



Government
of Canada

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du Canada

Continuous Qualitative Data Collection of Canadians' Views – October 2020

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 first 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 October 1st and October 29th, 2020.

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

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Political Neutrality Certification

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

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

Signed:  _____

Date: December 5, 2020

Donna Nixon, Partner
The Strategic Counsel

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Executive Summary

Introduction

The Communications and Consultation Secretariat of the Privy Council Office (PCO) has 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 October 1st and 29th, 2020 in multiple locations across the country including Atlantic Canada, Quebec, Ontario, Manitoba, Alberta and the Northwest Territories. 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. The research explored a wide range of related issues in depth, including what Canadians were hearing about the Government of Canada in the news, views on how the federal government was

managing the spread of COVID-19 and how Canadians behaviours have evolved. The research also explored the intersection of COVID-19 and the economy, specifically in terms of federal government financial supports and the transition from the Canada Emergency Response Benefit (CERB) to Employment Insurance (EI) and three other recovery benefits. Two creative concepts, intended to inform Canadians about recently announced recovery benefits, were tested in several groups mid-month. Later in October participants were asked about the COVID-19 Alert App and discussed names for new employment and training programs targeted to youth.

In addition to the pandemic, these discussions broached other topics including the Speech from the Throne (SFT), the Nova Scotia fisheries, racism, Indigenous issues, western alienation, local issues of concern, and Zero Emission Vehicles (ZEV).

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 racialized Canadians, Indigenous peoples and those on EI or other recovery benefits.

Detailed Approach

- 12 focus groups across various regions in Canada.
- Seven groups were conducted with the general population in Nova Scotia, Quebec City, Northern Alberta, Manitoba, Yellowknife, the Ottawa-Carleton, Toronto, Peel Regions in Ontario, and in Southern and Eastern mid-size centres in Ontario.
- The other five groups were conducted with key subgroups including:
 - Racialized Canadians in the Greater Montreal Area (GMA) and the Greater Toronto and Hamilton Area (GTHA);
 - Indigenous people residing in Atlantic Canada; and
 - Canadians receiving EI/Recovery benefits residing in mid-size and major centres in Ontario and in mid-size centres Quebec.
- All groups in Quebec were conducted in French, while the 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, 80 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium. The incentive ranged from \$90 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
Nova Scotia	1	English	Oct. 1	5:00-7:00 pm	Gen Pop	8
Greater Montreal Area	2	French	Oct. 5	6:00-8:00 pm	Racialized Canadians	8
Greater Toronto/ Hamilton Area	3	English	Oct. 7	6:00-8:00 pm	Racialized Canadians	8
Atlantic Canada	4	English	Oct. 13	5:00-7:00 pm	Indigenous	8
Ontario – Mid-size & Major Centres	5	English	Oct. 14	6:00-8:00 pm	On EI/Recovery benefits	7
Quebec City	6	French	Oct. 15	6:00-8:00 pm	Gen Pop	4
Alberta – Northern Communities	7	English	Oct. 19	8:00-10:00 pm	Gen Pop	6
Manitoba	8	English	Oct. 20	7:00-9:00 pm	Gen Pop	7
Yellowknife	9	English	Oct. 21	8:00-10:00 pm	Gen Pop	6
Ontario – Ottawa- Carleton, Toronto, Peel Region	10	English	Oct. 26	6:00-8:00 pm	Gen Pop	6
Quebec - Mid-size Centres	11	French	Oct. 27	6:00-8:00 pm	On EI/Recovery benefits	4
Ontario – Mid-size towns in Eastern and Southern Ontario	12	English	Oct. 29	6:00-8:00 pm	Gen Pop	8
Total number of participants						80

Key Findings

Part I: COVID-19 Related Findings

Government of Canada in the News (All Locations)

COVID-19 in the News

Throughout the month of October, issues related to COVID-19 were very much top of mind among participants when they were asked what they had seen, read or heard about the Government of Canada. Most prominently, participants were aware of the extension of financial supports in terms of the Canada Emergency Response Benefit (CERB) ending and recipients being transitioned to Employment Insurance (EI) or the three newly launched recovery benefits. In addition to the CERB, participants were also focused on the rise in COVID-19 cases in Canada. When further prompted as to whether they had heard about the Government of Canada taking any additional actions regarding the current COVID-19 pandemic (other than the financial supports previously mentioned), participants cited the Canada-U.S. border closures, funding for COVID-19 vaccine trials and the COVID Alert App.

Participants residing in mid-sized and major centres in Ontario were specifically asked about COVID-19 testing capacity and procedures in their communities. Many had heard about revised guidelines for testing, lengthy wait times, and the potential for rapid testing. During the discussion, participants stressed the need for an increased number of testing sites and locations, more staff to process lab results, and the need for alternatives, such as rapid testing to produce faster results.

In the group conducted in Yellowknife, unprompted awareness of the Northern Business Relief Fund (NBRF) was low. Once provided with more information on the fund, many were worried about it being non-repayable and were concerned about the impact it would have on the federal budget deficit.

Other Federal Government News and Issues

Unrelated to COVID-19, participants referenced hearing about a range of other issues related to the Government of Canada including the Mi'kmaq lobster fishing dispute in Nova Scotia, the federal government's contribution agreement with the WE Charity, a ban on single-use plastics, the progression of the Black Lives Matter (BLM) movement and various mentions related to Canada-U.S. issues as the date of the American election approached.

Mid-month, various groups of participants were asked a series of questions around their awareness and opinions on recent news related to the Government of Canada's ban on plastics. Awareness varied widely by location, with participants in the East (Ontario and Quebec) being more aware of the ban compared to those in the West (Manitoba and B.C.). Those who were aware of the ban believed it was to be implemented in 2021 and included products like plastic straws, plastic bags, and take-out food containers and utensils. Most agreed that the ban on single use plastics was a good idea, primarily because they believed it would have a positive impact on the environment. However, some mentioned

that workable alternatives to single use plastics should be developed and stressed the importance of sanitary measures needing to be taken into consideration.

Government of Canada COVID-19 Management (Experiencing 2nd Wave Ontario, Mid-size Centres Quebec EI/Recovery Benefits Recipients, Southern and Eastern Mid-size Centres Ontario)

There was a strong consensus in all groups that the Government of Canada had done a good job in responding to the pandemic. Participants credited the government with a prompt roll-out of financial supports for individuals and businesses, particularly the CERB. They compared Canada's response favourably to what had occurred in other countries and felt that daily briefings, transparency around decisions, efficient testing, extra screening, assistance to travellers and communications around safety guidelines had been handled well.

When asked specifically about the Government of Canada's performance in terms of protecting the health of Canadians, communicating information to prevent the spread of COVID-19 and providing financial support to Canadians affected by the pandemic, responses were equally positive. Most felt the federal government was doing about as well now, or better in the case of managing the health impacts, as they were earlier in the pandemic.

Nevertheless, when asked what else they could be doing in each of these areas a number of suggestions were put forward.

- On the health front, participants' suggestions focused on addressing issues in long-term care facilities, providing more assistance to schools and instituting more serious consequences for those breaching COVID-19 safety guidelines.
- With respect to communications, participants focused on improvements to the Government of Canada website, refinements to social media campaigns and a push to employ more mainstream media, including out-of-home. There was also a recommendation, in the interests of full transparency, to ensure that the promotion of vaccines by the federal government is accompanied by an evidence-based communications campaign.
- Participants called for more precision in the targeting of financial supports to those most in need as well as assistance to individuals in determining their eligibility for financial support and in completing the application, offered both online and via the call center.

Reaction to the suite of three new recovery benefits – the Canada Recovery Benefit, the Canada Recovery Caregiving Benefit, and the Canada Recovery Sickness Benefit – was overwhelmingly positive. In particular, there was strong support for the Caregiving and Sickness Benefits as they addressed what were viewed as key gaps in the previous financial supports offered.

Behaviour Change (Nova Scotia, GMA Racialized Canadians, GTHA Racialized Canadians, Atlantic Canada Indigenous Peoples, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City, Yellowknife, Experiencing 2nd Wave Ontario, Southern and Eastern Mid-size Centres Ontario)

Participants were asked about how their behaviours and routines had changed, if at all, over the last weeks and months, in response to the evolving situation with COVID-19. Responses varied depending on personal circumstances, including their family and work situation, as well as in reaction to trends in COVID-19 cases in their area.

For some, very little had changed. These participants indicated that they had adapted to a routine in the early months of the pandemic that had become fairly sustainable. They were practicing COVID-19 safety measures and had become more acclimatized to doing so.

Others did acknowledge they were continuing to adapt and adjust as the situation warranted. Many spoke about being more vigilant in response to rising case counts in their region – they were wearing masks more regularly, going out less frequently to restaurants and retail outlets, and using public transportation less often. Several participants were taking more precautions in light of what they felt would likely be a challenging winter and the onset of flu season, which they predicted would stress the healthcare system. Others were making conscious decisions to limit visits with friends and older family members outside their bubble whom they felt would be more vulnerable if exposed to the virus. A number of participants spoke about the impact of the change and their deep sense of frustration at the prospect of not being able to attend family gatherings at Thanksgiving and Christmas.

Even those who had started to venture out more in recent weeks said they were being quite cautious about their activities and interactions. However, there were a few participants who did mention feeling more comfortable visiting older, immune-compromised parents or other relatives. It was their belief that others were being equally vigilant and, as such, they felt it was safer now to expand their bubble.

Spending Habits

About equal numbers of participants indicated their spending had increased as a result of COVID-19 as said it had decreased. Increased expenditures were mainly a factor of the rising cost of living, associated with higher prices for groceries, fuel, and electricity. In some families, additional expenses had been incurred to purchase laptops for children who had shifted to online learning from home. Other increased expenditures were of a discretionary nature, including online shopping and expenses related to hobbies and home renovations. Those who had seen a decline in their spending attributed it primarily to lower expenditures on transportation (gas and transit passes) as a result of the transition to working from home and less discretionary spending on entertainment and recreational pursuits. Spending patterns tended to mirror the cycle of businesses opening and closing as communities and regions moved through various stages in the response to COVID-19. Most agreed that, overall, the cost of living had increased and pointed to rising costs for food, electricity and gas at the pump as the main drivers of this trend.

Views on a Second Wave

The general consensus among participants was that many parts of Canada, with the exception of Atlantic Canada, were either currently experiencing or heading into a second wave of COVID-19. Participants from the Atlantic region did concur that a second wave was inevitable in the region, despite much lower case counts relative to other parts of Canada.

At the same time, participants were mostly optimistic about the preparedness of governments and health officials to handle a second wave. From the standpoint of public response, many also felt that people were more accustomed to the guidelines and thus may find it easier to comply for the duration of a second wave. Nevertheless, there was an expectation that winter and the impending cold/flu season would exacerbate the challenges of addressing COVID-19 and may lead to more confusion. The prediction was that there would be another round of closures, although the hope was that the response to a second wave would be less severe in terms of the scope of a lockdown and/or required isolation. Some participants raised the spectre of mental health issues becoming more acute in a second wave, speculating that many people may find it difficult to cope with limited social activity and the typical 'winter blues.'

Participants were reluctant to offer recommendations regarding the conditions under which restrictions should be reinstated to address a second wave of COVID-19. Most thought any measures taken should be dependent on rates of infection. And, the expectation was that governments could make decisions on a more targeted, localized basis, rather than regionally or province-wide. Ultimately, participants were most worried about further adverse impacts on the economy, people's mental state, and the financial implications for those who have experienced job loss as a result of the pandemic.

Impact of COVID-19

As noted, participants were very concerned about the impacts of COVID-19 on themselves, their families, communities and businesses, especially with winter approaching and the perceived inevitability of a second wave across Canada. Issues were raised regarding the impacts of the pandemic and the recommended public health behaviours on families, young children and elderly relatives in particular. Concerns very much focused on the psychological toll linked to a lack of social interaction and physical companionship. Many expressed worries about the effects of prolonged isolation, and anticipated that loneliness combined with financial insecurity may lead to an increase in those experiencing a range of mental health issues, including depression and suicidal ideation. There were also concerns about rising rates of domestic abuse. Participants felt that access to mental health services and supports would become vital in order to deal with these issues as well as to help individuals and families coping with loss. Beyond this, they were also empathetic to the plight of businesses and were not overly optimistic about the ability of smaller businesses in particular to withstand several more cycles of opening and closing. In general, participants were feeling the effects of what they described as a lack of freedom. And, while their comments suggested they would adhere to the recommended safety guidelines, some acknowledged it would be challenging from a mental health perspective.

Financial Supports (Nova Scotia, GMA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Northern Alberta, Manitoba, Yellowknife, Mid-size Centres Quebec EI/Recovery Benefits Recipients)

Effective September 27, 2020, the Government of Canada transitioned to a simplified Employment Insurance (EI) program to ensure continued income support for those Canadians who remained unable to work due to COVID-19 and who were eligible for a suite of temporary recovery benefits. Awareness and views on the recovery benefits were explored with participants in the above-referenced focus groups.

Many participants had heard that the Canadian Emergency Response Benefit (CERB) was coming to an end and that those currently on CERB would automatically be transitioned to EI. Overall, participants agreed that the CERB had been useful and some concurred that those previously receiving CERB should continue to qualify for benefits. Many were pleased to see more groups being eligible for EI and for the new suite of benefits (e.g., small business owners, seasonal operations).

A more detailed discussion of the three recovery benefits – Canada Recovery Benefit, Canada Recovery Caregiving Benefit and the Canada Recovery Sickness Benefit – was conducted after giving participants some basic information about these programs. With very few exceptions, most participants reacted positively and were supportive of the simplified EI and the suite of recovery benefits. They felt the programs were clearly explained and straightforward. And, they saw particular value in those benefits which were targeted to caregivers and people who do not receive paid sick leave. Any criticisms pertained to regional variations in the cost of living and the fact that benefit amounts did not take into account family size or household expenses. There was also some concern that a few segments of the population had been overlooked: youth, seniors, low-income employed Canadians, people who are unable to accumulate the necessary work hours, foreign workers and marginalized groups (e.g., homeless).

When participants were questioned about the length of time the recovery benefits should stay in place, most felt that they would be needed for at least several months or until the threat from the pandemic had subsided and the economy had begun to recover. When asked whether keeping the programs in place for a year seemed reasonable, participants generally responded affirmatively – they felt these measures were vital as a means of stimulating the economy.

Finally, participants were told that under the previous system EI payments were taxable income. When asked whether they thought this would also apply to the simplified EI system and the new recovery benefits, participants' responses reflected some confusion although most assumed they would be taxable.

Ad Concept Testing (GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City)

In several groups, two different ad concepts were tested – an animated storyboard and a social media ad.

Recovery Benefits Animated Storyboard (GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City)

In the three above-noted locations, participants were shown an animated storyboard aimed at informing Canadians about the new recovery benefits intended to support Canadians affected by COVID-19.

Overall, participants responded quite positively to the ad. They liked its simplicity and brevity. They also appreciated that the message was clear and direct. The use of animation was also well received, as participants felt it allowed the messaging to stand out. Participants were fairly consistent in describing the ad's main message – the main takeaway was that the federal government was providing broader, more all-encompassing financial support programs to Canadians.

The primary weakness was that the ad lacked a sense of cheerfulness or vibrancy and this was associated mainly with the colour palette employed. Participants felt that the ad was too muted and monochromatic. In particular, they commented that the grey colouring made the ad look gloomy, sad, or, in some cases, apocalyptic.

When asked if the ad was informative, participants' opinions were mixed. Some felt that the ad was vague and did not provide enough detail, specifically regarding information about the programs and/or who would qualify. Other participants felt the opposite. They thought it was important to keep the ad brief and believed it effectively directed viewers to the website for more information.

In order to gauge message comprehension, a series of lines from the ad script were reviewed in more details. Most participants liked the statement '*Continuing to support Canadians now will help keep Canada safe and strong*'. They felt this phrase was reassuring and suggested that the Government of Canada was supporting Canadians. An alternative line, '*Continuing to support each other today can help us keep safe, and help make Canada more resilient*' yielded a more mixed response. Some found it to be fresh and different relative to other federal government communications on the pandemic. But others held more negative views, describing it as too long and wordy. And, some did not like the use of the word 'resilient' in this context. On balance, most participants preferred the first statement. When asked to expand on their interpretation of the phrase '*an expanded, more accessible EI*,' all agreed that it suggested EI would be available to more Canadians, particularly for those who were unable to receive it before such as self-employed persons.

Canada Recovery Caregiving Benefit Social Media Ad (Quebec City)

In Quebec City, participants were shown a social media ad followed by an alternative image (see Appendix C) to gauge their impressions and determine preferences. Almost all participants had positive reactions to the original social media ad and stated that it was clear, specific, and did a good

job communicating its message to Canadians. However, when asked to compare the two ad images, in terms of which would be more effective for an ad about the Canada Recovery Caregiving Benefit (CRCB), most participants preferred the alternative image presented because they felt it was more relatable and better aligned with the CRCB.

Youth Supports (Southern and Eastern Mid-size Centres Ontario)

Participants in one focus group held at the end of the month were invited to provide feedback on several options for names for two programs targeted to youth, aged 15 to 30, which were being launched by the Government of Canada.

The first was described as a program which would aim to help young Canadians find work placements, both full and part-time, through partnerships with employers from in-demand sectors. Of the four options considered, participants tended to converge around *Youth Skills, Training and Employment Program* or its acronym *Y-STEP* viewing it as clear, descriptive and professional in its tone while also providing sufficient details within the name itself to identify the target audience for the program as well as the purpose. Comments were more mixed around the other options and participants actively debated whether the term 'youth' was appropriate given the wide range of the target age group, especially for those between the ages of 20 and 30 whom many felt could not reasonably be described as 'youth,' and would not likely see themselves as the target audience for this program.

The second program was designed specifically to support the employability of vulnerable youth, including youth with disabilities, low-income households and Indigenous youth. Of the various options presented to participants with respect to names for this program, *Skills Builder Program* was favoured for its emphasis on skills development, while some gravitated to *Experience Building Program* because the term experience was viewed as fairly expansive and all-encompassing in terms of alluding to different ways to develop skills and experience. A few participants favoured *Youth @Work* mostly for its memorability and adaptability to social media.

COVID-19 Alert App (Quebec City, Manitoba)

In Quebec City and Manitoba participants were engaged in a brief discussion of the COVID Alert App to assess overall awareness of the app and the experience of those who had downloaded it. The discussion also explored the likelihood of participants who had not yet downloaded the app to do so, based on the information provided.

There was a high level of awareness of the app and a reasonably good understanding of how it worked. Some understood that the app employed Bluetooth technology. Others who were unaware of the app's Bluetooth component nevertheless still understood the basic premise that the app relied on locational data to pinpoint when a user had come into contact with someone who had tested positive. Some participants, however, were unsure how the app functioned, believing it required manual input of locational data by the user. Others viewed the app as more of an informational device rather than a

contract tracing tool, thinking that its primary purpose was to relay new information about COVID-19 to users.

Relatively few participants had downloaded the app. Those who had done so described the experience in positive terms. In particular, they found the process of downloading and using the app to be quite easy. Those who had not yet downloaded the app, simply indicated that they needed a reminder or a nudge to do so and, after discussing the app, said they would consider doing so or that they would at least spend more time checking it out.

In terms of any concerns related to the app, a few participants were worried about having to keep Bluetooth turned on, the potential increased data charges associated with having the COVID Alert App constantly running in the background, and the likelihood it would drain their cellphone batteries. A small number of participants also expressed concerns about the possibility their personal data may be hacked or unwittingly used for other purposes. Beyond this, a few participants noted they did not own or use a smart phone and therefore did not believe they could access or effectively use the COVID Alert App.

Part II: Other Issues

Speech from the Throne (Nova Scotia)

Awareness of the Speech from the Throne (SFT), delivered on September 23, 2020 was modest with only a few participants citing that they had listened to it or read about it in the news.

After being shown the four main pillars from the SFT, participants were asked to consider if there were any important opportunities missed or other areas on which they believed the Government of Canada needed to focus. Suggestions generated included an increased focus on environmental initiatives, improving Canada-U.S. relations on a full suite of issues, enhancing Canada's self-sufficiency and a better utilization of Canadian resources, national unity, and Canada's Arctic and Northern Policy.

Asked if they had heard anything about the Government of Canada's projected budget deficit, most had not. However, once prompted participants were not overly-surprised to learn of the projected \$343 billion deficit this year given the amount of financial support the federal government has provided to Canadians thus far through the pandemic. While many were supportive of the financial aid offered by the federal government, there were underlying concerns about abuse by Canadians who may not have been eligible for the assistance and that, going forward, there should be more encouragement to get Canadians back to work and a more tailored and equitable approach in terms of how support is distributed.

Nova Scotia Fisheries (Nova Scotia, Experiencing 2nd Wave Ontario, Mid-size Centres Quebec EI/Recovery Benefits Recipients, Southern and Eastern Mid-size Centres Ontario)

The topic of the fisheries in Nova Scotia was discussed in a number of groups throughout the month with participants residing in Ontario, Quebec and Nova Scotia, including among Indigenous participants in Atlantic Canada (reported separately under the section titled Indigenous Issues).

When asked what they had heard about the fisheries in Nova Scotia, participants' familiarity with the issue varied quite widely by location. In Nova Scotia, most participants exhibited a high level of awareness and understanding of various aspects of the issue. There was a consensus among this group that Indigenous fishers were pursuing their right as per the *1999 Supreme Court of Canada Marshall Decision* to hunt, fish and gather in pursuit of a 'moderate living.' As such, they generally felt that Indigenous fishers were acting within their rights. In the other locations, awareness of the dispute was more modest. Participants were familiar with the issue only based on what they had seen in the headlines and only provided vague details, mostly stating that there had been protests and a conflict between Indigenous and non-Indigenous fishers. Overall, participants tended to be most concerned that the conflict would continue in the absence of further discussions between the parties and a negotiated settlement.

Regardless of participants' awareness and familiarity with this issue, most agreed that the Government of Canada should step in to address it, although this view was voiced most strongly in Nova Scotia. Participants advocated for the federal government to enforce laws, mediate or negotiate between stakeholders, and establish clearly defined rules for both parties. In Nova Scotia, the point was made that it was unlikely the issue would resolve itself without intervention by the Government of Canada.

Racism (GMA Racialized Canadians, GTHA Racialized Canadians)

Two groups comprising racialized Canadians were held during the month, one in the Greater Montreal Area (GMA) and the other in the Greater Toronto and Hamilton Area (GTHA), in which participants were engaged in a broad-ranging conversation about racism in Canada.

When asked whether racism was a problem in Canada, participants in both groups held slightly differing views, but there was general concurrence that racism exists in Canada and tends to be more subtle. Some commented that the less overt nature of racism in Canada may in fact be more insidious, resulting in it being more difficult to directly confront, challenge and address. Participants noted many ways in which racism manifests itself in their daily lives and within specific institutions and systems, specifically identifying issues in the workplace, law enforcement and the judicial system.

A number of participants raised the issue of stereotyping which they felt was common, if not necessarily intentional. The general perception was that while Canada is considered a diverse society, there is much more that could be done to promote a better understanding and acceptance of diverse cultures and backgrounds.

Systemic racism was viewed as a complex and complicated issue which some felt could best be addressed through education. Specifically, participants recommended developing and instituting a

more diverse curriculum in schools, beginning in the early years, but also rolling out a broader public education initiative. Additional recommendations included highlighting diverse role models, showcasing the accomplishments and contributions of diverse groups to Canadian life, and targeting resources and intervention strategies specifically to high-risk youth in lower income communities to improve outcomes for these groups.

Participants discussed a series of announcements recently made by the Government of Canada to address systemic racism. Overall, they viewed all 10 action items as important, and as having merit. However, five in particular were identified as likely to make the most difference. These centered primarily on actions related to the criminal justice system and law enforcement, but also those which addressed online hate and empowered specific communities through economic opportunities. Many participants supported the federal government introducing legislation and making investments to address systemic inequities in all phases of the justice system. Equally, they favoured efforts to modernize training for police and law enforcement. They felt that these initiatives were an important starting point that would ultimately lead to a fairer and more equitable justice system. Participants were also concerned about the growing phenomenon of online hate speech and emphasized the need for social media platforms to take a more proactive role in monitoring and addressing this issue. Increasing economic empowerment for specific communities was interpreted as providing more support for racialized groups in finding employment as well as advancing greater diversity in hiring. Participants were generally of the view that implementing workplace diversity policies, specifically within the public service, was an important starting point and would lead to more diversity in those holding positions of leadership.

Indigenous Issues (Atlantic Canada Indigenous Peoples)

In October one focus group was held among Indigenous participants residing in Atlantic Canada. The discussion was wide-ranging, eliciting participants' views on key priorities for Indigenous peoples, the Nova Scotia fisheries, the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), systemic racism and the issue of improving drinking water on reserves.

In terms of priorities, there was a consensus among participants that Canadians are generally poorly informed about Indigenous rights, culture and values and that this leads to misinformation, stereotyping and fear. Other issues raised in the context of this discussion included racism, poor economic opportunities for Indigenous people, especially for those living on reserve, lack of funding for Indigenous communities, and the need for greater representation of Indigenous peoples in decision-making bodies. Participants emphasized a desire to see the Government of Canada fulfill on its promises to Indigenous people, expressing disappointment with what they viewed as a clear disconnect between the federal government's actions and words.

Some participants were aware of the issues related to Indigenous fishers and commercial fishers in the lobster fishery in Nova Scotia. A few remarked that, if the situation had been reversed, this issue would have received much more attention at the federal level. Participants felt strongly that the Government of Canada should demonstrate its commitment to protecting Indigenous treaty rights by

acting more firmly and swiftly and that, in doing so, it would help to correct public misperceptions about Indigenous rights (e.g., that Indigenous fishers are acting illegally).

Familiarity with the United Nations Declaration on the Rights of Indigenous People (UNDRIP) was minimal. When asked what changes they would expect to see if Canada fully implemented UNDRIP, participants were skeptical about this possibility, describing it as a utopian vision. They felt that full implementation was a very distant possibility at best and would require the Government of Canada to cede considerable, if not full, control of lands and rights to Indigenous people. As a starting point, participants felt the Government of Canada should begin to negotiate land use agreements on an individual basis with each reserve, providing each Indigenous community with greater autonomy, and working cooperatively to create a plan which would protect the environment.

The discussion shifted to the topic of racism against Indigenous people which most believed was pervasive in Canada. Many had personally experienced racism to varying degrees. They pointed to the role of various institutions and systems in perpetuating this cycle including the media, healthcare, public education, policing, the judicial system, and governments.

A final topic for discussion centered on the Government of Canada's efforts to lift long-term drinking water advisories on reserves. Participants were given some information showing the federal government's commitment and progress to date in this area. Many participants, while previously unaware of the particulars of the data which they were shown, were not overly impressed. They were of the opinion that the issue was not a high priority for the Government of Canada underscoring that the issue should not have been allowed to occur in the first place in a country as advanced as Canada. They also expressed skepticism about follow-up in terms of maintenance and quality control. At the same time, the consensus view was that this was a very high priority issue for the federal government and comments were made that addressing drinking water advisories would fulfill a key principle in UNDRIP to protect Indigenous people from discrimination.

Western Alienation (Northern Alberta, Manitoba)

In two focus groups conducted among participants residing in western locations a portion of the discussion was devoted to issues relating to western alienation.

Asked to provide three words that would best describe the current relationship between their province and the Government of Canada, participants' responses varied greatly by province. Those residing in Northern Alberta expressed more negativity and frustration, primarily related to the province's economic performance and what they perceived as a lack of support from the federal government and influence in decisions affecting their province. Most used descriptors such as frustrated, avoidance, irreparable and lip-service to describe the relationship.

Conversely, Manitobans were generally more positive about the relationship between their province and the federal government, specifically noting that they did not see Manitoba being treated much differently from other provinces. They described the relationship as fair, acceptable and cooperative but also as polarized, strained, divided and secretive. Participants attributed any divisiveness largely to

different viewpoints between the two levels of government, as well as a propensity for the provincial government to take a critical stance in relation to federal policies and programs.

On the question of whether their province was treated fairly by the Government of Canada, views were equally divergent. Participants from Northern Alberta generally agreed this was not the case, stating that Government of Canada appeared to be more concerned about jobs and employment in Central Canada. Further, many participants felt Alberta was unfairly contributing more to the federal government in terms of equalization payments than it was receiving back. When asked what the federal government could do to show they were in touch with the concerns of people in Alberta, many participants advocated for more communication and collaboration with the oil and gas sector as the province transitions from a fossil-fuel dependent economy to one which is more diversified. By contrast, participants in Manitoba had little to say in response to this question. Most thought that Manitobans were generally treated fairly and this opinion was based on their perception of reasonably good access to healthcare and education in the province.

Local Issues (Northern Alberta, Yellowknife)

Local issues were discussed in Northern Alberta and Yellowknife, with a specific focus on identifying priorities for the Government of Canada.

In Northern Alberta participants raised a number of issues including employment, healthcare and mental health awareness, education, homelessness, and Indigenous reconciliation. They had little to say on any initiatives the federal government had undertaken which had benefited the province, with the exception of the Trans Mountain pipeline. By contrast, they were generally supportive of its efforts to address orphan wells as they felt this would be beneficial for the environment and would create needed jobs in the short-term. The primary criticisms of this initiative pertained to concerns about using public funds to undertake remediation which was more directly viewed as the responsibility of the companies that had operated and abandoned the wells. There was also a push for investments that would lead to more sustainable economic growth in the province and long-term employment.

In Yellowknife, participants generated a large list of issues in response to the question about important local concerns, including homelessness, the high cost of living, insufficient affordable housing, lack of employment opportunities and low wages, greater access to post-secondary education, supports for those with mental health and/or addictions issues, and access to healthcare professionals. While the federal government was given credit for funding the construction of a new hospital and various other infrastructure improvements as well as for the financial supports in response to COVID-19, some participants were frustrated with what they felt was very minimal attention paid to the Territories. They attributed this to insufficient representation in Parliament. In addition to the above-noted issues, participants identified access to high-speed Internet as a priority issue for the Government of Canada. They commented on the high cost of Internet access, issues of connectivity (e.g., slow Internet speeds) and lack of competition with respect to Internet providers in the region. Many advocated for the federal government to promote greater competition in the region which they expected would lead to better, less expensive services.

Zero Emission Vehicles (ZEV) (Northern Alberta, Manitoba, Yellowknife, Major Centres Ontario, Southern and Eastern Mid-size Centres Ontario, Mid-size Centres Quebec EI/Recovery Benefits Recipients, Southern and Eastern Mid-size Centres Ontario)

Most participants were aware of Zero Emission Vehicles (ZEVs) and expressed interest in purchasing one in the future. They clearly understood the environmental benefits and the reduced carbon footprint associated with ZEVs. Moreover, they were intrigued by the lower maintenance required for these types of vehicles as well as the introduction of more powerful EVs, the latter issue being of particular importance to those interested in trucks and heavy duty vehicles. However, reactions were somewhat tempered by concerns mainly around the initial outlay. There was a common perception that ZEVs were more expensive to purchase. Other concerns related to battery range and disposal, the availability of charging stations, and the utility of such vehicles in remote and Northern areas.

Most felt that the price of ZEVs in Canada was heading to a point of equivalency with other conventional internal combustion engine vehicles, but felt this would occur over a fairly lengthy timeframe (anywhere between 5 to 25 years in the future). Many also found it difficult to make a prediction, given their lack of expertise on the technology and how the various players in the auto industry were responding. Others also spoke about the broader life cycle impact of ZEVs in terms of their overall environmental impact from manufacture through use and disposal, as well as issues related to resale value.

Participants discussed their reactions to a recent Government of Canada announcement to provide funding to a Ford auto plant in Oakville to make ZEVs. Some had heard of the announcement. Regardless of awareness of a joint federal-provincial investment of \$590 million in Ford's Oakville plant, reactions were split. Some were supportive of promoting the technology in Canada, while others questioned making a significant investment of this nature to a private sector company and questioned how it could ultimately benefit Canadians.

When asked how they felt about the Government of Canada setting targets with respect to the percentage of cars sold in Canada which would need to be electric and/or mandating that all new cars sold in Canada must be ZEVs by 2035, opinions were somewhat varied. Some were supportive based on the environmental benefits. Others were concerned that Canada's unique geography and climate would pose some challenges and were opposed to any initiatives that would adversely affect consumer independence and choice.

MORE INFORMATION

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Detailed Findings – Part I: COVID-19

Timeline of October Announcements

In order to help place the focus group discussions within the context of key events which occurred during the continuing COVID-19 pandemic period, below is a brief synopsis for the period beginning at the end of September and continuing through the month of October.

- At the end of September:
 - There had been 158,765 cases of COVID-19 in Canada with 9,297 deaths as of September 30th.
 - COVID-19 infection rates continued to increase across much of Canada (but not in the Atlantic provinces).
 - Canada's border controls with the U.S. remained in place and in effect until October 21st.
- 1-8 October
 - 1 October. Canada's COVID-19 Alert app was made available in Manitoba. It was previously available in Saskatchewan, Ontario, New Brunswick, and Newfoundland and Labrador.
 - 1 October. The Government of Canada announced \$10 billion in new major infrastructure initiatives to create jobs and stimulate economic growth.
 - [Focus group held with general population in Nova Scotia \(Oct. 2nd\)](#).
 - 2-5 October. Canada's COVID-19 Alert app was made available in Prince Edward Island, Nova Scotia, and Quebec.

- Focus groups held with racialized Canadians in the GMA (Oct. 5th) and in the GTHA (Oct. 7th).
- 7 October. The Minister of Environment and Climate Change announced the next steps in the Government of Canada's plan to achieve zero plastic waste by 2030.
- 8 October. The Governments of Canada and Ontario announced investments of \$295 million each in a \$1.8 billion project to develop battery-electric vehicle manufacturing capacity in Oakville, Ontario.
- 9-15 October
 - Focus group held with Indigenous peoples in Atlantic Canada (Oct. 13th).
 - 13 October. A crowd of non-Indigenous people damaged two Nova Scotia fishery facilities owned by Sipekne-katick First Nation.
 - Focus groups held with people using EI/Recovery benefits in Ontario mid-size and larger centres (Oct. 14th) and with general population in Quebec City (Oct. 15th).
- 16-22 October
 - Focus groups held with general population in northern Alberta (Oct. 19th), Manitoba (Oct. 20th) and Yellowknife (Oct. 21st).
 - 22 October. The European Union cancelled the "COVID travel corridor" between Canada and the E.U. that allowed entry into the E.U. without quarantine.
 - 23 October. The Government of Canada announced an investment of up to \$173 million through the Strategic Innovation Fund to advance Medicago's virus-like particle vaccine and help establish a large-scale vaccine and production facility.
- 23-31 October
 - Focus group held with the general population in Ottawa-Carleton, Toronto, Peel regions of Ontario (Oct. 26th).
 - Focus group held with Canadians receiving EI/Recovery benefits in mid-size centres in Quebec (Oct. 27th).
 - Focus group held with the general population in mid-sized centres in Eastern and Southern Ontario (Oct. 29th).
 - 30 October. The Government of Canada announced \$200 million in new funding to support Indigenous people and communities. The funding will be focused on early learning and childcare facilities, public health infrastructure and for Indigenous post-secondary institutions.
 - 31 October. There had been 235,444 cases of COVID-19 in Canada with 10,136 deaths as of October 31st.

Government of Canada in the News (All Locations)

COVID-19 in the News

Throughout the month of October, issues related to COVID-19 were top-of-mind for participants when asked what they had seen, read or heard about the Government of Canada.

Most prominently participants were aware of the extension of financial supports in terms of the Canada Emergency Response Benefit (CERB) ending and recipients being transitioned to Employment Insurance (EI) or the three recently announced recovery benefits. A few participants recalled the nature of the benefits and that they had been expanded to include families and caregivers. Most, however were unclear on any details.

In addition to the CERB, participants were also focused on the rise in COVID-19 cases in Canada and discussed how they were tracking and monitoring the situation in their own provinces/territories as well as in other regions across the country.

Other COVID-related news pertaining to the Government of Canada of which participants were aware included:

- Extending the Canada-U.S. border closure;
- Developing rapid testing for COVID-19; and
- The federal government deficit.

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

Participants were asked to respond to a more specific question concerning what they had heard about Government of Canada actions regarding the current COVID-19 pandemic. In addition to reiterating awareness of the financial supports provided to Canadians (e.g., CERB) and businesses (e.g., wage and rent subsidies), participants also spoke about updates on case counts, direction around health measures, the Canada-U.S. border closures, funding towards COVID-19 vaccine trials, and the COVID Alert App.

Some participants noted that they were paying more attention to their province/territory's response than they were to the federal government's response to the pandemic.

COVID-19 Testing in the Community (Mid-size and Major Centres Ontario EI/Recovery Benefit Recipients)

Participants in the group held among residents of mid-sized and major centres in Ontario were further prompted on what they had heard about COVID-19 testing capacity and procedures in their communities. Many had heard about revised guidelines for testing, specifically the requirement to be symptomatic in order to be tested) but also, lengthy wait times and the potential for more rapid testing. Participants underscored the need for greater access to testing. Specifically they commented on the requirement for an increased number of testing sites and the need for alternatives, such as rapid testing.

When asked what could be done about testing capacity, participants put forward the following ideas:

- Open more testing locations, including alternative sites such as at pharmacies or blood donor clinics; and
- Hire more staff to process lab results.

Risk of COVID-19 among Racial and Ethnic Minority Groups (GTHA Racialized Canadians, GMA Racialized Canadians)

In two groups undertaken with racialized Canadians, participants were specifically told that:

Data in the U.S. shows that some members of racial and ethnic minority groups are at increased risk of getting COVID-19 or experiencing severe illness, regardless of age. For example, African Americans have among the highest COVID-19 associated hospitalization rates.

Asked if participants believed that racialized Canadians are disproportionately affected in Canada too, most participants disagreed. The main rationale for this opinion was that all Canadians have access to healthcare, whereas U.S. residents do not.

Northern Community Relief Fund (Yellowknife)

In the group conducted in Yellowknife, participants were asked about their awareness and views on the Northern Business Relief Fund (NBRF). Unprompted awareness of the NBRF was low, with only one participant in the group having heard of it prior to the discussion.

Participants were then shown the following information as a basis for further discussion:

The Northern Business Relief Fund (NBRF) provides short term support, in the form of a non-repayable grant, for ongoing operational costs to small and medium sized territorial businesses impacted by economic disruptions due to COVID-19. In recognition of the continuing impacts of COVID-19, the Canadian Northern Economic Development Agency (CanNor) extended financial support beyond July 31, 2020 based on a demonstrated need for up to a maximum of \$100,000 or up to March 2021, whichever comes first, to businesses operating in tourism accommodations, food services, arts, entertainment and recreation, transportation and retail sectors. Others may be assessed on a case-by-case basis.

Many raised concerns about the structure of the fund. The discussion primarily focused on the fact that the NBRF was non-repayable. This underpinned participants' concerns about the impact this would have on the federal budget deficit. Some specifically believed that small and medium sized businesses who received the money should have to pay it back once the pandemic is over.

Other Federal Government News and Issues

Unrelated to COVID-19, participants referenced hearing about a range of other issues involving the Government of Canada. These included (in order of frequency mentioned): the Mi'kmaq lobster fishing dispute in Nova Scotia, the federal government's contribution agreement with the WE Charity, a

ban on single-use plastics, the progression of the Black Lives Matter (BLM) movement, and various mentions related to Canada-U.S. issues as the American election progressed.

Ban on Plastics (Mid-size and Major Centres Ontario EI/Recovery Benefit Recipients, Quebec City, Northern Alberta, Manitoba)

Participants in the four above-noted locations were asked a series of questions around their awareness and opinions on recent news related to the Government of Canada's ban on plastics.

Those in the groups conducted in Ontario and Quebec City were aware of the ban on single-use plastics, including the timeline for implementation which they thought was imminent (in the next year or by the end of 2021). Participants in these groups also provided details about what they believed to be included in the ban, such as plastic straws, plastic bags, and take-out food containers and utensils. Those residing in the West (Northern Alberta and Manitoba) were less aware of the ban, with only one or two participants hearing about the ban without being able to provide any specific details.

Asked if they believed the Government of Canada's ban on single use plastics was a good or bad idea, most said it was a good idea. Many were in favour because they believed it would have a positive impact on the environment. However, there were some criticisms expressed. Participants mentioned while they felt it was important to move in this direction, workable alternatives must be provided. They stressed the need for sanitary measures to be taken into consideration, especially when it comes to safe food packaging or the prevention of COVID-19 (in the case of reusable bags). A few, while in agreement with the ban, mentioned they believed there were other, more important issues for the federal government to focus on.

Government of Canada COVID-19 Management (Experiencing 2nd Wave Ontario, Mid-size Centres Quebec EI/Recovery Benefits Recipients, Southern and Eastern Mid-size Centres Ontario)

In three groups participants discussed their perceptions of the Government of Canada's management of the COVID-19 pandemic, considering both its response in the early days as well as more recently. There was a strong consensus that the federal government had done and continues to do a good job. Even the few dissenters to this point of view were not overtly negative per se about the federal government's performance in addressing the pandemic, but instead raised concerns about the fiscal sustainability of the response.

The Government of Canada was credited with launching the CERB and a range of other financial supports including rent subsidies and business loans. The overall stimulus to the economy resulting from these measures was seen as positive. Other non-financial measures were referred to

appreciatively, especially daily briefings, transparency around decisions, rapid testing, extra screening, help for travellers, and guidelines with regards to social distancing and masking.

Participants spoke favourably about the quick and broad economic response to providing support to Canadians and this was the primary factor underpinning positive perceptions. A secondary consideration was international comparisons. Many compared Canada favourably to the situation experienced in other countries which was based on information gathered through conversations with family and friends overseas and/or media reports. Participants felt fortunate to be living in Canada during this period given the robustness of the existing economic infrastructure, the quality of the healthcare system, and the functionality of governments at all levels.

Health Impacts

The Government of Canada's management of COVID-19 was explicitly discussed from the point of view of health impacts. Participants outlined several areas where they thought that its performance had been good, yielding positive outcomes. These were:

- Developing and promoting use of the COVID Alert App;
- Providing supplies of Personal Protective Equipment (PPE);
- Ensuring the coordination of all of actors in Canada's healthcare system;
- The provision of military support when and where needed (specifically in aid of the long-term care (LTC) sector); and
- Keeping the borders closed.

The question was posed as to whether the Government of Canada's management was better or worse now as opposed to earlier in the pandemic. The response was mixed, but generally the answer was that it had not significantly changed in one direction or another. Concerns remained that early in the pandemic the original lockdown had come too late, that the guidance on the use of masks was confusing and that not enough had been done to protect seniors. It was expressed that actions to protect seniors and strengthen the LTC sector remains inadequate.

For those who saw some improvement from the early days of the response, this was attributed to greater visibility of the Government of Canada, improvements in border controls, adjustments to financial supports, and making more PPE available. For those who felt the response by Government of Canada had declined somewhat over the duration of the pandemic, it was thought that this was more a factor of general public fatigue and the need to re-sensitize Canadians to the issue.

Participants offered constructive suggestions on ways in which the Government of Canada could improve. Their specific suggestions included:

- Continued focus on the LTC sector;
- Continue to refine financial supports to make sure they effectively target those most in need;
- Apply stricter and more serious consequences for those who break the safety rules; and
- Provide more help for schools.

Information

Similar to the discussion on health impacts, participants were asked to assess the Government of Canada's effectiveness in the area of information about COVID-19. There were no negative responses, with participants' ratings ranging from good to great. Two aspects that stood out were the daily press conferences held earlier in the pandemic, as this was felt to be reassuring, and the early acknowledgement of the mental health aspects of the pandemic.

Participants indicated that they were becoming more reliant on social media versus mainstream media/press conferences for information about COVID-19. It was also stated that depending on where one lived, the requirement for a satellite dish to receive traditional media reinforced the role of social media as a primary communications channel. Although the Government of Canada is present on social media, it was felt that they needed to diversify their communications across multiple platforms.

At the same time, there was an understanding that communication of COVID-19 issues was challenging, particularly as much of it is now seen as being repetitive. It was felt that this may be due to the fact that the audience is now more informed on the subject, but it was specifically expressed that many are becoming increasingly blasé and that reinforcement of key messages is required.

When compared with earlier in the pandemic the view was that the Government of Canada's performance in terms of providing information to the public on preventing the spread of COVID-19 had remained stable or improved. Although, as mentioned above, communications were seen by participants as being repetitive, they were also viewed as being more targeted to specific groups at this time.

Participants put forward a few ideas for ways that the Government of Canada might build on its efforts:

- The Government of Canada website was seen as daunting and not a place where participants could readily and easily access information;
- It's social media presence was thought to require further refinement;
- Some felt that employing more traditional out-of-home communications (e.g., old-style posters in grocery stores) should be considered;
- The Government of Canada should be prepared to present evidence to support recommendations going forward. It was felt that the public has thus far been trusting of the Government of Canada, but that when it comes to the new vaccines, a strong evidence-based communication campaign will be required.

Financial Support

The financial support initiatives undertaken by the Government of Canada were seen by participants as important and something that simply had to be done. As a result, there were no negative judgements on the government's management in this area with most commenting that the Government of Canada's response was reasonable and what was required. This is not to say that concerns were not raised

about the financial supports. Thoughts were shared that it had perhaps been too easy for a segment of Canadians to receive benefits at the beginning of the pandemic, and that now there was an undercurrent of fear of future tax increases. There was also a discussion of fairness stemming from the fact that the CERB had been issued widely, including to middle-class families, while very little had heretofore been done to address the longstanding issues in Canada with respect to low-income families or those living below the poverty line with some advocating for a universal basic income.

When asked whether the Government of Canada's management in this area was better or worse than earlier in the pandemic, participants reported that it was about the same or that they were not sure. The latter perspective was most commonly the view of those who have had little experience with the financial supports.

Suggestions for improvement centered on:

- More precise targeting of financial supports in order to ensure that they are focused purely on those in need;
- Conducting more outreach to people who may not be online and/or able to find information or apply for the benefits via the Government of Canada website;
- Providing better assistance in call centres to help potential applicants;
- Considering additional supports for small businesses; and
- Clarifying confusion around the benefits, as some people don't appear to know what they are eligible for, where to go, or what to apply for. It was offered that this might involve creating a tool to help people assess their eligibility, based on their circumstances.

Participants were then provided with the following details of the new programs and asked for their perceptions.

The Government of Canada also announced a suite of three new recovery benefits:

The new Canada Recovery Benefit would provide a benefit amount of \$500 per week for workers who are not eligible for EI - mainly the self-employed and including those working in the gig economy (e.g. freelancers, consultants, independent contractors, temporary contract workers, etc.)

The new Canada Recovery Caregiving Benefit, would provide \$500 per week to anyone who is unable to work because they need to provide care to children or support to other dependents who had to stay home (e.g. they had to stop work because their child's school or daycare closed because of COVID-19).

The new Canada Recovery Sickness Benefit would provide \$500 per week for up to two weeks for those who don't have paid sick leave and become sick or must self-isolate due to reasons linked to COVID-19.

The simplified EI system and the new recovery benefits will be in place for one year and will provide a minimum entitlement of 26 weeks of regular benefits (aside from the Canada Recovery Sickness Benefit - which is for up to 2 weeks).

Most participants reacted positively to the suite of recovery benefits and felt the information above provided sufficient clarity around each. In particular, there was strong support for the Caregiving and Sickness Benefits as they addressed apparent gaps that some felt were associated with the CERB and other financial supports which had been offered earlier. There was more debate and discussion among participants about the Canada Recovery Benefit. While some thought that this benefit could be covered by existing EI and social assistance programs, others interjected that this would leave gig economy and contract workers exposed. However, once these issues were fully debated and talked through by participants, participants generally supported the approach.

Behaviour Change (Nova Scotia, GMA Racialized Canadians, GTHA Racialized Canadians, Atlantic Canada Indigenous Peoples, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City, Yellowknife, Experiencing 2nd Wave Ontario, Southern and Eastern Mid-size Centres Ontario)

In keeping with focus group discussions which have taken place in previous months, participants were asked to describe their response to COVID-19. Specifically, the conversation focused on participants' behaviours in the last few weeks and how their response to COVID-19 may have changed or evolved since the summer. Participants were also queried about their views on a second wave, their expectations over the coming winter months, and their concerns about the impacts of the pandemic on themselves, their families, communities and local businesses.

Participants' behaviours in response to the evolving situation with COVID-19 varied depending on their personal circumstances, including where they resided and whether cases had been increasing in their region, as well as their family and work situation. Some commented that very little had changed over the past few months in terms of their behaviours and they were continuing to be mindful of their day-to-day activities. This was generally because they had adapted to a reasonably sustainable routine in the early months of the pandemic and now felt comfortable continuing to wear a mask, practice social distancing and minimize interactions with others by limiting visits to stores or restaurants. For others, the lack of any alteration in their routine was more a factor of the continuity of their working life, either online from home or in-location. In fact, some spoke about the adjustment to working from home in very positive terms. While they commented that the transition in the early days and weeks had been challenging, finding it both stressful and isolating, they felt it was also an opportunity to reflect and reprioritize. The result had been that they now find themselves in a fairly convenient routine. A number of participants commented that they were enjoying spending more time at home, with family.

Others had, however, acknowledged some changes in their behaviour over the last weeks and months. Most participants spoke about being much more cautious especially in response to rising case counts

in their region and fears about the impact of a second wave. Several mentioned they were wearing masks more regularly, shopping less, and getting take-out food or cooking at home in place of going out to restaurants. Some had stopped taking public transportation. In some cases, participants had taken on the care of an elderly parent. For some, assuming this role was considerable extra work and necessitated severely restricting contact outside their limited bubble.

Others were making conscious decisions to limit visits with friends and older family members outside their bubble whom they felt would be at-risk if exposed to the virus. Some spoke about the impact of the change and their deep sense of frustration from missing family gatherings and not being able to connect with family members in person, particularly around celebratory events such as Thanksgiving. A few anticipated this would also be the case at Christmas. Leading a significantly more restricted lifestyle was especially difficult for those who tended to socialize regularly or described themselves as extroverts, as well as those participants who had been unable to visit with a parent, children or grandchildren in quite some time. In some cases, the loss of a business as a result of COVID-19 had meant their daily routine and lifestyle had dramatically altered, in addition to putting a strain on their financial situation.

Several participants were taking more precautions in light of what they felt would likely be a challenging winter and the onset of flu season, which they predicted would cause a spike in illness, putting a strain on the healthcare system. Participants also noted that being forced to spend more time indoors during the winter months would pose some challenges in terms of their mental health, as the days are now becoming generally colder and gloomier, and opportunities for outdoor exercise are more limited for some. A number of participants described the situation as challenging, frustrating, scary, worrisome and anxiety-inducing, reflecting the emotional ups and downs accompanying trends in rates of infection and the cycle of business openings and closings within their region. Participants remarked that their own behaviours closely corresponded to how their province or region was doing with respect to case counts.

Those who had started to venture out more in recent weeks did also say that they were now taking more precautions – keeping gatherings to their immediate family bubble rather than extending their circle to include friends, as they had during the summer. And, as some participants noted, they were beginning to be more comfortable visiting older, immune-compromised parents for example, believing that everyone around them was being equally vigilant in terms of minimizing activities which might increase their exposure to the virus.

In the context of this discussion a few participants said they had observed others in their community who were not adhering to the guidelines especially around wearing masks. Teenagers, as a group, were singled out by some as more frequently defying COVID-19 guidelines, although others commented that lax behaviours were not necessarily confined to this demographic.

Spending Habits

The impact of COVID-19 restrictions on participants' spending habits varied across groups. Some commented that their spending had increased as a result of the pandemic. This was due to:

- Increased online shopping
- Increases in the general cost of living – higher grocery and electricity bills as a result of spending more time at home
- Spending on hobbies/interests
- Spending on home renovations
- Expenses related to setting children up for virtual learning (e.g., laptops, etc.)

Others experienced the reverse – a decline in spending – related to:

- Drop in fuel charges for those participants who no longer commute regularly to and from work
- Lower use of public transportation (e.g., no need to purchase a monthly metro pass)
- Fewer shopping trips and generally less interest in shopping
- Lower spending on food, entertainment and recreational activities

A few participants indicated that their spending habits had fluctuated. They noted that their spending had risen through the summer months as they went out more, but that it had more or less stabilized in recent weeks. Others mentioned they were consciously attempting to be more cautious in their spending, particularly at the outset of the pandemic. However, they began spending more as businesses opened up, but are now spending less with the closures that have occurred more recently in their region. Others noted they are doing what they can to support local businesses, recognizing that smaller, independently-owned businesses have been struggling through the pandemic.

When specifically asked how the pandemic has impacted their day-to-day cost of living, most agreed that essentials, specifically the cost of groceries, had increased. In part, this was due to the larger number of household members now spending more time at home through the day, meaning a larger portion of the monthly budget was being spent on food. At the same time, many participants were of the view that the price of meat, particularly beef, had increased as well as fresh vegetables and basic staples. Others noted that the price of fuel had also increased as had the cost of lumber and pressure-treated wood which was in high demand through the summer as many people embarked on home renovation projects. Comments were made about the impact of the pandemic on the housing and rental market. In some markets, costs associated with housing and rental payments had skyrocketed.

Others who had been laid off or forced to shutter a business mentioned that they had felt a dual impact stemming from higher prices for essential products and services combined with a significantly reduced income. A few participants described the impact on them personally, specifically having to rely on credit and assume more debt in order to survive financially.

Views on a Second Wave

The general consensus among participants was that most parts of Canada, with the exception of the Atlantic Provinces, were either currently experiencing or heading into a second wave of COVID-19. At the same time, participants in Nova Scotia expressed concerns that, while cases of COVID-19 were low compared to other regions in Canada, they were not yet through the first wave. This view was reinforced by the fact that economic activity had yet to resume in any significant way, reports of

continued notifications to quarantine in some sectors (e.g., healthcare) and rising numbers of infections across Canada. A few felt that despite Nova Scotia's low case count at the time of the focus group, it would not be immune to a second wave given the trends elsewhere in Canada, especially in Ontario and Quebec. Some in Atlantic Canada were most concerned about the risk of spread as a result of interprovincial travel between Ontario, Quebec and the Atlantic Provinces. Additionally, some suggested that the Atlantic region had been among the last areas in Canada to experience the first wave and would likely also lag behind other provinces in experiencing a second wave. Nevertheless, they viewed a second wave as inevitable. Those who were optimistic that Nova Scotia could avoid a second wave were in the minority, but did stress that the province had done well at maintaining a steady state throughout the pandemic.

In the GMA and the GTHA, participants agreed that a second wave had already hit. At the same time, they felt more optimistic about the ability to handle it, based on what they were hearing from experts. There was a sense that public health officials had a better understanding of the virus, how it is transmitted and how to prevent the spread, and that the healthcare system was better equipped with personal protective equipment and ventilators to handle an increase in cases. Similarly, the feeling was that the experience through the spring and summer months had prepared the public, to some extent, with respect to COVID-19 safety guidelines like wearing masks.

When asked what they expected would happen through the fall and over the next few months, many alluded to closures, specifically school closures, and a reversion in most provinces to previous stages in terms of reopening (e.g., full lockdown). There was an expectation that winter, and the impending cold/flu season, would exacerbate the challenges of addressing COVID-19 and possibly cause some confusion (e.g., not knowing whether symptoms were associated with the regular flu or COVID-19).

Some participants expressed considerable uncertainty or were pessimistic about the outlook for small businesses and restaurants, which they anticipated would be unable to endure another round of closures during a second wave.

Participants spoke about the impact a second wave would have on them personally. For some, as students, they anticipated shifting from in-class to online learning and hoped that this transition would go more smoothly than it had back in the March-April period. Others worried about their financial security and the need to further rein in their spending. Still others were concerned about 'COVID-19 fatigue' and people's ability to continue to comply with the safety guidelines for an extended period of time. A few participants commented that they were already seeing signs of slippage on this front, such as a pent-up desire to attend larger gatherings and events.

Most felt that the trend line with respect to a second wave of the virus was largely dependent on:

- The ability of the public to adhere to COVID-19 guidelines; and
- The size and nature of Christmas gatherings.

It was difficult for participants to forecast whether the second wave would be better, worse or about the same as the spring. Some felt that the experience of the first wave meant that Canada was in a better position to handle a second wave. These participants were also hopeful that the response

would be less severe, expecting that the public might be somewhat less fearful and more prepared this time, and that provincial governments would be able to strike more of a balance between protecting public health and the economy. Others were concerned that the prospect of COVID-19 colliding with the flu and cold season was a recipe for disaster. This latter group expected there would be a significant increase in cases among the general population, and not primarily the elderly, and were particularly concerned that schools may become a breeding ground for the virus, leading to more widespread infections among teachers, family members and the broader community. Unprompted, some participants raised the spectre of mental health issues coming more to the forefront in a second wave, speculating that many people may find it difficult to cope with limited social activity and the typical 'winter blues.'

In terms of expected actions to address a second wave, many felt provincial governments would be forced to impose further restrictions. They also thought that decisions would be made with a clearer view to regional and local trends and to doing what is necessary to support ongoing economic activity. Some participants favoured taking a more localized approach to prevent widespread public backlash which they felt would result if provincial governments applied more broadly based, widespread restrictions. There was an expectation of school closures and maintenance of border controls to limit interprovincial travel (this latter point was raised primarily in the Atlantic), but also pushback on closing down facilities such as fitness studios and gyms which some felt was an important outlet for people with respect to maintaining positive mental health. Some felt that any closures should be highly targeted – for example, closing down a single outlet that has been the site of infections, rather than an entire sector.

When asked under what conditions restrictions should be reinstated, participants were reluctant to set out specific parameters. They thought it should depend on infection rates, the number of COVID-19 related deaths, and hospitalizations due to COVID-19 and resulting strain on the health care sector. If trends showed a significant increase in cases, the consensus was that travel to and from other regions should be restricted, gatherings in public places (e.g., bars) should be shut down, schools and daycares should be closed, and a mandatory order to wear masks should be strictly enforced.

Most did not anticipate a dramatic change in their habits as a result of a second wave. The primary worry was the impact on the economy, people's mental health, and particularly those whose livelihoods would be adversely affected.

Impact of COVID-19

Most participants expressed significant concern about the impacts of COVID-19 on themselves, their families, communities and businesses, especially as winter approaches and a second wave of the virus was thought to be likely if not underway in most, if not all, parts of Canada. Participants identified numerous risks:

Personal and Family-Related

- Impacts on family and young children – Several participants spoke about the psychological toll on their children as a result of a lack of social interaction and being homebound. They were worried about their children’s social development and expressed concerns about them growing up with a fear of interacting with others as a result of this experience. Others mentioned the stress related to having all family members co-habiting for an extended period of time – It was expressed that those working and/or participating in online learning from home create additional pressures within the home environment. The adjustment to working and schooling from home has been significant.
- Long absences and inability to visit or care for elderly parents/grandparents – A number of participants commented on the difficulties they faced when unable to assist parents with health concerns and/or those needing additional assistance or care. Others were worried for parents and grandparents who were experiencing loneliness and prolonged isolation from other family members.
- Lack of a general support network – A few participants expressed worries about how they would take care of their families if they got sick, noting that in some cases they did not have any extended family in the country who could step in and provide support.
- Financial insecurity – Many participants were worried about the financial consequences of job loss for themselves or other family members and, lacking resources, questioned their ability to manage through illness and an extended recovery in the event they contracted COVID-19.
- Dealing with death and grief – A few participants mentioned that several of their own family members had been affected by COVID-19, some of whom had passed away as a result. This has had implications for intra-family communications but has also acted as a reminder of COVID-related safety practices. Others mentioned there had been deaths within their community and spoke about their deep feelings of sadness over not being able to gather to celebrate the lives lived. There were concerns for those who were left to grieve alone and worries about lasting anxiety, stress and feelings of guilt as a result.
- Access to mental health supports – Several participants talked about the negative impacts on mental health impacts within their families – struggles with stress, depression and anxiety stemming from what they described as a highly fluid situation. Some expressed concerns about the challenges of accessing mental health services and supports.

Businesses

- Cycle of opening and closing – Some participants underscored the challenges for businesses of opening and closing, suggesting that the instability was especially difficult from a financial perspective.

Societal

- Mental health impacts – Many participants expressed deep concerns about the mental health impacts at the individual, family and societal level. They spoke about a loss of motivation and energy if the pandemic does not show signs of subsiding reasonably soon. Some participants

noted that the lack of physical companionship or human touch has been especially difficult for those who live on their own and is a contributing factor to mental health issues.

- General stress and conflict – Some participants commented on higher levels of stress, friction, and conflict in peoples’ day-to-day lives, directly linked to the pandemic, and the level of ambiguity and uncertainty regarding what lies ahead in the weeks and months to come.
- Domestic abuse and suicide – A few participants surmised that the incidence of domestic abuse and suicide would rise, fueled by anger and depression as a result of prolonged isolation and job loss.

In general, participants were feeling the effects of a lack of freedom which they compared to a form of captivity. While the extent to which this was felt varied across locations (lower in Yellowknife, for example) it has nevertheless been a particularly difficult adjustment for many. Their comments suggested that, while many would adhere to social distancing and other recommended public health practices, it would be challenging from a mental health perspective.

Financial Supports (Nova Scotia, GMA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Northern Alberta, Manitoba, Yellowknife, Mid-size Centres Quebec EI/Recovery Benefits Recipients)

Effective September 27, 2020, the Government of Canada transitioned to a simplified Employment Insurance (EI) program to ensure continued income support for those Canadians who remained unable to work due to COVID-19 and who were eligible for a suite of temporary recovery benefits. In several focus groups throughout the month of October, participants were queried in regards to their awareness of this transition and their views on the new suite of recovery benefits.

Awareness of CERB and EI

Many participants had heard something about the Canada Emergency Response Benefit (CERB) and/or EI, mainly that the CERB was coming to an end and that those currently on CERB would be automatically transitioned to EI. A number of participants were also aware that the CERB had been or would extended beyond the expected end date for the program, at the end of August. Overall, many agreed that CERB had been useful and some supported the additional one-month extension. They felt the financial support had been badly needed, especially by those working in specific sectors that had experienced a significant impact as a result of COVID-19 (e.g., the service sector).

At the same time, this discussion prompted comments by a few participants suggesting some degree of frustration with the administration and impact of the CERB program. A few participants who felt they were eligible for EI at the beginning of the pandemic were frustrated at being placed on the CERB

instead. The issue for these participants was that, having worked the hours and contributed to EI, they felt they were entitled to receive EI. Moreover, some felt that the financial support under EI would have been greater than what they received on CERB. Others took this opportunity to express their concerns about individuals who had not worked sufficient hours and/or who had not been adversely affected by the pandemic with respect to their income or employment nevertheless receiving CERB payments. There was a concern that these individuals, whom they deemed did not qualify for either the CERB or EI, would automatically be transitioned to EI. A few remarked that the CERB program had, in this respect, been overly-generous and open to abuse. In the same vein, some suggested that while the CERB had been intended, in part, to stimulate the economy, they did not feel it had made much of an impact in this regard. These participants felt that the level of financial support via the CERB was acting as a barrier for some people to return to work. There were also a few concerns expressed about the taxable nature of the benefit and the broader long-term financial consequences for the federal government.

At the same time, other participants mentioned that some groups which had previously been excluded from receiving the CERB (e.g., small business owners, those working in seasonally-based operations) would now be eligible for the new recovery benefits. A few participants were personally affected in this way, and noted that this was a positive aspect of the new recovery programs. Several participants, however, held the exact opposite view, indicating that while they had been eligible for the CERB, they were worried they would not qualify for any of the replacement programs, including EI (e.g., the eligibility of freelance workers was questioned).

Views on the Suite of Recovery Benefits

Before continuing the discussion, participants were provided with some additional clarification, with minimal variations between groups, on the transition to a simplified EI program and the suite of three new recovery benefits, as follows:

(Nova Scotia, GMA Racialized Canadians) The Government of Canada recently announced that it will be transitioning to a simplified Employment Insurance (EI) program. Originally the CERB was ending at the end of August, but it was extended another four weeks and ended this past weekend/a little over a week ago now. ***(Mid-sized and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-sized Centres Quebec EI/Recovery Benefits Recipients)*** The Government of Canada recently transitioned to a simplified Employment Insurance (EI) program.

(Nova Scotia, GMA Racialized Canadians, Mid-sized and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-sized Centres Quebec EI/Recovery Benefits Recipients) As a follow-up to the Government of Canada's Speech from the Throne, the Government of Canada announced that it would boost the proposed weekly payout for unemployed Canadians transitioning from the CERB to EI to \$500 a week, up from the originally announced \$400. Anyone eligible for EI will need to have worked 120 hours to qualify, well below current EI requirements - since many Canadians have been unable to work due to the pandemic and accumulate the required number of hours.

(All groups) *The Government of Canada also announced a suite of three new recovery benefits:*

The new Canada Recovery Benefit would provide a benefit amount of \$500 per week for workers who are not eligible for EI - mainly the self-employed and including those working in the gig economy (e.g. freelancers, consultants, independent contractors, temporary contract workers, etc.)

The new Canada Recovery Caregiving Benefit, would provide \$500 per week to anyone who is unable to work because they need to provide care to children or support to other dependents who had to stay home (e.g. they had to stop work because their child's school or daycare closed because of COVID-19).

The new Canada Recovery Sickness Benefit would provide \$500 per week for up to two weeks for those who don't have paid sick leave and become sick or must self-isolate due to reasons linked to COVID-19.

Participants were asked what they thought about the approach outlined above and whether the minimum benefit rate and eligibility requirements made sense. With very few exceptions, most participants reacted positively and were supportive of the simplified EI and the suite of recovery benefits. They felt the programs were clearly explained, straightforward and particularly appreciated the specificity with respect to the suite of three recovery benefits, seeing these as more targeted compared to the CERB. And, they saw particular value in those benefits which were targeted to caregivers and people not eligible for paid sick leave. With respect to the latter, participants felt the Canada Recovery Sickness Benefit would be an important way to curb the spread of COVID-19 by providing some degree of financial security to those who might otherwise feel compelled to return to work in order to earn a living, while possibly infected with the virus.

Most described the benefits as adequate, or even generous in some cases, and helpful especially for those people who are most in need. At the same time, some were concerned that the benefit amount did not take into account family size or household expenses (e.g., mortgage/rent being the single largest household expense) and, as such, may be insufficient for large families and/or those residing in areas where the rental and housing market is tight, leading to higher rents and mortgage payments. While a few participants noted favourably that the program as described appeared to be moving Canada in the direction of a minimum guaranteed income, and saw this as an opportunity to raise people above the poverty line, others felt that the benefit amount could act as a disincentive to return to work. A number of participants were concerned about the possibility of people exploiting or abusing the programs. They suggested putting in place a robust system of checks and balances, which could include options to allow people receiving the benefit to earn some additional income without being taxed, as well as implementing an 'informant line,' to report suspected fraudulent use or misuse of the recovery benefits. Some participants thought the benefit amount should be more directly linked to employment trends and opportunities and advanced the idea of a federal government work program similar to those which were put in place during the Great Depression whereby unemployed people are directed to jobs in key sectors (e.g., healthcare, general maintenance work, infrastructure, etc.).

Several participants had questions about the eligibility requirements for EI and for some of the recovery benefits. For example, participants wondered whether the requirement for 120 hours of work meant one had to have paid into EI during the period those hours were worked, or whether self-employed hours of work would count towards this minimum threshold. Other participants commented on the Caregiving Benefit, questioning how often one could apply for this financial support and whether someone who had made a conscious choice to keep their child/children home from school would be eligible for the benefit. Another question was related to how the Government of Canada plans to keep track of which schools had closed, the assumption being that a parent applying for the Caregiving Benefit would need to demonstrate proof as to why they were claiming the benefit. They felt that tracking school closures would be challenging to coordinate across government jurisdictions.

When participants were questioned about the length of time the recovery benefits should stay in place, most felt that they would be needed for at least several months – possibly six months or more, or until the threat from the pandemic had been eliminated and the economy had begun to recover. Some commented that it would be premature at this time to set a definitive end date, given the uncertainty around the effectiveness of measures to limit the spread of the virus and the uncertain trajectory of the virus itself.

When asked whether keeping the programs in place for a year seemed reasonable, participants generally responded affirmatively – they felt these were important measures to stimulate the economy. However, there was some confusion when participants were told that the simplified EI system and the new recovery benefits would be in place for one year and would provide a minimum entitlement of 26 weeks of regular benefits, with the exception of the Canada Recovery Sickness Benefit, which is for up to two weeks. Some expressed concerns that 26 weeks of benefits would not carry someone through what could be an extended period of economic disruption, well beyond the summer of 2021, especially as the expectation was that the winter season may see a resurgence of COVID-19. Participants felt the Government of Canada would need to demonstrate flexibility in the face of a possible second wave. And, some commented that, thus far, flexibility had been a hallmark of the approach taken by the federal government in its response to the pandemic, specifically regarding the implementation of financial supports.

Most participants did not express any concerns regarding the transfer of the CERB to EI. Nevertheless, there was some confusion about the process as some assumed the transition would be automatic, while others were of the view that one had to register for EI. Others expressed worries about the lag time between the end of the final CERB payment and initiation of EI payments – some were concerned that people would lack the funds to pay their rent at the beginning of the month, while others were more troubled by the possibility of people abusing the program.

A few participants had applied for EI or for some of the other benefits and, for the most part, found the process relatively simple and straightforward. Specifically, they mentioned having applied through the toll-free number and/or with some assistance from a Government of Canada service clerk. Furthermore, many of those participants who had been receiving the CERB and had not yet applied for the Canada Recovery Benefit, indicated an intention to do so shortly.

As to whether any specific groups had been left out in this approach, participants mentioned a few, including:

- Youth;
- Seniors;
- Low income families;
- People who have not been able to accumulate the 120 hours of work required for EI – new entrants to the workforce, for example;
- Temporary foreign workers; and
- Marginalized groups, including the homeless/those with no fixed address and sex workers.

Some participants commented that the programs, and the amount of the benefit, may not take into account regional variations, specifically with respect to the cost of living in different parts of Canada. A few participants raised concerns about Indigenous communities and those living in small, rural and remote areas of the country where patterns of work may be quite different, noting that the programs (specifically eligibility requirements) seemed more targeted to people living in urban areas. Others commented that certain industries which have been more seriously affected by the pandemic may have been overlooked, including aviation and the wider transportation sector.

Finally, participants were told that under the previous system, EI payments were taxable income, meaning that federal and provincial or territorial taxes are deducted, as applicable, when the recipient receives payment. When asked whether they thought this also applied to the simplified EI system and the new recovery benefits, participants' responses reflected some confusion, although most thought they would be taxable. A few participants did acknowledge that they were concerned about paying taxes in the spring, while others said they had set money aside from each payment in order to cover taxes.

Ad Concept Testing (GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City)

Over the course of October, two different ad concepts were tested – an animated storyboard and a social media ad.

Recovery Benefits Animated Storyboard (GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City)

In the three above-noted locations, participants were shown the animated storyboard (below) aimed at informing Canadians about the new recovery benefits put in place to support Canadians affected by COVID-19. Participants were told that the advertisement they would be shown was in development and not in its finished form. It was also explained that the final version would be produced using

professional animation, but the animated storyboard they would be viewing included comic strip-style images that conveyed what would be seen in each frame of the ad.



FC-RecoveryBenefitsBoards-ENG - compressed.mp4

The animated storyboard above features a series of frames, accompanied by music and a narrator voiceover. The background imagery is in greyscale, with the animated characters in colour. The narrator reads the following as different sequences of animations are shown on screen: "As we continue to fight the spread of COVID-19, there are new support programs in place for those who need them. Including an expanded, more accessible EI and a series of Canada recovery benefits. Continuing to support Canadians now, will help keep Canada safe and strong. Visit Canada.ca/coronavirus to learn about the new financial support programs. A message from the Government of Canada."

Images shown on screen are of a city block, with the camera slowly moving up and looking through a window into a Canadian family's home. On the street level we see an artist painting, a man playing a guitar, and a younger woman walking with an elderly woman. As the video pans, we see a man carrying a bag of groceries, a man walking his dog and a woman riding her bicycle. All of these characters are seen wearing masks. Once the camera focuses on the window of a Canadian family, we see a man setting groceries on the counter and joining a woman who is sitting at a table with her children. One child is on a laptop and another is sitting in a highchair eating. This scene then becomes outlined by a maple leaf, with the rest of the screen becoming a dark blue background and Canada.ca/coronavirus is shown top of the screen in white font. The Canada Wordmark is then shown.

Main message: Participants were fairly consistent in describing the main message as being that the federal government was providing broader, more robust financial support programs to Canadians to help them through COVID-19. Participants widely commented on the fact that the Government of Canada programs seemed to provide support to more individuals in a variety of different situations, compared to the previous CERB program.

Likes: Most participants liked this ad overall and were able to identify a wide range of strengths. Participants liked its simplicity, brevity and that the message was clear and direct. This ad was also widely seen as easy to understand. Some specifically liked the tone of the ad finding it to be reassuring and friendly, the voice of the narrator, and the pace. All participants deemed the ad to be credible and most said it was relevant to them.

Approach: When asked about the creative approach taken, participants responded generally favourably. The use of animation was well received, as participants felt it allowed the messaging to stand out. However, some found the animation to be less relatable compared to a live action, cinematic approach which would include real people or professional actors in place of animated characters.

Overall though, participants felt the ad was appropriate coming from Government of Canada and that it was harmonious with other federal government ads they had seen.

Informative: When asked if the ad was informative, participants' opinions were mixed. Some felt that the ad was vague and did not provide sufficient detail, specifically with regards to information about the programs and/or who would qualify. Other participants thought it was important to keep the ad brief, but believed that it did a good job of directing people to the website for those who wanted to more information.

Impact: Several participants said they would visit the website to seek information, in particular to see if they would qualify for any of the financial supports.

Other Suggestions/Improvements: In addition to the comments provided above with regards to colouring and providing additional eligibility information, participants offered no other suggestions on how the ad could be improved.

Evaluation of Statements: In order to gauge understanding of the ad messaging, a series of phrases from the script were reviewed. Most participants liked the statement 'Continuing to support Canadians now will help keep Canada safe and strong'. They felt this phrase was reassuring and clearly underscored that the Government of Canada was there to support Canadians. Participants also liked that it implied a sense of unity and togetherness.

An alternative line '*Continuing to support each other today can help us keep safe, and help make Canada more resilient*' was then read to participants. The response to this phrase was more mixed. Those in the GTHA believed it to be fresh and different from other messaging they were used to seeing/hearing from the federal government over the course of the pandemic. However, participants from the other two groups reacted more negatively. They described it as lengthy and wordy and did not respond positively to the use of the word 'resilient' in this context. They also suggested that this statement reflected more of a collective message about Canadians supporting each other, rather than the Government of Canada leading the way in terms of providing support. On balance, most participants preferred the first option over the second.

Asked to describe what the line '*an expanded, more accessible EI*' meant to them, all agreed that it suggested that EI would be available to more Canadians, particularly those who were unable to access financial supports previously (e.g., those who are self-employed). In Quebec City, participants were asked if '*a simplified EI*' would be a more apt phrase, but overall the consensus was that the former was more effective.

Canada Recovery Caregiving Benefit Social Media Ad (Quebec City)

In Quebec City, participants were shown the following social media ad followed by an alternative image to gauge their impressions.

Social Media Ad



The image shows a Facebook advertisement for the Canada Recovery Caregiving Benefit. At the top left, there is a Canadian flag icon, the text "Department of Finance Canada/Ministère des Finances Canada", and "Sponsored". Below this, a text block states: "Workers caring for family members for reasons related to COVID-19 may now be eligible for up to 26 weeks of support with the Canada Recovery Caregiving Benefit." The main visual is a dark blue graphic with a white maple leaf shape on the right. Inside the leaf, an illustration shows a man sitting on the floor playing with two children. To the left of the leaf, white text reads "Canada Recovery Caregiving Benefit" and "Learn More" with the URL "Canada.ca/coronavirus". At the bottom right of the graphic is the "Canada" wordmark. Below the graphic, a grey bar contains the URL "CANADA.CA/CORONAVIRUS", the text "Canada Recovery Caregiving Benefit", and a "Learn More" button.

The figure above shows a Facebook ad sponsored by the Department of Finance Canada. The ad's main headline (at the top of the ad) reads: "Workers caring for family members for reasons related to COVID-19 may now be eligible for up to 26 weeks of support with the Canada Recovery Caregiving Benefit." The main image in the ad features a navy blue background with a graphic image (on the right) of a father playing with two young children in a living room, which is framed by a maple leaf. In the image, one child is laying on a couch reading a book and the other is playing with blocks with the father on the floor. To the top left of the leaf and image on the dark blue background, white text reads "Canada Recovery Caregiving Benefit" and "Learn more" with the URL "Canada.ca/coronavirus" is included at the bottom left of the image. The Canada Wordmark appears at the bottom right of the ad.

Alternative Image



The figure above features a graphic image of a young woman who is walking with an elderly woman through a park on a paved pathway with leaves on the ground. The elderly woman is walking with a cane and both women are wearing face masks. The background features graphics of trees, park benches, as well as a man painting a picture.

Almost all participants had positive reactions to the original social media ad and stated that it was clear, specific, and did a good job of communicating its message to Canadians. However, when asked to compare the two ad images, in terms of which would be more effective for an ad about the Canada Recovery Caregiving Benefit (CRCB), most participants preferred the alternative. Participants felt the alternative image was more relatable and better aligned with the CRCB, as they believed that an elderly person could be more vulnerable and/or lonely during the pandemic and in need of additional support.

Youth Supports (Southern and Eastern Mid-size Centres Ontario)

In a single group held at the end of the month, participants were given some information about two specific programs being launched by the Government of Canada specifically focused on work opportunities and skills training for youth, aged 15 to 30. Based on the information provided, they were then asked to consider several possible names for these programs and invited to offer their

feedback on those they deemed to be most appropriate given their understanding of the program goals and the target audience.

Prior to evaluating names for the first program, participants were told that the program would run for a limited time and would aim to help young Canadians find work placements through partnerships with employers from in-demand sectors. It was also explained that employers would receive funding from the federal government to offer full or part-time work opportunities for a period of a few months up to one year. Having shared this brief description of the program, participants were asked to consider four options for the name of this program and choose the one that they felt was most suitable:

- Canada Recovery Work Placements for Youth;
- Job Creators;
- Youth Skills, Training, and Employment Program (Y-STEP); and
- Youth Work Partnership Program.

Participants converged around the third option – *Youth Skills, Training and Employment Program* – primarily because they felt the acronym (*Y-STEP*) was catchy and easy to remember. It was also viewed as clear, descriptive and professional in its tone while also providing sufficient details within the name itself to identify the target audience for the program as well as the purpose.

A few participants favoured the other options, but comments were more mixed. For example, while some liked the reference to ‘recovery’ embedded in the option *Canada Recovery Work Placements for Youth*, seeing this as underscoring the real purpose of the program and its temporary nature, others viewed this term less positively. Some felt it could be interpreted as more of a ‘corrective measure’ (e.g., a program for young people who are ‘recovering’ from an issue and/or have made poor choices in their lives). For many, this connotation had very negative overtones and some felt that the goals of learning and growth should be more front and center as part of the program branding.

Job Creators was appreciated for its brevity, simplicity and inclusivity. For some, the fact that this option did not reference youth was viewed positively. Participants actively debated the appropriateness of the term youth as a label for those aged 15 to 30, commenting that they did not consider anyone 20 years of age or older as falling into this category. They questioned whether including a reference to youth in the program name (as per three of the four options presented) would be counterproductive to enlisting participants to the program from the upper end of the age range. They assumed that many of those between the ages of 20 and 30 would not feel the program was targeted to them and likely would not apply.

There was little enthusiasm for *Youth Work Partnership Program*, although it was mentioned that this name was appropriately descriptive of the program, particularly the emphasis around work and partnerships.

When asked if there was anything participants reacted particularly negatively to or that they felt was inappropriate, participants again raised their concerns with the terms ‘recovery’ and ‘youth.’ With respect to a question on anything participants felt was missing from the program names, participants

had few suggestions to offer other than emphasizing the notion of partnerships. They wanted to reinforce that the program involved employers working jointly with both the federal government and with young people to advance work opportunities for youth. Others, however, expressed more hesitation about drawing these connections explicitly within the program name.

Next, participants considered four possible name for a program designed specifically to support the employability of vulnerable youth, including youth with disabilities, low-income households and Indigenous youth:

- Skills Builder Program;
- Experience Building Program;
- Youth Training and Employability Program; and
- Youth @Work.

Participants found this exercise to be somewhat more challenging, relative to the previous one, and were not necessarily enamoured by any of the options. The discussion centered on appropriate ways in which to emphasize the target audience for this program, being vulnerable youth. Opinions were mixed as to whether a reference to Indigenous or vulnerable youth should be built in more explicitly into the program name. While some felt this would differentiate the program from others, like the previous program, others felt that it was not necessary. Those holding the latter point of view felt it would be difficult to reference vulnerable youth in an appropriate, non-offensive manner. Others pointed out that it may in fact not be necessary to do so, given that the program would primarily be promoted and explained to vulnerable youth by social workers and other officials who work directly with communities of at-risk youth.

A number of participants gravitated to *Skills Builder Program* mainly by default as they found the other options for program names unappealing and unsuitable, or because they liked framing the program in the context of skills development. They also preferred a program name that did not emphasize the target group – youth – for the same reasons as were explained above. Others were drawn to *Experience Building Program* primarily due to the reference to experience which participants interpreted as including opportunities for mentoring, in addition to actual on-the-job experience. *Youth @Work* was viewed positively by a few participants as it was concise, descriptive, original, easy to remember, and also seen as a workable social media handle. Very few selected *Youth Training and Employability Program*, although it was viewed as clearly describing the program and, to some extent, the target audience.

COVID-19 Alert App (Quebec City, Manitoba)

In two locations participants were engaged in a brief discussion of the COVID Alert app to assess overall awareness and the experience among those who had downloaded it, as well as to explore the likelihood of doing so among those who had not.

There was a high level of awareness of the app and a reasonably good understanding of how it worked. Some had seen ads promoting the app. Unprompted, a few participants understood that the

app employed Bluetooth technology and would alert the user if they had been within two meters of a person who had a confirmed positive test result for COVID-19 for a period of 15 minutes or longer. Others were unaware of the app's Bluetooth component, but understood the basic premise that it relied on locational data to pinpoint when a user had come into contact with someone who had tested positive. Several participants underscored that the app was completely anonymous, describing it as a great idea, although they simultaneously expressed concern that without wider uptake it would have limited effectiveness.

It was clear, however, from some participants' comments that a few questions, and some confusion, about the app remained. While some felt it was a helpful tool in terms of broader efforts to undertake contact tracing, and did not take issue with any security aspects, others simply felt they were not sufficiently informed about it. A few participants were unsure how the app functioned. For example, some wondered how much manual entry of information and data was required. These participants assumed they would need to input information on their location in order for the app to track their movement. Others viewed the app as more of an informational device rather than a contact tracing tool, thinking that its primary purpose was to relay new information about COVID-19 to users.

Relatively few participants had downloaded the app. But, those who had done so described the experience in positive terms. They found the process of downloading the app quite easy – taking only a few minutes of their time – and had made this decision because there had been cases of COVID-19 within their circle of friends prior to the app being available. They also felt it was easier to use the app rather than having to keep track of their own movements and of those individuals with whom they had come into contact and who had then subsequently been given a diagnosis of COVID-19.

For those who had not yet downloaded the app, many indicated they simply needed a reminder and a nudge to do so. There was little to no outright opposition to using the app. Some were motivated to download the app as it made them feel more comfortable when visiting older family members, because they felt they could confidently say they had not come into contact with anyone who had tested positive, based on the information being tracked through the app.

A few participants expressed concerns about having to keep Bluetooth turned on, the increased data charges associated with having the COVID Alert app constantly running in the background, and the likelihood it would drain their cellphone batteries. A small number of participants thought the app collected personal data, and expressed concerns about the possibility of this data being hacked, citing a similar issue which occurred in August where thousands of Canadians had their CERB accounts with the Canada Revenue Agency compromised as hackers obtained personal information to access users' online accounts. There were also a few participants who noted they did not own or use a smart phone. As such, they did not believe they could access or effectively use the COVID Alert App.

After discussing the app, most of those who had not downloaded it said they would consider doing so or that they would at least spend more time examining it.

Detailed Findings – Part II: Other Issues

Speech from the Throne (Nova Scotia)

The Speech from the Throne (SFT) was delivered on September 23, 2020. In the first group of the month, conducted with people residing in various locations in Nova Scotia, participants were asked if they recalled hearing about it and if they could provide details about it.

Recall of the Speech from the Throne

Awareness was modest, with only few participants citing that they had listened to all or parts of the SFT or read about it in the news. While there was little familiarity with the details, those who were aware of the SFT mentioned new federally paid sick leave, as well as general references to COVID-19, the environment, and investments in an early-learning and child-care system.

Government of Canada Pillars

Following this, the four main pillars from the SFT were shared with participants.

Build back better, to create a stronger and more resilient Canada

Fight the pandemic and save lives

Stand up for who we are as Canadians, making progress on gender equality, reconciliation, and fighting discrimination

Support people and business through the crisis, as long as it lasts, whatever it takes

Participants were then asked to consider if there were any missed opportunities or other areas on which they believed the Government of Canada needed to focus. There were a few suggestions in response to this question, such as an increased focus on:

- The environment and new green initiatives which some felt the Government of Canada appeared to be pivoting away from based on the key pillars above, although they understood the primary focus of federal government efforts was and should be on COVID-19;
- Improving Canada-U.S. relations on a full suite of issues, including trade;
- Enhancing Canada's self-sufficiency and better utilization of Canadian resources, specifically when it comes to the distribution of oil and gas across Canada;
- National unity; and
- Canada's Arctic and Northern Policy.

Government of Canada Budget Deficit

Participants were then asked if they had heard anything about the Government of Canada's projected budget deficit. Unprompted, most had not.

When told that the Government of Canada was projecting a \$343 billion deficit this year, the dollar value did not come as a surprise to many. Most had expected that it would be significant due to the amount of financial support the federal government has provided to Canadians thus far through the pandemic. While participants generally understood the financial impact of providing such support to individuals, families and businesses, they did underscore the importance of offering assistance to those affected by COVID-19.

Moreover, during a fuller discussion of the commitments within the SFT, some thought that the deficit would likely remain at its current level or increase further.

Nova Scotia Fisheries (Nova Scotia,
Experiencing 2nd Wave Ontario, Mid-size Centres
Quebec EI/Recovery Benefits Recipients, Southern
and Eastern Mid-size Centres Ontario)

The topic of the fisheries in Nova Scotia was discussed in several groups throughout the month. This section summarizes the findings from the discussions which were held with non-Indigenous participants residing in Ontario, Quebec and Nova Scotia. A somewhat more in-depth discussion was undertaken in the group with participants from Nova Scotia and these findings are also included here.

This topic was also explored in some detail in a group comprised exclusively of Indigenous participants residing in various locations in Atlantic Canada. Findings from that discussion, which also included a conversation on other relevant Indigenous issues including systemic racism, the United Nations Declaration on the Rights of Indigenous Peoples and water advisories, are covered separately in the section entitled *Indigenous Issues*.

Awareness of the Nova Scotia Fisheries Dispute

When asked what, if anything, they had heard about the fisheries in Nova Scotia, participants' familiarity with the issue varied quite widely by location. In Nova Scotia, most participants exhibited a high level of awareness and understanding of various aspects of the issue. The majority were of the view that Indigenous fishers were simply pursuing their right as per the *1999 Supreme Court of Canada Marshall Decision* to hunt, fish and gather in pursuit of a 'moderate living.' Participants generally felt that Indigenous fishers were acting within their rights, especially given what they viewed as a lack of proactivity on the part of Fisheries and Oceans Canada to communicate with Indigenous groups on fishing quotas. As a result, they understood why Indigenous fishers had taken the matter within their own hands. Furthermore, some participants were of the view that the Indigenous lobster catch was negligible, in terms of the overall commercial value of the lobster fishery in the region. At the same time, participants were concerned that, in the absence of further discussions between the parties and a negotiated settlement, the conflict would continue to devolve in the coming years and increasing numbers of non-Indigenous fishers would engage in more violent behaviour. A number of participants, unprompted, commented that the federal government needed to get more involved particularly given its stated commitment to address equality and inclusion for Indigenous people. It was, however, acknowledged that this was a highly nuanced issue, with relevant points being made on both sides – Indigenous and non-Indigenous fishers. Several participants highlighted the issue of fairness and the sense of ownership felt by both parties. They understood the history and complexity associated with this issue, but also felt that tempers would continue to flare unless a concerted effort was made to bring the parties to the table and engage them in a discussion of solutions which would hopefully result in a consensus being reached.

In other locations, awareness of the dispute was modest. A number of participants were familiar with the issue only based on what they had seen in the headlines. As such, they were quite vague on the details, noting that there had been protests and a conflict between Indigenous and non-Indigenous fishers. A few participants understood that the issue was specific to the lobster fishery and that it centered on the definition of what could be considered a 'moderate living.' Further discussion yielded comments about the perceived impetus for the conflict. Some felt it centered on concerns among non-Indigenous fishers about the depletion of lobster stocks and the protection of their own

commercial interests and the environment. Others surmised that some degree of racism may be an element in the conflict.

Role of the Government of Canada

Most participants agreed that the Government of Canada should step in to address the fisheries dispute, although this view was voiced most strongly in Nova Scotia. In terms of what actions the federal government should take, suggestions varied:

- Enforce their treaty rights– some participants felt that the government should demonstrate more support for Indigenous people and should step in to quell the violence;
- Mediate or negotiate – a few participants recommended bringing the parties together to mediate between the two, specifically to negotiate and define a “moderate livelihood” for Indigenous fishers that would not significantly adversely impact non-Indigenous fishers and the survival of the lobster stocks;
- Establish clearly defined rules – Related to the point above, participants suggested that all parties should be playing by the same set of rules. This would mean restricting fishing during breeding season for all fishers in order to avoid depletion of stocks and to ensure the sustainability of the resource.

In Nova Scotia, some participants were of the view that it was unlikely this issue would resolve itself without intervention by the Government of Canada. And, some participants raised the issue of the rail blockades which occurred earlier in the year, citing this and the fisheries issue as examples of how Indigenous peoples’ frustration will manifest itself in the absence of leadership and a more consultative approach from the federal government.

Racism (GMA Racialized Canadians, GTHA Racialized Canadians)

Two groups comprising racialized Canadians were held during the month, one in the Greater Montreal Area (GMA) and the other in the Greater Toronto and Hamilton Area (GTHA), in which participants were engaged in a broad-ranging conversation about racism in Canada. The discussion focused on perceptions of both the extent and nature of racism, including the ways in which racism manifests itself, and the role of the Government of Canada in addressing this issue.

Extent and Nature of Racism in Canada

Participants in the two groups responded quite differently when asked whether racism was a problem in Canada. Participants from the GMA were inclined to say it was not, while the consensus view among participants from the GTHA was that racism is in fact a significant problem throughout Canada. GTHA participants commented that they see evidence of racist attitudes and behaviours every day, with respect to micro-aggressions which occur both in the workplace and when socializing with their peers.

Some described experiencing racism more intensely as a child or in their youth, and expressed feelings of hopelessness and powerlessness in their ability to bring about change or to combat it, given its systemic nature. They also spoke about the impact of racist attitudes on limiting opportunities and creating impediments which prevent minority groups, like themselves, from achieving their goals.

Both groups agreed that racism tends to be more subtle in Canada, particularly as compared to the United States. Moreover, some commented that the less overt nature of racism in Canada may in fact be more insidious as it is more difficult to directly confront, challenge and address. They described racism in Canada as 'unspoken' and as something that takes place 'behind your back.' They also noted that the stereotypically polite Canadian expresses racist sentiments in ways which are often not readily apparent, are easily overlooked and may not appear on the surface to be particularly offensive. Participants commented on the usual practice of Canadians which is to avoid calling out individuals for these types of behaviours. However, the point was made that in the absence of people willing to stand up to aggressions of this nature, subtle racism will continue to permeate throughout Canadian society, institutions and for future generations.

As the discussion continued, participants offered examples of areas where racism is most apparent and on racist interactions they have had:

- The Workplace – Participants talked about facing a glass ceiling in the workplace. They felt that managers assessed racialized Canadians' capabilities well below their potential, centered primarily on perceptions based on racial stereotypes rather than on actual qualifications or merit. There was a sense that management often had predetermined their standing within the organization. They also commented on inappropriate conversations and behaviours in the work environment.
- Law Enforcement and the Judicial System – A number of participants remarked on their fear of being detained by the police and what they viewed as overly-aggressive behaviour on the part of police when dealing with diverse groups, particularly the Black community. They also discussed higher rates of criminal convictions and harsher sentences for racial minority groups, specifically Black Canadians.
- Day-to-Day Interactions – A few participants pointed to issues such as name calling or situations such as being followed closely while shopping, as other examples of ways in which racism manifests itself.

A number of participants raised the issue of stereotyping which they felt was common, if not necessarily intentional. The general perception was that many Canadians have been conditioned through their upbringing, and particularly within the school system, to hold stereotypical, but highly inaccurate, views of certain racial groups. They noted that while Canada prides itself on being a diverse society, there is a lack of understanding and acceptance of diverse cultures and backgrounds. Moreover, participants commented that they find the lack of sensitivity to cultural differences, and specifically how this manifests itself in behaviours toward them, quite offensive.

Addressing Systemic Racism

Participants were asked whether they felt that the Government of Canada needed to do more to address racism in Canada. In line with their earlier views most participants in the GMA were inclined to feel nothing more could or should be done. They viewed the issues as too complicated to address given the heterogeneity across and within racial groups in Canada, and the challenge of applying a set of standards or rules that would address all the issues to everyone's satisfaction.

By contrast, participants in the GTHA were aware of some federal government initiatives in this area, including efforts to be more inclusive with respect to hiring and financial support specifically aimed at small businesses owned by Black Canadians or other people of colour. They also made a number of other recommendations mostly having to do with education. They felt that it would be beneficial to develop and institute a more diverse curriculum in schools, beginning in the early years. Some also felt it was important to highlight role models, by showing examples of the accomplishments and contributions of diverse groups to Canadian society and their involvement in significant events (e.g., the role of Black people in World War 1). Participants felt that educational programs should also extend to the broader general public and that there were opportunities for the federal government to work with provincial governments and the media to further educate the public about diversity. Another suggestion focused on targeting youth in high risk, low income communities, providing adequate resources, support and interventions to improve outcomes for these groups.

Participants were shown a series of announcements recently made by the Government of Canada to address systemic racism, following which they assessed each in terms of general comprehension and clarity and identified those they thought would make the biggest difference in reducing racial inequality in Canada.

- *Accelerate work to co-develop a legislative framework for First Nations policing as an essential service*
- *Building a whole-of-federal-government approach around better collection of disaggregated data*
- *Going further on economic empowerment for specific communities, and increasing diversity on procurement*
- *Implementing an action plan to increase representation in hiring and appointments, and leadership development within the Public Service*
- *Introduce legislation and make investments that take action to address the systemic inequities in all phases of the criminal justice system, from diversion to sentencing, from rehabilitation to records*
- *Modernize training for police and law enforcement, including addressing standards around the use of force*
- *Move forward on enhanced civilian oversight of our law enforcement agencies, including the RCMP*
- *Move forward on RCMP reforms, with a shift toward community-led policing*
- *Taking action on online hate*
- *Taking new steps to support the artistic and economic contributions of Black Canadian culture and heritage*

Having reviewed the above initiatives with the participants, four of them were believed to likely to have the most positive impact. These centered primarily on actions related to the criminal justice system and law enforcement, but also addressing online hate and empowering specific communities through economic opportunities.

Many participants supported the federal government introducing legislation and making investments to address systemic inequities in all phases of the justice system. Equally, they favoured efforts to modernize training for police and law enforcement. They felt that these initiatives would bring discussions of racism into the open, prompt further exploration of racism within the justice system, lead to deeper conversations about both wrongful convictions and the value of rehabilitation over incarceration, and create a fairer and more equitable justice system. Although some participants thought that further actions were required, they saw this as a good starting point, and felt especially strongly about the need to provide police with more cultural sensitivity training and education them on the use of appropriate tactics in different situations, which they felt may result in a reduction in the use of force. They viewed the institution of policing as the front line of maintaining law and order and as fundamental to ensuring a just society. In particular, they felt that addressing issues in this area would have a direct and positive impact on low income communities.

Participants were concerned about the growing phenomenon of online hate speech and, specifically, the way in which it promotes 'hidden racism' and violence by permitting people and groups to conduct themselves in this manner while hiding behind a screen. Of all the actions on the list, participants found this to be the clearest, easiest to understand and the most solutions-oriented. Discussions about this initiative did surface the role of social media platforms in monitoring and controlling hate speech and participants commented on the need for them to take a more proactive stance. At the same time, others questioned to what extent censorship should be permitted, while at the same time acknowledging that a line needs to be drawn to clearly limit or eradicate hate speech.

Increasing economic empowerment for specific communities was interpreted as providing more support for racialized groups in finding employment by specifically increasing diversity in hiring. For the same reasons, the implementation of an action plan to increase representation in hiring and appointments within the public service resonated with some participants. Participants were generally of the view that implementing diversity policies was an important starting point and would lead to more diversity among people in positions of leadership.

Overall, participants viewed all of the action items as important, useful and as having merit. However, some of the initiatives, other than those mentioned above, sparked somewhat less interest and attention from participants. Some were seen as overly narrow in their focus and/or too specific to certain communities (e.g., a legislative framework for First Nations policing on reserve), while others prompted questions and requests for more clarification as to the specifics (e.g., building a whole-of-government approach around better collection of disaggregated data). This latter initiative also prompted some participants to question how the collection and sharing of data would have any real impact in the absence of addressing more fundamental issues such as the institutionalization of racism within the systems and processes of these various agencies and institutions. At the same time others were supportive of the idea of better and more detailed data.

On the issue of enhancing civilian oversight of law enforcement agencies, some participants questioned if this was in fact a new initiative. They were of the view that civilian oversight was already in place and that investigatory units (e.g., special investigations unit (SIU)) already existed. As such, they were not necessarily convinced that doing more in this area would have a significant impact. They also wondered what practical changes would be made by way of implementing additional oversight, and specifically whether this would mean more body cameras on law enforcement officers. At the same time, there was some support for greater civilian oversight, although participants were unclear on the composition of these oversight bodies, including the qualifications and expertise of their members.

With respect to reforms to the RCMP, specifically a shift toward community-led policing, participants' were mainly of the view that policing should be led at the community level, rather than imposed on communities from the federal level. They emphasized that communities are most knowledgeable of their specific issues and most able to address them. Thus the general consensus was that policing should be left to members of the community who are most familiar with the unique features and the community dynamic which would impact policing.

Finally, a few comments on the initiative to support the artistic and economic contributions of Black Canadian culture and heritage suggested that, while participants were supportive of taking these steps, they were not entirely convinced of the impact this would have. Some felt that while it was important to promote Black culture and heritage, a number of the other action items were likely to have a more direct impact, leading to more positive outcomes in terms of addressing systemic racism.

Indigenous Issues (Atlantic Canada Indigenous Peoples)

In October one group was held with Indigenous participants residing in Atlantic Canada. The discussion was wide-ranging, including identification of key priorities, as well as participants' views on the Nova Scotia fisheries, the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), systemic racism and the issue of improving drinking water on reserves.

Key Priorities for the Government of Canada

In a conversation about important Indigenous issues on which the Government of Canada should focus, participants agreed that public education was key, specifically on Indigenous treaty rights. There was a consensus among participants that Canadians are generally poorly informed about Indigenous rights, culture and values and that this leads to misinformation, stereotyping and fear. Participants felt it was important that Canadians fully understand and appreciate the issue of 'unceded' territory' and noted that they often find themselves having to explain this concept as it is now more frequently referred to and acknowledged in public forums and meetings. In the same vein, participants commented on the ruling by the Supreme Court which recognized the rights of Indigenous people to hunt, fish and gather for the purposes of earning a moderate livelihood. They

noted that this ruling was yet another aspect of Indigenous rights which was not widely understood. Moreover, given that the notion of a 'moderate livelihood' remains undefined, participants pointed to this an example of what they viewed as slow progress by the federal government on key issues of importance to Indigenous people.

Other issues raised in the context of this discussion included:

- Racism, which participants linked to outdated educational curriculum;
- Poor economic opportunities for Indigenous people, especially for those living on reserves and single parents in particular, leading to the perpetuation of intergenerational racism. This issue of the generational effects of inequalities was another area that participants noted was important for the federal government to address;
- Lack of funding for Indigenous communities, which has become especially critical given high population growth rates among Indigenous peoples; and
- Greater representation of Indigenous peoples in decision-making bodies, including the political system, which would offer role models for Indigenous youth and greater inclusivity in decisions affecting their community.

Participants emphasized a desire to see the Government of Canada fulfill on its promises to Indigenous people, expressing disappointment with what they viewed as a clear disconnect between what the federal government's words and actions.

Nova Scotia Fisheries

There was some awareness of issues related to Indigenous fishers and commercial fishers in the lobster fishery in Nova Scotia. Those who had heard something about the issue commented on the lack of action taken by the RCMP to protect Indigenous property and fishing lines from being damaged by non-Indigenous fishers. They felt that, if the situation had been reversed, the issue would have received much more attention at the federal level and the RCMP would have quickly stepped in to protect the interests of non-Indigenous fishers.

Some clarification about these events was offered to all participants, specifically that in response to a Mi'kmaq band launching its own Mi'kmaq-regulated, rights-based lobster fishery in St. Mary's Bay, non-Indigenous fishers attempted to block boats going out to fish, allegedly cut trap lines on Indigenous property, removed traps from the water and gathered in front of an alleged buyer's home. Knowing this, participants felt rather strongly that this issue was an important one for the Government of Canada to address as a means of demonstrating its commitment to Indigenous treaty rights. Many worried that if the federal government did not act firmly and swiftly, it would only serve to underpin public misperceptions about Indigenous rights (e.g., that Indigenous fishers are acting illegally) and Indigenous rights would continue to be violated.

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

Familiarity with UNDRIP was minimal. To further the discussion, participants were provided with the following explanation.

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

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

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

When asked what changes they would expect to see if Canada fully implemented UNDRIP, participants were skeptical about this possibility, describing it as a utopian vision. While acknowledging a desire to see this occur, some thought it was currently unattainable and projected that full implementation was a very distant possibility at best. They felt it would require the Government of Canada to cede considerable, if not full, control of lands and rights to Indigenous people. This, they noted, would be made more challenging given the large number of reserves across Canada, each having its own territories and specific relevant agreements. Others also commented that it may make the democratic process unwieldy as implementation would impact all levels of government. Participants felt that full implementation of UNDRIP would require the federal, provincial and territorial governments to re-evaluate all the treaties and agreements concerning Indigenous lands across Canada, resulting in a very long and complex process.

While not particularly optimistic about the prospects for full implementation of UNDRIP, some participants did indicate that it would mean dismantling structures (e.g., group homes) near reserves that serve as a reminder of residential homes and which some find highly offensive. Others noted that, as a starting point, the Government of Canada should negotiate land use agreements on an individual basis with each reserve, providing each Indigenous community with greater autonomy, and working cooperatively to create a plan which would protect the environment. Additionally, some emphasized this would mean greater consultation at a grassroots level.

Systemic Racism

The latter part of the discussion focused on racism, beginning with a conversation to better understand how participants defined systemic racism. Participants pointed directly to the treatment of Indigenous people within the healthcare and educational systems, noting poorer outcomes as compared to non-Indigenous groups. It was mentioned that media reports tend to reinforce ongoing

systemic racism within these sectors, a reminder for participants that very little had changed over the last decades. A few mentioned that those in positions of power perpetuate racist attitudes.

Most believed that there is systemic racism against Indigenous people in Canada, and all indicated they had been affected in some way. As the conversation shifted to a discussion of solutions, participants commented on the pervasiveness of systemic racism, indicating that it infiltrates nearly every aspect of Canadian society. In particular, they pointed to the role of the media in perpetuating negative news stories about Indigenous people and communities. As well, participants felt that change needed to start early, in the formative years, and that it was particularly important to address it among healthcare professionals, police forces, in governments and in schools.

Participants were also asked more specifically about systemic racism within the judicial system and most agreed that institutionalized racism is an issue within this sector. As an example, they noted that the lack of Indigenous representation within the legal and judicial system – as lawyers, judges and court administrators – reinforces prejudice towards Indigenous people. As an example, they commented on the frequency with which media reports note the Indigeneity of an individual who has been charged or convicted, while the same approach is not taken for non-Indigenous persons charged or convicted of a criminal offense. This discussion raised a broader question regarding the extent to which Indigenous people are listened to and Indigenous views are taken into account across various systems and within institutions.

Drinking Water

Relatively few participants were aware of the Government of Canada's efforts to lift long-term drinking water advisories on reserves. Prior to continuing the discussion on this topic, an infographic summarizing the federal government's progress in this area was shared with participants.

Updated February 15, 2020



All
long-term drinking water advisories on public systems on reserves **lifted** by



88 long-term drinking water advisories lifted since November 2015

61 long-term drinking water advisories in effect

Projects underway or completed as of September 30, 2019



441

projects to repair, upgrade or build infrastructure



59

supporting projects and initiatives



74

feasibility studies and projects in the design phase

This infographic features a white background with a graphic of blue waves across the bottom third of the page. On the top left, the version date "Updated February 15, 2020" is written in grey font underlined by a dark blue wavy line. On the top right, there is a blue water droplet with a white icon of a tap inside that is leaking a drop of water. In the middle of the infographic to the left, text reads, "All long-term drinking water advisories on public systems on reserved lifted by" in grey font, but the words "all" and "lifted" are in blue. Next to this text, there is a calendar icon with "March 2021" written inside. In the middle of the infographic to the right, text reads "88 long-term drinking water advisories lifted since November 2015" and "61 long-term drinking water advisories in effect." At the bottom of the infographic, spanning across the page, a blue banner reads, "Projects underway or completed as of September 30, 2019" in white text. The bottom third of the infographic is divided into three sections separated by dotted lines. Each section features an icon of a blue water droplet icon and a statistic. The left section shows pylon icon in the water droplet and, below it, in grey text reads "441 projects to repair, upgrade or build infrastructure." The middle section features an icon of three people in the water droplet and, below it, in grey text reads "59 supporting projects and initiatives". The right section features a map icon with a magnifying glass and, below it, in grey text reads "74 feasibility studies and projects in the design phase."

The information contained in the infographic elicited little positive reaction. Participants commented that they still felt the issue was not a priority for the Government of Canada. They tended to dismiss

progress, noting that the problem should never have occurred in the first place and that it has taken too long to address. Participants were generally disheartened that drinking water still remained unsafe in many areas. Further, some participants commented that there is frequently no follow-up in terms of maintenance and quality control after efforts have been made to address the issue. The consensus view was that this should be a high priority issue for the federal government.

Western Alienation (Northern Alberta, Manitoba)

In October, two focus groups were held in Western Canada – one with participants residing in communities in Northern Alberta and the second with participants from across Manitoba. A portion of the discussion was devoted to issues relating to western alienation.

To begin the conversation on this topic, participants were asked what three words would best describe the current relationship between their province and the Government of Canada. Responses varied between the two groups. Participants in Northern Alberta expressed more negativity and frustration, compared to Manitobans, which expressed comments primarily related to the province's economic performance and what they perceived as a lack of support from the federal government to stimulate the provincial economy, and a lack of influence in decisions affecting their province.

Participants in Alberta described the relationship in the following ways:

- Frustrated – This description was used specifically in relation to participants' concerns about the significant contraction within the province's oil and gas sector, resulting in workforce reductions, higher unemployment and wide scale closures among businesses and suppliers supporting the sector. Participants were frustrated by what they saw as a lack of assistance from the federal government to address their economic fall-out.
- Avoidance – Participants felt as though the federal government was not currently or historically sympathetic to particular issues specific to Alberta. Some also expressed frustration with what they viewed as unequal treatment, comparing it with job creation incentives between the federal government and other provincial governments such as in Ontario. They felt that more could be done to address jobs in the oil and gas sectors in Alberta.
- Irreparable – A common view existed among participants that the Government of Canada treats Alberta as a secondary, and lesser, province within Confederation.
- Lip-service – In a similar vein to other comments, as noted above, participants felt the federal government did a bad job in following up on their commitments.

In Manitoba, in addition to characterizing the relationship between the province and the Government of Canada, participants also focused on issues of concern on which they felt the federal government could be more active:

- Fair, Acceptable, Cooperative, Same as Others – A number of participants characterized the relationship in mostly positive terms, specifically noting that they did not see Manitoba being treated much differently from other provinces.
- Polarized, Strained, Divided – A few participants did mention that, even though they generally felt the relationship was fair, they also believed it was somewhat strained due to different viewpoints between the two levels of government as well as a tendency at the provincial level to be critical of federal policies and programs.
- Secretive – This term was less a reflection on the state of the federal-provincial relationship and more a characterization of the approach taken by the federal government. While this perspective was not widely shared among participants, the point was made that citizens would like to know more about what the federal government is doing, specifically in regards to the progression of COVID-19 and its implications for Manitoba as well as for the country.
- Racism – Some participants focused on racism towards Indigenous people in particular, viewing this as not necessarily confined to Manitoba but an issue that is more widespread in other provinces and regions as well. The fisheries dispute was raised as an example of how Indigenous people are treated differently and their rights are not respected. The general view was that the Government of Canada could be doing more to protect Indigenous rights.
- Immigrants – In line with the comments on racism as noted above, a few participants made the point that the federal government should be focusing on Indigenous issues ahead of settling new immigrants to Canada. While these same participants expressed sympathy and support for immigrants, they emphasized the importance of ensuring that Indigenous peoples' basic needs and rights have been met. Further, some participants expressed the view that, in terms of federal spending on local Winnipeg issues, there were many areas that should be prioritized over immigration.

Views on the overarching question of whether the Government of Canada has treated their province fairly were equally divergent. Those from Northern Alberta generally agreed this was not the case, noting that Alberta has much less influence on decisions at the federal level, relative to more populous provinces like Ontario and Quebec. The consensus view was that the Government of Canada appeared to be more concerned about jobs and employment in Central Canada despite Alberta's contribution to the Canadian economy via the oil and gas sector. Further, Alberta was unfairly contributing more to the federal government in terms of equalization payments than it was receiving back. When asked what the federal government could do to show they were in touch with the concerns of people in Alberta, many participants advocated for more communication and collaboration with the oil and gas sector as the province transitions from a fossil-fuel dependent economy to one which is more diversified. Building on this point, many emphasized the need for more support – financial and job training – as well as assistance in implementing and promoting new environmental technologies and advancements in areas where Alberta was already demonstrating some leadership (e.g., oil sands remediation). In addition to the focus on assistance regarding economic diversification, a few participants also advocated for greater efforts by the Government of Canada in the areas of:

- Healthcare, specifically addressing the exodus of physicians from the province;
- Indigenous reconciliation;

- Electoral reform, specifically proportional representation;
- More support for the softwood lumber industry, to address tariffs;
- Support for key groups: youth, small-scale farmers; and
- Support for railway development from Fort McMurray to Alaska.

By contrast, participants in Manitoba had little to add in response to the question about whether the province was treated fairly by the federal government. Most thought that, based on access to healthcare and education in the province, Manitobans were generally treated equitably. As such, there were few suggestions put forward in terms of what else the Government of Canada could do, with the exception of the following:

- Support for Indigenous peoples;
- Focus on the environment and climate change, specifically through investments in renewable energy and environmental remediation to address pollution caused by the runoff from mining operations;
- Assistance with job creation and help transitioning away from 'dirty' industries, such as mining;
- Support for addiction and mental health resources;
- Investment in tourism advertising and other attractions to promote tourism in the province; and
- Funding to healthcare and education.

Local Issues (Northern Alberta, Yellowknife)

A discussion about local issues and concerns took place in two groups in October – Northern Alberta and Yellowknife. In each group, participants were asked about important local issues of concern and the impact of Government of Canada initiatives in their province.

Northern Alberta

Participants residing in Northern Alberta raised a number of social and economic issues they felt were particularly important in the province, including:

- Employment
- Healthcare
- Education/schools
- Mental health and mental health awareness, specifically linked to the impact of COVID-19
- Homelessness
- Indigenous reconciliation

When asked what the Government of Canada had done to benefit Alberta, most participants had little to say in response. However, the Trans Mountain pipeline was mentioned, with some participants noting that the pipeline will be beneficial once it is operational. Others, however, noted that there may be negative impacts on local Indigenous communities and possible harmful effects on the

environment. Some commented that federal government involvement in the planned railway connecting Fort McMurray to Alaska, which is scheduled to begin operation in 2026, would have been beneficial. At the same time, they understood that this initiative was being spearheaded by the private sector.

The discussion also included the topic of orphan wells. A few participants had heard of the issue and recalled hearing something about federal government activity in this area although they were short on any specifics other than that it was a costly initiative that would create jobs for Albertans, in the short-term, and be beneficial for the environment. When it was clarified that the Government of Canada would be investing \$1.7 billion to clean up orphan wells in British Columbia, Alberta and Saskatchewan, and that this investment was expected to maintain 5,200 jobs in Alberta alone, most participants reacted favourably. The main criticism was that the remediation of wells should be the responsibility of the companies which had built and operated them, rather than in the federal government's purview. At the same time, participants acknowledged that these companies were no longer solvent, which was at the root of the issue and the reason why the federal government had stepped in. Nevertheless, some participants remained concerned that there was little opportunity for the Government of Canada to recoup its investment in cleaning up orphan wells and there was some skepticism that Albertans would see any real benefit.

While many agreed that addressing orphan wells was important, others were more circumspect saying that tackling this issue was not sufficient to demonstrate that the Government of Canada was addressing local issues of concern. Others also noted that this was only a short-term solution to a much bigger, longer-term issue requiring a larger financial stimulus to promote province-wide economic growth.

Yellowknife

Participants in Yellowknife generated a large list of issues in response to the question about important local concerns:

- Homelessness – Participants felt this issue was linked to the high cost of living in Yellowknife and that, for a small town, homelessness was a significant issue.
- Cost of living – As noted above, many participants agreed that the cost to purchase food and other essentials was high.
- Affordable housing – High rental rates and insufficient affordable housing were mentioned, and specifically access to subsidized housing. There was a belief that people have an innate right to shelter.
- Employment – Participants felt that Yellowknife lacked suitable opportunities for employment, which then made access to housing more difficult – described as a vicious circle for some. They also mentioned the need for better educational opportunities for local residents, particularly for Indigenous people, to negate the need to bring in non-residents to work in the mining sector, for example. Some recommended a higher minimum wage which they felt would address homelessness and issues of affordable housing.

- Education – Related to the above-noted issue, some participants commented on the need for a Polytechnic school in Yellowknife.
- Mental health, addictions and trauma – Participants noted a systemic lack of effective and long-term treatment and care for people experiencing issues with addiction and/or suffering from trauma. They suggested that more long-term funding from the federal government was required to build facilities and provide treatments locally.
- Healthcare – Several participants raised the issue of shortages of health professionals in the North – including doctors, nurses and healthcare specialists. Despite a new hospital and financial incentives to attract healthcare professionals to the Territories, many participants felt there were insufficient medical resources to efficiently operate the hospital or to reduce wait times. As a result, many were required to seek medical treatment in the south.

The federal government was credited by participants with having funded the construction of a new hospital in Yellowknife, as well as for infrastructure grants, monies directed to non-profits in the region, and relief funding to support those people and businesses financially impacted by COVID-19.

When asked what the Government of Canada has done that might have a negative impact, some did point to the unintended consequences of financial supports like the CERB. They noted that widespread relief had contributed to more social problems, domestic disputes and public intoxication and felt that some people have misused the funds. However, they also did not believe this issue was unique to Yellowknife. There was also a sense that the Territories generally receive a very small share of federal government funding and are often overlooked. A few participants attributed such oversight to a single seat representation in the House of Commons and, therefore, an insufficient voice in decision-making at the federal level.

The discussion focused on infrastructure needs in the area. While some participants were sympathetic to the challenges of building infrastructure across an expansive and challenging terrain, others felt there were opportunities to expedite land claims and repurpose aging buildings.

When asked specifically about environmental concerns, participants mentioned arsenic poisoning both on land and waterways as a result of activity related to gold mining operations. Mining was also thought to have impacted the caribou, destroying their habitat, nesting grounds and migration paths. There were also concerns that not enough was being done to promote solar power and develop clean energy alternatives to electricity and diesel.

To conclude the discussion, participants were shown a list of various issues and asked to select two or three that they viewed as major concerns and/or which they worried about the most. These included:

- A shrinking middle class
- Ability of local businesses and industries to succeed
- An aging population
- Availability of affordable childcare options
- Availability of broadband internet
- Availability of cell phone service

- Availability of healthcare services
- Availability of jobs
- Availability of public transit
- Availability of services
- Cost of housing
- Crime
- Drug overdoses
- Gun control
- Homelessness
- Integrating immigrants into the community
- Level of Employment Insurance benefits for those who can't find work
- Low high school graduation rates
- Poverty
- Preserving a clean environment
- Quality of roads and bridges
- Retirement security
- Traffic congestion
- Young people leaving for opportunities elsewhere

Participants' selections mirrored many of the issues they had raised earlier in the discussion. For example, the cost of housing, poverty, healthcare services, and the rate of drug overdoses were listed among the more major concerns.

Housing and homelessness were also the issues that participants were most worried about. There was a sense that many people working in Yellowknife earn the minimum wage and, as such, are unable to afford housing. Homelessness was thought to be exacerbated by a lack of resources to deal with poverty and addictions issues, including insufficient case workers as well as facilities and placements in shelters for those who are intoxicated.

At this point in the discussion, participants also mentioned access to high-speed Internet as a concern. They commented on the cost of Internet access in the North, noting that there was only one provider in the region. It was viewed as an increasingly critical service especially as many were now working and learning online, from home, as a result of COVID-19. Many advocated for the federal government to promote greater competition in the region, which they expected would lead to better, less expensive service.

Zero Emission Vehicles (ZEV) (Northern
Alberta, Manitoba, Yellowknife, Major Centres
Ontario, Southern and Eastern Mid-size Centres
Ontario, Mid-size Centres Quebec EI/Recovery

Benefits Recipients, Southern and Eastern Mid-size Centres Ontario)

Participants were asked, unprompted, what they knew about Zero Emission Vehicles (ZEVs). Most had heard of them and knew that the term ZEV applied to all-electric vehicles. While some reported that these vehicles produced no tailpipe gases, others said that there were no true zero emission vehicles due to the need to generate electricity for recharging, which could come from polluting sources.

Before engaging in further discussion on this topic, it was explained to participants that a ZEV is a vehicle that has the potential to produce no tailpipe emissions. While a ZEV can still have a conventional internal combustion engine, it must also be able to operate without using it (e.g., battery-electric, plug-in hybrid electric and hydrogen fuel cell operated vehicles). The discussion then focused on the likelihood of participants purchasing this type of vehicle. While there was definite interest and some excitement, not only about a perceived 'cool' factor related to the technology and an interest in reducing one's carbon footprint (including reduced idling which is a significant factor in northern regions), but also in terms of the much-reduced maintenance and of the greater torque available from an electric motor (which could be quite useful in many commercial and industrial uses of ZEVs).

Reactions were however tempered by several factors that might prevent the purchase of a ZEV. The first was cost. There was a common perception that they were more expensive to purchase and there were recurring references to a willingness to purchase if and when the cost came down. The second concern was the combined issue of range and the availability of charging stations. Problems with safe, pollution-free battery disposal were also raised, but the most significant concern was the combined issue of geography and duty cycle. There was a perception that ZEVs would be a less attractive option in northern/isolated areas, due to long distances traveled, limited availability of infrastructure, limited use of regenerative braking (due to the low incidence of start and stop driving) and low/colder temperatures. ZEVs were seen to be most effective in urban settings. The lack of ZEV trucks and all-wheel drive options was also mentioned.

Participants were then asked if they thought that Canada was heading to a point where ZEVs would be as affordable as other cars. Most indicated yes, but this was tempered with a view that, from an environmental perspective, Canada should more directly address the lack of affordability of ZEVs. The issue of a lack of charging stations was also raised in this context. There were a wide range of estimates, from five to 25 years, as to how long it will take for ZEV/non-ZEV vehicle prices to equalize in Canada. Participants found it hard to make a prediction as they were unsure how technologies were developing and what the wide range of stakeholders involved in this field may do. They also mentioned the related issue of resale value and raised questions as to whether ZEVs would hold their value. And, they mentioned the differences in life cycle cost and how this would factor into purchase pricing and consumers' decisions.

Participants were asked if they had heard of a recent Government of Canada announcement to provide funding to a Ford auto plant in Oakville to make ZEVs. Some had heard of this announcement, and while it was seen as positive that the Ford Motor Company was moving in the direction of supporting

ZEVs, opinions were divided as to whether or not the Government of Canada should have invested in this private sector venture.

Additional details pertaining to this announcement were shared with participants including the fact that the federal and Ontario governments had committed \$590 million to help the Ford Oakville plant upgrade its facility to manufacture ZEVs, making it the number one EV factory in North America. While there was definite support for ZEVs, for promoting the technology in Canada and for this corporate initiative on the part of Ford, there were a range of mixed reactions with a distinct regional flavour. The main areas of concern with this decision were as follows:

- This was seen as an investment in ZEVs for 'North America', not 'Canada', and questions were raised as to whether or not this money could have been spent to provide more direct benefits specifically to Canadians; and
- The opportunity cost issue was raised, in that it was wondered what else could have been done with this money to benefit Canadians (in a broad range of areas and not specifically in the field of ZEVs) as opposed to providing what was seen as a large subsidy to a major corporation.

Participants were asked how they felt about the Government of Canada following other countries and some American states in setting targets so that a designated percentage of cars sold in Canada would need to be electric. Opinions were varied, ranging from positive reaction and support to a feeling that this would be negative and coercive, with nuances in-between. There was a regional split noticeable in the comments, with less support in the West and North and more in the East. This split however could also be seen as being between inhabitants of more and less urbanized areas.

While some comments were unequivocally positive, especially from an environmental point of view as such an initiative was seen as a good way to force major change, more of the positive comments were guarded and included caveats. The strongest of these was affordability – ZEVs were clearly seen as a more expensive option that many would not want to be forced into. A related point was the availability of choice and vehicle type – again ZEVs were seen as being limited in this area. It was recommended that more study of possible downsides to the use of ZEVs was needed before targets could be set, especially with respect to the impact of widespread adoption and use over time, and the disposal of toxic waste (from batteries). Participants felt that if quotas were introduced it would certainly generate demand and therefore business opportunities, and there was a desire to see all Canadians benefit rather than just major corporations.

Comments from those who were less supportive centred on the perceived coercive nature of this initiative and the fact that it may mitigate against consumer choice and preferences. The point was reinforced, as mentioned above, that the promotion of ZEVs was primarily relevant for those living in dense urban areas. These comments were tempered with a suggestion that incentives, as opposed to quotas, may be a more positive route forward.

To close off this discussion topic, participants were then asked how they would feel if Canada followed the California example and mandated that all new cars sold in Canada needed to be ZEVs by 2035. There was very little support for this idea except from a few participants from more urban areas. Opposition was centered on the fact that Canada and California are quite different from the

perspective of geography and climate, a point which participants in groups held in western and northern locations vocalized most strongly. Price and affordability issues were raised, including the fact that California is a wealthier jurisdiction. It was also expressed that this timeframe was too far away for it to be relevant and that there are still too many questions requiring further study before such firm limits are put in place.

In support of this approach, it was mentioned that if the price issues could be addressed, the goal would be welcomed more favourably. It was also expressed that implementing these kinds of mandates was necessary in order to achieve agreed-upon environmental targets.

Appendix A – Recruiting Scripts

English Recruiting Script

**Privy Council Office
Recruiting Script – October 2020
English Groups**

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

GROUP	DATE	TIME (EST)	TIME (LOCAL)	LOCATION	COMPOSITION	MODERATOR
1	Oct. 1	5:00-7:00	6:00-8:00 ADT	Nova Scotia	Gen Pop	DN
3	Oct. 7	6:00-8:00	6:00-8:00 EST	GTHA	Racialized Canadians	DN
4	Oct. 13	5:00-7:00	6:00-8:00 ADT	Atlantic Canada	Indigenous	DN
5	Oct. 14	6:00-8:00	6:00-8:00 EST	Ontario – Mid-size and Major Centres	On CERB Replacements	TBW
7	Oct. 19	8:00-10:00	6:00-8:00 MDT	Alberta – Northern Communities	Gen Pop	TBW
8	Oct. 20	7:00-9:00	6:00-8:00 CDT	Manitoba	Gen Pop	DN
9	Oct. 21	8:00-10:00	6:00-8:00 MDT	Yellowknife	Gen Pop	TBW
10	Oct. 26	6:00-8:00	6:00-8:00 EST	Ontario – Ottawa-Carleton, Toronto, Peel Region	Gen Pop	DN
12	Oct. 29	6:00-8:00	6:00-8:00 EST	Ontario – Mid-Size Towns in Eastern and Southern Ontario	Gen Pop	DN

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	
Nova Scotia	Cities could include (but are not limited to): Amherst, Antigonish, Bridgewater, Cape Breton, Halifax, Kentville, New Glasgow, Truro, Wolfville, Yarmouth MAX OF 3 PARTICIPANTS FROM HALIFAX. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	CONTINUE – GROUP 1
GTHA	Cities could include (but are not limited to): City of Toronto, Hamilton, Durham Region, Halton Region, Peel Region, York Region, Dufferin County, Simcoe County ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.	CONTINUE – GROUP 3
Atlantic Canada	Cities could include (but are not limited to): NS: Halifax, Cape Breton NB: Moncton, Saint John, Fredericton, Dieppe, Miramichi, Edmundston PEI: Charlottetown, Summerside N&L: St. John’s, Conception Bay, Mount Pearl, Corner Brook ENSURE A GOOD MIX OF CITIES ACROSS EACH OF THE FOUR PROVINCES.	CONTINUE – GROUP 4
Ontario – Mid-size and Major Centres	Mid-size centres: ~100,000 – 300,000 in population Not immediately adjacent to a major center Cities could include (but are not limited to): Barrie, Brantford, Cambridge, Chatham-Kent, Guelph, Kingston, Kitchener, London, Milton, St. Catharines-Niagara, Sudbury, Waterloo, Windsor ENSURE 4 PARTICIPANTS FROM THESE REGIONS. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. Larger centers: Cities could include (but are not limited to): Toronto, Ottawa-Gatineau, Mississauga, Brampton, Hamilton ENSURE 4 PARTICIPANTS FROM THESE REGIONS. NO MORE THAN 1 PER CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.	CONTINUE – GROUP 5

Alberta – Northern Communities	<p>Cities could include (but are not limited to): Fort McMurray, Peace River, Grand Prairie, Slave Lake, Cold Lake, Whitecourt, Athabasca, Grimshaw, Fairview, Rainbow Lake, Wembley</p> <p>NO MORE THAN 2 PER CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 7
Manitoba	<p>Cities could include (but are not limited to): Winnipeg, Brandon, Steinbach, Thompson, Portage La Prairie, Winkler, Selkirk, Dauphin, Morden, Flin Flon, The Pas, Stonewall, Swan River, Virden</p> <p>MAX 2 PARTICIPANTS FROM EACH MAJOR CITY - WINNIPEG AND BRANDON. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 8
Yellowknife	<p>Yellowknife</p> <p>PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.</p>	CONTINUE – GROUP 9
Ontario	<p>Ottawa-Carleton, Toronto, Peel Region (Brampton, Mississauga)</p> <p>ENSURE A GOOD MIX OF CITIES.</p>	CONTINUE – GROUP 10
Ontario – Mid-size Towns in Eastern and Southern Ontario	<p>Mid-size centres: ~100,000 – 300,000 in population Not immediately adjacent to a major center</p> <p>EASTERN ONTARIO: Cities could include (but are not limited to): East and southeast of Ottawa and suburbs, Kingston, Cornwall. Includes counties of Prescott, Russell, Stormont, Dundas and Glengary, Lanark, Renfrew, Leeds and Grenville, Frontenac, Lennox and Addington, Hastings, Prince Edward</p> <p>ENSURE 4 PARTICIPANTS FROM THESE REGIONS. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.</p> <p>SOUTHERN ONTARIO: Cities could include (but are not limited to): St. Catharines-Niagara, Oshawa, Windsor, Barrie, Guelph, Brantford, Peterborough, Kitchener, Cambridge, Waterloo</p> <p>ENSURE 4 PARTICIPANTS FROM THESE REGIONS. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.</p>	CONTINUE – GROUP 12
Other	-	THANK AND END
VOLUNTEERED Prefer not to answer	-	THANK AND END

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

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 3** Which of the following racial or cultural groups best describes you? (multi-select)

RECRUIT ANY THAT IDENTIFY AS NON-WHITE/CAUCASIAN. ENSURE A GOOD MIX OF RACIAL/CULTURAL GROUPS.

White/Caucasian **THANK AND END**
 South Asian (e.g., East Indian, Pakistani, Sri Lankan)
 Chinese
 Black
 Latin American
 Filipino
 Arab
 Southeast Asian (e.g., Vietnamese, Cambodian, Thai)
 Korean or Japanese
 Other (specify)

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

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

Yes	CONTINUE
No	THANK AND END
Don't know/Prefer not to answer	

5. **ASK ONLY IF GROUP 5** In the past 6 months, have you received the Canada Emergency Response Benefit (CERB) from the Government of Canada?

Yes **CONTINUE TO Q.5a**

No **THANK AND END**

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

- 5a. **ASK ONLY IF GROUP 5** The last eligibility period for which Canadians could receive CERB (\$2,000/month) ended on Sept. 26. The Government of Canada announced that that it would be transitioning those who still needed income support to a simplified Employment Insurance (EI) program or to a suite of three new recovery benefits. Are you currently receiving any of these benefits from the Government of Canada?

Employment Insurance (EI) **CONTINUE**

Canada Recovery Benefit **CONTINUE**

Canada Recovery Caregiver Benefit **CONTINUE**

Canada Recovery Sickness Benefit **CONTINUE**

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

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

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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-24	CONTINUE ENSURE A GOOD MIX OF AGES WITHIN EACH GROUP.
25-34	
35-44	
45-54	
55+	
VOLUNTEERED Prefer not to answer	THANK AND END

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

Male

Female

ENSURE A GOOD MIX BY GENDER IN EACH GROUP.

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

1-2 **THANK AND END**

3-5 **CONTINUE**

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. And on what topics were they?

TERMINATE IF ANY ON SIMILAR/SAME TOPIC

ADDITIONAL RECRUITING CRITERIA

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

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 2019? That is, the total income of all persons in your household combined, before taxes?

Under \$20,000

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

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

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

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

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

\$150,000 and above

VOLUNTEERED Prefer not to answer

ENSURE A GOOD MIX.

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 \$90 for your participation following the group via an e-transfer.

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

Would you be willing to attend?

Yes

CONTINUE

No

THANK AND END

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

Name:

Telephone Number:

E-mail Address:



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

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 — octobre 2020
Groupes en français

Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (DE L’EST)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
2	5 octobre	18 h-20 h	Grande région de Montréal – y compris Montréal même	Canadiens racialisés	M. Proulx
6	15 octobre	18 h-20 h	Québec – Outaouais, ville de Québec, région de Gaspé	Population générale	M. Proulx
11	27 octobre	18 h-20 h	Québec – Grandes villes	Bénéficiaires de prestations qui remplacent la PCU	M. Proulx

Questionnaire de recrutement

INTRODUCTION

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

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

NOTER LA LANGUE ET CONTINUER

Anglais **REMERCIER ET CONCLURE**

Français **CONTINUER**

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

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

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

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

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

QUESTIONS DE SÉLECTION

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

Une société d'études de marché
CONCLURE

REMERCIER ET

Une agence de commercialisation, de marque ou de publicité
CONCLURE

REMERCIER ET

Un magazine ou un journal
CONCLURE

REMERCIER ET

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

REMERCIER ET

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

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

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

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	
Grande région de Montréal (GRM) – y compris Montréal même	Les villes de la GRM peuvent notamment comprendre : Montréal, Laval, Longueuil, Terrebonne, Brossard, Saint-Jérôme, Blainville, Mirabel, Dollard-des-Ormeaux PAS PLUS DE DEUX PARTICIPANTS DE LA VILLE DE MONTRÉAL. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.	CONTINUER – GROUPE 2
Québec – Outaouais, ville de Québec, région de Gaspé	Les villes de l'Outaouais peuvent notamment comprendre : Gatineau (Hull, Aylmer, Gatineau, Masson-Angers, Buckingham), la région de Pontiac, Chelsea, Papineauville, Gracefield, Montebello, Maniwaki Ville de Québec LES PARTICIPANTS DOIVENT RÉSIDER DANS CES VILLES. Région de Gaspé : En plus de la ville de Gaspé, le territoire de Gaspé comprend les municipalités de Cap-aux-Os, Cap-des-Rosiers, Douglastown,	CONTINUER – GROUPE 6

	Haldimand, Jersey Cove, L'Anse-à-Fugère, L'Anse-à-Valleau, L'Anse-au-Griffon, Penouille, Petit-Cap, Petite-Rivière-au-Renard, Pointe-Jaune, Rivière-au-Renard, Rivière-Morris, Sandy Beach, Saint-Majorique, Saint-Maurice-de-l'Échouerie, Wakeham et York. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.	
Québec – Grandes villes	Villes de taille importante à l'extérieur de la GRM et de la ville de Québec Ces villes peuvent notamment comprendre : Sherbrooke, Trois-Rivières, Chicoutimi – Jonquière, Saint-Jean-sur-Richelieu, Saint-Jérôme ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.	CONTINUER – GROUPE 11
Autre lieu	-	REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre	-	REMERCIER ET CONCLURE

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

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

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

4. **DEMANDER UNIQUEMENT AU GROUPE 2** Lequel ou lesquels des groupes raciaux ou culturels suivants vous décrivent le mieux? (plusieurs réponses possibles)

RECRUTER TOUTE PERSONNE QUI SE DÉCRIT COMME NON BLANCHE OU NON CAUCASIENNE. ASSURER UNE BONNE REPRÉSENTATION DES GROUPES RACIAUX OU CULTURELS.

Blanc/Caucasien **REMERCIER ET CONCLURE**

Asiatique du Sud (p. ex., Indien d'Asie, Pakistanais, Sri-Lankais)

Chinois

- Noir
- Latino-Américain
- Philippin
- Arabe
- Asiatique du Sud-Est (p. ex., Vietnamien, Cambodgien, Thaïlandais)
- Coréen ou Japonais
- Autre groupe (préciser)
- RÉPONSE SPONTANÉE** Préfère ne pas répondre **REMERCIER ET CONCLURE**

5. **DEMANDER UNIQUEMENT AU GROUPE 11** Dans les six derniers mois, avez-vous reçu la Prestation canadienne d’urgence (PCU) du gouvernement du Canada?

- Oui **PASSER À LA Q.5a**
- Non **REMERCIER ET CONCLURE**
- Ne sais pas/Préfère ne pas répondre **REMERCIER ET CONCLURE**

5a. **DEMANDER UNIQUEMENT AU GROUPE 11** La dernière période d’admissibilité des Canadiens à la PCU (2 000 \$/mois) a pris fin le 26 septembre. Le gouvernement du Canada a annoncé que les personnes ayant encore besoin d’un soutien du revenu pourraient faire la transition vers un régime d’assurance-emploi (AE) simplifié ou une série de trois nouvelles prestations de relance. Est-ce que vous recevez actuellement certaines de ces prestations du gouvernement du Canada?

- Assurance-emploi (AE) **CONTINUER**
- Prestation canadienne de la relance économique **CONTINUER**
- Prestation canadienne de la relance économique pour proches aidants **CONTINUER**
- Prestation canadienne de maladie pour la relance économique **CONTINUER**
- Non, je ne reçois aucune de ces prestations **REMERCIER ET CONCLURE**
- Ne sais pas/Préfère ne pas répondre **REMERCIER ET CONCLURE**

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

Moins de 18 ans	SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L’INTRODUCTION. SINON, REMERCIER ET CONCLURE.
18 à 24	CONTINUER ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE.
25 à 34	
35 à 44	
45 à 54	
55 ans ou plus	
RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE

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

- Homme
- Femme

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

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

Oui **CONTINUER**

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

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

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

Le participant a accès à Internet haut débit

Le participant a un ordinateur avec caméra Web

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

Oui **CONTINUER**

Non **CONTINUER**

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

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

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

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

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

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

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

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

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

17. Et sur quels sujets portaient-ils?

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

CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES

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

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

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

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

Moins de 20 000 \$
20 000 \$ à moins de 40 000 \$
40 000 \$ à moins de 60 000 \$
60 000 \$ à moins de 80 000 \$
80 000 \$ à moins de 100 000 \$
100 000 \$ à moins de 150 000 \$
150 000 \$ ou plus
RÉPONSE SPONTANÉE : Préfère ne pas répondre
ASSURER UN BON MÉLANGE.

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

Oui

Non **REMERCIER ET CONCLURE**

INVITATION

J'aimerais vous inviter à ce groupe de discussion en ligne, qui aura lieu le **[DONNER LA DATE ET L'HEURE EN FONCTION DU N° DE GROUPE INDIQUÉ DANS LE TABLEAU, PAGE 1]**. La discussion durera deux heures et vous recevrez 90 \$ 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.

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 – October 2020 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 (10-30 minutes) All Locations

- What have seen, read or heard about the Government of Canada in the last few days?
- **Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City, Northern Alberta, Manitoba** Have you heard anything recently in the news regarding a Government of Canada ban on plastics? What have you heard?
 - Do you think it's a good or a bad idea?
- Have you heard about what the Government of Canada is doing regarding the current COVID-19 pandemic?
- **GMA Racialized Canadians, GTHA Racialized Canadians** Data in the US shows that some members of racial and ethnic minority groups are at increased risk of getting COVID-19 or experiencing severe illness, regardless of age. For example, African Americans have among the highest COVID-19 associated hospitalization rates. Do you think this has been the case in Canada too – i.e. that racialized Canadians are disproportionately affected here?
 - (IF YES) What should the government be doing to address this?
- **Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients** Have you heard anything about COVID-19 testing in your community? What have you heard?
 - PROMPT AS NEEDED:
 - What about the number of testing sites, or capacity – are there enough?
 - Have you heard or know anything about long wait times for tests or for test results?
- **Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients** Does anything need to be done about testing capacity? What needs to be done?
 - Is there anything the Government of Canada can do to address this?

- **Yellowknife** Have you heard anything recently about Government of Canada's Northern Business Relief Fund?

Yellowknife CLARIFY AS NEEDED

The Northern Business Relief Fund (NBRF) provides short term support, in the form of a non-repayable grant, for ongoing operational costs to small and medium sized territorial businesses impacted by economic disruptions due to COVID-19. In recognition of the continuing impacts of COVID-19, the Canadian Northern Economic Development Agency (CanNor) extended financial support beyond July 31, 2020 based on a demonstrated need for up to a maximum of \$100,000 or up to March 2021, whichever comes first, to businesses operating in tourism accommodations, food services, arts, entertainment and recreation, transportation and retail sectors. Others may be assessed on a case-by-case basis.

- **Yellowknife** What are your thoughts on this type of initiative?
- **Northern Alberta, Manitoba, Yellowknife** Have you seen, read or heard anything recently about the Canada Emergency Response Benefit (CERB) or Employment Insurance (EI)? What did you hear?
 - How do you feel about this change?

Northern Alberta, Manitoba, Yellowknife SHOW ON SCREEN:

The Government of Canada also announced a suite of three new recovery benefits:

- The new **Canada Recovery Benefit** would provide a benefit amount of \$500 per week for workers who are not eligible for EI - mainly the self-employed and including those working in the gig economy (e.g. freelancers, consultants, independent contractors, temporary contract workers, etc.)
- The new **Canada Recovery Caregiving Benefit**, would provide \$500 per week to anyone who is unable to work because they need to provide care to children or support to other dependents who had to stay home (e.g. they had to stop work because their child's school or daycare closed because of COVID-19).
- The new **Canada Recovery Sickness Benefit** would provide \$500 per week for up to two weeks for those who don't have paid sick leave and become sick or must self-isolate due to reasons linked to COVID-19.

Northern Alberta, Manitoba, Yellowknife The simplified EI system and the new recovery benefits will be in place for one year, and will provide a minimum entitlement of 26 weeks of regular benefits (aside from the Canada Recovery Sickness Benefit - which is for up to 2 weeks).

- **Northern Alberta, Manitoba, Yellowknife** What are your thoughts about these new recovery benefits? How do you feel about it?

- **Experiencing 2nd Wave Ontario, Mid-size Centres Quebec EI/Recovery Benefits Recipients, Southern and Eastern Mid-size Centres Ontario** Have you heard anything about fisheries in Nova Scotia?
 - PROMPT AS NECESSARY: Anything about Indigenous fishers and commercial fishers related to lobster fishing?
 - What have you heard?
 - Do you think the Government of Canada needs to step in?
 - IF YES: What should the Government of Canada do?

BEHAVIOUR (10-30 minutes) **Nova Scotia, GMA Racialized Canadians, GTHA Racialized Canadians, Atlantic Canada Indigenous Peoples, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City, Yellowknife, Experiencing 2nd Wave Ontario, Southern and Eastern Mid-size Centres Ontario**

- **Nova Scotia, GMA Racialized Canadians, GTHA Racialized Canadians, Atlantic Canada Indigenous Peoples, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City, Experiencing 2nd Wave Ontario** Have you changed your behaviour in the last few weeks? **Experiencing 2nd Wave Ontario, Southern and Eastern Mid-size Centres Ontario** What are you doing differently now compared to the summer?
 - What have you done? (*Probe for whether or not things have changed with children going back to school, or given the increase in cases in Canada*).
 - If yes: why are you doing these things more?
 - If no: why haven't you changed your behaviour?
- **Nova Scotia, GMA Racialized Canadians, GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City, Experiencing 2nd Wave Ontario** What about your spending habits - have these changed over the course of the pandemic? How so?
- **Nova Scotia, GMA Racialized Canadians, GTHA Racialized Canadians Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City, Experiencing 2nd Wave Ontario** And when you think of your various expenses, has the pandemic impacted your day-to-day cost of living?
- **Nova Scotia** Have you heard anything about a second wave in Canada recently? What have you heard?

Nova Scotia CLARIFY AS NECESSARY

Some provincial governments have announced that their provinces are currently experiencing a second wave, and the number of cases are also rising in other regions.

- **Nova Scotia** What do you think about this? Are you worried about the number of cases increasing in Canada?

- **Nova Scotia** Do you think Nova Scotia will see a rise in the number of cases? Why/why not?
- **GMA Racialized Canadians, GTHA Racialized Canadians** Do you think we're currently experiencing a second wave, do you think a second wave is coming, or do you think there won't be a second wave?
- **GMA Racialized Canadians, GTHA Racialized Canadians** Do you think we're prepared to handle a second wave? What makes you say that?
- **Nova Scotia, GMA Racialized Canadians, GTHA Racialized Canadians, Atlantic Canada Indigenous Peoples, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City** What do you expect to happen as we go through the fall?
- **Experiencing 2nd Wave Ontario, Southern and Eastern Mid-size Centres Ontario** What do you expect to happen in the next few months?
 - **Nova Scotia** Do you think that for Canada, the situation will be better, worse or about the same as the spring?
 - **Nova Scotia** How about for Nova Scotia?
 - **Atlantic Canada Indigenous Peoples** Do you think that the COVID-19 situation will be better, worse or about the same as the spring?
 - **GMA Racialized Canadians, GTHA Racialized Canadians Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City** For those of you who feel we're currently experiencing a second wave or that it's coming, do you think that it will be better, worse or about the same as the spring?
 - **Nova Scotia, GMA Racialized Canadians, GTHA Racialized Canadians, Atlantic Canada Indigenous Peoples, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City** Do you think restrictions will be reinstated? Why/why not?
 - **Nova Scotia, GMA Racialized Canadians, GTHA Racialized Canadians, Atlantic Canada Indigenous Peoples, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City** If yes: to what extent?
 - **Nova Scotia, GMA Racialized Canadians, GTHA Racialized Canadians, Atlantic Canada Indigenous Peoples, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City** Under what conditions do you think restrictions should be reinstated? And, what should those restrictions be?
 - **Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City, Experiencing 2nd Wave Ontario, Southern and Eastern Mid-size Centres Ontario** Do you anticipate your habits will change?
- **Nova Scotia, GMA Racialized Canadians, GTHA Racialized Canadians, Atlantic Canada Indigenous Peoples, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City** And as we go through the fall, are you concerned about impacts on you, your families, your community, business due to COVID? How so?

- **Experiencing 2nd Wave Ontario** Are you concerned about impacts on you, your families, your community, business due to COVID? How so?
 - **Nova Scotia, GMA Racialized Canadians, GTHA Racialized Canadians, Atlantic Canada Indigenous Peoples, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City Experiencing 2nd Wave Ontario** Do you have any concerns about mental health impacts for those in your social circles or your community?
- **Yellowknife** Broadly speaking, do you feel that COVID-19 and COVID-related restrictions have impacted you especially compared to bigger cities with lots of cases across Canada?
- **Yellowknife** What has been the most inconvenient thing for you due to COVID? What has been your biggest adjustment since the beginning of the pandemic?

SPEECH FROM THE THRONE (20 minutes) Nova Scotia

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 week ago Wednesday, a new session of Parliament opened with the Speech from the Throne, which introduced 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?

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?

CLARIFY AS NECESSARY

The GofC introduced four main pillars that they wish to focus on.

- Build back better, to create a stronger and more resilient Canada;
 - Fight the pandemic and save lives;
 - Stand up for who we are as Canadians, making progress on gender equality, reconciliation, and fighting discrimination; and
 - Support people and business through the crisis, as long as it lasts, whatever it takes.
- 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 need to focus on?
- Have any of you heard anything about the Government of Canada's projected deficit this year? What have you heard?
- A couple of months ago, the Government of Canada was projecting a \$343-billion deficit this year. How do you feel about that?
 - Based on the Speech from the Throne, do you think the deficit will increase, decrease or stay the same? How do you feel about that?

NOVA SCOTIA FISHERIES (15 minutes) Nova Scotia

- Have you heard anything about fisheries in Nova Scotia?
 - PROMPT AS NECESSARY: Anything about Indigenous fishers and commercial fishers related to lobster fishing?
 - What have you heard?

CLARIFY AS NECESSARY

Recently, a Mi'kmaq band launched its own Mi'kmaq-regulated, rights-based lobster fishery in St. Mary's Bay. In response to the fishery's launch, non-Indigenous fishers attempted to block boats going out to fish, allegedly cut trap lines on Indigenous property (ensuring they wouldn't be able to retrieve their traps), removed traps from the water and gathered in front of an alleged buyer's home.

- What are your thoughts on this issue?
- Is this an important issue for the Government of Canada to address? Why/why not?

CERB TO EI (20-30 minutes) Nova Scotia, GMA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-size Centres Quebec EI/Recovery Benefits Recipients

- Have you seen, read or heard anything recently about the Canada Emergency Response Benefit (CERB) or Employment Insurance (EI)? What did you hear?

SHOW ON SCREEN:

Nova Scotia The Government of Canada recently announced that it will be transitioning to a simplified Employment Insurance (EI) program. Originally the CERB was ending at the end of August, but it was extended another four weeks and ended this past weekend.

GMA Racialized Canadians The Government of Canada recently announced that it will be transitioning to a simplified Employment Insurance (EI) program. Originally the CERB was ending at the end of August, but it was extended another four weeks and ended a little over a week ago now.

Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-size Centres Quebec EI/Recovery Benefits Recipients The Government of Canada recently transitioned to a simplified Employment Insurance (EI) program.

Nova Scotia, GMA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients As a follow-up to the Government of Canada's Speech from the Throne, last Thursday the Government of Canada announced that it would boost the proposed weekly payout for unemployed Canadians transitioning from the CERB to EI to \$500 a week, up from the originally announced \$400. Anyone eligible for EI will need to have worked 120 hours to qualify, well below current EI requirements - since many Canadians have been unable to work due to the pandemic and accumulate the required number of hours.

Mid-size Centres Quebec EI/Recovery Benefits Recipients As a follow-up to the Government of Canada's Speech from the Throne, the Government of Canada announced that it would boost the proposed weekly payout for unemployed Canadians transitioning from the CERB to EI to \$500 a week, up from the originally announced \$400. Anyone eligible for EI will need to have worked 120 hours to qualify, well below current EI requirements - since many Canadians have been unable to work due to the pandemic and accumulate the required number of hours.

The Government of Canada also announced a suite of three new recovery benefits:

1. The new **Canada Recovery Benefit** would provide a benefit amount of \$500 per week for workers who are not eligible for EI - mainly the self-employed and including those working in the gig economy (e.g. freelancers, consultants, independent contractors, temporary contract workers, etc.)
 2. The new **Canada Recovery Caregiving Benefit**, would provide \$500 per week to anyone who is unable to work because they need to provide care to children or support to other dependents who had to stay home (e.g. they had to stop work because their child's school or daycare closed because of COVID-19).
 3. The new **Canada Recovery Sickness Benefit** would provide \$500 per week for up to two weeks for those who don't have paid sick leave and become sick or must self-isolate due to reasons linked to COVID-19.
- What do you think about this approach? Do the minimum benefit rate and the eligibility requirements make sense? Why/why not?
 - **Nova Scotia, GMA Racialized Canadians** How long do you think the benefits for people who can't work due to COVID-19 or because they need to care for others will need to be in place?

- **Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-size Centres Quebec EI/Recovery Benefits Recipients** Do you have any concerns regarding the transfer of the CERB to EI?
 - Do you know how the transfer works?
 - AS NECESSARY: does it apply to you? Do you need to apply?
- **Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-size Centres Quebec EI/Recovery Benefits Recipients** Have any of you applied?
 - IF YES: How did you find the process?
- **Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-size Centres Quebec EI/Recovery Benefits Recipients** FOR THOSE WHO HAVE NOT APPLIED: Do you think you will apply at some point? Why/why not?

INCLUDE IF TIME

- **Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-size Centres Quebec EI/Recovery Benefits Recipients** How long do you think the benefits for people who can't work due to COVID-19 or because they need to care for others will need to be in place?

Nova Scotia CLARIFY AS NECESSARY

The simplified EI system and the new recovery benefits will be in place for one year, and will provide a minimum entitlement of 26 weeks of regular benefits (aside from the Canada Recovery Sickness Benefit - which is for up to 2 weeks).

Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-size Centres Quebec EI/Recovery Benefits Recipients CLARIFY AS NECESSARY

The simplified EI system and the new recovery benefits will be in place for one year, and will provide a minimum entitlement of 26 weeks of regular benefits (aside from the Canada Recovery Sickness Benefit - which is for up to 2 weeks).

- **Nova Scotia, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-size Centres Quebec EI/Recovery Benefits Recipients** Do you think keeping these in place for a year seems reasonable? Why/why not?
- Do you think that this approach is leaving anyone out? Why/why not?

Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-size Centres Quebec EI/Recovery Benefits Recipients Under the previous system, EI payments were taxable income, meaning federal and provincial or territorial taxes, where applicable, are deducted when you receive them.

- **Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-size Centres Quebec EI/Recovery Benefits Recipients** Do you think that applies for the simplified EI system and the new recovery benefits? i.e., Are these taxable?
- **Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Mid-size Centres Quebec EI/Recovery Benefits Recipients** Would you have any concerns about it come tax time in the spring?

RACISM (45 minutes) **GMA Racialized Canadians, GTHA Racialized Canadians**

- I'd now like to focus on a different issue...
- Is racism a problem in Canada? IF YES: How big of a problem is it?
 - How would you characterize racism against racialized Canadians? PROMPT AS NECESSARY: How bad is it?
 - Where does it manifest itself most? (e.g. the way people are treated day-to-day, in law enforcement or the justice system, in workplaces, in education system, etc.)
 - As well as more obvious forms of racism, there can be instances where it's more subtle, such as making assumptions about individuals because of their race, stereotyping them, or subconsciously treating certain individuals differently because of their race. Have you noticed instances of this in Canada towards racialized Canadians?
 - What specifically?
- Do you think that the Government of Canada needs to do more to address racism in Canada? Why/why not?
 - What has the Government of Canada done in recent years around this issue?
 - What more specifically do they need to do?
- The Government of Canada recently announced that it would address systemic racism. I'm going to show you some of the things the Government of Canada said it will do (**SHOW ON SCREEN**):
 - Accelerate work to co-develop a legislative framework for First Nations policing as an essential service
 - Building a whole-of-federal-government approach around better collection of disaggregated data
 - Going further on economic empowerment for specific communities, and increasing diversity on procurement
 - Implementing an action plan to increase representation in hiring and appointments, and leadership development within the Public Service

- Introduce legislation and make investments that take action to address the systemic inequities in all phases of the criminal justice system, from diversion to sentencing, from rehabilitation to records
 - Modernize training for police and law enforcement, including addressing standards around the use of force
 - Move forward on enhanced civilian oversight of our law enforcement agencies, including the RCMP
 - Move forward on RCMP reforms, with a shift toward community-led policing
 - Taking action on online hate
 - Taking new steps to support the artistic and economic contributions of Black Canadian culture and heritage
- **GTHA Racialized Canadians** Moderator to read each item out loud and then ask for each:
 - **GTHA Racialized Canadians** Is this clear to you?
 - What do you think this means?
 - **GTHA Racialized Canadians** How do you think this would specifically address systemic racism?
 - **POLL:** I'm going to show you a poll. I'd like you to select up to 3 things on this list that you think would make the biggest difference in reducing racial inequality in Canada. If you don't think any of these will make a difference, you can vote "none of the above".

Moderator to discuss the initiatives selected the most. WHY were they selected?

- **GMA Racialized Canadians** Was there anything on this list that you find confusing or unclear?
- Was there anything on this list you think is a BAD idea and should NOT be done?

AD CONCEPT TESTING (20 minutes) **GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City**

We are now going to review a potential ad that is currently being developed by the Government of Canada. You will notice that the ad is not in its finished form. Instead the images look more like a comic strip and convey what you would see in each frame of the ad. The final video would be produced using professional animation. Please keep this in mind as you are viewing the ad. I will show the ad to you twice, and then we will discuss what we thought about it. Feel free to take notes to help you remember what you liked and didn't like about the ad.

SHOW VIDEO STORYBOARD

- What was the key message(s) or idea(s) conveyed overall?
 - What did it say to you?

- What did you like/dislike?
- **GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients**
What about the approach taken/tone? Was it appropriate? Why or why not?
 - What did you think about the colours?
- **Quebec City** What about the approach taken/tone, including that the format is using an animation? Was it appropriate? Why or why not?
- **GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients**
Was it credible/believable? Why or why not?
- **GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients**
Is it appropriate for the Government of Canada to provide this kind of information? Why or why not?
- Is the language easy to understand? Why do you say that?
 - Were there any specific parts that were unclear, difficult to understand or confusing? What makes it unclear? Any words you didn't understand?
- **GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients**
Is it a relevant message to you?
 - Is it aimed at you or do you think it's really aimed at someone else? If someone else, who? Why do you think it is aimed at them?
- **GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients**
Is it a clear message, or not?
- **GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients**
Is it informative, or not?
 - Is the content useful, or not?
 - If you heard this ad, would it prompt you to seek additional information? Why/why not?
 - Did it leave you with any questions? What questions?
- What do you think of this line in the ad: "Continuing to support Canadians now will help keep Canada safe and strong"?
- What if this line said instead: "Continuing to support each other today can help keep us safe, and help make Canada more resilient". Which do you think is more effective? What makes you say that?

- **Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City** Now let's consider this line in the ad: "an expanded, more accessible EI" – what do you think this means?
 - PROMPT AS NECESSARY: Do you interpret this as meaning EI will now be available to more Canadians, EI will be easier to apply for, or something else? What makes you say that?
 - Assuming it means that EI will now be available to more Canadians (i.e. more Canadians are now eligible), is there a better way to briefly say this or does the current line ("an expanded, more accessible EI") work?
 - **Quebec City** What if it said: "a simplified EI" – do you think that works better?
- Do you have any other suggestions on how this could be improved? How so?

Quebec City I'd now like to show you a potential social media ad that could be used by the Government of Canada.

Quebec City SHOW FAMILY IMAGE ON SCREEN

- **Quebec City** What do you think of this ad?

Quebec City Now I'm going to show you a different image that could be used for this ad.

Quebec City SHOW IMAGE OF WOMAN WITH SENIOR ON SCREEN

- **Quebec City** What do you think of this image? Why do you think it shows a woman walking with a young woman – what does that mean to you?
 - PROMPT AS NECESSARY: Is it clear that that this image is directed to individuals caring for family members for reasons related to COVID?
- **Quebec City** Which image do you think is more effective for a social media ad about the Canada Recovery Caregiving Benefit? What makes you say that?

INDIGENOUS ISSUES (65 minutes) **Atlantic Canada Indigenous Peoples**

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

- What important Indigenous issues do you think the Government of Canada should focus on?
- Has the GC done anything well?
- What can they improve on?
- Have you heard anything about fisheries in Nova Scotia?
 - PROMPT AS NECESSARY: Anything about Indigenous fishers and commercial fishers related to lobster fishing?
 - What have you heard?

CLARIFY AS NECESSARY

Recently, a Mi'kmaq band launched its own Mi'kmaq-regulated, rights-based lobster fishery in St. Mary's Bay. In response to the fishery's launch, non-Indigenous fishers attempted to block boats going out to fish, allegedly cut trap lines on Indigenous property (ensuring they wouldn't be able to retrieve their traps), removed traps from the water and gathered in front of an alleged buyer's home.

- What are your thoughts on this issue?
- Is this an important issue for the Government of Canada to address? Why/why not?

Now moving on to a different topic...

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

SHOW ON SCREEN

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

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

- The right to self-determination
 - The right to cultural identity
 - The right to free, prior and informed consent (i.e. the right to be consulted and make decisions on any matter that may affect the rights of Indigenous peoples)
 - Protection from discrimination
- Let's say that Canada fully implemented UNDRIP. What do you think that would involve? What kinds of changes would you expect to see?

I'd now like to talk about racism for a bit...

- How would you define systemic racism?

CLARIFY AS NECESSARY

Systemic racism is generally defined as a problem with how society is set up, not just individual attitudes towards certain groups. So it's as if there's a built-in bias or racist lens in our various institutions and systems that leads to unfair treatment or outcomes for certain groups. So essentially rather than focusing on a few "bad apples" as the problem (e.g. a few racist people), systemic racism is when the whole barrel of apples is spoiled.

- Do you believe there is systemic racism against Indigenous people in Canada?
- Are there any institutions or systems that perpetrate systemic racism in Canada?
 - AS NECESSARY: for example, our education systems, healthcare systems, etc.?
 - IF YES: what kind of changes need to be made to these institutions/systems to improve their treatment of Indigenous people?
- What about the RCMP or police forces – is there systemic racism in our policing systems? How so? Do you have any examples or anecdotes that come to mind?
- What about our judicial system, such as the way courts engage with Indigenous people and how they do sentencing –is there systemic racism here? How so? Do you have any examples or anecdotes that come to mind?

I'd now like to talk about drinking water for a bit...

- Have you heard about Government of Canada efforts to lift long-term drinking water advisories on reserves?

I'm going to show you an infographic about the work being done by the federal government to lift long-term drinking water advisories and I will ask you for your opinion about it afterwards.

Show the infographic 'Progress on lifting long-term drinking water advisories on public systems on reserves'

- What are your first reactions?
- Now that you've seen this, how would you rate the progress the Government of Canada has made on this issue? Would you say they've made a lot of progress, a bit, none, or have they made things worse?
- What else should the Government of Canada be doing to improve drinking water on reserves?

COVID-19 ALERT APP (20 minutes) Quebec City, Manitoba

- Have you seen, read or heard anything about the Government of Canada's COVID Alert app?
 - IF AWARE: Based on what you know, how does it work?

CLARIFY

The Government of Canada has launched the COVID Alert app that lets people know if someone they have come in contact with has tested positive for COVID-19 using Bluetooth, so that they can then go get tested.

- Have any of you downloaded the COVID Alert app?
 - IF DOWNLOADED:
 - What made you decide to download it?
 - What has been your experience? Is it user-friendly? Is it useful?
- IF HAVE NOT DOWNLOADED: Do you think you'll download the COVID Alert app? What makes you say that?

WESTERN ALIENATION (30 minutes) Northern Alberta, Manitoba

EXERCISE:

- **POLL:** I want you to enter three words on when prompted on screen that describe the current relationship between the Government of Canada and your province.
 - **PROBE:** Pick one of the words you entered and explain why you chose that word.
 - Overall, would you say the Government of Canada treats your province fairly or unfairly? Why?
- What could the federal government do to demonstrate that it is in touch with the concerns of people in your province?
- **Northern Alberta** What issues specific to Alberta should the federal government spend more time on?
 - **PROMPT AS NECESSARY:** Are there any specific sectors or industries that need support? (ex., energy sector, clean technology, agriculture, tourism, etc.)
- **Manitoba** What issues specific to Manitoba should the federal government spend more time on?
 - **PROMPT AS NECESSARY:** Are there any specific sectors or industries that need support? (ex., energy sector, clean technology, agriculture/agribusiness, mining, manufacturing, tourism, etc.)

LOCAL ISSUES – ALBERTA (25 minutes) Northern Alberta

- What are the most important local issues in Alberta?
- Has the Government of Canada done anything to benefit Alberta?
- Have they done anything that you think will have a negative impact on Alberta?
- Has the Government of Canada done enough for the oil and gas sector?
 - IF NOT ENOUGH: What specifically could they do to help?

- Have you heard anything about orphan wells in Alberta recently? What have you heard? What are the issues?
- Have you heard about the Government of Canada announcement on orphan wells? What have you heard?

CLARIFICATION:

Last April, the Federal Government announced that it would be investing \$1.7 billion to clean up orphan wells in British Columbia, Alberta and Saskatchewan to keep people working during the COVID-19 pandemic. This investment was expected to help maintain 5,200 jobs in Alberta alone. Acknowledging the struggling energy sector in these regions, it was also aimed to keep energy service companies going during these difficult times, while bringing sites back to their original condition, leaving a cleaner environment for future generations.

- What are your thoughts about this initiative?
- Is this addressing an important issue for Alberta? Why/why not?

LOCAL ISSUES - Yellowknife (40 minutes) Yellowknife

- What are the most important local issues in Yellowknife?
 - **FOR EACH:** Why is it important? What needs to be done? **PROBE TO SEE IF OTHERS FEEL IT IS IMPORTANT**
- Thinking about everything the federal government has done in the past year, what, if anything, do you think will have the most positive impact in Yellowknife?
- Have they done anything that you think will have a negative impact on Yellowknife?
- And what does Yellowknife need in terms of infrastructure?
 - What are the biggest concerns/challenges? Is there anything that needs to be done?
 - And what about local environmental concerns? Are there any that come to mind? Why is it important? What needs to be done?
- Thinking about everything the federal government has done in the past year, what, if anything, do you think will have the most positive impact on Yellowknife?
- Have they done anything that you think will have a negative impact on Yellowknife?

- I've got a list with various items. I'd like you to select each one that you think is a major concern in your community:

POLL #1: PARTICIPANTS SELECT ALL THAT APPLY

A shrinking middle class
Ability of local businesses and industries to succeed
An aging population
Availability of affordable childcare options
Availability of broadband internet
Availability of cell phone service
Availability of healthcare services
Availability of jobs
Availability of public transit
Availability of services
Cost of housing
Crime
Drug overdoses
Gun control
Homelessness
Integrating immigrants into the community
Level of Employment Insurance benefits for those who can't find work
Low high school graduation rates
Poverty
Preserving a clean environment
Quality of roads and bridges
Retirement security
Traffic congestion
Young people leaving for opportunities elsewhere

- Now I'd like you to select the top 2 or 3 that you worry about the most.

POLL #2: SAME LIST; PARTICIPANTS SELECT 2-3 THAT THEY WORRY ABOUT THE MOST

- Was there anything missing from that list?

TIME PERMITTING - DISCUSS A FEW ISSUES THAT WERE SELECTED AS MOST WORRISOME:

- What *specifically* is the problem? *Why* is it a problem?
- Is this something that has been getting worse in recent years or has it always been a problem?

GC COVID-19 MANAGEMENT (35 minutes): Experiencing 2nd Wave Ontario, Mid-size Centres Quebec EI/Recovery Benefits Recipients, Southern and Eastern Mid-size Centres Ontario

- Now I'd like to talk a bit about the Government of Canada and actions it has taken in response to the COVID-19 pandemic. Overall, do you feel the Government of Canada is doing a good or a bad job in this respect?
 - What makes you say that? Do you have any examples you can point to?

- And now thinking specific about health impacts, how well do you think the Government of Canada is doing in protecting the health of Canadians from COVID-19?
 - What makes you say that? Do you have any examples you can point to?
 - Do you think the Government of Canada is doing better, worse or about the same in this regard, compared to earlier in the pandemic?
 - FOR THOSE WHO SAY BETTER: Can you describe what they are doing better now?
 - FOR THOSE WHO SAY WORSE: Can you describe what they are doing worse now?
 - Can you think of things they can do to improve?

- And now in terms of information, how well do you think the Government of Canada is doing in providing information to Canadians on how to prevent the spread of COVID-19?
 - What makes you say that? Do you have any examples you can point to?
 - Do you think the Government of Canada is doing better, worse or about the same in this regard, compared to earlier in the pandemic?
 - FOR THOSE WHO SAY BETTER: Can you describe what they are doing better now?
 - FOR THOSE WHO SAY WORSE: Can you describe what they are doing worse now?
 - Can you think of things they can do to improve?

- How about financial support: how well do you think the Government of Canada is doing in providing financial support to Canadians affected by the COVID-19 pandemic?
 - What makes you say that? Do you have any examples you can point to?
 - Do you think the Government of Canada is doing better, worse or about the same in this regard, compared to earlier in the pandemic?
 - FOR THOSE WHO SAY BETTER: Can you describe what they are doing better now?
 - FOR THOSE WHO SAY WORSE: Can you describe what they are doing worse now?
 - Can you think of things they can do to improve?

- **Experiencing 2nd Wave Ontario, Southern and Eastern Mid-size Centres Ontario** I'd like to talk more specifically about financial support. Have you seen, read or heard anything recently about the Canada Emergency Response Benefit (CERB) or Employment Insurance (EI)? What did you hear?
 - How do you feel about this change?

Experiencing 2nd Wave Ontario, Southern and Eastern Mid-size Centres Ontario PROVIDE DETAILS:
(SHOW ON SCREEN)

The Government of Canada also announced a suite of three new recovery benefits:

- The new **Canada Recovery Benefit** would provide a benefit amount of \$500 per week for workers who are not eligible for EI - mainly the self-employed and including those working in the gig economy (e.g. freelancers, consultants, independent contractors, temporary contract workers, etc.)
- The new **Canada Recovery Caregiving Benefit**, would provide \$500 per week to anyone who is unable to work because they need to provide care to children or support to other dependents who had to stay home (e.g. they had to stop work because their child's school or daycare closed because of COVID-19).
- The new **Canada Recovery Sickness Benefit** would provide \$500 per week for up to two weeks for those who don't have paid sick leave and become sick or must self-isolate due to reasons linked to COVID-19.

Experiencing 2nd Wave Ontario, Southern and Eastern Mid-size Centres Ontario The simplified EI system and the new recovery benefits will be in place for one year, and will provide a minimum entitlement of 26 weeks of regular benefits (aside from the Canada Recovery Sickness Benefit - which is for up to 2 weeks).

- **Experiencing 2nd Wave Ontario, Southern and Eastern Mid-size Centres Ontario** What are your thoughts about these new recovery benefits? How do you feel about them?

ZERO EMISSION VEHICLES (ZEV) (25 minutes) Northern Alberta, Manitoba, Yellowknife, Major Centres Ontario, Southern and Eastern Mid-size Centres Ontario, Mid-size Centres Quebec
EI/Recovery Benefits Recipients, Southern and Eastern Mid-size Centres Ontario

Let's shift onto a different topic – Zero emission vehicles (ZEV).

- Does anyone know what ZEVs are? Can you provide a brief description?

CLARIFY AS NEEDED:

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

- What are your thoughts about zero emission vehicles? Do you see yourselves ever buying one?
 - IF NOT: What is holding you back?
- Do you think that Canada is heading to a point where ZEVs will be as affordable as other cars?

- **PROBE:** In how many years could we achieve this goal of being able to afford ZEVs as easily as regular cars? (PROMPT AS NEEDED: In 5 years, 10 years, 20 years, never?)
- Have you heard about the recent Government of Canada announcement where it is providing funding to a Ford auto plant in Ontario to make ZEVs?

CLARIFY AS NEEDED:

Earlier this month, the federal and Ontario governments unveiled details of a \$590M investment to help a Ford Oakville plant make electric cars. This upgrade to the Ford plant will make the Oakville plant the No. 1 electric vehicle factory in North America.

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

YOUTH SUPPORTS (15 minutes) Southern and Eastern Mid-size Centres Ontario

The Government of Canada is launching a program specifically for young Canadians aged 15-30. It will run for a limited time and will aim to help young Canadians find work placements through partnerships with employers from in-demand sectors. Employers would receive funding from the Government to offer work opportunities to youth – for either full time or part time work – for a period of a few months up to one year.

- I'm now going to show you a list of potential names for this program.

SHOW ON SCREEN

- Canada Recovery Work Placements for Youth
- Job Creators
- Youth Skills, Training and Employment Program (Y-STEP)
- Youth Work Partnership Program
- **POLL:** I'm going to show you a poll. I'd like you to select which name, if any, you think is the most appropriate for this program - bearing in mind that this program is aimed at young Canadians.

Moderator to discuss the names selected the most. WHY were they selected?

- Are there any names that you dislike or feel are inappropriate? What makes you say that?

- Is there anything missing from the list of names – that is, are there any words or ideas you think should be conveyed or communicated in the name of the program that are currently missing? (IF YES: What should be included?)

The Government of Canada is also launching a program that will focus more specifically on supporting the employability of vulnerable youth; this could include youth with disabilities, low-income households, or Indigenous youth. This program will provide these young Canadians, 15 to 30 years old, with a broad range of skills training and employment supports.

- I'm now going to show you a list of potential names for this program.

SHOW ON SCREEN

- Skills Builder Program
 - Experience Building Program
 - Youth Training and Employability Program
 - Youth @Work
- **POLL:** I'm going to show you a poll. I'd like you to select which name, if any, you think is the most appropriate for this program - bearing in mind that this program is aimed at vulnerable youth.

Moderator to discuss the names selected the most. WHY were they selected?

- Are there any names that you dislike or feel are inappropriate? What makes you say that?
- Is there anything missing from the list of names – that is, are there any words or ideas you think should be conveyed or communicated in the name of the program that are currently missing? (IF YES: What should be included?)

CONCLUSION (5 minutes)

French Moderators Guide

GUIDE DU MODÉRATEUR — OCTOBRE 2020 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 (10-30 minutes) Tous les lieux

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours ?
- **Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec, Nord de l'Alberta, Manitoba** Avez-vous entendu quoi que ce soit dans l'actualité récemment concernant une interdiction des plastiques par le gouvernement du Canada ? Qu'avez-vous entendu ?
 - Pensez-vous que c'est une bonne ou une mauvaise idée ?
- Avez-vous entendu parler de ce que fait le gouvernement du Canada concernant la pandémie actuelle de COVID-19 ?
- **Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH** Aux États-Unis, les données montrent que certains membres issus de minorités raciales et ethniques courent un risque accru de contracter la COVID-19 ou de se retrouver gravement malades, quel que soit leur âge. Par exemple, les Afro-Américains ont l'un des taux d'hospitalisation associés à la COVID-19 les plus élevés. Pensez-vous que cela a également été le cas au Canada, c'est-à-dire que les Canadiennes et Canadiens racisé(e)s sont touché(e)s de manière disproportionnée ici ?
 - (SI OUI) Que devrait faire le gouvernement pour remédier à cette situation ?
- **Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario** Avez-vous entendu quoi que ce soit au sujet des tests de dépistage de la COVID-19 dans votre communauté ? Qu'avez-vous entendu ?
 - AU BESOIN, DEMANDER :
 - Qu'en est-il du nombre de sites de dépistage, ou du nombre de tests qu'ils peuvent effectuer — est-ce suffisant ?

- Avez-vous entendu ou savez-vous quoi que ce soit par rapport aux longs délais d'attente pour subir un test de dépistage ou pour en obtenir les résultats ?
- **Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario** Faut-il faire quelque chose quant à la capacité de dépistage ? Que faut-il faire ?
 - Y a-t-il quelque chose que le gouvernement du Canada peut faire pour y remédier ?
- **Yellowknife** Avez-vous entendu quoi que ce soit récemment sur le Fonds de soutien aux entreprises du Nord du gouvernement du Canada ?

Yellowknife ÉCLAIRCISSEMENT AU BESOIN

Le Fonds de soutien aux entreprises du Nord (FSEN) offre un soutien à court terme aux petites et moyennes entreprises territoriales touchées par les perturbations économiques associées à la COVID-19 pour couvrir les frais d'exploitation, et ce, par le biais d'une subvention non remboursable. Compte tenu des répercussions continues de la pandémie de COVID-19, L'Agence canadienne de développement économique du Nord (CanNor) propose de prolonger le soutien financier au-delà du 31 juillet 2020. La prolongation du financement, fondée sur un besoin démontré, prendra fin en mars 2021 ou lorsque le montant maximal de 100 000 \$ aura été atteint, selon la première éventualité. Ce soutien prolongé vise principalement les entreprises œuvrant dans les secteurs du tourisme, des services d'hébergement et de restauration, des arts, spectacles et loisirs, du transport et du commerce de détail. Les demandes des entreprises œuvrant dans tout autre secteur seront examinées au cas par cas.

- **Yellowknife** Que pensez-vous de ce genre d'initiative ?
- **Nord de l'Alberta, Manitoba, Yellowknife** Avez-vous vu, lu ou entendu quoi que ce soit récemment au sujet de la Prestation canadienne d'urgence (PCU) ou de l'assurance-emploi ? Qu'avez-vous entendu ?
 - Que pensez-vous de ce changement ?

Nord de l'Alberta, Manitoba, Yellowknife AFFICHER À L'ÉCRAN :

Le gouvernement du Canada a également annoncé une série de trois nouvelles prestations de relance économique :

1. La nouvelle **Prestation canadienne de la relance économique** verserait un montant de 500 \$ par semaine pour les travailleurs qui ne sont pas admissibles à l'assurance-emploi — principalement les travailleurs(-euses) autonomes, y compris ceux et celles qui font partie de l'économie à la demande (par exemple, les pigistes, les consultant(e)s, les entrepreneur(e)s indépendant(e)s, les personnes ayant un contrat temporaire, etc.).
2. La nouvelle **Prestation canadienne de relance économique pour proches aidants** verserait 500 \$ par semaine à toute personne qui ne peut travailler parce qu'elle doit s'occuper d'enfants ou

d'autres personnes à charge qui ont dû rester à la maison (par exemple, elle a dû arrêter de travailler en raison d'une fermeture d'école ou de garderie due à la COVID-19).

3. La nouvelle **Prestation canadienne de maladie pour la relance économique** verserait 500 \$ par semaine pour une période maximale de deux semaines à toute personne qui n'a pas de congé de maladie payé et qui tombe malade ou doit s'isoler pour des raisons liées à la COVID-19.

Nord de l'Alberta, Manitoba, Yellowknife Le système d'assurance-emploi simplifié et les nouvelles prestations de relance économique seront en place pendant un an et donneront droit à un minimum de 26 semaines de prestations régulières (à l'exception de la Prestation canadienne de maladie pour la relance économique — qui est d'une durée maximale de deux semaines).

- **Nord de l'Alberta, Manitoba, Yellowknife** Que pensez-vous de ces nouvelles prestations de relance ? Qu'en dites-vous ?
- **Régions touchées par une 2^e vague en Ontario, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec, centres urbains de moyenne taille du Sud et de l'Est de l'Ontario** Avez-vous entendu quoi que ce soit au sujet de la pêche en Nouvelle-Écosse ?
 - DEMANDER AU BESOIN : Quelque chose au sujet des pêcheurs autochtones et des pêcheurs commerciaux concernant la pêche au homard ?
 - Qu'avez-vous entendu ?
 - Pensez-vous que le gouvernement du Canada doit intervenir ?
 - SI OUI : Que devrait faire le gouvernement du Canada ?

COMPORTEMENT (10-30 minutes) **Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH, peuples autochtones du Canada atlantique, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec, Yellowknife, régions touchées par une 2^e vague en Ontario, centres urbains de moyenne taille du Sud et de l'Est de l'Ontario**

- **Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH, peuples autochtones du Canada atlantique, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec, régions touchées par une 2^e vague en Ontario** Avez-vous modifié votre comportement au cours de ces dernières semaines ? **Régions touchées par une 2^e vague en Ontario, centres urbains de moyenne taille du Sud et de l'Est de l'Ontario** Que faites-vous différemment maintenant par rapport à l'été ?
 - Qu'avez-vous fait ? (*Sondez à savoir si les choses ont changé ou non avec le retour des enfants à l'école, ou compte tenu de l'augmentation du nombre de cas au Canada*).
 - Si oui : pourquoi les faites-vous davantage ces choses ?
 - Si non : pourquoi n'avez-vous pas changé votre comportement ?

- Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec, régions touchées par une 2^e vague en Ontario Qu'en est-il de vos habitudes de dépenses — ont-elles changé au cours de la pandémie ? De quelle façon ?
- Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec, régions touchées par une 2^e vague en Ontario Et lorsque vous pensez à vos diverses dépenses, est-ce que la pandémie a eu un impact sur votre coût de la vie de tous les jours ?
- Nouvelle-Écosse Avez-vous entendu quoi que ce soit au sujet d'une deuxième vague au Canada récemment ? Qu'avez-vous entendu ?

Nouvelle-Écosse ÉCLAIRCISSEMENT AU BESOIN

Certains gouvernements provinciaux ont annoncé que leur province connaissait actuellement une deuxième vague, et le nombre de cas augmente également dans d'autres régions.

- Nouvelle-Écosse Que pensez-vous de cela ? Êtes-vous inquiet de l'augmentation du nombre de cas au Canada ?
- Nouvelle-Écosse Pensez-vous que la Nouvelle-Écosse connaîtra une augmentation du nombre de cas ? Pourquoi ou pourquoi pas ?
- Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH Pensez-vous que nous connaissons actuellement une deuxième vague, pensez-vous qu'une deuxième vague s'en vient, ou pensez-vous qu'il n'y aura pas de deuxième vague ?
- Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH Pensez-vous que nous sommes prêts à faire face à une deuxième vague ? Qu'est-ce qui vous fait dire cela ?
- Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH, peuples autochtones du Canada atlantique, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec À quoi vous attendez-vous au cours de l'automne ?
- Régions touchées par une 2^e vague en Ontario, centres urbains de moyenne taille du Sud et de l'Est de l'Ontario À quoi vous attendez-vous dans les prochains mois ?
 - Nouvelle-Écosse Pensez-vous que pour le Canada, la situation sera meilleure, pire ou à peu près la même qu'au printemps ?
 - Nouvelle-Écosse Qu'en est-il de la Nouvelle-Écosse ?

- **Peuples autochtones du Canada atlantique** Pensez-vous que la situation relative à la COVID-19 sera meilleure, pire ou à peu près la même qu'au printemps ?
 - **Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec** Pour vous qui pensez que nous connaissons actuellement une deuxième vague ou bien qu'elle s'en vient, pensez-vous qu'elle sera moins grave, pire ou comparable à celle du printemps ?
 - **Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH, Peuples autochtones du Canada atlantique, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec** Pensez-vous que les restrictions seront remises en place ? Pourquoi ou pourquoi pas ?
 - **Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH, Peuples autochtones du Canada atlantique, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec** Si oui : Dans quelle mesure ?
 - **Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH, Peuples autochtones du Canada atlantique, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec** Selon vous, quelles conditions seraient nécessaires pour que les restrictions soient réinstaurées ? Et quelles devraient être ces restrictions ?
 - **Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec, régions touchées par une 2e vague en Ontario, centres urbains de moyenne taille du Sud et de l'Est de l'Ontario** Croyez-vous que vos habitudes changeront ?
- **Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH, Peuples autochtones du Canada atlantique, Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec** Et en cette période d'automne, êtes-vous préoccupés par les répercussions de la COVID sur vous, vos familles, votre communauté et les entreprises ? De quelle façon ?
 - **Régions touchées par une 2e vague en Ontario** Êtes-vous préoccupés par les répercussions de la COVID sur vous, vos familles, votre communauté et les entreprises ? De quelle façon ?
 - **Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH, Peuples autochtones du Canada atlantique, Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec, régions touchées par une 2e vague en Ontario** Êtes-vous préoccupé par les effets sur la santé mentale des personnes appartenant à vos cercles sociaux ou à votre communauté ?

- **Yellowknife** De manière générale, pensez-vous que la COVID-19 et les restrictions liées à la COVID vous ont particulièrement affectés par rapport aux grandes villes du Canada qui comptent de nombreux cas ?
- **Yellowknife** Quel a été pour vous le plus grand inconvénient provoqué par la COVID ? Quel a été le plus important changement que vous avez dû faire depuis le début de la pandémie ?

LE DISCOURS DU TRÔNE (20 minutes) Nouvelle-Écosse

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

Il y a une semaine, mercredi dernier, une nouvelle session du Parlement s'est ouverte avec le discours du Trône, dans lequel furent énoncés l'orientation et les objectifs du gouvernement ainsi que la façon dont il compte les respecter.

- Maintenant que j'ai partagé avec vous quelques informations, vous souvenez-vous d'en avoir entendu parler ?

SI OUI :

- Qu'avez-vous entendu ? Qu'avez-vous entendu à propos de ce qui y est inclus ?
- Quel est le point central de ce nouveau plan ?
- Y a-t-il quelque chose dans ce nouveau plan qui vous a particulièrement plu ou qui ne vous a pas plu ?

ÉCLAIRCISSEMENT AU BESOIN

Le gouvernement du Canada a proposé quatre piliers principaux sur lesquels il souhaite se concentrer.

- Rebâtir en mieux afin de créer un Canada plus fort et plus résilient
 - Lutter contre la pandémie et sauver des vies
 - Être fidèle à qui nous sommes en tant que Canadiens, faire des progrès sur le plan de l'égalité des sexes, de la réconciliation et de la lutte contre la discrimination
 - Soutenir les gens et les entreprises aussi longtemps que la crise durera, en prenant les mesures qui s'imposeront.
- Pensez-vous que le gouvernement du Canada rate d'importantes occasions ? Est-ce qu'il omet quelque chose ?
 - SI OUI : Sur quelles autres priorités le gouvernement doit-il se concentrer ?

- Est-ce que quelqu'un a entendu quoi que ce soit au sujet du déficit prévu par le gouvernement du Canada cette année ? Qu'avez-vous entendu ?
- Il y a quelques mois, le gouvernement du Canada prévoyait un déficit de 343 milliards de dollars cette année. Que pensez-vous de cela ?
 - Sur la base du discours du Trône, pensez-vous que le déficit va augmenter, diminuer ou rester le même ? Que pensez-vous de cela ?

LA PÊCHE EN NOUVELLE-ÉCOSSE (15 minutes) Nouvelle-Écosse

- Avez-vous entendu quoi que ce soit au sujet de la pêche en Nouvelle-Écosse ?
 - DEMANDER AU BESOIN : Quelque chose au sujet des pêcheurs autochtones et des pêcheurs commerciaux concernant la pêche au homard ?
 - Qu'avez-vous entendu ?

ÉCLAIRCISSEMENT AU BESOIN

Récemment, une bande Mi'kmaq a lancé sa propre pêche au homard, réglementée par les Mi'kmaq et fondée sur les droits, dans la baie Sainte-Marie. En réaction au lancement de la pêche, des pêcheurs non autochtones ont tenté de bloquer les bateaux qui sortaient pour pêcher, auraient coupé des lignes de casiers sur la propriété des autochtones (s'assurant ainsi qu'ils ne pourraient pas récupérer leurs casiers), ont retiré les casiers de l'eau et se sont rassemblés devant la maison d'un acheteur présumé.

- Que pensez-vous de cet enjeu ?
- Est-ce une question importante à aborder pour le gouvernement du Canada ? Pourquoi ou pourquoi pas ?

DE LA PCU À L'ASSURANCE-EMPLOI (20-30 minutes) Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM, Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec

- Avez-vous vu, lu ou entendu quoi que ce soit récemment au sujet de la Prestation canadienne d'urgence (PCU) ou de l'assurance-emploi ? Qu'avez-vous entendu ?

AFFICHER À L'ÉCRAN :

Nouvelle-Écosse Le gouvernement du Canada a récemment annoncé qu'il allait amorcer une transition vers un programme d'assurance-emploi simplifié. À l'origine, la PCU devait se terminer à la fin du mois d'août, mais elle a été prolongée de quatre autres semaines et s'est terminée la fin de semaine dernière.

Canadien(ne)s racisé(e)s de la GRM Le gouvernement du Canada a récemment annoncé qu'il allait amorcer une transition vers un programme d'assurance-emploi simplifié. À l'origine, la PCU devait se

terminer à la fin du mois d'août, mais elle a été prolongée de quatre autres semaines et s'est terminée il y a maintenant un peu plus d'une semaine.

Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec
Le gouvernement du Canada est récemment passé à un régime d'assurance-emploi simplifié.

Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario
Pour faire suite au discours du Trône, le gouvernement du Canada a annoncé jeudi dernier qu'il allait bonifier le versement hebdomadaire proposé pour les chômeurs canadiens qui passent de la PCU à l'assurance-emploi à 500 \$ par semaine, plutôt que les 400 \$ initialement annoncés. Toute personne admissible à l'assurance-emploi devra avoir travaillé 120 heures pour y avoir droit, ce qui est bien inférieur aux critères actuels de l'assurance-emploi — puisqu'un grand nombre de Canadiennes et de Canadiens n'ont pas pu travailler en raison de la pandémie et accumuler le nombre d'heures requis.

Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec
Pour faire suite au discours du Trône, le gouvernement du Canada a annoncé jeudi dernier qu'il allait bonifier le versement hebdomadaire proposé pour les chômeurs canadiens qui passent de la PCU à l'assurance-emploi à 500 \$ par semaine, plutôt que les 400 \$ initialement annoncés. Toute personne admissible à l'assurance-emploi devra avoir travaillé 120 heures pour y avoir droit, ce qui est bien inférieur aux critères actuels de l'assurance-emploi — puisqu'un grand nombre de Canadiennes et de Canadiens n'ont pas pu travailler en raison de la pandémie et accumuler le nombre d'heures requis.

Le gouvernement du Canada a également annoncé une série de trois nouvelles prestations de relance économique :

1. La nouvelle **Prestation canadienne de la relance économique** verserait un montant de 500 \$ par semaine pour les travailleurs qui ne sont pas admissibles à l'assurance-emploi — principalement les travailleurs(-euses) autonomes, y compris ceux et celles qui font partie de l'économie à la demande (par exemple, les pigistes, les consultant(e)s, les entrepreneur(e)s indépendant(e)s, les personnes ayant un contrat temporaire, etc.).
2. La nouvelle **Prestation canadienne de relance économique pour proches aidants** verserait 500 \$ par semaine à toute personne qui ne peut travailler parce qu'elle doit s'occuper d'enfants ou d'autres personnes à charge qui ont dû rester à la maison (par exemple, elle a dû arrêter de travailler en raison d'une fermeture d'école ou de garderie due à la COVID-19).
3. La nouvelle **Prestation canadienne de maladie pour la relance économique** verserait 500 \$ par semaine pour une période maximale de deux semaines à toute personne qui n'a pas de congé de maladie payé et qui tombe malade ou doit s'isoler pour des raisons liées à la COVID-19.

- Que pensez-vous de cette approche ? Est-ce que le taux de prestation minimum et les critères d'admissibilité sont sensés ? Pourquoi ou pourquoi pas ?
- Nouvelle-Écosse, Canadien(ne)s racisé(e)s de la GRM Combien de temps pensez-vous que les prestations pour les personnes qui ne peuvent pas travailler en raison de la COVID-19 ou parce qu'elles doivent s'occuper de quelqu'un d'autre devront être en place ?
- Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec Avez-vous des préoccupations par rapport à passer de la PCU à l'assurance-emploi ?
 - Savez-vous comment s'effectue le transfert ?
 - SI NÉCESSAIRE : Est-ce que ça s'applique à vous ? Avez-vous besoin de faire une demande ?
- Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec Y en a-t-il parmi vous qui avez fait une demande ?
 - SI OUI : Comment avez-vous trouvé le processus ?
- Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec POUR LES PERSONNES N'AYANT PAS PRÉSENTÉ UNE DEMANDE : Prévoyez-vous d'en faire la demande à un moment donné ? Pourquoi ou pourquoi pas ?

INCLURE SI LE TEMPS LE PERMET

- Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec Combien de temps pensez-vous que les prestations pour les personnes qui ne peuvent pas travailler en raison de la COVID-19 ou parce qu'elles doivent s'occuper de quelqu'un d'autre devront être en place ?

Nouvelle-Écosse, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec ÉCLAIRCISSEMENT AU BESOIN

Le système d'assurance-emploi simplifié et les nouvelles prestations de relance économique seront en place pendant un an et donneront droit à un minimum de 26 semaines de prestations régulières (à l'exception de la Prestation canadienne de maladie pour la relance économique — qui est d'une durée maximale de deux semaines).

- Nouvelle-Écosse, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, prestataires de l'assurance-emploi/PCRE des centres urbains de

moyenne taille du Québec Est-ce que cela vous semble raisonnable de les maintenir en place pendant un an ? Pourquoi ou pourquoi pas ?

- Pensez-vous que cette approche laisse qui que ce soit de côté ? Pourquoi ou pourquoi pas ?

Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec Sous l'ancien régime, les prestations d'assurance-emploi constituaient un revenu imposable, ce qui signifie que les impôts fédéraux et provinciaux ou territoriaux, le cas échéant, sont déduits lorsque vous les recevez.

- **Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec** Pensez-vous que cela s'applique au système simplifié d'assurance-emploi et aux nouvelles prestations de relance économique ? Autrement dit, sont-elles imposables ?
- **Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec** Auriez-vous des préoccupations à ce sujet quand viendra la période des impôts au printemps ?

LE RACISME (45 minutes) Canadien(ne)s racisé(e)s de la GRM, Canadien(ne)s racisé(e)s de la RGTH

- J'aimerais maintenant me pencher sur un tout autre sujet...
- Est-ce que le racisme est un problème au Canada ? SI OUI : Quelle est l'ampleur du problème ?
 - Comment caractériseriez-vous le racisme envers les Canadiennes et Canadiens racisé(e)s ? AU BESOIN, DEMANDER : Quelle est son ampleur ?
 - Où est-ce que cela se manifeste-t-il le plus ? (par exemple, la façon dont les gens sont traités au quotidien, au niveau des forces de l'ordre ou du système judiciaire, sur les lieux de travail, dans le système éducatif, etc.)
 - En plus des formes de racisme plus évidentes, il peut y avoir des situations où c'est plus subtil, par exemple en faisant des suppositions au sujet des individus en raison de leur race, en les stéréotypant ou en traitant inconsciemment certains individus différemment en raison de leur race. Avez-vous remarqué des cas de ce genre au Canada à l'égard de Canadiennes et Canadiens racisé(e)s ?
 - Quoi en particulier ?
- Croyez-vous que le gouvernement du Canada doit en faire davantage pour lutter contre le racisme au Canada ? Pourquoi ou pourquoi pas ?

- Qu'a fait le gouvernement du Canada ces dernières années en ce qui concerne cet enjeu ?
- Que doivent-ils plus concrètement faire ?
- Le gouvernement du Canada a récemment annoncé qu'il s'attaquerait au racisme systémique. Je vais vous montrer certaines des choses que le gouvernement du Canada a indiqué qu'il ferait **(AFFICHER À L'ÉCRAN)** :
 - Accélérer le travail d'élaboration conjointe d'un cadre législatif pour les services de police des Premières Nations en tant que services essentiels
 - Mettre en place une approche pangouvernementale fondée sur une meilleure collecte de données désagrégées
 - Renforcer les efforts d'autonomisation économique visant des communautés ciblées et accroître la diversité dans les marchés publics
 - Mettre en œuvre un plan d'action visant à accroître la représentation dans les recrutements et les nominations ainsi que le développement du leadership au sein de la fonction publique
 - Adopter des mesures législatives et réaliser des investissements pour lutter contre les inégalités systémiques dans toutes les phases du système de justice pénale, de la déjudiciarisation à l'établissement des peines, de la réinsertion au casier judiciaire
 - Moderniser la formation à l'intention des policiers et des agents responsables de l'application de la loi, notamment en ce qui concerne les normes pour le recours à la force
 - Faire avancer le renforcement de la surveillance civile de nos organismes d'application de la loi, y compris la GRC
 - Faire progresser les réformes de la GRC, en privilégiant une approche de police communautaire ;
 - Lutter contre la haine en ligne
 - Prendre de nouvelles mesures pour soutenir les contributions artistiques et économiques de la culture et de l'héritage des communautés noires canadiennes
- **Canadien(ne)s racisé(e)s de la RGTH** *Le modérateur doit lire les éléments à haute voix et demander pour chacun :*
- **Canadien(ne)s racisé(e)s de la RGTH** Est-ce clair pour vous ?
 - Que pensez-vous que cela signifie ?
- **Canadien(ne)s racisé(e)s de la RGTH** Comment pensez-vous que cela permettrait de combattre concrètement le racisme systémique ?
- **SONDAGE** : Je vais procéder à un sondage. J'aimerais que vous choisissiez jusqu'à trois éléments de cette liste qui, selon vous, feraient la plus grande différence quant à réduire l'inégalité raciale

au Canada. Si vous ne pensez pas que l'une d'entre elles fera une différence, vous pouvez choisir « aucune de ces réponses ».

Le modérateur discutera des initiatives choisies par le plus grand nombre de personnes. POURQUOI ont-elles été retenues ?

- **Canadien(ne)s racisé(e)s de la GRM** Y a-t-il quelque chose sur cette liste que vous trouvez prête à confusion ou qui n'est pas clair ?
- Y a-t-il quelque chose sur cette liste que vous pensez être une MAUVAISE idée et qui ne devrait PAS être mise en œuvre ?

ÉVALUATION DE CONCEPT PUBLICITAIRE (20 minutes) **Canadien(ne)s racisé(e)s de la RGTH, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec**

Nous allons maintenant évaluer une possible publicité qui est en cours d'élaboration par le gouvernement du Canada. Vous remarquerez que la publicité n'est pas dans sa forme définitive. Les images ressemblent plutôt à une bande dessinée et illustrent ce que vous verriez dans chaque plan de la publicité. La version définitive de la vidéo serait réalisée à l'aide de techniques d'animation professionnelles. Veuillez garder cela à l'esprit pendant que vous regardez la publicité. Je vous montrerai la publicité à deux reprises, puis nous discuterons de ce que nous en avons pensé. N'hésitez pas à prendre des notes pour vous aider à vous souvenir de ce qui vous a plu et ce qui vous a déplu de la publicité.

MONTRER LE SCÉNARIMAGE ANIMÉ

- Quels étaient les messages ou les idées clés véhiculés globalement ?
 - Qu'est-ce que cela vous disait ?
- Qu'est-ce qui vous a plu et qu'est-ce qui vous a déplu ?
- **Canadien(ne)s racisé(e)s de la RGTH, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario** Qu'en est-il de l'approche utilisée/du ton ? Était-ce approprié ? Pourquoi ou pourquoi pas ?
 - Qu'avez-vous pensé des couleurs ?
- **Ville de Québec** Qu'en est-il de l'approche utilisée ainsi que le ton, y compris le fait que le format préconisé soit une animation ? Était-ce approprié ?

- **Canadien(ne)s racisé(e)s de la RGTH, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario** Était-ce crédible/croyable ? Pourquoi ou pourquoi pas ?
- **Canadien(ne)s racisé(e)s de la RGTH, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario** Est-il approprié pour le gouvernement du Canada de fournir ce genre d'informations ? Pourquoi ou pourquoi pas ?
- Est-ce que le langage est facile à comprendre ? Pourquoi dites-vous cela ?
 - Y avait-il des éléments précis qui n'étaient pas clairs, difficiles à comprendre ou qui prêtaient à confusion ? Qu'est-ce qui fait que ce n'est pas clair ? Y a-t-il des mots que vous n'avez pas compris ?
- **Canadien(ne)s racisé(e)s de la RGTH, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario** Est-ce un message qui vous est pertinent ?
 - Est-ce qu'il s'adresse à vous ou pensez-vous qu'il s'adresse vraiment à quelqu'un d'autre ? Si à quelqu'un d'autre, à qui ? Pourquoi pensez-vous que ça s'adresse à eux ?
- **Canadien(ne)s racisé(e)s de la RGTH, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario** Est-ce que le message est clair ou non ?
- **Canadien(ne)s racisé(e)s de la RGTH, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario** Est-il informatif ou non ?
 - Est-ce que le contenu est utile ou non ?
 - Si vous entendiez cette publicité, vous inciterait-elle à chercher des informations supplémentaires ? Pourquoi ou pourquoi pas ?
 - Est-ce que cela vous a laissé avec des questions ? Quelles questions ?
- Que pensez-vous de cette phrase tirée de la publicité : « Le soutien que nous offrons actuellement aux Canadiens nous permettra d'assurer la force et la sécurité de notre pays. » ?
- Et si l'on changeait cette phrase pour plutôt dire : « Se soutenir mutuellement aujourd'hui permettrait d'assurer notre sécurité et de rendre le Canada plus résilient. » Selon vous, laquelle est la plus efficace ? Qu'est-ce qui vous fait dire cela ?
- **Prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne et grande taille de l'Ontario, ville de Québec** Considérons maintenant cette phrase tirée de la publicité : « un régime d'assurance-emploi élargi et plus accessible » — que pensez-vous que cela signifie ?
 - DEMANDEZ, AU BESOIN : Interprétez-vous cela comme signifiant que l'assurance-emploi soit désormais accessible à un plus grand nombre de Canadiennes et de Canadiens, qu'il soit plus facile de faire une demande d'assurance-emploi, ou autre chose ? Qu'est-ce qui vous fait dire cela ?

- Supposons que cela signifie que l'assurance-emploi sera désormais accessible à un plus grand nombre de Canadiennes et de Canadiens (c'est-à-dire que plus de personnes y sont désormais admissibles), y a-t-il une meilleure façon, plus succincte, de le dire ou est-ce que la phrase actuelle (« un régime d'assurance-emploi élargi et plus accessible ») convient ?
 - **Ville de Québec** Et si l'on disait : « une assurance-emploi simplifiée » — pensez-vous que c'est une meilleure formulation ?
- Avez-vous d'autres suggestions sur la façon dont on pourrait l'améliorer ? Comment ?

Ville de Québec J'aimerais maintenant vous montrer une possible publicité que l'on retrouverait dans les médias sociaux et qui pourrait être utilisée par le gouvernement du Canada.

Ville de Québec AFFICHER L'IMAGE DE LA FAMILLE À L'ÉCRAN

- **Ville de Québec** Que pensez-vous de cette publicité ?

Ville de Québec Je vais maintenant vous montrer une tout autre image qui pourrait être utilisée pour cette publicité.

Ville de Québec AFFICHER L'IMAGE DE LA FEMME QUI ACCOMPAGNE UNE PERSONNE AINÉE À L'ÉCRAN

- **Ville de Québec** Que pensez-vous de cette image ? Pourquoi pensez-vous que l'image en est une d'une femme qui marche avec une jeune femme — qu'est-ce que cela signifie pour vous ?
 - DEMANDER AU BESOIN : Est-il clair que cette image s'adresse aux personnes qui s'occupent de leurs proches pour des raisons liées à la COVID ?
- **Ville de Québec** Selon vous, quelle image est la plus efficace pour une publicité dans les médias sociaux portant sur la Prestation canadienne de la relance économique pour proches aidants ? Qu'est-ce qui vous fait dire cela ?

QUESTIONS AUTOCHTONES (65 minutes) Peuples autochtones du Canada atlantique

J'aimerais maintenant porter notre attention sur les questions autochtones.

- Quels sont les enjeux autochtones importants sur lesquels le gouvernement du Canada devrait, selon vous, se concentrer ?
- Est-ce que le gouvernement du Canada a fait quoi que ce soit de bien ?
- Que peut-il améliorer ?
- Avez-vous entendu quoi que ce soit au sujet de la pêche en Nouvelle-Écosse ?

- DEMANDER AU BESOIN : Quelque chose au sujet des pêcheurs autochtones et des pêcheurs commerciaux concernant la pêche au homard ?
- Qu'avez-vous entendu ?

ÉCLAIRCISSEMENT AU BESOIN

Récemment, une bande Mi'kmaq a lancé sa propre pêche au homard, réglementée par les Mi'kmaq et fondée sur les droits, dans la baie Sainte-Marie. En réaction au lancement de la pêche, des pêcheurs non autochtones ont tenté de bloquer les bateaux qui sortaient pour pêcher, auraient coupé des lignes de casiers sur la propriété des autochtones (s'assurant ainsi qu'ils ne pourraient pas récupérer leurs casiers), ont retiré les casiers de l'eau et se sont rassemblés devant la maison d'un acheteur présumé.

- Que pensez-vous de cet enjeu ?
- Est-ce une question importante à aborder pour le gouvernement du Canada ? Pourquoi ou pourquoi pas ?

Maintenant, passons à un autre sujet...

- Avez-vous entendu parler de la Déclaration des Nations unies sur les droits des peuples autochtones ?

AFFICHER À L'ÉCRAN

La Déclaration des Nations unies sur les droits des peuples autochtones est un document international adopté par les Nations unies en 2007 qui énonce les droits fondamentaux que les peuples autochtones devraient avoir dans le monde entier. Elle explique comment les gouvernements devraient respecter les droits de l'homme des peuples autochtones.

La Déclaration universelle des droits de l'homme comprend 46 articles qui décrivent les droits spécifiques et les mesures que les gouvernements doivent prendre pour protéger ces droits. Les principaux thèmes de la déclaration sont les suivants :

- Le droit à l'autodétermination
 - Le droit à l'identité culturelle
 - Le droit au consentement libre, préalable et éclairé (c'est-à-dire le droit d'être consulté et de prendre des décisions sur toute question susceptible d'affecter les droits des peuples autochtones)
 - Protection contre la discrimination
- Disons que le Canada mettait en œuvre intégralement la Déclaration des Nations unies sur les droits des peuples autochtones. Que pensez-vous que cela impliquerait ? À quels types de changements vous attendriez-vous ?

J'aimerais maintenant parler de racisme pour un moment...

- Comment définiriez-vous le racisme systémique ?

ÉCLAIRCISSEMENT AU BESOIN

Le racisme systémique est généralement défini comme un problème lié à la manière dont la société est organisée, et pas seulement aux attitudes individuelles à l'égard de certains groupes. C'est donc comme s'il y avait des préjugés structurels ou si une lentille raciste était intégrée dans nos divers systèmes et institutions, qui mènent à un traitement ou à des dénouements injustes pour certains groupes. Ainsi, plutôt que de se pencher sur le problème de quelques « brebis galeuses » (par exemple, quelques personnes racistes), le racisme systémique est essentiellement lorsque le troupeau entier est gâté.

- Croyez-vous qu'il existe du racisme systémique envers les peuples autochtones au Canada ?
- Existe-t-il des institutions ou des systèmes qui sont responsables du racisme systémique au Canada ?
 - SI NÉCESSAIRE : par exemple, nos systèmes d'éducation, nos systèmes de santé, etc. ?
 - SI OUI : quels types de changements doivent être apportés à ces institutions/systèmes pour améliorer la façon dont ils traitent les peuples autochtones ?
- Qu'en est-il de la GRC ou des corps policiers — y a-t-il un racisme systémique dans nos systèmes de maintien de l'ordre ? En quoi consiste-t-il ? Avez-vous des exemples ou des anecdotes qui vous viennent à l'esprit ?
- Qu'en est-il de notre système judiciaire, comme la façon dont les tribunaux interviennent auprès des peuples autochtones et dont ils prononcent les peines — y a-t-il un racisme systémique dans ce contexte ? En quoi consiste-t-il ? Avez-vous des exemples ou des anecdotes qui vous viennent à l'esprit ?

J'aimerais maintenant parler d'eau potable pour un petit moment...

- Avez-vous entendu parler des efforts déployés par le gouvernement du Canada pour lever les avis sur l'eau potable à long terme dans les réserves ?

Je vais vous montrer un document infographique portant sur le travail qu'effectue le gouvernement fédéral afin de lever les avis sur la qualité de l'eau potable à long terme et ensuite je vous demanderai votre opinion à ce sujet.

AFFICHER LE DOCUMENT INFOGRAPHIQUE « Avis sur la qualité de l'eau potable à long terme touchant des systèmes publics dans les réserves »

- Quelles sont vos premières réactions ?
- Maintenant que vous avez vu cela, comment évaluez-vous les progrès réalisés par le gouvernement du Canada quant à cette question ? Diriez-vous qu'il a fait beaucoup de progrès, un peu, aucun, ou qu'il a aggravé la situation ?
- Que devrait faire d'autre le gouvernement du Canada pour améliorer l'eau potable dans les réserves ?

APPLICATION ALERTE COVID (20 minutes) Ville de Québec, Manitoba

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet de l'application Alerte COVID du gouvernement du Canada ?
 - SI L'ON EN A CONNAISSANCE : Sur la base de ce que vous savez, comment est-ce que cela fonctionne ?

ÉCLAIRCISSEMENT

Le gouvernement du Canada a lancé l'application Alerte COVID qui, grâce à la technologie Bluetooth, informe les gens s'ils ont été en contact avec une personne qui a reçu un diagnostic positif de COVID-19, afin qu'ils puissent ensuite aller passer un test de dépistage.

- Y a-t-il quelqu'un parmi vous qui avez téléchargé l'application Alerte COVID ?
 - SI TÉLÉCHARGÉ :
 - Qu'est-ce qui vous a fait décider de la télécharger ?
 - Quelle a été votre expérience ? Est-elle conviviale ? Est-elle utile ?
- SI VOUS NE L'AVEZ PAS TÉLÉCHARGÉE : Pensez-vous que vous allez télécharger l'application Alerte COVID ? Qu'est-ce qui vous fait dire cela ?

ALIÉNATION DE L'OUEST (30 minutes) Nord de l'Alberta, Manitoba

EXERCICE :

- **SONDAGE** : Lorsque vous y serez invité à l'écran, je vous demanderais de saisir trois mots qui décrivent les relations actuelles entre le gouvernement du Canada et votre province.
 - SONDER : Veuillez choisir l'un des mots que vous avez saisis et nous expliquer pourquoi vous avez choisi ce mot.
 - Dans l'ensemble, diriez-vous que le gouvernement du Canada traite votre province équitablement ou injustement ? Pourquoi ?
- Que pourrait faire le gouvernement fédéral afin de démontrer sa sensibilité aux préoccupations des gens de votre province ?

- **Nord de l'Alberta** Quels sont les enjeux spécifiques à l'Alberta sur lesquels le gouvernement fédéral devrait consacrer plus de temps ?
 - DEMANDEZ SI NÉCESSAIRE : Y a-t-il des secteurs ou des industries en particulier qui ont besoin de soutien ? (par exemple, le secteur de l'énergie, les technologies propres, l'agriculture, le tourisme, etc.)
- **Manitoba** Quels sont les enjeux spécifiques au Manitoba sur lesquels le gouvernement fédéral devrait consacrer plus de temps ?
 - DEMANDEZ SI NÉCESSAIRE : Y a-t-il des secteurs ou des industries en particulier qui ont besoin de soutien ? (par exemple, le secteur de l'énergie, les technologies propres, l'agriculture/l'agroalimentaire, le secteur minier, le secteur manufacturier, le tourisme, etc.)

ENJEUX LOCAUX – ALBERTA (25 minutes) Nord de l'Alberta

- Quels sont les enjeux locaux les plus importants en Alberta ?
- Est-ce que le gouvernement du Canada a fait quoi que ce soit au bénéfice de l'Alberta ?
- Ont-ils fait quoi que ce soit qui, selon vous, aura un impact négatif sur l'Alberta ?
- Est-ce que le gouvernement du Canada en a fait assez pour le secteur du pétrole et du gaz ?
 - SI PAS ASSEZ : Que pourraient-ils faire précisément pour aider ?
- Avez-vous entendu quoi que ce soit au sujet des puits abandonnés en Alberta récemment ? Qu'avez-vous entendu ? Quels sont les enjeux ?
- Avez-vous entendu parler de l'annonce du gouvernement du Canada sur les puits abandonnés ? Qu'avez-vous entendu ?

ÉCLAIRCISSEMENT :

En avril dernier, le gouvernement fédéral a annoncé qu'il investirait 1,7 milliard de dollars pour nettoyer les puits abandonnés en Colombie-Britannique, en Alberta et en Saskatchewan afin de permettre aux gens de continuer à travailler pendant la pandémie de COVID-19. Cet investissement devait permettre de maintenir 5 200 emplois rien qu'en Alberta. Reconnaisant les difficultés du secteur de l'énergie dans ces régions, cette initiative visait également à maintenir les entreprises de services énergétiques en activité pendant cette période difficile, tout en remettant les sites dans leur état originel, laissant un environnement plus propre aux générations futures.

- Que pensez-vous de cette initiative ?

- Est-ce que cela répond à un enjeu important pour l'Alberta ? Pourquoi ou pourquoi pas ?

ENJEUX LOCAUX — Yellowknife (40 minutes) Yellowknife

- Quels sont les enjeux locaux les plus importants à Yellowknife ?
 - **POUR CHACUN DES ENJEUX** : Pourquoi est-ce important ? Qu'est-ce qui doit être fait ? **EXPLORER POUR VOIR SI LES AUTRES ESTIMENT QUE C'EST IMPORTANT**
- En pensant à tout ce que le gouvernement fédéral a fait au cours de la dernière année, à votre avis, qu'est-ce qui aura le plus d'impact positif pour Yellowknife, le cas échéant ?
- Ont-ils fait quelque chose qui, selon vous, aura un impact négatif sur Yellowknife ?
- Et quels sont les besoins de Yellowknife en matière d'infrastructures ?
 - Quels sont les plus importantes préoccupations ou les plus grands défis ? Y a-t-il quoi que ce soit qui doit être fait ?
 - Et qu'en est-il des préoccupations environnementales locales ? Y en a-t-il qui vous viennent à l'esprit ? Pourquoi est-ce important ? Que faut-il faire ?
- J'ai une liste avec divers éléments. J'aimerais que vous choisissiez tous ceux qui vous semblent être une préoccupation importante dans votre collectivité :

SONDAGE N° 1 : LES PARTICIPANT(E)S DOIVENT SÉLECTIONNER TOUS CEUX QUI S'APPLIQUENT

La réduction de la classe moyenne
 La capacité des entreprises et des industries locales à réussir
 Une population vieillissante
 La disponibilité d'options abordables de services de garde d'enfants
 La disponibilité de l'internet haute vitesse
 La disponibilité du service de téléphonie mobile
 La disponibilité des services de santé
 La disponibilité d'emplois
 La disponibilité de transport en commun
 La disponibilité de services
 Le coût du logement
 La criminalité
 Les surdoses de drogue
 Le contrôle des armes à feu
 L'itinérance
 Intégrer les immigrants dans la communauté
 Le niveau des prestations d'assurance-emploi pour ceux qui ne peuvent pas trouver d'emploi
 Les faibles taux d'obtention du diplôme de fin d'études secondaires
 La pauvreté

Préserver un environnement propre
La qualité des routes et des ponts
La sécurité de la retraite
La congestion routière
Les jeunes qui partent en quête de possibilités ailleurs

- J'aimerais maintenant que vous choisissiez les deux ou trois principaux sujets qui vous préoccupent le plus.

SONDAGE N° 2 : MÊME LISTE ; LES PARTICIPANT(E)S DOIVENT SÉLECTIONNER LES DEUX OU TROIS PRINCIPAUX SUJETS QUI LES PRÉOCCUPENT LE PLUS

- Y avait-il quoi que ce soit qui manquait à cette liste ?

SI LE TEMPS LE PERMET — DISCUTER DE QUELQUES ENJEUX CHOISIS COMME ÉTANT LES PLUS PRÉOCCUPANTS :

- Quel est *précisément* le problème ? *Pourquoi* est-ce un problème ?
- Est-ce quelque chose qui s'est aggravé ces dernières années ou est-ce un problème qui a toujours existé ?

GESTION DE LA COVID-19 PAR LE GC (35 minutes) : Régions touchées par une 2e vague en Ontario, prestataires de l'assurance-emploi/PCRE des centres urbains de moyenne taille du Québec, centres urbains de moyenne taille du Sud et de l'Est de l'Ontario

- J'aimerais maintenant parler un peu du gouvernement du Canada et des mesures qu'il a prises en réponse à la pandémie de COVID-19. Dans l'ensemble, pensez-vous que le gouvernement du Canada fait du bon ou du mauvais travail à cet égard ?
 - Qu'est-ce qui vous fait dire cela ? Avez-vous des exemples à nous donner ?
- Et maintenant, en ce qui concerne les effets sur la santé plus particulièrement, comment évaluez-vous le gouvernement du Canada pour ce qui est de protéger la santé de la population canadienne contre la COVID-19 ?
 - Qu'est-ce qui vous fait dire cela ? Avez-vous des exemples à nous donner ?
 - Pensez-vous que le gouvernement du Canada réussit mieux, moins bien ou à peu près aussi bien à cet égard que plus tôt dans la pandémie ?
 - POUR LES PERSONNES QUI DISENT « MIEUX » : Pouvez-vous décrire ce qu'ils réussissent mieux actuellement ?
 - POUR LES PERSONNES QUI DISENT « PIRE » : Pouvez-vous décrire ce qu'il réussit moins bien actuellement ?
 - Pouvez-vous penser à des choses qu'ils peuvent faire pour s'améliorer ?

- Et maintenant, en matière d'information, comment évaluez-vous le gouvernement du Canada pour ce qui est de fournir des informations à la population canadienne sur la manière de prévenir la propagation de la COVID-19 ?
 - Qu'est-ce qui vous fait dire cela ? Avez-vous des exemples à nous donner ?
 - Pensez-vous que le gouvernement du Canada réussit mieux, moins bien ou à peu près aussi bien à cet égard que plus tôt dans la pandémie ?
 - POUR LES PERSONNES QUI DISENT « MIEUX » : Pouvez-vous décrire ce qu'ils réussissent mieux actuellement ?
 - POUR LES PERSONNES QUI DISENT « PIRE » : Pouvez-vous décrire ce qu'il réussit moins bien actuellement ?
 - Pouvez-vous penser à des choses qu'ils peuvent faire pour s'améliorer ?

- Qu'en est-il de l'aide financière : comment évaluez-vous le gouvernement du Canada pour ce qui est de l'aide financière accordée aux Canadiens touchés par la pandémie de COVID-19 ?
 - Qu'est-ce qui vous fait dire cela ? Avez-vous des exemples à nous donner ?
 - Pensez-vous que le gouvernement du Canada réussit mieux, moins bien ou à peu près aussi bien à cet égard que plus tôt dans la pandémie ?
 - POUR LES PERSONNES QUI DISENT « MIEUX » : Pouvez-vous décrire ce qu'ils réussissent mieux actuellement ?
 - POUR LES PERSONNES QUI DISENT « PIRE » : Pouvez-vous décrire ce qu'il réussit moins bien actuellement ?
 - Pouvez-vous penser à des choses qu'ils peuvent faire pour s'améliorer ?

- Régions touchées par une 2e vague en Ontario, centres urbains de moyenne taille du Sud et de l'Est de l'Ontario J'aimerais parler plus précisément de soutien financier. Avez-vous vu, lu ou entendu quoi que ce soit récemment au sujet de la Prestation canadienne d'urgence (PCU) ou de l'assurance-emploi ? Qu'avez-vous entendu ?
 - Que pensez-vous de ce changement ?

Régions touchées par une 2e vague en Ontario, centres urbains de moyenne taille du Sud et de l'Est de l'Ontario FOURNIR DES PRÉCISIONS : (AFFICHER À L'ÉCRAN)

Le gouvernement du Canada a également annoncé une série de trois nouvelles prestations de relance économique :

1. La nouvelle **Prestation canadienne de la relance économique** verserait un montant de 500 \$ par semaine pour les travailleurs qui ne sont pas admissibles à l'assurance-emploi — principalement les travailleurs(-euses) autonomes, y compris ceux et celles qui font partie de l'économie à la demande (par exemple, les pigistes, les consultant(e)s, les entrepreneur(e)s indépendant(e)s, les personnes ayant un contrat temporaire, etc.).
2. La nouvelle **Prestation canadienne de relance économique pour proches aidants** verserait 500 \$ par semaine à toute personne qui ne peut travailler parce qu'elle doit s'occuper d'enfants ou

d'autres personnes à charge qui ont dû rester à la maison (par exemple, elle a dû arrêter de travailler en raison d'une fermeture d'école ou de garderie due à la COVID-19).

3. La nouvelle **Prestation canadienne de maladie pour la relance économique** verserait 500 \$ par semaine pour une période maximale de deux semaines à toute personne qui n'a pas de congé de maladie payé et qui tombe malade ou doit s'isoler pour des raisons liées à la COVID-19.

Régions touchées par une 2e vague en Ontario, centres urbains de moyenne taille du Sud et de l'Est de l'Ontario Le système d'assurance-emploi simplifié et les nouvelles prestations de relance économique seront en place pendant un an et donneront droit à un minimum de 26 semaines de prestations régulières (à l'exception de la Prestation canadienne de maladie pour la relance économique — qui est d'une durée maximale de deux semaines).

- **Régions touchées par une 2e vague en Ontario, centres urbains de moyenne taille du Sud et de l'Est de l'Ontario** Quels sont vos impressions de ces nouvelles prestations de relance ? Qu'en pensez-vous ?

VÉHICULES ZÉRO ÉMISSION (VZE) (25 minutes) Nord de l'Alberta, Manitoba, Yellowknife, grands centres urbains de l'Ontario, centres urbains de moyenne taille du Sud et de l'Est de l'Ontario, bénéficiaires de prestations qui remplacent la PCU des grands centres urbains du Québec, centres urbains de moyenne taille du Sud et de l'Est de l'Ontario

Passons à un autre sujet — les véhicules zéro émission (VZE).

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

ÉCLAIRCISSEMENT AU BESOIN :

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

- Que pensez-vous des véhicules zéro émission ? Vous voyez-vous un jour en acheter un ?
 - SI NON : Qu'est-ce qui vous retient ?
- Pensez-vous que le Canada se dirige vers un moment où les VZE seront aussi abordables que les autres voitures ?
 - SONDER : Dans combien d'années pourrions-nous atteindre cet objectif de pouvoir se payer des VZE aussi facilement que des voitures ordinaires ? (AU BESOIN, DEMANDER : dans 5 ans, 10 ans, 20 ans, jamais ?)
- Avez-vous entendu parler de la récente annonce du gouvernement du Canada qui a accordé un financement à une usine d'assemblage de Ford en Ontario pour la fabrication de VZE ?

ÉCLAIRCISSEMENT AU BESOIN :

Plus tôt ce mois-ci, les gouvernements fédéral et ontarien ont dévoilé les détails d'un investissement de 590 millions de dollars pour permettre à l'usine de Ford à Oakville de fabriquer des voitures électriques. Sa reconversion fera de l'usine de montage Ford à Oakville la première usine de véhicules électriques en Amérique du Nord.

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

SOUTIEN POUR LES JEUNES (15 minutes) Centres urbains de moyenne taille du Sud et de l'Est de l'Ontario

Le gouvernement du Canada lance un programme destiné spécifiquement aux jeunes Canadiens âgés de 15 à 30 ans. Il sera d'une durée limitée et visera à aider les jeunes Canadiennes et Canadiens à se trouver un emploi grâce à des partenariats avec des employeurs de secteurs en demande. Les employeurs recevront des fonds du gouvernement pour offrir des possibilités de travail aux jeunes — à temps plein ou à temps partiel — pour une période allant de quelques mois jusqu'à un an.

- Je vais maintenant vous montrer une liste de noms potentiels pour ce programme.

AFFICHER À L'ÉCRAN :

- Programme canadien de relance pour l'emploi des jeunes
 - Créateurs d'emploi
 - Programme de compétences, de formation et d'emploi des jeunes
 - Programme de partenariat pour le travail de jeunesse
- **SONDAGE** : Je vais procéder à un sondage. J'aimerais que vous choisissiez, le cas échéant, le nom qui vous semble le plus approprié pour ce programme — tout en tenant compte du fait que ce programme est destiné à de jeunes Canadiennes et Canadiens.

Le modérateur discutera des noms qui ont été sélectionnés le plus. POURQUOI ont-ils été sélectionnés ?

- Y a-t-il des noms qui vous déplaisent ou que vous jugez inappropriés ? Qu'est-ce qui vous fait dire cela ?
- Manque-t-il quoi que ce soit dans la liste des noms — c'est-à-dire, y a-t-il des mots ou des idées qui, selon vous, devraient être véhiculés ou communiqués par le biais du nom du programme et qui ne le sont pas actuellement ? (SI OUI : Que faudrait-il inclure ?)

Le gouvernement du Canada lance également un programme axé plus particulièrement sur le soutien de l'employabilité des jeunes vulnérables ; il pourrait s'agir de jeunes qui vivent avec un handicap, de ménages à faible revenu ou de jeunes autochtones. Ce programme offrira à ces jeunes Canadiens, âgés de 15 à 30 ans, un large éventail de formations axées sur des compétences et de soutiens à l'emploi.

- Je vais maintenant vous montrer une liste de noms potentiels pour ce programme.

AFFICHER À L'ÉCRAN :

- Programme Développement des compétences
 - Programme acquérir des expériences
 - Programme de formation et d'employabilité des jeunes
 - Jeunes au travail
- **SONDAGE** : Je vais procéder à un sondage. J'aimerais que vous choisissiez, le cas échéant, le nom qui vous semble le plus approprié pour ce programme — tout en tenant compte du fait que ce programme est destiné à des jeunes vulnérables.

Le modérateur discutera des noms qui ont été sélectionnés le plus. POURQUOI ont-ils été sélectionnés ?

- Y a-t-il des noms qui vous déplaisent ou que vous jugez inappropriés ? Qu'est-ce qui vous fait dire cela ?
- Manque-t-il quoi que ce soit dans la liste des noms — c'est-à-dire, y a-t-il des mots ou des idées qui, selon vous, devraient être véhiculés ou communiqués par le biais du nom du programme et qui ne le sont pas actuellement ? (SI OUI : Que faudrait-il inclure ?)

CONCLUSION (5 minutes)

Appendix C – Advertising Concepts

Ad Concept Testing (GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City)

Recovery Benefits Animated Storyboard (GTHA Racialized Canadians, Mid-size and Major Centres Ontario EI/Recovery Benefits Recipients, Quebec City)

[FC RecoveryBenefitsBoards ENG compressed](#)

The animated storyboard above features a series of frames, accompanied by music and a narrator voiceover. The background imagery is in greyscale, with the animated characters in colour. The narrator reads the following as different sequences of animations are shown on screen: "As we continue to fight the spread of COVID-19, there are new support programs in place for those who need them. Including an expanded, more accessible EI and a series of Canada recovery benefits. Continuing to support Canadians now, will help keep Canada safe and strong. Visit Canada.ca/coronavirus to learn about the new financial support programs. A message from the Government of Canada."

Images shown on screen are of a city block, with the camera slowly moving up and looking through a window into a Canadian family's home. On the street level we see an artist painting, a man playing a guitar, and a younger woman walking with an elderly woman. As the video pans, we see a man carrying a bag of groceries, a man walking his dog and a woman riding her bicycle. All of these characters are seen wearing masks. Once the camera focuses on the window of a Canadian family, we see a man setting groceries on the counter and joining a woman who is sitting at a table with her children. One child is on a laptop and another is sitting in a highchair eating. This scene then becomes outlined by a maple leaf, with the rest of the screen becoming a dark blue background and Canada.ca/coronavirus is shown top of the screen in white font. The Canada Wordmark is then shown.

Canada Recovery Caregiving Benefit Social Media Ad (Quebec City)

Social Media Ad



The figure above shows a Facebook ad sponsored by the Department of Finance Canada. The ad's main headline (at the top of the ad) reads: "Workers caring for family members for reasons related to COVID-19 may now be eligible for up to 26 weeks of support with the Canada Recovery Caregiving Benefit." The main image in the ad features a navy blue background with a graphic image (on the right) of a father playing with two young children in a living room, which is framed by a maple leaf. In the image, one child is laying on a couch reading a book and the other is playing with blocks with the father on the floor. To the top left of the leaf and image on the dark blue background, white text reads "Canada Recovery Caregiving Benefit" and "Learn more" with the URL "Canada.ca/coronavirus" is included at the bottom left of the image. The Canada Wordmark appears at the bottom right of the ad.

Alternate Image



The figure above features a graphic image of a young woman who is walking with an elderly woman through a park on a paved pathway with leaves on the ground. The elderly woman is walking with a cane and both women are wearing face masks. The background features graphics of trees, park benches, as well as a man painting a picture.

Infographic: Progress on lifting long-term drinking water advisories on public systems on reserves (Atlantic Canada Indigenous Peoples)

Updated February 15, 2020



All
long-term drinking water advisories on public systems on reserves **lifted** by



88 long-term drinking water advisories lifted since November 2015

61 long-term drinking water advisories in effect

Projects underway or completed as of September 30, 2019



441

projects to repair, upgrade or build infrastructure



59

supporting projects and initiatives



74

feasibility studies and projects in the design phase

This infographic features a white background with a graphic of blue waves across the bottom third of the page. On the top left, the version date "Updated February 15, 2020" is written in grey font underlined by a dark blue wavy line. On the top right, there is a blue water droplet with a white icon of a tap inside that is leaking a drop of water. In the middle of the infographic to the left, text reads, "All long-term drinking water advisories on public systems on reserves lifted by" in grey font, but the words "all" and "lifted" are in blue. Next to this text, there is a calendar icon with "March 2021" written inside. In the middle of the

infographic to the right, text reads “88 long-term drinking water advisories lifted since November 2015” and “61 long-term drinking water advisories in effect.” At the bottom of the infographic, spanning across the page, a blue banner reads, “Projects underway or completed as of September 30, 2019” in white text. The bottom third of the infographic is divided into three sections separated by dotted lines. Each section features an icon of a blue water droplet icon and a statistic. The left section shows pylon icon in the water droplet and, below it, in grey text reads “441 projects to repair, upgrade or build infrastructure.” The middle section features an icon of three people in the water droplet and, below it, in grey text reads “59 supporting projects and initiatives”. The right section features a map icon with a magnifying glass and, below it, in grey text reads “74 feasibility studies and projects in the design phase.”