



Government
of Canada

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Continuous Qualitative Data Collection of Canadians' Views – February 2023

Final Report

Prepared for the Privy Council Office

Supplier name: The Strategic Counsel

Contract number: 35035-182346/001/CY

Contract value: \$2,428,991.50

Award date: December 16, 2021

Delivery date: March 10, 2023

Registration number: POR-005-19

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

Ce rapport est aussi disponible en français.

Canada 

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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 fifteenth cycle of the fourth year of this study included a total of fifteen focus groups with Canadian adults (18 years of age and older) conducted between February 7th, 2023, and February 23rd, 2023.

Cette publication est aussi disponible en français sous le titre : Rapport final - Collecte continue de données qualitatives sur les opinions des Canadiens – février 2023.

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Ottawa, Ontario K1A 0A3

Catalogue Number:

CP12-4E-PDF

International Standard Serial Number (ISSN):

ISSN 2816-9360

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

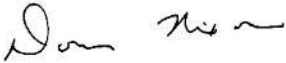
CP12-4F-PDF (Final Report, French)

ISSN 2816-9379

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: March 10, 2023

Donna Nixon, Partner
The Strategic Counsel

Table of Contents

Executive Summary	3
Introduction	3
Methodology.....	4
Key Findings.....	6
Government of Canada in the News (All Locations).....	6
Government of Canada Priorities and Performance (All Locations).....	6
Healthcare (Ontario Frequent Healthcare Users, Quebec Homeowners, Atlantic Canada Frequent Healthcare Users, Yukon).....	8
Budget 2023 (Rural Centres Prairies Low to Middle Income, Atlantic Canada Frequent Healthcare Users).....	9
Electric Vehicles (Southwestern Ontario Prospective EV Buyers).....	9
Energy Outlook (Calgary and Edmonton Homeowners).....	10
Carbon Pricing (Atlantic Canada Frequent Healthcare Users).....	10
Housing (Quebec Homeowners).....	11
Home Energy (Calgary and Edmonton Homeowners, Quebec Homeowners).....	11
Opioids (Metro Vancouver and Interior British Columbia (B.C.) South Asian Diaspora).....	12
Indo-Pacific Strategy (Metro Vancouver and Interior B.C. South Asian Diaspora).....	13
Technology Sector (Greater Montreal Area (GMA) Technology Sector Workers).....	13
Community Safety (GMA Technology Sector Workers).....	14
Local Issues (Yukon).....	14
Detailed Findings.....	16
Timeline of February 2023 Announcements.....	17
Government of Canada in the News (All Locations).....	21
Government of Canada Priorities and Performance (All Locations).....	22
Cost of Living (Rural Centres Prairies Low to Middle Income).....	25
Healthcare (Ontario Frequent Healthcare Users, Quebec Homeowners, Atlantic Canada Frequent Healthcare Users, Yukon).....	27
Budget 2023 (Rural Centres Prairies Low to Middle Income, Atlantic Canada Frequent Healthcare Users).....	29
Electric Vehicles (Southwestern Ontario Prospective EV Buyers).....	30
Energy Outlook (Calgary and Edmonton Homeowners).....	32
Carbon Pricing (Atlantic Canada Frequent Healthcare Users).....	32
Housing (Quebec Homeowners).....	33
Home Energy (Calgary and Edmonton Homeowners, Quebec Homeowners).....	34

Opioids (Metro Vancouver and Interior B.C. South Asian Diaspora)	38
Indo-Pacific Strategy (Metro Vancouver and Interior B.C. South Asian Diaspora)	39
Technology Sector (GMA Technology Sector Workers).....	40
Community Safety (GMA Technology Sector Workers)	41
Local Issues (Yukon).....	41
Appendix A – Recruiting Scripts	43
English Recruiting Script.....	44
French Recruiting Script.....	56
Appendix B – Discussion Guides	66
English Moderator’s Guide.....	67
French Moderator’s Guide	90
Appendix C – Advertising Concepts.....	117
EnerGuide Home Energy Label (Calgary Edmonton Homeowners, Quebec Homeowners).....	118
EnerGuide Energy Efficiency Roadmap (Calgary Edmonton Homeowners, Quebec Homeowners).....	119

Executive Summary

Introduction

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

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

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

This report includes findings from nine online focus groups which were conducted between February 7th, 2023, and February 23rd, 2023, in multiple locations across the country including Ontario, Alberta,

Manitoba, Saskatchewan, British Columbia, Quebec, Atlantic Canada, and Yukon. Details concerning the locations, recruitment, and composition of the groups are provided in the section below.

The research for this cycle of focus groups centred largely on recent initiatives and announcements from Government of Canada, the federal government's performance on addressing numerous important priorities, and healthcare. The research also explored a series of topics focused on specific regions and populations. This included the upcoming 2023 Budget with low-income and middle-income participants from the Prairies and frequent healthcare users in Atlantic Canada, electric vehicles (EV) with prospective EV buyers in Southwestern Ontario, and outlook of residents of Calgary and Edmonton related to Alberta's energy sector. Participants residing in Atlantic Canada also shared their perspectives related to the federal government's carbon pricing system. Furthermore, the Government of Canada's responsibilities in relation to housing were examined by homeowners in Quebec. Members of the South Asian diaspora living in Vancouver and Interior British Columbia (B.C.) discussed the federal government's responsibilities relating to the opioid crisis and the Government of Canada's Indo-Pacific Strategy. Participants working in the technology sector and living in the Greater Montreal Area (GMA) engaged in a discussion concerning the current state of the technology sector as well as their views on community safety. Finally, participants in Yukon discussed a number of issues respective to their region.

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 cohorts of the population including those buying or considering buying electric vehicles, frequent healthcare users, homeowners, low-income and middle-income individuals, and those working in the tech sector.

Detailed Approach

- Nine focus groups across various regions in Canada.
- One group was conducted with the general population in Yukon.
- The other eight groups were conducted with key subgroups including:
 - Prospective electric vehicle buyers;
 - Frequent healthcare users (in Ontario and Atlantic Canada);

- Homeowners (in Edmonton and Calgary, and Quebec);
- Low income and middle income Canadians;
- South Asian diaspora; and
- Canadians working in the technology sector.
- Two groups in Quebec were conducted in French. All other groups 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, 63 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium. The incentive ranged from \$100 to \$125 per participant, depending on the location and the composition of the group.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Southwestern Ontario	1	English	February 7	6:00-8:00 pm	Prospective EV Buyers	8
Ontario	2	English	February 8	6:00-8:00 pm	Frequent Healthcare Users	7
Edmonton and Calgary	3	English	February 9	8:00-10:00 pm	Homeowners	8
Rural Prairies (SK/MB)	4	English	February 14	8:00-10:00 pm	Low Income and Middle Income	6
Interior British Columbia & Metro Vancouver	5	English	February 15	9:00-11:00 pm	South Asian Diaspora	7
Quebec	6	French	February 16	6:00-8:00 pm	Homeowners	8
Atlantic Canada	7	English	February 21	5:00-7:00 pm	Frequent Healthcare Users	6
Greater Montreal Area, Quebec	8	French	February 22	6:00-8:00 pm	Working in Technology Sector	5
Yukon	9	English	February 23	8:00-10:00 pm	General Population	8
Total number of participants						63

Key Findings

Government of Canada in the News (All Locations)

At the beginning of each group participants were asked what they had seen, read, or heard about the Government of Canada in recent days. Several mentioned having heard about recent negotiations between the federal and provincial/territorial governments related to healthcare funding as well as the subsequent announcement by the Government of Canada that it had reached an agreement with the provinces and territories to increase healthcare funding by \$196.1 billion over ten years, including \$46.2 billion in new funding. Other actions and initiatives mentioned by participants included the detection and eventual downing of multiple suspected high-altitude surveillance objects which had entered into Canadian airspace, the withdrawal by the Government of Canada of proposed amendments to Bill C-21: *An Act to amend certain Acts and to make certain consequential amendments (firearms)*, the recent decision by the Bank of Canada on January 25th, 2023, to raise interest rates by an additional 0.25%, and the introduction of numerous affordability measures by the federal government to assist Canadians currently struggling with the cost of living.

Participants also recalled actions and initiatives related to the Government of Canada on the international stage. These included ongoing financial and military support for Ukraine, the provision of humanitarian assistance to Turkey and Syria following a series of massive earthquakes in the region, and the deployment of two Royal Canadian Navy (RCN) Kingston-class Vessels to Haiti in response to its request for assistance to address escalating gang violence in recent months.

The group based in the Greater Montreal Area (GMA) also briefly discussed the Roxham Road irregular border crossing. While few could recall any specific details, a number expressed concerns related to the financial costs of taking in and supporting these individuals as well as whether doing so would unfairly delay the applications of those seeking to immigrate to Canada via official channels.

Government of Canada Priorities and Performance (All Locations)

All groups engaged in conversations related to numerous issues currently facing Canadians as well as their perspectives regarding the Government of Canada's performance in managing these priorities. Asked to identify areas in which they felt that the federal government had performed well as of late, participants provided a range of responses. These included actions to assist Canadians with the rising cost of living, the response to the COVID-19 pandemic, increased investments into healthcare, support for marginalized and vulnerable communities, climate change and the environment, immigration, the introduction of stricter firearm regulations, and ongoing support for Ukraine.

Participants were also asked to identify areas in which they felt that the Government of Canada had room for improvement. Issues mentioned by participants included healthcare (especially long wait times at emergency rooms and walk-in clinics and perceived health worker shortages throughout

Canada), inflation and the rising cost of living, housing affordability, reconciliation with Indigenous peoples, rising crime rates, and high energy costs at present.

Identifying the areas which they felt required further prioritization from the federal government going forward, many reiterated the need for an increased focus on healthcare, the rising cost of living, housing affordability, and mitigating the impacts of climate change. Additionally, a number believed that more could be done to make post-secondary tuition more affordable for Canadians. It was also said that more needed to be done to bolster Canada's national security capacity, especially in light of the recent discovery of numerous high-altitude surveillance objects which had made incursions into Canadian airspace in January and February 2023.

Cost of Living (Rural Centres Prairies Low to Middle Income)

Participants residing in rural centres in the Prairies engaged in an additional discussion related to the cost of living at present. All participants had previously identified as low to middle income earners. Discussing whether they had changed their purchasing behaviours in recent months, many indicated that they were now paying far more attention to sales and had made efforts to buy non-brand name items whenever possible. A number also commented that they had scaled back on non-essential activities such as travel, entertainment, and recreational activities.

Discussing what they felt was contributing to inflation and the rising cost of living, many believed that it had at least in part been caused by economic disruptions related to the COVID-19 pandemic. Several were also of the impression that the ongoing conflict in Ukraine, including its impacts on global energy supplies, had led to rising transportation costs for imported goods, which had ultimately been passed on to the consumer. A small number also believed that large corporations such as major grocers and energy producers bore some responsibility for the rising cost of living. It was thought that in many instances these companies had raised prices more than necessary in response to rising inflation. Asked whether they felt the Government of Canada was currently headed in the right or wrong direction when it came to addressing the cost of living, all believed it to be on the wrong track.

Engaging in an exercise, participants were presented with several recent initiatives and announcements from the Government of Canada designed to support those currently struggling with the rising cost of living and asked to evaluate which they felt would be most impactful. Among these initiatives the measure to index benefits to the rate of inflation was met with the highest level of support among participants. It was felt that this would be especially helpful for those on fixed incomes who depended on these supports as their primary source of income and would otherwise see their purchasing power greatly diminished. Actions to make childcare more affordable and the one-time \$500 top up to the Canada Housing Benefit (CHB) were also met with a high level of support among participants.

Asked what more the federal government could do to help address inflation, a few suggested encouraging the Bank of Canada to pause its current trend of interest rate hikes, believing this was having a detrimental impact on the ability of Canadians to continue to afford their mortgage and other debt payments. A small number believed that greater efforts should also be taken to increase the domestic production of goods and natural resources within Canada. It was felt that this would go a long way towards making the country more self-sufficient in the long term.

Healthcare (Ontario Frequent Healthcare Users, Quebec Homeowners, Atlantic Canada Frequent Healthcare Users, Yukon)

Participants in four groups engaged in discussions related to healthcare and actions that could be taken to improve healthcare provision in Canada. Asked to describe the current healthcare system in Canada, almost all were of the impression that this sector was facing significant challenges. While a large number spoke positively of the quality of Canadian healthcare workers and technology, accessibility was viewed as a major issue at present. Several reported having personally encountered or heard accounts of long wait times at emergency rooms and walk-in clinics and were of the impression that many regions of the country were currently facing a pervasive shortage of healthcare workers such as doctors and nurses.

Almost all felt that major changes needed to be made to healthcare provision in Canada, and a large number believed that the federal government was currently headed in the wrong direction on this front. Several were of the view that immediate actions needed to be taken to alleviate perceived health worker shortages, including expediting the foreign credential recognition process to make it easier for non-Canadian health professionals to practice in Canada. Many also identified the need to build additional healthcare facilities and infrastructure to accommodate Canada's expanding population as well as the expected larger proportion of seniors (due to the country's aging population) that would likely require healthcare services over the next decade. Asked who they viewed as being responsible for making these changes, while many were of the impression that healthcare was primarily under the jurisdiction of the provinces and territories, most believed that improving the system was a joint responsibility between the federal and provincial/territorial governments.

Asked whether they were aware of any recent announcements or initiatives from the federal government related to healthcare, several mentioned having heard about recent negotiations between federal and provincial/territorial officials related to increased healthcare funding via Canada Health Transfer (CHT) payments. Provided further information about these negotiations and the eventual agreement reached between the federal and provincial/territorial governments, participants were largely positive in their reactions. Many felt that this represented a step in the right direction and were pleased that the Government of Canada had requested that the provinces and territories develop plans stipulating how this additional funding would be spent. Several also praised the emphasis on making it easier for health professionals educated outside of Canada to have their credentials recognized, believing this would help considerably towards addressing worker shortages.

Questioned whether they would still support these measures even in the event that they added to the national deficit, most felt that they would. A large number believed that healthcare needed to be a top priority for the Government of Canada and expressed that they would rather see federal expenses scaled back in other areas before reducing healthcare funding.

Budget 2023 (Rural Centres Prairies Low to Middle Income, Atlantic Canada Frequent Healthcare Users)

Participants in two groups took part in a brief discussion related to the upcoming 2023 federal budget. Asked to share their expectations regarding what the upcoming budget would focus on, participants mentioned a number of areas. These included addressing inflation and the rising cost of living, providing additional resources towards key sectors such as healthcare and education, actions to encourage greater sustainability and mitigate the potential impacts of climate change, and further efforts towards reconciliation with Indigenous peoples.

Asked what they personally felt the Government of Canada should focus on, many expressed the need for further investments into healthcare with a particular focus on mental health. It was widely felt that mental health had become an increasing concern for Canadians in recent years and that there were too few resources available at present to accommodate the growing number of individuals suffering from these challenges. It was also thought that there needed to be a greater focus on assisting those suffering from addiction. Suggested actions included increasing funding for the hiring and training of addictions treatment professionals as well as the construction of more detox facilities across the country. Several also reiterated the need for significant investments towards improving the quality of life of Indigenous peoples, including ensuring all Indigenous communities had access to clean drinking water, affordable food and housing, and the same level of federal services as other Canadians.

Electric Vehicles (Southwestern Ontario Prospective EV Buyers)

Participants in the group based in Southwestern Ontario engaged in a discussion related to electric vehicles (EVs) and EV manufacturing in Canada. All had previously indicated that they were interested in potentially purchasing an EV in the future. Asked to share their main reasons for wishing to purchase an EV, many cited what they viewed as the greater affordability of these vehicles compared to other automobiles. The opinion was shared that as gasoline becomes increasingly expensive, electricity would likely be a more cost-effective energy option. Several also identified the environmental benefits of EVs as an aspect that would likely influence their decision.

Discussing the largest barriers towards a potential EV purchase, many cited the high upfront cost of these vehicles. Additionally, several felt that there was not enough infrastructure currently in place to support EVs (such as charging stations), especially outside of urban centres. Other concerns mentioned included a perceived lack of range in colder weather, questions regarding the potential resale value of EVs, and the ability of the electrical grid to handle a widespread adoption of EVs.

Many felt that it was important for EVs and their components to be manufactured within Canada and thought that this would ensure that they would be safe, reliable, and of a high quality. Asked if they were aware of recent investments by the Government of Canada towards EV manufacturing in Southwestern Ontario, a large number reported that they were. All felt that the Government of Canada should continue to invest in this sector going forward. It was thought that continued investments into domestic EV manufacturing would increase the affordability of EVs as well as help Canadians meet emissions reduction targets. Several also believed that there would be an economic

benefit to these investments through the creation of numerous high-paying jobs, as well as the potential for Canada to become a leader in this sector and establish itself as a major exporter of EVs and their components.

Focusing on the Government of Canada's pledge to mandate that all personal vehicles sold in Canada be zero-emission vehicles (ZEVs) by 2035, most felt this timeline to be realistic. Several, however, felt that in order to accomplish this goal significant investments would need to be made towards making these vehicles more affordable and ensuring that the electrical grid would have the capacity to support a large-scale transition to ZEVs.

Energy Outlook (Calgary and Edmonton Homeowners)

Participants residing in Calgary and Edmonton engaged in a brief discussion regarding clean energy and the oil and gas sector in Alberta. Asked to share their perspectives regarding the role of this sector in the province's economy, all felt it to be of critical importance, with a large number believing oil and gas to be the most important industry in Alberta. Discussing the current state of the oil and gas sector, many felt that it was quite strong at present, primarily due to high oil prices. Several, however, thought that it would be necessary for the province to diversify beyond this sector in order to create new economic opportunities in the future. A number were of the opinion that due to the finite lifespan of oil and gas resources, more should be done to increase the production of renewable energy sources in the province.

Asked if they had heard the term 'sustainable jobs', only a few had. It was generally thought that these jobs were typically those which were economically resilient and provided workers with long-term stability in their careers. Discussing the potential for sustainable job creation in the clean energy sector, many felt that this would be immensely beneficial for the Albertan economy and its workers. Several expressed the view that many of those currently employed in the oil and gas sector were facing uncertain futures and would benefit from increased opportunities to transition to sustainable jobs in the clean energy sector. Discussing the factors that were driving the development of clean energy in the province, participants identified recent investments from the Government of Canada as well as an increased desire amongst the public to take action in response to climate change.

Carbon Pricing (Atlantic Canada Frequent Healthcare Users)

One group, comprised of those living in Atlantic Canada, engaged in a discussion related to carbon pricing. A roughly similar number of participants were familiar with this term as those who were not. A number spoke negatively of this program, believing that it had placed an increased financial burden on Canadians at a time when it was already increasingly difficult to make ends meet financially.

No participants were familiar with the term 'climate action incentive'. Asked what came to mind when they heard this phrase, most assumed it referred to a financial incentive for Canadian businesses and households to engage in more environmentally friendly behaviours such as transitioning to renewable energy sources or purchasing a zero-emission vehicle (ZEV). Provided further information related to

this initiative, many reacted with confusion. Several expressed feeling unsure as to what the implications of the carbon pricing system would be on their respective provinces as well as for them personally. A number were concerned that the implementation of a carbon pricing system for businesses and industrial activities would lead to companies passing these additional costs onto consumers. While some expected that receiving Climate Action Incentive payments could be helpful for them financially, several were still confused as to what the point of the carbon pricing program was if the majority of the funds collected were ultimately returned to Canadian households and businesses. Discussing the potential impacts of this initiative, most felt that it would have a minor impact on addressing climate change, while a small number expected that it would likely have no impact at all.

Housing (Quebec Homeowners)

One group, comprised of homeowners residing in Quebec, took part in a brief conversation related to homeownership and the Canadian housing market. Asked what they viewed as the greatest challenges related to purchasing a home at present, participants identified a range of issues. These included the significant amounts required for a sufficient down payment, the difficulty in saving towards a home purchase while also dealing with rising inflation, and challenges faced by self-employed workers and independent contractors in being approved for a mortgage.

Most felt that home ownership had become less affordable in recent years, with several citing issues such as the rising costs of home maintenance and renovations, high energy prices, and increasing interest rates. While a large number were currently under fixed-rate mortgages, all indicated that their home insurance premiums and utility costs had risen over the past year. Several commented that this had led to them devoting a larger portion of their monthly budgets to housing expenses, and a scaling back on recreational and non-essential spending as a result.

Home Energy (Calgary and Edmonton Homeowners, Quebec Homeowners)

Participants in two groups comprised of homeowners took part in a discussion related to home energy and ways to achieve greater energy efficiency. In each group, a roughly equal number of participants indicated having recently renovated their homes or were planning to do so in the future as those who had no plans to renovate at this time. Describing their reasons for undertaking these renovations, a large number indicated that they were seeking to make their homes more energy efficient, with some mentioning having added features such as solar panels, triple-paned windows, and improved insulation.

Asked whether they were planning on making changes such as updating their home heating or cooling system or installing a smart thermostat, a small number indicated that they were. For most this was seen as a way to make their homes more energy efficient and to potentially save on energy costs. A few reported having already installed a smart thermostat and were of the impression that this had saved them a considerable amount on their energy bills in the years since they had purchased it. Questioned whether they would take reasons such as reducing their monthly expenses, improving their property value, and/or environmental considerations (such as reducing carbon emissions from

their home) into account when considering switching to a smart thermostat, almost all indicated that they would.

In both groups, slightly fewer participants were aware of the Government of Canada's EnerGuide home energy level compared to those who were not. A few mentioned already having these labels on appliances in their homes such as their water heater, freezer, and washer and dryer. Discussing the types of information that they expected would be included on this label, participants provided a range of responses. These included the breakdown of their appliance's energy use compared to other models, the separation of energy use into distinct categories, and the colourful scale indicating the energy efficiency of that appliance.

It was further clarified for participants that the home EnerGuide label also provides information regarding customized retrofit recommendations to decrease their home's energy use. Shown an example of this Energy Efficiency Roadmap several spoke positively of the straightforwardness and easy-to-understand nature of this guide and believed it would be helpful in influencing their decisions as to which home energy retrofit projects to undertake. While many were interested in retrofitting their homes at some point, a number indicated that affordability would likely play a significant role in determining whether they would be able to embark upon these projects. With this in mind, it was hoped that the Government of Canada would continue to provide supports, such as the Canada Greener Homes Grant, to assist Canadians in making their homes more energy efficient.

Opioids (Metro Vancouver and Interior British Columbia (B.C.) South Asian Diaspora)

Participants residing in Metro Vancouver and Interior British Columbia (B.C.), engaged in a conversation related to opioids and the prevalence of opioid addiction in their communities. All believed this to be a significant issue at present and many were of the view that rising rates of addiction had contributed to increased crime in their communities. Asked what the federal government had done to address opioid addiction in B.C., several were of the impression that it had funded numerous supervised consumption sites across the province with the aim of limiting overdose deaths.

Only a small number were aware of the Government of Canada's recent decision to grant an exemption to the *Controlled Drugs and Substances Act* to remove criminal penalties for the possession of up to 2.5 grams of certain illegal drugs in B.C. Participants were mostly negative in their reactions to this decision and believed that the federal government should instead be focused on discouraging opioid use, including implementing greater penalties for those using and distributing these substances. It was believed by many that this initiative would ultimately result in the increased usage of these substances, especially among younger individuals. Several also expressed concerns about the 2.5-gram limit, believing that this was far too high of an amount and that for substances such as fentanyl there was no safe amount for an individual to consume.

Sharing their perspectives regarding the proposal to divert individuals arrested for the possession of illicit drugs to drug treatment centres rather than sending them to prison, many felt positively about this initiative. A number were of the opinion that addiction should be regarded more as an illness

rather than a criminal behaviour and believed that it was more appropriate to provide treatment for these individuals rather than punishing them.

Indo-Pacific Strategy (Metro Vancouver and Interior B.C. South Asian Diaspora)

Participants in one group, comprised of members of the South Asian diaspora in Canada, engaged in a conversation related to the Government of Canada's Indo-Pacific Strategy. Asked whether they felt that the federal government was currently on the right track when it came to managing its international relations with Asian countries, most believed that it was. It was largely thought that the Government of Canada had been successful in fostering closer ties with several Asian countries in recent years and that most in the region held a positive view towards Canadians.

Provided with information related to the objectives of the federal government's Indo-Pacific Strategy, all participants reacted positively. Several expected that this strategy would be immensely beneficial for the Government of Canada and the Canadian economy. Almost all felt that pursuing these objectives should be an important priority for the federal government, though most expected that building stronger relationships in this region would be a gradual process and would take several years to achieve. Given its closer proximity to the region relative to other provinces and territories, many expected that B.C. would especially benefit from this strategy and felt that this expanded trade activity would have a positive impact on the province's economy.

Technology Sector (Greater Montreal Area (GMA) Technology Sector Workers)

Participants in this group, composed of individuals working in the technology sector, shared their perspectives related to the sector and its evolution in recent years. Almost all had a positive opinion of the Government of Canada's performance in supporting the technology sector and several were of the impression that there had been a considerable level of federal investment into Canadian technology companies as of late. Additionally, a number felt that the Government of Canada had been successful in growing the sector by encouraging skilled technology workers from other jurisdictions to immigrate to Canada as well as providing grants to Canadian companies to hire these new arrivals.

Discussing how the onset of the COVID-19 pandemic had impacted their sector, almost all indicated that they were now working from home. It was widely expected that this trend would continue long after the pandemic had ended. Asked whether rising inflation had impacted their industry, while some felt that technology components (such as computers and other equipment) had increased in price and that customers were being more cautious with their spending, few believed that inflation had made a significant impact on their careers.

Describing the greatest challenges facing workers in their industry, a number cited the growing presence of artificial intelligence (AI) programs such as ChatGPT. A few expressed concerns that as these types of services became more prevalent, potential clients may begin opting to use AI rather than hire human workers. Discussing actions the Government of Canada could take to better support technology workers and mitigate the impacts of potential downsizing, participants provided a range of

ideas. These included a greater focus by the federal government towards hiring more technology professionals to work in the public sector, investments and grants for retraining programs allowing workers to keep their knowledge and credentials up to date, and increasing the amounts provided through programs such as Employment Insurance (EI) for those workers who are laid off.

No participants were familiar with the Canada Innovation Corporation (CIC). Provided further information regarding this new Crown corporation most reacted positively and anticipated that this would likely increase the number of new workers hired in their sector as well as foster greater innovation across Canada. Participants were especially interested in aspects of the CIC such as its focus on consulting services, the provision of grants and contributions ranging from \$50,000 to \$5 million, and its focus on fostering innovation across all sectors and regions.

Community Safety (GMA Technology Sector Workers)

Participants in one group engaged in a brief discussion related to community safety and the level of crime in their communities at present. All resided in the GMA. Asked whether they felt safe in their communities, while a few believed that improvements could be made, all indicated that they generally did not have concerns related to their personal safety. This said, a number indicated that they had become more concerned in recent years regarding gun violence, believing crimes involving firearms had been on the rise in the GMA. While several were of the impression that crime had risen in their community over the course of the COVID-19 pandemic, none had experienced this personally. Asked what the Government of Canada could do to address crime in their community, it was thought that more could be done to detect and take action against gangs and organized crime, believing these to be a major driver of criminal activity both in the GMA and throughout Canada.

Local Issues (Yukon)

One group, comprised of individuals residing in Yukon, engaged in a discussion related to the region and their respective communities. Asked to identify the greatest challenges in need of increased focus from the federal government, participants identified a range of issues. These included healthcare, mental health and addiction, and the rising cost of living.

Discussing the most important sectors and industries in their respective communities, many believed tourism to be the most important economic driver in the region. In addition to tourism, several felt that more action could be taken by the Government of Canada to support the development of agriculture in the region. It was believed that this would go a long way towards lowering food prices and increasing the ability of Northern communities to become more self sufficient. Asked whether food security was an issue in their communities all believed it to be a significant problem. Many were of the impression that due to the increased costs of transporting food to the region those in the North paid far higher prices for groceries relative to other parts of Canada.

Asked if they were aware of any recent actions by the Government of Canada related towards assisting those living in the region, no initiatives could be recalled. Provided information related to a number of

initiatives and investments from the federal government into the region, participants were largely positive in their reactions. It was felt, however, that greater efforts needed to be taken by the Government of Canada going forward to increase its communication with those in the region as for many this was the first time they had heard about any of these projects.

MORE INFORMATION

The Strategic Counsel
Contract number: 35035-182346/001/CY
Contract award date: December 16, 2021
Contract value: \$2,428,991.50

Detailed Findings

Timeline of February 2023 Announcements

To help place the focus group discussions within the context of key events which occurred during the month, below is a brief synopsis of actions and initiatives from the Government of Canada throughout February 2023.

- February 1-7
 - February 1. The Pacific Economic Development Agency of Canada (PacifiCan) announced \$5.2 million in funding for Foresight Canada to support the B.C. Net Zero Innovation Network (BCNZIN).
 - February 2. PacifiCan announced \$485,410 in funding to expand the Rural and Northern Immigration Pilot in Southern Interior British Columbia.
 - February 3. The Government of Canada announced a \$3,218,500 investment towards Innovation Initiatives Ontario North (IION) and Canadore College to strengthen the economy in Northern Ontario and create jobs.
 - February 3. The Government of Canada announced an investment of \$14,863,599 to build and improve electric vehicle (EV) infrastructure in the Greater Toronto Area.
 - February 3. Prairies Economic Development Canada (PrairiesCan) announced the opening of seven new PrairiesCan regional service locations and pledged \$2,175,997 in funding to support economic development in the region.
 - February 3. The Government of Canada announced new contracts with Alberta and Saskatchewan energy suppliers to power federal buildings in the provinces with green and renewable electricity to help fight climate change and support local economic growth.
 - February 6. The Government of Canada announced a request to research contaminants which have been ending up in Canada's North and Arctic by way of sea currents or air.
 - [Focus group was held with prospective EV Buyers from Southwestern Ontario including some working in the automotive industry \(February 7th\).](#)
 - February 7. The Government of Canada met with provincial and territorial premiers to discuss Canada's healthcare system and announced \$46.2 billion in funding and \$196.1 billion over the next ten years.
 - February 7. The Government of Canada announced \$10 million in humanitarian assistance for Türkiye and Syria in response to the earthquake that occurred on February 6.
- February 8-14
 - [Focus groups were held with frequent healthcare users from Ontario \(February 8th\) and with homeowners from Calgary and Edmonton \(February 9th\).](#)
 - February 9. The Government of Canada launched calls for applications for the Deep Retrofit Accelerator Initiative (DRAI) and the Greener Neighbourhoods Pilot Program (GNPP) to accelerate retrofits for buildings.

- February 9. The Government of Canada, through the Canadian Northern Economic Development Agency, announced over \$1.1 million in funding to build and improve community infrastructure in Yukon.
- February 9. The Government of Canada announced \$23.4 million to fund programming for Canadian public engagement as a part of Canada's commitment to the United Nations Sustainable Development Goals.
- February 10. The Government of Canada launched the Green Industrial Facilities and Manufacturing Program (GIFMP). The program will provide \$20 million per proposal to assist the decarbonization efforts of industrial facilities and manufacturing processes.
- February 10. The Government of Canada announced \$5.5 million in funding for Tarquit Energy to build renewable energy infrastructure in the Nunavik region of Quebec.
- February 10. Along with the Government of Ontario, the Government of Canada announced \$50 million in funding for a battery storage project in Canada to support the development of clean and reliable energy.
- February 11. The North American Aerospace Defense Command (NORAD) grounded an unidentified object flying in Canadian airspace above Yukon.
- February 13. The Government of Canada invested \$16.5 million to stimulate Eastern Ontario's economy, creating jobs and supporting infrastructure.
- [Focus group was held with lower and middle-income individuals from rural Saskatchewan and Manitoba \(February 14th\).](#)
- February 15-21
 - February 15. The Government of Canada, along with the Government of Ontario, announced a \$34.7 million investment in the University of Ottawa to support post-secondary French-language education projects at the university.
 - [Focus group was held amongst members of the South Asian diaspora in British Columbia \(February 15th\).](#)
 - February 16. The Minister of Foreign Affairs travelled to Ukraine to discuss Canada's ongoing support for the people of Ukraine.
 - February 16. The Government of Canada announced the unveiling of Project Arrow, a Canadian-made electric vehicle which had previously received over \$5 million in federal funding.
 - February 16. The Government of Canada released a blueprint for the Canada Innovation Corporation (CIC), which is designed to drive Canadian business research and development and foster economic growth. The CIC received an initial budget of \$2.6 billion over four years and was poised to commence operations in 2023.
 - February 16. In response to Haiti's request for assistance, the Government of Canada deployed two Kingston-class vessels to the country to assist with its worsening security crisis.
 - [Focus group was held with homeowners from Quebec \(February 16th\).](#)
 - February 17. The Government of Canada released the interim Sustainable Jobs Plan for 2023-2025, to be developed over the next two years in partnership with all provinces and territories, Indigenous partners, and labour and industry representatives.

- February 17. The Government of Canada announced a total of \$68.2 million in investments for seventeen Canadian cleantech companies through Sustainable Development Technology Canada (SDTC) with the aim of providing environmental and economic benefits to Canadians.
- February 17. The Government of Canada launched the Request for Qualifications to identify qualified candidates to take on the development of a High Frequency Rail system between Quebec City and Toronto.
- February 17. The Government of Canada announced \$53,000 in funding for electric vehicle chargers in Oakville and Kitchener, Ontario.
- February 18. The Government of Canada invested \$252,000 in Live Well PEI to promote healthy behaviours in Prince Edward Island (PEI).
- February 20. The Government of Canada inaugurated a new research facility at Montréal's École de technologie supérieure, which received over \$27 million in federal funding for the project.
- **Focus group was held with frequent users of the healthcare system in Atlantic Canada (February 21st).**
- February 22-28
 - February 22. The Government of Canada, along with the provincial government of Newfoundland and Labrador, announced up to \$94 million in federal funding to bring high-speed internet access to over 350 rural, remote, and Indigenous communities within the province.
 - February 22. The Government of Canada announced \$4.2 million in funding to improve Yukon's transit and waste management services for the City of Whitehorse.
 - February 22. The Government of Canada announced the opening of registration for the Oil to Heat Pump Affordability Grant for homeowners in Nova Scotia and PEI. This was expected to provide up to \$10,000 total in federal funding to assist with the transition from heating homes with oil to electric cold-climate heat pumps.
 - February 22. The Government of Canada invested \$3 million to support enim, a Canadian cleantech company through Sustainable Development Technology Canada (SDTC).
 - **Focus group was held among those working in the technology sector in the Greater Montreal Area (February 22nd).**
 - February 23. The Government of Canada reached an agreement with provincial governments in Ontario and Atlantic Canada regarding increases to healthcare funding.
 - February 23. The Government of Canada announced an investment of \$2 million to support sustainable business development in the Yukon with the aim of growing the local economy and creating jobs.
 - **Focus group was held with general population of Yukon (February 23rd).**
 - February 24. The Government of Canada and the Government of Manitoba reached an agreement related to additional healthcare funding.
 - February 24. The Government of Canada invested nearly \$6 million for projects in Southwestern Ontario to revitalize community spaces and tourist attractions.
 - February 24. The Government of Canada announced funding of \$2.7 million towards clean energy technology for agricultural businesses in Quebec.

- February 24. The Government of Canada announced an investment of up to \$48.3 million towards two Newfoundland and Labrador businesses to support the digital information and communication technology sector.
- February 24. The Government of Canada invested \$19 million towards new EV charger infrastructure for the Greater Vancouver Area.
- February 27. The Government of Canada and the Government of Alberta reached an agreement over additional healthcare funding.
- February 27. The Government of Canada announced a \$250 million investment to support short-cycle upskilling programs to fulfill industry needs in high-growth sectors, including digital technology, cybersecurity, agricultural technology, and clean technology.
- February 27. The Government of Canada invested \$17,828,956 in funding for fifty projects through the PrairiesCan initiative to grow Alberta's tourism economy and bring economic benefits to businesses and communities.
- February 27. The Government of Canada announced funds of up to \$1,828,979.23 from the Building Safer Communities Fund for St. John's, Newfoundland to prevent gun crime and gang violence.
- February 27. The Government of Canada announced just under \$5.3 million in funding for two projects at the Université de Saint-Boniface to support post-secondary education for Francophones in Manitoba.
- February 28. The Government of Canada invested approximately \$5 million towards twenty-five research projects related to mental health and substance use in children, youth, and young adults.
- February 28. The Government of Canada announced \$2.5 million in funding towards research regarding the mental health of older adults and caregivers.
- February 28. The Government of Canada announced a \$35-million investment in Sagatay Co-Generation Limited Partnership to fund a new power facility and reduce the use of diesel fuel for heat and electricity in the Whitesand First Nation, and the communities of Armstrong and Collins, Ontario.

Government of Canada in the News (All Locations)

At the beginning of each group participants were asked what they had seen, read, or heard about the Government of Canada in recent days. A wide range of announcements and initiatives were recalled, including:

- Negotiations between the federal government and the provincial/territorial governments regarding funding for healthcare. A large number recalled hearing about these negotiations as well as the subsequent announcement by the Government of Canada on February 7th, 2023, that it had reached an agreement with the provinces and territories to increase healthcare funding by \$196.1 billion over ten years, including \$46.2 billion in new funding;
- The detection and eventual downing of a high-altitude surveillance balloon (believed to have emanated from China) which passed through Canadian and United States (U.S.) airspace between January 28th, 2023, and February 4th, 2023. Many reported having been aware of this incident as well as the subsequent discovery and shooting down of three additional unidentified objects flying above Canada and the U.S. between February 10th-12th, 2022. While concerned as to how these objects had entered into Canadian airspace, most felt that too little was known at present to determine whether these objects represented a threat to Canada's national security;
- The withdrawal by the Government of Canada of proposed amendments to Bill C-21: *An Act to amend certain Acts and to make certain consequential amendments (firearms)*. A number were of the impression that these amendments, if enacted, would have prohibited a wide array of semi-automatic rifles and shotguns, prompting concerns that this legislation may unfairly impact those who primarily used firearms for hunting and recreational shooting;
- Efforts to address the high rate of inflation at present, including the recent decision by the Bank of Canada on January 25th, 2023, to raise interest rates by an additional 0.25%; and
- The introduction of numerous affordability measures by the Government of Canada to assist those currently struggling with the cost of living. Initiatives mentioned by participants included the introduction of the Canada Dental Benefit (CDB), agreements between the federal and provincial/territorial governments related to affordable child care, the temporary doubling of the goods and services tax/harmonized sales tax (GST/HST) rebate, and a one-time, \$500 top-up to the Canada Housing Benefit (CHB) for eligible low-income renters.

Participants also recalled actions and initiatives related to the Government of Canada on the international stage, including:

- Ongoing support for Ukraine, including the continued provision of financial and military assistance, as well as efforts to take in and accommodate Ukrainians fleeing from the conflict. Several specifically recalled the recent decision by the Government of Canada to provide Ukraine with eight Leopard 2 main battle tanks;
- The provision of humanitarian assistance to Turkey and Syria following a series of earthquakes ranging from magnitudes of 6.8 to 7.8 which struck the region on February 6, 2023. This

included the allocation of \$10 million by the Government of Canada towards assisting humanitarian partners in providing emergency medical services, shelter, food, and other essential items; and

- The deployment of two Royal Canadian Navy (RCN) Kingston-class Vessels to Haiti in response to its request for assistance to address escalating gang violence in recent months. Participants were of the impression that these vessels would primarily be used to patrol the waters in the vicinity of the Haitian capital of Port-au-Prince.

Participants residing in the Greater Montreal Area (GMA) briefly discussed the Roxham Road irregular border crossing. Asked if they had heard anything about this issue as of late, several were of the impression that a large number of asylum seekers had been using the crossing in recent months to enter Canada from the United States. While few could recall any specific details, a number expressed concerns related to the financial costs of taking in and supporting these individuals as well as whether doing so would unfairly delay the applications of those seeking to immigrate to Canada via official channels. Asked an additional question as to whether they were aware of Prairies Economic Development Canada (PrairiesCan), none in the group based in Calgary and Edmonton were familiar with the program or its aims.

Government of Canada Priorities and Performance (All Locations)

All groups engaged in conversations related to numerous issues currently facing Canadians as well as their perspectives regarding the Government of Canada's performance in managing these priorities. Asked to identify areas in which they felt that the federal government had performed well as of late, participants provided a range of responses. These included:

- Actions to assist Canadians with the rising cost of living - Several mentioned recent affordability measures announced by the federal government including the temporary doubling of the goods and services tax/harmonized sales tax (GST/HST) credit, actions to make child care more affordable for Canadian families, and the introduction of the Canada Dental Benefit (CDB). A few also commented positively regarding recent decisions by the Bank of Canada to raise interest rates, believing this would have a significant impact on reducing the rate of inflation;
- The response to the COVID-19 pandemic - Many believed that the federal government had performed well in its management of the pandemic and had been effective in its ability to adapt its response to the rapidly changing nature of the virus. It was thought that supports such as the Canada Emergency Response Benefit (CERB) had been greatly helpful to many Canadians who otherwise would have struggled to continue to make ends meet financially;
- Increased investments into healthcare - A number commented positively on the recent agreement between the federal government and the provinces/territories to invest an additional \$25 billion over ten years to advance shared healthcare priorities in these

- jurisdictions. It was hoped that this would assist in alleviating reported health worker shortages and long wait times at emergency rooms and walk-in clinics across the country;
- Support for vulnerable and marginalized communities - It was thought that the Government of Canada had been making significant efforts to support marginalized communities including seniors, those living with disabilities, racialized Canadians, and members of the 2SLGBTQI+ community. In addition to a number of initiatives aimed at promoting greater diversity throughout Canada, participants also mentioned federal investments towards addressing pervasive issues such as homelessness, mental health, and addiction;
 - Prohibiting non-Canadians from purchasing residential housing - A number spoke positively of the recent decision by the federal government to place a two-year ban on non-Canadians from purchasing residential housing property in Canada. It was felt that this would have a significant effect towards making housing more affordable going forward;
 - Ongoing support for Ukraine - It was felt that the Government of Canada had done a strong job in working with other North Atlantic Treaty Organization (NATO) allies to provide financial and military assistance to Ukraine in its defence effort against Russia. The view was expressed that the federal government had been effective in balancing its support for Ukraine while also avoiding becoming directly involved in the conflict;
 - Immigration – Several reacted positively to the federal government’s recent pledges to increase immigration rates, with the goal of welcoming up to 500,000 new arrivals per year by 2025. It was felt that this would have a positive impact on the economy as well as further increasing the diversity of the Canadian population. Several also believed that the Government of Canada had performed well in taking in and accommodating those fleeing conflicts in jurisdictions such as Ukraine, Syria, and Afghanistan;
 - Stricter firearm regulations – A few commented positively on recent actions by the federal government to impose stronger regulations on the types of firearms Canadians are allowed to possess. The view was expressed that crimes involving firearms had risen substantially in recent years and it was hoped that these new regulations would be helpful in reducing the prevalence of this issue; and
 - Climate change and the environment – Many believed that the Government of Canada had done a strong job in its efforts to promote greater sustainability and mitigate the potential impacts of climate change on future generations. A number spoke positively of recent investments into zero-emission vehicles (ZEVs), with several of those residing in Southwestern Ontario specifically mentioning the announcement of a new electric-vehicle (EV) battery plant in Windsor, Ontario. Participants in the Yukon were also of the impression that a number of green energy projects had recently been announced by the federal government for their region.

Participants were also asked to identify areas in which they felt that the Government of Canada had room for improvement. These included:

- Healthcare – Many mentioned having encountered long wait times at emergency rooms and walk-in clinics and were of the impression that it was becoming increasingly difficult for Canadians to access primary care. Additionally, several were of the impression that many were facing significant challenges at present in finding a family doctor as well as obtaining

appointments with specialists. It was hoped that more could be done to address this issue by expediting the foreign credential recognition process and allowing more non-Canadian healthcare workers to practice in Canada. It was thought this would go a long way towards alleviating existing health worker shortages. Several also felt that far more needed to be done to support those struggling with mental health issues, feeling that these challenges had increased significantly over the course of the COVID-19 pandemic;

- Inflation and the cost of living – Several thought that greater efforts needed to be taken to assist Canadians with the perceived rising cost of living at present. It was felt that almost all goods and services had become considerably more expensive over the past year and that many households were currently struggling to make ends meet financially. A few felt that the federal government should consider tax relief for low and middle-income Canadians facing financial challenges at present. A small number also suggested that the Bank of Canada should consider pausing further interest rate increases, believing that these were beginning to have a detrimental impact on the ability of Canadians to continue to meet their debt obligations;
- Housing affordability – A number also felt that actions needed to be taken to make housing more affordable for Canadians. It was believed that many low and middle-income families were currently facing challenges in purchasing their first home and that housing costs had become prohibitively expensive for prospective homebuyers and renters alike. Several residing in Yukon expressed that a lack of safe and affordable housing was a significant issue in their communities and that this had contributed to a rise in homelessness in recent years;
- Reconciliation with Indigenous peoples – It was felt by several that while there had been numerous announcements related to reconciliation in recent years, many Indigenous communities continued to struggle with issues such as access clean drinking water, safe and affordable housing, and the same level of federal services as the rest of Canadians. A large number expressed the desire to see more in the way of visible progress on this front;
- Rising crime rates – A number were of the impression that crime rates had risen considerably over the past few years and that this was a particular issue in major urban centres. Many of those based in Metro Vancouver identified rising crime as a growing issue in their communities and believed that greater investments needed to be made into law enforcement as well as treatment for issues related to mental health and addiction; and
- High energy costs – Participants expressed the view that energy costs had become increasingly high over the past year and felt that greater efforts should be taken to make energy more affordable for Canadian households. It was thought that more should be done to leverage Canada's non-renewable energy resources, with some expecting that this would have a positive impact on both lowering energy costs as well as strengthening the Canadian economy.

Identifying the areas which they felt required further prioritization from the federal government going forward, many reiterated the need for an increased focus on healthcare, the rising cost of living, housing affordability, and mitigating the impacts of climate change. Additionally, a number believed that more could be done to make post-secondary tuition more affordable for Canadians. A few also thought that a greater emphasis needed to be placed on reducing federal spending and maintaining a

balanced budget, believing increased federal spending over the course of the pandemic had contributed to the high rate of inflation at present. It was also said that more needed to be done to bolster Canada's national security capacity, especially in light of the recent discovery of numerous high-altitude surveillance objects which had made incursions into Canadian airspace in January and February 2023.

Several groups were also asked to briefly share their perspectives regarding the Government of Canada's handling of various important priorities. Asked how they felt the federal government had performed in its management of the economy, most in the groups based in Southwestern Ontario, Calgary and Edmonton, and Metro Vancouver and Interior British Columbia (B.C.), believed it had done the best it could to address what was primarily viewed as a global issue. It was felt that while many low and middle-income Canadians were struggling at present, there was only so much the federal government could do at present to address these issues. Questioned about Canada's national security, a large number of those in groups comprised of homeowners in Quebec as well as those residing in rural Prairie centres, Metro Vancouver and Interior B.C., and Yukon felt that the federal government had done a strong job in keeping Canadians safe. This being said, it was felt that the Government of Canada needed to stay vigilant on this front and should consider investments into protections against emerging threats such as potential cyber attacks.

Many in Southwestern Ontario, Calgary and Edmonton thought that the federal government was headed in the right direction when it came to climate change, and most in the group comprised of members of the South Asian diaspora believed it to be performing well regarding immigration. Regarding the latter, it was expressed that while proposed increases to the rate of immigration were a positive step, the federal government needed to ensure that investments would be made into additional services and infrastructure to accommodate these new arrivals and ensure existing systems did not become strained. Most of those in Southwestern Ontario believed that the federal government had been successful in supporting the automotive industry, with some commenting positively on recent investments into ZEV production. Several among the groups comprised of Quebec homeowners and those residing in the Greater Montreal Area (GMA) were somewhat pessimistic in their evaluations of the federal government's protection of the French language in Canada, believing more could be done to promote the language outside of Quebec. Additionally, a number of those residing in Yukon reacted negatively to recent firearm regulations introduced by the federal government and were concerned that these new rules would potentially unfairly impact those who primarily used their firearms for hunting. Asked what they felt the next federal budget should focus on, participants residing in Yukon, Metro Vancouver and Interior B.C., as well as Quebec homeowners identified issues such as healthcare, education, job creation, and increased supports for mental health and addiction as top priorities at present.

Cost of Living (Rural Centres Prairies Low to Middle Income)

Participants residing in rural centres in the Prairies engaged in an additional discussion related to the cost of living at present. All participants had previously identified as low to middle income earners. Asked to identify the areas which they felt had been most impacted by inflation over the past year,

participants were largely of the opinion that there had been a persistent rise in costs across all goods and services as of late and that inflation had impacted virtually all sectors and industries. Several specifically mentioned having encountered rising prices related to essentials such as groceries, gasoline, and clothing and expressed that it was becoming increasingly difficult to continue to make ends meet financially. Asked whether they had changed their purchasing behaviours in recent months, many indicated that they were now paying far more attention to sales and had made efforts to buy non-brand name items whenever possible. A number also commented that they had scaled back on non-essential activities such as travel, entertainment, and recreational activities.

Discussing what they felt was contributing to inflation and the rising cost of living, many believed that it had at least in part been caused by economic disruptions related to the COVID-19 pandemic. It was felt that supply chain interruptions stemming from pandemic-related restrictions continued to have an impact on global trade and that this had been a primary reason for the rise in costs. Several were also of the impression that the ongoing conflict in Ukraine, including its impacts on global energy supplies, had led to rising transportation costs for imported goods, which had ultimately been passed on to the consumer. A small number also believed that large corporations such as major grocers and energy producers bared some responsibility for the rising cost of living. It was thought that in many instances these companies had raised prices more than necessary in response to rising inflation. While most felt the rising cost of living was a global issue, a few believed that Canadians had been impacted more than those in other jurisdictions, especially when it came to the price of gasoline.

Asked whether they felt the Government of Canada was currently headed in the right or wrong direction when it came to addressing the cost of living, all believed it to be on the wrong track. None were aware of any recent actions from the federal government on this front. Focusing on ways the Government of Canada could assist those currently struggling with the cost of living, participants suggested actions such as introducing measures to increase wages to help workers keep pace with the rate of inflation, ensuring all Canadians had access to safe and affordable housing, and considering implementing price caps on essentials such as groceries and fuel. Participants next engaged in an exercise where they were shown several recent initiatives and announcements from the Government of Canada designed to support those currently struggling with the rising cost of living and asked to evaluate which they felt would be most impactful. These included:

- *Indexing benefits to inflation - Benefits like the Canada Child Benefit, the Canada Pension Plan, Old Age Security, and the Guaranteed Income Supplement are all indexed to increase with the increased cost of living;*
- *Affordable child care - Working with the provinces and territories to offer universal early learning and child care to Canadian families for \$10 a day;*
- *Dental care - Providing dental care to uninsured Canadians with a family income of less than \$90,000 annually, starting with children under 12 this year;*
- *Doubling the GST/HST tax credit for six months - Doubling the quarterly GST tax credit so that single Canadians will receive up to an extra \$234 and couples with children will receive up to an extra \$467.*
- *The Canada Workers Benefit - A refundable tax credit that gives low-income workers up to \$1,395 back for single individuals and up to \$2,400 back for families;*

- *The Canada Housing Benefit - A one-time tax-free payment of \$500 to qualifying Canadians who are struggling with the cost of rent; and*
- *Climate Action Incentive Payments (CAIP) - In the provinces where the federal price on pollution applies, 90% of the fuel charge is returned directly to residents of those provinces through the CAIP. A family of four will receive \$832 in Manitoba and \$1,101 in Saskatchewan in Climate Action Incentive payments for the 2022-2023 fuel charge year.*

The measure to index benefits to the rate of inflation was met with the highest level of support among participants. It was felt that this would be especially helpful for those on fixed incomes who depended on these supports as their primary source of income and would otherwise see their purchasing power greatly diminished. It was expected that this measure would impact the largest number of Canadians and would likely be the most effective in addressing the rising cost of living. Actions to make child care more affordable and the one-time \$500 top up to the Canada Housing Benefit (CHB) were also met with a high level of support among participants. It was felt that as a result of lowering child care costs to \$10 a day, on average, many parents (and especially mothers) would be able to return to the workforce and earn additional income for their families. Likewise, it was thought that the \$500 top-up to the CHB would be helpful in providing short-term relief to those currently struggling with the cost of living. Actions to expand dental care through the introduction of the Canada Dental Benefit (CDB), temporarily doubling the goods and services tax/harmonized sales tax (GST/HST) credit, distributing Climate Action Incentive Payments, and enhancements to the Canada Workers Benefit (CWB) were also met with a moderate level of support.

On balance, participants felt that all of these measures would likely be helpful in assisting Canadians with the rising cost of living and believed that all were worth pursuing by the Government of Canada. Asked what more the federal government could do to help address inflation, a few suggested encouraging the Bank of Canada to pause its current trend of interest rate hikes, believing this was having a detrimental impact on the ability of Canadians to continue to afford their mortgage and other debt payments. A small number believed that greater efforts should also be taken to increase the domestic production of goods and natural resources within Canada. It was felt that this would go a long way towards making the country more self-sufficient in the long term.

Health care (Ontario Frequent Healthcare Users, Quebec Homeowners, Atlantic Canada Frequent Healthcare Users, Yukon)

Participants in four groups engaged in discussions related to healthcare and actions that could be taken to improve healthcare provision in Canada. Asked to describe the current healthcare system in Canada, almost all were of the impression that this sector was facing significant challenges. While a large number spoke positively of the quality of Canadian healthcare workers and technology, accessibility was viewed as a major issue at present. Several reported having personally encountered or heard accounts of long wait times at emergency rooms and walk-in clinics and were of the impression that many regions of the country were currently facing a pervasive shortage of healthcare

workers such as doctors and nurses. While some commented positively on the relative affordability of healthcare in Canada compared to other jurisdictions such as the United States, it was widely felt that there was currently too much demand being placed on the system and that this had caused difficulties for many in accessing primary care, family health services, and appointments with specialists.

Sharing their experiences accessing healthcare services in Northern communities, many residing in Yukon commented that they often had to go to the emergency room for any medical concerns, believing it was next to impossible to find a family doctor at present. A few indicated that they often had to travel far outside of their community to access specialists such as physiotherapists, optometrists, and audiologists. While several spoke positively regarding the quality of the healthcare professionals practicing in the North, it was felt that accessibility to these services had been greatly impacted by the COVID-19 pandemic, which was believed to have led to the closure of many walk-in clinics in their region. Several believed that greater efforts needed to be taken by the federal government to ensure that there were enough doctors and nurses practicing in the North to meet the needs of those living in the region. It was felt that increased financial incentives should be provided to encourage more health workers to consider relocating to Northern communities. Additionally, a few suggested that online healthcare options could be expanded, making it easier for those living in rural or remote communities to receive the care that they need.

Almost all felt that major changes needed to be made to healthcare provision in Canada, and a large number believed that the federal government was currently headed in the wrong direction on this front. Several were of the view that immediate actions needed to be taken to alleviate perceived health worker shortages, including expediting the foreign credential recognition process to make it easier for non-Canadian health professionals to practice in Canada. Many also identified the need to build additional healthcare facilities and infrastructure to accommodate Canada's expanding population as well as the expected larger proportion of seniors (due to the country's aging population) it would likely require healthcare services over the next decade. A number also believed that increased investments needed to be made into mental health treatment and long-term care (LTC), with some of the impression that these areas were often underfunded compared to other aspects of healthcare provision. Asked who they viewed as being responsible for making these changes, while many were of the impression that healthcare was primarily under the jurisdiction of the provinces and territories, most believed that improving the system was a joint responsibility between the federal and provincial/territorial governments.

Asked whether they were aware of any recent announcements or initiatives from the federal government related to healthcare, several mentioned having heard about recent negotiations between federal and provincial/territorial officials related to increased healthcare funding via Canada Health Transfer (CHT) payments. To aid in discussion, participants were shown the following information:

As you may have heard, recently the Prime Minister met with provincial and territorial premiers to discuss funding for healthcare. At this meeting, the federal government announced a health care investment of \$196.1 billion over the next 10 years, including \$46.2 billion in new money for provinces and territories to improve health care. This new funding includes an immediate top-up of \$2 billion to

the existing amount of money the federal government sends to provinces and territories through the Canada Health Transfer, as well as a guarantee to increase that funding by 5% over the next five years.

The federal government is also committing \$25 billion over the next 10 years to make deals with individual provinces and territories to help fund family health services, mental health and substance use services, reduce health worker shortages and backlogs in the system, and modernize the healthcare system. In order to get this funding, the federal government is asking provinces and territories to develop a plan describing how money will be spent and how progress on improving the system will be measured. The federal government is also asking the provinces and territories to make it easier for health professionals educated abroad to have their credentials recognized.

Participants were largely positive in their reactions to this information. Many felt that this represented a step in the right direction and were pleased that the Government of Canada had requested that the provinces and territories develop plans stipulating how this additional funding would be spent. Several also praised the emphasis on making it easier for health professionals educated outside of Canada to have their credentials recognized, believing this would help considerably towards addressing worker shortages. A few expressed concerns that the additional funding offered would be insufficient to address the issues currently facing Canada's healthcare system, especially when considering that it would have to be allocated across all provinces and territories. Most, however, expected that this additional funding would have at least a minor impact on improving the healthcare situation in Canada, though many believed that the current challenges in this sector had existed for decades and would likely take a long time to properly address. A few recommended that additional efforts should be taken to make it easier for Canadians to pursue careers in healthcare, including reducing tuition costs and increasing the number of seats available in post-secondary medical and nursing programs.

Asked whether they would still support these measures even in the event that they added to the national deficit, most felt that they would. A large number believed that healthcare needed to be a top priority for the Government of Canada and expressed that they would rather see federal expenses scaled back in other areas before reducing healthcare funding. A small number felt differently, believing that healthcare funding needed to be balanced with other top priorities such as affordable housing, the cost of living, and infrastructure. A few expressed that while healthcare was an important priority, there also needed to be an emphasis on ensuring these additional financial resources would be utilized responsibly by the provinces and territories. It was felt by these participants that there was currently a significant amount of wasteful spending in the sector and that continued funding increases would likely lead to higher taxes in the future if steps were not taken to reduce this.

Budget 2023 (Rural Centres Prairies Low to Middle Income, Atlantic Canada Frequent Healthcare Users)

Participants in two groups took part in a brief discussion related to the upcoming 2023 federal budget. Asked to share their expectations regarding what the upcoming budget would focus on, participants

mentioned a number of areas. These included addressing inflation and the rising cost of living, providing additional resources towards key sectors such as healthcare and education, actions to encourage greater sustainability and mitigate the potential impacts of climate change, and further efforts towards reconciliation with Indigenous peoples. A few also expected that there would be an increased emphasis on national security.

Asked what they personally felt the Government of Canada should focus on, many expressed the need for further investments into healthcare with a particular focus on mental health. It was widely felt that mental health had become an increasing concern for Canadians in recent years and that there were too few resources available at present to accommodate the growing number of individuals suffering from these challenges. It was also thought that there needed to be a greater focus on assisting those suffering from addiction. Suggested actions included increasing funding for the hiring and training of addictions treatment professionals as well as the construction of more detox facilities across the country. Several reiterated the need for significant investments towards improving the quality of life of Indigenous peoples, including ensuring all Indigenous communities had access to clean drinking water, affordable food and housing, and the same level of federal services as other Canadians. Other areas identified as important priorities included increased funding for education at all levels, improvements to public transit infrastructure, making life more affordable for Canadians, and ensuring the country was prepared to accommodate a higher number of immigrants in the years to come.

While few could recall any specific announcements from previous federal budgets, several were of the impression that recent budgets had focused on areas such as climate change and the environment, housing affordability, affordable child care, dental care (via the Canada Dental Benefit), and increased financial supports for seniors.

Electric Vehicles (Southwestern Ontario Prospective EV Buyers)

Participants in the group based in Southwestern Ontario engaged in a discussion related to electric vehicles (EVs) and EV manufacturing in Canada. All had previously indicated that they were interested in potentially purchasing an EV in the future. Asked to share their main reasons for wishing to purchase an EV, many cited what they viewed as the greater affordability of these vehicles compared to other automobiles. The opinion was shared that as gasoline becomes increasingly expensive, electricity would likely be a more cost-effective option. Several also identified the environmental benefits of EVs as an aspect that would likely influence their decision. Additionally, a number were of the impression that there had been an increase in recent years in the prevalence of EV charging infrastructure in their communities, providing them with further confidence in the feasibility of these vehicles.

Discussing the largest barriers towards a potential EV purchase, many cited the high upfront cost of these vehicles. Additionally, it was felt that there was not enough infrastructure currently in place to support EVs (such as charging stations), especially outside of urban centres. A small number expressed the opinion that EV charging times were too long to meet their needs and worried this would add

unnecessary time to their journeys. Other concerns mentioned included a perceived lack of range in colder weather, questions regarding the potential resale value of EVs, and the ability of the electrical grid to handle a widespread adoption of EVs.

Many believed that it was important for EVs and their components to be manufactured in Canada, and thought that this would lead to a safer, more reliable, and higher quality end product. Several expected that Canadians would be more interested in purchasing an EV if they knew that it had been manufactured in Canada. It was also thought that producing EVs in Canada would ensure that Canadians would be protected from potential supply chain issues in the future. Asked if they were aware of recent investments by the Government of Canada towards EV manufacturing in Southwestern Ontario, a large number reported that they were. Related to this, a number specifically mentioned the Government of Canada's investment towards the General Motors (GM) CAMI assembly plant. To aid in the discussion, participants were shown a list of numerous recent initiatives and investments undertaken by the federal government related to EV production:

- *Obtaining advanced manufacturing equipment and technologies to expand the steel industry in Windsor;*
- *Funding for new advanced manufacturing and robotics equipment in Tecumseh;*
- *Funding for the modernization of assembly plants in Windsor and Brampton;*
- *Retooling plants (such as Honda) to make hybrid-electric vehicles in Alliston;*
- *Funding for the modernization of assembly plants in Windsor and Brampton;*
- *Investments into Toyota's Cambridge and Woodstock plants to become Toyota's largest hybrid vehicle producer in North America; and*
- *Investments into General Motors' (GM's) CAMI assembly plant, opening as Canada's first full-scale EV plant to build BrightDrop fully electric delivery vans in Ingersoll.*

Asked if they had heard about any of these investments, several indicated that they had. In addition to the GM CAMI assembly plant, participants mentioned having previously heard about the Toyota plants in Cambridge and Woodstock, and funding for the modernization of assembly plants in Windsor and Brampton. All felt that these investments were important and believed that the Government of Canada should continue to invest in this sector going forward. It was thought that continued investment into domestic EV manufacturing would increase the affordability of EVs as well as help Canadians meet emissions reduction targets. Several also expected that there would be an economic benefit to these investments through the creation of numerous high-paying jobs, as well as the potential for Canada to become a leader in this sector and establish itself as a major exporter of EVs and their components. Several felt that a widespread transition to EVs would have a positive impact on the environment, the economy, and the long-term affordability of these vehicles. A small number raised concerns about the potential environmental impact of mining the raw minerals required for EV battery production. It was suggested the Government of Canada should consider a strategy to reuse or recycle EV batteries as a way of limiting the amount of potential waste caused by these vehicles.

All participants felt that the Government of Canada was on the right track when it came to supporting the EV sector. Focusing on the Government of Canada's pledge to mandate that all personal vehicles sold in Canada be zero-emission vehicles (ZEVs) by 2035, several felt this timeline to be realistic.

Several, however, felt that in order to accomplish this goal significant investments would need to be made towards making these vehicles more affordable and ensuring the electrical grid had the capacity to support a large-scale transition to ZEVs. A small number expressed concerns about the feasibility of this plan for those living in rural or remote locations or areas which experienced extreme cold in the winter. It was felt that improvements would need to be made in these areas for these vehicles to be a feasible option for all Canadians.

Energy Outlook (Calgary and Edmonton Homeowners)

Participants residing in Calgary and Edmonton engaged in a discussion regarding clean energy and the oil and gas sector in Alberta. Asked to share their perspectives regarding the role of this sector in the province's economy, all felt it to be of critical importance, with a large number believing oil and gas to be the most important industry in Alberta. Discussing the current state of the province's oil and gas sector, many felt that it was quite strong at present, primarily due to high oil prices. Several, however, thought that it would be necessary for the province to diversify beyond this sector in order to create new economic opportunities in the future. A number were of the opinion that due to the finite lifespan of oil and gas resources, more should be done to increase the production of renewable energy sources in the province.

Asked if they had heard the term 'sustainable jobs', only a small number had. It was generally thought that these jobs were typically those which were economically resilient and provided workers with long-term stability in their careers. Discussing the potential for sustainable job creation in the clean energy sector, many felt that this would be immensely beneficial for the Albertan economy and its workers. Several expressed the view that many of those currently employed in the oil and gas sector were facing uncertain futures and would benefit from increased opportunities to transition to sustainable jobs in the clean energy sector. Discussing the factors that were driving the development of clean energy in the province, participants identified recent investments from the Government of Canada as well as an increased desire amongst the public to take action in response to climate change. A small number believed that Albertans who were interested in reducing their carbon footprint and using clean energy had been influential in fostering the growing market for renewable energy in the province.

Carbon Pricing (Atlantic Canada Frequent Healthcare Users)

One group, comprised of those living in Atlantic Canada, engaged in a discussion related to carbon pricing. A roughly similar number of participants were familiar with this term as those who were not. Among those aware of this initiative, most were of the impression that there was currently a federal price on carbon in place in their respective provinces. A number spoke negatively of this program, believing that it had placed an increased financial burden on Canadians at a time when it was already increasingly difficult to make ends meet financially. No participants were familiar with the term

'climate action incentive'. Asked what came to mind when they heard this phrase, most assumed it referred to a financial incentive for Canadian businesses and households to engage in more environmentally friendly behaviours such as transitioning to renewable energy sources or purchasing a zero-emission vehicle (ZEV). To aid in conversation, participants were provided with the following information:

In 2016, the Government of Canada announced a plan to ensure a price on carbon pollution across the country, giving each province and territory the flexibility to either develop a system that works for their circumstances, provided it meets the federal standard, or use a standardized federal system.

There are two parts to carbon pricing – a fuel charge and a system for industry. Nine provinces and territories either have chosen to use the federal system (as a whole or in part) or have proposed a provincial system that did not meet the federal standard so have had the federal system imposed. These provinces and territories include: Newfoundland and Labrador, PEI, Nova Scotia, Ontario, Manitoba, Saskatchewan, Alberta, Yukon, and Nunavut. This list will expand as of July 2023 to include Newfoundland and Labrador, Nova Scotia, and Prince Edward Island (PEI). New Brunswick, which previously had a fully provincial pollution pricing system, recently announced that it wants to adopt the federal system for their fuel charge, while maintaining a provincial system for industry. Currently there is no set timeline for this change.

All proceeds collected from the federal system in a province stay in that province – using Newfoundland as an example - 90% of proceeds are returned directly to residents in the form of the Climate Action Incentive Payment, with a family of four receiving about \$1,312 each year. The other 10 per cent will be used to support small businesses and Indigenous groups.

Most reacted with confusion to this information, with several expressing that they were unsure as to what the implications of the carbon pricing system would be on their respective provinces as well as for them personally. A number were concerned that the implementation of a carbon pricing system for businesses and industrial activities would lead to companies passing these additional costs onto consumers. A few were worried that this may put them in a financially precarious position going forward. While some expected that receiving Climate Action Incentive payments could be helpful for them financially, several were still confused as to what the point of the carbon pricing program was if the majority of the funds collected were ultimately returned to Canadian households and businesses. Asked how they expected these payments would be delivered, most believed that they would likely be sent via direct deposit or cheque, likely through the Canada Revenue Agency (CRA). Discussing the potential impacts of this initiative, most felt that it would have a minor impact on addressing climate change, while a small number expected that it would likely have no impact at all.

Housing (Quebec Homeowners)

One group, comprised of homeowners residing in Quebec, took part in a brief conversation related to homeownership and the Canadian housing market. Asked what they viewed as the greatest challenges related to purchasing a home at present, participants identified a range of issues. These included the significant amounts required for a sufficient down payment, the difficulty in saving

towards a home purchase while also dealing with rising inflation, and challenges faced by self-employed workers and independent contractors in being approved for a mortgage.

Most felt that home ownership had become less affordable in recent years, with several citing issues such as the rising costs of home maintenance and renovations, high energy prices, and increasing interest rates. While a large number were currently under fixed-rate mortgages, all indicated that their home insurance premiums and utility costs had risen over the past year. Several commented that this had led to them devoting a larger portion of their monthly budgets to housing expenses, and a scaling back on recreational and non-essential spending as a result. A small number, living rurally as opposed to in urban centres, indicated that their home ownership expenses had not increased considerably in recent years and believed that rising housing costs had disproportionately affected those living in cities as opposed to smaller communities.

Home Energy (Calgary and Edmonton Homeowners, Quebec Homeowners)

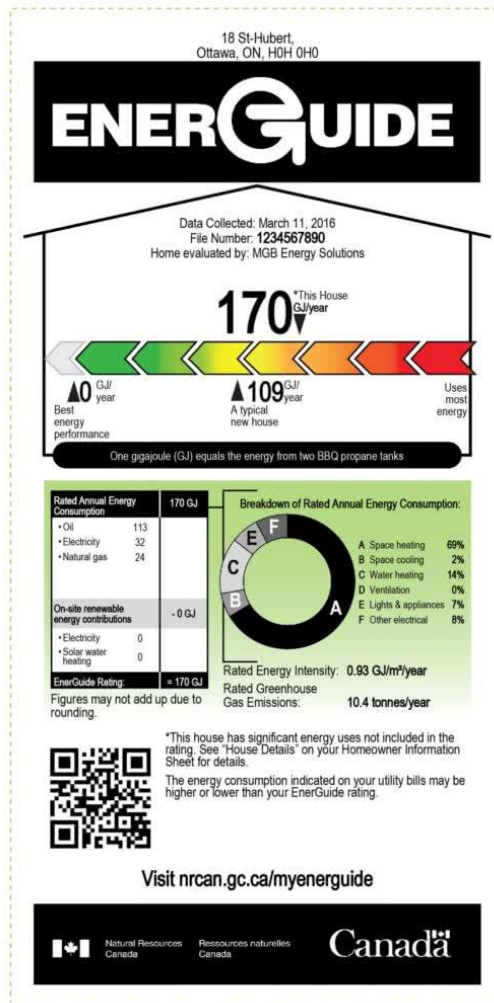
Participants in two groups comprised of homeowners took part in a discussion related to home energy and ways to achieve greater energy efficiency. In each group, a roughly equal number of participants indicated having recently renovated their homes or were planning to do so in the future as those who had no plans to renovate at this time. Describing their reasons for undertaking these renovations, a large number indicated that they were seeking to make their homes more energy efficient, with some mentioning having added features such as solar panels, triple-paned windows, and improved insulation. Other reasons for renovating included making space for an additional rental suite, increased comfort, more pleasing aesthetics, and general upkeep.

Asked whether they were planning on making changes such as updating their home heating or cooling system or installing a smart thermostat, a small number indicated that they were. For most this was seen as a way to make their homes more energy efficient and to potentially save on energy costs. A few also commented on the convenience of a smart thermostat, describing the customizability of this technology as well as the ability to pre-program and operate it while away from their homes. A few reported having already installed a smart thermostat and were of the impression that this had saved them a considerable amount on their energy bills in the years since they had purchased it. Asked whether they would take reasons such as reducing their monthly expenses, improving their property value, and/or environmental considerations (such as reducing carbon emissions from their home) into account when considering switching to a smart thermostat, almost all indicated that they would. Many viewed saving on energy costs as a top priority and felt that this was especially important given the perceived rising cost of living and high rate of inflation at present.

While most indicated that they had a basic understanding of their home's energy use, few felt that they possessed comprehensive knowledge on this subject. A large number commented that while they typically paid attention to their energy bills and took steps to use less energy wherever possible, it was likely they still had much to learn about energy efficiency. A few, especially those with backgrounds in construction or home maintenance, felt more comfortable in their knowledge,

believing that they had a strong understanding of how to make their homes as energy efficient as possible. A number of those residing in Quebec indicated that they were able to closely track their home's energy usage as this information was posted online by Hydro-Québec. Asked what types of information they would be interested in receiving regarding their home's energy usage, participants mentioned areas such as greater transparency as to how costs are calculated, the average energy use for similar-sized homes in their respective communities, and a cost-benefit analysis regarding the different types of home energy renovation projects.

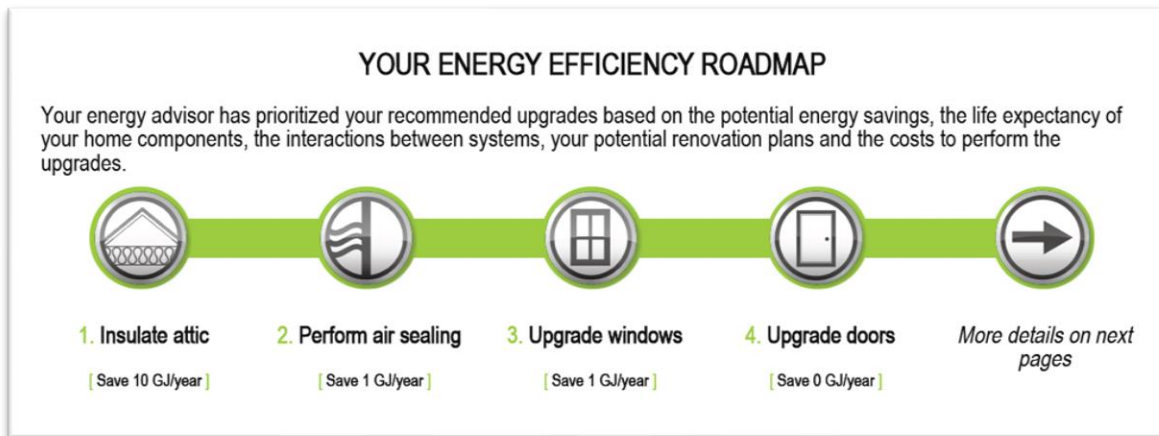
In both groups, slightly fewer participants were aware of the Government of Canada's EnerGuide home energy level compared to those who were not. A few mentioned already having these labels on appliances in their homes such as their water heater, freezer, and washer and dryer. To aid in conversation, participants were shown an example of the EnerGuide home energy label:




Home energy label depicting the energy usage of a home. The top of the image features the EnerGuide logo. Below the logo there is a coloured spectrum (featuring shades of green, yellow, and red from left to right) and arrow pointing to the number of

gigajoules per year the home uses. Below the spectrum there is both a data box and pie chart depicting the energy usage of the appliance. Under this on the left side there is a QR code, accompanied by a disclaimer that the house may have significant energy uses not included in the rating. The label also features a QR code, which directs users to the Government of Canada's EnerGuide website. The bottom of the page features the EnerGuide URL (nrcan.gc.ca/myenerguide) and a footer featuring the Natural Resources Canada logo and the Canada wordmark.

Asked what types of information they felt they would receive from this label, participants provided a range of responses. These included the breakdown of their appliance's energy use compared to other models, the separation of energy use into distinct categories, and the colourful scale indicating the energy efficiency of that appliance. Most felt the information contained on this label to be relatively straightforward and expected it would be helpful to consumers in evaluating which model of appliance to purchase for their homes. A small number felt that greater efforts could be taken to simplify this information for those who did not have a strong understanding of home energy, while a few questioned what the purpose of the QR code was. It was further clarified for participants that the home EnerGuide label also provides information regarding customized retrofit recommendations to decrease their home's energy use. An example of this Energy Efficiency Roadmap was shown on screen:



A customized plan to improve the energy efficiency of your home is found below:




1. Insulate attic

- Increase the insulation value of your attic (Ceiling) by RSI 9.14 (R-51.9).

This upgrade could reduce the energy consumption of your house by 10 gigajoules per year.

Did you know?
Ceilings account for 12 percent of the estimated annual heat loss of your house.



2. Perform air sealing

- ☐ Improve the airtightness of your house by 10% to achieve 5.29 air change(s) per hour at 50 pascals.

This upgrade could reduce the energy consumption of your house by 1 gigajoules per year.

Did you know?
Air leakage accounts for 21 percent of the estimated annual heat loss of your house.



3. Upgrade windows

- ☐ Replace 9 windows with ENERGY STAR certified models.

This upgrade could reduce the energy consumption of your house by 1 gigajoules per year.

Did you know?
Windows account for 16 percent of the estimated annual heat loss of your house.

A series of personalized renovation or upgrade recommendations to improve the energy efficiency of a home, based on the energy consumption of that specific home. The imagery features a number of text boxes and a green and white colour pallet. The top box shows various different retrofit projects that can be undertaken and a corresponding image for each. Below each project is described in detail. Suggestions shown include insulating the attic, performing air sealing, and upgrading windows, with corresponding instructions on how to act on each recommendation. Each upgrade also features a fact corresponding to the nature of the upgrade (e.g. the upgrade windows suggestion features an energy usage fact related to windows).

Questioned whether receiving energy recommendations such as these would prompt them to consider taking actions to decrease energy use in their own homes, almost all expected that they would. Several spoke positively of the straightforwardness and easy-to-understand nature of this guide and believed it would be helpful in influencing their decisions as to which home energy retrofit projects to undertake. Some also appreciated that the roadmap provided numerous different retrofit suggestions, allowing them to select the specific projects that would work best for them. While many were interested in retrofitting their homes at some point, a number indicated that affordability would likely play a significant role in determining whether they would be able to embark upon these projects. With this in mind, it was hoped that the Government of Canada would continue to provide supports, such as the Canada Greener Homes Grant, to assist Canadians in making their homes more energy efficient.

Having taken in this information, participants were asked if it would be important for them to see the EnerGuide home energy label when deciding whether to purchase a home. While several believed this to be important few felt it would be a critical factor in their purchasing decision, believing that they could always make energy efficiency upgrades in the future. Several felt that this label was far more important for those seeking to live in the home they purchased compared to individuals who may be

purchasing a home primarily as an investment property. Asked what other information related to energy efficiency they would like to have when deciding whether to purchase a home, participants expressed interest in the type of insulation utilized in the home, whether it had any energy vulnerabilities that may make it more costly to heat, and how expensive it would be to retrofit if necessary.

Opioids (Metro Vancouver and Interior B.C. South Asian Diaspora)

Participants residing in Metro Vancouver and Interior British Columbia (B.C.), engaged in a conversation related to opioids and the prevalence of opioid addiction in their communities. All believed this to be a significant issue at present and many were of the view that rising rates of addiction had contributed to increased crime in their communities. Several believed that the federal government should focus on taking further action to regulate opioids and making them less accessible. Asked what the Government of Canada had done to address opioid addiction in B.C., several were of the impression that it had funded numerous supervised consumption sites across the province with the aim of limiting overdose deaths.

Only a small number were aware of the Government of Canada's recent decision to grant an exemption to the *Controlled Drugs and Substances Act* to remove criminal penalties for the possession of up to 2.5 grams of certain illegal drugs in B.C. Participants were mostly negative in their reactions to this decision and believed that the federal government should instead be focused on discouraging opioid use, including implementing greater penalties for those using and distributing these substances. It was believed by many that this initiative would ultimately result in the increased usage of these substances, especially among younger individuals. Several also expressed concerns about the 2.5-gram limit, believing that this was far too high of an amount and that for substances such as fentanyl there was no safe amount for an individual to consume. A very small number were more positive in their views, believing that these actions could help protect those struggling from addiction and reduce the stigma faced by drug users. The view was also expressed that this exemption would likely take pressure off law enforcement, allowing them to devote further resources towards addressing other types of crime.

Sharing their perspectives regarding the proposal to divert individuals arrested for the possession of illicit drugs to drug treatment centres rather than sending them to prison, many felt positively about this initiative. A number were of the opinion that addiction should be regarded more as an illness rather than a criminal behaviour and believed that it was more appropriate to provide treatment for these individuals rather than punishing them. It was thought that high-quality treatment options could assist these individuals in recovering from their addictions and allow them to return to more healthier lifestyles in the future.

Indo-Pacific Strategy (Metro Vancouver and Interior B.C. South Asian Diaspora)

Participants in one group, comprised of members of the South Asian diaspora in Canada, engaged in a conversation related to the Government of Canada's Indo-Pacific Strategy. Asked whether they felt that the federal government was currently on the right track when it came to managing its international relations with Asian countries, most believed that it was. It was largely thought that the Government of Canada had been successful in fostering closer ties with several Asian countries in recent years and that most in the region held a positive view towards Canadians. A small number felt differently, believing that a perceived rise in tensions between Canada and China in recent years had served to weaken the Government of Canada's overall standing in the region. Few were aware of any recent announcements or initiatives from the federal government related to the Indo-Pacific region. A small number were of the impression that there had been increased efforts as of late to strengthen Canada's trade relationships with Asian countries other than China, though few could recall any details. To clarify, participants were provided with the following information related to the Government of Canada's Indo-Pacific Strategy:

The Government of Canada will enhance engagement with the Indo-Pacific region through Canada's Indo-Pacific Strategy. The Indo-Pacific Strategy focuses on the following objectives:

- *Strengthening Canada's role as a reliable and engaged partner to the Indo-Pacific;*
- *Ensuring resilience, peace, and security;*
- *Expanding trade, investment, and supply chain resilience;*
- *Investing in and connecting people; and*
- *Building a sustainable and green future.*

All participants reacted positively to these objectives, with several expecting that this strategy would be immensely beneficial for the Government of Canada and the Canadian economy. A number believed that this approach was especially important given perceived concerns related to China's increasingly aggressive foreign policy towards Taiwan as of late, as well as growing uncertainty regarding whether it could continue to be relied upon as a major trading partner in the region going forward. Almost all felt that pursuing these objectives should be an important priority for the federal government, though most expected that building these relationships would be a gradual process and would take several years to achieve. Given its closer proximity to the region relative to other provinces and territories, many expected that British Columbia (B.C.) would especially benefit from this strategy and felt that this expanded trade activity would have a positive impact on the province's economy. Discussing additional actions that could be taken related to this strategy, a small number felt that more could be done by the Government of Canada to assist its Indo-Pacific partners in developing clean energy technology and practices, believing Canada to be global leader on this front.

Technology Sector (GMA Technology Sector Workers)

Participants in this group, composed of individuals working in the technology sector, shared their perspectives related to the sector and its evolution in recent years. Almost all had a positive opinion of the Government of Canada's performance in supporting the technology sector and several were of the impression that there had been a considerable level of federal investment into Canadian technology companies as of late. Additionally, a number felt that the Government of Canada had been successful in growing the sector by encouraging skilled technology workers from other jurisdictions to immigrate to Canada as well as providing grants to Canadian companies to hire these new arrivals. Asked if they could recall any specific actions taken by the federal government related to this sector, participants cited initiatives such as the provision of tax credits for technology start-ups, promotion of the .ca domain, as well as efforts to position Canada as a global leader in artificial intelligence (AI) through programs such as the Pan-Canadian Artificial Intelligence Strategy.

Discussing how the onset of the COVID-19 pandemic had impacted their sector, almost all indicated that they were now working from home. It was widely expected that this trend would continue long after the pandemic had ended. Working remotely was seen by several as a more convenient way to perform their jobs, and it was felt by some that doing so had increased their productivity. A few, however, commented that working from home had limited their relationships with other colleagues, believing that there was now very little in the way of interpersonal communication between coworkers compared to when they shared a workplace. Asked whether rising inflation had impacted their industry, while some felt that technology components (such as computers and other equipment) had increased in price and that customers were being more cautious with their spending, few believed that inflation had made a significant impact on their careers. While it was expressed that there had been a growing number of layoffs in the technology sector in recent months, very few participants had experienced this personally. Describing the greatest challenges facing workers in their industry, a number cited the growing presence of AI programs such as ChatGPT. A few expressed concerns that as these types of services became more prevalent, potential clients may begin opting to use AI rather than hire human workers. A small number also described what they viewed as rapid changes related to the technology and software that they use. It was felt that technology was now becoming obsolete at a faster pace than in previous years, with the effect of technology workers constantly having to update their systems and practices to keep pace. Discussing ways the Government of Canada could better support technology workers and mitigate the impacts of potential downsizing, participants provided a range of ideas. These included a greater focus by the federal government towards hiring more technology professionals to work in the public sector, investments and grants for retraining programs allowing workers to keep their knowledge and credentials up to date, and increasing the amounts provided through programs such as Employment Insurance (EI) for those workers who are laid off.

No participants were familiar with the Canada Innovation Corporation (CIC). To aid in discussion, participants were provided with the following information:

In creating the Canada Innovation Corporation (CIC), the Government of Canada is establishing a new Crown corporation to drive Canadian business investment in research and development (R&D) and foster economic growth. The CIC will commercialize, grow, and create good jobs in a changing global economy. The CIC will deliver funding and advisory services that will encourage more Canadian firms to initiate and scale R&D activities in Canada for the purpose of producing new and improved, globally competitive products, processes, and services. Using best practices established by similar agencies around the world, the CIC will be an operationally independent, outcome-driven organization that will work with the private sector to provide targeted support to new and established Canadian firms. The CIC will administer financial support in the form of grants and contributions and funding will range from roughly \$50,000 to \$5 million per project, depending on the project proposals.

Most reacted positively to this information and anticipated that this program would likely increase the number of new workers hired in their sector as well as foster greater innovation across Canada. A small number were of the impression that while the program was beneficial, it would primarily impact those in research and development (R&D) while having little tangible impact on information technology (IT) workers. Participants were especially interested in aspects of the CIC such as its focus on consulting services, the provision of grants and contributions ranging from \$50,000 to \$5 million, and its focus on fostering innovation across all sectors and regions. A small number questioned whether this program would also be focused on jurisdictions outside of Canada, given what they viewed as its focus on global competitiveness and the global economy at large.

Community Safety (GMA Technology Sector Workers)

Participants in one group engaged in a brief discussion related to community safety and the level of crime in their communities at present. All resided in the Greater Montreal Area (GMA). Asked whether they felt safe in their communities, while a few believed that improvements could be made, all indicated that they generally did not have concerns related to their personal safety. This said, a number indicated that they had become more concerned in recent years regarding gun violence, believing crimes involving firearms had been on the rise in the GMA. While several were of the impression that crime had risen in their community over the course of the COVID-19 pandemic, none had experienced this personally. Asked what the Government of Canada could do to address crime in their community, it was thought that more could be done to detect and take action against gangs and organized crime, believing these to be a major driver of criminal activity both in the GMA and throughout Canada.

Local Issues (Yukon)

One group, comprised of individuals residing in Yukon, engaged in a discussion related to the region and their respective communities. Asked to identify the greatest challenges in need of increased focus from the federal government, participants identified a range of issues. These included:

- Healthcare – A number cited what they viewed as a pervasive lack of healthcare workers in the region, leading to difficulties for those in the territory to access healthcare services. It was thought to be especially difficult for those in the region to find a family doctor, leading them to have to visit emergency rooms in order to access primary care;
- Mental health and addiction – Several believed that issues related to mental health and addiction had become increasingly prevalent in recent years and that there were not enough resources available to assist those struggling with these challenges. It was felt that greater investments needed to be made towards increasing the number of mental health and addiction professionals in the region. Additionally, it was thought that a far greater number of detox and treatment facilities needed to be built in the region, providing individuals with the ability to access the care they need without having to leave their communities; and
- Cost of living – It was thought that the cost of living in the North had increased rapidly as of late, with products such as groceries, fuel, and other essentials becoming increasingly unaffordable. It was felt that this had led to an increased level of crime in the region, as more turned to illegal activities and crimes of desperation to make ends meet.

Discussing the most important sectors and industries in their respective communities, many believed tourism to be the most important economic driver in the region. Other sectors mentioned by participants included Indigenous artwork, and the production of biomass and wood mulch. In addition to tourism, several felt that more action could be taken by the Government of Canada to support the development of agriculture in the region. It was believed that this would go a long way towards lowering food prices and increasing the ability of Northern communities to become more self sufficient. Asked whether food security was an issue in their communities all believed it to be a significant problem. Many were of the impression that due to the increased costs of transporting food to the region those in the North paid far higher prices for groceries relative to other parts of Canada. It was also felt that many food products were of considerably lesser quality and freshness, making it difficult for families to provide their children with nutritional meals.

Asked if they were aware of any recent actions by the Government of Canada related towards assisting those living in the region, no initiatives could be recalled. To aid in conversation, participants were provided with the following information:

Recently, the Government of Canada announced an investment of more than \$1.1 million to support five community infrastructure projects across Yukon in order to help strengthen local economies. These investments include White River First Nation Outdoor Community Gathering Space, Pine Lake Trail Accessibility upgrades, Yukon theatre refurbishment, community centre upgrades, and outdoor venue infrastructure at the Guild Hall Theatre.

While most expected that these investments would have a positive impact on the communities in their region, a large number commented that this was the first they had heard about any of these projects. It was felt that greater efforts needed to be taken by the Government of Canada going forward to increase its communication with those in the region and inform them of new developments such as this.

Appendix A – Recruiting Scripts

English Recruiting Script

Privy Council Office Recruiting Script – February 2023 English Groups

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EST)	Local Time	Location	Composition	Moderator
1	Tues, February 7 th	6:00-8:00 (EST)	6:00-8:00 (EST)	Southwestern Ontario	Prospective EV Buyers (including some working in the automotive industry)	TBW
2	Wed, February 8 th	6:00-8:00 (EST)	6:00-8:00 (EST)	Ontario	Frequent Healthcare Users	DN
3	Thurs, February 9 th	8:00-10:00 (EST)	6:00-8:00 (MST)	Calgary & Edmonton - Alberta	Homeowners	TBW
4	Tues, February 14 th	8:00-10:00 (EST)	7:00-9:00 (CST)	Rural Prairies (SK, MB)	Lower-Income/Skew to Middle Class	TBW
5	Wed, February 15 th	9:00-11:00 (EST)	6:00-8:00 (PST)	Interior BC & Metro Vancouver	South Asian Diaspora	TBW
7	Tues, February 21 st	5:00-7:00 (EST)	6:00-8:00 (AST)	Atlantic Canada	Frequent Healthcare Users	DN
9	Thurs, February 23 rd	8:00-10:00 (EST)	6:00-8:00 (UTC -7)	Yukon	General Population	TBW

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

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

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

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

2. In which city do you reside?

LOCATION	CITIES	
Southwestern Ontario	<p>Cities include (but are not limited to):</p> <p>Brantford, Chatham, Guelph, Kitchener, London, Orangeville, Owen Sound, Stratford, Windsor, Woodstock</p> <p>NO MORE THAN TWO PER CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 1
Ontario	<p>Cities include (but are not limited to):</p> <p>Toronto, Ottawa, Mississauga, Brampton, Hamilton, London, Markham, Vaughan, Kitchener, Windsor, Richmond Hill, Burlington, Greater Sudbury, Oshawa, Barrie.</p> <p>NO MORE THAN TWO PER CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE PROVINCE. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 2
Calgary & Edmonton	<p>Cities include:</p> <p>City of Calgary, City of Edmonton</p> <p>PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTRES PROPER.</p>	CONTINUE – GROUP 3
Rural Prairies (SK and MB)	<p>Towns include (but not limited to):</p> <p>Small population = <30,000</p> <p><u>Manitoba:</u> Steinbach, Winkler, Portage la Prairie, Thompson, Selkirk, Morden, Dauphin, The Pas, Niverville, Stonewall, Oakbank, Neepawa, Flin Flon.</p> <p><u>Saskatchewan:</u> Swift Current, Yorkton, North Battleford, Warman, Weyburn, Estevan, Martensville, Melfort, La Ronge, Humboldt, Meadow Lake.</p>	CONTINUE – GROUP 4

	<p>ENSURE 4 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN TWO PER TOWN. ENSURE A GOOD MIX OF RURAL CENTRES ACROSS THE REGION (FROM SMALLER TO LARGER).</p>	
Interior B.C. and Metro Vancouver	<p>Cities include (but not limited to):</p> <p>Vancouver, Surrey, Burnaby, Richmond, Coquitlam, City of Langley, Delta, Maple Ridge, North Vancouver, New Westminister, Port Coquitlam, West Vancouver, Kelowna, Kamloops, Prince George, Penticton, Cranbrook, Salmon Arm, Trail, Fruitvale, Williams Lake, Dawson Creek, Nelson, Golden, Burns Lake, Lillooet.</p> <p>ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN TWO PER CITY. AIM TO HAVE AN EVEN AMOUNT FROM METRO VANCOUVER AND THE INTERIOR.</p>	CONTINUE – GROUP 5
Atlantic Canada	<p>Cities could include (but are not limited to):</p> <p><u>NS</u>: Halifax, Dartmouth, Cape Breton-Sydney. <u>NB</u>: Moncton, Saint John, Fredericton, Dieppe, Miramichi, Edmundston. <u>PEI</u>: Charlottetown, Summerside. <u>N&L</u>: St. John’s, Conception Bay, Mount Pearl, Corner Brook.</p> <p>AIM FOR 2 PARTICIPANTS FROM EACH PROVINCE. ENSURE A GOOD MIX OF CITIES/TOWNS WITHIN EACH PROVINCE. NO MORE THAN 1 PER CITY.</p>	CONTINUE – GROUP 7
Yukon	<p>Cities could include (but are not limited to):</p> <p>Whitehorse, Dawson City.</p> <p>AIM FOR NO MORE THAN 4 FROM WHITEHORSE. AIM FOR A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 9

2a. How long have you lived in [INSERT CITY]? **RECORD NUMBER OF YEARS.**

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

3. 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	ALL LOCATIONS = CONTINUE
25-30	
31-39	
40-49	
50-54	
55+	
VOLUNTEERED Prefer not to answer	THANK AND END

4. **ASK ONLY IF GROUP 2 OR 7** Would you say your health in general is ...?

Excellent **THANK AND END**
 Very good **THANK AND END**
 Good **CONTINUE TO 4a**
 Fair **CONTINUE TO 4a**
 Poor **CONTINUE TO 4a**
 Very Poor **CONTINUE TO 4a**

4a. **ASK ONLY IF GROUP 2 OR 7** Certain medical conditions can compromise your immune system and weaken your body's ability to fight off infections. Are you someone who has heart disease, diabetes, cancer, HIV, asthma, or some other chronic condition that makes you less likely/able to fight off a sickness?

Yes **CONTINUE TO 4B**
 No **CONTINUE TO 4B**
 [DO NOT READ] Don't know **CONTINUE TO 4B**

4b. **ASK ONLY IF GROUP 2 OR 7** Based on your own impression and experience, would you say that you use health care services (for example visits to a doctor, ER, diagnostics, or other hospital-based or services covered by your provincial health care plan) ... **NOTE TO INTERVIEWERS: PROVINCIAL HEALTH CARE PLAN IN ONTARIO IS OHIP ONTARIO HEALTH INSURANCE PLAN (AHCIP). IN ATLANTIC CANADA PROVINCIAL HEALTH CARE PLANS ARE REFERRED TO AS THE FOLLOWING: NEW BRUNSWICK MEDICARE, NEWFOUNDLAND AND LABRADOR MEDICAL CARE PLAN (MCP), NOVA SCOTIA MEDICAL SERVICES INSURANCE PLAN (MSI) OR PEI HEALTH.**

Much more often than the average person **CONTINUE TO Q10**
 Somewhat more often than the average person **CONTINUE TO Q10**
 About the same amount as the average person **THANK AND END**
 Somewhat less often than the average person **THANK AND END**
 Much less often than the average person **THANK AND END**
 [DO NOT READ] Don't know **THANK AND END**

ENSURE GROUP SKEWS MORE TOWARDS THOSE WHO RESPONDED 'YES' AT Q.4a

5. **ASK ONLY IF GROUP 5** Do you identify your primary cultural and/or ethnic heritage to be South Asian?

Yes **CONTINUE TO Q5a**
 No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND END**

5a. **ASK ONLY IF GROUP 5** Where did you and/or your family immigrate from?

India **CONTINUE**
 Pakistan **CONTINUE**
 Bangladesh **CONTINUE**
 Sri Lanka **CONTINUE**
 Nepal **CONTINUE**
 Bhutan **CONTINUE**
 Other, please specify: _____ **CONTINUE**
VOLUNTEERED Prefer not to answer **THANK AND END**
ENSURE A GOOD MIX BY COUNTRY/REGION OF IMMIGRATION.

6. **ASK ONLY IF GROUP 5** Were you born in Canada?

Yes **SKIP TO Q.10= GROUP 5**
 No **CONTINUE TO Q.6a**
VOLUNTEERED Prefer not to answer **THANK AND END**

6a. **ASK ONLY IF GROUP 5** How many years have you lived in Canada?

Less than 5 years	CONTINUE – GROUP 5
5 to <10 years	
10 to <20 years	
20 to <30 years	
30 or more years	
Don't know/Prefer not to answer	THANK AND END

ENSURE A GOOD MIX BETWEEN THOSE WHO WERE NOT BORN IN CANADA AND THOSE BORN IN CANADA. ENSURE A GOOD MIX OF TIME LIVED IN CANADA FOR THOSE NOT BORN IN CANADA.

7. **ASK ONLY IF GROUP 1** Are you planning to purchase or lease a new vehicle in the next 5 years?

Yes **CONTINUE TO Q.7a**
 No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND END**

7a. **ASK ONLY IF GROUP 1** Which of the following types of vehicles are you planning to purchase or lease in the next 5 years? (Please select all that apply).

IF CLARIFICATION IS REQUIRED: Plug-in hybrid vehicles (PHEV) carry two types of fuel on board (gas or diesel and electrical energy stored in a battery), whereas battery electric vehicles (BEV) which are 100% electric.

Gasoline or diesel-powered vehicle	CONTINUE
Plug-in hybrid electric vehicle (PHEV)	CONTINUE
Battery electric vehicle (BEV)	CONTINUE

AT LEAST 2 PARTICIPANTS PLANNING TO PURCHASE/LEASE A BATTERY ELECTRIC VEHICLE (BEV) AND AT LEAST 2 PARTICIPANTS PLANNING TO PURCHASE/LEASE A (PHEV). ENSURE A GOOD MIX BY TYPE OF VEHICLE.

7b. **ASK ONLY IF GROUP 1** And, when do you anticipate making this/these purchase(s)?

Within in the next year	CONTINUE
Within the next 2-3 years	CONTINUE
Within the next 4-5 years	CONTINUE

ENSURE A GOOD MIX BY ANTICIPATED PURCHASE TIMELINE

8. **ASK ONLY IF GROUP 3** Do you own or rent your current residence?

IF ASKED/CLARIFICATION REQUIRED: You are considered a homeowner even if you have outstanding debt that you owe on your mortgage loan.

Own	CONTINUE
Rent	THANK AND END
VOLUNTEERED Living at home	THANK AND END
VOLUNTEERED Other	THANK AND END
VOLUNTEERED Don't know/not sure	THANK AND END

9. **ASK ONLY IF GROUP 4** How many people in your household are over the age of 18?

1 person	CONTINUE
More than 1 person	CONTINUE

10. **ASK ALL GROUPS** Which of the following categories best describes your total household income in 2021?

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 **THANK AND END**

IF MORE THAN 1 PERSON IN HOUSEHOLD & <\$80,000 = GROUP 4

IF ONLY 1 PERSON IN HOUSEHOLD & <\$40,000 = GROUP 4

11. ASK ALL GROUPS Which of the following best describes the industry/sector in which you are currently employed?

- Accommodation and Food Services
- Administrative and Support, Waste Management and Remediation Services
- Agriculture, Forestry, Fishing and Hunting
- Arts, Entertainment and Recreation
- Automotive **CONTINUE TO 11.A IF GROUP 1**
- Construction
- Educational Services
- Finance and Insurance
- Health Care
- Social Assistance
- Information and Cultural Industries
- Management of Companies and Enterprises
- Manufacturing
- Mining, Quarrying, and Oil and Gas Extraction
- Other Services (except Public Administration)
- Professional, Scientific and Technical Services
- Public Administration
- Real Estate and Rental and Leasing
- Retail Trade
- Transportation and Warehousing
- Utilities
- Wholesale Trade
- Unemployed
- Full Time Student
- Retired
- Other, please specify: _____

CONTINUE FOR ALL (EXCEPTION FOR GROUP 1 WHICH CONTINUES TO 11.A).

ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT FOR WITH EXCEPTION OF GROUP 1 WHERE AT LEAST 2 OR 3 SHOULD BE WORKING IN THE AUTOMOTIVE SECTOR. OTHERWISE, NO MORE THAN TWO PER SECTOR. NO INTERNATIONAL STUDENTS.

11a. ASK ONLY IF GROUP 1 You mentioned you work in the automotive sector. Can you tell me more about where you work and what you do? **(OPEN-END) SKEW TOWARDS THOSE IN NON-MANAGEMENT ROLES.**

12. [DO NOT ASK] Gender RECORD BY OBSERVATION.

Male	CONTINUE
Female	CONTINUE

ENSURE A GOOD MIX BY GENDER IN EACH GROUP WHERE APPLICABLE.

- 13. ASK ALL GROUPS WITH EXCEPTION OF GROUP 5** Which of the following racial or cultural groups best describes you? (multi-select)

White/Caucasian
 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
 Indigenous
 Other (specify)

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

ENSURE A GOOD MIX.

- 14.** 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.”*

- 15.** 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**

- 16.** 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 EITHER.**

Participant has high-speed access to the Internet

Participant has a computer/webcam

- 17.** 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**

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

1-2 **THANK AND END**

3-5 **CONTINUE**

19. 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.

20. Have you ever attended a focus group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

Yes **CONTINUE**

No **SKIP TO Q.21**

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

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

More than 6 months ago **CONTINUE**

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

0-4 groups **CONTINUE**

5 or more groups **THANK AND END**

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

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

ADDITIONAL RECRUITING CRITERIA

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

24. 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 **THANK AND END**

ENSURE A GOOD MIX.

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

Yes

No **THANK AND END**

INVITATION

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

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

Would you be willing to attend?

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

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

Name:

Telephone Number:

E-mail Address:

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

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

You may be required to view some material during the course of the discussion. If you require glasses to do so, please be sure to have them handy at the time of the group. Also, you will need a 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 – février 2023
Groupes en français**

Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (HAE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
6	16 février	18 h-20 h	FR	Québec	Propriétaires de maisons	M. Proulx
8	22 février	18 h-20 h	FR	Grande région de Montréal (GRM) – Québec	Travailleurs du secteur technologique	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

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

Une société d'études de marché

CONCLURE

REMERCIER ET

Une agence de commercialisation, de marque ou de publicité

CONCLURE

REMERCIER ET

Un magazine ou un journal

CONCLURE

REMERCIER ET

Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial

CONCLURE

REMERCIER ET

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

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

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

7. Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous parlez toujours couramment aujourd’hui?

- 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**

8. Dans quelle ville habitez-vous?

LIEU	VILLES	
Québec	<p>Ces villes peuvent notamment comprendre :</p> <p>Grandes villes = Population 100 000+ <u>Pour les grandes villes</u> : Montréal, Gatineau, Québec City, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière.</p> <p>Taille moyenne = Population 50 000-99 999 <u>Pour les villes de taille moyenne</u> : Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe.</p> <p>Petites villes = Population > 49 999 <u>Pour les petites villes</u> : Saint-Georges, Val-d’Or, Sept-Îles, Varennes, Alma.</p>	CONTINUER – GROUPE 6

	ESSAYER DE RECRUTER AU MOINS DEUX RÉSIDENTS DANS CHAQUE CATÉGORIE DE VILLE (EN FONCTION DE LA TAILLE DE LA POPULATION). PAS PLUS D'UN PARTICIPANT PAR VILLE. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA PROVINCE. RECRUTER DES RÉSIDENTS DE GRANDES ET DE PETITES COLLECTIVITÉS.	
Grande région de Montréal	Les villes peuvent notamment comprendre : Montréal, Laval, Longueuil, Terrebonne, Brossard, Saint-Jérôme, Blainville, Mirabel, Dollard-des-Ormeaux. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION. PAS PLUS DE DEUX PARTICIPANTS PAR VILLE.	CONTINUER – GROUPE 8
Autre lieu		REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre		REMERCIER ET CONCLURE

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

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

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

9. **DEMANDER SEULEMENT POUR LE GROUPE 6** Êtes-vous actuellement propriétaire ou locataire de votre résidence principale ?

Propriétaire **CONTINUER – GROUPE 6**

Locataire **REMERCIER ET CONCLURE**

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

10. **DEMANDER SEULEMENT POUR LE GROUPE 8** Travaillez-vous actuellement dans le secteur technologique, ou avez-vous travaillé dans ce secteur au cours de la dernière année ?

Oui, travaille actuellement dans ce secteur POSER LA Q.6 – GROUPE 8
Oui, a travaillé dans ce secteur au cours de la dernière année POSER LA Q.7 – GROUPE 8
Non REMERCIER ET CONCLURE
COMPTER UNE PROPORTION PLUS IMPORTANTE DES RÉPONDANTS QUI TRAVAILLENT
ACTUELLEMENT DANS LE SECTEUR TECHNOLOGIQUE.

11. **DEMANDER SEULEMENT POUR LE GROUPE 8** Êtes-vous employé(e) dans le secteur technologique à temps plein ou à temps partiel ?

Temps plein CONTINUER – GROUPE 8
 Temps partiel CONTINUER – GROUPE 8
RÉPONSE SPONTANÉE : Autre REMERCIER ET CONCLURE
COMPTER UNE PROPORTION PLUS IMPORTANTE DES RÉPONDANTS QUI TRAVAILLENT À TEMPS PLEIN.

12. **DEMANDER SEULEMENT POUR LE GROUPE 8** Lorsque vous étiez employé(e) dans le secteur de la technologie, étiez-vous employé(e) à temps plein ou à temps partiel ?

Temps plein CONTINUER – GROUPE 8
 Temps partiel CONTINUER – GROUPE 8
RÉPONSE SPONTANÉE : Autre REMERCIER ET CONCLURE

13. **DEMANDER SEULEMENT POUR LE GROUPE 6** Parmi les choix suivants, lequel décrit le mieux le secteur d'activité dans lequel vous travaillez ?

Administrations publiques
 Agriculture, foresterie, pêche et chasse
 Arts, spectacle et loisirs
 Autres services, sauf les administrations publiques
 Commerce de détail
 Commerce de gros
 Construction
 Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz
 Fabrication
 Finance et assurances
 Gestion de sociétés et d'entreprises
 Hébergement et services de restauration
 Industrie de l'information et industrie culturelle
 Industrie de la technologie
 Services administratifs, services de soutien, services de gestion des déchets et services d'assainissement
 Services d'enseignement
 Services immobiliers et services de location et de location à bail
 Services professionnels, scientifiques et techniques
 Services publics
 Soins de santé et assistance sociale
 Transport et entreposage

Sans emploi

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

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

Autre situation ou autre secteur; veuillez préciser : _____

CONTINUER POUR TOUS LES RÉPONDANTS.

GROUPE 6 – ASSURER UNE BONNE REPRÉSENTATION DES TYPES D'EMPLOI. PAS PLUS DE DEUX RÉPONDANTS PAR SECTEUR D'ACTIVITÉ.

14. 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	ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE. LE GROUPE 8 PEUT COMPTER UNE PROPORTION PLUS IMPORTANTE DES RÉPONDANTS JEUNES.
25 à 29	
30 à 39	
40 à 54	
55 ans ou plus	
RÉPONSE SPONTANÉE Je préfère ne pas répondre	REMERCIER ET CONCLURE

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

Homme

Femme

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

16. 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.* ».

17. 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**

18. 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

19. 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**

20. 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**

21. 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.

22. 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.21**

23. 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**

24. 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**

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

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

CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES

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

26. Lequel ou lesquels des groupes raciaux ou culturels suivants vous décrivent le mieux? (Plusieurs choix possibles)

Blanc
Sud-asiatique (p. ex., indien, pakistanais, sri-lankais)
Chinois
Noir
Latino-américain
Philippin
Arabe
Asiatique du sud-est (p. ex., vietnamien, cambodgien, thaïlandais)
Coréen ou japonais
Autochtone
Autre groupe racial ou culturel (préciser)

RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

27. 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.

28. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2021 – 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.

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

Oui

Non **REMERCIER ET CONCLURE**

INVITATION

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

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

Est-ce que vous accepteriez de participer?

Oui	CONTINUER
Non	REMERCIER ET CONCLURE

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

Nom :

Numéro de téléphone :

Adresse courriel :

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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

English Moderator's Guide

MASTER MODERATOR'S GUIDE

February 2023

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 Southwestern Ontario Prospective EV Buyers, Ontario Frequent Healthcare Users, Calgary Edmonton Homeowners, Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class, South Asian Diaspora Interior British Columbia and Metro Vancouver, Quebec Homeowners, Atlantic Canada Frequent Healthcare Users, Working in Technology Sector Greater Montreal Area Quebec, General Population Yukon

- What have you seen, read, or heard about the Government of Canada in the last few days?
 - Southwestern Ontario Prospective EV Buyers, Ontario Frequent Healthcare Users, Working in Technology Sector Greater Montreal Area Quebec Do you remember where you heard this news?
 - Atlantic Canada Frequent Healthcare Users Where did you see/read/hear this?
- Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class, South Asian Diaspora Interior British Columbia and Metro Vancouver, Quebec Homeowners, General Population Yukon Have any of you seen, read, or heard anything about “unidentified objects” in North American airspace?
 - Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class, South Asian Diaspora Interior British Columbia and Metro Vancouver What have you heard?
 - Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class, South Asian Diaspora Interior British Columbia and Metro Vancouver What are your reactions to it?
- Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class, South Asian Diaspora Interior British Columbia and Metro Vancouver Have you seen, read, or heard anything about negotiations between the federal and provincial governments on funding for healthcare?

- Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class, South Asian Diaspora Interior British Columbia and Metro Vancouver What have you heard?
- Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class, South Asian Diaspora Interior British Columbia and Metro Vancouver What are your reactions to it?
- Working in Technology Sector Greater Montreal Area Quebec What, if anything, have you seen, read, or heard about asylum seekers entering Quebec at Roxham Road?
 - Working in Technology Sector Greater Montreal Area Quebec IF AWARE: What is causing this issue? How do you feel the Government of Canada is handling the situation?

PERFORMANCE AND PRIORITIES (30 minutes) Southwestern Ontario Prospective EV Buyers, Ontario Frequent Healthcare Users, Calgary Edmonton Homeowners, South Asian Diaspora Interior British Columbia and Metro Vancouver, Quebec Homeowners

- What does the Government of Canada do well?
 - Southwestern Ontario Prospective EV Buyers What about when it comes to managing issues around the environment and climate change? Would you say that the federal government is generally on the right track or wrong track?
 - Southwestern Ontario Prospective EV Buyers What are some examples of work the Government of Canada has done to deal with the environment and climate change?
 - Southwestern Ontario Prospective EV Buyers What about when it comes to managing issues in the economy? Would you say that the Government of Canada is generally on the right track or wrong track?
 - Southwestern Ontario Prospective EV Buyers What are some examples of work the federal government has done to deal with the economy?
 - Southwestern Ontario Prospective EV Buyers What about when it comes to supporting the automotive industry? Would you say that the Government of Canada is generally on the right track or wrong track?
 - Southwestern Ontario Prospective EV Buyers What are some examples of work the federal government has done to support the automotive industry?
 - Calgary Edmonton Homeowners What about when it comes to managing the economy and creating jobs?
 - Calgary Edmonton Homeowners What about when it comes to dealing with climate change?
 - Calgary Edmonton Homeowners Are there opportunities to create new jobs while dealing with climate change?

- In today's world, are there threats to Canada's Arctic sovereignty and security in the North? What are they?
 - Is Arctic sovereignty something you're very concerned about, somewhat concerned about, or not very concerned about? Why?

- **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class, South Asian Diaspora Interior British Columbia and Metro Vancouver** What about when it comes to [supporting Canadians through the rising costs of living/immigration]? Would you say that the Government of Canada is generally on the right track or wrong track [when it comes to immigration? Why?
 - **South Asian Diaspora Interior British Columbia and Metro Vancouver** How would you describe the current state of the immigration system in Canada?
 - **South Asian Diaspora Interior British Columbia and Metro Vancouver** What would you like to see from the Government of Canada on immigration moving forward?

- **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** What are examples of things that have become less affordable in your day-to-day life?
 - **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle-Class** PROMPT AS NEEDED: What about when it comes to groceries or gas?
 - **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** Have you changed any of your day-to-day habits in response to the rising cost of living?

- **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** What do you think is causing prices to go up?
 - **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** Is the rising cost of living more related to things happening at home in Canada, on a global scale, or both?
 - **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** As far as you know, does climate change have an impact on the price of groceries?

- **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** What can the Government of Canada do about :
 - **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** Inflation?
 - **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** The impact of the rising cost of living on Canadians?

- **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** Are you aware of anything the Government of Canada is doing to address inflation?

- **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** Are you aware of any Government of Canada policies, programs, services, or benefits that are designed to support Canadians struggling with the rising cost of living?
 - **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** If yes, what have you seen, read, or heard?

Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class I'm going to show you a list of current measures that the Government of Canada is offering or is planning to offer to support those struggling with the rising the cost of living.

Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class **SHOW ON SCREEN:**

- **Indexing benefits to inflation:** Benefits like the Canada Child Benefit, the Canada Pension Plan, Old Age Security, and the Guaranteed Income Supplement are all indexed to increase with the increased cost of living.
- **Child care:** Working with the provinces and territories to offer universal early learning and child care to Canadian families for \$10 a day.
- **Dental care:** Providing dental care to uninsured Canadians with a family income of less than \$90,000 annually, starting with children under 12 this year.
- **The Canada Workers Benefit:** A refundable tax credit that gives low-income workers up to \$1,395 back for single individuals and up to \$2,400 back for families.
- **The Canada Housing Benefit:** A one-time tax-free payment of \$500 to qualifying Canadians who are struggling with the cost of rent.
- **The Climate Action Incentive Payments:** In the provinces where the federal price on pollution applies, 90% of the fuel charge is returned directly to residents of those provinces through the CAIP. A family of four will receive \$832 in Manitoba and \$1,101 in Saskatchewan in Climate Action Incentive payments for the 2022-2023 fuel charge year.

Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class **POLL:** Now I'd like you to select the ones you feel are the most important. You can select up to 3; if you don't think any are important, then don't select any.

- Indexing benefits to inflation
- Child care
- Dental care
- Doubling the GST tax credit for six months

- The Canada Workers Benefit
- The Canada Housing Benefit
- The Climate Action Incentive Payments

Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle-Class *MODERATOR TO GO THROUGH SELECTIONS*

- **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** Why did you choose this option? What impact do you think this measure would have?
- **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** Overall, what are your thoughts to this list of measures?
 - **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** Was there anything you weren't previously aware of?
 - **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** Would you consider these all to be important affordability measures? Why/why not?
 - **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** Do you have any questions when it comes to any of these programs?
- **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** Is there anything in this section that the Government of Canada should not be doing?
- **Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class** What else, if anything, do you feel the Government of Canada should be doing to address the cost of living?
- **South Asian Diaspora Interior British Columbia and Metro Vancouver** What about the economy? Would you say the Government of Canada is generally on the right track or wrong track when it comes to the economy? Why?
- **Quebec Homeowners, Working in Technology Sector Greater Montreal Area Quebec** When it comes to protecting and promoting [the French language/Canada's official languages (French and English)], would you say that the Government of Canada is generally on the right track or wrong track?
- **Quebec Homeowners, Working in Technology Sector Greater Montreal Area Quebec** If at all, what are some examples of things you've seen, read or heard about work the Government of Canada is doing to promote the [French language in Canada/official languages]?

- **General Population Yukon** What about when it comes to gun control? How do you think the Government of Canada is doing to control firearms in Canada?
 - Have you seen, read, or heard anything in the news about what the Government of Canada is doing to control firearms? What have you heard?
 - IF YES: Are they doing enough, too much, or not enough?
 - Is there anything else they should be doing?
- **South Asian Diaspora Interior British Columbia and Metro Vancouver, Quebec Homeowners, General Population Yukon** [In light of the Government of Canada's upcoming federal budget,] what do you think the next federal budget should focus on? Why?

COMMUNITY CHALLENGES/LOCAL INDUSTRIES (30 minutes) **General Population Yukon**

Now I'd like to focus on your local community...

- What important issues facing your community do you think the Government of Canada should focus on?
- What are the most important sectors and industries for your local community?
- Which sectors and industries in your region do you feel need the most help?

NOTE TO MODERATOR: For two or three major sectors named, probe if the Government of Canada has done anything to support these sectors. What else can the Government of Canada do to support these sectors?

- Which sectors and industries would you like to see the Government of Canada prioritize?
- Is food security an area of concern for your community? What makes you say that?
 - What about labour shortages?
- Has the Government of Canada done anything recently to support these issues in your community? What have they done?

CLARIFY: Recently, the Government of Canada announced an investment of more than \$1.1 million to support five community infrastructure projects across the Yukon in order to help strengthen local

economies. These investments include White River First Nation Outdoor Community Gathering Space, Pine Lake Trail Accessibility upgrades, Yukon theatre refurbishment, community centre upgrades, and outdoor venue infrastructure at the Guild Hall Theatre.

What are your initial thoughts on these initiatives?

Healthcare Ontario Frequent Healthcare Users, Quebec Homeowners, Atlantic Canada Frequent Healthcare Users, General Population Yukon

- How would you describe the healthcare system in Canada today?
 - Ontario Frequent Healthcare Users What, if anything, are the positive aspects of Canada's healthcare system?
 - Ontario Frequent Healthcare Users What, if anything, are the biggest issues with Canada's healthcare system?
- Would you say that when it comes to Canada's healthcare system, major changes are needed, only minor changes are need, or no changes are needed at all?
 - IF CHANGES NEEDED: What are the changes needed? Who is responsible for making those changes?
- General Population Yukon How would you describe your experiences accessing health care services?
- General Population Yukon When you need health care, are you typically able to access it in your local community, or do you have to travel outside your community?
- General Population Yukon How do you think the quality of the health care system in your area compares to other regions or provinces in Canada? Is it better, worse or the same?
- General Population Yukon Has your experience accessing healthcare services changed over the past several years?
 - General Population Yukon IF YES: What caused it to change? How do you know?
- General Population Yukon Looking ahead, do you expect the healthcare system in Canada to improve, stay the same, or get worse? Why?
 - General Population Yukon What would need to happen for the healthcare system in your community to improve?

- **General Population Yukon** What role does the Government of Canada have in health care?
 - **General Population Yukon** In your opinion, does the federal government understand the healthcare issues you're most worried about? Why/why not?

- **General Population Yukon** What work, if any, has the federal government ever done to address issues in health care?

- Would you say that the Government of Canada is generally on the right track or wrong track when it comes to healthcare? Why?
 - IF WRONG TRACK: What would you need to see from the federal government for them to get on the right track?

- What recent news have you seen, read, or heard about the Government of Canada's work on healthcare?
 - PROBE: Have you heard anything about negotiations between the federal and provincial governments on funding for healthcare?
 - What have you heard?

SHOW ON SCREEN

As you may have heard, [yesterday/last week/two weeks ago\recently] the Prime Minister met with provincial and territorial premiers to discuss funding for healthcare.

At this meeting, the federal government announced [that it will be increasing healthcare funding to the provinces and territories/ a health care investment of \$196.1 billion over the next 10 years, including \$46.2 billion in new money for provinces and territories to improve health care]. This [new] funding includes an immediate top-up of \$2 billion to the existing amount of money the federal government sends to provinces and territories [through the Canada Health Transfer], as well as a guarantee to increase that funding by 5% over the next five years.

The federal government is also committing \$25 billion over the next 10 years to make deals with individual provinces and territories to help fund family health services, mental health and substance use services, reduce health worker shortages and backlogs in the system, and modernize the healthcare system. In order to get this funding, the federal government is asking provinces and territories to develop a plan describing how money will be spent and how progress on improving the system will be measured. The federal government is also asking the provinces and territories to make

it easier for health professionals educated abroad [or in other provinces] to have their credentials recognized.

Quebec Homeowners, Atlantic Canada Frequent Healthcare Users, General Population Yukon DO NOT SHOW, MODERATOR TO CLARIFY IF NEEDED: The Canada Health Transfer is the federal government's cash transfer to the provinces and territories that provides long term funding for health care.

- What's your reaction to this announcement?
- Do you think what the federal government is proposing will have a major, minor or no impact on the quality of healthcare in Canada? Why?
- Would you say you support the Government of Canada's healthcare plans, oppose them, or neither? Why?
 - What if this funding adds to the federal government's budget deficit? Would that change how you feel?
 - What if this additional funding means the federal government has less money to spend on other services?

ELECTRIC VEHICLES (EVs) (60 minutes) Southwestern Ontario Prospective EV Buyers

I understand that everyone in this group may be looking to purchase or lease a new electric vehicle (EV).

- What are your main reasons for wanting to purchase or lease an EV?
 - Do you currently own or have you ever owned an EV?
- What, if anything, are the biggest barriers to you purchasing an EV?
 - IF NOT MENTIONED: What about costs?
 - IF NOT MENTIONED: What about charging infrastructure?
- How important, if at all, is it that the EV you buy or the parts within it are made in Canada?
- Has anyone seen, read, or heard anything about the Government of Canada investing in EV manufacturing in Southwest Ontario or elsewhere? If yes, what have you heard?

The Government of Canada has done a number of things to support the development of the zero-emission vehicle (ZEV) industry in Canada, including investing in manufacturing, encouraging companies to build-up EV supply chains, offering incentives to Canadians to buy EVs, and investing in charging station infrastructure across Canada. In Southwestern Ontario, some of these investments include:

SHOW ON SCREEN:

- Obtaining advanced manufacturing equipment and technologies to expand the steel industry in Windsor;
 - Funding for new advanced manufacturing and robotics equipment in Tecumseh;
 - Funding for the modernization of assembly plants in Windsor and Brampton;
 - Retooling plants (such as Honda) to make hybrid-electric vehicles in Alliston;
 - Funding for the modernization of assembly plants in Windsor and Brampton;
 - Investments in Toyota's Cambridge and Woodstock plants to become Toyota's largest hybrid vehicle production in North America; and
 - Investments in General Motor's (GM's) CAMI assembly plant, opening as Canada's first full-scale EV plant to build BrightDrop fully electric delivery vans in Ingersoll.
-
- Has anyone heard of any of these investments/projects?
 - What is your impression of the kinds of investments the Government of Canada is making, based on this information?

CLARIFY AS NECESSARY: A ZEV is a vehicle that has the potential to produce no tailpipe emissions. They can still have a conventional internal combustion engine, but they are also able to operate without using it. Examples of ZEVs include battery-electric, plug-in hybrid electric and hydrogen fuel cell vehicles. So essentially, an electric vehicle is a type of ZEV; hydrogen fuel cell is another type of ZEV.

- Should the Government of Canada be investing in EV manufacturing in Canada? Why/why not?
- What impacts, if any, will investing in EV manufacturing have in Canada?
 - What about in your community?
 - What about for you and your family?
- In your opinion, what impact will investing in the ZEV industry have on Canada's future?
 - IF NOT MENTIONED: What about economic impacts? What about environmental impacts?

- Are those impacts positive or negative?
- Earlier we spoke briefly about the automotive industry, now thinking specifically about supporting EV manufacturing within the broader automotive industry, do you feel the Government of Canada is generally on the right track or wrong track? Why?
- Have any of you seen, read, or heard anything about the Government of Canada's plan to mandate that 100% of personal vehicles sold be zero-emission vehicles by 2035?
 - What have you heard?
 - How do you feel about this?
 - Is that realistic?
 - What would need to happen to meet that goal?

ENERGY OUTLOOK (25 minutes) Calgary Edmonton Homeowners

- How important, if at all, is the oil and gas sector to Alberta's economy?
- How would you describe the current state of the oil and gas sector in Alberta?
- How important, if at all, is it for the Albertan economy to diversify beyond oil and gas? Why?
 - Which sectors will be the most important to the future Albertan economy?
 - IF NOT MENTIONED: What about the clean energy sector? How much will the future of Alberta's economy depend on developing its clean energy sector?
 - Do you think developing the clean energy sector will have a positive impact, a negative impact, or no impact on someone like you? What about on workers in Alberta?
 - EXPLAIN AS NEEDED: The clean energy sector could include various renewable energy sources like solar energy, wind energy, hydro energy, hydrogen fuel, or technologies like those that capture and store carbon.
- Has anyone heard the term "sustainable jobs" before? What does it mean?
- What comes to mind when you think about sustainable jobs in the clean energy sector?
 - Do you think the creation of sustainable jobs in the clean energy sector would benefit the Albertan economy? What about you and your family? Why/why not?

- What, or who, do you think is driving the development of the clean energy sector in Alberta?

HOUSING (15 minutes) Quebec Homeowners

When we asked you to come in today, each of you said that you were homeowners...

- When it comes to home ownership, what would you say are your biggest challenges?
- Overall, how affordable is home ownership for you personally? Has owning your home become more affordable, less affordable, or has it stayed about the same?
 - What about when it comes to your mortgage payments? Have your payments gone up, gone down, or have they stayed about the same?
 - What about your home insurance premiums?
 - What about your utility costs?
 - ASK FOR EACH, IF GONE UP : What impact did this have on your household budget?
- To the best of your knowledge, what can cause changes in home insurance premiums?
- What about the price of electricity?

HOME ENERGY RETROFITS AND RENOVATIONS (15 minutes) Calgary Edmonton Homeowners, Quebec Homeowners

- By show of hands, how many of you have recently or are currently renovating your home or making home improvements?
 - How many of you are considering renovating your home or making home improvements in the future?
 - IF YES TO EITHER: What are the main reasons for renovating your home or making home improvements, or for considering doing so?
- Are any of you planning to do things like change or update your home heating or cooling system, or installing a smart thermostat?
 - IF YES: Why are you interested in making these changes?
- ASK EVERYONE: What are some reasons you might consider making changes like these to your home?

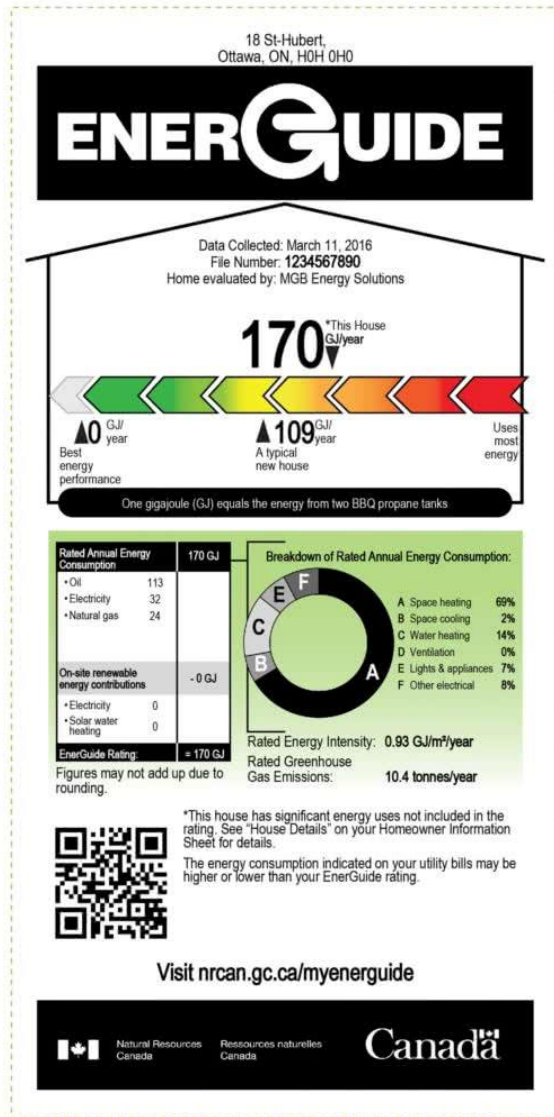
- PROMPT: Would anyone do it to reduce your expenses, such as your monthly utility or home energy bill?
- PROMPT: Would anyone do it to improve your property value?
- PROMPT: Would anyone do it primarily because of environmental considerations, like reducing carbon emissions from your home?

HOME ENERGY LABELLING (30 minutes) Calgary Edmonton Homeowners, Quebec Homeowners

- How much do you know, if anything, about your home's energy use? For example, do you think you know a lot or a little about this topic?
 - IF KNOWLEDGEABLE: How/where do you gain this information?
 - IF NOT KNOWLEDGEABLE: Are you interested in knowing about your home's energy use?
- What type of information, if any, about your home's energy use are you interested in?
- Have you ever heard of Canada's EnerGuide home energy label?
 - FOR THOSE WHO HAVE HEARD: Where did you hear about it?
- Do you know if you have an EnerGuide label for your home?
 - IF YOU HAVE A LABEL: Why did you get one?
 - What was your experience like getting one?

SHOW ON SCREEN:

I'm going to show you an example of Canada's EnerGuide home energy label.




- Imagine you received something like this for your home. What do you understand from it? What information is it trying to tell you?
 - Are there any parts of this label that are confusing or hard to understand?

When you get the home EnerGuide label, it tells you the energy use of your home, and it also gives you customized retrofit recommendations about how to decrease your home's energy use. I'm going to show you an example.

SHOW ON SCREEN:


YOUR ENERGY EFFICIENCY ROADMAP

Your energy advisor has prioritized your recommended upgrades based on the potential energy savings, the life expectancy of your home components, the interactions between systems, your potential renovation plans and the costs to perform the upgrades.



1. Insulate attic	2. Perform air sealing	3. Upgrade windows	4. Upgrade doors	<i>More details on next pages</i>
[Save 10 GJ/year]	[Save 1 GJ/year]	[Save 1 GJ/year]	[Save 0 GJ/year]	

A customized plan to improve the energy efficiency of your home is found below:




1. Insulate attic

- Increase the insulation value of your attic (Ceiling) by RSI 9.14 (R-51.9).

This upgrade could reduce the energy consumption of your house by 10 gigajoules per year.

Did you know?
Ceilings account for 12 percent of the estimated annual heat loss of your house.



2. Perform air sealing

- Improve the airtightness of your house by 10% to achieve 5.29 air change(s) per hour at 50 pascals.

This upgrade could reduce the energy consumption of your house by 1 gigajoules per year.

Did you know?
Air leakage accounts for 21 percent of the estimated annual heat loss of your house.



3. Upgrade windows

- Replace 9 windows with ENERGY STAR certified models.
- This upgrade could reduce the energy consumption of your house by 1 gigajoules per year.

Did you know?
Windows account for 16 percent of the estimated annual heat loss of your house.

- If you were to receive recommendations like these, would you consider taking actions to decrease the energy use of your home?
 - What might affect your decision to complete these actions or not?
 - Do you feel you have sufficient information on how to take these actions?
- If you were to buy a house, how important or unimportant would it be to see the home energy label for the home you're considering buying at the time of sale?
 - Would knowing about the energy use of the home affect your decision to buy the home? What makes you say that?
 - What information, if any, about the energy use of the home would you like to know before buying the home?

PRAIRIESCAN KNOWLEDGE/AWARENESS (15 minutes) Calgary Edmonton Homeowners

- By show of hands:
 - How many of you are business owners?
 - Do you use social media in the function of your job?
 - How many of you have jobs at the management or executive levels where you would be involved in seeking economic and/or funding support for your business or organization?
 - Do you use social media in the function of your job?

ASK OTHER PARTICIPANTS:

- And do any of you use social media in the function of your job?

FOR THOSE WHO USE SOCIAL MEDIA IN THE FUNCTION OF THEIR JOB:

- Which social channels do you use in relation to your job?
 - PROMPT AS NEEDED: Twitter, LinkedIn, Facebook, Instagram, others?

- Where would you expect to find resources for business funding and support?
 - PROMPT AS NEEDED: Online websites, social media, advertisements, other?
- What companies or organizations come to mind when you think of funding, economic development and expanded support for businesses?
 - Why did these names come to mind?
 - PROMPT AS NEEDED: For example, did you recently see a commercial, ad or post on social media?
- By show of hands, has anyone heard of PrairiesCan, sometimes referred to as Prairies Canada?
- What do you think PrairiesCan does?

ASK IF ANY BUSINESS OWNERS/MANAGERS/EXECUTIVES:

For those of you who indicated earlier that you are business owners, or have jobs at the management or executive levels where you would be involved in seeking economic and/or funding support, would you consider Prairies Canada for economic support and/or funding? What makes you say that?

CARBON PRICING (30 minutes) Atlantic Canada Frequent Healthcare Users

- What, if anything, have you read, seen, or heard about carbon pricing in Canada?
- As far as you know, is there a price on carbon in your province?
- Have you heard the term, "climate action incentive"?
- Whether or not you've heard of it, what does it mean to you?

SHOW ON SCREEN

In 2016, the Government of Canada announced a plan to ensure a price on carbon pollution across the country, giving each province and territory the flexibility to either develop a system that works for their circumstances, provided it meets the federal standard, or use a standardized federal system.

There are two parts to carbon pricing – a fuel charge and a system for industry. Nine provinces and territories either have chosen to use the federal system as a whole or in part, or proposed a provincial system that did not meet the federal standard so have had the federal system imposed.

These provinces and territories include: Newfoundland and Labrador, PEI, Nova Scotia, Ontario, Manitoba, Saskatchewan, Alberta, Yukon, and Nunavut. This list will expand as of July 2023 to include Newfoundland and Labrador, Nova Scotia, and Prince Edward Island (PEI).

New Brunswick, which previously had a fully provincial pollution pricing system, recently announced that it wants to adopt the federal system for their fuel charge, while maintaining a provincial system for industry. Currently there's no set timeline for this change.

- What are your reactions when you hear this?

DO NOT SHOW, MODERATOR TO CLARIFY IF NEEDED: All proceeds collected from the federal system in a province stay in that province – using Newfoundland as an example - 90% of proceeds are returned directly to residents in the form of the Climate Action Incentive Payment, with a family of four receiving about \$1,312 each year. The other 10 per cent will be used to support small businesses and Indigenous groups.

- Does this approach seem fair? Does it seem affordable?
- Do you think it will have a major, minor or no impact on climate change?
- Thinking again about the Climate Action Incentive Payment - how would you expect the Government of Canada to deliver this payment?
- Based on what you now know, if you had to explain carbon pricing in Canada to a friend, what would you tell them?

IF NOT MENTIONED: And how would you describe the Climate action incentive?

BUDGET 2023 (15 minutes) Rural Prairies (Saskatchewan, Manitoba) Lower-Income and Middle Class, Atlantic Canada Frequent Healthcare Users

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

- What do you expect the next federal budget will focus on?
- What do you think the next federal budget should focus on?
- Thinking back to previous years, do you remember anything that the federal government announced in past budgets?
 - ONLY IF SILENT: Any investments, themes, priorities, anything from any past budgets that you can remember?

INDO-PACIFIC STRATEGY (25 minutes) South Asian Diaspora Interior British Columbia and Metro Vancouver

- When it comes to managing international relations, especially those in Asia, would you say the Government of Canada is generally on the right track or wrong track? Why?
- Have you seen, read, or heard anything recently about the Government of Canada strengthening ties with Indo-Pacific nations?
 - IF YES: What have you heard?

PROMPT AS NEEDED: The Indo-Pacific region comprise of 40 countries, including India, Pakistan, Bangladesh, China, and many other South Asian, East Asian, and Southeast Asian nations.

SHOW ON SCREEN:

The Government of Canada will enhance engagement with the Indo-Pacific region through Canada's Indo-Pacific Strategy. The Indo-Pacific Strategy focuses on the following objectives:

- Strengthening Canada's role as a reliable and engaged partner to the Indo-Pacific;
- Ensuring resilience, peace, and security;
- Expanding trade, investment, and supply chain resilience;
- Investing in and connecting people; and
- Building a sustainable and green future.
- What are your reactions to hearing these objectives?
 - How important, if at all, is enhancing engagement with the Indo-Pacific region?
 - What impacts, if any, will this have in British Columbia?
 - IF NOT MENTIONED: What about for expanding trade, investment, and supply chain resilience?

- What would you like to see from the Government of Canada when it comes to managing relations with Indo-Pacific nations (like India, Pakistan, Bangladesh, and China)?

OPIOIDS (25 minutes) South Asian Diaspora Interior British Columbia and Metro Vancouver

- Would you say that opioid addiction is a major issue, a minor issue, or not an issue at all in your community?
 - ASK TO THOSE IN VANCOUVER: What about throughout Vancouver?
- What, if anything, has the Government of Canada done to address opioid addiction in British Columbia?
- How do you feel about the Government of Canada granting an exemption to the Controlled Drugs and Substances Act to remove criminal penalties for possession of up to 2.5 grams of certain illegal drugs in British Columbia? Do you support or oppose a measure like this one? Why do you say that?
 - What impacts, if any, will this have?
 - Will this change have an impact on crime in Vancouver? Why do you feel this way?
- How do you feel about diverting people who are arrested for possession of illicit drugs to drug treatment centres instead of being sent to jail? Would you support or oppose a measure like this one? Why do you say that?

What impacts, if any, will this have? Would such a change have an impact on crime? Why do you feel this way?

COMMUNITY SAFETY (15 minutes) Working in Technology Sector Greater Montreal Area Quebec

- Do you feel that your community is safe? Why/Why not?
 - Are you concerned about gun violence in your community? Why/why not?
- As far as you can tell, has there been an increase, decrease, or no change in the level of crime in your community? What about in the Greater Montreal Area?
 - IF INCREASE: Is there anything you feel the federal government should do to respond to the level of crime in your community?

TECHNOLOGY SECTOR (35 minutes) Working in Technology Sector Greater Montreal Area Quebec

Now I'd like to shift a bit to talk about the technology sector. When we invited you to participate in tonight's focus group, you had indicated that you worked in the technology sector. Is this still true for most of you?

- Would you say that the Government of Canada is generally on the right track or wrong track when it comes to supporting the tech sector? Why?
 - If at all, what are some examples of things you've seen, read or heard about work the Government of Canada is doing to support the tech sector in Canada?
- Since the onset of the COVID-19 pandemic, how has working in your industry changed?
- Has inflation impacted the industry you work in? How so?
 - How has it impacted you as a worker in your industry, if at all?
- What are the biggest challenges facing workers in your industry?
 - What about layoffs?
 - Has this impacted you personally?
- What actions could the Government of Canada take, if any, to mitigate the impacts of tech companies currently downsizing?
- What is the federal government doing to offer supports to workers in your industry?
 - What has the federal government ever done to support workers in your industry?
- Have you seen, read, or heard anything about the new Canada Innovation Corporation (CIC)?

SHOW ON SCREEN:

In creating the Canada Innovation Corporation (CIC), the Government of Canada is establishing a new Crown corporation to drive Canadian business investment in research and development (R&D) and foster economic growth. The CIC will help Canadian businesses across all sectors and regions to innovate, commercialize, grow, and create good jobs in a changing global economy. The CIC will deliver funding and advisory services that will encourage more Canadian firms to initiate and scale R&D activities in Canada for the purpose of producing new and improved, globally competitive products, processes, and services. Using best practices established by similar agencies around the world, the CIC will be an operationally independent, outcome-driven organization that will work with the private sector to provide targeted support to new and established Canadian firms. The CIC will

administer financial support in the form of grants and contributions and funding will range from roughly \$50,000 to \$5 million per project, depending on the project proposals.

- What are your initial reactions to this?

Do you think it has potential to help those in the technology sector?

CONCLUSION (10 minutes) All Locations

- Before we close, is there anything else you would like to say to the federal government? It can be an additional point related to anything we discussed today or it could be something you think is important but wasn't discussed.

French Moderator's Guide

GUIDE DU MODÉRATEUR — Février 2023 DOCUMENT MAÎTRE

INTRODUCTION 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 (15 minutes) Acheteurs potentiels de VE du Sud-Ouest de l'Ontario, utilisateurs fréquents des soins de santé de l'Ontario, propriétaires d'habitation de Calgary et d'Edmonton, résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver, propriétaires d'habitation du Québec, utilisateurs fréquents du système de santé du Canada atlantique, travailleurs du secteur technologique de la région du Grand Montréal (Québec), population en général du Yukon

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours ?
 - Acheteurs potentiels de VE du Sud-Ouest de l'Ontario, utilisateurs fréquents des soins de santé de l'Ontario, travailleurs du secteur technologique de la région du Grand Montréal (Québec) Vous souvenez-vous où vous avez entendu cette nouvelle ?
 - Utilisateurs fréquents des soins de santé du Canada atlantique Où avez-vous vu, lu ou entendu cela ?
- Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver, propriétaires d'habitation du Québec, population en général du Yukon Y en a-t-il parmi vous qui avez vu, lu ou entendu quoi que ce soit au sujet des « objets non identifiés » dans l'espace aérien nord-américain ?
 - Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver Qu'avez-vous entendu ?

- Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver Quelles sont vos réactions à cela ?
- Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver Avez-vous vu, lu ou entendu quelque chose au sujet de négociations entre le gouvernement fédéral et les gouvernements provinciaux sur le financement des soins de santé ?
 - Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver Qu'avez-vous entendu ?
 - Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver Quelles sont vos réactions à cela ?
- Travailleurs du secteur technologique de la région du Grand Montréal (Québec) Qu'avez-vous vu, lu ou entendu, le cas échéant, au sujet des demandeurs d'asile qui entrent au Québec par le chemin Roxham ?
 - Travailleurs du secteur technologique de la région du Grand Montréal (Québec) Qu'avez-vous vu, lu ou entendu, le cas échéant, au sujet des demandeurs d'asile qui entrent au Québec par le chemin Roxham ?

PERFORMANCE ET PRIORITÉS (30 minutes) Acheteurs potentiels de VE du Sud-Ouest de l'Ontario, utilisateurs fréquents des soins de santé de l'Ontario, propriétaires d'habitation de Calgary et d'Edmonton, diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver, propriétaires d'habitation du Québec

- Qu'est-ce que le gouvernement du Canada fait de bien ?
 - Acheteurs potentiels de VE du Sud-Ouest de l'Ontario Qu'en est-il lorsqu'il s'agit de gérer des enjeux liés à l'environnement et le changement climatique ? Diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie ?
 - Acheteurs potentiels de VE du Sud-Ouest de l'Ontario Quels sont des exemples du travail effectué par le gouvernement du Canada pour traiter de

l'environnement et du changement climatique ?

- **Acheteurs potentiels de VE du Sud-Ouest de l'Ontario** Qu'en est-il lorsqu'il s'agit de gérer des enjeux liés à l'économie ? Diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie ?
 - **Acheteurs potentiels de VE du Sud-Ouest de l'Ontario** Quels sont des exemples du travail effectué par le gouvernement fédéral pour traiter de l'économie ?
- **Acheteurs potentiels de VE du Sud-Ouest de l'Ontario** Qu'en est-il lorsqu'il s'agit de soutenir l'industrie automobile ? Diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie ?
 - **Acheteurs potentiels de VE du Sud-Ouest de l'Ontario** Quels sont des exemples du travail effectué par le gouvernement fédéral pour soutenir l'industrie automobile ?
- **Propriétaires d'habitation de Calgary et d'Edmonton** Qu'en est-il lorsqu'il s'agit de gérer l'économie et de créer des emplois ?
- **Propriétaires d'habitation de Calgary et d'Edmonton** Qu'en est-il lorsqu'il s'agit de traiter du changement climatique ?
 - **Propriétaires d'habitation de Calgary et d'Edmonton** Existe-t-il des possibilités de créer de nouveaux emplois tout en s'attaquant au changement climatique ?
 - **Propriétaires d'habitation de Calgary et d'Edmonton** Si OUI : Quelles sont ces possibilités ? Le gouvernement du Canada devra-t-il encourager et soutenir ces possibilités ?
- **Acheteurs potentiels de VE du Sud-Ouest de l'Ontario, utilisateurs fréquents des soins de santé de l'Ontario, résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver, utilisateurs fréquents des soins de santé du Canada atlantique, travailleurs du secteur technologique de la région du Grand Montréal (Québec), population en général du Yukon** Qu'est-ce que le gouvernement fédéral doit améliorer ?
- **Acheteurs potentiels de VE du Sud-Ouest de l'Ontario, utilisateurs fréquents des soins de santé de l'Ontario, résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver** À votre avis, quels sont les principaux enjeux auxquels le gouvernement fédéral devrait accorder la priorité ?

- Acheteurs potentiels de VE du Sud-Ouest de l'Ontario, utilisateurs fréquents des soins de santé de l'Ontario SI CE N'EST PAS MENTIONNÉ : Qu'en est-il [du coût de la vie/des soins de santé] ?
- Ces enjeux ont-ils été prioritaires pour le gouvernement fédéral ? Pourquoi ou pourquoi pas ? Pourquoi ou pourquoi pas ?
 - Acheteurs potentiels de VE du Sud-Ouest de l'Ontario, résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver SI CE N'EST PAS PRIORITAIRE : Qu'aimeriez-vous voir de la part du gouvernement du Canada en lien avec cet enjeu ?
 - Acheteurs potentiels de VE du Sud-Ouest de l'Ontario, résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver SI PRIORITAIRE : Quelles nouvelles avez-vous vues, lues ou entendues concernant le travail du gouvernement du Canada sur la gestion de ces enjeux ?
- Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver, propriétaires d'habitation du Québec, population en général du Yukon Qu'en est-il lorsqu'il s'agit des enjeux reliés à la sécurité nationale ? Diriez-vous que le gouvernement du Canada est généralement sur la bonne voie ou la mauvaise voie ?
 - Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver, propriétaires d'habitation du Québec Quels sont des exemples du travail fait par le [gouvernement du Canada/gouvernement fédéral] pour soutenir la sécurité nationale et la sécurité de la population canadienne ?
 - Population en général du Yukon Qu'en est-il de la souveraineté dans l'Arctique ? Que pensez-vous de leur gestion de la souveraineté et de la sécurité dans l'Arctique ?
 - Dans le monde d'aujourd'hui, existe-t-il des menaces pour la souveraineté et la sécurité du Canada dans l'Arctique ? Quelles sont-elles ?
 - La souveraineté dans l'Arctique vous préoccupe-t-elle beaucoup, assez ou pas du tout ? Pourquoi ?

- **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba), diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver** Qu'en est-il lorsqu'il s'agit [de soutenir les Canadiens face à la hausse du coût de la vie/d'immigration] ? Diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie [lorsqu'il s'agit d'immigration] ? Pourquoi ?
 - **Diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver** Comment décririez-vous l'état actuel du système d'immigration au Canada ?
 - **Diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver** Qu'aimeriez-vous désormais voir de la part du gouvernement du Canada en matière d'immigration ?

- **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba)** Pouvez-vous me donner des exemples de choses qui sont devenues moins abordables dans votre vie de tous les jours ?
 - **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba)** DEMANDER AU BESOIN : Qu'en est-il des épiceries et de l'essence ?
 - **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba)** Avez-vous modifié certaines de vos habitudes quotidiennes en réaction à l'augmentation du coût de la vie ?

- **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba)** À votre avis, qu'est-ce qui provoque l'augmentation des prix ?
 - **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba)** La hausse du coût de la vie est-elle davantage liée à ce qui se passe ici au Canada, à ce qui se passe à l'échelle mondiale, ou aux deux ?
 - **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba)** A votre connaissance, le changement climatique a-t-il un impact sur le prix de l'épicerie ?

- **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba)** Que peut faire le gouvernement du Canada face à :
 - **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Sakatchewan et Manitoba)** L'inflation ?

- Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba) L'impact de la hausse du coût de la vie sur les Canadiens ?
- Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba) Êtes-vous au courant de quoi que ce soit que fait le gouvernement en réponse à l'inflation ?
- Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba) Êtes-vous au courant de politiques, de programmes, de services ou de prestations du gouvernement du Canada qui visent à soutenir les Canadiens qui éprouvent des difficultés face à l'augmentation du coût de la vie ?
 - Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba) Si oui, qu'avez-vous vu, lu ou entendu ?

Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba) Je vais vous montrer une liste de mesures actuelles que le gouvernement du Canada propose ou envisage de proposer en vue de soutenir les personnes qui éprouvent des difficultés face à l'augmentation du coût de la vie.

Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba) AFFICHER À L'ÉCRAN :

- **Indexer les prestations en fonction de l'inflation** : Des prestations comme l'Allocation canadienne pour enfants, le Régime de pensions du Canada, la Sécurité de la vieillesse et le Supplément de revenu garanti sont toutes indexées de manière à augmenter selon la hausse du coût de la vie.
- **Services de garde d'enfants abordables** : Travailler avec les provinces et les territoires pour offrir aux familles canadiennes des services universels d'apprentissage et de garde des jeunes enfants pour 10 \$ par jour.
- **Soins dentaires** : Fournir des soins dentaires aux Canadiens non assurés dont le revenu familial s'élève à moins de 90 000 \$ par année, à commencer cette année par les enfants de moins de 12 ans.
- **Doubler le crédit d'impôt pour la TPS pendant six mois** : Doubler le crédit d'impôt trimestriel pour la TPS, de sorte que les Canadiens célibataires recevront jusqu'à 234 \$ supplémentaires et les couples avec enfants pourront compter sur 467 \$ de plus.
- **L'Allocation canadienne pour les travailleurs** : Un crédit d'impôt remboursable qui permet aux travailleurs à faible revenu de récupérer jusqu'à 1 395 \$ pour les personnes seules et jusqu'à 2 400 \$ pour les familles.

- **L'Allocation canadienne pour le logement** : Un paiement unique de 500 \$ libre d'impôt aux Canadiens admissibles qui ont de la difficulté à payer leur loyer.
- **L'Incitatif à agir pour le climat** : Dans les provinces où s'applique le système fédéral de la tarification de pollution, 90 % des produits de la redevance sur les combustibles sont retournés directement aux résidents de ces provinces sous forme de PIAC. Une famille moyenne de quatre personnes recevra 832 \$ au Manitoba et 1 101 \$ en Saskatchewan en paiements de l'Incitatif à agir pour le climat pour l'application de la redevance sur les combustibles durant l'exercice 2022–2023.

Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba) SONDAGE : Maintenant, j'aimerais que vous choisissiez celles qui vous semblent les plus importantes. Vous pouvez en choisir jusqu'à trois ; n'en sélectionnez pas si vous pensez qu'aucune n'est importante.

- Indexer les prestations en fonction de l'inflation
- Services de garde d'enfants abordables
- Soins dentaires
- Doubler le crédit d'impôt pour la TPS pendant six mois
- L'Allocation canadienne pour les travailleurs
- L'Allocation canadienne pour le logement
- L'Incitatif à agir pour le climat

Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba) *LE MODÉRATEUR PASSERA EN REVUE LES CHOIX*

- **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba)** Pourquoi avez-vous choisi cette option ? Quel serait, selon vous, l'impact de cette mesure ?
- **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba)** Dans l'ensemble, que pensez-vous de cette liste de mesures ?
 - **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba)** Y a-t-il quelque chose dont vous n'étiez pas au courant auparavant ?
 - **Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba)** Considérez-vous l'ensemble de celles-ci comme étant d'importantes mesures d'abordabilité ? Pourquoi ou pourquoi pas ?

- Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba) Avez-vous de quelconques questions concernant l'un ou l'autre de ces programmes ?
- Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba) Y a-t-il quelque chose dans cette section que le gouvernement du Canada ne devrait pas faire ?
- Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba) Selon vous, qu'est-ce que le gouvernement du Canada devrait faire d'autre, le cas échéant, pour s'attaquer au coût de la vie ?
- Diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver Qu'en est-il de l'économie ? Diriez-vous que le gouvernement du Canada est généralement sur la bonne voie ou sur la mauvaise voie pour ce qui est de l'économie ? Pourquoi ?
- Propriétaires d'habitation du Québec, travailleurs du secteur technologique de la région du Grand Montréal (Québec) En ce qui concerne la protection et la promotion [de la langue française/des langues officielles du Canada (le français et l'anglais)], diriez-vous que le gouvernement du Canada est généralement sur la bonne voie ou la mauvaise voie ?
- Propriétaires d'habitation du Québec, travailleurs du secteur technologique de la région du Grand Montréal (Québec) Le cas échéant, quels sont des exemples que vous avez vus, lus ou entendus sur le travail que fait le gouvernement du Canada pour promouvoir [la langue française au Canada/les langues officielles] ?
- Population en général du Yukon Qu'en est-il lorsqu'il s'agit du contrôle des armes à feu ? Comment évaluez-vous le gouvernement du Canada pour ce qui est du contrôle des armes à feu au Canada ?
 - Avez-vous vu, lu ou entendu quelque chose dans les nouvelles sur ce que fait le gouvernement du Canada pour contrôler les armes à feu ? Qu'avez-vous entendu ?
 - SI OUI : En fait-il assez, trop ou pas assez ?
 - Y a-t-il autre chose qu'il devrait faire ?
- Diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver, Propriétaires d'habitation du Québec, population en général du Yukon [À la

lumière du prochain budget fédéral du gouvernement du Canada,] Compte tenu du prochain budget fédéral du gouvernement du Canada, selon vous, sur quoi devrait-il se concentrer ? Pourquoi ?

DÉFIS DES COLLECTIVITÉS/INDUSTRIES LOCALES (30 minutes) Population en général du Yukon

Maintenant, je voudrais qu'on se concentre sur votre collectivité locale...

- Quels sont les enjeux importants auxquels votre collectivité est confrontée et sur lesquels, selon vous, le gouvernement du Canada devrait se concentrer ?
- Quels sont les plus importants secteurs d'activités et industries pour votre communauté locale ?
- Quels sont les secteurs d'activités et les industries de votre région qui, selon vous, ont le plus besoin d'aide ?

NOTE AU MODÉRATEUR : Pour deux ou trois des secteurs importants cités, demander si le gouvernement du Canada a fait quoi que ce soit pour soutenir ce secteur. Qu'est-ce que le gouvernement du Canada devrait faire de plus pour soutenir ces secteurs ?

- Quels sont les secteurs et les industries auxquels vous souhaiteriez que le gouvernement du Canada accorde une priorité ?
- La sécurité alimentaire est-elle un sujet de préoccupation pour votre collectivité ? Qu'est-ce qui vous fait dire cela ?
 - Qu'en est-il des pénuries de main-d'œuvre ?
- Le gouvernement du Canada a-t-il fait quelque chose récemment pour soutenir ces enjeux dans votre collectivité ? Qu'a-t-il fait ?

ÉCLAIRCISSEMENT : Le gouvernement du Canada a récemment annoncé un investissement de plus de 1,1 million de dollars pour soutenir cinq projets d'infrastructure communautaire au Yukon en vue de renforcer les économies locales. Ces investissements comprennent l'Espace de rassemblement communautaire extérieur de la Première Nation de White River, des améliorations à l'accessibilité au sentier du lac Pine, la Remise à neuf du théâtre du Yukon, la Modernisation du centre communautaire, et l'infrastructure d'un lieu de présentation extérieur au théâtre Guild Hall.

- Quelles sont vos premières impressions concernant ces initiatives ?

SOINS DE SANTÉ (25 minutes) Utilisateurs fréquents des soins de santé de l'Ontario, propriétaires d'habitation du Québec, utilisateurs fréquents des soins de santé du Canada atlantique, population en général du Yukon

- Comment décririez-vous le système de soins de santé au Canada d'aujourd'hui ?
 - Utilisateurs fréquents des soins de santé de l'Ontario Quels sont, le cas échéant, les aspects positifs du système de soins de santé du Canada ?
 - Utilisateurs fréquents des soins de santé de l'Ontario Quels sont, le cas échéant, les principaux enjeux liés au système de soins de santé du Canada ?
- Lorsqu'il s'agit du système de santé, diriez-vous que celui-ci nécessite des changements majeurs, des changements mineurs ou peu à pas de changements ?
 - SI DES CHANGEMENTS SONT NÉCESSAIRES : Quels sont les changements nécessaires ? Qui est responsable pour effectuer ces changements ?
- Population en général du Yukon Comment décririez-vous votre expérience de l'accès aux services de santé ?
- Population en général du Yukon Lorsque vous avez besoin de soins, êtes-vous habituellement en mesure d'y accéder dans votre collectivité ou êtes-vous obligés de vous déplacer ?
- Population en général du Yukon Selon vous, la qualité du système de santé dans votre région se compare-t-elle à celle qu'on retrouve dans d'autres régions ou provinces du pays ? Est-elle meilleure, pire ou la même ?
- Population en général du Yukon Votre expérience de l'accès aux services a-t-elle changé au cours des dernières années ?
 - Population en général du Yukon SI OUI : Quelle est la cause de ce changement ? Comment le savez-vous ?
- Population en général du Yukon Pour ce qui est de l'avenir, pensez-vous que le système de santé au Canada va s'améliorer, rester le même, ou se détériorer ? Pourquoi ?
 - Population en général du Yukon Qu'est-ce qui doit se produire pour que le système de santé s'améliore dans votre collectivité ?

- **Population en général du Yukon** Quel est le rôle du gouvernement du Canada dans le secteur de la santé ?
 - **Population en général du Yukon** À votre avis, le gouvernement fédéral comprend-il les enjeux en matière de santé qui vous inquiètent le plus ? Pourquoi/Pourquoi pas ?
- **Population en général du Yukon** Le cas échéant, quel travail le gouvernement fédéral a-t-il déjà accompli afin de régler des problèmes dans le domaine des soins de santé ?
- Diriez-vous que le gouvernement du Canada est généralement sur la bonne voie ou la mauvaise voie lorsqu'il s'agit du système de santé ? Pourquoi ?
 - SI LE GOUVERNEMENT EST SUR LA MAUVAISE VOIE : Qu'auriez-vous besoin de voir de la part du gouvernement fédéral pour qu'il se mette sur la bonne voie ?
- Qu'avez-vous vu, lu ou entendu au sujet du travail que fait le gouvernement du Canada sur le système de santé ?
 - SONDER : Avez-vous entendu quelque chose au sujet des négociations entre le gouvernement fédéral et les gouvernements provinciaux concernant le soutien financier des systèmes de santé ?
 - Qu'avez-vous entendu ?

AFFICHER À L'ÉCRAN

Comme vous l'avez probablement entendu [hier/la semaine dernière/il y a deux semaines/récemment], le premier ministre a rencontré avec les premiers ministres des provinces et des territoires afin de discuter le financement du système de santé.

À cette rencontre, le gouvernement fédéral a annoncé [qu'il augmentera le financement en santé destiné aux provinces et aux territoires/qu'il augmentera de 196,1 milliards de dollars sur 10 ans le financement en santé destiné aux provinces et aux territoires, ce qui comprendra 46,2 milliards de dollars en nouveau financement.] Ce [nouveau] financement comprend un supplément immédiat de 2 milliards de dollars qui sera ajouté au montant actuel [du Transfert canadien en matière de santé (TCS)] ainsi qu'une augmentation annuelle garantie du TCS à hauteur de 5 % pour les cinq prochaines années.

Le gouvernement fédéral va également investir 25 milliards sur 10 ans pour passer des accords avec les provinces et territoires individuels pour assister au financement des services de santé familiale, de santé mentale et de la toxicomanie, réduire les pénuries de main-d'œuvre et les arriérés, et moderniser le système de santé. Afin de recevoir ce financement, le gouvernement fédéral demande

aux provinces et aux territoires de développer des plans décrivant la façon dont les fonds seront dépensés et de quelle façon l'amélioration du système sera mesuré. Le gouvernement fédéral demande aussi que les provinces et les territoires simplifient les processus de reconnaissance des titres de compétences étrangers pour les professionnels de la santé formés à l'étranger [ou dans d'autres provinces].

Propriétaires d'habitation du Québec, utilisateurs fréquents des soins de santé du Canada atlantique, population en général du Yukon NE PAS AFFICHER, L'ÉCLAIRCISSEMENT AU BESOIN : Le Transfert canadien en matière de santé est le transfert de fonds aux provinces et aux territoires du gouvernement fédéral qui assure un financement prévisible à long terme pour les soins de santé.

- Quelle est votre réaction à cette annonce ?
- Pensez-vous que ce que le gouvernement du Canada propose aura un impact majeur, mineur ou aucun impact sur la qualité des soins de santé au Canada ? Pourquoi ?
- Diriez-vous que vous êtes favorable aux plans du gouvernement du Canada en matière de soins de santé, que vous vous y opposez ou que vous n'êtes ni l'un ni l'autre ? Pourquoi ?
 - Et si ce financement ajoute au déficit budgétaire du gouvernement fédéral ? Cela changerait-il vos sentiments ?
 - Et si ce financement supplémentaire veut dire que le gouvernement fédéral à moins de fonds d'attribuer à d'autres services ?

VÉHICULES ÉLECTRIQUES (VE) (60 minutes) Acheteurs potentiels de VE du Sud-Ouest de l'Ontario

De ce que je comprends, tout le monde dans ce groupe envisagerait la possibilité de s'acheter ou de faire la location d'un nouveau véhicule électrique (VE).

- Quelles sont les principales raisons pour lesquelles vous souhaitez faire l'achat ou la location d'un VE ?
 - Êtes-vous actuellement propriétaire d'un VE ou l'avez-vous déjà été ?
- Quels sont pour vous, le cas échéant, les principaux obstacles à l'achat d'un véhicule électrique ?
 - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il des coûts ?
 - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il des infrastructures de recharge ?

- Dans quelle mesure est-il important, le cas échéant, que le VE que vous achetez ou les pièces qu'il contient soient fabriqués au Canada ?
- Est-ce que quelqu'un a vu, lu ou entendu quoi que ce soit selon lequel le gouvernement fédéral investirait dans la fabrication de VE dans le Sud-Ouest de l'Ontario ou ailleurs ? Si oui, qu'avez-vous entendu ?

Le gouvernement du Canada a fait un certain nombre de choses pour soutenir le développement de l'industrie des véhicules zéro émission (VZE) au Canada, y compris investir dans la fabrication, encourager les entreprises à mettre en place des chaînes d'approvisionnement pour les VE, offrir des incitatifs aux Canadiens pour qu'ils achètent des VE, et investir dans l'infrastructure de bornes de recharge partout au Canada. Dans le Sud-Ouest de l'Ontario, certains de ces investissements comprennent les suivants :

AFFICHER À L'ÉCRAN :

- Se doter d'équipements et de technologies de fabrication de pointe nécessaires à l'expansion de l'industrie sidérurgique à Windsor ;
- Le financement de nouveaux équipements de fabrication et de robotique de pointe à Tecumseh ;
- Le financement de la modernisation d'usines d'assemblage à Windsor et à Brampton ;
- Le réoutillage d'usines (telles que Honda) pour construire des véhicules hybrides électriques à Alliston ;
- Des investissements dans les usines Toyota de Cambridge et de Woodstock, qui deviendront la plus grande production de véhicules hybrides de Toyota en Amérique du Nord ;
- Des investissements dans l'usine d'assemblage CAMI de General Motors (GM), qui deviendra la première usine de véhicules électriques à grande échelle au Canada et qui construira les fourgonnettes de livraison entièrement électriques BrightDrop à Ingersoll.
- Quelqu'un a-t-il entendu parler de l'un ou l'autre de ces investissements ou de ces projets ?
 - D'après ces informations, quelle est votre impression sur les types d'investissements réalisés par le gouvernement du Canada ?

ÉCLAIRCISSEMENT SI NÉCESSAIRE : 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. Des exemples de VZE incluent les véhicules électriques à batterie, les véhicules hybrides électriques rechargeables et les véhicules à pile à hydrogène. Donc, en gros, un véhicule électrique est un type de VZE ; un véhicule à pile à hydrogène est un autre type de VZE.

- Le gouvernement du Canada devrait-il investir dans la production de VE au Canada ? Pourquoi ou pourquoi pas ?
- Quels seront, le cas échéant, les impacts d'investir dans la production de VE au Canada ?
 - Qu'en est-il dans votre collectivité ?
 - Qu'en est-il pour vous et votre famille ?
- À votre avis, quel sera l'impact d'investir dans l'industrie des VZE sur l'avenir du Canada ?
 - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il des impacts économiques ? Qu'en est-il des impacts environnementaux ?
 - Serait-ce des impacts positifs ou négatifs ?
 - Plus tôt, nous avons brièvement parlé de l'industrie automobile. Maintenant, en ce qui concerne spécifiquement soutenir la production de VE dans le cadre plus large de l'industrie automobile, pensez-vous que le gouvernement du Canada est généralement sur la bonne voie ou sur la mauvaise voie ? Pourquoi ?
- Est-ce que l'un d'entre vous a vu, lu ou entendu quelque chose au sujet du plan du gouvernement du Canada visant à exiger que 100 % des véhicules personnels vendus soient des véhicules zéro émission d'ici à 2035 ?
 - Qu'avez-vous entendu ?
 - Que pensez-vous de cela ?
 - Est-ce réaliste ?
 - Qu'est-ce qui serait nécessaire pour atteindre cet objectif ?

PERSPECTIVES ÉNERGÉTIQUES (25 minutes) Propriétaires d'habitation de Calgary et d'Edmonton

- Dans quelle mesure le secteur pétrolier et gazier est-il important pour l'économie de l'Alberta ?
- Comment décririez-vous l'état actuel du secteur pétrolier et gazier en Alberta ?
- Dans quelle mesure est-il important ou pas que l'économie albertaine se diversifie et dépende moins du pétrole et du gaz ? Pourquoi ?
 - Quels secteurs seront les plus importants pour l'avenir de l'économie albertaine ?

- SI CELA N’A PAS ÉTÉ MENTIONNÉ : Qu’en est-il du secteur de l’énergie propre ? Dans quelle mesure l’avenir de l’économie de l’Alberta dépendra-t-il du développement de son secteur de l’énergie propre ?
 - Pensez-vous que le développement du secteur de l’énergie propre aura un impact positif, un impact négatif ou aucun impact sur une personne comme vous ? Qu’en est-il pour les travailleurs de l’Alberta ?
 - EXPLIQUER AU BESOIN : Le secteur de l’énergie propre pourrait comprendre diverses sources d’énergies renouvelables, telles que l’énergie solaire, l’énergie éolienne, l’hydroélectricité, le combustible à base d’hydrogène, ou des technologies de captage et de stockage du carbone.
- Est-ce que quelqu’un a déjà entendu l’expression « emplois durables » ? Qu’est-ce que cela signifie ?
 - Qu’est-ce qui vous vient à l’esprit lorsque vous pensez aux emplois durables dans le secteur de l’énergie propre ?
 - Pensez-vous que la création d’emplois durables dans le secteur de l’énergie propre serait bénéfique pour l’économie albertaine ? Qu’en est-il pour vous et votre famille ? Pourquoi ou pourquoi pas ?
 - Qui ou quoi, selon vous, est le moteur du développement du secteur de l’énergie propre en Alberta ?

LOGEMENT (15 minutes) Propriétaires d’habitation du Québec

Lorsque nous vous avons invité à participer aujourd’hui, vous avez indiqué que vous êtes propriétaires...

- Lorsqu’il s’agit de l’accession à la propriété, quels sont, selon vous, les principaux défis à relever ?
- Globalement, dans quelle mesure l’accession à la propriété est-elle abordable pour vous personnellement ? Être propriétaire de votre logement est-il devenu plus abordable, moins abordable ou est-il resté le même ?
 - Et lorsqu’il s’agit de vos paiements hypothécaires ? Vos paiements ont-ils augmenté, diminué ou sont-ils restés à peu près les mêmes ?
 - Qu’en est-il de vos primes d’assurance habitation ?
 - Qu’en est-il de vos coûts

- des services ?
 - DEMANDER POUR CHACUN, S'IL A AUGMENTÉ : Quel impact cela a-t-il eu sur le budget de votre ménage ?
- Autant que vous sachez, qu'est-ce qui peut provoquer des changements dans les primes d'assurance habitation ?
- Qu'en est-il des coûts d'électricité ?

RÉNOVATIONS ET AMÉLIORATIONS ÉNERGÉTIQUES DES MAISONS (15 minutes) Propriétaires d'habitation de Calgary et d'Edmonton, propriétaires d'habitation du Québec

- À main levée, combien d'entre vous ont récemment rénové ou sont actuellement en train de rénover leur maison ou d'y apporter des améliorations ?
 - Combien d'entre vous envisagent de rénover leur maison ou d'y apporter des améliorations à l'avenir ?
 - SI OUI À L'UNE DES DEUX : Quelles sont les raisons principales de rénover votre maison ou d'y apporter des améliorations, ou d'envisager de le faire ?
- Y a-t-il parmi vous certaines personnes qui envisagent de changer ou de mettre à jour leur système de chauffage ou de climatisation, ou d'installer un thermostat intelligent ?
 - SI OUI : Pourquoi souhaitez-vous apporter ces changements ?
- DEMANDER À TOUT LE MONDE : Quelles sont quelques raisons pour lesquelles vous pourriez envisager d'apporter ces types de changements à votre maison ?
 - SONDER : Le feriez-vous pour réduire vos dépenses, telles que votre facture mensuelle de services publics ou d'électricité domestique ?
 - SONDER : Le feriez-vous pour améliorer la valeur de votre propriété ?
 - SONDER : Le feriez-vous principalement pour des considérations environnementales, comme la réduction des émissions de carbone de votre ménage ?

L'ÉTIQUETAGE ÉNERGÉTIQUE (30 minutes) Propriétaires d'habitation de Calgary et d'Edmonton, propriétaires d'habitation du Québec

- Que savez-vous, le cas échéant, de la consommation d'énergie de votre maison ? Par exemple, pensez-vous en savoir beaucoup ou peu sur ce sujet ?
 - SI ON LE SAIT : Comment obtenez-vous ou où obtenez-vous cette information ?

- SI L'ON NE LE SAIT PAS : Souhaitez-vous connaître la consommation d'énergie de votre maison ?

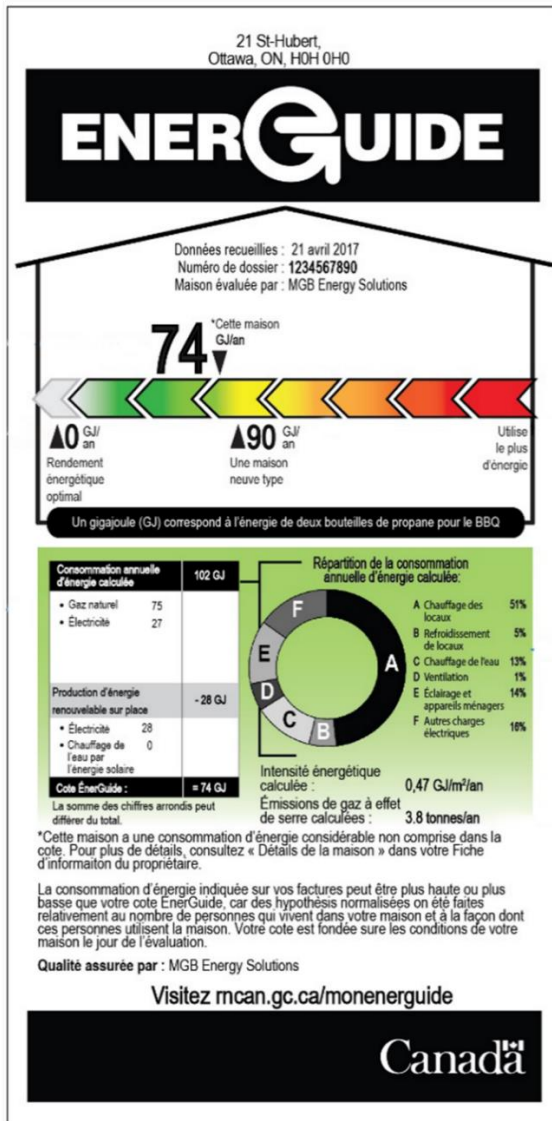
- Quel type d'information, le cas échéant, sur la consommation d'énergie de votre maison vous intéresse ?

- Avez-vous déjà entendu de l'étiquette d'énergie canadienne ÉnerGuide ?
 - POUR CEUX ET CELLES QUI AVAIENT ENTENDU : Où en avez-vous entendu parler ?

- Savez-vous si vous avez une étiquette ÉnerGuide pour votre maison ?
 - SI VOUS AVEZ UNE ÉTIQUETTE : Pourquoi en avez-vous obtenu une ?
 - Comment décririez-vous votre expérience liée à son obtention ?

AFFICHER À L'ÉCRAN :

Je vais vous montrer un exemple de l'étiquette d'énergie domestique ÉnerGuide du Canada.



- Imaginez que vous ayez reçu quelque chose comme cela pour votre maison. Qu'est-ce que vous en comprenez ? Quelles informations essaie-t-il de vous communiquer ?
 - Y a-t-il des éléments de cette étiquette qui prêtent à confusion ou qui sont difficiles à comprendre ?

Lorsque vous recevez l'étiquette ÉnerGuide, elle vous indique la consommation d'énergie de votre maison, et vous donne aussi des recommandations de rénovations personnalisées sur comment réduire la consommation d'énergie domestique. Je vais vous montrer un exemple.

AFFICHER À L'ÉCRAN :

VOTRE FEUILLE DE ROUTE VERS L'EFFICACITÉ ÉNERGÉTIQUE

Votre conseiller en efficacité énergétique a priorisé vos améliorations recommandées en fonction des économies d'énergie potentielles, de la durée de vie des composants, des interactions entre les systèmes, de vos plans de rénovation potentiels et des coûts pour effectuer les améliorations.

1. Améliorez l'étanchéité à l'air [Épargnez 2 GJ/an]	2. Améliorez les portes [Épargnez 0 GJ/an]	3. Améliorez le système de chauffage de l'eau [Épargnez 9 GJ/an]	4. Améliorez le système de chauffage [Épargnez 32 GJ/an]	<i>Recommandations additionnelles aux pages suivantes</i>
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1. Améliorez l'étanchéité à l'air

- Améliorez l'étanchéité à l'air de votre maison de 10 % pour atteindre 4,25 renouvellement(s) d'air à l'heure à 50 pascals.

Cette amélioration pourrait réduire la consommation d'énergie de votre maison de 2 gigajoules par année.

Saviez-vous que?
Les fuites d'air représentent 14 pour cent des pertes de chaleur estimées de votre maison sur une base annuelle.

Conseils utiles
L'étanchéisation à l'air est l'une des mesures d'économie d'énergie les plus rentables. Elle est généralement mise en

2. Améliorez les portes

- Remplacez une porte par un modèle certifié ENERGY STAR.

Cette amélioration pourrait faire augmenter la consommation d'énergie de votre maison de 0 gigajoules par année.

Saviez-vous que?
Les portes représentent 1 pour cent des pertes de chaleur estimées de votre maison sur une base annuelle.

Conseils utiles
Les portes certifiées ENERGY STAR sont parmi les plus efficaces sur le marché. Si les portes comprennent un vitrage, envisagez les produits avec vitrage à faible émissivité et avec remplissage au gaz inerte.



3. Améliorez le système de chauffage de l'eau

- Installez un nouveau chauffe-eau électrique à thermopompe certifié ENERGY STAR ayant un facteur énergétique (FE) de 2,25.

Cette amélioration pourrait réduire la consommation d'énergie de votre maison de 9 gigajoules par année.

Saviez-vous que?

Le chauffage de l'eau représente 14 pour cent de la consommation d'énergie annuelle estimée de votre maison.

Conseils utiles

Le rendement énergétique des chauffe-eau alimentés au carburant est exprimé en facteur énergétique (FE), facteur énergétique uniforme (FEU) ou en efficacité thermique. Plus le nombre est élevé, plus le chauffe-eau est efficace. Le rendement énergétique des chauffe-eau électriques avec réservoir est exprimé en pertes thermiques en mode latente, mesurées en watts. Plus le nombre est faible, plus le chauffe-eau est efficace.

- Si vous receviez de telles recommandations, envisagez-vous de prendre des mesures pour réduire la consommation d'énergie de votre maison ?
 - Qu'est-ce qui pourrait influencer votre décision d'effectuer ces mesures ou pas ?
 - Pensez-vous avoir d'information suffisante sur comment entreprendre ces mesures ?
- Si vous étiez en train d'acheter une maison, dans quelle mesure est-il important ou pas de voir l'étiquette énergétique de la maison que vous envisagez d'acquérir au moment de la vente ?
 - Savoir la consommation d'énergie de la maison influencerait-il sur votre décision d'acheter cette maison ? Qu'est-ce qui vous fait dire cela ?
 - Quelles informations, le cas échéant, concernant l'utilisation d'énergie de cette maison, aimeriez-vous savoir avant de l'acheter ?

CONNAISSANCE ET SENSIBILISATION À L'ÉGARD DE PRAIRIESCAN (15 minutes) Propriétaires d'habitation de Calgary et d'Edmonton

- À main levée :
 - Combien d'entre vous êtes propriétaires d'entreprise ?
 - Utilisez-vous les médias sociaux dans le cadre de votre travail ?
 - Combien d'entre vous occupent un poste de cadre ou de direction qui impliquent la recherche de soutiens économiques ou financiers pour votre entreprise ou votre organisation ?
 - Utilisez-vous les médias sociaux dans le cadre de votre travail ?

DEMANDER AUX AUTRES PARTICIPANT(E)S :

- Et parmi vous, y en a-t-il qui utilisent les médias sociaux dans le cadre de leur travail ?

POUR LES PERSONNES QUI UTILISENT LES MÉDIAS SOCIAUX DANS LE CADRE DE LEUR TRAVAIL :

- Quels réseaux sociaux utilisez-vous en lien avec votre travail ?
 - DEMANDER AU BESOIN : Twitter, LinkedIn, Facebook, Instagram, d'autres ?
- Où vous attendriez-vous à trouver des ressources pour le financement et le soutien aux entreprises ?
 - DEMANDER AU BESOIN : Sites Web en ligne, médias sociaux, publicités, autres ?
- Quelles sociétés ou organisations vous viennent à l'esprit lorsque vous pensez au financement, au développement économique et à un soutien accru aux entreprises ?
 - Pourquoi ces noms vous sont-ils venus à l'esprit ?
 - DEMANDER AU BESOIN : Par exemple, avez-vous récemment vu une annonce, une publicité ou une publication sur les médias sociaux ?
- À main levée, quelqu'un a-t-il entendu parler de PrairiesCan, parfois appelé Prairies Canada ?
- Selon vous, que fait PrairiesCan ?

S'IL Y A DES PROPRIÉTAIRES D'ENTREPRISE OU DES PERSONNES QUI OCCUPENT UN POSTE DE CADRE OU DE DIRECTION, DEMANDER :

Pour les personnes qui ont indiqué plus tôt qu'elles sont propriétaires d'entreprises ou qu'elles occupent un poste de cadre ou de direction qui implique la recherche de soutiens économiques ou financiers, envisageriez-vous de vous tourner vers Prairies Canada pour obtenir un soutien économique ou du financement ? Qu'est-ce qui vous fait dire cela ?

LA TARIFICATION DU CARBONE (30 minutes) Utilisateurs fréquents des soins de santé du Canada atlantique

- Qu'avez-vous lu, vu ou entendu, le cas échéant, au sujet de la tarification du carbone au Canada ?
- À votre connaissance, existe-t-il une tarification du carbone dans votre province ?
- Avez-vous déjà entendu le terme « incitatif à agir pour le climat » ?
- Que vous l'ayez déjà entendu ou non, que signifie-t-il pour vous ?

AFFICHER À L'ÉCRAN :

En 2016, le gouvernement du Canada a annoncé un plan visant à assurer la tarification de la pollution par le carbone dans l'ensemble du pays, en donnant à chaque province et territoire la souplesse nécessaire pour soit élaborer un système qui convient à leur situation, pour autant qu'il respecte la norme fédérale, soit adopter un système fédéral normalisé.

La tarification du carbone comprend deux parties — une redevance sur les combustibles et un système pour les industries. Neuf provinces et territoires ont soit choisi d'utiliser le système fédéral en tout ou en partie, ou bien ont proposé un système provincial qui n'était pas conforme à la norme fédérale et se sont donc vus imposer le système fédéral.

Ces provinces et territoires comprennent les suivants : Terre-Neuve-et-Labrador, Île-du-Prince-Édouard, Nouvelle-Écosse, Ontario, Manitoba, Saskatchewan, Alberta, Yukon, et Nunavut. Cette liste sera élargie à compter de juillet 2023 pour y inclure Terre-Neuve-et-Labrador, la Nouvelle-Écosse et l'Île-du-Prince-Édouard (Î.-P.-É.).

Le Nouveau-Brunswick, qui avait auparavant mis en place un système de tarification de la pollution entièrement provincial, a récemment annoncé qu'il souhaitait adopter le système fédéral pour sa redevance sur les combustibles, tout en conservant un système provincial pour les industries. Pour l'instant, il n'y a pas d'échéancier de fixé pour ce changement.

- Quelles sont vos réactions lorsque vous entendez cela ?

NE PAS AFFICHER, LE MODÉRATEUR ÉCLAIRCIRA AU BESOIN : Tous les produits perçus dans une province dans le cadre du système fédéral resteront dans cette province — prenant l'exemple de Terre-Neuve — 90 % des produits sont retournés directement aux résidents sous forme de Paiement de l'incitatif à agir pour le climat, une famille de quatre personnes se verrait recevoir environ 1 132 \$ par année. Les 10 % restants serviront à soutenir les petites entreprises et les groupes autochtones.

- Cette approche vous semble-t-elle juste ? Vous semble-t-elle abordable ?
- Pensez-vous que cela aura un impact majeur, un impact mineur ou pas d'impact du tout sur le changement climatique ?
- En pensant à nouveau au Paiement de l'incitatif à agir pour le climat, comment vous attendriez-vous à ce que le gouvernement du Canada verse ce paiement ?

- En fonction de ce que vous savez maintenant, si vous deviez expliquer la tarification du carbone au Canada à une connaissance, que lui diriez-vous ?
 - SI CE N'EST PAS MENTIONNÉ : Et comment lui décririez-vous l'incitatif à agir pour le climat ?

BUDGET 2023 (15 minutes) Résidents à faible revenu et de la classe moyenne des régions rurales des Prairies (Saskatchewan et Manitoba), utilisateurs fréquents des soins de santé du Canada atlantique

J'aimerais vous parler du prochain budget fédéral...

- Selon vous, sur quoi portera le prochain budget fédéral ?
- Sur quoi pensez-vous que le prochain budget fédéral devrait porter ?
- Si vous pensez aux années précédentes, vous souvenez-vous de quoi que ce soit qui fut annoncé par le gouvernement fédéral dans le cadre de budgets antérieurs ?
 - UNIQUEMENT DANS LE CAS D'UN SILENCE : Des investissements, des thèmes, des priorités, toute chose contenue dans un quelconque budget antérieur dont vous vous souvenez ?

STRATÉGIE POUR L'INDO-PACIFIQUE (25 minutes) Diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver

- En ce qui concerne la gestion des relations internationales, en particulier celles avec l'Asie, diriez-vous que le gouvernement du Canada est généralement sur la bonne voie ou sur la mauvaise voie ? Pourquoi ?
- Avez-vous vu, lu ou entendu quelque chose récemment au sujet du renforcement des liens entre le gouvernement du Canada et des pays de l'Indo-Pacifique ?
 - SI OUI : Qu'avez-vous entendu ?

MENTIONNER AU BESOIN : La région de l'Indo-Pacifique comprend 40 pays, dont l'Inde, le Pakistan, le Bangladesh, la Chine et de nombreux autres pays d'Asie du Sud, d'Asie de l'Est et d'Asie du Sud-Est.

AFFICHER À L'ÉCRAN :

Le gouvernement du Canada intensifiera son engagement à l'égard de la région indo-pacifique dans le cadre de la Stratégie du Canada pour l'Indo-Pacifique. La Stratégie pour l'Indo-Pacifique s'articulera autour des objectifs suivants :

- Renforcer le rôle du Canada en tant que partenaire fiable et engagé dans la région indo-pacifique ;
 - Assurer la résilience, la paix et la sécurité ;
 - Accroître le commerce, l'investissement et la résilience de la chaîne d'approvisionnement ;
 - Investir dans les gens et les rapprocher ;
 - Bâtir un avenir durable et vert.
-
- Quelles sont vos réactions après avoir entendu ces objectifs ?
 - Dans quelle mesure est-il important, le cas échéant, d'intensifier l'engagement à l'égard de la région de l'Indo-Pacifique ?
 - Quels impacts, le cas échéant, cela aura-t-il en Colombie-Britannique ?
 - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il pour ce qui est de l'accroissement des échanges commerciaux, des investissements et de la résilience des chaînes d'approvisionnement ?
-
- Que souhaiteriez-vous voir de la part du gouvernement du Canada en ce qui concerne la gestion des relations avec les pays de l'Indo-Pacifique (comme l'Inde, le Pakistan, le Bangladesh et la Chine) ?

OPIOÏDES (25 minutes) Diaspora sud-asiatique de l'Intérieur de la Colombie-Britannique et de la région métropolitaine de Vancouver

- Diriez-vous que la dépendance aux opioïdes est un problème important, un problème mineur ou un problème inexistant dans votre communauté ?
 - DEMANDER À CEUX ET CELLES DE VANCOUVER : Et qu'en est-il pour la ville de Vancouver ?
- Qu'a fait le gouvernement du Canada, le cas échéant, pour lutter contre la dépendance aux opioïdes en Colombie-Britannique ?
- Que pensez-vous de l'exemption accordée par le gouvernement du Canada en vertu de la *Loi réglementant certaines drogues et autres substances* pour décriminaliser la possession de

2,5 grammes ou moins de certaines drogues illégales en Colombie-Britannique ? Êtes-vous pour ou contre les mesures de ce genre ? Pourquoi dites-vous cela ?

- Le cas échéant, quelles conséquences cela aura-t-il ?
 - Ce changement aura-t-il un impact sur la criminalité à Vancouver ? Pourquoi êtes-vous de cet avis ?
- Que pensez-vous de la possibilité d'orienter les personnes arrêtées pour possession de drogues illicites vers des centres de désintoxication plutôt que de les envoyer en prison ? Seriez-vous pour ou contre les mesures de ce genre ? Pourquoi dites-vous cela ?
 - Le cas échéant, quelles conséquences cela aura-t-il ? Un tel changement aurait-il un impact sur la criminalité ? Pourquoi êtes-vous de cet avis ?

LA SÉCURITÉ COMMUNAUTAIRE (15 minutes) **Travailleurs du secteur technologique de la région du Grand Montréal (Québec)**

- Direz-vous que votre communauté est sécuritaire ? Pourquoi ou pourquoi pas ?
 - La violence armée dans votre communauté vous préoccupe-t-elle ? Pourquoi ou pourquoi pas ?
- D'après ce que vous savez, y a-t-il eu une augmentation, une diminution, ou n'y a-t-il eu aucun changement du niveau de crime dans votre communauté ? Qu'en est-il dans la région du Grand Montréal ?

S'IL Y A EU UNE AUGMENTATION : Y a-t-il quelque chose que, selon vous, le gouvernement fédéral devrait faire pour répondre au niveau de criminalité dans votre communauté ?

SECTEUR DE LA TECHNOLOGIE (35 minutes) **Travailleurs du secteur technologique de la région du Grand Montréal (Québec)**

J'aimerais maintenant changer un peu le sujet et parler du secteur de la technologie. Lorsque nous vous avons invités à participer au groupe de discussion ce soir, vous aviez indiqué que vous travailliez dans le secteur de la technologie. Est-ce que c'est toujours le cas pour la plupart d'entre vous ?

- Globalement, diriez-vous que le gouvernement du Canada est sur la bonne voie ou la mauvaise voie en ce qui concerne le secteur de la technologie ? Pourquoi ?
 - Quels sont des exemples de choses que vous avez vues, lues ou entendus, le cas échéant, concernant le travail que fait le gouvernement du Canada pour soutenir le secteur de la technologie au Canada ?

- Depuis le début de la pandémie COVID-19, comment le travail dans votre secteur a-t-il changé ?
- L'inflation a-t-elle eu un impact sur le secteur dans lequel vous travaillez ? Comment ?
 - Quel impact, le cas échéant, cela a-t-il eu sur vous en tant que travailleuse ou travailleur dans ce secteur ?
- Quels sont les plus grands défis auxquels sont confrontées les personnes qui travaillent dans votre secteur ?
 - Qu'en est-il des licenciements ?
 - Avez-vous été personnellement touché par ceci ?
- Quelles mesures le gouvernement du Canada pourrait-il prendre, le cas échéant, pour atténuer les impacts de la réduction actuelle des effectifs des entreprises technologiques ?
- Que fait le gouvernement du Canada pour offrir des soutiens aux personnes qui travaillent dans votre secteur ?
 - Qu'est-ce que le gouvernement fédéral a fait pour soutenir les personnes qui travaillent dans votre secteur ?
- Avez-vous vu, lu ou entendu quoique ce soit au sujet de la nouvelle Corporation d'innovation du Canada ?

AFFICHEZ À L'ÉCRAN :

En créant la Corporation d'innovation du Canada, le gouvernement du Canada établit une nouvelle société d'État dans le but de stimuler l'investissement des entreprises canadiennes en recherche et développement (R-D) et de favoriser la croissance économique. La CIC aidera les entreprises canadiennes de l'ensemble des secteurs et des régions à innover, à commercialiser leurs produits, à croître et à créer de bons emplois dans une économie mondiale en évolution. La CIC offrira du financement et des services consultatifs qui encourageront un plus grand nombre d'entreprises canadiennes à entreprendre des activités de R-D au Canada et à intensifier leurs efforts à cet égard, afin de mettre au point des produits, des procédés et des services nouveaux, améliorés et concurrentiels à l'échelle mondiale. En utilisant les meilleures pratiques établies par des agences similaires partout dans le monde, la CIC sera une organisation indépendante du gouvernement sur le plan opérationnel, axée sur les résultats, qui collaborera avec le secteur privé pour offrir un soutien ciblé aux entreprises canadiennes nouvelles et établies. La CIC administrera le soutien financier sous

forme de subventions et de contributions et le financement devrait varier d'environ 50 000 \$ à 5 millions de dollars par projet, selon les propositions de projet.

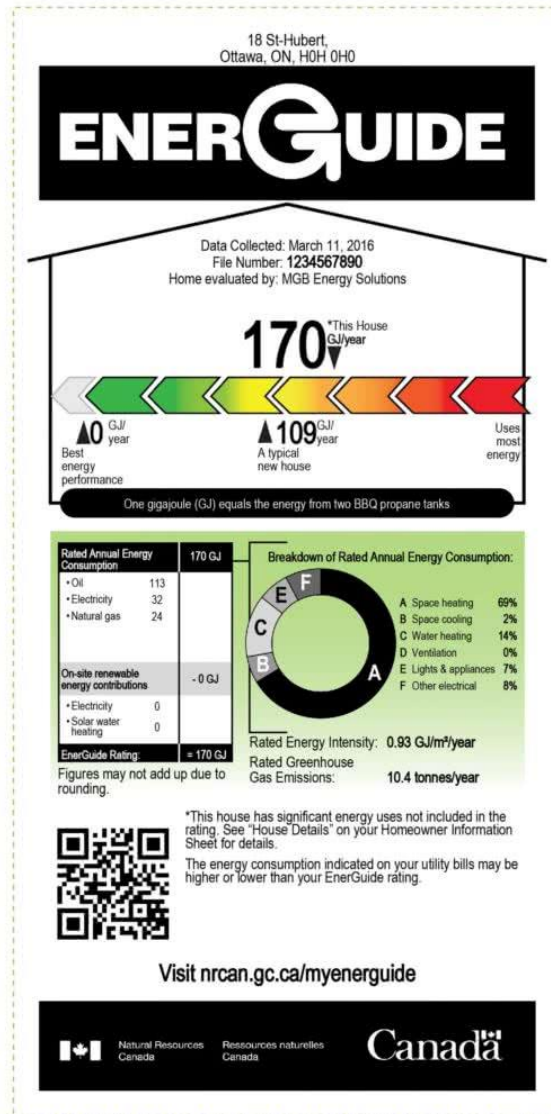
- Quelles sont vos premières réactions à cela ?
- Pensez-vous que ceci a le potentiel à aider ceux et celles dans le secteur de la technologie ?

CONCLUSION (5 minutes) Tous les lieux

- Avant de conclure, y a-t-il autre chose que vous souhaiteriez dire au gouvernement fédéral ? Il peut s'agir de précisions sur les sujets abordés aujourd'hui ou d'un sujet que vous jugez important, mais dont nous n'avons pas discuté.

Appendix C – Advertising Concepts

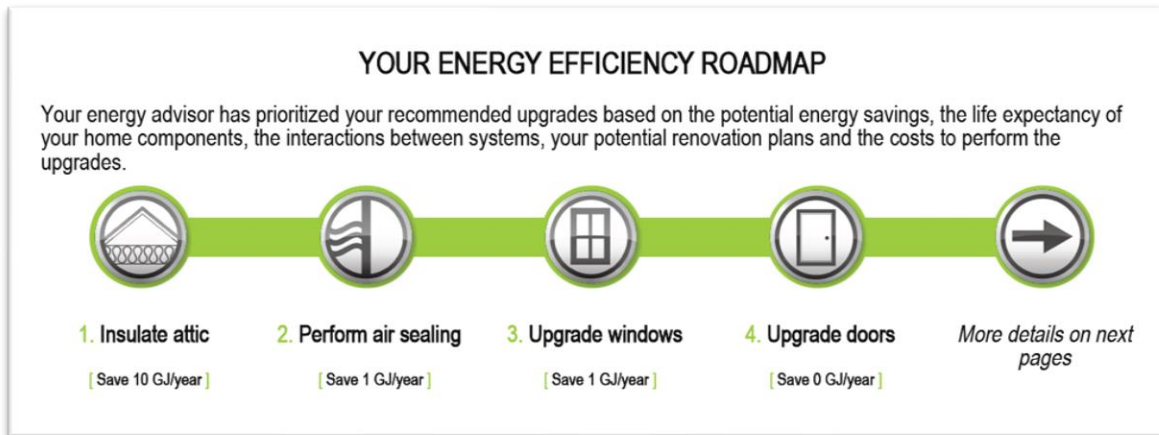
EnerGuide Home Energy Label (Calgary Edmonton Homeowners, Quebec Homeowners)




Home energy label depicting the energy usage of a home. The top of the image features the EnerGuide logo. Below the logo there is a coloured spectrum (featuring shades of green, yellow, and red from left to right) and arrow pointing to the number of gigajoules per year the home uses. Below the spectrum there is both a data box and pie chart depicting the energy usage of the appliance. Under this on the left side there is a QR code, accompanied by a disclaimer that the house may have significant energy uses not included in the rating. The label also features a QR code, which directs users to the Government of Canada's EnerGuide website. The bottom of the page features the EnerGuide URL (nrcan.gc.ca/myenerguide) and a footer featuring the Natural Resources Canada logo and the Canada wordmark.

EnerGuide Energy Efficiency Roadmap

(Calgary Edmonton Homeowners, Quebec Homeowners)



A customized plan to improve the energy efficiency of your home is found below:



1. Insulate attic

- Increase the insulation value of your attic (Ceiling) by RSI 9.14 (R-51.9).

This upgrade could reduce the energy consumption of your house by 10 gigajoules per year.

Did you know?
Ceilings account for 12 percent of the estimated annual heat loss of your house.



2. Perform air sealing

- Improve the airtightness of your house by 10% to achieve 5.29 air change(s) per hour at 50 pascals.

This upgrade could reduce the energy consumption of your house by 1 gigajoules per year.

Did you know?
Air leakage accounts for 21 percent of the estimated annual heat loss of your house.



3. Upgrade windows

- ☐ Replace 9 windows with ENERGY STAR certified models.

This upgrade could reduce the energy consumption of your house by 1 gigajoules per year.

Did you know?
Windows account for 16 percent of the estimated annual heat loss of your house.

A series of personalized renovation or upgrade recommendations to improve the energy efficiency of a home, based on the energy consumption of that specific home. The imagery features a number of text boxes and a green and white colour pallet. The top box shows various different retrofit projects that can be undertaken and a corresponding image for each. Below each project is described in detail. Suggestions shown include insulating the attic, performing air sealing, and upgrading windows, with corresponding instructions on how to act on each recommendation. Each upgrade also features a fact corresponding to the nature of the upgrade (e.g. the upgrade windows suggestion features an energy usage fact related to windows).