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Continuous Qualitative Data Collection of Canadians' Views – April 2023

Final Report

Prepared for the Privy Council Office

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Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The second cycle of the first year of this study included a total of fifteen focus groups with Canadian adults (18 years of age and older) conducted between April 4th, 2023, and April 27th, 2023.

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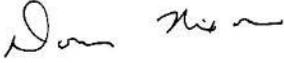
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Political Neutrality Certification

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

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

Signed:  _____

Date: May 11, 2023

Donna Nixon, Partner
The Strategic Counsel

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Executive Summary

Introduction

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

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

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

This report includes findings from 12 online focus groups which were conducted between April 4th, 2023, and April 27th, 2023, in multiple locations across the country including Alberta, Ontario,

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

The research for this cycle focused largely on the Government of Canada's priorities and performance on a range of issues important to Canadians. Related to this, some groups took part in targeted discussions focusing on federal activities related to public transportation, official languages, Canada's economic outlook, and issues related to seniors. All participants discussed what they had seen, read, or heard about the Government of Canada in recent days, with a number of groups engaging in extended conversations related to their news consumption habits, initiatives announced as part of the 2023 federal budget, and the Québec Bridge.

This research cycle also explored the issue of online safety, which was discussed by those in major centres in Saskatchewan and Manitoba, mid-size and major centres in Quebec, small and mid-size centres in Atlantic Canada, and by frequent media consumers in Quebec. Other issues related to technology, such as artificial intelligence (AI) and cryptocurrency were explored by those in the group comprised of financial sector workers residing in Ontario. Participants in Saskatchewan and Manitoba, the Greater Toronto Area (G.T.A.), Atlantic Canada, and Quebec City focused on a number of matters related to community safety and bail reform, while those based in Alberta and Northern Ontario took part in extended discussions concerning the 2023 federal budget.

Other topics discussed this cycle included issues related to the federal government's carbon pricing system, climate change and the environment, federal government services, the present cost of living, concept testing for the Canadian Radio-television and Telecommunications Commission (CRTC), the protection and promotion of the French language, and local issues in Northern B.C.

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 recent and frequent users of Government of Canada services; middle class participants aged 30-45 with children from single and two-parent households, frequent media consumers, regular users of public transit, financial sector workers, and working seniors aged 55 and over.

Detailed Approach

- Twelve groups across various regions in Canada.

- Six groups were conducted among the general population residing in major centres in Alberta, Northern Ontario, major centres in Saskatchewan and Manitoba, Northern British Columbia, mid-size and major centres in Quebec, and small and mid-size centres in Atlantic Canada.
- The other six groups were conducted with key subgroups including:
 - Recent and frequent users of Government of Canada services;
 - Middle Class, aged 30-45 with children, combination of single and two-parent households;
 - Frequent media consumers;
 - Frequent users of public transit;
 - Financial sector workers;
 - Working seniors aged 55 and over;
- The three 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, 85 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium. The incentive was \$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
Major City Centres Alberta	1	English	April 4	8:00-10:00 pm	General Population	7
Northern Ontario	2	English	April 5	6:00-8:00 pm	General Population	7
Major City Centres Prairies (AB, SK, MB)	3	English	April 11	8:00-10:00 pm	Recent and Frequent users of Government of Canada services	8
Nova Scotia	4	English	April 12	5:00-7:00 pm	Middle Class, aged 30-45 with children, combination single and two-parent household	6
Major City Centres Quebec	5	French	April 13	6:00-8:00 pm	Frequent media consumers	7
Major City Centres Prairies (SK,MB)	6	English	April 17	8:00-10:00 pm	General Population	7
Greater Toronto Area	7	English	April 18	6:00-8:00 pm	Frequent Users of Public Transit	7
Northern British Columbia	8	English	April 19	9:00-11:00 pm	General Population	8

Mid-sized and Major Centres Quebec	9	French	April 20	6:00-8:00 pm	General Population	7
Major City Centres Ontario	10	English	April 25	6:00-8:00 pm	Financial sector workers	8
Small to Mid-sized Centres Atlantic Canada	11	English	April 26	5:00-7:00 pm	General Population	7
Quebec City	12	French	April 27	6:00-8:00 pm	Working seniors aged over 55	6
Total number of participants						85

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. A wide range of actions and initiatives were recalled, including the tabling of the 2023 federal budget, public service labour disruptions related to strike action by the Public Service Alliance of Canada (PSAC), the decision by the Government of Canada to raise the federal minimum wage as of April 1st, 2023, an announcement by the Bank of Canada that it would be maintaining interest rates at 4.5%, the resumption of the Canada Revenue Agency (CRA) of debt recovery activities for those with outstanding balances on their accounts, and ongoing investigations into alleged interference by China in recent Canadian federal elections.

Participants also recalled actions and initiatives related to the Government of Canada on the international stage. These included ongoing financial and military assistance for Ukraine, the temporary suspension of Canadian diplomatic operations in Sudan due to escalating violence and civil unrest in the country, and the participation of the Prime Minister in the Global Citizen NOW summit focusing on finding long-term strategies to address pressing issues such as climate change, food insecurity, and gender inequality throughout the world.

News Consumption (Major Centres Quebec Frequent Media Consumers, Mid-Size and Major Centres Quebec)

Two groups based in Quebec engaged in a brief conversation related to their news consumption habits. Asked which sources they would typically use to receive news, participants in both groups cited televised sources such as TVA, written outlets including La Presse and Le Journal de Montreal, and radio outlets such as Radio Canada. A number also reported utilizing social media platforms such as Twitter, Instagram, and Facebook, as well as receiving information via word of mouth from friends, family, and colleagues. Discussing how they would typically go about determining whether the news they were reading was trustworthy, many indicated that they would seek to determine whether the information could be verified elsewhere, as well as ensure that there was not any potential bias on the

part of the journalist or news organization. Questioned where they would look to find news and information specifically related to the Government of Canada, most cited official sources such as federally operated websites, verified accounts on platforms such as LinkedIn, and trusted outlets such as Radio Canada and La Presse.

Budget 2023 Initiatives (Major Centres Saskatchewan and Manitoba)

One group engaged in a longer conversation related to initiatives announced as part of the 2023 federal budget. While none could initially recall any actions or initiatives included in the budget, when prompted several reported having heard about the announcement of a one-time Grocery Rebate to assist lower-income Canadians currently struggling with the cost of living. While expecting that this would likely be helpful for some households in the short-term, it was widely thought that this measure would not have much of a long-term impact towards assisting Canadians with the cost living. Asked whether they had heard about the announcement of expanded eligibility for the new Canada Dental Benefit (CDB), a number indicated that they had. Almost all felt that this was an important initiative, even if they would not personally benefit from it.

Quebec Bridge (Québec City Working Seniors)

One group took part in a brief discussion regarding the Quebec Bridge. Asked whether they had seen, read, or heard anything related to the bridge, while a few were of the impression that it was in need of maintenance and repainting, none could recall any specific details. Asked who they believed was responsible for the Québec Bridge, several were of the impression that it was owned and operated by the Canadian National Railway Company (CN) and that CN was primarily responsible for the continued maintenance of the bridge. All felt that the bridge was important to Quebec, and believed that it remained critical for facilitating road, rail, and pedestrian transportation within the province. Asked whether the federal government should consider acquiring the bridge from CN, almost all responded positively to this idea, viewing the bridge as vital to Quebec's infrastructure and economy.

Government of Canada Priorities and Performance (All Locations)

All groups engaged in discussions related to numerous issues currently facing Canadians as well as their perspectives regarding the federal government's performance in managing these priorities. Asked to identify areas where they felt that the federal government had performed well as of late, participants provided a range of responses. These included the affordability and perceived high quality of Canadian health care services, the provision of benefits and supports such as the Canada Child Benefit (CCB) and Employment Insurance (EI), federal actions to address priorities such as climate change, the prioritization of diversity and inclusiveness in Canadian society, increasing immigration rates, international assistance to countries such as Ukraine, and actions towards further reconciliation with Indigenous peoples.

Participants also identified a range of areas in which they felt that the Government of Canada had room for improvement. These included health care accessibility and long wait times for emergency services, inflation and the high cost of living, perceived shortages of teachers and other types of

educators at the primary and secondary level, the growing national deficit, and perceived backlogs in processing important documents such as immigration and passport applications.

Asked to identify the areas which they felt were most in need of prioritization by the Government of Canada going forward, a large number reiterated concerns about inflation and the rising cost of living. It was thought that further action needed to be taken by the federal government to make life more affordable for Canadians in areas such as groceries, fuel, housing, cellular rates, and other essential areas. Many also mentioned the need to focus on improving the health care system, including reducing wait times, making it easier for non-Canadian doctors and nurses to practice in Canada, and investing further into areas such as mental health. Other areas identified by participants included infrastructure improvements for roads and highways, the need to expand public transit systems, increased resources for areas such as education and law enforcement, and addressing ongoing issues related to climate change and reconciliation.

Public Transportation (G.T.A. Public Transit Users)

Participants residing in the Greater Toronto Area (G.T.A.) took part in a brief discussion related to public transit. All reported that they utilized public transit on a regular basis. Asked which level of government they believed was responsible for public transit, most were of the impression that this was primarily a provincial responsibility. Discussing the role of the Government of Canada on this front, a number were of the impression that federal funding was frequently provided towards building new public transit infrastructure, as well as improving and maintaining existing systems. Asked which objectives were most important for the federal government to focus on related to public transit, a large number believed there needed to be a greater focus on increasing the accessibility of these services. Additionally, it was felt that public transit needed to be made more affordable and that increased discounts should be provided to lower income Canadians who relied upon public transit throughout their daily activities. A number also felt that there needed to be an increased focus on safety on public transit, believing there to have been a considerable increase in instances of harassment and/or violent crime on trains and buses in recent years.

Asked how important they felt it was for the federal government to make investments towards electrifying public transit, participants were mixed in their reactions. While some felt it was important to reduce emissions wherever possible, a roughly equal number were of the view that this would only have a minimal impact on the fight against climate change. A small number expressed the opinion that rather than focus on electrifying ground transportation such as buses, greater investments should be made towards expanding the capacity and reach of subway lines, believing these systems to be more energy efficient in the long run.

Official Languages (Mid-Size and Major Centres Quebec)

One group, comprised of participants residing in Quebec, engaged in a conversation related to Canada's official languages and the protection and promotion of the French language throughout Canada. Most felt this to be an important priority for the Government of Canada to focus on, believing that outside of Quebec there were far fewer French language supports and resources compared to those available to English-speaking Canadians. Asked whether they felt the Government of Canada

was headed in the right direction on this issue (both within Quebec as well as throughout the rest of the country), a roughly equal number believed it was compared to those who were more uncertain or felt they did not know enough information to have an opinion. Very few thought that the federal government was headed in the wrong direction. Discussing further actions that the federal government could take to support the French language in Canada, several believed that greater resources should be invested towards the training of French-speaking educators outside of Quebec as well as increased accessibility to French-language services in all Canadian communities.

Presented with a number of priorities related to official languages and asked to select those which they felt would be most impactful, the goals of increasing funding for schools for Francophone communities outside of Quebec and making investments towards improving access to French immersion and French second-language programs across the country were viewed as the most important for the Government of Canada to focus on. Several also felt that it was critical for the Government of Canada to focus on guaranteeing the equality of the English and French languages in Canada as well as ensuring that every Canadian, when before a court, could be heard and understood by a judge in the official language of their choice.

Economic Outlook (Major Centres Ontario Financial Sector Workers)

Participants in the group comprised of financial sector workers residing in Ontario were asked a few additional questions regarding their outlook and expectations related to the Canadian economy. Most believed the economy to be experiencing significant challenges at present and felt that it had become increasingly volatile and at risk of entering into a recession in the near future. Sharing their outlook for the Canadian economy over the next twelve months, several expected that a large number of households would continue to face financial pressures and that more businesses may begin pursuing cost-cutting measures such as layoffs in the months to come.

Asked whether they felt that the federal government's initiative to provide universal \$10 per day (on average) child care was important towards driving economic growth, participants were mixed in their views. A number expected that this would be economically beneficial, believing that it would allow a greater number of parents (and especially mothers) to return to the workforce as well as making it easier for Canadian families to raise young children. Others, however, expected that this initiative would only have a moderate impact on the overall economy, believing that it primarily benefitted those with young children rather than the broader population. Questioned whether they thought that investments into clean energy and technologies would have a positive impact on the Canadian economy, most expected that any impact would be minimal. The view was expressed that any economic growth in this sector would likely be offset by the perceived significant upfront costs of pursuing these investments.

Seniors (Quebec City Working Seniors)

One group took part in an additional discussion related to issues facing Canadian seniors. All participants were 55 years of age or older and were currently working. Asked to identify the most important issues currently facing seniors, participants mentioned a wide range of areas. Many raised concerns related to benefits for seniors such as such as Old Age Security (OAS) and the Canada

Pension Plan (CPP). A number felt that the amounts offered via these supports needed to be increased substantially to address the rising cost of living. Several also identified issues related to housing and the ability of Canadian seniors to access safe and affordable housing. It was felt that more needed to be done to increase the affordability of housing for seniors as well as to ensure that these individuals had access to in-home supports such as personal support workers (PSWs).

All thought that the Government of Canada was currently headed in the wrong direction when it came to addressing the cost of living for seniors. Related to the cost of housing specifically, it was believed that the federal government needed to take increased action towards developing housing subsidies and affordable housing options specifically targeted towards seniors, especially for those living on fixed incomes. All reported that the high cost of living at present had impacted their retirement plans. A number were concerned that they would have to return to work at some point after retiring while others expected that they would have to delay their retirement plans by at least a few years due to the need for increased savings.

Budget 2023 (Major Centres Alberta, Northern Ontario)

Two groups engaged in conversations related to the 2023 federal budget, which was tabled on March 28th, 2023. Only a small number reported being aware of the budget's tabling, and very few indicated that they had watched its announcement live. Asked to describe the theme and/or focus of the budget, participants identified areas such as health care, clean energy, reconciliation with Indigenous peoples, and the expansion of the Canada Dental Benefit (CDB). Informed that the priorities of Budget 2023 were to help make life more affordable for Canadians, to improve Canada's publicly funded health care systems, and to grow the clean economy, almost all reacted positively. It was widely felt that these areas represented the most pressing concerns for Canadians and required a high level of attention from the federal government. Asked whether they thought the Government of Canada was on the right track when it came to addressing these priorities, participants were largely mixed in their responses. It was felt by many that while the federal government had been making increased efforts to address these issues as of late, there had been little in the way of tangible progress on any of these fronts.

Participants next took part in an exercise where they were presented with a list of measures that were announced as part of the budget and asked to select which they felt would be the most impactful. The initiatives shown to those in the group based in Alberta focused on the priority of making life more affordable for Canadians. Among the measures shown to participants, the initiatives to crack down on junk fees and limit predatory lending practices received the highest level of support. The initiative to increase the federal portion of student grants by 40% also received a high level of approval, with a number commenting that this would likely make pursuing post-secondary education more affordable and increase the economic opportunities available to Canadians as a result. The provision of a one-time Grocery Rebate for lower income households was only met with limited support, with some of the opinion that it would do little to address long-term affordability issues. Only a small number selected the launching of the new Tax-Free First Home Savings Account (FHSA) and the implementation of a right to repair.

Those residing in Northern Ontario were presented with a list of measures related to the priority of making improvements to Canada's publicly funded health care systems. Participants reacted most positively to the Government of Canada's initiative to move forward with new funding agreements with the provinces/territories to address shortages of doctors and nurses and to shorten wait times for emergency services and diagnostic tests. Several also spoke of the importance of the measure to address the opioid crisis through the funding of treatment programs as well as an increased number of harm-reduction initiatives. Safeguarding access to abortion and other sexual and reproductive services as well as expanding eligibility to the CDB were also viewed as important actions by several participants. Only a small number selected the initiatives to modernize the health care system through better data collection and expand eligibility for loan forgiveness for doctors and nurses who choose to work in rural or remote communities.

Both groups were also presented with information regarding a pair of priorities related to the objective of growing the clean economy. These included the creation of a new tax credit to support the manufacturing of clean technologies as well as the creation of a credit to encourage investments that build out Canada's clean electricity across the country. Focusing first on the creation of a new tax credit to support the manufacturing of clean technologies, several were uncertain as to whether this would have an overall positive impact. While some were hopeful that this would lead to the creation of high paying jobs and increased activity in the mining sector, a number felt differently. Several expressed uncertainty regarding this initiative due to the perceived negative impact that the mining of these critical minerals could have on the environment. Describing what they expected would happen if the federal government did not prioritize investments into clean technology, it was widely felt that Canada would fall behind economically and environmentally relative to its peers.

Discussing the tax credit to build up Canada's clean energy grid, while several felt that this initiative would lead to job creation and economic growth in this sector, a number were uncertain as to whether it would be environmentally beneficial as well. A few expressed the view that the large amount of electricity generation required for a large portion of Canadians to use technology such as EVs would likely come with its own negative environmental impacts and believed this action would not reduce emissions to a considerable degree. Asked why they felt the Government of Canada was prioritizing this action, many were of the impression that this was where the global economy was headed and that to remain competitive and compatible with its economic trading partners, Canada would also have to make investments towards bolstering its electrical grid.

Focusing on the budget as a whole, several expressed that the measures they had discussed had improved their impressions of the federal government's overall aims. While it was generally felt that the success of this budget would ultimately be determined by how effectively these initiatives were implemented in the months to come, most thought that the priority areas identified by the Government of Canada were the right ones to be focusing on going forward. Most believed that these initiatives, if fulfilled, would have a vastly positive impact on the economy, environment, and the overall health of Canadians.

Canadian Radio-television and Telecommunications Commission Branding (Major Centres Alberta)

Participants in one group took part in a discussion related to the Canadian Radio-television and Telecommunications Commission (CRTC) and potential visual concepts and phrases designed to educate Canadians about *The Online Streaming Act* (Bill C-11). Very few reported being aware of CRTC and its mandate. Presented with a visual concept currently under development by the CRTC related to the Act, participants were mixed in their initial impressions. Though the overall concept was thought by most to be positive, friendly, and modern, a small number felt differently. Among these participants it was thought that the combination of red, orange, and green in some panels was visually unappealing and reminded them of a traffic light. Additionally, the images depicting cameras were described as restrictive and somewhat crowded compared to the images without cameras, which were believed to evoke a greater sense of community and free expression.

Focusing on the text accompanying the concept, participants were presented with a list of potential phrases that could be used as part of this campaign. Among these options, participants expressed similar levels of support for *Your stories your way*, *A modern Broadcasting Act*, and *More stories your way*. No participants selected *Our stories your way*. For those who favoured *A modern Broadcasting Act*, it was felt that this slogan was the most straightforward and could help to address potential concerns related to online censorship believed by participants to be associated with *The Online Streaming Act*. It was believed that *Your Stories your way* effectively conveyed the message that this Act would help to amplify the content that matters most to Canadians, while several thought that *More stories your way* was the most progressive of the options, and believed it spoke to the inclusion of more stories reflecting the diversity of Canadian society and the importance of showcasing a variety of perspectives.

Carbon Pricing (Northern Ontario, Small and Mid-Size Centres Atlantic Canada)

Two groups engaged in a conversation related to the federal government's carbon pricing system. Asked whether they had seen, read, or heard anything about carbon pricing in Canada, most indicated that they had. While some spoke positively of the introduction of a federal price on carbon, believing that it would assist in encouraging more sustainable behaviours and decreasing emissions, a roughly equal number were more negative in their perspectives. Among these participants it was felt that the implementation of a price on carbon had contributed to rising costs for consumers, making it more difficult for some Canadians to afford essential goods and services. Only a small number were aware of the term 'climate action incentive payment'. While some assumed this referred to a payment provided to Canadians who engaged in more sustainable behaviours, others were of the impression that it primarily referred to rebates provided for actions such as the installation of solar panels or the purchase of a zero-emission vehicle (ZEV).

While most supported the federal government taking action to encourage Canadians to reduce their carbon footprints and engage in more sustainable behaviours, almost all believed that the carbon pricing system was too complicated and did not expect that this initiative would be effective in reducing emissions on a large scale. Many expressed confusion as to why a significant portion of the

revenue collected under this program was being returned to Canadians rather than being reinvested in sustainability initiatives and/or grants for home retrofitting projects. Discussing whether they believed that this initiative would have an impact on addressing climate change, almost all participants felt that it would not.

Climate Change (Nova Scotia Middle Class Parents, Northern British Columbia)

Two groups engaged in conversations related to the environment and climate change. These discussions centred on participant perspectives regarding the actions individuals can take to be more environmentally sustainable in their daily lives, as well as the potential impacts of climate change and the adaptations required to respond to this growing issue.

Climate Change Behaviours (Nova Scotia Middle Class Parents)

Those residing in Nova Scotia engaged in a discussion related to the actions and behaviours individuals can take to be more environmentally sustainable in their daily activities. Very few felt that individuals had a responsibility to help fight climate change, with several sharing the perspective that actions taken on the individual level would likely have little to no impact given the considerable size and scope of this issue. Asked to identify actions or behaviours that individuals could engage in to help mitigate the impacts of climate change, participant responses included recycling, purchasing products with less packaging, carpooling, working from home, or using active transportation methods such as cycling or walking when possible. Discussing which actions related to climate change they felt were most difficult to engage in, several cited the high financial costs of many environmentally beneficial actions such as home retrofitting projects, purchasing an electric vehicle (EV), and choosing to consume locally grown and/or organic food.

Asked whether they felt that the majority of Canadians cared about climate change, while some felt this to be the case, a roughly equal number were of the view that most were currently not very concerned about this issue. None thought that they cared more about climate change than most other Canadians, with almost all believing that their level of concern was similar to that of the majority of the population. Questioned whether they felt that individual actions performed collectively could have a positive impact on climate change, while some believed this to be the case others strongly felt that the focus instead needed to be on changing the practices of major industrial emitters. Discussing the actions the Government of Canada could take that would have the strongest positive impact on addressing climate change, participants mentioned potential initiatives such as tax incentives and grants for green energy investment and home retrofitting projects, increased taxes and/or penalties for corporate emissions, and the implementation of new and/or additional taxes upon the wealthiest Canadians to fund clean energy projects.

Climate Change Impacts and Adaptation (Northern British Columbia)

Participants from Northern British Columbia (B.C.) engaged in a conversation related to the potential impacts of climate change and the adaptations they expected would likely be required in response. Asked whether they felt climate change was having a major, minor, or no impact on their communities,

all believed its impact to be significant. All were concerned that climate change would continue to have a major impact on their communities in the future. Concerns were specifically raised regarding the potential reduced ability of farmers to grow crops and resulting food insecurity, the increasing cost of insurance against natural disasters, and potential mental health challenges related to stress and anxiety of dealing with this issue.

Discussing whether their communities were prepared to deal with the impacts of climate change, many felt that they were not. Describing potential measures that could be taken to improve their communities' preparedness for the impacts of climate change, it was thought that it would be of critical importance to build more resilient cellular and internet networks. All felt that it was crucial for the federal government to provide assistance to communities as they prepare to confront the impacts of climate change. Provided with a list of priorities from the Government of Canada on this front, participants largely believed that these represented a strong approach towards addressing this issue. Asked to identify what they felt to be the most important priorities on this list, it was thought that investments towards infrastructure that protects Canadians from climate-related disasters and support for regions that are particularly vulnerable to climate change (including Canada's North and coastal regions) would have the most impact.

Federal Government Services (Major Centres Prairies Frequent Users of Federal Services)

Participants in one group took part in a discussion related to services provided by the federal government. All reported having frequently accessed federal services and/or had done so recently. Asked to identify the types of services delivered by the federal government, participants mentioned a range of areas, including the issuing of passports, tax collection, and programs such as the Canada Pension Plan (CPP), Old Age Security (OAS), the Canada Child Benefit (CCB), and Employment Insurance (EI). Most were positive in their evaluations of the Government of Canada's delivery of these services. Several specifically mentioned the passport renewal process, believing this to have been a seamless and streamlined experience. A number also spoke positively of the Canada Revenue Agency (CRA) website, and the MyCRA account more specifically. It was thought that this service was highly secure and trustworthy, and enabled Canadians to prepare and file their annual taxes in a quick and efficient manner.

Asked which services they had recently accessed, participants recalled engaging in actions such as renewing their passports through Service Canada, filing their annual income taxes via the CRA, applying for EI, and accessing immigration services through Immigration, Refugees, and Citizenship Canada (IRCC). It was widely thought that these services had been delivered in a timely manner, and no participants reported experiencing unreasonable delays. Discussing whether their experience had impacted their impression of the Government of Canada, many expressed positive views, stating that their experiences had given them a more positive opinion of federal departments and agencies. Questioned whether they felt service delivery was a priority for the Government of Canada, few believed that it was. A number commented that while their own personal experiences had been positive, they had also heard many accounts of long waits and difficulties accessing a range of federal services and benefits. Suggesting ways that the Government of Canada might improve service delivery

for Canadians, many believed that greater resources needed to be invested into agencies and departments such as Service Canada, the CRA, and IRCC, especially in terms of hiring more staff to process applications and address inquiries. It was also thought that streamlining different services and increasing communication amongst federal departments and agencies would likely lead to a better overall experience for Canadians.

Cost of Living (Nova Scotia Middle Class Parents)

Participants in one group took part in a conversation related to the current cost of living. All felt that the Government of Canada was on the wrong track in its management of this issue and the Canadian economy more generally. Participants provided several reasons for this view, including the belief that federal spending was too high, the size of the federal government was too large, and that too much funding had been provided towards foreign assistance to countries such as Ukraine rather than addressing domestic issues facing Canadians.

No participants felt that the Government of Canada currently understood the economic issues presently facing Canadians. Discussing areas which had become less affordable as of late, participants identified numerous essentials such as groceries, gasoline, personal automobiles, and housing. Several also felt that it had become increasingly difficult to save money for the future, as a greater portion of their monthly pay was now going towards everyday expenses. Asked whether they had recently seen, read, or heard about any work from the Government of Canada on these fronts, some mentioned the recently announced one-time Grocery Rebate. Most, however, expected that they would not be eligible for this support, believing it was only available to lower-income Canadians.

Discussing the factors that they felt were contributing to the rising cost of living, participants suggested a range of potential drivers. These included the implementation of the federal carbon pricing system, perceived high federal spending, and increases to federal and provincial minimum wages. Almost all were of the view that the rising cost of living was a global problem, rather than one which was specifically impacting Canadians. Several, however, felt that even if the problem was global in nature, the federal government needed to be doing more to address rising costs and making life more affordable for Canadians.

Provided with details related to programs such as the Canada Child Benefit (CCB), Canada Dental Benefit (CDB), and agreements related to the provision of \$10 a day, on average, child care, participants were largely negative in their reactions to this information. Many commented that they would not qualify for the CDB and felt this support needed to be expanded to a larger number of Canadians. Discussing the initiatives related to affordable early learning and child care, several believed that the delivery of the program had not been satisfactory thus far and that it was still difficult for families to access affordable child care in their communities due to a lack of available spots. While the CCB was thought to be the most impactful program among participants, a number felt that the amounts offered did little to address the financial challenges faced by middle class families.

Cryptocurrency (Major City Centres Ontario Financial Sector Workers)

Participants in the group comprised of financial sector workers residing in Ontario engaged in a brief discussion related to cryptocurrency. Though all were familiar with the concept of cryptocurrency, many struggled to provide a precise definition. Asked to identify the benefits which might be associated with owning cryptocurrency, many suggested that there was the potential for rapid increases in value and believed that cryptocurrency assets were highly secure from hacking or theft. Others also were of the impression that cryptocurrency was not subject to the inflation experienced by government-issued currency. Discussing concerns and risks related to cryptocurrency, many expressed concerns about the increased potential of fraud related to these digital assets. A large number also expressed reservations about the perceived volatility of cryptocurrency as well as the lack of regulation and oversight of cryptocurrency and associated trading platforms. While understanding these concerns, few felt that cryptocurrency should be regulated by the federal government. A small number believed that greater efforts should instead be taken by the federal government to educate Canadians about cryptocurrency, enabling them to better understand the potential risks and benefits of investing in these assets.

Online Safety (Major Centres Quebec Frequent Media Consumers, Major Centres Saskatchewan and Manitoba, Mid-Size and Major Centres Quebec, Small and Mid-Size Centres Atlantic Canada)

Participants in four groups engaged in conversations related to online safety. Asked to identify what they felt to be the most positive aspects of the internet and the online world on society today, a range of positive aspects were mentioned. These included increased communication with family and friends, the advent of remote and online work and education options, and the relative ease of access to a wide array of information and entertainment. Describing the potential drawbacks of the internet and the online world, participants shared a number of concerns, including the potential overreliance on digital information, a loss of personal privacy, vulnerability to online scams, issues related to internet addiction, and the growing spread of hateful content online.

Discussing what the term 'online safety' meant to them, several mentioned the issue of keeping children safe from harmful content or communicating with potentially dangerous individuals on social media and other digital platforms. For others the term was also associated with encryption and the security of one's digital passwords and information. Many were concerned specifically about the impact of the internet on younger generations, and especially children, who they believed would likely be less cognizant of potential online dangers. A number reiterated the potential harms of online hate, including the harassment and cyberbullying of racialized Canadians and other vulnerable groups.

Asked what 'online harms' meant to them, while few were familiar with the term, most speculated that it likely referred to online attacks on individuals as well as financial harms resulting from fraudulent transactions or scams. Discussing what sort of online content could be considered harmful, many described posts and/or images which focused on disparaging and spreading hate towards racialized Canadians, members of the 2SLGBTQI+ community, and other groups. Asked whether they had

personally encountered harmful content online, many mentioned having seen hateful comments on social media platforms such as Facebook as well as in the comments sections on YouTube and online news articles.

Almost all felt more should be done to address harmful content online. Discussing what actions should be taken, several believed it was the responsibility of individuals, and parents especially, to educate themselves about the dangers of harmful online content and how best to communicate these concerns to their children. Asked if they were aware of any actions currently being taken on this front, a few were of the impression that digital platforms had begun adjusting their algorithms to filter out hateful content as well as make it easier for users to block and/or report any hateful content they encounter. Discussing whether online platforms should be responsible for harmful content on their services, participants were mixed in their opinions. Among those who felt it was the responsibility of platforms to prevent harmful content from being posted on their services, it was thought that greater efforts needed to be taken by the platforms to moderate harmful content and that financial penalties should be levied upon companies that did not take action to remove hateful posts and images.

Misinformation (Major Centres Quebec Frequent Media Consumers)

The group comprised of frequent media consumers residing in Quebec engaged in an extended discussion related to online misinformation and disinformation. Discussing what they believed to be the differences between misinformation and disinformation, some suggested that while misinformation referred to the unintentional sharing of false information, disinformation was characterized by deliberate attempts to mislead.

All reported having encountered misinformation or disinformation online. Most reported that social media was the primary source of misinformation or disinformation in their lives. Asked how they would go about verifying the accuracy of the information they encountered online, many commented that they would likely check the source to determine whether or not it is reliable, compare the information they encountered with other news sites and sources, and/or seek advice from knowledgeable experts in the subject area.

Discussing actions that could be taken to mitigate online misinformation and disinformation, participants stressed the role of individual responsibility in ensuring one was using reliable sources. It was also felt that digital platforms had a responsibility to ensure that the news and information hosted on their platforms was accurate. The view was expressed that while the federal government had an important role to play in preventing the circulation of misinformation and disinformation, this should not come at the expense of the right of Canadians to freely express themselves.

Artificial Intelligence (Major Centres Ontario Financial Sector Workers)

Participants in one group, comprised of financial sector workers from Ontario, engaged in a brief discussion regarding artificial intelligence (AI). Asked how closely they had been following recent developments related to AI, while some reported closely following developments in AI and utilizing AI services, others reported following its development while not using it, and others were highly skeptical

of AI and concerned about the risks of its potential misuse. Most were unsure of any recent developments related to this technology in the financial sector and did not believe it was widely used in the industry.

Discussing the benefits of AI, participants cited its improved efficiency, cost-effectiveness, and the ability to complete tedious or repetitive tasks that would otherwise have to be undertaken by humans. Many were of the view that it could help workers and companies improve their productivity and lead to a rapid development of new skills and capabilities across many sectors. Considering the potential negative aspects of AI, participants expressed concerns about bias, ethics, and reduced originality of AI-generated content when compared to text written by humans. A small number felt that there was a risk of humans developing a dependence on AI, which may reduce critical thinking and lead to other negative outcomes.

Asked how the Government of Canada should respond to new developments in the field of AI, participants expressed a variety of different views. Many felt that federal regulation was necessary to ensure public safety and reduce the potential for job loss and the spread of disinformation. Several advocated for the implementation of stronger regulations as the technology continued to develop, with the potential to review these rules in the future. A number stressed the importance of the federal government to act quickly on this front and shared concerns that a lack of decisive action could lead to humans potentially losing control over the development of this technology.

Community Safety (Major Centres Saskatchewan and Manitoba, Small and Mid-Size Centres Atlantic Canada, G.T.A. Public Transit Users, Quebec City Working Seniors)

Four groups took part in discussions related to community safety and the current rate of crime in their communities. Asked to describe the most pressing issues facing their communities, several mentioned a perceived rise in crime, including thefts, break-ins, and violent crimes such as physical assaults and stabbings. A large number in the groups based in Saskatchewan and Manitoba as well as the Greater Toronto Area (G.T.A.) identified issues related to the rising cost of living, homelessness, addiction, and mental health. While most indicated feeling relatively safe in their respective communities (especially those living rurally), a large number were of the impression that crime rates had been rising in nearby urban centres such as Toronto, Montreal, Regina, Halifax, and Moncton.

Asked if they could recall any actions taken by the Government of Canada to address rising crime, participants in all groups mentioned recent initiatives to strengthen firearms restrictions in Canadian communities, including the prohibition on the buying and selling of handguns as well as bans on a wide range of assault-style firearms. Discussing what more could be done to address the issue of rising crime, many believed that there needed to be an increased focus on making life more affordable for vulnerable Canadians, especially in terms of their ability to afford groceries and secure safe and affordable housing. It was felt that this would reduce the need of these individuals to engage in criminal behaviour to meet their basic needs. A number also believed that greater efforts needed to be taken to develop educational initiatives and after-school programming targeted towards younger Canadians, who it was believed were more prone to engaging in criminal behaviours and participating in street gangs.

Bail Reform (G.T.A. Frequent Users of Public Transit, Small and Mid-Size Centres Atlantic Canada, Quebec City Working Seniors)

Three groups engaged in extended conversations related to bail reform. Discussing whether they had seen, read, or heard anything related to the bail process in Canada, while a small number were of the impression that changes to the system were currently being considered by the federal government, none could recall any specific details. A number spoke negatively of the current system and were of the impression that it was relatively easy at present for repeat offenders to be offered bail. It was believed by several that a significant proportion of individuals out on bail often did not abide by the conditions of their release and engaged in further criminal activity. Asked whether they felt that the current bail system was fair, participants expressed a range of opinions. Among those who felt the system was fair, it was thought that bail was an essential part of the criminal justice system and was critical to maintaining the presumption of innocence of those who had not been formally convicted of a crime. Describing the reasons why individuals released on bail may re-offend, several believed that these were often crimes of desperation and were closely related to economic circumstances, struggles with addiction, or mental health concerns.

Presented with information detailing the actions the Government of Canada was currently considering taking regarding reforms to the bail system almost all reacted positively. It was felt by many that taking these steps would have a significant impact towards making Canadian communities safer and ensuring that those previously found guilty of violent crimes were not provided with opportunities to engage in further criminal behaviour while released on bail. Asked what more the federal government could be doing to address crime in Canada, several believed that a greater focus needed to be placed on expanding mental health and addictions resources to vulnerable individuals, believing these to be key drivers of the perceived rising crime rate in recent years. A number were also of the opinion that a greater focus needed to be placed on reintegrating those released from prison back into society. It was believed that if provided with greater educational, employment, and financial resources that these individuals would be much less likely to re-offend upon their release.

French Language Protection and Promotion (Quebec City Working Seniors)

Participants residing in Quebec City took part in a brief conversation regarding the importance of protecting and promoting the French language in Canada. All believed that this was a priority of critical importance for the Government of Canada. Asked to describe the current state of the French language in Canada, a number believed that French language services outside of Quebec continued to be limited relative to those available in English. Most were unaware of any efforts by the Government of Canada to protect and promote the French language.

Participants next discussed the Government of Canada's *Action Plan for Official Languages*. Provided with information related to the key objectives of this plan, participants most were positive in their reactions. It was widely thought that these measures would be effective towards protecting and promoting the French language both in Quebec and the rest of Canada. Among participants the initiatives to increase Francophone immigration, invest in language training for newcomers, and invest in Francophone child care services were expected to be the most impactful. Discussing additional

steps that the federal government could undertake to promote and protect the French language in Canada, it was thought that it should introduce requirements for national transportation services, such as airlines and rail services, to implement minimum French language proficiency standards for their employees.

Local Issues (Northern British Columbia)

Participants in the group from Northern British Columbia (B.C.) engaged in a discussion focusing on a number of issues specific to their region. Asked to describe the most significant issues facing Northern B.C., many mentioned a perceived widespread lack of safe and affordable housing. This was believed to have had a considerable negative impact on many communities in the region, contributing to high rates of homelessness and the growing departure of younger people. Transportation was also identified as an issue, with several commented that their communities lacked access to adequate road and rail networks.

Asked to identify the most industries and sectors in their respective communities, several mentioned sectors such as mining, forestry, oil, and gas. Several expressed that agriculture, tourism, and clean energy generation were also important for their communities. Discussing the local sectors and industries that required the most help, several identified the recent closures of a number of mills as having been very damaging for the forestry sector in the region, including job losses in many communities. Asked what the federal government could do to better support these sectors, it was suggested that it could work more closely with private companies and Indigenous leaders to determine the best ways to develop natural resources in the region.

Almost all felt that projects involving the mining of critical minerals (such as those used in many clean energy technologies) were likely to lead to considerable economic benefits for their region. Several expressed concerns that ongoing labour shortages in the region communities could impede the operation of any critical mineral projects and it was felt that the Government of Canada should take additional efforts to bring in more non-Canadians to work in these sectors.

MORE INFORMATION

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Detailed Findings

Timeline of April Announcements

To help place the focus group discussions within the context of key events which occurred during the month, below is a brief synopsis for the month of April 2023.

- April 1-7
 - April 1. The Government of Canada reached an agreement with the province of British Columbia (B.C.) over new health care funding.
 - April 3. The Government of Canada and the provincial government of Nova Scotia invested \$84 million in joint funding for new energy efficient academic building at Cape Breton University.
 - April 4. The Government of Canada announced that the funding envelope for the Investing in Canada's Infrastructure Program had been fully committed to infrastructure, community, and cultural projects across Canada, for a total of over \$33 billion in investments.
 - April 4. The Government of Canada announced a joint investment with Saint Mary's University of \$20 million to modernize the buildings on the school's Halifax campus.
 - April 4. The Government of Canada highlighted \$144 million in Budget 2023 intended for prevention and harm reduction efforts related to substance use across Canada.
 - [Focus group was held with the general population of major centres in Alberta \(April 4th\).](#)
 - April 5. The Government of Canada came to a \$23 billion settlement with the Assembly of First Nations, Moushoom and Trout class actions plaintiffs, and the First Nations Child and Family Caring Society to compensate harm caused by past discrimination in the First Nations Child and Family Services program and the narrow definition of *Jordan's Principle*.
 - April 5. The Government of Canada announced a partnership with Heidelberg Materials to support the decarbonization of cement and concrete manufacturing at their Edmonton facility.
 - April 5. The Government of Canada received a report on foreign interference in Canadian federal elections titled *Countering an Evolving Threat: Update on Recommendations to Counter Foreign Interference in Canada's Democratic Institutions*.
 - [Focus group was held with the general population of Northern Ontario \(April 5th\).](#)
 - April 6. The Government of Canada announced actions to combat foreign interference in Canadian elections. Measures included reviews to capture the state of foreign interference in electoral processes and Canadian national security agencies, as well as the appointment of an Independent Special Rapporteur.
 - April 6. The Government of Canada and the Government of Manitoba announced \$221 million in funding for agricultural initiatives in Manitoba under the Sustainable Canadian Agricultural Partnership.
- April 8-14
 - April 11. The Government of Canada announced almost \$4 million for 9 community-led projects in Atlantic provinces to address harms related to substance use.

- April 11. The Government of Canada announced funding of \$9.25 million over five years as part of a new agreement between the Government of Canada and the Government of Yukon to improve the territory's growing agricultural sector.
- Focus group was held with recent and frequent users of Government of Canada services in major centres in the Prairies (April 11th).
- April 12. The Government of Canada invested almost \$164 million towards home and community care, and mental health and addictions services in B.C.
- Focus group was held with middle-class parents aged 30-35, including single and two-parent households, in Nova Scotia (April 12th).
- April 13. The Government of Canada and the Government of New Brunswick announced \$39.9 million in joint funding for a new recreation complex in Riverview.
- Focus group was held with frequent media consumers in major city centres in Quebec (April 13th).
- April 14. The Government of Canada announced over \$37 million to support the recently renewed Canadian Drugs and Substances Strategy and address harms related to substance use.
- April 14. The Government of Canada invested \$1 million to support Z'gamok Construction LP, an Indigenous-owned company based in Northern Ontario.
- April 15-21
 - April 15. The Government of Canada, the Government of B.C., and five First Nations in B.C. reached a land settlement agreement as part of ongoing reconciliation efforts.
 - April 17. The Government of Canada and the Government of Ontario announced \$6 million in joint funding through the Sustainable Canadian Agricultural Partnership, to support the province's agricultural-food industry.
 - April 17. The Government of Canada invested \$2.9 million in B.C.'s tourism industry through the Pacific Economic Development Agency of Canada.
 - April 18. The Government of Canada announced the introduction of electric vehicle (EV) chargers in IKEA parking lots across Ontario and Quebec.
 - Focus group was held with the general population of major centres in the Prairies (April 17th).
 - April 18. The Government of Canada invested \$2.6 million to support the construction of the new Centre of Excellence focused on Africans in Nova Scotia.
 - April 18. The Government of Canada and the Government of Saskatchewan announced \$42.1 million in joint investments to support infrastructure projects across the province.
 - April 18. The Government of Canada announced plans to plant over 37 million trees over two years in B.C. as part of the 2 Billion Trees program.
 - Focus group was held with frequent users of public transportation in the Greater Toronto Area (G.T.A.) (April 18th).
 - April 19. The Government of Canada announced over \$200 million to support interdisciplinary and international Canadian-led innovative and scientific research through the New Frontiers Research Fund.
 - Focus group was held with the general population of Northern B.C. (April 19th).

- April 20. The Government of Canada introduced Bill C-47 to implement many of Budget 2023's commitments, including those focusing on supporting the middle-class, building an affordable economy, and promoting a healthy future.
- April 20. The Government of Canada announced \$2.4 million to the Canadian Association of Schools of Nursing to implement a National Nurse Residency Program.
- Focus group was held with the general population of mid-sized and major centres in Quebec (April 20th).
- April 21. The Government of Canada announced \$39 million in aid for Ukraine.
- April 21. The Government of Canada invested \$32.7 million with B.C. Hydro to support decarbonization projects in B.C.
- April 22-30
 - April 23. The Government of Canada announced the suspension of operations in Sudan due to the ongoing armed conflict.
 - April 24. The Government of Canada announced plans to amend the *Canada Transportation Act* to strengthen the rights of air passengers.
 - April 24. The Government of Canada announced plans to celebrate the coronation of His Majesty King Charles III on May 6th, 2023.
 - April 24. The Government of Canada announced a joint committee with the Government of France to strengthen the collaboration between the countries in science, technology, and innovation (STI), and encourage the involvement of Franco-Canadians in STI projects.
 - April 24. In response to the armed conflict in Sudan, the Government of Canada announced support for Sudanese temporary residents in Canada by introducing new immigration measures, including status extensions and the ability to move between temporary streams.
 - April 25. The Government of Canada and the Government of Nova Scotia announced a joint investment of approximately \$12 million for upgrades to drinking water and wastewater infrastructure in four Nova Scotian communities.
 - April 25. The Government of Canada announced the \$4.1 billion *Action Plan for Official Languages 2023-2028* to counter the decline of French and promote the two official languages in minority communities.
 - Focus group was held among financial sector workers living in major centres in Ontario (April 25th).
 - April 26. The Government of Canada, through the Federal Economic Development Agency for Northern Ontario (FedNor), invested \$10,000 towards the Northwestern Ontario Municipal Association 2023 conference.
 - Focus group was held with the general population residing in small and mid-sized centres in Atlantic Canada (April 26th).
 - April 27. The Government of Canada announced \$79.1 million to fund a new Veteran Homelessness Program to counter chronic homelessness for veterans.
 - April 27. The Government of Canada announced that the *Online Streaming Act* (Bill C-11) received Royal Assent and that the Canadian Radio-television and Telecommunications Commission (CRTC) can begin the implementation of regulatory framework outlined in Bill C-11.

- Focus group was held with working seniors aged 55 and over in Quebec City (April 27th).
- April 28. The Government of Canada, through FedNor, announced over \$2.8 million to strengthen the tourism sector in Northern Ontario.
- April 28. The Government of Canada announced a \$1.4 billion investment to support eleven research initiatives through the Canada First Research Excellence Fund.

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:

- The tabling of the 2023 federal budget on March 28th, 2023. A number recalled hearing about initiatives included in the budget such as expanded accessibility to the Canada Dental Benefit (CDB), the provision of a one-time Grocery Rebate to assist lower-income households struggling with the cost of living, and the introduction of a new tax-free First Home Savings Account (FHSA);
- Public service labour disruptions resulting from the decision by the Public Service Alliance of Canada (PSAC) to take strike action, beginning on April 19th, 2023. Several reported that they had been following this issue closely;
- The decision by the Government of Canada to raise the federal minimum wage to \$16.65 per hour as of April 1st, 2023;
- The announcement by Immigration, Refugees, and Citizenship Canada (IRCC) of an extension of post-graduate work permits (PGWPs) for up to 18 months as a way to retain high-skilled workers in Canada;
- The decision by the Bank of Canada on April 12th, 2023, to maintain interest rates at 4.5%. A number felt that this was the right decision and that further interest rate increases would likely have a detrimental effect on Canadian households;
- An announcement by the Canada Revenue Agency (CRA) that it would be resuming debt recovery activities for those individuals with outstanding balances on their accounts. A few expressed frustration regarding this action, indicating that they relied heavily on supports such as the Canada Child Benefit (CCB) and that any interruption to these payments could place them in a financially precarious position;
- Ongoing investigations into reports of alleged interference by China in recent Canadian federal elections. A number of participants mentioned the appointment by the federal government of an independent special rapporteur to determine the veracity of these allegations. A large number reported having been aware of this issue, with some expressing concerns regarding the security of future Canadian elections;
- The announcement by the Government of Canada, Government of Nova Scotia, and the Michelin tire manufacturing company, of a joint investment of \$300 million towards expanding the company's facilities in Nova Scotia. These investments were said to be aimed at increasing

the manufacturing capacity of electric vehicle (EV) tires in the province as well as creating dozens of jobs at the Michelin plant located in Bridgewater. A number residing in Nova Scotia indicated that they had been aware of this initiative; and

- The announcement of a revised \$23 billion settlement reached between the federal government, the Assembly of First Nations (AFN), Moushoom and Trout class action plaintiffs, and the First Nations Child and Family Services (FNCFS) program. The agreement was aimed at compensating First Nations children and families who had been harmed by perceived discriminatory underfunding to the FNCFS program in the past.

Participants also recalled actions and initiatives related to the Government of Canada on the international stage. These included:

- 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;
- The temporary suspension of Canadian diplomatic operations in Sudan due to escalating violence and civil unrest in the country. In addition to evacuating its diplomatic staff, the Government of Canada was also believed to be taking efforts to ensure the security of other Canadians in Sudan, including the coordination of flights to safely bring these individuals back to Canada; and
- The participation of the Prime Minister in the Global Citizen NOW summit which took place on April 27th and 28th, 2023, in New York City. The aims of the summit were to focus on the development of long-term strategies to address pressing issues such as climate change, food insecurity, and gender inequality throughout the world.

Asked where they had received this information, participants cited a wide range of news sources, including televised news outlets such as CBC, CTV, TVA, and Global News. A number also reported encountering this information on social media platforms such as Facebook, Instagram, and TikTok, as well as digital news feeds such as Google News and Apple News.

Those in the group comprised of financial service workers residing in Ontario were asked a few additional questions related to the high rate of inflation, recent interest rate decisions by the Bank of Canada, and concerns regarding bank failures in the United States (U.S.). Asked whether they had seen, read, or heard anything regarding recent actions by the Bank of Canada, most were of the impression that it had kept interest rates stable over the past few months and expected that this trend would continue for the foreseeable future. Almost all felt that this was the right decision and believed that the Bank of Canada had done a good job in balancing the need to address inflation while also ensuring the ongoing viability of the Canadian economy. Most reported being aware of recent bank failures in the U.S. such as those of Silicon Valley Bank and Signature Bank. Discussing whether they were concerned about a similar situation unfolding in Canada, most were not. It was widely thought that the Canadian banking system was better regulated compared to the U.S. and that it was unlikely that Canadian banks would be prone to similar collapses.

News Consumption (Major Centres Quebec Frequent Media Consumers, Mid-Size and Major Centres Quebec)

Two groups based in Quebec engaged in a brief conversation related to their news consumption habits. One group, comprised of those identified as frequent media consumers, were asked to share how much time per day they would typically spend reading, watching, or listening to the news. Most reported spending approximately 2 to 3 hours per day following the news, with several indicating that they often did so in the morning prior to work or in the evening. A few indicated that they would often follow the news all day via their digital devices and/or through social media platforms. For most, this was seen as a way to stay well-informed about ongoing events in Canada and on the global stage.

Asked which sources they would typically use to receive news, participants in both groups cited televised sources such as TVA, written outlets such as La Presse and Le Journal de Montreal, and radio outlets such as Radio Canada. A number also reported utilizing social media platforms such as Twitter, Instagram, and Facebook, as well as receiving information via word of mouth from friends, family, and colleagues. Discussing the reliability of the sources they used, while several expressed confidence in mainstream news sources, most were of the opinion that news items found on social media were often unreliable and should not be trusted at face value. Asked how they would typically go about determining whether the news they were reading was trustworthy, many indicated that they would seek to determine whether the information could be verified elsewhere, as well as ensure that there was not any potential bias on the part of the journalist or news organization. Questioned where they would look to find news and information specifically related to the Government of Canada, most cited official sources such as federally operated websites, verified accounts on platforms such as LinkedIn, and trusted outlets such as Radio Canada and La Presse.

Budget 2023 Initiatives (Major Centres Saskatchewan and Manitoba)

One group engaged in a longer conversation related to initiatives announced as part of the 2023 federal budget. While none could initially recall any actions or initiatives included in the budget, when prompted several reported having heard about the announcement of a one-time Grocery Rebate to assist lower-income Canadians currently struggling with the cost of living. While expecting that this would likely be helpful for some households in the short-term, it was widely thought that this measure would not have much of a long-term impact towards assisting Canadians with the cost living. Few expected that they would personally benefit from this initiative.

Asked whether they had heard about the announcement of expanded eligibility for the new Canada Dental Benefit (CDB), a number indicated that they had. To clarify, participants were informed that the federal government would be widening the eligibility criteria for the CDB to ensure that a greater number of lower-income and uninsured families would have access to dental care. Almost all felt that this was an important initiative, even if they would not personally benefit from it.

Québec Bridge (Quebec City Working Seniors)

One group took part in a brief discussion regarding the Québec Bridge. Asked whether they had seen, read, or heard anything related to the bridge, while a few were of the impression that it was in need of maintenance and repainting, none could recall any specific details. Asked who they believed was responsible for the Québec Bridge, several were of the impression that it was owned and operated by the Canadian National Railway Company (CN) and that CN was primarily responsible for the continued maintenance of the bridge. All felt that the bridge was important to Quebec, and believed that it remained critical for facilitating road, rail, and pedestrian transportation within the province.

Asked whether they believed that the federal government had a role to play related to the Québec Bridge, almost all indicated that they did. A few were of the impression that CN was a Crown corporation and, as such, believed the bridge was already primarily under the purview of the Government of Canada. After it was clarified that CN was a privately owned corporation, several expressed the opinion that the federal government needed do more to compel CN to perform maintenance and general upkeep on the bridge, with most of the impression that it had been many years since this had occurred. Discussing whether the federal government should consider acquiring the bridge from CN, almost all responded positively to this idea, viewing the bridge as vital to Quebec's infrastructure and economy. While also viewing the Québec Bridge as important, a small number were concerned about the cost that the federal government would incur by acquiring the bridge and whether this could lead to higher taxes in the years to come.

Government of Canada Priorities and Performance (All Locations)

All groups engaged in discussions related to numerous issues currently facing Canadians as well as their perspectives regarding the federal government'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:

- Affordability and high quality of health care – Several spoke positively of the high quality and relative affordability of health services in Canada. It was felt that the health care professionals practicing in Canada were generally of a high calibre and that Canadians had access to a wide range of medical services at little to no cost. A few specifically mentioned health care agreements recently reached between the Government of Canada and the provincial/territorial governments, believing this represented a positive step towards strengthening the health care system;
- Measures to make life more affordable for Canadians – Many identified the perceived widespread availability of benefits and supports as another area in which the Government of Canada had been performing well as of late. A number reported having personally benefitted from initiatives such as the Canada Child Benefit (CCB), Employment Insurance (EI), and maternity benefits. A few also positively recalled the provision of financial assistance by the federal government during the COVID-19 pandemic, believing that supports such as the

Canada Emergency Response Benefit (CERB) and wage subsidies for businesses had been instrumental in ensuring the ability of Canadians to continue to make ends meet financially during this time;

- Climate change and the environment – A number also mentioned what they viewed as the high prioritization of issues related to the environment and climate change by the federal government. It was widely felt that climate change represented a pressing issue and that investments into areas such as clean technology and sustainability were critical towards preserving the environment for future generations of Canadians;
- Diversity and inclusiveness – It was felt that the Government of Canada had placed a high priority on the protection and promotion of a wide range of cultures and lifestyles and ensuring that racialized Canadians, members of the 2SLGBTQI+ community, and other marginalized groups were able to live their lives free from prejudice and discrimination;
- Immigration – Some supported what they viewed as the federal government’s strong focus on increasing immigration rates to Canada. It was thought that this would have a positive impact towards addressing perceived labour shortages in key areas such as health care and education;
- International assistance – It was felt that the Government of Canada had done a strong job providing assistance on the international stage. This included both ongoing military and financial support for Ukraine, as well as the provision of humanitarian aid following disasters such as the recent earthquakes in Türkiye and Syria; and
- Reconciliation with Indigenous peoples – It was thought that the federal government had made significant efforts towards reconciliation with Indigenous peoples and improving the quality of life in Indigenous communities. A few also recalled the work that the Government of Canada had done to increase investigations into Missing and Murdered Indigenous Women and Girls (MMIWG). Participants spoke positively of Canada’s current Governor General being of Indigenous descent, believing this provided important representation for Indigenous peoples at the federal level.

Participants also identified a range of areas in which they felt that the Government of Canada had room for improvement. These included:

- Health care accessibility and wait times – Several were of the impression that wait times for emergency services and at walk-in clinics were exceptionally high at present and that more needed to be done to ensure Canadians were able to access emergency care within a reasonable timeframe. This was felt to especially be an issue for those living in rural or remote communities. A few believed that more should be done by the federal government to expedite the foreign credential recognition process for doctors and nurses educated outside of Canada;
- Inflation and the high cost of living – It was thought that more needed to be done by the federal government to help make life more affordable for Canadians. Several felt that prices of essential such as groceries and gasoline had risen substantially over the past year. It was suggested that the Government of Canada should do more to regulate the prices companies (such as major grocers) can charge for their products. A few were of the opinion that more needed to be done to support middle income Canadians who were also believed to be struggling financially but were unable to access the supports available to lower income

individuals. Several specifically mentioned issues related to the affordability of housing, believing more needed to be done by the federal government to create a long-term strategy to address this issue;

- Education – It was felt that increased efforts needed to be made by the Government of Canada to recruit and incentivize a greater number of Canadians to become teachers. A number were of the impression that primary and secondary schools in many parts of the country were currently experiencing a shortage of available teachers and other types of educators;
- Reducing federal spending – It was thought by some that more needed to be done by the federal government to reduce its spending levels and work more towards achieving a balanced budget. A few were concerned that allowing the national deficit to continue to rise would lead to an increased financial burden for future generations; and
- Federal service delivery – It was recommended by some that greater action needed to be taken by the Government of Canada to address perceived backlogs for federal services such as immigration and passport applications;

Asked to identify the areas which they felt were most in need of prioritization from the Government of Canada going forward, a large number reiterated concerns about inflation and the rising cost of living. It was thought that further action needed to be taken by the federal government to make life more affordable for Canadians in areas such as groceries, fuel, housing, cellular rates, and other essential areas. Many also mentioned the need to focus on improving the health care system, including reducing wait times, making it easier for non-Canadian doctors and nurses to practice in Canada, and making further investments towards areas such as mental health. Other areas identified by participants included infrastructure improvements for roads and highways, the need to expand public transit systems, further investments into areas such as education and law enforcement, and challenges related to climate change and reconciliation with Indigenous peoples. Several of those residing in Northern Ontario also felt that more attention needed to be paid towards addressing the perceived opioid crisis, with a number believing that this issue had become increasingly prominent in their communities in recent years.

Public Transportation (G.T.A. Public Transit Users)

Participants residing in the Greater Toronto Area (G.T.A.) took part in a brief discussion related to public transit. All reported that they utilized public transit on a regular basis. Asked which level of government they believed was responsible for public transit, most were of the impression that this was primarily a provincial responsibility. Discussing the role of the Government of Canada on this front, a number were of the impression that federal funding was frequently provided towards building new public transit infrastructure, as well as improving and maintaining existing systems. A few specifically recalled recent federal support towards enhancing the GO Train line within the York region. Asked which objectives were most important for the federal government to focus on related to public transit, a large number believed there needed to be a greater focus on increasing the accessibility of these services. This was thought to be especially important for suburban and rural communities who were perceived as having considerably fewer public transportation options compared to those residing in major urban centres such as the G.T.A. Additionally, it was felt that public transit needed to be made

more affordable and that increased discounts should be provided to lower income Canadians who relied upon public transit throughout their daily activities. A number also felt that there needed to be an increased focus on safety on public transit, believing there to have been a considerable increase in instances of harassment and/or violent crime on trains and buses in recent years.

Asked how important they felt it was for the federal government to make investments towards electrifying public transit, participants were mixed in their reactions. While some felt it was important to reduce emissions wherever possible, a roughly equal number were of the view that this would only have a minimal impact on the fight against climate change. A small number expressed the opinion that rather than focus on electrifying ground transportation such as buses, greater investments should be made towards expanding the capacity and reach of subway lines, believing these systems to be more energy efficient in the long run. Participants were informed that through the Zero Emission Transit Fund (ZETF), the Government of Canada was investing \$2.75 billion (over five years) to help public transit operators plan for electrification by supporting the acquisition of zero-emission buses, new charging stations, and facility upgrades. Almost all reacted negatively to this information. Several felt that there were more important priorities for the federal government to focus on (such as the high cost of living and housing insecurity) and that this initiative would likely only have a minimal impact towards addressing climate change.

Official Languages (Mid-Size and Major Centres Quebec)

One group, comprised of participants residing in Quebec, engaged in a conversation related to Canada's official languages and the protection and promotion of the French language throughout Canada. Most felt this to be an important priority for the Government of Canada to focus on, believing that outside of Quebec there were far fewer French language supports and resources compared to those available to English-speaking Canadians. Discussing the state of the French language in their communities, all believed that it was sufficiently protected, with several reporting that French was spoken by the vast majority in their respective regions. Asked whether they felt the Government of Canada was headed in the right direction on this issue (both within Quebec as well as throughout the rest of the country), a roughly equal number believed it was compared to those who were more uncertain or felt they did not know enough information to have an opinion. Very few thought that the federal government was headed in the wrong direction. Discussing further actions that the federal government could take to support the French language in Canada, several believed that greater resources should be invested towards the training of French-speaking educators outside of Quebec as well as increased accessibility to French-language services in all Canadian communities.

Participants next engaged in an exercise where they were shown a number of priorities related to official languages and asked to select those which they felt were the most important for the federal government to focus on. These included:

- *Creating a strategy to support entrepreneurs in official language minority communities;*
- *Ensuring every Canadian can be heard and understood by a judge in their official language of choice when before a court;*
- *Guaranteeing the equality of the English and French languages in Canada;*

- *Increasing funding for schools for Francophone communities outside of Quebec; and*
- *Making investments to improve access to French immersion and French second-language programs across the country.*

Among these priorities the goals of increasing funding for schools for Francophone communities outside of Quebec and making investments towards improving access to French immersion and French second-language programs across the country were viewed as the most important for the Government of Canada to focus on. It was thought that many English-speaking Canadians would be interested in learning French as a second language if the resources were made available and that by making these investments the federal government would be able to increase the rate of bilingualism throughout Canada. It was also expected that these actions would be helpful towards assisting recent immigrants to Canada in learning French and further integrating them into French-speaking communities. Several felt it was important to focus on guaranteeing the equality of the English and French languages in Canada as well as ensuring that every Canadian, when before a court, could be heard and understood by a judge in the official language of their choice. It was widely believed that these represented essential rights that needed to be available to all Canadians. While receiving less attention, a number also supported the creation of a strategy to better support entrepreneurs in official language minority communities.

Economic Outlook (Major Centres Ontario Financial Sector Workers)

Participants in the group comprised of financial sector workers residing in Ontario were asked a few additional questions regarding their outlook and expectations related to the Canadian economy. Most believed the economy to be experiencing significant challenges at present and felt that it had become increasingly volatile and at risk of entering into a recession in the near future. Sharing their outlook for the Canadian economy over the next twelve months, several expected that a large number of households would continue to face financial pressures and that more businesses may begin pursuing cost-cutting measures such as layoffs in the months to come. A few were more optimistic, believing that while there were challenges at present, the Canadian economy had appeared to be resilient thus far and would likely continue to grow for the foreseeable future. A small number shared a more nuanced perspective, expressing the view that while lower- and middle-income households may face significant economic difficulties in the months to come, wealthier Canadians would likely be largely unaffected by these challenges. Among those who were concerned about the potential of an economic recession, it was felt that the Government of Canada would need to be adaptable in the months to come and be ready to assist those Canadian families who would be negatively impacted by a weakening economy.

Discussing whether the Government of Canada was currently headed in the right direction in its management of the economy, most were uncertain and none were aware of any recent federal actions or initiatives on this front. Asked whether they felt that the federal government's initiative to provide universal \$10 per day (on average) child care was important towards driving economic growth, participants were mixed in their views. A number expected that this would be economically beneficial, believing that it would allow a greater number of parents (and especially mothers) to return to the

workforce as well as making it easier for Canadian families to raise young children. Others, however, expected that this initiative would only have a moderate impact on the overall economy, believing that it primarily benefitted those with young children rather than the broader population. Questioned whether they thought that investments into clean energy and technologies would have a positive impact on the Canadian economy, most expected that any impact would be minimal. The view was expressed that any economic growth in this sector would likely be offset by the perceived significant upfront costs of pursuing these investments.

Asked if they were aware of the current Canadian unemployment rate, most believed it was somewhere between 5% and 7%. To clarify, participants were provided with the following information:

For the fourth consecutive month, the unemployment rate was 5% in March, just above the record low of 4.9% observed in June and July of 2022. This is the lowest level since Statistics Canada started measuring comparable data over 40 years ago.

Many were surprised by this information, expecting that the current rate of unemployment would be higher and questioning how this figure had been calculated. Asked whether this information had impacted their impression of the Canadian economy, none indicated that it had. The opinion was expressed that the unemployment rate was generally a poor indicator of economic wellbeing and that federal government's focus needed to be devoted towards long-term economic growth and ensuring that all Canadians were able to earn a living wage and continue to make ends meet financially.

Seniors (Quebec City Working Seniors)

One group took part in an additional discussion related to issues facing Canadian seniors. All participants were 55 years of age or older and were currently working. Asked to identify the most important issues currently facing seniors, participants mentioned a wide range of areas. Many participants expressed concerns related to benefits for seniors such as such as Old Age Security (OAS) and the Canada Pension Plan (CPP). It was widely felt that the amounts offered from these supports needed to be increased substantially to address the rising cost of living. Others believed that more needed to be done to ensure seniors would not have their benefits reduced if they decided to return to work. Several also identified issues related to housing and the ability of Canadian seniors to access safe and affordable housing. It was felt that more needed to be done to increase the affordability of housing for seniors as well as to ensure that these individuals had access to in-home supports such as personal support workers (PSWs).

Focusing on the cost of living, participants were asked if they could recall any recent actions from the federal government related to making life more affordable for seniors. While a few mentioned recent increases to OAS and CPP payments, it was generally felt that these increases were not enough to have a significant impact. All thought that the Government of Canada was currently headed in the wrong direction when it came to addressing the cost of living for seniors. Related to the cost of housing specifically, it was believed that the federal government needed to take increased action towards developing housing subsidies and affordable housing options specifically targeted towards seniors, especially for those living on fixed incomes. All reported that the high cost of living at present had

impacted their retirement plans. A number were concerned that they would have to return to work at some point after retiring while others expected that they would have to delay their retirement plans by at least a few years due to the need for increased savings.

Asked to describe how important programs such as OAS and the Guaranteed Income Supplement (GIS) were to making their lives more affordable, a number felt that they had been helpful. Others, however, were of the impression that seniors were typically unable to access both of these supports simultaneously and, as such, felt that this had limited the overall impact of these programs. Most indicated having been previously aware of OAS while only a small number had heard of the GIS. To aid in conversation it was clarified that OAS and GIS benefits are adjusted each year to reflect changes in the Consumer Price Index (CPI) to ensure they keep pace with increases to the cost of living. A number expressed the opinion that while these adjustments were especially important given the high rate of inflation at present, the amounts offered did not sufficiently meet the financial needs of most seniors. Further informed that as of July 2022, seniors aged 75 and older would receive an automatic 10% increase of their OAS pension, most expected that this increase would likely fall short of addressing the financial needs of these individuals and felt that a further increase should be considered. A few thought that this increase should be made available to seniors under 75, believing that these individuals were also struggling with the high cost of living at present.

Budget 2023 (Major Centres Alberta, Northern Ontario)

Two groups engaged in conversations related to the 2023 federal budget, which was tabled on March 28th, 2023. Only a small number reported being aware of the budget's tabling, and very few indicated that they had watched its announcement live. Asked to describe the theme and/or focus of the budget, participants identified areas such as health care, clean energy, reconciliation with Indigenous peoples, and the expansion of the Canada Dental Benefit (CDB). A few expressed concern about the amount the initiatives contained in the budget might add to the national deficit.

Informed that the priorities of Budget 2023 were to help make life more affordable for Canadians, to improve Canada's publicly funded health care systems, and to grow the clean economy, almost all reacted positively. It was widely felt that these areas represented the most pressing concerns for Canadians and required a high level of attention from the federal government. Asked whether they thought the Government of Canada was on the right track when it came to addressing these priorities, participants were largely mixed in their responses. It was felt by many that while the federal government had been making increased efforts to address these issues as of late, there had been little in the way of tangible progress on any of these fronts. A few expressed concerns about whether actions related to the clean economy, such as a large-scale transition to zero-emission vehicles (ZEV), were given what they perceived to be a lack of necessary infrastructure such as charging stations. A small number of those residing in Alberta were of the opinion that too much attention was being devoted towards the transition to clean energy and that not enough support was being provided to other energy sectors such as oil and gas.

Participants next took part in an exercise where they were presented with a list of measures that were announced as part of the budget and asked to select which they felt would be the most impactful. The initiatives shown to those in the group based in Alberta focused on the priority of making life more affordable for Canadians. These included:

- *A new, one-time, Grocery Rebate to help lower-income Canadians who are struggling with the cost of groceries;*
- *Cracking down on junk fees, like higher telecom roaming charges, concert fees, excessive baggage fees, and unjustified shipping fees;*
- *Launching the new Tax-Free First Home Savings Account to help first-time homebuyers save up for their down payment;*
- *Limiting predatory lending practices by reducing how high lenders can set their interest rates;*
- *Implementing a "right to repair" so that when devices and appliances break, repairs are easier and spare parts are more accessible;*
- *Increase automatic income tax filing so that more Canadians will receive the benefits and credits they are entitled to;*
- *Lowering credit card transaction fees for small businesses; and*
- *Increasing the federal portion of student grants by 40% to make post-secondary education more affordable.*

Among these measures, the initiatives to crack down on junk fees and limit predatory lending practices received the highest level of support. Several felt that unnecessary fees had been added to a wide range of goods and services in recent years and that this was becoming increasingly costly for Canadians, especially during the current period of high inflation. Related to reducing predatory lending practices, it was felt that under the present economic climate increased regulation would need to be placed upon high-interest lenders to ensure these businesses did not take advantage of those struggling with the cost of living. The initiative to increase the federal portion of student grants by 40% also received a high level of support, with a number commenting that this would likely make pursuing post-secondary education more affordable and increase the economic opportunities available to Canadians as a result. The provision of a one-time Grocery Rebate for lower income households was only met with limited support, with some of the opinion that it would do little to address long-term affordability issues. A few also expressed concerns about the expanded availability of automatic income tax filing, commenting that they would feel more comfortable preparing and filing their taxes themselves. Only a small number selected the launching of the new Tax-Free First Home Savings Account (FHSA) and the implementation of a right to repair. Asked what more the federal government could be doing to make life more affordable for Canadians, participants mentioned potential actions such as increased regulation on the amounts landlords can charge for rent, efforts to reduce the cost of energy and utilities for Canadians, and tax relief for lower and middle-income households currently struggling with the cost of living.

Those residing in Northern Ontario were presented with the following initiatives related to the priority of making improvements to Canada's publicly funded health care systems:

- *Moving forward with new funding agreements with provinces to address shortages of doctors and nurses and to shorten wait times for emergency services and diagnostic tests;*
- *Modernizing the health care system through better data collection to ensure accountability and better results for Canadians, regardless of where they live;*
- *Expanding eligibility for loan forgiveness for doctors and nurses who choose to work in rural and remote communities;*
- *Expanding eligibility to the Canada Dental Benefit so that more lower-income and uninsured families have access to dental care;*
- *Safeguarding access to abortion and other sexual and reproductive services by renewing investment in the Sexual and Reproductive Health Fund; and*
- *Addressing the opioid crisis by funding more harm-reduction initiatives and treatment.*

Participants reacted most positively to the Government of Canada's initiative to move forward with new funding agreements with the provinces/territories to address shortages of doctors and nurses and to shorten wait times for emergency services and diagnostic tests. It was felt by several that health worker shortages represented one of the most pressing issues related to health care and that many other issues related to health care could be improved by an increase to the number of doctors and nurses practicing in Canada. A few expected that this would personally benefit them as it would increase their likelihood of finding a family doctor in their community. Several also spoke of the importance of the measure to address the opioid crisis through the funding of treatment programs as well as an increased number of harm-reduction initiatives. The view was expressed that this issue had grown in prevalence in recent years, with a number believing that addiction had become more visible in their communities as of late. Safeguarding access to abortion and other sexual and reproductive services as well as expanding eligibility to the CDB were also viewed as important actions by several participants. Regarding the latter, it was believed that this action would ensure that more lower and middle-income Canadian families were able to access dental care and that this would go a long way towards preserving the long-term dental health of Canadians. Only a small number selected the initiatives to modernize the health care system through better data collection and expand eligibility for loan forgiveness for doctors and nurses who choose to work in rural or remote communities. A few in the group based in Northern Ontario were hopeful that the introduction of incentives such as loan forgiveness could serve as an effective way to recruit more health care workers to practice in their region.

Both groups were also presented with information regarding a pair of priorities related to the objective of growing the clean economy. These included:

- *Creating a new tax credit to support the manufacturing of clean technologies, including those that extract, process, or recycle the type of key critical minerals needed to make renewable energy equipment, electrical energy storage, and electric vehicles; and*
- *Creating a new tax credit to encourage investments that build out Canada's clean electricity grid across the country.*

Focusing first on the creation of a new tax credit to support the manufacturing of clean technologies, several were uncertain as to whether this would have an overall positive impact. While some were

hopeful that this would lead to the creation of high paying jobs and increased activity in the mining sector, a number felt differently. Among these participants, concerns were raised that this credit would be made available to non-Canadian manufacturers and/or projects outside of Canada. Several expressed uncertainty regarding this initiative due to the perceived negative impact that the mining of these critical minerals could have on the environment. A few were also skeptical as to whether a large-scale transition to renewable energy and electric vehicles (EVs) was feasible in the near future. Asked if they could recall any other actions taken by the Government of Canada related to growing the clean energy sector, participants mentioned investments into wind-generated energy, actions to increase EV manufacturing in Canada, and programs such as the Canada Greener Homes Grant (though not mentioned by name). Describing what they expected would happen if the federal government did not prioritize investments into clean technology, it was widely felt that Canada would fall behind economically and environmentally relative to its peers. A small number in the group based in Alberta felt differently. Among these participants it was believed that the Government of Canada would likely be better off if it returned its focus to investing in non-renewable resources such as oil and gas, feeling that Canada could reap significant economic benefits due to its large reserves of these resources.

Discussing the tax credit to build up Canada's clean energy grid, while several felt that this initiative would lead to job creation and economic growth in this sector, a number were uncertain as to whether it would be environmentally beneficial as well. A few expressed the view that the large amount of electricity generation required for a large portion of Canadians to use technology such as EVs would likely come with its own negative environmental impacts and believed this action would not reduce emissions to a considerable degree. Asked why they felt the Government of Canada was prioritizing this action, many were of the impression that this was where the global economy was headed and that to remain competitive and compatible with its economic trading partners, Canada would also have to make investments towards bolstering its electrical grid. Discussing additional actions that the federal government could take to help grow the clean energy sector, a number felt that greater investments could be made into other renewable sources such as wind, hydro, solar, and nuclear energy. It was also thought that more could be done to educate younger generations of Canadians regarding the benefits of renewable energy and ways to utilize these technologies in their daily lives.

Focusing on the budget as a whole, several expressed that the measures they had discussed had improved their impressions of the federal government's overall aims. While it was generally felt that the success of this budget would ultimately be determined by how effectively these initiatives were implemented in the months to come, most thought that the priority areas identified by the Government of Canada were the right ones to be focusing on going forward. Most believed that these initiatives, if fulfilled, would have a vastly positive impact on the economy, environment, and the overall health of Canadians. Asked whether they felt the initiatives contained in the budget were realistic, several reiterated concerns that the clean energy goals set out by the Government of Canada would take far longer to implement than anticipated and were unrealistic in the short term. Discussing other areas that they hoped would be included in future budgets, participants mentioned priorities such as infrastructure improvements, increased investments into education, and expanded resources and accessibility for those living with disabilities.

Participants residing in Alberta took part in an additional exercise where they were presented with a quote from the budget and asked to share their thoughts on it:

"First, in what is the most significant economic transformation since the Industrial Revolution, our friends and partners around the world—chief among them, the United States—are investing heavily to build clean economies and the net-zero industries of tomorrow. At the same time, Putin and the pandemic have cruelly revealed to the world's democracies the risks of economic reliance on dictatorships. As a result, our allies are moving quickly to friendshore their economies and build their critical supply chains through democracies like our own. Together, these two great shifts represent the most significant opportunity for Canadian workers in the lifetime of anyone here today."

Few had any strong opinions about the message highlighted in this quote and some reiterated the view that one of the key reasons the Government of Canada was investing in growing its clean economy was to align with the goals of its allies and ensure it remained competitive in the global economy.

Canadian Radio-television and Telecommunications Commission Branding (Major Centres Alberta)

Participants in one group took part in a discussion related to the Canadian Radio-television and Telecommunications Commission (CRTC) and potential visual concepts and phrases designed to educate Canadians about *The Online Streaming Act* (Bill C-11). Very few reported being aware of CRTC and its mandate. To aid in the conversation, participants were provided with the following information:

The CRTC is responsible for implementing Canada's Broadcasting Act, which outlines the rules (or "regulations") that broadcasters must follow. There is a new bill currently making its way through Parliament, called the Online Streaming Act (known as Bill C-11) and assuming this bill is passed, online streaming services will also be regulated by the Broadcasting Act. This means online broadcasters will have to follow certain rules (or "regulations"), as traditional broadcasters such as television or radio have done for many years.

Participants were next presented with a visual concept currently under development by the CRTC and informed that it would be displayed primarily on physical brochures and signage, websites, and social media platforms such as Twitter and LinkedIn.



Four images featuring the tagline “Our stories your way”, with the top-left image including the French translation “Nos histoires à votre façon.” Each image includes a combination of black and white photographs and solid colour blocks. The top-left image includes three photos, the first showing a reporter conducting an interview with another individual, the second featuring a camera operator, and the third showing a woman talking into a radio-broadcasting mic. The image includes blue, orange, and turquoise blocks of solid colour, with the English text overlaid in white font on top of the blue block, and the French text overlaid in black font on top of the turquoise block. The top-right image includes a picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and orange blocks of solid colour, with the English tagline in black font overlaid on top of the orange block. The bottom-left image features the same images of the reporter conducting an interviewing and the camera operator and includes one blue solid colour block with the English tagline overlaid in white font. The bottom-right image includes the same picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and turquoise blocks of colour, with the English tagline in black font overlaid on top of the turquoise block.



Four images featuring the tagline “Your stories your way”, with the top-left image including the French translation “Vos histoires à votre façon.” Each image includes a combination of black and white photographs and solid colour blocks. The top-left image includes three photos, the first showing a reporter conducting an interview with another individual, the second featuring a camera operator, and the third showing a woman talking into a radio-broadcasting mic. The image includes blue, orange, and turquoise blocks of solid colour, with the English text overlaid in white font on top of the blue block, and the French text overlaid in black font on top of the turquoise block. The top-right image includes a picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and orange blocks of solid colour, with the English tagline in black font overlaid on top of the orange block. The bottom-left image features the same images of the reporter conducting an interviewing and the camera operator and includes one blue solid colour block with the English tagline overlaid in white font. The bottom-right image includes the same picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and turquoise blocks of colour, with the English tagline in black font overlaid on top of the turquoise block.



Four images featuring the tagline “A modern Broadcasting Act”, with the top-left image including the French translation “Une Loi moderne sur la radiodiffusion.” Each image includes a combination of black and white photographs and solid colour blocks. The top-left image includes three photos, the first showing a reporter conducting an interview with another individual, the second featuring a camera operator, and the third showing a woman talking into a radio-broadcasting mic. The image includes blue, orange, and turquoise blocks of solid colour, with the English text overlaid in white font on top of the blue block, and the French text overlaid in black font on top of the turquoise block. The top-right image includes a picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and orange blocks of solid colour, with the English tagline in black font overlaid on top of the orange block. The bottom-left image features the same images of the reporter conducting an interviewing and the camera operator and includes one blue solid colour block with the English tagline overlaid in white font. The bottom-right image includes the same picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and turquoise blocks of colour, with the English tagline in black font overlaid on top of the turquoise block.



Four images featuring the tagline “More stories your way”, with the top-left image including the French translation “Plus d’histoires à votre façon.” Each image includes a combination of black and white photographs and solid colour blocks. The top-left image includes three photos, the first showing a reporter conducting an interview with another individual, the second featuring a camera operator, and the third showing a woman talking into a radio-broadcasting mic. The image includes blue, orange, and turquoise blocks of solid colour, with the English text overlaid in white font on top of the blue block, and the French text overlaid in black font on top of the turquoise block. The top-right image includes a picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and orange blocks of solid colour, with the English tagline in black font overlaid on top of the orange block. The bottom-left image features the same images of the reporter conducting an interviewing and the camera operator and includes one blue solid colour block with the English tagline overlaid in white font. The bottom-right image includes the same picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and turquoise blocks of colour, with the English tagline in black font overlaid on top of the turquoise block.

Asked to share their initial thoughts regarding the concept, participants were mixed in their views. Though most thought the concept overall was positive, friendly, and modern, a small number felt differently. Among these participants it was thought that the combination of red, orange, and green in some panels was visually unappealing and reminded them of a traffic light. Additionally, the images depicting cameras were described as restrictive and somewhat crowded compared to the images without cameras, which were believed to evoke a greater sense of community and free expression.

Focusing on the text accompanying the concept, participants were shown a list of potential phrases that could be used as part of this campaign. These included:

- *Our stories your way;*
- *Your stories your way;*
- *A modern Broadcasting Act; and*
- *More stories your way*

Among these options, participants expressed similar levels of support for *Your stories your way*, *A modern Broadcasting Act*, and *More stories your way*. No participants selected *Our stories your way*. For those who favoured *A modern Broadcasting Act*, it was felt that this slogan was the most straightforward and could help to address potential concerns related to online censorship believed by participants to be associated *The Online Streaming Act*. It was believed that *Your Stories your way* effectively conveyed the message that this Act would help to amplify the content that matters most to Canadians, while several thought that *More stories your way* was the most progressive of the options, and believed it spoke to the inclusion of more stories reflecting the diversity of Canadian society and the importance of showcasing a variety of perspectives.

To provide additional context, participants were presented with an overview of the CRTC's primary objectives:

- *Fostering a more inclusive broadcasting system in Canada;*
- *Supporting a greater diversity of Canadian and Indigenous content;*
- *Ensuring Canadians have access to a variety of Canadian content regardless of whether they listen to the radio, watch television, or get their content online; and*
- *Allowing Canadian content creators and artists the opportunity to tell their stories.*

Asked how effectively they felt this concept communicated these goals, all participants believed that the concept was moderately successful in this regard. It was expressed by many that *Your stories your way* was the tagline which most effectively aligned with these objectives. Asked whether this concept effectively represented the CRTC, almost all felt that it did and felt that the concept was likely to encourage Canadians to share their own stories. A small number said that viewing the concepts and learning about the objectives of the CRTC had positively impacted their view of the organization.

Carbon Pricing (Northern Ontario, Small and Mid-Size Centres Atlantic Canada)

Two groups engaged in a conversation related to the federal government's carbon pricing system. Asked whether they had seen, read, or heard anything about carbon pricing in Canada, most indicated that they had. While some spoke positively of the introduction of a federal price on carbon, believing it would assist in encouraging more sustainable behaviours and decreasing emissions, a roughly equal number were more negative in their perspectives. Among these participants it was felt that the implementation of a price on carbon had contributed to rising costs for consumers, making it more difficult for some Canadians to afford essential goods and services. Only a small number were aware of the term 'climate action incentive payment' (CAIP). While some assumed this referred to a payment provided to Canadians who engaged in more sustainable behaviours, others were of the impression that it primarily referred to rebates provided for actions such as the installation of solar panels or the purchase of a zero-emission vehicle (ZEV). To aid in conversation, participants were provided with additional information related to climate action incentive payments. Participants residing in Northern Ontario were shown 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.

All proceeds collected from the federal system in a province stay in that province – using Ontario 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 \$976 each year. The other 10 per cent will be used to support small businesses and Indigenous groups. The climate action incentive payment also includes a 10% supplement for residents of small and rural communities.

Those in the group based in Atlantic Canada were provided with slightly different information:

In 2016, the Government of Canada announced a plan to put a price on carbon pollution across the country. There are two parts to carbon pollution pricing – a fuel charge and a separate system for industry. The one we will be focusing on today is the fuel charge, which applies to things like oil and gas. Provinces and territories either use the federal price on pollution or propose their own systems, as long as it meets the standard set out by the federal government.

Newfoundland and Labrador, PEI, and Nova Scotia will use the federal system starting July 1, 2023. New Brunswick will also start using the federal fuel charge, in the coming months - but they will continue to use their own system for industry.

Under the federal system, all proceeds collected from the price on carbon pollution in each province will stay in that province. Using Newfoundland as an example - 90% of proceeds will be returned directly to Newfoundlanders through 'Climate Action Incentive' payments. A family of 4 will receive about \$1,312 each year, with payments going out quarterly, or every three months. The other 10 per cent will be used to support certain small businesses and Indigenous groups, as well as farmers.

While most supported the federal government taking action to encourage Canadians to reduce their carbon footprints and engage in more sustainable behaviours, almost all believed that the carbon pricing system was too complicated and did not expect that this initiative would be effective in reducing emissions on a large scale. Many expressed confusion as to why such a large portion of the revenue collected under this program was being returned to Canadians rather than being reinvested in sustainability initiatives and/or grants for home retrofitting projects. A number residing in Northern Ontario felt that this system was potentially unfair to those living rurally or in colder climates who may need to consume more energy to meet their daily needs relative to those in larger urban centres. Discussing whether they felt that this initiative would have a major, minor, or no impact on addressing climate change, most in the group from Northern Ontario expected it would have a minor impact, while almost all in Atlantic Canada believed that it was unlikely to have any impact. No participants felt that this initiative would have a major impact towards fighting climate change.

Asked an additional question as to whether they felt the implementation of a price on carbon would reduce the amount of oil and gas used by Canadians, participants in the group from Atlantic Canada were mixed in their views. While it was felt that some individuals, especially those residing in larger cities, may choose to drive less and utilize ZEVs or public transportation, it was expressed by several

that this was not an option for those in smaller communities where public transit options and ZEV infrastructure were limited. It was expected that many Canadians would still be required to utilize oil and gas to meet their energy needs, even if it became more costly to do so. Questioned how they would expect CAIP to be delivered, participants in this group believed that it would likely be sent via direct deposit from the Canada Revenue Agency (CRA), similar to the delivery Goods and Services Tax/Harmonized Sales Tax (GST/HST) rebate payments. Related to this, a number reiterated the view that the amounts returned to individuals should be reduced, allowing for a larger portion of the revenue collected to be invested into sustainability-focused grants and initiatives.

Climate Change (Nova Scotia Middle Class Parents, Northern British Columbia)

Two groups engaged in conversations related to the environment and climate change. These discussions centred on participant perspectives regarding the actions individuals can take to be more environmentally sustainable in their daily lives, as well as the potential impacts of climate change and the adaptations required to respond to this growing issue.

Climate Change Behaviours (Nova Scotia Middle Class Parents)

Those residing in Nova Scotia engaged in a discussion related to the actions and behaviours individuals can take to be more environmentally sustainable in their daily activities. Very few felt that individuals had a responsibility to help fight climate change, with several sharing the perspective that actions taken on the individual level would likely have little to no impact given the considerable size and scope of this issue. Asked to identify actions or behaviours that individuals could engage in to help mitigate the impacts of climate change, participants shared a range of responses. These included recycling, purchasing products with less packaging, carpooling, working from home, or using active transportation methods such as cycling or walking when possible. Discussing which actions related to climate change they felt were most difficult to engage in, several cited the high financial costs of many environmentally beneficial actions such as home retrofitting projects, purchasing an electric vehicle (EV), and choosing to consume locally grown and/or organic food.

Engaging in an exercise where they were prompted to consider the actions they would take related to climate change if they had unlimited resources, almost all indicated that they would purchase an EV. Many also expected that they would retrofit their homes with more sustainable features such as solar panels or a heat pump. Additionally, several mentioned that they would likely take steps to reduce their reliance on commercial agriculture and/or public utilities, including via growing their own food and/or living 'off-grid'.

Asked whether they felt that the majority of Canadians cared about climate change, while some felt this to be the case, a roughly equal number were of the view that most were currently not very concerned about this issue. Moreover, some were of the impression that Canadians' contributions to climate change as a percentage of global emissions was relatively low, and therefore did not believe

that many felt compelled to change their behaviours to be more sustainable. None thought that they cared more about climate change than most other Canadians, with almost all believing that their level of concern was similar to that of the majority of the population.

Questioned whether they felt that individual actions performed collectively could have a positive impact on climate change, while some believed this to be the case others strongly felt that the focus instead needed to be on changing the practices of major industrial emitters. Discussing the actions the Government of Canada could take that would have the strongest positive impact on addressing climate change, participants mentioned potential initiatives such as tax incentives and grants for green energy investment and home retrofitting projects, increased taxes and/or penalties for corporate emissions, and the implementation of new and/or additional taxes upon the wealthiest Canadians to fund clean energy projects. Many expressed the opinion that other actions, such as the introduction of a carbon pricing system and the prohibition of single-use plastic (SUP) items would likely only have minimal impacts towards addressing this issue.

Climate Change Impacts and Adaptation (Northern British Columbia)

Participants from Northern British Columbia (B.C.) engaged in a conversation related to the potential impacts of climate change and the adaptations they expected would likely be required in response. Asked whether they felt climate change was having a major, minor, or no impact on their communities, all believed its impact to be significant. Expanding upon their views, several cited perceived issues such as the increased prevalence of extreme weather events such as flooding and wildfires, changes to the length and intensity of seasonal weather, and the increasing presence of invasive species. All were concerned that climate change would continue to have a major impact on their communities in the future. Concerns were specifically raised regarding the potential reduced ability of farmers to grow crops and resulting food insecurity, the increasing cost of insurance against natural disasters, and potential mental health challenges related to stress and anxiety of dealing with this issue.

Discussing whether their communities were prepared to deal with the impacts of climate change, many felt that they were not. Several pointed to the COVID-19 pandemic as an example of how quickly shortages of food and essential goods can arise during an emergency situation and believed that these issues would occur with increasing frequency if climate change were to worsen. A small number indicated feeling that while they had done some preparation on this front, the actions they could take were limited due to the relative remoteness of their communities and their inability to produce food if cut off from air transportation during an emergency. Describing potential measures that could be taken to improve their communities' preparedness for the impacts of climate change, it was thought that it would be of critical importance to build more resilient cellular and internet networks. All felt that it was crucial for the federal government to provide assistance to communities as they prepare to confront the impacts of climate change. To aid in the conversation, participants were provided with the following information regarding the steps currently being taken by the Government of Canada on this front, including:

- *Making information about climate change more widely available;*

- *Investing in infrastructure, including natural infrastructure, that protects Canadians from climate-related disasters;*
- *Developing building codes to increase the resiliency of buildings and infrastructure;*
- *Addressing the effects of climate change on the health of Canadians;*
- *Supporting regions that are particularly vulnerable to climate change, including the North and the country's coasts; and*
- *Working to ensure the long-term health and resilience of our ecosystems and natural environment.*

Almost all felt that these priorities represented a strong approach towards preparing for the impacts of climate change. It was suggested that the federal government should also consider the implementation of measures related to addressing potential job losses, property damage, and mental health challenges related to climate change. Asked to identify what they felt to be the most important priorities on this list, it was largely thought that investments towards infrastructure that protects Canadians from climate-related disasters and support for regions that are particularly vulnerable to climate change (including Canada's North and coastal regions) would have the most impact. Several expressed feeling that their own communities were particularly susceptible to the impacts of climate change and that the implementation of these objectives would be very beneficial towards ensuring their long-term security.

Federal Government Services (Major Centres Prairies Frequent Users of Federal Services)

Participants in one group took part in a discussion related to services provided by the federal government. All reported frequently accessing federal services and/or had done so recently. Asked to identify the types of services delivered by the federal government, participants mentioned a range of areas, including the issuing of passports, tax collection, and programs such as the Canada Pension Plan (CPP), Old Age Security (OAS), the Canada Child Benefit (CCB), and Employment Insurance (EI). Other areas mentioned included postal services, services related to Indigenous peoples, and initiatives such as the federal price on carbon and the associated Climate Action Incentive Payment (CAIP).

Most were positive in their evaluations of the Government of Canada's delivery of these services. Several specifically mentioned the passport renewal process, believing this to have been a seamless and streamlined experience. A number also spoke positively of the Canada Revenue Agency (CRA) website, and the MyCRA account more specifically. It was thought that this service was highly secure and trustworthy, and enabled Canadians to prepare and file their annual taxes in a quick and efficient manner. While generally satisfied with their experience in accessing federal services, however, some felt that there was a lack of transparency and accessible information related to supports such as the CCB and previous initiatives such as the Canada Emergency Response Benefit (CERB). A small number also shared that they had experienced some difficulty in accessing programs such as EI, believing the process to have been time-consuming and somewhat confusing.

Asked which services they had recently accessed, participants recalled engaging in actions such as renewing their passports through Service Canada, filing their annual income taxes via the CRA, applying for EI, and accessing immigration services through Immigration, Refugees, and Citizenship Canada (IRCC). It was widely thought that these services had been delivered in a timely manner, and no participants reported experiencing unreasonable delays. Discussing whether their experience had impacted their impression of the Government of Canada, many expressed positive views, stating that their experiences had given them a more positive opinion of federal departments and agencies. A few felt differently, believing that their experiences accessing these services, while positive, were unlikely to impact their opinion of the federal government as a whole.

Questioned whether they felt service delivery was a priority for the Government of Canada, few believed that it was. A number commented that while their own personal experiences had been positive, they had also heard many accounts of long waits and difficulties accessing a range of federal services and benefits. Suggesting ways that the Government of Canada might improve service delivery for Canadians, many believed that greater resources needed to be invested into agencies departments such as Service Canada, the CRA, and IRCC, especially in terms of hiring more staff to process applications and address inquiries. It was thought that streamlining different services and increasing communication amongst federal departments and agencies would likely lead to a better overall experience for Canadians. Several expected that this could be accomplished through the creation of an individual profile or digital credential, which would eliminate the need to repeatedly explain one's individual circumstances to numerous federal employees across different departments.

Cost of Living (Nova Scotia Middle Class Parents)

Participants in one group took part in a conversation related to the current cost of living. All felt that the Government of Canada was on the wrong track in its management of this issue and the Canadian economy more generally. Participants provided several reasons for this view, including the belief that federal spending was too high, the size of the federal government was too large, and that too much funding had been provided towards foreign assistance to countries such as Ukraine rather than addressing the domestic issues facing Canadians. Asked to identify the economic issues about which they were the most concerned, several mentioned challenges related to stagnating wages, the rising cost of living, and the high cost and perceived lack of availability of housing.

No participants felt that the Government of Canada currently understood the economic issues presently facing Canadians. Asked what the federal government was doing to address the cost of living, many commented that they were unaware of any programs targeted towards assisting middle-class families. A large number were of the impression that most of the supports that did exist were primarily targeted towards lower income Canadians. Discussing areas which had become less affordable as of late, participants identified numerous essentials such as groceries, gasoline, personal automobiles, and housing. Several also mentioned that it had become increasingly difficult to save money for the future, as a greater portion of their monthly pay was now going towards everyday expenses. Some indicated having changed their day-to-day habits and routines as a result of rising

costs, including only purchasing items when they are on sale, adhering to a weekly or monthly budget, and foregoing non-essential purchases. Asked whether they had recently seen, read, or heard about any work from the Government of Canada on these fronts, some mentioned the recently announced one-time Grocery Rebate. Most, however, expected that they would not be eligible for this support, believing it was only available to lower-income Canadians. Many also expressed the opinion that the amount offered was far too low to have any tangible impact on assisting Canadians with the cost of groceries in the long-term.

Discussing the factors they felt were contributing to the rising cost of living, participants suggested a range of potential drivers. These included the implementation of the federal carbon pricing system, perceived high federal spending, and increases to federal and provincial minimum wages. Almost all were of the view that the rising cost of living was a global problem, rather than one that was specifically impacting Canadians. Several, however, felt that even if the problem was global in nature, the federal government needed to be doing more to address rising costs and making life more affordable for Canadians. Suggested actions included increasing the further development of domestic natural resources such as oil and gas, investments into green energy production, and reducing federal spending with the aim of maintaining a balanced budget.

Asked if they could identify any policies, programs, services, or benefits which had been implemented by the Government of Canada to assist parents with the cost of living, participants mentioned the Canada Child Benefit (CCB), the Canada Dental Benefit (CDB), and \$10-a-day, on average, child care agreements reached with the respective provinces and territories. To aid in the conversation, participants were provided with the following information about these programs:

The Canada Child Benefit is a means-tested income support program for Canadian families. It is delivered as a tax-free monthly payment available to eligible Canadian families to help with the cost of raising children. The CCB is indexed to inflation.

The Government of Canada is implementing the Canada Dental Benefit to help lower dental costs for eligible families earning less than \$90,000 a year.

The Government of Canada is working with the provinces and territories to offer universal early learning and child care to Canadian families for \$10 a day.

Participants were mostly negative in their responses to this information. Many commented that they would not qualify for the CDB and felt this support needed to be expanded to a larger number of Canadians. Discussing the initiatives related to affordable early learning and child care, several believed that the delivery of the program had not been satisfactory thus far and that it was still difficult for families to access affordable child care in their communities due to a lack of available spots. While the CCB was thought to be the most impactful program among participants, a number felt that the amounts offered did little to address the financial challenges faced by middle class families. Asked how the Government of Canada could better support parents, participants suggested a greater focus on providing funding for post-secondary education, especially for those whose children currently did not qualify for student loans. It was felt that greater actions in general needed to be taken to make it

easier for Canadian households to save money, believing that it was currently increasingly difficult to get ahead financially due to the high costs of essentials such as groceries, gasoline, and housing.

Cryptocurrency (Major City Centres Ontario Financial Sector Workers)

Participants in the group comprised of financial sector workers residing in Ontario engaged in a brief discussion related to cryptocurrency. Though all were familiar with the concept of cryptocurrency, many struggled to provide a precise definition. Several believed that the term primarily referred to digital tokens with monetary value derived from the blockchain. Asked to identify what benefits might be associated with owning cryptocurrency, many suggested that there was the potential for rapid increases in value and believed that cryptocurrency assets were highly secure from hacking or theft. Others were of the impression that cryptocurrency was not subject to the inflation experienced by government-issued currency. Discussing concerns and risks related to cryptocurrency, many expressed concerns about the increased potential of fraud related to these digital assets. A large number also expressed reservations about the perceived volatility of cryptocurrency as well as the lack of regulation and oversight of cryptocurrency and associated trading platforms. While understanding these concerns, few felt that cryptocurrency should be regulated by the federal government. A few commented that while they would be amenable to regulations or increased oversight of cryptocurrency exchanges and trading platforms, they were generally opposed to any regulation of cryptocurrencies themselves. A small number believed that greater efforts should be taken by the federal government to educate Canadians about cryptocurrency, enabling them to better understand the potential risks and benefits of investing in these assets.

Online Safety (Major Centres Quebec Frequent Media Consumers, Major Centres Saskatchewan and Manitoba, Mid-Size and Major Centres Quebec, Small and Mid-Size Centres Atlantic Canada)

Participants in four groups engaged in conversations related to online safety. To begin, participants were asked to identify what they felt to be the most positive aspects of the internet and the online world on society today. A range of positive aspects were mentioned, including:

- Communication with family and friends – It was expressed by several that the internet had made it easier to connect with loved ones, especially those living far away. It was felt that this was a major benefit for individuals, including new arrivals to Canada, who may not know many people in their communities and would otherwise feel lonely and isolated;
- Online work and education – A large number also mentioned the advent of remote and online and/or hybrid work as well as the increased prevalence of online learning options for those pursuing post-secondary education. This was thought to be a major benefit for those living

with disabilities who might face difficulties in physically commuting to class or the workplace; and

- Ease of access to information and entertainment – Many also mentioned the ability to use the internet to easily find information on a multitude of subjects as well to access a plethora of entertainment options. A few specifically spoke of the increased convenience of using digital devices to obtain directions, making it easier for them to find their way to new or unfamiliar locations.

Asked to describe the potential drawbacks of the internet and the online world, participants shared a number of concerns:

- Overreliance on the internet – It was felt by several that there was a growing trend of dependence by individuals on digitally-sourced information. It was believed that many were now solely looking information up as needed rather than taking the time to learn and understand it. Related to this, some raised concerns about the perceived prevalence of misinformation online. The view was expressed that a growing number of Canadians did not possess the knowledge or critical thinking skills necessary to determine whether the information they access online is accurate. A few also were concerned about the growing dependence in education and in the workplace on artificial intelligence (AI) programs such as ChatGPT;
- Loss of privacy – The perceived loss of individual privacy due to participating in the online world was also raised as an issue by participants. A number were particularly concerned about the practice of companies (such as social media platforms) selling the personal data of individuals to third parties;
- Online scams – Some were also concerned regarding what they viewed as the growing prominence of online fraud. It was believed that many online scams were becoming more sophisticated, placing a growing number of Canadians at financial risk;
- Internet addiction – It was felt that due to the increased digitization of the world, a growing proportion of individuals were at risk of becoming addicted to the internet. It was thought that society as a whole was spending too much time connected to the internet and/or using digital devices and that this was contributing to a widespread decline in social skills; and
- The spread of harmful content – A few discussed the perceived growing prominence of harmful content online. It was thought that the convenience of communication on social media platforms such as Facebook and Twitter had made it easier for individuals to create and disseminate prejudiced or hateful content targeted towards vulnerable or marginalized communities.

Describing what the term ‘online safety’ meant to them, several mentioned the issue of keeping children safe from harmful content or communicating with potentially dangerous individuals on social media and other digital platforms. For others the term was also associated with encryption and the security of one’s digital passwords and information. Related to this, the view was expressed that for online safety to be present there needed to be transparency regarding how one’s personal data would be used by the digital services they access. Questioned whether they had any concerns regarding their own safety online, a number indicated that they did. For several this was related to the security of their online financial transactions, while others mentioned concerns related to social media and the

potential of being the victim of online harassment and/or cyberstalking. Many were concerned specifically about the impact of the internet on younger generations, and especially children, who they believed would likely be less cognizant of potential online dangers. A number also reiterated the potential harms of online hate, including the harassment and cyberbullying of racialized Canadians and other vulnerable groups.

Asked what 'online harms' meant to them, while few were familiar with the term, most speculated that it likely referred to online attacks on individuals as well as financial harms resulting from fraudulent transactions or scams. Discussing what sort of online content could be considered harmful, many described posts and/or images which focused on disparaging and spreading hate towards racialized Canadians, members of the 2SLGBTQI+ community, and other groups. A few also mentioned sexually explicit content that could be accessed online, including graphic images of individuals released without their consent. Asked whether they had personally encountered harmful content online, many mentioned having seen hateful comments on social media platforms such as Facebook as well as in the comments sections on YouTube and online news articles. While most believed that harmful content online represented a growing concern, few felt it to be a major issue at present. Several were of the view that individuals were typically able to avoid harmful content by blocking it or not utilizing platforms on which it was present. This being said, a number were worried about growing issues related to mental health and self esteem impacting younger Canadians, feeling that teenagers and young adults were especially vulnerable to cyberbullying and encountering hurtful comments online. The view was expressed that this problem would likely continue to grow in prevalence as the world continued to shift more of its activities online.

Almost all felt more should be done to address harmful content online. Discussing what actions should be taken, several believed it was the responsibility of individuals, and parents especially, to educate themselves about the dangers of harmful online content and how best to communicate these concerns to their children. While a few felt that actions should be taken to limit the reach of and/or prohibit harmful online content, several were concerned that these efforts might have the unintended consequence of impeding upon what they viewed as the rights of individuals to freely express themselves online. Asked if they were aware of any actions currently being taken on this front, a few were of the impression that digital platforms had begun adjusting their algorithms to filter out hateful content as well as make it easier for users to block and/or report any hateful content they encounter. Discussing whether online platforms should be responsible for harmful content on their services, participants were mixed in their opinions. Among those who felt it was the responsibility of platforms to prevent harmful content from being posted on their services, it was thought that greater efforts needed to be taken by the platforms to moderate harmful content and that financial penalties should be levied upon companies that did not take action to remove hateful posts and images. For those who believed that it was not the platform's responsibility, it was largely felt that it was the responsibility of the individual to determine which services they used and how to best protect themselves against harmful online content.

Misinformation (Major Centres Quebec Frequent Media Consumers)

The group comprised of frequent media consumers residing in Quebec engaged in an extended discussion related to online misinformation and disinformation. Asked to identify the digital platforms they utilized on a regular basis, many reported frequently accessing Facebook, Instagram, and LinkedIn, while a smaller number mentioned other services such as Snapchat and WeChat.

Discussing what they believed to be the differences between misinformation and disinformation, some suggested that while misinformation referred to the unintentional sharing of false information, disinformation was characterized by deliberate attempts to mislead. A number were uncertain as to whether there was any meaningful distinction between these terms. To aid in the conversation, participants were provided with the following clarification:

The difference between these two terms is that misinformation is information that is incorrect or misleading, whereas disinformation is false information deliberately spread to deceive people.

After receiving this information, participants were asked if they were concerned about the spread of misinformation and disinformation. Though all participants reported feeling some degree of concern, some also expressed reservations about the potential for censorship in any attempt by the federal government to prevent the proliferation of false information online.

All reported having encountered misinformation or disinformation online. Examples of this provided by participants primarily related to information regarding the COVID-19 pandemic and vaccines, the Russian invasion of Ukraine, and the alleged activities of public figures. Most reported that social media was the primary source of misinformation or disinformation in their lives. Asked how they would go about verifying the accuracy of the information they encounter online, many commented that they would likely check the source to determine whether or not it is reliable, compare the information they encountered with other news sites and sources, and/or seek advice from knowledgeable experts in the subject area.

Discussing actions which could be taken to mitigate online misinformation and disinformation, participants stressed the role of individual responsibility in ensuring one was using reliable sources. It was also felt that digital platforms had a responsibility to ensure that the news and information hosted on their platforms was accurate. A small number believed that social media companies should take greater steps to verify the identities of their users to ensure that they were humans and not bots seeking to disseminate misinformation and disinformation. The view was expressed that while the federal government had an important role to play in preventing the circulation of misinformation and disinformation, this should not come at the expense of the right of Canadians to freely express themselves.

Artificial Intelligence (Major Centres Ontario Financial Sector Workers)

Participants in one group, comprised of financial sector workers from Ontario, engaged in a brief discussion regarding artificial intelligence (AI). To begin, participants were asked how closely they had been following recent developments related to AI. While some reported closely following developments in AI and utilizing AI services, others reported following its development but not using it, while others were highly skeptical of AI and were concerned about the risks of its potential misuse. A small number were unaware of any recent developments related to this technology. Discussing AI in general, participants believed that it was most accurately described as a machine or program capable of understanding and synthesizing information and making decisions, judgements, and arguments based on this information. Most were unsure of any recent developments related to this technology in the financial sector and did not believe it was widely used in the industry. A small number speculated that AI could potentially be used in the financial sector for security, fraud detection, and anti-money laundering activities.

Discussing the benefits of AI, participants cited its improved efficiency, cost-effectiveness, and the ability to complete tedious or repetitive tasks that would otherwise have to be undertaken by humans. Many were of the view that it could help workers and companies improve their productivity and lead to a rapid development of new skills and capabilities across many sectors. Considering the potential negative aspects of AI, participants expressed concerns about bias, ethics, and reduced originality of AI-generated content when compared to text written by humans. A small number felt that there was a risk of humans developing a dependence on AI, which may reduce critical thinking and lead to other negative outcomes.

Asked how the Government of Canada should respond to new developments in the field of AI, participants expressed a variety of different views. Many felt that federal regulation was necessary to ensure public safety and reduce the potential for job loss and the spread of disinformation. Several advocated for the implementation of stronger regulations as the technology continued to develop, with the potential to review these rules in the future. Several stressed the importance of the federal government to act quickly on this front and shared concerns that a lack of decisive action could lead to humans potentially losing control over the development of this technology. Some suggested that the Government of Canada should create guidelines and best practices for use by AI developers as the technology continued to evolve. A small number felt differently, believing that AI should be entirely unregulated and that market forces should determine its development.

Community Safety (Major Centres Saskatchewan and Manitoba, G.T.A. Public Transit Users, Small and Mid-Sized Centres Atlantic Canada, Quebec City Working Seniors)

Four groups took part in discussions related to community safety and the current rate of crime in their communities. Asked to describe the most pressing issues facing their communities, several mentioned a perceived rise in crime, including thefts, break-ins, and violent crimes such as physical assaults and stabbings. A large number in the groups based in Saskatchewan and Manitoba as well as the Greater Toronto Area (G.T.A.) identified issues related to the rising cost of living, homelessness, addiction, and mental health. It was thought that increasing concerns in these areas had contributed to rising crime in recent years and that a greater number of individuals were now engaging in criminal behaviour out of desperation due to their deteriorating personal circumstances. While most indicated feeling relatively safe in their respective communities (especially those living rurally), a large number were of the impression that crime rates had been rising in nearby urban centres such as Toronto, Montreal, Regina, Halifax, and Moncton.

Participants in the group comprised of frequent public transit users residing in the G.T.A. were asked whether they felt that crime was a major issue on public transit. Several believed that it was, with a few having personally experienced harassment or feeling threatened, while others expressed concerns about the safety of loved ones who utilized public transit on a regular basis. Asked whether they had changed their personal behaviours in response to this perceived rise in crime, many had. While some reported avoiding certain transit routes, others indicated that they would avoid travelling by public transit at night whenever possible. A few had begun using personal automobiles or ride-sharing services such as Uber as alternatives to public transit, citing increased concerns for their personal security as of late. A small number shared the view that streetcars operated by the Toronto Transit Commission (TTC) were becoming especially dangerous and believed that a growing number of transit users had been the victims of threatening behaviour or violent crime in recent months.

Asked if they could recall any actions taken by the Government of Canada to address rising crime, participants in all groups mentioned recent initiatives to strengthen firearms restrictions in Canadian communities, including the prohibition on the buying and selling of handguns as well as bans on a wide range of assault-style firearms. A few were of the impression that investments had recently been made towards providing increased resources to law enforcement, including for the Royal Canadian Mounted Police (RCMP) as well as provincial and municipal police departments. A small number also mentioned the increased prevalence of drug-related initiatives such as safe injection sites as well as further resources for addiction and mental health treatment. Discussing what more could be done to address the issue of rising crime, many believed that there needed to be an increased focus on making life more affordable for vulnerable Canadians, especially in terms of their ability to afford groceries and secure safe and affordable housing. It was felt that this would reduce the impetus for these individuals to engage in criminal behaviour to meet their basic needs. A number also believed that greater efforts

needed to be taken to develop educational initiatives and after-school programming targeted towards younger Canadians, who it was believed were more prone to engaging in criminal behaviours and participating in street gangs. It was also thought that there needed to be further investments made towards mental health and addictions, with several believing that the increased prevalence of these issues had been a key driver in growing criminal activity. A few residing in the G.T.A. recommended increasing security personnel for public transit systems, believing this would assist in deterring crime on subways, trains, and buses.

Bail Reform (G.T.A. Frequent Users of Public Transit, Small and Mid-Size Centres Atlantic Canada, Quebec City Working Seniors)

Three groups engaged in extended conversations related to bail reform. Asked if they were familiar with the concept of bail, several indicated that they were. To aid in conversation, participants were provided the following information:

Bail is when a person charged with a criminal offence is released from custody while awaiting their trial. As you know, people who are awaiting trial are presumed innocent until proven guilty. An individual can be released with or without conditions that they must follow during their release. Not everyone who is charged with a crime receives bail.

Discussing whether they had seen, read, or heard anything related to the bail process in Canada, while a small number were of the impression that changes to the system were currently being considered by the federal government, none could recall any specific details. A number spoke negatively of the current system and were of the impression that it was relatively easy at present for repeat offenders to be offered bail. It was believed by several that a significant proportion of individuals out on bail often did not abide by the conditions of their release and engaged in further criminal activity. Asked whether they felt that the current bail system was fair, participants expressed a range of opinions. Among those who felt the system was fair, it was thought that bail was an essential part of the criminal justice system and was critical to maintaining the presumption of innocence of those who had not been formally convicted of a crime. A large number reiterated concerns about the potential for individuals released on bail to re-offend, with many believing this represented a significant threat to public safety, especially for those who had previously been arrested for violent crimes. Describing the reasons why individuals released on bail may re-offend, several believed that these were often crimes of desperation and were closely related to economic circumstances, struggles with addiction, or mental health concerns.

Participants were next shown information detailing the actions the Government of Canada was currently considering taking regarding reforms to the bail system:

As you may know, under the Canadian Charter of Rights and Freedoms, accused people in Canada have the right to bail unless there is a compelling reason to keep them in custody, such as risk of flight or risk to public safety that cannot be addressed in any other way.

The Government of Canada is considering some reforms to the bail system, which would make it more difficult for people who have been previously found guilty of some types of violent crimes to get out of jail while they await trial.

Almost all participants reacted positively to this information. It was felt by many that taking these steps would have a significant impact towards making Canadian communities safer and ensuring that those previously found guilty of violent crimes were not provided with opportunities to engage in further criminal behaviour while released on bail. A few added the opinion that there were some crimes, such as murder, for which bail should not be offered under any circumstances. A very small number expressed concern regarding the potential for innocent people accused of violent crimes and/or those who committed acts of violence in self-defence to be unfairly denied bail under this reformed system.

Asked what more the federal government could be doing to address crime in Canada, several believed that a greater focus needed to be placed on expanding mental health and addictions resources to vulnerable individuals, believing these to be key drivers of the perceived rising crime rate in recent years. A number were also of the opinion that a greater focus needed to be placed on reintegrating those released from prison back into society. It was believed that if provided with greater educational, employment, and financial resources that these individuals would be much less likely to re-offend upon their release.

French Language Protection and Promotion (Quebec City Working Seniors)

Participants residing in Quebec City took part in a brief conversation regarding the importance of protecting and promoting the French language in Canada. All believed that this was a priority of critical importance for the Government of Canada. Asked to describe the current state of the French language in Canada, a number believed that French language services outside of Quebec continued to be limited relative to those available in English. Most were unaware of any efforts by the Government of Canada to protect and promote the French language. A small number recalled hearing that the federal government was providing Canada Border Services Agency (CBSA) officers with French language training.

Participants next discussed the Government of Canada's *Action Plan for Official Languages*. To aid in the conversation, participants were provided with the following list of key objectives and proposed measures related to this plan:

Encouraging more Francophone immigration to Canada:

- *Creating a new French immigration policy;*
- *Expanding global promotion and recruitment work in French-speaking countries; and*
- *Investing in language training for newcomers.*

Promoting lifelong learning opportunities in French:

- *Expanding program offerings in French minority-language schools outside of Quebec;*
- *Investing in French second-language programs throughout Canada; and*
- *Investing in Francophone child care centres across Canada*

Supporting French community organizations:

- *Boosting funding to Francophone community organizations;*
- *Providing grants to projects that strengthen attachment to the French language and Francophone culture; and*
- *Providing grants to Francophone artists.*

Creating a centre within Heritage Canada that supports the Government of Canada in taking additional steps to support French language minority communities.

Many were positive in their responses to this list of initiatives. It was thought that these measures would be effective towards protecting and promoting the French language both in Quebec and the rest of Canada. A number reported having been previously unaware of this action plan and expressed a desire to receive increased communications from the Government of Canada on this front. Among participants the initiatives to increase Francophone immigration, invest in language training for newcomers, and invest in Francophone child care services were expected to be the most impactful. Discussing additional steps that the federal government could undertake to promote and protect the French language in Canada, it was thought that it should introduce requirements for national transportation services, such as airlines and rail services, to implement minimum French language proficiency standards for their employees. Other suggestions included increasing funding for the creation of an increased amount of French-language content, with a particular focus on capturing the experiences of Francophone communities outside of Quebec.

Local Issues (Northern British Columbia)

Participants in the group from Northern British Columbia (B.C.) engaged in a discussion focusing on a number of issues specific to their region. Asked to describe the most significant issues facing Northern B.C., many mentioned a perceived widespread lack of safe and affordable housing. This was believed to have had a considerable negative impact on many communities in the region, contributing to high rates of homelessness and the growing departure of younger people. This loss of younger residents was believed to be contributing to a growing labour shortage. Increasing homelessness was believed to have been exacerbated by challenges related to addiction and mental health. Transportation was also identified as an issue, with several commented that their communities lacked access to adequate road and rail networks.

Asked to identify the most industries and sectors in their respective communities, several mentioned sectors such as mining, forestry, oil, and gas. Several expressed that agriculture, tourism, and clean energy generation were also important for their communities. Discussing the local sectors and industries that required the most help, several identified the recent closures of a number of mills as having been very damaging for the forestry sector in the region, including job losses in many communities. A few felt that the mining and oil and gas sectors also required further support. Asked

what the federal government could do to better support these sectors, it was suggested that it could work more closely with private companies and Indigenous leaders to determine the best ways to develop natural resources in the region. None were aware of any recent measures taken by the Government of Canada to provide support for important sectors in their community.

Asked if they had heard the term “critical minerals”, very few had. To clarify participants were provided with the following information:

Critical minerals are used in many clean energy technologies – like wind turbines and electric vehicle batteries. They are also used in a variety of household products – like electronics and appliances. Critical minerals include elements like lithium, graphite, nickel, cobalt, copper, and several rare earth elements.

Almost all felt that projects involving the mining of critical minerals were likely to lead to considerable economic benefits for their region. None were aware of any critical mineral projects currently operating in or near their communities. Several expressed concerns that ongoing labour shortages in the region communities could impede the operation of any critical mineral projects and it was felt that the Government of Canada should take additional efforts to bring in more non-Canadians to work in these sectors.

Appendix A – Recruiting Scripts

English Recruiting Script

Privy Council Office Recruiting Script – April 2023 English Groups

Recruitment Specifications Summary

- Groups conducted online.
- Each group is expected to last for two hours.
- Recruit 8 participants.
- Incentives will be \$125 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 (EDT)	Local Time	Location	Composition	Moderator
1	Tues., April 4 th	8:00-10:00	6:00-8:00 (MDT)	Major City Centres Alberta	General Population	TBW
2	Wed., April 5 th	6:00-8:00	6:00-8:00 (EDT)	Northern Ontario	General Population	DN
3	Tues., April 11 th	8:00-10:00	6:00-8:00 (MDT, CST) 7:00-9:00 (CDT)	Major City Centres Prairies (AB, SK, MB)	Recent and Frequent users of Government of Canada services	TBW
4	Wed., April 12 th	5:00-7:00	6:00-8:00 (ADT)	Nova Scotia	Middle Class, aged 30-45 with children, combination single and two-parent household	DN
6	Mon., April 17 th	8:00-10:00	6:00-8:00 (CST) 7:00-9:00 (CDT)	Major City Centres Prairies (SK,MB)	General Population	MP
7	Tues., April 18 th	6:00-8:00	6:00-8:00 (EDT)	Greater Toronto Area	Public Transportation Users	DN
8	Wed., April 19 th	9:00-11:00	6:00-8:00 (PDT)	Northern British Columbia	General Population	TBW

10	Tues., April 25 th	6:00-8:00	6:00-8:00 (EDT)	Major City Centres Ontario	Financial sector workers	TBW
11	Wed., April 26 th	5:00-7:00	6:00-8:00 (ADT)	Small to Mid-sized Centres Atlantic Canada	General Population	DN

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

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

No, none of the above

CONTINUE

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

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

2. In which city do you reside?

LOCATION	CITIES	
Major City Centres Alberta	Cities include: Calgary, Edmonton. NO MORE THAN 4 PER CITY.	CONTINUE – GROUP 1
Northern Ontario	Cities could include (but are not limited to): Sudbury, Thunder Bay, Sault Ste. Marie, North Bay, Timmins, Kenora, Elliot Lake, Temiskaming Shores, Dryden ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.	CONTINUE – GROUP 2
Major City Centres Prairies (AB, SK, MB)	Cities include: <u>Alberta:</u> Calgary, Edmonton <u>Manitoba:</u> Winnipeg, Brandon. <u>Saskatchewan:</u> Saskatoon, Regina ENSURE GOOD MIX. NO MORE THAN 3 PER PROVINCE. NO MORE THAN TWO FROM EACH CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION WHEN POSSIBLE.	CONTINUE – GROUP 3
Nova Scotia	Cities could include (but are not limited to): Large city = 50,000-100,000 Halifax Medium population = 30,00-50,000 Cape Breton-Sydney Small population = <30,000 New Glasgow, Glace Bay, Kentville, Sydney Mines, Amherst, Bridgewater	CONTINUE – GROUP 4

	<p>IF POSSIBLE, NO MORE THAN TWO PER CENTRE (MAY HAVE TO SKEW TO HALIFAX). ENSURE A GOOD MIX OF RURAL CENTRES ACROSS THE REGION (FROM SMALLER TO LARGER).</p>	
Major City Centres Prairies (SK,MB)	<p>Cities include (but not limited to):</p> <p><u>Manitoba</u>: Winnipeg, Brandon. <u>Saskatchewan</u>: Saskatoon, Regina.</p> <p>ENSURE 4 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN TWO FROM EACH CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.</p>	CONTINUE – GROUP 6
Greater Toronto Area	<p>Cities could include (but are not limited to):</p> <p>Toronto, Ajax, Oshawa, Pickering, Whitby, Burlington, Oakville, Brampton, Mississauga, Markham, Newmarket, Richmond Hill, Vaughan</p> <p>ENSURE A GOOD MIX NO MORE THAN 2 PER CITY.</p>	CONTINUE – GROUP 7
Northern British Columbia	<p>Cities could include (but are not limited to):</p> <p>Prince George, Fort St. John, Prince Rupert, Terrace, Dawson Creek.</p> <p>ENSURE A GOOD MIX NO MORE THAN 2 PER CITY.</p>	CONTINUE – GROUP 8
Major City Centres Ontario	<p>Cities include (but are not limited to):</p> <p>Toronto, G.T.A. (Mississauga, Brampton, Markham, Richmond Hill, Burlington, Oshawa, Vaughan) Ottawa, Hamilton, London, Guelph, Kitchener, Kingston, Windsor, Greater Sudbury, Barrie, Kingston.</p> <p>NO MORE THAN TWO FROM TORONTO/G.T.A. ENSURE A GOOD MIX OF CITIES ACROSS THE PROVINCE.</p>	CONTINUE – GROUP 10
Small to Mid-sized Centres Atlantic Canada	<p>Cities could include (but are not limited to):</p> <p>Small centres = <50,000 <u>Nova Scotia</u>: Cape Breton, New Glasgow, Glace Bay, Truro <u>New Brunswick</u>: Quispamsis – Rothesay, Dieppe, Miramichi, Edmundston <u>PEI</u>: Summerside <u>N&L</u>: Corner Brook, Conception Bay, Mount Pearl</p>	CONTINUE – GROUP 11

	<p>Mid-sized centres = 50,000-99,999 <u>New Brunswick</u>: Fredericton, Saint John, <u>PEI</u>: Charlottetown Region <u>N&L</u>: Saint John</p> <p>ENSURE 2 PARTICIPANTS FROM EACH PROVINCE. ENSURE A GOOD MIX OF CITIES WITHIN EACH PROVINCE. INCLUDE THOSE RESIDING IN MEDIUM AND SMALLER COMMUNITIES.</p>	
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2a. How long have you lived in [INSERT CITY]? **RECORD NUMBER OF YEARS.**

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

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	IF GROUP 4 = THANK AND END ALL OTHERS = CONTINUE
25-29	IF GROUP 4 = THANK AND END ALL OTHERS = CONTINUE
30-45	IF GROUP 4 = CONTINUE ALL OTHERS = CONTINUE
46-49	IF GROUP 4 = THANK AND END ALL OTHERS = CONTINUE
50-54	IF GROUP 4 = THANK AND END ALL OTHERS = CONTINUE
55+	IF GROUP 4 = THANK AND END ALL OTHERS = CONTINUE
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

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

Male	CONTINUE
Female	CONTINUE

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

5. **ASK ONLY IF GROUP 3** How often do you use services provided by the Government of Canada (for example, passport services, Government of Canada job bank, Canada Revenue Agency services, Employment Insurance, etc)?

A few times a month	CONTINUE
Once a month	CONTINUE
Once every few months	CONTINUE
A couple times a year	CONTINUE
Once a year	THANK AND END
Less than once a year	THANK AND END
Never	THANK AND END
[DO NOT READ] Don't know	THANK AND END

- 5a. **ASK ONLY IF GROUP 3** When did you last access services provided by the Government of Canada? This could include, for example, visiting a Service Canada Centre or passport office, or contacting the Canada Revenue Agency.

Less than a month ago	CONTINUE
1-2 months ago	CONTINUE
3-4 months ago	CONTINUE
7 months-1 year ago	THANK AND END
Over 1 year ago	THANK AND END

ENSURE A GOOD MIX BY TIME SINCE LAST ACCESSED FEDERAL GOVERNMENT SERVICES.

- 5b. **ASK ONLY IF GROUP 3** What Government of Canada service did you last access?

Passport services (e.g., applying for a new passport or passport renewal at a Service Canada Centre or passport office)	CONTINUE
Immigration, Refugee and Citizenship services	CONTINUE
Canada Revenue Agency services (e.g., services for income tax, GST/HST, payroll, business numbers, savings and pension plans, tax credits and benefits, etc.)	CONTINUE
Employment Insurance (EI)	CONTINUE
Social Insurance Number (SIN)	CONTINUE
Veterans Affairs Canada Services	CONTINUE
Other, please specify: _____	

6. **ASK ONLY IF GROUP 4** Thinking about your household's financial circumstances and outlook, would you consider yourself to be a member of Canada's middle class, or not?

Not middle class	THANK AND END
Member of the middle class	CONTINUE

- 6a. **ASK ONLY IF GROUP 4** Do you have any children under the age of 18?

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

6b. ASK ONLY IF GROUP 4 Could you please tell me the ages of these children?
ENSURE A GOOD MIX BY NUMBER OF CHILDREN AND AGE

6c. ASK ONLY IF GROUP 4 In addition to yourself and your child/children, who else, if any, lives in your household?

Partner/Spouse **CONTINUE**
 Parent or Relative **CONTINUE**
 Children over the age of 18 **CONTINUE**
 No one else **CONTINUE**
 Other **CONTINUE**
VOLUNTEERED Prefer not to answer **THANK AND END**

ENSURE A GOOD MIX OF THOSE WHO LIVE WITH PARTNER/SPOUSE AND THOSE WHO ANSWERED DIFFERENTLY (SKEW TO NO ONE ELSE).

7. ASK ONLY IF GROUP 7 Have you used public transportation in the past 6 months?

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

7a. ASK ONLY IF GROUP 7 Which of the following statements best describes your use of public transportation?

I use public transportation a few times a year. **THANK AND END**
 I use public transportation a few times a month. **CONTINUE**
 I use public transportation multiple times a week. **CONTINUE**
 I use public transportation multiple times a day. **CONTINUE**
VOLUNTEERED Prefer not to answer **THANK AND END**

ENSURE NO MORE THAN 2 PARTICIPANTS WHO USE TRANSIT ONLY A FEW TIMES A MONTH.

7b. ASK ONLY IF GROUP 7 What type (or types) of public transportation do you use?

Go Transit trains **CONTINUE**
 Bus (TTC, YRT, MiWay etc...) **CONTINUE**
 TTC Subway **CONTINUE**
 TTC Tram Cars **CONTINUE**
VOLUNTEERED Prefer not to answer **THANK AND END**

ENSURE A GOOD MIX OF TRANSPORTATION TYPES.

8. 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
- Construction
- Educational Services
- Finance **CONTINUE GROUP 10**
- Insurance **CONTINUE GROUP 10**
- 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: _____

**GROUP 10 – NO MORE THAN 2 IN INSURANCE
ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT IF APPLICABLE. NO MORE THAN TWO PER SECTOR.
NO INTERNATIONAL STUDENTS.**

9. Which of the following categories best describes your total household income in 2022? That is, the total income of all persons in your household combined, before taxes?

Under \$20,000	IF GROUP 4 = THANK AND END
\$20,000 to just under \$40,000	IF GROUP 4 = THANK AND END
\$40,000 to just under \$60,000	IF GROUP 4 = THANK AND END
\$60,000 to just under \$80,000	IF GROUP 4 = CONTINUE
\$80,000 to just under \$100,000	IF GROUP 4 = CONTINUE
\$100,000 to just under \$150,000	IF GROUP 4 = THANK AND END
\$150,000 and above	IF GROUP 4 = THANK AND END

VOLUNTEERED Prefer not to answer	THANK AND END
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ENSURE A GOOD MIX.

NOTE: MIDDLE CLASS USUALLY DEFINED AS PEOPLE WHO ARE NEITHER IN THE TOP 20% OR BOTTOM 20% OF INCOME EARNERS AND/OR WHO EARN BETWEEN 75%-200% OF MEDIAN HOUSEHOLD INCOME AFTER TAX WHICH COULD BE APPROX. \$45,000-\$120,000

10. **ASK ALL GROUPS** 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.

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

Yes **CONTINUE**

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

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

1-2 **THANK AND END**

3-5 **CONTINUE**

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

Participant has high-speed access to the Internet

Participant has a computer/webcam

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

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

15. How 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**

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

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

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

Yes **CONTINUE**
No **SKIP TO Q.21**

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

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

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

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

20. 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.

21. What is the highest level of formal education that you have completed?

- Grade 8 or less
- Some high school
- High school diploma or equivalent
- Registered Apprenticeship or other trades certificate or diploma
- College, CEGEP or other non-university certificate or diploma
- University certificate or diploma below bachelor's level
- Bachelor's degree
- Post graduate degree above bachelor's level
- VOLUNTEERED** Prefer not to answer **THANK AND END**

ENSURE A GOOD MIX.

22. 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 \$125 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 **[INSERT RECRUITER]** 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 – avril 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
5	Thurs., April 13 th	6:00-8:00	6:00-8:00 (HAE)	Grandes centres du Québec	Grands consommateurs des medias	MP
9	Thurs., April 20 th	6:00-8:00	6:00-8:00 (HAE)	Centres de taille moyenne et grande	Population générale	MP
12	Thurs., April 27 th	6:00-8:00	6:00-8:00 (HAE)	Ville de Québec	Personnes âgées travaillant, 55 ans et plus	MP

Questionnaire de recrutement

INTRODUCTION

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

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

NOTER LA LANGUE ET CONTINUER

Anglais **REMERCIER ET CONCLURE**

Français **CONTINUER**

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

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

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

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

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

QUESTIONS DE SÉLECTION

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

Une société d'études de marché

CONCLURE

REMERCIER ET

Une agence de commercialisation, de marque ou de publicité

CONCLURE

REMERCIER ET

Un magazine ou un journal

CONCLURE

REMERCIER ET

Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial

CONCLURE

REMERCIER ET

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

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

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

2. Quelle 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**

3. Dans quelle ville habitez-vous?

LIEU	VILLES	
Grandes villes au Québec	<p>Ces villes peuvent notamment comprendre :</p> <p>Grandes villes = Population 100 000+ <u>Les grandes villes</u> : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière.</p> <p>PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.</p>	CONTINUER – GROUPE 5
Centres de taille moyenne et grande	<p>Ces villes peuvent notamment comprendre (mais ne sont pas limité à):</p> <p>Grandes villes = Population 100 000+ <u>Pour les grandes villes</u> : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière.</p>	CONTINUER – GROUPE 9

	<p>Taille moyenne = Population 50 000-99 999</p> <p>Pour les villes de taille moyenne : Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe.</p> <p>ESSAYER DE RECRUTER AU MOINS QUATRE RÉSIDENTS DANS CHAQUE CATÉGORIE DE VILLE (EN FONCTION DE LA TAILLE DE LA POPULATION). PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.</p>	
Ville de Québec	<p>Ville de Québec.</p> <p>LES PARTICIPANTS DOIVENT RÉSIDER DANS LEDIT CENTRE.</p>	CONTINUER – GROUPE 12
Autre lieu		REMERCIER ET CONCLURE
<p>RÉPONSE SPONTANÉE</p> <p>Préfère ne pas répondre</p>		REMERCIER ET CONCLURE

4. 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

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

Moins de 18 ans	SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.
18 à 24 ans	CONTINUER GROUPE 12 SI ÂGÉ 55 ANS ET PLUS, CONTINUER À LA Q7.
25 à 30 ans	
31 à 44 ans	
45 à 54 ans	
55 à 64 ans	
65 ans ou plus	
<p>RÉPONSE SPONTANÉE</p> <p>Préfère ne pas répondre</p>	REMERCIER ET CONCLURE

ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE, S'IL Y A LIEU.

6. **DEMANDER SEULEMENT POUR LE GROUPE 5** Parmi les énoncés suivants, lesquels décrivent votre relation avec les médias, y compris les médias sociaux, les contenus télévisés ou d'autres formes de programmation ?

Je consulte les nouvelles et mes médias sociaux plusieurs fois par jour et je publie souvent sur les médias sociaux. **CONTINUER À LA Q6a**

Je consulte les nouvelles et mes médias sociaux plusieurs fois par jour et je publie sur les médias sociaux de temps en temps. **CONTINUER À LA Q6a**

Je consulte régulièrement les actualités et les médias sociaux plusieurs fois par jour. **CONTINUER À LA Q6a**

Je consulte les nouvelles et les médias sociaux au moins une fois par jour. **CONTINUER À LA Q6a**

Je consulte les nouvelles et les médias sociaux plusieurs fois par semaine. **REMERCIER ET CONCLURE**

Je ne consulte pas souvent les actualités et les médias sociaux. **REMERCIER ET CONCLURE**

Je ne consulte pas les nouvelles et je n'utilise pas les médias sociaux. **REMERCIER ET CONCLURE**

- 6a. **DEMANDER SEULEMENT POUR LE GROUPE 5** Combien de temps passez-vous chaque jour à consommer des médias ?

Je passe habituellement moins d'une heure par jour à consommer des médias. **REMERCIER ET CONCLURE**

Je passe habituellement entre 1 et 2 heures par jour à consommer des médias. **REMERCIER ET CONCLURE**

Je passe habituellement entre 3 et 4 heures par jour à consommer des médias. **CONTINUER**

Je passe habituellement plus de 4 heures par jour à consommer des médias. **CONTINUER**

7. **DEMANDER SEULEMENT POUR LE GROUPE 12** Quelle est votre situation d'emploi actuelle ?

Temps plein **CONTINUER**

Temps partiel **CONTINUER**

Je suis à ma retraite **REMERCIER ET CONCLURE**

PAS PLUS QUE 3 QUI TRAVAILLENT À TEMPS PARTIEL.

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

Homme

Femme

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

9. 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.* »

10. 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**

11. 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

12. 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**

13. 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**

14. 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.

15. 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.19**

16. 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**

17. 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**

18. 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.

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

Administrations publiques

Agriculture, foresterie, pêche et chasse

Arts, spectacle et loisirs

Autres services, sauf les administrations publiques

Commerce de détail

Commerce de gros

Construction

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

Fabrication

Finance et assurances

Gestion de sociétés et d'entreprises

Hébergement et services de restauration

Industrie de l'information et industrie culturelle

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

Services d'enseignement

Services immobiliers et services de location et de location à bail

Services professionnels, scientifiques et techniques

Services publics

Soins de santé et assistance sociale

Transport et entreposage

Sans emploi

Aux études à temps plein

À la retraite

Autre situation ou autre secteur; veuillez préciser : _____

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

20. **DEMANDER À TOUS LES GROUPE** 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.

21. 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.

22. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2022 – 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

REMERCIER ET CONCLURE

ASSURER UN BON MÉLANGE.

23. 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 CONCLUREE**

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 **[INSÉRER LE NOM DU RECRUTEUR]** 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

April 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 (5-25 minutes) Major City Centres Alberta General Population, Northern Ontario General Population, Major City Centres Prairies (AB, SK, MB) Recent and Frequent users of Government of Canada services, Nova Scotia (Middle Class, Aged 30-45 with Children Combination of Single and Two-Parent Household), Major City Centres Quebec Heavy Media Consumers, Major City Centres Prairies (SK, MB) General Population, Greater Toronto Area Public Transit Users, Northern British Columbia General Population, Mid-sized and Major Centres Quebec, Major City Centres Ontario Financial Sector Workers, Small to Mid-Sized Centres Atlantic Canada, Quebec City Working Seniors Aged Over 55

- What have you seen, read, or heard about the Government of Canada in the last few days?
 - Major City Centres Prairies (AB, SK, MB) Recent and Frequent users of Government of Canada services What about the recent federal Budget?
 - Major City Centres Prairies (AB, SK, MB) Recent and Frequent users of Government of Canada services, Nova Scotia Middle Class, Aged 30-45 with Children Combination of Single and Two-Parent Household, Major City Centres Quebec Heavy Media Consumers, Greater Toronto Area Public Transit Users, Northern British Columbia General Population, Mid-sized and Major Centres Quebec [IF AWARE:] Where did you see, read, or hear this [news/information]?
 - Major City Centres Prairies (AB, SK, MB) Recent and Frequent users of Government of Canada services, Major City Centres Quebec Heavy Media Consumers, Greater Toronto Area Public Transit Users, Northern British Columbia General Population [IF AWARE:] What are your reactions to what you [saw, read, or] heard?
 - Major City Centres Ontario Financial Sector Workers Have you seen, read, or heard anything about the Bank of Canada's recent rate decision?

- **Major City Centres Ontario Financial Sector Workers** IF YES: What are your reactions to this news?
 - **Major City Centres Ontario Financial Sector Workers** Was this the right decision? Why/why not?
- **Major City Centres Prairies (SK, MB) General Population** Has anyone heard anything about the recent federal Budget?
 - **Major City Centres Prairies (SK, MB) General Population** IF YES: PROBE IN-DEPTH:
 - **Major City Centres Prairies (SK, MB) General Population** What did you hear?
- **Major City Centres Prairies (SK, MB) General Population** Have any of you seen, read, or heard anything about the new grocery rebate from the recent 2023 Budget?
 - **Major City Centres Prairies (SK, MB) General Population** IF YES, what have you heard?

Major City Centres Prairies (SK, MB) General Population PROVIDE DETAILS: The Grocery Rebate is a new, one-time payment, to help lower-income Canadians who are struggling with the cost of groceries.

- **Major City Centres Prairies (SK, MB) General Population** What are your thoughts about it?
- **Major City Centres Prairies (SK, MB) General Population** Do you think it will be helpful in making life more affordable for Canadians? Why?
- **Major City Centres Prairies (SK, MB) General Population** Will this personally impact you?
- **Major City Centres Prairies (SK, MB) General Population** Have any of you seen, read, or heard anything about any other federal budget measures?
 - **Major City Centres Prairies (SK, MB) General Population** IF SOME ARE RECALLED, PROMPT:
 - **Major City Centres Prairies (SK, MB) General Population** What are your thoughts about it?
 - **Major City Centres Prairies (SK, MB) General Population** Do you think it will be helpful in making life more affordable for Canadians? Why?
 - **Major City Centres Prairies (SK, MB) General Population** Will this personally impact you?
 - **Major City Centres Prairies (SK, MB) General Population** IF NONE ARE RECALLED, PROMPT: What about the new Canada Dental Benefit?

- **Major City Centres Prairies (SK, MB) General Population** IF YES: What have you heard?

Major City Centres Prairies (SK, MB) General Population PROVIDE DETAILS: The federal government is expanding eligibility to the **Canada Dental Benefit** so that more lower-income and uninsured families have access to dental care.

- **Major City Centres Prairies (SK, MB) General Population** What are your thoughts about it?
- **Major City Centres Prairies (SK, MB) General Population** Do you think it will be helpful in making life more affordable for Canadians? Why?
- **Major City Centres Prairies (SK, MB) General Population** Will this personally impact you?
- **Major City Centres Ontario Financial Sector Workers** IF NOT MENTIONED: What about news on recent bank failures in the United States?
 - **Major City Centres Ontario Financial Sector Workers** IF YES: What have you heard?
 - **Major City Centres Ontario Financial Sector Workers** What do you think is the cause of these failures?
 - **Major City Centres Ontario Financial Sector Workers** Are you concerned about this situation happening in Canada? Why/why not?
- **Quebec City Working Seniors Aged Over 55** What have you heard, read or seen recently about le pont de Quebec?
 - **Quebec City Working Seniors Aged Over 55** How important of an issue is this?
 - **Quebec City Working Seniors Aged Over 55** Do you have any concerns about the bridge? [PROBE: cost, maintenance, traffic impacts...]
 - **Quebec City Working Seniors Aged Over 55** What would you like to see happen with it?
 - **Quebec City Working Seniors Aged Over 55** Does the federal government have a role to play when it comes to le pont de Quebec?
 - **Quebec City Working Seniors Aged Over 55** Should it be a priority for the federal government, or are other projects in Quebec City more important?
 - **Quebec City Working Seniors Aged Over 55** Should the federal government acquire le pont de Quebec?

News Consumption (25 minutes) **Major City Centres Quebec Heavy Media Consumers, Mid-sized and Major Centres Quebec**

- **Major City Centres Quebec Heavy Media Consumers** How much time do you typically spend reading, watching, or listening to the news?
 - **Major City Centres Quebec Heavy Media Consumers** Why do you choose to dedicate your time to reading, watching, or listening to the news?

- What are your primary sources for news? (TV news, radio, social media, friends/family?)
 - **Major City Centres Quebec Heavy Media Consumers** Are there any sources that are more or less reliable for news? If yes, which ones?
 - **Major City Centres Quebec Heavy Media Consumers** IF NOT MENTIONED: How many of you use social media to get news?
 - **Major City Centres Quebec Heavy Media Consumers** Which platforms do you typically use?
 - **Major City Centres Quebec Heavy Media Consumers** Are some platforms more credible or trustworthy than others when it comes to news? Why?
 - **Major City Centres Quebec Heavy Media Consumers** Which do you find more/less credible?
 - **Mid-sized and Major Centres Quebec** How would you rate your level of trust in the news sources you use?
 - **Mid-sized and Major Centres Quebec** How do you go about deciding whether a news source is trustworthy or not?

- **Mid-sized and Major Centres Quebec** How often, if at all, do you seek out local news (i.e., news about the community where you live?)
 - **Mid-sized and Major Centres Quebec** What are your primary sources for local news?
 - **Mid-sized and Major Centres Quebec** Do local news issues get too much, too little, or just about the right amount of coverage in your community? Why?

- If you were looking for news about the Government of Canada, where would you expect to get that information? Why?
 - Do you ever turn to [federal government/Government of Canada] sources for news or information? Why/why not?

ARTIFICIAL INTELLIGENCE (AI) (15 minutes) **Major City Centres Ontario Financial Sector Workers**

Now, let's move onto a different topic...

- How closely are you following developments in artificial intelligence (AI)?
- What can you tell me about AI? What is it?
 - How is it used today?
 - How is it used in the financial sector?
 - Do you use AI in your work or personal life?
- Are there benefits to using artificial intelligence?
 - What are some of the benefits of using artificial intelligence?
 - What about for society?
 - What about for your sector?
- Are there any drawbacks to using AI, either for society or for your sector?
- How should the Government of Canada respond, if at all, to new developments related to AI?

CRYPTOCURRENCY (15 minutes) Major City Centres Ontario Financial Sector Workers

I'd like to shift focus and talk about cryptocurrency.

- Are you familiar with cryptocurrency? In your own words, can you please describe cryptocurrency to me?
- Are there benefits to owning cryptocurrency?
 - IF YES: What are some of the benefits of owning cryptocurrencies?
- Do digital assets play any role in shaping your economic or financial outlook?
- What are your biggest concerns, if any, with cryptocurrencies? What are the biggest risks?
 - How concerned, if at all, are you about cryptocurrency scams?
- What should the Government of Canada be doing when it comes to cryptocurrencies?

PERFORMANCE AND PRIORITIES (15-30 minutes) Major City Centres Alberta General Population, Northern Ontario General Population, Major City Centres Prairies (AB, SK, MB) Recent and Frequent users of Government of Canada services, Nova Scotia Middle Class, Aged 30-45 with Children Combination of Single and Two-Parent Household, Major City Centres Quebec Heavy Media

Consumers, Major City Centres Prairies (SK, MB) General Population, Greater Toronto Area Public Transit Users, Northern British Columbia General Population, Mid-sized and Major Centres Quebec, Major City Centres Ontario Financial Sector Workers, Small to Mid-Sized Centres Atlantic Canada, Quebec City Working Seniors Aged Over 55

Major City Centres Prairies (SK, MB) General Population Now I'd like to shift a bit to talking about the Government of Canada more broadly...

- Major City Centres Alberta General Population, Northern Ontario General Population, Major City Centres Prairies (AB, SK, MB) Recent and Frequent users of Government of Canada services, Nova Scotia Middle Class, Aged 30-45 with Children Combination of Single and Two-Parent Household, Major City Centres Quebec Heavy Media Consumers, Major City Centres Prairies (SK, MB) General Population, Greater Toronto Area Public Transit Users, Northern British Columbia General Population, Mid-sized and Major Centres Quebec, Major City Centres Ontario Financial Sector Workers, Small to Mid-Sized Centres Atlantic Canada What does the Government of Canada do well?
- Major City Centres Alberta General Population, Northern Ontario General Population, Major City Centres Prairies (AB, SK, MB) Recent and Frequent users of Government of Canada services, Nova Scotia Middle Class, Aged 30-45 with Children Combination of Single and Two-Parent Household, Major City Centres Quebec Heavy Media Consumers, Major City Centres Prairies (SK, MB) General Population, Greater Toronto Area Public Transit Users, Northern British Columbia General Population, Mid-sized and Major Centres Quebec, Major City Centres Ontario Financial Sector Workers, Small to Mid-Sized Centres Atlantic Canada What does the Government of Canada need to improve on? [Why?]
- Major City Centres Alberta General Population, Northern Ontario General Population, Major City Centres Prairies (AB, SK, MB) Recent and Frequent users of Government of Canada services, Nova Scotia Middle Class, Aged 30-45 with Children Combination of Single and Two-Parent Household, Major City Centres Quebec Heavy Media Consumers, Major City Centres Prairies (SK, MB) General Population, Greater Toronto Area Public Transit Users, Northern British Columbia General Population, Mid-sized and Major Centres Quebec, Major City Centres Ontario Financial Sector Workers, Quebec City Working Seniors Aged Over 55 In your opinion, what are the top issues [in northern Ontario/facing seniors] that the [Government of Canada/federal government] should be prioritizing? [Why?]

- **Nova Scotia Middle Class, Aged 30-45 with Children Combination of Single and Two-Parent Household, Major City Centres Quebec Heavy Media Consumers** Has the federal government been prioritizing these issues? Why/why not?
 - **Nova Scotia Middle Class, Aged 30-45 with Children Combination of Single and Two-Parent Household, Major City Centres Quebec Heavy Media Consumers** IF NOT PRIORITIZING: What would you like to see from the [federal government/Government of Canada] on this issue?
 - **Nova Scotia Middle Class, Aged 30-45 with Children Combination of Single and Two-Parent Household, Major City Centres Quebec Heavy Media Consumers** IF PRIORITIZING: What news have you seen, read, or heard about the Government of Canada's work on managing these issues?
- **Greater Toronto Area Public Transit Users** What about when it comes to investing in public transit?
- **Mid-sized and Major Centres Quebec** How big of a priority is protecting the French language?
 - **Mid-sized and Major Centres Quebec** How do you feel about the state of the French language in your community?
 - **Mid-sized and Major Centres Quebec** What about in other communities throughout Quebec?
 - **Mid-sized and Major Centres Quebec** What about outside of Quebec?
- **Major City Centres Ontario Financial Sector Workers** IF NOT MENTIONED: What about the economy?
- **Major City Centres Ontario Financial Sector Workers** How would you describe the Canadian economy today?
- **Major City Centres Ontario Financial Sector Workers** What are your expectations for the Canadian economy over the next 12 months? Are you feeling confident/worried? Why?
- **Major City Centres Ontario Financial Sector Workers** Are you concerned about a potential recession in Canada? Why/why not?
 - **Major City Centres Ontario Financial Sector Workers** IF YES: Imagine you had to advise the Government of Canada about their response to a potential recession – what would you tell them?
- **Quebec City Working Seniors Aged Over 55** IF NOT MENTIONED: What about the cost of living?

Northern Ontario Northern Ontario General Population

- Are you aware of any work the Government of Canada has done, or is planning to do, to help northern Ontario?
- On these priorities, is the federal government generally on the right track or wrong track? Why/why not?
- What about when it comes to gun control?
 - Would you say that the Government of Canada is generally on the right track or wrong track? Why?
 - Do you remember anything specific that the federal government has done on gun control?
- What about when it comes to substance use and the overdose crisis?
 - Would you say that the Government of Canada is generally on the right track or wrong track? Why?
- Do you remember anything specific that the Government of Canada has done on gun control?

Public Transit (30 minutes) Greater Toronto Area Public Transit Users

- Who is most responsible for investing in public transit?
 - How big of a role does the Government of Canada play in funding public transit projects?
 - Can anyone remember seeing, reading, or hearing about the Government of Canada investing in any public transit projects?
 - When it comes to making investments in public transit, what are the most important objectives the Government of Canada should be trying to achieve?
 - Example: Should it be making public transit more reliable, more affordable, safer, cleaner, more energy efficient? Something else?
 - How important are investments in electrifying public transit? What impacts would electrifying public transit systems have on you?

PROMPT: Through the Zero Emission Transit Fund, the Government of Canada is investing \$2.75 billion over five years to help public transit operators plan for electrification by supporting the acquisition of zero-emissions buses, new charging stations, and facility upgrades.

- What are your reactions to hearing this information? Is this something the Government of Canada should be doing? Why/why not?

Official Languages Mid-sized and Major Centres Quebec

- What, if anything, is the Government of Canada doing to help protect and promote the French language in Quebec? What about across the country?
- Is the Government of Canada on the right track or the wrong track in terms of protecting and promoting the French language in Canada? Why?
- Is there anything the Government of Canada should be doing to support the French language in Canada?

POLL: Now, I will show you a list of priorities related to official languages. I'd like you to select which of these priorities you believe are the most important for the Government of Canada to work on. You can select up to 3; if you don't think any should be a priority, don't select any.

SHOW ON SCREEN:

- Creating a strategy to support entrepreneurs in official language minority communities.
- Ensuring every Canadian can be heard and understood by a judge in their official language of choice when before a court.
- Ensuring that the private sector provides services in the preferred official language of Canadians.
- Guaranteeing the equality of the English and French languages in Canada.
- Increasing funding for schools for Francophone communities outside of Quebec.
- Making investments to improve access to French immersion and French second-language programs across the country.

MODERATOR TO GO THROUGH SELECTIONS

- Was there anything missing from this list?
- Is there anything the Government of Canada should be doing to support the francophone community?

Economic Outlook Major City Centres Ontario Financial Sector Workers

- When it comes to managing the economy, is the Government of Canada generally on the right or wrong track? What makes you say that?
 - For those who say they are on the wrong track, what could the federal government do to get on the right track?
- What work, if any, is the Government of Canada doing to help manage and grow the economy?
 - How important are programs, like the Government of Canada's plan for universal \$10 a day childcare, for economic growth? What are some of the potential impacts?
 - How important are investments in clean energy and clean technologies? What are some of the potential impacts?
- What major news or announcements over the past few months, if any, do you remember seeing/hearing about the Government of Canada's work on job creation?
- Does anyone know what Canada's current unemployment rate is?

CLARIFY AS NEEDED:

For the fourth consecutive month, the unemployment rate was 5% in March, just above the record low of 4.9% observed in June and July of 2022 (which is the lowest level since Statistics Canada started measuring comparable data over 40 years ago.)

- What do you think when you hear this?
 - Does this impact your impression of the Canadian economy? How so?
 - Do you expect the unemployment rate to increase in the coming months?
 - What do you think is behind the low unemployment rate?
- Does hearing this change your opinion as to whether the Government of Canada is on the right track or wrong track when it comes to the economy? How so?

Seniors Quebec City Working Seniors Aged Over 55

- What is the Government of Canada doing to address the rising cost of living?
 - Would you say that the federal government is generally on the right track or wrong track? Why?
- How much of an impact, if at all, has the cost of living had on your retirement plans?

- How important, if at all, are government programs like Old Age Security (OAS), and the Guaranteed Income Supplement (GIS) to making your lives more affordable? How familiar, if at all, are you with these programs?
- Is anyone aware of any work the Government of Canada has done with any of these programs?

OAS and GIS benefits are adjusted each year to reflect changes in the Consumer Price Index to ensure that they keep up with the cost of living. OAS and GIS benefits are reviewed in January, April, July and October.

- What are your reactions to this? Is there any information that you were unaware of before today?

Over the last few years, there have been some changes to these programs. We will review one of these now.

SHOW ON SCREEN:

As of July 2022, seniors who are 75 years old or older receive an automatic 10% increase of their Old Age Security pension.

- What is your reaction to this?
- Does this change impact you in any way? If so, how?

CARBON POLLUTION PRICING (15-20 minutes) Northern Ontario General Population, Small to Mid-Sized Centres Atlantic Canada

- What, if anything, have you [read/seen], [seen/read], or heard about carbon [pollution] pricing in Canada?
- Small to Mid-Sized Centres Atlantic Canada As far as you know, is there a price on carbon pollution in your province today? [ASK WHICH PROVINCE THEY ARE IN]
- Have you heard the term, "Climate Action Incentive payment"? [What is it?]
 - [Even if you have not heard it before/ Whether you've heard of it or not], what [do you think it means/does it mean to you]?

Northern Ontario General Population **SHARE ON SCREEN**

Northern Ontario General Population 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.

Northern Ontario General Population There are two parts to carbon pricing – a fuel charge and a system for industry.

Northern Ontario General Population All proceeds collected from the federal system in a province stay in that province – using Ontario 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 \$976 each year. The other 10 per cent will be used to support small businesses and Indigenous groups.

Northern Ontario General Population The climate action incentive payment also includes a 10% supplement for residents of small and rural communities.

Small to Mid-Sized Centres Atlantic Canada In 2016, the Government of Canada announced a plan to put a price on carbon pollution across the country. There are two parts to carbon pollution pricing – a fuel charge and a separate system for industry. The one we'll be focusing on today is the fuel charge, which applies to things like oil and gas. Provinces and territories either use the federal price on pollution or propose their own systems, as long as it meets the standard set out by the federal government.

- **Small to Mid-Sized Centres Atlantic Canada** What are your reactions when you hear this information?
 - **Small to Mid-Sized Centres Atlantic Canada** Do you support putting a price on carbon pollution? Why/why not?

Small to Mid-Sized Centres Atlantic Canada **SHOW ON SCREEN:**

Newfoundland and Labrador, PEI, and Nova Scotia will use the federal system starting July 1, 2023. New Brunswick will also start using the federal fuel charge, in the coming months - but they will continue to use their own system for industry.

Small to Mid-Sized Centres Atlantic Canada Under the federal system, all proceeds collected from the price on carbon pollution in each province will stay in that province. Using Newfoundland as an

example - 90% of proceeds will be returned directly to Newfoundlanders through 'Climate Action Incentive' payments. A family of 4 will receive about \$1,312 each year, with payments going out quarterly, or every three months. The other 10 per cent will be used to support certain small businesses and Indigenous groups, as well as farmers.

- **Small to Mid-Sized Centres Atlantic Canada** Overall, does this approach of pricing pollution make sense? Why/why not?
- Does this [approach] seem fair? Does it seem affordable?
- Do you think it will have a major, minor or no impact on climate change?
 - **Small to Mid-Sized Centres Atlantic Canada** IF NO: Why would the Government of Canada be using this system?
 - **Small to Mid-Sized Centres Atlantic Canada** Do you think having a price on pollution will reduce the amount of oil and gas individuals use?
- **Small to Mid-Sized Centres Atlantic Canada** Thinking again about the Climate Action Incentive payment, how would you expect the Government of Canada to deliver this payment?
- **Small to Mid-Sized Centres Atlantic Canada** Based on what you now know, if you had to explain the price on pollution and the Climate Action Incentive payment to a friend, what would you tell them?

BUDGET 2023 (60 minutes) **Major City Centres Alberta General Population, Northern Ontario General Population**

I'd like to talk to you about the recent federal Budget...

- Has anyone heard anything about the federal Budget?
 - IF YES: PROBE IN-DEPTH:
 - What did you hear?
 - **Major City Centres Alberta General Population** Did anyone watch the Budget speech live?
 - **Major City Centres Alberta General Population** IF NO: Where did you hear about it?

- **Major City Centres Alberta General Population** What do you think the overall theme or focus of the Budget was?
- **Major City Centres Alberta General Population** Can anyone remember anything that was announced?
 - **Major City Centres Alberta General Population** IF YES: What do you remember?
- Was there anything in there you liked?
- Was there anything you didn't like?
 - **Major City Centres Alberta General Population** IF YES: What do others think about [ITEMS MENTIONED]?
- What is your overall impression of the Budget?

The priorities in Budget 2023 are to help make life more affordable for Canadians, to improve Canada's publicly funded health care systems, and to grow the clean economy.

- How important are these priorities? Why do you say so?
- On these priorities, has the Government of Canada generally been on the right track or wrong track? Why?

I'm now going to show you two lists of measures that were announced in the Budget to get your reactions. We have one list related to [affordability/healthcare] and one related to the clean economy. These are not exhaustive lists of everything in the Budget.

POLL: Here is the first list. I'd like you to select the ones that you think will have the most positive impact on [helping to make life more affordable for Canadians/ improving Canada's publicly funded healthcare systems]. You can select up to 3. If you don't think any will have a positive impact, don't select any.

Major City Centres Alberta General Population **SHOW ON SCREEN:**

- A new, one-time, **Grocery Rebate** to help lower-income Canadians who are struggling with the cost of groceries.

- Cracking down on **junk fees**, like higher telecom roaming charges, concert fees, excessive baggage fees, and unjustified shipping fees.
- Launching the new **Tax-Free First Home Savings Account** to help first-time homebuyers save up for their down payment.
- Limiting **predatory lending** practices by reducing how high lenders can set their interest rates.
- Implementing a “**right to repair**” so that when devices and appliances break, repairs are easier and spare parts are more accessible.
- Increase **automatic income tax filing** so that more Canadians will receive the benefits and credits they are entitled to.
- Lowering **credit card transaction fees for small businesses**.
- Increasing the federal portion of **student grants** by 40% to make post-secondary education more affordable.

Northern Ontario General Population **SHOW ON SCREEN:**

- Moving forward with **new funding** agreements with provinces to address shortages of doctors and nurses and to shorten wait times for emergency services and diagnostic tests.
- **Modernizing the healthcare system** through better data collection to ensure accountability and better results for Canadians, regardless of where they live.
- Expanding eligibility for **loan forgiveness** for doctors and nurses who choose to work in rural and remote communities.
- Expanding eligibility to the **Canada Dental Benefit** so that more lower-income and uninsured families have access to dental care.
- Safeguarding **access to abortion** and other sexual and reproductive services by renewing investment in the Sexual and Reproductive Health Fund.
- Addressing the **opioid crisis** by funding more harm-reduction initiatives and treatment.
- Out of all the items in this section, which do you think would be the most helpful [in making life more affordable for Canadians/for improving our publicly funded healthcare systems]? Why?
- Would any of these personally impact you?
- **Major City Centres Alberta General Population** As far as you can tell, would any of these measures have an impact on inflation? Positive or negative? Why/why not?
- Is there anything else the Government of Canada should be doing to help [make life more affordable/ the healthcare systems]?

- Is there anything in this section that the Government of Canada should not be doing?

Here is the second list. For these measures, we'll just be going over each without doing a poll. Here are two things the Government of Canada is doing to help grow the clean economy.

SHOW ON SCREEN:

- Creating a new tax credit to support the **manufacturing of clean technologies**, including those that extract, process, or recycle the type of key critical minerals needed to make renewable energy equipment, electrical energy storage, and electric vehicles.
- Creating a new tax credit to encourage investments that build out Canada's **clean electricity grid** across the country.

Thinking about the new tax credit to support the manufacturing of clean technologies...

- What impact do you think this tax credit will have on:
 - The economy and job creation
 - The environment
- Would this personally impact you?
- Why do you think the Government of Canada prioritized this?
- Generally, can you think of any past work the Government of Canada has done to help grow the clean energy sector?
 - IF NOT MENTIONED: What about to help grow the manufacturing of electric vehicles in Canada?
- What do you think would happen if the Government of Canada didn't prioritize investments in clean technologies?
 - Do you think that it would be able to stay competitive economically?
 - How concerned are you, if at all, that Canada could fall behind other countries if it doesn't invest in clean technologies?

Thinking about the new tax credit to build up the clean electricity grid...

- What impact do you think this tax credit will have on:

- Affordability/the cost of electricity
- The economy and job creation
- The environment
- **Major City Centres Alberta General Population** Would this personally impact you?
- Why do you think the Government of Canada prioritized this?
- What do you think would happen if the Government of Canada didn't prioritize investments in the clean energy grid?
 - Is it important that Canada's electricity grid be entirely clean? Why do you say so?
- Is there anything else the Government of Canada should be doing to help grow the clean energy sector?
- Is there anything in this section that the Government of Canada should not be doing?
- Thinking back to everything we have talked about today, what is your overall impression of Budget 2023?
 - **Major City Centres Alberta General Population** Is this a Budget designed to help the middle-class? Why/why not?
- Do you think it's realistic that all of these initiatives can be fulfilled?
- Let's assume for the moment all of these initiatives can be fulfilled. What impact do you think this would have in Canada?
- Is there anything else not covered here that you would hope is included in a future Budget?

Major City Centres Alberta General Population In this next exercise, I'm going to read out a quote from the Budget speech in the House of Commons, and then I will ask you a few questions about it.

Major City Centres Alberta General Population "First, in what is the most significant economic transformation since the Industrial Revolution, our friends and partners around the world—chief among them, the United States—are investing heavily to build clean economies and the net-zero industries of tomorrow. At the same time, Putin and the pandemic have cruelly revealed to the world's democracies the risks of economic reliance on dictatorships. As a result, our allies are moving

quickly to friendshore their economies and build their critical supply chains through democracies like our own. Together, these two great shifts represent the most significant opportunity for Canadian workers in the lifetime of anyone here today.”

- Major City Centres Alberta General Population What is your reaction to this quote?
- Major City Centres Alberta General Population What does this quote mean to you?
- Major City Centres Alberta General Population Do you agree or disagree with what is being said? Why?

CRTC BRANDING (25 minutes) Major City Centres Alberta General Population

We are now going to review a creative concept that may be used by the Canadian Radio-television and Telecommunications Commission (CRTC).

But first:

- Does anyone know what the CRTC does?
- What does the word ‘broadcasting’ mean to you?

Here is a brief overview of the CRTC:

SHOW ON SCREEN

The CRTC is responsible for implementing Canada’s *Broadcasting Act*, which outlines the rules (or “regulations”) that broadcasters must follow. There is a new bill currently making its way through Parliament, called the *Online Streaming Act* (known as Bill C-11) and assuming this bill is passed, online streaming services will also be regulated by the *Broadcasting Act*. This means online broadcasters will have to follow certain rules (or “regulations”), as traditional broadcasters such as television or radio have done for many years.

Now let’s take a look at the concept. This could be displayed on products like brochures or signage, on websites, or on social media, such as Twitter and LinkedIn.

SHOW CONCEPT 2 (YOUR STORIES) ON SCREEN

- What do you think of these images? Can you relate to them?

- How do these images make you feel?
- What do the images mean to you?

- What do you think about the colours?
 - Would you say they are modern?
 - IF YES: Is that a good or bad thing?

Now I'd like to focus on the text. I'm going to show you the text again, along with some other wording that could be used. In other words, instead of "Your stories your way", other versions of this concept would have the same images and colours, but each with different text.

SHOW TAGLINES FOR CONCEPTS 1-4 ON SCREEN

- Your stories your way
- A modern Broadcasting Act
- More stories your way
- Our stories your way

- What does each one mean to you?

- What does each one make you think of?

- Do any of them make you want to know more about the topic?

Now I'm going to show you an overview of the CRTC's goals.

SHOW ON SCREEN

- Foster a more inclusive broadcasting system in Canada.
- Support a greater diversity of Canadian and Indigenous content.
- Ensure Canadians have access to a variety of Canadian content regardless of whether they listen to the radio, watch television, or get their content online.
- Allow Canadian content creators and artists the opportunity to tell their stories.

- And now thinking of the concept as a whole, including the wording you think works best, do you think the concept is communicating these goals? What makes you say that?

- Do you think the concept represents the CRTC well? What makes you say that?

FEDERAL GOVERNMENT SERVICES (70 minutes) Major City Centres Prairies (AB, SK, MB) Recent and Frequent users of Government of Canada services

I understand that everyone in this group has had experiences accessing Government of Canada services. Before we get into your experience, I'd like to first talk more broadly about services delivered by the Government of Canada...

- What services or types of services does the Government of Canada typically deliver?
 - GIVE EXAMPLES ONLY AS NECESSARY: Service Canada, Employment Insurance, delivering benefits and credits like the Canada Child Benefit, Indigenous Services, passports...
- Which of these services do you think are the most important for the Government of Canada to deliver? Why?
- How would you describe the Government of Canada's ability or performance on delivering these services?
 - IF NEGATIVE: What do you feel is causing these issues with service delivery?
 - IF NEGATIVE: Do you believe the Government of Canada will be able to overcome these issues? Why/why not?
- Are there any services you think the Government of Canada typically delivers very well? If yes, what are they? What impacts does this service have on you?
- PROBE FOR ALL PARTICIPANTS: Now I'd like to ask each of you what Government of Canada services you have recently accessed.
 - How many times have you interacted with Government of Canada services in the past year?
- What was the service that you recently accessed?
- Can you tell us about this recent experience accessing federal government services?
 - How did this contact happen (e.g., by phone, mail, website, in person)?
 - PROBE FOR THOSE WHO WENT IN-PERSON: What did you think of the wait times?
 - How would you describe your experience?

- PROBE ON VARIOUS SERVICE ATTRIBUTES: For example, employee knowledge, consistency of information, resolving issues in timely fashion, etc.
- Can you tell me about aspects of the experience you had that went well, or not so well?
 - Did you experience any issues? If you encountered issues, what were they? PROBE FOR NATURE OF ISSUE:
 - For example, did you experience any delays? Explain.
 - Did you ever receive conflicting information? Can you tell me about this?
 - What kind of conflicting information did you get?
 - Where did you get it from?
 - How did you handle this?
 - Any other issues?
 - Were any steps taken to resolve the issue(s)?
 - Has the issue (or issues) been resolved or is it still an active issue? Were the issues resolved to your satisfaction?
 - What impact did this experience or interaction have on you personally?
 - What impact did it have on your impression of the Government of Canada?
- Is this different from your previous experience accessing federal government services? If different, please explain how it was different.
- Do you think service delivery is a priority for the Government of Canada? Why/why not?
- Do you think the Government of Canada is doing enough to address issues related to services for Canadians? Why/why not?
- Do you have any other suggestions for how to improve Government of Canada services for Canadians, based on your experience?

PARENTS – COST OF LIVING (45 minutes) Nova Scotia (Middle Class, Aged 30-45 with Children
Combination of Single and Two-Parent Household)

- Generally, how would you describe the Government of Canada’s management of the economy?
 - Are they generally on the right track or the wrong track? Why?
- As a parent, which economic issues are you most worried about and impacted by?

- Does the Government of Canada understand the economic issues you're most worried about and impacted by? Why/why not?
 - PROMPT AS NEEDED: What about affordability and the cost of living?
- What is the Government of Canada doing to address the rising cost of living?
 - Would you say that the federal government is generally on the right track or wrong track? Why?
- What are examples of things that have become less affordable in your day-to-day life?
 - PROMPT AS NEEDED: What about when it comes to groceries or gas?
 - Have you changed any of your day-to-day habits in response to the rising cost of living?
- What have you seen, read or heard recently about work the Government of Canada is doing to help with the cost of groceries?
 - What are your reactions to what you've heard?
- What do you think is causing prices to go up?
- Is the increase in the cost of living a "made in Canada" problem or is it a global problem? How do you know?
 - What can the Government do about the rising cost of living?
- Are you aware of any Government of Canada policies, programs, services, or benefits that benefit parents?
- Who here is aware of...?
 - The Canada Child Benefit
 - The Canada Dental Benefit
 - Universal early learning and child care for \$10 a day
 - IF AWARE: What do you know about each program?

CLARIFY AS NECESSARY: The Canada Child Benefit (CCB) is a means-tested income support program for Canadian families. It is delivered as a tax-free monthly payment available to eligible Canadian families to help with the cost of raising children. The CCB is indexed to inflation.

CLARIFY AS NECESSARY: The Government of Canada is implementing the Canada Dental Benefit (CDB) to help lower dental costs for eligible families earning less than \$90,000 a year.

CLARIFY AS NECESSARY: The Government of Canada is working with the provinces and territories to offer universal early learning and child care to Canadian families for \$10 a day.

- What are your reactions to this information?
 - Was there anything you weren't previously aware of?
 - Do you have any questions when it comes to any of these programs?
- When it comes to affordability and the cost of living, how big of an impact, if any, will these programs have on you and your family?
 - Would you consider the Canada Child Benefit, the Canada Dental Benefit, and universal early learning and child care as important affordability measures for parents? Why/why not?
- What else should the Government of Canada do to help support parents?

CLIMATE LITERACY (35 minutes) Nova Scotia Middle Class, Aged 30-45 with Children Combination of Single and Two-Parent Household

Now I'd like to talk about climate change...

- Do you think individuals have any responsibility to help stop climate change?

Note to moderator: Proceed through this question quickly. It's simply an opportunity for anyone to indicate climate change is not an issue, isn't occurring, or similar (which will reflect their responses to subsequent questions).

- What are some examples of behaviours that you can take that might help stop climate change?
 - PROMPT: These can be behaviours related to our food, our transportation, the use of energy in our homes, the products we buy, how we dispose of waste, etc.
- Which actions do you find are the easiest to take? What makes them easy?
- What types of actions do you find are the most difficult to take? What makes them difficult?
 - PROMPT: Not knowing what actions to take?
 - PROMPT: Not being able to afford to take action?
 - PROMPT: Not having pro-climate options available to you?

- Over the next 6 months, do you intend to increase the number of pro-climate actions you take, decrease, or keep about the same? Why?
- If you, as an individual, had unlimited resources, what would you do to help stop climate change? Why?
- Do you think climate change is an issue that most Canadians care about?
 - About what percentage of Canadians do you think see climate change as an important issue?
- To what extent do you think other people in Canada are taking action to help stop climate change?
- Do you think you care about climate change more or less than most other Canadians, or about the same?
- Do you think that people who are like you are taking action to help stop climate change?
- Do you think that people close to you are taking action to help stop climate change?
- Do you think that people close to you expect you to take action to help stop climate change?
- If you knew that other people were taking pro-climate action, would that encourage you to do the same? Why/why not?
- Who do you think has the most responsibility to act to help stop climate change: governments, industry, NGOs, or individuals? What makes you say that?
- By a show of hands, how many of you would say that your individual actions can have a positive impact on climate change? Why/why not?
- By a show of hands, how many of you would agree that, if we all act collectively, our actions can have a positive impact on climate change? Why/why not?
- What types of actions do you think have the strongest/most positive impact on climate change?

- Which actions do you think are less/least impactful?

COMMUNITY SAFETY (25 minutes) Major City Centres Prairies (SK, MB) General Population, Greater Toronto Area Public Transit Users

I'd now like to shift our attention to community issues more broadly.

- What are the main issues affecting your community?
 - How big of an issue is crime in your community? What makes you say that?
 - Greater Toronto Area Public Transit Users What have you seen, read, or heard recently about this issue?
 - Greater Toronto Area Public Transit Users IF IDENTIFIED AS AN ISSUE: What type of crime is an issue in your community?
 - Greater Toronto Area Public Transit Users IF NOT MENTIONED: What about when it comes to crime on public transit?
 - Greater Toronto Area Public Transit Users How big of an issue is crime on public transit?
 - Greater Toronto Area Public Transit Users How has this affected you, if at all?
- Do you feel that your community is safe? 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?
 - IF INCREASE: What have you noticed specifically?
 - What do you think is behind the increase in crime? What are some of the causes?
 - Greater Toronto Area Public Transit Users Have you changed any of your daily habits or behaviours because of this increase in crime? If yes, what have you changed?
 - What should be done, if anything, in response?
 - Is there anything you feel the federal government should do to respond to the level of crime in your community?
- Has the Government of Canada done anything over the last few years to address crime? Are they doing anything now?

PROMOTING AND PROTECTING THE FRENCH LANGUAGE (30 minutes) Quebec City Working Seniors
Aged Over 55

- How big of a priority should protecting and promoting the French language in Canada be?
- How do you feel about the state of the French language in Canada?
- What, if anything, is the Government of Canada doing to help protect and promote the French language?
 - IF NOT MENTIONED: Has anyone seen, read, or heard anything about the Government of Canada's new Action Plan for Official Languages?

The Government of Canada has announced its Action Plan for Official Languages. The Action Plan proposes over 30 measures aimed at achieving a few key objectives. First, I'm going to share with you the key objectives and a few examples of the proposed measures, and then I'll ask for your thoughts.

SHOW ON SCREEN ONE AT A TIME

Encouraging more Francophone immigration to Canada

Examples of measures:

- Creating a new French immigration policy;
- Expanding global promotion and recruitment work in French-speaking countries; and
- Investing in language training for newcomers.

Promoting lifelong learning opportunities in French

Examples of measures:

- Expanding program offerings in French minority-language schools outside of Quebec;
- Investing in French second-language programs throughout Canada; and
- Investing in Francophone child care centres across Canada.

Supporting French community organizations

Examples of measures:

- Boosting funding to Francophone community organizations;
- Providing grants to projects that strengthen attachment to the French language and Francophone culture; and

- Providing grants to Francophone artists.

Creating a centre within Heritage Canada that supports the Government of Canada in taking additional steps to support French language minority communities.

- What are your reactions to each of these objectives and measures?
- Which do you feel will have the greatest impact on promoting and protecting the French language?
- Is there anything here the Government of Canada should not be doing? Why?
- What else should the Government of Canada do to promote and protect the French language?

BAIL REFORM (30 minutes) Greater Toronto Area Public Transit Users, Small to Mid-Sized Centres Atlantic Canada, Quebec City Working Seniors Aged Over 55

- Small to Mid-Sized Centres Atlantic Canada, Quebec City Working Seniors Aged Over 55 Do you feel that your community is safe? Why/why not?
- Small to Mid-Sized Centres Atlantic Canada, Quebec City Working Seniors Aged Over 55 Do you know of anything the Government of Canada has done over the last few years to address crime? Are they doing anything now?
- HANDS UP: How many of you are familiar with the concept of bail?

CLARIFY: Bail is when a person charged with a criminal offence is released from custody while awaiting their trial. As you know, people who are awaiting trial are presumed innocent until proven guilty. An individual can be released with or without conditions that they must follow during their release. Not everyone who is charged with a crime receives bail.

- What have you seen, read, or heard recently about Canada's bail system, if anything?
- Based on what you have seen, read, or heard lately, what are your impressions of the bail system in Canada?
- Would you say the bail system in Canada is:

- Fair? Why/why not?
 - Safe? Why/why not?
- Have you seen, read, or heard anything lately about individuals re-offending once released on bail?
 - Would you say this is a major, minor, or not a problem at all in Canada?
 - As far as you can tell, why might someone re-offend while out on bail?

As you may know, under the Canadian Charter of Rights and Freedoms, accused people in Canada have the right to bail unless there is a compelling reason to keep them in custody, such as risk of flight or risk to public safety that cannot be addressed in any other way.

The Government of Canada is considering some reforms to the bail system, which would make it more difficult for people who have been previously found guilty of some types of violent crimes to get out of jail while they await trial.

- What is your reaction to this idea?
 - Do you support or oppose this idea, or are you unsure?
 - Do you have any concerns about the Government of Canada moving forward with reforms like this? Does it seem fair?
 - Do you think this would have an impact on crime in Canada? What about in your community?
- Can you think of anything else the Government of Canada could do to prevent crime?
 - PROBE: What about more mental health services? Addiction treatment? Housing?
 - Would these have an impact? Why/why not?
- Should they be a priority for the federal government?

ONLINE SAFETY (35 MINS) Major City Centres Quebec Heavy Media Consumers, Major City Centres Prairies (SK, MB) General Population, Mid-sized and Major Centres Quebec, Small to Mid-Sized Centres Atlantic Canada

Moving on to a new topic...

Seeing as we're all talking to each other online right now, we already know that everyone here uses the Internet!

- What are the positive impacts, if any, the Internet and online world has on society today?
- Are there any drawbacks? What are they?
- What does the term “online safety” mean to you?
 - Do you have any concerns about your safety online? On social media specifically?
 - What about the safety of other Canadians? For example, children, or racialized groups?
- What does the term “online harms” mean to you?
 - In your view, what sort of content online can be harmful, if any?
 - Have you ever come across content online that you would describe as harmful? How often?
- How concerned are you, if at all, about harmful content online? On social media specifically?
 - How big of a problem is this in Canada?
 - What are your top concerns?
- Should more be done to address [the type of content we’ve been talking about online/this type of content]? *Moderator’s note: Record yes/no/not sure, then follow up.*
 - IF YES: What should be done? Who or what should be responsible for addressing online harms?
 - IF NOT SURE/NO: Why do you feel that way? What are your concerns, if any?
- To the best of your knowledge, is anything currently being done to prevent or stop harmful content from being shared online? What have you heard?
 - Is this a good approach? Do you have any concerns?
- Should online platforms be held responsible for the harms [on/related to using] their services? *Moderator’s note: Record yes/no/not sure, then follow up.*
 - IF YES: What, if anything, should be done?
 - IF NOT SURE/NO: Why do you feel that way? What are your concerns?
- Are you aware of anything else currently being done to make the online world safer?

MISINFORMATION (30 minutes) Major City Centres Quebec Heavy Media Consumers

In this next section, I'm going to ask you some questions about social media use and the information you're likely to encounter online....

- Whether you use it as a news source or not, which social media websites or apps do you use? How frequently do you use them?
- How often do you come across information online that you're unsure whether it's true or false?
- Who here is familiar with the terms "misinformation" and "disinformation?" What do these terms mean? How do they differ?

CLARIFY: The difference between these two terms is that misinformation is information that is incorrect or misleading, whereas disinformation is false information deliberately spread to deceive people.

- Are you concerned about the spread of misinformation or disinformation online? What makes you say that?
- Can you share any examples of misinformation or disinformation you've seen online?
 - Where did you see this information? Do you remember where the information came from?
 - Did you take any steps to find out whether it was true or not? What steps did you take?
 - What sources of information or people would you likely turn to in order to help you make your decision?
- What do you think should happen to combat misinformation or disinformation online?
 - Do digital platforms like Facebook and Google have a responsibility to ensure the accuracy of news and information on their platforms? Why/why not?
 - What should they do, if anything?
 - Does the federal government have a role in combating misinformation and disinformation online?
 - Why/why not? What should they be doing, if anything?

COMMUNITY CHALLENGES/LOCAL INDUSTRIES (40 minutes) Northern British Columbia General Population

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 ASK:
 - Has the Government of Canada done anything to support these sectors?
 - What else can the federal government do to support these sectors?
- Which sectors and industries would you like to see the Government of Canada prioritize?
 - IF NOT MENTIONED: What about mining?
- Has anyone heard the phrase ‘critical minerals’ before?
 - What does it mean to mine for critical minerals?
 - What are critical minerals used for?

CLARIFY: Critical minerals are used in many clean energy technologies – like wind turbines and electric vehicle batteries. They are also used in a variety of household products – like electronics and appliances. Critical minerals include elements like lithium, graphite, nickel, cobalt, copper, and several rare earth elements.

- How important is it for the Government of Canada to prioritize critical mineral projects?
 - Are you aware of any critical mineral projects in or around your community?
- Are labour shortages an area of concern for your community? What makes you say that?
 - What about youth retention?
- Do you know of anything the Government of Canada has done recently to support these issues? What have they done?

CLIMATE CHANGE IMPACTS & ADAPTATION (40 minutes) Northern British Columbia General Population

- Would you say climate change is having a major, minor or no impact on your community?
 - IF MAJOR: What have you noticed?

- Have these changes impacted your daily life?

- In the future, do you think climate change will have a major, minor or no impact on your community?
 - IF MAJOR: What impacts are you most concerned about? PROBE FOR: More extreme weather events, impacts on housing, economy, health, etc.

- To what extent do you agree or disagree with the following: “climate change is leading to more extreme weather”? Why?

- Is your community prepared to deal with the impacts of climate change? What about your household?
 - IF YES: What have you or your community done to prepare yourselves?

- What else would you like to see your community do to prepare for the impacts of climate change?

- Is it important for the federal government to help communities prepare for the impacts of climate change?
 - Before this evening, had you heard of anything the federal government is doing?
 - What would you want them to do?

SHOW ON SCREEN

There are a number of steps the Government of Canada is taking when it comes to climate change adaptation. They include:

- Making information about climate change more widely available.
- Investing in infrastructure, including natural infrastructure, that protects Canadians from climate-related disasters.
- Developing building codes to increase the resiliency of buildings and infrastructure;
- Addressing the effects of climate change on the health of Canadians.
- Supporting regions that are particularly vulnerable to climate change, including the North and the country’s coasts.
- Working to ensure the long-term health and resilience of our ecosystems and natural environment.

- Are these the right priorities when it comes to preparing for the impacts of climate change, or should the Government of Canada be focusing on other things?
- Do any of these strike you as more important than others? Why?
- Which, if any, would you like to know more about?

CONCLUSION (5-10 minutes)

- 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 – DOCUMENT MAÎTRE

Avril 2023

INTRODUCTION (10 minutes) Tous les lieux

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

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5-25 minutes) Population générale de grandes villes de l'Alberta, population générale du nord de l'Ontario, fréquents et récents utilisateurs de services fédéraux de grandes villes des Prairies (Alb., Sask., Man.), parents de la Nouvelle-Écosse (classe moyenne, âgés de 30 à 45 ans, ménages mono et biparentaux), fréquents consommateurs de médias de grandes villes du Québec, population générale de grandes villes des Prairies (Sask., Man.), usagers du transport en commun de la RGT, population générale du nord de la Colombie-Britannique, résidents de grandes villes et de villes de taille moyenne du Québec, résidents de grandes villes de l'Ontario travaillant dans le secteur financier, résidents de petites villes et de villes de taille moyenne du Canada atlantique, aînés de 55 ans ou plus résidant à Québec et occupant un emploi

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
 - Fréquents et récents utilisateurs de services fédéraux de grandes villes des Prairies (Alb., Sask., Man.) Qu'en est-il du récent budget fédéral?
 - Fréquents et récents utilisateurs de services fédéraux de grandes villes des Prairies (Alb., Sask., Man.), Parents de la classe moyenne de la Nouvelle-Écosse âgés de 30 à 45 ans (ménages mono et biparentaux), fréquents consommateurs de médias de grandes villes du Québec, usagers du transport en commun de la RGT, population générale du nord de la Colombie-Britannique, résidents de grandes villes et de villes de taille moyenne du Québec [SI AU COURANT] Où avez-vous vu, lu ou entendu cette [nouvelle/information]?
 - Fréquents et récents utilisateurs de services fédéraux de grandes villes des Prairies (Alb., Sask., Man.), fréquents consommateurs de médias de grandes villes du Québec, usagers du transport en commun de la RGT, population

générale du nord de la Colombie-Britannique [SI AU COURANT] Quelles sont vos réactions à ce que vous avez vu, lu ou entendu?

- Résidents de grandes villes de l'Ontario travaillant dans le secteur financier Avez-vous vu, lu ou entendu quoi que ce soit au sujet de la récente décision de la Banque du Canada concernant ses taux?
 - Résidents de grandes villes de l'Ontario travaillant dans le secteur financier SI OUI : Quelles sont vos réactions à cette nouvelle?
 - Résidents de grandes villes de l'Ontario travaillant dans le secteur financier Était-ce la bonne décision? Pourquoi ou pourquoi pas?
- Population générale de grandes villes des Prairies (Sask., Man.) Avez-vous entendu quoi que ce soit au sujet du récent budget fédéral?
 - Population générale de grandes villes des Prairies (Sask., Man.) SI OUI : SONDER DE MANIÈRE APPROFONDIE :
 - Population générale de grandes villes des Prairies (Sask., Man.) Qu'avez-vous entendu?
- Population générale de grandes villes des Prairies (Sask., Man.) Avez-vous vu, lu ou entendu quoi que ce soit au sujet du nouveau remboursement unique pour l'épicerie dans le récent budget de 2023?
 - Population générale de grandes villes des Prairies (Sask., Man.) SI OUI : Qu'avez-vous vu, lu ou entendu?

Population générale de grandes villes des Prairies (Sask., Man.) FOURNIR DES DÉTAILS : Le nouveau remboursement unique pour l'épicerie a pour but de venir en aide aux Canadiens à faible revenu qui en ont le plus besoin.

- Population générale de grandes villes des Prairies (Sask., Man.) Qu'en pensez-vous?
- Population générale de grandes villes des Prairies (Sask., Man.) Croyez-vous qu'il sera utile pour rendre le coût de la vie plus abordable pour les Canadiens? Pourquoi?
- Population générale de grandes villes des Prairies (Sask., Man.) Aura-t-il un impact sur votre situation personnelle?
- Population générale de grandes villes des Prairies (Sask., Man.) Avez-vous vu, lu ou entendu quoi que ce soit sur d'autres mesures du budget fédéral?

- **Population générale de grandes villes des Prairies (Sask., Man.)** SI D'AUTRES MESURES SONT MENTIONNÉES, SONDER :
 - **Population générale de grandes villes des Prairies (Sask., Man.)** Qu'en pensez-vous?
 - **Population générale de grandes villes des Prairies (Sask., Man.)** Croyez-vous qu'elle contribuera à rendre le coût de la vie plus abordable pour les Canadiens? Pourquoi?
 - **Population générale de grandes villes des Prairies (Sask., Man.)** Aura-t-elle un impact sur votre situation personnelle?
- **Population générale de grandes villes des Prairies (Sask., Man.)** SI AUCUNE AUTRE MESURE N'EST MENTIONNÉE, SONDER : Qu'en est-il de la nouvelle Prestation dentaire canadienne?
 - **Population générale de grandes villes des Prairies (Sask., Man.)** SI OUI : Qu'avez-vous vu, lu ou entendu?

Population générale de grandes villes des Prairies (Sask., Man.) FOURNIR DES DÉTAILS : Le gouvernement fédéral a élargi les critères d'admissibilité à la **Prestation dentaire canadienne** afin qu'un plus grand nombre de familles à faible revenu et sans assurance puissent avoir accès à des soins dentaires.

- **Population générale de grandes villes des Prairies (Sask., Man.)** Qu'en pensez-vous?
- **Population générale de grandes villes des Prairies (Sask., Man.)** Croyez-vous qu'elle contribuera à rendre le coût de la vie plus abordable pour les Canadiens? Pourquoi?
- **Population générale de grandes villes des Prairies (Sask., Man.)** Aura-t-elle un impact sur votre situation personnelle?
- **Résidents de grandes villes de l'Ontario travaillant dans le secteur financier** SI CE N'EST PAS MENTIONNÉ : Avez-vous entendu les nouvelles sur les récentes faillites bancaires aux États-Unis?
 - **Résidents de grandes villes de l'Ontario travaillant dans le secteur financier** SI OUI : Qu'avez-vous entendu?
 - **Résidents de grandes villes de l'Ontario travaillant dans le secteur financier** Comment expliquez-vous ces faillites?
 - **Résidents de grandes villes de l'Ontario travaillant dans le secteur financier** Craignez-vous que cette situation se produise au Canada? Pourquoi ou pourquoi pas?

- **Aînés de 55 ans ou plus résidant à Québec et occupant un emploi** Qu'avez-vous vu, lu ou entendu récemment au sujet du pont de Québec?
 - **Aînés de 55 ans ou plus résidant à Québec et occupant un emploi** Dans quelle mesure cet enjeu est-il important?
 - **Aînés de 55 ans ou plus résidant à Québec et occupant un emploi** Avez-vous de quelconques préoccupations concernant le pont? SONDER : coût, entretien, impact sur la circulation...
 - **Aînés de 55 ans ou plus résidant à Québec et occupant un emploi** Que souhaiteriez-vous voir se produire avec le pont?
 - **Aînés de 55 ans ou plus résidant à Québec et occupant un emploi** Le gouvernement fédéral a-t-il un rôle à jouer en ce qui concerne le pont de Québec?
 - **Aînés de 55 ans ou plus résidant à Québec et occupant un emploi** Devrait-il constituer une priorité pour le gouvernement fédéral, ou y a-t-il d'autres projets plus importants pour la ville de Québec?
 - **Aînés de 55 ans ou plus résidant à Québec et occupant un emploi** Le gouvernement fédéral devrait-il se porter acquéreur du pont de Québec?

CONSOMMATION DE NOUVELLES (25 minutes) **Fréquents consommateurs de médias de grandes villes du Québec, résidents de grandes villes et de villes de taille moyenne du Québec**

- **Fréquents consommateurs de médias de grandes villes du Québec** Combien de temps passez-vous généralement à lire, à regarder ou à écouter les actualités?
 - **Fréquents consommateurs de médias de grandes villes du Québec** Pourquoi choisissez-vous de consacrer votre temps à lire, à regarder ou à écouter les actualités?
- Quelle est votre principale source de nouvelles? (Télévision, radio, médias sociaux, amis ou famille?)
 - **Fréquents consommateurs de médias de grandes villes du Québec** Y a-t-il certaines sources d'actualités qui sont plus fiables et d'autres qui le sont moins? Si oui, lesquelles?
 - **Fréquents consommateurs de médias de grandes villes du Québec** SI CE N'EST PAS MENTIONNÉ : Combien d'entre vous consultent les médias sociaux pour les nouvelles?
 - **Fréquents consommateurs de médias de grandes villes du Québec** Quelles plateformes utilisez-vous habituellement?

- **Fréquents consommateurs de médias de grandes villes du Québec**
Certaines plateformes sont-elles plus crédibles ou dignes de confiance que d'autres en ce qui a trait aux actualités? Pourquoi?
- **Fréquents consommateurs de médias de grandes villes du Québec**
Lesquelles trouvez-vous plus crédibles et lesquelles trouvez-vous moins crédibles?
- **Résidents de grandes villes et de villes de taille moyenne du Québec** Comment évalueriez-vous votre niveau de confiance dans les sources de nouvelles que vous utilisez?
- **Résidents de grandes villes et de villes de taille moyenne du Québec** Comment faites-vous pour décider si une source de nouvelles est digne de confiance ou non?
- **Résidents de grandes villes et de villes de taille moyenne du Québec** À quelle fréquence recherchez-vous les nouvelles locales (c.-à-d. des nouvelles concernant la communauté dans laquelle vous vivez)?
 - **Résidents de grandes villes et de villes de taille moyenne du Québec** Quelles sont vos principales sources pour les nouvelles locales?
 - **Résidents de grandes villes et de villes de taille moyenne du Québec** Est-ce que les nouvelles concernant les enjeux locaux se voient accorder une couverture dans votre communauté qui est trop grande, trop petite ou à peu près adéquate? Pourquoi?
- Si vous étiez à la recherche d'actualités au sujet du gouvernement du Canada, où espéreriez-vous trouver ces informations? Pourquoi?
 - Vous arrive-t-il de vous tourner vers des sources du gouvernement fédéral pour obtenir des nouvelles ou de l'information? Pourquoi ou pourquoi pas?

INTELLIGENCE ARTIFICIELLE (IA) (15 minutes) **Résidents de grandes villes de l'Ontario travaillant dans le secteur financier**

Passons maintenant à un autre sujet.

- Suivez-vous de près les développements dans le domaine de l'intelligence artificielle (IA)?
- Que pouvez-vous me dire sur l'IA? De quoi s'agit-il?
 - Comment est-elle utilisée de nos jours?
 - Quelle est son utilisation dans le secteur financier?
 - Utilisez-vous l'IA au travail ou dans votre vie personnelle?

- Y a-t-il des avantages à utiliser l'intelligence artificielle?
 - Quels sont ces avantages?
 - Quels sont les avantages pour la société?
 - Quels sont les avantages pour votre secteur?
- Quels sont les inconvénients de l'IA, le cas échéant, pour la société ou pour votre secteur?
- Comment le gouvernement du Canada devrait-il répondre, le cas échéant, aux nouveaux développements dans le domaine de l'IA?

CRYPTOMONNAIE (15 minutes) Résidents de grandes villes de l'Ontario travaillant dans le secteur financier

J'aimerais maintenant parler de la cryptomonnaie.

- Connaissez-vous la cryptomonnaie? En vos propres mots, pouvez-vous me décrire de ce qu'est la cryptomonnaie?
- Y a-t-il des avantages à posséder de la cryptomonnaie?
 - SI OUI : Quels sont ces avantages?
- Les actifs numériques jouent-ils un rôle dans les perspectives économiques ou financières?
- Quelles sont vos principales préoccupations à l'égard de la cryptomonnaie? Quels sont les plus grands risques?
 - Dans quelle mesure les arnaques liées à la cryptomonnaie vous préoccupent-elles?
- Que devrait faire le gouvernement du Canada au sujet de la cryptomonnaie?

PERFORMANCE ET PRIORITÉS (15-30 minutes) Population générale de grandes villes de l'Alberta, population générale du nord de l'Ontario, fréquents et récents utilisateurs de services fédéraux de grandes villes des Prairies (Alb., Sask., Man.), Parents de la classe moyenne de la Nouvelle-Écosse âgés de 30 à 45 ans (ménages mono et biparentaux), fréquents consommateurs de médias de grandes villes du Québec, population générale de grandes villes des Prairies (Sask., Man.), usagers du transport en commun de la RGT, population générale du nord de la Colombie-Britannique, résidents de grandes villes et de villes de taille moyenne du Québec, résidents de grandes villes de l'Ontario

travaillant dans le secteur financier, résidents de petites villes et de villes de taille moyenne du Canada atlantique, aînés de 55 ans ou plus résidant à Québec et occupant un emploi

Population générale de grandes villes des Prairies (Sask., Man.) Parlons maintenant du gouvernement du Canada de façon plus globale.

- Population générale de grandes villes de l'Alberta, population générale du nord de l'Ontario, fréquents et récents utilisateurs de services fédéraux de grandes villes des Prairies (Alb., Sask., Man.), Parents de la classe moyenne de la Nouvelle-Écosse âgés de 30 à 45 ans (ménages mono et biparentaux), fréquents consommateurs de médias de grandes villes du Québec, population générale de grandes villes des Prairies (Sask., Man.), usagers du transport en commun de la RGT, population générale du nord de la Colombie-Britannique, résidents de grandes villes et de villes de taille moyenne du Québec, résidents de grandes villes de l'Ontario travaillant dans le secteur financier, résidents de petites villes et de villes de taille moyenne du Canada atlantique Qu'est-ce que le gouvernement du Canada fait de bien?
- Population générale de grandes villes de l'Alberta, population générale du nord de l'Ontario, fréquents et récents utilisateurs de services fédéraux de grandes villes des Prairies (Alb., Sask., Man.), Parents de la classe moyenne de la Nouvelle-Écosse âgés de 30 à 45 ans (ménages mono et biparentaux), fréquents consommateurs de médias de grandes villes du Québec, population générale de grandes villes des Prairies (Sask., Man.), usagers du transport en commun de la RGT, population générale du nord de la Colombie-Britannique, résidents de grandes villes et de villes de taille moyenne du Québec, résidents de grandes villes de l'Ontario travaillant dans le secteur financier, résidents de petites villes et de villes de taille moyenne du Canada atlantique Sur quel plan le gouvernement du Canada doit-il s'améliorer? [Pourquoi?]
- Population générale de grandes villes de l'Alberta, population générale du nord de l'Ontario, fréquents et récents utilisateurs de services fédéraux de grandes villes des Prairies (Alb., Sask., Man.), Parents de la classe moyenne de la Nouvelle-Écosse âgés de 30 à 45 ans (ménages mono et biparentaux), fréquents consommateurs de médias de grandes villes du Québec, population générale de grandes villes des Prairies (Sask., Man.), usagers du transport en commun de la RGT, population générale du nord de la Colombie-Britannique, résidents de grandes villes et de villes de taille moyenne du Québec, résidents de grandes villes de l'Ontario travaillant dans le secteur financier, aînés de 55 ans ou plus résidant à Québec et occupant un emploi Selon vous, quels sont les principaux enjeux [dans le nord de l'Ontario/pour les aînés] auxquels le [gouvernement du Canada/gouvernement fédéral] devrait accorder la priorité? [Pourquoi?]

- **Parents de la classe moyenne de la Nouvelle-Écosse âgés de 30 à 45 ans (ménages mono et biparentaux), fréquents consommateurs de médias de grandes villes du Québec** Ces enjeux ont-ils été prioritaires pour le gouvernement fédéral? Pourquoi ou pourquoi pas?
 - **Parents de la classe moyenne de la Nouvelle-Écosse âgés de 30 à 45 ans (ménages mono et biparentaux), fréquents consommateurs de médias de grandes villes du Québec** SI NON : Qu'aimeriez-vous voir de la part du [gouvernement fédéral/gouvernement du Canada] sur cet enjeu?
 - **Parents de la classe moyenne de la Nouvelle-Écosse âgés de 30 à 45 ans (ménages mono et biparentaux), fréquents consommateurs de médias de grandes villes du Québec** SI OUI : Quelles nouvelles avez-vous déjà vues, lues ou entendues au sujet du travail effectué [dans le passé] par le gouvernement du Canada pour gérer ces enjeux?
- **Usagers du transport en commun de la RGT** Qu'en est-il des investissements dans le transport en commun?
- **Résidents de grandes villes et de villes de taille moyenne du Québec** Dans quelle mesure la protection de la langue française est-elle une grande priorité?
 - **Résidents de grandes villes et de villes de taille moyenne du Québec** Comment vous sentez-vous par rapport à l'état de la langue française dans votre communauté?
 - **Résidents de grandes villes et de villes de taille moyenne du Québec** Qu'en est-il dans les autres communautés dans l'ensemble du Québec?
 - **Résidents de grandes villes et de villes de taille moyenne du Québec** Qu'en est-il à l'extérieur du Québec?
- **Résidents de grandes villes de l'Ontario travaillant dans le secteur financier** SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de l'économie?
- **Résidents de grandes villes de l'Ontario travaillant dans le secteur financier** Comment décririez-vous l'économie canadienne d'aujourd'hui?
- **Résidents de grandes villes de l'Ontario travaillant dans le secteur financier** Quelles sont vos attentes pour l'économie canadienne dans les 12 prochains mois? Êtes-vous confiant ou inquiet? Pourquoi?
- **Résidents de grandes villes de l'Ontario travaillant dans le secteur financier** Craignez-vous une récession au Canada? Pourquoi ou pourquoi pas?
 - **Résidents de grandes villes de l'Ontario travaillant dans le secteur financier** SI OUI : Si vous deviez conseiller le gouvernement du Canada sur la façon de réagir à une récession possible, que lui diriez-vous?
- **Aînés de 55 ans ou plus résidant à Québec et occupant un emploi** SI CE N'EST PAS MENTIONNÉ : Qu'en est-il du coût de la vie?

Nord de l'Ontario Population générale du nord de l'Ontario

- Êtes-vous au courant du travail que le gouvernement du Canada a fait ou prévoit faire pour aider la région du nord de l'Ontario?
- En ce qui concerne ces priorités, diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi?
- Qu'en est-il du contrôle des armes à feu?
 - Diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi?
 - Vous rappelez-vous de mesures spécifiques mises en place par le gouvernement fédéral pour le contrôle des armes à feu?
- Qu'en est-il de la consommation de substances et de la crise des surdoses?
 - Diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi?
- Vous rappelez-vous de mesures spécifiques mises en place par le gouvernement fédéral en matière de consommation de substances et de crise des surdoses?

Transport en commun (30 minutes) Usagers du transport en commun de la RGT

- Qui a la principale responsabilité d'investir dans le transport en commun?
 - Quel est le rôle du gouvernement du Canada dans le financement des projets de transport en commun?
 - Vous rappelez-vous avoir vu, lu ou entendu quoi que ce soit au sujet des investissements du gouvernement du Canada dans des projets de transport en commun?
 - Lorsqu'il s'agit d'investir dans le transport en commun, quels devraient être les principaux objectifs du gouvernement du Canada?
 - Par exemple : Devrait-il faire en sorte que le transport en commun soit plus fiable, plus abordable, plus sécuritaire, plus propre ou plus écoénergétique? Autre chose?
 - Dans quelle mesure les investissements pour l'électrification des systèmes de transport en commun sont-ils importants? Quels seraient les impacts sur votre vie?

ÉCLAIRCISSEMENT : Grâce au Fond pour le transport en commun à zéro émission, le gouvernement du Canada investira 2,75 milliards de dollars sur cinq ans pour aider les sociétés de transport en commun à mettre en œuvre leur projet d'électrification et à faire l'achat d'autobus à zéro émission, de nouvelles bornes de recharge et à moderniser leurs installations.

- Que pensez-vous de cette information? Est-ce quelque chose que le gouvernement du Canada devrait faire? Pourquoi ou pourquoi pas?

Langues officielles Résidents de grandes villes et de villes de taille moyenne du Québec

- Que fait le gouvernement du Canada, le cas échéant, pour aider à protéger et à promouvoir la langue française au Québec? Qu'en est-il dans l'ensemble du pays?
- En matière de protection et de promotion de la langue française, est-ce que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie? Pourquoi?
- Y a-t-il quelque chose que le gouvernement du Canada devrait faire pour soutenir la langue française au pays?

SONDAGE : Maintenant, je vais vous présenter une liste de priorités en matière de langues officielles. J'aimerais que vous choisissiez celles qui, selon vous, constituent les plus importantes priorités sur lesquelles le gouvernement du Canada doit travailler. Vous pouvez en choisir jusqu'à trois ; n'en sélectionnez pas si vous pensez qu'il n'y en a aucune qui devrait constituer une priorité.

AFFICHER À L'ÉCRAN :

- Créer une stratégie pour soutenir les entrepreneurs au sein des communautés de langue officielle en situation minoritaire.
- S'assurer que chaque Canadien peut être entendu et compris par un juge dans la langue officielle de son choix devant un tribunal.
- S'assurer que le secteur privé offre des services dans la langue officielle de choix des Canadiens.
- Garantir l'égalité des langues française et anglaise au Canada.
- Augmenter le financement des écoles pour les communautés francophones hors Québec.
- Investir pour améliorer l'accès aux programmes d'immersion en français et de français langue seconde dans tout le pays.

LE MODÉRATEUR PASSERA EN REVUE LES CHOIX

- Est-ce qu'il y avait quoi que ce soit qui manque dans cette liste?
- Y a-t-il quoi que ce soit que le gouvernement du Canada devrait faire pour soutenir les communautés francophones?

Perspectives économiques Résidents de grandes villes de l'Ontario travaillant dans le secteur financier

- En ce qui concerne la gestion économique, le gouvernement du Canada est-il généralement sur la bonne voie ou sur la mauvaise voie? Qu'est-ce qui vous fait dire cela?
 - Pour les personnes qui disent qu'il est sur la mauvaise voie, que pourrait faire le gouvernement fédéral pour se mettre sur la bonne voie?
- Que fait le gouvernement du Canada, le cas échéant, pour gérer et faire croître l'économie?
 - Quelle est l'importance des programmes comme le plan du gouvernement du Canada d'offrir des services universels de garde d'enfants à 10 \$ par jour pour la croissance économique? Quels sont les impacts?
 - Quelle est l'importance des investissements dans les énergies et les technologies propres? Quels sont les impacts?
- Quelles sont les principales nouvelles ou annonces que vous vous souvenez d'avoir vues ou entendues au cours des derniers mois, le cas échéant, concernant le travail du gouvernement du Canada en matière de création d'emplois?
- Est-ce que quelqu'un sait quel est le taux de chômage actuel au Canada?

ÉCLAIRCISSEMENT AU BESOIN :

Pour un quatrième mois consécutif, le taux de chômage était de 5 % en mars, juste au-dessus du creux record de 4,9 % observé en juin et juillet 2022 (le plus bas enregistré depuis que Statistique Canada a commencé à mesurer des données comparables il y a plus de 40 ans.)

- Que pensez-vous de cela?
 - Est-ce que cela influence votre impression de l'économie canadienne? De quelle manière?
 - Vous attendez-vous à une augmentation du taux de chômage dans les prochains mois?
 - À quoi attribuez-vous le faible taux de chômage?

- Cela change-t-il votre opinion à savoir si le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie en ce qui concerne l'économie? De quelle manière?

Les aînés Aînés de 55 ans ou plus résidant à Québec et occupant un emploi

- Que fait le gouvernement du Canada face à l'augmentation du coût de la vie?
 - Direz-vous que le gouvernement du Canada est généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi?
- Dans quelle mesure le coût de la vie a-t-il un impact, le cas échéant, sur vos plans de retraite?
- Dans quelle mesure les programmes gouvernementaux tels que la Sécurité de la vieillesse (SV) et le Supplément de revenu garanti (SRG) sont-ils importants, le cas échéant, pour ce qui est de rendre votre vie plus abordable? Dans quelle mesure ces programmes vous sont-ils familiers?
- Êtes-vous au courant d'un quelconque travail effectué par le gouvernement du Canada en lien avec l'un ou l'autre de ces programmes?

Les prestations de la SV et du SRG sont ajustées chaque année en fonction des variations dans l'indice des prix à la consommation afin de tenir compte de l'augmentation du coût de la vie. Les prestations de la SV et du SRG sont revues en janvier, avril, juillet et octobre.

- Que pensez-vous de cela ? Y a-t-il des informations que vous ignoriez avant aujourd'hui?

Au cours des dernières années, certains changements ont été apportés à ces programmes. Nous allons maintenant en passer un en revue.

AFFICHER À L'ÉCRAN :

À compter de juillet 2022, les personnes âgées de 75 ans et plus verront une augmentation automatique de 10 % de leur pension de la Sécurité de la vieillesse.

- Que pensez-vous de cela?
- Ce changement a-t-il un quelconque impact sur vous? Si oui, lequel?

TARIFICATION DE LA POLLUTION PAR LE CARBONE (15-20 minutes) Population générale du nord de l'Ontario, résidents de petites villes et de villes de taille moyenne du Canada atlantique

- Qu'avez-vous [lu/vu], [vu/lu] ou entendu au sujet de la tarification de la pollution par le carbone au Canada?
- Résidents de petites villes et de villes de taille moyenne du Canada atlantique À votre connaissance, existe-t-il une tarification du carbone dans votre province? [DEMANDER DANS QUELLE PROVINCE ILS HABITENT]
- Avez-vous déjà entendu l'expression « incitatif à agir pour le climat »? [De quoi s'agit-il?]
 - [Même si vous ne l'avez jamais entendu/Que vous l'avez entendu ou non], qu'est-ce que [cela signifie selon vous/cela signifie pour vous]?

Population générale du nord de l'Ontario PARTAGER À L'ÉCRAN

Population générale du nord de l'Ontario 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.

Population générale du nord de l'Ontario La tarification du carbone comprend deux parties — une redevance sur les combustibles et un système pour les industries.

Population générale du nord de l'Ontario Tous les produits perçus dans une province dans le cadre du système fédéral demeurent dans cette province. Dans le cas de l'Ontario par exemple, 90 % des produits sont retournés directement aux résidents sous forme de paiement de l'Incitatif à agir pour le climat. Pour une famille de quatre personnes, cela représente environ 976 \$ par année. Les 10 % qu'il reste sont utilisés pour soutenir les petites entreprises et les groupes autochtones.

Population générale du nord de l'Ontario Le paiement de l'Incitatif à agir pour le climat comprend également un supplément de 10 % pour les résidents de petites communautés rurales.

Résidents de petites villes et de villes de taille moyenne du Canada atlantique 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. La tarification du carbone comprend deux parties — une redevance sur les combustibles et un système pour les industries. Aujourd'hui, nous nous concentrerons sur la redevance sur les combustibles qui s'applique entre autres au pétrole et au gaz.

Les provinces et les territoires peuvent soit appliquer la tarification fédérale sur la pollution ou proposer leurs propres systèmes, pour autant qu'il respecte la norme établie par le gouvernement fédéral.

- **Résidents de petites villes et de villes de taille moyenne du Canada atlantique** Que pensez-vous de cette information?
 - **Résidents de petites villes et de villes de taille moyenne du Canada atlantique** Êtes-vous en faveur de la tarification sur la pollution par le carbone? Pourquoi ou pourquoi pas?

Résidents de petites villes et de villes de taille moyenne du Canada atlantique **AFFICHER À L'ÉCRAN :** Terre-Neuve-et-Labrador, l'Île-du-Prince-Édouard et la Nouvelle-Écosse utiliseront le système fédéral à compter du 1^{er} juillet 2023. Le Nouveau-Brunswick commencera aussi à utiliser la redevance sur les combustibles du gouvernement fédéral dans les prochains mois, mais continuera d'utiliser son propre système pour l'industrie.

Résidents de petites villes et de villes de taille moyenne du Canada atlantique En vertu du système fédéral, tous les produits de la tarification de la pollution par le carbone perçus dans une province demeurent dans celle-ci. Dans le cas de Terre-Neuve-et-Labrador par exemple, 90 % des produits sont retournés directement aux résidents sous forme de paiement de l'Incitatif à agir pour le climat. Pour une famille de quatre personnes, cela représente environ 1 312 \$ par année et les paiements sont versés à chaque trimestre ou tous les trois mois. Les 10 % qu'il reste sont utilisés pour soutenir certaines petites entreprises et les groupes autochtones, ainsi que les agriculteurs.

- **Résidents de petites villes et de villes de taille moyenne du Canada atlantique** Dans l'ensemble, cette approche pour la tarification de la pollution par le carbone est-elle logique? Pourquoi ou pourquoi pas?
- 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 les changements climatiques?
 - **Résidents de petites villes et de villes de taille moyenne du Canada atlantique** SI NON : Pourquoi le gouvernement du Canada utiliserait-il ce système?
 - **Résidents de petites villes et de villes de taille moyenne du Canada atlantique** Croyez-vous que la tarification de la pollution par le carbone contribuera à réduire l'utilisation du pétrole et du gaz par la population?

- **Résidents de petites villes et de villes de taille moyenne du Canada atlantique** 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?
- **Résidents de petites villes et de villes de taille moyenne du Canada atlantique** Compte tenu de ce que vous savez maintenant, comment décririez-vous la tarification de la pollution par le carbone et le paiement de l'Incitatif à agir pour le climat à un ami?

BUDGET 2023 (60 minutes) **Population générale de grandes villes de l'Alberta, population générale du nord de l'Ontario**

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

- Y en a-t-il parmi vous qui ont entendu parler du budget fédéral?
 - SI OUI, SONDER EN PROFONDEUR :
 - Qu'avez-vous entendu?
 - **Population générale de grandes villes de l'Alberta** Est-ce que quelqu'un a regardé le discours du budget en direct?
 - **Population générale de grandes villes de l'Alberta** SI NON : Où en avez-vous entendu parler?
- **Population générale de grandes villes de l'Alberta** Selon vous, quel est le thème général ou l'orientation du budget?
- **Population générale de grandes villes de l'Alberta** Vous rappelez-vous de ce qui a été annoncé?
 - **Population générale de grandes villes de l'Alberta** SI OUI : De quoi vous rappelez-vous?
- Y a-t-il des éléments qui vous ont plu?
- Y a-t-il des choses qui vous ont déplu?
 - **Population générale de grandes villes de l'Alberta** SI OUI : Que pensent les autres de [ÉLÉMENTS MENTIONNÉS]?
- Quelles sont vos impressions générales du budget?

Dans le budget de 2023, les priorités sont les suivantes : rendre la vie plus abordable pour les Canadiens, améliorer le système de santé public et faire croître l'économie propre.

- À quel point ces priorités sont-elles importantes? Pourquoi dites-vous cela?
- En ce qui concerne ces priorités, le gouvernement du Canada est-il généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi?

Je vais vous présenter deux listes de mesures annoncées dans le budget pour avoir vos réactions. Nous avons une liste qui concerne [l'abordabilité/les soins de santé] et une autre qui concerne l'économie propre. Ces listes ne sont pas exhaustives et n'incluent pas tous les éléments contenus dans le budget.

SONDAGE : Voici la première liste. Je vous demande de sélectionner les priorités qui selon vous auront l'impact le plus positif sur [l'abordabilité du coût de la vie pour les Canadiens/l'amélioration du système de santé public canadien]. Vous pouvez en choisir jusqu'à trois. Si vous ne pensez qu'aucune n'aurait un impact positif, n'en sélectionnez pas.

Population générale de grandes villes de l'Alberta AFFICHER À L'ÉCRAN :

- Instaurer un nouveau **remboursement unique pour l'épicerie** afin de venir en aide aux ménages à faible revenu qui en ont le plus besoin.
- Réduire les **frais indésirables**, comme une hausse des frais d'itinérance des télécommunications, les frais d'événements et de concerts, les frais de bagages excessifs et les frais d'expédition ou de fret injustifiés.
- Lancer le nouveau **Compte d'épargne libre d'impôt pour l'achat d'une première propriété** pour aider les acheteurs d'une première maison à épargner pour leur mise de fonds.
- Sévir contre les **prêts à conditions abusives** en imposant une limite quant aux taux d'intérêt que les prêteurs peuvent exiger.
- Établir un **droit à la réparation des biens** pour que les appareils et électroménagers qui brisent puissent être réparés facilement et que les pièces soient plus accessibles.
- Accroître la **production automatisée des déclarations de revenus** pour permettre à un plus grand nombre de Canadiens de recevoir les prestations et les crédits auxquels ils ont droit.
- Réduire les **frais de transaction des cartes de crédit pour les petites entreprises**.
- Augmenter la portion fédérale des **bourses d'études** de 40 % pour rendre l'éducation postsecondaire plus abordable.

Population générale du nord de l'Ontario AFFICHER À L'ÉCRAN :

- Aller de l'avant avec de **nouvelles ententes de financement** avec les provinces pour s'attaquer aux pénuries de médecins et d'infirmières et réduire les temps d'attente pour les services d'urgence et les tests diagnostiques.
- **Moderniser le système de soins de santé** grâce à une collecte de données améliorée pour assurer la reddition de comptes et obtenir de meilleurs résultats pour les Canadiens, peu importe l'endroit où ils habitent.
- Élargir les critères d'admissibilité à **l'exonération du remboursement des prêts** pour les médecins et les infirmières qui choisissent de travailler dans les communautés rurales et éloignées.
- Élargir les critères d'admissibilité à la **Prestation dentaire canadienne** afin qu'un plus grand nombre de familles à faible revenu et sans assurances puissent avoir accès à des soins dentaires.
- Préserver **l'accès à l'avortement** et aux autres services de santé sexuelle et reproductive en relançant les investissements dans le Fonds pour la santé sexuelle et reproductive.
- Lutter contre la **crise des opioïdes** en finançant d'autres initiatives de réduction des méfaits et traitements.
- Parmi tous les éléments contenus dans cette section, lesquels seraient, selon vous, les plus utiles [pour faire en sorte que le coût de la vie soit plus abordable pour les Canadiens/pour améliorer le système de santé public]? Pourquoi?
- Parmi ces éléments, y en a-t-il qui vous toucheraient personnellement?
- **Population générale de grandes villes de l'Alberta** À votre connaissance, ces mesures auraient-elles un impact sur l'inflation? Serait-ce un impact positif ou négatif? Pourquoi ou pourquoi pas?
- Y a-t-il autre chose que le gouvernement du Canada devrait faire pour [rendre la vie plus abordable/améliorer le système de santé]?
- Y a-t-il quelque chose dans cette section que le gouvernement du Canada ne devrait pas faire?
- Voici la deuxième liste. Nous examinerons ces mesures une à la fois, sans faire de sondage. Voici deux choses que le gouvernement du Canada fait pour faire croître l'économie propre.

AFFICHER À L'ÉCRAN :

- Créer un nouveau crédit d'impôt pour appuyer la **production de technologies propres**, notamment celles permettant d'extraire, de transformer ou de recycler les minéraux essentiels

pour la fabrication d'équipement d'énergie renouvelable, le stockage d'énergie électrique et les véhicules électriques.

- Créer un nouveau crédit d'impôt pour encourager les investissements visant à renforcer le **réseau d'électricité propre** partout au pays.

En ce qui concerne le nouveau crédit d'impôt visant à appuyer la production de technologies propres...

- Selon vous, quel sera l'impact de ce crédit d'impôt sur :
 - L'économie et la création d'emplois
 - L'environnement
- Cela aurait-il un impact sur vous personnellement?
- Selon vous, pourquoi le gouvernement du Canada a-t-il priorisé cela?
- De façon générale, vous rappelez-vous d'autres mesures mises de l'avant par le gouvernement du Canada pour faire croître le secteur de l'énergie propre?
 - N'EST PAS MENTIONNÉ : Qu'en est-il des mesures pour faire croître le secteur de la fabrication de véhicules électriques au Canada?
- D'après vous, qu'arriverait-il si le gouvernement du Canada n'avait pas priorisé les investissements dans les technologies propres?
 - Croyez-vous que notre secteur des technologies propres pourrait demeurer compétitif sur le plan économique?
 - Dans quelle mesure êtes-vous préoccupé à l'idée que le Canada se fasse distancer par d'autres pays s'il n'investit pas dans les technologies propres?

En ce qui concerne le nouveau crédit d'impôt visant à renforcer le réseau d'électricité propre...

- Selon vous, quel sera l'impact de ce nouveau crédit d'impôt sur :
 - L'abordabilité/le coût de l'électricité
 - L'économie et la création d'emplois
 - L'environnement
- **Population générale de grandes villes de l'Alberta** Cela aurait-il un impact sur vous personnellement?

- Selon vous, pourquoi le gouvernement du Canada a-t-il priorisé cela?
- D'après vous, qu'arriverait-il si le gouvernement du Canada n'avait pas priorisé les investissements dans le secteur de l'énergie propre?
 - Est-ce important que le secteur canadien de l'électricité soit entièrement propre? Pourquoi dites-vous cela?
- Y a-t-il autre chose que le gouvernement du Canada devrait faire pour faire croître le secteur de l'énergie propre ?
- Y a-t-il quelque chose dans cette section que le gouvernement du Canada ne devrait pas faire?
- En repensant à tout ce dont nous avons discuté aujourd'hui, quelle est votre impression générale du budget de 2023?
 - **Population générale de grandes villes de l'Alberta** Est-ce un budget conçu pour aider la classe moyenne? Pourquoi ou pourquoi pas?
- Pensez-vous qu'il est envisageable que toutes ces initiatives soient réalisées?
- Tenons pour acquis que toutes ces initiatives sont réalisables. Selon vous, quel serait l'impact sur le Canada?
- Y a-t-il autre chose qui n'a pas été abordé ici et que vous souhaiteriez voir figurer dans un prochain budget?

Population générale de grandes villes de l'Alberta Pour le prochain exercice, je vous lirai une citation du discours du budget prononcé à la Chambre des communes puis je vous poserai quelques questions.

Population générale de grandes villes de l'Alberta « Premièrement, dans le cadre de la transformation économique la plus importante depuis la révolution industrielle, nos alliés et partenaires du monde entier, principalement les États-Unis, investissent massivement pour bâtir des économies propres et les industries carboneutres de demain. À la fois, Poutine et la pandémie ont cruellement exposé aux démocraties du monde les risques de la dépendance économique à l'égard de dictatures. Par conséquent, nos alliés prennent rapidement des mesures pour amarrer leur économie et leurs chaînes d'approvisionnement à des économies comme la nôtre. Ensemble, ces

deux grandes transformations offrent aux travailleuses et aux travailleurs canadiens l'occasion la plus importante de toute une vie ».

- **Population générale de grandes villes de l'Alberta** Quelle est votre réaction à cette citation?
- **Population générale de grandes villes de l'Alberta** Que signifie-t-elle pour vous?
- **Population générale de grandes villes de l'Alberta** Êtes-vous d'accord ou en désaccord avec ce qui est dit? Pourquoi?

L'IDENTITÉ DE MARQUE DU CRTC (25 minutes) Population générale de grandes villes de l'Alberta

Nous allons maintenant passer en revue un concept créatif qui pourrait être utilisé par le Conseil de la radiodiffusion et des télécommunications canadiennes (CRTC).

Mais tout d'abord :

- Est-ce que quelqu'un sait ce que fait le CRTC?
- Que signifie pour vous le mot « radiodiffusion »?

Voici un aperçu du CRTC :

AFFICHER À L'ÉCRAN :

Le CRTC est responsable de la mise en œuvre de la *Loi sur la radiodiffusion* du Canada, qui définit les règles (ou « règlements ») que les radiodiffuseurs doivent respecter. Un nouveau projet de loi fait actuellement son chemin au Parlement, la *Loi sur la diffusion en continu en ligne* (connue sous le nom du projet de loi C-11) et, si ce projet de loi est adopté, les services de diffusion en continu en ligne seront également assujettis à la *Loi sur la radiodiffusion*. Cela signifie que les diffuseurs en ligne devront respecter certaines règles (ou « règlements »), comme le font depuis de nombreuses années les diffuseurs traditionnels tels que ceux de la télévision ou de la radio.

Regardons maintenant le concept. Il pourrait figurer sur des produits tels que des brochures ou des affiches, sur des sites Web ou sur des médias sociaux tels que Twitter et LinkedIn.

AFFICHER LE CONCEPT 2 (VOS HISTOIRES) À L'ÉCRAN

- Que pensez-vous de ces images? Vous reconnaissez-vous dans celles-ci?

- Qu'est-ce que ces images vous font ressentir?
- Que signifient ces images pour vous?

- Que pensez-vous des couleurs?
 - Diriez-vous qu'elles sont modernes?
 - SI OUI : Est-ce une bonne ou une mauvaise chose?

Je voudrais maintenant que l'on se concentre sur le texte. Je vais vous montrer à nouveau le texte, ainsi que d'autres formulations qui pourraient être utilisées. Autrement dit, au lieu de « Vos histoires à votre façon », d'autres versions de ce concept auraient les mêmes images et les mêmes couleurs, mais chacun assorti d'un texte différent.

AFFICHER À L'ÉCRAN LES SIGNATURES DES CONCEPTS 1 À 4

- Vos histoires à votre façon
- Une loi moderne sur la radiodiffusion
- Plus d'histoires à votre façon
- Nos histoires à votre façon

- Qu'est-ce que chacune signifie pour vous?

- À quoi chacune vous fait-elle penser?

- Est-ce que certaines d'entre elles vous incitent à vouloir en savoir plus sur le sujet?

Je vais maintenant vous présenter un aperçu des objectifs du CRTC.

PRÉSENTER À L'ÉCRAN

- Favoriser un système de radiodiffusion plus inclusif au Canada
- Soutenir une plus grande diversité de contenu canadien et autochtone
- Veiller à ce que la population canadienne ait accès à un contenu canadien varié, peu importe qu'elle écoute la radio, qu'elle regarde la télévision ou qu'elle obtienne son contenu en ligne
- Permettre aux artistes ainsi qu'aux créatrices et créateurs de contenu canadien de raconter leurs histoires

- Et maintenant, si vous considérez le concept dans son ensemble y compris, la formulation de la signature que vous estimez fonctionne le mieux, quelle qu'elle soit, pensez-vous que le concept communique ces objectifs? Qu'est-ce qui vous fait dire cela?
- Pensez-vous que le concept représente bien le CRTC? Qu'est-ce qui vous fait dire cela?

SERVICES GOUVERNEMENTAUX FÉDÉRAUX (70 minutes) Fréquents et récents utilisateurs de services fédéraux de grandes villes des Prairies (Alb., Sask., Man.)

Je crois comprendre que chaque personne dans ce groupe a eu une expérience récente avec l'accès aux services du gouvernement du Canada. Avant de parler de votre expérience, j'aimerais discuter plus en détail des services offerts par le gouvernement du Canada.

- Quels sont les services ou les types de services normalement offerts par le gouvernement du Canada?
 - FOURNIR DES EXEMPLES SEULEMENT SI C'EST NÉCESSAIRE : Service Canada, assurance-emploi, prestations et crédits comme l'Allocation canadienne pour enfants, Services aux Autochtones, Bureau des passeports, etc.
- Lesquels de ces services sont les plus importants à offrir par le gouvernement du Canada? Pourquoi?
- Comment décririez-vous la capacité ou la performance du gouvernement du Canada en ce qui concerne la prestation de ces services?
 - SI NÉGATIF : Qu'est-ce qui explique ces problèmes de prestation de service selon vous?
 - SI NÉGATIF : Croyez-vous que le gouvernement du Canada puisse régler ces problèmes? Pourquoi ou pourquoi pas?
- Y a-t-il des services que le gouvernement du Canada assure très bien? Dans l'affirmative, quels sont-ils? Quel est l'impact de ce service pour vous?
- SONDER CHAQUE PARTICIPANT : J'aimerais savoir à quels services du gouvernement du Canada vous avez récemment accédé.
 - Combien de fois avez-vous interagi avec les services du gouvernement du Canada dans la dernière année?
- Quel était le service auquel vous avez accédé récemment?

- Pouvez-vous nous décrire votre récente expérience avec les services du gouvernement fédéral?
 - De quelle manière le contact a-t-il eu lieu (p. ex., au téléphone, par la poste, sur le site Web, en personne)?
 - DEMANDER à CEUX QUI ONT ACCÉDÉ AUX SERVICES EN PERSONNE : Qu'avez-vous pensé du temps d'attente?
 - Comment décririez-vous votre expérience?
 - DEMANDER POUR CHAQUE ATTRIBUT DE SERVICE : Connaissances des employés, cohérence des renseignements, résolution rapide des problèmes, etc.

- Pouvez-vous nous parler de cette récente expérience d'accès aux services du gouvernement fédéral?
 - Avez-vous éprouvé des difficultés? Dans l'affirmative, lesquels? DEMANDER POUR CONNAÎTRE LA NATURE DU PROBLÈME :
 - Par exemple, avez-vous subi des retards? Veuillez nous expliquer.
 - Avez-vous parfois reçu des informations contradictoires? Pouvez-vous m'en parler? Quel type d'information contradictoire avez-vous reçue?
 - D'où provenait-elle?
 - Comment avez-vous géré cela?
 - Avez-vous eu d'autres problèmes?
 - Y a-t-il des démarches qui ont été entreprises pour résoudre le problème?
 - Est-ce que le ou les problèmes ont été réglés ou sont-ils toujours actifs? Les problèmes ont-ils été réglés à votre entière satisfaction?
 - Quel impact cette expérience ou interaction a-t-elle eu sur vous personnellement?
 - De quelle manière a-t-elle influencé votre impression du gouvernement du Canada?

- Cette expérience était-elle différente de vos expériences précédentes avec les services du gouvernement fédéral? Si tel est le cas, en quoi était-elle différente?

- Croyez-vous que la prestation des services est une priorité pour le gouvernement du Canada? Pourquoi ou pourquoi pas?

- Pensez-vous que le gouvernement du Canada en fait assez pour remédier aux enjeux relatifs à la prestation de services aux Canadiens? Pourquoi ou pourquoi pas?

- En fonction de votre expérience, avez-vous d'autres suggestions pour améliorer les services qu'offre le gouvernement du Canada à la population canadienne?

PARENTS — COÛT DE LA VIE (45 minutes) Parents de la classe moyenne de la Nouvelle-Écosse âgés de 30 à 45 ans (ménages mono et biparentaux)

- De manière générale, comment décririez-vous la gestion de l'économie par le gouvernement du Canada?
 - Est-il généralement sur la bonne voie ou sur la mauvaise voie ? Pourquoi ?
- En tant que parents, quels enjeux économiques vous préoccupent le plus et ont le plus d'impact sur vous?
 - Le gouvernement du Canada comprend-il les enjeux économiques qui vous préoccupent le plus et qui ont le plus d'impact sur vous? Pourquoi ou pourquoi pas?
 - DEMANDER AU BESOIN : Qu'en est-il de l'accessibilité et du coût de la vie?
- Que fait le gouvernement du Canada face à l'augmentation du coût de la vie?
 - Diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi ?
- Pouvez-vous me donner des exemples de choses qui sont devenues moins abordables dans votre vie de tous les jours?
 - DEMANDER AU BESOIN : Qu'en est-il de l'épicerie et de l'essence?
 - Avez-vous modifié certaines de vos habitudes en réaction à l'augmentation du coût de la vie?
- Qu'avez-vous vu, lu ou entendu récemment au sujet du travail accompli par le gouvernement du Canada pour aider les ménages à payer la facture d'épicerie?
 - Que pensez-vous de ce que vous avez entendu?
- À votre avis, qu'est-ce qui provoque l'augmentation des prix?
- Diriez-vous que l'augmentation du coût de la vie est un enjeu uniquement canadien ou mondial? Comment le savez-vous?
 - Que peut faire le gouvernement face à l'augmentation du coût de la vie?

- Êtes-vous au courant de quelconques politiques, programmes, services, prestations ou allocations du gouvernement du Canada qui profitent aux parents?
- Qui parmi vous a entendu parler de ce qui suit :
 - L'Allocation canadienne pour enfants
 - La Prestation dentaire canadienne
 - Le système universel d'éducation préscolaire et les services de garde à 10 \$ par jour
 - SI EN A ENTENDU PARLER : Que savez-vous de chaque programme?

ÉCLAIRCIR AU BESOIN : L'Allocation canadienne pour enfants (ACE) est un programme de soutien du revenu pour les familles canadiennes, calculé en fonction des moyens financiers. Il s'agit d'un versement mensuel non imposable fait aux familles admissibles pour les aider à subvenir aux besoins de leurs enfants. L'ACE est indexée en fonction de l'inflation.

ÉCLAIRCIR AU BESOIN : Le gouvernement du Canada a créé la Prestation dentaire canadienne (PDC) pour aider à réduire les coûts des soins dentaires pour les familles admissibles dont le revenu est inférieur à 90 000 \$.

ÉCLAIRCIR AU BESOIN : Le gouvernement du Canada travaille avec les provinces et les territoires pour offrir aux familles canadiennes un système universel d'éducation préscolaire et des services de garde à 10 \$ par jour.

- Que pensez-vous de cette information?
 - Y a-t-il quelque chose dont vous n'étiez pas au courant auparavant?
 - Avez-vous des questions concernant l'un ou l'autre de ces programmes?
- Pour ce qui est de rendre le coût de la vie plus abordable, dans quelle mesure ces programmes auront-ils un impact, le cas échéant, sur vous et votre famille?
 - Diriez-vous que l'Allocation canadienne pour enfants, la Prestation dentaire canadienne, ainsi que le système universel d'éducation préscolaire et les services de garde sont des mesures importantes pour rendre la vie des parents plus abordable? Pourquoi ou pourquoi pas?
- Que devrait faire d'autre le gouvernement du Canada pour aider les parents?

CONNAISSANCES SUR LE CLIMAT (35 minutes) Parents de la classe moyenne de la Nouvelle-Écosse âgés de 30 à 45 ans (ménages mono et biparentaux)

Je voudrais maintenant parler des changements climatiques.

- Croyez-vous que chacun a son rôle à jouer pour ralentir les changements climatiques?

Note au modérateur : passer rapidement sur cette question. Il s'agit seulement d'une occasion pour les participants de dire que les changements climatiques ne sont pas un enjeu, n'existent pas, ou quelque chose de comparable (ce qui se reflétera dans leurs réponses aux questions suivantes).

- Quels sont les gestes que vous pourriez poser pour ralentir les changements climatiques?
 - DEMANDER : Ces gestes peuvent être liés à la nourriture, aux transports, à l'utilisation de l'énergie chez soi, aux produits que nous achetons, à la manière dont nous nous débarrassons de nos déchets, etc.
- Quels sont les gestes les plus faciles à poser? Pourquoi?
- Quels sont les gestes les plus difficiles à poser? Pourquoi?
 - DEMANDER : Est-ce de ne pas savoir quels gestes poser?
 - DEMANDER : Est-ce de ne pas avoir les moyens de poser ces gestes?
 - DEMANDER : Est-ce de n'avoir aucune option écoresponsable disponible?
- Au cours des six prochains mois, avez-vous l'intention de poser plus, moins ou autant de gestes écoresponsables que maintenant? Pourquoi?
- Si vous aviez, en tant que personne, une quantité illimitée de ressources, que feriez-vous pour contribuer au ralentissement des changements climatiques? Pourquoi?
- Pensez-vous que la plupart des Canadiens se préoccupent des changements climatiques?
- Selon vous, quel est le pourcentage de la population canadienne qui considère les changements climatiques comme un enjeu important?
- À quel point croyez-vous que d'autres Canadiens posent des gestes pour ralentir les changements climatiques?
- Vous préoccupez-vous plus, moins ou autant des changements climatiques que la plupart des Canadiens?

- Pensez-vous que les gens comme vous posent des gestes pour ralentir les changements climatiques?
- Pensez-vous que vos proches posent des gestes pour ralentir les changements climatiques?
- Croyez-vous que vos proches s'attendent à ce que vous posiez des gestes pour ralentir les changements climatiques?
- Si vous saviez que d'autres personnes posaient des gestes écoresponsables, seriez-vous tenté d'en faire autant? Pourquoi ou pourquoi pas?
- Selon vous, à qui revient la responsabilité d'agir pour ralentir les changements climatiques : les gouvernements, l'industrie, les ONG ou la population? Qu'est-ce qui vous fait dire cela?
- À main levée, combien d'entre vous pensent que leurs actions individuelles peuvent avoir un effet positif sur les changements climatiques? Pourquoi ou pourquoi pas?
- À main levée, combien d'entre vous sont d'accord pour dire que regroupées, nos actions peuvent avoir un effet positif sur les changements climatiques? Pourquoi ou pourquoi pas?
- Quels types d'actions ont le plus d'effets positifs sur les changements climatiques?
- Quelles actions trouvez-vous les moins efficaces?

LA SÉCURITÉ COMMUNAUTAIRE (25 minutes) Population générale de grandes villes des Prairies (Sask., Man.), usagers du transport en commun de la RGT

J'aimerais maintenant discuter des enjeux communautaires de façon plus générale.

- Quels sont les principaux enjeux auxquels est confrontée votre communauté?
 - Dans quelle mesure la criminalité est-elle un enjeu dans votre communauté? Pourquoi dites-vous cela?
 - Usagers du transport en commun de la RGT Qu'avez-vous vu, lu ou entendu à ce sujet récemment?
 - Usagers du transport en commun de la RGT SI MENTIONNÉ COMME ÉTANT UN ENJEU : Quel est le type de crime considéré comme un enjeu dans votre communauté?

- **Usagers du transport en commun de la RGT** SI NON MENTIONNÉ : Qu'en est-il de la criminalité dans le transport en commun?
 - **Usagers du transport en commun de la RGT** Dans quelle mesure la criminalité dans le transport en commun est-elle un enjeu?
 - **Usagers du transport en commun de la RGT** Comment cela vous touche-t-il, le cas échéant?
- Direz-vous que votre communauté est sécuritaire? Pourquoi ou pourquoi pas?
- D'après ce que vous savez, le taux de criminalité dans votre communauté a-t-il augmenté, diminué ou s'il est demeuré stable?
 - S'IL A AUGMENTÉ : Qu'avez-vous remarqué plus particulièrement?
 - À quoi attribuez-vous la hausse de la criminalité? Quelles sont les causes?
 - **Usagers du transport en commun de la RGT** Avez-vous modifié vos habitudes ou vos comportements en raison de la hausse de la criminalité? Si c'est le cas, qu'avez-vous modifié?
 - Que devrait-on faire en réaction à la hausse de la criminalité?
 - Y a-t-il quelque chose que le gouvernement fédéral devrait faire selon vous pour contrer la criminalité dans votre communauté?
- Le gouvernement du Canada a-t-il fait quoi que ce soit dans les dernières années pour lutter contre la criminalité? Fait-il quelque chose maintenant?

LA PROTECTION ET LA PROMOTION DE LA LANGUE FRANÇAISE (30 minutes) **Aînés de 55 ans ou plus résidant à Québec et occupant un emploi**

- Dans quelle mesure la protection et la promotion de la langue française devraient-elles constituer une grande priorité?
- Comment vous sentez-vous quant à l'état de la langue française au Canada?
- Que fait le gouvernement du Canada, le cas échéant, pour aider à protéger et à promouvoir la langue française?
 - SI CE N'EST PAS MENTIONNÉ : Est-ce que quelqu'un a vu, lu ou entendu quelque chose au sujet du Plan d'action pour les langues officielles du gouvernement du Canada?

Le gouvernement du Canada a annoncé son Plan d'action pour les langues officielles. Le Plan d'action propose plus de 30 mesures visant à atteindre quelques objectifs clés. Je vais d'abord partager avec vous les objectifs clés et vous donner quelques exemples des mesures proposées, puis je vous demanderai de me faire part de vos impressions.

AFFICHER À L'ÉCRAN UN À LA FOIS :

Stimuler plus d'immigration francophone au Canada

Exemples de mesures :

- Créer une nouvelle politique d'immigration francophone ;
- Élargir le travail de promotion et de recrutement à l'échelle mondiale dans les pays francophones ;
- Investir dans la formation linguistique aux nouveaux arrivants.

Favoriser les possibilités d'apprentissage du français tout au long de la vie

Exemples de mesures :

- Élargir l'offre de programmes dans les écoles francophones en milieu minoritaire à l'extérieur du Québec ;
- Investir dans les programmes de français langue seconde partout au Canada ;
- Investir dans des centres de la petite enfance francophones partout au Canada.

Appuyer les organismes communautaires francophones

Exemples de mesures :

- Bonifier le financement des organismes communautaires francophones ;
- Accorder des subventions pour des projets qui visent à renforcer l'attachement à la langue française et à la culture francophone ;
- Accorder des subventions aux artistes francophones.

Créer un centre au sein de Patrimoine Canada pour appuyer le gouvernement du Canada à prendre des mesures supplémentaires pour soutenir les communautés francophones en situation minoritaire.

- Quelles sont vos réactions quant à chacun de ces objectifs et de ces mesures?
- Lesquels auront, selon vous, le plus d'impact sur la promotion et la protection de la langue française?
- Parmi ces éléments, y a-t-il quelque chose que le gouvernement du Canada ne devrait pas faire? Pourquoi?

- Que devrait faire d'autre le gouvernement du Canada pour promouvoir et protéger la langue française?

RÉFORME DE LIBÉRATION SOUS CAUTION (30 minutes) Usagers du transport en commun de la RGT, résidents de petites villes et de villes de taille moyenne du Canada atlantique, aînés de 55 ans ou plus résidant à Québec et occupant un emploi

- Résidents de petites villes et de villes de taille moyenne du Canada atlantique, aînés de 55 ans ou plus résidant à Québec et occupant un emploi Avez-vous le sentiment que votre communauté est sécuritaire? Pourquoi ou pourquoi pas?
- Résidents de petites villes et de villes de taille moyenne du Canada atlantique, aînés de 55 ans ou plus résidant à Québec et occupant un emploi Êtes-vous au courant de quelque chose que le gouvernement du Canada a fait au cours des dernières années pour lutter contre la criminalité? Fait-il quelque chose maintenant?
- À MAIN LEVÉE : Combien d'entre vous ont une notion du concept de la libération sous caution?

CLARIFIER AU BESOIN : On parle de mise en liberté sous caution lorsqu'une personne inculpée d'une infraction criminelle est remise en liberté dans l'attente de son procès. Comme vous le savez, toutes personnes en attente de leur procès sont présumées innocentes tant qu'elles ne sont pas déclarées coupables. La remise en liberté d'une personne peut ou non être assortie de conditions auxquelles elle doit se conformer pendant toute la durée de sa liberté sous caution. Ce ne sont pas toutes les personnes inculpées d'un crime qui bénéficient d'une mise en liberté sous caution.

- Qu'avez-vous vu, lu ou entendu récemment au sujet du système canadien de mise en liberté, le cas échéant?
- Selon ce que vous avez vu, lu ou entendu dernièrement, quelles sont vos impressions du système canadien de mise en liberté?
- Diriez-vous que le système de libération sous caution au Canada est :
 - Juste? Pourquoi ou pourquoi pas?
 - Sûr? Pourquoi ou pourquoi pas?

- Avez-vous vu, lu ou entendu quelque chose récemment au sujet de personnes qui récidivent après avoir été mises en liberté sous caution?
 - Diriez-vous qu'il s'agit d'un problème majeur, mineur, ou pas un problème du tout au Canada?
 - D'après vous, qu'est-ce qui pourrait entraîner la récidive d'une personne mise en liberté sous caution?

Comme vous le savez peut-être, en vertu de la *Charte canadienne des droits et libertés*, les personnes accusées ont le droit à la mise en liberté sous caution, à moins qu'il n'existe un motif valable de les maintenir en détention, tel qu'un risque de fuite ou un risque pour la sécurité du public, et qu'il n'y a pas d'autres moyens d'y remédier.

Le gouvernement du Canada envisage certaines réformes du système de libération sous caution, qui rendraient plus difficile la sortie de prison des personnes qui ont précédemment été reconnues coupables de certains types de crimes violents, dans l'attente de leur procès.

- Quelle est votre réaction à cette idée?
 - Y êtes-vous favorable, opposé ou incertain?
 - Auriez-vous des préoccupations si le gouvernement du Canada allait de l'avant avec ce type de réforme? Cela vous semble-t-il juste?
 - Pensez-vous que cela aurait un impact sur la criminalité au Canada? Et dans votre communauté?
- Pouvez-vous penser à d'autres choses que le gouvernement du Canada pourrait faire pour prévenir la criminalité?
 - DEMANDER : Devrait-il offrir plus de services en santé mentale? De services de traitement en toxicomanie? Des logements?
 - Ces initiatives auraient-elles un impact? Pourquoi ou pourquoi pas?
- Devraient-elles être une priorité pour le gouvernement fédéral?

LA SÉCURITÉ EN LIGNE (35 minutes) Fréquents consommateurs de médias de grandes villes du Québec, population générale de grandes villes des Prairies (Sask., Man.), résidents de grandes villes et de villes de taille moyenne du Québec, résidents de petites villes et de villes de taille moyenne du Canada atlantique

Passons à un nouveau sujet...

Puisque nous discutons présentement en ligne, nous savons que vous utilisez tous l'Internet !

- Quels sont les impacts positifs de l'Internet et du cyberespace sur la société d'aujourd'hui?
- Y a-t-il des inconvénients? Lesquels?
- Que signifie pour vous l'expression « sécurité en ligne »?
 - Avez-vous des préoccupations quant à votre sécurité en ligne? Et sur les médias sociaux en particulier?
 - Qu'en est-il de la sécurité d'autres personnes au Canada? Par exemple, les enfants ou des groupes racisés?
- Que signifie pour vous l'expression « préjudices en ligne » ?
 - Selon vous, quel type de contenu en ligne peut être préjudiciable?
 - Vous est-il déjà arrivé de voir du contenu en ligne que vous qualifieriez de préjudiciable? À quelle fréquence?
- Dans quelle mesure le contenu préjudiciable en ligne vous préoccupe-t-il? Et sur les médias sociaux en particulier?
 - Quelle est l'ampleur du problème au Canada?
 - Quelles sont vos principales préoccupations?
- Devrait-on en faire plus pour traiter le type de contenu en ligne dont nous avons parlé? *Note au modérateur : Enregistrer les réponses (oui/incertain/non), ensuite faire un suivi.*
 - SI OUI : Que faudrait-il faire? Qui devrait être responsable de traiter les préjudices en ligne?
 - SI A RÉPONDU « INCERTAIN » OU « NON » : Pourquoi êtes-vous de cet avis? Quelles sont vos préoccupations?
- D'après ce que vous savez, y a-t-il quelque chose qui se fait actuellement pour empêcher ou pour mettre fin à la diffusion en ligne de contenu préjudiciable? Qu'avez-vous entendu?
 - Est-ce une bonne approche? Avez-vous des préoccupations?
- Les plateformes en ligne devraient-elles être tenues responsables des préjudices qui ont lieu sur leurs réseaux? *Note au modérateur : Enregistrer les réponses (oui/incertain/non), ensuite faire un suivi.*
 - SI OUI : Que faudrait-il faire, le cas échéant?
 - SI A RÉPONDU « INCERTAIN » OU « NON » : Pourquoi êtes-vous de cet avis? Quelles sont vos préoccupations?

- Êtes-vous au courant d'autres choses qui se font actuellement pour rendre le cyberspace plus sûr?

LA MÉSINFORMATION (30 minutes) Fréquents consommateurs de médias de grandes villes du Québec

Dans la section qui suit, je vais vous poser quelques questions sur l'utilisation des médias sociaux et sur les informations que vous êtes susceptible de voir en ligne.

- Que vous les utilisez ou non comme sources d'actualités, quels sites ou applications de médias sociaux utilisez-vous? À quelle fréquence les utilisez-vous?
- À quelle fréquence tombez-vous sur une information en ligne dont vous ne savez pas avec certitude si elle est vraie ou fausse?
- Qui parmi vous connaît les termes « mésinformation » et « désinformation »? Que signifient ces termes? Qu'est-ce qui les distingue?

CLARIFIER : La différence entre ces deux termes est que la mésinformation est une information erronée ou trompeuse, tandis que la désinformation est une fausse information délibérément diffusée dans le but de tromper les gens.

- La diffusion de la mésinformation ou de la désinformation en ligne vous préoccupe-t-elle? Qu'est-ce qui vous fait dire cela?
- Pouvez-vous nous donner des exemples de mésinformations ou de désinformations que vous avez vus en ligne?
 - Où avez-vous vu cette information? Vous souvenez-vous d'où provenait l'information?
 - Avez-vous employé des moyens pour savoir si elle était véridique ou non? Quels moyens avez-vous employés?
 - Vers quelles sources d'information ou vers quelles personnes vous tourneriez-vous pour vous aider à prendre votre décision?
- Selon vous, que devrait-on faire pour lutter contre la mésinformation ou la désinformation en ligne?
 - Les plateformes numériques comme Facebook et Google ont-elles une responsabilité de veiller à l'exactitude des nouvelles et des informations sur leurs plateformes? Pourquoi ou pourquoi pas?
 - Que devraient-elles faire, le cas échéant?
 - Le gouvernement fédéral a-t-il un rôle à jouer dans la lutte contre la mésinformation et la désinformation en ligne?

- Pourquoi ou pourquoi pas? Que devrait-il faire, le cas échéant?

DÉFIS DES COMMUNAUTÉS/INDUSTRIES LOCALES (40 minutes) Population générale du nord de la Colombie-Britannique

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

- Quels sont les enjeux importants auxquels votre communauté 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 :
 - Le gouvernement du Canada a-t-il fait quoi que ce soit pour soutenir ces secteurs?
 - 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 la priorité?
 - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il du secteur minier?
- Avez-vous déjà entendu parler des « minéraux critiques »?
 - Que signifie extraire des minéraux critiques?
 - À quelles fins sont utilisés les minéraux critiques?

PRÉCISER : Les minéraux critiques sont utilisés pour de nombreuses technologies d'énergie propre, comme les éoliennes et les batteries de véhicules électriques. Ils servent également à fabriquer une variété de produits ménagers, comme les appareils électroniques et les électroménagers. Le lithium, le graphite, le nickel, le cobalt, le cuivre et plusieurs autres éléments de terre rares sont tous des minéraux critiques.

- Dans quelle mesure est-ce important que le gouvernement du Canada priorise les projets de minéraux critiques?

- Avez-vous entendu parler de projets de minéraux critiques dans votre communauté ou les environs?
- Les pénuries de main-d'œuvre sont-elles un enjeu préoccupant dans votre communauté? Qu'est-ce qui vous fait dire cela?
 - Qu'en est-il de la rétention des jeunes?
- Êtes-vous au courant de ce que le gouvernement du Canada a fait récemment pour résoudre ces enjeux? Qu'a-t-il fait?

IMPACTS ET ADAPTATION AUX CHANGEMENTS CLIMATIQUES (40 minutes) Population générale du nord de la Colombie-Britannique

- Diriez-vous que les changements climatiques ont actuellement un impact majeur, mineur ou aucun impact sur votre communauté?
 - SI IMPACT MAJEUR : Qu'avez-vous remarqué?
 - Ces changements ont-ils eu un impact sur votre quotidien?
- Dans le futur, pensez-vous que les changements climatiques auront un impact majeur, mineur ou aucun impact sur votre communauté?
 - SI IMPACT MAJEUR : Quels sont les impacts qui vous préoccupent le plus? SONDER : Impacts sur le logement, l'économie, la santé, etc.
- Dans quelle mesure êtes-vous d'accord ou en désaccord avec l'énoncé suivant : les changements climatiques provoquent de plus en plus de phénomènes météorologiques extrêmes? Pourquoi?
- Votre communauté est-elle prête à faire face aux impacts des changements climatiques? Qu'en est-il de votre ménage?
 - SI OUI : Qu'est-ce que vous ou votre communauté avez fait pour vous préparer?
- Quoi d'autre aimeriez-vous que votre communauté fasse pour se préparer aux impacts des changements climatiques?
- Est-il important que le gouvernement fédéral aide les communautés à se préparer aux impacts des changements climatiques?
 - Avez-vous entendu parler de ce que fait le gouvernement fédéral à cet égard?
 - Que voudriez-vous qu'il fasse?

AFFICHER À L'ÉCRAN

Il y a plusieurs mesures que le gouvernement du Canada prend pour s'adapter aux changements climatiques, notamment :

- Rendre l'information sur les changements climatiques plus largement accessible.
 - Investir dans l'infrastructure, y compris l'infrastructure naturelle, pour protéger les Canadiens des catastrophes liées aux conditions climatiques.
 - Élaborer des codes du bâtiment pour accroître la résilience des immeubles et de l'infrastructure.
 - Contrer les effets des changements climatiques sur la santé des Canadiens.
 - Appuyer les régions qui sont particulièrement vulnérables aux changements climatiques, y compris le Nord et les régions côtières.
 - Travailler pour assurer la santé à long terme et la résilience des écosystèmes et de l'environnement naturel.
-
- Diriez-vous que ce sont les bonnes mesures à prendre pour se préparer aux impacts des changements climatiques, ou si le gouvernement du Canada devrait concentrer ses efforts ailleurs?
 - Y a-t-il des mesures qui vous semblent plus importantes que d'autres? Pourquoi?
 - Au sujet de quelles mesures aimeriez-vous en apprendre davantage?

CONCLUSION (5-10 minutes)

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

Canadian Radio-television and Telecommunications Commission Branding (Major Centres Alberta)



Four images featuring the tagline “Our stories your way”, with the top-left image including the French translation “Nos histoires à votre façon.” Each image includes a combination of black and white photographs and solid colour blocks. The top-left image includes three photos, the first showing a reporter conducting an interview with another individual, the second featuring a camera operator, and the third showing a woman talking into a radio-broadcasting mic. The image includes blue, orange, and turquoise blocks of solid colour, with the English text overlaid in white font on top of the blue block, and the French text overlaid in black font on top of the turquoise block. The top-right image includes a picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and orange blocks of solid colour, with the English tagline in black font overlaid on top of the orange block. The bottom-left image features the same images of the reporter conducting an interviewing and the camera operator and includes one blue solid colour block with the English tagline overlaid in white font. The bottom-right image includes the same picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and turquoise blocks of colour, with the English tagline in black font overlaid on top of the turquoise block.



Four images featuring the tagline “Your stories your way”, with the top-left image including the French translation “Vos histoires à votre façon.” Each image includes a combination of black and white photographs and solid colour blocks. The top-left image includes three photos, the first showing a reporter conducting an interview with another individual, the second featuring a camera operator, and the third showing a woman talking into a radio-broadcasting mic. The image includes blue, orange, and turquoise blocks of solid colour, with the English text overlaid in white font on top of the blue block, and the French text overlaid in black font on top of the turquoise block. The top-right image includes a picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and orange blocks of solid colour, with the English tagline in black font overlaid on top of the orange block. The bottom-left image features the same images of the reporter conducting an interviewing and the camera operator and includes one blue solid colour block with the English tagline overlaid in white font. The bottom-right image includes the same picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and turquoise blocks of colour, with the English tagline in black font overlaid on top of the turquoise block.



Four images featuring the tagline “A modern Broadcasting Act”, with the top-left image including the French translation “Une Loi moderne sur la radiodiffusion.” Each image includes a combination of black and white photographs and solid colour blocks. The top-left image includes three photos, the first showing a reporter conducting an interview with another individual, the second featuring a camera operator, and the third showing a woman talking into a radio-broadcasting mic. The image includes blue, orange, and turquoise blocks of solid colour, with the English text overlaid in white font on top of the blue block, and the French text overlaid in black font on top of the turquoise block. The top-right image includes a picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and orange blocks of solid colour, with the English tagline in black font overlaid on top of the orange block. The bottom-left image features the same images of the reporter conducting an interviewing and the camera operator and includes one blue solid colour block with the English tagline overlaid in white font. The bottom-right image includes the same picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and turquoise blocks of colour, with the English tagline in black font overlaid on top of the turquoise block.



Four images featuring the tagline “More stories your way”, with the top-left image including the French translation “Plus d’histoires à votre façon.” Each image includes a combination of black and white photographs and solid colour blocks. The top-left image includes three photos, the first showing a reporter conducting an interview with another individual, the second featuring a camera operator, and the third showing a woman talking into a radio-broadcasting mic. The image includes blue, orange, and turquoise blocks of solid colour, with the English text overlaid in white font on top of the blue block, and the French text overlaid in black font on top of the turquoise block. The top-right image includes a picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and orange blocks of solid colour, with the English tagline in black font overlaid on top of the orange block. The bottom-left image features the same images of the reporter conducting an interviewing and the camera operator and includes one blue solid colour block with the English tagline overlaid in white font. The bottom-right image includes the same picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and turquoise blocks of colour, with the English tagline in black font overlaid on top of the turquoise block.