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# Continuous Qualitative Data Collection of Canadians' Views – May 2020

Final Report

**Prepared for the Privy Council Office**

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Canada 

# Continuous Qualitative Data Collection of Canadians' Views

## Final Report

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The eighth cycle of the study included a total of fourteen focus groups with Canadian adults (18 years of age and older) between May 6<sup>th</sup> and 28<sup>th</sup>, 2020.

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

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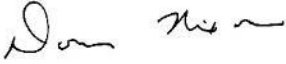
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## Political Neutrality Certification

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

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

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

Date: June 26, 2020

Donna Nixon, Partner  
The Strategic Counsel

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# Executive Summary

## Introduction

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

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

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

This report includes findings from 14 online focus groups which were conducted between May 6<sup>th</sup> and 28<sup>th</sup>, 2020 in multiple locations across the country including in the Atlantic region, Quebec, Ontario, the Prairies, Alberta, and British Columbia. Details concerning the locations, recruitment, and composition of the groups are shown in the section below.

The research for this cycle of focus groups focussed primarily on COVID-19, as the pandemic continued in Canada and reopening stages were beginning. The research explored a wide range of related issues in depth, from perceptions of the federal government's response to date, to the degree of personal impact the virus had on Canadians, discussion around the use of face masks, views on economic impact of the virus, and discussions with key subgroups around the impact on students, airlines and orphan wells (in Western groups). Throughout the month, various messages and taglines and one set of advertising concepts aimed at communicating with the public about COVID-19 were tested.

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

## Methodology

### Overview of Groups

#### Target audience

- Canadian residents, 18 and older
- Groups were split primarily by location
- Some groups focussed on specific subgroups of the population including students, parents, unemployed (due to COVID-19), and those stressed about isolation

### Detailed approach

- 14 focus groups across various regions in Canada
- Groups were conducted with the general population in Small Town Quebec, Lower Mainland British Columbia (BC), Saskatoon, Quebec City, Rural and Small Town Prairies and Halifax
- Groups were conducted with key subgroups including students in the Greater Toronto Area (GTA) - 905 and Greater Montreal Area (GMA), parents in Interior BC and Rural Quebec, those stressed about self-isolation in Ontario Major Centres and Calgary, and those unemployed due to COVID-19 in Atlantic Major Centres and Ontario Mid-sized Centres
- Groups in Quebec were conducted in French, while all others were conducted in English
- All groups for this cycle were conducted online
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend
- Across all locations, 94 participants attended, in total. Details on attendance numbers by group can be found below
- Each participant received an \$90 honorarium in respect of their time



## Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
GTA – 905	1	English	May 6	4:00-6:00 pm	Students	7
Greater Montreal Area	2	French	May 7	4:00-6:00 pm	Students	8
Major centres Ontario	3	English	May 12	5:30-7:30 pm	Stressed about self-isolation	8
Interior BC	4	English	May 13	7:00-9:00 pm	Parents	5
Major centres Atlantic Canada	5	English	May 14	4:00-6:00 pm	Unemployed (Covid-19)	7
Small-town Quebec	6	French	May 14	7:00-9:00 pm	General population	6
Lower Mainland BC	7	English	May 19	7:30-9:30 pm	General population	8
Rural Quebec	8	French	May 20	4:00-6:00 pm	Parents	8
Saskatoon	9	English	May 20	7:00-9:00 pm	General population	6
Calgary	10	English	May 21	7:30-9:30 pm	Stressed about self-isolation	7
Mid-sized centres Ontario (outside of GTA)	11	English	May 26	4:00-6:00 pm	Unemployed (Covid-19)	6
Quebec City	12	French	May 26	5:30-7:30 pm	General population	4
Rural and small-town Prairies	13	English	May 27	7:00-9:00 pm	General population	7
Halifax	14	English	May 28	4:00-6:00 pm	General population	7
<b>Total number of participants</b>						<b>94</b>

## Key Findings

### **COVID-19 in the News (All Locations)**

Participants were following the news about COVID-19, but not as closely as in previous months. They were beginning to find the news somewhat repetitive and it was clear from their responses that a certain degree of 'issue fatigue' was occurring. Participants noted that they felt overwhelmed by the volume of news on this topic.

While continuing to track cases of COVID-19 in their respective regions and provinces, interest among participants had turned toward the timelines for reopening and associated challenges. In some regions, early reopening was already underway and certain parts of the country were well ahead of others. Regardless of the stage at which a particular area was at, participants were concerned about the dangers of a second wave and advised a cautious approach. Another concern centered on the availability of personal protective equipment (PPE) and what was being done to implement workplace health and safety protocols, especially as some participants were imminently returning to work. This is a topic that participants indicated they had not yet heard much about, but there was keen interest among some.

Although engagement with the topic was lower overall, participants had heard about a number of issues, in addition to reopening, including a breakthrough on a possible vaccine, the treatment of seniors in long-term care facilities (specifically in Quebec), and how well some regions were doing in combatting the virus in comparison to other jurisdictions both within and outside Canada.

Participants accessed news and information on COVID-19 from a wide range of media. Social media dominated, particularly among the younger demographic, although many were obtaining news via Facebook, Twitter, podcasts and online news aggregators. At the same time, there continued to be heavy reliance on television news and, in some particular areas, talk radio. Word-of-mouth was also a key part of the mix, with many participants claiming to have shared information with colleagues, friends and family members, have received updates from their employers or, in the case of students, representatives of an academic institution.

### **Government of Canada's Response to COVID-19 (All Locations)**

For the most part, when asked what they knew of recent responses by the Government of Canada to the COVID-19 crisis, few participants could name any specific initiatives top-of-mind. However, with some prompting some recollection was evident on issues such as benefits for students, programs targeted to volunteers, paid sick leave, funding for landlords, guidance on face masks and sector-specific initiatives such as additional pay for essential health care workers.

Many commented positively on the Government of Canada's response to the pandemic, indicating that, given the unprecedented nature of the crisis, the Government had been quick to roll out a range

of financial supports and other initiatives. Any criticism tended to center around specific issues such as the border not being closed early enough in the initial stages of the pandemic or the equity of financial aid being distributed to various groups.

### **Personal Impact (All Locations)**

The proportion of participants who had been personally touched, directly or indirectly, by the coronavirus remained relatively low, in the order of one or two participants in each group. A few mentioned being fairly sure they had the virus before it became more widely known, having been tested for it, knowing someone else who had contracted the virus, or being aware of someone who had passed away as a result of COVID-19, typically an older acquaintance or family member.

Most were well versed on the steps to take in the event they developed the symptoms of the virus. A common response was that they would quarantine themselves as a first line of defense. Some would call their physician or tele-health, while others indicated they would seek testing. A few participants, particularly those in Interior BC and Saskatoon, made reference to accessing an online self-assessment tool developed. Participants in these groups were mainly referring to an app developed by their respective provincial governments, although some in Saskatoon also knew of the Covid-19 Self-Assessment Tool on the Government of Canada website.

### **Behaviour Changes (Major Centres Ontario Stressed, Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec, Lower Mainland BC, Rural Quebec Parents, Saskatoon, Calgary, Mid-Sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax)**

As in March and April, participants continued to modify their behaviours in response to the pandemic in ways that had varying degrees of impact on their lives. Most commonly, participants were adapting to:

- Home isolation and physical distancing – This practice continued mainly unchanged through May, although some participants were beginning to get outside more as the weather improved across Canada. For many, the daily routine involved working, parenting, exercising and cleaning. And, most continued to leave their homes with relative infrequency, for work, to run errands or for exercise. As they were heading into the second or third month of isolation, some were finding the lack of social connection quite challenging. Fatigue appeared to be setting in, and some participants spoke about the effect this was having on their psyche as well as their patience. Nevertheless, most were continuing to adhere to the practice as well as to social distancing, although there was clear evidence of a desire to resume more regular interactions with friends and other family members.
- Work – Those who continued to work were adapting to working remotely, while others not working were adjusting to a slower rhythm of life and appreciated having additional time to connect with other members of their household. Others, who had lost their jobs prior to COVID-19, were concerned about limited job prospects.

- Sanitary precautions – Participants were regularly washing their hands and applying hand sanitizer among other precautions, including attempting to consciously refrain from touching surfaces such as cell phones, door knobs and items they on store shelves.
- Masks – A few participants commented on wearing a face mask, although this was not the norm.
- Shopping – Participants spoke about changes to their shopping habits, principally that they avoided having to go out other than for essentials.

### **Parenting through COVID-19**

Parents were feeling some degree of stress adapting to the challenges of online home-schooling or child care, particularly for those who continued to work. In some cases, parents and children have faced a fairly steep learning curve with respect to the technology required to assist their children with school assignments, as well as in creating a structured, organized daily routine. For a number of parents, their early intentions to impose a more regular schedule on their children had in recent weeks become more relaxed. Some remarked that their children were becoming increasingly bored by the isolation and the monotony of their daily routine.

While most parents indicated that they had had frank conversations with their children about COVID-19 and its impacts, as well as the need for social distancing, some were worried that their children were exhibiting signs of anxiety and alarm. Few parents mentioned any specific tools or resources that might assist them, although it was clear that many could benefit from support in a number of ways: homeschooling, building structure in the day, activities and entertainment options, etc. Parents' comments suggested a desire for some relief which they felt would best be addressed by the resumption of school and opening of child care facilities, once it was safe to do so.

### **Personal Inconveniences (All Locations, except Interior BC Parents and Halifax)**

Having to self-isolate was associated with many inconveniences, some more major than others. The most significant was the inability to spend time with family members outside the immediate household. The absence of school and the shift to online classes as well as home-schooling was another issue for students in post-secondary as well as children, youth and parents. The loss of employment for some, managing work and family responsibilities, and the challenges associated with undertaking what were previously simply everyday tasks were also mentioned by participants as were the cancellation of key life events and travel plans. General fear, anxiety, boredom and uncertainty were feeding into some degree of malaise expressed by a number of participants.

### **Impact across Communities (All Locations, except Lower Mainland BC and Quebec City)**

COVID-19 is viewed as impacting communities of different sizes in different ways although participants could not say definitively whether their counterparts in smaller, more rural communities - or vice versa - were generally better off than their own area. There was, however, general agreement that practicing social distancing is more difficult for those living in higher density, large urban areas compared to smaller communities which usually have easier access to spacious outdoor areas. Some mentioned that residents of smaller towns tend to know their neighbours better and, as a result, can be more

trusting. This has the effect of lowering stress levels when it comes to personally interacting with neighbours and other residents in the area. By contrast, the congestion which is common to dense downtown cores in larger centres was seen as making pedestrian traffic somewhat less navigable, while also adhering to social distancing.

### **Face Masks (Mid-Sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax)**

Participants were generally aware of guidance from public health officials to wear face masks in situations where it may be difficult to maintain the recommended two metre physical distance. Moreover, they understood that the masks were primarily a means of preventing the spread of COVID-19 to others, rather than of protecting one's self.

Overall, the impression was that face masks were effective in limiting the spread of COVID-19, although participants in Halifax were, at least initially, somewhat less convinced of this. Some confusion about the guidance on face masks was evident in the discussions. Participants commented about the difficulties sourcing face masks, knowing which ones were more effective than others, and expressed concerns about improper use.

While many claimed to wear a face mask regularly, participants indicated that they used a mask mainly when shopping rather than at all times in public, as well as at work or when visiting elderly family members. Those who indicated they were disinclined to wear a face mask offered a number of reasons, ranging from the practice not being mandatory to concerns that masks were in short supply.

Most participants supported the Government of Canada advice to wear a homemade, non-medical face mask when it is not possible to consistently maintain a two-metre physical distance from others. These participants felt that making masks mandatory could pose some challenges, and likened this to the issue of smoking in that many people would choose not to follow the advice whether it is mandated or recommended. Moreover, they felt that government should also supply face masks to everyone if the decision was made to make them mandatory.

However, others felt it did not go far enough, commenting that the government should either mandate face masks or, at a minimum, communicate the importance and benefits of doing so. The primary concern among these participants was that, if the Government positioned wearing of face masks as a recommendation, many people would simply ignore the advice.

### **Reopening (Lower Mainland BC, Rural Quebec Parents, Saskatoon, Calgary, Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax)**

Focus groups in the latter part of May coincided with a decline or flattening of the number of cases of COVID-19 in many parts of the nation, and increased discussion of reopening plans. At this time a limited number of jurisdictions were already moving into the early stages of reopening.

Many participants welcomed the prospect of reopening, but were also quite anxious, wanting to ensure that federal and provincial governments did so cautiously and in a gradual manner. Some worried that, with reopening, people may let their guard down, taking a more relaxed approach to key measures to limit the spread of COVID-19, particularly with respect to social distancing.

In Ontario, the gathering at Trinity Bellwoods Park in Toronto, which received extensive media coverage, sparked concerns among participants in that province that warmer weather and pent-up desire for social gatherings would combine to create the conditions for further spread of the virus and a possible second wave. In other locations, participants viewed this period as an 'experiment,' anticipating the possibility of having to shift back and forth between lockdown and reopening modes, should there be a spike in infections.

Most participants indicated they were not yet ready to venture out more regularly into public spaces. Some also expressed concerns that employers, including their own, may not be ready to reopen, lacking sufficient protocols to ensure the safety of their workers, including having personal protective equipment (PPE) on hand.

### **Economic Impact (All Locations, except GTA Students and GMA Students)**

#### **Government of Canada Economic and Financial Incentives**

Participants were widely aware of various initiatives by the Government of Canada to combat the economic impact of COVID-19. There was a generally positive assessment of the Government's approach to handling this crisis, specifically in that government was seen as moving quickly to roll-out a suite of programs intended to support businesses, workers and other groups affected by the pandemic.

The vast majority of participants were aware of the Canada Emergency Response Benefit (CERB), mostly because they had applied for the benefit themselves, or knew of someone who had. Some acknowledged being slightly confused about some aspects of the program, specifically questioning the degree of coordination between the CERB and Employment Insurance (EI).

Awareness of the Canada Emergency Wage Subsidy (CEWS) was more variable across groups, compared to the CERB. This was primarily a factor of personal relevance, as some participants were more or less directly affected by the program or had looked into the criteria and application process for their own businesses. The details of this program were, as a result, not as clear as they were for the CERB. And, some participants commented that the program included many qualifiers and caveats that made it difficult for organizations to ascertain their eligibility.

Participants were also asked about their awareness of and views on support for seniors. While most participants, across all groups, had heard something about this, save for a very few, they were unclear on the details. Initial views on the program were mixed to negative. Concerns were expressed about the timing of the program which was seen to be late in coming, relative to programs directed at other groups. Additional concerns were raised by some as to whether and why seniors even needed this program, while others expressed an opposing view, commenting that the amount being offered was

insufficient, especially as seniors had contributed through their taxes over a lifetime of working. There was also a particular concern about low income seniors and those who may not have adequate financial resources in their retirement. Even when given more information about both the payment and additional funding for low-income seniors (i.e., through OAS, GIS and HST/GST credits), participants were unmoved from their initial positions about the relative fairness or unfairness of the seniors' benefit.

### **Managing Budget Deficits**

Most participants supported continuation of these programs (CERB and CEWS, etc.) and, while concerned about the growing deficit as a result, felt that the Government had little choice at this time. The primary concern had to be keeping businesses and people from financial ruin. And, they understood that the uncertainty in dealing with this type of unprecedented crisis meant governments had little to no previous history to draw from.

At the same time, many were troubled by the heavy financial burden that was being placed on future generations on whose shoulders the responsibility would be to pay down the deficit. Others expressed some apprehensions about possible tax increases or spending cuts in other areas which could adversely affect themselves or other vulnerable groups and key programs, such as health care. In the end, however, most felt comfortable with deficit spending.

Thinking ahead, as the economy reopens, participants were of the view that as economic activity returns to previous levels, the government could look to a gradual scaling back of benefits. Some were motivated by concerns that these supports may act as disincentives for people to return to work. Others suggested that the programs will need to continue for some time given that some industries or sectors are unlikely to rebound quickly. In these instances, they recommended that financial support programs should be modified so that they can be more targeted to those most in need, while reducing any disincentive to return to work.

There was no real consensus around how long it may take for the economy to regain full momentum and, therefore, the anticipated duration of financial support programs. Some volunteered that they should remain in place for a minimum of another two months while others took a longer view, noting that the programs may need to remain until a vaccine is available.

### **Economic Stimulus and Planning for Recovery**

The general consensus across the series of focus groups held in May was that some kind of stimulus would be required to drive the economy forward. Many weren't sure what form this should take. Some supported infrastructure spending and immediate job creation, while others viewed this time as an opportunity to invest more strategically in areas such as digital innovation, technology and green initiatives. But, a number of participants did underscore that the most important goal was to get through the pandemic, get people back to work and then begin to think about the kind of economy Canada should be building for the future.

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

- Future-proof economy
- Green economy
- Healthy economy
- Modern economy
- Resilient economy
- Strong economy

Participants converged around the idea of a 'resilient economy.' The term was viewed not only as encompassing the notions of 'strong' and 'healthy,' but also as connoting adaptability, especially in turbulent and uncertain times.

Participants were presented with three phrases that could be used by the Government of Canada to frame its plan for the economy moving forward: Recovery, Restart and New Start. Preferences varied across the groups, but generally coalesced around 'New Start' and 'Recovery.' The former term suggested an opportunity for a reset and specifically an opportunity to consider different approaches and focuses for economic development and growth, while the latter term denotes a return to normal and a degree of continuity in economic activity. Most participants felt that 'Restart' suggested going backwards rather than forwards, and presumed the economy had come to a full stop, and thus did not select this as their preferred framing.

### **Other Challenges**

While participants were, especially given the focus of this discussion, principally preoccupied with the economic challenges facing Canadians and Canadian businesses, other issues were raised in connection with the pandemic that several felt should be addressed. A number of participants specifically focused on the issues pertaining to seniors and long-term care, particularly around the vulnerability of this group in terms of succumbing to the virus and the apparent lack of preparedness to deal with COVID-19 in some long-term care facilities. Other issues included education (i.e., online learning), stress and anxiety, and the impact on Canada's health care system, among others.

### **Message Testing (GTA Students, GMA Students, Major Centres Ontario Stressed, Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec)**

Participants reviewed and discussed messages or statements related to public health guidance. Across the groups, it was clear that certain of the statements were clearer and more impactful than others, and were deemed to include information that was felt to be important to disseminate publicly.

### **Important Information**

Three key pieces of information were viewed as important to include in federal government messaging around COVID-19: measures/practices to continue (such as physical distancing, frequent handwashing, staying at home as much as possible (especially if ill) and avoiding crowded places), education on asymptomatic transmission and the fact that the virus was still a threat, even though some provinces were re-opening.



Across all groups, the following four messages were selected by participants as containing vital information which should be widely shared:

- “Continue to practice the critical measures to limit the spread of COVID-19: physical distancing, frequent handwashing, and staying home if you’re sick.”
- “Most people infected with COVID-19 experience mild symptoms, but they can still pass the disease on to others. We need to protect seniors and the most-vulnerable members of the community by staying home as much as possible, and avoiding crowds and places where adequate physical distancing is not possible.”
- “If you suspect you have illness due to COVID, get tested. This will help us identify any outbreaks in the community and put in place measures to prevent further spread.”
- “COVID-19 remains a serious health threat. While some restrictions are being loosened, it is important to recognize that things can get worse again if we don’t all follow the current restrictions in place. Stay up to date with the latest rules and restrictions for your area by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.”

### **Motivating and Compelling**

Messages that were the most motivating, in terms of following public health advice, spoke to personal responsibility or included a social responsibility factor. In some instances, suggesting negative consequences if people did not follow public health guidance was also viewed as effective.

Among the three groups in which this question was asked, Anglophones and Francophones differed in their focus. English participants from Interior BC and Atlantic Canada coalesced around the message: “COVID-19 remains a serious health threat. While some restrictions are being loosened, it is important to recognize that things can get worse again if we don’t all follow the current guidelines in place. Frequently wash your hands, avoid crowded places, and practice physical distancing.” By contrast, those who participated in the group held among residents of small towns in Quebec chose the following message as the most compelling: “Don’t be responsible for the spread of COVID. Frequently wash your hands, avoid crowded places, and practice physical distancing.

Participants generally preferred messages that were clear, direct, straightforward, and included practical suggestions of how to limit the spread of the virus. Some also liked messages that spoke to the general public, rather than to more narrow subgroups of people.

### **Dislikes**

While there was a lot of positive feedback on these statements, some phrases or terms were viewed with a more critical eye. For example, thanking Canadians, which introduced one of the statements that was tested (“Thank you ...”) suggested to some that the pandemic was over. Along these lines, participants were generally more critical of statements or phrases that downplayed the severity of the virus (“mild symptoms”), came across as accusatory in nature (“Don’t be responsible for the spread of COVID”) or suggested that those with a “healthy lifestyle” would be less susceptible to contracting the virus. At the time of the groups, participants felt there was a lot of confusion and misinformation

around the effectiveness of masks, so any statements that discussed the use of masks were also questioned in terms of credibility.

### **Guidance Testing (Major Centres Ontario Stressed)**

In the group held with participants drawn from major centers across Ontario, a series of examples of short messages were shown to participants pertaining to guidance the federal government could provide related to COVID-19. Participants were asked to choose which messages they felt were easiest to understand and most likely to catch their attention, as well as those they disliked.

Two messages were identified clearly as the easiest to understand, because they were viewed as simple, direct and to the point:

*"Do your part. Wash hands, keep apart and stay home if sick."*

*"It takes all of us: Clean your hands, keep a safe distance and stay home if sick."*

Messages that caught the attention of participants were those that specifically referenced "COVID," rather than simply incorporating more generic statements, as well as one which included the idiomatic expression ("Easy as 1-2-3") which was somewhat lyrical and, therefore more memorable, or were formatted in a question/answer style ("Sick? Stay home.").

Overall, participants tended to dislike any messages that included phrasing such as "staying healthy" or "Take Care Canada" which were viewed as cliché and meaningless.

### **Tagline Testing (Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec)**

Participants in a select number of groups were shown a series of taglines that the federal government could include at the end of COVID-19 related advertisements. Overall, three taglines were clearly preferred.

*"Let's all do our part"* – This tagline was preferred, overall, by both English and French participants, because it suggested that every person had a responsibility to do their part, for the broader community.

*"Protect yourself and others"* – This surfaced as the second most preferred option by Anglophones, for many of the same reasons as the previous.

*"Restons forts (Let's keep going strong)"* – Francophones in small town Quebec also favoured this tagline, which was not translated for discussion in the English groups.

The least preferred taglines were *"All of us, all the way"* (shown in all groups) and *"Be safe out there"* (only shown in small town Quebec).

Asked what key points the taglines were trying to get across, participants generally agreed they were attempting to convey a message of both individual responsibility, but also a sense of community in Canadians are acting in a united way to combat COVID-19.

### **Website Testing (Lower Mainland BC, Rural Quebec Parents, Saskatoon)**

The [Canada.ca/coronavirus](https://Canada.ca/coronavirus) website was reviewed in three groups, with the objective of gauging participants' perceptions of the site and their intention to revisit the site in the future.

Prior to being asked to visit the website before the group, a small number of participants had already visited the website on their own to obtain information on or apply for various benefits (such as the CERB, EI or CEWS), monitor the current number of COVID-19 cases, learn more about the virus and safe practices, or obtain travel-related information. Those who had not previously visited the site said they were not inclined to do because they were already feeling overwhelmed with information from various other sources.

When reviewing the website prior to the discussion, most had perused the site without any particular goal or objective and simply moved from topic to topic. Overall, their interests mirrored some of the topics noted above. Many participants found most, or at least part, of what they were looking for and said the information on the site was generally clear, well organized, informative, and covered a wide range of topics in extensive detail. At the same time, some felt the high volume of information available resulted in an overly dense layout, given the amount of text and hyperlinks included.

While overall perceptions were generally positive, intentions to revisit the website varied with just as many stating they would, as would not.

### **Impact of COVID-19 on Students (GTA Students, GMA Students)**

#### **Perceptions around Virus and Re-opening**

Asked if they believed the virus was under control in Canada, students' responses differed by location. All students in the GTA group agreed that Canada was doing a good job, while GMA students held the opposing view – as they believed that the public was not following directives and were concerned about the number of deaths in long-term care facilities at the time.

As these groups were held early in the month, questions were asked to gauge students' views on the country beginning to reopen. While there was no definitive response, most were hesitant and erred on the side of caution advocating to wait a while longer, such as a September or October timeframe to begin re-opening. They had a clear view that public health advice should remain paramount to reopening.

### **Online Learning and Return to Campus**

The impacts of COVID-19 varied from student-to-student, particularly depending on their stage in terms of their university or college experience. In general, students reported facing challenges with the transition to online learning. Although they appreciated the flexibility of their classes being online, overall they missed the sense of collegiality, it was difficult for some who preferred a more hands-on learning style, and they believed it somewhat devalued their education. Asked if they expected to be able to return to campus in the Fall, most did. Students continuing in college or university were looking forward to returning to an in-person environment.

### **Effect on Employment and Financial Stressors**

Many summer jobs that students had lined up prior to the pandemic had become interrupted and any prospects for summer employment were few and far between.

Those who completed their degree in the spring had clear concerns around lack of employment and future job prospects. There was a perception that while managerial positions were available, entry level positions had vanished. Unemployment was a source for both financial and developmental stress for some. While students from the GTA did not generally report experiencing any financial stress, those in the GMA did, suggesting they had concerns around paying their tuition, bills, and rent.

### **Views on Government of Canada Response and Supports for Students**

Awareness of the Canada Emergency Student Benefit (CESB) was high, with almost all students recalling hearing about it through the Prime Minister's press conferences or the news media. Most were aware of the details of the program and could approximate what they would be eligible for, however, virtually none knew the process of applying for the benefit. With regards to changes to the Canada Student Loans and Grants program, awareness was higher among GTA students and more limited in the GMA student group.

Overall, most students believed that the Government of Canada was doing enough to help students and limited top-of-mind suggestions were brought forward in terms of any additional supports needed. When shown a list of initiatives to help students during the COVID-19 pandemic, most suggested that creating summer job placements would make the biggest difference to them personally, but that creating an emergency student benefit (of \$1250 per month) would make the most difference for students more broadly.

### **Airlines (GTA Students, GMA Students)**

In both groups with students in Toronto and Montreal, participants discussed the idea of the Government of Canada providing financial aid to industries affected by COVID-19. Across the two groups, there was little consensus from students as to whether this was something that should be provided. A few participants cited small businesses, more generally, as a sector they thought could be helped during the pandemic.

When asked about the airline industry in particular, most students believed that they should not receive any additional financial aid. While students generally understood there would be an impact to airline companies in terms of decreased travel during the pandemic, they did not prioritize their needs. In fact, many believed that there would be an increase in demand for both personal and business travel following the pandemic. None of the participants had had to cancel a flight, and while they favoured refunds being issued by airlines to Canadians who had to cancel flights, they were also supportive of issuing credit vouchers if offering full refunds could bankrupt the airlines.

### **Orphan Wells (Saskatoon, Calgary)**

Relatively few participants had heard about the issue of orphan wells. Those who were more familiar with the issue had a fairly clear understanding of its origin and, once given more information, all participants generally understood its significance, particularly with respect to its impact on the environment. There was also a sense, in Calgary specifically, that site remediation could be a job creator, employing many people who are now out of work in the oil and gas sector in the province. At the same time, most were unaware of any activity currently underway to address the issue.

Nevertheless, the general consensus was that this is an important issue. Although most felt the costs of reclamation should be underwritten by the companies which have abandoned them in the first place, many understood that governments would need to step in as these companies no longer have the financial resources to cover the costs.

At the same time, participants felt that companies should be required to provide a 'recovery' or security deposit prior to being given a license to operate in the sector which could then be used to finance the cost of remediating an abandoned site. Most were of the opinion that companies must abide by certain environmental rules, which are part of the regulatory regime. And, if they cannot, they should not be permitted to operate in the province.

### **Other Government of Canada Services (Lower Mainland BC, Rural Quebec Parents)**

Asked if participants had needed to access any non COVID-19 related services from the Government of Canada recently, most had not. One participant in Lower Mainland BC discussed using passport services and in rural Quebec a couple of participants mentioned contacting the Canada Revenue Agency in regards to income taxes and child benefit calculations. However, overall these participants did not report any particular concerns in using these services.

### **Other Federal Government News and Issues (Major Centres Ontario Stressed, Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec, Lower Mainland BC, Rural Quebec Parents, Saskatoon, Rural/Small Town Prairies)**

Asked if they had heard recently about any federal government issues unrelated to the pandemic, most participants had not. A few, across the groups, mentioned the prohibition of certain firearms,

pipelines affecting Indigenous communities and the (automatic) increase in Member of Parliament salaries.

When probed on firearms, asking specifically about the Government of Canada's recent announcement on the prohibition of over 1500 models of assault-style firearms in Canada, awareness was modest with the topic coming up unprompted in the groups in major centres in Atlantic Canada, Lower Mainland BC, and rural Quebec. Opinions on the announcement varied. While a few believed prohibition was a good step, more were critical, suggesting the topic could require further public discussion and communication of the rationale for the decision. Others were generally lacking knowledge of the details or specifics of the situation and refrained from providing comment.

Participants were split in their views on the focus on COVID-19 by the Government of Canada. On balance, while many felt that the focus was appropriate, given the severity of the situation and the global impact of the virus, others felt the media attention on the pandemic was a bit too much, especially in the groups held towards the end of the month.

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#### **MORE INFORMATION**

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# Detailed Findings

## Timeline of May Announcements

In order to help put the focus group discussions in context during this continuing COVID-19 pandemic period, below is a quick reminder of the timeline of events in Canada during the month of May.

- At the End of April:
  - A wide range of Government of Canada income supports for individuals (including the Canada Emergency Response Benefit (CERB)) and businesses (Canada Emergency Wage Subsidy, Canada Emergency Business Account (CEBA) are in full operation.
  - Discussions of how and when to re-open the economy are underway officially, in media commentary and amongst members of the general population.
  - 28 April: Prime Minister releases joint statement by First Ministers for restarting the economy.
- 1-8 May
  - 1 May: Royal Assent was granted to Bill C-15, to implement the Canada Emergency Student Benefit.
  - 4 May: Prime Minister discouraged Canadians from displaying complacency about the pandemic as provinces ease restrictions.
  - 4 May: Manitoba begins Stage 2 of reopening.
  - 4 May: Quebec starts gradual sector-by-sector reopening.
  - Focus groups held in the Greater Toronto Area (GTA)-905 (6 May) and in the Greater Montreal Area (7 May), both with students or youth just graduated from post-secondary education (PSE) (ages 17-29)
- 9-15 May
  - 11 May: The Large Employer Emergency Financing Facility (LEEFF) was announced.
  - 11 May: Newfoundland and Labrador downgrade alert status to Level 4.
  - 12 May: The Parliamentary Budget Officer (PBO) raised the possibility that the federal deficit may reach \$1 Trillion because of spending on pandemic programs.

- 12 May: Health Canada announced that the COVID-19 serological test would be administered to one million Canadians over two years.
- Focus group held in Major Centers Ontario with those stressed about isolation (12 May)
- Focus group held in Interior BC with parents of school-age children (K- Grade 6) (13 May)
- 14 May: Globe and Mail observed that Section 6 of the Charter of Rights enshrined mobility rights.
- 14 May: Premier of Ontario announces the opening of additional seasonal services and activities in time for the Victoria Day weekend.
- 14 May: Alberta enters Stage 1 of reopening.
- Focus group held in Major Centers Atlantic with Unemployed due to COVID-19 (14 May)
- Focus group held in small town Quebec with the general population (14 May)
  
- 16-22 May
  - 19 May: Chief Public Health Officer of Canada recommends wearing a non-medical mask or face covering while out in public for periods of time when it is not possible to consistently maintain a 2-metre physical distance from others.
  - 19 May: BC enters Stage 2 of reopening.
  - 19 May: Saskatchewan enters Stage 2 of reopening.
  - Focus group held in Lower Mainland BC with the general population (19 May)
  - Focus group held in rural Quebec with parents of school-age children (Grade 7-11) (20 May)
  - Focus group held in Saskatoon with the general population (20 May)
  - Focus group held in Calgary with stressed about self-isolation (21 May)
  - 22 May: New Brunswick downgrades alert status to Yellow level.
  - 22 May: PEI begins Phase 2 of reopening.



- 23-31 May
  - Focus group held in Mid-size Centers Ontario outside of the Greater Toronto Area with those who were unemployed due to COVID-19, including a mix of those eligible and ineligible for benefits (26 May)
  - 26 May: The Canadian Armed Forces releases a report about the state of long-term care facilities in Ontario, followed by another the second day focused on Quebec.
  - Focus group held in Quebec City with the general population (26 May)
  - 27 May: Prime Minister remarks on supports announced to help Canadians during COVID-19
  - Focus group held in rural and small-town Prairies with the general population (27 May)
  - 28 May: Canada, Jamaica and the United Nations jointly convene a 50 Nation High-Level Event on Financing for Development in the Era of COVID-19 and Beyond
  - Focus group held in Halifax with the general population (28 May)

## COVID-19 In the News (All Locations)

### Recall

Participants were continuing to follow the news and information about COVID-19, although perhaps not as closely nor as avidly as in previous weeks and months. Many acknowledged having been highly attentive to COVID-19 news in the early weeks of the pandemic, specifically as a result of heightened levels of concern, perceived personal danger, and a strong interest in understanding how to respond to keep themselves safe. At this point, however, interest in COVID-19 had turned more towards the timelines for reopening and the associated challenges.

Some degree of fatigue was setting in as participants in a number of groups talked about being less engaged on the issue and/or feeling overwhelmed with the volume of information. Some, in fact, found it quite stressful and noted that much of the news simply repeated basic information that had already been widely shared in the public domain over previous weeks.

A number of participants had heard about plans to reopen. This varied from group to group, reflecting those jurisdictions in which discussions of reopening were advancing (i.e., PEI, Ontario, Quebec, and BC). While there was enthusiasm about opening, there was also unease about any

negative impact this might have on rates of infection and concern that the public may be less committed to maintaining social distancing.

Among students in the GTA, many were paying attention to discussions within their province about reopening schools in particular. They noted that while government is trying to move in this direction, they should do so slowly. Students in the GMA group were not as engaged on this particular issue, commenting that they were paying less attention to the news media, finding that the information was less factual and more editorial in nature (i.e., more opinions than facts). In general, they noted being confronted with too much information, describing it as contradictory and confusing.

Other participants were, to varying degrees, following trends in the number of cases both in their province, as well as nationally and globally, but generally participants were less engaged. They were also finding that the situation was less changeable from day-to-day and, as a result, they felt that paying close attention was not as warranted as it had been in the early days of the pandemic, when some were watching and listening to the news almost on an hour-by-hour basis.

What participants did note with respect to COVID-19 news varied considerably across groups, reflecting both a regional focus and the influence of specific news sources:

- Participants in Ontario were of the view that, despite news of deaths and of problems in Ontario's long-term care facilities, the situation had become more stable across the province. They could see signs of hope and that more businesses were opening. Others had stopped watching the news as they found it to be too depressing. Some participants had heard the opposite, that cases were increasing, and that there was a possibility of a second wave of infection. And, there was a concern among some that a second wave would be worse than the first. However, they also mentioned a possible breakthrough with a vaccine.
- Generally, among the groups held in Quebec, engagement was lower, with many participants reporting paying less attention to COVID-19 news compared to the month previous. Comments were made by some that they felt busier in their day-to-day lives and also that some of the press conferences appeared to be redundant. Some in the group among GMA students commented about the continued rising death toll, the poor treatment of seniors in Quebec's long-term care facility network (CHSLD), and sending children back to school. On the latter issue, students expressed some concern about loosening of measures such as isolation given what was being described as an insufficient decline in the number of cases of COVID-19 in the region. Nevertheless, in other groups in the province, there was some relief that businesses were beginning to reopen, including hair salons and campgrounds. Some participants, albeit relatively few, had heard about having to wear face masks on Montreal's public transit system and recalled the Prime Minister's comments about providing Canadians with ten days of paid sick leave. There was also some awareness among parents in the group held in rural Quebec about fewer restrictions around eligibility for the federal wage subsidy and emergency benefits, as well as talk of expanding these programs.
- In the Atlantic region a focus of some discussions was on how well the region, and some provinces within the region, were doing compared to other parts of the country in terms of containing the virus. Prince Edward Island, for example, was viewed as doing better than Nova

Scotia. In one of the groups concerns were raised about what might happen in the province of Quebec when schools were opened, and generally this was viewed quite negatively with some raising concerns that the provincial government was taking this step too early while cases were still on the rise.

- In western Canada participants also appeared to be paying less attention to COVID-19. Some assumed that if anything changed dramatically, they would certainly hear about it. Otherwise, a number had stopped following the news altogether or had reduced their news consumption from several times daily to just once a day. Nevertheless, they were fairly knowledgeable about the situation in Canada, as well as what was happening in the U.S. and overseas (e.g., speaking about a possible second wave in China), and were paying attention to reports about progress on vaccine development. Some commented that paying too close attention to the news about COVID-19 was too stressful, there was too much information to keep up with, and it was often the basic information shared repeatedly. In BC specifically, participants reported hearing that the curve was flattening, schools and businesses were beginning to reopen, and that while individuals could start to expand their bubble social distancing should be maintained. At the same time, some expressed wariness about reopening and, especially for those who were having to return to their workplaces, spoke of issues related to the availability of personal protective equipment (PPE) and of health and safety precautions being put in place by businesses to protect their staff and customers.

### Sources of Information

Participants cited a wide range of sources for COVID-19 information, reflecting a tendency to utilize both traditional and new media depending on their interest in specific aspects of and trends relating to the pandemic. While many continued to rely on television news and newspapers, the apparent repetitiveness of the information from these sources was lessening their interest and its perceived relevancy.

Social media played a major role as an information source for many, with Facebook, Twitter, Reddit, YouTube and Instagram specifically mentioned. The use of social media was dependent on particular interests. For example, some were using Facebook to livestream press conferences held by political and government figures as well as to follow formal Facebook channels of political figures, including the Prime Minister and the Premier of Quebec, while others were relying on neighbourhood Facebook discussion groups and group chats, or accessing news feeds.

Social media use was widespread across all demographics, but more frequently accessed by younger participants. Almost no one in the student groups said that they were directly choosing mainstream media as their primary information source.

Mainstream media, primarily television, was relied upon extensively as an information source in other groups. In Quebec, RDI, TVA Nouvelles and LCN were referred to, as were Le Devoir and La Presse. Across the rest of Canada, the CBC was mentioned frequently, as well as local news channels (especially CP24). CNN and Al-Jazeera were also identified. The only English language text-based media mentioned were The Economist and the Huffington Post. AM Talk Radio was another source of

information mentioned (in Saskatchewan, the CKOM app was specifically referenced). In BC a participant noted downloading the BC COVID-19 app on their mobile, while information available on provincial websites was mentioned by several participants in other groups as well.

Several were clearly relying primarily on news aggregators, including Facebook, Reddit, Google News and Narcity (mentioned in the Ontario Mid-Size Centres group), as well as Reuters and Associated Press feeds. A few also mentioned following their provincial public health officers on social media. Several participants referred to personalized sources such as select podcasts and information from the World Health Organization (WHO) found on the Johns Hopkins website.

In addition to social and traditional media, a number reported word-of-mouth as a source of discussion and sharing of information, especially as many were no longer actively following the news. Participants mentioned receiving information about COVID-19 through daily interactions with their colleagues at work, their employers, academic institutions (for students), business networks (for business owners and operators) and family members. Several students mentioned being exposed to TV news only because their parents were watching it.

## Government of Canada's Response to COVID-19 (All Locations)

### Awareness

Participants in multiple groups said they had heard less in recent weeks about Government of Canada actions in response to the pandemic and in some groups participants struggled to recall any specific activities or announcements. However, a number commented that Canada seemed to be faring better than the US in its management of COVID-19, or referred to the Canadian Armed Forces helping out in long-term care facilities.

Otherwise, across different groups, a scattering of comments alluded to various Government of Canada activities in response to COVID-19, including:

- Benefits to students – some students were specifically aware of a benefit being offered to students, although they offered few details at this point in the discussion.
- Financial support programs – others had heard something about criticism of the Canada Emergency Response Benefit (CERB) based on the fact that there was no distinction, in terms of the amount being paid, by family size, working status, etc. In the GMA, students also spoke about a program targeting volunteers, as well as financial aid for businesses. Some participants in other groups were vaguely familiar with a program to provide financial assistance to seniors. In BC, participants also mentioned the financial assistance being offered by the provincial government, in the amount of \$1000, in addition to the CERB being offered by the Government of Canada. In this group, discussion of the CERB prompted questions and

concerns about both the duration of the benefit (there was a comment that it had initially been offered for 7 months, but then shortened to 4) and the tax implications for those who received it erroneously. Others made reference to funding being given to landlords as well as students on visas, and paid sick leave.

- Face masks – a very small number of participants recalled guidance being given to wear a non-medical face mask where the 6-foot physical distance can't be maintained.

Some also mentioned other initiatives, such as banks offering mortgage relief or a temporary pandemic pay increase for eligible frontline and support workers (implemented by the Government of Ontario).

### Perceptions

There was a widespread view across many groups that the Government of Canada had generally been doing a good job of managing the pandemic. Overall, the Government was seen to have responded quickly on economic issues, making a wide range of financial supports available. The CERB was most often referred to in this regard. Others commented that, by comparison to other countries, Canada's government had responded well.

Some participants in Western Canada felt the roll-out of various financial assistance programs should have been based on income testing or some other more precise targeting approach. But, at the same time, some acknowledged that there was a need to get financial assistance out to people quickly. This did, however, raise questions about downstream tax liabilities for individual recipients of subsidies as well as the overall impact on the government's fiscal situation. There were also concerns that while there were supports for many groups and sectors, assistance for seniors had come a bit late, by comparison. Some participants also disagreed with younger adults receiving the same payment as families or older adults, based on a sense that the former had lower annual incomes and fewer financial responsibilities. Several participants also commented that, looking back to the initial response, the Government of Canada could have closed the Canada-US border to non-essential travel much earlier. There was general agreement that the early response to the pandemic had been slow.

Very few suggestions were put forward as to what else the Government of Canada should be doing at this time. The following reflects suggestions by just one or two people in various groups:

- More assistance for students and support for graduates entering the workforce during the pandemic;
- Additional financial assistance for small businesses;
- Modifying programs like the CERB to incentivize return to work;
- Evaluating the long-term implications with respect to the impact of the pandemic on various communities, specifically in terms of financial consequences and employment;
- Mandating airlines to refund passengers who had booked tickets they were subsequently unable to use, as they have done in the US;

- Ensuring those who return to work are supplied with PPE and, generally, making people feel more safe during the reopening phase;
- More widespread testing across the board, but specifically in airports for those coming into Canada from overseas;
- Restricting gatherings in some public spaces (i.e., parks);
- Exploring universal basic income;
- Considering extending the CERB especially for people who don't qualify for Employment Insurance (EI);
- More communications clarifying the guidance on the use of face masks, based on a sense that there had been "mixed messaging" initially communicated; and
- Reassuring the public that individual rights and freedoms will not be encroached upon, particularly as measures such as isolation were required and contact testing and tracing is being considered.

## Personal Impact (All Locations)

Across most of the groups held during the month of May, participants were asked about the ways in which they were being personally affected by the COVID-19 pandemic, including whether they have themselves had the virus, or knew of someone else who had, in addition to adapting their behaviours as a result of the virus.

### **Experience with Symptoms of COVID-19 (GTA Students, GMA Students, Major Centres Ontario, Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec, Lower Mainland BC, Rural Quebec Parents, Saskatoon, Calgary)**

In all groups, at least one or two individuals knew of someone who had experienced the symptoms of COVID-19, typically a friend or a relative, and in a few instances reported having personally experienced symptoms of the virus.

A small number of participants in the various groups mentioned that they had themselves been tested, or knew of others who had been tested, with results coming back negative for the virus. In one or two instances, participants commented that they felt they may at one point early on have had COVID-19, given symptoms they exhibited, and based on the opinion of their physician. But, these participants noted they could not be entirely certain as the test was not available at the time.

While many participants spoke about friends and relatives who have since recovered from COVID-19, some across all the groups knew of people who had passed away as a result of the virus. These were typically elderly individuals, some of whom had been living in seniors' residences. In Calgary, there was mention of an outbreak of the virus at a local Purolator depot, an issue with which most participants were familiar. In this group, one of the participants had connections with Purolator

through their own work and had heard of a driver who was asymptomatic, but later tested positive for the virus.

### **What to do if symptoms develop**

Most participants were aware of the steps to take in the event they developed the symptoms of COVID-19. Most volunteered that they would quarantine themselves and, if they did not improve, they would get tested. Those who felt they had experienced the symptoms described it as “the worst possible flu,” accompanied by coughing, loss of sense of smell and extreme lethargy.

Generally, participants were fairly well versed on what to do if they experience the symptoms of the virus. As noted, the most common response, at least as a first step, was quarantine, along with connecting with a physician to discuss symptoms. Students in the GTA mentioned calling the health line (i.e., Tele-Health), going to their family doctor, placing themselves in quarantine for 14 days, and getting tested. By contrast, students in the GMA were somewhat more hesitant when asked if they knew what to do. Most indicated they would self-isolate, but some also indicated they may not call the health line unless their symptoms worsened, while another in the same group talked about breathing exercises and dietary changes that could help boost one’s immune system. Among participants in Interior BC, some suggested they would use an online self-assessment tool, call 811 (a provincial health information phone line), the coronavirus hotline, or their own doctor, and/or go to the hospital to be tested if the self-assessment recommended doing so as a next step. In this group, the reference was to a self-assessment tool on the provincial government website, specifically an app that can be downloaded. In Saskatoon, participants also alluded to self-assessment tools online, both the provincial and federal government tools available on their respective websites. Participants in this group were somewhat reluctant to call 811, recalling a high volume on the phone lines and earlier advice that only those exhibiting clear symptoms should call, to avoid excessive 811 calls. In Calgary, participants referred to calling 311 (local government information and non-emergency services phone line), but also mentioned quarantining for 10-14 days and, if no improvement was noticeable over that period, going to a testing facility.

A number of participants viewed themselves as being at lower risk of getting the virus, due to their age or the fact that they felt generally healthy. On the other hand, there were also some participants who were especially worried, given underlying health conditions which they or a member of their family had and which put them at greater risk.

### **Behaviour Changes (Major Centres Ontario Stressed, Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec, Lower Mainland BC, Rural Quebec Parents, Saskatoon, Calgary, Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax)**

With few exceptions, many reported modifying their behaviours in ways that had varying degrees of impact on their lives, including social distancing, working from home and general home isolation, in

addition to home-schooling of children. In all groups, it was clear that the majority of participants' routines have altered as they have adapted to living through a pandemic.

### **Home isolation and physical distancing**

Most participants were spending the majority of their time at home, although a number of participants also noted that they were getting out regularly for exercise, albeit doing so while appropriately social distancing.

Very few, with the exception of those in rural and small towns across Quebec, spoke about having stockpiled any items (e.g., coffee and canned goods) in anticipation of a lengthy period of isolation.

While some participants had been laid off from their jobs, others were combining working from home with other family responsibilities. For many, the daily routine involved working, parenting, exercising either outdoors or indoors with the help of online work-out videos, and cleaning. A number of participants commented on having more time to exercise and, in some instances, making it a priority during this time to get outside for long walks or bike rides. The balance of participants across all groups commented that they left home rather infrequently, primarily to go to work, pick up groceries or other items, and take walks or cycle. When asked how frequently they left home, participants' responses varied from daily to weekly, or less frequently than that, depending on the nature of their needs and lifestyle, and specifically how active they were.

Some participants spoke of the challenges of isolation and, particularly for those who tended to be more extroverted, the struggles associated with a lack of regular social connection. In this vein, a few participants mentioned having resumed smoking or consuming more alcohol as a means of lessening the boredom and reducing the stress associated with isolation.

Many appeared to be adhering to physical distancing guidance and, in a few cases, were maintaining distancing quite strictly within their own household over concerns that their jobs meant they were potentially exposing other family members.

Some continued to socialize online, but admitted having found it difficult to deal with both the uncertainty and extended periods of time without socializing or personal contact. In the group among residents of mid-sized centres in Ontario, several participants alluded to feeling 'isolation fatigue,' and talked about the effect on their mood as well as their waning patience for enduring further isolation. Some had initiated conversations about seeing other family members, beyond those with whom they have been isolating, especially around milestone events such as birthdays, etc. Others were getting together for visits with friends, while maintaining social distancing, although they expressed some concerns about doing so. Several participants in various groups alluded to the onset of nicer weather which they felt would likely draw more people outdoors, although they did not seem overly concerned about the ability to maintain social distancing outside.

Some participants in Halifax, which was the last group held at the end of May, mentioned that they had begun to get out more – for take-out food, bike rides and other activities. These participants noted that they had been more fearful in April, but were now feeling somewhat more comfortable



especially in terms of 'extending their bubbles' to include other family members, particularly those who are elderly.

### **Work**

A number of employed participants were adapting to working remotely. For some, with other family members also at home, it was challenging. For others, the slower pace of work afforded an opportunity to reconnect with family members and enjoy family activities, in isolation. In these instances, they felt that the pandemic had given them an extraordinary opportunity to spend significantly more time with family. Similarly, several participants spoke about the time saved from not having to commute to work daily.

Among those who were not working, financial pressures had been exacerbated as the economic impact of the virus had limited job prospects and opportunities.

### **Sanitary precautions**

A number of participants commented on the stringent sanitary precautions they take when leaving and returning to their home. Most participants agreed that they are handwashing more regularly and some mentioned carrying hand sanitizer with them at all times. Others mentioned being very cautious about handling their cell phones, touching doorknobs, as well as refraining from picking items up and putting them back on shelves in retail outlets. A minority appeared to be practicing even more rigorous hygiene, for example, changing and washing clothes when they came in from outdoors before greeting other family members. Others talked about being highly conscious of cleanliness, in general, and using disinfectants more liberally and more frequently.

### **Masks**

A few participants commented on wearing a face mask, although this was generally not the norm. A more specific line of questioning on this topic was asked of participants in certain of the focus groups over the month of May. These findings are reported on separately (see page 32).

### **Shopping**

Participants talked about the changes to their shopping habits. Some participants indicated that they consciously avoided going out unless there was an essential need for a particular item. A number have found that, because they shop less frequently, they were more organized when they did go out and tended to spend more time in stores ensuring they got what they needed in order to avoid additional trips. A few participants spoke about tasking certain members of their household with this responsibility, to limit the exposure of the household to the virus. In particular, some parents commented that they have not taken their children into a store in some time for this reason.

A few participants, although not many, mentioned having their groceries delivered or doing curbside pick-up.

Some participants noted that maintaining social distancing while grocery shopping was perhaps the most difficult adjustment to make.

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

Many parents spoke about the demands of supervising and entertaining children which, for some, also required balancing child care with work responsibilities. In some instances, participants felt considerable stress associated with the additional responsibility which has led to mental health concerns and the need, in some cases, to seek assistance.

In particular, parents commented on the challenges, both for themselves and their children, of home schooling and online learning. While some have been able to get into a bit of a routine, a number of participants indicated that the daily schedule has become busier, more erratic and chaotic. For some parents, there has been a steep learning curve both in terms of the technology required to assist children in submitting assignments, but also with respect to creating some level of structure in their children's day. In some cases, family sleeping patterns have been dramatically altered, as children (and parents) were going to bed much later and starting their day much later as well.

Parents talked about the difficulties of managing two sets of responsibilities while at home – their own work obligations as well as their children's schooling.

Most parents said they have spoken quite bluntly to their children about the issues and challenges of self-isolation and social distancing. In particular, parents have shared information about the illness, its origins, the symptoms and the consequences for the family if one person in the household were to become ill with COVID-19. Parents focused primarily on how the virus impacts them and their routine, rather than on more difficult subjects, including the death rate from the disease.

Many spoke about the difficult adjustment for their children in not being able to attend school, see their friends and other family members. The school schedule in particular was difficult to maintain and, while some parents initially had the best intentions of imposing fairly regular hours of school work, this had started to loosen up more recently. For example, some had started with a 6 hours per day/5 days per week schedule of online learning and had recently now shifted to an hour per day/two days per week. Parents' remarks seemed to suggest that boredom was becoming a real issue at this time. And, parents themselves were struggling with the challenge of a relentless parenting schedule, witnessing more arguments among siblings. Nevertheless, they continued to look for creative ways to entertain and teach their children – a few parents mentioned conducting in-home science experiments with their children to teach them about germs, specifically how even if you can't see them, they still exist.

At the same time, the adjustment for some children, and parents, was quite dramatic. Some parents were noticing increased anxiety levels and alarm, particularly among younger children who worried about contracting the virus, getting ill or worse. Parents recognized the sensitivity of their children and the concerns that many have about the health of older family members, grandparents in particular. Eliminating the possibility of inadvertently exposing older or frail family members to the virus was an argument that parents put to children and which their children appeared to understand. However, parents indicated that it had become more challenging to maintain as time wore on, especially as children wanted to visit with relatives.

Conversations between parents and children were heavily dependent on the child's age and ability to absorb and understand the information about the virus. In the group in rural Quebec, parents mentioned using analogies to better explain concepts such as social distancing (e.g., explaining that Sidney Crosby has to social distance and, for this reason, the NHL has paused the hockey season). In other instances, it was the children who were taking parents to task over social distancing, particularly those with older children working in health care or related areas. Parents' comments suggested they were taking an 'age appropriate' approach to talking to their children and some indicated that there had to be an element of trust as part of these conversations given that they couldn't supervise their children full-time.

### **Assistance for Parents and Communicating with Parents/Children (Interior BC Parents, and Rural Quebec Parents)**

When asked what kind of assistance parents might find helpful, few suggestions were put forward. In Interior BC, parents commented that the best solution would be to get children back to school and daycare and to do so safely which could mean staggering school hours or days, for example. This reflected a general feeling that parents simply needed some relief or respite.

In rural Quebec, parents felt adequately supported with homeschooling and learning materials from their children's teachers. What they lacked, they said, was more structure on what exactly needed to be done.

In terms of communicating or providing information for parents, suggestions included providing lists of available resources for parents, reaching out to young people via social media channels such as TikTok, or having celebrities popular with this age group send encouraging messages.

### **Personal Inconveniences (All Locations except Interior BC Parents and Halifax)**

Self-isolation was associated with a number of inconveniences, many of which mirrored some of the behaviour changes noted above:

- Missing contact with other family members – several participants spoke of not being able to see children or grandchildren
- Absence of school – some students questioned the value of their post-secondary education given tuition fees and the shift to online classes
- Home-schooling – as previously noted, parents found this challenging, and even more so for those parents with 'special needs' children
- Loss of employment
- Managing work and family responsibilities, including the absence of day care
- Challenges completing regular work duties and responsibilities – some participants mentioned traveling and meeting with clients frequently prior to the onset of COVID-19 and noted the difficulty in building and sustaining customer relationships during the pandemic
- Having to manage on one's own – this was particularly challenging for single parents

- Absence of sports activities
- Cancellation of certain events (i.e., convocations) and travel plans
- Complications associated with completing daily or weekly tasks – shopping, for example, now takes longer given the need to wait in line-ups. Additionally, some participants commented that certain stores are requiring masks and will charge customers if they do not have one
- General fear, anxiety, boredom, uncertainty and restrictions associated with isolation
- Others who are not complying with physical distancing
- Postponements to medical appointments
- Inability to travel or take weekend trips

On balance, participants were of the view that they would find it at least somewhat difficult to maintain social distancing for several more months. While there was general acknowledgement that people would adhere to these requirements if they had to, the difficulty would stem more from mental fatigue and the absence of connection with family and friends. Participants felt that people may soon reach a 'breaking point' and, in fact, some were already noticing others being less compliant with social distancing measures. Weather was mentioned as having a tempering effect on likely compliance, as summer conditions may facilitate easier social distancing outdoors. Remarks suggested that a number of participants were anxious to experience their freedom, connect socially, engage in recreational pursuits and rejoin sports leagues, for example. At the same time, others commented that reopening would pose another set of challenges as people get used to dealing with greater personal interactivity, while still abiding by general safety guidelines.

A few participants did note having mixed feelings about maintaining social distancing. These participants have found some joy in a more relaxed lifestyle and 'enforced' stay-at-home measures. At the same time, they are anxious to return to some sense of normalcy, if not simply to ensure their own financial security.

### **Impact across Communities of Various Sizes (All Locations except Lower Mainland BC and Quebec City)**

Most participants identified various ways in which COVID-19 impacts communities of different sizes, although there was no clear consensus as to whether communities larger or smaller than their own were, on balance, better or worse able to deal with the virus and the measures taken to stem the spread of the virus.

Those residing in larger centres (in Ontario, BC, Atlantic Canada, Saskatoon, and Calgary) acknowledged that the number of cases was higher in urban centres, as compared to rural and remote areas. As such, some concluded that it was likely more difficult for those living in urban and suburban areas, particularly those with higher density such as the GTA, to practice adequate social distancing while out shopping or simply walking from one location to another. These participants tended to think that those residing in smaller towns and rural areas might find it easier to get groceries (fewer line-ups) and to go about their regular activities without fear of being exposed to the virus. A number of

participants mentioned having relatives or friends who live in smaller towns who were unfazed by the virus. They also commented that, in smaller towns, people generally know each other well and, as a result, can be more trusting. For this reason, they assumed that the situation would generally be less stressful in these areas. Others commented on the distinction within urban areas between those residing in the downtown core and those living suburban areas, noting that distancing is more difficult in the former relative to the latter.

Participants in smaller centres and more rural communities pointed to the vast outdoor spaces which they had access to and enjoy. They commented that it is much easier to social distance on a trail or in areas where homes are spaced well apart, compared to urban settings where streets and sidewalks can become easily congested. Some participants felt that urban residents were not respecting social distancing guidelines, having heard about incidents of large groups of people clustering on beaches. They did acknowledge that, with more outdoor space, those in smaller, rural and remote centers find it easier to social distance compared to those living in apartments, condos, and townhomes who may not have adequate space.

## Face Masks (Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax)

In all locations most participants had heard something about wearing face masks, principally that doing so was recommended by public health officials, particularly in places where it might be difficult to maintain a 2 metre physical distance.

In all locations, with the exception of Halifax, participants generally agreed that face masks were effective, primarily in preventing the spread of COVID-19 to others, rather than protecting themselves. In Ontario, some participants pointed to the examples of Singapore and Taiwan, noting the vital role that the compulsory use of face masks has played in controlling the spread of the virus in those countries.

In Halifax, only a few participants initially agreed that face masks were effective, although as the discussion progressed, others who were initially skeptical reached the same conclusion.

As noted above, many participants were of the view that face masks were useful in limiting the spread of COVID-19 as a means of protecting others when in confined spaces. Some related concerns that people may not be informed on the proper use of face masks, specifically citing examples of people touching the face mask repeatedly and masks that slip off people's faces. Others questioned the efficacy of different types of masks, specifically noting that N95 masks worn mostly by health care workers are intended to protect both the wearer and others. In Halifax, the general consensus was that face masks are only effective if everyone is wearing one.

Half or more of participants in each group said they wore a face mask regularly, although some indicated they did so mainly when they were shopping rather than every time they were outdoors or in

a public area. Some noted they did not need to wear masks as they were able to maintain the 2 metre distance easily. In Halifax, a few participants were disinclined to wear face masks mainly because they were not deemed to be mandatory at the time and, as one participant noted, there was a concern that they were in short supply.

When asked more specifically about when they started to wear a face mask and under what circumstances, responses varied widely and were situationally-dependent. Some began wearing masks before they were recommended, while others took up the practice only once strong recommendations to do so were given by public health officials and/or political leaders. Some participants began wearing face masks because they were continuing to work and they were concerned about the risk of exposure to the virus in the workplace. Others mentioned wearing masks while visiting other family members, typically older relatives. Still others noted that they were not wearing a face mask habitually, only when in a store, in order to raise others' comfort level and to demonstrate a level of respectfulness of others' safety. At the same time, some expressed feelings of discomfort wearing a mask, specifically worries that it may make them appear weak.

Most were generally aware of the Government of Canada recommendations on wearing a face mask and, unprompted, indicated that the guidance was to wear a mask whenever physical distancing is not possible, as a means of stopping the spread of the virus.

Participants were given more clarification around the Government of Canada recommendation, as follows, and asked whether it goes too far, is about right, or does not go far enough.

*The Government of Canada recommends wearing a homemade non-medical mask/ facial covering for periods of time when it is not possible to consistently maintain a 2-metre physical distance from others, particularly in crowded public settings, such as stores, shopping areas and public transportation.*

A majority of participants in each group felt the recommendation was about right, although the remainder tended to feel that it did not go far enough. In no group did any participant tend to feel that the recommendation went too far. Among those who thought the government recommendation should be stronger, most felt they should be doing more to encourage more people to wear masks, either by mandating it or at least by communicating the importance and benefits of doing so.

Some expressed concerns that the positioning of communications on face masks as a 'recommendation' meant that some will choose to ignore the advice. However, if it were to be mandated, the expectation from some participants was that the Government should be supplying masks to all Canadians on a regular basis. Others expressed concerns about making face masks compulsory. Their comments centered on several specific issues:

- The general difficulties of imposing mandatory face masks across the board;
- Comparisons of this issue with smoking, specifically that some members of the public will elect not to follow the advice whether it is recommended or mandated; and
- Situations in which most participants agreed a mask shouldn't be required, for example, when walking outdoors in areas where physical distancing is not a problem. By contrast, some felt that it may be acceptable to mandate face masks in the workplace, when shopping or when entering any building open to the public.

## Reopening (Lower Mainland BC, Rural Quebec Parents, Saskatoon, Calgary, Mid-Sized Centres Ontario Unemployed, Quebec City, Rural and Small Town Prairies, Halifax)

Those who participated in focus group discussions which took place in the latter part of May, at which time some jurisdictions were in the initial stages of more extensive reopening, were queried about what was happening in their communities and, in particular, how they felt about it.

Participants commented that, across the various locations, different types of retail outlets, service providers and outdoor recreational facilities were beginning to reopen, including, for example: shopping centres, 'big box' hardware and clothing stores, some restaurants, more bank branches, dental and physiotherapy clinics, beauty and hair salons, and provincial parks. The schedule for reopening varied across jurisdictions as did participants' views about the process.

Many participants welcomed reopening and were especially pleased that public health officials were reinforcing messaging about social distancing with the public and businesses. While there was general consensus that it was time to reopen, indeed inevitable and necessary from an economic and mental health perspective, participants also cautioned that it needed to be done carefully to limit further spread of the virus and the likelihood of a second wave. Some participants used the terms "slowly," "measured," "gradual" and "controlled" to describe their view of how it should be managed. There was some concern that with reopening, people might let their guard down both in terms of social distancing and other sanitary/hygiene measures. A number of participants said they had seen clear evidence of 'isolation fatigue' suggesting that some people were reaching a point where they felt unable to stay isolated or distanced. Although most participants agreed that the positives of reopening outweighed the negatives, they also worried that some members of the public would not be responsible. Essentially, participants were somewhat conflicted – anxious about exposure to the virus as a result of reopening, but also about the long-term economic impacts, both domestically and globally, of delaying.

In Ontario, some participants commented that reopening should be undertaken in a highly controlled fashion, specifically limiting larger groups of people from getting together. The recent crowds at Trinity Bellwood were raised as an example of how a 'domino' effect could occur with the combination of warmer weather and pent-up desire for social gatherings. Some also felt that there was not necessarily a strong rationale for reopening the physical premises of certain types of businesses when consumers could continue to purchase items online. Participants described the desire of some consumers to shop in-store as "frivolous."

In Quebec City and Calgary, a few participants referred to reopening as a "test" or an "experiment." In Calgary, some expressed uncertainty about the timing of reopening because they were unsure whether the province had been able to flatten the curve successfully. They worried about reopening being an experiment at heart, and were concerned about another spike in infections which they felt might be even worse than the initial wave. At the same time, they felt it would be unrealistic to wait for a

vaccine to become available, which some speculated could be at least a year to 18 months away. In the meantime, suggestions were made to conduct more tests and contact tracing, and to enforce regulations.

In virtually every group, a few participants noted that they were not prepared, at this time, to venture out more regularly into public spaces, whether for work, pleasure or otherwise. A number of participants were concerned that their employers may not be prepared to reopen and hadn't heard from them about safety protocols, including the availability of PPE for staff. Others questioned how their employers would ensure that their staff are complying with social distancing both in and outside of the workplace, to limit the risk for everyone. These kinds of concerns were contributing to higher levels of anxiety, even among those who admitted that they don't ordinarily suffer from this issue.

## Economic Impact (All Locations, except GTA Students and GMA Students)

### **Government of Canada Economic and Financial Initiatives**

There was a fairly high level of general, and in some cases more specific, awareness of the various initiatives undertaken by the Government of Canada to combat the economic impact of COVID-19. On an unprompted basis, many participants commented that the federal government had responded to the pandemic quickly and in a significant way in terms of the wide-ranging financial supports directed to workers, businesses, tenants, and frontline health care workers, among other groups.

While many were scarce on the details, some participants mentioned programs such as the Canada Emergency Response Benefit (CERB) by name, often referring to it by the acronym. Others mentioned the wage subsidy. Although they did not refer to this program by its official name (the Canada Emergency Wage Subsidy or CEWS), some were aware of the 75% subsidy level.

In addition, participants pointed to a broad array of initiatives, on a top-of-mind basis, including: help for smaller and larger businesses including interest-free loans, partnerships with the Business Development Bank of Canada (BDC) to assist businesses, rent relief, extensions to student loans, additional time to file tax returns, and an increase in the Child Tax Benefit, among others. There was a general sense that the Government of Canada was offering a fairly generous suite of programs and financial support, in terms of projected expenditures, aimed at keeping businesses afloat and people employed. Some participants conflated Government of Canada initiatives and those launched by other institutions, such as free day care for essential workers (Government of Ontario), or banks providing the option of deferring mortgage payments.



### **Canada Emergency Response Benefit (CERB)**

The vast majority of participants were aware of the CERB, mostly because they had applied for it themselves or knew of someone who had. Some participants acknowledged being somewhat confused by certain aspects of the benefit, specifically referring to the roll-out of the benefit and the eligibility criteria, the relationship between CERB and employment insurance (EI) (especially for those who initially applied for EI), and concerns that some individuals may have to pay back the amount they have received from the CERB at tax time.

On the issue of the CERB and EI, there was considerable confusion among those who applied for EI and had expected to receive a different level of income support than what is offered through the CERB. Some were aware that claims for EI made after March 15, 2020 were automatically shifted to the CERB, while others were not. Nevertheless, participants were generally aware that the program is offered to those who have lost their jobs due to COVID-19 and comprises a payment of \$500 per week, for a total of \$2,000 monthly over a 4-month period. Only one participant in Quebec City was aware that, in order to qualify, individuals must have earned at least \$5,000 through employment income or benefits such as EI in the last 12 months.

In the group held among residents of major centres in the Atlantic region, participants were asked about how COVID-19 had affected their household's financial situation and their ability to manage through the crisis for an extended period of time. Several participants spoke about their reliance on the CERB, although for some who had lost their jobs and income, the benefit did not come close to making up the difference. Couples for whom one member was still fully employed at their regular wage or salary level were more comfortable with the level of the Benefit.

Specific examples of the financial pressures facing individuals were raised, such as post-secondary tuition or mortgage payments.

### **Canada Emergency Wage Subsidy (CEWS)**

By contrast, awareness of the CEWS was more variable across groups. It was lower in the groups conducted in Major Centres in Ontario and Atlantic Canada groups, and somewhat higher in the groups among those in Small Towns and Rural Quebec, Calgary, Mid-sized Centres in Ontario and Quebec City. Lower levels of awareness seemed to be correlated with a lack of personal relevance as, for some, the program did not directly affect them.

For those who had heard something about the program, the details were not entirely clear. Some were under the impression that, to qualify, an employee needed to earn less than a certain amount annually, while others weren't entirely sure about the level of the subsidy (noting it was between 70% and 80%). Others, had heard about the program evolving over time, commenting that the current subsidy had increased significantly from 20%-25% when it was first announced to levels which were now more on par with what some European countries were providing. A few participants in various groups were familiar with the requirement for organizations to demonstrate a loss of revenue directly as a result of COVID-19, which they said was in the order of about 30%, while others commented that the idea behind the program was to keep workers off the CERB and employed, even if they were not actually working.

Some participants commented that the program included many qualifiers and caveats, making it challenging for organizations to determine if they would qualify for the subsidy.

**Seniors Benefit (All Locations, except GTA Students, GMA Students, Major Centres Ontario Stressed, Interior BC Parents)**

Participants were also asked if they had heard anything about support for seniors. In most groups, participants had heard something, although most were not familiar with the details. Some suggested that the program had been announced relatively recently and involved sums of \$300 and/or an additional \$200. In the group held among participants residing in Major Centres in Atlantic Canada, some also commented that no application was required and that it was a one-time payment which was linked to Old Age Security (OAS) and the Guaranteed Income Supplement (GIS).

Several were paying close attention to support for seniors because of their own personal circumstances – having a parent or grandparent who might benefit. In a number of groups, questions about the program centered on whether it was a one-time payment and if the payment was intended for low-income seniors only. One or two participants also questioned the origin of the program, indicating they were unsure if this was a federal or provincial initiative.

Initial views on the program were somewhat mixed to negative. The main criticism was that the program was initiated quite late, compared to the timing of financial support for other audiences. Several participants felt that seniors should have been among the first groups to have received financial support. Others commented that, while the payment was a welcome injection, some seniors are fairly well off and don't need it. Some participants expressed concerns about the cost of the program, particularly if they felt it wasn't necessarily making a significant difference for many seniors.

A number of participants took the opportunity at this point in the discussion to mention their concerns about the health and safety of seniors in long-term care facilities noting that some changes needed to be made in these facilities to further protect seniors and staff from COVID-19.

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

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

Quebec City was the only group in which all participants concluded the payment was fair.

Most others, however, were of the view that the payments were not especially fair, although they came to this opinion from different perspectives. Some felt a one-time payment of the amounts indicated was insufficient, especially given the level of support going to other groups, for example, support for students and others who have access to the CERB. A number of participants expressed particular

concern that seniors are the group most at risk and many do not have adequate retirement plans or are living below the poverty line.

Even among those few who felt the payment was fair, many still questioned whether it shouldn't be higher given a significant percentage of seniors struggle on fixed budgets. They felt that this level of support simply didn't go far enough to cover basic expenses such as groceries, etc. Some felt the amount was unacceptable based on a larger sense that seniors generally deserved more support in retirement, especially since they had paid taxes throughout their lives. Some recommended that consideration should be given to continuing payments once the pandemic was over.

For others who questioned the payment in the first place, again this information did not alter their views. They continued to wonder how seniors' circumstances had changed markedly as a result of COVID-19, and specifically pondered how their cost of living had increased given that the price of goods and services had generally not increased, and in some cases had decreased (e.g. gasoline prices). Some participants were of the view that seniors' financial position had in fact improved through COVID-19 as they were spending less. This perspective caused a debate in some groups where other participants countered that seniors who are isolated may now have to purchase services (e.g., deliveries) that they would otherwise have done independently. At the same time, others commented that some kind of income test should have been implemented to ensure the payment could be more directly targeted to those most in need.

Throughout the discussion, comments suggested that participants were conflating issues of the financial impact of COVID-19 on seniors with the broader financial pressures facing seniors regardless of the pandemic, notably increased medical needs, and corresponding expenses. As such, support to seniors was being evaluated within this broader context.

In a number of groups, participants were offered further clarification about financial support for seniors:

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

When asked whether this information changed how they felt about the one-time OAS and GIS payments of up to \$500, many still had questions and generally felt the payment was insufficient. For the most part, this additional information did not appear to impact their views. Many stood by their initial reaction and continued to express concerns about seniors' health and medical expenses, the fact that they have paid taxes throughout their lifetime, and what they viewed as a general inequity between the treatment of seniors during COVID-19 and other groups. Some were particularly concerned about the situation for low income seniors.

In groups in Saskatoon and with residents of mid-sized centres in Ontario, participants noted they did not feel they had enough information to gauge whether the payment was, on balance, fair or unfair, even with the additional clarification.

### **CERB, CEWS and Budget Deficits (Mid-Sized Centres Ontario Unemployed, Quebec City, Rural and Small Town Prairies, Halifax)**

In several groups, before continuing the discussion about the financial measures taken by the Government of Canada to address the economic impact of COVID-19, participants were given some additional clarification on the CERB and the CEWS:

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

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

Knowing this, participants were asked to consider three options:

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

Overwhelmingly, participants recommended that these programs should be continued at their current levels. This also led to conversations about implementing a universal basic income, especially given expected economic dislocation and fundamental changes to the economy, in addition to a likely phased approach to bringing people back to work. There was a sense that the goal of buttressing the economy outweighed any other concerns and that now was not the time to be cutting spending. Both the CERB and the CEWS were seen as providing much needed stimulus to the economy and as critical to some people who might otherwise be unable to pay their rent or mortgage, for example. Without these supports, as some participants in Halifax noted, there would likely be a ripple effect which would be even more detrimental to the economy.

The main objection to doing more was the inevitability of having to address larger deficits sometime in the future. No one favoured a reduction in spending or scaling back these programs across the board. Even among participants in the Prairies, where several participants favoured curtailing some programs, they cautioned the need to do so gradually and in a way that considered the specific circumstances of each industry.

When told that these measures are estimated to cost billions of dollars, and that the Parliamentary Budget Officer has said this will result in a much higher federal deficit, participants generally continued to favour maintaining current levels of support. At the same time, many expressed some concerns about deficit spending, although the more important and immediate goal was seen to be survival and recovery. This discussion also prompted some participants to raise issues around abuse of the programs and how spending now might mean higher taxes later.

Still, others felt that the worst is yet to come in terms of the economic impact. Although many were worried about the longer term impacts and specifically the effect on future generations whom they felt would ultimately be required to pay down the accumulating debt, relatively few in most groups felt that the federal government was spending excessively on COVID-19. Some, in Lower Mainland BC, described the situation as a "Catch-22" meaning that governments could have chosen to use other mechanisms (i.e., manipulation of interest rates) instead of increasing spending, but either way it would result in having to tackle the issue now or in the future. In Rural Quebec, although some participants felt that Canada was in a much better position to deal with the economic fall-out of COVID-19 compared to other countries, others raised the prospect that spending to bolster the economy may result in cuts to other areas such as health care, or increases in the cost of other goods and services (e.g., hydroelectricity rates).

In most groups, the general view was that governments, including the Government of Canada, are doing what is required at this time to deal with the situation. Many acknowledged that these are uncertain times and that the situation facing Canadians and others around the world is unprecedented. In Saskatoon, some participants volunteered that it's difficult to know what exactly is the right approach to take, given there are no previous examples on a similar scale from which to draw or take lessons. While admitting concern, these participants also felt they had insufficient expertise to speculate on the long-term consequences of actions that the Government of Canada is taking now. They simply hoped that those experts and policy-makers working behind the scenes in government were putting a solid recovery plan in place. In Quebec City, participants described the current situation as a "crisis," and noted that governments should not be run as businesses. As such, they were generally comfortable with deficit spending.

Levels of concern about spending levels were more evident in Calgary as well as among participants in mid-sized centres in Ontario and to a lesser extent in Halifax – albeit for different reasons. As in other groups, while there was a tendency to support spending now in order to save jobs, livelihoods and lives, many were deeply concerned about the long-term impact and shifting responsibility for the costs to subsequent generations. Some in Halifax were prepared to see taxes increase while others were concerned about large corporations asking for bailouts (which they felt would be a poor use of government funds), or worried about other government programs being curtailed or eliminated in the near-term as a means of keeping overall spending manageable.

In effect, many participants held the view that the Government of Canada was doing the best it could under very challenging circumstances. Most agreed that it had few alternatives. Nevertheless, a contingent of participants in virtually every group expressed varying degrees of concern about the downstream impact of an increasing debt on future generations.

As the discussion progressed, participants were further questioned regarding their tolerance for deficit spending, specifically with respect to maintaining programs such as the CERB and the CEWS as the economy reopens. When thinking about whether these programs should be eliminated, scaled back or maintained until the economy returns to full capacity, participants offered mixed responses. While a number thought these benefits should stay in place given that reopening would likely occur in stages, several recommended that the programs should be modified to ensure that people are incentivized to

return to work. Some advanced the idea of income testing, to direct benefits to those most in need. Others suggested that programs like Employment Insurance (EI) and welfare should replace the CERB once the economy stabilized.

Many participants felt comfortable scaling these programs back as the economy reopens, the assumption being that most would rather work and receive their regular paycheque, as opposed to relying on the CERB. At the same time, others described particular circumstances where someone may be physically able to return to work, but may not be able to do so, due to other caregiving responsibilities (e.g. being unable to send an immunocompromised child back to school). Nevertheless, the option of scaling back programs like the CERB and CEWS seemed a reasonable compromise approach to many participants. At the same time, participants commented that the programs may still be required for those working in sectors or industries that don't rebound quickly (e.g., air travel), or in cases where employers may not be in a position to bring back all employees.

And, as the economy opens up, participants felt stricter eligibility requirements could be put in place to ensure these programs are targeting those who are unable to go back to work for reasons of health or their work environment, and that they are structured in such a way as to encourage a return to work. A number of participants commented that the current CERB payment exceeds what some people would earn in their day-to-day jobs, thereby acting as a disincentive. While not wishing to cancel the program, participants suggested that the Government needed to better understand who was taking advantage of the program and whether there were more effective alternatives, such as finding a way to foster greater usage of the CEWS among employers. For a number of participants the worry was that removing access to these supports, and applying a set of rules that did not take into consideration specific circumstances, could result in increased financial and mental stress, more homelessness and greater pressure on existing social assistance programs.

When asked how long these programs should stay in place, responses were quite varied as participants were uncertain how long it may take for the economy to rebound and for unemployment rates to go back to pre-COVID-19 levels. Some offered generic responses, such as "for as long as it's required." Others felt that the programs should remain until a vaccine is available.

Participants were somewhat challenged in terms of what the Government of Canada could do, in addition to the CEWS, to encourage businesses to hire people back. Some participants indicated that the issues in getting people to return to work may have more to do with safety concerns as opposed to financial incentives. In this respect, they felt that offering assistance to employers which would help them to protect their customers and workers could be useful. Others commented that governments should be doing more to encourage businesses to hire additional people (not just re-hire their previous employees) who had lost their jobs as a result of COVID-19, by providing additional incentives for those businesses that do.

### **Economic Recovery and Stimulus**

Relatively few participants projected the economy would bounce back at full speed once things have reopened. The more commonly held opinion was that it may take at least a year or more for the

economy to rebound and, at a minimum, it is likely to be a lengthy process, possibly linked to the timing of a vaccine becoming widely available.

The majority of participants found it difficult to relate to metaphors pertaining to the seasons as a way of describing economic recovery (i.e., it's been a long winter, and not it's springtime for the economy with everything coming back to life). For some, however, in Halifax in particular, this type of description was apropos given that many workers in the region are seasonally employed, but for many others the metaphor seemed inapt as the expectation was that the next few months through the summer are likely to be the most difficult in terms of maintaining social distancing. The notion of a long winter, extending into summer, left participants feeling even more concerned about the state of the economy and the probability of returning to a robust economy.

Participants were questioned about the extent to which the Government of Canada needs to stimulate the economy through traditional job creation programs, such as infrastructure spending, or by putting more money in the hands of Canadians to increase consumer spending. The general consensus in most groups was that some kind of stimulus was required to generate economic recovery.

Some participants favoured direct job creation via nation-wide infrastructure projects. Others talked about putting money in the hands of innovators – entrepreneurs who would create and grow innovative small and medium-sized businesses – or by offering grants to businesses. A few participants spoke about stimulus funding as an opportunity to rethink the kind of economy and quality of life Canadians would like to have, including a stronger focus on food security and green initiatives, rather than investing in carbon-based sectors, such as oil and gas. Still others, commented that Government should lower interest rates in order to stimulate spending and investment. At the same time, a number of participants felt they didn't know enough about this area of economics to comment on what would form any stimulus should take.

When asked if specific sectors should be targeted, several participants in Halifax mentioned tourism and travel, while others pointed to agriculture and technology.

### **Planning for Economic Recovery**

Participants in Lower Mainland BC and in Saskatoon were asked whether the Government of Canada should consider climate change when planning for economic recovery. There was a recognition that the Government of Canada already had a strong focus on addressing climate change prior to COVID-19 and, as such, it made sense to continue to build on existing initiatives. Participants expressed worries about climate change as "the next big disaster." They also saw some clear linkages between climate change and the pandemic, noting that that the environment and climate are directly related to public health and well-being.

Others commented that, unfortunately, some of the measures being taken to combat COVID-19 are adversely affecting the climate (e.g., not being able to use reusable bags), while several participants mentioned the more positive unintended consequences of COVID-19 on the environment (e.g., less travel, decreased vehicular traffic, etc.). While supporting initiatives that promote adoption of electric

vehicles and more solar production, several participants in Saskatoon acknowledged that a move away from an oil and gas-based economy would have repercussions in provinces like Alberta and Saskatchewan that would need to be addressed. Others suggested that the Government should focus first on getting through the pandemic and then begin to turn its attention to the kind of economy Canada should be building for the future.

In Saskatoon only, participants were asked whether they thought the federal government could improve Canadians' quality of life while growing the economy. Most were somewhat confused by this idea, noting that getting people back to work, and providing them with opportunities to earn a living in a rewarding and fulfilling way, would inevitably improve quality of life.

### **Phrases to Describe the Economy (Mid-Sized Centres Ontario Unemployed, Quebec City, Rural and Small-Town Prairies, Halifax)**

Participants were shown some phrases or descriptions of ways in which the Government of Canada could frame its plan for the economy moving forward: Recovery, Restart and New Start. Across the groups, views on which of these was the most apt description varied.

Participants who favoured 'New Start' found this phrase particularly relevant given the fact that the economy is expected to be undergoing major restructuring. Their view was that employers, workers and the public will need to look at things quite differently compared to pre-COVID-19. This phrase also connoted the idea of change and the opportunity to consider building and supporting new industry, specifically sustainable businesses, rather than those that Canada has traditionally relied on for economic growth, principally fossil fuels.

Participants who favoured the term 'Recovery' over 'New Start,' felt that his term suggested a "return," or getting back to where the Canadian economy was prior to the pandemic fairly quickly, which participants felt good about. Recovery also connoted continuity, and the fact that things are now returning to normal, as they were prior to the lockdown imposed as a result of the pandemic. Among Halifax participants who selected this option, they tended to focus more on the notion of 'start' which implies 'stop,' and concluded that this idea didn't really apply as the economy did not come to a complete halt; it had simply slowed down.

Virtually no one across all four groups preferred 'Restart,' primarily because it suggested going back rather than moving forward, including back to all the various problems in the Canadian economy previously. The term also suggested that the economy had come to a full stop at the onset of the pandemic.

In essence, selections reflected differing interpretations of the terms, and most participants generally agreed that the most appropriate descriptions were ones that implied rebuilding and resetting the economy, as well as taking the opportunity to invest in areas that would help to safeguard future economic or major global disruption.



### **Goals for the Economy (Halifax)**

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

- Future-proof economy
- Green economy
- Healthy economy
- Modern economy
- Resilient economy
- Strong economy

Participants converged most clearly around the goal of a 'resilient economy.' The term had positive connotations, specifically describing an economy that can withstand some degree of turmoil, and one which has built-in 'protective' features especially given the unpredictability of the future. It suggested strength and adaptability to the new realities.

Smaller numbers of participants also focused on: 'modern economy,' 'healthy economy' and 'green economy.' These terms generally were viewed positively, although some questioned what 'modern' exactly meant or implied.

Nobody selected 'future-proof' as the type of economy Canada should be aiming for. Again, many simply weren't clear on what this phrase meant. Others felt it was unrealistic to assume any economy can anticipate and take steps to prevent adverse events in the future, and felt that being resilient was a much more realistic goal.

### **Building a Different Type of Economy (Mid-Sized Centres Ontario Unemployed, Quebec City, Rural and Small-Town Prairies, Halifax)**

Overall, most participants were of the opinion that the current situation presented an opportunity for the Government of Canada to build a different type of economy, rather than trying to focus on going back to where we were before. Participants offered a number of suggestions centering on a more environmentally responsible economy, as well as one which supports a shift toward digital technologies, encourages more investments in health care and education, and considers implementation of a guaranteed basic income. In terms of an environmental focus, participants suggested that it was important to take this opportunity to develop a strong economy based on green energy alternatives and that there should be incentives for those businesses that are willing to make this type of shift.

For many, investing in green, clean technology and innovation would directly lead to a greater quality of life for Canadians. The two goals were seen as integrally intertwined. Some speculated that automation, for example, may offer people the chance for greater flexibility in terms of working hours.

At the same time, some felt that the first priority was to get people back to work. And, others expressed concerns that a major pivot in terms of Canada's economic focus would require retraining

significant numbers of workers. It was noted that there would, of necessity, be a lag time between reskilling and training workers and being able to invest in or promote new sectors or industries. The latter would not occur without the former.

### **Other Challenges Resulting from COVID-19 (Mid-Sized Centres Ontario Unemployed, Quebec City, Rural and Small-Town Prairies, Halifax)**

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

- Seniors and long-term care – issues related to cases of COVID-19 and the ability of these homes to respond adequately to the pandemic
- Schools and universities - the shift to online course delivery
- Socialization – changes in the way that people interact with each other
- Health care – prioritizing surgical procedures, rethinking the role of the Emergency Room and how patients use it
- Stress and anxiety – undertaking daily tasks (i.e., grocery shopping) given social distancing measures
- Basic subsistence issues – simply having to feed one’s family
- Consumerism – people living from pay cheque to pay cheque and spending beyond their means

While child care and mental health were not raised on an unprompted basis, most participants agreed these were obvious challenges that would need to be addressed. A number of participants were particularly focused on mental health given that many people have been isolated and/or living without much support for an extended period. As such, the expectation was that there may be an uptick in those with mental health issues coming out of the pandemic.

## Message Testing (GTA Students, GMA Students, Major Centres Ontario Stressed, Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec)

To help provide input into federal government communications, a series of statements (outlined below) were tested as examples of the kind of information that the Government of Canada might provide to the public, related to COVID-19.

## Approach to Message Testing

Throughout the month of May, there were some differences in the approach and messages that were tested in each of the groups.

In both student groups (in the GTA and GMA) and in the group with those living in major centers across Ontario, the messages were grouped thematically and presented one at a time. The statements generally fell into three thematic areas, as follows:

- Advice around mild symptoms
- Advice on practices to take
- Messages on reopening

A discussion followed the sharing of the statements on screen in which participants were asked to provide their overall impressions, discuss which statements (or parts of statements) they liked or disliked, and identify those they found confusing. Following this discussion, participants were asked to respond to two polls, identifying the one statement in each thematic area that they felt offered the most important information (in the first poll) and which statement they disliked most (in the second poll). For each poll, participants were able to select a 'none of the above' option if they didn't think any of the statements fit the question.

In the Interior BC, Atlantic and small town Quebec groups, the series of statements were revised and regrouped into two themes - motivational and guidance messaging.

For each theme, two polls were executed in order to gather participant's opinions. The first poll in the motivational messaging section asked participants to select 2-3 statements they found to be the most compelling in terms of motivating them to follow the advice. Meanwhile, the first poll in the guidance messaging section asked participants to select 2-3 statements that they believed to be the most important to them. The second poll across both themes asked participants to select which, if any statements, they disliked.

Findings based on the polls and discussions are detailed below.

## Findings by Theme (GMA Students, GTA Students, Major Centres Ontario Stressed)

### Advice around mild symptoms

The following three messages, pertaining to advice for those who are either asymptomatic or exhibiting mild symptoms, were shown to participants.

- Most people infected with COVID-19 experience mild symptoms, but they can still pass the disease on to others. We need to protect seniors and the most-vulnerable members of the community by staying home as much as possible, and avoiding crowds and places where adequate physical distancing is not possible.

- Remember that each of us can still infect others, even if we have no symptoms. If you think you might have COVID-19, get tested. This will help us identify any outbreaks in the community and put in place measures to prevent further spread.
- If you are experiencing even mild symptoms, stay home from work and other community settings until you are better. Employers and employees alike need to support each other on this front so that we can keep the spread of COVID-19 under control.

Participants had mixed reactions to these statements. On the positive side, many believed the statements to be direct and to the point. However, many felt that the information provided wasn't new. They felt most of the messages were ones they had heard before. That said, when asked to indicate any statements they disliked, about half of participants did not select any

The first statement was preferred by most, as participants believed it to be the most concrete, easiest to understand and provided what they believed to be the most important information.

- **“Most people infected with COVID-19 experience mild symptoms, but they can still pass the disease on to others. We need to protect seniors and the most-vulnerable members of the community by staying home as much as possible, and avoiding crowds and places where adequate physical distancing is not possible.”**

This message was the top selection in terms of providing important information to the public. To participants, the key pieces of information communicated in this message were:

- That even if a person was asymptomatic they could still transmit the virus to others
- It explicitly stated the measures to take, such as staying home, avoiding crowds, practicing physical distancing (which the other messages did not)
- It stressed the importance of continuing to keep transmission under control in Canada

Outside of the GMA group, reactions were generally neutral or negative for the other two messages.

- **“Remember that each of us can still infect others, even if we have no symptoms. If you think you might have COVID-19, get tested. This will help us identify any outbreaks in the community and put in place measures to prevent further spread.”**

This message was viewed as the most informative for students from the Greater Montreal area group, primarily because they found it useful to have information about transmission of the virus even if one is asymptomatic, and it encouraged people to get tested.

Conversely, a number of Anglophones disliked this message. Some were of the opinion that this message suggested that the consequences of contracting the virus were not that severe. It also mentioned getting tested, but did not provide any additional information about where one could go to get tested or the procedures for testing.

### Advice on practices to take

The following five messages about practices to prevent contracting COVID-19 and/or to limit the spread of the virus were shared with participants.

- Continue to practice the critical measures to limit the spread of COVID-19: physical distancing, frequent handwashing, and staying home if you're sick.
- We know many Canadians want to mark ceremonies, funerals and other important rites and rituals. It is important to follow your local guidelines on number of participants and infection prevention measures for these events.
- Wear a mask to prevent the spread of COVID-19 when going places where it is difficult to practice physical distancing, such as grocery stores and public transit.
- This is a difficult time for everyone. If you need mental health support, resources are available at [Canada.ca](https://www.canada.ca)
- A healthy lifestyle makes you less at risk for serious outcomes if you catch COVID-19. Stay active and eat healthy to protect yourself from this and other diseases.

There was a clear preference for the first statement, while many held negative views about the last statement.

Participants felt the first statement provided the most important information, as it explained the specific, basic measures that should be taken by all Canadians. Participants liked that this message focused on what they believed truly mattered and would make a difference in stopping the spread of the virus. Outside of providing important information, many liked that this statement was clean, concise and to the point.

- **“Continue to practice the critical measures to limit the spread of COVID-19: physical distancing, frequent handwashing, and staying home if you're sick.”**

Across all locations, the last statement was disliked by most participants.

- **“A healthy lifestyle makes you less at risk for serious outcomes if you catch COVID-19. Stay active and eat healthy to protect yourself from this and other diseases.”**

It was not that participants disagreed with the importance of leading a healthy lifestyle, or felt that it should not be practiced while stay at home measures were in place. However, they interpreted the message as saying that living a healthy lifestyle would *prevent* someone from contracting COVID-19, which they noted was incorrect.

### Messages on reopening

Lastly, the three messages below all having to do with reopening were shown to participants.

- Thank you for following the advice of experts to stay at home during this difficult time. Because of your actions, we are now able to start gradually opening things up in our communities. Please follow the most recent rules around social distancing closely so we can return to normal soon.

- COVID-19 remains a serious health threat. While some restrictions are being loosened, it is important to recognize that things can get worse again if we don't all follow the current restrictions in place. Stay up to date with the latest rules and restrictions for your area by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.
- While some things are starting to open up, we must remember that everyone is at risk of contracting COVID-19 and everyone is at risk of passing it to loved ones. So, follow guidelines for your area closely and help protect each other.

The second of the three messages was the clear preference across all three groups.

- **“COVID-19 remains a serious health threat. While some restrictions are being loosened, it is important to recognize that things can get worse again if we don't all follow the current restrictions in place. Stay up to date with the latest rules and restrictions for your area by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.”**

It emphasized key information for participants as reopening occurred regionally and across the country. They liked the seriousness of the tone and preferred the messaging around continuing to follow guidelines. With the exception of a few people, almost all participants identified this statement as providing important information for the public to hear. This included:

- Reinforcing that the situation was not over yet (“remains a serious health threat”)
- Noting that there are consequences if the public does not continue to practice the directives provided by the federal government.

Providing information in a style that was direct and to the point. The first and last statements received mixed reviews, just as many liked or were neutral about the statements as disliked them. They were disliked by approximately half of participants across the three groups in which they were shown.

With respect to the first statement, some participants disliked the use of the term “thank you” for a variety of reasons. Some thought it gave the impression that the pandemic was over, while others thought the government should not be thanking everyone because there are some who did not follow the advice of public health experts. By contrast, some liked the term “thank you” as they felt it was a respectful gesture recognizing the hard work and sacrifices made by the public to control the spread of the virus. However, some negativity was expressed about the suggestion that things would “return to normal soon.” A number of participants simply did not believe this to be true. In fact, participants said that they believed there will be major changes to the way Canadians live going forward.

- **“Thank you for following the advice of experts to stay at home during this difficult time. Because of your actions, we are now able to start gradually opening things up in our communities. Please follow the most recent rules around social distancing closely so we can return to normal soon.”**

The last statement was primarily disliked by those in the group comprising residents of major centers in Ontario, although they had a difficult time articulating why.

- **“While some things are starting to open up, we must remember that everyone is at risk of contracting COVID-19 and everyone is at risk of passing it to loved ones. So, follow guidelines for your area closely and help protect each other.”**

## **Findings on Motivational Messaging (Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec)**

Over the course of May, adjustments were made to some of the messages which were tested. The groupings or themes were restructured and, while some of the messaging shown to previous groups remained the same, new or slightly edited versions of other messages were included in the discussion. The following are the series of statements which were shown to participants as examples of motivational messages encouraging Canadians to follow public health advice.

- COVID-19 remains a serious health threat. While some restrictions are being loosened, it is important to recognize that things can get worse again if we don't all follow the current guidelines in place. Frequently wash your hands, avoid crowded places, and practice physical distancing.
- Don't be responsible for the spread of COVID. Frequently wash your hands, avoid crowded places, and practice physical distancing.
- Most people infected with COVID-19 experience mild symptoms, but they can still pass the disease on to others. Even if you do not feel sick, it is important to frequently wash your hands, avoid crowded places, and practice physical distancing.
- We need to protect seniors and the most-vulnerable members of the community. Do your part by frequently washing your hands, avoiding crowded places, and practicing physical distancing.

Across the three groups, the following statements were rated as the most compelling in terms of following public health advice. The messages listed below are listed in the order of frequency with which each was selected as the most compelling by participants.

- **“COVID-19 remains a serious health threat. While some restrictions are being loosened, it is important to recognize that things can get worse again if we don't all follow the current guidelines in place. Frequently wash your hands, avoid crowded places, and practice physical distancing.”**

This above message was rated as the most encouraging in the English groups in Interior BC and in major centres in Atlantic Canada. Participants liked the directive tone of the message and the fact that it alluded to the potential of the pandemic getting worse if such practices weren't followed. The message clearly conveyed to participants that even though some things were reopening, that Canada was still in the midst of a pandemic. A few participants liked that the message was more generally targeted to all Canadians, rather than certain subgroups, as was the case for some of the other statements.

- **“Don't be responsible for the spread of COVID. Frequently wash your hands, avoid crowded places, and practice physical distancing.”**

This message was viewed as most compelling in the group held among residents of small towns in Quebec, where all participants selected this option. The message was seen as compelling because it suggested that each Canadian had a personal responsibility to protect others around them. Participants took away that it's not necessarily about their own health, but the effect that one's behaviour can have on others, which seemed to resonate as a compelling reason to follow public health advice.

- **“We need to protect seniors and the most-vulnerable members of the community. Do your part by frequently washing your hands, avoiding crowded places, and practicing physical distancing.”**

Fewer, but still a significant number of participants, believed the third message above was strong because of its focus on seniors and vulnerable populations. Many suggested that it was important to protect these groups, whom they believed to be more at risk of contracting the disease. Others simply found it more relatable and motivating for them, as they made a more direct and relevant connection to family or friends who were seniors or immunocompromised.

Overall, most participants did not dislike any of the messages presented. Those in the Atlantic Canada and small town Quebec groups, in particular, were more positive about all of the statements.

Only 4 respondents across the three groups indicated that they disliked each of the following statements, for the various reasons cited below.

- **“Don't be responsible for the spread of COVID. Frequently wash your hands, avoid crowded places, and practice physical distancing.”**

Opposition to this statement was based on the tone of the first sentence. For some, it came across as accusatory or too aggressive, which they believed would not be well received.

- **“Most people infected with COVID-19 experience mild symptoms, but they can still pass the disease on to others. Even if you do not feel sick, it is important to frequently wash your hands, avoid crowded places, and practice physical distancing.”**

Those who disliked this statement suggested that it downplayed the severity of the virus. Saying that many people would only suffer mild symptoms if they contracted COVID-19 made contracting COVID-19 sound somewhat trivial, which would tend to dilute its motivational impact.

Unanimously, participants stated that they did not find any of the messages presented in this series to be confusing.



## Findings on Guidance Messaging (Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec)

The following five statements were shown to participants and positioned as messages that the Government of Canada could provide as guidance related to COVID-19.

- Continue to practice the critical measures to limit the spread of COVID-19: physical distancing, frequent hand-washing, and staying home if you're sick.
- If you suspect you have illness due to COVID, get tested. This will help us identify any outbreaks in the community and put in place measures to prevent further spread.
- Stay up to date with the latest rules and restrictions for your area by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.
- This is a difficult time for everyone. If you need mental health support, resources are available at [Canada.ca/coronavirus](https://Canada.ca/coronavirus).
- Wear a mask to prevent the spread of COVID-19 when going places where it is difficult to practice physical distancing, such as grocery stores and public transit.

When participants were asked to choose which of the five statements were most important, the following messages were selected most frequently.

- **“Continue to practice the critical measures to limit the spread of COVID-19: physical distancing, frequent hand-washing, and staying home if you're sick.”**

By a wide margin, this message was deemed the most important. Many appreciated that it included important information on basic practices, such as physical distancing and hand-washing. They believed that these practices had already been effective and were very important to continue in order to stop the spread of the virus. In small town Quebec, participants also commented that these are measures that Canadians should continue to practice going forward to prevent the transmission of other illnesses, such as influenza.

- **“If you suspect you have illness due to COVID, get tested. This will help us identify any outbreaks in the community and put in place measures to prevent further spread.”**

A significant proportion of participants also thought the information in this message was important. Commentary focused on the importance of Canadians getting tested as one of the best defences to stop the spread of the virus. They suggested that it was better to get tested in a timely manner than to risk interacting with others and possibly spreading the virus. In small town Quebec, participants mentioned that it was critical for every person to ensure that they were not a vector. Others mentioned testing was important to assist in identifying community outbreaks in order to better target pandemic efforts.

- **“This is a difficult time for everyone. If you need mental health support, resources are available at [Canada.ca/coronavirus](https://Canada.ca/coronavirus)”**

While fewer participants deemed the above statement to be the most important, across all groups in which this message was tested there was a general sense that mental health supports were critical for Canadians, especially during this pandemic. Participants recalled a number of friends, family, or acquaintances who had been struggling with various mental health issues, such as anxiety or depression. They also mentioned that many are having challenges coping with the new reality during the pandemic, which may exacerbate these feelings. Many viewed mental health as a significant issue in Canada and a topic that required more attention.

Few participants expressed a strong negative reaction to any of the guidance messages. Among those who did, the following statements were among the least preferred.

- **“Stay up to date with the latest rules and restrictions for your area by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.”**

Some negativity was associated with the fact that information on the pandemic is constantly changing which would limit the currency of the information found on the website. Others questioned whether there was sufficient impetus in the statement to encourage Canadians to visit the website.

- **“Wear a mask to prevent the spread of COVID-19 when going places where it is difficult to practice physical distancing, such as grocery stores and public transit.”**

The focus of opposition with the above message was around the guidance provided to date on the use of masks. Many suggested that, at the time, there was a lot of confusion and misinformation around the use and effectiveness of masks. Some mentioned difficulties personally wearing a mask, finding a proper mask that they believed would be effective, costs of purchasing masks and a general sense that others did not know how to properly wear their mask.

Across all three groups where they were tested, participants indicated that none of the guidance messages were particularly unclear or confusing.

## Guidance Testing (Major Centres Ontario Stressed)

In the group held with those residing in major centers in Ontario, participants were presented with a series of examples of short messages that the Government of Canada could provide to Canadians on guidance related to COVID-19, as follows:

- Be COVID Responsible. Stay home if sick, wash your hands and keep a safe distance.
- Be safe out there. Wash your hands and keep a distance.
- Do your part. Wash hands, keep apart and stay home if sick.
- Easy as 1-2-3: stay home if sick, keep your hands clean and keep your distance.
- It takes all of us: Clean your hands, keep a safe distance and stay home if sick.

- Sick? Stay home. Out? Keep your distance. Keep your hands clean.
- Stay healthy: wash your hands and keep a distance.
- Take care Canada. Stay home if sick, wash your hands and keep your distance.

Participants read the statements individually before being asked to complete three polls evaluating which statements were: easy to understand, caught their attention, were disliked and/or confusing. The outcome of this exercise is discussed below.

### Easy to Understand

The following two statements below were rated the easiest to understand by participants in this group for various reasons.

***“Do your part. Wash hands, keep apart and stay home if sick.”***

This message was perceived as clear because it was considered very simple, direct and to the point.

***“It takes all of us: Clean your hands, keep a safe distance and stay home if sick.”***

Participants liked the reference to “it takes all of us” in the first part of the message, which they felt clearly conveyed the message of everyone doing their part and focussed on the community coming together.

Two other messages “Be COVID Responsible. Stay home if sick, wash your hands and keep a safe distance” and “Easy as 1-2-3: stay home if sick, keep your hands clean and keep your distance.” were also viewed as easy to understand by a few participants in this group.

### Attention Catching

The two statements most likely to catch participants’ attention were as follows.

***“Be COVID Responsible. Stay home if sick, wash your hands and keep a safe distance.”***

This message stood out to participants primarily because it included the term “COVID”, whereas the other statements did not.

***“Sick? Stay home. Out? Keep your distance. Keep your hands clean.”***

The fact that this message was framed in a question and answer format drew participants’ attention.

### Dislike or Confusing

***“Stay healthy: wash your hands and keep a distance.”***

The few participants who disliked this statement were critical because the message “Stay healthy” did not provide any context or link to the pandemic. It was generally viewed as being too generic.

***“Take care Canada. Stay home if sick, wash your hands and keep your distance.”***

Only one participant did not particularly favour this statement, because it appeared to overstate the extent of the pandemic.

## Tagline Testing (Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec)

In three locations, a series of eight taglines were shown to participants in order to gauge their preferences. Participants were told these statements were examples of simple messages that the Government of Canada could include at the end of its advertisements about COVID-19.

The taglines differed slightly between the English and French groups. The moderator showed the following taglines on screen in the English groups in Interior BC and major centres in Atlantic Canada.

- A nation in action
- All of us, all the way
- Be COVID responsible
- Be safe out there
- Let's all do our part
- Protect yourself and others
- Together for tomorrow
- Together, we're stronger

The moderator showed the following taglines on screen in the French group with participants from small towns in Quebec. While the first five taglines were more direct translations from the English, the last three differed between the English and the French.

- Une nation en action (A nation in action)
- Ensemble, jusqu'au bout (All of us, all the way)
- Faisons tous notre part (Let's all do our part)

- Ensemble vers l'avenir (Together for tomorrow)
- Ensemble, on est plus forts (Together, we're stronger)
- Plus forts ensemble (Stronger together)
- Restons forts (Let's keep going strong)
- L'entraide nous fait avancer (Caring will carry us)

### Likes

The following three taglines were most preferred.

#### **"Let's all do our part"/ "Faisons tous notre part"**

This was the clear preference across all three groups. Participants tended to like this tagline for a few reasons. Overall, they liked that it implied a sense of responsibility or accountability towards a greater good. It suggested that each Canadian had his/her own part to play and that one individual's actions could result in benefitting the greater public. The tagline was widely viewed as "inclusive" in the Atlantic group and in small towns in Quebec.

#### **"Protect yourself and others"**

This tagline performed well in the two English groups in which it was tested. Participants generally liked it for many of the same reasons as the previous statement, notably the emphasis on personal accountability and inclusivity. Some liked the use of the word "yourself" because they believed it spoke to people on an individual level, telling them it was important to protect themselves as well, not just the others around them.

#### **"Restons forts (Let's keep going strong)"**

In small town Quebec, "Restons forts" was preferred by most participants. In particular, they liked that the message suggested Canadians were already strong and that it provided positive reinforcement.

### Dislikes

The least preferred taglines across groups were "All of us, all the way" and "Be safe out there". However, participants also disliked other taglines for various reasons.

#### **"All of us, all the way"/ "Ensemble, jusqu'au bout"**

This tagline did not resonate with participants in any group, primarily because it was considered trite.

### **“Be safe out there”**

Overall, the tone of the tagline seemed to come across as somewhat patronizing, which some disliked. Others suggested that it did not sound serious enough, given the gravity of the situation.

In addition to those mentions above, there was discussion around the taglines that included the word “together”. Some English participants suggested there may be confusion around using the term “together” as they had been directed to stay apart.

### **Key Points**

When asked what the key message or point of these taglines was, the general consensus from participants was that: a) every Canadian had a responsibility to do their own part and, b) that as Canadians we’re all in this together.

### **Clarity and Comprehension**

Across all groups, the taglines were generally viewed as clear and easy to understand. The one exception was the tagline “Be COVID responsible”, which some participants in Atlantic Canada found confusing. Some commented that they did not understand what it meant to be “COVID responsible”, and, in that sense, the tagline was somewhat vague or ambiguous.

## Advertising Testing (Calgary, Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax)

### **Overall Awareness**

As a prelude to the ad testing, participants were asked if they had seen or heard any recent Government of Canada advertising related to COVID-19. Many said they had seen at least some advertising from the federal government about the pandemic, though most could not recall any specifics top-of-mind.

Among the few who could definitively recall Government of Canada advertising in Quebec City and Halifax, they cited Canada’s Chief Public Health Officer and Chris Hadfield as the main spokespeople in the ads they had seen. Most said that they had seen federal government ads across multiple channels, including television and on the radio.

## Ad Testing

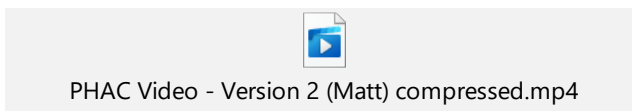
Across these five groups, two advertising concepts were tested in video format. The concepts featured a young person telling their story of their experience having contracted COVID-19. In the English groups the spokesperson was a young male (Matt) while in the French group in Quebec City, this role was undertaken by a young female (Ariane), but overall the basic concept and messaging were the same in both languages.

### **Concept A: Matt (Calgary, Mid-sized Centres Ontario Unemployed, Rural/Small Town Prairies, Halifax)**

There were two video versions of this ad tested over four groups towards the end of May. The first version of the ad was only tested in Calgary. The second version was tested in mid-sized centres in Ontario with those unemployed due to COVID-19, rural and small town Prairies and in Halifax. The main difference between the two versions related to the production, which was more developed in the second version to include adjustments to colouring, sound and various other aspects.

The final version of the video was as follows:

Figure 1



The television ad in Figure 1 features a young man (Matt) speaking from a couch in his living room. The young man says: "At the time I got sick, there's no way I thought it was COVID-19. I'm a healthy, 19 year old guy who loves to play sports and I still managed to get the virus. When I got diagnosed with COVID, my mom had to leave within the first two minutes. I needed to be admitted into the intensive care unit because I could no longer breathe properly and it was by far the worst I've ever felt in my life. None of us are invincible, so listen to the public health guidelines because I don't want anyone to have to go through what I did." Throughout the narrative images appear on screen of the young man playing volleyball and in a hospital bed. 'Visit [canada.ca/coronavirus](https://canada.ca/coronavirus)' is shown on screen throughout the video. The Canada wordmark is shown at the end and an announcer says "A message from the Government of Canada."

### **Concept B: Ariane (Quebec City)**

This ad concept was tested in the Quebec City group. The moderator played the following video on screen for participants:

Figure 2



PHAC Video - Version 1 (Ariane) compressed.mp4

The television ad in Figure 2 features a young woman (Ariane) speaking from her living room. The young woman says: "Before I had COVID-19, I didn't think I could get it. I started having severe headaches, vomiting, and then the shortness of breath came on suddenly. My hospital stay was very difficult. I got scared. I want to share my story because often we young people can feel invincible in the face of this virus. However, it's important to be aware and to continue to respect the rules." "Visitez Canada.ca/le-coronavirus" is shown on screen throughout the video. The Canada wordmark is shown at the end and an announcer says "Un message du gouvernement du Canada."

**Overall reactions:** With a few exceptions, participants held generally positive impressions overall. Most liked that the ad featured a young person, as they believed that people in this age group viewed themselves as less likely to be impacted by the virus. Some believed the ad did a good job of challenging the stereotype that only older adults should be concerned about contracting COVID-19.

However, a few participants felt that the ad did not resonate with them and they did not connect with it on an emotional level, as they believed it was intended for a demographic other than their own.

**Main message:** Across all groups, participants were fairly consistent in describing the main message to be that all Canadians are at risk of contracting COVID-19, including young people. They also explained that the messaging alluded to the fact that young people are not only vulnerable to contracting the virus, but can also suffer greatly from the illness.

**Likes/strengths:** As indicated above, participants generally liked that the ad was geared towards a younger demographic, as they believed this to be a group less likely to be following stay-at-home and social distancing directives. Some participants in rural and small town Prairies believed that this was a message that needed to be amplified, and it was timely as some were not taking the situation seriously, especially as some provinces began to open up.

Participants liked that the advertisement used a "real person" and an actual situation, which made it more relatable for some. Some also liked that the ad approached the issue in quite a different way from other advertising they have seen on the topic.

**Dislikes/weaknesses:** Some participants felt that the advertising gave the impression that contracting COVID-19 was tolerable and not as severe as participants would have expected. In general, participants believed the ad focussed more so on the recovered individual and less on demonstrating the hardship and challenges of dealing with overcoming the virus. These participants felt the ad would be strengthened if the individual conveyed more emotion when relaying the experience, rather than the composed narrative approach employed

Others suggested using a woman (in the English groups) or a person of colour for more diversity.

Some also felt the video could have a stronger production value, but did not offer suggestions as to improvements.



**Clarity and comprehension:** The ads were widely seen as clear and easy to understand and there were no issues with language or comprehension in any of the groups.

**Target audience:** Young people (considered those between 16 and 25 years old) were identified as the target audience for this ad, especially those perceiving themselves to be invincible or immune to the effects of COVID-19. That said, a few commented that it was also relevant to other demographics.

**Featuring someone who contracted COVID-19:** Most agreed that it was a good approach to feature someone who contracted COVID-19, highlight the importance of follow public health advice and to target young people. For participants in rural and small town Prairies, featuring someone with first-hand experience made the ad somewhat more relatable, and having it be a younger person was even more effective. Participants in the Quebec group, emphasized the importance of the young person appearing as healthy in order for the ad to be effective.

**Other spokespeople:** In terms of other Canadians who would be good spokespersons for federal government ads on the topic, a wide variety of people were mentioned. Canadian celebrities, such as music artists (i.e. Shawn Mendes, Drake, Justin Bieber), athletes (like Sidney Crosby, Wayne Gretzky, NBA players) and/or other influencers such as comedians were suggested. Some participants mentioned that social media influencers (such as TikTok-ers) might also be effective in reaching a younger demographic.

Outside of those in the public eye, a number of participant mentioned wanting to hear from frontline workers, such as doctors or pharmacists, construction workers or others working essential services. Others mentioned that they would relate more to an average person (versus using celebrities) such as a best friend, neighbour, or an elderly person that contracted the virus.

#### **Suggestions:**

A number of participants suggested the young person could have been in a situation where they spread the virus along to a loved one (i.e. sibling, mother, or grandparent), which would amplify the gravity, make the ad more relatable to a wider audience and, ultimately, enhance its impact.

Other suggestions included creating a series which could feature a number of different people who had contracted the disease, and providing additional information around preventative measures to reduce the risk of contracting COVID-19.

## Website Testing (Lower Mainland BC, Rural Quebec Parents, Saskatoon)

In three of the twelve groups conducted in May, participants were instructed, in advance of the groups, to review the [Canada.ca/coronavirus](https://www.canada.ca/coronavirus) website and to take a few notes of what, in particular, they had viewed on the site, their thoughts about the site in terms of layout and navigability, as well as any information they had attempted to find or found particularly interesting/useful.

### Prior Experience on the Site

In two of the three groups – Lower Mainland BC and Rural Quebec Parents – more than half the group said they had visited the site prior to being asked to review it for the focus group discussion. By contrast, no one in Saskatoon had previously visited the site.

For those with prior experience on the site, some noted that their most recent visit was within the last week, while others mentioned their last visit had been a month or more ago. Still others could not recall exactly when they had last been to the website. Primary reasons for visiting the site included:

- Obtaining information on and assessing eligibility for benefits
- Assessing availability of financial aid for those who are self-employed
- Applying for benefits (i.e., CERB, EI, CEWS)
- Monitoring cases of COVID-19
- Learning about various aspects of the virus (i.e., how it spreads)
- Finding information on jobs classified as essential and/or essential services
- Getting updates on border closures and travel restrictions
- Getting information for travelers, in general
- Obtaining information on social distancing, including whom to call if people are not complying
- Impact of the pandemic on various industries

Many of those who had not previously visited the site said they were disinclined to do so because they were already feeling overwhelmed with information from various media outlets about the virus and its impact. They had not had a specific reason or purpose to visit the site. In some cases, as in Lower Mainland BC, participants felt that the provincial government online self-assessment tool was all they needed. Others were comfortable simply searching for information on Google or following the daily press conferences. In Saskatoon, the issue for some was a lack of awareness of the site, and reliance on other more local sources of information.

### Visiting the Site

Participants were asked, in response to our request to have them visit the site in advance of the focus group, whether they had gone to the site with a specific question or topic in mind, or whether they had simply perused the site without any particular goal or objective. Most had done the latter, moving from topic to topic as it piqued their curiosity. As some noted, they were drawn by particular pieces of information included on the website, such as the Canadian Armed Forces response to the pandemic as well as the number of military personnel who had tested positive for the virus and the locations where they were likely exposed. Others were interested in the self-assessment tool, information on vaccines, mental health and supports for people experiencing mental health issues during COVID-19. They were impressed that the site included ideas and tips to help people struggling with mental health issues.

For those who had looked for specific information, their interests mirrored some of the topics noted in the above section, including:

- Travel information (i.e., rules regarding air travel, restrictions, exceptions (as in the case of an ill or dying parent/family member, details on flight departures/arrivals prior to May)
- Details on how to safely socially distance
- Antibody testing
- Information on the CERB
- Programs for students
- General tax information (i.e., deadlines for submitting tax returns)
- Information about Personal Protective Equipment (PPE) for businesses
- Other general safety and health information

Many of these participants found most or at least part of what they were looking for, although in a couple of instances it did not fully answer their question, such as international travel rules related to attending a funeral, or information on antibody testing.

### **Intention to Revisit the Site**

Those who stated they would visit the website again indicated that they would do so to obtain or verify specific information, to get updates on the ongoing situation with respect to COVID-19, available financial aid and travel advisories. Several others commented that they would go back if they happened to be taken to the site via a Google link. These same participants commented positively on the comprehensive nature of the information found on the site and the quality of the content.

When asked what else they felt should be included on the site, few made any concrete recommendations, other than the following:

- Dealing with a loved one who contracts or dies as a result of COVID-19
- Practical suggestions on what to do if you lose a loved one due to COVID-19
- Additional mental health resources, including links to available provincial and municipal resources
- Additional resources related to home-schooling
- Links to food banks

### **General Comments on the Site (Rural Quebec Parents, Saskatoon)**

Participants found the site:

- Clear
- Very thorough
- Well organized by topic
- Nicely laid out
- Highly informative and interesting in terms of content
- Contains extensive detail on a range of topics

Participants gave positive feedback on the home page in particular, noting the usefulness of the breakdown by topic area: financial, your health, your family, your business, etc. Participants in rural Quebec in particular were impressed at how much information was included on the site, and especially how easy it was to see what kind of financial aid the Government of Canada was offering.

However, some found the site:

- Lacked local information (i.e., a map which would allow visitors to drill deeper on information by province)
- Used sophisticated language
- Was too dense due to the volume of text, number of hyperlinks, and minimal use of graphics or visuals
- 

On the last point above, those who did not have a purpose for visiting the site and were simply browsing (i.e. would not have accessed the site had they not been asked to do so), found it took too much time to read the information on the site, especially moving from one link to another, and from one page of links to a subsequent page of links.

Finally on the issue of language used, several participants suggested that the language could be simplified and made more concise (examples provided of unclear language included 'COVID-19 Technical Brief,' and 'Interim national case definition').

## Impact of COVID-19 on Students (GTA Students, GMA Students)

### **Personal Inconveniences**

In terms of inconveniences, the impact tended to reflect the students' stage in university or college. Recent graduates and current students looking for summer employment in their field of study reported not being able to find work, which had impacts both in financial but also in developmental terms.

Many participants reported issues with the switch to online learning, including having no access to physical facilities, such as libraries and laboratories, or to in-person workshops. Part of the issue was the loss of collegiality and often the challenge of trying to study in a distracting home environment. However, some appreciated the flexibility inherent in an online learning environment.

The discussion then drilled down into interrupted summer employment plans. The majority had arranged for summer employment which was subsequently canceled or postponed, and again, as mentioned above, the issues were both financial and developmental. Some younger students were

unable to complete high school co-op or apprenticeship requirements, while some older students risked not being able to complete required internships.

The student participants felt very different levels of financial stress. No one in the GTA group reported significant financial stress, while the majority in the GMA group did. Those under stress reported difficulties in paying bills and tuition, as well as liabilities for leases and professional school fees. A couple of participants had secured solid employment as frontline workers, and thus had felt less financial pressure.

### **Perceptions of the Virus in Canada**

When participants were asked if they believed the virus to be under control in Canada there was a clear divergence in views between the two groups. The GTA students believed that Canada was doing a good job in battling COVID-19 (they positioned Canada as being in the top five in the world), especially when excluding Ontario cases. All but one of the GMA students held the opposite view – they did not think that the virus was under control. Their view was influenced by several issues: the deaths in long-term care facilities, and a sense that many people were not observing proper social distancing.

Internationally, however, neither group thought that the virus was under control, with participants pointing to the large number of cases in the US in particular, as well as some other regions, such as some developing countries.

### **Lessening Restrictions**

Asked if Canada was ready to start lessening restrictions, there was a definite hesitation, and a view that Canada was reaching the peak number of cases at the time and that everyone may have to adjust to a new normal. Most felt that Canada needed to hold off, though opinion varied as to whether the timeline for reopening should occur in the relatively near future or not. The students in the GTA group suggested that Canada should wait until at least September and be prepared to use strict protocols in crowded workplaces and schools. In the GMA group, it was suggested to wait at least until the end of September but probably for six months. Overall though, there was a consensus that they did not know what to do about lessening restrictions and would follow authority and expert opinion.

When asked about a scenario where medical experts said lessening social distancing measures would likely lead to only a small increase in the number of cases, students in both groups still expressed some disquiet over this prospect and felt that public health should be paramount. When then asked whether or not Canada should wait to open up until a vaccine is available, students felt this would be too damaging to the economy, but had some difficulty taking a position one way or another.

There were no real issues about different provinces reopening their economies at different speeds, though some felt that federal guidelines for reopening would be useful.

When asked for their views as to what should be opened up first, the students felt restrictions on international and interprovincial travel should continue. In the GTA group there was a consensus that the first step should be to allow in-home socializing with friends and extended family, while GMA students prioritized reopening retail and restaurants, dental offices and campgrounds.

### **Expectations on Returning to Campus in September**

The majority in both groups expected to be returning to class in the fall. Those who did not expect to do so had already received specific communication about registration and online classes. The participants were also excited to return, and many commented that they were more productive in an in-person environment (and others said that face-to-face facilities were vital to their specific studies). Some noted preferring an online environment due to easier time management and saving on commuting time.

The majority in the GMA group felt that the switch from in-person to online classes devalued their education to some degree. In addition to the real barriers in some programs, several expressed the importance of the social aspects of education in addition to the plainly practical aspects (such as the need for labs, workshops etc.).

### **Effects on Future Job Prospects**

There was a perception that, while senior level or managerial positions were continuing to be posted, entry level positions seem to have vanished.

When informed that the Government of Canada is looking to match students with employers to fill labour shortages across the country, including specifically in essential sectors such as agriculture, farmer and fishery, participants in both groups agreed this was a good idea, even though most did not anticipate participating.

### **Government of Canada Financial Support for Students**

Across the two groups, all participants were aware of the Canada Emergency Student Benefit (CESB), though not necessarily details of the program. Most recalled that its value ranged between \$1000 and \$5000 in financial support. Students in the GMA group reported hearing about it from *Le Devoir* and from the Prime Minister's daily conference. Participants were provided with the following information for clarification:

*CESB is for students who are currently in school, starting school in September, or have graduated from school since December 2019, who are ineligible for Canada Emergency Response Benefit. The benefit provides \$1,250/month; \$2000/month for students with*

*dependents & those with disabilities Eligibility requirements have been expanded so more students can receive loans, including doubling the Canada Grant Students (which is non-repayable).*

While the majority understood how much they were eligible for, and felt that it was a sufficient amount, virtually none knew the process of how to obtain the benefit.

When asked whether international students should be eligible for the CESB, all of the GTA participants thought that they should, while views were mixed in the GMA group.

About half of the respondents across the two groups had previously applied for student loans. Participants in the GTA group were aware that eligibility requirements were being expanded and that the maximum amount of Canada Students Grants was doubling, but none of the students in the GMA group were.

### **Perceptions on Government of Canada Response for Students**

Most agreed that the Government of Canada was doing enough to help students. When asked about other ways that the Government of Canada could be supporting students suggested creating an emergency fund, establishing a platform where students could exchange information and discuss issues, and providing mental health services.

Participants in both groups were shown the following list of Government of Canada initiatives that have been undertaken.

- Creating 116,000 new summer job placements
- Creating an emergency student benefit of \$1,250/month for students who have lost their job or are unable to find work due to the COVID-19 pandemic
- Doubling student grants
- Increasing the amount of student loans by 50%
- Paying students who volunteer this summer between \$1,000 to \$5,000

Asked for their reactions to the initiatives, summer job placements and doubling of student grant were well received and identified as initiatives that would make the most difference to them personally, as well as to students more broadly. The interest in summer employment not only focused on an opportunity to earn summer income, but also to gain experience as there was a lot of concern about finding employment after graduation. In Montreal, paying students to volunteer was also a priority, given the financial stress this group felt.

Asked to think about what would make a difference for students more broadly, participants across both groups shifted slightly toward "creating an emergency student benefit of \$1250 per month for students who have lost their job" as the top choice.

## Airlines (GTA Students, GMA Students)

### Providing Financial Aid to Affected Industries

There was a general feeling that the federal government was doing a good job in providing financial aid and that economic prosperity would return. They did not think the oil and gas industry should be given any financial assistance, based on a sense that the downturn facing the industry was due primarily to low oil prices, not to the pandemic. Rather, participants advocated supporting small businesses that were struggling to pay rent.

### Views on Aid for the Airline Industry

When GTA students were asked specifically about the airline industry, most thought it should not receive aid. They felt that once restrictions could be lifted that there would be a travel boom, as there would be pent-up demand for both personal and business travel.

They also rejected the idea that airlines could go bankrupt without financial aid, based on a sense that the industry would not be more adversely impacted than any others, and because they felt that airlines could mitigate short-term economic losses by reducing the number of flights to meet the lower demand in the interim period.

No one in the group had had to cancel a flight or receive a credit/refund voucher, but in theory they all favoured refunds, as that is what they felt was a standard practice in other industries. They were more supportive of the idea of credit vouchers if offering full refunds might bankrupt the airlines, but felt additional compensation should be provided, such as upgrades, additional travel reward points and/or an extended timeframe for using the voucher.

## Orphan Wells (Saskatoon, Calgary)

Relatively few participants had heard much about orphan wells in Alberta.

For clarity, participants were provided with the following description:

*Orphan wells are oil and gas wells left behind by oil and gas companies that go bankrupt. Currently there are over 3000 orphan wells in Alberta, and another 94,000 wells are inactive and could become orphaned if more companies close. Orphan wells are potentially harmful to surrounding environments if they begin to leak.*



Among those few who had heard about orphan wells, there was a fairly clear understanding of the extent and nature of the issue. It was viewed as a by-product of bankruptcies among oil and gas companies which are then unable to restore well sites back to their original state and simply leave them abandoned. Participants in Calgary who were familiar with the issue added that this was a “chronic” problem. In both locations, those aware of orphan wells had also heard something, albeit very little, about any action to address the issue. In Saskatoon, there was a general reference to a government plan to introduce a job creation program linked to cleaning up the sites. In Calgary, participants also noted the same, generally agreeing that remediation of the sites could be an effective way of matching unemployed people with a job that needs to be done and results in a broader public benefit. They also pointed to the Government of Alberta as being responsible for the associated costs of remediation.

Most felt this was an important issue, and one which should be addressed. This view was expressed somewhat more strongly in Alberta relative to Saskatoon. In Calgary, participants who had worked in the oil and gas sector felt the issue was important from an environmental standpoint given the harm that uncapped and/or abandoned sites can cause if they are left to corrode and leak. Most felt that it would be beneficial to the environment, for job creation and the provincial economy to address the issue and, at the same time, cautioned that it would need to be done safely.

The general consensus was that, while governments are ultimately being left to deal with this issue, it is the oil and gas companies that should be responsible. Most participants were unimpressed and dismayed that the cost to rehabilitate these wells was falling to government and, consequently, taxpayers. Recognizing, however, that these companies are no longer financially viable, participants offered a number of suggestions to address the issue upfront or recover costs, including:

- Ensuring that companies have to meet certain environmental and regulatory standards prior to being licensed to drill wells. While regulations were cited as one of the reasons a number of oil and gas companies have exited the province, others indicated that companies must adhere to Canadian regulations or not be permitted to operate in the first place;
- Having companies pay a fee upfront in the way of a tax or security payment levied by government which would be held in the event that this type of circumstance arose; and
- Reselling wells once they are cleaned up, which was viewed as a way of at least partially, if not fully, recovering the costs.

When asked what the federal government could do to reduce or eliminate the environmental risk of orphan wells, many were unsure what to suggest and felt they did not have sufficient knowledge to comment, and some reiterated their previous suggestions about requiring some kind of upfront deposit that could be used to pay for clean-up as necessary.

## Other Government of Canada Services (Lower Mainland BC, Rural Quebec Parents)

Participants in the lower mainland BC and rural Quebec groups were asked about federal government services not related to COVID-19 and if they had needed any of them recently. Only a few had needed any, and they had not had any difficulty accessing these services.

## Other Federal Government News and Issues (Major Centres Ontario Stressed, Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec, Lower Mainland BC, Rural Quebec Parents, Saskatoon, Rural/Small Town Prairies)

### **Overall Recall of Non-COVID-19 News**

Participants generally struggled to cite any recent federal government issues unrelated to the pandemic. Across all groups, only a few mentioned other national issues such as the prohibition of certain firearms, pipelines affecting Indigenous communities and the (automatic) increase in Member of Parliament salaries. Most said that they had not heard about any other issues.

### **Firearms**

Asked if they had heard specifically about the Government of Canada's recent announcement on the prohibition of over 1,500 models of assault-style firearms in Canada, most had. Many associated the announcement with the recent shooting incident in Nova Scotia in April 2020.

Some participants had no opinion on the subject, suggesting they didn't know much of the details or that it would not impact them. Others saw this as a significant issue in Canada and commented that more time should be spent discussing the topic more widely. Among the subset who were against the ban, participants felt it was not the right solution to gun violence and that, instead, the focus should shift to illegal trafficking of firearms, which they believed to be the main concern. A few prairie participants felt that the prohibition should only be done via legislation (not via an order in council).

### **Focus on COVID-19**

Many felt that the Government of Canada focus on COVID-19 was appropriate, given the global impact of the virus, and they appreciated being updated. However, a number felt the media attention was too much, especially among those participating in groups held toward the end of the month.

# Appendix A – Recruiting Scripts

# English Recruiting Script

## Privy Council Office Recruiting Script – May 2020 English Groups

### Recruitment Specifications Summary

- Groups conducted online
- Each group is expected to last for two hours
- Recruit 8 participants for 6-8 to show
- Incentives will be \$90 per person and will be sent to participants via e-transfer following the group

Specifications for the focus groups are as follows:

GROUP	DATE	TIME (EST)	TIME (LOCAL)	LOCATION	COMPOSITION	MODERATOR
1	May 6 <sup>th</sup>	4:00-6:00pm	4:00-6:00pm	GTA - 905	Students or just graduated from PSE (aged 17-29)	D.Nixon
3	May 12	5:30-7:30pm	5:30-7:30pm EST	Major centers Ontario	Stressed about self-isolation	D. Nixon
4	May 13	7:00-9:00pm	4:00-6:00pm PT/ 5:00-7:00pm MT	Interior BC	Parents of school-age children (K to Grade 6)	T. Woolstencroft
5	May 14	4:00-6:00pm	varies	Major centers Atlantic Canada	Unemployed due to COVID-19 (mix of eligible/ineligible for benefits)	D. Nixon
7	May 19	7:30-9:30pm	4:30-6:30pm PT	Lower Mainland BC	General population	D. Nixon
9	May 20	7:00-9:00pm	5:00-7:00pm CST	Saskatoon	General population	D. Nixon
10	May 21	7:30-9:30pm	5:30-7:30pm MT	Calgary	Stressed about self-isolation	D. Nixon
11	May 26	4:00-6:00pm	4:00-6:00 pm EST	Mid-sized centers Ontario (outside of GTA)	Unemployed due to COVID-19 (mix of eligible/ineligible for benefits)	D. Nixon
13	May 27	7:00-9:00pm	6:00-8:00 pm CDT (MB) 5:00-7:00pm CST/MT (SK/AB)	Rural and small-town Prairies (MB, SK, AB)	General population	T. Woolstencroft
14	May 28	4:00-6:00pm	5:00-7:00 pm AT	Halifax	General population	D. Nixon

## Recruiting Script

### INTRODUCTION

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

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

### RECORD LANGUAGE

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

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

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

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

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

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

### SCREENING QUESTIONS

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

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

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	
GTA -905	Brampton, Mississauga, Vaughan, Newmarket, Richmond Hill, Georgetown, Hamilton, etc.	<b>CONTINUE – GROUP 1</b>
Major centers in Ontario	Cities could include (but are not limited to): Toronto, Ottawa, Mississauga, Brampton, Hamilton <b>ENSURE A GOOD MIX OF MAJOR CITIES ACROSS THE REGION.</b>	<b>CONTINUE – GROUP 3</b>
Major centers in Atlantic Canada	Cities could include (but are not limited to): Halifax-Dartmouth, Saint John, Moncton, Fredericton, St. John’s, Charlottetown <b>ENSURE A GOOD MIX OF MAJOR CITIES ACROSS THE REGION FROM ALL 4 PROVINCES AND KEY CENTERS.</b>	<b>CONTINUE – GROUP 5</b>
Mid-sized centers in Ontario (outside of GTA)	Cities could include (but are not limited to): Brantford, Cambridge, Chatham-Kent, Guelph, Kitchener, London, Sarnia, Stratford, St. Thomas, Waterloo, Windsor, Woodstock <b>ENSURE A GOOD MIX OF MID-SIZED CITIES ACROSS THE REGION.</b>	<b>CONTINUE – GROUP 11</b>
Interior BC	Cities could include (but are not limited to): Kamloops, Vernon, Kelowna, Penticton, Peachland, Nelson, Cranbrook, Golden, Revelstoke, Prince George, Williams Lake, Fort St. John <b>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</b>	<b>CONTINUE – GROUP 4</b>
Lower Mainland BC	Cities could include (but are not limited to): Abbotsford, Burnaby, Chilliwack, Coquitlam, Delta, Hope, Langley, Maple Ridge, Mission, New Westminster, North Vancouver, Port Coquitlam, Port Moody, Richmond, Surrey, Vancouver, Whistler <b>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES</b>	<b>CONTINUE – GROUP 7</b>
Saskatoon	Saskatoon <b>PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.</b>	<b>CONTINUE – GROUP 9</b>

Calgary	Calgary <b>PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.</b>	<b>CONTINUE – GROUP 10</b>
Rural and Small Town Prairies	<100K in population Not immediately adjacent to a major center (Winnipeg, Regina, Saskatoon, Edmonton, Calgary) Cities could include (but are not limited to): <u>Manitoba:</u> Brandon, Steinbach, Portage La Prairie, Winkler, Selkirk, Morden, Dauphin, Gimli <u>Saskatchewan:</u> Prince Albert, Moose Jaw, Swift Current, Yorkton, North Battleford, La Ronge, Humboldt, Meadow Lake <u>Alberta:</u> Lethbridge, Fort McMurray, St. Albert, Medicine Hat, Grand Prairie, Leduc, Canmore, Banff, Lake Louise, Camrose, Cold Lake, Peace River, Jasper <b>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION INCLUDING THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES. ALSO ENSURE A MIX ACROSS ALL THREE PROVINCES (I.E. FROM MB, 2 FROM SK, 4 FROM AB)</b>	<b>CONTINUE – GROUP 13</b>
Halifax	Halifax <b>PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.</b>	<b>CONTINUE – GROUP 14</b>
Other	-	<b>THANK AND END</b>
<b>VOLUNTEERED</b> Prefer not to answer	-	<b>THANK AND END</b>

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

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

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

3. **ASK ONLY IF GROUP 1** Which of the following best describes your current situation? READ LIST. ACCEPT ONLY ONE RESPONSE.

I am a high school student **CONTINUE**

I am a student working on a Registered Apprenticeship or other trades certificate or diploma **CONTINUE**

I am a college student **CONTINUE**

I am a university student **CONTINUE**

I graduated from a Registered Apprenticeship or other trades program this year (2020) **CONTINUE**

I graduated from college this year (2020) **CONTINUE**

I graduated from university this year (2020) **CONTINUE**

None of the above **THANK AND END**



**IN EACH GROUP, 5X SHOULD BE STUDENTS AND 3X SHOULD BE 2020 GRADUATES. ENSURE A GOOD MIX BY TYPE OF STUDENT/GRADUATE.**

4. **ASK ONLY IF GROUP 5, 11** Which of the following categories best describes your current employment status? Are you... **[READ LIST AND ACCEPT ONE ANSWER ONLY.]**

Working full-time, that is 35 or more hours per week	<b>THANK AND END</b>
Working part-time, that is, less than 35 hours per week	
Self employed	<b>CONTINUE</b>
Unemployed/laid off	
A student attending school full time	<b>THANK AND END</b>
Not in the workforce (i.e. full-time homemaker, not looking for work)	
Other [Do not specify]	
Don't know/Prefer not to answer	

**NOTE TO RECRUITERS: WHEN WE ASK 'CURRENT EMPLOYMENT STATUS' WE MEAN 'AT THIS TIME/RIGHT NOW' AS OPPOSED TO 'UNDER NORMAL CIRCUMSTANCES/PRIOR TO THE COVID-19 PANDEMIC'.**

**UNEMPLOYED/LAID OFF DOES NOT INCLUDE THOSE WHO ARE WORKING FROM HOME.**

- 4a. **ASK ONLY IF GROUP 5, 11** You mentioned that you are currently unemployed/laid off. Was this due to COVID-19/the coronavirus?

Yes **CONTINUE**

No **THANK AND END**

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

- 4b. **ASK ONLY IF GROUP 5, 11** Are you eligible to receive benefits, like the Canada Emergency Response Benefit (CERB), from the Government of Canada due to being unemployed/laid off because of COVID-19/the coronavirus?

Yes **CONTINUE**

No **CONTINUE**

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

**ENSURE A GOOD MIX OF THOSE ELIGIBLE (x4) AND INELIGIBLE (x4) TO RECEIVE BENEFITS.**

- 4c. **ASK ONLY IF GROUP 5, 11** Prior to being unemployed/laid off due to COVID-19/the coronavirus, were you...?

Working full-time, that is 35 or more hours per week	<b>CONTINUE. ENSURE A GOOD MIX. MINIMUM 3 PARTICIPANTS WHO WERE WORKING FULL-TIME. MAXIMUM OF 4 PARTICIPANTS WHO WERE WORKING PART TIME.</b>
Working part-time, that is, less than 35 hours per week	
Self employed	
Other [specify]	

4d. **ASK ONLY IF GROUP 5, 11** Prior to being unemployed/laid off due to COVID-19/the coronavirus, what type of organization were you working for? **RECORD.**

**ENSURE A GOOD MIX. MAXIMUM OF 4 PARTICPANTS WHO WORKED IN RESTAURANT/RETAIL.**

5. **ASK ONLY IF GROUP 3 OR 10** To what extent do you agree or disagree with the following statement?

a. I feel stressed about the current self-isolation measures in place due to COVID-19/the coronavirus.

Strongly agree **CONTINUE**

Somewhat agree **THANK AND END**

Somewhat disagree **THANK AND END**

Strongly disagree **THANK AND END**

**VOLUNTEERED** Prefer not to answer

**ONLY ACCEPT THOSE WHO ARE VERY STRESSED (STRONGLY AGREE).**

6. **ASK ONLY IF GROUP 4** Do you have any children in Kindergarten to Grade 6?

Yes **CONTINUE**

No **THANK AND END**

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

6a. **ASK ONLY IF GROUP 4** Could you please tell me which grade these child/these children are in?

Child	Grade
1	
2	
3	
4	
5	

**ENSURE A GOOD MIX BY NUMBER OF CHILDREN AND GRADE OF CHILDREN.**

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

Male

Female

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

8. **ASK ONLY IF GROUP 1** Would you be willing to tell me in which of the following age categories you belong?

Under 17 years of age	<b>IF POSSIBLE, ASK FOR SOMEONE OVER 17 AND REINTRODUCE. OTHERWISE THANK AND END.</b>
17-18	<b>CONTINUE</b> <b>ENSURE A GOOD MIX OF AGES (3X 17-18, 3X 19-24, 2X 25-29)</b>
19-24	
25-29	
30+	<b>IF POSSIBLE, ASK FOR SOMEONE AGED 17-29 AND REINTRODUCE. OTHERWISE THANK AND END.</b>

<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END</b>
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8a. **ASK FOR ALL OTHER GROUPS (EXCEPT GROUP 1)** Would you be willing to tell me in which of the following age categories you belong?

Under 18 years of age	<b>IF POSSIBLE, ASK FOR SOMEONE OVER 17/18 AND REINTRODUCE. OTHERWISE THANK AND END.</b>
18-24	
25-34	
35-44	
45-54	
55+	<b>RECORD AND CONTINUE</b>
<b>VOLUNTEERED</b> Prefer not to answer	
	<b>THANK AND END</b>

**ENSURE A GOOD MIX OF AGES WITHIN EACH GROUP. PARENT GROUPS WILL SKEW YOUNGER.**

9. 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.”*

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

Very Comfortable

Somewhat Comfortable

Somewhat Uncomfortable

Very Uncomfortable

**THANK AND END**

**THANK AND END**

11. As this group is being conducted online, in order to participate you will need to have functioning Internet, a computer with a working webcam, and a telephone to dial into the conference line audio. **RECRUITER TO CONFIRM THE FOLLOWING. TERMINATE IF NO TO ANY.**

Participant has access to the Internet

Participant has a computer/webcam

Participant has a phone

12. 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.**

13. 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.17**

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

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

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

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

16. 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.

17. 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.**

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

Under \$20,000  
\$20,000 to just under \$40,000  
\$40,000 to just under \$60,000  
\$60,000 to just under \$80,000

\$80,000 to just under \$100,000  
\$100,000 to just under \$150,000  
\$150,000 and above

**VOLUNTEERED** Prefer not to answer

**ENSURE A GOOD MIX.**

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

Yes

No **THANK AND END**

#### INVITATION

I would like to invite you to this online focus group discussion, which will take place the evening of **[INSERT DATE/TIME BASED ON GROUP # IN CHART ON PAGE 1]**. The group will be two hours in length and you will receive \$90 for your participation following the group via an e-transfer.

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

Would you be willing to attend?

Yes

**CONTINUE**

No

**THANK AND END**

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

**Name:**

**Telephone Number:**

**E-mail Address:**

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

**GROUP 3, 4, and 5:** [help@itracks.com](mailto:help@itracks.com) or by telephone at 1-888-525-5026 and select option 1

**GROUP 7, 9, 10, 11, 13 and 14:** [support@thestrategiccounsel.com](mailto:support@thestrategiccounsel.com)

The session will open automatically online 30 minutes prior to the group start time. We ask that you are online at least 15 minutes prior to the beginning of the session in order to ensure you are set up and to allow our support team to assist you in case you run into any technical issues.



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

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

Thank you very much for your time.

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

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

# French Recruiting Script

**Bureau du Conseil privé  
Questionnaire de recrutement — mai 2020  
Groupes en français**

## Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (DE L’EST)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
2	7 mai	16 h-18 h	Région métropolitaine de Montréal	Étudiants ou récents diplômés postsecondaires (17-29 ans)	M. Proulx
6	14 mai	19 h-21 h	Petites villes du Québec	Population générale	M. Proulx
8	20 mai	16 h-18 h	Communautés rurales du Québec	Parents ayant des enfants d’âge scolaire (secondaire 1 à 5)	M. Proulx
12	26 mai	17 h 30 -19 h 30	Ville de Québec	Population générale	M. Proulx

## Questionnaire de recrutement

### INTRODUCTION

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

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

### NOTER LA LANGUE ET CONTINUER

Anglais **REMERCIER ET CONCLURE**

Français **CONTINUER**

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

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

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

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

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

### QUESTIONS DE SÉLECTION

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

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

**REMERCIER ET**

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

**REMERCIER ET**

Un magazine ou un journal  
**CONCLURE**

**REMERCIER ET**

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

**REMERCIER ET**



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

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

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

2. Dans quelle ville habitez-vous ?

LIEU	VILLES	
Région métropolitaine de Montréal	Montréal, Laval, Longueuil, Terrebonne, Brossard, Repentigny, Saint-Jérôme, Blainville, Mirabel, Dollard-des-Ormeaux, etc.	<b>CONTINUER – GROUPE 2</b>
Petites villes – Québec	25 000 à 100 000 habitants Non adjacentes à de grands centres (comme les régions métropolitaines de recensement de Montréal ou de Québec) <b>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.</b>	<b>CONTINUER – GROUPE 6</b>
Communautés rurales – Québec	Moins de 25 000 habitants Non adjacentes à de grands centres (comme les régions métropolitaines de recensement de Montréal ou de Québec) <b>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.</b>	<b>CONTINUER – GROUPE 8</b>
Ville de Québec	Ville de Québec <b>LES PARTICIPANTS DOIVENT RÉSIDER DANS LESDITS CENTRES.</b>	<b>CONTINUER – GROUPE 12</b>
Autre lieu	-	<b>REMERCIER ET CONCLURE</b>
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre	-	<b>REMERCIER ET CONCLURE</b>

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

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

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

3. **DEMANDER SEULEMENT POUR LE GROUPE 2** Laquelle des réponses suivantes décrit le mieux votre situation actuelle ? **LIRE LA LISTE. ACCEPTER UNE SEULE RÉPONSE.**

J'étudie à l'école secondaire **CONTINUER**

J'étudie en vue d'obtenir un certificat ou un diplôme d'apprenti inscrit ou d'une école de métiers **CONTINUER**

J'étudie au cégep **CONTINUER**

J'étudie à l'université **CONTINUER**

J'ai obtenu un certificat ou un diplôme d'apprenti inscrit ou d'une école de métiers cette année (2020) **CONTINUER**

J'ai obtenu un diplôme d'études collégiales cette année (2020) **CONTINUER**

J'ai obtenu un diplôme universitaire cette année (2020) **CONTINUER**

Aucune des réponses qui précèdent **REMERCIER ET CONCLURE**

**DANS CHAQUE GROUPE, 5X DEVRAIENT ÊTRE AUX ÉTUDES ET 3X DEVRAIENT AVOIR OBTENU LEUR DIPLÔME EN 2020. ASSURER UNE BONNE REPRÉSENTATION PAR TYPE D'ÉTUDIANT/DE DIPLÔMÉ**

4. **DEMANDER SEULEMENT POUR LE GROUPE 8** Avez-vous des enfants qui sont au secondaire 1 à 5 ?

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

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

- 4a. **DEMANDER SEULEMENT POUR LE GROUPE 8** Pourriez-vous me dire en quelle année est cet enfant / en quelle année sont ces enfants ?

Enfant	Année
1	
2	
3	
4	
5	

**ASSURER UNE BONNE REPRÉSENTATION EN FONCTION DU NOMBRE D'ENFANTS ET DU NIVEAU SCOLAIRE.**

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

Homme

Femme

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

5. **DEMANDER SEULEMENT POUR LE GROUPE 2** Seriez-vous prêt/prête à m'indiquer votre tranche d'âge dans la liste suivante ?

Moins de 17 ans	<b>SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 17 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.</b>
17 à 18 ans	<b>CONTINUER</b> <b>ASSURER UNE BONNE REPRÉSENTATION DES ÂGES (3X 17 à 18, 3X 19 à 24 ans, 2X 25 à 29 ans).</b>
19 à 24 ans	
25 à 29 ans	
30 ans ou plus	<b>SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 17 À 29 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.</b>
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

- 5a. **DEMANDER POUR LES AUTRES GROUPE** Seriez-vous prêt/prête à m'indiquer votre tranche d'âge dans la liste suivante ?

Moins de 18 ans	<b>SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 16 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.</b>
18 à 24	<b>CONTINUER</b>
25 à 34	
35 à 44	
45 à 54	
55+ ans ou plus	
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

**ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE. LES GROUPE DE PARENTS AURONT TENDANCE À ÊTRE PLUS JEUNES.**

6. 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* ».

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

Très à l'aise

Assez à l'aise

Assez mal à l'aise

Très mal à l'aise

**REMERCIER ET CONCLURE**

**REMERCIER ET CONCLURE**

8. Étant donné que ce groupe se réunira en ligne, vous aurez besoin, pour participer, d'une connexion Internet, d'un ordinateur équipé d'une caméra Web qui fonctionne, et d'un téléphone pour accéder à la ligne de conférence audio. **CONFIRMER LES POINTS CI-DESSOUS. METTRE FIN À L'APPEL SI NON À L'UN DES TROIS.**

Le participant a accès à Internet

Le participant a un ordinateur avec caméra Web

Le participant a un téléphone

9. 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.**

10. 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.14**

11. 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**

12. 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**

13. 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.

14. 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.**

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

Moins de 20 000 \$

20 000 \$ à moins de 40 000 \$

40 000 \$ à moins de 60 000 \$

60 000 \$ à moins de 80 000 \$

80 000 \$ à moins de 100 000 \$

100 000 \$ à moins de 150 000 \$

150 000 \$ ou plus

**RÉPONSE SPONTANÉE** : Préfère ne pas répondre

**ASSURER UN BON MÉLANGE.**

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

Oui

Non **REMERCIER ET CONCLURE**

## INVITATION

J'aimerais vous inviter à ce groupe de discussion en ligne, qui aura lieu le **[DONNER LA DATE ET L'HEURE EN FONCTION DU N° DE GROUPE INDIQUÉ DANS LE TABLEAU, PAGE 1]**. La discussion durera deux heures et vous recevrez 90 \$ pour votre participation. Ce montant vous sera envoyé par transfert électronique après la tenue du groupe de discussion.

Veuillez noter que des observateurs du gouvernement du Canada pourraient être présents au groupe et que la discussion sera enregistrée sur bande vidéo. En acceptant de participer, vous 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 :

**GROUP 6** [help@itracks.com](mailto:help@itracks.com), ou par téléphone, au 1-888-525-5026 (choisissez l'option 1)

**GROUP 8 and 12** [support@thestrategiccounsel.com](mailto:support@thestrategiccounsel.com)

La session sera ouverte en ligne 30 minutes avant le début de la rencontre. Nous vous prions de vous mettre en ligne au moins 15 minutes avant l'heure prévue, afin d'avoir le temps de vous installer et d'obtenir l'aide de notre équipe de soutien en cas de problèmes techniques.

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

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

Merci de votre temps.

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

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

## Appendix B – Discussion Guides

# English Moderators Guide

## MODERATOR'S GUIDE – May 2020

### **INTRODUCTION (10 minutes) ALL LOCATIONS**

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

### **WARM UP (5 minutes) GTA Students, GMA Students, Major Centres Ontario Stressed, Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec, Lower Mainland BC, Rural Quebec Parents, Saskatoon, Calgary**

- Have you or anyone you know had any of the symptoms of COVID-19 in the past few months?
  - If yes, what did you or they do when they first developed symptoms?
- Do you know what you should do if you develop symptoms? What is that?

### **CORONAVIRUS IN THE NEWS (10-20 minutes) ALL LOCATIONS**

- What have you heard about the coronavirus or COVID-19 in the last few days?
  - Where are you hearing about it?
  - Have you heard anything else about how the Government of Canada has responded?
- Do you think that, to date, the government has responded appropriately? Why/not?  
[MODERATOR NOTE: TAKE TIME TO ALLOW RESPONDENTS TO CONSIDER ANSWERS]
- What else, if anything, should they be doing at this time?
- **ASK ONLY IN Major Centres Atlantic Unemployed** How has the coronavirus affected your own/your household's financial situation? Were you a primary breadwinner? How difficult will it be to manage your household finances having been laid off?
  - **ASK ONLY IN Major Centres Atlantic Unemployed** It's difficult to predict how long this may last. Do you feel prepared, financially and otherwise, to manage through this for an extended period? How are you planning to manage through this? What supports/assistance do you need, if any?

### **FACE MASKS (10 minutes) Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax**

- Have you heard anything about wearing face masks?



- How effective do you think wearing face masks is?
- Do you wear a face mask? Why/why not?
  - If MASK:
    - When did you start wearing one?
    - How often do you wear one?
    - Where do you wear one?
      - PROBE AS NEEDED: Everywhere or in certain circumstances? Which circumstances?
- Have you heard anything recently about Government of Canada recommendations on wearing face masks?

CLARIFY AS NECESSARY

The Government of Canada recommends wearing a homemade non-medical mask/facial covering for periods of time when it is not possible to consistently maintain a 2-metre physical distance from others, particularly in crowded public settings, such as stores, shopping areas and public transportation.

- What do you think of this recommendation – do you think it goes too far, not far enough, or is about right?
  - IF NOT FAR ENOUGH: do you think the Government of Canada should recommend that masks be worn every time someone leaves the house?

**BEHAVIOUR (15-20 minutes) ALL LOCATIONS EXCEPT GTA AND GMA STUDENTS**

- How have you changed your behaviour because of the new coronavirus or COVID-19?
- **REVISED QUESTION IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** Have you changed your behaviour in the last few weeks?
- **ASK ONLY IN Major Centres Ontario Stressed, Interior BC Parents, Lower Mainland BC, Rural Quebec Parents, Saskatoon, Calgary, Major Centres Atlantic Unemployed, Small Town Quebec, Quebec City, Rural/Small Town Prairies, Halifax** What have you done? (*Probe for: working from home, social distancing, self and family protection, importance of hand-washing, preparedness such as stocking up supplies, medications, food etc.*)
- **ASK ONLY IN Major Centres Ontario Stressed, Interior BC Parents, Lower Mainland BC, Rural Quebec Parents, Saskatoon, Calgary, Major Centres Atlantic Unemployed, Small Town Quebec** If no: Why haven't you done anything?

- **ASK ONLY IN Major Centres Ontario Stressed, Interior BC Parents, Lower Mainland BC, Rural Quebec Parents, Saskatoon, Calgary, Major Centres Atlantic Unemployed, Small Town Quebec** How frequently do you leave home, and what do you leave home for?
- **ASK ONLY IN Interior BC Parents, Rural Quebec Parents, Saskatoon, Calgary** How have you talked to your children about the issues/challenges of self-isolation and social distancing?
  - **ASK ONLY IN Rural Quebec Parents, Saskatoon, Calgary** Are your children having difficulty doing so?
  - **ASK ONLY IN Rural Quebec Parents, Saskatoon, Calgary** Are you allowing your children to visit friends?
- **ASK ONLY IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** If yes: why are you doing these things more?
- **ASK ONLY IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** If no: why haven't you changed your behaviour?
  - **ASK ONLY IN Major Centres Ontario Stressed, Interior BC Parents, Lower Mainland BC, Rural Quebec Parents, Saskatoon, Calgary, Major Centres Atlantic Unemployed, Small Town Quebec, Mid-sized Centres Ontario Unemployed, Quebec City** What have been the most inconvenient things for you personally about the outbreak? (Probe for isolation, loneliness, lack of support (getting groceries/drugs/medical visits, etc.).
- How are you handling the isolation? Is it challenging?
- How would you feel if social distancing rules stayed in place for several more months? What type of impact would this have on you?
- **ASK ONLY IN Interior BC Parents** What do you foresee could become difficult or challenging for you/your family?
  - **ASK ONLY IN Interior BC Parents, Rural Quebec Parents** What kind of assistance might be helpful? Probe for: advice or tools to help with children's education, tips on talking to your children about social distancing, keeping children entertained/busy. Anything else?
  - **ASK ONLY IN Interior BC Parents, Rural Quebec Parents** What's the best way of connecting with you to share this information/advice? For young people (like your children), what's the best way of talking to them about the importance of social distancing? Probe for: messages, tone and channels?
- **ASK ONLY IN GTA Students, GMA Students, Major Centres Ontario Stressed, Major Centres Atlantic Unemployed, Saskatoon, Calgary** Everyone in these groups lives in [larger cities/centres/name of city]. Do you think the impact of COVID on day-to-day life has been different where you live than in smaller cities/towns or rural communities?

**REVISED QUESTION IN Interior BC Parents** Everyone in these groups lives in the interior of BC. Do you think the impact of COVID-19 on day-to-day life has been different where you live than in places like Greater Vancouver?

**REVISED QUESTION IN Small Town Quebec** Everyone in these groups lives in smaller towns. Do you think the impact of COVID-19 on day-to-day life has been different where you live than in places like Montreal?

**REVISED QUESTION IN Rural Quebec Parents** Everyone in this group lives in rural Quebec. Do you think the impact of COVID on day-to-day life has been different where you live than in bigger cities like Montreal?

- (probe) What has been different?
  - **ASK ONLY IN Lower Mainland BC, Rural Quebec Parents, Saskatoon, Calgary** [PROVINCE] is starting to re-open a bit. How do you feel about this?
    - How does this affect you personally?
    - Do you have any concerns about re-opening? How so?
  - **MODIFIED QUESTION IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** [PROVINCE] is starting to re-open a bit. What things are opening up in your community?
    - How do you feel about that?

#### **OTHER GC SERVICES (10 minutes) Lower Mainland BC, Rural Quebec Parents**

- Thinking about federal government services that aren't related to COVID-19, have you needed any of these recently? Which ones?
  - IF YES: Have you had any difficulty accessing these services due to Service Canada centres being closed? What did you do?
- Thinking more broadly, if you needed to find information about local services for mental health, seniors programs, food banks or other types of services, where would you look for this information?

#### **IMPACTS OF THE CORONAVIRUS FOR STUDENTS (45 minutes) GTA Students, GMA Students**

- As a student or recent student, what has been the most inconvenient thing for you personally about the outbreak?
  - Have your summer employment plans (such as internships, research positions, service jobs) been affected due to COVID-19?
  - What is the biggest financial stressor for you right now? (*as necessary probe for rent, groceries, phone bill, fall tuition*)

- Generally, would you say that the virus is under control in Canada or not?
- Would you say it's under control internationally?
  - Some countries have started planning to re-open their economies and lessen restrictions that are keeping people inside their homes, and various Canadian provinces have started talking about this as well. Do you think Canada is ready to start lessening restrictions?
  - How long do you think it will be until Canada is ready for this?
  - If medical experts say Canada has reached a point where lessening social distancing measures will likely lead to only a small increase in the number of cases with a very low-risk of a large increase, would you support lessening restrictions?
    - (if NO) It may not be completely safe until there is a vaccine, and experts are saying that could take a year or more. Do you therefore think it's necessary to keep current measures in place that long?
  - What do you think about different provinces reopening their economies at different times?
  - Do you think there should be federal guidelines that all workplaces, stores, restaurants, etc. across the country must follow as they reopen, or do you think that each province should manage this?
    - When it comes to lifting restrictions, this will likely be done in a gradual phased way with different things opening in stages. What are the things you think need to be opened or the restrictions that you think need to be lifted first?
    - Looking ahead to the next few months, are you expecting to be returning to your campus in September for class?
  - How do you feel about this? Are you looking forward to returning? Does this make you anxious? What impact would resuming in-person class have on you?
  - How do you feel about the shift from in-person to online classes? Overall, how has this affected your perception of the value of the education you are receiving? To what extent do you feel that your education has been devalued as a result of the shift from in-person to online classes (significantly, somewhat, not at all)?
    - How do you think COVID-19 will impact future job prospects in your field of study?
    - What have you heard about any Government of Canada financial support for students? What specifically?
  - Where are you hearing about it?

- Have you heard anything about the new Canada Emergency Student Benefit (CESB)?

- Do you qualify for the CESB?

CLARIFY AS NECESSARY: *CESB is for students who are currently in school, starting school in September, or have graduated from school since December 2019, who are ineligible for Canada Emergency Response Benefit.*

- Do you know how much students will receive under the CESB? IF YES: how much?

CLARIFY AS NECESSARY: *\$1,250/month; \$2000/month for students with dependents & those with disabilities*

- Is this amount enough to meet your financial obligations?
- Do you know the process to receive these benefits?
- Do you think international students should be entitled to receive the CESB?

- Have you previously applied for student loans?

- If yes, are you aware of any changes to the program for this year?

CLARIFY AS NECESSARY: *Eligibility requirements have been expanded so more students can receive loans, including doubling the Canada Grant Students (which is non-repayable)*

- The Government of Canada is looking to match students with employers to fill labour shortages across the country. In particular, there is a need to fill essential sectors, such as jobs in agriculture, farming, and fishery.

- What do you think about this initiative?
- Would this be of interest to you?

- I'm going to show you a list of Government of Canada initiatives to help students during the COVID pandemic. Some of them we've discussed already, some we haven't:

#### SHOW INITIATIVES ON SCREEN

- Creating 116,000 new summer job placements
- Creating an emergency student benefit of \$1,250/month for students who have lost their job or are unable to find work due to the COVID-19 pandemic
- Doubling student grants
- Increasing the amount of student loans by 50%
- Paying students who volunteer this summer between \$1,000 to \$5,000

- **STUDENT POLL #1** I'm going to show you a poll. I'd like you to select which of these will make the biggest difference **for you personally**. Please select 2 or 3 maximum from the list – those that you think will make the biggest difference.

MODERATOR TO SHOW POLL (BIGGEST DIFFERENCE PERSONALLY). END POLL – BROADCAST POLL. VIEW VOTES. MODERATOR TO REVIEW SELECTIONS.

- **STUDENT POLL #2** I'm going to show you another poll. I'd like you to select which you think will make the biggest difference for students more broadly in Canada, regardless of whether or not you yourself won't benefit from it. Please select 2 or 3 maximum from the list – those that you think will make the biggest difference.

MODERATOR TO SHOW POLL #2 (BIGGEST DIFFERENCE BROADLY). END POLL – BROADCAST POLL. VIEW VOTES. MODERATOR TO REVIEW SELECTIONS.

- Do you think the federal government is doing enough to support students?
  - Can you think of any examples of other ways that the Government of Canada or post-secondary institutions can support you as a student during this difficult time?

#### **MESSAGING (35 minutes) GTA Students, GMA Students, Major Centres Ontario Stressed**

- I'm now going to show you a series of examples of some information the Government of Canada could provide to Canadians, once provinces start opening things up – so you wouldn't see communication like this from the federal government before then. I'd like you to read it individually and then we'll discuss.

SHOW GROUP 1 STATEMENTS ON SCREEN AND ASK THE FOLLOWING SET OF QUESTIONS. INDIVIDUALS REVIEW INDIVIDUALLY, THEN GROUP DISCUSSION AND POLLING. *NOTE: INCLUDE 'NONE OF THE ABOVE' OPTION FOR EACH POLL.*

- Overall, what do you think of this information? What makes you say that?
  - PROMPT AS NECESSARY: How does it make you feel? Eg does it reassure you? alarm you? Something else?
  - Which statement(s) do you like best? What in particular did you like?
  - Which statement(s) do you dislike? What in particular did you not like?
  - Are any of these statements unclear or confusing? What in particular is confusing or unclear?
- **MESSAGING POLL #1** I'm going to show you a poll. I'd like you to select which ONE of these statements, if any, provides information that is important for the public to know/hear? MODERATOR TO SHOW POLL #1 (IMPORTANT). END POLL – BROADCAST POLL. VIEW VOTES. MODERATOR TO REVIEW SELECTIONS.

- **MESSAGING POLL #2** I'm going to show you another poll. I'd like you to select which ONE of these statements, if any, you dislike.  
MODERATOR TO SHOW POLL #2 (DISLIKE). END POLL – BROADCAST POLL. VIEW VOTES.  
MODERATOR TO REVIEW SELECTIONS.

REPEAT FOR GROUP 2 AND 3 STATEMENTS.

#### **Group 1 (advice around mild symptoms)**

- Most people infected with COVID-19 experience mild symptoms, but they can still pass the disease on to others. We need to protect seniors and the most-vulnerable members of the community by staying home as much as possible, and avoiding crowds and places where adequate physical distancing is not possible.
- Remember that each of us can still infect others, even if we have no symptoms. If you think you might have COVID-19, get tested. This will help us identify any outbreaks in the community and put in place measures to prevent further spread.
- If you are experiencing even mild symptoms, stay home from work and other community settings until you are better. Employers and employees alike need to support each other on this front so that we can keep the spread of COVID-19 under control.

#### **Group 2 (advice on practices to take)**

- Continue to practice the critical measures to limit the spread of COVID-19: physical distancing, frequent hand-washing, and staying home if you're sick.
- We know many Canadians want to mark ceremonies, funerals and other important rites and rituals. It is important to follow your local guidelines on number of participants and infection prevention measures for these events.
- Wear a mask to prevent the spread of COVID-19 when going places where it is difficult to practice physical distancing, such as grocery stores and public transit.
- This is a difficult time for everyone. If you need mental health support, resources are available at [Canada.ca](https://www.canada.ca)
- A healthy lifestyle makes you less at risk for serious outcomes if you catch COVID-19. Stay active and eat healthy to protect yourself from this and other diseases.

### Group 3 (re-opening messages)

- Thank you for following the advice of experts to stay at home during this difficult time. Because of your actions, we are now able to start gradually opening things up in our communities. Please follow the most recent rules around social distancing closely so we can return to normal soon.
- COVID-19 remains a serious health threat. While some restrictions are being loosened, it is important to recognize that things can get worse again if we don't all follow the current restrictions in place. Stay up to date with the latest rules and restrictions for your area by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.
- While some things are starting to open up, we must remember that everyone is at risk of contracting COVID-19 and everyone is at risk of passing it to loved ones. So follow guidelines for your area closely and help protect each other.

### GUIDANCE (15 minutes) Major Centres Ontario Stressed

- I'm now going to show you a series of different examples of a short message the Government of Canada could provide to Canadians. I'd like you to read it individually and then we'll discuss.

#### SHOW ON SCREEN

- Be COVID Responsible. Stay home if sick, wash your hands and keep a safe distance.
- Be safe out there. Wash your hands and keep a distance.
- Do your part. Wash hands, keep apart and stay home if sick.
- Easy as 1-2-3: stay home if sick, keep your hands clean and keep your distance.
- It takes all of us: Clean your hands, keep a safe distance and stay home if sick.
- Sick? Stay home. Out? Keep your distance. Keep your hands clean.
- Stay healthy: wash your hands and keep a distance.
- Take care Canada. Stay home if sick, wash your hands and keep your distance.
- **GUIDANCE POLL #1** I'm going to show you a poll. I'd like you to select which of these messages, if any, are the easiest to understand (participants to select 2-3 max).  
MODERATOR TO SHOW POLL #1 (EASY TO UNDERSTAND). END POLL – BROADCAST POLL. VIEW VOTES. MODERATOR TO REVIEW SELECTIONS.
- **GUIDANCE POLL #2** I'm going to show you another poll. I'd like you to select which of these messages, if any, catch your attention the most (participants to select 2-3 max).  
MODERATOR TO SHOW POLL #2 (ATTENTION). END POLL – BROADCAST POLL. VIEW VOTES. MODERATOR TO REVIEW SELECTIONS.



- **GUIDANCE POLL #3** I'm going to show you another poll. I'd like you to select which of these messages, if any, you dislike or find confusing.  
MODERATOR TO SHOW POLL #3 (DISLIKE/CONFUSING). END POLL – BROADCAST POLL. VIEW VOTES. MODERATOR TO REVIEW SELECTIONS.

**GUIDANCE MESSAGING (15 minutes) Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec**

- I'm now going to show you a series of messages the Government of Canada could provide related to COVID-19. I'd like you to read it individually and then we'll discuss.

**SHOW ON SCREEN**

- Continue to practice the critical measures to limit the spread of COVID-19: physical distancing, frequent hand-washing, and staying home if you're sick.
  - If you suspect you have illness due to COVID, get tested. This will help us identify any outbreaks in the community and put in place measures to prevent further spread.
  - Stay up to date with the latest rules and restrictions for your area by visiting [Canada.ca/coronavirus](https://Canada.ca/coronavirus) regularly.
  - This is a difficult time for everyone. If you need mental health support, resources are available at [Canada.ca/coronavirus](https://Canada.ca/coronavirus)
  - Wear a mask to prevent the spread of COVID-19 when going places where it is difficult to practice physical distancing, such as grocery stores and public transit.
- **GUIDANCE MESSAGING POLL #1** I'm going to show you a poll. I'd like you to select which of these messages, if any, is the most important (participants to select 2-3 max).  
MODERATOR TO SHOW POLL #1 (IMPORTANT). END POLL – BROADCAST POLL. VIEW VOTES. MODERATOR TO REVIEW SELECTIONS.
  - **GUIDANCE MESSAGING POLL #2** I'm going to show you another poll. I'd like you to select which of these messages, if any, you dislike  
MODERATOR TO SHOW POLL #2 (DISLIKE GUIDANCE). END POLL – BROADCAST POLL. VIEW VOTES. MODERATOR TO REVIEW SELECTIONS.
  - Do you find any of these messages confusing? IF YES: How so?

**MOTIVATION MESSAGING (15 minutes) Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec**

- I'm now going to show you a series of examples of messages the Government of Canada could provide to encourage Canadians to follow public health advice. The advice is the same in each case, but the way

Canadians are encouraged to follow this advice varies. I'd like you to read it individually and then we'll discuss.

SHOW ON SCREEN

- COVID-19 remains a serious health threat. While some restrictions are being loosened, it is important to recognize that things can get worse again if we don't all follow the current guidelines in place. Frequently wash your hands, avoid crowded places, and practice physical distancing
  - Don't be responsible for the spread of COVID. Frequently wash your hands, avoid crowded places, and practice physical distancing.
  - Most people infected with COVID-19 experience mild symptoms, but they can still pass the disease on to others. Even if you do not feel sick, it is important to frequently wash your hands, avoid crowded places, and practice physical distancing.
  - We need to protect seniors and the most-vulnerable members of the community. Do your part by frequently washing your hands, avoiding crowded places, and practicing physical distancing.
- **MOTIVATION MESSAGING POLL #1** I'm going to show you a poll. I'd like you to select which of these messages, if any, is the most compelling in terms of motivating you to follow the advice (participants to select 2-3 max).  
MODERATOR TO SHOW POLL #3 (COMPELLING). END POLL – BROADCAST POLL. VIEW VOTES.  
MODERATOR TO REVIEW SELECTIONS.
  - **MOTIVATION MESSAGING POLL #2** I'm going to show you another poll. I'd like you to select which of these messages, if any, you dislike  
MODERATOR TO SHOW POLL #4 (DISLIKE MOTIVATIONS). END POLL – BROADCAST POLL. VIEW VOTES. MODERATOR TO REVIEW SELECTIONS.
  - Do you find any of these messages confusing? IF YES: How so?

**TAGLINES (15 minutes) Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec**

- I'm now going to show you different examples of a simple message the Government of Canada could include at the end of all of its ads about COVID-19. I'd like you to read it individually and then we'll discuss.

SHOW ON SCREEN

- A nation in action
- All of us, all the way
- Be COVID responsible

- Be safe out there
  - Let's all do our part
  - Protect yourself and others
  - Together for tomorrow
  - Together, we're stronger
- **TAGLINES POLL #1** I'm going to show you a poll. I'd like you to select which of these messages, if any, you like the most (participants to select 2-3 max).  
MODERATOR TO SHOW POLL #5 (LIKE TAGLINE). END POLL – BROADCAST POLL. VIEW VOTES.  
MODERATOR TO REVIEW SELECTIONS.
  - **TAGLINES POLL #2** I'm going to show you another poll. I'd like you to select which of these messages, if any, you dislike  
MODERATOR TO SHOW POLL #6 (DISLIKE TAGLINE). END POLL – BROADCAST POLL. VIEW VOTES.  
MODERATOR TO REVIEW SELECTIONS.
  - What do you think these messages mean – i.e. what do you see as the key point they are trying to get across?
  - Do you find any of them confusing? IF YES: How so?

**CANADA.CA/CORONAVIRUS (30 minutes) Lower Mainland BC, Rural Quebec Parents, Saskatoon**

Prior to this session, we had asked you to go to the Government of Canada website dedicated to COVID-19 – Canada.ca/coronavirus, and to note down what you looked at and/or any information you looked for.

- Had you previously visited this website (i.e. prior to us asking you to visit)?

**IF YES:**

- When did you last visit (not counting your visit prior to today's group)?
- And what was the purpose of your visit?
- Did you find what you were looking for?

**IF NO:**

- Why had you not visited this website?
- What websites, if any, do you typically visit instead?
- What do you like about these websites?

Ok now I'd like to get feedback on what you looked at when we asked you to visit the website.

- Did you look for any particular kind of information or did you just randomly click on things (because we had asked you to look at the site)?

IF LOOKED FOR PARTICULAR INFORMATION

- What made you choose to look at this information??
- Did you find it? How easy or difficult was it to find?
- IF FOUND: was it what you expected?
- Did you think you'll visit this website again?
  - Why do you say that?
  - IF YES: what information would you look for?
- Is there anything else that you think should be on the website?
  - Why do you say that?
- **ASK ONLY IN Rural Quebec Parents, Saskatoon** Do you have any other comments on the website that you would like to share, based on your review and your notes?

**PHAC VIDEO (30 minutes) Calgary, Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax**

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

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

[SHOW VIDEO]

[MODERATOR SHOWS THE AD TWICE]

- What are your initial thoughts about this ad?
- What is the main message of this ad?
- What do you like most? What do you like the least?
- What are the biggest strengths? Weaknesses?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Who is this message aimed at? Why do you say that?

- Would this ad stand out to you if you heard it on TV? Would you seek more information?
- How do you feel about this ad featuring someone who contracted COVID-19?
- Do you feel like this is a good approach to highlight the importance of following public health advice?
- Do you think the fact that the individual was young and healthy is an important point to convey?
- Can you think of any other types of Canadians who would be good spokespeople for a government of Canada advertisement?
  - Do you have any other thoughts about what could make this ad more effective?

**ECONOMIC IMPACTS OF THE CORONAVIRUS (15-40 minutes) ALL LOCATIONS EXCEPT GTA AND GMA STUDENTS**

- Have you heard about anything the Government of Canada has done to combat the economic impact of COVID-19?
  - Prior to this group, had you heard anything about the new Canada Emergency Response Benefit introduced by the federal government as a response to the COVID-19 outbreak? (show of hands)
    - What have you heard about it?
  - Prior to this group, had you heard anything about the new wage subsidy introduced by the federal government as a response to the COVID-19 outbreak? (show of hands)
    - What have you heard about it?
  - **ASK ONLY IN Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec, Rural Quebec Parents, Saskatoon, Calgary, Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** PROMPT AS NECESSARY: Have you heard anything about support for seniors?
    - What have you heard about it?

**ASK ONLY IN Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec, Rural Quebec Parents, Saskatoon, Calgary, Mid-sized Centres Ontario Unemployed, Quebec City**

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

- **ASK ONLY IN Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec, Rural Quebec Parents, Saskatoon, Calgary, Mid-sized Centres Ontario Unemployed, Quebec City** Do you think this is a fair payment to deal with any increased living expenses for seniors? Why/why not?

- **ASK ONLY IN Lower Mainland BC, Rural Quebec Parents, Saskatoon, Calgary, Mid-sized Centres Ontario Unemployed, Quebec City** Some low-income seniors receive over \$1,500 per month in federal government support, when combining OAS, GIS and the GST/HST credit. Additionally, some low-income individuals are eligible for the one-time special GST/HST credit payment (roughly \$400) as part of the Government of Canada's response to the COVID-19 pandemic. Now that I have provided some more information about federal government support to seniors, does this change how anyone feels about this one-time OAS and GIS payment (i.e. up to \$500)?

CLARIFY AS NECESSARY

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

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

- **ASK ONLY IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** Which of the following do you think is the best approach:
  - The Government of Canada should be doing more to help people than they are now, even if it means a larger deficit than what is currently projected
  - The Government of Canada should continue with current levels of support that are being offered through programs like the CERB and CEWS
  - The Government of Canada should try to reduce spending, even though it means scaling back some of these programs
- The various measures the Government of Canada is implementing are estimated to cost billions of dollars and the Parliamentary Budget Officer has estimated that this will result in a much higher federal budget deficit. Does this concern anyone? Do you think that the federal government is spending too much money on measures in response to COVID-19?
  - Is anyone concerned about the long-term impact of the larger deficit?
- As provinces start opening things back up, do you think things like the CERB or the wage subsidy should no longer be available, should be scaled back, or should they stay in place until the economy is at full capacity – even though that means an even bigger cost and an even higher federal budget deficit?
  - **ASK ONLY IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** IF THEY SAY STAY IN PLACE: How long do you think these programs should stay in place? eg do you mean another 2 months, 6 months, a year, etc.?

- **ASK ONLY IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** Do you think the Government of Canada needs to be doing more to encourage businesses to hire people back, or is the wage subsidy enough?
- **ASK ONLY IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** Do you think the economy will bounce back at full speed after everything has reopened? Why/why not?
  - IF YES: How long do you think it will take to fully bounce back?
- **ASK ONLY IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** Some have used seasons as a way to describe how the economy will come back: it's been a long winter, and not it's springtime for the economy, with everything coming back to life. What do you think of that description?
- **ASK ONLY IN Halifax** When you hear people talking about whether the Government of Canada needs to stimulate the economy, what does the term "economic stimulus" mean to you? For example, what kinds of things come to mind, if anything, when you hear this term?
- **ASK ONLY IN Lower Mainland BC** Do you think the economy will bounce back at full speed once things reopen, or should the Government of Canada be trying to stimulate economic growth? **REVISED QUESTION IN Saskatoon, Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** Do you think the economy will bounce back at full speed once things reopen, or should the Government of Canada be spending more to help stimulate economic recovery?
  - IF SAY STIMULATE: how do you think the government could be stimulating growth?
    - PROBE AS NEEDED: do you think the government should do something like traditional stimulus programs, such as infrastructure spending or do you think the government should have programs such as providing money to Canadians to spend, given the type of recession this is?
- **ASK ONLY IN Lower Mainland BC, Saskatoon** When planning for economic recovery, do you think the Government of Canada should consider climate change? Why/why not?
  - **ASK ONLY IN Saskatoon** PROBE AS NEEDED: for example direct investments in "green" clean technology, innovation and jobs to help stimulate economic recovery, or expanded access to government funds for businesses that invest in these areas.
- **ASK ONLY IN Saskatoon** And lastly, do you think the federal government can improve Canadians' quality of life while growing the economy? How so?
  - **ECONOMY POLL #1 ASK ONLY IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies** I'm now going to show you a few

different ways the Government of Canada could frame its plan for the economy moving forward. I'd like you to read it individually and then we'll discuss.

- Economic Recovery
- Economic Restart
- A new start for the economy

- **ASK ONLY IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies Halifax** I'm going to show you a poll. I'd like you to select which of these, if any, makes the most sense (participants to select 1 ONLY).  
MODERATOR TO SHOW POLL #1 (MAKES MOST SENSE). MODERATOR TO REVIEW SELECTIONS.

PROMPT AS NECESSARY:

- When you think of recovery or restart or new start, what do you picture?
- Do these terms mean the same thing or do you see a difference between them?

- **ECONOMY POLL #1 REV REVISED IN Halifax** I'm now going to show you a few different terms to describe the economy. I'd like you to read it individually and then we'll discuss.

- Recovery
- Restart
- New start

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

PROMPT AS NECESSARY:

- When you think of recovery or restart or new start, what do you picture?
- When we talk about the economy, do see a difference between "recovery" and "restart", or do these mean the same thing to you?
  - IF SAY DIFFERENCE: what is the difference between the two?

- **ECONOMY POLL #2 ASK ONLY IN Halifax** I'm now going to show you a few different terms to describe the type of economy we could be aiming for. I'd like you to read it individually and then we'll discuss.

- Future-proof economy
- Green economy
- Healthy economy



- Modern economy
  - Resilient economy
  - Strong economy
- I'm going to show you a poll. I'd like you to select which of these represents the type of economy we should be aiming for (participants to select up to 2).  
MODERATOR TO SHOW POLL #2 (BEST DESCRIBES ECONOMY AIMING FOR). MODERATOR TO REVIEW SELECTIONS; ASK WHY THEY PICKED THESE ONES
    - When thinking about the type of economy we should be aiming for, what does "future proof" mean to you?
    - And what does "resilient" mean to you in this context?
  - **ASK ONLY IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** Do you think the Government of Canada should focus on trying to get the economy back to where it was, or do you think this presents an opportunity to build a different type of economy than what we had before?
    - Do you see the economy bouncing back as a two-step process, or not? For example, do you think that in the short term, the Government of Canada should simply focus on getting people back to work, and after that, we can start developing long-term goals of the kind of economy we want have? Or do you think that while trying to help get people back to work, the government needs to think about the type of economy we should have moving forward?
  - **ASK ONLY IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** For those who feel this represents an opportunity to build a different type of economy, what would this economy look like?
    - PROMPT AS NECESSARY: Would it have a greater focus on the environment or climate change? Why/why not? IF YES: How so?
      - PROBE AS NEEDED: for example direct investments in "green" clean technology, innovation and jobs to help stimulate economic recovery, or expanded access to government funds for businesses that invest in these areas.
    - PROMPT AS NECESSARY: Would it have a greater focus on quality of life? How so?
  - **ASK ONLY IN Mid-sized Centres Ontario Unemployed, Quebec City, Rural/Small Town Prairies, Halifax** And now thinking more broadly, do you see any challenges resulting from COVID-19 that will need to be addressed?
    - PROMPT AS NEEDED: for example long-term care, child care, mental health, public transit...

**AIRLINES (10 minutes) GTA Students, GMA Students**

- This pandemic has affected many industries. Do you think the Government of Canada should provide financial aid to affected industries?
- Thinking specifically about the airline industry, should they receive aid? Why or why not?
- If all Canadian airlines were to go bankrupt if they did not receive aid, would that change how you feel about it?
- Has anyone here had to cancel airline tickets because of COVID-19? Did you receive credit or a refund?
- Do you think it's enough for airlines to offer credit vouchers or should they be forced to refund everyone their tickets?
- Offering refunds to everyone would again bankrupt most airlines. Given this, would it be acceptable for them to offer credit if it had a more generous conditions on it? Some examples could be: a longer period you could use it for like 2 or 3 years, people would be refunded if they didn't use it during that time period, the ability to get free upgrade or perks like extra free checked bags when you use your credit?
- What conditions specifically would be most likely to make the credit option more acceptable?

**ORPHAN WELLS (10 minutes) Saskatoon, Calgary**

- Have you heard, read or seen anything about orphan wells in Alberta?
  - IF NEEDED: Orphan wells are oil and gas wells left behind by oil and gas companies that go bankrupt. Currently there are over 3000 orphan wells in Alberta, and another 94,000 wells are inactive and could become orphaned if more companies close. Orphan wells are potentially harmful to surrounding environments if they begin to leak.
  - Is this an important issue to address? Why/why not? Probe for:
    - What are the risks associated with orphan wells?
  - Who is responsible for dealing with the issue of orphan wells?
  - To the best of your knowledge, is anything being done to clean up orphan wells in Alberta?
  - What can the federal government do to reduce or eliminate the environmental risks of orphan wells?

**OTHER NEWS (5 minutes) Major Centres Ontario Stressed, Interior BC Parents, Major Centres Atlantic Unemployed, Small Town Quebec, Lower Mainland BC, Rural Quebec Parents, Saskatoon, Rural/Small Town Prairies**

- We've talked a lot about COVID-19 today. Before we go, have you heard any other Government of Canada news over the past few months?

- PROMPT AS NECESSARY: Have you heard anything about the Government of Canada's recent announcement on the prohibition of over 1,500 models of assault-style firearms in Canada?
- PROBE on specifics. If anything mentioned, find out if others have heard about it, how they feel about it
  
- Most of the recent Government of Canada announcements have been about COVID-19 and people affected by the disease and economic fallout from it. What do you think about all of this focus on COVID-19 - do you think it's appropriate or do you think the Government of Canada has focussed too much on it?

**CONCLUSION (5 minutes) ALL LOCATIONS**

# French Moderators Guide

GUIDE DU MODÉRATEUR – Mai 2020

## **INTRODUCTION (10 minutes) TOUS LES LIEUX**

- Le modérateur ou la personne responsable du soutien technique doit faire savoir aux participantes et aux participants qu'un stylo et du papier seront nécessaires, afin de prendre des notes et d'écrire quelques réflexions au sujet des pièces de communication que nous leur montrerons au cours de la discussion.

**MISE EN ROUTE (5 minutes) GRT – Étudiant(e)s, GRM – Étudiant(e)s, Grands centres ontariens – Personnes stressées, Intérieur de la C.-B. – Parents, Grands centres des provinces atlantiques – Personnes sans emploi, Québec – Petites villes, Basses-terres continentales de la C.-B., Québec rural – Parents, Saskatoon et Calgary**

- Est-ce que vous ou bien quelqu'un que vous connaissez avez eu quelconques symptômes de la COVID-19 au cours des derniers mois ?
  - Si oui, qu'avez-vous fait ou qu'ont-ils fait lorsque les premiers symptômes se sont manifestés ?
- Savez-vous ce que vous devez faire si vous présentez des symptômes ? Quoi exactement ?

## **LE CORONAVIRUS DANS L'ACTUALITÉ (10 à 20 minutes) TOUS LES LIEUX**

- Qu'avez-vous entendu dire au sujet du coronavirus ou de la COVID-19 au cours des quelques derniers jours ?
  - Où en entendez-vous parler ?
  - Avez-vous entendu quoi que ce soit d'autre quant à la réponse du gouvernement du Canada ?
- Pensez-vous que, jusqu'à présent, le gouvernement a réagi de manière appropriée ? Pourquoi ou pourquoi pas ? [NOTE À L'ATTENTION DU MODÉRATEUR : PRENDRE LE TEMPS DE PERMETTRE AUX RÉPONDANTES OU RÉPONDANTS DE RÉFLÉCHIR À LEURS RÉPONSES]
- Que devraient-ils faire d'autre, le cas échéant, à ce stade ?
- **DEMANDER SEULEMENT DANS LE GROUPE *Grands centres des provinces atlantiques – Personnes sans emploi*.** Comment est-ce que le coronavirus a affecté votre propre situation financière ou celle de votre ménage ? Étiez-vous le soutien principal de famille ? Dans quelle mesure sera-t-il difficile de gérer les finances de votre ménage à la suite de votre mise à pied ?

- **DEMANDER SEULEMENT DANS LE GROUPE *Grands centres des provinces atlantiques – Personnes sans emploi***. Il est difficile de prévoir combien de temps ceci pourrait durer. Vous sentez-vous prêt, financièrement et autrement, à affronter cette situation pendant une période prolongée ? De quelle façon envisagez-vous de vous en sortir ? De quel soutien ou aide avez-vous besoin, le cas échéant ?

**MASQUES FACIAUX (10 minutes) Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rural et petites villes et Halifax**

- Avez-vous entendu quoi que ce soit concernant le port du masque facial ?
  - Dans quelle mesure pensez-vous que le port de masques faciaux est efficace ?
- Est-ce que vous portez un masque facial ? Pourquoi ou pourquoi pas ?
 

Si MASQUE :

  - Quand avez-vous commencé à en porter un ?
  - À quelle fréquence en portez-vous un ?
  - Où en portez-vous un ?
    - SONDER AU BESOIN : Partout ou dans certaines circonstances ? Quelles circonstances ?
- Avez-vous entendu quoi que ce soit récemment par rapport aux recommandations du gouvernement du Canada sur le port du masque facial ?

**ÉCLAIRCISSEMENT AU BESOIN**

Le gouvernement du Canada recommande le port d'un masque ou d'un couvre-visage non médical fait maison pour les périodes durant lesquelles il est impossible de maintenir une distance physique constante de deux mètres avec les autres, en particulier dans les lieux publics achalandés, tels que les magasins, les zones commerciales et les transports en commun.

- Que pensez-vous de cette recommandation — pensez-vous qu'elle va trop loin, pas assez loin, ou qu'elle est plus ou moins juste ?
  - SI PAS ASSEZ LOIN : pensez-vous que le gouvernement du Canada devrait recommander le port du masque chaque fois que quelqu'un quitte la maison ?

**COMPORTEMENT (15 à 20 minutes) TOUS LES LIEUX, SAUF GRT ÉTUDIANT(E)S ET GRM ÉTUDIANT(E)S**

- Avez-vous modifié votre comportement de quelque manière en raison du nouveau coronavirus ou de la COVID-19 ?

**QUESTION MODIFIÉE POUR LES GROUPES *Centres de taille moyenne ontariens – Personnes***

- sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.** Avez-vous modifié votre comportement au cours des dernières semaines ?
- **DEMANDER SEULEMENT DANS LES GROUPES Grands centres ontariens – Personnes stressées, Intérieur de la C.-B. – Parents, Basses-terres continentales de la C.-B., Québec rural – Parents, Saskatoon, Calgary, Grands centres des provinces atlantiques – Personnes sans emploi, Petites villes du Québec, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.** Qu'avez-vous fait ? (Sonder : le télétravail, la distanciation sociale, la protection de soi et sa famille, l'importance de se laver les mains, la préparation comme stocker des provisions, des médicaments, de la nourriture, etc.)
  - **DEMANDER SEULEMENT DANS LES GROUPES Grands centres ontariens – Personnes stressées, Intérieur de la C.-B. – Parents, Basses-terres continentales de la C.-B., Québec rural – Parents, Saskatoon, Calgary, Grands centres des provinces atlantiques – Personnes sans emploi et Petites villes du Québec.** Si non : Pourquoi n'avez-vous rien fait ?
  - **DEMANDER SEULEMENT DANS LES GROUPES Grands centres ontariens – Personnes stressées, Intérieur de la C.-B. – Parents, Basses-terres continentales de la C.-B., Québec rural – Parents, Saskatoon, Calgary, Grands centres des provinces atlantiques – Personnes sans emploi et Petites villes du Québec.** À quelle fréquence quittez-vous votre domicile et pour quelle raison ?
  - **DEMANDER SEULEMENT DANS LES GROUPES C.-B. – Parents, Québec rural – Parents, Saskatoon et Calgary.** Comment avez-vous parlé à vos enfants des problèmes ou des défis liés à l'auto-isollement et à la distanciation sociale ?
    - **DEMANDER SEULEMENT DANS LES GROUPES Québec rural – Parents, Saskatoon et Calgary.** Est-ce que vos enfants ont des difficultés à le faire ?
    - **DEMANDER SEULEMENT DANS LES GROUPES Québec rural – Parents, Saskatoon et Calgary.** Permettez-vous à vos enfants de rendre visite à des amis ?
  - **DEMANDER SEULEMENT DANS LES GROUPES Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.** Si oui : Pourquoi faites-vous davantage ces choses ?
  - **DEMANDER SEULEMENT DANS LES GROUPES Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.** Si non : pourquoi n'avez-vous pas changé votre comportement ?
- **DEMANDER SEULEMENT DANS LES GROUPES Grands centres ontariens – Personnes stressées, Intérieur de la C.-B. – Parents, Basses-terres continentales de la C.-B., Québec rural – Parents, Saskatoon, Calgary, Grands centres des provinces atlantiques – Personnes sans emploi, Québec – Petites villes, Centres de taille moyenne ontariens – Personnes sans emploi et Ville de Québec.** Quelles ont été les choses les plus incommodes pour vous personnellement par rapport à l'éclosion ? Sonder : L'isolement, la solitude, le manque de soutien (faire l'épicerie/les médicaments/les visites médicales, etc.).

- Que faites-vous pour remédier à l'isolement ? Est-ce un défi ?
- Comment vous sentiriez-vous si les règles de distanciation sociale restaient en place pendant plusieurs mois encore ? Quel genre d'impact est-ce que cela aurait sur vous ?
- **DEMANDER SEULEMENT DANS LES GROUPES Intérieur de la C.-B.** Que prévoyez-vous qui pourrait devenir difficile ou constituer un défi pour vous ou votre famille ?
  - **DEMANDER SEULEMENT DANS LES GROUPES Intérieur de la C.-B. – Parents et Québec rural – Parents.** Quel genre d'aide pourrait être utile ? Sonder : des conseils ou des outils pour vous aider dans l'apprentissage scolaire de vos enfants, des astuces sur la manière de parler à vos enfants de la distanciation sociale, la façon de divertir ou de garder les enfants occupés. Autre chose ?
  - **DEMANDER SEULEMENT DANS LES GROUPES Intérieur de la C.-B. – Parents et Québec rural – Parents.** Quelle est la meilleure façon de vous joindre et de partager ces informations et ces conseils ? Pour les jeunes (comme vos enfants), quelle est la meilleure façon de leur parler de l'importance de pratiquer la distanciation sociale ? Sonder : les messages, le ton et les canaux ?
- **GRT – Étudiant(e)s, GRM – Étudiant(e)s, Grands centres ontariens – Personnes stressées, Grands centres des provinces atlantiques – Personnes sans emploi, Saskatoon et Calgary.** Tout le monde dans ce groupe vit dans [plus grandes villes/centres/nom de la ville]. Pensez-vous que l'impact de la COVID sur le quotidien a été différent là où vous vivez que dans de plus petites villes, de petites municipalités ou bien dans des communautés rurales ?
 

**QUESTION MODIFIÉE POUR LE GROUPE Intérieur de la C.-B. – Parents.** Tout le monde dans ces groupes vit dans l'intérieur de la Colombie-Britannique. Pensez-vous que l'impact de COVID-19 sur le quotidien a été différent là où vous vivez que dans des endroits comme le Grand Vancouver ?

**QUESTION MODIFIÉE POUR LE GROUPE Québec – Petites villes.** Tout le monde dans ce groupe vit dans de plus petites municipalités. Pensez-vous que l'impact de la COVID sur le quotidien a été différent là où vous vivez que dans les grandes métropoles comme Montréal ?

**QUESTION MODIFIÉE POUR LE GROUPE Québec rural – Parents.** Tout le monde dans ce groupe habite dans une région rurale du Québec. Pensez-vous que l'impact de la COVID sur la vie quotidienne a été différent là où vous vivez que dans les grandes villes comme Montréal ?

  - (Sonder) Qu'est-ce qui a été différent ?
- **DEMANDER SEULEMENT DANS LES GROUPES Basses-terres continentales de la C.-B., Québec rural – Parents, Saskatoon et Calgary.** [PROVINCE] amorce peu à peu sa réouverture. Qu'en pensez-vous de cela ?
  - Comment est-ce que cela vous affecte personnellement ?
  - Avez-vous des préoccupations par rapport à la réouverture ? Dans quel sens ?

- **QUESTION MODIFIÉE POUR LES GROUPES Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.** [PROVINCE] amorce peu à peu sa réouverture. Quelles choses sont en train de rouvrir dans votre collectivité ?
  - Que ressentez-vous par rapport à cela ?

**AUTRES SERVICES DU GC (10 minutes) Basses-terres continentales de la C.-B. et Québec rural – Parents**

- En pensant aux services du gouvernement fédéral qui ne sont pas liés à la COVID-19, en avez-vous eu besoin récemment ? Lesquels ?
  - SI OUI : Avez-vous eu quelque difficulté à accéder à ces services en raison de la fermeture des centres *Service Canada* ? Qu'avez-vous fait ?
- De manière plus générale, si vous souhaitiez trouver des renseignements au sujet des services locaux en santé mentale, des programmes pour les aîné(e)s, des banques alimentaires ou d'autres types de services, où chercheriez-vous afin de trouver ces renseignements ?

**LES IMPACTS DU CORONAVIRUS POUR LES ÉTUDIANTES ET LES ÉTUDIANTS (45 minutes) GRT – Étudiant(e)s et GRM – Étudiant(e)s**

- En tant qu'étudiante ou étudiant, ou si vous l'étiez jusqu'à récemment, quelles ont été les choses les plus incommodes pour vous personnellement par rapport à l'éclosion ?
  - Est-ce que vos projets d'emploi d'été (tels que les stages, les postes de recherche, les emplois dans le secteur des services) ont été affectés par la COVID-19 ?
  - Quel est le plus grand facteur de stress financier pour vous en ce moment ? (*Au besoin, sondez quant au loyer, l'épicerie, la facture de téléphone, les frais de scolarité d'automne*)
- De manière générale, diriez-vous que le virus est maîtrisé au Canada ou pas ?
  - Diriez-vous qu'il est maîtrisé au niveau international ?
- Certains pays ont commencé à planifier la réouverture de leur économie et à alléger les restrictions qui contraignent les gens à rester à l'intérieur de leur résidence, et certaines provinces canadiennes ont également commencé à en parler. Pensez-vous que le Canada est prêt à commencer un allègement des restrictions ?
  - Combien de temps pensez-vous que ça prendra avant que le Canada ne soit prêt à cela ?
  - Si les experts médicaux affirment que le Canada a atteint un point où l'allègement des mesures de distanciation sociale n'entraînera probablement qu'une faible augmentation du nombre de cas et que le risque d'une forte augmentation est très faible, seriez-vous favorable à un allègement des restrictions ?



- (Si non) Il se peut que ce ne soit pas complètement sécuritaire tant qu'il n'y aura pas de vaccin et les experts disent que cela pourrait prendre un an ou plus. Pensez-vous donc qu'il soit nécessaire de maintenir les mesures actuelles tout ce temps ?
  - Que pensez-vous du fait que différentes provinces vont rouvrir leur économie à différents moments ?
  - Pensez-vous qu'il devrait y avoir des directives fédérales que tous les lieux de travail, magasins, restaurants, etc., du pays doivent suivre lors de leur réouverture, ou pensez-vous que chaque province devrait gérer cela ?
- Lorsqu'il s'agira de lever les restrictions, cela se fera probablement de manière progressive, avec l'ouverture par étapes de différentes choses. Selon vous, quelles sont les choses qui doivent être ouvertes ou quelles sont les restrictions qui doivent être levées en premier lieu ?
- En ce tournant vers les prochains mois, est-ce que vous vous attendez à retourner sur le campus en septembre pour vos cours ?
  - Que ressentez-vous par rapport à cela ? Avez-vous hâte d'y retourner ? Est-ce que cela vous cause de l'anxiété ? Quel impact une reprise des cours dans une salle, en personne, aurait-elle sur vous ?
  - Que pensez-vous de la transition des cours donnés en personne vers les cours en ligne ? Dans l'ensemble, comment est-ce que cela a affecté votre perception de la valeur de l'éducation que vous recevez ? Dans quelle mesure avez-vous le sentiment que votre éducation a été dévaluée en raison de la transition des cours donnés en personne vers les cours en ligne (de manière significative, plutôt significative ou pas du tout significative) ?
- Comment pensez-vous que la COVID-19 influencera vos perspectives d'emploi futures dans votre champ d'études ?
- Avez-vous entendu parler d'une aide financière du gouvernement du Canada pour les étudiants et les étudiantes ? Quoi exactement ?
  - Où en entendez-vous parler ?
- Avez-vous entendu dire quoi que ce soit au sujet de la nouvelle Prestation canadienne d'urgence pour les étudiants (PCUE) ?
  - Êtes-vous admissible à la PCUE ?

ÉCLAIRCISSEMENT, AU BESOIN : *La PCUE est destinée aux étudiants qui sont actuellement aux études, qui commencent leurs études en septembre, ou qui sont diplômés depuis décembre 2019, et qui ne sont pas admissibles à la Prestation canadienne d'urgence.*

- Savez-vous combien les étudiants recevront en vertu de la PCUE, SI OUI : combien ?

ÉCLAIRCISSEMENT, AU BESOIN : *1 250 \$/mois ou 2 000 \$/mois pour les étudiants et les étudiantes ayant des personnes à charge et pour ceux et celles qui sont handicapés.*

- Est-ce que ce montant est suffisant pour faire face à vos obligations financières ?
- Connaissez-vous la procédure à suivre afin de recevoir ces prestations ?
- Pensez-vous que les étudiants étrangers devraient être en droit de recevoir la PCUE ?
- Avez-vous déjà fait une demande pour des prêts étudiants ?
  - Si oui, êtes-vous au courant de quelconque changement ayant été apporté au programme pour cette année ?

ÉCLAIRCISSEMENT, AU BESOIN : *Les critères d'admissibilité ont été élargis afin qu'un plus grand nombre d'étudiantes et d'étudiants puissent recevoir des prêts, notamment en doublant la Bourse canadienne pour étudiants (qui est non remboursable).*

- Le gouvernement du Canada cherche à jumeler des étudiants et des employeurs afin de pallier les pénuries de main-d'œuvre à travers le pays. Il faut notamment pourvoir à des emplois dans des secteurs essentiels, tels que ceux de l'agriculture et de la pêche.
  - Que pensez-vous de cette initiative ?
  - Est-ce que cela vous intéresserait ?
- Je vais vous montrer une liste d'initiatives du gouvernement du Canada qui visent à aider les étudiantes et les étudiants pendant la pandémie de COVID. Nous avons déjà abordé certaines d'entre elles, et d'autres non :

#### MONTRER LES INITIATIVES À L'ÉCRAN

- La création de 116 000 nouveaux emplois d'été
- La création d'une prestation d'urgence pour étudiants de 1 250 \$/mois destinée aux étudiantes et étudiants ayant perdu leurs emplois ou ne pouvant pas se trouver du travail en raison de la pandémie de COVID-19
- Doubler les bourses d'études
- Augmenter de 50 % le montant des prêts étudiants
- Payer les étudiants et étudiantes qui font du bénévolat cet été entre 1 000 \$ et 5 000 \$
- **LES ÉTUDIANTES SONDAGE N° 1** Je vais procéder à un sondage. J'aimerais que vous choisissiez parmi les initiatives celles qui feront la plus grande différence **pour vous personnellement**. Veuillez choisir au plus 2 ou 3 de la liste — ceux qui, selon vous, feront la plus grande différence. LE MODÉRATEUR AFFICHERA LE SONDAGE (PLUS GRANDE DIFFÉRENCE PERSONNELLEMENT). FIN DU SONDAGE — DIFFUSER LE SONDAGE. PRÉSENTER LES VOTES. LE MODÉRATEUR PASSERA EN REVUE LES ÉLÉMENTS SÉLECTIONNÉS.
- **LES ÉTUDIANTES SONDAGE N° 2** Je vais afficher un autre sondage. J'aimerais que vous choisissiez celles qui, selon vous, feront la plus grande différence **pour les étudiants globalement au Canada**, indépendamment de si vous en tiriez vous-même profit ou non. Veuillez choisir au plus 2 ou 3 de la liste — ceux qui, selon vous, feront la plus grande différence.

LE MODÉRATEUR AFFICHERA LE SONDAGE N° 2 (PLUS GRANDE DIFFÉRENCE GLOBALEMENT). FIN DU SONDAGE — DIFFUSER LE SONDAGE. PRÉSENTER LES VOTES. LE MODÉRATEUR PASSERA EN REVUE LES ÉLÉMENTS SÉLECTIONNÉS.

- Pensez-vous que le gouvernement fédéral en fait assez pour soutenir les étudiants ?
  - Pouvez-vous penser à d'autres exemples de moyens par lesquels le gouvernement du Canada ou les établissements d'enseignement supérieur peuvent vous soutenir en tant qu'étudiante ou étudiant pendant cette période difficile ?

***MESSAGES (35 minutes) GRT – Étudiant(e)s, GRM – Étudiant(e)s et Grands centres ontariens – Personnes stressées***

- Je vais maintenant vous montrer une série d'exemples de certaines informations que le gouvernement du Canada pourrait communiquer aux Canadiens, une fois que les provinces auront commencé à rouvrir les choses — vous ne verriez donc pas une telle communication de la part du gouvernement fédéral avant cela. J'aimerais qu'individuellement vous les lisiez, puis nous en discuterons par la suite.

AFFICHER LES ÉNONCÉS DU GROUPE 1 À L'ÉCRAN ET DEMANDER LA SÉRIE DE QUESTIONS SUIVANTE. CHAQUE PERSONNE PASSERA EN REVUE INDIVIDUELLEMENT LES ÉNONCÉS ; PUIS UNE DISCUSSION DE GROUPE S'ENSUIVRA AINSI QUE LE SONDAGE. À NOTER : INCLURE L'OPTION « AUCUN DES ÉLÉMENTS CI-DESSUS » POUR CHAQUE SONDAGE.

- Dans l'ensemble, que pensez-vous de ces informations ? Qu'est-ce qui vous fait dire cela ?
  - DEMANDER AU BESOIN : Comment vous sentez-vous ? Par exemple, est-ce que cela vous rassure ? Êtes-vous alarmé ? Autre chose ?
  - Quel(s) énoncé(s) vous plaît ou plaisent le plus ? Qu'est-ce qui vous a particulièrement plu ?
  - Quel(s) énoncé(s) vous déplaît ou déplaisent ? Qu'est-ce qui vous a particulièrement déplu ?
  - Y a-t-il certains de ces énoncés qui ne sont pas clairs ou qui prêtent à confusion ? Qu'est-ce qui n'est pas clair ou qui prête à confusion ?

- **MESSAGES SONDAGE N° 1** Je vais procéder à un sondage. J'aimerais que vous sélectionniez **un seul** énoncé, s'il y a lieu, qui communique des informations importantes dont le public doit connaître ou entendre.

LE MODÉRATEUR AFFICHERA LE SONDAGE N° 1 (IMPORTANT). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.

- **MESSAGES SONDAGE N° 2** Je vais procéder à un sondage. J'aimerais que vous sélectionniez **un seul** énoncé, s'il y a lieu, qui vous déplaît.

LE MODÉRATEUR AFFICHERA LE SONDAGE N° 2 (DÉPLAÎT). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.

À REFAIRE POUR LES ÉNONCÉS DES GROUPES 2 ET 3.

### **Groupe 1 (conseils relatifs aux symptômes légers)**

- La plupart des personnes infectées par COVID-19 présentent des symptômes légers, mais elles peuvent quand même transmettre la maladie à autrui. Nous devons protéger les personnes âgées et les membres les plus vulnérables de la communauté en restant chez soi autant que possible et en évitant les foules et les endroits où une distance physique suffisante n'est pas possible.
- N'oubliez pas que chacun de nous peut toujours infecter les autres, même si nous n'avons pas de symptômes. Si vous pensez être atteint de la COVID-19, passez un test de dépistage. Cela nous aidera à identifier toutes éclosions dans la collectivité et de mettre en place des mesures pour empêcher sa propagation.
- Si vous présentez des symptômes, même légers, restez à la maison et n'allez pas au travail, ni ailleurs dans la communauté jusqu'à ce que vous soyez rétabli. Les employeurs et les employés doivent se soutenir mutuellement à cet égard afin que la propagation de la COVID-19 puisse être maîtrisée.

### **Groupe 2 (conseils quant aux pratiques à adopter)**

- Continuez à mettre en pratique les mesures essentielles pour limiter la propagation de la COVID-19 : l'éloignement physique, se laver les mains fréquemment et rester à la maison si vous êtes malade.
- Nous savons que bon nombre de Canadiens veulent célébrer des cérémonies, tenir des funérailles et participer à d'autres rites et rituels importants. Il est important de suivre les directives des autorités locales relativement au nombre de participants et aux mesures de prévention des infections lors de ces événements.
- Porter un couvre-visage pour prévenir la propagation de la COVID-19 lorsque vous allez dans des endroits où il est difficile de pratiquer la distanciation physique, tels que les épiceries et les transports collectifs.
- C'est une période difficile pour tout le monde. Si vous avez besoin de soutien sur le plan de la santé mentale, vous trouverez des ressources au [Canada.ca](https://www.canada.ca).

- Un mode de vie sain vous rend moins susceptible de subir des conséquences graves si vous attrapez la COVID-19. Restez actif et mangez sainement afin de vous protéger contre cette maladie ainsi que d'autres.

### **Groupe 3 (messages relatifs à la réouverture)**

- Merci d'avoir suivi les conseils des experts voulant que vous restiez à la maison pendant cette période difficile. Grâce à vos actions, nous sommes maintenant en mesure de commencer à rouvrir graduellement les choses dans nos collectivités. Veuillez suivre attentivement les règles les plus récentes en matière de distanciation sociale afin que nous puissions bientôt revenir à la normale.
- La COVID-19 reste une menace sérieuse pour la santé. Bien que certaines restrictions soient assouplies, il est important de savoir que les choses peuvent à nouveau s'aggraver si nous ne respectons pas tous les restrictions en vigueur. Tenez-vous au courant des plus récentes règles et restrictions dans votre région en consultant régulièrement le [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus).
- Bien que certaines choses commencent à rouvrir, nous devons nous rappeler que tout un chacun est susceptible de contracter la COVID-19 et de la transmettre à ses proches. Donc, suivez attentivement les directives en vigueur dans votre région et protégez-vous les uns les autres.

### **ORIENTATIONS (15 minutes) GRANDS CENTRES ONTARIENS – PERSONNES STRESSÉES**

- Je vais maintenant vous montrer une série d'exemples différents de courts messages que le gouvernement du Canada pourrait communiquer à la population canadienne. J'aimerais qu'individuellement, vous la lisiez et nous en discuterons par la suite.

#### **AFFICHER À L'ÉCRAN**

- Soyez COVID responsable. Restez à la maison si vous êtes malade, lavez vos mains, et gardez une distance sécuritaire.
- Prudence si vous sortez. Lavez vos mains et gardez vos distances.
- Faites votre part. Lavez vos mains, gardez vos distances et restez à la maison si vous êtes malades.
- Simple comme 1 2 3 : restez à la maison si vous êtes malade, gardez vos mains propres et gardez vos distances.
- Ça prend tout le monde : nettoyez-vous les mains, gardez une distance sécuritaire et restez à la maison si vous êtes malade.
- Malade ? Restez à la maison. Dehors ? Gardez vos distances. Gardez vos mains propres.
- Restez en santé : lavez vos mains et gardez vos distances.
- Prenez soin de vous, Canada. Restez à la maison si vous êtes malade, lavez vos mains et gardez

vos distances.

- **ORIENTATIONS SONDAGE N° 1** Je vais procéder à un sondage. J'aimerais que vous sélectionniez parmi ces messages, le ou les plus facile(s) à comprendre, le cas échéant. (Les participants doivent sélectionner au maximum 2 ou 3 messages.)  
LE MODÉRATEUR AFFICHERA LE SONDAGE N° 1 (FACILE À COMPRENDRE). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.
- **ORIENTATIONS SONDAGE N° 2** Je vais procéder à un autre sondage. J'aimerais que vous sélectionniez parmi ces messages, le ou les plus susceptible(s) de capter votre attention, le cas échéant. (Les participants doivent sélectionner au maximum 2 ou 3 messages.)  
LE MODÉRATEUR AFFICHERA LE SONDAGE N° 2 (ATTENTION). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.
- **ORIENTATIONS SONDAGE N° 3** Je vais procéder à un autre sondage. J'aimerais que vous sélectionniez parmi ces messages ceux qui vous déplaisent ou qui prêtent à confusion, le cas échéant.  
LE MODÉRATEUR AFFICHERA LE SONDAGE N° 3 (DÉPLAÎT/PRÊTE À CONFUSION). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.

***MESSAGES EN MATIÈRE D'ORIENTATIONS (15 minutes) Intérieur de la C.-B. – Parents, Grands centres des provinces atlantiques – Personnes sans emploi et Québec – Petites villes***

- Je vais maintenant vous montrer une série de messages que le gouvernement du Canada pourrait émettre en rapport avec la COVID-19. J'aimerais que vous les lisiez individuellement, puis nous en discuterons par la suite.

**AFFICHER À L'ÉCRAN**

- Continuez à mettre en pratique les mesures essentielles pour limiter la propagation de la COVID-19 : l'éloignement physique, se laver les mains fréquemment et rester à la maison si vous êtes malade.
- Si vous pensez être malade en raison de la COVID-19, allez passer un test de dépistage. Cela permettra de découvrir toute éclosion dans la collectivité et de mettre en place des mesures pour prévenir sa propagation.
- Tenez-vous au courant des dernières consignes et restrictions en vigueur dans votre région en visitant régulièrement le [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus).
- C'est une période difficile pour tout le monde. Si vous avez besoin de soutien sur le plan de la santé mentale, vous trouverez des ressources au [Canada.ca](https://Canada.ca).

- Portez un couvre-visage pour prévenir la propagation de la COVID-19 lorsque vous allez dans des endroits où il est difficile de pratiquer la distanciation physique, tels que les épiceries et les transports collectifs.
- **MESSAGES EN MATIÈRE D'ORIENTATIONS SONDAGE N° 1** Je vais procéder à un sondage. J'aimerais que vous sélectionniez le ou les plus important(s) message(s), le cas échéant. (Les participants doivent sélectionner au maximum 2 ou 3 messages.)  
LE MODÉRATEUR AFFICHERA LE SONDAGE N° 1 (IMPORTANT). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.
- **MESSAGES EN MATIÈRE D'ORIENTATIONS SONDAGE N° 2** Je vais vous afficher un autre sondage. J'aimerais que vous sélectionniez le ou les message(s) qui vous déplaît ou déplaisent le plus, le cas échéant.  
LE MODÉRATEUR AFFICHERA LE SONDAGE N° 2 (DÉPLAÎT ORIENTATIONS). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.
- Y a-t-il des messages que vous trouvez qui prêtent à confusion ? SI OUI : Veuillez préciser.

**MESSAGES DE MOTIVATIONS (15 minutes) Intérieur de la C.-B. – Parents, Grands centres des provinces atlantiques – Personnes sans emploi et Québec – Petites villes**

- Je vais maintenant vous montrer une série d'exemples de messages que le gouvernement du Canada pourrait émettre en vue d'encourager la population canadienne à suivre les conseils de santé publique. Les conseils sont les mêmes dans chaque cas, mais la façon dont les Canadiennes et les Canadiens sont encouragés à suivre ces conseils varie. J'aimerais que vous les lisiez individuellement, puis nous en discuterons par la suite.

**AFFICHER À L'ÉCRAN**

- La COVID-19 reste une menace sérieuse pour la santé. Bien que certaines restrictions soient assouplies, il est important de savoir que les choses peuvent à nouveau s'aggraver si nous ne respectons pas tous les restrictions en vigueur. Lavez-vous fréquemment les mains, évitez les endroits bondés et pratiquez la distanciation physique.
- Ne soyez pas responsable de la propagation de la COVID. Lavez-vous fréquemment les mains, évitez les endroits bondés et pratiquez la distanciation physique.
- La plupart des personnes infectées par COVID-19 présentent des symptômes légers, mais elles peuvent quand même transmettre la maladie à autrui. Même si vous ne vous sentez pas malade, il est important de vous laver fréquemment les mains, d'éviter les endroits bondés et de pratiquer la distanciation physique.
- Nous devons protéger les personnes âgées et les membres les plus vulnérables de la communauté. Faites votre part en vous lavant les mains fréquemment, en évitant les endroits bondés et en pratiquant la distanciation physique.

- **MESSAGES DE MOTIVATIONS SONDAGE N° 1** Je vais procéder à un sondage. J’aimerais que vous sélectionniez, parmi ces messages, le ou les plus persuasif(s) quant à vous motiver à suivre les conseils, le cas échéant. (Les participants doivent sélectionner au maximum 2 ou 3 messages.) LE MODÉRATEUR AFFICHERA LE SONDAGE N° 3 (PERSUASIF). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.
- **MESSAGES DE MOTIVATIONS SONDAGE N° 2** Je vais vous afficher un autre sondage. J’aimerais que vous sélectionniez le ou les message(s) qui vous déplaît ou déplaisent le plus, le cas échéant.
- LE MODÉRATEUR AFFICHERA LE SONDAGE N° 4 (DÉPLAÎT MOTIVATIONS). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.
- Y a-t-il des messages que vous trouvez qui prètent à confusion ? SI OUI : Veuillez préciser.

**SIGNATURES (15 minutes) Intérieur de la C.-B. – Parents, Grands centres des provinces atlantiques – Personnes sans emploi et Québec – Petites villes**

- Je vais maintenant vous montrer différents exemples d’un message tout simple que le gouvernement du Canada pourrait inclure à la fin de toutes ses publicités sur la COVID-19. J’aimerais que vous les lisiez individuellement, puis nous en discuterons par la suite.

**AFFICHER À L’ÉCRAN**

- Plus forts ensemble
  - Ensemble, on est plus forts
  - Restons forts
  - Ensemble vers l’avenir
  - L’entraide nous fait avancer
  - Une nation en action
  - Ensemble, jusqu’au bout
  - Faisons tous notre part
- **SIGNATURES SONDAGE NO 1** Je vais procéder à un sondage. J’aimerais que vous sélectionniez le ou les message(s) qui vous plaît ou plaisent le plus, le cas échéant. (Les participants doivent sélectionner au maximum 2 ou 3 messages.) LE MODÉRATEUR AFFICHERA LE SONDAGE N° 5 (PLAÎT). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.
  - **SIGNATURES SONDAGE NO 2** Je vais vous afficher un autre sondage. J’aimerais que vous sélectionniez le ou les message(s) qui vous déplaît ou déplaisent le plus, le cas échéant.



LE MODÉRATEUR AFFICHERA LE SONDAGE N° 6 (DÉPLAÎT SIGNATURE). FIN DU SONDAGE — DIFFUSION DU SONDAGE. PRÉSENTER LES RÉSULTATS. LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.

- Que pensez-vous que ces messages signifient — c'est-à-dire quel est selon vous le point essentiel qu'ils essaient de faire passer ?
- Est-ce qu'il y en a que vous trouvez qui prêtent à confusion ? SI OUI : Veuillez préciser.

**CANADA.CA/LECORONAVIRUS (30 minutes) Basses-terres continentales de la C.-B., Québec rural – Parents et Saskatoon**

Avant cette séance, nous vous avons demandé de vous rendre sur le site Web du gouvernement du Canada consacré à la COVID-19, soit le [Canada.ca/lecoronavirus](https://Canada.ca/lecoronavirus), et de noter ce que vous avez regardé ainsi que toute information que vous avez pu rechercher.

- Aviez-vous déjà consulté ce site Web (soit avant que nous vous demandions de le faire) ?

**SI OUI :**

- À quand remonte votre dernière visite (sans compter celle avant le groupe d'aujourd'hui) ?
- Et quel était le but de votre visite ?
  - Avez-vous trouvé ce que vous cherchiez ?

**SI NON :**

- Pour quelle raison n'aviez-vous pas consulté ce site ?
- Quels sont les sites Web que vous allez plutôt consulter, le cas échéant ?
  - Qu'est-ce qui vous plaît au sujet de ces sites Web ?

Bon, maintenant j'aimerais avoir vos réactions par rapport à ce que vous avez regardé lorsque nous vous avons demandé de visiter le site Web.

- Avez-vous cherché un genre d'information en particulier ou avez-vous simplement cliqué de manière aléatoire (parce que nous vous avons demandé de regarder le site) ?

**SI L'ON CHERCHAIT DES INFORMATIONS PARTICULIÈRES**

- Qu'est-ce qui vous a incité à consulter cette information ?
- L'avez-vous trouvée ? Dans quelle mesure est-ce qu'elle était facile ou difficile à trouver ?
- SI TROUVÉ : Est-ce que cela correspondait à ce dont vous vous attendiez ?
- Croyez-vous que vous allez consulter à nouveau ce site Web ?
  - Pourquoi dites-vous cela ?
  - SI OUI : Quelles informations allez-vous y rechercher ?

- Y a-t-il autre chose qui devrait, selon vous, se trouver sur le site Web ?
  - Pourquoi dites-vous cela ?
- **DEMANDER SEULEMENT DANS LES GROUPEs Québec rural – Parents et Saskatoon.** Avez-vous d'autres commentaires que vous souhaitez partager au sujet du site Web, en fonction de votre évaluation et de vos notes ?

**VIDÉO ASPC (30 minutes) Calgary, Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax**

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

Nous allons maintenant passer en revue une éventuelle publicité que le gouvernement du Canada est actuellement en train de développer et qui informerait les Canadiens sur la COVID-19. Je vous montrerai l'annonce deux fois, puis nous discuterons de ce que nous en pensons. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce que vous avez aimé et n'avez pas aimé de l'annonce.

[FAIRE JOUER LA VIDÉO]

[LE MODÉRATEUR FERA JOUER LA PUBLICITÉ DEUX FOIS]

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Quelles sont ses plus grandes forces ? Ses faiblesses ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- À qui s'adresse ce message ? Pourquoi dites-vous cela ?
- Est-ce que vous remarqueriez cette publicité si vous la voyiez à la télé ? Est-ce que vous chercheriez à obtenir plus d'informations ?
- Que pensez-vous de cette publicité dans laquelle figure une personne ayant contracté la COVID-19 ?
  - Pensez-vous qu'il s'agit d'une bonne approche pour souligner l'importance de suivre les conseils de santé publique ?
  - Pensez-vous que le fait que la personne était jeune et en bonne santé est un point important à transmettre ?
  - Pouvez-vous penser à d'autres catégories de Canadiens qui seraient de bons porte-paroles pour une publicité du gouvernement du Canada ?
- Avez-vous d'autres idées sur ce qui pourrait rendre cette publicité plus efficace ?

**LES IMPACTS ÉCONOMIQUES DU CORONAVIRUS (15 à 40 minutes) TOUS LES LIEUX, GRT – ÉTUDIANT(E)S ET GRM – ÉTUDIANT(E)S**

- Avez-vous entendu parler de quoi que ce soit que le gouvernement du Canada a fait pour combattre l'impact économique de la COVID-19 ?
  - Avant ce groupe, aviez-vous entendu parler de la nouvelle Prestation canadienne d'urgence instaurée par le gouvernement fédéral en réponse à l'épidémie de COVID-19 ? (À main levée)
    - Qu'en avez-vous entendu dire ?
  - Avant ce groupe, aviez-vous entendu parler de la nouvelle subvention salariale mise en place par le gouvernement fédéral en réponse à l'écllosion de la COVID-19 ?
    - Qu'en avez-vous entendu dire ?
  - **DEMANDER SEULEMENT DANS LES GROUPES Intérieur de la C.-B. – Parents, Grands centres des provinces atlantiques – Personnes sans emploi, Québec – Petites villes, Québec rural – Parents, Saskatoon, Calgary, Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.** DEMANDER AU BESOIN : Avez-vous entendu parler d'aide pour les aînés ?
    - Qu'en avez-vous entendu dire ?

**DEMANDER SEULEMENT DANS LES GROUPES Intérieur de la C.-B. – Parents, Grands centres des provinces atlantiques – Personnes sans emploi, Québec – Petites villes, Québec rural – Parents, Saskatoon, Calgary, Centres de taille moyenne ontariens – Personnes sans emploi et Ville de Québec**

#### ÉCLAIRCISSEMENT AU BESOIN

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

- **DEMANDER SEULEMENT DANS LES GROUPES Intérieur de la C.-B. – Parents, Grands centres des provinces atlantiques – Personnes sans emploi, Québec – Petites villes, Québec rural – Parents, Saskatoon, Calgary, Centres de taille moyenne ontariens – Personnes sans emploi et Ville de Québec.** Pensez-vous qu'il s'agit d'un paiement équitable pour pallier l'augmentation des frais de subsistance que doivent assumer les personnes âgées ? Pourquoi ou pourquoi pas ?
- **DEMANDER SEULEMENT DANS LES GROUPES Basses-terres continentales de la C.-B., Québec rural – Parents, Saskatoon, Calgary, Centres de taille moyenne ontariens – Personnes sans emploi et Ville de Québec.** Certaines personnes âgées à faible revenu reçoivent plus de 1 500 \$ par mois en aide du gouvernement fédéral, si l'on combine la SV, le SRG et le crédit pour la TPS/TVH. De plus, certaines personnes à faible revenu ont droit au versement unique

supplémentaire du crédit pour la TPS/TVH (environ 400 \$) dans le cadre de la réponse du gouvernement du Canada à la pandémie de COVID-19. Maintenant que je viens de vous donner plus d'informations sur le soutien du gouvernement fédéral aux personnes âgées, est-ce que cela change ce que certains d'entre vous pensent de ce paiement unique de la SV et du SRG (soit jusqu'à 500 \$) ?

#### ÉCLAIRCISSEMENT AU BESOIN

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

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

- **DEMANDER SEULEMENT DANS LES GROUPES Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.** Selon vous, quelle est la meilleure approche :
  - Le gouvernement du Canada devrait en faire davantage pour aider les gens, que ce dont il fait actuellement, même si cela signifie un déficit plus important que ce qui est actuellement prévu.
  - Le gouvernement du Canada devrait maintenir les niveaux actuels de soutien offerts par des programmes tels que la PCU et la SSUC.
  - Le gouvernement du Canada devrait tenter de réduire les dépenses, même si cela implique de réduire certains de ces programmes.
  
- Les différentes mesures mises en place par le gouvernement du Canada sont évaluées à des milliards de dollars et le directeur parlementaire du budget prévoit que cela entraînera un déficit budgétaire fédéral beaucoup plus important. Est-ce que quelqu'un est préoccupé par cela ? Pensez-vous que le gouvernement fédéral dépense trop d'argent pour les mesures prises en réaction à la COVID-19 ?
  - Y a-t-il quelqu'un qui s'inquiète de l'impact à long terme lié à un déficit plus important ?
  
- Alors que les provinces commencent à rouvrir les choses, pensez-vous que l'aide telle que la PCU ou la subvention salariale ne devrait plus être offerte, devrait être réduite, ou devrait-elle rester en place jusqu'à ce que l'économie soit à plein rendement — même si cela signifie un coût encore plus élevé et un déficit budgétaire fédéral encore plus important ?
  - **DEMANDER SEULEMENT DANS LES GROUPES Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.** DANS LE CAS OÙ L'ON RÉPONDRAIT QU'ILS DOIVENT RESTER EN PLACE : Combien de temps pensez-vous que ces programmes devraient rester en place ? Par exemple, voulez-vous dire encore 2 mois, 6 mois, un an, etc. ?

- **DEMANDER SEULEMENT DANS LES GROUPES *Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.*** Pensez-vous que le gouvernement du Canada doit en faire davantage pour encourager les entreprises à réembaucher les gens, ou est-ce que la subvention salariale est suffisante ?
- **DEMANDER SEULEMENT DANS LES GROUPES *Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.*** Pensez-vous que l'économie va retrouver sa pleine vigueur au terme de la réouverture ? Pourquoi ou pourquoi pas ?
  - SI OUI : Combien de temps pensez-vous qu'il faudra pour que l'économie se rétablisse complètement ?
- **DEMANDER SEULEMENT DANS LES GROUPES *Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.*** Certaines personnes ont utilisé les saisons pour décrire la reprise de l'économie : l'hiver a été long et ce n'est pas le printemps pour l'économie, alors que tout reprend vie. Que pensez-vous de cette description ?
- **DEMANDER SEULEMENT DANS LE GROUPE *Halifax.*** Lorsque vous entendez les gens parler de la nécessité pour le gouvernement du Canada de stimuler l'économie, que signifie pour vous le terme « stimulation économique » ? Par exemple, quels genres de choses vous viennent à l'esprit, le cas échéant, lorsque vous entendez ce terme ?
- **DEMANDER SEULEMENT DANS LE GROUPE *Basses-terres continentales de la C.-B.*** Pensez-vous que l'économie va retrouver sa pleine vigueur au terme de la réouverture, ou bien est-ce que le gouvernement du Canada devrait dépenser davantage pour aider à stimuler la reprise économique ?
 

**QUESTION MODIFIÉE POUR LES GROUPES *Saskatoon, Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.***

 Pensez-vous que l'économie va se redresser d'elle-même ou que le gouvernement du Canada devrait dépenser davantage pour aider à stimuler la reprise économique ?
  - SI L'ON DIT STIMULER : Comment pensez-vous que le gouvernement pourrait stimuler la croissance ?
    - SONDER AU BESOIN : Pensez-vous que le gouvernement devrait faire quelque chose qui ressemble aux programmes de relance traditionnels, comme les dépenses en infrastructures, ou pensez-vous que le gouvernement devrait avoir des programmes tels que verser de l'argent aux Canadiens pour qu'ils le dépensent, étant donné le type de récession dont il s'agit ?
- **DEMANDER SEULEMENT DANS LES GROUPES *Basses-terres continentales de la C.-B. et Saskatoon.*** Lors de la planification de la reprise économique, pensez-vous que le gouvernement

du Canada devrait tenir compte de la question des changements climatiques ? Pourquoi ou pourquoi pas ?

- **DEMANDER SEULEMENT DANS LE GROUPE *Saskatoon*. SONDER AU BESOIN :** par exemple, des investissements directs dans les technologies propres dites « vertes », l'innovation et l'emploi pour aider à stimuler la reprise économique, ou un accès élargi à des fonds gouvernementaux pour les entreprises qui investissent dans ces domaines.
- **DEMANDER SEULEMENT DANS LE GROUPE *Saskatoon*.** Et pour conclure, pensez-vous que le gouvernement fédéral peut améliorer la qualité de vie des Canadiens tout en faisant croître l'économie ? Qu'est-ce qui vous fait penser cela ?
- **L'ÉCONOMIE SONDAGE NO 1 DEMANDER SEULEMENT DANS LES GROUPES *Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax*.** Je vais maintenant vous montrer quelques façons différentes pour le gouvernement du Canada d'encadrer son plan pour l'économie dorénavant. J'aimerais qu'individuellement vous les lisiez, puis nous en discuterons par la suite.
  - Reprise économique
  - Redémarrage économique
  - Un nouveau départ pour l'économie
- **DEMANDER SEULEMENT DANS LES GROUPES *Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax*.** Je vais procéder à un sondage. J'aimerais que vous choisissiez l'expression qui a le plus de sens, le cas échéant. (Les participant(e)s ne doivent choisir qu'une seule expression.)  
LE MODÉRATEUR AFFICHERA LE SONDAGE N° 1 (A LE PLUS DE SENS). LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.  
  
DEMANDER SI NÉCESSAIRE :
  - Lorsque vous pensez à la reprise ou au redémarrage ou à un nouveau départ, qu'est-ce que vous imaginez ?
  - Est-ce que ces termes ont la même signification ou voyez-vous une différence entre eux ?
- **L'ÉCONOMIE SONDAGE NO 1 MODIFIÉ POUR HALIFAX.** Je vais maintenant vous montrer quelques termes différents pour décrire l'économie. J'aimerais qu'individuellement vous les lisiez, puis nous en discuterons par la suite.
  - Reprise
  - Redémarrage
  - Nouveau départ

- Je vais procéder à un sondage. J'aimerais que vous sélectionniez le terme qui décrit le mieux la phase dans laquelle nous nous trouvons actuellement, en ce qui concerne l'économie. (Les participant(e)s ne doivent choisir qu'un seul terme.)  
LE MODÉRATEUR AFFICHERA LE SONDAGE N° 1 (DÉCRIT LE MIEUX L'ÉCONOMIE ACTUELLE). LE MODÉRATEUR PASSERA EN REVUE LES ÉNONCÉS QUI FURENT SÉLECTIONNÉS.

DEMANDER SI NÉCESSAIRE :

- Lorsque vous pensez à la reprise ou au redémarrage ou à un nouveau départ, qu'est-ce que vous imaginez ?
- Lorsque nous parlons de l'économie, voyez-vous une différence entre « reprise » et « redémarrage », ou est-ce que cela signifie la même chose pour vous ?
  - *SI L'ON DIT DIFFÉRENCE : quelle est la différence entre les deux ?*
- **L'ÉCONOMIE SONDAGE NO 2 DEMANDER SEULEMENT DANS LE GROUPE Halifax.** Je vais maintenant vous montrer quelques termes différents pour décrire le type d'économie vers lequel nous pourrions nous orienter. J'aimerais qu'individuellement vous les lisiez, puis nous en discuterons par la suite.
  - Une économie à l'épreuve du temps
  - Une économie verte
  - Une économie en santé
  - Une économie moderne
  - Une économie résiliente
  - Une économie forte
- Je vais procéder à un sondage. J'aimerais que vous sélectionniez le ou les terme(s) qui représente(nt) le mieux le type d'économie vers lequel nous devrions nous orienter. (Les participant(e)s peuvent sélectionner jusqu'à deux termes.)
- LE MODÉRATEUR AFFICHERA LE SONDAGE N° 2 (DÉCRIT LE MIEUX LE TYPE D'ÉCONOMIE VERS LEQUEL NOUS DEVRIONS NOUS ORIENTER). LE MODÉRATEUR PASSERA EN REVUE LES TERMES QUI FURENT SÉLECTIONNÉS ; DEMANDER POURQUOI ILS ONT FAIT CES CHOIX.
  - Lorsque vous songez au type d'économie vers lequel nous devrions nous orienter, que signifie pour vous l'expression « à l'épreuve du temps » ?
  - Et que signifie « résilient », pour vous, dans ce contexte ?
- **DEMANDER SEULEMENT DANS LES GROUPES Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.** Pensez-vous que le gouvernement du Canada devrait s'efforcer de ramener l'économie au niveau où elle était, ou

pensez-vous que cela représente une occasion de bâtir un différent type d'économie de celle que nous avons auparavant ?

- Pensez-vous que la relance de l'économie se fera en deux temps, ou non ? Par exemple, pensez-vous qu'à court terme, le gouvernement du Canada devrait simplement se concentrer sur le retour au travail des gens, et qu'après cela, nous pourrions commencer à développer des objectifs à long terme pour le type d'économie que nous voulons avoir ? Où pensez-vous qu'en essayant d'aider les gens à se remettre au travail, le gouvernement doit réfléchir au type d'économie que nous devrions avoir pour aller de l'avant ?
- **DEMANDER SEULEMENT DANS LES GROUPES Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.** Pour les personnes qui pensent que cela représente une occasion de bâtir un type d'économie différent, à quoi ressemblerait cette économie ?
  - DEMANDER AU BESOIN : Serait-elle davantage axée sur l'environnement ou le changement climatique ? Pourquoi ou pourquoi pas ? SI OUI : Comment ?
    - SONDER AU BESOIN : par exemple, des investissements directs dans les technologies propres ou « vertes », l'innovation et l'emploi pour aider à stimuler la reprise économique, ou un accès élargi à des fonds gouvernementaux pour les entreprises qui investissent dans ces domaines.
  - DEMANDER AU BESOIN : Serait-elle davantage axée sur la qualité de vie ? De quelle façon ?
- **DEMANDER SEULEMENT DANS LES GROUPES Centres de taille moyenne ontariens – Personnes sans emploi, Ville de Québec, Les Prairies – Rurales et petites villes et Halifax.** Et maintenant, d'un point de vue plus général, voyez-vous des défis découlant de la COVID-19 auxquels il faudra faire face ?
  - DEMANDER AU BESOIN : par exemple, les soins de longue durée, les garderies, la santé mentale, le transport en commun...

#### **LES COMPAGNIES AÉRIENNES (10 minutes) GRT – Étudiant(e)s ET GRM – Étudiant(e)s**

- Cette pandémie a touché de nombreuses industries. Pensez-vous que le gouvernement du Canada devrait apporter une aide financière aux industries qui ont été touchées ?
- Si l'on pense au secteur du transport aérien en particulier, devrait-il recevoir de l'aide ? Pourquoi ou pourquoi pas ?
- Si toutes les compagnies aériennes canadiennes devaient faire faillite à défaut de recevoir de l'aide, est-ce que vous changeriez d'avis ?
- Y a-t-il quelqu'un parmi vous qui avez dû annuler des billets d'avion à cause de la COVID ?
- Pensez-vous qu'il suffit que les compagnies aériennes offrent des bons de crédit ou devraient-elles être obligées de rembourser les billets de tout un chacun ?



- Offrir des remboursements à tout le monde entraînerait à nouveau la faillite de la plupart des compagnies aériennes. Dans ce contexte, serait-il acceptable pour elles d'offrir un crédit assorti de conditions plus généreuses ? En voici quelques exemples : la possibilité d'utiliser le bon de crédit sur une plus longue période, comme 2 ou 3 ans, et les personnes ne l'ayant pas utilisé pendant cette période seraient remboursées ; la possibilité d'obtenir un surclassement gratuit ou des avantages comme des bagages enregistrés supplémentaires gratuits lorsque vous utilisez votre bon de crédit.
- Concrètement, quelles conditions seraient les plus susceptibles de rendre l'option d'un crédit plus acceptable ?

### **PUITS ABANDONNÉS (10 minutes) Saskatoon et Calgary**

- Avez-vous entendu, lu ou vu quoi que ce soit au sujet des puits abandonnés en Alberta ?
  - AU BESOIN : Les puits abandonnés sont des puits de pétrole et de gaz délaissés par les compagnies pétrolières et gazières qui font faillite. Il y a actuellement plus de 3000 puits abandonnés en Alberta, et 94 000 autres puits qui demeurent inactifs et qui risquent de devenir abandonnés si davantage d'entreprises ferment leurs portes. Les puits abandonnés sont potentiellement nocifs pour l'environnement avoisinant si des fuites se produisent.
  - Est-ce une question importante sur laquelle il faut se pencher ? Pourquoi ou pourquoi pas ? Sonder :
    - Quels sont les risques associés aux puits abandonnés ?
  - À qui appartient la responsabilité de traiter du dossier des puits abandonnés ?
  - À votre connaissance, y a-t-il quoi que ce soit qui se fait quant au nettoyage des puits abandonnés en Alberta ?
  - Que peut faire le gouvernement fédéral pour réduire ou éliminer les risques environnementaux liés aux puits abandonnés ?

### **AUTRES ACTUALITÉS (5 minutes) Grands centres ontariens – Personnes stressées, Intérieur de la C.-B. – Parents, Grands centres des provinces atlantiques – Personnes sans emploi, Québec – Petites villes, Basses-terres continentales de la C.-B., Québec rural – Parents, Saskatoon et Les Prairies – Rurales et petites villes**

- Nous avons beaucoup parlé de la COVID-19 aujourd'hui. Avant de se quitter, avez-vous entendu d'autres actualités concernant le gouvernement du Canada au cours des derniers mois ?
  - ÉCLAIRCISSEMENT AU BESOIN : Avez-vous entendu parler de la récente annonce du gouvernement du Canada concernant l'interdiction de plus de 1 500 modèles d'armes à feu de style arme d'assaut au Canada ?
  - SONDER sur les détails. Si quelque chose est mentionné, demandez si d'autres en ont entendu parler et ce qu'ils en pensent.

- La plupart des annonces récentes du gouvernement du Canada portaient sur la COVID-19, les personnes touchées par la maladie et les répercussions économiques de celle-ci. Que pensez-vous de toute cette attention consacrée à la COVID-19 — pensez-vous qu'elle soit appropriée ou pensez-vous que le gouvernement du Canada s'est trop concentré sur cette question ?

**CONCLUSION (5 minutes) TOUS LES LIEUX**

## Appendix C – Advertising Concepts

## PHAC Video – English (Matt)

### Version 1 (Calgary)



PHAC Video - Version 1 (Matt) compressed.mp4

The television ad in Figure 1 features a young man (Matt) speaking from a couch in his living room. The young man says: “At the time I got sick, there’s no way I thought it was COVID-19. I’m a healthy, 19 year old guy who loves to play sports and I still managed to get the virus. When I got diagnosed with COVID, my mom had to leave within the first two minutes. I needed to be admitted into the intensive care unit because I could no longer breathe properly and it was by far the worst I’ve ever felt in my life. None of us are invincible, so listen to the public health guidelines because I don’t want anyone to have to go through what I did.” Throughout the narrative images appear on screen of the young man playing volleyball and in a hospital bed. ‘Visit canada.ca/coronavirus’ is shown on screen throughout the video. The Canada wordmark is shown at the end and an announcer says “A message from the Government of Canada.”

### Version 2 (Mid-sized Centres Ontario Unemployed, Rural/Small Town Prairies, Halifax)

#### Concept A: Matt

The television ad in Figure 1 features a young man (Matt) speaking from a couch in his living room. The young man says: “At the time I got sick, there’s no way I thought it was COVID-19. I’m a healthy, 19 year old guy who loves to play sports and I still managed to get the virus. When I got diagnosed with COVID, my mom had to leave within the first two minutes. I needed to be admitted into the intensive care unit because I could no longer breathe properly and it was by far the worst I’ve ever felt in my life. None of us are invincible, so listen to the public health guidelines because I don’t want anyone to have to go through what I did.” Throughout the narrative images appear on screen of the young man playing volleyball and in a hospital bed. ‘Visit canada.ca/coronavirus’ is shown on screen throughout the video. The Canada wordmark is shown at the end and an announcer says “A message from the Government of Canada.”

## PHAC Video – French (Ariane)

### Version 1 Ariane (Quebec City)

#### Concept B: Ariane

The television ad in Figure 2 features a young woman (Ariane) speaking from her living room. The young woman says: “Before I had COVID-19, I didn’t think I could get it. I started having severe headaches, vomiting, and then the shortness of breath came on suddenly. My hospital stay was very difficult. I got scared. I want to share my story because often we young people can feel invincible in the face of this virus. However, it’s important to be aware and to continue to respect the rules.” “Visitez Canada.ca/le-coronavirus” is shown on screen throughout the video. The Canada wordmark is shown at the end and an announcer says “Un message du gouvernement du Canada.”