the above-noted topics, although they varied between groups. Groups comprising residents of the Lower Mainland and in major centres in Ontario were shown an identical set of posts. Those in the GTA saw a slightly modified version of these posts as well as a few that were completely different, and those in Quebec viewed posts in French, including translated versions of two posts which shown in the other groups. The following table indicates which posts were shown in each of the groups, by theme or topic.

	Lower Mainland B.C. Vaccine Hesitant	Major Centres Ontario Opinion Leaders	Mid-size and Major Centres Quebec Vaccine Hesitant	GTA Experiencing COVID Fatigue and Exhibiting Riskier Behaviours
COVID-19 Trends A, B, C, D	A, B	A, B	A, C, D	A, B
New Variants E, F, G	G	G	F	E
Vaccinations H1/2/3, I, J, K, L, M	H1, I, J	H1, I, J	H2, K	H3, L, M

Participants discussed which posts did or did not appeal to them as well as those they would be more inclined to ‘like’ and to ‘share.’ Overall, the posts that participants appeared most drawn to were those that were:

- Timely and/or provided new information – On balance, participants were interested in posts that addressed highly topical and timely aspects of COVID-19, including the new variants, trend data on cases of COVID-19, updates on vaccine supply and vaccinations administered to date (A, B, E, G, H, J, L, M).
- Relevant and relatable – Participants’ interests with respect to information about COVID-19 varied. At the same time, participants did indicate that they would be more inclined to share information that spoke to them personally. For example, posts which focused on people within a certain age group or residing in another jurisdiction were not viewed as relevant to those outside that age group or residing outside that jurisdiction.
- Visually appealing – And, while there was some interest in statistics and data, participants’ comments suggested that the way in which the data is presented affects their interest. The graph as shown in post A was of interest to a number of participants. In particular, some were intrigued by the trend line and wanted to better understand the factors which would explain the dip in the daily number of reported COVID-19 cases.
- Clear and data-driven – Many participants remarked positively on those posts which contained data presented in a clear and uncluttered manner. For example, posts which stated the number of vaccine doses to date (H and M) or which included data on total, active and recovered cases of COVID-19 in a simple, up to date dashboard-style (B) were thought to be appealing and worth sharing by some. Participants generally felt that these posts reflected positive achievements. At

the same time, there were several participants who expressed skepticism about the statistics included in a number of the posts, noting their concern that data may be biased and can be manipulated to tell a particular story or make a particular point.

- Simple and to the point – Participants generally preferred those posts that were self-explanatory, contained all the data and information of interest and did not require clicking on a hyperlink for further context (H and M).
- Viewed as reliable and from a credible source – The extent to which a post is perceived as coming from a reliable, credible source greatly enhances the likelihood that it will be shared. Those from the Government of Canada or a provincial government were viewed as credible. However, several participants also said that they would only share posts containing information and data that was in line with their own thinking and understanding of the situation. They would also tend to vet the posts more thoroughly before sharing, regardless of how credible they felt the source was.

While a number of participants did indicate they would consider sharing or liking certain of the posts, as noted above, several said they would be unlikely to share any of them. The main reasons for not doing so centered on:

- Reservations about the validity of the data, despite being generally confident in the source, and some concerns about the contradictory nature of information from various sources;
- Concerns that followers may not have the required level of data literacy to consume the information contained in the posts (this view was mainly associated with posts containing more complex graphs or charts);
- A general lack of interest in the information contained in the posts, primarily because it was not seen as new or different from information which is already in the public domain. There was a feeling among some, mostly in the Quebec focus group, that the public is tiring of and overwhelmed by COVID-19-related news and information. Some in this group mentioned that they had been more active sharing this type of information in the early months of the pandemic, but were disengaging a year later. They also felt concerned about injecting their personal views or political ideology into social media conversations.

Posts which participants indicated they would be most likely to click on included:

A – Some were interested in finding out more about the reasons for increasing/decreasing numbers of reported COVID-19 cases.

E and G – Information on the new variants was top-of-mind for some participants.

L – An update on the AstraZeneca vaccine which had been mentioned frequently in the news.

The posts which garnered less interest were those where participants questioned or were unclear on the source and/or found the imagery unappealing (this was the case for G, although some others were interested in the topic itself), as well as posts which appeared to be more self-congratulatory or were viewed as serving a public relations purpose (I). The latter post was criticized not only for its tone, but also the look. A few participants found this post to be generally unattractive, but also somewhat

confusing. They did not like the icon depicting a vial of vaccine and did not see the connection between this and the image of a road/tunnel.

Across the four groups, the two groups which expressed less interest in the posts and generally found them unappealing were those comprising participants who had expressed some degree of vaccine hesitancy (Lower Mainland B.C. and Mid-size and Major Centres Quebec). These groups were more indifferent to the posts, mentioning that they tended to avoid anything related to COVID-19, feeling both some degree of fatigue with the volume and the contradictory nature of the information.

COVID Alert App QR Code Poster Testing (GMA Young Adults)

Young adults residing in the GMA were shown a series of two QR code poster concepts which had been developed by the Government of Canada as a possible tool to assist in COVID-19 tracing in conjunction with the COVID Alert app. After viewing each, participants were asked a series of questions to assess their overall reactions. At the conclusion of the discussion, participants were asked to compare and contrast different aspects of each poster such as messaging and placement of logos as well as whether they perceived the combined COVID Alert App and poster initiative to be effective in terms of its potential to assist in limiting the spread of COVID-19.

Prior to reviewing the posters, participants were first asked whether they were aware of the Government of Canada's COVID Alert app. Most participants had heard about the app, however, few had downloaded it.

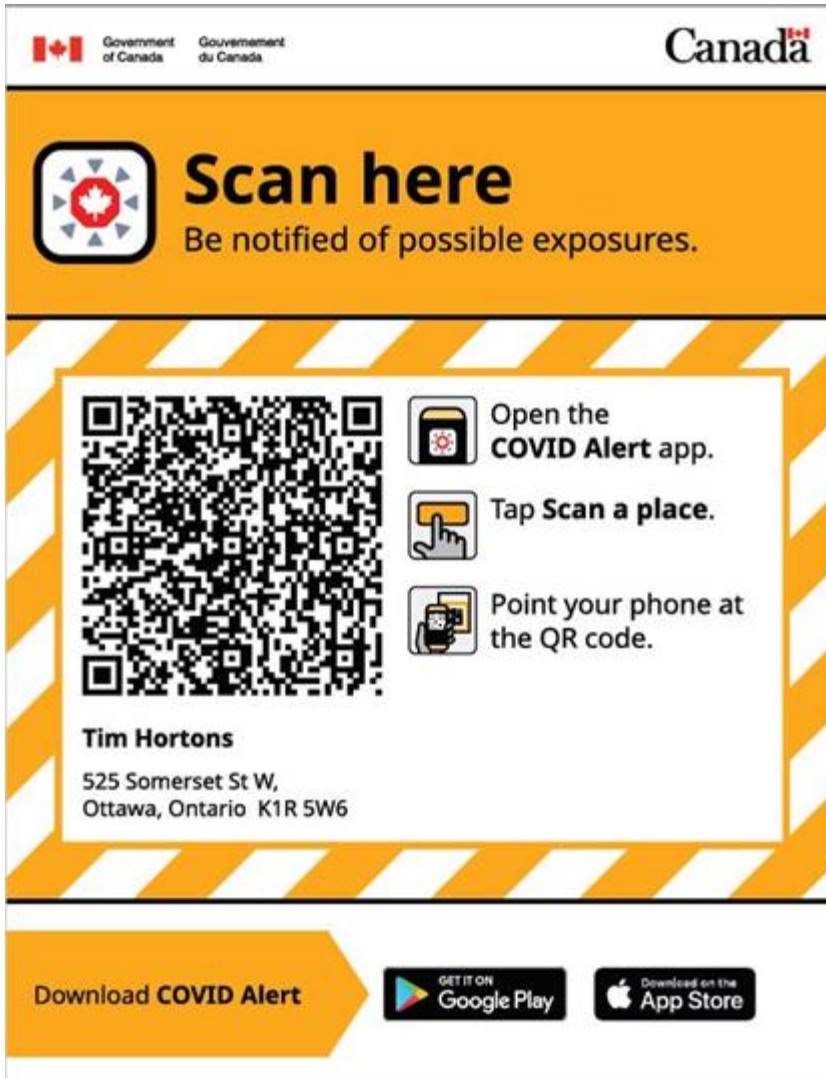
Reactions to QR Code Posters

It was then explained to participants that Health Canada was working on improving the use of the app, specifically in preparation for economic reopening, and that the posters they would be shown could be used by businesses to hang in the entrance of their shops. The posters feature a QR code which is a type of square matrix barcode that is machine readable and contains information. Individuals who had already downloaded the COVID Alert app would be able to scan the QR code upon entering a business.

Following this explanation, participants were shown each of the posters. The posters were shown one at a time (see below) and participants discussed their thoughts and reactions to each prior to comparing the two.

Poster 1

Participants' initial responses were mixed. Some commented that the poster was clear in its messaging, while others felt it was not particularly captivating. Comments from those who did not find it attention-grabbing centered on the overall look and feel of the poster. Some felt they would be inclined to ignore the poster, either because of the colour scheme or the QR code itself.



The figure above has the Government of Canada wordmark and Government of Canada signature at the top of the image. Below, there is an orange banner, with the COVID Alert App icon on the left with large black text to the right reading 'Scan here.' Below, in slightly smaller black font, is text that reads 'Be notified of possible exposures.' Below this text and orange banner, there is a backdrop of alternating orange and white diagonal stripes. In the middle of this matter against a white backdrop, there is a QR code. Below the QR code, there is black font reading 'Tim Hortons 525 Somerset St W, Ottawa, Ontario K1R5W6'. To the right of the QR code, there are three icons in a vertical row with black text to the left. The top icon shows an animated phone with the COVID Alert App icon with 'Open the COVID Alert app' text to the right, where the words 'COVID Alert' are bolded. The middle icon shows an animated finger pointing at an orange rectangle with the text 'Tap Scan a place.' to the right with the words 'Scan a place' in bold. The bottom icon depicts an animated phone scanning the poster with the text 'Point your phone at the QR code' to the right. Below the alternating orange and white diagonal stripes section, there is an enlarged Orange arrow against a white backdrop on the left with black text inside the arrow reading 'Download COVID Alert' with 'COVID Alert' in bold. To the right of the arrow are the logos for the Google Play Store and Apple App Store.

While the poster itself was felt to be clear, participants were less convinced that it would stand out when posted outside a business alongside other posters. Most felt it would not. Picking up on the point noted earlier, many participants felt the colour scheme was one that was commonly used in other signage, particularly to highlight construction activity. They commented that the frequency with which the public is exposed to this particular colour palette – on the roads and other outdoor venues – could dilute its impact, while a few mentioned that they had a tendency to overlook signage which includes a QR code. Similarly, some felt that the proliferation of new information and signage related to the pandemic may reduce the visibility and impact of this poster. Participants underscored that the attention a customer paid to the poster would most likely be directly linked to both the visibility and emphasis placed on it by the business.

Suggestions for improving the general appeal and noticeability of the poster included adjusting the colour scheme (light blue or red were favoured), increasing the physical size of the poster, making the linkage to COVID-19 more prominent, ensuring the business where it is posted encourages engagement among customers with the poster, and that it is widely distributed. Several participants also commented that as customers habituate themselves to seeing the poster as they enter a business, they would be more likely to recognize and engage with it.

Despite perceptions among some participants that the poster did not stand out sufficiently, they concurred that it clearly communicated its purpose.

On balance, participants reacted more positively to the second poster overall.

Poster 2

They perceived this poster to be more inviting, specifically as a result of the headline which some felt more clearly defined the benefits of participating in this initiative. A few also commented that the slight alteration to the colour scheme was positive. Additionally, a number of participants mentioned that the QR code itself looked larger as compared to the first poster. While this was not actually the case, it may have been that the use of more whitespace on this poster contributed to the QR code standing out more and, therefore, leaving the impression that it was larger in size relative to the first poster.

At the same time, some expressed confusion about the message '*Get notified if a visitor from today tests positive.*' Some felt that the message was unclear, particularly regarding whether a user would be notified if an individual who had visited the business at any time during that day had tested positive or if the notification would only apply for those individuals who were present at the business within the same approximate timeframe as the user. Nevertheless, the fact that the headline included the phrase 'tests positive' got participants' attention.

Government of Canada / Gouvernement du Canada

Canada

Get notified if a visitor from today tests positive

Open the **COVID Alert** app.

Tap **Add a visit**.

Point your phone at the QR code.

Enjoy your visit.
Scan again next time.

Tim Hortons
525 Somerset St W,
Ottawa, Ontario K1R 5W6

The figure above has the Government of Canada wordmark and Government of Canada signature at the top of the image. Below, separated by a black line, is a white banner with the COVID Alert App icon on the left with large black text to the right reading 'Get notified if a visitor from today tests positive.' Below this text and white banner, there is a backdrop of alternating orange and white diagonal stripes. In the middle of this matter against a white backdrop, there is a QR code. Below the QR code, there is black font reading 'Tim Hortons 525 Somerset St W, Ottawa, Ontario K1R 5W6'. To the left of the QR code, there are three icons in a vertical row with black text to the right. The top icon shows an animated phone with the COVID Alert App icon with 'Open the COVID Alert app' text to the right, where the words 'COVID Alert' are bolded. The middle icon shows an animated finger pointing at an orange rectangle with the text 'Tap Scan a place.' to the right with the words 'Scan a place' in bold. The bottom icon depicts an animated phone scanning the poster with the text 'Point your phone at the QR code' to the right. Below the icons, black text reads 'Enjoy your visit. Scan again next time.'

When asked if the poster would stand out, participants were split in their views. Some remarked that the location of the poster within the business would affect its effectiveness and whether or not it

would be noticed. A few participants suggested placing the poster in a front entrance or in an area where customers are greeted to improve its effectiveness.

In terms of clarity, participants definitively agreed the concept effectively communicated what to do and why it should be done.

Overall Comparison

Participants were then shown the two posters side-by-side and asked to evaluate the following aspects:

- Message – Although some confusion was expressed regarding the message of the second poster, participants overwhelmingly preferred *'Get notified if someone from today tests positive.'* Many felt the message aligned well with the directive and outlined why participation via the use of the COVID Alert app and the QR code would be advantageous. However, some suggested that the words 'notification' and 'positive' could be bolded for greater emphasis.
- Colouring of the Header – Participants remarked that they had noticed the difference in colouring. On balance, participants preferred the simplicity of the black and white colouring on the second poster. It was viewed as a cleaner presentation.
- Positioning of the QR code – Relatively few participants felt the position of the QR code was key to capturing their attention. As noted, some commented that the colour scheme of the second poster more effectively emphasized the QR code, making it appear larger and therefore, more eye-catching.
- Addition of *'Enjoy your visit. Scan again next time.'* – Overall, participants generally liked the addition of the sentence. They believed it was clear and that it was crucial for encouraging participation. However, some argued that additional information made for a wordier poster, which would ultimately discourage uptake.

To conclude the discussion on this topic, participants were asked if they would make use of the QR code and poster and whether they felt this initiative would assist in curbing the spread of COVID-19. Among those few who had already downloaded the COVID Alert app, most stated that they would scan the QR code and participate as it aligned with the general purpose of the COVID Alert app. Among those who had not already downloaded the COVID Alert app, very few stated that they would do so in order to be able to use it for this purpose. While some believed doing so would enhance their personal safety, others felt that there was not sufficient incentive to download the app, especially since it was not mandatory. Participants who had not already downloaded the app and were not encouraged by the poster initiative to download the app noted that success of the program was heavily dependent on the number of users and that without mandatory participation, they did not believe it was beneficial.

On balance, however, participants generally believed this initiative would help stop the spread of COVID-19, noting that the number of users would directly correlate with the effectiveness of the initiative.

COVID-19 Outlook/Behaviours (GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)

Participants discussed the impact of COVID-19 and COVID-related restrictions on themselves and their households, and the extent to which they had altered or adjusted their behaviours over the past several weeks and months in response to the evolving situation.

Behaviours (GMA Young Adults)

Young adults residing in the Greater Montreal Area (GMA) were asked what they had been doing differently, if anything, relative to the last several weeks and months. For some, very little had changed. These participants commented that they had adapted to a routine in the early stages of the pandemic that they had maintained throughout. Moreover, they felt that as the COVID-19 situation had not changed dramatically, neither had their activity. Participants also noted that their routine had acclimatized them to the public health guidelines. As such, they were finding it easier to adhere to protocols as compared to the early days and months of the pandemic. Nevertheless, some commented with a sense of disappointment that the closure of gyms and fitness studios meant they were engaging in less intense exercise and activities.

There were a few participants who did indicate that, with the onset of somewhat warmer temperatures, they were more inclined to see people outdoors than they had been through the winter months. At the same time, they emphasized that they continued to adhere to the public health guidelines.

For many participants, ongoing commitments to work and/or their studies had resulted in little change to their routines.

Impact of COVID-19 and COVID-Related Restrictions (GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)

Participants commented on a range of impacts resulting from the pandemic and the related restrictions, with most expressing a sense of fatigue and frustration. Some mentioned feeling more socially isolated with the closure of many venues and little opportunity for the usual social interactions and activities which were previously part of their routine. Others were experiencing a loss of motivation. Some participants commented that the requirement to wear a mask was becoming tiresome and expressed concerns that doing so for an extended period of time could result in adverse health impacts (e.g., repeated inhaling of trapped carbon dioxide causing dizziness or death, a misguided Internet-fueled theory).

A few other participants, by contrast, mentioned that the restrictions had affected them in much more positive ways, bringing them closer to their family as they spent more time together. Some also

commented that, over time, they had simply become more accustomed to and comfortable with the public health guidelines and their routine.

When asked what they thought about the current restrictions in place in their region, young people residing in the GMA expressed concerns about the curfew. Their sense was that it was not having an ameliorating effect in terms of reducing cases of COVID-19 in the province, especially when comparisons were made between Quebec and Ontario which had not implemented a curfew. Instead, some were of the view that the province should have enforced stricter confinement for a period of two to three months which some participants felt would have avoided the cycle of opening and closing which they found had been challenging for both individuals and business owners.

Several participants from the group comprising residents of the GTA questioned the overall efficacy of the restrictions. They wondered why the pattern of opening and closing had been necessary especially as they felt that individuals, for the most part, had generally abided by the public health guidance. Their comments indicated a sense of frustration that the current approach did not seem to be making a significant difference in terms of curbing the spread of COVID-19, despite public commitment to the public health measures. Some GTA participants noted that the second wave of COVID-19 had simply morphed into a third wave of the virus without any noticeable demarcation between the two waves. This left them questioning what difference it would make if they gathered with neighbours or friends. They felt that, regardless of their actions, another lockdown was inevitable.

When asked whether or not COVID-19 restrictions should be lifted or further enforced, participants were divided in their opinions. Some thought that restrictions should be lessened or lifted as vaccination rates increased, citing concerns about the state of the economy and the mental well-being of the population. Others emphasized the precariousness of the variants of concern arguing that stricter guidelines were needed until the implications of the variants are fully known.

On balance, however, participants expressed greater concern about COVID-19 as opposed to the financial and economic impacts. They felt more strongly about protecting their family and others within their close circle. They held out hope that vaccinations would allow a return to normalcy. A few participants were less worried about the impact of COVID-19 on themselves and more focused on the economic implications. Students were particularly concerned about the impact of the pandemic on the quality of their school life.

Vaccine Outlook (GTA Experiencing COVID Fatigue and Riskier Behaviours)

Participants were asked about their views on taking the vaccine. The response was, for the most part, negative. Opposition to the vaccine centered on several issues and concerns:

- Participants were concerned about the speed at which the vaccine was developed and its subsequent safety;
- Some approached the issue from the standpoint of personal choice. They did not want to be forced or pressured into being vaccinated, although they did indicate that they were quite

prepared to adhere to the various public health guidelines. At the same time, these participants feared the economic and social consequences of not getting vaccinated (e.g. losing their job); and

- A few participants assumed that, based on their health and age, they did not need to be vaccinated at this time. Their impression was that their youthfulness and overall good health would be sufficient to protect them from the virus. They remarked that decisions regarding which sub-groups of the population receive the vaccine should be based on a medical rationale.

Those few who were more positive towards vaccinations used the experience of polio as an example underpinning the societal benefits of mass vaccination.

Atlantic Bubble (Atlantic Canada)

Participants from Atlantic Canada discussed the impact of COVID-related restrictions and their views on the Atlantic Bubble which had been in place until November 2020.

Participants spoke about the impact of COVID-related restrictions which affected participants in varying ways, in terms of social, health and financial impacts, and to varying degrees. Some commented on the lengthy disconnection from friends and family which they mentioned had been particularly hard on those with family members located across the country whom they had been unable to visit over the last year. While many acknowledged and understood the rationale for stay-at-home orders and the public health guidance to limit or avoid interactions between households, some participants lamented the inability to properly care for others who were ill or elderly. Some felt badly about those who had experienced the loss of a loved one during the pandemic and, specifically, being unable to support them as much as they would have liked through the grieving process.

Some had lost their jobs and spoke about having to draw down on their savings. They were anticipating a lengthy recovery period, underscoring the impact on their household's financial security over the short and medium-term.

Students in the group mentioned that they had essentially missed half a year of their studies. Online studies were seen to be inferior to in-person lectures and interactions with professors, instructors and their peers. They lamented the lack of social interaction which they felt was an important component of the post-secondary educational experience.

A number of participants spoke about the mental health impacts of COVID-19, mentioning frequent displays or evidence of increased anxiety. Participants indicated that simple tasks such as grocery shopping or stocking up on supplies, which had typically been enjoyable experiences, were now becoming more stressful as the frustration of shoppers attempting to run errands as quickly as possible was becoming more noticeable. Some also commented that they were looking forward to a time when masks are no longer required, when people would recognize each other more readily and feel more comfortable greeting each other.

Finally, several participants missed traveling for work and for pleasure, including visiting other areas outside of the Atlantic region.

Reinstating the Atlantic Bubble

Participants were asked for their opinions on reinstating the so-called Atlantic Bubble. The Bubble had been in place until November 2020, allowing unrestricted travel among the four provinces and restricted travel from Canadians who lived outside Atlantic Canada. Most agreed that the Atlantic Bubble should be reinstated, although there was some concern that this should not be done too quickly and that attention should be paid in particular to movement across the New Brunswick-Quebec border. Some were also concerned about the situation in Newfoundland and Labrador and recommended a 'Maritime Bubble' which would exclude them. Nevertheless, it was felt that the four provinces had generally done an excellent job of working together to synchronize public health measures with the goal of curbing the spread of COVID-19 throughout the region.

There were, however, a few participants who were less convinced of the need to reinstate the Bubble. These participants were most concerned about the following:

- The adverse impact of the Bubble on economic growth, particularly with the airports being closed;
- Difficulties faced by those living in the Atlantic region who are working in another province outside the region specifically with respect to the requirements to self-isolate or quarantine for two weeks prior to returning home or upon arriving home; and
- The perceived inconsistency in the application of the rules – some mentioned that those deemed to be non-essential workers were being held back from returning to their jobs outside the region, while there appeared to be no hard and fast rules for those moving back and forth between New Brunswick and Ontario, for example.

Some felt strongly that their constitutional right to travel freely within Canada was being restricted.

Participants did express some worries when asked if they felt that new COVID-19 variants could potentially spread more quickly through Atlantic Canada if the Bubble was to be reinstated. Some were concerned that more movement within the region would lead to higher rates of transmission, especially given the variants of concern and the fact that many people remained unvaccinated. The major issue was a lack of capacity within the health care system to handle a surge in cases of COVID-19. On balance, most participants felt the current restrictions in place were sufficient at this time and that further restrictions were not required. Some suggested the need for restrictions would be lessened as the vaccine rollout got underway.

Opening Up Travel between Atlantic Canada and the Rest of Canada

When asked specifically about when travel should open up between Atlantic Canada and the rest of Canada, most participants were particularly concerned about the situation in Quebec. The general view was that this could occur when case numbers in Quebec were under control. Others noted that consideration should only be given to opening up the borders when there are no new cases of those who have contracted one of the variants of concern in Ontario and Quebec. That said, some degree of fatigue was expressed by several participants who recommended opening sooner than later, noting that a third wave was likely and unavoidable regardless of the measures taken. There was a sense that

the situation would in all likelihood continue with no specific end date in sight and, if this was the case, the recommendation was to proceed towards opening.

On the specific question of what criteria Atlantic Canada should use to decide whether to open up, participants mentioned the following:

- When most Canadians are vaccinated;
- When case levels are low;
- Based on public health recommendations – participants were looking for some consistency in the recommendations at the federal and provincial levels on this decision.

This also led to a discussion that the standards should be the same for Canadians entering the region as for Americans, with participants noting that the criteria should be the same for U.S. citizens as it is for Canadian citizens wishing to transit into and/or through the Atlantic region.

Finally, participants were asked whether there should be an Atlantic Bubble first, or if the province should open up to all provinces and territories at the same time. Most agreed that the former approach was more appropriate and, overall, that any plan to reopen should involve a concerted effort and coordinated action on the part of all four provinces in the region.

COVID-19 Vaccine (Lower Mainland B.C. Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)

As the rollout of the COVID-19 vaccine continued throughout March, participants in several groups discussed their perceptions of the Government of Canada's performance in procuring and distributing the vaccine as well as their own personal perspectives on the vaccine, specifically their intention to be vaccinated and/or any hesitations they had.

COVID-19 Vaccines in the News (Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)

Most participants appeared to be paying fairly close attention to news and information about COVID-19 vaccines in Canada, particularly the progression of the rollout within their province. Indeed some participants commented they had been hearing more about the vaccines within the last two months and were especially focused on the rate at which vaccines were being distributed to the provinces and their own eligibility status to be vaccinated, according to the schedule set out by their respective provincial governments.

While many were anxiously awaiting the point at which they would become eligible to be vaccinated, some of what they were hearing about the vaccines was raising questions or causing varying levels of concern. Some were paying attention to testing that was being done to determine vaccine efficacy among children and youth, aged 12 to 18. Several participants also questioned the efficacy of the vaccines against the new variants of concern, based on what they had heard or seen in the news or in conversation with others.

In particular, a number of participants were aware that approval had been granted for the AstraZeneca vaccine, but also that there were reports of blood clots associated with this vaccine which in some cases resulted in death, although there was acknowledgement that this was a rare event. While a few others also raised the issue of adverse side effects from the vaccines, on balance, most expressed greater interest in ensuring a rapid and steady rollout. Others had heard about people who had contracted COVID-19 despite being vaccinated and that it was still possible for those who had been vaccinated to transmit the virus. This gave some participants pause to question the general efficacy of the vaccine.

A number of participants spoke about their efforts to book appointments and their interest in having more precise information about the timelines for distribution in their province. Their comments suggested that there was some degree of confusion regarding both eligibility status and the locations where vaccinations were being offered. Additionally, a few participants spoke about the issue of vaccine brand preference, noting they had heard that some people favoured some vaccines over others among those that were currently available.

Assessment of the Government of Canada's Performance (Lower Mainland Vaccine Hesitant, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults)

When asked if the Government of Canada was doing a good job in procuring and distributing vaccines to the provinces and territories, views were mixed and varied across locations. In Atlantic Canada, participants were generally positive or felt the federal government was doing the best under the circumstances. While some felt there was always room for improvement, participants credited the Government of Canada for getting vaccines out in a timely fashion, particularly given logistical challenges with respect to Canada's geography, reliance on vaccines which are being manufactured abroad, and the closure of a Pfizer plant for retooling which temporarily reduced supply. Participants in this group also felt that public health and medical professionals were working to capacity across the country to get the public vaccinated and some commented positively on getting vaccines out to more vulnerable groups first – the elderly and front-line workers. There was a sense that the rollout was being conducted in a fair and transparent manner. At the same time a few expressed concerns about Canada's lack of domestic capability to produce the vaccines. Participants commented that Canada's dependency on other countries to manufacture and ship the vaccine was a failure in terms of forward-thinking.

Those who were more negative in their response to the question about the Government of Canada's performance in securing and distributing vaccines raised the following issues:

- A sense that the federal government had been slow in ordering vaccines and/or was simply well behind other countries in placing orders;
- A perception that the Government of Canada was overly-reliant on a single vaccine manufacturer (Pfizer was cited) which had been unable to produce sufficient supply in the early days. As a result, there was a concern that Canada was among the only G7 country to have to dip into its COVAX reserves; and
- Others felt that the U.S. had been able to distribute vaccines more quickly given domestic production, and commented critically that Canada was not in a similar position.

Comments from other participants suggested that they did not necessarily distinguish between the federal and provincial levels of government with respect to their respective roles and responsibilities in the vaccine rollout. Some were critical of the slow pace of vaccinations in their province, dysfunctional online booking systems and a lack of direction being given to various groups, specifically the elderly, in terms of where and when they could be vaccinated.

Vaccination Targets and Timing (Atlantic Canada, GMA Young Adults)

Participants were asked how they felt Canada was doing, compared to other countries, in terms of getting people vaccinated. Opinions were, on balance, mostly positive. While some participants looked to the situation in the U.S., and particularly those states such as Texas which were already opening up, most participants felt that with more vaccines coming into Canada the numbers of those vaccinated would likely increase significantly in the near term. There was also a sense that, given the current supply, vaccines were rolling out at a reasonable and expected pace. Others sensed that although Canada may be behind the U.S. and the United Kingdom with respect to vaccinations, it was still well ahead of others countries.

While a number of participants were unaware that Canada planned to vaccinate three million Canadians by the end of March and everyone who wants a vaccine by the end of September, many were skeptical that these targets could be achieved. The consensus was that the rollout would need to accelerate considerably in the months of April through September. Some participants were under the impression that all eligible recipients could expect to have received their initial dose by July. Based on this, they felt it would be challenging to have all eligible Canadians fully vaccinated by the end of September. Several participants commented that achieving this goal would require a massive expansion in terms of logistics and federal-provincial coordination.

Projections as to when they would personally be in a position to be vaccinated varied among participants. Some indicated it would likely be fairly soon – within the next two months – while others thought it might be up to six months or more before they would be eligible.

Vaccine Intentions and Hesitancy (Lower Mainland Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant)

Two groups of participants were specifically recruited on the basis of their views regarding vaccination, specifically having indicated that they were somewhat hesitant about receiving the COVID-19 vaccine. Many underscored their continued hesitancy and a desire to wait when asked if they remained unsure about being vaccinated. They listed a range of concerns and issues, including:

- An interest in further data and evidence with regard to the side effects and general efficacy of the vaccines;
- Uncertainty about the mRNA technology used in a number of the vaccines being distributed;
- Concerns about how the vaccines were being stored;
- What they viewed as an accelerated timeline for vaccine development;
- A lack of studies showing any long-term effects; and
- Concerns regarding the efficacy of the vaccines against the new COVID-19 variants.

The fact that the second dose was being delayed relative to the recommended interval between first and second doses as suggested by the manufacturers was also a cause for concern among some participants who were not reassured by this decision. Others commented that they did not see the point of getting vaccinated if the symptoms of COVID-19 were relatively light (e.g., flu-like symptoms). Some simply felt that other more vulnerable groups, such as the elderly, should be vaccinated ahead of them and were willing to wait.

When asked if they had questions about the COVID-19 vaccines, a few participants asked about the following:

- Why is there not a vaccine for children?
- When will things return to normal after everyone is vaccinated?
- Will vaccinations be mandatory?
- When will the vaccine be available to me?

Canada Emergency Response Benefit (CERB) Repayment (Manitoba and Saskatchewan EI/Recovery Benefits Recipients)

A discussion on pandemic-related financial supports was held with participants residing across the provinces of Manitoba and Saskatchewan and who had received Employment Insurance (EI) or any one of the recovery benefits offered by the Government of Canada. The conversation centered on participants' views on the federal government's performance in providing financial support to people affected by COVID-19, the process of repaying benefits for those who were ineligible and the taxation of such benefits.

Government of Canada's Performance in Providing COVID-19 Financial Support

Overall, participants rated the Government of Canada positively for its fast action in launching the CERB, allowing Canadians to quickly access emergency funding relief. However, concern was expressed that some Canadians who were in need of the funding were left out, as they did not meet the specified qualifications. This led to perceptions that a subset of Canadians were unfairly treated as a result of the fast, broad-brush rollout. Participants also felt that there had been a trade-off between the speed of the delivery of the CERB and a possibility of the introduction of perceived inequities/flaws stemming from the program design. It was thought that some people who qualified for CERB payments may have been young, part-time workers living at home who did not need the \$2,000/month, while there were others struggling to get by on the same amount. More specifically, participants mentioned professional wait staff and bartenders who had lost their jobs and were hard-pressed to support themselves and their families.

Many participants felt that the federal government had opportunities to scale back the breadth of the program and to target it more effectively. It was thought that a more targeted approach would stretch the available funds, and thus extend the length of time for which it could be in effect. A few participants also expressed concern about submitting their taxes and felt that taxes should have been withheld from the initiation of the benefit to reduce negative effects later. Some noted that the federal government could have done more in this respect, and suggested that a simple visual representation could have been circulated to inform recipients on the amount of taxes potentially owed. Additionally, participants remarked that a higher level of accountability could have been built in to minimize benefits going to those who were not really in need nor really out of a job as a result of the pandemic.

When asked about the Government of Canada's current performance in this area compared to the start of the pandemic, participants generally expressed that the federal government's performance had remained the same. Many viewed the automatic deduction of tax with the Employment Insurance (EI) program as an improvement. However, the program execution was viewed as being consistent, in terms of its effectiveness.

Very few participants reported having heard anything about the requirement of repayment by those who may have received CERB payments erroneously. Among those who had heard, there was a misconception that severe penalties applied to those who either received the benefit by mistake or were subsequently deemed ineligible. Concern was also expressed for those who knowingly did not qualify but nevertheless applied and received CERB payments. Participants remarked that they had family members or friends who were in this position and were concerned about the implications repayment would have on them come tax time.

Taxation

When directly asked, all participants believed that they would have to pay tax on the CERB benefits they had received. There was some concern about what the impact on having to pay the owing taxes was going to be, but no one reported expecting major hardship. With the expectation of owing tax,

some had banked a portion or all of the tax monies. Others commented that they had overhanging tax deduction space stemming from other reasons such as carry forward tuition fees, and hoped that this would help to minimize the total amount of taxes owing. The consensus view, however, was still nervousness, with expectations of some sort of personal negative financial impact.

Participants were then provided with the following clarification:

CERB amounts are taxable, just like EI. You will need to report the amounts from your T4A tax information slip on your 2020 tax return.

They were then asked if they had heard anything about interest relief for those who received COVID-19 related income support benefits. Most participants had not heard anything. The following further clarification was provided:

Individuals who received income support in 2020 (such as the CERB, the Canada Recovery Benefit, EI, etc.) and who have a total taxable income of \$75,000 or less in 2020 will not be required to pay interest on any outstanding income tax debt until April 30, 2022.

There was a strong consensus that such interest relief was a positive initiative. However, participants questioned what the interest rate would be after the April 30, 2022 deadline. Many also expressed that the grace period for interest relief should be longer. The reasons for this varied from taking a similar approach to student debt whereby repayment is tied to income generation (and hence recovery from this current period) to stronger comments that this grace period should be kept in place for as long as the various pandemic income support programs are in place (plus a year for recovery). Participants felt that this timeline was simply not long enough for those still receiving some form of benefit. It was expressed that given their reduced income with the benefit, it would be difficult for these Canadians to juggle their everyday financial needs while also setting aside money owed for taxes on previous benefits collected. Participants agreed that the timeline for interest relief should be based on the reopening of the economy, the ability of Canadians to return to work, and the end of pandemic income support programs.

Hard-Hit Sectors (Toronto-Peel-York Region

Hard Hit Sectors)

Participants working in sectors that had been adversely affected by the pandemic, in the Toronto-Peel-York Region, were invited to speak about their experience and, in particular, to discuss their views on the support offered by the Government of Canada as well as what additional help was needed. All participants indicated they had experienced significant reductions in their annual income due to business closures and/or restrictions on gatherings that affected overall business revenues or their employment status.

Support from the Government of Canada

A number of participants indicated they had received support from the Government of Canada during the pandemic. Some commented that their employer had been eligible to receive the Canada Emergency Wage Subsidy (CEWS) and, as such, they had been paid 75% of their usual wages for a specified period of time until insufficient revenues subsequently had forced the business to close. Others specifically cited the Canada Emergency Response Benefit (CERB) and Employment Insurance (EI).

When asked whether the support had been sufficient, participants responded with mixed to more positive views. There was general agreement that the initial support had been helpful, but that making ends meet was nevertheless a struggle especially for those whose income had dropped considerably. Others commented that they would have found themselves worse off if it were not for the fact that they were mortgage-free. Concerns were expressed about limited financial support through EI which, for some, had meant finding part-time work to fill the gap in their income. Others who had received financial assistance from the Government of Canada worried about what they may be required to pay back at tax time.

While some participants felt they were in a more fortunate position relative to others, due primarily to strict household budgeting practices and an adequate level of savings, most agreed that what was needed going forward was a plan to reopen businesses and more clarity from all levels of government on the indicators that would permit reopening (i.e., agreement on a maximum daily number of cases of COVID-19). Some thought that a worst-case scenario would involve permitting businesses to reopen followed almost immediately by another round of closures and lockdown. They stressed the impact on employees' morale and the costs to businesses of preparing to reopen then subsequently closing shortly thereafter. Others spoke about the need for retraining and/or providing opportunities for workers to obtain employment in other sectors or other lines of work, given the instability some have experienced over the past year. Ongoing financial support for those who remain unemployed was identified as important.

When asked whether they were more concerned about COVID-19 itself or about the financial and economic impacts of the pandemic, most participants focused on the latter. At the same time, most were generally of the view that the Government of Canada was attempting to strike a reasonable balance in terms of managing the health and economic impacts of the pandemic. And, most participants concluded that a balanced approach was required.

At the same time, some expressed concerns about what they perceived to be inconsistencies in the approach and mixed messaging by all levels of government (e.g., why big box stores were permitted to remain open while smaller, typically independently-owned outlets were not). There was also a perception among some participants that government messaging seemed to 'flip flop' from week to week, shifting from a stronger focus on economic issues some days (which left some people feeling unsafe in their workplaces) to a more predominant focus on public health and safety (which some felt exacerbated the ongoing financial difficulties for those whose incomes were adversely affected as a result). While they understood the challenge for government policy-makers and, especially in response to the evolving situation with respect to the new COVID-19 variants, they also felt this

approach was less than optimal and not a viable one particularly for those who were experiencing the economic impacts of the pandemic most acutely. And, while not the popular view, a few participants were much more concerned that there had been an insufficient focus on the wider impacts of the pandemic beyond the health issues.

Participants identified a number of sectors which they believe required the most help from the Government of Canada. These generally reflected the fields in which they had previously made a living, including:

- Small businesses/Independently-owned businesses;
- Entertainment – live events, sports events, etc.;
- Wedding and funeral industry; and
- Gyms, fitness studios, etc.

When asked what the Government of Canada has done to date to help these sectors, most commented that they felt they had been somewhat neglected over the course of the pandemic. While acknowledging that some businesses were eligible for financial support, a few participants commented that it had not been adequate given the extended period of time during which businesses were required to be closed.

As a follow-up question, participants were queried as to what the Government of Canada could do to assist these sectors. A variety of suggestions were put forward with some referring to measures put in place by the provincial government:

- Applying the same restrictions to small businesses as to larger businesses and big-box stores;
- Clarifying eligibility for financial support for individuals and businesses – the point was made that a review of CERB should be undertaken to ensure that financial supports can now be more targeted to those most in need; and
- Introducing more widespread rapid testing capability for COVID-19.

Views on Current Restrictions

Participants discussed the current restrictions in place in the Toronto-Peel-York region which many found both challenging and somewhat confusing or illogical. As small business owners, some felt there should now be opportunities to open up, with some restrictions in place, particularly given the length of time many businesses have been closed and the concomitant lost revenue/income.

Participants questioned:

- Why large big-box stores were permitted to open with high consumer traffic while smaller businesses which may be better able to manage the flow of traffic through their retail outlet remained closed; and
- Why some businesses faced tougher restrictions than others – a few examples were given: fitness studios that were not permitted to have more than 10 people using the facility at any one time, while the same restriction did not apply to other retail outlets of equivalent square footage, and

the changing restrictions placed on the size of gatherings for weddings which was causing some frustration for those employed in events management.

The specific issue of travel restrictions was also discussed. Although some participants felt that the travel restrictions had been implemented later than they would have liked, most were of the opinion that keeping the borders closed and limiting cross-border travel, particularly with the U.S., was critical. And, while a few participants felt some consideration could be given to opening up travel to and from other destinations with low rates of infection, most agreed that the current restrictions should remain in place for the time being, especially given concerns about the new variants. That said, participants questioned the effectiveness of some aspects of the travel restrictions, most notably:

- The requirement to quarantine in a government-specified hotel, at the traveler's expense – some thought that travelers should be permitted to quarantine in their own home, while others felt that the cost to the Government of Canada to organize and run this program was excessive and/or questioned the feasibility of this program particularly with a high volume of travelers entering Canada. Several participants also viewed the \$2,000 cost to travelers to quarantine in a government-run accommodation/facility as exorbitant, seeing this as penalizing those who may have to travel for legitimate reasons;
- Confusion regarding variable restrictions when crossing the border by land versus by air – a few participants felt there should be greater consistency regardless of the mode of transport and, in particular, that if the borders are closed, they should be closed to all travelers from all destinations, not just to and from the United States.

On balance, participants hoped that most people would employ common sense and refrain from unnecessary travel at this time.

Detailed Findings – Part II: Other Issues

Mental Health (Victoria and Nanaimo B.C., Alberta Indigenous Peoples, GMA Young Adults)

During the month of March, three groups of participants discussed the topic of mental health both generally and in relation to the COVID-19 pandemic. Specifically, participants spoke about the impact of the pandemic on their own mental health and their overall level of comfort talking about the issue. They also discussed their awareness of resources that are available to support those who are experiencing mental health challenges or substance use issues and, in particular, the extent to which they would be comfortable accessing online supports. Finally, participants were shown a series of actions and initiatives undertaken by the Government of Canada to help support mental health and asked to comment on their perceived impact.

Virtually all participants acknowledged being affected by a mental health issue as a result of the pandemic. Many commented on a decline in their own personal mental health or expressed concerns for other family members, including children and elderly relatives, and others within their circle of acquaintances. Participants spoke quite openly about the experience of friends and family members who they said had become depressed and demotivated over the course of the pandemic. Others commented on how they had been deeply affected by the death of an elderly family member, noting

the emotional toll associated with observing those in the final stages of life and being unable to be physically present.

In discussions, participants raised the following issues in the context of speaking about how the pandemic has affected their own mental health or that of others whom they know:

- Worries and anxiety thinking about the future;
- An increase in substance use;
- The adverse effects of ongoing isolation, lack of socialization and opportunities to interact with others face-to-face or in a more intimate fashion (e.g., hugging); and
- Barriers to accessing mental health assistance as a result of the public health restrictions.

Several Indigenous participants mentioned a sharp increase in suicides among youth in their communities. Additionally, they spoke about the resurfacing of trauma linked to residential schools as a result of the public health restrictions, which they associated with a loss of control or a sense of powerlessness.

While most commented on the negative impacts of the pandemic on their mental health, a few participants noted that a less demanding schedule at work, particularly for work-related travel and commuting, was a welcome change and had contributed to an improvement in their overall mental state. The opportunity to spend more time with family was viewed positively. At the same time, these participants were looking forward to resuming previous activities when it was deemed safe to do so.

Participants were generally at ease when discussing mental health challenges, including their own experiences. When asked whether the topic of mental health was something which they were comfortable talking about, most mentioned they were. Several participants were hopeful that increased awareness of and concern about mental health issues directly linked to the impact of the pandemic would permit more open conversations in the future and help to further reduce stigmatization around the issue. Some were actively encouraging friends and family members who were experiencing mental health challenges to share their feelings and concerns, putting themselves forward as someone who could listen and empathize.

There were, however, a few participants who expressed some hesitation openly discussing these issues, stating that they had become more introverted as a result of the pandemic. They expressed concern about others who were facing significant challenges, indicating that they felt some reluctance to be seen as a burden.

When asked what the signs and symptoms are of someone affected by mental health challenges, participants noted the following:

- Irregular sleep;
- Eating disorders;
- Atypical behaviours;
- A lack of initiative, ambition and motivation;
- Generalized anxiety;

- Withdrawal, introversion and isolation which were generally not viewed as being in character; and
- Increased reliance on substances.

Mental Health Resources

Participants expressed awareness, at a general level, of various mental health resources. When asked who or what they would turn to if they were going through a difficult time, participants mentioned hotlines, free counselling services, organizations such as Alcoholics Anonymous (AA) or those that provide services to people with lower incomes in terms of formal resources or supports they were aware of and/or may access. A number of informal resources were also cited, including friends and family. Several participants commented that they would be inclined to deal with a mental health issue through physical activity (e.g., exercise), taking part in outdoor activities and/or connecting with nature, or by utilizing available technologies (e.g., downloading a meditation app). Indigenous participants specifically noted the role of spiritual advisors and participation in spiritual ceremonies. Other participants mentioned they turned to substances for some relief, including tobacco, alcohol and recreational drug use.

A number of participants commented on the challenges and barriers to accessing mental health services, citing marginalized communities and vulnerable populations as underserved groups. The point was also made that finding help at the time it is needed can be challenging. Participants in Victoria and Nanaimo in particular noted that access to psychiatric help had been difficult pre-pandemic and that this situation had been significantly exacerbated through the pandemic. Others mentioned affordability, including insurance coverage, as significant barriers to access.

Participants were asked about their awareness of resources to support mental health by the Government of Canada during the pandemic. While relatively few could identify specific resources, there was some general awareness of websites and a hotline that those needing support could access. When asked if they were aware of any support resources specifically provided by the federal government, most had very little familiarity. Some did mention vague details about a website and a hotline that could be called for support. As such, there was also little familiarity with Wellness Together Canada, a project funded by the Government of Canada to provide free mental health and substance use support for those struggling during the COVID-19 pandemic.

Views were mixed as to whether the Government of Canada was considered to be a valid source for resources and tools on mental health. Some participants felt that they should be, although they were simply not aware of the tools and resources available. Others questioned whether any level of government would be a credible source for mental health supports, believing that local resources would likely be more useful and more readily accessible. In particular, participants remarked that they would be more inclined to search for assistance using a search engine like Google or seek out advice from their family physician. Others stated they would be more inclined to reach out to their provincial government. Overall, however, the major impediment to accessing supports from the Government of Canada was seen to be a lack of awareness and familiarity with the resources available.

The question as to whether participants would be comfortable accessing mental health and substance use supports online was posed and discussed. Results varied across the groups. Young adults in the GMA responded more negatively, saying they would be more comfortable with an in-person or telephone consultation, or using message boards. These participants preferred accessing a resource where there would likely be some degree of continuity should multiple consultations be required. They also preferred the more 'personal' interface. Participants in Victoria and Nanaimo were more positive in their response indicating no substantive issues with accessing assistance online. Indigenous participants offered mixed responses to this question. While some were more open to the online interface, others were concerned about the extent to which such services would be culturally sensitive. There was some distrust expressed based on perceived inequities in the health care system with respect to the treatment of Indigenous people.

While participants expressed some concerns about accessing mental health supports online, as noted above, they were open to seeking information and tips in the online environment and a few commented positively on their own personal experiences utilizing online counselling services. Some mentioned a desire to be able to leverage tools such as video or text chats, depending on the comfort level of the individual seeking the service, and were interested in having ready access to a list of phone numbers and/or website links to mental health services in their local area. The stated priority was to be able to access resources immediately. At the same time, some hesitancy was expressed. Young adults in the GMA suggested that if accessing the resources online was overly complicated, they would be unlikely to use them. Indigenous participants were concerned about the ability of people to advocate effectively for themselves while navigating the online environment for appropriate resources.

Perspectives on Mental Health Advertisements and Messaging

Participants discussed their thoughts and preferences regarding their views on potential effective spokespersons who could deliver messages in advertisements on information about mental health and wellness. A number of options were put forward, including:

- A health or medical professional;
- Someone with lived experience who has faced a mental health challenge and recovered from it or found a way to live with it;
- Celebrities;
- Professional athletes/sports teams; and
- Teachers.

Several participants noted that it was most important that the advertising was relatable and that the message was delivered with empathy. There was a general sense that it was less important who delivered the message than it was that the information was shared, made more public, and publicly accessible. Participants noted the importance of continuing to work toward destigmatizing mental health issues and some underscored the opportunity in this regard as a result of COVID-19 to bring these issues more to the forefront of public conversations.

On balance, most found it helpful to hear other people's mental health challenges and journeys. They felt this approach helped to 'normalize' conversations on this topic, give people a sense that they are not alone, and permit opportunities for personal growth.

Government of Canada Initiatives to Help Support Mental Health

Participants were subsequently shown a series of initiatives undertaken by the federal government and asked which they thought would have the most meaningful impact on Canadians:

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

Across the three groups, participants focused on two of the seven initiatives as being particularly impactful:

- *Increased funding of \$50M for Distress Centres to help them deal with the increased volume in calls, especially in light of pandemic-related challenges* – Many participants saw value in the ability to access assistance immediately. They felt this initiative would have the most immediate impact on many communities and were especially favourable to 24/7 assistance offered to groups and communities who may face challenges traveling to the locations where services are available. The focus on those who have faced issues resulting from the pandemic was also viewed positively, with some participants noting the particular challenge of those living in abusive relationships through periods of lockdown and isolation.
- *A mental health portal ("Wellness Together Canada") to connect Canadians with free resources, tools and professional support services (investment worth \$68M)* – Many felt this initiative was widely targeted and likely to provide assistance to a broad swath of the population, as opposed to focusing on a particular community or sub-group of the population. In this respect, they felt it had the potential to have a significant impact on the largest number of Canadians. Some participants also felt it would provide a 'one-stop' service, resulting in the ability to both streamline services and to better match services and supports to the specific needs of clients.

There was a modest level of support for four of the seven initiatives, including:

- *Increased transfers of \$200M to provinces to expand their virtual care services* – Participants saw a number of advantages associated with this initiative, including the dollar value which they felt was significant and would have an impact. In addition, some commented on the advantages of expanding virtual care as an option to traditional delivery of health care services, circumventing the need to travel to appointments. A few felt that virtual care represented the way in which health care would be commonly delivered in the future and anticipated that this approach would serve younger generations more effectively. Several others commented positively on the transfer of funds to the provinces, believing that doing so would allow the provinces to direct monies to where it was needed most, depending on the circumstances in each province, and that the result would be a similar level or standard service across all provinces.
- *Investing \$4.9M per year in the Mental Health Prevention Innovation Fund to support the delivery of community-based programs in mental health promotion* – Participants who favoured this initiative did so because of the focus on programs that are community-based.
- *Increased funding of \$7.5M to Kids Help Phone services* – The main appeal of this initiative was the opportunity for young people to be able to access services that are directly targeted to their age group.
- *Developing standardized policies and best practices to promote post-secondary students' mental health and well-being* – Participants recognized the challenges facing post-secondary students undertaking their studies online and felt that more could be done to address their unique circumstances.

Relatively few participants commented on the federal government investment of \$10M over 5 years in the Mental Health of Black Canadians Fund, viewing the other aforementioned initiatives as reaching a wider audience or cross-section of the Canadian population.

Canada-U.S. Border and Travel Restrictions (Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, Victoria and Nanaimo B.C., Alberta Indigenous Peoples, Mid-size and Major Centres Alberta Opinion Leaders)

Participants in five focus groups were asked a series of questions regarding the current travel restrictions and the criteria for reopening the Canada-U.S. border to non-essential travel. The discussion also touched upon participants' views on the implementation of vaccine passports.

Current Travel Restrictions

Participants were asked for their perspective regarding the current travel restrictions. On balance, participants felt the Government of Canada had made the right decision to close the borders to travel

to and from the United States (U.S.). While there was some appreciation that the closure of the border inflicted a personal toll on Canadian snowbirds and those wishing to visit family members, and an economic toll in particular for the tourism industry, many felt it was a tough, but necessary measure. The view was that this was needed to limit the spread of COVID-19 resulting from cross-border traffic until vaccinations in both countries increased and/or hospitalizations decreased. Participants also commented on the differing approaches to public health taken in Canada and the U.S., noting a more lax approach in some states which they felt had contributed to high rates of infection in the early days of the pandemic. And, there were concerns about the spread of the new variants which some felt was a strong rationale for continuing the restrictions for several months to possibly a year. Many wanted to wait until there was more evidence that the situation was under control. They viewed this as the most responsible approach to take and one which was mutually beneficial, minimizing the risk to both Canadian and U.S. citizens.

Some participants within the group in the GTA among those experiencing COVID fatigue and/or exhibiting riskier behaviours had a different perspective. While noting that the travel restrictions had been necessary at the beginning of the pandemic, a few participants felt it was now time to open up the borders to permit non-essential travel. Their argument was that, with evidence of a fairly high rate of vaccinations in the U.S., the rationale for keeping the borders closed was becoming less credible and relevant. Some expressed that it was now much safer to travel to the U.S. and that the requirement to quarantine for those coming into Canada was a sufficient safeguard. A few dissenting opinions were shared by participants in other groups. Nevertheless, some did comment that the choice to travel should be left up to individuals rather than mandated by the federal government. It was assumed that most people would make responsible decisions in this regard.

When asked whether travel restrictions should continue as is, be opened up more or restricted more, most participants opted to keep the restrictions in place. Many felt that Canadians' health should be prioritized and that the travel restrictions, once in place, had been key to limiting the spread of the virus in Canada. Additionally, some questioned why, given the progress to date, the restrictions would be eased at this point especially given the rise of new variants of concern. There was a desire to retain the restrictions until more citizens had been vaccinated on both sides of the border.

A few participants argued for additional restrictions, favouring shutting down all international travel into and out of Canada and complete closure of all airports. This view was underpinned by concerns that international travelers were the main source of the spread of new COVID-19 variants.

Reopening the Canada-U.S. Border

Participants discussed best estimates as to when they expected the Canada-U.S. border to reopen to non-essential travel. Most thought that the border would likely open by the fall of 2021 or December, at the latest, basing their estimates on the point at which they expected a significant portion of the population in the U.S. and Canada to be vaccinated. That said, a few participants anticipated that the borders would probably not reopen to non-essential travel until sometime in 2022. This was the view held by many Indigenous participants in Alberta who expressed concerns about an imminent third wave of the virus causing an increase in cases of COVID-19.

In the context of this discussion, some participants commented that the Government of Canada would likely come under some pressure to open the borders much earlier to appease those wishing to take summer vacations or hoping to travel before the return to school in the fall of 2021.

Participants were asked what criteria the Government of Canada should consider when deciding whether or not to reopen the border and the timing. A range of considerations and/or targets were put forward, including:

- Vaccination levels – This was the most commonly mentioned consideration. Some participants indicated that consideration of reopening should occur only when 70%-80% of those eligible to receive a vaccination have been vaccinated, while others felt comfortable opening once a majority of the population has been vaccinated and/or when herd immunity has been reached, according to public health officials. A few were more precise in suggesting that all parties should be vaccinated (including the traveler and those they are visiting). Many participants were of the view that reopening the borders should be predicated on vaccination coverage among Americans, expressing concerns that U.S. travel policies could result in further spread of COVID-19;
- Infection/transmission rate – Several participants commented that they would recommend reopening only when the daily number of cases of COVID-19, and mortality rates due to COVID-19 are very low. While some noted that having no new cases of COVID-19 would be ideal as the threshold for reopening, they recognized it was probably unrealistic;
- R-value/estimate (reproductive rate);
- Hospitalization rates and number of patients in Intensive Care Units (ICU); and
- Spread of the COVID-19 variants.

In several groups participants debated the effectiveness of various metrics, questioning which of several would be the better measure to assess the current state in order to decide on the timing of reopening. For example, some argued that not everyone who has contracted COVID-19 has necessarily been tested. As such they felt that the positivity rate or the number of current cases may not be as accurate a measure as the rate of hospitalizations. Others questioned using vaccination rates or thresholds, depending on the efficacy of the vaccines against the new COVID-19 variants and concerns that those who are vaccinated may still transmit the virus. In some groups, participants reiterated their earlier point of view that people should not be pressured to get vaccinated and, as such, they felt other metrics were more useful or that the borders should be reopened immediately.

Two specific scenarios were discussed among participants with respect to the criteria for reopening, the first being if the U.S. manages to vaccinate all Americans before Canada is able to do the same among Canadians. While many participants agreed that reopening at this point made sense, others favoured doing so only when cases of COVID-19 in the U.S., including the spread of variants, are low. Others put forward additional caveats specifically to suggest that only those Americans who have been vaccinated should be permitted to enter Canada and that proof of a negative test and quarantining should remain in force. As others had stated earlier, proof of vaccination was not necessarily convincing for some, given the possibility of transmission among those who have been vaccinated. They felt this scenario put Canadians at risk of exposure to the virus.

The second scenario involved all Americans being vaccinated and low numbers of COVID-19 cases in the United States, but still relatively high rates of transmission within Canada. Under this scenario, the preference of most participants was to keep the borders closed. Again, concerns were expressed about the aggressiveness of the variants and the efficacy of the vaccines in immunizing the population against the variants. A number of participants felt strongly that Canada had an obligation to meet the American standard prior to reopening and, as such, viewed it as unfair to Canadians and Americans alike to permit cross-border traffic which would put citizens of both countries potentially at risk. There was also a concern that those who are vaccinated may elect not to follow public health guidelines, including physical distancing and mask wearing.

The view of some participants was that the decision to reopen the border should be a joint decision between the U.S. and Canadian governments, and not one that should be made unilaterally. Several participants made the point that the best approach would be to wait until sufficient numbers in both populations have been fully vaccinated.

Immunization Passports (GTA Experiencing COVID Fatigue and Riskier Behaviours, Victoria and Nanaimo B.C., Alberta Indigenous Peoples, Mid-size and Major Centres Alberta Opinion Leaders)

Participants were then asked for their perspective on permitting fully vaccinated Canadians with proof of vaccination to cross the Canada-U.S. border for non-essential purposes before it is open to other countries and everyone else. Many participants opposed the idea of immunization passports, framing their response as a human rights issue that restricts freedom of travel and choice, and violates personal privacy. By contrast, and almost in equal numbers, other participants favoured this approach. They noted that proof of immunization is already required in order to travel to certain countries. Nevertheless, questions still lingered among some participants about the effectiveness of the vaccines against the variants. In this respect, they were not entirely convinced that proof of vaccination should be the primary or only criteria for a return to normal travel.

Post-COVID-19 Travel (Lower Mainland Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors)

In several groups, participants discussed their pre and post-pandemic travel plans in addition to their thoughts on what the Government of Canada could do to encourage Canadians to travel in Canada and to support the Canadian tourism industry.

Many participants indicated that they had been forced to cancel travel plans as a result of COVID-19, involving travel to the U.S. and international destinations. Others commented that they had been out-of-country on vacation at the time the pandemic struck and had to cut their trip short in order to return to Canada before the borders were closed.

When asked about their vacation plans once the pandemic is over, most participants were enthusiastic to resume traveling overseas. A number of participants had credits or refunds from previously cancelled trips that they wished to use. Others, while excited to get back to traveling, were factoring in the requirement to self-isolate upon return. A few participants were less enthusiastic about traveling anywhere either inside or outside of Canada, expressing concerns about both the cost and the risks to their health, preferring to wait until they and their travel companions have been fully vaccinated.

Participants discussed whether they expected to spend more, less or about the same amount of money as they typically do on vacation. On balance, most participants expected to spend about the same, with some commenting that they had a budgeted amount for travel and they did not anticipate this would change. A few participants indicated they would likely be spending less, given the impact of the pandemic on their immediate financial outlook. By contrast, several others said they would be likely to spend more, either because they wanted to splurge after all the time spent at home or because they felt that the cost of travel, especially flights, was likely to increase as airlines attempted to recover lost revenues.

Participants were asked if they planned to travel within Canada or internationally. Responses were split across the groups, with about as many saying they planned to travel outside of Canada as those who said they anticipated traveling to destinations within Canada. Among those who identified international destinations, comments suggested they were motivated to visit family overseas, resume a planned family trip, or spend time in countries/regions with a more temperate climate. Those who indicated they would most likely be traveling within Canada felt it was a good time to explore places in Canada they had not yet visited or expressed some worries about the health risks associated with international travel at this time. They intended to hold off on international travel for another 12 months or so. Others were particularly keen on a road trip within Canada, or possibly into the United States. Some commented that they specifically wanted to support Canadian businesses – stores, restaurants, museums, theatres – and that this was a factor in their decision to travel within Canada rather than overseas.

Those who had indicated they would be traveling internationally were asked what would cause them to change their plans and travel within Canada. Cost was a consideration for most of these participants, including exchange rates when traveling overseas. In addition, participants said their plans would depend on the situation in terms of the pandemic. They commented that the conditions in Canada would be a factor in their decision. Other considerations included the distance (i.e., flying time), weather, as many were wanting a break from winter conditions, and mandatory restrictions such as quarantine upon return which might add to the time they would need to book off for vacation.

Incentives for Travel within Canada

Participants were shown a list of things the Government of Canada could do to encourage Canadians to travel post-COVID-19 within Canada as a way of supporting the Canadian tourism sector, which has been hard hit by the pandemic, including:

- *A credit where the third night of any hotel stay in Canada is free*
- *A promotion where you could fly anywhere in Canada at a cost of \$200 per trip*
- *A refund of up to \$200 on travel, hotels, or activities you could claim when you purchase them using an app*
- *A tax credit of \$200 if you spend that same amount on travel within Canada*
- *Provide free travel passes for kids on train or airplane trips within Canada*
- *Provide free admissions to museums to all Canadians*
- *Provide free admissions to Parks Canada for all Canadians*

In discussions as to which of these would convince them to take an extra trip in Canada or to travel domestically instead of internationally, most participants gravitated to offering Canadians a promotion to fly anywhere in Canada for \$200 and a third night of any hotel stay for free. A few also mentioned that being offered the third night of a hotel stay for free might encourage them to extend their trip. The dollar value associated with these incentives was viewed favourably and lowering the overall cost of a trip was seen as an incentive to travel within Canada, although some questioned whether there would be black-out periods during which this promotion would not apply. A few participants commented on the high cost of flights to travel across Canada, seeing this promotion as providing some relief. At the same time, the point was raised that more could be done to incentive those wishing to travel across Canada by land, not just by air. Some mentioned concerns about the risk of exposure to the virus traveling by air and preferred to travel with fewer people by car or RV.

Participants also generally liked the travel passes for children, on trains or airlines, and free admission to museums for all Canadians, the former being seen as a strong incentive for parents. While some participants commented that free museum passes would not necessarily incentivize them to travel to other destinations within Canada, they would likely take advantage of them to visit museums in their hometown. The ability to visit museums at no cost was viewed positively particularly by those who were feeling some financial pressures as a result of COVID-19 (i.e., reduced work hours or loss of employment).

While some participants reacted positively to the offer of free admissions to Parks Canada, this option was of less interest to most. Even those who responded enthusiastically wondered about the availability of camping spots, and thus the opportunity to be able to take advantage of this offer.

Tax credits and refunds, while appreciated, were of somewhat less interest to most participants who felt these might be overly complicated to administer. Some also thought the timeline to receive the tax credit, relative to when the expenditure took place, would be too long and would likely mean some might forget to take advantage of it. Others questioned how the refund via an app would work – they did not fully understand the process and indicated that it would be unlikely to incentivize them to change their travel plans. Some were also concerned about submitting information via an app,

particularly with respect to the security of any personal information provided. In general, these options were not as attractive to participants as the others.

When asked what else the Government of Canada could do to encourage people to travel within Canada, participants volunteered the following:

- Increased advertising and promotion of travel in Canada, including raising awareness of the variety of attractive destinations and activities;
- Encouragement of family travel;
- Additional discounts or group travel rates for those wishing to attend sports events or festivals;
- Extending free passes to include art galleries and festivals, in addition to museums, as well as other local points of interest;
- Encouraging outdoor activities and adherence to physical distancing;
- Lowering the price of gas at the pump and/or credits on fuel expenses for those traveling by road;
- Offering discounted fares for those wishing to travel by rail;
- Providing local transit passes;
- Extending free travel passes to all, rather than targeting them exclusively to children;
- In addition to hotels, partnering with companies operating as part of the sharing economy, such as Airbnb and other short-term vacation rental operations, to provide discounts and/or free nights; and
- Creating all-inclusive packages which would encompass both hotel stay and meal plans to encourage travelers to patronize small businesses in the local community.

Budget 2021/Economic Growth (Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, Victoria and Nanaimo B.C., GMA Young Adults, Mid-size and Major Centres Alberta Opinion Leaders)

In seven groups throughout the month, participants discussed their expectations for the federal budget which was subsequently tabled on April 19, 2021. The discussion covered their expectations of what would be included in the budget, what they felt the focus of the budget ought to be, and their general perspectives on economic growth. There was a general consensus among participants that the next budget should focus on economic growth and job creation. Some felt that there should be a greater emphasis placed on social spending, with several stressing that more should be done to help

vulnerable Canadians. The concept or term 'economic growth' generated many positive connotations, principally related to enhancing the well-being of Canadians, but also a few negative associations. Participants' responses on these topics are provided in more detail below.

General Expectations of the Budget

Across all locations, participants were asked what they thought would be the focus of the next federal budget. In all groups, the most recurrent themes mentioned centered on health care and economic recovery.

There was a general consensus among participants that a high priority should be placed on economic recovery with a focus on increased employment opportunities. Many said that job creation and getting people back to work were crucial steps to recovering from the economic impacts of the pandemic. Several thought that an employment focus was particularly important as they felt that Employment Insurance (EI) and the COVID-19 Recovery Benefits were not a long term solution. Some were of the view that financial supports should be rolled back once the pandemic ends. These participants suggested that employment programs rather than financial assistance would be more beneficial as a way of helping both individuals and the national economy, viewing employment as critical to positive mental health and well-being.

Some felt that an economic focus in the budget would be the best way to help small businesses which they felt had been disproportionately adversely affected by the COVID-19 pandemic. Participants who mentioned the impact on small businesses frequently spoke about their desire to see any potential economic stimulus directed specifically to smaller, independently-owned businesses, rather than large national or multinational corporations.

Others mentioned their preference for a budget that would incentivize greater diversification of Canadian industry, with less emphasis on resource extraction (e.g., the fossil fuel sector) and more emphasis on green technologies. Those who mentioned the environment alongside the economy indicated that they would like to see a greater focus on sustainability and environmental protection in future economic development plans and strategies.

Health care was mentioned with nearly the same frequency as the economy as a key area on which the budget should focus. Addressing the public health concerns of the COVID-19 pandemic was seen as a priority. However, some indicated a need for greater funding for health care in general, beyond the issues which had surfaced related to the pandemic. Several said that they would like to see a general increase in access to and funding for health care, including increased federal health transfers through the *Canada Health Act* (CHA). Some indicated that beyond broadly increasing access to care, the budget should expand universal access to additional health care services, including mental health services as well as addictions counselling and treatment. Additionally, some said that the budget should establish a national pharmacare program. It was felt that the establishment of these types of programs would be beneficial to Canadians as a whole, because such policies would alleviate some financial and social stressors.

In addition to economic stimulus and health care, participants mentioned several other areas on which they expected the budget to focus, including:

- Education
- Climate Change
- Infrastructure
- Establishing a national childcare program
- Lowering the cost of housing in major Canadian cities
- Tourism
- Reduction of interprovincial trade barriers
- Equal pay and a living wage for workers

At the same time, concerns were raised about the budget deficit, although participants' comments suggested there was some confusion in regards to the distinction between the national debt and the deficit. Though participants used these terms interchangeably, their comments conveyed a concern about the level of federal government spending and the long-term sustainability of expenditures at this level. Concerns were also raised about the length of time between budgets, with a few participants commenting that they felt that this reflected a lack of accountability on the part of the Government of Canada.

Budget Focus

In order to gauge participants' broad expectations with respect to the focus of the next federal budget, they were shown a list of three options, and asked which one they preferred. These options were:

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

Participants displayed a distinct preference for the second option, *Mapping out an economic recovery plan*. Those who chose that option said that they felt that it was the best of the three as it was quantifiable, while the others were perceived as more vague. It was felt by some that the third option, *Mapping out a vision for what life will be like after COVID-19* was substantively similar to the second and that there was considerable overlap between the two. Comments from those who preferred the second option were generally focused on economic factors related to COVID-19 pandemic recovery.

Among those who selected *Mapping out a vision for what life will be like after COVID-19* there was a sense that planning for a post-COVID-19 world would first require an economic recovery. These rationalizations differed from those given by participants who preferred *Mapping out an economic recovery plan* in that some of them noted the need for greater preparedness for future pandemics, as well as the general need for a larger social safety net, while those who chose the latter option mainly confined their comments to more specific economic actions that should be taken by the federal government. Regardless of which of the two options they chose, participants who chose either of the

second or the third frequently mentioned that these two options were, in their opinion, interchangeable.

Those who chose *Dealing with the COVID-19 crisis* felt that while post-pandemic recovery was important, addressing the pandemic was a higher priority. They expressed concern that the pandemic had not yet been adequately brought under control. Participants who preferred this option also indicated that addressing the needs of vulnerable groups should take priority over economic development. Several participants indicated a desire for greater social assistance and enhanced safety nets which they felt would lead to Canada becoming a healthier, more equitable society. Furthermore, participants felt that stronger social supports would position Canada to be better prepared for future global health and/or economic crises.

Perspectives on Economic Growth

As part of the discussion regarding the focus of the upcoming federal budget, participants were asked how they interpreted the term *economic growth*. Many commented that the term generated positive associations, indicating that they linked it to increasing wealth, employment, and financial security. Though not a widely held opinion, some were skeptical of the term and associated it with more negative consequences tending to view it as more supportive of big business rather than growth at a more local level. Still others felt that the term was disconnected from their reality and did not reflect the economic situation in their region. A few thought the term was non-specific and meaningless. Several participants voiced concerns that an excessive focus on economic growth would be detrimental to work/life balance, commenting that such an outcome could be detrimental to mental health and overall productivity.

In addition to the general discussion of expectations of what would be included in the budget, participants were asked specifically about their perspectives on a budget that focused on job creation and economic growth versus one which focused on supporting people through the pandemic. Responses varied, with many indicating their preference for an economic focus, viewing this as foundational to providing ongoing support to people through the pandemic. Among those who held a contrary view, rationales varied, though several indicated that the federal government ought to focus on the welfare of Canadians before the economy.

When asked what they would expect to be featured in a budget focused on employment and economic growth, participants indicated that such a focus would mean sizeable investment in the economy as well as in housing and infrastructure. There was a clear consensus among participants that such a budget would mean direct federal government incentives for businesses, either in the form of grants or tax incentives. Several said that post-pandemic economic investment and regulatory incentives would be an opportunity to encourage green industry, while others felt that encouraging increased natural resource exploitation would also be a desirable course of action. There was a feeling among some that a budget focused on economic growth would feature large-scale investment in infrastructure, including the construction of affordable housing units. Opinions were, however, divided on the specifics of affordable housing projects. Some expected that affordable housing would take the form of constructing new low-cost housing units, while others expected the federal government

would utilize key financial levers and tools to address the issue (e.g. Bank of Canada interest rates). Participants expected that infrastructure projects would be a source of employment for many Canadians.

When asked why they preferred a budget focused on job creation and economic growth, a range of explanations were offered. Several commented that jobs and growth were measurable and concrete objectives which would enable the Government of Canada to set specific targets and milestones. Others said that a focus on jobs and economic stimulus would be an effective means of addressing the economic damage inflicted on Canadians and the Canadian economy as a result of the COVID-19 pandemic. Many mentioned the disproportionate impact of the pandemic on small businesses and the need for federal support of this sector. Some participants expressed a concern that any stimulus intended to help local businesses would likely end up enriching major corporations, which they felt would be an inappropriate use of federal financial assistance.

On balance, those who supported jobs and growth felt that expanding the economy would be an effective means of addressing the welfare of Canadians. They viewed employment as a key pillar supporting the overall well-being of the Canadian population. The predominant view was that personal financial security and stability underpinned quality of life. There was a concern that an overreliance on financial assistance, including EI, was detrimental to recipients and to the country as a whole. Those who made such comments noted that a focus on employment in the budget would both strengthen the Canadian economy and simultaneously reduce the deficit. This approach was favoured by several participants who expressed concerns about high levels of government spending, indicating that they saw economic growth as a path to reducing long-term reliance on financial assistance from the Government of Canada.

Among those who preferred that the budget take a different focus – less singularly focused on economic growth – it was felt that making growth a cornerstone of the budget was premature at this time. They were of the view that the ongoing pandemic and associated restrictions were incompatible with large-scale economic reopening. It was felt that until the pandemic was more under control, the focus of the federal government should be on supporting Canadians who are struggling with the effects of the COVID-19 pandemic. Some indicated that the budget should go beyond supporting Canadians through the pandemic, and should address social inequalities. Participants pointed to homelessness and poverty as particular areas of concern. Several said that the budget should focus on mental health services which they viewed as a critical and under-addressed issue. Though the specific means through which mental health services could be delivered were not explored as part of this conversation, many of the participants said that funding and programs in some form were necessary. Others who preferred a socially-focused budget expressed a desire for greater emphasis on education. These participants felt that increased educational attainment would be a significant long-term benefit.

French Language (Quebec Anglophones)

Anglophones residing across the province of Quebec participated in a discussion centered on the French language and the Government of Canada's proposed amendments to the *Official Languages*

Act. Participants were asked for their views on whether they felt these amendments would have an impact on the French language in Canada.

Awareness of the proposed amendments by the federal government to the *Official Languages Act* was low, with very few participants stating they had read or heard anything.

To gauge participants' thoughts related to the modernization of the *Official Languages Act*, five of the various amendments were highlighted and discussed:

Increase French immersion programs outside Quebec: Demand for access to French immersion programs has exceeded supply in recent years.

Increase Francophone immigration: Recruit Francophone and French-language teachers – for immersion teaching of second language programs, and for French-language education – to address the shortage of French language teachers in Canada, particularly outside of Quebec.

Strengthen the role of Radio-Canada in protecting and promoting the French language.

Appoint only bilingual Supreme Court justices to provide for the right to be understood directly by the judge, without the assistance of an interpreter, before all the courts.

Strengthen the powers of the Commissioner of Official Languages: To be able to better enforce compliance with the Act, use alternative dispute resolution methods, and add grounds on which the Commissioner may refuse or cease to investigate a complaint.

Overall, most participants were supportive of the proposed amendments. In particular, most felt that appointing bilingual Supreme Court justices should be a top priority. In fact, many expressed bewilderment at the fact that this requirement was not currently in place. Bilingualism within the highest court of Canada was seen as beneficial, both for Francophone and Anglophones in Quebec and beyond to help limit any biases and improve access to justice in both official languages.

Reactions were also generally positive for increasing French immersion programs outside Quebec, however, some wondered if Canadians residing outside of Quebec would recognize the potential benefits of learning the French language. In the same vein, a few participants remarked that the English education system in Quebec also needed to be expanded and improved upon in parallel with expanding French immersion.

On balance, participants did not take issue with strengthening the role of Radio-Canada, however, some felt that it was also important to simultaneously strengthen the role of CBC Radio within Quebec.

A few participants expressed slight concerns with strengthening the powers of the Commissioner of Official Languages. Some participants were unsure of the Commissioner's role in general, while others expressed hesitation about the amount of power given to the Commissioner and how it would impact the lives of Canadians residing outside of Quebec. Some worried that enforcing the amendment may result in a weakening of the French language and Anglophone rights in Quebec.

Participants, overall, did not view strengthening bilingualism as a major nor important issue. While many agreed that the French language needed protection, most felt that a truly bilingual Canada was

an ideal. Participants felt strongly that in addition to protecting the French language, the rights of Anglophones within Quebec were being overlooked and required protection as well.

Furthermore, relatively few participants felt the proposed amendments to the *Official Languages Act* would have much impact on the health of the French language in Canada. Most felt that Francophones outside of Quebec may benefit from the amendments but would not find them necessary. As well, some felt that Anglophone Canadians would not see much use in pursuing and implementing these amendments, therefore stalling progress towards enhancing bilingualism within Canada.

Indigenous Issues (Alberta Indigenous Peoples)

A range of issues specific to Indigenous Peoples were discussed among a group of Indigenous participants residing across the province of Alberta. The discussion covered a variety of topics, including participants' views on Indigenous priorities, the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), and clean drinking water on reserves.

Indigenous Priorities

When asked what important Indigenous issues required more federal government attention, many identified racism and discrimination as an important priority. Participants felt that much needed to be done and could be done to counter systemic racism. A few spoke about the desire for greater sovereignty and self-governance and a perceived need for greater input into the administration of criminal justice with respect to Indigenous communities. Moreover, some also mentioned there should be more transparency on how the Royal Canadian Mounted Police (RCMP) has handled interactions with Indigenous peoples.

In addition to addressing racism and discrimination, participants mentioned that the Government of Canada could improve upon the breadth of Indigenous initiatives. Some felt that initiatives spearheaded by the federal government were designed only to deal with surface level issues, to which some specifically mentioned low-income housing, mental health support and the cost of living as issues that had not been adequately addressed by federal government programs.

Furthermore, participants spoke about the need for equity in federal government funding. Comments centered on the need for additional support for Indigenous youth within the child welfare system and the lack of equity which lead to Jordan's Principle, a principle developed to ensure that First Nations children have equitable access to government funded public services.

Other issues that participants identified included:

- Lack of clean drinking water on reserves;
- Greater access to sustainable housing;
- Better access to education;
- Better access to health care;

- High cost of food in remote Indigenous communities; and
- Lack of access to high-speed internet to support working and schooling from home.

Many participants mentioned they wanted to see action taken above and beyond surface level programs by the federal government before they would be able to acknowledge any progress.

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

Unprompted, many participants had heard of UNDRIP, although most were vague on specific details. Some, however, knew it was the United Nations global call to action to protect the rights of Indigenous peoples. As an aid to discussion, participants were provided with the following additional information:

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

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

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

When asked if they had heard about how the Government of Canada had responded to UNDRIP, most felt that the federal government had made little progress in implementing the specific rights and actions of UNDRIP. Some mentioned that they had yet to see any practical implementation of UNDRIP or the calls to action from the Truth and Reconciliation Commission (TRC).

Participants were then told the Government of Canada had recently introduced legislation to implement UNDRIP. Participants generally felt that they did not expect to see tangible changes because of this legislation. Some reiterated earlier comments that little had been done to implement recommendations stemming from the TRC and as a result, it was unlikely that the UNDRIP legislation would be any different. Some participants also spoke about what they felt was a history of little support from the Government of Canada, leading them to believe that UNDRIP would do little to improve the lives of Indigenous peoples.

Drinking Water Advisories on Reserves

Most participants had heard of the Government of Canada's efforts to lift long-term drinking water advisories on reserves. While some were vague on details and dates, most were aware that the

original deadline to lift all drinking water advisories had not been fulfilled. Participants were then shown the following statement:

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

When asked for their thoughts, participants were not surprised that the initial deadline had been missed. Some questioned why the work had been delayed and expressed frustration that other projects of similar magnitude and budgets were often completed within their targeted deadline. It was thought that a new timeline of a year to 18 months was reasonable. Participants expressed that a shorter timeframe was preferred, however, they recognized that the number of communities involved and the great variability in terms of the amount of work already done and the challenges that each community faced could slow progress. In addition, the issue of uncertainty around the pandemic was acknowledged as an impacting factor.

To conclude the discussion, participants were provided with the following information on a new website to track the progress on lifting drinking water advisories:

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

Participants were encouraged by this information and felt that the website was a step in the right direction. There was strong support to use this project and service to demonstrate transparency in the contractual relationships between all companies and government agencies involved to ensure fair businesses practices were occurring. It was also hoped that such a website would demonstrate accountability, thus holding all involved parties accountable to the goal of aiding Indigenous communities.

Digital Government (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors)

The topic of digital government was discussed in several groups to better understand participants' views and expectations of digital service delivery.

As an opening question, participants were asked about the types of services and interactions they associate with the Government of Canada, including those delivered online, by telephone, or in-person. A wide range of services and interactions were cited in response, including:

- Postal services
- Benefits, including pensions payments (e.g., CPP and OAS), Employment Insurance (EI) and various COVID-19-related financial supports
- Employment-related services (e.g., job postings)
- Tax filing, tax refunds and other tax-related services, including tax credits (e.g., the Disability Tax Credit)
- Passports
- Licensing
- Immigration and settlement services
- Cross-border services, including duties and customs
- Services related to federal elections
- Statistics and data

A few participants cited health services (e.g., in-home medical services), an indication that there may have been some confusion in distinguishing between the services offered by various levels of government, particularly those delivered by the federal and provincial levels of government.

In responding to this question, participants noted a number of federal government departments and agencies that they most closely associated with key services to the public such as Canada Post, Canada Revenue Agency (CRA), Canada Border Services Agency (CBSA), Statistics Canada, Service Canada, Canadian Passport Offices, and Veterans Affairs.

When specifically asked about online Government of Canada services that they have used in the past year, most participants mentioned EI and/or CERB claims, income tax filings, and passport applications/renewals. On balance, most described their experience accessing these services online in positive terms. Government of Canada online services were described as quick, easy and

straightforward. Some also remarked on enhancements to security features which they had noted, specifically citing improved security by CRA. And, a number of participants indicated that online services were better relative to services they had received by telephone, where wait times to connect with a service agent were often much longer than they had anticipated. In particular, those who had applied for the CERB described the online experience as fast and easy.

A few participants related experiences they have had interacting online with the Government of Canada that were somewhat less positive. In some cases, the online platform was not viewed as lending itself to readily addressing a more complicated matter (e.g., questions regarding pension benefits) or in providing a clear understanding of eligibility rules for particular programs. Several participants also mentioned that they had used telephone and online services in combination. In these situations, telephone was often used to follow-up on a question or outstanding issue and was seen as a more efficient channel for reaching a speedy resolution. Some suggested adding web-chat features to Government of Canada online services to provide ready access to a service agent who could respond to questions in real-time, thereby avoiding the need to contact a call centre.

Outside the current COVID-19 context, participants expressed mixed views on whether more Government of Canada services should be made available online, although most were generally supportive of moving in this direction. Some felt that a shift online would make access to services quicker for Canadians and generally more convenient. They also saw an advantage to centralizing services online and potentially providing users with a single point of entry or access which may involve using one's social insurance number (SIN) as the password. However, while some were very comfortable accessing services and information online, others expressed concerns about security issues as well as the possibility that a shift online could result in the elimination of other channels (e.g., telephone). They raised questions about how proof of identity would be confirmed online, specifically when applying for or renewing a passport, and worried that those who are less technically savvy and/or older Canadians may not be served as well. Some participants underscored it was still important to have the option of speaking to a service agent, especially when citizens have very specific queries that may be unique to their personal circumstances.

Many participants struggled to identify what additional services could be shifted online. Furthermore, some assumed that the Government of Canada had already made significant progress in moving more services to an online platform. When pressed, some felt that all tax filings should be completed online and anticipated that this could greatly simplify the process. Others commented that citizens should be able to apply for basic documentation online (e.g., replacement of SIN cards, renewal of passports, birth registrations, etc.).

A few participants suggested that the Government of Canada should do more to better promote the services that are already available online. It was their view that many Canadians are unaware of the full range of information and services that can be accessed online. This was felt to be a key first step as the Government of Canada shifts to making more services available online.

Participants acknowledged a number of benefits associated with making more Government of Canada services available online:

- Convenience for the public/users, particularly for single-parent households and/or those with young children who find it difficult to access services in-person or by phone while also juggling family responsibilities;
- Timeliness of services, and not having to line up in person;
- Greater accessibility, specifically for those residing in rural and more remote parts of the country who may have to travel some distance in order to access services in-person;
- Accuracy of information (as opposed to information relayed by customer service agents by telephone which they thought might vary from one agent to another);
- Secure portals, allowing users to access their own information securely; and
- Cost efficiencies, both for users as well as for the federal government – some participants assumed services could be delivered with a smaller staff complement and that the paper trail could be significantly reduced.

To continue the discussion, participants were shown a list of three possible benefits as follows:

- *Having modern digital systems makes it a lot easier for governments to quickly implement big policy changes. For example, it was easier to roll the CERB out quickly because of the digital application and distribution system in place.*
- *It makes the lives of Canadians easier, because they can complete applications anywhere, anytime, and don't have to spend time in lineups or on hold.*
- *Providing more online services to businesses makes Canada more competitive economically because it helps set up businesses and allows them to access the supports they need.*

When asked which of these they felt was the most valuable benefit, many focused on the ability of governments to move quickly in implementing policy changes, as well as for Canadians to avoid commuting time to service locations and long line-ups, in addition to being able to interact with government 24/7. Participants underscored the importance of rolling out information and services to the public promptly and felt that, given most Canadians have access to a smart phone, relying more on online services made sense. The point was also made that a shift online would likely lead to greater efficiencies and cost effectiveness for the Government of Canada.

Convenience was specifically cited as a vital benefit, although some participants did note that website functionality is key as any issues in this regard may then lead to a high volume of telephone inquiries which may overwhelm Government of Canada call centres.

A few participants did feel that the benefits to businesses were important, specifically small businesses for which they felt the ability to access online supports from government was crucial given the jobs generated and supported by this sector. At the same time, several participants commented on the importance of ensuring online services to businesses are well executed. Some had experienced poor service online and, as a result, felt more comfortable reaching out by telephone to get the information they and their business required.

Government of Canada's Digital Strategy

Participants were then shown a series of objectives that could be used to develop the Government of Canada's digital strategy and asked which one of these it should be working towards:

- *Delivering digital services that are secure, reliable and easy to use, from any device.*
- *Secure, reliable and easy to use, digital services that are built to serve Canadians.*
- *Secure, reliable and easy to use, transforming how we serve you.*
- *Secure, reliable and easy to use; services that work for you.*
- *Transforming your Government of Canada to serve you anytime, anywhere.*

While many participants found the statements to be very similar, overall, most participants supported the objectives as described in the first and fourth statements, emphasizing the delivery of digital services that Canadians can access from any device and that work for them. The ability to access digital services across multiple devices was seen as supporting participants' desire for services that are accessible, easy to use, and convenient. It offered participants a sense of reassurance. This was particularly the case for those participants who commented that their smart phone is the primary device by which they access online services. They underscored the need to ensure that Government of Canada websites are designed with a view to optimizing the online experience across different platforms and variable screen sizes (e.g., responsive web design (RWD)). They also liked the phrase 'that work for you,' which was thought to be more universally encompassing. For some participants, it underscored that the Government of Canada would ensure that all Canadians had access to these services. Moreover, they appreciated that the statement was focused on what digital services could offer Canadians and saw this as an attempt by the federal government to tailor services in a way that is more reflective of Canadians' needs and how they interact with the Government of Canada. The simplicity and brevity of this statement was also appealing for some.

A modest number of participants were drawn to the second and fifth statements, noting the focus on serving Canadians, transforming government and the emphasis on access to service anywhere and anytime. As noted above, they interpreted these statements as meaning the experience would be designed to be specific to Canadians and that it would also be more convenient for Canadians.

Participants appreciated the emphasis on security, reliability and ease of use as a key objective with respect to the Government of Canada's digital strategy. There was no strong consensus as to which of these three attributes was most important and participants did not necessarily prioritize one of these over another. At the same time some commented that the term 'reliable' also encompassed the notion of 'secure.' Others noted that security was uppermost in their minds given the prevalence of identity theft and incidents of hacking. A few expressed concerns about the privacy of their personal information as the Government of Canada shifts towards delivering more services online, but ultimately felt the advantages of increased accessibility generally outweighed these concerns. Those who prioritized ease of use did so because they assumed they could count on federal government digital platforms to be both secure and reliable – as such, they were of the view that these objectives did not need to be explicitly stated.

When asked if there were other aspects of digital service delivery that are as, or more, important than those discussed, some focused on speed of service, accessibility in different languages as well as services which are easy to find. Consistency in the experience offered and user-friendliness were also stressed.

Confidence and Trust in Government

Most were confident that the Government of Canada could make the switch to provide more services online which are secure, reliable and easy to use. They commented that the federal government had a highly skilled workforce capable of adapting to an increasingly digital service delivery environment. Moreover, they felt that if other institutions had successfully made this shift, there should be no reason why the Government of Canada could not do the same. In further discussion, participants noted that ensuring reliability and security should be relatively straightforward, although the regular occurrence of cyberattacks was flagged as an ongoing concern for businesses and government alike. Nevertheless, they felt the real challenge for the federal government would be the time it would take to execute on this strategy as well as the requirement to continually update various websites, ensuring both the functionality and information provided are kept current.

When participants were asked if the ability to deliver services online impacted their level of trust in the Government of Canada, views were split. Those who responded affirmatively felt that online services reflected greater transparency and accountability in government and that this helped to boost their sense of trust. Some also indicated that online service delivery spoke directly to the competence of government which underpinned trust.

Others expressed concerns that their sense of trust could be adversely affected if the switch to online services did not go as well as planned, or if the online architecture resulted in a labyrinthine structure and an onerous experience for users.

A few participants saw no direct link between their level of trust in government and the delivery of services online. These participants noted that trust correlated more closely with the policy decisions that are taken and was less a factor of service delivery mechanisms and platforms.

Home Retrofits (Victoria and Nanaimo B.C., Alberta Indigenous Peoples, Mid-size and Major Centres Alberta Opinion Leaders)

In late March, a few groups of participants engaged in a discussion regarding their familiarity with home retrofitting, future plans to engage in such a renovation and what the Government of Canada could do to support and encourage these home renovations.

Familiarity with Concept of Home Retrofits

There was moderate familiarity among participants on what a home retrofit was. Unaided, participants believed the term referred to the upgrading of appliances and other home features to make them more energy efficient and environmentally friendly. Commonly cited examples included the installation of LED light bulbs and solar panels, replacing windows and investing in new energy efficient appliances. A few also perceived home retrofitting to be centered on the upgrading of existing infrastructure rather than conducting rebuilds.

Among those who were less familiar with home retrofitting, there was an element of confusion in that some believed home retrofitting to be a concept with an urban design focus, rather than one on energy efficiency and environmental features. More specifically, participants mentioned upgrading inner city homes to reduce the demand for urban sprawl and the creation of split-level rental properties out of what was originally a single home.

When prompted with the term 'energy efficient home retrofits,' awareness increased. A few participants noted that government rebates are often associated with home retrofitting programs.

Energy Efficient Home Retrofit Plans

For clarity, the following statement was read and participants were asked to comment on whether they planned to undertake energy efficient home retrofits in the next few years.

An energy efficient home retrofit is a home renovation that would make your home more energy efficient, by installing things like better windows, insulation or an energy-efficient furnace. Not only is it good for the environment, but it could also help lower your consumption and energy bills and add value to your home.

Few participants had plans to undertake any energy efficient home retrofits. Among the few who stated they planned to undertake some home retrofits, plans centered on replacing old appliances with new energy efficient appliances. However, participants noted they would only undertake this upgrade once old appliances had failed. Those who did not have plans to do any retrofits mentioned the cost of energy efficient retrofits as a primary barrier or that they were in rental housing where retrofitting decisions were made solely by the landlord. Some also mentioned having recently moved into a brand new home and felt their home came equipped with energy efficient products so no further action was needed.

When asked if an interest-free loan from the federal government would encourage participants to undertake an energy home retrofit, most were not swayed. While some were interested in reducing the financial burden of a renovation through an interest-free loan, many felt they did not want to undertake any new loans. As such, participants perceived a grant or rebate to be the better option, allowing homeowners to reduce the upfront financial burden.

As noted above, receiving a grant proved to be a better motivator. Overall, participants liked the idea of not having to pay back the grant and reducing costs. Some noted that grants could help stimulate

the economy while also reducing their future energy bills, making it a win-win situation. When asked how much of a grant they would need to make it worthwhile, participants remarked that they knew little about the realistic expense of home retrofits but nonetheless felt the grant should cover approximately 60-75% of the cost.

Those who were less enthusiastic about a grant worried that accessibility would be an issue. They felt that many deserving families would not qualify because of other factors, such as their insurance. Some expressed they would be more supportive of a grant based home retrofit program if there were minimal restrictions when applying for and accessing funds.

Motivators

Among those who were considering a home retrofit, there were a variety of motivators to undertake such a project. The most frequently cited rationale was financial motivation and reducing long term costs. Many felt that if doing a home energy efficient retrofit was proven to lower energy bills, reduce the cost of living and overall save Canadian's money, they would be very interested. Additionally, many mentioned the environmental aspect of an energy efficient home retrofit was very appealing. Improving their personal environmental impact, cutting down their environmental footprint, reducing the strain on the electrical grid and taking less from Indigenous lands were viewed as important benefits. A few participants also stated that energy efficient home retrofits were personally appealing as it would make their home more comfortable to live in. While not a popular opinion, a few participants noted that having Canadians cut down on their ecological footprint was a poor selling point, given the associated environmental impacts of producing and packaging the related retrofitted products. Additionally, some participants believed that energy efficient home retrofits should be mandatory in the development of new homes, and some regulations should also be applied to the rental market.

Appendix A – Recruiting Scripts

English Recruiting Script

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

Recruitment Specifications Summary

- Groups conducted online
- Each group is expected to last for two hours
- Recruit 8 participants
- Incentives will be \$100 per person for those outside of Quebec and will be sent to participants via e-transfer following the group
- Incentives will be \$125 per person for those in Quebec and will be sent to participants via e-transfer following the group

Specifications for the focus groups are as follows:

GROUP	DATE	TIME (EDT)	TIME (LOCAL)	LOCATION	COMPOSITION	MODERATOR
1	Tues., March 2	9:00-11:00	6:00-8:00 (PST)	Lower Mainland – B.C.	Vaccine Hesitant	TBW
2	Wed., March 3	6:00-8:00	6:00-8:00 (EST)	Major Centres - Ontario	Opinion Leaders/ Influencers/Paying more Attention to News/Media	DN
4	Mon., March 8	6:00-8:00	6:00-8:00 (EST)	Quebec	Anglophones – General Population	MP
5	Tues., March 9	7:00-9:00	6:00-8:00 (CST)	Manitoba-Saskatchewan	EI/Recovery Benefit Recipients	TBW
6	Wed., March 10	6:00-8:00	6:00-8:00 (EST)	Toronto-Peel-York Region – Ontario	People Working in Hard Hit Sectors	DN
7	Tues., March 16	5:00-7:00	6:00-8:00 (ADT) 6:30-8:30 (NDT)	Atlantic Canada	General Population	TBW
8	Thurs., March 18	6:00-8:00	6:00-8:00 (EDT)	GTA	People Experiencing COVID-19 Fatigue/Exhibiting Riskier Behaviours	DN
9	Tues., March 23	9:00-11:00	6:00-8:00 (PDT)	Victoria/Nanaimo	General Population	TBW
10	Wed., March 24	8:00-10:00	6:00-8:00 (MDT)	Alberta	Indigenous Peoples	DN
12	Tues., March 30	8:00-10:00	6:00-8:00 (MDT)	Mid-size and Major Centres - Alberta	Opinion Leaders/ Influencers/Paying more Attention to News/Media	TBW

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

A market research firm	THANK AND END
A marketing, branding or advertising agency	THANK AND END
A magazine or newspaper	THANK AND END
A federal/provincial/territorial government department or agency	THANK AND END
A political party	THANK AND END
In public/media relations	THANK AND END
In radio/television	THANK AND END
No, none of the above	CONTINUE

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

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

2. In which city do you reside?

LOCATION	CITIES	
Lower Mainland	<p>Cities include: Abbotsford, Burnaby, Chilliwack, Coquitlam, Delta, Hope, Langley, Maple Ridge, Mission, New Westminster, North Vancouver, Port Coquitlam, Port Moody Richmond, Surrey, Vancouver</p> <p>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 1
Major Centres – Ontario	<p>Cities include: Toronto, Ottawa, Hamilton</p> <p>2-3 PARTICIPANTS PER CITY. PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.</p>	CONTINUE – GROUP 2
Quebec	<p>Cities could include (but are not limited to): Montreal, Gatineau, Quebec City, Sherbrooke, Trois-Rivieres, Chicoutimi, Saint-Jean-sur-Richelieu, Laval, Longueuil, Terrebonne, Brossard, Saint-Jérôme, Chateauguay, Drummondville, Granby, Blainville, Mirabel, Dollard-des-Ormeaux</p> <p>MAY SKEW TO MONTREAL AND GATINEAU, AIM FOR NO MORE THAN THREE IN THESE CITIES. ENSURE A GOOD MIX OF CITIES ACROSS THE PROVINCE. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 4
Manitoba/ Saskatchewan	<p>Cities could include (but are not limited to):</p> <p><u>Manitoba:</u> Winnipeg, Brandon, Steinbach, Thompson, Portage la Prairie, Winkler, Selkirk, Morden, Dauphin, The Pas, Flin Flon</p> <p><u>Saskatchewan:</u> Saskatoon, Regina, Prince Alberta, Moose Jaw, Swift Current, Yorkton, North Battleford, Lloydminster, Estevan, Warman, Weyburn, Martensville, Melfort, Humboldt, Meadow Lake</p> <p>ENSURE 4 PARTICIPANTS FROM EACH PROVINCE. MAX 2 PARTICIPANTS FROM MAJOR CITIES IN EACH</p>	CONTINUE – GROUP 5

	PROVINCE – WINNIPEG/BRANDON AND SASKATOON/REGINA. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	
Toronto-Peel-York Region – Ontario	<p>Cities include: City of Toronto, Peel Region (Brampton, Mississauga, Caledon), York Region (Aurora, East Gwillimbury, Georgina, King, Markham, Newmarket, Richmond Hill, Vaughn, Whitchurch-Stouffville)</p> <p>2-3 PARTICIPANTS PER REGION. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.</p>	CONTINUE – GROUP 6
Atlantic Canada	<p>Cities could include (but are not limited to): NS: Halifax, Cape Breton NB: Moncton, Saint John, Fredericton, Dieppe, Miramichi, Edmundston PEI: Charlottetown, Summerside N&L: St. John’s, Conception Bay, Mount Pearl, Corner Brook</p> <p>ENSURE 2 PARTICIPANTS FROM EACH PROVINCE. ENSURE A GOOD MIX OF CITIES WITHIN EACH PROVINCE. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 7
GTA	<p>Cities include: City of Toronto, Durham (Ajax, Clarington, Brock, Oshawa, Pickering, Whitby), Halton (Burlington, Halton Hills, Oakville, Milton), Peel (Brampton, Caledon, Mississauga), York (Markham, Vaughan, Richmond Hill, Newmarket, Aurora), Dufferin County (Mono, Orangeville) and Simcoe County</p> <p>ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN TWO FROM CITY OF TORONTO OR PER REGION/COUNTY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 8
Victoria/Nanaimo	<p>Cities include: Victoria, Nanaimo</p> <p>ENSURE 4 PARTICIPANTS FROM EACH CITY. PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.</p>	CONTINUE – GROUP 9
Alberta	<p>Cities include (but are not limited to): Calgary, Edmonton, Red Deer, Lethbridge, Fort McMurray, Wood Buffalo, Medicine Hat, Grande Prairie, Spruce Grove, Lloydminster, Fort Saskatchewan,</p>	CONTINUE – GROUP 10

	Chestermere, Camrose, Sylvan Lake, Brooks, Strathmore, High River, Wetaskiwin, Cold Lake ENSURE A GOOD MIX OF CITIES ACROSS THE PROVINCE. NO MORE THAN TWO PER CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	
Mid-size and Major Centres Alberta	Cities include: Calgary, Edmonton, Red Deer, Lethbridge, Fort McMurray, Medicine Hat, Grande Prairie ENSURE A GOOD MIX OF CITIES ACROSS THE PROVINCE. NO MORE THAN TWO PER CITY.	CONTINUE – GROUP 12
Other		THANK AND END
VOLUNTEERED Prefer not to answer	-	THANK AND END

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

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

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

3. **ASK ONLY IF GROUP 1** Which of the following best describes what you would do if a COVID-19 vaccine became available?

I have already gotten a COVID-19 vaccine **THANK AND END**

I would get the vaccine as soon as I became eligible for it **THANK AND END**

I will probably get the vaccine, but would want to wait a while **CONTINUE – HESITATOR**

I'm not sure if I would get the vaccine **CONTINUE – HESITATOR**

I would not get the vaccine **THANK AND END**

Prefer not to answer **THANK AND END**

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

4. **ASK ONLY IF GROUP 2 OR 12** How often are you watching, reading or listening to the news/media?

Always **CONTINUE TO Q.4A – PAYING ATTENTION TO NEWS/MEDIA**

Often **CONTINUE TO Q.4A – PAYING ATTENTION TO NEWS/MEDIA**

Sometimes **THANK AND END**

Rarely **THANK AND END**

Never **THANK AND END**

4a. **ASK ONLY IF GROUP 2 OR 12** To what extent do you agree or disagree with the following statements?

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

Strongly agree **CONTINUE = GROUP 2/12**

Somewhat agree **CONTINUE = GROUP 2/12**

Somewhat disagree **THANK AND END**

Strongly disagree **THANK AND END**

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

TO QUALIFY FOR GROUP 2 OR 12 THEY MUST HAVE ANSWERED ALWAYS/OFTEN AT Q.4 (PAYING ATTENTION TO NEWS/MEDIA) AND EITHER STRONGLY/SOMEWHAT AGREE TO BOTH OF THE STATEMENTS IN Q.4A.

5. **ASK ONLY IF GROUP 5** In the past six months, have you received any of these benefits from the Government of Canada?

Employment Insurance (EI) **CONTINUE**

Canada Recovery Benefit **CONTINUE**

Canada Recovery Caregiver Benefit **CONTINUE**

Canada Recovery Sickness Benefit **CONTINUE**

No, I am not receiving any of these benefits **THANK AND END**

Don't know/Prefer not to answer **THANK AND END**

ENSURE A GOOD MIX OF BENEFIT TYPE. AIM FOR AT LEAST ONE RECEIVING CRCB OR CRSB.

6. **ASK ONLY IF GROUP 8** Have you attended a social gathering or event outside your home in the last month?

Yes **CONTINUE TO Q.6a**

No **SKIP TO Q.6b**

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

- 6a. **ASK ONLY IF GROUP 8** Which of the following best describes your current situation?

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

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

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

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

- 6b. **ASK ONLY IF GROUP 8** With COVID-19 restrictions having been in place for almost a year, to what extent do you agree or disagree with the following statements?

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

Strongly agree **COVID FATIGUED**

Somewhat agree **COVID FATIGUED**

Somewhat disagree

Strongly disagree

VOLUNTEERED Prefer not to answer

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

ENSURE A MIX OF THOSE WHO ARE EXHIBITING RISKIER BEHAVIOURS (AT Q.6A) AND/OR COVID FATIGUED (AT Q.6B). BUT, NO MORE THAN 3 PARTICIPANTS WHO ARE 'COVID FATIGUED' ONLY (E.G., NOT EXHIBITING RISKIER BEHAVIOURS AT Q.6A, BUT SOMEWHAT/STRONGLY AGREE TO ANY AT Q.6B).

7. **ASK ONLY IF GROUP 10** Do you identify as Indigenous (First Nations, Métis or Inuit (Inuk))?

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

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

Accommodation and Food Services + **TORONTO/PEEL/YORK REGION = GROUP 6**

Administrative and Support, Waste Management and Remediation Services

Agriculture, Forestry, Fishing and Hunting

Arts, Entertainment and Recreation + **TORONTO/PEEL/YORK REGION = GROUP 6**

Construction

Educational Services

Finance and Insurance

Health Care and Social Assistance

Information and Cultural Industries

Management of Companies and Enterprises

Manufacturing

Mining, Quarrying, and Oil and Gas Extraction

Other Services (except Public Administration)

Professional, Scientific and Technical Services

Public Administration

Real Estate and Rental and Leasing

Retail Trade + **TORONTO/PEEL/YORK REGION = GROUP 6**

Transportation and Warehousing

Utilities

Wholesale Trade

Unemployed

Full Time Student **NO INTERNATIONAL STUDENTS**

Retired **ASK 'WHAT SECTOR WERE YOU PREVIOUSLY EMPLOYED IN' AND RECORD**

Other, please specify: _____

**FOR GROUP 6 ONLY RECRUIT THOSE WORKING IN HOSPITALITY, TRAVEL, TOURISM, FOOD SERVICES AND RETAIL. ENSURE A GOOD MIX.
FOR ALL OTHER GROUPS ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT FOR EACH GROUP. NO MORE THAN TWO PER SECTOR.**

9. 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	CONTINUE ENSURE A GOOD MIX OF AGES WITHIN EACH GROUP.
25-34	
35-44	
45-54	
55+	
VOLUNTEERED Prefer not to answer	THANK AND END

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

Male	CONTINUE
Female	CONTINUE

ENSURE A GOOD MIX BY GENDER IN EACH GROUP.

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

Yes **CONTINUE**

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

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

1-2 **THANK AND END**

3-5 **CONTINUE**

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

Participant has high-speed access to the Internet

Participant has a computer/webcam

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

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

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

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

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

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

17. 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.21**

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

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

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

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

20. And on what topics were they?

TERMINATE IF ANY ON SIMILAR/SAME TOPIC

ADDITIONAL RECRUITING CRITERIA

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

21. 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.

22. Which of the following categories best describes your total household income in 2019? That is, the total income of all persons in your household combined, before taxes?

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

VOLUNTEERED Prefer not to answer

ENSURE A GOOD MIX.

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

Yes

No **THANK AND END**

INVITATION

I would like to invite you to this online focus group discussion, which will take place the evening of **[INSERT DATE/TIME BASED ON GROUP # IN CHART ON PAGE 1]**. The group will be two hours in length and you will receive \$100 (\$125 if in Quebec) for your participation following the group via an e-transfer.

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

Would you be willing to attend?

Yes

CONTINUE

No

THANK AND END

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



Name:

Telephone Number:

E-mail Address:

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

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

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

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

Thank you very much for your time.

RECRUITED BY: _____

DATE RECRUITED: _____

French Recruiting Script

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

Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (DE L'EDT)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
3	4 mars	18 h-20 h	Grandes villes et villes de taille moyenne du Québec	Personnes qui hésiteraient à se faire vacciner	M. Proulx
11	25 mars	18 h-20 h	Grande région de Montréal – y compris Montréal même	Les jeunes adultes (18-30 ans)	M. Proulx

Questionnaire de recrutement

INTRODUCTION

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

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

NOTER LA LANGUE ET CONTINUER

Anglais **REMERCIER ET CONCLURE**

Français **CONTINUER**

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

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

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

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

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

QUESTIONS DE SÉLECTION

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

Une société d'études de marché
CONCLURE

REMERCIER ET

Une agence de commercialisation, de marque ou de publicité
CONCLURE

REMERCIER ET

Un magazine ou un journal
CONCLURE

REMERCIER ET

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

REMERCIER ET

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

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

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

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

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

3. Dans quelle ville habitez-vous?

LIEU	VILLES	
Grandes villes et villes de taille moyenne du Québec	<p>Ces villes peuvent notamment comprendre :</p> <p>Pour les grandes villes : Montréal, Gatineau, Québec, Sherbrooke, Trois-Rivières, Chicoutimi – Jonquière</p> <p>Pour les villes de taille moyenne : Saint-Jean-sur-Richelieu, Saint-Jérôme, Chateauguay, Drummondville, Granby, Beloeil, Saint-Hyacinthe</p> <p>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION. PAS PLUS DE DEUX PARTICIPANTS PAR VILLE. RECRUTER QUATRE PERSONNES POUR LES GRANDES VILLES ET QUATRE PERSONNES POUR LES VILLES DE TAILLE MOYENNE.</p>	CONTINUER – GROUPE 3
Grande région de Montréal (GRM) – y	Les villes de la GRM peuvent notamment comprendre : Montréal,	CONTINUER – GROUPE 11

compris Montréal même	Laval, Longueuil, Terrebonne, Brossard, Saint-Jérôme, Blainville, Mirabel, Dollard-des-Ormeaux PAS PLUS DE DEUX PARTICIPANTS DE LA VILLE DE MONTRÉAL. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.	
Autre lieu	-	REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre	-	REMERCIER ET CONCLURE

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

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

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

4. **DEMANDER UNIQUEMENT AU GROUPE 3** Lequel des énoncés suivants décrit le mieux ce que vous feriez si un vaccin contre la COVID-19 devenait disponible?

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

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

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

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

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

Préfère ne pas répondre **REMERCIER ET CONCLURE**

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

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

Moins de 18 ans	SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.
18 à 24	+ GRM = GROUPE 11 (LES JEUNES ADULTES) TOUS LES AUTRES LIEUX, CONTINUER
25 à 30	
31 à 44	+ GRM = REMERCIER ET CONCLURE TOUS LES AUTRES LIEUX, CONTINUER
45 à 54	
55 ans ou plus	

RÉPONSE SPONTANÉE	REMERCIER ET CONCLURE
Préfère ne pas répondre	

ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE.

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

Homme

Femme

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

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

Administrations publiques

Agriculture, foresterie, pêche et chasse

Arts, spectacle et loisirs

Autres services, sauf les administrations publiques

Commerce de détail

Commerce de gros

Construction

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

Fabrication

Finance et assurances

Gestion de sociétés et d'entreprises

Hébergement et services de restauration

Industrie de l'information et industrie culturelle

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

Services d'enseignement

Services immobiliers et services de location et de location à bail

Services professionnels, scientifiques et techniques

Services publics

Soins de santé et assistance sociale

Transport et entreposage

Sans emploi

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

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

Autre situation ou autre secteur; veuillez préciser : _____

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

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

Oui **CONTINUER**

Non **EXPLIQUER QUE** : « un groupe de discussion se compose de six à huit participants et d'un

modérateur. Au cours d'une période de deux heures, les participants sont invités à discuter d'un éventail de questions reliées au sujet abordé ».

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

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

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

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

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

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

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

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

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

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

14. 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.18**

15. 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**

16. 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**

17. Et sur quels sujets portaient-ils?

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

CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES

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

18. 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.

19. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2019— c'est-à-dire le revenu cumulatif de l'ensemble des membres de votre ménage avant impôt?

Moins de 20 000 \$

20 000 \$ à moins de 40 000 \$

40 000 \$ à moins de 60 000 \$

60 000 \$ à moins de 80 000 \$

80 000 \$ à moins de 100 000 \$

100 000 \$ à moins de 150 000 \$

150 000 \$ ou plus

RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

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

Oui

Non **REMERCIER ET CONCLURE**

INVITATION

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

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

Est-ce que vous accepteriez de participer?

Oui	CONTINUER
Non	REMERCIER ET CONCLURE

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

Nom :

Numéro de téléphone :

Adresse courriel :

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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

English Moderators Guide

MODERATOR'S GUIDE – March 2021 MASTER

INTRODUCTION (10 minutes) All locations

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

GOVERNMENT OF CANADA IN THE NEWS (5-15 minutes) All Locations

- What have you seen, read or heard about the Government of Canada in the last few days?
- **Mid-size and Major Centres Alberta Opinion Leaders** Have you seen, read or heard anything about the Supreme Court of Canada ruling about carbon pricing over the last week? What have you heard?

Mid-size and Major Centres Alberta Opinion Leaders SHOW ON SCREEN:

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

Mid-size and Major Centres Alberta Opinion Leaders Currently, the provincial systems in place in Ontario, Manitoba, Saskatchewan and Alberta do not fully meet federal benchmark stringency requirements; thus, the Government of Canada applies a price on pollution in these provinces.

- **Mid-size and Major Centres Alberta Opinion Leaders** What are your thoughts about this Supreme Court decision?
- **Mid-size and Major Centres Alberta Opinion Leaders** How do you feel about the carbon pricing system in Alberta?
- **Mid-size and Major Centres Alberta Opinion Leaders** Are you aware that approximately 90% of direct proceeds from the Government of Canada's pollution pricing are returned to residents of those provinces through Climate Action Incentive payments?
 - How do you feel about this?

Mid-size and Major Centres Alberta Opinion Leaders **ADDITIONAL BACKGROUND INFORMATION TO MODERATOR (to clarify if there are any misunderstandings about the incentive payments)**

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

COVID-19 VACCINE (15-20 minutes) Lower Mainland B.C. Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults

Lower Mainland B.C. Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant Now I'd like to focus on COVID-19 vaccines...

Lower Mainland B.C. Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant When we asked you to participate in this focus group, we asked whether you thought you would get vaccinated or not. Some of you said you would, but you preferred to wait, and others of you said you were unsure. Is this still the case? Why/why not?

- (FOR THOSE WHO ARE HESITANT) What are the factors that will influence your decision on whether or not to get vaccinated?
- Lower Mainland B.C. Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant What question about COVID-19 vaccines would you most like an answer to?

And now thinking more broadly about the Government of Canada ...

- Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults What have you seen, read or heard about the COVID-19 vaccines recently?
- Do you think the Government of Canada is doing a good job in procuring and distributing the vaccine to provinces and territories, or not?
 - Why do you think that?
- Compared to other countries, how is Canada as a whole doing in terms of getting people vaccinated?
- Lower Mainland B.C. Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant Canada is planning to vaccinate 3 million Canadians by the end of March and everyone who wants a vaccine by the end of September. How many of you were aware of this target?
 - Do you think this is a reasonable target?
 - Do you think Canada will hit this target? What makes you say that?

- Lower Mainland B.C. Vaccine Hesitant, Mid-size and Major Centres Quebec Vaccine Hesitant
When do you think you personally will be in a position to receive a vaccine?

COVID-19 INFORMATION PREFERENCES (20 minutes) Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, GTA Experiencing COVID Fatigue and Riskier Behaviours

Now I'd like to switch gears a bit to get a sense of the kind of information that gets your attention...

I'm going to show you some sample social media posts. I'm going to show them one at a time so that you can see each one clearly. I'll show you 6 posts in total and then after that I'll get your thoughts...

SHOW POSTS ON SCREEN ONE AT A TIME TO ALLOW A CHANCE TO SEE CLEARLY

Now that you've had a chance to see these, I'm going to put smaller versions on the screen so that you can see them all together

SHOW POSTS ALL TOGETHER

- If you saw these on social media, do think you would "like" or "share" any of them? Which ones? Why/why not?
- Are there any you would click on to find out more? Which ones? What makes you say that?
- IF THERE ARE ANY THAT NO ONE WOULD LIKE/SHARE/CLICK ON: Why is this post not appealing to you?
 - PROMPT AS NEEDED: Is it the type of information presented? The way it's presented? Its tone? (e.g. too negative/too positive) Something else?

POST-COVID-19 TRAVEL (25 minutes) Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors

In this next section, I'd like to talk about travel and vacation planning...

- Has anyone cancelled vacation plans over the past year because of COVID-19?
- Now thinking ahead to when the pandemic is over, do you plan on taking a vacation?
 - Do you plan on spending more money, less or about the same amount of money than you usually do on vacation?

- Do you plan on travelling within Canada, or internationally?
 - Is this different from your usual vacation plans?
 - *For any who plan to travel outside of Canada instead of their usual domestic trip: what made you decide to change it up?*
 - *For any who plan to travel within Canada instead of their usual international trip: what made you decide to change it up?*

I'm going to show you a list of things the Government of Canada could do to encourage Canadians to travel post-COVID within Canada as a way to support the Canadian tourism sector which has been hard hit by COVID-19.

SHOW ON SCREEN

- A credit where the third night of any hotel stay in Canada is free
 - A promotion where you could fly anywhere in Canada at a cost of \$200 per trip
 - A refund of up to \$200 on travel, hotels, or activities you could claim when you purchase them using an app
 - A tax credit of \$200 if you spend that same amount on travel within Canada
 - Provide free travel passes for kids on train or airplane trips within Canada
 - Provide free admissions to museums to all Canadians
 - Provide free admissions to Parks Canada for all Canadians
- Would any of these convince you to take an extra trip in Canada or convince you to travel domestically instead of internationally? (PROBE ON WHICH ONES AND DISCUSS)
 - What else could the Government of Canada do to encourage people to travel within Canada?

DIGITAL GOVERNMENT (35 minutes) Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors

Moving away from COVID-19, I want to talk about Government of Canada services...

- When you think about Government of Canada services, what types of services come to mind, whether you are interacting with the government in person, online or by telephone?
- Have you used any online Government of Canada services in the past year?
 - Which ones?
 - How was your experience with them?
- Specifically thinking outside the COVID-19 context, do you think the Government of Canada needs to make more services available online?

- Why/why not?
- IF YES: What types of services would you like to see online? (IF NECESSARY PROMPT: For example, services that are currently available online includes things like applying for benefits such as EI, affordability calculators to estimate how much rent or mortgage you can afford, and viewing the application status for immigration or citizenship applications, and so on.)
 - What are some of the benefits of making more services available online?

I'm going to show you a list of reasons others have given for making more services available online...

SHOW ON SCREEN

- Having modern digital systems makes it a lot easier for governments to quickly implement big policy changes. For example, it was easier to roll the CERB out quickly because of the digital application and distribution system in place.
 - It makes the lives of Canadians easier, because they can complete applications anywhere, anytime, and don't have to spend time in lineups or on hold.
 - Providing more online services to businesses makes Canada more competitive economically because it helps set up businesses and allows them to access the supports they need.
- Did any of these benefits catch your attention as a valuable benefit? Which one(s)? Why?

SHOW ON SCREEN AND THEN POLL: Now, I'm going to show you some objectives that could be used to develop the Government of Canada's overall digital strategy. Then, we will do a poll to see which one you think they should be working towards (SELECT ONE)

- Delivering digital services that are secure, reliable and easy to use, from any device.
 - Secure, reliable and easy to use, digital services that are built to serve Canadians.
 - Secure, reliable and easy to use, transforming how we serve you.
 - Secure, reliable and easy to use; services that work for you.
 - Transforming your Government of Canada to serve you anytime, anywhere.
- Which one did you select? Why did you select that one?
 - A lot of these statements use words like "secure", "reliable", and "easy to use". Which of these 3 words is most important?
 - Do you think "secure", "reliable" and "easy to use" are the most important aspects of digital service delivery, or do you think there are other aspects that are as, or more important than, these 3?

- If the Government of Canada were to provide more services online, would you have confidence that they could make this switch so that services are more secure, reliable and easy to use? Why/why not?
- Does the Government of Canada's ability to deliver services online impact your level of trust in the government overall?

COVID-19 INFORMATION / IN THE NEWS (15-20 minutes) Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Alberta Opinion Leaders

- When we asked you to participate in this focus group, you said regularly watch, read or listen to the news. I was wondering if you could tell me where you get most of your news or information?

Now I'd like to focus on COVID-19...

- What kind of news or information about COVID-19 do you typically read?
 - Do you seek specific information about COVID-19?
- When you find certain information or news articles, do you share it on your social media networks?
 - Why / why not?
- Do you ever come across any false information ("fake news")?
 - How do you know when the information is false?
- Do you ever try to correct false information when you see it on social media?
- Do you correct false information coming from friends or family?
 - Why / why not?

FRENCH LANGUAGE (15 minutes) Quebec Anglophones

- Have you read or heard anything about the Government of Canada's recent proposed amendments to the *Official Languages Act*?
 - What have you heard?

Last month, the Government of Canada proposed certain amendments to modernize the *Official Languages Act*. There are various amendments, and I'd like to highlight 5...

SHOW ON SCREEN:

- **Increase French immersion programs outside Quebec:** Demand for access to French immersion programs has exceeded supply in recent years.

- **Increase Francophone immigration:** Recruit Francophone and French-language teachers – for immersion teaching of second language programs, and for French-language education – to address the shortage of French language teachers in Canada, particularly outside of Quebec.
 - **Strengthen the role of Radio-Canada** in protecting and promoting the French language.
 - **Appoint only bilingual Supreme Court justices** to provide for the right to be understood directly by the judge, without the assistance of an interpreter, before all the courts.
 - **Strengthen the powers of the Commissioner of Official Languages:** To be able to better enforce compliance with the Act, use alternative dispute resolution methods, and add grounds on which the Commissioner may refuse or cease to investigate a complaint.
- What are your initial thoughts about these amendments? Are these measures good?
 - What makes you say that?
 - Will they have an impact on the French language in Canada?

Do you have a concern with any of them? If so, which ones? Why?

ECONOMIC GROWTH (20-40 minutes) Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, Victoria and Nanaimo B.C., GMA Young Adults, Mid-size and Major Centres Alberta Opinion Leaders

Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors I'd like to talk to you about Canada's economy...

- When you hear the term “economic growth”, what does that mean to you?
- If the Government of Canada said its next budget would be focused on economic growth, what kinds of things would you expect to see included in the budget?
- Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors When you think of economic growth in Canada, do you see it as something that benefits you personally, or does it not seem to have any impact on you?
- Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors Should the Government of Canada be focused on economic growth at this time?
- Quebec Anglophones, Manitoba and Saskatchewan EI/Recovery Benefits Recipients, Toronto-Peel-York Region Hard Hit Sectors, Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Alberta Opinion Leaders A growing economy is

considered a good thing, because it's seen as a way to improve people's lives. However, some say the pandemic has made them re-think what kind of economic growth we should have, or what kind of emphasis we should place on economic growth versus other areas of life, such as health, personal well-being, the environment, and so on. What do you think of this?

- Do you think economic growth leads to improvements in other areas of life (for example, improved health, better personal life satisfaction, a healthier environment)? Or do you think economic growth comes at the expense of other areas of life?
 - Which areas?
- Do you think that the Government of Canada needs to specifically focus on these other areas?
 - What kind of priority would you place on economic growth versus other areas of life?

CERB REPAYMENT (20 minutes) Manitoba and Saskatchewan EI/Recovery Benefits Recipients

Now I'd like to shift a bit to talking about financial support...

- How do you think the Government of Canada has performed during the pandemic, specifically in terms of providing financial support to people affected by COVID-19?
 - What makes you say that?
- Do you think that the Government of Canada is doing as good a job now as they did at the start of the pandemic, or are they doing better or worse?
 - Please explain.
- Have you heard any discussion about the repayment of the CERB for those who received it by mistake?
 - What have you heard?
- Thinking about your personal tax return, do you think you will have to pay taxes on the CERB?

FOR THOSE WHO ANTICIPATE HAVING TO PAY TAXES ON IT:

- What kind of impact will this have on you?
 - Are any of you concerned that it will leave you in a difficult financial situation?

CLARIFY AS NEEDED

CERB amounts are taxable, just like EI. You will need to report the amounts from your T4A tax information slip on your 2020 tax return.

- Have you heard anything about interest relief to those who received COVID-19 related income support benefits?

CLARIFY AS NEEDED

Individuals who received income support in 2020 (such as the CERB, the Canada Recovery Benefit, EI, etc.) and who have a total taxable income of \$75,000 or less in 2020 will not be required to pay interest on any outstanding income tax debt until April 30, 2022.

- What do you think of this? Do you think this will help individuals who owe money when they file their taxes? Why/why not?

HARD-HIT SECTORS (20 minutes) Toronto-Peel-York Region Hard Hit Sectors

Now I'd like to shift a bit to talking about the COVID-19 situation ...

- When we invited you to participate in this group, each of you indicated you were/are working in a sector that has been impacted by COVID-19. Have any of you received support from the Government of Canada?
 - IF YES: Has it been sufficient?
- What kind of support, if any, do you need moving forward?
- What do you think about the current restrictions in place in your region?
 - Should they be lifted? Should more things be opened up now?
 - Should they be more restricted?
- How do you feel about the current travel restrictions?
 - Do you think these should continue as is, be opened up more, or restricted more? What makes you say that?
- Are you more concerned about COVID-19 itself, or about the financial and economic impacts of COVID-19?
 - Do you think the Government of Canada is focussing too much on health, too much on the economy or is it striking a good balance?
 - Why do you say that?
- What specific sectors do you think require the most help from the Government of Canada?
 - What has the Government of Canada done to help them thus far?
 - What can the Government of Canada do to help these specific sectors?

BUDGET 2021 (25 -30 minutes) Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GTA Experiencing COVID Fatigue and Riskier Behaviours, Victoria and Nanaimo B.C., GMA Young Adults, Mid-size and Major Centres Alberta Opinion Leaders

I'd like to talk to you about the next federal budget ...

- In one sentence, what do you think the next federal budget should focus on?
 - Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, GTA Experiencing COVID Fatigue and Riskier Behaviours, Mid-size and Major Centres Alberta Opinion Leaders And do you think it will be about that or something else?
 - IF SOMETHING ELSE: what do you think it will focus on? What makes you say that?

POLL: Assuming that the federal budget is in the next few months, should it be focused on:

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

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

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

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

CANADA-US BORDER (30 minutes) Atlantic Canada, GTA Experiencing COVID Fatigue and Riskier Behaviours, Victoria and Nanaimo B.C., Alberta Indigenous Peoples, Mid-size and Major Centres Alberta Opinion Leaders

Now, we're going to talk a bit about the Canada-US border...

- How do you feel about the current travel restrictions?
 - Do you think these travel restrictions should continue as is, be opened up more, or restricted more? What makes you say that?
- When do you think the border between Canada and the US will likely reopen to non-essential travel?
- What criteria should they use to decide whether or not to reopen the border, and when?
 - PROMPT AS NEEDED:
 - When COVID-19 cases in the US are low?
 - When COVID-19 cases in the US are almost at zero?
 - When Americans have been fully vaccinated?

- Other criteria?
- If the US manages to vaccinate all Americans before we do in Canada, how would you feel about reopening the border?
 - What about if all Americans are vaccinated and COVID-19 cases in the United States are low, but still relatively high in Canada?
- There has been a lot of talk about immunization passports or certificates of vaccination should the international community return to normal travel. How would you feel about allowing Canadians who are fully vaccinated to cross the Canada-US border for non-essential reasons before it is open to other countries (and everyone else)?
- How would you feel about allowing fully vaccinated Americans to vacation in Canada?

BEHAVIOURS/ATLANTIC BUBBLE (20 minutes) Atlantic Canada

- How have COVID-19 and COVID-related restrictions impacted you?

As you may remember, the Atlantic region had created an Atlantic Bubble allowing unrestricted travel among the four provinces, and restricted travel from Canadians who live outside of Atlantic Canada. This was in place until November 2020.

- As we head into spring, do you think the Atlantic Bubble should be reinstated? Why, why not?
- Are you worried that new COVID-19 variants could spread faster throughout the Atlantic region should the Bubble be reinstated?
- Do you think current restrictions in place are sufficient? Or, should there be more restrictions?
- When do you think travel should open up between Atlantic Canada and the rest of Canada?
- What criteria should Atlantic Canada use to decide whether to open up?
- Do you think there needs to be an Atlantic Bubble first, or do you think your province could open up to all the provinces and territories at the same time? What makes you say that?

COVID-19 OUTLOOK / BEHAVIOURS (10-15 minutes) GTA Experiencing COVID Fatigue and Riskier Behaviours, GMA Young Adults

GTA Experiencing COVID Fatigue and Riskier Behaviours Now, I'd like to talk about COVID-19...

GTA Experiencing COVID Fatigue and Riskier Behaviours When we invited you to this session, some of you said you have recently attended a social gathering or event outside your home recently and/or

are seeing friends, neighbours or extended family from time to time. Some of you also said you're tiring of having to continue to adhere to public health measures, or you're not paying attention anymore about public health advice, or that you're getting tired of having to avoid seeing people...

- **GTA Experiencing COVID Fatigue and Riskier Behaviours** What do you find tiring or difficult about following public health advice?
 - PROMPT AS NEEDED: Are you concerned about impacts on you, your families, your community, businesses due to COVID-19? How so?
 - Do you have any concerns about mental health impacts for those in your social circles or your community?
- **GTA Experiencing COVID Fatigue and Riskier Behaviours** Do you think that there should continue to be restrictions in place at the moment, or do you think people should be able to get together now, go to restaurants together, etc.? What makes you say that?
 - IF RESTRICTIONS: What kinds of restrictions do you think should be in place? Would you follow these? Why/why not?
- **GMA Young Adults** Have you changed your behaviour in the last few weeks? What are you doing differently now compared to a couple of months ago?
 - What have you done?
 - IF YES: Why are you doing these things more?
 - IF NO: Why haven't you changed your behaviour?
- **GMA Young Adults** How have COVID-19 and COVID-related restrictions impacted you?
 - How has this impacted you and your family?
 - How does it compare to restrictions last spring – is it harder, easier, or about the same now? What makes you say that
- **GMA Young Adults** What do you think about the current restrictions in place in your region?
 - Should they be lifted? Should more things be opened up now?
 - Should they be more restricted?
- **GMA Young Adults** Are you more concerned about COVID-19 itself, or about the financial and economic impacts of COVID-19?

MENTAL HEALTH (30-40 minutes) **Victoria and Nanaimo B.C., Alberta Indigenous Peoples, GMA Young Adults**

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

- Has the COVID-19 pandemic affected your mental health or that of a loved one? How so?

- Since the start of the pandemic, would you say that your mental health has gotten worse, better or stayed about the same?
- What are the signs or symptoms of someone affected by mental health challenges?
- Is the topic of your mental health something you feel comfortable talking about?
- When you are going through a difficult time, who or what do you turn to for support? (ex: a friend, family member, meditation, alcohol, etc.)
 - What are some of your coping strategies to deal with mental health challenges?
- Are you aware of any resources available for those who are in need of mental health and substance use support?
 - Are any of you familiar with any mental health support resources provided by the Government of Canada government during the pandemic?
 - Have you heard of Wellness Together Canada?
 - If so, have you visited the website or accessed any of the services? If no, why not?
 - Is the Government of Canada a valid source for resources and tools on mental health and wellness?
- If you were or are experiencing a mental health challenge, how comfortable would you be accessing mental health and substance use supports online? If you are not comfortable, what are your concerns?
 - Where would you go to seek information on mental health wellness, including support resources?
 - Are you more likely to seek information and tips online? Through organizations? Helplines? Social media?
 - If you were to hear an advertisement on information about mental health and wellness, who should be delivering these types of messages?
 - Does it make a difference who delivers the message?
 - Should it be coming from someone you trust? Who would that be?
- Do you find it helpful to hear other people’s mental health challenges and journeys? How can they be helpful?

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

- Created a mental health portal (“Wellness Together Canada”) to connect Canadians with free resources, tools and professional support services (investment worth \$68M).
- Developing standardized policies and best practices to promote post-secondary students’ mental health and well-being.

- Increased funding of \$50M for Distress Centres to help them deal with the increased volume in calls, especially in light of pandemic-related challenges.
- Increased funding of \$7.5M to Kids Help Phone services.
- Increased transfers of \$200M to provinces to expand their virtual care services.
- Investing \$10M over 5 years in the Mental Health of Black Canadians Fund to support culturally focused mental health programs for Black Canadians.
- Investing \$4.9M per year in the Mental Health Prevention Innovation Fund to support the delivery of community-based programs in mental health promotion.

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

HOME RETROFITS (15 minutes) Victoria and Nanaimo B.C., Alberta Indigenous Peoples, Mid-size and Major Centres Alberta Opinion Leaders

Now, we're going to talk about home retrofits

- Are any of you familiar with the term "home retrofit"? What comes to mind when you hear that term?
- How about when you hear the term "energy efficient home retrofit"?

CLARIFY: An energy efficient home retrofit is a home renovation that would make your home more energy efficient, by installing things like better windows, insulation or an energy-efficient furnace. Not only is it good for the environment, but it could also help lower your consumption and energy bills and add value to your home.

- Are any of you planning to do an energy efficient home retrofit in the next few years?
- Would you be more likely to do these types of renovations if you could get an interest-free loan from the government?
 - What about if you got a grant from the government?
 - If yes, how much of a grant would you need to make it worthwhile?
- For those who would consider doing a retrofit, what would be your biggest motivator?
 - The environmental factor?
 - To save money on energy bills?
 - To make your home more comfortable?
 - Because repairs are needed in the home?
 - Other reasons?

INDIGENOUS ISSUES (25 minutes) Alberta Indigenous Peoples

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

- What important Indigenous issues do you think the Government of Canada should focus on?
- Has the Government of Canada done anything well?
- What can they improve on?

- Have you heard of UNDRIP (the United Nations Declaration on the Rights of Indigenous Peoples)?

SHOW ON SCREEN

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

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

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

- Have you heard anything recently about how the Government of Canada has responded to UNDRIP? What have you heard?

CLARIFY AS NECESSARY

The Government of Canada recently introduced legislation to implement UNDRIP.

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

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

- Have you heard about the Government of Canada's efforts to lift long-term drinking water advisories on reserves?

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

SHOW ON SCREEN

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

continued funding for water and wastewater infrastructure on reserves, and to pay for work halted due to the COVID-19 pandemic and other project delays

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

CLARIFY AS NECESSARY

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

- What are your thoughts on this?

COVID ALERT APP QR CODE POSTER TESTING (25 minutes) GMA Young Adults

- Has anyone heard of the Government of Canada's COVID Alert App?

CLARIFY: Back in the summer, the Government of Canada developed a smartphone app that would notify its users if they have been physically close to someone who has been diagnosed with COVID-19 using Bluetooth technology.

- Have any of you downloaded this app?

Health Canada is working on improving the use of this app, specifically in light of reopening the economy. I'm going to show you some posters that could be used by businesses to hang in the entrances of their shops. They will contain a QR code, a type of square matrix barcode that is machine readable and contains information about the item. If you've been to a restaurant before the recent lockdown, you may have seen it at the entrance where you have to take a picture of it/scan it to view the menu on your phone.

People who have already downloaded the COVID Alert App would be able to scan the QR code upon entering a business.

SHOW POSTER #1:

- What are your initial thoughts about this poster?
- Does it grab your attention?
- If you saw this poster outside a business alongside other posters, would it stand out to you?
- Is it clear about what you should do, and why you should do it?

Now I'm going to show you another version

SHOW POSTER #2:

- What are your initial thoughts about this version?
- Does it grab your attention?
- If you saw this poster outside a business alongside other posters, would it stand out to you?
- Is it clear about what you should do, and why you should do it?

SHOW POSTERS TOGETHER ON SCREEN

- The message at the top is different on each poster – did you notice this?
- Which one do you think works best? What makes you say that?
 - Scan here. Be notified of possible exposures. / Scannez ici. Soyez averti en cas d'exposition possible.
 - Stay informed. Get notified if someone from today tests positive. / Restons informés. Soyez averti si l'un des visiteurs de la journée reçoit un test positif.
- The header is a different colour on each poster – did you notice this?
 - Which one best catches your attention?
- The name and address of the business appears subtly below the QR code in the posters – did you notice this?
- The QR code is located on the left and then on the right. Does this make a difference to you in terms of capturing your attention?
- The second poster has an extra sentence below the instructions: "Enjoy your visit. Scan again next time". What do you think about adding that sentence?
- For those who have downloaded the app: would you scan it? Why/why not?
- For those who have not downloaded the app: would you download it so that you could use it for things like this? Why/why not?

CLARIFY AS NEEDED:

People who have already downloaded the COVID Alert App would be able to scan the QR code upon entering a business. Should an outbreak be identified at that business, a public health employee could log-in and issue a notification to anybody who checked in there within a specific time frame.

- Do you think this initiative will help stop the spread of COVID-19? Why/why not?

CONCLUSION (5 minutes)

French Moderators Guide

GUIDE DU MODÉRATEUR – MARS 2021 DOCUMENT MAÎTRE

INTRODUCTION (10 minutes) Tous les lieux

- Le modérateur ou la personne responsable du soutien technique doit faire savoir aux participant(e)s qu'un stylo et du papier seront nécessaires afin de prendre des notes et d'écrire quelques réflexions au sujet des pièces de communication que nous leur montrerons plus tard au cours de la discussion.

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5-15 minutes) Tous les lieux

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours ?
- **Leaders d'opinion des centres de taille moyenne et grande de l'Alberta** Avez-vous vu, lu ou entendu quoi que ce soit au sujet de la décision de la Cour suprême du Canada sur la tarification du carbone au cours de la dernière semaine ? Qu'avez-vous entendu ?

Leaders d'opinion des centres de taille moyenne et grande de l'Alberta AFFICHER À L'ÉCRAN :

La semaine dernière, la Cour suprême du Canada a statué que la loi du gouvernement fédéral exigeant que les provinces et les territoires mettent en œuvre des systèmes de tarification du gaz carbonique d'ici le 1er janvier 2019, ou adoptent un système imposé par le gouvernement fédéral, est constitutionnelle. La majorité des juges ont souligné que le réchauffement planétaire cause des dommages au-delà des frontières provinciales, et qu'il s'agit d'une matière d'intérêt national en vertu de la disposition de la Constitution sur « la paix, l'ordre et le bon gouvernement ». Ils ont également souligné que la Loi s'applique uniquement si les systèmes provinciaux ou territoriaux de tarification ne sont pas assez stricts pour réduire le réchauffement planétaire.

Leaders d'opinion des centres de taille moyenne et grande de l'Alberta À l'heure actuelle, les systèmes provinciaux en place en Ontario, au Manitoba, en Saskatchewan et en Alberta ne satisfont pas entièrement aux exigences de rigueur du modèle fédéral ; le gouvernement du Canada applique donc un prix sur la pollution dans ces provinces.

- **Leaders d'opinion des centres de taille moyenne et grande de l'Alberta** Que pensez-vous quant de cette décision rendue par la Cour suprême ?
- **Leaders d'opinion des centres de moyenne et grande taille de l'Alberta** Quelle est votre opinion du système de tarification du carbone en place en Alberta ?

- **Leaders d'opinion des centres de taille moyenne et grande de l'Alberta** Savez-vous qu'environ 90 % des produits directs de la tarification de la pollution du gouvernement du Canada sont retournés aux résidents de ces provinces sous forme de paiements de *l'Incitatif à agir pour le climat* ?
 - Que pensez-vous de cela ?

Leaders d'opinion des centres de taille moyenne et grande de l'Alberta **INFORMATIONS GÉNÉRALES COMPLÉMENTAIRES À L'INTENTION DU MODÉRATEUR (afin d'offrir des précisions s'il y a une quelconque ambiguïté au sujet des paiements incitatifs)**

Le gouvernement du Canada ne conserve aucune part des produits directement issus de la tarification de la pollution. Tous les produits directs sont retournés à la province ou au territoire d'origine. Le paiement incitatif aux résidents est octroyé par l'intermédiaire des déclarations de revenus des particuliers. Les 10 % restants (c'est-à-dire la partie qui n'est pas retournée aux résidents) servent à soutenir les petites entreprises, les écoles, les universités, les municipalités et des groupes autochtones.

VACCIN COVID-19 (20 minutes) **Personnes hésitantes à la vaccination du Lower Mainland de la C.-B., personnes hésitantes à la vaccination des centres de taille moyenne et grande du Québec, Canada atlantique, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de la RGT**

Personnes hésitantes à la vaccination du Lower Mainland de la C.-B., personnes hésitantes à la vaccination des centres de taille moyenne et grande du Québec J'aimerais maintenant me pencher sur les vaccins COVID-19...

- **Personnes hésitantes à la vaccination du Lower Mainland de la C.-B., personnes hésitantes à la vaccination des centres de taille moyenne et grande du Québec** Lorsque nous vous avons invité à participer à ce groupe de discussion, nous vous avons demandé si vous pensiez vous faire vacciner ou non. Certain(e)s d'entre vous ont répondu oui, mais que vous préféreriez attendre, et d'autres ont répondu être incertain(e)s. Est-ce toujours le cas ? Pourquoi ou pourquoi pas ?
 - [SI TOUJOURS RÉTICENT(E)] Quels sont les facteurs qui influenceront votre décision de vous faire vacciner ou non ?
- **Personnes hésitantes à la vaccination du Lower Mainland de la C.-B., personnes hésitantes à la vaccination des centres de taille moyenne et grande du Québec** À quelle question sur les vaccins COVID-19 aimeriez-vous le plus avoir une réponse ?

Et maintenant, en pensant plus largement au gouvernement du Canada...

- **Canada atlantique, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de la RGT, jeunes adultes de la RGM** Qu'avez-vous vu, lu ou entendu au sujet des vaccins COVID-19 récemment ?

- Pensez-vous que le gouvernement du Canada fait un bon travail pour ce qui est de l'achat et de la distribution du vaccin aux provinces et territoires, ou non ?
 - Pourquoi pensez-vous cela ?
- Par rapport à d'autres pays, comment évaluez-vous le Canada dans son ensemble pour ce qui est de vacciner les gens ?
- Personnes hésitantes à la vaccination du Lower Mainland de la C.-B., personnes hésitantes à la vaccination des centres de taille moyenne et grande du Québec Le Canada prévoit de vacciner 3 millions de Canadiens d'ici la fin mars et tous ceux qui veulent se faire vacciner d'ici la fin septembre. Combien d'entre vous étaient au courant de cet objectif ?
 - Pensez-vous qu'il s'agit d'un objectif raisonnable ?
 - Pensez-vous que le Canada atteindra cet objectif ? Pourquoi pensez-vous cela ?
- Personnes hésitantes à la vaccination du Lower Mainland de la C.-B., personnes hésitantes à la vaccination des centres de taille moyenne et grande du Québec Quand pensez-vous être personnellement en mesure de recevoir un vaccin ?

PRÉFÉRENCES EN MATIÈRE D'INFORMATION SUR LA COVID-19 (20 minutes) Personnes hésitantes à la vaccination du Lower Mainland de la C.-B., leaders d'opinion des grands centres de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne et grande du Québec, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de la RGT

Dans un ordre d'idée un peu différent, j'aimerais maintenant avoir un aperçu du type d'informations qui attirent votre attention...

Je vais vous montrer un échantillon de messages qu'on aurait pu voir sur les médias sociaux. Je vais vous les afficher un à la fois de sorte que vous puissiez voir clairement chacun d'entre eux. Je vais montrer six messages au total et ensuite je vous demanderai ce que vous en pensez...

AFFICHER LES PUBLICATIONS À L'ÉCRAN UNE À LA FOIS POUR PERMETTRE DE LES VOIR CLAIREMENT

Maintenant que vous avez eu l'occasion de les voir, je vais afficher à l'écran des versions réduites pour que vous puissiez toutes les voir ensemble.

AFFICHER TOUTES LES PUBLICATIONS ENSEMBLE

- Si vous les voyiez sur les médias sociaux, pensez-vous que vous cliqueriez sur « j'aime » ou sur « partager » pour quelconque d'entre eux ? Lesquels ? Pourquoi/pourquoi pas ?

- Y en a-t-il sur lesquelles vous cliqueriez pour en savoir davantage ? Lesquelles ? Qu'est-ce qui vous fait dire cela ?
- S'IL Y EN A POUR LESQUELS PERSONNE NE CLIQUERAIT SUR « J'AIME », NI « PARTAGER », NI SUR LE MESSAGE MÊME : Pourquoi ce message ne vous interpelle-t-il pas ?
 - DEMANDER AU BESOIN : Est-ce le type d'informations présentées ? La façon dont elle est présentée ? Le ton ? (Par exemple, trop négatif ou trop positif) Autre chose ?

VOYAGES POST-COVID-19 (25 minutes) Personnes hésitantes à la vaccination du Lower Mainland de la C.-B., leaders d'opinion des grands centres de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne et grande du Québec, anglophones du Québec, prestataires de l'assurance-emploi/PCRE du Manitoba et de la Saskatchewan, secteurs durement touchés de la région de Toronto-Peel-York

Dans la section suivante, j'aimerais aborder la planification des voyages et des vacances...

- Y a-t-il quelqu'un qui a annulé ses projets de vacances au cours de la dernière année en raison de la COVID-19 ?
- Maintenant, une fois que la pandémie sera terminée, comptez-vous prendre des vacances ?
 - Prévoyez-vous de dépenser plus d'argent, moins d'argent ou à peu près le même montant que vous dépensez habituellement en vacances ?
 - Prévoyez-vous de voyager au Canada ou à l'étranger ?
 - Est-ce différent de vos projets de vacances habituels ?
 - *Pour quiconque prévoit de voyager à l'étranger, plutôt que de voyager à l'intérieur du Canada comme d'habitude* : qu'est-ce qui vous a amené à vouloir apporter ce changement ?
 - *Pour quiconque prévoit de voyager au Canada, plutôt que de voyager à l'étranger comme d'habitude* : qu'est-ce qui vous a amené à vouloir apporter ce changement ?

Je vais vous montrer une liste de choses que le gouvernement du Canada pourrait faire pour encourager les Canadiens et Canadiennes à voyager au Canada après la COVID afin de soutenir le secteur touristique canadien qui a été durement touché par la COVID-19.

AFFICHER À L'ÉCRAN

- Un crédit où la troisième nuit est gratuite lors d'un séjour à tout hôtel au Canada
- Une promotion qui vous permet de prendre l'avion n'importe où au Canada au coût de 200 \$ par voyage
- Un remboursement allant jusqu'à 200 \$ pour les frais de voyage, d'hôtel ou d'activités que vous pourriez réclamer si vous les achetez à l'aide d'une application
- Un crédit d'impôt de 200 \$ si vous dépensez ce même montant pour un voyage à l'intérieur du Canada

- Offrir des laissez-passer gratuits aux enfants pour les voyages en train ou en avion à l'intérieur du Canada
- Offrir l'accès gratuit aux musées à tous les Canadiens
- Offrir l'accès gratuit aux sites de Parcs Canada à tous les Canadiens
- Parmi celles-ci, y en a-t-il qui vous convaincraient de faire un voyage supplémentaire au Canada ou qui vous convaincraient de voyager au Canada plutôt qu'à l'étranger ? (SONDER POUR DÉTERMINER LESQUELLES ET EN DISCUTER)
- Qu'est-ce que le gouvernement du Canada pourrait faire d'autre pour encourager les gens à voyager au Canada ?

GOVERNEMENT NUMÉRIQUE (35 minutes) Personnes hésitantes à la vaccination du Lower Mainland de la C.-B., leaders d'opinion des grands centres de l'Ontario, personnes hésitantes à la vaccination des centres de taille moyenne et grande du Québec, anglophones du Québec, prestataires de l'assurance-emploi/PCRE du Manitoba et de la Saskatchewan, secteurs durement touchés de la région de Toronto-Peel-York

Mettons de côté la COVID-19 et parlons des services offerts par le gouvernement du Canada...

- Lorsque vous pensez aux services offerts par le gouvernement du Canada, quels types de services vous viennent à l'esprit, peu importe si vos interactions avec le gouvernement se font en personne, en ligne ou par téléphone ?
- Avez-vous utilisé des services en ligne du gouvernement du Canada au cours de la dernière année ?
 - Lesquels ?
 - Comment fut votre expérience avec eux ?
- En dehors du contexte de la COVID-19 spécifiquement, pensez-vous que le gouvernement du Canada doit offrir plus de services en ligne ?
 - Pourquoi ou pourquoi pas ?
 - SI OUI : Quels types de services souhaiteriez-vous voir en ligne ? (SI NÉCESSAIRE, DEMANDER : Par exemple, les services actuellement disponibles en ligne comprennent des choses comme la demande de prestations telles que l'assurance-emploi, des calculateurs de la capacité d'emprunt pour estimer le montant du loyer ou de l'hypothèque que vous pouvez vous permettre, consulter l'état des demandes d'immigration ou de citoyenneté, et ainsi de suite.)
 - Quels sont certains des avantages à offrir plus de services en ligne ?

Je vais vous présenter une liste de raisons que d'autres ont données en faveur d'offrir plus de services en ligne...

AFFICHER À L'ÉCRAN

- Le fait de disposer de systèmes numériques modernes permet aux gouvernements de mettre en œuvre plus facilement et rapidement des changements de politiques importants. Par exemple, il a été plus facile de déployer rapidement la PCU grâce au système de demande et de distribution numérique déjà en place.
 - Cela facilite la vie des Canadiens, car ils peuvent remplir des demandes n'importe où, n'importe quand, et éviter de passer du temps à faire la file ou d'être en mise en attente téléphonique.
 - Offrir davantage de services en ligne aux entreprises rend le Canada plus compétitif sur le plan économique, car cela facilite l'établissement des entreprises et leur permet d'accéder aux soutiens dont elles ont besoin.
- Parmi ces avantages, y en a-t-il qui ont capté votre attention comme étant de grand intérêt ? Lequel ou lesquels ? Pourquoi ?

AFFICHER À L'ÉCRAN ET ENSUITE PROCÉDER AU SONDAGE : Maintenant, je vais vous montrer quelques objectifs qui pourraient être utilisés pour élaborer la stratégie numérique globale du gouvernement du Canada. Ensuite, nous mènerons un sondage pour savoir lequel selon vous il devrait poursuivre. (VEUILLEZ EN CHOISIR UN)

- Offrir des services numériques sûrs, fiables et conviviaux, à partir de n'importe quel appareil.
 - Des services numériques sûrs, fiables et conviviaux, conçus pour servir les Canadiens.
 - Sûr, fiable et convivial, on transforme notre façon de vous servir.
 - Sûrs, fiables et conviviaux ; des services qui travaillent pour vous.
 - Votre gouvernement du Canada se transforme pour vous servir partout et en tout temps.
- Lequel avez-vous choisi ? Pourquoi avez-vous choisi celui-là ?
 - Plusieurs de ces déclarations utilisent des mots comme « sûr », « fiable » et « convivial ». Lequel de ces trois mots est le plus important ?
 - Pensez-vous que « sûr », « fiable » et « convivial » sont les aspects les plus importants de la prestation de services numériques, ou pensez-vous qu'il y a d'autres aspects qui sont tout aussi importants, ou même plus importants que ces trois-là ?
 - Si le gouvernement du Canada devait fournir plus de services en ligne, auriez-vous confiance qu'il pourrait effectuer ce changement afin que les services soient plus sûrs, plus fiables et plus conviviaux ? Pourquoi ou pourquoi pas ?
 - Est-ce que la capacité du gouvernement du Canada à fournir des services en ligne a un effet sur votre niveau de confiance dans le gouvernement globalement ?

INFORMATIONS SUR LA COVID-19 ET DANS L'ACTUALITÉ (15 à 20 minutes) Leaders d'opinion des grands centres de l'Ontario, leaders d'opinion des centres de taille moyenne et grande de l'Alberta

- Lorsque nous vous avons demandé de prendre part à ce groupe de discussion, vous avez dit que vous regardez, lisez, ou écoutez régulièrement les nouvelles. Je me demandais, pourriez-vous me dire où vous obtenez la plupart de vos nouvelles ou informations ?

J'aimerais maintenant me concentrer sur la COVID-19...

- Quel type de nouvelles ou d'informations sur la COVID-19 lisez-vous habituellement ?
 - Cherchez-vous des informations précises au sujet de la COVID-19 ?
- Lorsque vous trouvez certaines informations ou certains articles de presse, les partagez-vous sur vos réseaux de médias sociaux ?
 - Pourquoi ou pourquoi pas ?
- Vous arrive-t-il de tomber sur de fausses informations (« fake news » en anglais) ?
 - Comment savez-vous qu'une information est fausse ?
- Vous arrive-t-il d'essayer de corriger de fausses informations lorsque vous en voyez sur les médias sociaux ?
- Corrigez-vous les fausses informations provenant d'amis ou de la famille ?
 - Pourquoi ou pourquoi pas ?

LA LANGUE FRANÇAISE (15 minutes) Anglophones du Québec

- Avez-vous lu ou entendu quoi que ce soit au sujet des récentes modifications proposées par le gouvernement du Canada à la *Loi sur les langues officielles* ?
 - Qu'avez-vous entendu ?

Le mois dernier, le gouvernement du Canada a proposé certaines modifications pour moderniser la Loi sur les langues officielles. Il y a plusieurs modifications, et j'aimerais en souligner cinq...

AFFICHER À L'ÉCRAN :

- **Augmenter le nombre de programmes d'immersion française à l'extérieur du Québec** : La demande d'accès aux programmes d'immersion française a dépassé l'offre au cours des dernières années.
- **Augmenter l'immigration francophone** : Recruter des enseignantes et enseignants francophones ainsi que celles et ceux qui enseignent le français — pour les programmes d'immersion en langue seconde et pour l'enseignement du français — afin de remédier à la

pénurie de professeur(e)s de français au Canada, tout particulièrement à l'extérieur du Québec.

- **Renforcer le rôle de Radio-Canada** dans la protection et la promotion de la langue française.
 - **Nommer uniquement des juges bilingues à la Cour** afin de garantir le droit d'être compris directement par le ou la juge, sans l'aide d'interprète, devant tous les tribunaux.
 - **Renforcer les pouvoirs du commissaire aux langues officielles** : Pour être en mesure de mieux faire respecter la Loi, utiliser des méthodes alternatives de règlement des différends et ajouter des motifs pour lesquels le Commissaire peut refuser ou cesser d'enquêter sur une plainte.
- Quelles sont vos premières réactions au sujet de ces modifications ? Sont-elles de bonnes mesures ?
 - Qu'est-ce qui vous fait dire cela ?
 - Auront-elles un impact sur la langue française au Canada ?
 - Avez-vous des préoccupations quant à l'une ou l'autre d'entre elles ? Si oui, lesquelles ? Pourquoi ?

CROISSANCE ÉCONOMIQUE (20-40 minutes) Anglophones du Québec, prestataires de l'assurance-emploi/PCRE du Manitoba et de la Saskatchewan, secteurs durement touchés de la région de Toronto-Peel-York, Canada atlantique, Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de la RGT, Victoria et Nanaimo (C.-B.), jeunes adultes de la RGM, leaders d'opinion des centres de taille moyenne et grande de l'Alberta

Anglophones du Québec, prestataires de l'assurance-emploi/PCRE du Manitoba et de la Saskatchewan, secteurs durement touchés de la région de Toronto-Peel-York J'aimerais vous parler de l'économie canadienne...

- Lorsque vous entendez le terme « croissance économique », qu'est-ce que cela signifie pour vous ?
- Si le gouvernement du Canada déclarait que son prochain budget serait axé sur la croissance économique, à quels genres de choses vous attendriez-vous à être incluses dans le budget ?
- Anglophones du Québec, prestataires de l'assurance-emploi/PCRE du Manitoba et de la Saskatchewan, secteurs durement touchés de la région de Toronto-Peel-York Lorsque vous pensez à la croissance économique au Canada, la voyez-vous comme quelque chose qui vous profite personnellement, ou semble-t-elle n'avoir aucun impact sur vous ?

- Anglophones du Québec, prestataires de l'assurance-emploi/PCRE du Manitoba et de la Saskatchewan, secteurs durement touchés de la région de Toronto-Peel-York Est-ce que le gouvernement du Canada devrait se concentrer sur la croissance économique en ce moment ?
- Anglophones du Québec, prestataires de l'assurance-emploi/PCRE du Manitoba et de la Saskatchewan, secteurs durement touchés de la région de Toronto-Peel-York, Canada atlantique, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de la RGT, leaders d'opinion des centres de taille moyenne et grande de l'Alberta Une économie en croissance est considérée comme une bonne chose, car elle est perçue comme un moyen d'améliorer la vie des gens. Cependant, certaines personnes disent que la pandémie les a amenées à repenser le type de croissance économique que nous devrions avoir, ou à l'importance que nous devrions accorder à la croissance économique par rapport à d'autres aspects de la vie, comme la santé, le bien-être personnel, l'environnement, etc. Que pensez-vous de cela ?
 - Pensez-vous que la croissance économique entraîne des améliorations dans d'autres aspects de la vie (par exemple, une meilleure santé, une plus grande satisfaction de la vie personnelle, un environnement plus sain) ? Ou pensez-vous que la croissance économique se fait au détriment d'autres aspects de la vie ?
 - Quels aspects ?
 - Pensez-vous que le gouvernement du Canada doit se concentrer tout particulièrement sur ces autres aspects ?
 - Quelle priorité accorderiez-vous à la croissance économique par rapport aux autres aspects de la vie ?

REMBOURSEMENT DE LA PCU (20 minutes) Prestataires de l'assurance-emploi/PCRE du Manitoba et de la Saskatchewan

J'aimerais changer un peu de sujet et parler de soutien financier...

- Comment qualifieriez-vous la performance du gouvernement du Canada pendant la pandémie, surtout en ce qui concerne le soutien financier aux personnes touchées par la COVID-19 ?
 - Qu'est-ce qui vous fait dire cela ?
- Pensez-vous que le gouvernement du Canada fait un aussi bon travail aujourd'hui qu'au début de la pandémie, ou diriez-vous qu'il en fait un meilleur ou qu'il en fait un moins bon ?
 - Veuillez expliquer.
- Avez-vous entendu parler de la question du remboursement de la PCU pour les personnes qui l'ont reçue par erreur ?
 - Qu'avez-vous entendu ?

- En pensant à votre déclaration de revenus personnelle, croyez-vous que vous aurez à payer de l'impôt sur la PCU ?

POUR LES PERSONNES QUI S'ATTENDENT À DEVOIR PAYER DES IMPÔTS SUR CELLE-CI :

- Quel genre de conséquence cela aura-t-il sur vous ?
 - Y en a-t-il parmi vous qui craignent que cela vous place dans une situation financière difficile ?

ÉCLAIRCISSEMENT AU BESOIN

Les montants de PCU sont imposables. Vous devrez déclarer les montants inscrits sur votre relevé d'impôt T4A dans votre déclaration de revenus de 2020.

- Avez-vous entendu quoi que ce soit au sujet de l'allègement des intérêts pour les personnes ayant reçu des prestations de soutien du revenu liées à la COVID-19 ?

ÉCLAIRCISSEMENT AU BESOIN

Les personnes qui ont reçu un soutien du revenu en 2020 (comme la PCU, la Prestation canadienne de la relance économique, l'assurance-emploi, etc.) et qui ont eu un revenu imposable total de 75 000 \$ ou moins en 2020 ne seront pas tenues de payer des intérêts sur toute dette fiscale impayée avant le 30 avril 2022.

- Que pensez-vous de cela ? Selon vous est-ce que ceci aidera les personnes qui doivent de l'argent au moment de produire leurs déclarations de revenus ? Pourquoi ou pourquoi pas ?

SECTEURS DUREMENT TOUCHÉS (20 minutes) Secteurs durement touchés de la région de Toronto-Peel-York

J'aimerais maintenant parler un peu de la situation relative à la COVID-19...

- Lorsque nous vous avons invité à prendre part à ce groupe, chacun d'entre vous a indiqué que vous travaillez ou travailliez dans un domaine affecté par la COVID-19. Est-ce que quelqu'un parmi vous a reçu un soutien du gouvernement du Canada ?
 - SI OUI : Est-ce que cela a été suffisant ?
- Et pour la suite, de quel genre de soutien avez-vous besoin, le cas échéant ?
- Que pensez-vous des restrictions en place actuellement dans votre région ?
 - Devraient-elles être levées ? Devrait-il y avoir plus de choses d'ouvertes maintenant ?
 - Devraient-elles être davantage resserrées ?
- Que pensez-vous des restrictions de voyage actuelles

- Pensez-vous que celles-ci doivent être maintenues telles quelles, doivent être assouplies davantage, ou bien doivent être resserrées davantage ? Qu'est-ce qui vous fait dire cela ?
- Êtes-vous plus préoccupé par la COVID-19 comme telle, ou plus par l'impact financier et économique de la COVID-19 ?
 - Selon vous est-ce que le gouvernement du Canada met trop l'accent sur la santé, trop l'accent sur l'économie, ou bien a-t-il trouvé un bon équilibre ?
 - Pourquoi dites-vous cela ?
- Quels secteurs en particulier ont, selon vous, le plus besoin de l'aide du gouvernement du Canada ?
 - Qu'a fait le gouvernement du Canada pour les aider jusqu'à présent ?
 - Que peut faire le gouvernement du Canada pour aider ces secteurs spécifiques ?

BUDGET DE 2021 (25 -30 minutes) Canada atlantique, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de la RGT, Victoria et Nanaimo (C.-B.), jeunes adultes de la RGM, leaders d'opinion des centres de taille moyenne et grande de l'Alberta

J'aimerais vous parler du prochain budget fédéral...

- En une phrase, sur quoi pensez-vous que le prochain budget fédéral devrait porter ?
 - Canada atlantique, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de la RGT, leaders d'opinion des centres de taille moyenne et grande de l'Alberta Et pensez-vous qu'il portera, en effet, sur cela ou sur autre chose ?
 - SI AUTRE CHOSE : sur quoi pensez-vous qu'il sera axé ? Qu'est-ce qui vous fait dire cela ?

SONDAGE : Supposons que le budget fédéral soit présenté dans les prochains mois, devrait-il être axé sur :

- La gestion de la crise de COVID-19 ?
- L'élaboration d'un plan de relance économique ?
- L'élaboration d'une vision de ce que sera la vie après la COVID-19 ?

MODÉRATEUR : dans la mesure du possible, essayez de faire en sorte que les participant(e)s en choisissent un, plutôt que de les choisir tous par défaut.

- Pensez-vous que le gouvernement du Canada devrait se concentrer sur « les emplois et la croissance », ou sur « le soutien des gens pour traverser la pandémie » ? Qu'est-ce qui vous fait dire cela ?

MODÉRATEUR : dans la mesure du possible, essayez de faire en sorte que les participant(e)s en choisissent un, plutôt que de les choisir tous par défaut.

FRONTIÈRE CANADO-AMÉRICAIN (30 minutes) Canada atlantique, personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de la RGT, Victoria et Nanaimo (C.-B.), peuples autochtones de l'Alberta, leaders d'opinion des centres de taille moyenne et grande de l'Alberta

Maintenant, nous allons parler un peu de la frontière canado-américaine...

- Que pensez-vous des restrictions de voyage actuelles ?
 - Pensez-vous que ces restrictions de voyage doivent être maintenues telles quelles, doivent être assouplies davantage, ou bien doivent être resserrées davantage ? Qu'est-ce qui vous fait dire cela ?
- Quand pensez-vous que la frontière entre le Canada et les États-Unis sera rouverte aux voyages non essentiels ?
- Quels critères devraient être utilisés pour décider de rouvrir ou non la frontière, et quand ?
 - DEMANDER AU BESOIN :
 - Lorsque le nombre de cas de COVID-19 aux États-Unis est faible ?
 - Lorsque le nombre de cas de COVID-19 aux États-Unis est presque à zéro ?
 - Lorsque les Américains auront été entièrement vaccinés ?
 - Autres critères ?
- Si les États-Unis parviennent à vacciner tous les Américains avant que nous le fassions au Canada, que penseriez-vous de rouvrir la frontière ?
 - Qu'en est-il si tous les Américains sont vaccinés et que le nombre de cas de COVID-19 aux États-Unis est faible, mais encore relativement élevé au Canada ?
- On a beaucoup parlé de passeports immunitaires ou de certificats de vaccination si la communauté internationale retrouvait des conditions de voyage normales. Que diriez-vous de permettre aux Canadiens entièrement vaccinés de traverser la frontière canado-américaine pour des raisons non essentielles avant qu'elle ne soit rouverte aux autres pays (et tous les autres) ?
- Que diriez-vous d'autoriser les Américains entièrement vaccinés à passer des vacances au Canada ?

COMPORTEMENTS ET LA BULLE ATLANTIQUE (20 minutes) Canada atlantique

- Quel a été l'impact de la COVID-19 et des restrictions liées à la COVID sur vous ?

- Comme vous vous en souvenez peut-être, la région de l'Atlantique avait créé une bulle atlantique qui autorisait les déplacements sans restriction entre les quatre provinces, et limitait les déplacements des Canadiens qui vivent en dehors de la région de l'Atlantique. Ceci était en vigueur jusqu'en novembre 2020.
 - À l'approche du printemps, pensez-vous que la bulle atlantique devrait être rétablie ? Pourquoi, pourquoi pas ?
 - Craignez-vous que de nouveaux variants de la du COVID-19 puissent se propager plus rapidement dans la région de l'Atlantique si la bulle est rétablie ?
- Pensez-vous que les restrictions en place actuellement sont suffisantes ? Ou, devrait-il y avoir plus de restrictions ?
- Quand pensez-vous que l'on devrait autoriser les déplacements entre le Canada atlantique et le reste du Canada ?
- Quels critères devrait utiliser le Canada atlantique pour décider s'il ouvre ces frontières ?

Pensez-vous qu'il doit d'abord y avoir une bulle atlantique, ou pensez-vous que votre province pourrait s'ouvrir à toutes les autres provinces et tous les territoires en même temps ?

COMPORTEMENTS ET PERSPECTIVES SUR LA COVID-19 (10-15 minutes) Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de la RGT, jeunes adultes de la RGM

Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de la RGT Maintenant, j'aimerais parler de COVID-19...

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

- Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de la RGT Qu'est-ce qui vous ennuie ou que trouvez-vous difficile lorsqu'il s'agit de suivre les conseils de santé publique ?
 - DEMANDER AU BESOIN : Est-ce que les répercussions de la COVID-19 sur vous, vos familles, votre collectivité et les entreprises vous préoccupent ? De quelle façon ?
 - Est-ce que les effets sur la santé mentale des personnes qui appartiennent à vos cercles sociaux ou à votre collectivité vous préoccupent ?

- **Personnes qui ressentent la fatigue de la COVID et qui adoptent des comportements plus risqués de la RGT** Pensez-vous que des restrictions devraient être maintenues à l'heure actuelle ou pensez-vous que les gens devraient désormais pouvoir se rassembler, aller au restaurant ensemble, etc. ? Qu'est-ce qui vous fait dire cela ?
 - SI MAINTENIR DES RESTRICTIONS : Selon vous, quels genres de restrictions devraient être mis en place ? Les respecteriez-vous ? Pourquoi ou pourquoi pas ?
- **Jeunes adultes de la RGM** Avez-vous modifié votre comportement au cours de ces dernières semaines ? Que faites-vous différemment aujourd'hui par rapport à il y a quelques mois ?
 - Qu'avez-vous fait ?
 - SI OUI : pourquoi faites-vous davantage ces choses ?
 - SI NON : pourquoi n'avez-vous pas changé votre comportement ?
- **Jeunes adultes de la RGM** Quel a été l'impact de la COVID-19 et des restrictions liées à la COVID sur vous ?
 - Quel impact cela a-t-il eu sur vous et votre famille ?
 - Comment est-ce que cela se compare aux restrictions du printemps dernier — est-ce plus difficile, plus facile, ou à peu près la même chose maintenant ? Qu'est-ce qui vous fait dire cela ?
- **Jeunes adultes de la RGM** Que pensez-vous des restrictions actuellement en vigueur dans votre région ?
 - Devraient-elles être levées ? Devrait-il y avoir plus de choses d'ouvertes maintenant ?
 - Devraient-elles être davantage resserrées ?
- **Jeunes adultes de la RGM** Est-ce davantage la COVID-19 en soi qui vous préoccupe, ou est-ce plutôt les impacts financiers et économiques de la COVID-19 qui vous préoccupent ?

LA SANTÉ MENTALE (30 minutes) : Victoria et Nanaimo (C.-B.), peuples autochtones de l'Alberta, jeunes adultes de la RGM

Maintenant, nous allons changer de registre et parler de la santé mentale.

- Est-ce que la pandémie de COVID-19 a affecté votre santé mentale ou celle de vos proches ? De quelle façon ?
 - Depuis le début de la pandémie, diriez-vous que votre santé mentale s'est détériorée, s'est améliorée ou est restée à peu près la même ?
 - Quels sont les signes ou symptômes d'une personne affectée par des difficultés de santé mentale ?
- Vous sentez-vous à l'aise d'aborder le sujet de votre santé mentale ?

- Lorsque vous traversez une période difficile, vers qui ou vers quoi vous tournez-vous pour obtenir du soutien ? (p. ex. : ami(e), membre de la famille, la méditation, l'alcool, etc.)
 - Quelles sont certaines de vos stratégies d'adaptation pour faire face aux problèmes de santé mentale ?

- Dites-moi, êtes-vous au courant de quelconques ressources disponibles pour les personnes qui ont besoin d'un soutien en matière de santé mentale et de toxicomanie ?
 - Est-ce que certains d'entre vous sont au fait des ressources de soutien en santé mentale offertes par le gouvernement du Canada pendant la pandémie ?
 - Avez-vous entendu parler d'Espace mieux-être Canada ?
 - Si tel est le cas, avez-vous consulté le site Web ou accédé à l'un de ses services ? Si non, pourquoi ?
 - Le gouvernement du Canada, est-il une source valable en ce qui concerne les ressources et les outils sur la santé mentale et le bien-être ?

- Si vous étiez ou si vous êtes confronté à un problème de santé mentale, dans quelle mesure seriez-vous à l'aise pour accéder en ligne à des soutiens en matière de santé mentale et de toxicomanie ? Si vous n'êtes pas à l'aise, quelles sont vos préoccupations ?
 - Où iriez-vous chercher de l'information sur le bien-être en santé mentale, y compris des ressources de soutien ?
 - Êtes-vous plus enclin à chercher des informations et des conseils en ligne ? Par l'entremise d'organismes ? Les lignes d'aide ? Les médias sociaux ?
 - Si vous entendiez une publicité qui porte sur des informations relatives à la santé mentale et au bien-être, qui devrait livrer ce type de messages ?
 - Est-ce que le choix de qui livre le message fait une différence ?
 - Est-ce que le message devrait provenir d'une personne en qui vous avez confiance ? Qui pourrait être cette personne ?

- Trouvez-vous utile d'entendre les difficultés et les parcours d'autres personnes en matière de santé mentale ? En quoi peuvent-ils être utiles ?

AFFICHER À L'ÉCRAN ET PASSER AU SONDAGE : Maintenant, je vais vous montrer certaines choses faites par le gouvernement du Canada pour aider à soutenir la santé mentale. Ensuite, nous procéderons à un sondage pour voir lesquelles, le cas échéant, auraient le plus grand impact selon vous (VEUILLEZ EN CHOISIR TROIS AU MAXIMUM).

- La création d'un portail sur la santé mentale (« Espace mieux-être Canada ») pour orienter les Canadiennes et les Canadiens vers des ressources, des outils et des services de soutien professionnel gratuits (investissement de 68 M\$).
- L'élaboration de politiques normalisées et de pratiques d'excellence pour promouvoir la santé mentale et le bien-être des étudiantes et étudiants de niveau postsecondaire.

- L'augmentation du financement de 50 M\$ pour les centres de détresse afin de les aider à faire face à l'augmentation du nombre d'appels, notamment en raison des défis liés à la pandémie.
- L'augmentation de 7,5 M\$ du financement des services de Jeunesse, J'écoute.
- L'augmentation de 200 M\$ en transferts aux provinces pour élargir leurs services de soins virtuels.
- L'investissement de 10 M\$ sur 5 ans dans le Fonds pour la santé mentale des communautés noires afin de soutenir les programmes de santé mentale axés sur la culture des communautés noires au Canada.
- L'investissement de 4,9 M\$ par année dans le Fonds d'innovation pour la promotion de la santé mentale vise à appuyer la mise en œuvre de programmes communautaires de promotion de la santé mentale.

Modérateur : Passez en revue les choix, et les raisons de les avoir retenus.

RÉNOVATIONS RÉSIDENIELLES (15 minutes) Victoria et Nanaimo (C.-B.), peuples autochtones de l'Alberta, leaders d'opinion des centres de taille moyenne et grande de l'Alberta

Maintenant, nous allons discuter de rénovations résidentielles

- Y en a-t-il parmi vous qui connaissent le terme « rénovation résidentielle » ? Qu'est-ce qui vous vient à l'esprit lorsque vous entendez ce terme ?
- Qu'en est-il lorsque vous entendez le terme « rénovation écoénergétique résidentielle » ?

ÉCLAIRCISSEMENT : Une rénovation écoénergétique résidentielle est une rénovation qui permettrait d'améliorer l'efficacité énergétique de votre maison lorsque vous installez, par exemple de meilleures fenêtres, de l'isolant ou un appareil de chauffage écoénergétique. Non seulement c'est bon pour l'environnement, mais cela peut aussi contribuer à réduire votre consommation d'énergie et à économiser sur vos factures, tout en ajoutant de la valeur à votre maison.

- Y en a-t-il parmi vous qui envisagent d'effectuer des rénovations écoénergétiques à votre maison au cours des quelques prochaines années ?
- Seriez-vous plus enclin à faire ces types de rénovations si vous pouviez obtenir un prêt sans intérêt du gouvernement ?
 - Et si vous obteniez une subvention du gouvernement ?
 - Si oui, quel montant de subvention vous faudrait-il pour que cela en vaille la peine ?
- Pour ceux et celles qui envisagent d'effectuer des rénovations, quelle serait votre principale motivation ?
 - Le facteur environnemental ?

- Pour économiser de l'argent sur les factures d'énergie ?
- Pour rendre votre maison plus confortable ?
- Parce qu'il y a des travaux à effectuer à l'intérieur de la maison ?
- D'autres raisons ?

ENJEUX AUTOCHTONES (25 minutes) Peuples autochtones de l'Alberta

J'aimerais maintenant qu'on porte notre attention sur les questions autochtones.

- Quels sont les enjeux autochtones importants sur lesquels le gouvernement du Canada devrait, selon vous, se concentrer ?
- Est-ce que le gouvernement du Canada a fait quoi que ce soit de bien ?
- Que peut-il améliorer ?

- Avez-vous entendu parler de la Déclaration des Nations unies sur les droits des peuples autochtones ?

AFFICHER À L'ÉCRAN

La Déclaration des Nations unies sur les droits des peuples autochtones est un document international adopté par les Nations unies en 2007 qui énonce les droits fondamentaux que les peuples autochtones devraient avoir dans le monde entier. Elle explique comment les gouvernements devraient respecter les droits de l'homme des peuples autochtones.

La Déclaration universelle des droits de l'homme comprend 46 articles qui décrivent les droits spécifiques et les mesures que les gouvernements doivent prendre pour protéger ces droits. Les principaux thèmes de la déclaration sont les suivants :

- Le droit à l'autodétermination
- Le droit à l'identité culturelle
- Le droit au consentement libre, préalable et éclairé (c'est-à-dire le droit d'être consulté et de prendre des décisions sur toute question susceptible d'affecter les droits des peuples autochtones)
- La protection contre la discrimination

- Avez-vous entendu quoi que ce soit récemment quant à ce que le gouvernement du Canada a fait en réponse à la Déclaration des Nations Unies sur les droits des peuples autochtones (UNDRIP) ? Qu'avez-vous entendu ?

ÉCLAIRCISSEMENT AU BESOIN

Le gouvernement du Canada a récemment déposé un projet de loi visant à mettre en œuvre la Déclaration des Nations Unies sur les droits des peuples autochtones.

Qu'en pensez-vous ? Pensez-vous que cela changera quelque chose ? Qu'est-ce qui vous fait dire cela ?

J'aimerais maintenant parler d'eau potable pour un petit moment...

- Avez-vous entendu parler des efforts déployés par le gouvernement du Canada pour lever les avis à long terme sur la qualité de l'eau potable dans les réserves ?
- Avez-vous entendu quoi que ce soit quant à l'échéancier du gouvernement du Canada pour lever tous les avis à long terme sur la qualité de l'eau potable ?

AFFICHER À L'ÉCRAN

Le gouvernement du Canada a récemment annoncé qu'il n'atteindrait pas l'objectif qu'il s'était fixé, celui de mars 2021, comme prévu initialement. En plus des 2,19 milliards de dollars déjà prévus au budget pour mettre fin aux avis concernant la qualité de l'eau potable à long terme, le gouvernement a annoncé une somme additionnelle de 1,5 milliard de dollars pour terminer les travaux. Ces nouveaux fonds visent à assurer un soutien continu pour le fonctionnement et l'entretien quotidien des infrastructures liées à l'eau dans les réserves, à maintenir le financement des infrastructures en approvisionnement d'eau et de traitements d'eaux usées dans les réserves, et à payer les travaux interrompus en raison de la pandémie de COVID-19 et d'autres retards dans les projets.

- Qu'en pensez-vous ?
- Quel est, à votre avis, un délai raisonnable ?
- Avez-vous entendu quoi que ce soit par rapport aux plans du gouvernement fédéral de lancer un nouveau site Web pour suivre les progrès accomplis quant à la levée des avis concernant la qualité de l'eau potable à long terme ?

ÉCLAIRCISSEMENT SI NÉCESSAIRE

Le gouvernement du Canada a récemment annoncé qu'il allait lancer un nouveau site Web, conçu avec une entreprise autochtone. Chaque communauté qui fait encore l'objet d'un avis concernant la qualité de l'eau potable à long terme aura sa propre page Web sur le nouveau site avec un plan détaillé et des rapports d'étape.

- Qu'en pensez-vous ?

ÉVALUATION DES AFFICHES PORTANT SUR L'APPLI ALERTE COVID ET LE CODE QR (25 minutes) GMA Young Adults

- Est-ce que quelqu'un a entendu parler de l'appli Alerte COVID du gouvernement du Canada ?

ÉCLAIRCISSEMENT : Au cours de l'été dernier, le gouvernement du Canada a développé une application pour téléphone intelligent qui informerait les utilisateurs s'ils ont été physiquement proches d'une personne ayant reçu un diagnostic de COVID-19, et ce, en utilisant la technologie Bluetooth.

- Y en a-t-il parmi vous qui ont téléchargé cette application ?

Santé Canada œuvre à l'amélioration de l'utilisation de cette application, notamment en vue de la réouverture de l'économie. Je vais vous montrer des affiches qui pourraient être utilisées par les commerces et être placées à l'entrée de leurs magasins. Elles contiendront un code QR, un type de code-barres à matrice carrée qui est lisible par une machine et qui contient des informations sur un article. Si vous êtes allé dans un restaurant avant le récent confinement, vous l'avez peut-être vu à l'entrée. Vous devez le prendre en photo ou le scanner et le menu est affiché sur votre téléphone.

Les personnes qui ont déjà téléchargé l'application Alerte COVID pourront scanner le code QR en entrant dans un commerce.

MONTRER L'AFFICHE N° 1 :

- Quelles sont vos premières impressions de cette affiche ?
- Est-ce qu'elle capte votre attention ?
- Si vous voyiez cette affiche à l'extérieur d'un commerce, aux côtés d'autres affiches, est-ce qu'elle se démarquerait ?
- Est-ce qu'elle indique clairement ce que vous devez faire, et pourquoi vous devez le faire ?

Maintenant, je vais vous montrer une autre version

MONTRER L'AFFICHE N° 2 :

- Quelles sont vos premières impressions de cette affiche ?
- Est-ce qu'elle capte votre attention ?
- Si vous voyiez cette affiche à l'extérieur d'un commerce, aux côtés d'autres affiches, est-ce qu'elle se démarquerait ?
- Est-ce qu'elle indique clairement ce que vous devez faire, et pourquoi vous devez le faire ?

MONTRER L'ENSEMBLE DES AFFICHES À L'ÉCRAN

- Le message qui figure dans la partie supérieure est différent sur chaque affiche — l'aviez-vous remarqué ?
- Lequel, selon vous, fonctionne le mieux ? Qu'est-ce qui vous fait dire ça ?
 - « Scannez ici. Soyez averti en cas d'exposition possible. »
 - « Soyez averti si l'un des visiteurs de la journée reçoit un test positif. »

- L'en-tête est d'une couleur différente sur chaque affiche — l'aviez-vous remarqué ?
 - Lequel attire le plus votre attention ?
- Le nom et l'adresse du commerce apparaissent subtilement sous le code QR dans les affiches — l'aviez-vous remarqué ?
- Le code QR est situé à gauche, puis à droite. Cela fait-il une différence pour ce qui est de capter votre attention ?
- La deuxième affiche comporte une phrase supplémentaire sous les instructions : « Bonne visite. Scannez de nouveau si vous revenez. » Que pensez-vous de l'ajout de cette phrase ?
- Pour ceux (celles) qui ont téléchargé l'application : est-ce que vous seriez disposé à le scanner ? Pourquoi ou pourquoi pas ?
- Pour ceux (celles) qui n'ont pas téléchargé l'application : la téléchargeriez-vous afin de l'utiliser pour ce genre de choses ? Pourquoi ou pourquoi pas ?

ÉCLAIRCISSEMENT AU BESOIN :

Les personnes qui ont déjà téléchargé l'application Alerte COVID pourront scanner le code QR en entrant dans un commerce. Si une éclosion est identifiée dans ce commerce, un(e) employé(e) de la santé publique pourrait se connecter et envoyer une notification à toute personne qui s'y est présentée dans un délai donné.

- Pensez-vous que cette initiative contribuera à stopper la propagation de la COVID-19 ? Pourquoi ou pourquoi pas ?

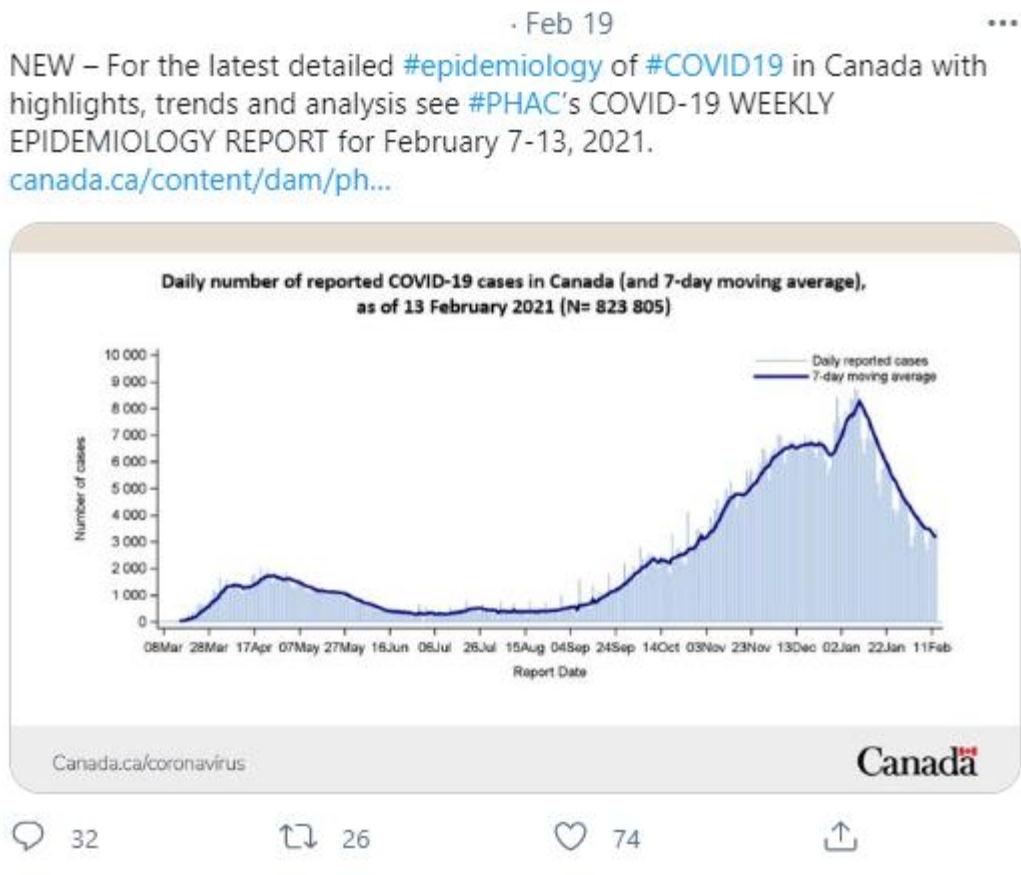
CONCLUSION (5 minutes)

Appendix C – Advertising Concepts

COVID-19 Information Preferences

Social Media Posts (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders, Mid-size and Major Centres Quebec Vaccine Hesitant, GTA Experiencing COVID Fatigue and Riskier Behaviours)

Option A1 (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)



The above figure depicts a Twitter post, with the date of February 19 at the top of the figure. To the right of the date, there are three grey dots. Below the date, grey text reads 'NEW – For the latest detailed #epidemiology of #COVID19 in Canada with highlights, trends and analysis see #PHAC's COVID-19 WEEKLY EPIDEMIOLOGY REPORT for February 7-13, 2021.

Canada.ca/content/dam/ph...' with the link and hashtag words in blue. Below, there is a graph titled 'Daily number of reported COVID-19 cases (and 7-day moving average), as of 13 February 2021 (N= 823 805).' The X axis depicts a report date and the Y axis depicts number of cases. The graph includes light blue vertical lines that represent the daily reported cases and a navy blue trendline that depicts the 7-day moving average. The graph peaks on the right hand side. At the bottom of the image, there is the Government of Canada wordmark on the right and Canada.ca/coronavirus on the left. Below, in grey, are options to reply, retweet, like and share the figure.

Option A2 (Mid-size and Major Centres Quebec Vaccine Hesitant)

Feb 26 ...

NOUVEAU – Consultez la MISE À JOUR HEBDOMADAIRE de l’#ASPC sur l’épidémiologie de la #COVID19 au Canada pour la semaine du 14 au 20 février 2021 afin d’obtenir les dernières nouvelles (faits saillants, tendances, analyse détaillée). [canada.ca/content/dam/ph...](#)

Nombre de cas de COVID-19 déclarés quotidiennement au Canada (et moyenne mobile sur 7 jours), en date du 20 février 2021 (N = 843 805)

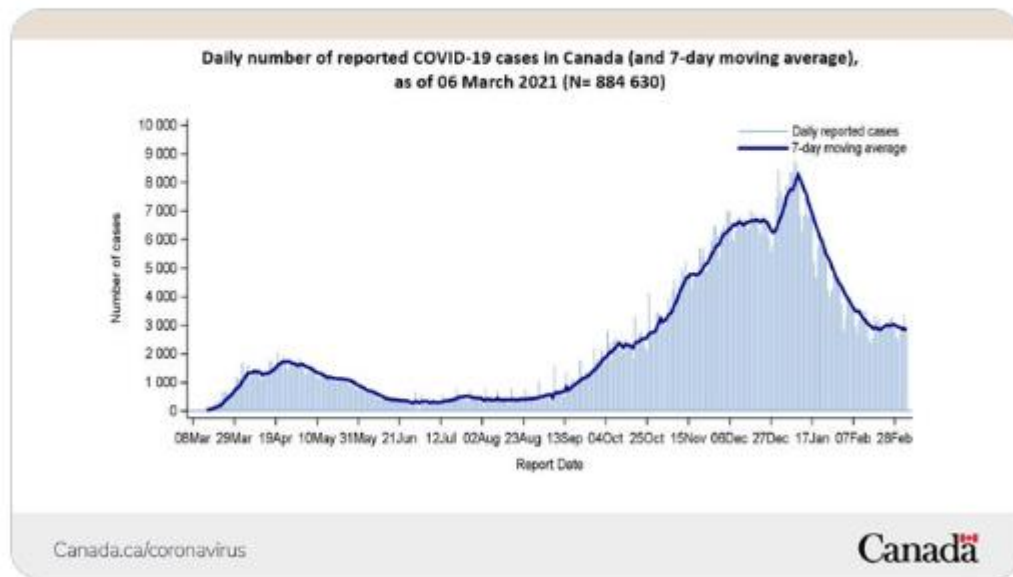
Canada.ca/le-coronavirus **Canada**

🗨️ 1
🔄 4
❤️ 2
📤

The above figure depicts a Twitter post, with the date of February 26 at the top of the figure. To the right of the date, there are three grey dots. Below the date, grey text reads 'NOUVEAU – Consultez la MISE À JOUR HEBDOMADAIRE de l’#ASPC sur l’épidémiologie de la #COVID19 au Canada pour la semaine du 14 au 20 février 2021 afin d’obtenir les dernières nouvelles (faits saillants, tendances, analyse détaillée). Canada.ca/content/dam/ph...' with the link and hashtag words in blue. Below, there is a graph titled 'Nombre de cas de COVID-19 déclare quotidiennement au Canada (et moyenne mobile sur 7 jours), en date du 20 février 2021 (N = 843 805).' The X axis depicts 'Date de la déclaration' and the Y axis depicts 'Nombre de cas'. The graph includes light blue vertical lines that represent 'Cas declares quotidiennement' and a navy blue trendline that depicts 'Moyenne mobile sur 7 jours'. The graph peaks on the right hand side. At the bottom of the image, there is the Government of Canada wordmark on the right and Canada.ca/le-coronavirus on the left. Below, in grey, are options to reply, retweet, like and share the figure.

Option A3 (GTA Experiencing COVID Fatigue and Riskier Behaviours)

NEW – For the latest detailed #epidemiology of #COVID19 in Canada with highlights, trends and analysis see #PHAC’s COVID-19 WEEKLY EPIDEMIOLOGY REPORT for February 28 – March 6, 2021. canada.ca/content/dam/ph...



18 25 49

The above figure depicts a Twitter post. In the top right of the image, there are three grey dots. Below, grey text reads ‘NEW – For the latest detailed #epidemiology of #COVID19 in Canada with highlights, trends and analysis see #PHAC’s COVID-19 WEEKLY EPIDEMIOLOGY REPORT for February 28 – March 6 2021. Canada.ca/content/dam/ph...’ with the link and hashtag words in blue. Below, there is a graph titled ‘Daily number of reported COVID-19 cases (and 7-day moving average), as of 06 March 2021 (N= 884 630).’ The X axis depicts a report date and the Y axis depicts number of cases. The graph includes light blue vertical lines that represent the daily reported cases and a navy blue trendline that depicts the 7-day moving average. The graph peaks on the right hand side. At the bottom of the image, there is the Government of Canada wordmark on the right and Canada.ca/coronavirus on the left. Below, in grey, are options to reply, retweet, like and share the figure.

Option B1 (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)



The above figure depicts a Twitter post, posted by @CPHO_Canada, with a blue verification checkmark to the left, and a '3h' to the right in grey font, indicating the tweet had been posted for three hours. To the very right of the Twitter handle, there are three grey dots. Below, text reads 'Today's #COVID19 in [Canadian flag emoji] info and updates; [right pointing white arrow in a blue box emoji] #GOC website on #coronavirus disease: ow.ly/vX0350BHNVF [right pointing white arrow in a blue box emoji] Canada COVID-19 Situational Awareness Dashboard: ow.ly/xOxW50BHNXm' with the hashtags and website links in blue font and the other text in grey font. Below this text, there is a tan backdrop with a lighter maple leaf on the right hand side and 'COVID-19 in Canada' in bold black font to the left. Below, there is a white backdrop, with text depicting it was last updated at February 25, 2021, 7:00 p.m. EST. Below this date, there is a green box with text reading 'Total tests performed 24,030,155' a blue box with text reading 'total cases 858,217' a yellow box with text reading 'Active cases 30,335' a purple box with text reading 'Recovered 806,017' with a final pink box reading 'Deaths 21,865.' At the bottom of the image, there is a light grey bar with the Government of Canada wordmark on the right and Canada.ca/coronavirus on the left. Below, in grey, are options to reply, retweet, like and share the figure.

Option B2 (GTA Experiencing COVID Fatigue and Riskier Behaviours)

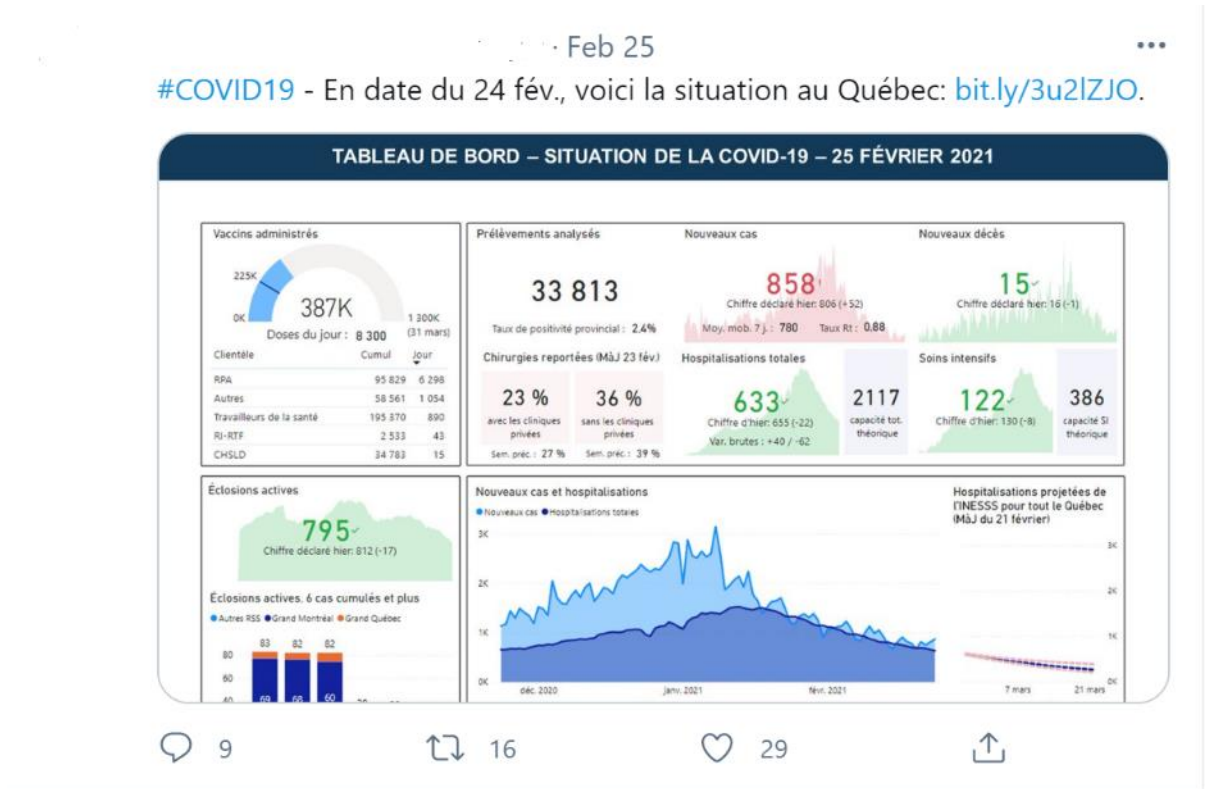
Today's #COVID19 in 🇨🇦 info and updates:
 ➡ #GOC website on #coronavirus disease: ow.ly/vX0350BHNVF
 ➡ Canada COVID-19 Situational Awareness Dashboard: ow.ly/xOxW50BHNXm



5 27 31

The above figure depicts a Twitter post. In the top right corner of the image, there are three grey dots. Below and to the left, text reads 'Today's #COVID19 in [Canadian flag emoji] info and updates; [right pointing white arrow in a blue box emoji] #GOC website on #coronavirus disease: ow.ly/vX0350BHNVF [right pointing white arrow in a blue box emoji] Canada COVID-19 Situational Awareness Dashboard: ow.ly/xOxW50BHNXm' with the hashtags and website links in blue font and the other text in grey font. Below this text, there is a tan backdrop with a lighter maple leaf on the right hand side and 'COVID-19 in Canada' in bold black font to the left. Below, there is a white backdrop, with text depicting it was last updated at March 16, 2021, 7:00 p.m. EST. Below this date, there is a green box with text reading 'Total tests performed 26,068,659' a blue box with text reading 'total cases 915,868' a yellow box with text reading 'Active cases 31,517' a purple box with text reading 'Recovered 861,832' with a final pink box reading 'Deaths 22,519.' At the bottom of the image, there is a light grey bar with the Government of Canada wordmark on the right. Below, in grey, are options to reply, retweet, like and share the figure.

Option C (Mid-size and Major Centres Quebec Vaccine Hesitant)



The above figure depicts a Twitter post, with the date of February 25 at the top of the figure. To the right of the date, there are three grey dots. Below the date, grey text reads '#COVID19 – En date du 24 fév., voici la situation au Québec: bit.ly/3u2IZJO' with the link and hashtag words in blue. Below, there is an image with a blue banner and white text reading 'TABLEAU DE BORD – SITUATION DE LA COVID-19 – 25 FÉVRIER 2021.' Beneath the banner and against a white backdrop there are four boxes. The top left box notes 'vaccins administrés' where a blue semi-circle graph is showing that 387K doses have been administered. The bottom box on the left-hand side depicts 'Éclosions actives' where a green chart features '795 Chiffre déclaré hier : 812(-17)'. The box on the bottom right depicts 'Nouveaux cas et hospitalisations' where a light blue graph represents 'nouveaux cas' and a dark blue graph represents 'hospitalisations totales.' The top right box features various statistics and green and red graphs. In order, from the top left hand statistic, in a clockwise direction, the statistics read 'Prélèvements analyses 33 813' 'Nouveaux cas 858' 'Nouveaux décès 15' 'Soins intensifs 122' 'Hospitalisations totales 633' 'Chirurgies reportées (MaJ 23 fév.) 23% 36%.' Below, in grey, are options to reply, retweet, like and share the figure.

Option D (Mid-size and Major Centres Quebec Vaccine Hesitant)

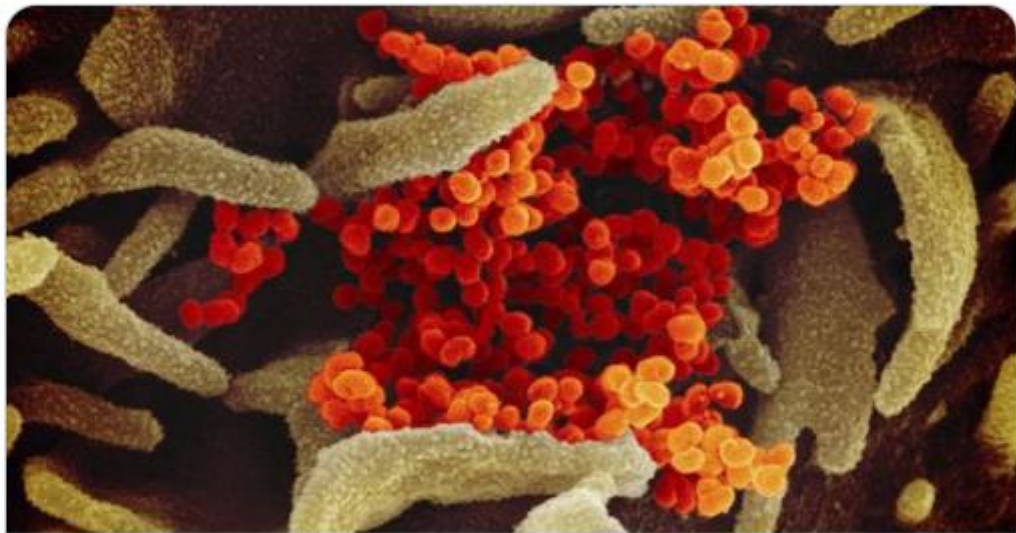


The above figure depicts a Twitter post, with a timestamp of 23h at the top of the figure, indicating the Tweet was posted 23 hours ago. To the right of the date, there are three grey dots. Below the timestamp, a title in black font reads 'La pandémie réduit l'espérance de vie au Québec.' Below, there is a close-up picture of an elderly man's hands while he is sitting in a chair. Below the image, a subtitle in black font reads 'La pandémie réduit l'espérance de vie au Québec' with a further description below in grey font reading 'L'espérance de vie à la naissance a diminué en 2020, de cinq mois chez les hommes et de huit mois chez les femmes, en raison de la pandémi...' Below, in grey, are options to reply, retweet, like and share the figure.

Option E (GTA Experiencing COVID Fatigue and Riskier Behaviours)

Numbers from the science table show new variants spreading rapidly in the province

The variants are “essentially out of control,” said Anthony Dale, CEO of @OntHospitalAssn. “It seems pretty self-evident that we’re in the early stages of the third wave.”



Coronavirus tracker: How many COVID-19 cases are there in Canada a... COVID-19's rapid spread has put public-health agencies under pressure to save lives. Check back for daily updates on how the numbers are ...

64

258

194



The above figure depicts a Twitter post. In the top right-hand corner, there are three grey dots. Below and to the left, a title in bold, black font reads 'Numbers from the science table show new variants spreading rapidly in the province.' Below, text in normal, black font, text reads 'The variants are 'essentially out of control', said Anthony Dale, CEO of @OntHospitalAssn. It seems pretty self-evident that we're in the early stages of the third wave.' Where the words 'The variants,' 'in the' and 'the' are bolded. Below, there is an image of microscopic viral particles emerging from the surface of cells. Below the image, a subtitle in black font reads 'Coronavirus tracker: How many COVID-19 cases there in Canada a...' with a further description below in grey font reading 'COVID-19's rapid spread has put public-health agencies under pressure to save lives. Check back for daily updates on how the numbers are ...' Below, in grey, are options to reply, retweet, like and share the figure.

Option F (Mid-size and Major Centres Quebec Vaccine Hesitant)



The above figure depicts a Twitter post, with a timestamp of 18h at the top of the figure, indicating the Tweet was posted 18 hours ago. To the right of the date, there are three grey dots. Below the date, a title in black font reads 'COVID-19 : Montréal se prépare à une augmentation des cas liés aux variants.' Below the image, a subtitle in black font reads 'COVID-19 : Montréal se prépare à une augmentation des cas liés aux v...' with a further description below in grey font reading 'De 15 à 16 % des nouveaux cas de COVID-19 à Montréal sont liés à un variant, selon la santé publique.' Below, in grey, are options to reply, retweet, like and share the figure.

Option G (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)



The above figure depicts a Twitter post, with the date of February 24 at the top of the figure. To the right of the date, there are three grey dots. Below the date, a title in black font reads 'The problem for Canada will be finding this variant, experts say.' Below, there is a picture of a multi-colour pathogen against a black background. Below the image, a subtitle in black font reads "'Minefield' of variants: How the California strain is different from the ot..." with a further description below in grey font reading 'The latest iteration of COVID-19 making waves is one first identified in California. The Western state is now teeming with the variant...'. Below, in grey, are options to reply, retweet, like and share the figure.

Option H1 (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)



The above figure depicts a Twitter post, with the date of February 18 at the top of the figure. To the right of the date, there are three grey dots. Below the date, grey text reads 'Today, we hit an important milestone: more than 500,000 doses of COVID-19 vaccines administered in Ontario. Thank you to all the health care and frontline workers who made this milestone possible.' Below this text, there is an image with a dark blue background and features the sketch of a vaccine syringe and clip art viruses. Below, white text reads 'Ontario has now administered over 500,000 COVID-19 vaccine doses' with the number 500,000 in bold and the Ontario government wordmark in the bottom right. At the bottom of the figure in grey are options to reply, retweet, like and share the figure.

Option H2 (Mid-size and Major Centres Quebec Vaccine Hesitant)



The above figure depicts a Twitter post, with the date of February 18 at the top of the figure. To the right of the date, there are three grey dots. Below the date, grey text reads 'a maintenant administre +500 000 doses de vaccins contre la #COVID19. Malgré des retards et des livraisons réduites, la vaccination de nos plus vulnérables progresse. Avec la réception d'autres vaccins, plus de groupes pourront être vaccinés.' Below this text, there is an image with a dark blue background and features the sketch of a vaccine syringe and clip art viruses. Below, white text reads 'Le Quebec a maintenant administré plus de 500 000 doses de vaccins contre la COVID-19' with the number 500,000 in bold. At the bottom of the figure in grey are options to reply, retweet, like and share the figure.

Option H3 (GTA Experiencing COVID Fatigue and Riskier Behaviours)

...

Ontario has now administered over one million doses of the #COVID19 vaccine. As we receive more vaccines, more groups will be able to get vaccinated. Learn more about Ontario's phased rollout plan at: Ontario.ca/covidvaccine



12:09 PM · Mar 11, 2021 · Twitter Web App

The above figure depicts a Twitter post, with three grey dots in the top right-hand corner. Below, grey text reads 'Ontario has now administered over one million doses of the #COVID19 vaccine. As we receive more vaccines, more groups will be able to get vaccinated. Learn more about Ontario's phased rollout plan at: Ontario.ca/covidvaccine.' Below this text, there is an image with a dark blue background and features the sketch of a vaccine syringe and clip art viruses. Below, white text reads 'Ontario has now administered over 1 million COVID-19 vaccine doses' with the number 1 million in bold and the Ontario government wordmark in the bottom right. At the bottom of the figure grey text reads '12:09 PM. Mar 11, 2021. Twitter Web App.'

Option I (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)



The above figure depicts a Twitter post, with the date of February 24 at the top of the figure. To the right of the date, there is three grey dots. Below the date, grey text reads 'An incredible milestone – over 509580 vaccines administered' with a party popper emoji. The numbers depicted in the sentence were also emoji's (white numbers inside blue boxes). The text then continues and reads 'Protecting mums, dads, grannies, grandpas, loved ones and friends – all thanks to our health care heroes!' with an emoji of two figures hugging. More text then reads 'We can achieve so much when we work together.' With an emoji of two shaking hands. Below, in blue font, text reads '#niinjections' with an emoji of a syringe. Below all this text, there is a picture split by a diagonal line. To the right, there is a photo of a scene depicting a road leading into a tunnel. On the left, there is a navy blue background with the number 509,580 in large yellow font. Below, white font reads 'reasons to celebrate.' Below, there is the Uniting UK logo and a light blue vaccine bottle image. At the bottom of the figure in grey are options to reply, retweet, like and share the figure.

Option J (Lower Mainland B.C. Vaccine Hesitant, Major Centres Ontario Opinion Leaders)



The above figure depicts a Twitter post, with the date of February 24 at the top of the figure. To the right of the date, there is three grey dots. Below the date, grey text reads 'The dates for 60-80 year olds still depend on supply.' Below this text, there is a photo of a man giving a speech. Below, black text reads 'Ontario Announces Vaccine Schedule For Adults Aged 60+' and below, grey text reads 'Ontario now has a more detailed rollout plan, with sign-ups starting March 15.' Below, in grey, are options to reply, retweet, like and share the figure.

Option K (Mid-size and Major Centres Quebec Vaccine Hesitant)



The above figure depicts a Twitter post, with the date of Mar 2 at the top of the figure. To the right of the date, there are three grey dots. Below the date, a title in black font reads 'COVID-19: Québec recrute 500 nouveaux vaccinateurs en moins d'une semaine | JDQ.' Below, there is a picture of a vaccination clinic with a red sign in the window reading 'vaccination' and clip art of a syringe and a vaccine bottle. Below the image, a subtitle in black font reads 'Québec recrute 500 nouveaux vaccinateurs' with a further description below in grey font reading 'Quelque 500 professionnels de la santé ont répondu à l'appel de Québec à venir prêter main-forte à la campagne de vaccination.' Below, in grey, are options to reply, retweet, like and share the figure.

Option L (GTA Experiencing COVID Fatigue and Riskier Behaviours)

Evening Update: Europe struggles with rollout of Oxford-AstraZeneca vaccine



Evening Update: Europe struggles with rollout of Oxford-AstraZeneca ...
Also: Canada's National Advisory Committee on Immunization reverses course on AstraZeneca guidance, says shot is safe for seniors over 65



The above figure depicts a Twitter post. In the top right-hand corner, there are three grey dots. Below and to the left, a title in black font reads 'Evening Update: Europe struggles with rollout of Oxford-AstraZeneca vaccine.' Below, there is a picture of an AstraZeneca vaccine vial. Below the image, a subtitle in black font reads 'Evening Update: Europe struggles with rollout of Oxford-AstraZeneca ...' with a further description below in grey font reading 'Also: Canada's National Advisory Committee on Immunization reverses course on AstraZeneca guidance, says shot is safe for seniors over 65.' Below the image, in grey, are options to reply, retweet, like and share the figure.

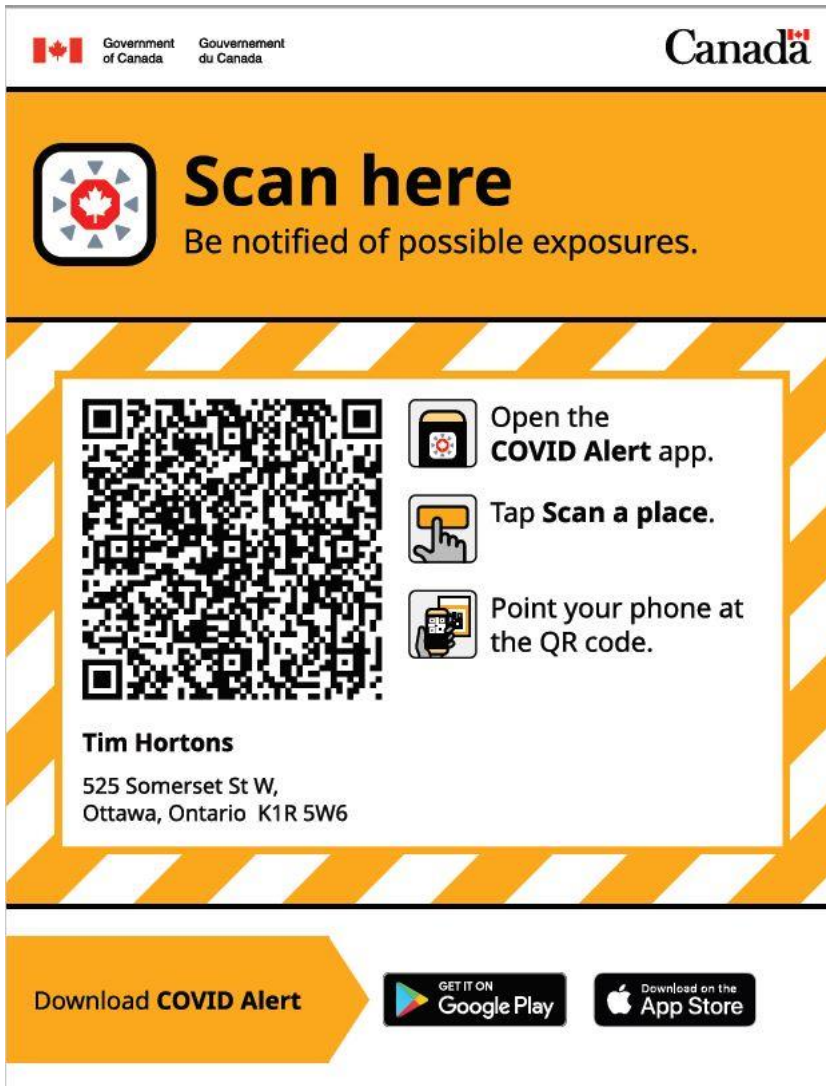
Option M (GTA Experiencing COVID Fatigue and Riskier Behaviours)



The above figure depicts a Twitter post. In the top right-hand corner, there are three grey dots. Below and to the left, a title in grey font reads 'Toronto #COVID19 vaccination update for March 16: 282,037 vaccine doses have been administered. For all the info on vaccines in Toronto, go to: Toronto.ca/home/covid-19/...'. Where the hashtag and link are in blue font. Below, there is an image with yellow, pink and light blue stripes at the top, a dark blue background in the middle with white text reading '282,037 Total COVID-19 vaccine doses given March 16, 2021' where the number 282,037 in larger font the other text. There is also a pink band aid image in a circle to the right. Below, there is a slightly lighter blue strip with the City of Toronto wordmark in the bottom right. Below the image, in grey, are options to reply, retweet, like and share the figure.

COVID Alert App QR Code Poster Testing (GMA Young Adults)

Poster 1



The figure above has the Government of Canada wordmark and Government of Canada signature at the top of the image. Below, there is an orange banner, with the COVID Alert App icon on the left with large black text to the right reading 'Scan here.' Below, in slightly smaller black font, is text that reads 'Be notified of possible exposures.' Below this text and orange banner, there is a backdrop of alternating orange and white diagonal stripes. In the middle of this matter against a white backdrop, there is a QR code. Below the QR code, there is black font reading 'Tim Hortons 525 Somerset St W, Ottawa, Ontario K1R5W6'. To the

right of the QR code, there are three icons in a vertical row with black text to the left. The top icon shows an animated phone with the COVID Alert App icon with 'Open the COVID Alert app' text to the right, where the words 'COVID Alert' are bolded. The middle icon shows an animated finger pointing at an orange rectangle with the text 'Tap Scan a place.' to the right with the words 'Scan a place' in bold. The bottom icon depicts an animated phone scanning the poster with the text 'Point your phone at the QR code' to the right. Below the alternating orange and white diagonal stripes section, there is an enlarged Orange arrow against a white backdrop on the left with black text inside the arrow reading 'Download COVID Alert' with 'COVID Alert' in bold. To the right of the arrow are the logos for the Google Play Store and Apple App Store.

Poster 2



The figure above has the Government of Canada wordmark and Government of Canada signature at the top of the image. Below, separated by a black line, is a white banner with the COVID Alert App icon on the left with large black text to the right reading 'Get notified if a visitor from today tests positive.' Below this text and white banner, there is a backdrop of alternating orange and white diagonal stripes. In the middle of this matter against a white backdrop, there is a QR code. Below the QR code, there is black font reading 'Tim Hortons 525 Somerset St W, Ottawa, Ontario K1R 5W6'. To the left of the QR code, there are three icons in a vertical row with black text to the right. The top icon shows an animated phone with the COVID Alert App icon with 'Open the COVID Alert app' text to the right, where the words 'COVID Alert' are bolded. The middle icon shows an animated finger pointing at an orange rectangle with the text 'Tap Scan a place.' to the right with the words 'Scan a place' in bold. The bottom icon depicts an animated phone scanning the poster with the text 'Point your phone at the QR code' to the right. Below the icons, black text reads 'Enjoy your visit. Scan again next time.'