



Government
of Canada

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Continuous Qualitative Data Collection of Canadians' Views – November 2021

Final Report

Prepared for the Privy Council Office

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Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The twelfth cycle of the second year of the study included a total of twelve focus groups with Canadian adults (18 years of age and older) between November 4th and November 30th, 2021.

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

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

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

Signed:  _____

Date: December 24, 2021

Donna Nixon, Partner
The Strategic Counsel

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Executive Summary

Introduction

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

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

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

This report includes findings from 12 online focus groups which were conducted between November 4th and 30th, 2021 in multiple locations across the country including Atlantic Canada, Quebec, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia. Details concerning the locations, recruitment, and composition of the groups are shown in the section below.

The research for this cycle of focus groups focused primarily on COVID-19, as the pandemic continued in Canada. Related to COVID-19, topics explored included what Canadians were hearing about the Government of Canada in the news, including their views on the 2021 United Nations Climate Change

Conference (COP26) and the Government of Canada's approach to child care, their outlook on COVID-19, including perspectives on the federal government's performance throughout the COVID-19 pandemic, thoughts on the extent of the spread of COVID-19 in coming months, vaccinations for children, testing requirements for travel, and travel restrictions resulting from the Omicron variant. Additionally, certain subgroups were also asked for their views on Health Canada mask messaging. Participants residing in the Greater Vancouver Area (South of the Fraser River) and those in small and rural centres across Atlantic Canada discussed their views on two advertisements aimed at encouraging compliance to public health guidelines.

In addition to the pandemic, non-COVID-19 related discussions were undertaken on a range of topics including the Speech from the Throne and the priorities that it outlined, the federal government's approach to Indigenous issues in light of the Canadian Human Rights Tribunal ruling, their understanding of inflation and its impact on their lives, local issues in Rural Quebec and Atlantic Canada, and the regulation of the telecommunications sector by the Government of Canada. Additionally, the two groups held in the Greater Vancouver Area were asked about current issues regarding opioids.

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

Methodology

Overview of Groups

Target audience

- Canadian residents, 18 and older.
- Groups were split primarily by location.
- Some groups focused on specific subgroups of the population, including parents of children under 12, seniors over the age of 55, and Indigenous people.

Detailed Approach

- 12 focus groups across various regions in Canada.
- Six groups were conducted with the general population in rural Quebec, major centres Ontario, Manitoba and Saskatchewan, the Greater Vancouver Area north of the Fraser River, the Greater Vancouver Area south of the Fraser River and small/rural centres in Atlantic Canada.
- The other six groups were conducted with key subgroups including:
 - Parents of children under 12 residing in the Greater Toronto Area (GTA), Calgary and Edmonton and the Greater Montreal Area (GMA).
 - Seniors over the age of 55 residing in Nova Scotia and mid-size centres Quebec; and
 - Indigenous people residing across the Atlantic Canada region.
- 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, 78 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium. The incentive ranged from \$100 to \$125 per participant, depending on the location and the composition of the group.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Greater Toronto Area (GTA)	1	English	Nov. 4	6:00-8:00 pm	Parents of children under 12	7
Nova Scotia	2	English	Nov. 9	5:00-7:00 pm	Seniors, aged 55+	7
Rural Quebec	3	French	Nov. 10	6:00-8:00 pm	General Population	8
Calgary & Edmonton	4	English	Nov. 16	8:00-10:00 pm	Parents of children under 12	8
Greater Montreal Area (GMA)	5	French	Nov. 17	6:00-8:00 pm	Parents of children under 12	5
Atlantic Canada	6	English	Nov. 18	5:00-7:00 pm	Indigenous Peoples	5
Major Centres Ontario	7	English	Nov. 23	6:00-8:00 pm	General Population	7
Manitoba and Saskatchewan	8	English	Nov. 23	7:00-9:00 pm	General Population	7
Greater Vancouver Area North of Fraser River	9	English	Nov. 24	9:00-11:00 pm	General Population	5
Mid-size Centres Quebec	10	French	Nov. 25	6:00-8:00 pm	Seniors, aged 55+	5
Greater Vancouver Area South of Fraser River	11	English	Nov. 29	9:00-11:00 pm	General Population	7
Rural Centres Atlantic Canada	12	English	Nov. 30	5:00-7:00 pm	General Population	7
Total number of participants						78

Key Findings

Part I: COVID-19 Related Findings

Government of Canada in the News (All Locations)

Among issues and activities related to the federal government in the month of November, those pertaining to the COVID-19 pandemic were top of mind across all groups. Participants recalled a number of announcements and initiatives related to the federal government's ongoing management of the pandemic. These included the decision by Health Canada to approve vaccinations for children ages 5-11, the approval and planned roll out of COVID-19 booster shots, the re-opening of the Canada-U.S. land border, and (in later groups) the emergence of the Omicron variant.

In addition to the pandemic, participants mentioned issues related to the Government of Canada's activities on the international stage. These included Canada's participation in the 2021 United Nations Climate Change Conference (COP 26) as well as the North American Leaders' Summit held in the middle of month in Washington, D.C., between Canada, the United States, and Mexico.

On the domestic front, participants spoke about discussions regarding raising of the flag back to full-mast at federal buildings prior to Remembrance Day, the federal government's response to the extreme flooding in British Columbia, the installation of a new federal Cabinet, and the delivery of the Speech from the Throne during the last week of November, signaling a new session of Parliament.

United Nations Climate Change Conference (COP26) (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec)

Most of the participants in these groups were aware that the United Nations Climate Change Conference (COP26) conference had been taking place, even if they were not particularly familiar with the details. Participants generally supported the conference and its overarching goals of reducing global emissions and curbing the effects of climate change. Asked what specifics they could recall in terms of what the Government of Canada was proposing, participants highlighted the pledged to have all new Canadian automobiles be zero-emission vehicles (ZEVs) by 2035, the commitment by Canada to reduce overall greenhouse gas emissions, and calls by Canada for a price on pollution that would cover the majority of the planet's greenhouse gas emissions.

Federal-Provincial Child Care Initiatives (Major Centres Ontario, Manitoba and Saskatchewan, Mid-Size Centres Quebec Seniors)

Many in these groups were aware of the federal government's child care initiatives, having heard that federal, provincial, and territorial governments had been collaborating to reach child care agreements in recent months. Some were also aware of the target to reduce child care costs to \$10 per child, per day on average.

There was mixed awareness among participants in these groups regarding the status of child care agreements between the Government of Canada and their respective provinces. Some participants in the provinces where new agreements had been reached (Manitoba, Saskatchewan and Quebec) were aware of this, while others were uncertain of the status. Those in Ontario were under the impression that the two levels of government were in negotiation but were uncertain whether any deal had been reached.

Almost all participants, even those for whom child care was not a personally relevant issue, agreed that affordable child care was important. Many felt that making child care more affordable was an economic necessity, especially for young families who needed two incomes to get by. Lowering the cost of child care was viewed as key to a better social and economic future for Canadians. Across all groups, a few participants questioned how \$10-a-day child care would be funded, expressing concern about the costs associated with what they otherwise felt was a worthy initiative.

B.C. Floods (GVA North of Fraser River, GVA South of Fraser River)

All participants in the two British Columbia groups were aware of the flooding that had taken place in the southwestern part of the province and the large-scale damage these floods had caused to several communities. While a few participants were unaware of specific actions taken by the federal government in response to the extreme flooding, several had heard that the Canadian Armed Forces (CAF) had been deployed to assist with the rescue and relief effort, and that the Government of Canada had worked with its U.S. counterparts to allow stranded Canadians to temporarily cross the Canada-U.S. border to return home or get essential supplies, such as groceries or fuel, from unaffected U.S. border towns.

Participants in both groups had expected support from the federal government to be forthcoming, given the scale of the disaster, and were pleased to see CAF personnel aiding in the relief effort. Feelings were mixed, however, as to whether the level of support from the Government of Canada had been adequate. Criticism focused on a belief that the response could have been stronger and more urgent. At the same time, some participants commented that the federal response was predicated on a formal request being made by the provincial government for aid, and that a potential delay in requesting aid may have been a factor in what was perceived to be a slow response.

When asked what additional supports the Government of Canada could provide to aid in the recovery effort, several recommendations were made, including lengthening the stay of the CAF, offering further resources and financial supports to flood-ravaged communities, supporting efforts to quickly rebuild the infrastructure and farmlands destroyed by the floods, and keeping grocery store shelves stocked in order to prevent panic buying. Other suggestions included the need for greater education around climate change, temporary aid to farm workers displaced by the floods, and further financial supports to assist individuals and homeowners affected by the flood.

COVID-19 Outlook (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors, GVA South of Fraser River, Rural Centres Atlantic Canada)

All groups held in November discussed various aspects of the COVID-19 pandemic. As a general trend across groups, attitudes towards the pandemic shifted with the emergence of the Omicron variant in late-November, with groups held prior to this development relatively optimistic regarding the outlook of the pandemic and those taking place after considerably more pessimistic.

Evaluating the Government of Canada's Performance (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec)

To begin, participants were asked to recall anything that they felt the Government of Canada had done particularly well during the pandemic. This question prompted a wide number of responses, including the decision to close Canada's borders early in the pandemic, the provision of financial supports such as the Canadian Emergency Response Benefit (CERB) and Canada Recovery Benefit (CRB), the efficient rollout of the COVID-19 vaccine, the consistent communication from public officials, and the decision to mandate that all federal employees be fully vaccinated. Many felt that the Government of Canada had done the best that it could in unprecedented circumstances, adapting its response as the pandemic evolved.

Following this, participants were next asked to recall any things they felt the Government of Canada could have done better in its response to the pandemic. Once again, a variety of responses were put forward. Some felt that travel restrictions could have been put in place even earlier, and that Canada should have been more prepared with personal protective equipment (PPE) materials and domestic vaccine production capability. Some expressed frustration regarding continued travel-related measures, such as the continued requirement for all travelers to provide a negative test result when crossing the border. A number of participants also indicated that they would have liked to see the Government of Canada encourage a more unified national response, given the many varying strategies utilized by the provinces and territories to combat the pandemic.

Asked to evaluate whether the federal government's response at present was better, worse, or about the same compared to the early stages of the pandemic, responses varied. Among participants who felt the federal response was better at present than at the start of the pandemic, it was felt that guidance from experts and government officials had improved, as they now had time to learn and adapt their responses to the changing science surrounding COVID-19. For those feeling the Government of Canada's response had worsened, a general lack of urgency was cited, with some adding that they believed the federal government to currently be 'stuck' in its handling of the pandemic and uncertain of what to do next. Some also felt that the federal government was not doing enough at present to address the economic toll of the pandemic and revitalize the economy. For those who generally felt that the Government of Canada's response to the pandemic had remained the same throughout, the prevailing sentiment was that the federal government had been relatively steady in its ability to provide leadership and respond to the pandemic as it evolved.

COVID-19 Forecast (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, Mid-sized Centres Quebec Seniors)

Participants in these nine groups were asked for their opinions about where they believed the COVID-19 pandemic was headed, and specifically whether they believed the worst of the pandemic was now behind us. While there were a larger overall number of individuals across the groups who felt that the worst of the pandemic had passed, several expressed concern that the pandemic may yet take another negative turn in the months to come. Several were unsure about where the pandemic might be headed, citing how unpredictable it had been so far. Others added that while the medical aspects of the pandemic might improve, the lasting economic and mental health challenges would likely continue to be felt in a major way.

Among those who felt that the worst of the pandemic was over, several reasons were provided. The primary source of encouragement for most was the introduction of the vaccines, which they felt now provided a layer of protection that could potentially mitigate more serious outcomes for those who contracted the virus. The expected approval by Health Canada of vaccinations for children 5-11, as well as the ability to perform rapid testing and provide more effective contact tracing, were also seen as reasons for optimism. Despite this, several participants added that while they believed that the worst of the pandemic was over, they also felt that COVID-19 would continue to persist, even if in a reduced fashion, for a long time to come.

For participants who felt that the worst might still be yet to come regarding the COVID-19 pandemic, a variety of concerns were mentioned. Chief among these were the remaining unvaccinated portion of Canada's population, who it was felt would continue to contribute to the development and spread of potentially dangerous variants. A few participants clarified their feelings, predicting the state of the pandemic would improve overall, but not for the unvaccinated. The potential for waning vaccine-effectiveness and more breakthrough cases was also mentioned as cause for concern, as was the worry that the medical system and health care workers might be nearing their limits and were likely facing burnout.

Participants were next asked to indicate whether they felt that COVID-19 would still be an issue a year from now. Across groups, virtually all participants felt that the virus would remain an issue in at least some form or another. The most commonly voiced feeling was that the virus would eventually become endemic and that Canadians would have to find a way to live with it going forward under a 'new normal' in which annual booster shots and seasonal increases were to be expected.

Omicron Variant (GVA South of Fraser River, Rural Centres Atlantic Canada)

Two groups, based out of the Greater Vancouver Area (south of the Fraser River) and small/rural centres in Atlantic Canada respectively, were held after the discovery of the Omicron variant in late November. As such, these groups engaged in further discussions about this new variant and its potential implications going forward.

When asked whether they were aware of this new variant, all participants indicated that they had heard at least something about it. Asked to recall any specifics that they had heard about this new strain, participants reported having heard that the variant had been discovered in southern Africa and had since been detected on other continents, such as Europe, along with a positive case being reported in Ottawa. Participants had also heard concerns that the variant might be able to evade the vaccine, putting fully vaccinated individuals at risk. In both groups, many indicated exhaustion with the pandemic and felt that the emergence of the Omicron variant was yet another obstacle towards a return to normalcy.

Participants were next asked if they were personally worried about the Omicron variant. Across both groups, the prevailing feeling was that there was not cause to worry just yet, as much was still unknown. Several individuals mentioned that we had dealt with dangerous variants before and that Omicron was unlikely to be the last. For those few participants who did indicate some worry, concerns included the well-being of their immunocompromised loved ones, as well as general worries that the public was beginning to show fatigue with the pandemic and might not follow safety protocols as vigilantly as they may have earlier in the pandemic. Following this, it was asked whether the Omicron variant had changed individual's perceptions about how long the pandemic would last. For most participants, the feeling was that the emergence of the Omicron variant had not tangibly altered their expectations surrounding the pandemic, as they had already believed the pandemic would continue to persist for a long time to come.

Next participants were asked if they had heard anything about the Government of Canada's response to the Omicron variant. While a few recalled that the Chief Public Health Officer of Canada had held a press conference about the variant, and that travel had been banned from several African nations, many were unable to recall any specific details about the federal response so far.

After being informed of the federal government's newly introduced travel restrictions to (at the time) seven South African nations, participants were asked for their initial reactions. Several participants expressed skepticism that the measures would work, given that the Omicron strain had already been detected in Canada, as well as the impression that the restrictions could be circumvented easily by travelers going to a third country first. Others felt differently, stating that there was some value in introducing these travel restrictions in that they may buy some time to better understand the threat posed by the variant. Several participants agreed that these measures were appropriate, at least in the short term.

In light of this new variant, participants in these two groups were also asked to discuss the question of COVID-19 booster shots and whether they should be offered to all Canadians or just those in higher risk categories. All participants believed that booster shots should eventually be made available to all Canadians. That said, most felt that in rolling out the booster shots the federal and provincial/territorial governments should follow the same procedures as the initial vaccination campaign, focusing on those at greater risk first and then gradually inviting more Canadians to receive their booster shot.

Vaccines for Children 5-11 (Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12)

In these two groups, discussions were held surrounding the anticipated approval by Health Canada of COVID-19 vaccines for children ages 5-11.

To begin these discussions, participants were made aware that the Pfizer-BioNTech vaccine was, at the time, under review by Health Canada for approval for children ages 5-11. Participants were then asked whether they were planning on having their children vaccinated.

In each group, opinions on this issue were largely split, and in no group was there a single dominant opinion. Among those parents planning on getting their children vaccinated, several indicated that they either worked in health care or were confident enough in the health care system and the underlying science that they did not feel any apprehension about the vaccine. Some also indicated that they had left the decision up to their children.

For participants who indicated that they were not planning on getting their children vaccinated, at least right away, the perceived low risk of COVID-19 to children as well as feelings of general uncertainty around the safety of the vaccine were the primary drivers behind their decision. A few parents clarified that they were not against vaccines in general and had vaccinated their children throughout their lives but they wanted more time to evaluate the safety of the COVID-19 vaccine. It was also stated by a few individuals that if more restrictions were introduced on unvaccinated children that they might reconsider their position to ensure their children would still be able to enjoy things like travel and other public activities that might be open only to the vaccinated. As a follow-up, participants were asked if they had discussed the vaccines and getting vaccinated with their children. Several parents recalled having talked about vaccines with their children, with some doing so in greater detail while others only in a more general sense. No parents were adamantly against discussing this topic with their children.

For those hesitant about vaccinating their children, it was asked what factors were currently influencing their decision as well as what questions they would like to have answered in order to make an informed decision. A variety of responses were provided, including further clarification as to what the risks of COVID-19 to children truly were, whether unvaccinated children would face restrictions, how many shots or boosters they would need, and whether there were any potential dangerous side effects from the vaccine.

COVID-19 Travel Restrictions (Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples)

In three of the twelve groups held in November, discussions were held surrounding awareness and views regarding the existing requirements for travelers entering Canada.

To begin, participants were asked whether they were aware of any existing requirements for travelers entering into Canada, with a particular focus on any testing requirements that may be in place. Some reported being under the impression that all travelers needed to be fully vaccinated and provide a negative test result upon arrival into Canada. It had also been heard that fully-vaccinated travelers

would no longer need to quarantine upon arrival into Canada so long as they tested negative, and that rapid tests might soon be available to Canadian travelers, potentially making travel during the pandemic a lot more convenient. Several participants expressed uncertainty regarding existing travel requirements, feeling that they had been constantly changing throughout the pandemic. Among these participants there was some sense of frustration about these frequent changes to requirements and the uncertainty it caused.

After clarification was provided around the existing testing requirements (notably the need to provide a negative PCR test result within 72 hours of one's planned entry into Canada), participants were asked for their thoughts on whether these measures were appropriate. In all groups there was at least some level of opposition to these requirements, with many feeling like these put an undue burden on travelers, both financially and in the inconvenience of having to take these tests while traveling. For some, this was viewed as unfair; they felt that they had done their part by getting vaccinated and that these requirements should not apply to them. For those in favour of these requirements, it was felt that these measures provided an extra layer of protection from dangerous variants entering the country. It was also added that even asymptomatic, fully-vaccinated individuals could still carry and transmit the virus. Several participants expressed a desire for clearer and more consistent policies from the Government of Canada regarding travel restrictions and what to expect going forward, feeling that communication on this front had been somewhat confusing throughout the pandemic.

Health Canada Mask Messaging (Nova Scotia Seniors, Rural Quebec, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors, GVA South of Fraser River, Rural Centres Atlantic Canada)

Participants in nine of twelve groups engaged in an exercise where they evaluated messaging surrounding medical masks that might potentially be used by the Government of Canada in the future.

Four groups, including those made up of seniors 55+ in Nova Scotia, Indigenous people from Atlantic Canada, seniors 55+ from mid-sized centres in Quebec, and individuals from small/rural centres in Atlantic Canada, were shown the following message:

Medical masks are recommended for:

- *People who are at risk of more disease or outcomes from COVID-19; and*
- *People who are at a higher risk of exposure to COVID-19 because of their living situation.*

Asked for their initial reactions, most felt that this messaging made sense and was quite straightforward, reflecting the safety practices that they believed many Canadians were already engaging in. While no participants were in opposition to this statement, it was expressed that this messaging was coming quite late in the game and might be discouraging to those who had been wearing cloth masks this whole time. It was also felt that further clarification could be provided regarding which groups or situations were seen as particularly high risk.

Participants in these groups were next asked if this message made them think about the type of mask they should be wearing. Many indicated that they already wore medical masks exclusively, while a few

others in the groups indicated they would likely be switching to medical masks going forward. A small number of participants indicated they would likely continue to use their own risk calculations when deciding whether to use a medical or cloth mask.

Five other groups, including those hailing from rural Quebec, major centres in Ontario, Manitoba/Saskatchewan, and two groups from the Greater Vancouver Area, were shown a slightly different message:

In general, while non-medical masks help prevent the spread of COVID-19, medical masks and respirators provide better protection

Participants were encouraged to share their reactions to this message as well as indicate if they had been aware of this information already. Awareness of medical masks providing better protection was high across all groups, with most indicating they had been informed of this before. Several participants indicated that they felt this messaging reflected common-sense and that they had been aware since the early stages of the pandemic that not all masks offered the same level of protection.

Across the groups, a smaller number of participants had questions or concerns about the messaging. Some worried that differentiating between types of masks might cause further divisions, or that this message could cause a rush to buy medical masks and potentially cause shortages, while others felt that the messaging implied that masks were the key measure of protection - rather than the vaccine, which they felt was far more important.

Following this, participants were asked whether they felt it was important for the federal government to inform Canadians of this message. Across all groups, most felt that the messaging was useful and important to convey to the public, even if only as a reinforcement for existing behaviour. Some participants suggested improvements to the messaging, including greater clarity around what constituted a 'medical' mask, as well as whether this information would be better communicated by provincial or territorial health authorities rather than the federal government.

Health Canada Public Health Measures Ad Disaster Check (GVA South of Fraser River, Rural Centres Atlantic Canada)

Two groups engaged in an activity where they evaluated a potential COVID-19 related advertisement currently being developed by the Government of Canada. These groups were both held following the emergence of the Omicron variant.

After viewing the advertisement twice, participants were asked for their initial reactions. Across both groups, participants expressed mixed feelings regarding the advertisement. Several individuals commented that they would likely scroll past the video if it popped up on their social media feeds, while others added that the advertisement was too fast-paced for them to absorb the information, though this was less of an issue after a second viewing. Many participants felt that the positive tone of the video, particularly considering the recent emergence of the Omicron variant, represented a disconnect from what most were actually feeling at the moment.

Asked if they understood the message behind the video, most indicated that they felt the purpose of the advertisement was to congratulate the public on their efforts so far and encourage them to continue following public health practices. It was felt that this message was primarily directed at younger generations. Asked if the advertisement had resonated with them, many expressed that it had not, describing the upbeat tone as difficult to relate to. A few participants felt that the advertisement was too lighthearted with respect to the pandemic at a time when many were feeling a great deal of frustration with how long it had already lasted.

Part II: Other Issues

Speech from the Throne (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec, Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors, GVA South of Fraser River, Rural Centres Atlantic Canada)

The Speech from the Throne (SFT), delivered on November 23rd, was discussed in nine of the twelve groups held in November. Three groups (Greater Toronto Area Parents of Children under 12, Nova Scotia Seniors 55+, and the group made up of participants from Rural Quebec) were held prior to the delivery of the Speech. All other groups were held either on or after the date the SFT had taken place.

Pre-Speech (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec)

Among those groups held prior to its delivery, awareness of the Speech from the Throne was quite low, with very few participants indicating they were aware the speech would soon be taking place. Asked if they understood what a Speech from the Throne was, most either did not know or had only a vague understanding.

After the purpose behind the Speech from the Throne was clarified, participants were asked to identify which initiatives or subject areas they expected to be included. Predictions put forward included initiatives focused on climate change, economic issues, the ongoing COVID-19 pandemic, affordable child care, Indigenous-focused issues, and investigating sexual misconduct reports within the Canadian Armed Forces.

Having shared their expectations, participants next were asked to discuss the priorities that they felt should be in the speech, even if they did not expect these subject areas to be covered. Suggestions included a greater focus on housing affordability, renewed efforts towards reconciliation with Indigenous Peoples, a national pharmacare program for all Canadians, retraining for the labour force of declining industries such as oil and gas, and further financial aid for lower income Canadian households.

Post Speech (Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-Sized Centres Quebec Seniors, GVA South of Fraser River, Rural Centres Atlantic Canada)

In the groups held on or after November 23rd, awareness of the Speech from the Throne was slightly higher, particularly among those groups held closer to the date of its delivery. That said, across all groups many participants indicated having little to no knowledge of the speech.

Among those aware that the Speech from the Throne had been delivered, participants were asked to recall anything that they had heard about the speech's content. A number of areas and initiatives were identified, including affordable child care, the federal government's plans to navigate the next stages of the pandemic, the federal response to recent natural disasters (such as the extreme flooding in British Columbia), and a pledge to reintroduce legislation banning conversion therapy throughout Canada. Those who had indicated awareness of the speech were next asked to share what they thought was the overarching focus of the Speech from the Throne. Across all groups, the prevailing sentiment was that the speech served as a reiteration of previous priorities and initiatives from the federal government and did not represent much of a policy shift.

Four of the groups (respectively from major centres in Ontario, Manitoba and Saskatchewan, the Greater Vancouver Area north of the Fraser River, and seniors 55+ from mid-sized centres in Quebec) engaged in an exercise discussing the content of the Speech from the Throne as well as areas for improvement. As part of this activity participants were shown a number of priorities from the speech, including getting the pandemic under control, building an economy that works for all, taking action to fight climate change, creating more inclusive communities, fighting systemic discrimination, working towards reconciliation with Indigenous partners, and protecting Canadians from threats to their communities, society, and democracy.

After reviewing this information, participants were asked to identify any subjects missing from the speech that they felt should be included. Issues put forward included a greater focus on housing affordability, affordable post-secondary education, less expensive child care for Canadian families, increasing the minimum wage, foreign aid, measures to address the perceived labour shortage across the country, and economic policies to curb inflation and make the general cost of living in Canada more affordable.

The group based in Atlantic Canada engaged in a slightly different exercise, focusing on evaluating a list of initiatives from the Speech from the Throne and identifying which, if any, stood out as particularly important. The list shown to participants included: the Housing Accelerator Fund, a pledge to increase immigration and refugee levels while reducing wait times, capping/cutting oil and gas sector emissions, investing in public transit and zero emission vehicles, a mandatory buyback of banned assault-style weapons, a ban on conversion therapy, and the creation of a national monument to honour survivors of residential schools.

The climate-focused initiatives generally received the most praise from participants. Among the other actions listed, the Housing Accelerator Fund and increasing immigration/refugee levels were also identified as important priorities. Some questioned whether it might be too soon to create a monument honouring residential school survivors, feeling that this could be seen as insensitive.

Indigenous Issues (GTA Parents with Children Under 12, Nova Scotia Seniors, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples)

In five of the twelve focus groups taking place in November, discussions were held regarding issues affecting Indigenous Peoples within Canada.

At the outset of these conversations, participants were asked to evaluate the importance of Indigenous issues relative to various other national priorities and the degree to which the federal government had given attention to these issues. Across the groups, almost all participants felt that Indigenous issues deserved far greater attention than they were currently receiving and that this represented an important priority for the Government of Canada going forward. Though it was acknowledged by some that the federal government had worked in recent years to address some of the issues facing Indigenous communities, many felt these actions were primarily symbolic and had not brought about much tangible progress.

During these conversations, several participants brought forward suggestions regarding Indigenous-focused issues that they felt the Government of Canada should devote additional resources to. These included providing additional resources towards promoting Indigenous histories and cultures, ensuring Indigenous perspectives were included in curriculums in Canadian schools, providing greater educational and employment opportunities for Indigenous communities, and bringing a renewed focus to upholding existing treaties between the federal government and Indigenous Peoples.

Asked whether they could recall any specific actions taken recently by the federal government in regards to Indigenous issues, participants were able to recall specific initiatives such as the Government of Canada increasing funding for excavating former residential school sites, the creation of a National Day of Truth and Reconciliation, and the ongoing work to address drinking water advisories on Indigenous reserves. Several participants, however, once again reiterated the opinion that not enough concrete action was currently being taken by the Government of Canada to raise the living standards of Indigenous communities.

Participants were next asked if they were aware of a federal court case related to compensation for Indigenous children who were harmed by child and family services policies. While some participants indicated awareness of this case, it was clarified for others that the Government of Canada had recently filed a notice of appeal of a decision by the Canadian Human Rights Tribunal to award \$40,000 to each child who had been apprehended or taken from their home or reserve at any point from Jan, 1 2006 to a date yet to be determined. Asked for their reactions, many questioned why the decision had been appealed in the first place, instead of paying the \$40,000 amount as soon as possible. Among many groups, participants expressed the opinion that \$40,000 per person was not enough and that financial compensation alone would not heal the inter-generational trauma that had been inflicted on Indigenous children. It was felt by many that a more all-encompassing solution was necessary.

Next, participants were asked to look ahead two or three years and think about what it would take for them to feel that the Government of Canada was on the right track when it came to tackling the issues facing Indigenous Peoples. Across the groups a variety of criteria were put forward that participants

felt could adequately determine whether progress was being made on these issues. These included actions such as improving the living conditions and infrastructure on reserves, expanding mental health services for all Indigenous communities, ensuring greater representation of Indigenous Peoples at all levels of government, and promoting a general policy and cultural shift towards greater sensitivity to Indigenous issues.

While many participants felt that these problems would take a great deal of time and effort to solve, most believed there were ways to successfully address the issues facing Indigenous Peoples and that the Government of Canada had an important role to play in this process.

Inflation (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors)

Participants in nine of the twelve groups held in November discussed the topic of inflation and its potential impacts on the Canadian economy. Most indicated having some understanding of inflation, describing it as a persistent rise in prices across all sectors. Asked whether prices seemed to be noticeably higher at the moment, almost all participants felt this was the case.

Asked if they were worried about inflation, most indicated that they were at least somewhat concerned about the increasing cost of living and how it could affect them in the months and years to come, with several already noticing essential expenses such as groceries, fuel, and housing increasing at much higher rates than usual. Many parents in the focus groups were also anxious about the potential impact of persistent high inflation on the financial prospects of their children and future generations of Canadians. Those already retired or approaching retirement were also concerned, as significant price increases while their incomes remain fixed could vastly diminish their purchasing power during their retirement years.

When discussing whether inflation would affect their lives on a personal level, responses were mixed, though most felt that rising costs would have at least some impact on their quality of life in the near or long-term. Several participants mentioned that they would likely have to adjust their lifestyles by reducing expenditures, while vehicle owners, particularly those who drove frequently for work, were concerned about how rising fuel costs might impact their costs of doing business. The impact of increasing housing costs was also mentioned by several participants who underscored the challenges this could pose for future generations in attaining home ownership.

Asked to identify the cause of rising prices, in their opinion, many pointed to the ongoing COVID-19 pandemic, with the resulting supply-chain issues being seen as a key driver for prices going up. Several also mentioned the ongoing financial supports provided by the Government of Canada throughout the pandemic, believing this emergency spending had created a labour shortage combined with excess consumer demand. Overall, it was generally felt by most that the pandemic and related challenges had exacerbated existing economic challenges and created the conditions for a rise in inflation.

Aside from the pandemic, participants identified several other factors that they believed were contributing to the recent increase in inflation, including extreme weather events across the country disrupting regional economies, and large corporations increasing prices despite their perceived large profits throughout the pandemic. Some also felt that inflation is cyclical and that to some degree this inflationary period was to be expected.

Many believed that the Government of Canada could take some action to curb inflation rates, and several pointed to the historic practice of raising interest rates in periods of high inflation. That said, it was acknowledged that this action could also cause financial difficulties for many Canadian households. Reducing taxes, eliminating pandemic-related financial supports, and renewing a focus on enhancing Canada's domestic manufacturing capacity were also put forward as suggestions towards reducing the rate of inflation. Across all groups, many participants observed how several of the factors contributing to inflation were interrelated and thus felt that there were no easy solutions to this issue.

Informed that the Bank of Canada generally aims to keep inflation at a rate of 2% per year, most participants believed this was a reasonable target, though many expressed doubt that this would be achievable in the near future.

To prompt further discussion on this topic, particularly on balancing interest rates and the rate of inflation, participants were asked whether the Bank of Canada should try to keep interest rates low, even if it meant that the rate of inflation would go up. Participants reacted with mixed views. Many felt that raising interest rates was a risky prospect in that it could put many homeowners at risk of losing their homes, as well as potentially throwing the entire housing market into disarray. Several also believed, however, that raising interest rates was a necessary step and that the wider impacts of inflation needed to be taken into account rather than solely focusing on what raising interest rates might do to the housing market. Discussing the idea of a gradual rate increase over an extended period of time, most participants felt this was a reasonable compromise.

To conclude these conversations, participants engaged in a discussion regarding the key principles that should guide the Bank of Canada in making financial decisions. Many felt that keeping inflation low was the most pressing issue and therefore demanded the greatest amount of attention. Several also put forward the notion that the Bank of Canada should pursue policies to keep employment rates high, particularly given ongoing concerns about labour shortages. A few others commented that maximizing home ownership, whether by keeping interest rates low or via other means, should be the chief priority for the Bank of Canada as they believed this was the best path to long-term financial stability for Canadians.

Rural Issues (Rural Quebec, Rural Centres Atlantic Canada)

Participants in two groups held during November discussed local issues with a particular focus on the challenges facing smaller communities and rural areas. To open the conversation, participants were asked for their thoughts about the level of attention being given by the Government of Canada to rural issues relative to those impacting urban areas. Most were of the view that the concerns of those

residing in urban areas were prioritized over those of smaller, rural communities. Several participants felt that federal policy and decisions often reflected a focus on areas with high population density and that, as such, large infrastructure projects and funding were more likely to be directed towards major urban centres.

While the general feeling across both groups was that rural issues deserved greater attention than they were currently being given, several participants acknowledged recent initiatives and projects by the federal government that had benefited their local communities. These included new athletic complexes, tourism attractions, additional funding for small-scale producers, and funding for a women's correctional centre on Prince Edward Island. It was felt by many that these projects would bring about additional jobs and tourism income for their communities.

Asked what the Government of Canada could do to help their local communities, several suggestions were offered, including funding for infrastructure improvements (e.g., schools and sidewalks), creation of new parks and local attractions, tax credits for families with young children, assistance to first-time homebuyers, expansion of mental health resources, and programs to support and promote the creation of small and mid-sized local businesses.

Participants were next asked about the cell phone service in their area, specifically in terms of connectivity and reliability. While several felt that the service they received was generally satisfactory, most acknowledged that inconsistent and unreliable service was an issue for them. A number of participants commented on the variable access to service in rural areas, noting that service may be good in one location (e.g., in town) and poor or non-existent as one moved a short distance away from the more populous areas.

Participants in these groups were also asked how they typically received their local news. This generated a wide range of responses. While local radio and television stations were commonly mentioned, along with local newspapers, participants also indicated some reliance on social media (e.g., Facebook) to follow information and news from the local municipality and/or local Facebook groups.

Opioids (GVA North of Fraser River, GVA South of Fraser River)

The two groups comprised of participants based in the Greater Vancouver Area discussed the issue of opioids and their thoughts about the rising number of opioid-related deaths being reported throughout the province. Most had heard about this issue in the news and were of the view that opioids were becoming a larger issue within British Columbia.

Asked who they felt was most affected by this issue, participants were largely of the belief that opioid addiction affects people of varying socio-economic statuses and backgrounds. They felt that while homeless people and more marginalized or vulnerable groups tended to be more visible, the impacts of the opioid crisis were felt across a larger swath of the population. Several did add, however, that they believed that homelessness and mental health issues were contributing factors. Others mentioned that opioid addictions might occur unintentionally, describing situations such as

recreational users spiralling into more serious addictive behaviour as well as those recovering from surgeries developing an addiction to the opioids they were prescribed for pain management.

Unprompted, several participants said that the issue of opioid addiction and overuse had increased in severity in recent years which they believed was connected to 'street drugs' increasingly being laced with dangerous opioids such as fentanyl. Many were of the opinion that the ongoing COVID-19 pandemic and resultant isolation had exacerbated the issue. Several commented that action needed to be taken at all levels of government to address this problem and felt more emphasis should be placed on eliminating the toxic drug supply as well as educating Canadians (particularly younger generations) about the dangers of addiction.

In response to a more direct question about who or what they felt was primarily to blame for the increasing opioid issues within the province, participants reiterated some of their earlier views and identified other possible issues. These included overprescribing by physicians, pharmaceutical manufacturers producing and marketing unsafe products, a lack of mental health services, large quantities of dangerous opioids such as fentanyl being allowed into Canada, as well as issues such as homelessness putting vulnerable individuals into situations where opioid use was more prevalent.

Following this discussion, participants were shown a list of various factors that might be at the root of the problem and asked to select up to three that they felt were key. Options included doctors not prescribing properly, drug companies making unsafe products, gangs, a lack of policing, personal responsibility, and poor border control. Across both groups, several of these factors were pointed to as the primary cause of the opioid problem. Doctors not prescribing properly and drug companies making unsafe products were viewed by many as going hand-in-hand. Several others felt that gangs were a key contributor, in that they profited by selling dangerous drugs to those with addictive behaviours. Few felt that a lack of policing and border control were contributing factors. It was also stated by some that personal responsibility played a role, and that, regardless of the motive or rationale, putting a dangerous substance into one's body was a personal decision.

Asked what potential responses the Government of Canada could take to address this growing issue, several ideas were put forward, including expanding mental health resources, ensuring only fentanyl that is medically necessary enters the country, improving education about dangerous drugs, and providing greater policing and legislative action to counter the illicit drug trade.

The final part of the discussion focused on a recent plan by the City of Vancouver to gain approval from Health Canada to decriminalize small amounts of illicit drugs. Some were aware of the proposed initiative and reactions to this initiative were mixed. A few participants had heard the program in Vancouver would be physician-monitored, administered by a tap-card system, and would involve regular drug testing to ensure these individuals were not also seeking drugs from other sources. Some also expressed caution regarding the potential decriminalization of these substances, feeling that greater educational resources would need to be in place about the dangers of these drugs if they were to become more readily available. It was suggested that, in order to be optimally effective, the program should be expanded from the City of Vancouver to the entire Lower Mainland.

Asked whether they felt the Government of Canada should decriminalize the possession of illicit drugs for personal use, participants expressed a range of views. Some were supportive, while others had concerns, primarily revolving around the capacity of the health care system to manage an expected additional workload, especially given the ongoing COVID-19 pandemic. Asked if they felt that decriminalizing these illicit drugs would reduce the stigma faced by drug users and potentially encourage them to seek treatment, most participants believed that it would.

Telecommunications (Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors)

In four of the twelve groups held in November participants discussed the subject of telecommunications.

To begin, participants were asked for their broad opinions on the state of the telecommunications sector within Canada. The most commonly expressed view across all groups was that, at present, the telecommunications landscape in Canada resembled an oligopoly, with a few large companies dominating the sector. It was also felt by several that this lack of competition was responsible for the perceived high costs of telecommunication services across Canada. Solutions proposed by participants to this issue included having the Canadian Radio-television and Telecommunications Commission (CRTC) put stronger regulations in place to limit the prices these companies can charge as well as ensuring greater competition be allowed into the market.

The conversations next shifted to discussing the proposed merger between Rogers Communications and Shaw Communications. Awareness of this deal was mixed, with roughly an equal number of participants mentioning they were aware of the impending merger as those who were not. Among those already aware of the deal, there was a general sense of negativity towards the merger.

Questioned directly about whether they felt that it would be good or bad for consumers if this deal were to be approved, participants were mostly of the opinion that this merger would not benefit Canadians. Asked if the CRTC should accept or reject the deal, most felt that the deal should be rejected. Following this, participants were prompted to consider what conditions, if any, could be added to the deal that would make them more comfortable with seeing it be approved. Suggestions included setting price caps on services such as Internet, mobile phone service, and cable, the allowance for greater competition within the Canadian telecommunications market, and more equitable service across Canada, ensuring all Canadians received a consistent high quality of service. Several participants were adamant that there were no conditions that could be placed on this deal that would make it acceptable, feeling that this merger would bring the telecommunications sector that much closer to a complete monopoly.



MORE INFORMATION

The Strategic Counsel

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Detailed Findings – Part I: COVID-19

Timeline of November Announcements

To help place the focus group discussions within the context of key events that occurred during the continuing COVID-19 pandemic, below is a summary of key announcements in the months of September and October. As well, there is a brief synopsis for the period beginning at the end of September and October and continuing throughout the month of November 2021.

- Key September & October Announcements
 - September 3. Canada Border Services Agency released a reminder that as of September 7, 2021, the Government of Canada will allow fully vaccinated foreign nationals who meet the conditions to enter Canada for non-essential purposes.
 - September 21. Transport Canada announced an extension of the Notice to Airmen (NOTAM) which restricts all direct commercial and private passenger flights to Canada from India until September 26, 2021.
 - September 29. The Government of Canada observed the first National Day for Truth and Reconciliation on Parliament Hill to honour the lost Indigenous children, residential school survivors and the lives and communities affected by the Indian residential school system in Canada.

- October 6. The Government of Canada announced that starting October 30, all employers in the federally regulated air, rail, and marine transportation sectors will be required to establish vaccination policies for their employees. In addition, effective October 30, travellers departing from Canadian airports, and travellers on VIA Rail and Rocky Mountaineer trains, will be required to be fully vaccinated in order to travel.
- October 16. The Government of Canada approved an extension to a Request for Federal Assistance from the Province of Ontario to manage COVID-19 outbreaks in long-term care and retirement homes.
- October 22. The Competition Bureau received a court order to proceed with an investigation of conduct by Google regarding its online advertising business and determine if it has engaged in practices that harm competition in the online display advertising industry in Canada.
- At the end of September
 - There had been 1,620,137 cases of COVID-19 in Canada with 27,819 deaths.
 - Daily case counts reached 4,364 across Canada, a 1.2% increase from the previous week.
 - There were 44,358 active cases of COVID-19 in Canada.
 - Over 56 million doses of COVID-19 vaccines had been administered across Canada.
- At the end of October
 - There had been 1,714,503 cases of COVID-19 in Canada with 28,965 deaths.
 - Daily case counts declined to 2,231 across Canada, a 5% decrease from the previous week.
 - There were 26,955 active cases of COVID-19 in Canada.
 - Over 58.3 million doses of COVID-19 vaccines had been administered across Canada.
- November 1-9
 - November 2. The Government of Canada announced additional Canadian airports accepting international passenger flights, effective November 30, 2021. This is an expansion on the scope of the existing Notice to Airmen (NOTAM) that directed international passenger flights to 10 Canadian airports.
 - November 2. The Minister of Environment and Climate Change announced that Canada will contribute \$37.5 million to the Least Developed Countries Fund (LDCF), up to \$10 million to the Adaptation Fund, and up to \$10 million for the National Adaptation Plan (NAP) Global Network.
 - November 3. The Government of Canada announced that it will match the total of \$9,675,928 in donations from individual Canadians to the #GiveAVax Fund through UNICEF Canada, enabling UNICEF to cover the per-person cost associated with the transportation of vaccines to destination countries. The total donations and the match will result in \$19,351,857, which will cover the costs of vaccinating over 3.8 million people globally.
 - [Focus group was held with parents of children under 12 in the Greater Toronto Area \(GTA\) \(November 4\).](#)
 - November 5. The Government of Canada announced the publication of the latest quarter of wireless pricing data on 2 GB to 6 GB data plans, spanning the July to September 2021 period and shows that most mid-range data plans have decreased 10% to 25% from benchmark prices collected in early 2020.

- November 8. The Government of Canada announced a \$7.7 million joint investment in support of Canada-Quebec Operation High Speed, which will bring Cogeco high-speed Internet services by September 2022 to 690 households in the municipalities of Sainte-Françoise, Sainte-Rita, Saint-Guy, Saint-Jean-de-Dieu, Saint-Clément and Saint-Médard.
- [Focus group was held with seniors aged 55+ in Nova Scotia \(November 9\).](#)
- November 9. Health Canada authorized the Pfizer-BioNTech Comirnaty COVID-19 vaccine as a booster shot for adults 18 years of age and older, only to be used at least six months after having completed their primary vaccine series. The booster shot is a full dose of the regular vaccine (30 mcg).
- November 9. The Government of Canada announced an additional \$1.35 million through Prairies Economic Development Canada (PrairiesCan) which will allow C-FER Technologies, a not-for-profit subsidiary of Alberta Innovates, to upgrade one of its facilities in Edmonton to test hydrogen fuel infrastructure, equipment, and technologies.
- November 9. The Government of Canada announced an investment of \$10 million over five years in the Climate and Clean Air Coalition (CCAC) Trust Fund to help developing countries reduce methane emissions.
- November 10-16
 - [Focus group was held with the general population in rural Quebec \(November 10\).](#)
 - November 10. Health Canada authorized the Moderna Spikevax COVID-19 vaccine as a booster shot for adults 18 years of age and older, only to be used at least six months after having completed their primary vaccine series. The booster shot is a half dose of the regular vaccine (50 mcg).
 - November 12. The Prime Minister and his team concluded their participation at the 2021 Asia-Pacific Economic Cooperation (APEC) and discussed APEC's response to the COVID-19 pandemic, economic recovery, and the need for a commitment to sustainability and inclusion.
 - November 13. The Minister of Emergency Preparedness confirmed that the Government of Canada has approved a Request for Federal Assistance from the Province of Ontario to help fight against the COVID-19 pandemic in remote Northern Ontario communities such as remote First Nations fly-in communities. Assistance from the federal government will be provided in the form of Canadian Armed Forces (CAF) Rangers to support Operation Remote Immunity 3.0 (ORI 3.0) vaccination campaign targeting specific Ontario communities. The CAF support to ORI 3.0 will begin on November 15, 2021 until March 31, 2022.
 - November 15. The Minister of Foreign Affairs announced a third round of sanctions against 11 additional individuals under the Special Economic Measures (Nicaragua) Regulations as a result of the ongoing human rights violations in the country.
 - November 16. Health Canada received a submission from Moderna to authorize the use of the Spikevax COVID-19 vaccine in children between the ages of 6 to 11.
 - [Focus group was held with parents of children under 12 in Calgary and Edmonton \(November 16\).](#)
- November 17-23

- November 17. The Minister of Emergency Preparedness announced that the Government of Canada approved a Request for Federal Assistance from the Province of British Columbia as a result of the extreme flooding in the province.
- Focus groups were held with parents of children under 12 in the Greater Montreal Area (GMA) (November 17) and with Indigenous Peoples in Atlantic Canada (November 18).
- November 18. The Government of Canada announced a \$39.8 million investment to support BIOVECTRA's \$79.6 million project to support the company in building a facility in Prince Edward Island and reconfigure its existing facilities in Nova Scotia. This will support Canada's domestic supply of vaccines and therapeutics. Upon completion, the project will allow for production equivalent to 160 million doses of mRNA vaccine per year.
- November 19. The Government of Canada announced the following adjustments to Canada's border and travel measures:
 - Eliminating COVID-19 testing for air and land crossings of less than 72 hours;
 - Expanded list of accepted vaccines for the purpose of travel;
 - Entry requirements: Adjustments for certain travellers entering Canada;
 - New requirements for essential travellers with ArriveCAN; and
 - Mandatory vaccination for federally regulated transportation sectors.
- November 19. The Minister of Labour announced improvements to the Wage Earner Protection Program (WEPP) to expand eligibility and financially aid Canadians. The standard 6.825 deduction applied to all WEPP payments will be removed, providing an average of an additional \$315 to those who have lost their job and are owed wages by their former employer. Additional changes to the program, effective November 20, 2021, include:
 - Enabling earlier access to WEPP payments;
 - Extending WEPP coverage to Canadians employed by foreign companies in Canada; and
 - Updating the payment for trustee and receiver duties.
- November 19. Beginning November 30, 2021, fully vaccinated individuals with right of entry to Canada who depart and re-enter the country within 72 hours of leaving Canada will not have to present a pre-entry molecular test.
- November 19. Health Canada authorized the use of Comirnaty, the Pfizer-BioNTech COVID-19 vaccine) in children between the ages of 5 to 11.
- November 20. The Government of Canada announced the creation of a joint Federal/Provincial Supply Chain Recovery Working Group in an effort to ensure that the supply chain is re-established, provide Canadians in British Columbia with the goods they need and mitigate against future incidents.
- November 22. The Minister of Indigenous Services announced that a funding request through the Emergency Management Assistance Program amounting to \$4.4 million has been approved. The funding aims to provide additional support to the British Columbia First Nations' Emergency Services Society in their response to the widespread flooding.
- Focus groups were held with the general population in major centres Ontario (November 23) and the general population in Manitoba and Saskatchewan (November 23).

- November 23. The Minister of Seniors launched the Call for Proposals for community projects to support seniors through the New Horizons for Seniors Program (NHSP).
- November 24-31
 - November 24. Health Canada completed an onsite inspection of the Emergent BioSolutions facility in Baltimore, Maryland. In June 2021, Health Canada stated that Canada would refrain from accepting any product or ingredients made at the Emergent BioSolutions facility until the Department completed the inspection. Results from the onsite inspection found the facility to be compliant with Good Manufacturing Practices (GMPs), an internationally recognized quality assurance system to ensure that various drugs and vaccines are handled accordingly.
 - November 24. The Minister of Finance introduced Bill C-2 to provide targeted support to Canadians in need. This Bill would extend the Canada Recovery Hiring Program until May 7, 2022, for eligible employers with current revenue losses above 10% and increase the subsidy rate to 50%. It would also provide targeted support to businesses still significantly affected by the pandemic through the Tourism and Hospitality Recovery Program, the Hardest-Hit Business Recovery Program and the Local Lockdown Program.
 - November 24. The Minister of Immigration, Refugees and Citizenship announced the opening of the College of Immigration and Citizenship Consultants, a College that will act as the official regulator of immigration and citizenship consultants across Canada. As such, all paid consultants will need to be licensed by the College.
 - November 24. The Government of Canada announced \$325 million in funding for eleven projects with Canadian health partners at the 27th Canadian Conference on Global Health. The aim of the investment, which will be dispersed over five to seven years, is to allow key partners to support marginalized children, adolescents, women and girls with comprehensive sexual and reproductive health and rights services as key pillars of essential health services.
 - November 25. The Minister of Health announced a joint investment totalling \$20 million to support new research teams across Canada in developing their work on preventing, treating, and caring for Canadians living with diabetes.
 - [Focus group was held with seniors aged 55+ in mid-size centres Quebec \(November 25\).](#)
 - November 26. The Government of Canada introduced amendments to the *Criminal Code* to provide protections for health care workers and ensure accessible health care. The proposed amendments include intimidation and obstruction access offences and aggravating sentencing factors.
 - November 26. The Minister of Labour and Minister of Justice introduced legislation to amend the *Canada Labour Code* to provide workers in the federally regulated private sector with ten paid days of sick leave per year.
 - November 26. The Minister of Health announced over \$5 million in support of two projects in British Columbia through the Government of Canada's Safe Voluntary Isolation Sites Program.
 - November 26. The Chief Public Health Officer of Canada issued a statement which ensured that there is no evidence to suggest any adverse pregnancy or neonatal

outcomes associated with COVID-19 vaccination, as well as no evidence of fertility issues arising due to any vaccines, including COVID-19 vaccines.

- November 26. The Minister of Transport and the Minister of Health announced new border measures, effective until January 31, 2022, for all travellers who have been in the Southern Africa region, including South Africa, Eswatini, Lesotho, Botswana, Zimbabwe, Mozambique, and Namibia within 14 days before arriving in Canada.
- November 26. The Minister of Indigenous Services announced the renewal of two Strategic Partnership Initiatives (SPIs) to aid the economic self-sufficiency of Indigenous communities in Quebec, including the True North Treasure Initiative with a \$4.5 million contribution and the Forest Full Value Initiatives with another \$4.5 million contribution.
- November 28. The Public Health Agency of Canada issued a statement to confirm two cases of the Omicron variant of concern in Ontario.
- November 29. The Government of Canada introduced proposed amendments to the *Criminal Code* to ban conversion therapy practices in Canada
- [Focus groups were held with the general population in the Greater Vancouver Area \(GVA\) north of Fraser River \(November 29\) and with the general population in Rural Centres Atlantic Canada \(November 30\).](#)
- November 30. The Government of Canada and Manitoba announced a Herd Management Drought Assistance program under the AgriRecovery framework which aims to help livestock producers offset the cost of replacing breeding animals culled as a result of shortages of winter feed. Producers must support a minimum of 10 animals to qualify for assistance.
- November 30. The Government of Canada and the Federation of Canadian Municipalities (FCM) announced support for energy efficient affordable housing by way of FCM's Sustainable Affordable Housing (SAH) initiative to help housing providers retrofit units for optimal energy performance or build new affordable housing to net-zero standards. This initiative invested \$1,701,030 in 16 plans to build or retrofit 16,753 units across Canada.
- November 30. There had been 1,790,142 cases of COVID-19 in Canada with 29,670 deaths. Over 60.3 million doses of COVID-19 vaccines had been administered in Canada.
 - An upward trend in cases was reported, with 2,608 reported during the latest 7-day period in November (19-25), a 9% increase from the week prior.

Government of Canada in the News (All Locations)

At the beginning of each focus group participants discussed what they had seen, read, or heard about the Government of Canada in the past few days. While various issues were mentioned, those pertaining to the COVID-19 pandemic and the ongoing response by the federal government were a key focus for participants across all groups.

Although several participants in each group said they had not heard anything recently regarding the Government of Canada, many did recall announcements and initiatives relevant to the federal government's ongoing management of the pandemic, including:

- The decision announced on November 19th by Health Canada to approve COVID-19 vaccinations for children ages 5 to 11 – Several participants had heard about this action by the federal government, with many mentioning that they had been following the issue quite closely.
- The approval for the COVID-19 booster shot – Several felt that the third dose of the vaccine would have a significant impact in both reducing the transmission of COVID-19 and the possibility of serious illness among vaccinated Canadians who contracted the virus.
- The U.S. reopening its land border – The U.S. border reopenings on November 8th also received a great deal of attention from participants. Several viewed this step positively, although some were concerned about the Canadian requirement for all travelers to provide a negative COVID-19 test prior to re-entering Canada. Cost and the inconvenience of acquiring these tests, particularly for short-term trips, was a particular concern. Participants reacted positively when the Government of Canada revised this requirement so that, as of November 30th, travelers crossing the land border with the United States who returned to Canada within 72 hours would no longer need to provide a negative test upon re-entry.
- The emergence of the Omicron variant – This was top of mind among participants in the groups held in the last week of the month, who mentioned news coverage of the new variant and the federal government's reaction to it.

Other issues mentioned by participants included the Government of Canada's activities on the international front, including:

- The 2021 United Nations Climate Change Conference (also referred to as COP26), held from October 31st to November 12th - Some mentioned that they had been following the conference closely and/or had heard about the Government of Canada's pledge to stop public financing for overseas fossil fuel projects, its calls for a global price on pollution, and its commitment to require that all new Canadian automobiles to be zero-emission vehicles (ZEVs) by 2035, among other initiatives.
- The North America Leaders' Summit, a trilateral meeting between Canada, the U.S. and Mexico which was held on November 18th.

On the domestic front, participants spoke about discussions regarding raising the flag back to full-mast at federal buildings prior to Remembrance Day, the federal government's response to the extreme flooding in British Columbia, the installation of a new federal Cabinet, and the delivery of the Speech from the Throne during the last week of November which signaled a new session of Parliament. Participants in Alberta made specific mention of the agreement struck between the federal government and the Government of Alberta to provide \$10-a-day childcare for families in Alberta.

United Nations Climate Change Conference (COP26) (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec)

Participants in these three groups discussed the United Nations Climate Change Conference (COP26) in more detail. Most participants were at least aware of the conference, even if they were not familiar with the details.

Participants generally supported the conference and its overarching goals of reducing global emissions and curbing the effects of climate change. At the same time, some expressed frustration that while many nations had participated in the conference, major CO₂ emitters such as China, India, and Brazil did not attend. It was felt that their absence would undermine many of the initiatives agreed to at the conference. A few participants also thought that the negotiations were not sufficiently transparent and seemed to be primarily taking place behind closed doors.

Asked if they could recall any proposals from the Government of Canada at the conference, participants had some awareness of the following:

- A pledge to have 100% of all new Canadian automobiles be zero-emission vehicles (ZEVs) by 2035;
- A commitment to reduce Canada's greenhouse gas emissions (although participants could not recall the specific target levels or date); and
- The creation of a price on pollution that would cover the majority of the planet's greenhouse gas emissions.

Federal-Provincial Child Care Initiatives (Major Centres Ontario, Manitoba and Saskatchewan, Mid-Size Centres, Quebec Seniors)

An in-depth discussion was held in these groups on the topic of childcare, specifically focusing on the agreements between the Government of Canada and individual provinces and territories. Many participants were aware of a federal government initiative in this regard, and several were aware that negotiations were underway to reach an agreement with the provinces and territories. The issue was top-of-mind for some, as these groups were held in the two weeks following the announcement of an agreement between the Government of Canada and the Government of Alberta on November 15th. Some were also aware of the target to reduce child care costs to \$10 per child, per day on average. Fewer were aware of the timeline to achieve this by 2025-26.

In all three groups, participants were asked if they were aware of the status of child care agreements between the Government of Canada and their respective province. Responses were mixed. Some participants in provinces where new agreements had been reached (Manitoba, Saskatchewan, and Quebec) were aware of this, while others were uncertain of the status of discussions. In Ontario, some participants were under the impression that the two levels of government were in negotiation, but most were uncertain if any agreement had been reached.

For the purposes of discussion, participants in all groups were told that the Government of Canada's plan was to lower childcare costs across the country to \$10 a day on average by 2025-2026. Most supported this initiative. In all three groups, almost all participants agreed that affordable child care

was an important priority, even those for whom child care was not a personally relevant issue. Many felt that it was an economic necessity, especially for young families dealing with the high cost of living in major urban centres, such as Toronto, who required two incomes to get by. Several participants mentioned friends and family members who had to leave their careers and stay at home to take care of their children due to the prohibitively high cost of child care. Lowering the cost of child care was widely viewed as key to a better social and economic future for Canadians. It was also felt by some participants that the cost of child care was a factor in the decision by many to limit the number of children they had. In addition to making child care more affordable, participants felt that the Government of Canada should consider other initiatives (unspecified) that would make it easier for families to survive on a single income, allowing parents to stay at home with their children if they chose to do so.

Despite widespread support for an affordable daycare initiative, a few participants in each group questioned how \$10 a day child care would be funded, expressing concern about the costs associated with an otherwise worthy initiative.

In Ontario, participants were told that agreements had been reached between the federal government and most provinces and territories, with the exception of Ontario, New Brunswick, the Northwest Territories, and Nunavut. Asked what they thought of this with regard to Ontario, participants were somewhat mixed in their response. Some felt that the delay was reasonable, and that it might be taking longer to reach a deal with Ontario given its population size and the resulting high cost and complexity of creating a subsidized day care program in the country's largest province. Others, however, disagreed with this view and assumed that funding from the federal government would be proportionate to the populations in each province and territory. With this in mind, these participants did not feel that the deal with Ontario would be substantially different or more complex than the ones already agreed to with other jurisdictions. A few participants expressed disappointment that a deal had not yet been reached.

In the Quebec group, participants were informed that the Government of Canada and their province had reached an agreement stipulating that nearly \$6 billion would be transferred to Quebec over the next five years with the aim of strengthening the early learning and childcare system within the province as well as improving working conditions for educators. All participants felt that this was a positive initiative. Several commented on their belief that the demand for child care continued to outpace the number of available spaces, resulting in parents (mothers, in particular) making a decision to leave the workforce in order to care for their children. It was added by a few that this deal would allow family incomes to rise, as both parents would be able to work and earn an income. Others commented that improving the pay of early child care educators also represented a positive step, feeling this would attract more talented and committed individuals to pursue careers in this field.

B.C. Floods (GVA North of Fraser River, GVA South of Fraser River)

Participants in the two groups from British Columbia discussed their reactions to the severe flooding that had taken place in the southwestern part of the province during the middle of November.

All participants were aware of the flooding and the large-scale damage it had inflicted on several communities. Most were also aware of some specific actions taken by the federal government, primarily related to the deployment of The Canadian Armed Forces (CAF) to assist in the rescue and relief effort, and an agreement with the United States government to allow affected Canadians to temporarily cross the Canada-U.S. border to either return home or enter the United States to get essential supplies, from unaffected U.S. border towns.

To aid discussion, participants were told that the Government of Canada had approved a Request for Federal Assistance from British Columbia to help with the disaster response. As a result, the Canadian Armed Forces (CAF) had been deployed to provide both air assets (e.g., assisting evacuations, supporting critical provincial supply chains) and a land component (e.g., assisting in the protection of critical infrastructure, access roads, etc.) to enable a whole-of-government relief effort.

Participants in both groups said that they fully expected the federal government to provide support to the province, given the scale of the disaster. They were generally pleased to see CAF personnel on the ground aiding in the relief effort. Feelings were more mixed, however, regarding the perceived adequacy of the Government of Canada response. Some were critical of the federal response and felt that it should have been stronger and more urgent. Others assumed that the federal response required a formal request for aid from the provincial government, and that a delay in this request might have been the real factor in what was perceived to be a slow response. While some positively noted the prime minister's visibility during the crisis, it was felt that other federal and provincial representatives could have been more prominent in the relief effort.

When asked what additional supports the Government of Canada could provide to aid in the recovery effort, the most commonly mentioned recommendations included:

- CAF should lengthen their stay, working to help rebuild B.C.'s highways. Participants saw this as both a national and regional priority given the importance of these highways as major trade arteries from the Port of Vancouver to the rest of the country;
- More resources should be put toward flood-ravaged communities, such as Princeton and Merritt;
- Critical infrastructure, such as the damaged dikes, should be quickly rebuilt;
- Greater support should be provided to farmers whose livelihoods had been destroyed; and
- The Government of Canada should work to address the impact on food distribution and ensure that grocery store shelves remained stocked in order to prevent panic buying.

Other suggestions included the need for greater education around climate change, temporary aid to farm workers displaced by the floods, and further financial supports to assist individuals and homeowners affected by the flood. On a longer-term basis, some participants felt that government officials, at all levels, should reconsider the intensity of development taking place in flood-prone areas and support efforts to relocate these communities to safer locations.

COVID-19 Outlook (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors, GVA South of Fraser River, Rural Centres Atlantic Canada)

All focus groups held in November discussed the COVID-19 pandemic. Attitudes towards the pandemic shifted with the emergence of the Omicron variant in late-November, with those groups held prior to this development relatively optimistic regarding the outlook of the pandemic and those taking place after considerably more pessimistic.

Evaluating the Government of Canada's Performance (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec)

Three of the twelve groups discussed the performance of the Government of Canada throughout the pandemic. Discussion focused on both successes and areas for improvement, as well as the federal government's performance at present relative to earlier on in the pandemic. These groups were held prior to the emergence of the Omicron variant.

To begin, participants were asked to recall anything that they felt the Government of Canada had done particularly well during the pandemic. This prompted a wide number of responses, including:

- Closing the borders early. Several participants felt that the federal government had acted expediently in closing Canada's international borders to non-essential travel in the early stages of the pandemic, as well as introducing targeted measures, as needed, such as the restriction on flights from India during the rise of the Delta variant. Domestic travel requirements, as well as the deterrent value of stricter measures such as the quarantine hotels, were also mentioned by some as positive actions taken by the federal government.
- Financial supports, such as the Canadian Emergency Response Benefit (CERB) and Canada Recovery Benefit (CRB) were viewed by many participants as having been essential to keeping many Canadian families financially afloat throughout the pandemic.
- The vaccine rollout was seen as efficient and effective and received praise from several participants. Related to this, it was also mentioned that the procurement and planned rollout of booster shots for Canadians was indicative of the federal government's preparedness.

- Regular and consistent communications to Canadians by the federal government was positively mentioned, particularly in the early stages of the pandemic, and notably the daily briefings from the prime minister.
- Mandating all federal employees to be fully vaccinated was also mentioned as a positive step, which participants felt would encourage higher vaccination rates. That said, the view was also raised by a small number of participants that vaccine mandates represented a degree of overreach by federal and provincial governments.

Among more general comments, many participants expressed the belief that the Government of Canada did the best it could, given the unprecedented circumstances and uncertainty it faced throughout the first waves of the pandemic. They were largely satisfied with the federal response as a whole. It was added by some that the federal government's willingness to adapt its strategy based on changing information had also been beneficial to the overall response. A small number of participants, however, indicated that it was difficult at times to discern which actions were being implemented by the federal government and which were being carried out at the provincial level.

Asked to recall anything that they felt the Government of Canada could have done better in its handling of the pandemic, a variety of responses were provided:

- While some had positive views about the federal government's actions in regard to travel restrictions, others felt that measures should have been put in place earlier than they were, particularly for air travel. These participants felt that the federal government had been slow to react in closing the borders and introducing travel restrictions. Some also had the view that too many loopholes remained in regard to air travel restrictions, making it easy for travelers from restricted countries to come to Canada by way of a third country.
- Some felt that the pandemic had exposed a basic lack of preparedness by Canada to mount a swift and effective domestic response. Given past experience with the 2003 SARS outbreak in Toronto, some felt that Canada should have had a larger stockpile of personal protective equipment (PPE) materials already on hand. The lack of domestic vaccine production facilities was also pointed to as an area in which improvements needed to be made.
- A few participants across groups felt that a more unified national response had been warranted but not forthcoming, and that the Government of Canada could have worked more closely with provincial and territorial governments to ensure greater consistency across the country.
- Ongoing travel measures, such as the continued need to produce a negative COVID-19 test for any cross-border travel, was viewed by some as too costly and inconvenient, particularly for large families or those travelers only engaging in short trips across the Canada-U.S. border.
- Some felt that the federal government needed to be more equitable in approving vaccines that were widely utilized in countries like China and India, so that vaccinated travellers from these regions could be admitted under current policies.

Asked to evaluate whether the federal government's response at present was better, worse, or about the same as in the early stages of the pandemic, participants reacted somewhat differently across the groups. While most in rural Quebec felt the federal response was better now, many in the Greater Toronto Area group expressed the opposite view, believing that Canada's response had worsened in

recent months. Most in the group from Nova Scotia believed the quality of the response had been about the same throughout.

Among those who felt that the federal response was better today than it was in the early days of the pandemic, there was a sense that it had improved with time and experience. The early days of the pandemic were characterized as uniquely difficult to manage, given the unprecedented nature of events and the high degree of uncertainty surrounding everything related to the virus and pandemic, including the correct course of action by government. These participants felt that as the virus evolved, experts and government officials had an opportunity to learn and adapt to the emerging science and data about COVID-19, resulting in a more informed and effective federal response to the pandemic.

For those feeling that the Government of Canada's response had worsened over time, many felt that there was a general lack of urgency and action coming from the federal government now, and that it seemed 'stuck' in its handling of the pandemic or uncertain about what to do next. Some pointed to the economic toll of the pandemic, in particular, as an issue requiring greater attention and felt that the federal government should be doing more to revitalize the economy. Some also felt that having a federal election during the ongoing pandemic was imprudent.

Among individuals who generally felt the Government of Canada's response to the pandemic had remained the same throughout, the prevailing sentiment was that the federal government had been more or less steady in its ability to provide leadership and respond to the virus as it evolved, with most relatively satisfied with the federal government's handling of the pandemic.

COVID-19 Forecast (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, Mid-sized Centres Quebec Seniors)

Participants in these groups were asked for their opinions concerning the outlook for COVID-19 and whether they believed that the worst of the pandemic was now over.

While many felt that the worst was over, several participants expressed concern that the pandemic might yet take another negative turn in the months to come. Others felt uncertain about what to expect or expressed that while the worst might be over from a medical perspective that the effects of the pandemic would likely continue to be felt in a major way in terms of economic and mental health related consequences.

Among those who felt the worst of the pandemic had passed, several reasons were provided:

- The availability of COVID-19 vaccines and the relatively high vaccination rate within Canada. Several expressed the belief that the vaccine represented a 'game-changer' and that even though the virus may continue to spread, those infected would likely be able to avoid more severe outcomes, keeping hospitalizations and ICU numbers low.
- The vaccination of children 5-11 in the near future, which was also viewed as a reason to be optimistic that the spread of the virus could be curbed.

- The ability to perform rapid testing and more effective contact tracing was also mentioned as a source of encouragement, potentially making it easier to control outbreaks as they occurred.
- Widespread adoption of protective measures such as mask-wearing, social distancing, and regular hand sanitization. It was felt that these now-normalized practices would help eliminate the further spread of the virus.

Despite this optimism, several of these participants expected that the pandemic would still persist for some time to come, albeit with reduced impacts. For participants who felt the worst may still be yet to come regarding the COVID-19 pandemic, a variety of concerns were mentioned:

- The remaining unvaccinated portion of Canada's population, which they felt could continue to enable the spread of the virus and the development of new variants. It was suggested that the Government of Canada could do more to reach out to vulnerable individuals who, whether it be due to homelessness, addiction, or mental health issues, had not yet been able to get vaccinated.
- A potential game-changing variant emerging was also mentioned as a possible concern by some stating that if a new strain were able to evade the vaccine, the pandemic could re-escalate quickly. These comments were mentioned prior to the discovery of the Omicron variant.
- Some felt that the pandemic would persist among the unvaccinated, which would continue to put a strain on hospitals and ICUs and have a negative impact on everyone as a result.
- Some were concerned about the potential of waning vaccine-effectiveness and breakthrough cases, which might leave many fully-vaccinated Canadians at risk in the future.
- Some thought that there could be longer-term effects on the healthcare system from all the strains placed on it by the pandemic so far, especially on healthcare workers whom they felt were at high risk of burn out and leaving the profession altogether.

Regionally, there were not many differences to be found across the groups. That said, the groups from rural Quebec, the Greater Montreal Area (parents of children under 12), and major centres in Ontario, were somewhat more optimistic, with all or most of these participants feeling that the worst of the pandemic was likely over. Among the group held after the discovery of the Omicron variant, composed of seniors (55+) from mid-sized centres in Quebec, the outlook towards the pandemic was unanimously negative with participants feeling the new variant represented a development of great concern.

Participants were next asked whether they believed that COVID-19 would still be an issue a year from now. Across groups, virtually all participants felt that the virus and its impacts would persist to some degree. The most commonly voiced feeling was that the virus would eventually become endemic requiring adaptation to a 'new normal' in which annual booster shots and seasonal increases were to be expected. Several felt that the population would eventually have to deal with COVID-19 much in the same way as with influenza and the common cold. Many participants felt that the virus would persist due to the fact that some portion of the population would likely remain unvaccinated, no matter what, resulting in continued outbreaks and the possibility of new variants emerging. It was added by a few that, due to differing rates of vaccination throughout the world, Canada should continue to monitor outbreaks globally and be prepared to implement travel restrictions, as needed.

In addition to the medical impacts of the virus, a number of participants felt that the negative social and economic ramifications of the pandemic would certainly continue to be felt a year from now.

Omicron Variant (GVA South of Fraser River, Rural Centres Atlantic Canada)

In the two groups held after the discovery of the Omicron variant in late November, participants were engaged in a discussion about this new variant and its potential implications.

Asked if they were aware of this new variant, all participants indicated that they had heard at least something about it. Most were aware of the association with southern Africa, as either the place of origin or where the variant was first identified, and some knew that the federal government had recently imposed new restrictions on travel to and from this region. Participants were also generally aware that the variant had already been detected on other continents, including Europe and North America, with a case recently reported in Canada (in Ottawa).

Some recalled hearing or seeing information about the variant suggesting that it could be especially dangerous to those 65+, and that additional precautions were required to protect this segment of the population. A few participants also reported hearing about concerns that the variant might be able to evade the current vaccines, putting fully-vaccinated individuals at risk.

Generally, participants in both groups expressed a sense of exhaustion with the pandemic and this latest obstacle to a return to normalcy. Some, however, were more cautious about drawing any conclusions about the impact of the new variant, feeling that it was too early to make any determinations.

To aid further discussion, participants were provided with some details about the Omicron variant. They were told that public health authorities in South Africa had recently confirmed that this new COVID-19 variant had been detected in their country, and that the variant had since been named Omicron by the World Health Organization (WHO) and had been detected in other countries and continents.

Asked directly if they were worried about the emergence of the Omicron variant, most felt that it was too early to draw any conclusions about its impact. Some were confident in the ability of federal and provincial/territorial health officials to manage new variants, and felt that Omicron was unlikely to be the last new variant to emerge. A number of participants indicated that they were becoming somewhat desensitized to new developments surrounding the pandemic. For the few participants who did express worry about the Omicron variant, their concerns tended to be focussed on the well-being of those at greatest risk for severe illness, including older and immunocompromised loved ones. They also expressed concern that a new wave of infection might exacerbate public fatigue with the pandemic, leading to reduced adherence to safety protocols and new opportunities for the virus to spread.

Participants were asked whether the Omicron variant had changed their expectations about how long the pandemic would last. Most said it had not, and that they had already believed the pandemic would continue to persist for a long time to come, although some did express concern that this new

variant would lead to continued restrictions and further delays in the effort to get back to 'normal'. The general consensus was that the virus would eventually become endemic, controlled via regular booster shots, like influenza. Some suggested that, regardless of how long the medical impacts of the pandemic were felt, other related issues would likely persist for some time to come. Specifically, it was stated by many that more needed to be done to address the mental health issues and collective trauma that had resulted from the pandemic. It was also mentioned that it was important to look at issues beyond the virus itself, such as ensuring the economy did not collapse, as for some participants this represented a far greater danger to the overall welfare of the country.

Asked directly if they had heard anything about the Government of Canada's response to the Omicron variant, many were unable to recall specifics. Some were aware of new restrictions recently imposed on travel to and from some countries in southern Africa, and a few recalled a recent press conference by the Chief Public Health Officer to discuss the new variant.

To clarify, participants were shown the following:

As a precautionary measure, until January 31, 2022, the Government of Canada is implementing enhanced border measures for all travellers who have been in the Southern Africa region — including South Africa, Eswatini, Lesotho, Botswana, Zimbabwe, Mozambique, and Namibia— within the last 14 days before arriving in Canada.

Foreign nationals who have travelled in any of these countries within the previous 14 days will not be permitted entry into Canada.

Canadian citizens, permanent residents and people with status under the Indian Act, regardless of their vaccination status or having had a previous history of testing positive for COVID-19, who have been in these countries in the previous 14 days will be subject to enhanced testing, screening, and quarantine measures.

Following this, participants were asked for their initial reactions and whether they felt that the Government of Canada should tighten restrictions, loosen them, or continue following its current approach.

Responses were mixed. Several participants expressed skepticism about the effectiveness of the new measures, given that the Omicron strain had already been detected in Canada. They also felt that the restrictions could be easily circumvented by travellers going to a third country first. Several others supported the new measures and felt that they could reduce or slow the spread of the new variant and help buy some time to better understand the threat. A small number of participants felt that the new travel restrictions needed to be more comprehensive, with enhanced screening applied to all travellers. Some described the new restrictions as 'half measures' that should either be strengthened or removed completely, in their view. A small number of participants felt a more holistic approach was necessary in dealing with this variant, finding the balance between keeping people safe while still living as normal a life as possible.

In light of this new variant, participants were asked to discuss the question of COVID-19 booster shots and whether they should be offered to all Canadians or just those in higher risk categories. All

participants believed that booster shots should eventually be made available to all Canadians. That said, most felt that in rolling out the booster shots the federal and provincial/territorial governments should follow the same procedures as the initial vaccination campaign, focusing on those at greater risk first and gradually inviting more Canadians to receive their booster shot. Across both groups, the overarching opinion was that individuals should make use of every means of protection possible, especially considering the perceived contagiousness of the Omicron variant.

Vaccines for Children 5-11 (Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12)

In these two parent groups, discussions were held surrounding the anticipated approval by Health Canada of COVID-19 vaccines for children ages 5-11. This approval came on November 19th, for the Pfizer-BioNTech Comirnaty vaccine, after these groups were held.

To begin these discussions, participants were informed that the Pfizer-BioNTech vaccine was presently under review by Health Canada for approval for children ages 5-11. Participants were then asked whether they were planning to have their children vaccinated.

In each group, opinions on this issue were largely split. In the Edmonton/Calgary group slightly more parents were planning on having their children vaccinated than not, while in the Greater Montreal Area group the reverse was true, with parents leaning towards not vaccinating their children in the near future, or feeling unsure. In neither group was there a dominant opinion, one way or the other.

Among parents planning on getting their children vaccinated, several indicated that they either worked in health care or were confident enough in the health care system and the underlying science that they did not feel any apprehension about the vaccine. Others added that their children already received several other vaccines, so they did not see why this vaccine should be of any greater concern. It was also mentioned by some that because children could transmit the virus getting them vaccinated was important to help reduce the spread in general as well as potentially protecting immunocompromised loved ones. Some also indicated having left the decision up to their children, who themselves had made the choice to get vaccinated once Health Canada's approval was official.

For participants who indicated that they were not planning on getting their children vaccinated, at least not right away, the perceived low risk of adverse outcomes for children who contracted COVID-19 as well as feelings of general uncertainty around the safety of the vaccine were the primary drivers behind their decision. It was added by some that they felt the potential risks of the vaccine outweighed the benefits, and that they were concerned about the possibility of harmful side effects. A few parents clarified that they were not against vaccinations in general, and had vaccinated their children throughout their lives, but that they wanted more time to evaluate the safety of the COVID-19 vaccine, specifically. It was also stated by a few participants that if more restrictions were introduced for unvaccinated children, then they might reconsider their position to ensure that their child or children would still be able to travel and engage in other public activities open only to those who were vaccinated. A small number of participants across both groups indicated that they were currently

undecided about vaccinating their children and would be speaking with their partner and children, as well as doing their own research, prior to making any final decision.

As a follow-up, participants were asked if they had discussed vaccination with their children. Several parents acknowledged that they had. A few parents mentioned that they were waiting for the conversation to come up organically, with a small number saying that they did not feel any urgency to initiate this conversation with their children at this point. No parents reported being adamantly against discussing this topic with their children. Regionally, while most individuals in the Calgary/Edmonton group reported having had at least some form of conversation on this topic with their children, only a small number in the Montreal group had done so.

Those hesitant about vaccinating their children were asked about the factors influencing their decision, and the kinds of questions they would like to have answered in order to make an informed decision. A variety of responses were provided. Most commonly, parents wanted more information related to the following issues:

- Health risks associated with the vaccine versus those associated with remaining unvaccinated, in order to determine if the vaccine was necessary and the safest option. Getting more information and assurances about side effects, in particular, was a key factor for many in making a decision.
- Restrictions for unvaccinated children, and whether they would start to be imposed after vaccines were approved for this age group, similar to adults. For some this was an important factor in their eventual decision.
- Number of shots needed, including boosters, which was important for a few participants who wanted to know how long and involved the process would be, and the ongoing role that vaccines would play in their children's lives.

COVID-19 Travel Restrictions (Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples)

In these three groups, discussions were held surrounding awareness and views regarding the existing requirements for travellers entering Canada. Held in the first few weeks of November, these groups took place prior to the announcement of changes to these travel requirements (including the removal of the requirement of providing negative test results for trips to the U.S. that were under 72 hours) announced on November 19th.

To begin, participants were asked whether they were aware of any existing requirements for travellers entering Canada, with a particular focus on any testing requirements that might be in place.

Participants reported having heard a variety of details, including:

- The requirement for all incoming travellers to be fully vaccinated and provide a negative test result upon arrival in Canada. It was mentioned by some participants that they personally knew friends or family members who had been delayed in arriving home from international travel due to testing positive for COVID-19 during their trip;

- No need to quarantine upon arrival in Canada so long as travellers could provide a negative test result; and
- Some had heard that there would soon be rapid tests available for Canadian travellers, as this had become a regular practice in countries such as the United States. They felt that this would make travel far more convenient by allowing travellers to get same-day results rather than having to wait for 24-48 hours.

In each group, a small number of participants indicated they were not aware of what the current travel restrictions were. Several other participants had a sense of uncertainty regarding current travel restrictions and felt that they were constantly changing, which had created frustration for some and an unwillingness to travel. Some said that they had either postponed or cancelled trips based on concerns they might be unable to return to Canada if they misunderstood any requirements.

To aid discussion, participants were provided with the following information about testing requirements for travellers and then asked for their views:

To enter or return to Canada, all travelers 5 years of age or older must take a molecular test (a PCR test) within 72 hours of their planned entry into Canada and provide proof of a negative test result. As you may be aware, The United States recently reopened its land border to fully vaccinated Canadians, so these testing requirements apply to any Canadian who travels to the U.S.

Participants had varying opinions about whether these measures were appropriate. All members of the group from Montreal were against continuing these requirements, while reactions among the other two groups were more split, with some participants believing the requirements to be useful, others wanting to see them eliminated, and a few unsure and unable to decide.

Among those supportive of these measures, many felt that continued testing (even for fully vaccinated travellers) was an important measure of protection to help stop the spread of COVID-19, especially given indications that asymptomatic and fully-vaccinated people could still transmit the virus.

Those opposed to these testing requirements felt that they placed an undue burden on travellers, particularly in terms of the financial cost, logistics, and inconvenience. Several felt that testing was unnecessary for fully-vaccinated individuals, in particular, and some felt that it was time to return to normal and find a way to live with the virus, with vaccination providing enough protection. Those who were ambivalent said that they understood both sides of opinion on the issue but were unsure how to feel about whether these restrictions should continue to be in place.

Several participants reiterated the need, in their view, for more clear and consistent guidance from the Government of Canada regarding these restrictions and what travellers should expect going forward.

Health Canada Mask Messaging (Nova Scotia Seniors, Rural Quebec, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors, GVA South of Fraser River, Rural Centres Atlantic Canada)

Participants in nine of the twelve groups were asked to evaluate messaging about medical masks that might be used by the Government of Canada in the future.

Four groups, including those made up of seniors 55+ in Nova Scotia, Indigenous Peoples from Atlantic Canada, seniors 55+ from mid-sized centres in Quebec, and individuals from small/rural centres in Atlantic Canada, were shown the following message:

Medical masks are recommended for:

- *People who are at risk of more disease or outcomes from COVID-19; and*
- *People who are at a higher risk of exposure to COVID-19 because of their living situation.*

Asked for their initial reactions, most felt that this messaging made sense and reflected the safety practices that they believed many Canadians were already engaged in. That said, some confusion emerged with respect to this statement. Some felt that as masks were already required in most indoor public places in Canada that this messaging was a bit unnecessary, though it was subsequently clarified that this message was related specifically to medical masks. Others wanted to know if this message inferred that the cloth masks they had been wearing were insufficient; if so, they felt it was a bit late for this sort of messaging. It was also felt by a small number of participants that this messaging would be clearer if it specified which groups of people were at higher risk, as well as the types of living situations referred to in the statement. A few participants also worried that this messaging might be counter-productive, and that some may see it as inferring that masks no longer needed to be worn outside of the situations included in the statement.

Asked if this message made them think about the type of mask they should be wearing, many indicated that they already wore medical masks exclusively, either because of a work requirement or personal choice. Some said that it did make them reconsider their choice of mask and felt that medical masks might be a better option going forward. A few others indicated that they already alternated between cloth and medical masks, depending on the situation and perceived risks involved. A small number of participants were under the impression that medical masks were still in short supply and felt that this message might exacerbate that situation. Further clarification regarding the definition of a 'medical' mask was also suggested as a potential addition to this messaging.

Questioned about whether this messaging would likely change which type of mask they would wear going forward, most participants indicated they would primarily wear medical masks in the future.

Many were already doing this, while others said that they would make a change to follow any recommendation put forward by public health authorities. A small number of participants indicated they would continue to follow their own risk evaluations when choosing between cloth and medical masks.

The group made up of seniors 55+ in Nova Scotia was additionally asked if they felt that this messaging was directed towards them. None in the group thought it was explicitly targeted towards them, feeling it was more of a general message.

Five other groups, including those from rural Quebec, major centres in Ontario, Manitoba/Saskatchewan, and the two groups from the Greater Vancouver Area, were shown a slightly different message:

In general, while non-medical masks help prevent the spread of COVID-19, medical masks and respirators provide better protection.

Participants were asked for their reactions to this message and whether they were already aware of the information it conveyed. Awareness that medical masks provided better protection was high across all groups, with most participants indicating they had been informed of this before. Several participants felt that this messaging reflected common sense and said that they had been aware, since the early stages of the pandemic, that not all masks were equally protective. That said, most still felt that this kind of public messaging was useful, as reinforcement for some, and to inform and encourage others who might not be aware of this information or following this precaution as closely as they should.

Across these five groups, some participants had questions or concerns about the messaging, as follows:

- Some felt that this messaging did not reflect their understanding that cloth masks were still far better than no masks at all, and thought that this should be included to avoid any confusion in that respect.
- There was some confusion as to what a respirator was, with some participants believing this to refer to medical ventilators utilized in hospitals rather than as a component of medical masks.
- Some wondered if the exclusive focus on masks might imply that they were the primary protection against COVID-19 instead of vaccines, which they felt were of greater importance.
- A few thought that this message, while useful, was coming a bit late in the pandemic and should have been communicated earlier to Canadians.
- Some questioned whether medical masks were necessary in all situations and wanted to see more context provided with this message.
- There were a few participants who expressed concern that this message could cause further division in society based on the type of mask one chose to wear.
- A few raised concerns that this kind of message might prompt people to rush to buy medical masks, potentially causing shortages.

Most agreed, when asked, that it was important for the federal government to share this information with Canadians. These participants generally felt that the statement provided good reinforcement for

those already regularly wearing medical masks while encouraging others to consider them or use them more often. It was added that so long as a significant portion of the country remained unvaccinated that variants could continue to emerge and that this was an important public health practice to maintain.

This being said, in each group there were participants who felt that the messaging could be improved. Some suggested that additional details should be added, including a definition of a medical mask and a respirator for clarity, or reassurance that those wearing cloth masks have not been doing the wrong thing, as they might otherwise feel discouraged. Some suggested that this message should come from provincial and territorial health authorities rather than the federal government, as these authorities had been primarily responsible for much of the communication during the pandemic.

A few participants felt that it would not be a prudent use of federal resources to spend money on disseminating this message, because this information about masks, in their view, was already widely known and intuitive to most. A very small group of participants outright opposed the message because they did not believe that wearing facemasks was an effective method of protection and felt that mask requirements should be eliminated altogether.

Health Canada Public Health Measures Ad Disaster Check (GVA South of Fraser River, Rural Centres Atlantic Canada)

Participants in these two groups, held following the emergence of the Omicron variant, were asked to evaluate a potential COVID-19-related advertisement currently being developed by the Government of Canada.

Prior to viewing the first version of the spot participants were informed that the advertisement was being developed by the Government of Canada and was designed for social media platforms, including Facebook, Instagram, TikTok, and Snapchat, and thus was quite short. Participants were also informed that the videos were not yet in their finished form. The groups were then shown each spot twice, before being asked for their initial impressions.

Version 1

[Eng Ad 15s](#)

The above video ad begins with a scene of a person in a blue jacket walking through a hall and shuffling to the right of the hall in order to follow the directional arrows on the floor (which are meant to direct flow of traffic), indicating that people on one side of the hall go one way and on the other side go the other way. Then, the scene changes to an individual putting on a bandage after receiving a vaccine by a nurse sitting at a table. The next scene is of an individual wearing a jacket and scarf walking by a shop and putting on their mask, with the sound of a car horn in the background. The scene then shifts to a shot of a person washing their hands, then sanitizing video game console controllers with a paper towel and spray before use. Subsequently, a short clip of an individual taking out a COVID-19 test from its packaging is shown. Large white text reading "Let's keep up the good work," and "Canada.ca/coronavirus" under that is shown on top of a clip of a group of friends in a living

room watching television and laughing with a bowl of food. In the background, rhythmic music plays as the voiceover says, "We've found our rhythm for staying well, so let's keep up the good work by following public health measures." At the end of the video, the Government of Canada audio is played as the video fades out and simultaneously says, "A message from the Government of Canada."

Across both groups, participants expressed mixed feelings regarding the advertisement. Several individuals commented that they would likely scroll past the video if it popped up on their social media feeds, while others added that the advertisement was too fast-paced for them to absorb the information, though this was less of an issue the second time they watched it. Some thought that the advertisement was generally geared towards younger demographics. And many participants felt that the upbeat tone of the video, in particular, was disconnected from the present reality and how most people were feeling about the pandemic, in their view, given the recent emergence of the Omicron variant.

Asked if they understood the message behind the video, most participants felt that it was focused on encouraging people to continue following public safety measures and congratulating them on their efforts so far. There were divergent views on whether this message resonated. While a few participants indicated they felt the messaging was important, as many were still at risk of COVID-19, several felt the tone of the advertisement was contradictory, with the question being raised that if everyone was doing such a good job, why did COVID-19 restrictions continue to persist? Several participants felt that the video was trying to make life in the pandemic seem 'fun' at a time when many Canadians were quite frustrated by how long COVID-19 measures had lasted so far. Asked if the advertisement spoke to them, most participants (even those from younger demographics) expressed that they did not relate much to the messaging or the visuals contained within the spot.

Participants were next shown a longer version of the original concept.

Version 2

[Eng ad 30s](#)

The above video ad begins with a scene of a person in a blue jacket walking through a hall and shuffling to the right of the hall in order to follow the directional arrows on the floor (which are meant to direct flow of traffic), indicating that people on one side of the hall go one way and on the side go the other way. Then, the scene changes to an individual putting on a bandage after receiving a vaccine by a nurse sitting at a table. The next scene is of an individual wearing a jacket and scarf walking by a shop and putting on their mask, with the sound of a car horn in the background. The scene then shifts to a shot of a person washing their hands, and then of a person dancing in a hall and sliding into a living room to sit with two other individuals. One of the people in this room are shown spraying a paper towel and disinfecting video game console controllers before use. After this, a shot of a person's hand on a handle opening a glass door is shown. Subsequently, a short clip of an individual taking out a COVID-19 test from its packaging is shown. The video then spirals upwards to a clip of that same person lying down on a bed and going on their phone. Large white text reading "Let's keep up the good work," and "Canada.ca/coronavirus" under that is shown on top of a quick shot of all of the clips that were shown throughout the ad. In the background, rhythmic music plays as the voiceover says, "We've found our rhythm for staying well, so let's keep up the good work by following public health measures." At the end of the video, the Government of Canada audio is played as the video fades out and simultaneously says, "A message from the Government of Canada."

Across both groups, responses to this spot were generally more positive, though many did not change their original views. Among those who felt that this longer version improved upon the first, many felt

that the extended version was more developed and provided greater clarity and understanding for the viewer. A few participants also indicated that they felt the longer version had a more subdued tone, which they felt to be a positive. Some said that they related to the cleaning practices depicted in the spot, mentioning that they were commonplace in many workspaces, while a small number of participants felt that some of these practices, particularly wiping down video game controllers prior to using them, were unrealistic. A small number of participants preferred the first concept, stating that they felt the brevity and faster pace of that version made it more enjoyable.

Detailed Findings – Part II: Other Issues

Speech from the Throne (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec, Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors, GVA South of Fraser River, Rural Centres Atlantic Canada)

The Speech from the Throne (SFT), delivered on November 23rd by Canada's new Governor General, was discussed in nine of the twelve groups held in November.

Three of these groups (Greater Toronto Area Parents of Children under 12, Nova Scotia Seniors, and the group made up of participants from Rural Quebec) were held prior to the delivery of the speech. All other groups were held either on or after the date the speech had taken place.

Pre-Speech (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec)

Among the groups held prior to its delivery, awareness of the Speech from the Throne was quite low, with almost no participants indicating they were aware that the speech would soon be taking place. A small number of participants indicated limited awareness of the event, having watched the swearing in ceremony of the new Cabinet in late October and hearing then that the speech would be taking place the following month. Asked if they understood what a Speech from the Throne was, many either did not know or had only a vague understanding. For these participants it was clarified that a Speech from the Throne was held at the outset of each new session of Parliament and that its purpose was to introduce the Government of Canada's direction and goals, and how it intended to achieve them.

Participants in these groups were asked to identify the initiatives or subject areas that they expected would be included in the speech. A number of predictions were put forward, including:

- Initiatives focused on protecting the environment and curbing the impacts of climate change. It was also expected by some that the climate pledges made during the COP26 conference would be included.
- Economic issues, particularly revitalizing the economy and curbing rising inflation.
- Long-term plans to manage the ongoing COVID-19 pandemic, including how to allow for as much normalcy as possible while keeping Canadians safe.
- Affordable daycare, specifically the \$10-a-day (on average) child care programs that had been signed with several provinces and territories so far.
- Indigenous-focused issues, including the ongoing excavation of former residential school sites.
- Investigating and addressing issues of sexual misconduct reported within the Canadian Armed Forces.

After sharing their expectations, participants were asked to discuss the priorities that they felt should be in the speech, even if they did not expect these subject areas to be covered. Suggestions included:

- Greater focus on housing affordability, as rising costs for both purchases and rentals were a concern for many.
- Greater efforts towards reconciliation with Indigenous Peoples in Canada.
- The expansion of a national pharmacare program to all Canadians.
- More programs aimed at retraining workers from declining industries, such as oil and gas, to help them adapt to the changing economy. Others added that there should be additional educational and training programs for young people, providing them pathways to viable careers in all sectors of the economy.
- More affordable post-secondary education, particularly for lower-income Canadians.
- Further financial aid for Canadian families, particularly those in lower income brackets, with some mention of tax cuts as one way the federal government could achieve this.

Post Speech (Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-Sized Centres Quebec Seniors, GVA South of Fraser River, Rural Centres Atlantic Canada)

In the groups held on or after November 23rd, awareness of the Speech from the Throne was slightly higher, particularly among those groups held closer to the date of the event, but overall awareness remained quite low.

Among those who were aware of the speech, participants were asked if they could recall any particulars about what it contained. A number of subject areas were identified, including:

- Initiatives towards providing more affordable child care as well as creating additional child care spaces for parents currently unable to find availability in their regions. Some specially mentioned a \$10-a-day program and the agreements recently signed by their respective provinces;
- The federal government's ongoing response to COVID-19 as well as plans to navigate the later stages of the pandemic. Participants recalled having heard that the Canadian Emergency Response Benefit (CERB) would be continuing. It was also recounted that there would be proposed legislation towards guaranteeing 10 paid sick days for all workers in federally regulated industries;
- The response of the Government of Canada to recent natural disasters, such as the extreme flooding that took place in British Columbia in mid-November;
- Further efforts to advance reconciliation with Indigenous communities; and
- A pledge to re-introduce legislation to ban conversion therapy throughout Canada.

A few participants also shared the general comment that they had been particularly interested in watching the new Governor General deliver her first Speech from the Throne.

Those who were aware of the speech were asked to describe its overarching focus. Across all groups, the prevailing sentiment was that the recent Speech from the Throne mostly reiterated the previous priorities and initiatives of the federal government and did not represent much of a policy shift. The desire to see greater action on these priorities, particularly in areas such as the economy, housing, and issues facing Indigenous Peoples, was voiced by multiple participants.

Following this, four of the groups (Ontario, Manitoba and Saskatchewan, the Greater Vancouver Area north of the Fraser River, and seniors 55+ from mid-sized centres in Quebec) engaged in an exercise aimed at discussing the content of the speech as well as areas for improvement. As part of this activity, participants were given the following information:

The Speech from the Throne focused on building a resilient economy that would provide a cleaner and healthier future for our kids, and focused on the following priorities:

- *Building a healthier today and tomorrow: getting the pandemic under control;*
- *Growing a more resilient economy: building an economy that works for everyone;*
- *Bolder climate action: taking real action to fight climate change;*

- *Fighting harder for safer communities: ensuring no matter their gender, who someone loves, where they come from, the way they pray, the language they speak or the colour of their skin, everyone feels safe;*
- *Standing up for diversity and inclusion: fighting systemic racism, sexism, discrimination, misconduct, and abuse;*
- *Moving faster on the path to reconciliation: breaking down barriers and focusing on accelerating work with Indigenous partners; and*
- *Fighting for a secure, just and equitable world: continuing to protect Canadians from threats to our communities, our society, and our democracy.*

After reviewing this information about the speech, participants were asked if there were any important matters that they felt were missing from this list. A number of issues were mentioned:

- A greater focus on affordable housing. This related both to the creation of more housing units and further financial supports for prospective homebuyers, as well as reducing the prevalence of homelessness within Canada;
- More emphasis on education, both in terms of the options available as well as affordability for post-secondary programs;
- Providing affordable child care to Canadian families, particularly those of lower socio-economic status;
- Raising the minimum wage;
- More focus on Canada's role on the international stage, including foreign aid;
- Further elaboration on the plans for Canada's natural resources and related trade policies;
- Increased border control and safety measures, particularly in terms of the ongoing COVID-19 pandemic;
- A greater focus on seniors issues and ensuring a high quality of life for older Canadians;
- Measures to address the perceived labour shortage currently being reported across the country; and
- Crafting economic policies to curb inflation and make the general cost of living in Canada more affordable.

A few participants expressed the belief that the original list was quite comprehensive and did not have any additional suggestions to add. A small number also commented on wanting to know more about the steps the Government of Canada would be taking to accomplish the goals laid out in the Speech from the Throne.

The group based in small and rural centres in Atlantic Canada engaged in a slightly different exercise, this time focusing on evaluating a list of initiatives from the Speech from the Throne and identifying which, if any, stood out to them as particularly important priorities. Participants in this group were shown the following information:

- *The Housing Accelerator Fund will help municipalities build more and better, faster (note: The Housing Accelerator Fund would make funding available to municipalities to speed up their housing plan);*
- *The government will continue increasing immigration levels and reducing wait times, while supporting family reunification and delivering a world-leading refugee resettlement program;*
- *Cap and cut oil and gas sector emissions while accelerating our path to a 100% net-zero electricity future;*
- *Investing in public transit and mandating the sale of zero emission vehicles;*
- *Mandatory buyback of banned assault-style weapons and move forward with any province or territory that wants to ban handguns;*
- *Completing the ban on conversion therapy; and*
- *The creation of a national monument to honour survivors [of residential schools].*

Among participants, the climate-focused initiatives (capping and cutting oil and gas emissions towards a 100% net zero future, and investing in public transit while mandating the sale of zero emission vehicles) were the most commonly mentioned, with some feeling that these priorities were interconnected. It was added by some that these initiatives represented where the world was likely heading and that these goals were both achievable and worth doing. Regarding public transit, a caveat was added that a portion of these investments needed to include an expansion of transit services into more rural areas, where service was currently perceived to be lacking. Among other initiatives, the housing accelerator and increasing immigration levels/reducing wait times were also identified as important priorities. A few participants felt that all of these initiatives were important. A few others, however, questioned whether assault-style weapons were enough of a problem to merit a place on this list of priorities, or if might be too soon to create a national monument to honour residential school survivors.

Following this, participants were asked if any of the priorities on this list were cause for concern. While most of the group did not identify any areas that worried them, a small number commented that, in light of the ongoing pandemic, the Government of Canada might want to temporarily scale back the refugee program. It was also mentioned by some that the federal government would need to ensure that all of these initiatives could be afforded, particularly following increased federal spending throughout by the COVID-19 pandemic.

Indigenous Issues (GTA Parents with Children Under 12, Nova Scotia Seniors, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples)

In these five groups, discussions were held regarding issues affecting Indigenous Peoples in Canada.

At the outset of these conversations, participants were asked to evaluate the importance of Indigenous issues, relative to various other national priorities, and the degree of attention the federal government had placed on these issues, in their view. Across all groups participants felt that Indigenous issues deserved far greater attention than they were currently receiving and that this should represent an important priority for the Government of Canada going forward. Though a few participants indicated that they were unsure about whether an appropriate level of attention was being paid to these issues, no participants felt Indigenous issues were receiving too much attention and focus. While it was acknowledged by some that the federal government had worked to address some of the issues facing Indigenous communities in recent years, many felt that these actions were primarily symbolic and had not brought about much tangible progress. A few participants felt that issues facing Indigenous Peoples were often sensationalized by the media for short periods of time only to be forgotten later on without the underlying problems ever being addressed. Many expressed frustration with a perceived lack of follow-through on commitments by the federal government in relation to Indigenous issues. While the first National Day of Truth and Reconciliation on September 30th was mentioned positively by some, several participants expressed disappointment that leading officials such as the prime minister did not visibly participate in the ceremonies taking place on that day.

During these conversations, several participants identified initiatives that they would like to see the federal government support, including the following:

- Creating museums and other educational resources to educate the public on Indigenous issues and their histories;
- Ensuring Indigenous histories and cultures are included in curriculums across all Canadian schools;
- Putting additional focus on creating greater employment opportunities for Indigenous communities, providing them with the skills and resources they need to become self-sustaining;
- Expanding mental health care in Indigenous communities, ensuring resources are available to allow those affected by inter-generational trauma and other mental health issues to get the care they need;
- Working to better uphold treaties between the federal government and Indigenous fishers to protect their rights and livelihoods (noted as an issue of particular concern amongst Indigenous participants in Atlantic Canada); and
- Reforming the public services system so that is easier to navigate for Indigenous people. Several participants conveyed the sentiment that the current system was too complex and stood as a barrier for many Indigenous individuals, delaying or preventing them from accessing the benefits and funding they are entitled to under existing treaties.

Across all groups, the pervasive sentiment was that the Government of Canada needed to demonstrate more tangible action towards addressing the issues facing Indigenous communities. Several mentioned that a good place to start would be to look into further implementing the recommendations put forward in 2015 by the Truth and Reconciliation Commission of Canada.

Asked whether they could recall any specific actions taken recently by the federal government in regards to Indigenous issues, participants were able to recall specific initiatives such as increased funding towards excavating former residential school sites as well as the creation of a National Day of

Truth and Reconciliation. While several participants referred to these initiatives as primarily symbolic, others felt that there was some value in that as it helped to push these issues to the forefront of the minds of many Canadians. The federal government's work towards addressing a number of the drinking water advisories on Indigenous reserves was also mentioned as a positive recent development. Again, however, many participants reiterated their opinion that not enough tangible action was currently being taken by the Government of Canada to raise living standards within Indigenous communities.

Participants were next asked if they were aware of a federal court case related to compensation for Indigenous children who were harmed by child and family services policies. While some were aware of it (particularly those participants more familiar with Indigenous issues), many were uncertain of what this question was referring to. To clarify the details of this case, groups were provided the following information:

In 2019, the Canadian Human Rights Tribunal ordered the federal government to pay \$40,000 to each child (the maximum allowed under the Canadian Human Rights Act), who was apprehended or taken from their homes on reserve, no matter what the reason, at any point from Jan. 1, 2006 to a date to be determined by the tribunal. The Government of Canada sought a judicial review of the decision with the Federal Court of Canada.

In September 2021, the Federal Court upheld the Canadian Human Rights Tribunal ruling. On October 29, 2021, the Government of Canada filed a notice of appeal to set aside both the Federal Court decision and the orders issued by the tribunal.

However, the government has also said that it is working with Indigenous groups to reach a compensation agreement by the end of the year. This means that although a notice of appeal was formally filed, further legal action will be put on hold while the parties try to strike a deal.

Asked for their reactions, many participants disagreed with the federal government's decision to appeal or further negotiate this settlement, instead of paying the stipulated \$40,000 amount as soon as possible. Expressing their disappointment, some participants felt that this action taken by the federal government was an attempt to put off paying out these settlements. Even after being informed that the Government of Canada hoped to reach a compensation agreement by the end of the year, some were skeptical that this would happen. A number of participants, across most of the groups, felt that the \$40,000 amount was too small to account for multi-generational trauma that had been endured. A few participants felt that rather than paying out the same amount to every individual, the federal government should assess compensation on a case-by case basis, adjusting the payment higher or lower as needed. Others added that financial compensation was only part of the solution, in their view, and that further resources needed to be devoted towards fostering better conditions for Indigenous people and empowering them to move forward in a self-sustaining manner.

Among the group made up of Indigenous Peoples from Atlantic Canada, the prevailing sentiment was that solely focusing on financial compensation would not solve the overarching issues facing Indigenous communities. These participants felt that other solutions needed to be put into place, including providing more employment opportunities for Indigenous communities and greater efforts

towards healing the widespread trauma and mental health issues afflicting these individuals. Several raised questions about whether Indigenous voices had been actively involved in this process, questioning why (to their understanding) this issue was taken to the courts before exhausting all attempts at creating a productive dialogue between the two sides. It was also added that, regardless of the eventual agreed upon compensation amount, additional steps needed to be taken to ensure that the underlying issues did not persist. Several participants expressed concerns that these negotiations would continue on in perpetuity.

Next, participants in all groups were asked to look ahead two or three years and think about what it would take for them to feel that the Government of Canada was on the right track when it came to tackling the issues facing Indigenous Peoples. Across groups, participants put forward various suggestions. These included:

- Changes to policy and an overall cultural shift towards greater sensitivity to Indigenous issues;
- Negotiating with Indigenous Peoples as equals rather than from a position of power;
- Listening to Indigenous communities and seeking out their opinions regarding whether real progress had been made;
- Improving living conditions on reserves, by investing in potable drinking water and improved infrastructure, and reducing the disparity between these communities and the rest of Canada;
- Restoration of the dignity of Indigenous people, providing them with opportunities for empowerment going forward;
- Expanded mental health services for all Indigenous people;
- Greater representation of Indigenous people at all levels of government;
- A shift to an approach that addresses Indigenous issues holistically from a perspective of understanding. It was felt that the federal government needed to find ways to incorporate Indigenous perspectives into the larger Canadian society while still preserving their unique cultures and histories; and
- Greater funding for Indigenous-focused initiatives such as Indigenous-led women's networks that provide educational and employment opportunities for those individuals who may otherwise be marginalized.

While many participants felt that this issue was one that would take a great deal of time and effort to solve, most believed that there were ways to successfully address the issues facing Indigenous Peoples and that the Government of Canada had an important role to play in this process.

Inflation (GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors)

Participants in nine of the twelve groups held in November discussed the topic of inflation and its potential impacts on the Canadian economy. At the outset of these discussions most participants demonstrated some understanding of the concept of inflation with many describing it as an overall increase in prices across all sectors and a general diminishment of individual purchasing power. For those who were less certain regarding the definition of inflation it was clarified that the term generally refers to a persistent rise in the average levels of prices over time. Discussing whether prices seemed to be noticeably higher at the moment, almost all participants indicated they felt this was the case. In particular, they felt inflation was impacting essential goods and services such as groceries and fuel costs.

Participants' estimates varied when asked about the current rate of inflation. While several participants were hesitant to offer a specific number, those who did estimated it was in the range of 3% to as high as 8%. A few participants who shared that they had been closely following this issue recalled an announcement in mid-November by Statistics Canada which had stated that the annual rate of inflation in Canada had recently risen to 4.7%

Asked if they were worried about inflation, most participants indicated that they were at least somewhat concerned about the increasing cost of living and how it could affect them in the months and years to come. Although some were less concerned, or indicated they were not well versed on the issue, these sentiments were not typically shared by most other participants. Among those who expressed concern, several mentioned they had already noticed expenses such as groceries, fuel, and housing increasing at a much higher rate than usual. Parents in the focus groups were not only anxious about the impact of persistent high inflation on their own situation, but also on the financial prospects of their children as they moved through various life stages. Some added that persistent and sustained inflation could negatively affect the quality of life of future generations of Canadians. Among older participants, both those already retired as well as individuals on the verge of retirement, inflation was also a significant concern. Several believed that if prices continued to rise while they remained on fixed incomes they would find their purchasing power vastly diminished during their retirement years. Inflationary circumstances had also prompted some to delay their retirement or return to the labour force in order to improve their financial circumstances. The perception that wages were not keeping pace with the current rate of inflation was raised by several participants who commented that Canadian workers should receive cost of living increases to address this situation.

When discussing whether inflation would affect their lives on a personal level, participants' responses were mixed. Most, however, felt that rising costs would have at least some impact on their quality of life in the near or long-term. Several participants mentioned that they would likely have to adjust their lifestyles by reducing expenditures on recreational activities, including dining out and vacations. It was also mentioned that purchasing higher quality products (e.g., healthier foods) could become prohibitively expensive if inflation persists. For vehicle owners rising fuel costs were also a matter of concern, particularly those driving to and from work frequently. By extension, there was also some concern about the wider impact of inflation on shipping costs for the wide range of goods which are transported long distances across borders and throughout Canada. Others emphasized the extent to which inflation was affecting access to basic necessities, not just non-essential or luxury items. Some commented that, anecdotally, they had noticed an uptick in the number of people accessing the services of local food banks. The specific impact of increasing housing costs was also mentioned by several participants who underscored the challenges this could pose for future generations. In this vein, a few indicated that rising housing costs and rental payments could increase the number of homeless Canadians in the near term if timely action was not taken to address this issue. Some predicted that more Canadians would find it necessary to take on a second job simply in order to make ends meet, while others were concerned that any reduction or elimination of recovery benefits by the federal government would add to the financial pressures on Canadian households.

Asked for their opinions as to what was causing the current rise in prices, most participants pointed to the ongoing COVID-19 pandemic. Specifically, participants highlighted supply-chain issues which they felt were a factor of both work-site and border restrictions which have hampered the production and export of goods. These participants felt that the imbalance of reduced supply with ongoing strong consumer demand had contributed to overall increases in the prices of many goods. Several participants also pointed to ongoing financial supports that had been provided by the Government of Canada throughout the pandemic, believing that this emergency spending had served to create excess consumer demand. Some also attributed inflation to labour shortages, based on reports that suggest many Canadians have not yet returned to work amidst the pandemic. They were of the view that an inability to fully staff up had resulted in increased costs for businesses which were subsequently being passed on to consumers. Overall, it was generally felt by most participants that the pandemic and related challenges had exacerbated existing economic challenges and created the conditions for a rise in inflation.

Aside from the pandemic, participants identified several other factors they believed were contributing to the recent increase in inflation:

- Following a year of extreme weather events across the country, some felt that recent natural disasters such as the extreme flooding in British Columbia were contributing to further price increases and specifically affecting the cost of transporting goods.
- Others believed that large corporations played a role as well. Some were of the view that many companies had profited immensely through the pandemic by taking advantage of supply issues and consumer demand to unduly increase the cost of their goods and services. Some also felt that the rising costs of international trade and volatility surrounding the U.S. dollar, which they felt was closely tied to Canada's economy, were also driving factors behind these increased costs.

- A few participants brought forward the notion that inflation was cyclical and that to some degree this inflation was to be expected.

Many believed the Government of Canada could take some action to curb inflation rates, although a number of participants were uncertain as to the specifics regarding policy levers and other tools which could be employed to address inflation. Several pointed to the practice of raising interest rates in periods of high inflation, however it was also acknowledged that this action could cause financial difficulties for many Canadian households. Others felt the federal government could help curb inflation by reducing taxes for some households. Some also believed that further financial support could be provided to producers in Canada, helping them to keep prices at a reasonable level and avoid future increases. Actions such as reducing or eliminating financial supports and/or encouraging more Canadians to return to the workplace were also put forward by some participants. Regarding the economy at large, some felt that the Government of Canada should focus on enhancing Canada's domestic manufacturing capability and capacity in addition to capturing the full value chain of Canada's natural resources. Amidst the varied potential actions put forward, it was also acknowledged by many that inflation was at least to some degree natural and cyclical and was influenced by global economic factors. As a result, participants felt there was no easy solution to this issue.

When they were informed that generally the Bank of Canada aims to keep inflation at a rate of 2% per year, most participants believed this was a reasonable target, though many expressed doubt that this would be achievable in the near future. To prompt further discussion on this topic, particularly on balancing interest rates and the rate of inflation, participants were told that common way to keep inflation low is to increase interest rates. It was also clarified that when interest rates increase, mortgage rates go up as well. They were then asked whether they thought the Bank of Canada should try to keep interest rates low, even if it means the rate of inflation goes up.

Participants reacted with mixed views. Many felt that raising interest rates was a risky prospect in that it could put many homeowners at risk. Others felt, given their impression of how closely tied real estate and home ownership are to the Canadian economy at large, that raising interest rates could potentially throw the economy into disarray. Several participants, however, felt that raising interest rates was a necessary step and that current low interest rates could not be sustained. It was also added that inflation affects everybody and that other concerns such as the general cost of living had to be taken into account rather than solely focusing on what raising interest rates might do to the housing market. Discussing the idea of a gradual rate increase over an extended period of time, most participants felt this was a reasonable compromise. The general feeling among most participants was that managing inflation required a delicate balancing act and that no single measure would effectively address the issue.

To close out these conversations, participants engaged in a discussion regarding their preferred guiding principle for Bank of Canada financial decisions. They were asked whether the Bank should *be making decisions in order to keep inflation low, in order to keep interest rates low, in order to keep the cost of living low, in order to keep employment rates high, or something else.*

Many felt that keeping inflation low was the most pressing issue and therefore needed the greatest amount of attention. They felt that unabated increases in the cost of living would make it challenging

for many Canadians to achieve any form of financial stability. Several other participants believed that the Bank of Canada should pursue policies to keep employment rates high, particularly those who were concerned about labour shortages. Their sense was that full employment was the best way to revitalize the Canadian economy and that working towards this goal would resolve other related issues, including inflation. A few others commented that maximizing home ownership, whether by keeping interest rates low or via other means, should be the chief priority for the Bank of Canada as they believed this was the best path to long-term financial stability for Canadians. Many felt that rather than one key focus, the Bank of Canada should focus on (unspecified) actions that would secure a better overall quality of life for Canadians, and undertake what is necessary (again unspecified) to create a robust economy that would be sustainable in the long-term. Several added that (presumably in tandem with Bank of Canada actions) increasing domestic production and manufacturing capacity would help achieve this goal.

A number of participants were reluctant to venture an opinion in terms of how the Bank of Canada should be guided in its mandate. They described the economics as being complex and the issues as being highly interconnected. A few participants took the opportunity to express their disappointment with the Bank of Canada, believing it had some responsibility for the current economic situation.

Rural Issues (Rural Quebec, Rural Centres Atlantic Canada)

Participants in two groups held during November discussed local issues with a particular focus on the challenges facing smaller communities and rural areas. To open the conversation, participants were asked for their thoughts on the level of attention given by the Government of Canada to rural issues relative to those impacting urban areas. Most were of the view that the concerns of those residing in urban areas were prioritized over those of smaller, rural communities. Several participants commented that federal government policy and decisions often reflects a focus on those areas of the country with high population density and that, as such, large infrastructure projects and funding were more likely to be directed to major urban centres.

While some participants felt that the Government of Canada considered rural and urban issues based on need and circumstance, the general consensus was that rural issues deserved greater attention than they were currently being given. At the same time, they acknowledged a number of recent initiatives by the federal government that have benefited their local community or region, including:

- An increase in farm-related funding programs, which provided support to small-scale farmers in New Brunswick;
- Funding for a new sports multiplex facility in Gander, Newfoundland – it was noted that the federal government had agreed to pay one-third of the total costs;
- Funding towards the creation of the Hillsborough River Eco-Centre near Stratford, Prince Edward Island which was anticipated to bring more jobs into the community; and
- In collaboration with the province, an injection of \$10 million in funding to undertake upgrades to the women’s unit of the provincial correctional centre near Miltonvale, Prince Edward Island.

Participants favoured this initiative, commenting that this facility was the only women's correctional institution on the Island.

When asked what the Government of Canada could do to help their community, several suggestions were offered:

- Infrastructure improvements, including upgrades to schools and the sidewalks which children use to walk to school;
- Funding to develop parks and local markets. It was added that the development of public attractions could also increase tourism in these regions;
- Tax credits directed to families with young children, including credits for enrolling children in various sports activities. Some also suggested offering subsidized gym passes as a means of promoting healthy living and exercise;
- Assistance to first-time homebuyers and addressing the wider issue of housing affordability;
- Expansion of mental health resources and services to rural communities, with a particular focus on services for teenagers and young adults;
- Programs to support and promote the creation of small local businesses which some felt would help to address supply-chain issues, particularly for produce, and the reliance of smaller communities on goods which are transported over long distances; and
- Support to communities in which federal penitentiaries are located, specifically to assist in addressing negative perceptions and the stigma associated with rural prison economies.

Participants were asked about the cell phone service in their area, specifically in terms of connectivity and reliability. While several participants felt that their service was generally satisfactory, inconsistent and unreliable service was acknowledged as an issue by most. Common issues which participants, or others they knew, had experienced included slow service or no service at all, long upload times (an issue for those streaming videos), expensive costs, and a lack of competition within their local markets. A number of participants commented on the variable access to service in rural areas, noting that service may be good in one location (e.g., in town) and poor or non-existent as one moved a short distance away from the more populous areas. Some also felt that the level and quality of cell phone service varied greatly from one location to another, within the same region.

The question as to how participants got their local news was discussed in these groups and generated a wide range of responses. While local radio and television stations were relied upon, along with local newspapers, participants also indicated some reliance on social media (e.g., Facebook) to follow information and news from the local municipality and/or local Facebook groups, and word-of-mouth.

Opioids (GVA North of Fraser River, GVA South of Fraser River)

The two groups comprising participants based in the Greater Vancouver Area discussed the issue of opioids and the rising number of opioid-related deaths. Most participants had heard about this issue in the news and were of the view that opioids were becoming a larger issue within the province.

Several spoke about the issue from a personal perspective, briefly recounting stories about individuals they have known who had been impacted either directly or indirectly by these drugs. When asked to recall specific opioids of which they were aware, most participants cited drugs such as fentanyl and oxycodone.

Questioned as to who they felt was most affected by this issue, participants across both groups were widely of the belief that opioid addiction affects people of varying socio-economic statuses and backgrounds. They felt that homeless people and more marginalized or vulnerable groups tended to be more visible, but that the impacts of the opioid crisis were being more widely felt across a larger swath of the population. Several did add, however, that they believed that homelessness and mental health issues were contributing factors, with some mentioning that a lack of mental health care facilities near Vancouver's Downtown Eastside (DTES) had led to many succumbing to drug addiction. Others mentioned that opioid addictions may occur unintentionally, describing situations such as recreational users spiralling into more serious addictive behaviour as well as those recovering from surgeries developing an addiction to the opioids they are prescribed. A few participants felt there has been a significant shift in those impacted by opioid addiction, commenting that the issue had traditionally affected mainly men, between 20 and 50 years of age, but that it has evolved to affect diverse groups. Others mentioned that trauma (be it multi-generational or in response to a personal tragedy) was a key driver of opioid addiction as individuals sought out these drugs in an attempt to manage their distress. It was also put forward that opioid medications available at pharmacies over-the-counter (OTC) or via a prescription could serve as 'gateway drugs' to more dangerous opioids such as heroin or fentanyl, and that consideration should be given to the frequency with which medical professionals are recommending OTC opioid-containing products or prescribing medications with higher opioid content.

Unprompted, several participants felt the issue of opioid addiction and overuse had increased in severity in recent years and believed this was connected to 'street drugs' increasingly being laced with dangerous opioids such as fentanyl. Some felt the issues of opioid use, homelessness and mental health were intertwined. Others were of the opinion that the ongoing COVID-19 pandemic and resultant isolation has exacerbated the issue. Several commented that action needed to be taken at all levels of government to address this issue and felt more emphasis should be placed on eliminating the toxic drug supply. Additionally, participants felt there should be more education about the dangers of opioids and addiction, particularly targeting younger Canadians.

In response to a more direct question about who or what they felt was primarily to blame for the increasing opioid issues within the province, participants reiterated some of their earlier views and identified other possible issues, including:

- Overprescribing by physicians;
- Pharmaceutical manufacturers making and marketing unsafe products;
- A lack of mental health services, particularly in light of the difficult COVID-19 pandemic, which they believed had led to many spiralling into addiction;
- Large quantities of dangerous opioids such as fentanyl being produced in China and supplied to the B.C. market; and

- Homelessness and a general lack of housing availability, causing vulnerable individuals to find themselves in situations where opioid use is more prevalent.

Following this discussion, participants were shown a list of various factors that may be at the root of the problem and asked to select up to three that they felt were key:

- Doctors not prescribing properly;
- Drug companies making unsafe products;
- Gangs;
- Lack of Policing;
- People Making Poor Decisions; and
- Poor Border Control.

Across both groups, several of these factors were pointed to as the primary cause of the opioid problem. Doctors not prescribing properly and drug companies making unsafe products were viewed by many as going hand-in-hand. The general belief was that doctors were tending to overprescribe opioids to patients who may not necessarily need them and that these prescribing practices were being encouraged and incentivized by drug manufacturers. Several others felt that gangs were a key contributor, commenting that, motivated by profits, gangs had an incentive to market these dangerous drugs especially by targeting those with addictive behaviours. Some felt that peer pressure was likely more to blame than gangs in driving addiction. Relatively few participants felt that a lack of policing and border control were the main factors. With regard to the latter issue of border control, some did suggest that regulators should focus on ensuring that Canada only imports opioids which are already in their medicinal format, rather than allowing opioids such as fentanyl to cross the border in their unrefined form. Some also believed that personal responsibility also played a role commenting that, regardless of the motive or rationale, putting a dangerous substance into one's body was a personal decision.

Asked what potential responses the Government of Canada could take to address this growing issue, several ideas were put forward. These included:

- Taking steps to make mental health care and therapy more affordable or free, and providing funding towards additional resources to address a lack of available mental health professionals and lengthy wait times;
- Ensuring that fentanyl entering the country is only that which is medically necessary and already in its refined medicinal form;
- Improving education about these dangerous drugs, particularly for younger Canadians; and
- Providing greater policing and legislative action to counter the illicit drug trade. It was felt that there is not enough currently being done to impede these activities.

In addition, it was also mentioned that any approach to address the issue of opioids in Canada should be uniform across all provinces, and that there should be a national effort towards combatting this perceived crisis.

The final part of the discussion focused on a recent plan by the City of Vancouver to gain approval from Health Canada to decriminalize small amounts of illicit drugs. Some participants were aware of the proposed initiative. Reactions to this initiative were mixed. While some pointed to the success other nations such as Portugal had experienced with similar programs, others were curious as to whether these programs had actually worked or simply resulted in shifting the burden of fighting drug addiction onto the medical system. A few participants had heard the program in Vancouver would be physician-monitored, administered by a tap-card system, and would involve regular drug testing to ensure these individuals were not also seeking drugs from other sources. Others mentioned that in communities such as Surrey, it was understood that if you dialed 911 for a drug overdose, that drug possession would not be prosecuted. Some felt this should be a widespread practice. A few participants expressed caution regarding the potential decriminalization of these substances, feeling that greater educational resources would need to be in place about the dangers of these drugs, particularly if they were to become more readily available. It was also suggested that, in order to be optimally effective, the program should be expanded from the City of Vancouver to the entire Lower Mainland.

Asked whether they felt the Government of Canada should decriminalize the possession of illicit drugs for personal use, diverting those with substance abuse issues into the health care system rather than the criminal justice system, participants expressed a range of view. Some were supportive, while others had concerns and questions. Concerns centered on the capacity of the health care system to manage an expected additional workload, particularly considering the ongoing COVID-19 pandemic. Others felt that decriminalization would free up a great deal of law enforcement resources as well as ensure more effective treatment for individuals suffering from addiction. It was added that the practice of arresting the same individual over and over for drug charges was not helping anyone and that a medically-based approach may ultimately be more beneficial, resulting in more positive outcomes. Asked if they felt that decriminalizing these illicit drugs would reduce the stigma faced by drug users and potentially encourage them to seek treatment, most participants believed that it would.

Telecommunications (Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors)

In four of the twelve groups held in November participants discussed the subject of telecommunications. To begin these discussions, participants were asked for their opinions on the state of the telecommunications sector within Canada. The most commonly expressed view across all groups was that the telecommunications landscape in Canada resembled an oligopoly, with a few large companies dominating the sector. Several also felt that it was this lack of competition that was responsible for driving up costs for vital services such as Internet, cable, and mobile phone and data plans. Though it was acknowledged by some that the services provided by these companies had made their lives more convenient, the prevailing sentiment across the groups was that telecommunications costs in Canada were exceedingly overpriced and that something needed to be done on this front. A few participants added that they felt it was unfair that (to their understanding) these major

telecommunications had built their networks using public money and then turned around and placed such high costs upon consumers. Solutions proposed by participants to this issue included having the Canadian Radio-television and Telecommunications Commission (CRTC) put stronger regulations in place to limit the prices these companies can charge, as well as ensuring greater competition be allowed in to the market. A small number of participants called for a complete overhaul of the telecommunications sector, suggesting Canada's major telecommunications companies be repurposed as Crown corporations and positioned more as public utilities rather than for-profit corporations. A few participants from Saskatchewan expressed appreciation for SaskTel, a Crown-owned corporation they felt had done a strong job in providing quality service while keeping prices low.

The conversation next shifted to discussing the proposed merger between Rogers Communications and Shaw Communications. Awareness of this deal was mixed, with roughly an equal number of participants mentioning they were aware of the impending merger as those who were not. For those who were unaware of the deal, clarification was provided that a deal was in place for Rogers to purchase Shaw and merge the two companies and that the deal was under review by the Competition Bureau, which regulates competition in Canada, as well as the CRTC, which regulates telecommunication companies. Among those already aware of the deal, there was a general sense of negativity towards the merger and a feeling that it would not be a positive development for the average Canadian consumer. The high price tag of the deal (reported to be approximately \$26 billion) as well as recent reported drama within the Rogers Board of Directors were also recalled by some participants when discussing the proposed merger.

Questioned whether they felt that it would be a good or bad thing for consumers if this deal were to be approved, participants were mostly of the opinion that this merger would not benefit Canadians. Reasons for these feelings included that the deal would provide for even less competition, would act as a disincentive for Rogers to not raise prices, and would create an almost monopolistic situation in which the major telecommunication companies would become 'too big to fail'. A few participants were hesitant to declare whether the deal represented a positive or negative development, stating that they did not know enough about the subject. Asked if the CRTC should accept or reject the deal, most participants felt that the deal should be rejected. A small number of participants expressed the opinion that either due to a lack of service options in their region or their already being customers of both Rogers and Shaw that they did not anticipate the deal would affect them much on a personal level.

Asked what conditions could be added to the deal that would make them more inclined to see it approved, participants provided a number of responses:

- Provide guarantees that prices would not increase for consumers as well as potentially introduce price caps on certain services such as Internet, mobile service, and cable;
- Allow for greater competition to be introduced into the Canadian market, notably allowing companies based in the United States into the Canadian market to provide for additional options for Canadian consumers;
- More equitable service across Canada. Participants, particularly those in more rural regions, expressed that the telecommunications service they received at present was unsatisfactory and

that they would like to see an improvement on this front ensuring that all Canadians received a consistent high quality of service, with no differentiation in cost depending on where in the country one lived; and

- Participants also wanted the CRTC to look further into issues such as doing away with what they perceived to be inflexible long-term service agreements currently being offered by the major telecommunications companies.

Several participants were adamant that there were no conditions that could be placed on this deal that they believed would make it acceptable. These individuals felt the deal brought the telecommunications sector too close to a monopoly and they could not foresee any situation in which the merger represented a positive development for Canadian consumers.

Appendix A – Recruiting Scripts

English Recruiting Script

Privy Council Office Recruiting Script – November 2021 English Groups

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

GROUP	DATE	TIME (EST)	TIME (LOCAL)	LOCATION	COMPOSITION	MODERATOR
1	Thurs., November 4 th	6:00-8:00	6:00-8:00 (EDT)	GTA	Parents of children under 12	DN
2	Tues., November 9 th	5:00-7:00	6:00-8:00 (AST)	Nova Scotia	Seniors, aged 55+	DN
4	Tues., November 16 th	8:00-10:00	6:00-8:00 (MST)	Calgary and Edmonton	Parents of children under 12	TBW
6	Thurs., November 18 th	5:00-7:00	6:00-8:00 (AST) 6:30-8:30 (NST)	Atlantic Canada	Indigenous Peoples	DN
7	Tues., November 23 rd	6:00-8:00	6:00-8:00 (EST)	Major Centres Ontario	General Population	DN
8	Tues., November 23 rd	7:00-9:00	6:00-8:00 (CST)	Manitoba and Saskatchewan	General Population	TBW
9	Wed., November 24 th	9:00-11:00	6:00-8:00 (PST)	GVA – North of Fraser River	General Population	DN
11	Mon., November 29 th	9:00-11:00	6:00-8:00 (PST)	GVA – South of Fraser River	General Population	TBW
12	Tues., November 30 th	5:00-7:00	6:00-8:00 (AST) 6:30-8:30 (NST)	Smaller/Rural Centres Atlantic Canada	General Population	TBW

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

A market research firm	THANK AND END
A marketing, branding or advertising agency	THANK AND END
A magazine or newspaper	THANK AND END
A federal/provincial/territorial government department or agency	THANK AND END
A political party	THANK AND END
In public/media relations	THANK AND END
In radio/television	THANK AND END

No, none of the above

CONTINUE

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

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

2. In which city do you reside?

LOCATION	CITIES	
GTA	<p>Cities include: City of Toronto, Durham (Ajax, Clarington, Brock, Oshawa, Pickering, Whitby), Halton (Burlington, Halton Hills, Oakville, Milton), Peel (Brampton, Caledon, Mississauga), York (Markham, Vaughan, Richmond Hill, Newmarket, Aurora), Dufferin County (Mono, Orangeville) and Simcoe County.</p> <p>ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN TWO FROM CITY OF TORONTO OR PER REGION/COUNTY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 1
Nova Scotia	<p>Cities include: Halifax, Dartmouth, Cape Breton – Sydney, Truro, New Glasgow, Glace Bay, Sydney Mines, Kentville, Amherst, Bridgewater, New Waterford, Yarmouth, Windsor.</p> <p>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 2
Calgary and Edmonton	<p>Cities include: Calgary and Edmonton.</p> <p>PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.</p>	CONTINUE – GROUP 4
Atlantic Canada	<p>Cities could include (but are not limited to): <u>NS:</u> Halifax, Dartmouth, Cape Breton-Sydney. <u>NB:</u> Moncton, Saint John, Fredericton, Dieppe, Miramichi, Edmundston. <u>PEI:</u> Charlottetown, Summerside. <u>N&L:</u> St. John’s, Conception Bay, Mount Pearl, Corner Brook.</p> <p>ENSURE 2 PARTICIPANTS FROM EACH PROVINCE. ENSURE A GOOD MIX OF CITIES WITHIN EACH PROVINCE. INCLUDE THOSE RESIDING IN LARGER</p>	CONTINUE – GROUP 6

	AND SMALLER COMMUNITIES. NO MORE THAN 1 PER CITY.	
Major Centres Ontario	Cities include: Toronto, Ottawa and Hamilton. PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.	CONTINUE – GROUP 7
Manitoba and Saskatchewan	Cities could include (but are not limited to): <u>Manitoba</u> : Winnipeg, Brandon, Steinbach, Thompson, Portage la Prairie, Winkler, Selkirk, Morden, Dauphin, The Pas, Flin Flon. <u>Saskatchewan</u> : Saskatoon, Regina, Prince Alberta, Moose Jaw, Swift Current, Yorkton, North Battleford, Lloydminster, Estevan, Warman, Weyburn, Martensville, Melfort, Humboldt, Meadow Lake. ENSURE 4 PARTICIPANTS FROM EACH PROVINCE. MAX 2 FROM WINNIPEG AND BRANDON. MAX 2 FROM SASKATOON AND REGINA. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	CONTINUE – GROUP 8
GVA – North of Fraser River	Cities could include (but are not limited to): Vancouver, West and North Vancouver, Burnaby, Coquitlam, Port Coquitlam, Maple Ridge, New Westminister, Pitt Meadows, Port Moody, Maple Ridge. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY.	CONTINUE – GROUP 9
GVA – South of Fraser River	Cities could include (but are not limited to): Surrey, Richmond, Delta, Langley, White Rock. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY.	CONTINUE – GROUP 11
Smaller/Rural Centres Atlantic Canada	Smaller/Rural = < 10,000 in population Cities could include (but are not limited to): <u>NS</u> : Amherst, Bridgewater, New Waterford, Yarmouth, Kingston-Greenwood, Enfield-Lantz, Windsor, Antigonish. <u>NB</u> : Oromocto, Shediac, Sussex, Woodstock. <u>PEI</u> : Stratford, Cornwall, Montague. <u>N&L</u> : Happy Valley-Goose Bay, Torbay, Labrador City, Portugal Cove-St. Phillip’s, Stephanville, Clarendville.	CONTINUE – GROUP 12

	ENSURE 2 PARTICIPANTS FROM EACH PROVINCE. ENSURE A GOOD MIX OF CITIES WITHIN EACH PROVINCE. NO MORE THAN 1 PER CITY.	
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2a. How long have you lived in [INSERT CITY]? **RECORD NUMBER OF YEARS.**

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

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

3. **ASK ONLY IF GROUP 1 OR 4** Do you have any children under the age of 12?

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

3a. **ASK ONLY IF GROUP 1 OR 4** Could you please tell me the ages of these children?

Child	Age
1	
2	
3	
4	
5	

ENSURE A GOOD MIX BY AGE AND NUMBER OF CHILDREN IN EACH GROUP. ALL MUST HAVE AT LEAST 1 CHILD BETWEEN THE AGES OF 5 AND 11.

4. **ASK ONLY IF GROUP 6** Do you identify as Indigenous (First Nations, Métis or Inuit (Inuk))?

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

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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-24	IF NOVA SCOTIA = THANK AND END ALL OTHER LOCATIONS, CONTINUE
25-34	
35-44	

45-54	
55+	IF NOVA SCOTIA = GROUP 2 ALL OTHER LOCATIONS, CONTINUE
VOLUNTEERED Prefer not to answer	THANK AND END

**ENSURE A GOOD MIX OF AGES WITHIN EACH GROUP.
PARENTS IN GROUPS 1 OR 4 MAY SKEW YOUNGER-MIDDLE AGED (30S/40S).**

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

Male	CONTINUE
Female	CONTINUE

**ENSURE A GOOD MIX BY GENDER IN EACH GROUP.
PARENTS IN GROUPS 1 OR 4 MAY SKEW FEMALE BUT TRY FOR A 50/50 SPLIT MALE/FEMALE**

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

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

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

SENIORS IN GROUPS 2 MAY SKEW TO RETIRED.

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

Yes **CONTINUE**

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

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

1-2 **THANK AND END**

3-5 **CONTINUE**

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

Participant has high-speed access to the Internet

Participant has a computer/webcam

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

Yes **CONTINUE**

No **CONTINUE**

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

1-2 **THANK AND END**

3-5 **CONTINUE**

13. 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.

14. 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.18**

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

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

More than 6 months ago **CONTINUE**

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

0-4 groups **CONTINUE**

5 or more groups **THANK AND END**

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

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

ADDITIONAL RECRUITING CRITERIA

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

18. 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.

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

Under \$20,000

\$20,000 to just under \$40,000

\$40,000 to just under \$60,000

\$60,000 to just under \$80,000

\$80,000 to just under \$100,000

\$100,000 to just under \$150,000

\$150,000 and above

VOLUNTEERED Prefer not to answer

ENSURE A GOOD MIX.

20. The focus group discussion will be audio-taped and video-taped for research purposes only. The taping is conducted to assist our researchers in writing their report. Do you consent to being audio-taped and video-taped?
Yes
No **THANK AND END**

INVITATION

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

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

Would you be willing to attend?

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

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

Name:

Telephone Number:

E-mail Address:

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

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

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

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



Thank you very much for your time.

RECRUITED BY: _____

DATE RECRUITED: _____

French Recruiting Script

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

Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (DE L'EST)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
3	10 novembre	18 h-20 h	18 h-20 h (HNE)	Québec rural	Population générale	M. Proulx
5	17 novembre	18 h-20 h	18 h-20 h (HNE)	Grande région de Montréal – y compris la ville de Montréal	Parents d'enfants de moins de 12 ans	M. Proulx
10	25 novembre	18 h-20 h	18 h-20 h (HNE)	Villes de taille moyenne du Québec	Aînés de 55 ans ou plus	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

REMERCIER ET CONCLURE

Une agence de commercialisation, de marque ou de publicité

REMERCIER ET CONCLURE

Un magazine ou un journal

REMERCIER ET CONCLURE

Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial

REMERCIER ET

CONCLURE

Un parti politique

REMERCIER ET CONCLURE

Dans les relations publiques ou les relations avec les médias

REMERCIER ET CONCLURE

Dans le milieu de la radio ou de la télévision

REMERCIER ET CONCLURE

Non, aucune de ces réponses

CONTINUER

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

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

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

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

3. Dans quelle ville habitez-vous?

LIEU	VILLES	
Québec rural	<p>Moins de 50 000 habitants Ces villes peuvent notamment comprendre :</p> <p>Joliette, Victoriaville, Salaberry-de-Valleyfield, Shawinigan, Rimouski, Sorel, Saint-Georges, Val-d'Or, Rouyn-Noranda, Sept-Îles, Hudson, Alma, Magog, Varennes, Rivière-du-Loup, Les Coteaux, Buckingham</p> <p>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU. PAS PLUS DE DEUX PARTICIPANTS PAR VILLE.</p>	CONTINUER – GROUPE 3
Grande région de Montréal (GRM) – y compris la ville de Montréal	<p>Les villes de la GRM peuvent notamment comprendre : Montréal, Laval, Longueuil, Terrebonne, Brossard, Saint-Jérôme, Blainville, Mirabel, Dollard-des-Ormeaux</p> <p>PAS PLUS DE DEUX PARTICIPANTS DE LA VILLE DE MONTRÉAL. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.</p>	CONTINUER – GROUPE 5
Villes de taille moyenne du Québec	<p>Ces villes peuvent notamment comprendre : Saint-Jean-sur-Richelieu, Saint-Jérôme, Chateauguay,</p>	CONTINUER – GROUPE 10

	Drummondville, Granby, Beloeil, Saint-Hyacinthe ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION. PAS PLUS DE DEUX PARTICIPANTS PAR VILLE.	
Autre lieu	-	REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre	-	REMERCIER ET CONCLURE

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

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

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

4. **DEMANDER SEULEMENT POUR LE GROUPE 5** Avez-vous des enfants qui ont moins de 12 ans?

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

RÉPONSE SPONTANÉE Je préfère ne pas répondre **REMERCIER ET CONCLURE**

4a. **DEMANDER SEULEMENT POUR LE GROUPE 5** Pourriez-vous me dire l'âge de ces enfants?

Enfant	Âge
1	
2	
3	
4	
5	

ASSURER UNE BONNE REPRÉSENTATION EN FONCTION DE L'ÂGE ET DU NOMBRE D'ENFANTS. TOUS LES PARTICIPANTS DOIVENT AVOIR AU MOINS UN ENFANT ÂGÉ DE 5 À 11 ANS.

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

Moins de 18 ans	SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.
18 à 24	

25 à 34	+ VILLES DE TAILLE MOYENNE DU QUÉBEC = REMERCIER ET CONCLURE
35 à 44	
45 à 54	
55 ans ou plus	+ VILLES DE TAILLE MOYENNE DU QUÉBEC = GROUPE 10 (AÎNÉS)
RÉPONSE SPONTANÉE Je préfère ne pas répondre	REMERCIER ET CONCLURE

LES PARENTS DU GROUPE 5 POURRAIENT ÊTRE PLUS JEUNES (DANS LA TRENTAINE OU LA QUARANTAINE).

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

Homme

Femme

ASSURER UNE PROPORTION ÉGALE D'HOMMES ET DE FEMMES DANS CHAQUE GROUPE. LES PARENTS DU GROUPE 5 POURRAIENT AVOIR TENDANCE À ÊTRE DES FEMMES, MAIS ESSAYER D'OBTENIR LA PARITÉ.

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

Administrations publiques

Agriculture, foresterie, pêche et chasse

Arts, spectacle et loisirs

Autres services, sauf les administrations publiques

Commerce de détail

Commerce de gros

Construction

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

Fabrication

Finance et assurances

Gestion de sociétés et d'entreprises

Hébergement et services de restauration

Industrie de l'information et industrie culturelle

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

Services d'enseignement

Services immobiliers et services de location et de location à bail

Services professionnels, scientifiques et techniques

Services publics

Soins de santé et assistance sociale

Transport et entreposage

Sans emploi

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

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

Autre situation ou autre secteur; veuillez préciser : _____

CONTINUER POUR TOUS LES RÉPONDANTS. ASSURER UNE BONNE REPRÉSENTATION DES TYPES D'EMPLOI DANS CHAQUE GROUPE. PAS PLUS DE DEUX RÉPONDANTS PAR SECTEUR D'ACTIVITÉ. LES AÎNÉS DU GROUPE 10 POURRAIENT ÊTRE PLUS SOUVENT RETRAITÉS.

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

Oui **CONTINUER**

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

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

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

Le participant a accès à Internet haut débit

Le participant a un ordinateur avec caméra Web

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

Oui **CONTINUER**

Non **CONTINUER**

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

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

13. Au cours de la discussion, vous pourriez devoir lire ou visionner du matériel affiché à l'écran, ou faire des exercices en ligne comme ceux qu'on trouve dans les sondages. On vous demandera aussi de participer activement à la discussion en ligne à l'aide d'une caméra Web. Pensez-vous avoir de la difficulté, pour une raison ou une autre, à lire les documents ou à participer à la discussion par vidéo? **CONCLURE L'ENTRETIEN SI LE RÉPONDANT SIGNALE UN PROBLÈME DE VISION OU D'AUDITION, UN**

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

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

Oui **CONTINUER**
Non **PASSER À LA Q.18**

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

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

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

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

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

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

CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES

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

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

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

RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

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

Moins de 20 000 \$
20 000 \$ à moins de 40 000 \$
40 000 \$ à moins de 60 000 \$
60 000 \$ à moins de 80 000 \$
80 000 \$ à moins de 100 000 \$
100 000 \$ à moins de 150 000 \$
150 000 \$ ou plus

RÉPONSE SPONTANÉE : Préfère ne pas répondre
ASSURER UN BON MÉLANGE.

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

Oui

Non **REMERCIER ET CONCLURE**

INVITATION

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

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

Est-ce que vous accepteriez de participer?

Oui

CONTINUER

Non

REMERCIER ET CONCLURE

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

Nom :

Numéro de téléphone :

Adresse courriel :

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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

English Moderators Guide

MODERATOR'S GUIDE – November 2021 MASTER

INTRODUCTION (10 minutes) All locations

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

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

- What have you seen, read or heard about the Government of Canada in the last few days? Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors, GVA South of Fraser River *(Note to Moderator: go through this quickly)*
- GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec Have you seen, read or heard anything about the 2021 United Nations Climate Change Conference, also known as COP26?

GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec CLARIFY AS NECESSARY: The 26th United Nations Climate Change conference is being held in Glasgow, Scotland, between October 31st and November 12th, 2021. At this international summit, nations are seeking to reach an agreement on how to tackle climate change.

- GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec Have you seen, read or heard anything about what the Government of Canada is proposing to do?
- Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors Have you seen, read or heard anything about the Government of Canada and child care?
 - PROMPT AS NECESSARY: Have you heard about any agreements between the Government of Canada and individual provinces and territories?

Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors CLARIFY AS NECESSARY: The Government of Canada has reached agreements with some provinces and territories to make child care services more affordable.

- Major Centres Ontario Do you know if there is an agreement between Ontario and the Government of Canada?
- Manitoba and Saskatchewan Do you know if there is an agreement between Manitoba and/or Saskatchewan and the Government of Canada?
- Mid-size Centres Quebec Seniors Do you know if there is an agreement between Quebec and the Government of Canada?

- **Major Centres Ontario, Manitoba and Saskatchewan** When it comes to making child care services more affordable, do you know what the target is for these agreements (i.e. the targeted cost per child for parents), and when this is expected to be achieved?

Major Centres Ontario, Manitoba and Saskatchewan CLARIFY AS NECESSARY: The Government of Canada's plan is to lower to cost of child care to an average of \$10/day by 2025-2026.

Mid-size Centres Quebec Seniors CLARIFY AS NECESSARY:

The governments of Quebec and Canada announced an agreement that will see a federal transfer of nearly \$6 billion over five years to Quebec, including a significant portion that will go toward strengthening the early learning and child care system in Quebec and improving working conditions for educators. Quebec will maintain its role in setting priorities in early learning and child care. The agreement follows the Government of Canada's plan to lower to cost of child care to an average of \$10/day across Canada by 2025-2026.

- **Mid-size Centres Quebec Seniors** What impact, if any, do you think this agreement will have for Quebec? For example, do you think this will lead to significantly more child care spaces, better quality child care, or some other benefit? Or, do you not think things will change much?
- **Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors** When you think of various priorities, do you think investing to lower the cost of child care is an important one?

Major Centres Ontario CLARIFY AS NECESSARY: Currently, the Government of Canada has reached agreements with most provinces and territories. It has *not* reached agreements with Ontario, New Brunswick, the Northwest Territories and Nunavut.

- **Major Centres Ontario** How do you feel about no agreement being in place between the federal government and Ontario?
- **GVA North of Fraser River, GVA South of Fraser River** Have you seen, read or heard anything about the Government of Canada's response to the extreme flooding in British Columbia?

GVA North of Fraser River, GVA South of Fraser River CLARIFY AS NECESSARY:

The Government of Canada has approved a Request for Federal Assistance from British Columbia to help with their response to extreme flooding in the province. The Canadian Armed Forces (CAF) will provide both air assets (e.g. assisting evacuations, supporting critical provincial supply chains) and a land component (e.g. assisting in the protection of critical infrastructure, access roads, etc.) to assist with the whole-of-government relief effort.

- **GVA North of Fraser River, GVA South of Fraser River** What are your thoughts on this?
- **GVA North of Fraser River, GVA South of Fraser River** Is there anything else you think the Government of Canada should do to support British Columbia?

COVID-19 OUTLOOK (10-30 minutes) GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors, GVA South of Fraser River, Rural Centres Atlantic Canada
Let's talk about COVID-19...

- **GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec** When it comes to how the Government of Canada has performed throughout the pandemic, what are some things you think they have been doing well?
 - What makes you say that?
 - What could they be doing better?
- **GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec** Do you think that the Government of Canada is doing as good a job now as they did at the start of the pandemic, or are they doing better or worse?
 - Please explain.
- **GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors** Do you think that the spread of COVID-19 is going to get worse in the near term or is the worst behind us?
- **GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec** And thinking ahead to a year from now, do you think we'll no longer be in a pandemic, or do you think COVID-19 will still be an issue?
 - IF STILL AN ISSUE: Do you think COVID-19 will be here for a long time?
- **Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12** As you may be aware, Health Canada is reviewing Pfizer-BioNTech's pediatric COVID-19 vaccine. Assuming Health Canada approves administering this vaccine to children aged 5 to 11, are you planning to have your kids vaccinated? Why/why not?
 - Have you talked to your kids about it?
 - (FOR THOSE WHO ARE HESITANT) What are the factors that will influence you/your child's decision on whether or not to get vaccinated?
 - Are there questions about administering COVID-19 vaccines to kids that you would like answers to?
- **Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples** Are you aware of the requirements for travellers entering Canada? What are they?

Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples I'd like to focus on testing requirements...

Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples CLARIFY AS NECESSARY

To enter or return to Canada, all travelers 5 years of age or older must take a molecular test (a PCR test) within 72 hours of their planned entry into Canada and provide proof of a negative test result. As you may be aware, The United States recently reopened its land border to fully vaccinated Canadians, so these testing requirements apply to any Canadian who travels to the U.S.

- Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples Do you think fully vaccinated Canadian travelers should be required to take this test and provide proof of a negative result when returning to Canada? What makes you say that?
- Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors And thinking ahead to a year from now, do you think we'll no longer be in a pandemic, or do you think COVID-19 will still be an issue?
 - IF STILL AN ISSUE: Do you think COVID-19 will be here for a long time?
- GVA South of Fraser River, Rural Centres Atlantic Canada Have you heard anything about the Omicron variant?

GVA South of Fraser River, Rural Centres Atlantic Canada CLARIFY AS NECESSARY

Recently public health authorities in South Africa have confirmed that a new COVID-19 variant of concern has been detected in that country, which has been named Omicron by the World Health Organization. Omicron has also been detected in other countries.

- GVA South of Fraser River, Rural Centres Atlantic Canada What are your thoughts on this – does this worry you?
- GVA South of Fraser River, Rural Centres Atlantic Canada Has the detection of a new variant changed how long you think the pandemic will last?
 - IF YES: How so?
- GVA South of Fraser River, Rural Centres Atlantic Canada Have you heard about anything the Government of Canada has done in response to this new variant being detected?

GVA South of Fraser River, Rural Centres Atlantic Canada CLARIFY AS NECESSARY

As a precautionary measure, until January 31, 2022, the Government of Canada is implementing enhanced border measures for all travellers who have been in the Southern Africa region — including

South Africa, Eswatini, Lesotho, Botswana, Zimbabwe, Mozambique, and Namibia— within the last 14 days before arriving in Canada.

Foreign nationals who have travelled in any of these countries within the previous 14 days will not be permitted entry into Canada.

Canadian citizens, permanent residents and people with status under the Indian Act, regardless of their vaccination status or having had a previous history of testing positive for COVID-19, who have been in these countries in the previous 14 days will be subject to enhanced testing, screening, and quarantine measures.

- **GVA South of Fraser River, Rural Centres Atlantic Canada** What do you think of this? Should the Government of Canada tighten travel restrictions further, loosen these travel restrictions, or do you think this approach is about right?
- **GVA South of Fraser River, Rural Centres Atlantic Canada** And now thinking about booster doses of COVID-19 – do you think booster shots should be made available to all Canadians, or do you think Canada should stick with offering these to those at increased risk of severe outcomes?

SPEECH FROM THE THRONE (20 minutes) **GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec, Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors, GVA South of Fraser River, Rural Centres Atlantic Canada**

I'd now like to shift our attention to another topic.

- Have you seen, read or heard anything about the Government of Canada's Speech from the Throne?
 - IF YES: What have you heard?

CLARIFY AS NECESSARY

A new session of Parliament opens with the Speech from the Throne, which introduces the government's direction and goals, and outlines how it will work to achieve them.

- Now that I've provided a bit of information, do you recall hearing anything about this?

Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors, GVA South of Fraser River, Rural Centres Atlantic Canada IF YES:

- What did you hear? What did you hear about what it includes?
- What is the focus of this new plan?
- Is there something about this new plan that you particularly liked or did not like?

GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec The Speech from the Throne will occur later this month when the new session of Parliament opens.

- What types of priorities do you EXPECT to be included in it? That is, what do you think the Government of Canada’s priorities will be?
- Is there anything you think SHOULD be in it, but that you don’t think will be (e.g. an important area that the Government of Canada doesn’t seem to pay enough attention to)?

Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors CLARIFY AS NECESSARY/SHOW ON SCREEN

The Speech from the Throne focused on building a resilient economy that would provide a cleaner and healthier future for our kids, and focused on the following priorities:

- **Building a healthier today and tomorrow:** getting the pandemic under control;
 - **Growing a more resilient economy:** building an economy that works for everyone;
 - **Bolder climate action:** taking real action to fight climate change;
 - **Fighting harder for safer communities:** ensuring no matter their gender, who someone loves, where they come from, the way they pray, the language they speak or the colour of their skin, everyone feels safe;
 - **Standing up for diversity and inclusion:** fighting systemic racism, sexism, discrimination, misconduct, and abuse;
 - **Moving faster on the path to reconciliation:** breaking down barriers and focusing on accelerating work with Indigenous partners; and
 - **Fighting for a secure, just and equitable world:** continuing to protect Canadians from threats to our communities, our society, and our democracy.
- **Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors** Do you think the Government of Canada is missing any important opportunities? Are they leaving anything out?
 - IF YES: What other priorities does the Government of Canada need to focus on?

Rural Centres Atlantic Canada I want to focus on a few things that were mentioned in the Speech from the Throne, and get your thoughts.

For the first one, we’ve added a bit of explanatory text in brackets, since you may not be familiar with the name of the proposed initiative.

Rural Centres Atlantic Canada SHOW ON SCREEN

- “The Housing Accelerator Fund will help municipalities build more and better, faster” (*note: The Housing Accelerator Fund would make funding available to municipalities to speed up their housing plan*)
- “The government will continue increasing immigration levels and reducing wait times, while supporting family reunification and delivering a world-leading refugee resettlement program”

- “Cap and cut oil and gas sector emissions while accelerating our path to a 100% net-zero electricity future”
 - “Investing in public transit and mandating the sale of zero emission vehicles.”
 - “Mandatory buyback of banned assault-style weapons and move forward with any province or territory that wants to ban handguns”
 - “completing the ban on conversion therapy”
 - “The creation of a national monument to honour survivors [of residential schools]”
- **Rural Centres Atlantic Canada** Is there anything that stands out as being a really good initiative? What makes you say that?
 - **Rural Centres Atlantic Canada** Is there anything that stands out as either confusing or a cause for concern? What makes you say that?

INDIGENOUS ISSUES (20-30 minutes) **GTA Parents with Children Under 12, Nova Scotia Seniors, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples**

Let’s shift our focus a little bit.

- **GTA Parents with Children Under 12, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples** Do you think the Government of Canada is focusing about the right amount of attention on Indigenous Issues, not enough or too much? What makes you say that?
- **GTA Parents with Children Under 12, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples** Are you aware of any specific things the Government of Canada has done recently to address Indigenous issues?
 - IF YES: what have they done?
- Are you aware of a Federal Court case related to compensation to First Nations children who were harmed by child and family services policies? What have you heard?

SHOW ON SCREEN

In 2019, the Canadian Human Rights Tribunal ordered the federal government to pay \$40,000 to each child (the maximum allowed under the Canadian Human Rights Act), who was apprehended or taken from their homes on reserve, no matter what the reason, at any point from Jan. 1, 2006 to a date to be determined by the tribunal. The Government of Canada sought a judicial review of the decision with the Federal Court of Canada.

In September 2021, the Federal Court upheld the Canadian Human Rights Tribunal ruling. On October 29, 2021, the Government of Canada filed a notice of appeal to set aside both the Federal Court decision and the orders issued by the tribunal.

However, the government has also said that it is working with Indigenous groups to reach a compensation agreement by the end of the year. This means that although a notice of appeal was formally filed, further legal action will be put on hold while the parties try to strike a deal.

- What do you think about the Government of Canada's approach?
- GTA Parents with Children Under 12, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples Now, I'd like you to think more broadly about Indigenous issues. Thinking ahead to two to three years from now, how would you judge success on these issues? That is, what would you need to see or hear to feel that the Government of Canada is on the right track?

INFLATION (15-30 minutes) GTA Parents with Children Under 12, Nova Scotia Seniors, Rural Quebec, Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors

- In your own words, how would you explain what inflation is?

CLARIFY AS NECESSARY

Essentially, inflation is a persistent rise in the average level of prices over time.

- Are you worried about inflation?
- How would high inflation impact your lives, if at all?
- Do you think inflation is high, low, or about normal at the moment? What makes you say that?
- FOR THOSE WHO SAY HIGH:
 - Why do you think inflation is high? What do you think is causing high inflation?
- Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors Does anyone know what the annual rate of inflation is these days? That is, the percentage that prices increase on average each year.
- Do you think there is anything the Government of Canada can do to prevent high inflation, or do you think this is something out of the government's control – that is, it's caused by international factors?
 - FOR THOSE WHO THINK GOVERNMENT OF CANADA CAN DO SOMETHING: What do you think the Government of Canada can do?
- Calgary and Edmonton Parents with Children Under 12, GMA Parents with Children Under 12, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, Mid-size Centres Quebec Seniors Over the last 5 years, the Bank of Canada has had a target to try to keep inflation at around 2%. Does this seem like a reasonable target?

- PROBE: A common way to keep inflation low is to increase interest rates. And when interest rates increase, mortgage rates go up. Do you think the Bank should try to keep inflation low, even if it means interest rates go up?
- What do you think should be the guiding principle when the Bank of Canada is making financial decisions? That is, what's the one thing they should focus on the most? Should they be making decisions in order to keep inflation low, in order to keep interest rates low, in order to keep the cost of living low, in order to keep employment rates high, or something else? Why do you say that?

HEALTH CANADA MASK MESSAGING (10 minutes) Nova Scotia Seniors, Rural Quebec, Atlantic Canada Indigenous Peoples, Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors, GVA South of Fraser River, Rural Centres Atlantic Canada

Let's shift our attention to some potential messaging from the Government of Canada related to COVID-19.

I'll show you a message. We will read it together and then go over your thoughts about it.

Nova Scotia Seniors, Atlantic Canada Indigenous Peoples, Mid-size Centres Quebec Seniors, Rural Centres Atlantic Canada **MEDICAL MASK MESSAGE (SHOW ON SCREEN):**

Medical masks are recommended for:

- People who are at risk of more severe disease or outcomes from COVID-19; and
 - People who are at a higher risk of exposure to COVID-19 because of their living situation
- Nova Scotia Seniors, Atlantic Canada Indigenous Peoples, Mid-size Centres Quebec Seniors, Rural Centres Atlantic Canada What are your thoughts on this? Does this make you think about what kind of mask you should be wearing?
 - Now that you've read this message, do you think you'll change the kind of mask you typically wear – for example, switch from wearing a regular non-medical mask to a medical one – or do you think you will continue with what you are currently doing? What makes you say that?

Rural Quebec, Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, GVA South of Fraser River **NON-MEDICAL VS. MEDICAL MASK MESSAGE (SHOW ON SCREEN):**

In general, while non-medical masks help prevent the spread of COVID-19, medical masks and respirators provide better protection.

- Rural Quebec, Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, GVA South of Fraser River What are your thoughts on this? Where you aware of this?
- Rural Quebec, Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, GVA South of Fraser River Do you think it's important for the Government of Canada to inform Canadians of this? Why/why not?

LOCAL ISSUES (20 minutes) Rural Quebec, Rural Centres Atlantic Canada

Now I'd like to switch topics, and focus on local issues...

- Do you think the Government of Canada pays more attention to urban Canada, more attention to rural Canada, or pays about the same level of attention to both? What makes you say that?
- Can anyone recall anything specific that the Government of Canada has done in the past few years, if anything, that has benefitted your local community?
- What are some things the Government of Canada could do to help your local community?
- How do you get your local news?
 - Do you have a local newspaper? Radio?
- What is Internet and cell phone service like in your area? I'm not talking about pricing or anything like that; I'm thinking about connectivity, reliability and things like that.
 - Is it an issue?

TELECOMMUNICATIONS (10-20 minutes) Major Centres Ontario, Manitoba and Saskatchewan, GVA North of Fraser River, Mid-size Centres Quebec Seniors

I have one more topic for this evening. I'd now like to shift to talking about telecommunications... The telecommunications sector is made up of companies that provide telecom services such as communication via phone or the airwaves or cables, through wires or wirelessly.

- In broad strokes, what do you think about the telecom companies in Canada?
- Has anyone heard about the agreement between Rogers Communications and Shaw Communications for Rogers to buy Shaw?

The deal is being reviewed by the Competition Bureau, which regulates competition in Canada, and the CRTC, which regulates telecommunication companies.

- If the deal were approved, do you think this would be a good thing or a bad thing for consumers? What makes you say that?
- Do you think the Government of Canada should approve the merger or reject it?
- IF REJECT: What if the Government of Canada said it would approve if certain conditions were met?

- IF THINK CONDITIONS SHOULD BE MET: What conditions do you see as essential for the government to approve the deal?

OPIOIDS (25 minutes) GVA North of Fraser River, GVA South of Fraser River

- Has anyone heard anything about opioids in the news? Can you explain to me what is going on in your own words?
 - Can you name any opioids? (PROBE on familiarity with “Fentanyl” if no one mentions it)
- What type of people do you think are most affected by this?
 - If vague answers, PROBE them to rank who they think most falls victim to overdoses on opioids – seniors vs. middle age vs. teenagers, homeless vs. low income vs. middle income vs. high income, those who frequently use illegal drugs vs. people who don’t use many illegal drugs

CLARIFY AS NEEDED:

Opioids are drugs that include prescribed pain relievers, such as fentanyl, and illegal drugs such as heroin. Misuse may lead to addiction, overdose and death. Recently, the emergence of fentanyl and other powerful illicit opioid drugs has led to an unprecedented number of deaths.

- What do you think has led to the current problem with opioids? Who or what is to blame?

POLL: Now I’d like you to think about who or what is most responsible for the current problem (*NOTE TO MODERATOR: Even if they don’t know much about the problem, ask them to try the exercise based on their perceptions*). You can select up to 3:

- Doctors not prescribing properly
- Drug companies making unsafe products
- Gangs
- Lack of policing
- People making poor decisions
- Poor border control

Moderator to go through poll results and find reasons for selections

- What should the Government of Canada do in response?
- Have you seen, read or heard anything in the news about a plan by the City of Vancouver to gain Health Canada approval of the decriminalization of small amounts of illicit drugs? What have you heard?
 - What do you think the *impact* of decriminalising small amounts of illicit drugs would be?

- Some have suggested that the Government of Canada should decriminalize possession of illicit drugs for personal use, so that those with a substance use disorder are diverted away from the criminal justice system and towards a health-care approach instead. What do you think about that approach?
- Do you think that a health-care approach to substance use would allow users to avoid stigma and more easily seek help for addiction treatment or other services?

HEALTH CANADA PUBLIC HEALTH MEASURES AD DISASTER CHECK (20 minutes) GVA South of Fraser River, Rural Centres Atlantic Canada

I'm now going to show you an ad that is currently being developed by the Government of Canada for possible advertising regarding COVID-19. You will notice that it may not be in the finished form. We will view the video twice and then I will ask you a few questions about it. The ad could be shown on social media, including Facebook, Instagram, TikTok and Snapchat, and thus is quite short.

SHOW 15-SECOND AD

- What are your initial thoughts about this ad?
- What is the main message of this ad? Is the message easy to understand?
 - PROMPT AS NEEDED: Does it communicate that we should continue following public health measures? Why or why not?
- What do you think about the fact that there's no speaking until the very end of the ad?
- Does this ad speak to you? Why or why not?

Now, I'm going to show you a longer version of this ad. This one could be shown in movie theatres, on YouTube, Spotify, Twitch and online TV websites such as CBC and CTV and thus can be a bit longer.

SHOW 30-SECOND AD

AFTER SHOWING AD FIRST TIME: You may have noticed a phone screen that is currently green. Once the ad is finalized it will look like she is texting "Not feeling well. Staying home" (then show second time).

- What are your initial thoughts about this version?
- Is the message easy to understand?
- Does this version speak to you? Why or why not?

CONCLUSION (5 minutes)

French Moderators Guide

GUIDE DU MODÉRATEUR – Novembre 2021 DOCUMENT MAÎTRE

INTRODUCTION (10 minutes) Tous les lieux

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

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5-15 minutes) Tous les lieux

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours ? Grands centres de l'Ontario, Manitoba et Saskatchewan, RGV au nord du fleuve Fraser, aîné(e)s des centres de taille moyenne du Québec, RGV au sud du fleuve Fraser (*Note au modérateur : passer rapidement en revue cette question*)
- Parents d'enfants de moins de 12 ans de la RGT, aîné(e)s de la Nouvelle-Écosse, Québec rural Avez-vous vu, lu ou entendu quoi que ce soit au sujet de la Conférence des Nations Unies sur les changements climatiques, aussi connue sous le nom de COP26 ?

Parents d'enfants de moins de 12 ans de la RGT, aîné(e)s de la Nouvelle-Écosse, Québec rural

ÉCLAIRCISSEMENT AU BESOIN : La 26e conférence des Nations unies sur le changement climatique se tient à Glasgow, en Écosse, du 31 octobre au 12 novembre 2021. Lors de ce sommet international, les nations cherchent à trouver un accord sur la façon de combattre le changement climatique.

- Parents d'enfants de moins de 12 ans de la RGT, aîné(e)s de la Nouvelle-Écosse, Québec rural Avez-vous vu, lu ou entendu quoi que ce soit au sujet de ce que le gouvernement du Canada propose de faire ?
- Grands centres de l'Ontario, Manitoba et Saskatchewan, aîné(e)s des centres de taille moyenne du Québec Avez-vous vu, lu ou entendu quoi que ce soit par rapport au gouvernement du Canada et la garde des jeunes enfants ?
 - DEMANDER AU BESOIN : Avez-vous entendu parler de quelconques ententes entre le gouvernement du Canada et des provinces et territoires individuels ?

Grands centres de l'Ontario, Manitoba et Saskatchewan, aîné(e)s des centres de taille moyenne du Québec

ÉCLAIRCISSEMENT AU BESOIN : Le gouvernement du Canada a conclu des ententes avec

certaines provinces et certains territoires pour rendre les services de garde des jeunes enfants plus abordables.

- **Grands centres de l'Ontario** Savez-vous s'il existe une entente entre l'Ontario et le gouvernement du Canada ?
- **Manitoba et Saskatchewan** Savez-vous s'il existe une entente entre le Manitoba ou la Saskatchewan et le gouvernement du Canada ?
- **Ainé(e)s des centres de taille moyenne du Québec** Savez-vous s'il existe une entente entre le Québec et le gouvernement du Canada ?
- **Grands centres de l'Ontario, Manitoba et Saskatchewan** Lorsqu'il s'agit de rendre les services de garde des jeunes enfants plus abordables, savez-vous quel est l'objectif de ces ententes (c.-à-d. le coût cible par enfant qu'assureraient les parents), et quand on prévoit de l'atteindre ?

Grands centres de l'Ontario, Manitoba et Saskatchewan ÉCLAIRCISSEMENT AU BESOIN : Le plan du gouvernement du Canada est de réduire le coût des services de garde des jeunes enfants à une moyenne de 10 \$ par jour d'ici 2025-2026.

Ainé(e)s des centres de taille moyenne du Québec ÉCLAIRCISSEMENT AU BESOIN :

Les gouvernements du Québec et du Canada ont annoncé une entente qui prévoit un transfert fédéral de près de six milliards de dollars au cours des cinq prochaines années, dont une portion significative servira au renforcement du réseau des services de garde éducatifs à l'enfance du Québec et à l'amélioration des conditions de travail des éducatrices et éducateurs. L'entente fait suite au plan annoncé par le gouvernement du Canada visant à réduire le coût des services de garde des jeunes enfants à une moyenne de 10 \$ par jour dans tout le Canada d'ici 2025-2026.

- **Ainé(e)s des centres de taille moyenne du Québec** Quel impact, le cas échéant, pensez-vous que cette entente aura pour le Québec ? Par exemple, pensez-vous que cela mènera à une augmentation significative du nombre de places en garderie, à une meilleure qualité des services de garde des jeunes enfants, ou à un quelconque autre avantage ? Ou bien, pensez-vous que les choses ne changeront pas beaucoup ?
- **Grands centres de l'Ontario, Manitoba et Saskatchewan, ainé(e)s des centres de taille moyenne du Québec** Lorsque vous pensez à diverses priorités, pensez-vous qu'investir pour réduire le coût des services de garde des jeunes enfants en est une qui est importante ?

Grands centres de l'Ontario ÉCLAIRCISSEMENT AU BESOIN : Actuellement, le gouvernement du Canada a conclu des ententes avec la plupart des provinces et des territoires. Il n'en a *pas* conclu avec l'Ontario, le Nouveau-Brunswick, les Territoires du Nord-Ouest et le Nunavut.

- **Grands centres de l'Ontario** Que pensez-vous du fait qu'aucune entente entre le gouvernement fédéral et celui de l'Ontario n'ait été mise en place ?

- **RGV au nord du fleuve Fraser, RGV au sud du fleuve Fraser** Avez-vous vu, lu ou entendu quoi que ce soit au sujet de la réponse du gouvernement du Canada aux inondations extrêmes en Colombie-Britannique ?

RGV au nord du fleuve Fraser, RGV au sud du fleuve Fraser ÉCLAIRCISSEMENT AU BESOIN :

Le gouvernement du Canada a approuvé une demande d'aide fédérale de la Colombie-Britannique dans l'intervention aux inondations extrêmes dans la province. Les Forces armées canadiennes (FAC) fourniront à la fois des ressources aériennes (p. ex. prendre part aux évacuations, soutenir les chaînes d'approvisionnement provinciales essentielles) et une composante terrestre (p. ex. participer à la protection des infrastructures essentielles, les routes d'accès, etc.) pour aider les efforts de rétablissement pangouvernementaux.

- **RGV au nord du fleuve Fraser, RGV au sud du fleuve Fraser** Qu'en pensez-vous ?
- **RGV au nord du fleuve Fraser, RGV au sud du fleuve Fraser** Le gouvernement du Canada devrait-il faire quelque chose d'autre, selon vous, pour soutenir la Colombie-Britannique ?

PERSPECTIVES SUR LA COVID-19 (10-30 minutes) Parents d'enfants de moins de 12 ans de la RGT, ainé(e)s de la Nouvelle-Écosse, Québec rural, parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique, grands centres de l'Ontario, Manitoba et Saskatchewan, ainé(e)s des centres de taille moyenne du Québec, RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique

Parlons de la COVID-19...

- **Parents d'enfants de moins de 12 ans de la RGT, ainé(e)s de la Nouvelle-Écosse, Québec rural** En ce qui concerne la performance du gouvernement du Canada pendant la pandémie, à votre avis, quelles sont les choses qu'il a faites de bien jusqu'à maintenant ?
 - Qu'est-ce qui vous fait dire cela ?
 - Que pourrait-il faire de mieux ?
- **Parents d'enfants de moins de 12 ans de la RGT, ainé(e)s de la Nouvelle-Écosse, Québec rural** Pensez-vous que le gouvernement du Canada fait un aussi bon travail aujourd'hui qu'au début de la pandémie, ou diriez-vous qu'il en fait un meilleur ou qu'il en fait un moins bon ?
 - Veuillez expliquer.
- **Parents d'enfants de moins de 12 ans de la RGT, ainé(e)s de la Nouvelle-Écosse, Québec rural, parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique, grands centres de l'Ontario, Manitoba et Saskatchewan, ainé(e)s des centres de taille moyenne du Québec** Pensez-vous qu'à court terme la propagation de la COVID-19 va s'aggraver ou bien que le pire est derrière nous ?

- **Parents d'enfants de moins de 12 ans de la RGT, ainé(e)s de la Nouvelle-Écosse, Québec rural** Et si l'on se projette dans un an, pensez-vous que nous ne serons plus en situation de pandémie, ou pensez-vous que la COVID-19 sera encore un problème ?
 - SI « ENCORE UN PROBLÈME » : Pensez-vous que la COVID-19 sera encore là pendant longtemps ?
- **Parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM** Comme vous le savez peut-être, Santé Canada procède à l'évaluation du vaccin pédiatrique COVID-19 de Pfizer-BioNTech. Supposons que Santé Canada approuve l'administration de ce vaccin aux enfants âgés de 5 à 11 ans, prévoyez-vous faire vacciner vos enfants ? Pourquoi ou pourquoi pas ?
 - En avez-vous parlé à vos enfants ?
 - (POUR LES PERSONNES QUI HÉSITENT) Quels sont les facteurs qui influenceront votre décision de faire vacciner ou non votre enfant ou sa propre décision de se faire vacciner ?
 - Y a-t-il des questions sur la vaccination des enfants contre la COVID-19 auxquelles vous aimeriez obtenir des réponses ?
- **Parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique** Connaissez-vous les exigences pour les voyageurs entrant au Canada ? Que sont-elles ?

Parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique J'aimerais me pencher sur l'évaluation des exigences...

Parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique ÉCLAIRCISSEMENT AU BESOIN

Pour entrer ou revenir au Canada, tous les voyageurs âgés de 5 ans et plus doivent effectuer un test moléculaire (un test PCR) dans les 72 heures de leur entrée prévue au Canada et fournir la preuve d'un résultat négatif à un test de dépistage. Comme vous le savez peut-être, les États-Unis ont rouvert leur frontière terrestre aux Canadiens pleinement vaccinés et ces exigences par rapport aux tests de dépistage s'appliquent donc à tous les Canadiens qui se rendent aux États-Unis.

- **Parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique** Pensez-vous que les voyageurs canadiens pleinement vaccinés devraient être tenus d'effectuer un test de dépistage et de fournir la preuve d'un résultat négatif à leur retour au Canada ? Qu'est-ce qui vous fait dire cela ?
- **Parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique, grands centres de l'Ontario,**

Manitoba et Saskatchewan, ainé(e)s des centres de taille moyenne du Québec Et si l'on se projette dans un an, pensez-vous que nous ne serons plus en situation de pandémie, ou pensez-vous que la COVID-19 sera encore un problème ?

- SI « ENCORE UN PROBLÈME » : Pensez-vous que la COVID-19 sera encore là pendant longtemps ?

- **RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique** Avez-vous entendu quoi que ce soit au sujet du variant Omicron ?

RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique ÉCLAIRCISSEMENT AU BESOIN

Récemment, les autorités de santé publique d'Afrique du Sud ont confirmé qu'un nouveau variant préoccupant de COVID-19 a été détecté dans ce pays, qui a été nommé Omicron par l'Organisation mondiale de la santé. Omicron a également été détecté dans d'autres pays.

- **RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique** Que pensez-vous de cela — est-ce que ça vous inquiète ?
- **RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique** Est-ce que la détection d'un nouveau variant vous a fait changer d'avis sur la durée de la pandémie ?
 - SI OUI : Dans quel sens ?
- **RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique** Avez-vous entendu quoi que ce soit sur la réponse du gouvernement du Canada à la détection de ce nouveau variant ?

RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique ÉCLAIRCISSEMENT AU BESOIN

À titre de mesure préventive, jusqu'au 31 janvier 2022, les mesures frontalières mises en place par le gouvernement du Canada seront solidifiées pour tous les voyageurs qui auront séjourné dans la région de l'Afrique du Sud, dont l'Afrique du Sud, l'Eswatini, le Lesotho, le Botswana, le Zimbabwe, le Mozambique, la Namibie dans les 14 jours avant leur arrivée au Canada.

Les ressortissants étrangers qui ont voyagé dans l'un ou l'autre de ces pays au cours des 14 jours précédents ne seront pas autorisés d'entrer au pays.

Peu importe leur statut vaccinal ou leur historique de résultat de dépistage positif de COVID-19, les citoyens canadiens, les résidents permanents et les personnes inscrites aux termes de la *Loi sur les*

Indiens qui ont visité l'un de ces pays dans les 14 jours précédents seront soumis à des mesures de dépistage et de quarantaine renforcées.

- **RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique** Qu'en pensez-vous ? Est-ce que le gouvernement du Canada devrait resserrer davantage les restrictions sur les voyages, assouplir ces restrictions, ou pensez-vous que cette approche est à peu près correcte ? Qu'est-ce qui vous fait dire cela ?
- **RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique** Et maintenant, en ce qui concerne les doses de rappel de vaccins contre la COVID-19, pensez-vous que la vaccination de rappel devrait être offerte à toute la population canadienne, ou pensez-vous que le Canada devrait s'en tenir à offrir ces doses aux personnes qui présentent un risque accru de complications sévères ?

LE DISCOURS DU TRÔNE (20 minutes) Parents d'enfants de moins de 12 ans de la RGT, ainé(e)s de la Nouvelle-Écosse, Québec rural, grands centres de l'Ontario, Manitoba et Saskatchewan, RGV au nord du fleuve Fraser, ainé(e)s des centres de taille moyenne du Québec, RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique

J'aimerais maintenant tourner notre attention vers un autre sujet.

- Avez-vous vu, lu ou entendu quoi que ce soit à propos du discours du Trône du gouvernement du Canada ?
 - SI OUI : Qu'avez-vous entendu ?

ÉCLAIRCISSEMENT AU BESOIN

Le discours du Trône ouvre chaque nouvelle session du Parlement. Il permet au gouvernement d'énoncer son orientation et ses objectifs, et de préciser la façon dont il compte les respecter.

- Maintenant que j'ai fourni quelques informations, vous souvenez-vous d'avoir entendu quoi que ce soit à ce sujet ?

Grands centres de l'Ontario, Manitoba et Saskatchewan, RGV au nord du fleuve Fraser, ainé(e)s des centres de taille moyenne du Québec, RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique SI OUI :

- Qu'avez-vous entendu ? Qu'avez-vous entendu sur ce qu'il comprend ?
- Quel est le point central de ce nouveau plan ?
- Y a-t-il quelque chose par rapport à ce nouveau plan qui vous a particulièrement plu ou déplu ?

Parents d'enfants de moins de 12 ans de la RGT, ainé(e)s de la Nouvelle-Écosse, Québec rural Le discours du Trône sera prononcé plus tard ce mois-ci, lors de l'ouverture de la nouvelle session parlementaire.

- Vous vous ATTENDEZ à ce qu'il contienne quels genres de priorités ? Autrement dit, quelles seront, à votre avis, les priorités du gouvernement du Canada ?
- Y a-t-il quelque chose qui, selon vous, DEVRAIT y figurer, mais qui ne le sera pas (par exemple un domaine important auquel le gouvernement du Canada ne semble pas accorder suffisamment d'attention) ?

Grands centres de l'Ontario, Manitoba et Saskatchewan, RGV au nord du fleuve Fraser, ainé(e)s des centres de taille moyenne du Québec ÉCLAIRCISSEMENT AU BESOIN/AFFICHER À L'ÉCRAN

Le discours du Trône a mis l'accent sur bâtir une économie résiliente qui offrirait un avenir plus propre et plus sain pour nos enfants, et portait sur les priorités suivantes :

- **Bâtir un présent et un avenir plus sains** : contrôler la pandémie ;
 - **Faire croître une économie plus résiliente** : bâtir une économie qui profite à tous ;
 - **Mener une action climatique audacieuse** : lutter de façon concrète contre les changements climatiques ;
 - **Travailler plus fort pour rendre les collectivités sécuritaires** : veiller à ce que toute personne se sente en sécurité, quel que soit son genre, la personne qu'elle aime, son origine, la façon dont elle prie, la langue dont elle parle ou la couleur de sa peau ;
 - **Défendre la diversité et l'inclusion** : lutter contre le racisme systémique, le sexisme, la discrimination, les inconduites et la violence ;
 - **Avancer plus rapidement sur la voie de la réconciliation** : supprimer les obstacles et se concentrer sur l'accélération du travail avec les partenaires autochtones ;
 - **Lutter pour un monde plus sûr, plus juste et plus équitable** : continuer de protéger les Canadiens des menaces qui pèsent sur nos communautés, notre société et notre démocratie.
- **Grands centres de l'Ontario, Manitoba et Saskatchewan, RGV au nord du fleuve Fraser, ainé(e)s des centres de taille moyenne du Québec** Pensez-vous que le gouvernement du Canada est en train de rater des occasions importantes ? Est-ce qu'il omet quelque chose ?
 - SI OUI : Sur quelles autres priorités le gouvernement du Canada doit-il se concentrer ?

Centres de petite taille/ruraux du Canada atlantique Je veux me pencher sur certaines choses qui furent mentionnées dans le discours du Trône et obtenir votre avis.

Pour la première, nous avons ajouté un petit texte explicatif entre parenthèses, car le nom de l'initiative qui est proposée ne vous est peut-être pas familier.

Centres de petite taille/ruraux du Canada atlantique **AFFICHER À L'ÉCRAN**

- « Le Fonds pour accélérer la construction de logements, par exemple, aidera les municipalités à bâtir plus, à bâtir mieux, et à bâtir plus rapidement » (*note : Le Fonds pour accélérer la construction de logements mettrait des fonds à la disposition des municipalités pour accélérer leur plan de logement.*)
 - « Le gouvernement continuera d'augmenter l'immigration et de réduire le temps d'attente, tout en favorisant la réunification des familles et en offrant un programme de rétablissement des réfugiés parmi les meilleurs au monde »
 - « Plafonner et réduire les émissions des secteurs pétrolier et gazier, et aller plus vite vers une électricité complètement carboneutre »
 - « Investir dans les transports en commun et rendre obligatoire la vente de véhicules zéro émission »
 - « Le rachat obligatoire des armes d'assaut déjà interdites et aller de l'avant avec les provinces et les territoires qui veulent interdire les armes de poing »
 - « Achever le travail d'interdiction des thérapies de conversion »
 - « La création d'un monument national à la mémoire des survivants [des pensionnats] »
- **Centres de petite taille/ruraux du Canada atlantique** Est-ce qu'il y a quoi que ce soit qui se distingue comme étant une très bonne initiative ? Qu'est-ce qui vous fait dire cela ?
 - **Centres de petite taille/ruraux du Canada atlantique** Y a-t-il quoi que ce soit qui ressort comme étant une source de confusion ou de préoccupation ? Qu'est-ce qui vous fait dire cela ?

QUESTIONS AUTOCHTONES (20-30 minutes) Parents d'enfants de moins de 12 ans de la RGT, aîné(e)s de la Nouvelle-Écosse, parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique

Tournons notre attention vers un autre sujet pour un moment.

- **Parents d'enfants de moins de 12 ans de la RGT, parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique** En ce qui concerne les questions autochtones, pensez-vous que le gouvernement du Canada leur accorde l'attention qu'elles méritent, pas assez ou trop ? Qu'est-ce qui vous fait dire cela ?
- **Parents d'enfants de moins de 12 ans de la RGT, parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique** Êtes-vous au courant de quelque chose de précis qu'a fait le gouvernement du Canada récemment pour traiter des questions autochtones ?
 - SI OUI, qu'a-t-il fait ?

- Êtes-vous au courant de l'affaire devant la Cour fédérale qui porte sur l'indemnisation des enfants des Premières Nations lésés par les politiques de services à l'enfance et à la famille ? Qu'avez-vous entendu ?

AFFICHER À L'ÉCRAN

En 2019, le Tribunal canadien des droits de la personne a ordonné au gouvernement fédéral de verser 40 000 \$ (le maximum prévu par la Loi Canadienne sur les droits de la personne) à chaque enfant vivant dans une réserve et retiré indûment de leur foyer, peu importe la raison, du 1^{er} janvier 2006 à une date à être déterminée par le tribunal. Le gouvernement du Canada a demandé un contrôle judiciaire de la décision auprès de la Cour fédérale du Canada.

En septembre 2021, la Cour fédérale a confirmé la décision rendue par le Tribunal canadien des droits de la personne. Le 29 octobre 2021, le gouvernement du Canada a déposé un avis d'appel et a demandé à ce que soient rejetées tant la décision de la Cour fédérale que celles du tribunal.

Cependant, le gouvernement a également déclaré qu'il travaille avec les organisations autochtones pour parvenir à une entente d'indemnisation d'ici la fin de l'année. Cela signifie que bien qu'un avis d'appel ait été déposé formellement, toute autre procédure judiciaire sera suspendue le temps que les parties tentent de parvenir à une entente.

- Que pensez-vous de la façon de procéder du gouvernement du Canada ?
- Parents d'enfants de moins de 12 ans de la RGT, parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique Maintenant, j'aimerais que vous pensiez de manière plus générale aux questions autochtones. Projetez-vous dans un avenir de deux ou trois ans, quels critères utiliseriez-vous pour jauger le degré de réussite quant à ces questions ? Autrement dit, qu'auriez-vous besoin de voir ou d'entendre pour dire que le gouvernement du Canada est sur la bonne voie ?

L'INFLATION (15-30 minutes) Parents d'enfants de moins de 12 ans de la RGT, ainé(e)s de la Nouvelle-Écosse, Québec rural, parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique, grands centres de l'Ontario, Manitoba et Saskatchewan, ainé(e)s des centres de taille moyenne du Québec

- En vos propres mots, comment expliqueriez-vous ce qu'est l'inflation ?

ÉCLAIRCISSEMENT AU BESOIN

Essentiellement, l'inflation est une hausse persistante du niveau moyen des prix au fil du temps.

- Est-ce que l'inflation vous préoccupe ?
- De quelle façon une inflation élevée affecterait-elle votre vie, le cas échéant ?
- Pensez-vous que l'inflation est élevée, faible ou à peu près normale à l'heure actuelle ? Qu'est-ce qui vous fait dire cela ?
- POUR LES PERSONNES QUI DISENT « ÉLEVÉE » :
 - Pourquoi pensez-vous que l'inflation est élevée ? Selon vous, qu'est-ce qui provoque une inflation élevée ?
- Parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique, grands centres de l'Ontario, Manitoba et Saskatchewan, aîné(e)s des centres de taille moyenne du Québec Est-ce que quelqu'un connaît le taux annuel d'inflation ces jours-ci ? C'est à dire, le pourcentage selon lequel les prix augmentent en moyenne chaque année.
- Pensez-vous que le gouvernement du Canada peut faire quoi que ce soit pour prévenir une inflation élevée, ou pensez-vous qu'il s'agit de quelque chose qui est hors de son contrôle — c'est-à-dire que c'est le résultat de facteurs mondiaux ?
 - POUR LES PERSONNES QUI SONT D'AVIS QUE LE GOUVERNEMENT DU CANADA PEUT FAIRE QUELQUE CHOSE : Selon vous, que peut faire le Gouvernement du Canada ?
- Parents d'enfants de moins de 12 ans de Calgary et d'Edmonton, parents d'enfants de moins de 12 ans de la RGM, peuples autochtones du Canada atlantique, grands centres de l'Ontario, Manitoba et Saskatchewan, aîné(e)s des centres de taille moyenne du Québec Au cours des cinq dernières années, la Banque du Canada visait à maintenir l'inflation à environ 2 %. Cela vous semble-t-il une cible raisonnable ?
 - SONDER : Une méthode couramment utilisée pour maintenir l'inflation à un faible niveau consiste à augmenter les taux d'intérêt. Et lorsque les taux d'intérêt augmentent, les taux hypothécaires augmentent. Pensez-vous que la Banque devrait essayer de maintenir un faible niveau d'inflation, même si cela signifie que les taux d'intérêt augmenteront ?
 - Selon vous, quel devrait être le principe directeur lorsque la Banque du Canada prend des décisions financières ? Autrement dit, quelle est la chose sur laquelle elle devrait concentrer ses efforts ? Devrait-elle prendre des décisions afin de maintenir l'inflation à un bas niveau, afin de maintenir les taux d'intérêt à un bas niveau, afin de maintenir le coût de la vie à un bas niveau, afin de maintenir les taux d'emploi à un haut niveau, ou autre chose ? Pourquoi dites-vous cela ?

MESSAGE DE SANTÉ CANADA SUR LES MASQUES (10 minutes) Aîné(e)s de la Nouvelle-Écosse, Québec rural, peuples autochtones du Canada atlantique, grands centres de l'Ontario, Manitoba et Saskatchewan, RGV au nord du fleuve Fraser, aîné(e)s des centres de taille moyenne du Québec, RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique

Penchons-nous maintenant sur un message potentiel du gouvernement du Canada en lien avec la COVID-19.

Je vais vous montrer un message. Nous le lirons ensemble, puis nous examinerons ce que vous en pensez.

Ainé(e)s de la Nouvelle-Écosse, peuples autochtones du Canada atlantique, ainé(e)s des centres de taille moyenne du Québec, centres de petite taille/ruraux du Canada atlantique MESSAGE SUR LES MASQUES MÉDICAUX (AFFICHER À L'ÉCRAN) :

Les masques médicaux sont recommandés pour :

- Toute personne susceptible de présenter une forme grave ou des complications de la COVID-19 ;
 - Toute personne plus à risque d'être exposée à la COVID-19 en raison de son mode de vie.
- **Ainé(e)s de la Nouvelle-Écosse, peuples autochtones du Canada atlantique, ainé(e)s des centres de taille moyenne du Québec, centres de petite taille/ruraux du Canada atlantique** Que pensez-vous de cela ? Cela vous fait-il réfléchir au type de masque que vous devriez porter ?
 - Maintenant que vous avez lu ce message, pensez-vous que vous allez changer le type de masque que vous portez habituellement — par exemple, passer d'un masque ordinaire non médical à un masque médical — ou pensez-vous que vous allez continuer à faire ce que vous faites actuellement ? Qu'est-ce qui vous fait dire cela ?

Québec rural, grands centres de l'Ontario, Manitoba et Saskatchewan, RGV au nord du fleuve Fraser, RGV au sud du fleuve Fraser MESSAGE CONTRASTANT LES MASQUES NON MÉDICAUX ET MÉDICAUX (AFFICHER À L'ÉCRAN) :

De manière générale, bien que les masques non médicaux aident à prévenir la transmission de la COVID-19, les masques médicaux et les respirateurs offrent une meilleure protection.

- **Québec rural, grands centres de l'Ontario, Manitoba et Saskatchewan, RGV au nord du fleuve Fraser, RGV au sud du fleuve Fraser** Que pensez-vous de cela ? En étiez-vous au courant ?
- **Québec rural, grands centres de l'Ontario, Manitoba et Saskatchewan, RGV au nord du fleuve Fraser, RGV au sud du fleuve Fraser** Pensez-vous qu'il est important pour le gouvernement du Canada de renseigner les Canadiennes et les Canadiens à ce sujet ? Pourquoi ou pourquoi pas ?

ENJEUX LOCAUX (20 minutes) Québec rural, centres de petite taille/ruraux du Canada atlantique

Maintenant, je voudrais changer de sujet et porter mon attention sur les enjeux locaux...

- Pensez-vous que le gouvernement accorde plus d'attention au Canada urbain, plus d'attention au Canada rural, ou accorde à peu près le même niveau d'attention aux deux ? Qu'est-ce qui vous fait dire cela ?

- Est-ce que quelqu'un se souvient de quelque chose de précis que le gouvernement du Canada a fait au cours des dernières années, le cas échéant, qui a profité à votre collectivité ?
- Quelles sont les choses que le gouvernement du Canada pourrait faire pour aider votre collectivité ?
- De quelle façon obtenez-vous vos nouvelles locales ?
 - Est-ce que vous avez un journal local ? Une station de radio locale ?
- Comment sont les services d'Internet et de cellulaire dans votre région ? Je ne parle pas du prix et de ce genre de chose, mais plutôt des questions de connectivité, fiabilité et ainsi de suite.
 - Est-ce un problème ?

TÉLÉCOMMUNICATIONS (10-20 minutes) Grands centres de l'Ontario, Manitoba et Saskatchewan, RGV au nord du fleuve Fraser, ainé(e)s des centres de taille moyenne du Québec

J'ai un dernier sujet pour ce soir. J'aimerais maintenant passer à une discussion sur les télécommunications...

Le secteur des télécoms est composé d'entreprises qui fournissent des services de télécommunications tels que la communication par téléphone, par ondes ou par câbles, avec ou sans fil.

- En gros, que pensez-vous des sociétés de télécommunications au Canada ?
- Est-ce que quelqu'un a entendu parler d'une entente entre Rogers Communications et Shaw Communications selon laquelle Rogers achèterait Shaw ?

L'entente est en cours d'examen par le Bureau de la concurrence, qui régleme la concurrence au Canada, et le CRTC, qui régleme les sociétés de télécommunications.

- Si l'entente était approuvée, pensez-vous que ce serait une bonne ou une mauvaise chose pour les consommateurs ? Qu'est-ce qui vous fait dire cela ?
- Pensez-vous que le gouvernement du Canada devrait approuver la fusion ou la rejeter ?
- SI REJETER : Qu'en serait-il si le gouvernement du Canada disait qu'il approuverait la fusion si certaines conditions étaient remplies ?
- SI L'ON PENSE QUE LES CONDITIONS DEVRAIENT-ÊTRE REMPLIES : Selon vous, quelles conditions sont essentielles pour que le gouvernement approuve la transaction ?

LES OPIOÏDES (25 minutes) RGV au nord du fleuve Fraser, RGV au sud du fleuve Fraser

- Est-ce que quelqu'un a entendu dans les nouvelles quoi que ce soit au sujet des opioïdes ? Dans vos propres mots, pouvez-vous m'expliquer ce qui se passe ?
 - Pouvez-vous nommer des opioïdes ? (SONDER, si personne ne le mentionne, à quel point elles sont familières avec le « fentanyl ».)
- Quel type de personnes, selon vous, sont les plus touchées par cette question ?
 - Si l'on offre des réponses vagues, les SONDER en leur demandant de classer parmi chacun des groupes celles qui, selon eux, sont les personnes les plus susceptibles d'être victimes d'une surdose — les ainé(e)s, les personnes d'âge mûr, ou les adolescent(e)s ; les personnes en situation d'itinérance, à faible revenu, à revenu moyen, ou à revenu élevé ; les personnes qui consomment fréquemment les drogues illicites ou celles qui consomment peu de drogues illicites ?

ÉCLAIRCISSEMENT AU BESOIN :

Les opioïdes sont des médicaments qui comprennent des analgésiques sur ordonnance comme le fentanyl de même que des drogues illicites comme l'héroïne. Une mauvaise utilisation peut mener à la dépendance, à une surdose et à la mort. Récemment, la montée du fentanyl et d'autres puissants opioïdes illicites a entraîné un nombre de décès sans précédent.

- Qu'est-ce qui, selon vous, a mené au problème actuel des opioïdes ? Qui ou quoi est à blâmer ?

SONDAGE : J'aimerais maintenant que vous réfléchissiez à qui ou à quoi on peut attribuer la plus grande part de responsabilité pour le problème actuel. (NOTE AU MODÉRATEUR : Même s'ils en savent peu au sujet du problème, demandez-leur de tenter l'exercice en fonction de leurs perceptions.) Vous pouvez en choisir jusqu'à trois :

- Les médecins qui ne prescrivent pas correctement
- Les compagnies pharmaceutiques qui fabriquent des produits dangereux
- Les gangs
- Une surveillance policière insuffisante
- Les gens qui prennent de mauvaises décisions
- Un mauvais contrôle aux frontières

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

- Que devrait être la réponse du gouvernement du Canada ?

- Avez-vous vu, lu ou entendu dans les nouvelles quoi que ce soit au sujet du plan de la ville de Vancouver visant à obtenir l’approbation de Santé Canada pour décriminaliser la possession de petites quantités de drogues illicites ? Qu’avez-vous entendu ?
 - Quel serait, selon vous, l’impact de décriminaliser la possession de petites quantités de drogues illicites ?
- Certains ont proposé que le gouvernement du Canada décriminalise la possession de drogues illicites pour usage personnel, afin que les personnes souffrant de troubles liés à l’utilisation de substances soient détournées du système de justice pénale et qu’elles soient plutôt orientées vers une approche de soins de santé. Que pensez-vous de cette approche ?
- Pensez-vous qu’une approche de soins de santé à l’égard de la consommation de substances permettrait aux utilisateurs d’éviter la stigmatisation et d’aller plus facilement chercher de l’aide pour traiter leur dépendance ou pour obtenir d’autres services ?

ESSAI-PILOTE DE PUBLICITÉS PORTANT SUR DES MESURES DE SANTÉ PUBLIQUE DE SANTÉ CANADA (20 minutes) RGV au sud du fleuve Fraser, centres de petite taille/ruraux du Canada atlantique

Je vais maintenant vous montrer un message publicitaire que développe actuellement le gouvernement du Canada pour une éventuelle publicité portant sur la COVID-19. Vous remarquerez qu’elle ne se trouve pas nécessairement dans sa forme définitive. Nous allons visionner la vidéo deux fois, puis je vous poserai quelques questions à son sujet. La publicité pourrait être diffusée sur les médias sociaux, y compris Facebook, Instagram, TikTok et Snapchat, et elle est donc assez courte.

MONTRER LA PUBLICITÉ DE 15 SECONDES

- Quelles sont vos premières impressions de cette publicité ?
- Quel est le message principal de cette publicité ? Est-ce que le message est facile à comprendre ?
 - DEMANDER AU BESOIN : Est-ce que le message communiqué est que nous devrions continuer à respecter les mesures de santé publique ? Pourquoi ou pourquoi pas ?
- Que pensez-vous du fait que l’on ne parle pas avant la toute fin de l’annonce ?
- Est-ce que la publicité vous interpelle ? Pourquoi ou pourquoi pas ?

Maintenant, je vais vous montrer une version plus longue de cette publicité. Celle-ci pourrait être diffusée dans les salles de cinéma et sur YouTube, Spotify, Twitch de même qu’en ligne sur les sites de chaînes de télévision comme la CBC et CTV, et peut donc être un peu plus longue.

MONTRER LA PUBLICITÉ DE 30 SECONDES

APRÈS AVOIR MONTRÉ LA PUBLICITÉ UNE PREMIÈRE FOIS : Vous avez peut-être remarqué un écran de téléphone qui est vert en ce moment. Une fois la publicité finalisée, on aura l’impression qu’elle est en train de texter, « Je ne me sens pas bien. Je reste à la maison. » (Puis montrer une deuxième fois)

- Quelles sont vos premières impressions quant à cette version ?
- Le message est-il facile à comprendre ?
- Est-ce que cette version vous interpelle ? Pourquoi ou pourquoi pas ?

CONCLUSION (5 minutes)

Appendix C – Advertising Concepts

Health Canada Public Health Measures Ad – Disaster Check (GVA South of Fraser River, Rural Centres Atlantic Canada)

Version 1



Eng Ad 15s.mp4

The above video ad begins with a scene of a person in a blue jacket walking through a hall and shuffling to the right of the hall in order to follow the directional arrows on the floor (which are meant to direct flow of traffic), indicating that people on one side of the hall go one way and on the other side go the other way. Then, the scene changes to an individual putting on a bandage after receiving a vaccine by a nurse sitting at a table. The next scene is of an individual wearing a jacket and scarf walking by a shop and putting on their mask, with the sound of a car horn in the background. The scene then shifts to a shot of a person washing their hands, then sanitizing video game console controllers with a paper towel and spray before use. Subsequently, a short clip of an individual taking out a COVID-19 test from its packaging is shown. Large white text reading "Let's keep up the good work," and "Canada.ca/coronavirus" under that is shown on top of a clip of a group of friends in a living room watching television and laughing with a bowl of food. In the background, rhythmic music plays as the voiceover says, "We've found our rhythm for staying well, so let's keep up the good work by following public health measures." At the end of the video, the Government of Canada audio is played as the video fades out and simultaneously says, "A message from the Government of Canada."

Version 2



Eng Ad 30s.mp4

The above video ad begins with a scene of a person in a blue jacket walking through a hall and shuffling to the right of the hall in order to follow the directional arrows on the floor (which are meant to direct flow of traffic), indicating that people on one side of the hall go one way and on the side go the other way. Then, the scene changes to an individual putting on a bandage after receiving a vaccine by a nurse sitting at a table. The next scene is of an individual wearing a jacket and scarf walking by a shop and putting on their mask, with the sound of a car horn in the background. The scene then shifts to a shot of a person washing their hands, and then of a person dancing in a hall and sliding into a living room to sit with two other individuals. One of the people in this room are shown spraying a paper towel and disinfecting video game console controllers before use. After this, a shot of a person's hand on a handle opening a glass door is shown. Subsequently, a short clip of an individual taking out a COVID-19 test from its packaging is shown. The video then spirals upwards to a clip of that same person lying down on a bed and going on their phone. Large white text reading "Let's keep up the good work," and "Canada.ca/coronavirus" under that is shown on top of a quick shot of all of the clips that were shown throughout the ad. In the background, rhythmic music plays as the voiceover says, "We've found our rhythm for staying well, so let's keep up the good work by following public health measures." At the end of the video, the Government of Canada audio is played as the video fades out and simultaneously says, "A message from the Government of Canada."