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# Continuous Qualitative Data Collection of Canadians' Views – April 2024

Final Report

**Prepared for the Privy Council Office**

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Canada 

# Continuous Qualitative Data Collection of Canadians' Views

## Final Report

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The twelfth cycle of the first year of this study included a total of twelve focus groups with Canadian adults (18 years of age and older) conducted between April 4<sup>th</sup>, 2024, and April 30<sup>th</sup>, 2024.

Cette publication est aussi disponible en français sous le titre : Rapport final - Collecte continue de données qualitatives sur les opinions des Canadiens – avril 2024.

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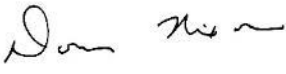
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## Political Neutrality Certification

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 28, 2024

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 twelve online focus groups which were conducted between April 4<sup>th</sup>, 2024, and April 30<sup>th</sup>, 2024, in multiple locations across the country. 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 Canadian economy and Budget 2024, including specific discussions related to a range of housing initiatives that had been announced by the federal government. Some groups also engaged in discussions related to taxation, carbon pricing, and the potential impacts of climate change and climateflation.

Other topics explored in this cycle included what participants had seen, read, or heard about the Government of Canada as of late, as well as their perspectives on its performance across a range of important priorities. Discussions were also held concerning issues such as automobile theft, and the manufacturing of electric vehicles.

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 members of Generation Z aged 18 to 27, millennials aged 28 to 43, Canadians aged 65 and over, prospective first-time homebuyers, members of the middle class, and young women aged 18 to 34.

## Detailed Approach

- Twelve groups across various regions in Canada.
- Six groups were conducted among the general population residing in Quebec, British Columbia, the Prairies, Atlantic Canada, Ontario, and in mid-size centres in Alberta.
- The other six groups were conducted among key subgroups including:
  - Generation Z, ages 18-27
  - Millennials, ages 28-43
  - Canadians aged 65+
  - Prospective first-time homebuyers
  - Middle class Canadians
  - Young women, ages 18-34
- The three groups based 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, 91 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium of \$125.

## Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EDT)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Mid-Size Centres Alberta	1	EN	Thurs, April 4 <sup>th</sup>	8:00-10:00 PM	General Population	7
Quebec	2	FR	Tues, April 9 <sup>th</sup>	6:00-8:00 PM	General Population	8
British Columbia	3	EN	Wed, April 10 <sup>th</sup>	9:00-11:00 PM	General Population	8
Prairies	4	EN	Thurs, April 11 <sup>th</sup>	8:00-10:00 PM	General Population	7

Major Centres British Columbia	5	EN	Tues, April 16 <sup>th</sup>	9:00-11:00 PM	Generation Z, Ages 18-27	8
Outaouais Region, Quebec	6	FR	Wed, April 17 <sup>th</sup>	6:00-8:00 PM	Millennials, Ages 28-43	8
Atlantic Canada	7	EN	Thurs, April 18 <sup>th</sup>	5:00-7:00 PM	Canadians Aged 65+	8
Major Centres Quebec	8	FR	Tues, April 23 <sup>rd</sup>	6:00-8:00 PM	Prospective First-Time Homebuyers	6
Greater Toronto Area	9	EN	Wed, April 24 <sup>th</sup>	6:00-8:00 PM	Middle Class Canadians	8
Atlantic Canada	10	EN	Thurs, April 25 <sup>th</sup>	5:00-7:00 PM	General Population	8
Winnipeg	11	EN	Mon, April 29 <sup>th</sup>	7:00-9:00 PM	Young Women, Ages 18-34	7
Ontario	12	EN	Tues, April 30 <sup>th</sup>	6:00-8:00 PM	General Population	8
<b>Total number of participants</b>						<b>91</b>

## Key Findings

### **Government of Canada in the News (Mid-Size Centres Alberta, Quebec, British Columbia, Prairies)**

Four groups were asked to share 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 increase of the federal price on carbon to \$80 a tonne for 2024, agreements reached between the federal government and numerous municipalities to provide additional funding for housing through the Housing Accelerator Fund, the creation of a Renters' Bill of Rights, and the discontinuation of the First-Time Home Buyer Incentive.

Participants also recalled the decision by the Bank of Canada to maintain its policy interest rate at 5 percent and an announcement by Immigration, Refugees, and Citizenship Canada (IRCC) that, beginning in 2024, the Government of Canada would be setting an intake cap on international student study permit applications for a period of two years.

### **Government of Canada Priorities and Performance (Quebec, Winnipeg Young Women)**

Two groups took part in brief conversations related to issues currently facing the Government of Canada as well as their perspectives regarding its management of these priorities. Asked to identify what they viewed as the top issues that the federal government should be prioritizing, many believed that a greater focus needed to be placed on decreasing the cost of living and ensuring that all Canadians were able to afford essentials such as groceries. Several thought that there needed to be an increased emphasis placed on making housing more affordable, with a number believing that housing





costs had risen substantially in recent years, both for homeowners and renters. Other priority areas mentioned by participants included recruiting and hiring more teachers at the primary and secondary level, increasing the affordability of post-secondary education, mitigating the impacts of climate change, and reducing perceived health worker shortages in Canadian communities.

Participants residing in Quebec were asked to identify areas in which they felt the Government of Canada was performing well and areas where they felt there was room for improvement. Describing the areas in which they felt the federal government had performed well, participants mentioned the actions it had taken to make child care and dental care more affordable for Canadian families, its work towards reconciliation with Indigenous peoples, and its humanitarian efforts on the global stage (including providing assistance to those displaced by conflicts and/or natural disasters). Discussing areas where they felt there was room for improvement, many reiterated the need for it to increase its actions towards stabilizing the cost of living and making housing more affordable.

Those in the group comprised of young women in Winnipeg were asked to identify issues related to women that they felt required increased attention from the federal government. Several thought that there needed to be a greater focus on mental health for women, including increased access to therapists and other mental health professionals and treatment for issues such as post-partum depression and anxiety. Also related to health care, it was believed that there needed to be an increased emphasis on ensuring that all women in Canada had access to women's health specialists such as gynecologists. A few thought that actions should also be taken to ensure greater pay equity and opportunities for women in the workforce as well as making it easier for working mothers to balance their professional and familial responsibilities.

### **The Economy (Major Centres British Columbia Generation Z, Outaouais Region Quebec Millennials, Atlantic Canada Seniors, Major Centres Quebec Prospective First-Time Home Buyers)**

Four groups engaged in a brief conversation related to the Canadian economy. To begin, participants engaged in an exercise where they were asked to select a single word or phrase to describe the current state of the economy. Many selected words with negative connotations, such as 'unstable', 'expensive', 'troubling', and 'declining'. Among these participants, it was felt that the Canadian economy had worsened in recent years, with many expressing concerns related to what they perceived as a lack of economic productivity, limited job growth, and the closure of many small businesses in the wake of the COVID-19 pandemic. A few had a more positive impression of the economy, selecting words such as 'great' and 'outperforming'. For these participants, it was believed that while the Canadian economy had faced some challenges in recent years, it was performing better than they had expected and had outpaced the economies of many of Canada's peers on the global stage.

Asked to identify the specific economic issues that they were personally concerned about, several described housing as a major challenge at present and were of the impression that housing costs had risen substantially for many Canadians in recent years. A number mentioned the high cost of living,

believing that prices for essentials such as groceries and gasoline had increased considerably in recent years. Participants also identified climate change as having a negative impact on the economy, believing that higher temperatures and more unpredictable weather patterns in recent years had made it more expensive for farmers to produce and transport food products, leading to higher costs for Canadian consumers.

Discussing whether they felt the Canadian economy would improve, worsen, or stay the same over the coming twelve months, most expected that it would remain relatively stable. Several expressed the view that while issues related to inflation and the cost of living had stabilized somewhat in recent months, it would likely take longer than a year for the economy to begin to improve, given the degree to which they felt these challenges had impacted Canadian households.

Questioned whether they felt that their own financial situation would get better, worse, or stay the same, participants were more optimistic and several expected that their financial situation would improve over the coming year. Describing why they felt this way, participants cited factors such as expected promotions and salary increases at work, recently graduating from a post-secondary program, as well as the expectation that they would be able to pay off debt and other large expenses over the coming year. Very few expected that their economic situation would worsen over the next twelve months.

### **Budget 2024 (All Locations)**

Participants in all groups took part in discussions related to the 2024 federal budget, which was tabled on April 16<sup>th</sup>, 2024. Groups conducted prior to the budget's tabling engaged in conversations related to pre-budget announcements from the Government of Canada, while those held after its release shared their initial overall impressions as well as their reactions to specific initiatives that had been included. Furthermore, all groups conducted after the tabling of the budget engaged in in-depth discussions concerning the large number of budget initiatives related to housing.

### **Pre-Budget Announcements (Mid-Size Centres Alberta, Quebec, British Columbia, Prairies)**

Four groups (all conducted prior to the budget's tabling) took part in brief conversations regarding their awareness and opinions related to a number of initiatives that had been announced by the federal government in the weeks leading up to the budget's release. Asked whether they were aware of any pre-budget announcements made by the Government of Canada, very few indicated that they were.

Participants engaged in an exercise where they were asked whether they had seen, read, or heard about a series of specific announcements from the federal government. While awareness of the announcements was relatively low among participants, a greater number recalled having heard about the initiatives related to encouraging the inclusion of rent payments in a tenant's credit score, establishing a National School Food Program, and new initiatives related to child care, relative to

announcements concerning the creation of a Renters' Bill of Rights and providing a top-up to the Housing Accelerator Fund.

On balance, while a small number were worried about the potential costs of these initiatives, participants were mostly positive in their overall reactions to these measures. Many expressed support for the proposed creation of a Renters' Bill of Rights and the initiative to allow renters to establish and build credit by making on-time rent payments. Most also reacted positively to the plan to provide a \$400 million top-up to the Housing Accelerator Fund, though a few questioned what regulations would be in place to ensure that housing built through this initiative would be affordable for lower- and middle-income Canadians.

Almost all supported the federal government taking action to launch a new Child Care Expansion Loan Program, believing this would have a major positive impact for families with young children who were currently struggling with the cost and/or availability of child care. While the introduction of a National School Food Program was also seen as important, a number felt that a greater emphasis should be placed on making groceries in general more affordable, likely reducing the need for this program.

#### **Initial Budget Impressions (Major Centres British Columbia Generation Z, Outaouais Region Quebec Millennials, Atlantic Canada Seniors, Major Centres Quebec Prospective First-Time Home Buyers, Ontario)**

Five groups briefly discussed their initial overall impressions of the 2024 Budget. Asked whether they had watched the budget speech by the Minister of Finance or had seen clips of it on the news or social media, very few reported that they had. Questioned whether their overall reaction to the budget had been positive or negative, a large number expressed uncertainty, feeling they did not know enough about its contents to provide a proper evaluation. Among those who did provide a response, a roughly equal number had a positive impression of the budget as those who were more neutral, while a smaller number were more negative in their reactions. Discussing specific aspects of the budget that they had heard about and liked, several mentioned the increase to the capital gains inclusion rate (referred to as a capital gains tax), while a smaller number identified the introduction of a National School Food Program.

Asked if they felt that there was any particular theme or story associated with Budget 2024, while most were uncertain, a few believed that the budget had primarily been focused on improving the economic wellbeing of Canadians and making life (and especially essential needs such as groceries and housing) more affordable.

#### **Specific Measures (Major Centres British Columbia Generation Z, Outaouais Region Quebec Millennials, Atlantic Canada Seniors, Major Centres Quebec Prospective First-Time Home Buyers, Greater Toronto Area Middle Class, Atlantic Canada, Winnipeg Young Women, Ontario)**

All eight groups conducted after the tabling of the budget engaged in an extended conversation related to specific actions and initiatives that had been announced. Asked what came to mind when they thought about Budget 2024, many thought that housing had been a major focus, believing there had been numerous initiatives announced related to increasing the housing supply, making housing

more affordable for Canadians, and addressing issues such as homelessness. Several were also of the impression that national defence had been a key aspect of this year's budget and had heard that the Government of Canada would be increasing its defence spending in the years to come. A number also recalled the measure to increase the capital gains inclusion rate, as well as the establishment of a National School Lunch Program and the creation of the new Canada Disability Benefit.

Participants next engaged in an exercise where they were presented with brief details regarding a number of initiatives that had been announced as part of the budget and asked to select which they felt would have the most positive impact on Canadians.

The measure to stabilize the cost of groceries received overwhelming support among participants, with many believing that it should be the foremost priority for the federal government. It was widely felt that this action would positively impact the largest number of Canadians as well as address what was viewed as a significant source of financial stress for many households at present.

The initiative to implement health care agreements with every province and territory to improve access to primary care and reduce wait times also received considerable support among participants. It was thought by several that this would positively impact a large number of Canadians who were currently facing challenges accessing the health resources they required due to long wait times for primary and/or emergency care. Similarly, several also viewed the establishment of a national pharmacare program (beginning with universal coverage for birth control and diabetes medication and devices) as an important priority for the federal government. It was widely thought that this would be very beneficial to those Canadians with chronic conditions who were struggling with the costs of their prescription medication.

Initiatives to crack down on junk fees and make things like internet and mobile phone plans more affordable, as well as ensuring the wealthiest 0.1 per cent of Canadians pay their fair share in taxes also received some support among participants. Relatively few selected the initiatives to create a National School Food Program and implement action on foreign health care credential recognition.

Provided with information related to the initiative to ask wealthier Canadians to pay a bit more in taxes, far greater number expressed support for this approach compared to those who were more neutral or opposed in their opinions. Among those who supported this initiative, it was felt that the increased tax revenue could be allocated towards funding a wide range of programs and benefits for Canadians. It was expected that this could be particularly helpful for lower- and middle-income households who were currently struggling with the cost of living. For the smaller number who were opposed to this approach, it was believed that this would discourage wealthier Canadians from investing in the Canadian economy and would potentially lead to reduced economic productivity as a result.

Asked whether they expected that any of the measures they had discussed would help to ensure that younger Canadians were able to get ahead, several reiterated the importance of the measure to stabilize the price of groceries. It was felt that until essentials such as food and housing became more affordable, it would be difficult for most younger Canadians to get ahead and save towards building their futures. A number thought that a greater focus should be placed by the federal government on

making post-secondary education more affordable as well as removing the financial barriers for those seeking to get the training and certifications required to compete in the modern Canadian economy.

**Housing Initiatives (Major Centres British Columbia Generation Z, Outaouais Region Quebec Millennials, Atlantic Canada Seniors, Major Centres Quebec Prospective First-Time Home Buyers, Greater Toronto Area Middle Class, Atlantic Canada, Winnipeg Young Women, Ontario)**

All groups conducted after the tabling of the budget also engaged in discussions related to the wide range of housing initiatives that had been announced. Informed that the Government of Canada had introduced a three-part plan to address the housing crisis, laying out a strategy to unlock 3.87 million new homes by 2031, participants engaged in an exercise where they were provided with information related to the various initiatives that had been announced as part of this plan and prompted to share their reactions.

Presented with information regarding measures that had been announced that were focused on building more homes in Canadian communities, almost all reacted positively and felt that these actions represented a step in the right direction. Participants expressed particular support for the measures related to the Housing Accelerator Fund and reaching agreements with municipalities to reduce red tape, change the way homes in Canada are built (including through the use of technology such as prefabricated housing factories), and provide \$15 billion to builders through the Apartment Construction Loan Program. Many, however, expressed the view that unless tangible actions were taken to make housing prices more affordable, these measures would make little difference in terms of assisting lower- and middle-income Canadians in becoming homeowners.

Provided with information related to a second set of measures, this time focused on protecting renters and making it easier for prospective first-time home buyers to purchase a home, almost all felt that these were the right initiatives for the federal government to be focusing on. Several felt the measure to encourage fintech companies, credit bureaus, and lenders to provide renters with the option to include their rental payment history in their credit scores would be especially helpful for those trying to build credit history. The creation of a Renters' Bill of Rights was also seen as an important measure, with many believing that renters currently had too few protections from predatory or unfair practices by landlords. A large number expected that the introduction of a 30-year mortgage term would make home ownership more affordable for prospective first-time home buyers, lengthening the period of time they would have to pay back these loans. Participants also reacted positively to the decision to extend the ban on foreign homebuyers as well as the decision to crack down on illegal short-term rentals. It was felt that these actions would have a significant impact on increasing the supply of housing, both to purchase and to rent.

Participants were also shown a third set of initiatives highlighting the measures that the federal government was proposing to assist those struggling with the cost of housing. All believed that these actions would have a positive impact on those currently struggling to afford the cost of housing and/or who were unable to find a home of their own. While all felt that investing \$1 billion into the Affordable Housing fund to support non-profit, co-operative, and public housing providers was an important step, several thought that, given what they believed to be the significant size and scope of the housing affordability issues facing Canadians, this amount would likely not be enough to fully

address the issue. Participants were also largely positive in their reactions to the measure to create a Rental Protection Fund to ensure that affordable rental units were not purchased with the intention of being developed into luxury housing. It was thought that, given the perceived significant shortage of available rental units in many parts of the country, developers should be discouraged wherever possible by the Government of Canada from building housing that was not generally affordable.

Asked whether they felt any of the measures they had discussed would be effective in helping younger Canadians as well as future generations get ahead, including providing them with access to a variety of affordable housing options, participants identified a range of initiatives that they expected would help in this regard. These included the allowing for lenders to offer 30-year mortgages, including on-time rent payments in credit scores, and extending the ban on foreign investors from purchasing residential property. Several, however, reiterated that unless efforts were taken to lower housing prices and the cost of living more generally, it would remain very difficult for young people to gain access to the housing market.

### **Taxation (Mid-Size Centres Alberta, Quebec, British Columbia, Prairies)**

Four groups took part in conversations related to taxation and potential changes to taxation at the federal level. Asked how much money they felt one had to earn annually to be considered wealthy, participant responses ranged from approximately \$100,000 to upwards of \$500,000 with most estimates falling between the \$200,000-\$300,000 range. Discussing other measures, apart from money, that they would use to determine wealth, participants identified lifestyle elements such as owning a luxury home or multiple homes, driving luxury vehicles, dining at restaurants, having the ability to go on vacation every year, access to private medical care, and the ability to meet all of their financial needs while still having income leftover to put towards investments or use for discretionary spending.

Asked whether they felt wealthy Canadians were currently paying their fair share in taxes, participants were mixed in their responses. While many felt that higher earning individuals often did pay a significant amount more in taxes compared to those with lower incomes, it was also widely believed that wealthy individuals (and especially the wealthiest Canadians) had far greater access to various deductions and other mechanisms that they could use to reduce their taxable income.

Discussing whether they would be in favour of the federal government creating a wealth tax that would be paid annually by the wealthiest Canadians, many were hesitant about such an initiative. Several did not view this approach as being fair, believing that in many cases the wealthiest Canadians had earned their wealth through hard work and success and did not feel that they should be penalized for this. Asked how they would feel if this tax was applied specifically to the top one per cent of income-earners in Canada, a far greater number expressed support for this measure, believing that the wealthiest one per cent would be able to afford this tax far more readily compared to other high-earning Canadians.

Focusing on the potential benefits and costs associated with a wealth tax, participants mentioned a wide range of considerations. Many expected that the introduction of an annual tax on the wealth of the highest-earning Canadians, would have the benefit of providing the federal government with additional tax revenues that it could use towards improving the lives of the rest of Canadians. It was felt that these additional revenues could be invested in areas such as education, health care, infrastructure and public works projects, and towards providing greater assistance to groups such as seniors and younger Canadians who were believed to be currently struggling with the cost of living. Focusing on the potential costs of this measure, participants expressed concerns that this could lead to a decrease in economic investments and philanthropic activity by the wealthiest Canadians as they would now need to devote additional amounts to paying for this tax. Some also believed that this program would be challenging to administer and expected that, due to the unrealized or speculative value of many asset types (such as investments), it would be difficult to measure the exact wealth of individuals and determine how much they might owe under this new initiative.

Questioned whether, having now discussed this issue, they would support the creation of a wealth tax, a slightly larger number reported that they would compared to those who felt otherwise. For those who supported this measure, it was felt that the revenues gained by a wealth tax for the highest-earning Canadians would have a significant benefit for the rest of Canadians while having relatively little impact on the financial wellbeing of the top one per cent. Discussing whether they could think of any alternatives to a wealth tax, participants suggested potential initiatives such as the introduction of regulations compelling large businesses to contribute a certain amount of their profits towards charitable organizations, public works projects, and infrastructure, as well as modifying the tax brackets (as opposed to taxing wealth directly) to ensure that wealthier individuals would pay more going forward.

Asked whether they were familiar with the term “capital gains”, a large number indicated that they were. Describing what they believed this term meant, participants widely believed that capital gains were the profits made on the sale of an investment (such as a stock or bond) and that this income was often subject to taxation. Asked what type of people they felt typically received capital gains, it was felt that this could be anyone, with several recalling having previously earned capital gains themselves.

Discussing whether they felt capital gains should be taxed, while a number felt that this was appropriate for individuals whose income primarily came from capital gains, it was thought by most that capital gains should not be taxed on the sale of assets such as a home, long-term investment, or other assets that had been owned for a considerable period of time. The view was expressed that there should be a cap placed on the amount of capital gains that can be taxed as well as greater consideration for the period of time investments had been held, with capital gains taxation primarily focusing on short-term investments.

Asked who would benefit most from a lower capital gains tax, participants expected this would positively impact the majority of Canadians and especially those who were actively investing, preparing to sell a property, or selling investments in preparation for their retirement. Discussing who would gain the most from a higher capital gains tax, many thought that the federal government and

recipients of its benefits and supports would be the greatest beneficiaries in that there would now be increased tax revenue to devote towards funding these programs.

Questioned as to whether they felt it was fair to tax capital gains on certain types of assets over others, most believed that it was. Focusing specifically on capital gains related to real estate, a number believed that these should be taxed at a high level, especially given the perceived significant shortage of available housing in many parts of the country at present. Provided with information related to the principal residence exemption, almost all felt that this was a fair approach. It was believed that, rather than as an investment, most homeowners had purchased their homes as a place to live and that they should not be penalized due to the increase in value of their primary residence during the time that they had owned it.

### **Climate Change Impacts (Quebec, British Columbia)**

Participants in two groups engaged in discussions related to the potential present and future impacts of climate change. Asked whether they were concerned about the potential impacts of climate change, all in the group based in British Columbia (B.C.) and most in Quebec indicated that they were, and many felt that the impacts of climate change had already begun to take place. It was widely believed that climate change had been a major contributing factor behind large-scale forest fires, windstorms, droughts, and flooding that had occurred in many parts of the country in recent years. Several were worried that these issues would continue to occur with increasing frequency in the years and decades to come and believed that this could have a significant negative impact on the quality of life for future generations.

Asked to describe what came to mind when they thought about the potential impacts of climate change, several expressed concern regarding issues such as rising temperatures, potential droughts, and the increased risk of floods and wildfires in their respective regions. It was felt that climate change could have a considerable negative impact on both the environment as well as the economy, especially in the agriculture, aquaculture, and forestry sectors. Participants also shared concerns related to the negative impacts they expected climate change would have on Canadians' health, believing that it could lead to a decrease in air and water quality across the country.

Questioned whether they had observed any impacts of climate change in their communities as well as in their own lives, participants identified a range of areas that they felt had been impacted by changing weather patterns. Several reported having changed their behaviours to try to mitigate the impact of climate change, including utilizing public transportation more frequently and making efforts to grow their own food. A number mentioned no longer partaking in activities such as camping, citing concerns related to higher temperatures and the growing risk of wildfires in the summer months. Participants also believed that climate change had negatively affected their mental and physical health, with some reporting having faced issues such as growing anxiety related to the potential impacts of climate change in the years and decades to come and increasing physiological challenges (such as worsening asthma) in recent years.



Discussing actions that the Government of Canada had taken to prepare for and mitigate the impacts of climate change, a number recalled initiatives related to the goal of decreasing emissions, including the implementation of a price on carbon as well as its commitment to achieve net-zero emissions by 2050. Some also mentioned initiatives from the federal government related to encouraging Canadians to switch to electric vehicles (EVs). These included making investments towards the increased production of EVs in Canada as well as providing financial incentives to individuals who purchase these vehicles.

### **Carbon Pricing (Mid-Size Centres Alberta, Prairies, Atlantic Canada)**

Participants in three groups took part in discussions related to carbon pollution pricing in Canada. At the outset of their conversation, those residing in mid-size centres in Alberta were asked what, if anything, they had recently seen, read, or heard about carbon pollution pricing. Almost all expressed concern about the potential negative impacts of carbon pollution pricing, with a large number associating the implementation of a price on carbon with what they perceived as a significant increase to the cost of gasoline in recent years. A number were worried about the impact that initiatives such as the implementation of a price on carbon could have on the employment market in their province, especially in the oil and gas sector, which they expected would likely face additional financial challenges as a result of having to adhere to the federal carbon pricing system.

Asked whether, to the best of their understanding, there was currently a price on carbon in their respective provinces, almost all participants believed that there was. Discussing what they had seen, read, or heard about the Canada Carbon Rebate (CCR), while several expressed familiarity with this program, few were aware of any specific details. Informed that the CCR was a tax-free amount to help eligible individuals and families offset the cost of federal pollution pricing, many questioned the purpose of federal pollution pricing system, if the funds acquired through this program were eventually redistributed back to Canadians. Several were of the opinion that, rather than paying back these amounts through CCRs, funds acquired by the federal government through its price on carbon should instead be reinvested towards environmentally focused initiatives such as providing financial incentives for Canadians to retrofit their homes with energy efficient technology including solar panels and heat pumps.

Discussing whether, based on what they knew about the price on carbon pollution and the CCR, they supported or opposed the Government of Canada's carbon pricing program, most expressed opposition to this initiative. Asked whether they had any suggestions to improve the federal carbon pricing system, several reiterated the need for the Government of Canada to provide a more simplified, straightforward explanation as to how the program worked, why CCRs were being returned to Canadians, and the tangible actions that this initiative was having on reducing carbon emissions in Canada going forward.

### **Climateflation (Mid-Size Centres Alberta, British Columbia, Prairies)**

Participants in three groups engaged in brief conversations related to the concepts of climateflation and heatflation. Asked whether they had previously heard the term climateflation, few indicated that they had. Discussing what they thought climateflation might refer to, many felt that it was likely connected to climate-focused initiatives such as the implementation of a price on carbon, which they viewed as a contributing factor to the perceived rising cost of living as of late. No participants were familiar with the term heatflation. It was largely thought that this phrase was likely similar to climateflation, but with a more specific focus on the impacts caused by rising temperatures.

Asked how much of an impact, if any, they felt climate change had on the cost of food, almost all in the groups based in British Columbia (B.C.) and the Prairies felt that it was having a significant impact. It was widely thought that warmer temperatures in the summer, a lack of precipitation, and resulting droughts and wildfires had made it increasingly difficult and more expensive for farmers to produce food, leading to higher grocery prices for consumers. Several in the group comprised of those residing in mid-size centres in Alberta, however, believed that the impact of climate change on food prices had been relatively minor. Among these participants it was felt that federal initiatives such as the price on carbon had been a far greater contributing factor to rising grocery costs than climate change.

### **Auto Theft (Greater Toronto Area Middle Class)**

Participants in the group comprised of middle-class individuals residing in the Greater Toronto Area (GTA) engaged in a discussion related to auto theft. Asked whether they had recently seen, read, or heard about actions that the Government of Canada was taking to address this issue, none reported that they had. All viewed auto theft as an increasing concern in their community that required greater prioritization from the federal government, with a number recalling having personally been impacted by this issue.

Provided with information regarding a number of measures that the federal government had recently announced related to combatting auto theft, all reacted positively, with many expressing strong support for the addition of new criminal offences to the *Criminal Code*. Several expected that the initiative to strengthen the capacity of the Canada Border Services Agency (CBSA) to detect and search containers suspected to hold stolen vehicles would also be particularly effective in combatting auto theft.

Asked whether they felt these actions would have a major, minor, or no impact, most expected they would have a major impact and believed these represented the right initiatives for the Government of Canada to be focusing on. Among the smaller number who thought these measures would only have a minor impact, it was thought that actions also needed to be taken by manufacturers to make it more difficult to steal these automobiles in the first place.

### **Electric Vehicles (Ontario)**

One group took part in a brief discussion related to electric vehicles (EVs). Asked if they had recently seen, read, or heard any news related to the Government of Canada and EVs, several recalled its commitment to require all new vehicles sold in Canada to be zero-emission vehicles (ZEVs) by 2035, as well as recent investments (in partnership with companies such as Honda) towards the manufacturing of EVs and EV batteries in Ontario.

Informed that the Government of Canada and the Government of Ontario had recently announced that Honda Canada would be making a \$15 billion investment towards the building of four new EV manufacturing plants in the province, several reacted positively, believing that this would lead to the creation of more high-paying jobs in the province as well as benefit the environment by producing more emissions-free vehicles. A number, however, expressed potential concerns related to this approach. Among these participants, it was thought that producing EVs could be quite costly and that many of these vehicles were currently unaffordable for lower- and middle-income Canadians. Some were also of the impression that there were environmental concerns associated with mining the raw materials required for EV batteries as well as challenges related to disposing of these batteries at the end of their lifespans.

Discussing the potential impacts to their community from EV-related initiatives such as these, a few worried about potential job losses and questioned whether the jobs created through this initiative would be enough to offset the potential loss of employment for those currently employed in the manufacturing of gasoline-powered automobiles. A number also expressed concerns related to whether the electricity grid in their area would be able to handle the substantial increases in demand that they expected would accompany a large-scale shift among Canadians towards driving EVs.



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**MORE INFORMATION**

The Strategic Counsel

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# Detailed Findings

## Timeline of April 2024 Announcements

To help place the focus group discussions within the context of key events which occurred during the reporting cycle, below is a brief synopsis for the month of April 2024.

- April 1-7
  - April 1. The Government of Canada announced plans to expand assisted departures from Haiti to Canada for Canadian citizens and permanent residents.
  - April 1. The Government of Canada increased the minimum federal carbon pollution pricing benchmark to \$80 a tonne.
  - April 3. The Government of Canada announced that Canadian Border Services Agency (CBSA) officials had recovered 598 stolen vehicles, preventing them from being illegally exported out of Canada, as part of its ongoing efforts to combat auto theft.
  - [Focus group was held with the general population in mid-size centres in Alberta \(April 4, 2024\).](#)
  - April 5. The Government of Canada announced finalized numbers for the 2024 cap on international student study permits, reporting that 552,000 study permits had been allocated to provinces and territories, representing a 28 per cent overall reduction from 2023.
- April 8-14
  - April 8. The Government of Canada announced an update to its defence policy to strengthen the Canadian Armed Forces (CAF) and increase Canada's ability to manage potential threats. The federal government will invest \$8.1 billion over the next 5 years and \$73 billion over the next 20 years towards Canada's national defence.
  - April 9. The Government of Canada announced a proposal for an investment of \$500 million towards the creation of a new Youth Mental Health Fund to provide access to Canadian youth to a wider range of mental health resources, faster.
  - [Focus group was held with the general population in Quebec \(April 9, 2024\).](#)
  - April 10. The Bank of Canada announced that it will be maintaining its policy interest rate at 5 per cent.
  - [Focus group was held with the general population in British Columbia \(April 10, 2024\).](#)
  - April 11. The Government of Canada announced that it will be providing over \$149 million in funding to the Democratic Republic of Congo (DRC) and Benin to improve access to health care for women and girls as well as provide humanitarian aid.
  - [Focus group was held with the general population in the Prairies \(April 11, 2024\).](#)
- April 15-21
  - April 15. The Government of Canada announced that it will be imposing sanctions under the *Special Economic Measures Act* on six individuals for undermining peace in Sudan.
  - April 16. The Government of Canada tabled its proposed 2024 Budget.
  - April 16. The Government of Canada announced its proposed housing plan in its 2024 Budget. Measures included, but were not limited to, unlocking public land for residential construction, topping up the Housing Accelerator Fund and the Affordable Housing Fund,

allowing 30-year amortizations for first-time home buyers purchasing newly constructed homes, and the creation of a Renters' Bill of Rights.

- April 16. The Government of Canada announced measures to lower the cost of living, including taking steps to launch a national pharmacare program, creating a National School Food Program, stabilizing the cost of groceries, launching a new Canada Disability Benefit, asking the wealthiest 0.1 per cent of Canadians to pay a bit more in taxes, and making changes to the taxation of capital gains.
- Focus group was held with members of Generation Z in major centres British Columbia (April 16, 2024).
- Focus group was held with millennials in the Outaouais Region of Quebec (April 17, 2024).
- Focus group was held with seniors aged 65+ in Atlantic Canada (April 18, 2024).
- April 22-28
  - April 23. The Government of Canada launched a five-year U.S. dollar global bond to promote stability for the Canadian dollar in foreign exchange markets.
  - Focus group was held with prospective first-time homebuyers in major centres Quebec (April 23, 2024).
  - Focus group was held with members of the middle class in the Greater Toronto Area (April 24, 2024).
  - April 25. The Government of Canada announced that it would be imposing additional sanctions on Iran under the *Special Economic Measures (Iran) Regulations* in response to Iran's participation in destabilizing activities throughout the Middle East.
  - Focus group was held with the general population in Atlantic Canada (April 25, 2024).
  - April 26. The Government of Canada announced that it would be donating \$3 million to Ukraine for the production of drones by Ukraine's domestic defence industry.
- April 29-30
  - April 29. The Government of Canada announced that it would be ending its temporary policy allowing international students studying in Canada to work more than 20 hours a week as of April 30, 2024. The federal government indicated that it would be introducing a new rule in the fall of 2024 where international students would be permitted to work up to a maximum of 24 hours off campus each week.
  - Focus group was held with young women ages 18-43 in Winnipeg (April 29, 2024).
  - April 30. Representatives of the Government of Canada tabled motions to introduce the 2024 Budget in the House of Commons.
  - Focus group was held with the general population in Ontario (April 30, 2024).

## Government of Canada in the News (Mid-Size Centres Alberta, Quebec, British Columbia, Prairies)

Participants in four groups were asked to share 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:

- An increase, as of April 1<sup>st</sup>, 2024, to the federal price on carbon, with the minimum carbon pollution pricing benchmark rising from \$65 a tonne in 2023 to \$80 a tonne in 2024. Related to this, a few were of the impression that the amounts paid back to Canadians via the Canada Carbon Rebate (CCR) would also be increasing in 2024;
- The announcement of numerous agreements reached between the Government of Canada and individual municipalities across the country to provide additional funding through the Housing Accelerator Fund towards the building of more homes, faster in these communities;
- The announcement by the federal government that it would be creating a Renters' Bill of Rights to better protect and support renters in Canada. Some specifically recalled the initiative to allow for monthly rent payments to be included in the calculation of renters' credit scores;
- The discontinuation of the First-Time Home Buyer Incentive by the Canada Mortgage and Housing Corporation (CMHC), with the program no longer approving new requests after March 31<sup>st</sup>, 2024;
- The decision by the Bank of Canada on April 10<sup>th</sup>, 2024, to maintain its policy interest rate at 5 per cent; and
- The announcement by Immigration, Refugees, and Citizenship Canada (IRCC) that, beginning in 2024, the Government of Canada would be setting an intake cap on international student study permit applications for a period of two years.

## Government of Canada Priorities and Performance (Quebec, Winnipeg Young Women)

Two groups took part in brief conversations related to issues currently facing the Government of Canada as well as their perspectives regarding its management of these priorities. Asked to identify what they viewed as the top issues that the federal government should be prioritizing, many believed that a greater focus needed to be placed on decreasing the cost of living and ensuring that all Canadians were able to afford essentials such as groceries. Several thought that there needed to be an increased emphasis placed on making housing more affordable, with a number believing that housing costs had risen substantially in recent years, both for homeowners and renters. Other priority areas



mentioned by participants included the need for increased investments towards education at all levels, including hiring more primary and secondary teachers and making post-secondary education more affordable. A number also thought that a greater focus needed to be placed on protecting the environment and mitigating the impacts of climate change, as well as addressing issues related to health care (such as long wait times and perceived health worker shortages). A few believed that more needed to be done to decrease federal spending and maintain a balanced national budget going forward.

Participants residing in Quebec were asked to identify areas in which they felt the Government of Canada was performing well and areas where they felt there was room for improvement. Describing the areas in which they felt the federal government had performed well, participants mentioned the actions it had taken to make child care and dental care more affordable for Canadian families, its work towards reconciliation with Indigenous peoples, and its humanitarian efforts on the global stage (including providing assistance to those displaced by conflicts and/or natural disasters). Related to the latter, a number were of the impression that the Government of Canada had a strong international reputation and was generally viewed in a positive light by most of the world. Discussing areas where they felt there was room for improvement, participants reiterated the need for the federal government to increase its actions towards stabilizing the cost of living, making housing more affordable, achieving a balanced national budget, and addressing issues such as the perceived shortages of doctors and nurses in many Canadian communities.

Those in the group comprised of young women in Winnipeg were asked to identify issues related to women that they felt required increased attention from the federal government. Several thought that there needed to be a greater focus on mental health for women, including increased access to therapists and other mental health professionals and treatment for issues such as post-partum depression and anxiety. The view was expressed that mental health in general should be viewed as an essential component of health care provision and that the financial costs to access these resources should be covered by the federal government. Also related to health care, it was believed that there needed to be an increased emphasis on ensuring that all women in Canada had access to women's health specialists such as gynecologists, with participants of the impression that it had become difficult to obtain appointments with these specialists in some communities. A few thought that actions should also be taken to ensure greater pay equity and opportunities for women in the workforce as well as making it easier for working mothers to balance their professional and familial responsibilities.

## The Economy (Major Centres British Columbia Generation Z, Outaouais Region Quebec Millennials, Atlantic Canada Seniors, Major Centres Quebec Prospective First-Time Home Buyers)

Four groups engaged in a brief conversation related to the Canadian economy. To begin, participants engaged in an exercise where they were asked to select a single word or phrase to describe the current state of the economy. Many selected words with negative connotations, such as 'unstable', 'expensive', 'troubling', and 'declining'. Among these participants, it was felt that the Canadian economy had worsened in recent years, with many expressing concerns related to what they perceived as a lack of economic productivity, limited job growth, and the closure of many small businesses in the wake of the COVID-19 pandemic. A number selected the word 'inflation', believing that rising costs across all sectors had made life increasingly unaffordable for Canadians, and that many lower- and middle-income families were currently struggling to make ends meet financially. A few had a more positive impression of the economy, selecting words such as 'great' and 'outperforming'. Among these participants, it was believed that while the Canadian economy had faced some challenges in recent years, it was performing better than they had expected and had outpaced the economies of many of Canada's peers on the global stage.

Asked to identify the specific economic issues that they were personally concerned about, several described housing as a major challenge and were of the impression that housing costs had risen substantially for many Canadians, including homeowners who had experienced sharp increases to their monthly mortgage payments due to rising interest rates. A number mentioned the high cost of living, believing that prices for essentials such as groceries and gasoline had increased considerably in recent years. A few also viewed the employment market as being challenging at present, with some describing difficulties that they had personally faced in securing a well-paying job in their field. Some also identified climate change as having a negative impact on the economy, believing that higher temperatures and more unpredictable weather patterns in recent years had made it more expensive for farmers to produce and transport food products, leading to higher costs for Canadian consumers.

Discussing whether they felt the Canadian economy would improve, worsen, or stay the same over the coming twelve months, most expected that it would remain relatively stable. Several expressed the view that while issues related to inflation and the cost of living had stabilized somewhat in recent months, it would likely take longer than a year for the economy to begin to improve, given the degree to which they felt these challenges had impacted Canadian households. A smaller number believed that the economy would likely improve over the next year. Among these participants, it was felt that the Government of Canada had done a good job in bringing the rate of inflation back under control, and that a growing Canadian population would lead to increased economic productivity in the years to come. Among the few who felt that the economy would likely worsen, it was believed that so long as the costs of essential goods and products (such as food, fuel, and home heating) continued to

increase, a growing number of Canadian families would face financial challenges and that this would lead to lower consumer spending and economic activity overall.

Questioned whether they felt that their own financial situation would get better, worse, or stay the same, participants were more optimistic and several expected that their financial situation would improve over the coming year. Describing why they felt this way, participants cited factors such as expected promotions and salary increases at work, recently graduating from a post-secondary program, as well as the expectation that they would be able to pay off debt and other large expenses over the coming year. A number felt somewhat differently and predicated that their situation would remain mostly the same. Among these participants, it was expected that while they would continue to be able to make ends meet, the high cost of living would make it difficult for them to accrue savings and get ahead financially. Very few expected that their economic situation would worsen over the next twelve months.

## Budget 2024 (All Locations)

Participants in all groups took part in discussions related to the 2024 federal Budget, which was tabled on April 16<sup>th</sup>, 2024. Groups conducted prior to the Budget's tabling engaged in conversations related to pre-Budget announcements from the Government of Canada, while those held after its release shared their initial overall impressions as well as their reactions to specific initiatives that had been included. Furthermore, all groups conducted after the tabling of the Budget engaged in in-depth discussions concerning the large number of budget initiatives related to housing.

### **Pre-Budget Announcements (Mid-Size Centres Alberta, Quebec, British Columbia, Prairies)**

Four groups (all conducted prior to the Budget's tabling) took part in brief conversations regarding their awareness and opinions related to a number of initiatives that had been announced by the federal government in the weeks leading up to the Budget's release. Asked whether they were aware of any pre-Budget announcements made by the Government of Canada, very few indicated that they were. While a small number of participants were of the impression that there had been some recent announcements related to increasing the housing supply and making housing more affordable for Canadians, none could recall any specific details.

Participants next engaged in an exercise where they were asked whether they had seen, read, or heard about a series specific announcements from the federal government. As a point of clarity, participants were provided with additional details (shown below) for each initiative before continuing the conversation. The initiatives presented to participants included:

*Canadian Renter's Bill of Rights: The Government of Canada has proposed creating a new Canadian Renters' Bill of Rights which will be developed and implemented in partnership with provinces and territories. This Bill of Rights would require landlords to disclose a clear history of apartment pricing so*

*renters can bargain fairly. The federal government also plans to crack down on renovictions, create a nationwide standard lease agreement, and give renters more agency.*

*A measure to encourage the inclusion of rent payments in a tenant's credit score: The Government of Canada has proposed creating a measure to make sure renters get credit for on-time rent payments. The federal government plans to amend the Canadian Mortgage Charter and call on landlords, banks, and other stakeholders to make sure that rental history is taken into account in a tenant's credit score.*

*Topping up the Housing Accelerator Fund: The Housing Accelerator Fund is a \$4 billion initiative that is helping increase the housing supply by encouraging building more homes, faster. The Government of Canada is planning to top up this fund with an additional \$400 million to encourage municipalities to incentivize building by doing things such as removing prohibitive zoning barriers.*

*National School Food Program: The Government of Canada has proposed creating a new National School Food Program. The Program will launch with a target of providing meals to 400,000 more kids every year, beyond those served by existing school food programs.*

*Initiatives related to child care: The Government of Canada has proposed new measures to build more affordable child care spaces. It plans to launch a new Child Care Expansion Loan Program so that child care providers will be able to build new spaces and renovate their existing child care centres. The federal government is also planning to offer student loan forgiveness for rural and remote early childhood educators to encourage educators to work in smaller communities. Additionally, the federal government is planning to invest in training more early childhood educators.*

The two groups comprised of residents of British Columbia (B.C.) and the Prairies, respectively, were also provided with the following information related to proposed increases to defence spending by the federal government:

*Investing in defence spending: The Government of Canada is planning to invest an additional \$8.1 billion over five years and \$73 billion over 20 years in defence spending. These investments are to ensure the CAF has the tools and capacity they need to defend Canada and protect North America, including Canada's sovereignty in the Arctic and Northern regions.*

While awareness of the announcements was relatively low among participants, a greater number recalled having heard about the initiatives related to encouraging the inclusion of rent payments in a tenant's credit score, establishing a National School Food Program, and new initiatives related to child care, relative to announcements concerning the creation of a Renters' Bill of Rights and providing a top-up to the Housing Accelerator Fund. Among the groups who were asked whether they were aware of any recent announcements from the federal government related to increasing defence spending, only a small number recalled having heard about this.

On balance, while a small number were worried about the potential costs of these initiatives, participants were mostly positive in their overall reactions to these measures. A large number expressed support for the proposed creation of a Renters' Bill of Rights and the initiative to allow renters to establish and build credit by making on-time rent payments. A few, however, felt that actions also needed to be taken to provide increased protections for landlords, especially in increasing

their ability to evict tenants who are not paying rent and/or who are in violation of their rental agreements. While most were also supportive of the plan to provide a \$400 million top-up to the Housing Accelerator Fund, a small number questioned what regulations would be in place to ensure that housing built through this initiative would be affordable for lower- and middle-income Canadians.

Almost all supported the federal government taking action to launch a new Child Care Expansion Loan Program, believing this would have a major positive impact for families with young children who were currently struggling with the cost and/or availability of child care. A number described a lack of available child care spaces as being a significant issue in their community and that many facilities often had long waiting lists. A few residing in the Prairies were particularly supportive of the initiative by the federal government to encourage early childhood educators (ECEs), through student loan forgiveness, to work in smaller and rural communities. While the introduction of a National School Food Program was also seen as important, a number questioned the criteria for this program and whether it would also be offered to semi-private and private schools. A few felt differently, believing that rather than establishing a school food program, the Government of Canada should instead focus on making groceries more affordable in general, likely reducing the need for this type of program.

Among the groups provided with information related to the proposed investment of an additional \$8.1 billion over five years, and \$73 billion over twenty years towards defence spending and the Canadian Armed Forces (CAF), participants were more mixed in their reactions. While some felt this was a prudent measure and believed that it was important for Canada to increase its defence capacity amidst what they viewed as an increasingly dangerous geopolitical climate, a roughly equal number felt otherwise. Among these participants, it was felt that while national defence was important, there were other pressing issues (such as the perceived high cost of living and lack of affordable housing) that required more urgent attention from the federal government.

### **Initial Budget Impressions (Major Centres British Columbia Generation Z, Outaouais Region Quebec Millennials, Atlantic Canada Seniors, Major Centres Quebec Prospective First-Time Home Buyers, Ontario)**

Five groups briefly discussed their initial overall impressions of the 2024 Budget. Asked whether they were aware of any recent news or announcements from the federal government related to the economy, many mentioned the tabling of Budget 2024, with a number specifically recalling the measure to increase the capital gains inclusion rate (referred to as a capital gains tax) for individuals, trusts, and corporations. Unrelated to the budget, participants also recalled the announcement by the Bank of Canada on April 10<sup>th</sup>, 2024, that it would be maintaining its policy interest rate at 5 per cent as well as a report from Statistics Canada that Canada's real gross domestic product (GDP) had risen 0.2 per cent for the month of February 2024.

Asked whether they had watched the budget speech by the Minister of Finance or had seen clips of it on the news or social media, very few reported that they had. Questioned whether their overall reaction to the budget had been positive or negative, a large number expressed uncertainty, feeling they did not know enough about its contents to provide a proper evaluation. Among those who did provide a response, a roughly equal number had a positive impression of the budget as those who

were more neutral, while a smaller number were more negative in their reactions. Discussing specific aspects of the budget that they had heard about and/or liked, several mentioned the increase to the capital gains inclusion rate, while a smaller number identified the introduction of a National School Food Program.

Discussing if they felt that there was any particular theme or story associated with Budget 2024, while most were uncertain, a few believed that the budget had primarily been focused on improving the economic wellbeing of Canadians and making life (and especially essential needs such as groceries and housing) more affordable. Asked whether any of the items included in the budget would have an impact on their personal or household financial situation, a few expected that increased taxation of capital gains on investments would have a negative impact. A small number expressed the opinion that more should have been done by the federal government to provide supports for persons living with disabilities, believing that this had not been a major focus of Budget 2024.

**Specific Measures (Major Centres British Columbia Generation Z, Outaouais Region Quebec Millennials, Atlantic Canada Seniors, Major Centres Quebec Prospective First-Time Home Buyers, Greater Toronto Area Middle Class, Atlantic Canada, Winnipeg Young Women, Ontario)**

All eight groups conducted after the tabling of the budget engaged in an extended conversation related to specific actions and initiatives that had been announced. To aid in conversation, participants were provided with the following clarification regarding what a federal budget entails:

*Every year the federal government announces a budget for the coming year. This is where the government describes what it will invest in and any plans it has for new programs. The government will also make projections on things like the deficit and where the economy is headed. This year's federal budget was announced on April 16<sup>th</sup>, 2024.*

Asked what came to mind when they thought about the 2024 federal budget, many were of the impression that housing had been a major focus, believing there had been numerous initiatives announced related to increasing the housing supply, making housing more affordable for Canadians, and addressing issues such as homelessness. Several were also of the impression that national defence had been a key aspect of this year's budget and had heard that the Government of Canada would be increasing its defence spending in the years to come. A number recalled the measure to increase the capital gains inclusion rate, as well as the establishment of a National School Lunch Program and the creation of the new Canada Disability Benefit. Regarding the latter, a few expressed the view that the amounts provided through this program would not be sufficient to ensure that persons living with disabilities had enough financial support to meet their basic needs. A number expressed concern about the costs of all the programs and initiatives that had been announced as part of Budget 2024, and worried about how this might impact the national debt.

Participants next engaged in an exercise where they were presented with brief details regarding a number of initiatives that had been announced as part of the budget and asked to select which two they felt would have the most positive impact on Canadians. The initiatives shown to participants included:

- *Stabilizing the cost of groceries by monitoring the big grocers, increasing competition, and tackling shrinkflation;*
- *Creating a National School Food Program to provide meals to 400,000 more kids every year;*
- *Cracking down on junk fees and making things like internet and cell phone plans cheaper;*
- *Launching a national pharmacare plan, beginning with universal coverage for birth control and diabetes medication and devices;*
- *Implementing healthcare agreements with every province and territory to improve access to primary care and reduce wait times;*
- *Implementing action on Foreign Health Care Credential Recognition to help more health care workers practice in Canada; and*
- *Ensuring the wealthiest Canadians pay their fair share by asking the top 0.1% of Canadians to pay a little bit more.*

The initiative to stabilize the cost of groceries received overwhelming support among participants, with many believing that it should be the foremost priority for the federal government. It was widely felt that this action would positively impact the largest number of Canadians as well as address what was viewed as a significant source of financial stress for many households at present. A number were of the opinion that actions should be taken to increase competition within the grocery sector as well as regulate the amounts that major grocery chains can earn in profits.

The initiative to implement health care agreements with every province and territory to improve access to primary care and reduce wait times also received considerable support among participants. It was thought by several that this would positively impact a large number of Canadians who were currently facing challenges accessing the health resources they required due to long wait times for primary and/or emergency care. The view was expressed that, given recent increases to the population due to rising immigration, it was of critical importance for the federal government to work towards increasing the capacity of the health care system across Canada. A few also felt that reaching these agreements could serve as a way for the Government of Canada to establish higher national health care standards that all provincial and territorial governments would be required to meet.

Similarly, several also viewed the establishment of a national pharmacare program (beginning with universal coverage for birth control and diabetes medication and devices) as an important priority for the federal government. It was widely thought that this would be very beneficial to those Canadians with chronic conditions who were struggling with the costs of their prescription medication. A number expressed the opinion that action on this front was much needed and that full pharmacare coverage should be included as a part of the universal health care coverage offered to all Canadians.

Initiatives to crack down on junk fees and make things like internet and mobile phone plans more affordable, as well as ensuring the wealthiest 0.1 per cent of Canadians pay their fair share in taxes also received some support among participants. Several were of the impression that junk fees had been attached to a wide range of goods and services and that eliminating them would benefit virtually all Canadians. A number also believed that Canadians currently paid some of the highest internet and mobile phone rates in the world and that more needed to be done by the federal government to make



these essential aspects of modern life more affordable. Discussing the measure to increase the amount of taxes paid by the wealthiest Canadians, a number believed it was a prudent move, especially given the financial challenges they believed many lower- and middle-income families were currently facing. It was thought that this action would lead to a more equitable society by providing increased funding to the federal government for the provision of benefits and supports for the rest of Canadians.

Relatively few selected the initiatives to create a National School Food Program and implement action on foreign health care credential recognition. Among those who did, it was felt that the establishment of a school food program would ensure that all children, and especially those from lower-income families, would have access to nutritional food during the school day. Participants who expressed support for taking action to recognize the credentials of health workers trained outside of Canada believed that this would be an effective way to address issues such as health worker shortages and long wait times that they believed were currently impacting many communities across the country.

Participants in the group comprised of members of Generation Z residing in major centres in B.C. were shown an additional initiative: *Meeting the government's fiscal targets by spending responsibly*. A small number selected this initiative, believing that reducing the national deficit was an important priority, and that the federal government should be focused on stabilizing and decreasing its spending going forward. This group was also provided with the following information regarding the Government of Canada's approach to increasing the rate of taxation for the wealthiest Canadians:

*The federal government proposes to ask the wealthiest top 0.1% of Canadians to pay a bit more. The government says that this is in the spirit of generational fairness so that investments can be made in building more housing, making life cost less and creating jobs and growth.*

Reacting to this information, several expressed uncertainty as to whether this approach would be an effective way to improve life for Canadians, and instead believed the federal government should work to reduce its spending rather than increasing taxes for the wealthiest individuals. A number were of the impression that the wealthiest Canadians already paid a significant amount more in taxes compared to those in other income brackets and did not think it would be fair to tax these individuals further. A few were also concerned that this action may encourage wealthy individuals and any businesses they may own to leave Canada, believing that this would have a negative impact on the Canadian economy overall.

All other groups were shown an expanded version of the information presented above, in the form of the following quote from the Minister of Finance during the budget speech:

*"In Canada and around the world, the 21st century winner-takes-all economy is making those at the very top richer, while too many middle-class Canadians are struggling just to avoid falling behind. The job of our tax system is to lean against this structural inequality—to fund investments in the middle class, especially in young Canadians, by asking those who are benefitting from the winner-takes-all economy to pay a little bit more. Today, our tax system does not do that. Today it is possible for a carpenter or a nurse to pay tax at a higher marginal rate than a multi-millionaire. That is not fair. That must change. And it will.*



*Our government is raising the inclusion rate to two-thirds on annual capital gains above \$250,000 for individuals. This new revenue will help make life cost less for millions of Canadians, particularly Millennials and Gen Z. It will help fund our efforts to turbocharge the building of more homes. It will support investments in growth and productivity that will pay dividends for years to come.”*

Asked whether they supported or opposed this approach, a far greater number expressed support compared to those who were more neutral or opposed in their opinions. Among those who supported this initiative, it was felt that the increased tax revenue could be allocated towards funding a wide range of programs and benefits for Canadians. It was expected that this could be particularly helpful for lower- and middle-income households who were currently struggling with the cost of living. A number also believed that this represented a fairer approach regarding how wealth is distributed in Canada and hoped that this would work to reduce income inequality going forward. For the smaller number who were opposed to this approach, it was believed that this would discourage wealthier Canadians from investing in the Canadian economy and would potentially lead to reduced economic productivity as a result. It was felt that rather than increasing taxes on the wealthiest individuals, the federal government should instead be seeking to incentivize these individuals to increase their investments towards Canadian businesses and industries. A few who were more neutral in their opinions felt that they would need to know more about how this additional tax revenue would be allocated to determine whether they supported or opposed this approach.

Questioned whether they had any concerns regarding tax evasion by wealthier individuals, many expressed that they did. Several were of the impression that this issue had become quite prevalent and believed that many wealthy Canadians often paid very little in taxes due to having the resources to take advantage of deductions and other methods of reducing their taxable income. Discussing where they felt the additional tax revenues raised through this initiative should be directed, participants mentioned a wide range of areas. These included the Government of Canada making increased investments towards education, health care (including mental health), issues such as homelessness and opioid addiction, and further supports for vulnerable populations such as seniors and persons living with disabilities. A few also believed this additional tax revenue could be used to increase investments towards the CAF and national defence, provide greater financial supports for Canadians, and reduce taxes for lower- and middle-income households.

Participants in the groups comprised of millennials residing in Quebec’s Outaouais region, seniors in Atlantic Canada, prospective first-time home buyers living in major centres in Quebec, and residents of Ontario were informed that the budget met the federal governments objectives in terms of managing the deficit and spending responsibly, including lowering the debt-to-GDP ratio and keeping it on a declining track. Asked how important they felt this objective was compared to the other measures that they had discussed participants were mixed in their opinions. Many felt that while reducing the debt-to-GDP ratio was an important long-term goal, there were more pressing priorities such as making life more affordable and assisting Canadians currently struggling with the cost of living. Among those who felt differently, it was thought that reducing the debt-to-GDP ratio would be critical towards preserving the long-term economic health of the country and ensuring that future generations would not be burdened with significant national interest payments. Discussing whether they felt this action would impact them personally, few believed that it would. A small number expected that if returning



to balanced budgets and/or paying down the national debt became a main priority for the federal government, it would likely lead to fewer benefits and social programs being made available to Canadians in the years to come.

The group comprised of young women residing in Winnipeg were provided with additional information related to Bill C-64 (also referred to as the *Pharmacare Act*):

*Bill C-64, the Pharmacare Act, proposes the foundational principles for the first phase of national universal pharmacare in Canada and describes the federal government's intent to work with provinces and territories to provide universal, single-payer coverage for a number of contraception and diabetes medications.*

*This first phase will ensure the effective roll-out of pharmacare, while providing immediate support for health care needs of women, as well as people with diabetes.*

While all felt this represented a good start, a number felt that the coverage offered in this initial phase of the program was too limited and should be expanded to include other medical and health expenses such as vision care and menstrual products. Several felt that universal coverage of contraception products would have a positive effect on women overall and would be particularly helpful to women and girls from lower-income families who may not be able to afford the contraceptive products they require. A few questioned whether the medications and services covered under this legislation would be completely or only partially covered, if individuals would have to pay a deductible, and whether there would be an income threshold.

Asked whether they expected that any of the measures they had discussed would help to ensure that younger Canadians were able to get ahead, several reiterated the importance of the measure to stabilize the price of groceries. It was felt that until essentials such as food and housing became more affordable, it would be difficult for most younger Canadians to get ahead and save towards building their futures. A number thought that a greater focus should be placed by the federal government on making post-secondary education more affordable as well as removing the financial barriers for those seeking to get the training and certifications required to compete in the modern Canadian economy.

**Housing Initiatives (Major Centres British Columbia Generation Z, Outaouais Region Quebec Millennials, Atlantic Canada Seniors, Major Centres Quebec Prospective First-Time Home Buyers, Greater Toronto Area Middle Class, Atlantic Canada, Winnipeg Young Women, Ontario)**

All groups conducted after the tabling of the budget also engaged in discussions related to the wide range of housing initiatives that had been announced. Asked whether, prior to taking part in these conversations, they were aware of any actions from the Government of Canada related to housing, participants mentioned a number of initiatives. These included actions to protect renters (including limiting practices such as renovations), removing the goods and services tax (GST) from the construction of new affordable rental units, providing funding to municipalities towards the construction of new housing through the Housing Accelerator Fund, increasing the withdrawal amount

for the Home Buyer's Plan from \$35,000 to \$60,000, and the introduction of programs such as the First Home Savings Account (FHSA).

To aid in conversation, participants were informed that the Government of Canada had introduced a three-part plan to address the housing crisis, laying out a strategy to unlock 3.87 million new homes by 2031. Participants next engaged in an exercise where they were provided with information related to the initiatives that had been announced by the federal government and prompted to share their reactions. The first set of measures presented to participants, which focused on the Government of Canada's strategy to build more homes, included:

- *Signing 179 Housing Accelerator Fund agreements to date to cut red tape, fast tracking an estimated total of over 750,000 housing units over the next decade;*
- *Using federal lands, such as those used by Canada Post, the Department of National Defense, and federal government office buildings, to build more homes faster;*
- *Helping to get more rental homes built by investing more than \$15 billion through the Apartment Construction Loan Program, which helps builders get the capital they need for new projects;*
- *Changing how homes in Canada are built by investing in technology like prefabricated housing factories and pre-approved home design catalogues; and*
- *Streamlining foreign credential recognition in the construction sector and helping skilled trades workers get more homes built.*

Almost all reacted positively to these initiatives, feeling that they represented a step in the right direction and that building more homes was an important priority for the Government of Canada. Participants expressed particular support for the measures related to the Housing Accelerator Fund and municipalities cutting red tape, changing the way homes in Canada are built (including through the use of technology such as prefabricated housing factories), and the provision of \$15 billion to builders through the Apartment Construction Loan Program. Many, however, expressed the view that unless tangible actions were taken to make housing prices more affordable, these measures would make little difference in terms of assisting lower- and middle-income Canadians in becoming homeowners. A number also wondered whether regulations would be put in place to ensure that developers were building affordable housing and not utilizing this additional funding to increase profits. A few expressed concerns that prioritizing building more homes faster and changing how homes are built might lead to lower safety and construction standards, reducing the overall quality of these homes. While viewing streamlining the foreign credential recognition process for construction workers as a positive step, a number thought that more should be done to incentivize Canadians (and especially young people) to consider career paths in the construction sector. It was also thought that action should be taken to assist builders with the cost of materials, with some believing that this represented a significant barrier for developers in getting more homes built.

The second set of initiatives shown to participants, which focused on protecting renters and making it easier for prospective first-time home buyers to purchase a home, included:

- *Cracking down on illegal short-term rentals (e.g. Airbnb);*

- *Calling on fintech companies, credit bureaus, and lenders to build the ecosystem that will give renters the option to include their rental payment history in their credit scores, helping renters qualify for a mortgage and better rates;*
- *Creating a Canadian Renters' Bill of Rights to protect renters and provide a clear history of apartment pricing so renters can bargain fairly, crack down on renovictions, and create a nationwide standard lease agreement;*
- *Allowing 30-year mortgages for first-time homebuyers purchasing new builds; and*
- *Extending the ban on foreign homebuyers by two years*

Almost all reacted positively to these initiatives. Several felt the measure to encourage fintech companies, credit bureaus, and lenders to provide renters with the option to include their rental payment history in their credit scores would be especially helpful for those trying to build credit history. A number in the group comprised of members of Generation Z residing in B.C. expected that this would personally benefit them as they began their careers and started to establish themselves financially. The creation of a Renters' Bill of Rights was also seen as an important measure, with many believing that renters currently had too few protections from predatory or unfair practices by landlords. A small number in the group comprised of seniors in Atlantic Canada felt differently, expressing concern that this action could be unfair to landlords in that it would make it harder for them to evict bad tenants, impacting their ability to protect their property. Many expected that the introduction of a 30-year mortgage term would make home ownership more affordable for prospective first-time home buyers, lengthening the period of time they would have to pay back these loans. It was thought that this longer amortization term would make it easier for many Canadians who wished to buy a home to be approved for mortgages since a 30-year mortgage would likely require lower monthly payments overall. A large number also reacted positively to the decision to extend the ban on foreign homebuyers as well as the decision to crack down on illegal short-term rentals. It was felt that these actions would have a significant impact on increasing the supply of housing, both to purchase and to rent. Related to increasing the supply of available housing, it was thought that action should also be taken by the Government of Canada to ban wealthy individuals and corporations from purchasing large swaths of residential housing to utilize as investment properties.

The third set of initiatives, highlighting some of the measures that the federal government was proposing to assist those struggling with the cost of housing, included:

- *Investing \$1 billion in the Affordable Housing Fund to support non-profit, co-operative, and public housing providers and respond to the needs of those most impacted by the housing crisis;*
- *Creating a Rental Protection Fund to help affordable housing providers buy units and preserve rents at a stable level instead of being turned into luxury condos; and*
- *Increasing funding to support organizations that prevent and reduce homelessness*

All believed that these measures would have a positive impact on those currently struggling to afford the cost of housing and/or who were unable to find a home of their own. While all felt that investing \$1 billion into the Affordable Housing fund to support non-profit, co-operative, and public housing providers was an important step, several thought that, given what they believed to be the significant

size and scope of the housing affordability issues facing Canadians, this amount would likely not be enough to fully address the issue. Participants were also largely positive in their reactions to the measure to create a Rental Protection Fund to ensure that affordable rental units were not purchased with the intention of being developed into luxury housing. It was thought that, given the perceived significant shortage of available rental units in many parts of the country, developers should be discouraged wherever possible by the Government of Canada from building housing that was not generally affordable. Participants widely thought that any action to reduce homelessness represented a step in the right direction and supported the federal government increasing funding to achieve this goal. The view was expressed that the federal government should focus on partnering with and supporting organizations at the municipal level that were focused on reducing homelessness, believing these would have the best first-hand understanding of both the housing issues facing their communities and how best to address these challenges.

Having now discussed a wide range of budget announcements and initiatives, including the housing-related measures described above, participants were prompted to select a word or phrase to describe their overall reaction to the budget. A large number selected terms with positive connotations such as “optimistic”, “reassuring”, “encouraging”, and “constructive”, believing that the priorities and announcements contained within the budget were a step in the right direction. While many felt it was targeted towards the right areas, some described the budget as “ambitious” or chose the word “skeptical”, believing it would be difficult for the federal government to feasibly accomplish all of the initiatives that had been announced. A few felt the budget was “vague” or “unfocused” and believed it to be too broad in its aims, while a small number viewed it as heading in the “wrong direction”.

Asked whether they felt any of the measures they had discussed would be effective in helping younger Canadians as well as future generations get ahead, including providing them with access to a variety of affordable housing options, participants identified a range of initiatives that they expected would help in this regard. These included the allowing for lenders to offer 30-year mortgages, including on-time rent payments in credit scores, and extending the ban on foreign investors from purchasing residential property. Several, however, reiterated that unless efforts were taken to lower housing prices and the cost of living more generally, it would remain very difficult for young people to gain access to the housing market.

## Taxation (Mid-Size Centres Alberta, Quebec, British Columbia, Prairies)

Four groups took part in conversations related to taxation and potential changes to taxation at the federal level. Asked how much money they felt one had to earn annually to be considered wealthy, participant responses ranged from approximately \$100,000 to upwards of \$500,000 with most estimates falling between the \$200,000-\$300,000 range. Discussing other measures, apart from money, that they would use to determine wealth, participants identified lifestyle elements such as owning a luxury home or multiple homes, driving luxury vehicles, dining at restaurants, having the

ability to go on vacation every year, access to private medical care, and the ability to meet all of their financial needs while still having income leftover to put towards investments or use for discretionary spending. A few also mentioned more subjective aspects such as happiness, peace of mind, and not having to work as measures that they would use to determine an individual's overall wealth.

Asked whether they felt wealthy Canadians were currently paying their fair share in taxes, participants were mixed in their responses. While many felt that higher earning individuals often did pay a significant amount more in taxes compared to those with lower incomes, it was also widely believed that wealthy individuals (and especially the wealthiest Canadians) had far greater access to various deductions and other mechanisms that they could use to reduce their taxable income. Discussing, however, whether they would be in favour of the federal government creating a wealth tax that would be paid annually by the wealthiest Canadians, many were hesitant about such an initiative. Several did not view this approach as being fair, believing that in many cases the wealthiest Canadians had earned their wealth through hard work and success and did not feel that they should be penalized for this. A number also expressed concerns that a wealth tax could negatively impact those individuals who had large amounts saved for retirement and questioned whether these types of savings would potentially be subject to taxation. Asked how they would feel if this tax was applied specifically to the top one per cent of income-earners in Canada, a far greater number expressed support for this measure, believing that the wealthiest one per cent would be able to afford this tax far more readily compared to other high-earning Canadians. Among the smaller number who continued to express skepticism towards this measure, concerns were raised that applying this type of tax to the wealthiest individuals could ultimately lead to them (and any businesses that they own) deciding to leave the country altogether, with potential negative economic ramifications for Canadians as a result.

Discussing the potential benefits and costs associated with a wealth tax, participants mentioned a wide range of considerations. Many expected that the introduction of an annual tax on the wealth of the highest-earning Canadians, would have the benefit of providing the federal government with additional tax revenues that it could use towards improving the lives of the rest of Canadians. It was felt that these additional revenues could be invested in areas such as education, health care, infrastructure and public works projects, and towards providing greater assistance to groups such as seniors and younger Canadians who were believed to be currently struggling with the cost of living. Focusing on the potential costs of this measure, participants expressed concerns that this could lead to a decrease in philanthropic activity from the wealthiest Canadians as they would now need to devote additional amounts to paying for this tax. A few were concerned that this action could disincentivize high-earning Canadians from seeking to continue to increase their wealth, potentially leading to a decrease in economic activity as a result. Some also believed that this program would be challenging to administer and expected that, due to the unrealized or speculative value of many asset types (such as investments), it would be difficult to measure the exact wealth of individuals and determine how much they might owe under this new initiative.

Questioned whether, having now discussed this issue, they would support the creation of a wealth tax, a slightly larger number reported that they would as those who felt otherwise. For those who supported this measure, it was felt that the revenues gained by a wealth tax for the highest-earning Canadians would have a significant benefit for the rest of Canadians while having relatively little impact on the financial wellbeing of the top one per cent. Among the smaller number who felt otherwise, participants reiterated concerns regarding the fairness of this measure and the potential for this action to prompt wealthy individuals to leave Canada entirely. A few also expected that even if this measure was implemented, the wealthiest one per cent would continue to work to find ways to avoid paying their fair share of taxes. Discussing whether they could think of any alternatives to a wealth tax, participants suggested potential initiatives such as the introduction of regulations compelling large businesses to contribute a certain amount of their profits towards charitable organizations, public works projects, and infrastructure, as well as modifying the tax brackets (as opposed to taxing wealth directly) to ensure that wealthier individuals would pay more going forward.

Asked whether they were familiar with the term “capital gains”, a large number indicated that they were. Describing what they believed this term meant, participants widely believed that capital gains were the profits made on the sale of an investment (such as a stock or bond) and that this income was often subject to taxation. To aid in conversation, participants were provided with the following information:

*Capital gains are the profits people make when they sell valuable assets they own for more money than they originally paid for them. Capital gains can be made from valuable assets like real estate, stocks and bonds, mutual funds, precious metals, art and collectibles, cryptocurrencies, vehicles, personal property, and more.*

*For example, if you purchased \$100 worth of stock and then sold those shares for \$150 two years later, you would have a capital gain of \$50.*

Discussing whether they had personally earned capital gains before, several reported that they had. Asked what type of people they felt typically received capital gains, it was felt that this could be anyone, as these profits could be earned from virtually all types and sizes of investments. A few specifically called to mind individuals whose primary income was derived from capital gains, such as those who engaged in the flipping of homes.

Participants were informed that in Canada, capital gains are subject to taxation, meaning that when an individual sells a valuable asset for more than its original cost, they would owe taxes on this profit. Asked whether they felt capital gains should be taxed, while several felt this was appropriate for individuals whose income primarily came from capital gains, it was thought by most that capital gains should not be taxed on the sale of assets such as a home, long-term investment, or other assets that had been owned for a considerable period of time. A number believed that there should be a cap placed on the amount of capital gains that can be taxed as well as greater consideration for the period of time investments had been held, with capital gains taxation primarily focusing on short-term investments.

Asked what rate (between 0 and 100 per cent) they would like to see the capital gains tax set at, most responses ranged from 0 to 25, with many believing that this should be measured on a sliding scale based on one's income as well as the amounts that they had earned in capital gains. Several expressed uncertainty as to how to answer this question and felt that they did not know enough about the issue to provide an informed response. Discussing who would benefit most from a lower capital gains tax, participants expected this would positively impact the majority of Canadians and especially those who were actively investing, preparing to sell a property, or selling investments in preparation for their retirement. Questioned who would gain the most from a higher capital gains tax, many thought that the federal government and recipients of its benefits and supports would be the greatest beneficiaries in that there would now be increased tax revenue to devote towards funding these programs.

Discussing whether they felt it was fair to tax capital gains on certain types of assets over others, most believed that it was. Several thought that given the wide range of assets that could be held as investments, it made sense to have different standards in how they were taxed. A number reiterated the view that the period of time one had owned an asset should be taken into greater account when determining what capital gains tax, if any, was owed. Asked specifically about capital gains on real estate, a number believed that these should be taxed at a high level, especially given the perceived significant shortage of available housing in many parts of the country at present. Participants were next provided with the following information related to how capital gains are taxed on real estate in Canada:

*Canada has something called "The Principal Residence Exemption" which lets Canadians avoid paying capital gains tax on the sale of their primary home. This means capital gains taxes only apply when people own multiple real estate properties and sell the ones they do not live in.*

Almost all felt that this was a fair approach, believing that, rather than as an investment, most homeowners had purchased their homes as a place to live and that they should not be penalized due to the increase in value of their primary residence during the time that they had owned it. It was thought by many, however, that individuals owning multiple properties (and particularly those who purchased residential housing as an investment vehicle) should be taxed at a high rate due to the impact that this practice was believed to be having on the supply and affordability of housing in many Canadian communities.

## Climate Change Impacts (Quebec, British Columbia)

Participants in two groups engaged in discussions related to the potential present and future impacts of climate change. Asked whether they were concerned about the potential impacts of climate change, all in the group based in British Columbia (B.C.) and most in Quebec indicated that they were, and many felt that the impacts of climate change had already begun to take place. It was widely believed that climate change had been a major contributing factor behind large-scale forest fires,



windstorms, droughts, and flooding that had occurred in many parts of the country in recent years. Several were worried that these issues would continue to occur with increasing frequency in the years and decades to come and believed that this could have a significant negative impact on the quality of life for future generations. Among the small number who were somewhat less concerned, it was felt that while climate change would likely have an impact at some point in the future, they did not believe their respective communities were currently at risk.

Asked to describe what came to mind when they thought about the potential impacts of climate change, several expressed concern regarding issues such as rising temperatures, potential droughts, and the increased risk of floods and wildfires in their respective regions. It was felt that climate change could have a considerable negative impact on both the environment as well as the economy, especially in the agriculture, aquaculture, and forestry sectors. A number were worried about the potential for climate change to lead to decreased food production in Canada as well as the impact this might have on food prices, which were already viewed as having become increasingly expensive in recent years. Participants also shared concerns related to the negative impacts they expected climate change would have on Canadians' health, believing that it could lead to a decrease in air and water quality across the country. A few expected that an increasingly volatile and extreme climate would also negatively impact the mental health of Canadians, believing that many would face additional stress in their lives as a result of these challenges.

Questioned whether they had observed any impacts of climate change in their communities as well as in their own lives, participants identified a range of areas that they felt had been impacted by changing weather patterns. Several reported having changed their behaviours to try to mitigate the impact of climate change, including utilizing public transportation more frequently and making efforts to grow their own food. A number mentioned no longer partaking in activities such as camping, citing concerns related to higher temperatures and the growing risk of wildfires in the summer months. Participants also believed that climate change had negatively affected their mental and physical health, with some reporting having faced issues such as growing anxiety related to the potential impacts of climate change in the years and decades to come and increasing physiological challenges (such as worsening asthma) in recent years. Asked whether, over the next few decades, they believed that their communities would be at greater risk due to climate change, almost all expected that they would. Among the small number in the group based in Quebec who were less concerned about the impact of climate change on their communities, it was felt that while changing temperatures and weather patterns would likely pose a challenge, they expected their communities would be able to adapt to sufficiently address these impacts.

Discussing actions that the Government of Canada had taken to prepare for and mitigate the impacts of climate change, a number recalled initiatives related to the goal of decreasing emissions, including the implementation of a price on carbon as well as its commitment to achieve net-zero emissions by 2050. Some also mentioned initiatives from the federal government related to encouraging Canadians to switch to electric vehicles (EVs). These included making investments towards the increased production of EVs in Canada as well as providing financial incentives to individuals who purchase these vehicles.

Asked if they could recall any actions by the Government of Canada related to its response to natural disasters more broadly in recent years, while a few in Quebec mentioned the deployment of Canadian Armed Forces (CAF) personnel to assist with combatting large-scale wildfires in the province in 2023, no other actions could be recalled. Questioned whether they felt that the federal government was on the right or wrong tack on this front, most were uncertain, believing that they did not know enough about its activities in this regard to provide a proper evaluation. A few believed that the Government of Canada was not doing enough to prepare for and respond to national disasters. Among these participants it was thought that the federal government could be more proactive in its approach to preventing and responding to events such as wildfires and floods and make efforts to develop a long-term plan regarding how it would address natural disasters going forward.

## Carbon Pricing (Mid-Size Centres Alberta, Prairies, Atlantic Canada)

Participants in three groups took part in discussions related to carbon pollution pricing in Canada. At the outset of their conversation, those residing in mid-size centres in Alberta were asked what, if anything, they had recently seen, read, or heard about carbon pollution pricing. Almost all expressed concern about the potential negative impacts of carbon pollution pricing, with a large number associating the implementation of a price on carbon with what they perceived as a significant increase to the cost of gasoline in recent years. A number were worried about the impact that initiatives such as the implementation of a price on carbon could have on the employment market in their province, especially in the oil and gas sector, which they expected would likely face additional financial challenges as a result of having to adhere to the federal carbon pricing system. Some questioned, given their understanding that Canada was a relatively minor emitter on the global scale, whether it was fair for Canadians to have to incur the perceived additional financial costs of a price on carbon if higher emitting countries were not also doing their part to address the issue of carbon pollution.

Asked whether, to the best of their understanding, there was currently a price on carbon in their respective provinces, almost all participants believed that there was. Discussing what they had seen, read, or heard about the Canada Carbon Rebate (CCR), while several expressed familiarity with this program, few were aware of any specific details. A small number recalled hearing that the CCR was an amount paid back to Canadians to account for the increased costs associated with the federal price on carbon, and that most households would be receiving more back than what they had paid as a result of this initiative. To aid in conversation, participants were provided with the following information:

*The federal pollution pricing creates a financial incentive for people and businesses to pollute less.*

*The Canada Carbon Rebate (CCR) is a tax-free amount to help eligible individuals and families offset the cost of the federal pollution pricing.*

*Using [province] as an example, a family of 4 can expect to receive [amount]. Residents of small and rural communities receive an extra 10% top-up beyond the base rebate amount. Starting April 2024, the Government is planning to double the rural top-up to 20%, because of the increased energy needs of rural residents and their reduced access to transportation options.*

Reacting to this information, many questioned the purpose of the federal pollution pricing system, if the majority of the funds acquired through this program were eventually redistributed back to Canadians. While believing it was important to work towards reducing emissions, a number expressed the view that carbon pollution pricing would likely have little effect on changing the emitting behaviours of Canadians if they knew that they would ultimately be receiving most of these additional costs back. Several were of the opinion that, rather than paying back these amounts through CCRs, funds acquired by the federal government through its price on carbon should instead be reinvested towards environmentally focused initiatives such as providing financial incentives for Canadians to retrofit their homes with energy efficient technology including solar panels and heat pumps. While almost all were in favour of the proposed initiative to double the rebate top-up for those living in smaller and/or rural communities, a number questioned what criteria would be utilized to determine whether a community was small or rural enough to qualify for this support. A few expressed the view that the criteria for CCR payments should be based on income and that wealthier Canadians should not be eligible to receive these payments, given that they were likely not struggling with the cost of living to the same degree as other households.

Asked whether, based on what they knew about the price on carbon pollution and the CCR, they supported or opposed the Government of Canada's carbon pricing program, most expressed opposition to this initiative. Several believed that the federal government needed to provide far greater clarity to Canadians regarding the ways in which this initiative was contributing to reducing emissions and whether it had been successful thus far in achieving its goals. Without this information, many felt that it would be difficult to support this initiative given that they did not fully understand it.

Questioned whether, to the best of their knowledge, they or someone in their household had previously received a CCR, a slightly smaller number of participants felt that they had compared to those who did not believe their household had received this payment. Asked whether they thought that the rebate they had received had been more than the additional costs they had paid as a result of the implementation of a federal price on carbon, very few believed this to be the case. Participants were next informed that the Department of Finance Canada had calculated that the average household in their respective provinces would be receiving hundreds of dollars more than they had paid into the carbon pricing program. Asked whether this changed their perspective on the carbon pricing initiative, none indicated that it had, with several expressing a desire for greater clarification as to how these estimates were being calculated. Participants were next provided with the following information:

*The Parliamentary Budget Officer (PBO) is a neutral, non-partisan individual independent of government. The PBO is responsible for providing economic and financial analysis to Parliament for the purposes of raising the quality of parliamentary debate and promoting greater budget transparency and accountability.*

*The PBO has estimated that around 80% of Canadian families will receive more than they pay in carbon pricing.*

While a small number felt that it might make sense that 80 per cent of Canadians received a greater amount than what they had paid if the majority of CCRs were comprised of funds collected from major industrial emitters, very few reported that this information had impacted their opinions related to carbon pricing. Asked whether they had any suggestions to improve the federal carbon pricing system, several reiterated the need for the Government of Canada to provide a more simplified, straightforward explanation as to how the program worked, why CCRs were being returned to Canadians, and the tangible actions that this initiative was having on reducing carbon emissions in Canada going forward.

## Climateflation (Mid-Size Centres Alberta, British Columbia, Prairies)

Participants in three groups engaged in brief conversations related to the concepts of climateflation and heatflation. Asked whether they had previously heard the term climateflation, few indicated that they had, with a very small number believing they had encountered the phrase on social media at some point. Discussing what they thought climateflation might refer to, many felt that it was likely connected to climate-focused initiatives such as the implementation of a price on carbon, which they viewed as a contributing factor to the perceived rising cost of living as of late. A number believed that the term might also refer to the potential increased costs of producing and transporting food and other products that they expected might result from natural disasters and unpredictable weather patterns in the years to come. No participants were familiar with the term heatflation. It was largely thought that this phrase was likely similar to climateflation, but with a more specific focus on the impacts caused by rising temperatures. A few speculated that the term might refer to perceived rising energy prices as of late and the increasing costs paid by Canadians to heat their homes in the winter months.

To clarify, participants were provided with the following information:

*Heatflation is when extreme heat, caused by climate change, makes food and other items more expensive, leading to higher inflation rates. This happens when heat damages crops, making things like flour cost more.*

*Climateflation is a broader term that encompasses all of the ways climate change causes prices to go up, including but not limited to extreme heat. It reflects the overall economic impact of a changing climate, including supply chain disruptions and increased costs for cooling, among many other things.*

Asked how much of an impact, if any, they felt climate change had on the cost of food, almost all in the groups based in British Columbia (B.C.) and the Prairies felt that it was having a significant impact. It was widely thought that warmer temperatures in the summer, a lack of precipitation, and resulting

droughts and wildfires had made it increasingly difficult and more expensive for farmers to produce food, leading to higher grocery prices for consumers. Several in the group comprised of those residing in mid-size centres in Alberta, however, believed that the impact of climate change on food prices had been relatively minor. Among these participants it was felt that federal initiatives such as the price on carbon had been a far greater contributing factor to rising grocery costs than climate change.

All in the groups based in B.C. and the Prairies viewed climateflation and heatflation as a growing concern, with several viewing climate change as posing a major challenge to Canadians, both at present and in the future. It was felt that if this issue were to continue to escalate, it would become increasingly difficult for farmers to produce enough nutritional food to meet the dietary needs of all Canadians. While viewing rising food costs as a concern, a number in Alberta did not believe this was directly connected to climateflation and/or heatflation. Among these participants, the view was expressed that rather than introducing additional measures to reduce emissions, the federal government could better support farmers and address high grocery costs by removing initiatives such as the federal price on carbon and other climate-focused regulations such as the limits placed on the usage of fertilizer by farmers.

## Auto Theft (Greater Toronto Area Middle Class)

Participants in the group comprised of middle-class individuals residing in the Greater Toronto Area (GTA) engaged in a discussion related to auto theft. Asked whether they had recently seen, read, or heard about any measures the Government of Canada was taking to address this issue, none reported that they had. All viewed auto theft as an increasing concern in their community that required greater prioritization from the federal government, with a number recalling having personally been impacted by this issue. To aid in discussion, participants were presented with the following information:

*The Government of Canada is cracking down on auto theft to make it harder to steal vehicles and to export stolen vehicles by:*

- *Intending to amend the Criminal Code, including:*
  - *New criminal offences related to auto theft involving:*
    - *The use of violence or links to organized crime.*
    - *Possession or distribution of an electronic or digital device for the purposes of committing auto theft.*
    - *Laundering proceeds of crime for the benefit of a criminal organization.*
  - *A new aggravating factor at sentencing if an offender involved a young person in committing an offence under the Criminal Code;*



- *Intending to amend the Radiocommunication Act to regulate the sale, possession, distribution, and import of devices used to steal cars. This will enable law enforcement agencies to remove devices believed to be used to steal cars from the Canadian marketplace;*
- *Strengthening the Canada Border Services Agency's (CBSA) capacity to detect and search containers with stolen vehicles, and for testing technologies that could support the work of border services officers; and*
- *Allocating \$15 million to provincial, territorial, and municipal police forces to address auto theft, and to strengthen policing to crack down on international organized crime.*

All participants reacted positively to this information, with many expressing strong support for the addition of new criminal offences to the *Criminal Code*. Several expected that the initiative to strengthen the capacity of the Canada Border Services Agency (CBSA) to detect and search containers suspected to hold stolen vehicles would be particularly effective in combatting automobile theft.

Asked whether they felt these actions would have a major, minor, or no impact, most expected they would have a major impact and believed these represented the right initiatives for the Government of Canada to be focusing on. Among the smaller number who thought these measures would only have a minor impact, it was thought that actions also needed to be taken by manufacturers to make it more difficult to steal these automobiles in the first place. Related to this, it was suggested that the federal government should consider introducing regulations that required automobile manufacturers to make the vehicles they produce more secure going forward.

## Electric Vehicles (Ontario)

One group took part in a brief discussion related to electric vehicles (EVs). Asked if they had recently seen, read, or heard any news related to the Government of Canada and EVs, several recalled its commitment to require all new vehicles sold in Canada to be zero-emission vehicles (ZEVs) by 2035, as well as recent investments (in partnership with companies such as Honda) towards the manufacturing of EVs and EV batteries in Ontario.

To aid in discussion, participants were presented with the following information:

*The federal and Ontario governments recently announced that Honda Canada will make a \$15-billion electric vehicle investment in Ontario to build four new manufacturing plants in the province. These plants include a new electric vehicle assembly plant and a battery manufacturing plant. The new assembly plant will produce up to 240,000 vehicles per year. This investment is estimated to directly and indirectly create thousands of new jobs in several sectors including manufacturing, construction, the auto parts supplier industry, and in research and development.*

Several reacted positively to this announcement, believing that these investments would lead to the creation of more high-paying jobs in the province as well as benefit the environment by producing more emissions-free vehicles. A number, however, expressed potential concerns related to this approach. Among these participants, it was thought that producing EVs could be quite costly and that many of these vehicles were currently unaffordable for lower- and middle-income Canadians. Some were also of the impression that there were environmental concerns associated with mining the raw materials required for EV batteries as well as challenges related to disposing of these batteries at the end of their lifespans. It was felt that unless these issues were addressed, it would be difficult to support a full transition to EVs over the next decade.

Discussing the potential impacts to their community from EV-related initiatives such as these, a few worried about potential job losses and questioned whether the jobs created through this initiative would be enough to offset the potential loss of employment for those currently employed in the manufacturing of gasoline-powered automobiles. A number also expressed concerns related to whether the electricity grid in their area would be able to handle the substantial increases in demand that they expected would accompany a large-scale shift among Canadians towards driving EVs.

# Appendices



## Appendix A – Recruiting Scripts

# English Recruiting Script

**Privy Council Office  
Recruiting Script – April 2024  
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	Thurs, April 4 <sup>th</sup>	8:00-10:00 PM	6:00-8:00 (MDT)	Mid-Size Centres Alberta	General Population	TBW
3	Wed, April 10 <sup>th</sup>	9:00-11:00 PM	6:00-8:00 (PDT)	British Columbia	General Population	TBW
4	Thurs, April 11 <sup>th</sup>	8:00-10:00 PM	6:00-8:00 (MDT) 6:00-8:00 (CST) 7:00-9:00 (CDT)	Prairies	General Population	TBW
5	Tues, April 16 <sup>th</sup>	9:00-11:00 PM	6:00-8:00 (PDT)	Major Centres British Columbia	Generation Z, Age 18-27	TBW
7	Thurs, April 18 <sup>th</sup>	5:00-7:00 PM	6:00-8:00 (ADT) 6:30-8:30 (NDT)	Atlantic Canada	Canadians Aged 65+	MP
9	Wed, April 24 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 PM (EDT)	Greater Toronto Area	Middle Class Canadians	DN
10	Thurs, April 25 <sup>th</sup>	5:00-7:00 PM	6:00-8:00 (ADT) 6:30-8:30 (NDT)	Atlantic Canada	General Population	DN
11	Mon, April 29 <sup>th</sup>	7:00-9:00 PM	6:00-8:00 (CDT)	Winnipeg	Young Women, Ages 18-34	TBW
12	Tues, April 30 <sup>th</sup>	6:00-8:00 PM	6:00-8:00 PM (EDT)	Ontario	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 **SWITCH TO FRENCH SCREENER**

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	
Mid-Size Centres Alberta	<p>Cities include (but are not limited to):</p> <p>Mid-Size Centres: Population of 50,000 – 99,999</p> <p>Red Deer, Lethbridge, Wood Buffalo, Airdrie, Medicine Hat, Grande Prairie, Fort McMurray, St. Albert</p> <p><b>NO MORE THAN TWO PER CITY. ENSURE A GOOD MIX OF CITIES IN ALBERTA.</b></p>	<b>CONTINUE – GROUP 1</b>
British Columbia	<p>Cities could include (but are not limited to):</p> <p>Vancouver, Kamloops, Chilliwack, City of Victoria, Maple Ridge, New Westminister, Prince George, Port Coquitlam, North Vancouver, Abbotsford, Burnaby, Coquitlam, Richmond, Surrey, Delta, Langley, White Rock, Chilliwack, Mission Hope, Maple Ridge, New Westminister, Port Moody</p> <p><b>ENSURE A GOOD MIX ACROSS THE REGION.</b></p>	<b>CONTINUE – GROUP 3</b>
Prairies	<p>Cities and regions include (but are not limited to):</p> <p><u>Manitoba:</u> Brandon, Winnipeg, Steinbach, Portage La Prairie, Winkler, Selkirk, Morden, Dauphin, Gimli</p> <p><u>Saskatchewan:</u> Prince Albert, Moose Jaw, Lloydminster, Saskatoon, Regina, Swift Current, Yorkton, North Battleford, La Ronge, Humboldt, Meadow Lake</p> <p><u>Alberta:</u> Edmonton, Red Deer, Lethbridge, Wood Buffalo, Airdrie, Fort McMurray, Medicine Hat, Grande Prairie</p> <p><b>ENSURE A MIX OF PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN TWO FROM EACH CITY. ENSURE A GOOD MIX ACROSS THE REGION.</b></p>	<b>CONTINUE – GROUP 4</b>

Major Centres British Columbia	<p>Cities include:</p> <p>Major Centres: Population of &gt;100,000</p> <p>Vancouver, Surrey, Richmond, Victoria, Coquitlam, Delta, Kelowna, Abbotsford, White Rock, Burnaby</p> <p><b>ENSURE A GOOD MIX OF MAJOR ACROSS THE REGION.</b></p>	CONTINUE – <b>GROUP 5</b>
Atlantic Canada	<p>Cities/regions could include (but are not limited to):</p> <p><u>Nova Scotia</u>: Halifax, Cape Breton, New Glasgow, Glace Bay, Truro</p> <p><u>New Brunswick</u>: Greater Moncton Area, Greater Saint John Area, Quispamsis – Rothesay, Dieppe, Miramichi, Edmundston, Fredericton, Saint John</p> <p><u>Newfoundland &amp; Labrador</u>: St. John’s, Corner Brook, Conception Bay, Mount Pearl</p> <p><u>Prince Edward Island</u>: Charlottetown, Charlottetown Region</p> <p><b>ENSURE A GOOD MIX OF CITIES/REGIONS ACROSS PROVINCES. NO MORE THAN 3 FROM EACH PROVINCE.</b></p>	CONTINUE – <b>GROUP 7</b>
Greater Toronto Area	<p>Cities include:</p> <p>City of Toronto, Durham (Ajax, Clarington, Brock, Oshawa, Pickering, Whitby), Halton (Burlington, Halton Hills, Oakville, Milton), Peel (Brampton, Caledon, Mississauga), York (Markham, Vaughan, Richmond Hill, Newmarket, Aurora, King)</p> <p><b>ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN 2 FROM THE CITY OF TORONTO OR PER REGION/COUNTY.</b></p>	CONTINUE – <b>GROUP 9</b>
Atlantic Canada	<p>Cities/regions could include (but are not limited to):</p> <p><u>Nova Scotia</u>: Halifax, Cape Breton, New Glasgow, Glace Bay, Truro</p> <p><u>New Brunswick</u>: Greater Moncton Area, Greater Saint John Area, Quispamsis – Rothesay, Dieppe, Miramichi, Edmundston, Fredericton, Saint John</p>	CONTINUE – <b>GROUP 10</b>

	<p><u>Newfoundland &amp; Labrador</u>: St. John's, Corner Brook, Conception Bay, Mount Pearl</p> <p><u>Prince Edward Island</u>: Charlottetown, Charlottetown Region</p> <p><b>ENSURE A GOOD MIX OF CITIES/REGIONS ACROSS PROVINCES. NO MORE THAN 3 FROM EACH PROVINCE.</b></p>	
Winnipeg	<p>Cities include:</p> <p>Winnipeg</p> <p><b>PARTICIPANTS MUST RESIDE IN ABOVE NOTED CITY PROPER.</b></p>	<b>CONTINUE – GROUP 11</b>
Ontario	<p>Cities/regions could include (but are not limited to):</p> <p>Mid-size Centres: Population of 100,000 – 300,000</p> <p>Cities could include (but are not limited to): Barrie, Brantford, Cambridge, Chatham-Kent, Guelph, Kingston, Kitchener, London, Milton, St. Catharines-Niagara, Sudbury, Waterloo, Windsor</p> <p>Major Centres: Population of 300,000+</p> <p>Cities include Toronto, Ottawa-Gatineau, Mississauga, Brampton, Hamilton</p> <p>Small Centres: Population of &lt;30,000</p> <p>Centres could include (but are not limited to): Keswick-Elmhurst Beach, Bolton, Midland, Alliston, Fergus, Collingwood, Lindsay, Owen Sound, Brockville, Wasaga Beach, Cobourg, Tillsonburg, Valley East, Pembroke, Smiths Falls, Simcoe, Strathroy, Port Colborne, Fort Erie, Amherstburg</p> <p><b>ENSURE A GOOD MIX OF MAJOR/MID-SIZE/SMALL CENTRES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</b></p>	<b>CONTINUE – GROUP 12</b>
<b>VOLUNTEERED</b> Prefer not to answer		<b>THANK AND END</b>

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

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

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

Under 18 years of age	<b>IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.</b>
18-34	<b>IF 18-27 CONTINUE – GROUP 5</b> <b>IF 18-34 CONTINUE – GROUP 11</b>
35-43	<b>CONTINUE</b>
44-49	
50-54	
55-64	
65+	<b>IF 65+ CONTINUE – GROUP 7</b>
<b>VOLUNTEERED</b> Prefer not to answer	<b>THANK AND END</b>

**ENSURE A GOOD MIX WHERE APPLICABLE. GROUP 5 WILL BE COMPOSED ENTIRELY OF THOSE AGED 18-27. GROUP 11 WILL BE COMPOSED ENTIRELY OF THOSE AGED 18-34. GROUP 7 WILL BE COMPOSED ENTIRELY OF THOSE AGED 65+.**

4. **ASK ONLY IF GROUP 9** 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	<b>THANK AND END</b>
Member of the middle class	<b>CONTINUE TO Q3a.</b>

4a. **ASK ONLY IF GROUP 9** How many family members rely on you for financial support? In other words, how many dependents do you have?

0  
1  
2-3  
4 or more

**ENSURE A GOOD MIX BY NUMBER OF DEPENDENTS. NOTE: LARGER FAMILIES/INDIVIDUALS WITH A LARGER NUMBER OF DEPENDENTS MAY SKEW TO HIGHER INCOMES.**

5. **ASK ALL GROUPS** Which of the following categories best describes your total household income in 2023? That is, the total income of all persons in your household combined, before taxes?

Under \$20,000	IF <b>GROUP 9</b> – THANK AND END ALL OTHER GROUPS CONTINUE
\$20,000 to just under \$40,000	
\$40,000 to just under \$60,000	
\$60,000 to just under \$80,000	CONTINUE – <b>GROUP 9</b>
\$80,000 to just under \$100,000	
\$100,000 to just under \$125,000	<b>GROUP 9</b> IF Q4A = 0 OR 1, THANK AND END <b>GROUP 9</b> IF Q4A = 2 OR MORE, CONTINUE ALL OTHER GROUPS CONTINUE
\$100,000 to just under \$150,000	
\$150,000 and above	IF <b>GROUP 9</b> – THANK AND END ALL OTHER GROUPS CONTINUE
<b>VOLUNTEERED</b> Prefer not to answer	THANK AND END

**GROUP 9** – CONTINUE ONLY IF INCOME = \$60,000-\$100,000, OR AS DIRECTED ABOVE CONSIDERING DEPENDENTS. (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.  
**ENSURE A GOOD MIX WHERE APPLICABLE.**

6. **ASK IF ONLY **GROUP 11**** How would you identify your gender?

Female	CONTINUE
Male	THANK AND END
Other	

**GROUP 11** WILL BE COMPOSED ENTIRELY OF THOSE WHO SAY “FEMALE”.

7. **ASK ALL GROUPS** Do you own or rent your current residence? **IF ASKED/CLARIFICATION REQUIRED:** You are considered a homeowner even if you have outstanding debt that you owe on your mortgage loan.

Own	CONTINUE
Rent	
<b>VOLUNTEERED</b> Living at home	
<b>VOLUNTEERED</b> Other, please specify:	
<b>VOLUNTEERED</b> Don't know/not sure	THANK AND END

**ENSURE A GOOD MIX WHERE APPLICABLE.**





**7a. ASK ALL GROUPS** Which of the following best describes the residence you currently [own/rent]?

- |                              |                 |
|------------------------------|-----------------|
| Condo                        | <b>CONTINUE</b> |
| Apartment                    | <b>CONTINUE</b> |
| Single family home           | <b>CONTINUE</b> |
| Townhome                     | <b>CONTINUE</b> |
| Other, please specify: _____ | <b>CONTINUE</b> |
- ENSURE A GOOD MIX.**

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

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

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

- |     |                      |
|-----|----------------------|
| 1-2 | <b>THANK AND END</b> |
| 3-5 | <b>CONTINUE</b>      |

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

- |   |
|---|
| Participant has high-speed access to the Internet |
| Participant has a computer/webcam                 |

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

- |     |                 |
|-----|-----------------|
| Yes | <b>CONTINUE</b> |
| No  | <b>CONTINUE</b> |

**12. ASK ALL GROUPS** 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 | <b>THANK AND END</b> |
| 3-5 | <b>CONTINUE</b>      |

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



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

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

Yes      **CONTINUE**  
No        **SKIP TO Q.18**

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

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

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

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

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

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

#### **ADDITIONAL RECRUITING CRITERIA**

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

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

Grade 8 or less  
Some high school  
High school diploma or equivalent  
Registered Apprenticeship or other trades certificate or diploma  
College, CEGEP or other non-university certificate or diploma  
University certificate or diploma below bachelor's level  
Bachelor's degree  
Post graduate degree above bachelor's level

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

**ENSURE A GOOD MIX.**



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

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

**ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT IF APPLICABLE. NO MORE THAN TWO PER SECTOR. NO MORE THAN 2 WHO ARE UNEMPLOYED. NO INTERNATIONAL STUDENTS IN ANY GROUPS.**

**20. 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.**



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

Male	<b>CONTINUE</b>
Female	<b>CONTINUE</b>

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

**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 **CONTINUE TO INVITATION ON NEXT PAGE**

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](mailto: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 – mars 2024  
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 (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
2	9 avril	6:00-8:00	6:00-8:00 (HAE)	Québec	Population générale	MP
6	17 avril	6:00-8:00	6:00-8:00 (HAE)	Région de l'Outaouais	Millénariaux, âgés de 28 à 43	MP
8	23 avril	6:00-8:00	6:00-8:00 (HAE)	Grands centres du Québec	Acheteurs d'une première maison potentiels	MP

## Questionnaire de recrutement

### INTRODUCTION

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. / 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

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

### NOTER LA LANGUE ET CONTINUER

Français **CONTINUER**

Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**



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	<b>REMERCIER ET CONCLURE</b>
Une agence de commercialisation, de marque ou de publicité	<b>REMERCIER ET CONCLURE</b>
Un magazine ou un journal	<b>REMERCIER ET CONCLURE</b>
Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial	<b>REMERCIER ET CONCLURE</b>
Un parti politique	<b>REMERCIER ET CONCLURE</b>
Dans les relations publiques ou les relations avec les médias	<b>REMERCIER ET CONCLURE</b>
Dans le milieu de la radio ou de la télévision	<b>REMERCIER ET CONCLURE</b>
Non, aucune de ces réponses	<b>CONTINUER</b>

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

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

2. Quelle est la langue officielle du Canada que vous parlez principalement 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	
Québec	<p>Les villes peuvent notamment comprendre (mais ne sont pas limité à) :</p> <p>Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière, Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe</p> <p><b>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION.</b></p>	<b>CONTINUER – GROUPE 3</b>
Région de l’Outaouais	<p>Ces villes peuvent notamment comprendre :</p> <p>Gatineau, Les Collines-de-l’Outaouais : Val-des-Monts, Cantley, Le Pêche, Chelsea, Pontiac, L’Ange-Gardien, Notre-Dame-de-la-Salette.</p> <p><b>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU.</b></p>	<b>CONTINUER – GROUPE 6</b>
Grands centres du Québec	<p>Les villes peuvent notamment comprendre :</p> <p>Grands centres : Population 100 000+</p> <p><u>Les grandes villes</u> : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière.</p> <p><b>PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.</b></p>	<b>CONTINUER – GROUPE 8</b>
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre		<b>REMERCIER ET CONCLURE</b>



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

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

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

Moins de 18 ans	<b>SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.</b>
18 à 27 ans	<b>CONTINUER</b>
28 à 43 ans	<b>CONTINUER – GROUPE 6</b>
43 à 54 ans	<b>CONTINUER</b>
55 ans ou plus	
<b>RÉPONSE SPONTANÉE</b> Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

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

6. **DEMANDER UNIQUEMENT AU GROUPE 8** Êtes-vous actuellement propriétaire d'un logement, ou l'avez-vous déjà été?

Oui **REMERCIER ET CONCLURE**

Non **CONTINUER**

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

- 6a. **DEMANDER UNIQUEMENT AU GROUPE 8** Est-ce que vous envisagez d'acheter un logement au cours des cinq prochaines années?

Oui **CONTINUER**

Pas sûr/peut-être **CONTINUER**

Non **REMERCIER ET CONCLURE**

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

**RECRUTER PLUS DE RÉPONDANTS QUI DISENT « OUI ». PAS PLUS DE DEUX RÉPONDANTS QUI DISENT « PAS SÛR/PEUT-ÊTRE ».**



7. **DEMANDER À TOUS SAUF GROUPE 8** Êtes-vous actuellement propriétaire ou locataire de votre résidence principale? **ECLAIRCISSEMENT AU BESOIN** : Vous êtes considéré comme propriétaire même si vous avez une dette hypothécaire active.

Propriétaire	<b>CONTINUER</b>
Locataire	<b>CONTINUER</b>
<b>RÉPONSE SPONTANÉE</b> Habitant au domicile parentale	<b>CONTINUER</b>
<b>RÉPONSE SPONTANÉE</b> Autre, veuillez préciser :	<b>CONTINUER</b>
<b>RÉPONSE SPONTANÉE</b> Ne sais pas/Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

- 7a. Parmi les choix suivants, lequel décrit le mieux la résidence dont vous êtes actuellement [propriétaire/locataire]?

Condo **CONTINUER**  
Appartement **CONTINUER**  
Maison unifamiliale **CONTINUER**  
Maison en rangée **CONTINUER**  
Autre, veuillez préciser : \_\_\_\_\_ **CONTINUER**

**ASSURER UN BON MÉLANGE.**

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

Oui **CONTINUER**

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

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

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

Le participant a accès à Internet haut débit

Le participant a un ordinateur avec caméra Web



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

Oui           **CONTINUER**  
Non           **CONTINUER**

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

1-2           **REMERCIER ET CONCLURE**  
3-5           **CONTINUER**

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

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

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

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

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

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

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

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

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

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

#### **CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES**

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

18. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2023 – c'est-à-dire le revenu cumulatif de l'ensemble des membres de votre ménage avant impôt?

Moins de 20 000 \$	<b>CONTINUER</b>
20 000 \$ à moins de 40 000 \$	<b>CONTINUER</b>
40 000 \$ à moins de 60 000 \$	<b>CONTINUER</b>
60 000 \$ à moins de 80 000 \$	<b>CONTINUER</b>
80 000 \$ à moins de 100 000 \$	<b>CONTINUER</b>
100 000 \$ à moins de 150 000 \$	<b>CONTINUER</b>
150 000 \$ ou plus	<b>CONTINUER</b>
<b>RÉPONSE SPONTANÉE</b> : Préfère ne pas répondre	<b>REMERCIER ET CONCLURE</b>

**ASSURER UN BON MÉLANGE, S'IL Y A LIEU.**

19. 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.**

20. 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.**



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

Homme

Femme

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

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

Métier de la construction ou métier spécialisé	<b>TOUS LES GROUPES - CONTINUER</b>
Administrations publiques	
Agriculture, foresterie, pêche et chasse	
Arts, spectacle et loisirs	
Autres services, sauf les administrations publiques	
Commerce de détail	
Commerce de gros	
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 :	

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

**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 **CONTINUER À L'INVITATION**

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 NO 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.

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

Est-ce que vous accepteriez de participer?

Oui	<b>CONTINUER</b>
Non	<b>REMERCIER ET CONCLURE</b>

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](mailto: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 2024

### **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 (25-35 minutes)** Mid-Size Centres Alberta, Quebec, British Columbia, Prairies

- **Mid-Size Centres Alberta, Quebec, British Columbia, Prairies** What have you seen, read or heard about the Government of Canada in the last few days?
  - What do you think about what you saw, read, or heard?
  - IF NOT MENTIONED: What about when it comes to any recent pre-budget announcements the Government of Canada has made?
    - Were you aware that the Government of Canada is releasing its budget this month?

**Mid-Size Centres Alberta, Quebec, British Columbia, Prairies** In the lead-up to Budget 2024, the Government of Canada has announced a few initiatives that will be included. We'll be going over some of these announcements with you today.

**Mid-Size Centres Alberta, Quebec, British Columbia, Prairies** *NOTE TO MODERATOR: For each initiative below, simply ask if they've heard of it, then provide description, then move on to the next. Once all descriptions have been provided, open up for any comments.*

- **Mid-Size Centres Alberta, Quebec, British Columbia, Prairies** First, by a show of hands, I just want to get a general sense of whether you have heard anything about a proposed new Canadian Renter's Bill of Rights? (SHOW OF HANDS)

### **CLARIFY**

The Government of Canada has proposed creating a new Canadian Renters' Bill of Rights which will be developed and implemented in partnership with provinces and territories. This Bill of Rights would require landlords to disclose a clear history of apartment pricing so renters can bargain fairly. The federal government also plans to crack down on renovictions, create a nationwide standard lease agreement, and give renters more agency.



- **Mid-Size Centres Alberta, Quebec, British Columbia, Prairies** Have you heard anything about the Government of Canada proposing a measure to encourage the inclusion of rent payments in a tenant's credit score? (SHOW OF HANDS)

#### CLARIFY

The Government of Canada has proposed creating a measure to make sure renters get credit for on-time rent payments. The federal government plans to amend the Canadian Mortgage Charter and call on landlords, banks, and other stakeholders to make sure that rental history is taken into account in a tenant's credit score.

- **Mid-Size Centres Alberta, Quebec, British Columbia, Prairies** Have you heard anything about the Government of Canada topping up the Housing Accelerator Fund? (SHOW OF HANDS)

#### CLARIFY

The Housing Accelerator Fund is a \$4 billion initiative that is helping increase the housing supply by encouraging building more homes, faster. The Government of Canada is planning to top up this fund with an additional \$400 million to encourage municipalities to incentivize building by doing things such as removing prohibitive zoning barriers.

- **Mid-Size Centres Alberta, Quebec, British Columbia, Prairies** Have you heard anything about a proposed National School Food Program? (SHOW OF HANDS)

#### CLARIFY

The Government of Canada has proposed creating a new National School Food Program. The Program will launch with a target of providing meals to 400,000 more kids every year, beyond those served by existing school food programs.

- **Mid-Size Centres Alberta, Quebec, British Columbia, Prairies** Have you heard anything about new proposed Government of Canada initiatives related to child care? (SHOW OF HANDS)

#### CLARIFY

The Government of Canada has proposed new measures to build more affordable child care spaces. It plans to launch a new Child Care Expansion Loan Program so that child care providers will be able to build new spaces and renovate their existing child care centres. The federal government is also planning to offer student loan forgiveness for rural and remote early childhood educators to encourage educators to work in smaller communities. Additionally, the federal government is planning to invest in training more early childhood educators.

- **British Columbia, Prairies** Have you heard anything about the Government of Canada investing in defence spending? (SHOW OF HANDS)

## CLARIFY

The Government of Canada is planning to invest an additional \$8.1 billion over five years and \$73 billion over 20 years in defence spending. These investments are to ensure the CAF has the tools and capacity they need to defend Canada and protect North America, including Canada's sovereignty in the Arctic and Northern regions.

- **Mid-Size Centres Alberta, Quebec, British Columbia, Prairies** Overall, what are your reactions to these measures?
- **Mid-Size Centres Alberta, Quebec, British Columbia, Prairies** Which, if any, do you think will have the greatest impact? Why do you feel this way?
- **Mid-Size Centres Alberta, Quebec, British Columbia, Prairies** Does anyone have any other comments or questions about any of these proposed measures?
  - IF YES: What are they?
- **Mid-Size Centres Alberta, Quebec, British Columbia, Prairies** Is there anything on this list the Government of Canada should not be doing? Why do you feel this way?

## **HEATFLATION (10 minutes)** **Mid-Size Centres Alberta, British Columbia, Prairies**

- Have you heard the term 'heatflation' before?
  - What do you think it means?
- What about 'climateflation'?
  - What do you think it means?

## SHOW ON SCREEN

Heatflation is when extreme heat, caused by climate change, makes food and other items more expensive, leading to higher inflation rates. This happens when heat damages crops, making things like flour cost more.

Climateflation is a broader term that encompasses all of the ways climate change causes prices to go up, including but not limited to extreme heat. It reflects the overall economic impact of a changing climate, including supply chain disruptions and increased costs for cooling, among many other things.

- How much of an impact, if at all, does climate change have on the cost of food?

- How much of an issue, if at all, are heatflation and climateflation?

**CARBON PRICING (25-35 minutes)** Mid-Size Centres Alberta, Prairies, Atlantic Canada

Mid-Size Centres Alberta, Prairies, Atlantic Canada Now I'd like to focus on carbon pollution more specifically...

- Mid-Size Centres Alberta What, if anything, have you seen, read, or heard about carbon pollution pricing in Canada?
- Mid-Size Centres Alberta, Prairies, Atlantic Canada As far as you know, is there a price on carbon pollution in [Alberta/your province] today? Atlantic Canada (SHOW OF HANDS FOR THOSE WHO THINK THERE IS)
- Mid-Size Centres Alberta, Prairies What, if anything, have you seen, read, or heard about the Canada Carbon Rebate?
  - Mid-Size Centres Alberta Whether you've heard of it or not, what does it mean to you?

**SHOW ON SCREEN** Mid-Size Centres Alberta, Prairies, Atlantic Canada

The federal pollution pricing creates a financial incentive for people and businesses to pollute less.

The Canada Carbon Rebate (CCR) is a tax-free amount to help eligible individuals and families offset the cost of the federal pollution pricing.

Mid-Size Centres Alberta, Prairies This year, a family of 4 in Alberta can expect to receive \$1,800. Residents of small and rural communities receive an extra 10% top-up beyond the base rebate amount. Starting April 2024, the Government is planning to double the rural top-up to 20%, because of the increased energy needs of rural residents and their reduced access to transportation options.

Atlantic Canada Using Newfoundland as an example, a family of 4 can expect to receive roughly \$1,200. Residents of small and rural communities receive an extra 10% top-up beyond the base rebate amount. Starting April 2024, the Government is planning to double the rural top-up to 20%, because of the increased energy needs of rural residents and their reduced access to transportation options.

**MODERATOR INFO IF NEEDED:** Prairies

ANNUAL AMOUNTS FOR A FAMILY OF 4 PER PROVINCE:

AB: \$1,800

SK: \$1,504

MB: \$1,200

**MODERATOR INFO IF NEEDED:** Atlantic Canada

ANNUAL AMOUNTS FOR A FAMILY OF 4 PER PROVINCE:

NL: \$1,192

NB: \$760

NS: \$824

PEI: \$880

- **Mid-Size Centres Alberta, Prairies, Atlantic Canada** What are your reactions to this information?
  - Does it seem fair? Does it seem affordable?
- **Mid-Size Centres Alberta, Prairies, Atlantic Canada** Based on what you know about the price on carbon pollution and the rebate, do you support or oppose the Government of Canada's carbon pricing system? What makes you say that?
- **Mid-Size Centres Alberta, Prairies, Atlantic Canada** To the best of your knowledge, have you or someone else in your household received this rebate?
  - IF YES: Do you think you get back more than you pay in carbon pricing? What makes you say that?
- **Mid-Size Centres Alberta, Prairies, Atlantic Canada** The Department of Finance Canada has calculated that the average household in [Alberta will receive \$723/Newfoundland will receive \$303] more than it pays this year. Does this affect your perspective at all?
  - IF SKEPTICAL OF CALCULATION: What makes you question this calculation? What kind of information would you need to see for you to feel that this estimate is accurate?

**MODERATOR INFO IF NEEDED:** Prairies

AVERAGE HOUSEHOLD NET BENEFIT PER PROVINCE:

AB: \$723

SK: \$349

MB: \$365

**MODERATOR INFO IF NEEDED:** Atlantic Canada

AVERAGE HOUSEHOLD NET BENEFIT PER PROVINCE:

NL: \$303

NB: \$183

NS: \$157

PEI: \$173

**Mid-Size Centres Alberta, Prairies, Atlantic Canada** The Parliamentary Budget Officer (PBO) is a neutral, non-partisan individual independent of government. The PBO is responsible for providing economic and financial analysis to Parliament for the purposes of raising the quality of parliamentary debate and promoting greater budget transparency and accountability.

- **Mid-Size Centres Alberta, Prairies, Atlantic Canada** The PBO has estimated that around 80% of Canadian families will receive more than they pay in carbon pricing. Does this affect your perspective at all?
  - IF SKEPTICAL OF CALCULATION: What makes you question this calculation? What kind of information would you need to see for you to feel that this estimate is accurate?
- **Mid-Size Centres Alberta, Prairies, Atlantic Canada** Do you have any suggestions to improve the federal pricing system?
  - **Mid-Size Centres Alberta, Prairies** IF THEY SAY REMOVE IT: What would you do instead, if anything, to reduce Canada's greenhouse gas emissions?

**TAXATION (35 minutes)** **Mid-Size Centres Alberta, Quebec, British Columbia, Prairies**

Moving on to another topic ...

- In your opinion, how much money do you have to make to be considered wealthy?
- Other than income, how do you define wealth?
  - IF NOT MENTIONED: What about owning valuable assets?
    - In your opinion, what kind of valuable assets do wealthy people tend to own?
- Do you feel that wealthy Canadians pay their fair share in taxes? Why do you feel this way?
- How would you feel if the Government of Canada created a wealth tax to be paid annually by the wealthiest Canadians?
  - How would you feel if this tax applied specifically to the top 1% of income-earners in Canada? Would this be fair? Why or why not?
- What are some of the benefits or costs associated with a wealth tax?
- Would you support the creation of a wealth tax? Why or why not?
- Are there any alternatives to a wealth tax?
  - IF YES: What are they?

- I'd like to get a quick show of hands. Who here has heard about "capital gains" before today?
  - IF HEARD: What are capital gains?
  - IF NOT HEARD: What do you think capital gains might be?

#### CLARIFY

Capital gains are the profits people make when they sell valuable assets they own for more money than they originally paid for them. Capital gains can be made from valuable assets like real estate, stocks and bonds, mutual funds, precious metals, art and collectibles, cryptocurrencies, vehicles, personal property, and more.

For example, if you purchased \$100 worth of stock and then sold those shares for \$150 two years later, you would have a capital gain of \$50.

- Who here has ever made capital gains or knows someone who has made capital gains?
- When you think about individuals who earn money through capital gains, what types of people come to mind, if any?

In Canada, capital gains are subject to taxation. When someone sells a valuable asset for more than its original cost, they'll owe taxes on the capital gain.

- Do you think capital gains should be taxed? Why or why not?
- What impacts, if any, might a capital gains tax have?
- If you could decide a rate, what rate(s) between 0% to 100% would you set the capital gains tax at? For example, let's say someone had a capital gain of \$50,000. What portion of that should be taxed – all of it (i.e. a rate of 100%), none of it (0%), or somewhere in between?
  - IF SOMEWHERE IN BETWEEN: What rate? Please explain your reasoning.
  - Who would benefit most from a lower capital gains tax?
  - Who would benefit most from a higher capital gains tax?
- How, if at all, would changes in capital gains taxes affect you personally or people you know?
- Do you think it's more or less fair to tax capital gains from certain types of assets over others?
  - IF YES: Which assets? Why do you feel this way?
  - IF NOT MENTIONED: What about capital gains on real estate? How do you feel about capital gains taxes applying to real estate? Do you have any concerns?
    - IF YES: What are these concerns?

Canada has something called “The Principal Residence Exemption” which lets Canadians avoid paying capital gains tax on the sale of their primary home. This means capital gains taxes only apply when people own multiple real estate properties and sell the ones they don’t live in.

- Does this seem fair? Why or why not?

**PERFORMANCE AND PRIORITIES (10-15 minutes)** Quebec, Winnipeg Young Women

- **Quebec, Winnipeg Young Women** In your opinion, what are the top issues that the Government of Canada should be prioritizing?
  - **Winnipeg Young Women** PROBE: What about issues facing young women in Canada specifically?
- **Quebec** What does the Government of Canada do well?
- **Quebec** What does the Government of Canada need to improve on?
- **Winnipeg Young Women** Thinking about issues impacting young women, what positive steps, if any, has the Government of Canada taken to address these issues effectively?
- **Winnipeg Young Women** What does the Government of Canada need to improve on in this regard?

**CLIMATE CHANGE IMPACTS (25 minutes)** Quebec, British Columbia

- **Quebec, British Columbia** How concerned are you, if at all, about the potential impacts of climate change? Why do you feel this way?
- **Quebec, British Columbia** What comes to mind when you think about the potential impacts of climate change?
  - Does climate change have any impacts on things like wildlife, extreme weather, extreme temperatures, floods, droughts, or wildfires?
    - IF YES: As far as you know, what impacts does it have?
    - IF NO: Why do you feel this way?

- IF NOT MENTIONED: Has climate change played a role in increasing the frequency and severity of extreme weather events in Canada, such as floods and wildfires?
    - IF YES: How?
    - IF NO: Why do you feel this way?
- **Quebec, British Columbia** What impact is climate change having [on the economy or on the cost of living/on Canadians' health], if any?
- **Quebec** What about on Canadians' health?
- **Quebec, British Columbia** Have you seen any of these impacts of climate change in your daily life or in your community?
  - IF YES: What have you seen?
- **Quebec, British Columbia** Over the next few decades, do you expect your community to be any more at risk of climate change?
- **Quebec, British Columbia** Have you heard of anything the federal government is doing to prepare for the impacts of climate change? What would you want them to do?
  - AS NEEDED: What about the Government of Canada's response to natural disasters more broadly – have you seen, read, or heard anything about what the federal government has done?
    - Do you think the federal government is on the right or wrong track when it comes to responding to natural disasters?

**ECONOMY (10 minutes)** Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners

To begin, I'd like to talk about Canada's economy...

- To start, I would like you to think of a word you would use to describe how you feel about the Canadian economy these days. It could be a positive or negative or neutral word.
  - MODERATOR TO ASK EACH PARTICIPANT: What word did you choose and why did you pick that word?



- What specific economic issue are you most concerned about in terms of how it affects you personally?
- Do you think the Canadian economy will get better, get worse or stay about the same in the coming year? What makes you say that?
- What about for you personally – do you think you will do better, worse, or no different financially in the coming year? What makes you say that?

**BUDGET – FIRST REACTIONS (10-15 minutes)** Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Greater Toronto Area Middle Class Canadians, Ontario

- Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Ontario Have you heard anything about the economy in the last few days from the news or federal government announcements?
  - What about the federal budget? Have you heard anything about that? (SHOW OF HANDS)
- Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Ontario Did any of you watch the budget speech by the Minister of Finance or have you seen any clips of it on the news or social media? (SHOW OF HANDS)

Greater Toronto Area Middle Class Canadians, Atlantic Canada, Winnipeg Young Women I'd like to discuss the federal budget...

Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Greater Toronto Area Middle Class Canadians, Atlantic Canada, Winnipeg Young Women, Ontario

**CLARIFY** Every year the federal government announces a budget for the coming year. This is where the government describes what it will invest in and any plans it has for new programs. The government will also make projections on things like the deficit and where the economy is headed. This year's federal budget was announced [today/yesterday/on April 16<sup>th</sup>].

Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Ontario (MODERATOR: *If they haven't heard anything about the budget, it's fine if they can't comment*)



- **Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Greater Toronto Area Middle Class Canadians, Winnipeg Young Women, Ontario** What comes to mind about this year's federal budget? It could be your overall reaction to the budget, or it could be a specific measure you remember from the budget.
  - What makes you say that?
- **Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Ontario** Was your overall reaction to the budget positive or negative?
  - Why do you say that?
- **Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Ontario** Were there any specific things in the budget that you heard about and liked?
- **Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Ontario** What, if anything, was the main "story" or "theme" from this year's budget?
  - Was it similar to budgets from past years or did this budget have a different theme? How so?
- **Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Ontario** Was there anything you would have liked to have seen in the budget that was not there?
- **Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Ontario** Was there anything in the budget that could have an impact on your personal or household financial situation – for better or worse? What was it?

**BUDGET – SPECIFIC MEASURES (40 minutes)** **Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Greater Toronto Area Middle Class Canadians, Atlantic Canada, Winnipeg Young Women, Ontario**

There were many specific measures in the budget, and I want to go over some of the highlights to get your reactions, even if this is the first time you're hearing about them.

I'm going to show you a list of measures that were announced in the budget to get your reactions. Note that this is not an exhaustive list of everything in the budget.

### SHOW ON SCREEN

- Stabilizing the cost of groceries by monitoring the big grocers, increasing competition and tackling shrinkflation
  - Creating a National School Food Program to provide meals to 400,000 more kids every year
  - Cracking down on junk fees and making things like internet and cell phone plans cheaper
  - Launching a national pharmacare plan, beginning with universal coverage for birth control and diabetes medication and devices
  - Implementing healthcare agreements with every province and territory to improve access to primary care and reduce wait times
  - Implementing action on Foreign Health Care Credential Recognition to help more healthcare workers practice in Canada
  - Ensuring the wealthiest Canadians pay their fair share by asking the top 0.1% of Canadians to pay a little bit more
  - [Major Centres BC Generation Z Meeting the government's fiscal targets by spending responsibly]
- **POLL:** Now I'd like you to select the ones that you think will have the most positive impact on Canadians. You can select up to 2. If you don't think any will have a positive impact, don't select any.
- Stabilizing the cost of groceries
  - Creating a National School Food Program
  - Cracking down on junk fees and making things like internet and cell phone plans cheaper
  - Launching a national pharmacare plan
  - Implementing healthcare agreements with every province and territory
  - Implementing action on Foreign Health Care Credential Recognition
  - [Ensuring the wealthiest Canadians pay their fair share/ Asking the wealthiest 0.1% of Canadians to pay a bit more in taxes]
  - [Major Centres BC Generation Z Meeting the government's fiscal targets by spending responsibly]
- MODERATOR TO GO THROUGH SELECTIONS: Why did you select this measure?
- Is there anything in this section that the Government of Canada should not be doing?

[Major Centres BC Generation Z] The federal government proposes to ask the wealthiest top 0.1% of Canadians to pay a bit more. The government says that this is in the spirit of generational fairness so

that investments can be made in building more housing, making life cost less and creating jobs and growth.

Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Greater Toronto Area Middle Class Canadians, Atlantic Canada, Winnipeg Young Women, Ontario Now, I want to talk a little bit more about government's proposal to ask the wealthiest Canadians to pay their fair share. For this, I'm going to read out a quote from the Budget speech in the House of Commons:

Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Greater Toronto Area Middle Class Canadians, Atlantic Canada, Winnipeg Young Women, Ontario *"In Canada and around the world, the 21st century winner-takes-all economy is making those at the very top richer, while too many middle-class Canadians are struggling just to avoid falling behind. The job of our tax system is to lean against this structural inequality—to fund investments in the middle class, especially in young Canadians, by asking those who are benefitting from the winner-takes-all economy to pay a little bit more. Today, our tax system doesn't do that. Today it is possible for a carpenter or a nurse to pay tax at a higher marginal rate than a multi-millionaire. That isn't fair. That must change. And it will. Our government is raising the inclusion rate to two-thirds on annual capital gains above \$250,000 for individuals. This new revenue will help make life cost less for millions of Canadians, particularly Millennials and Gen Z. It will help fund our efforts to turbocharge the building of more homes. It will support investments in growth and productivity that will pay dividends for years to come."*

- Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Greater Toronto Area Middle Class Canadian, Atlantic Canada, Winnipeg Young Women, Ontario Do you support or oppose [this approach/the approach outlined here]? Why or why not?
  - Do you have any concerns about tax evasion?
  - Can you think of any other preferred uses for the revenues raised?
- Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Greater Toronto Area Middle Class Canadians, Atlantic Canada, Winnipeg Young Women, Ontario Do you think any of these measures would help ensure [your generation/younger Canadians] gets ahead?

Outaouais Millennials, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Ontario The federal government also says this budget meets its

objectives in terms of managing the deficit and spending responsibly, including lowering the debt-to-GDP ratio and keeping it on a declining track.

- **Outaouais Millennials, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Ontario** Compared to the measures we've already discussed, how important is this objective, if at all?
- **Outaouais Millennials, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Ontario** Does it have an impact on you, personally? Why or why not?

**Winnipeg Young Women** Now, I want to talk a little bit more about legislation the Government of Canada recently introduced related to medications.

#### **SHOW ON SCREEN Winnipeg Young Women**

Bill C-64, the Pharmacare Act, proposes the foundational principles for the first phase of national universal pharmacare in Canada and describes the federal government's intent to work with provinces and territories to provide universal, single-payer coverage for a number of contraception and diabetes medications.

This first phase will ensure the effective roll-out of pharmacare, while providing immediate support for health care needs of women, as well as people with diabetes.

- **Winnipeg Young Women** What are your reactions to this? Is this something the Government of Canada should be doing? Why or why not?
  - AS NEEDED: What are your reactions to the Government of Canada's decision to begin its first phase of pharmacare with coverage of contraception medications?
  - What impacts, if any, do you think coverage for contraception medications will have for young women? Will this impact you or anyone you know? Who will benefit most from this?
- **Winnipeg Young Women** Do you have any questions or concerns with the Government of Canada covering contraception medications?

**HOUSING (40 minutes)** **Major Centres BC Generation Z, Outaouais Millennials, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Greater Toronto Area Middle Class Canadians, Atlantic Canada, Winnipeg Young Women, Ontario**

- Prior to today, has anyone heard of any steps the Government of Canada is taking to try to deal with housing affordability and availability?
  - IF YES: What have you heard?

In addition to what we have already discussed, the Government of Canada introduced a plan to address the housing crisis as part of the budget. The plan lays out a strategy to unlock 3.87 million new homes by 2031. The federal government's housing plan has three parts. We will go through each part and get your reaction to a few of the specific measures included.

Here is the first part, which highlights some of the measures the Government of Canada is proposing in the budget as part of its strategy to help build more homes.

#### SHOW ON SCREEN

- Signing 179 Housing Accelerator Fund agreements to date to cut red tape, fast tracking an estimated total of over 750,000 housing units over the next decade
  - Using federal lands, such as those used by Canada Post, the Department of National Defense, and federal government office buildings, to build more homes faster
  - Helping to get more rental homes built by investing more than \$15 billion through the Apartment Construction Loan Program, which helps builders get the capital they need for new projects
  - Changing how homes in Canada are built by investing in technology like prefabricated housing factories and pre-approved home design catalogues
  - Streamlining foreign credential recognition in the construction sector and helping skilled trades workers get more homes built
- What do you think of these measures?
    - Do you think they will have an impact on the supply of homes in Canada?
    - What about the affordability of homes?

Here is the second part, which highlights some of the measures the Government of Canada is proposing to make it easier to own or rent your home.

#### SHOW ON SCREEN

- Cracking down on illegal short-term rentals (e.g. Airbnb)
- Calling on fintech companies, credit bureaus, and lenders to build the ecosystem that will give renters the option to include their rental payment history in their credit scores, helping renters qualify for a mortgage and better rates

- Creating a Canadian Renters’ Bill of Rights to protect renters and provide a clear history of apartment pricing so renters can bargain fairly, crack down on renovictions, and create a nationwide standard lease agreement
  - Allowing 30-year mortgages for first-time homebuyers purchasing new builds
  - Extending the ban on foreign homebuyers by two years
  - [Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Greater Toronto Area Middle Class Canadians, Atlantic Canada, Winnipeg Young Women, Ontario Restricting the purchase and acquisition of existing single-family homes by very large, corporate investors. The government will consult on how to go about this in the coming months]
- What do you think of these measures?
    - Do you think they will have an impact on the supply of homes in Canada?
    - What about the affordability of homes?
    - Will they make it easier to own a home?

And here is the third part, which highlights some of the measures the Government of Canada is proposing to help those who struggle most with the cost of housing.

#### SHOW ON SCREEN

- Investing \$1 billion in the Affordable Housing Fund to support non-profit, co-operative, and public housing providers and respond to the needs of those most impacted by the housing crisis
  - Creating a Rental Protection Fund to help affordable housing providers buy units and preserve rents at a stable level instead of being turned into luxury condos
  - Increasing funding to support organizations that prevent and reduce homelessness
- What do you think of these measures?
    - What impact, if any, will they have on helping those who struggle to afford housing find a place to call home?
  - [Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Greater Toronto Area Middle Class Canadians, Atlantic Canada] Now that you have seen this list of highlights from the budget, I’d like you to think of a word that describes your overall reaction to the budget. That is, think of a word you would use to describe the budget overall.
    - MODERATOR TO ASK EACH PARTICIPANT: What word did you choose and why did you pick that word?

**Winnipeg Young Women, Ontario** Now, thinking about all of the measures we have discussed today

...

**Winnipeg Young Women, Ontario** [MODERATOR TO REMIND PARTICIPANTS AS NEEDED THAT THE FOLLOWING QUESTIONS PERTAIN TO ALL BUDGET MEASURES DISCUSSED INCLUDING HOUSING, NATIONAL PHARMACARE PLAN, STABILISING THE PRICE OF GROCERIES, ETC.]

- **Winnipeg Young Women, Ontario** I'd like you to think of a word that describes your overall reaction to the budget. That is, think of a word you would use to describe the budget overall.
  - **Winnipeg Young Women, Ontario** MODERATOR TO ASK EACH PARTICIPANT: What word did you choose and why did you pick that word?
- **Winnipeg Young Women** Do you think any of the measures will help younger Canadians, and help ensure all generations – especially young people – have access to a variety of affordable housing options?
- **Major Centres BC Generation Z, Outaouais Millennials, Atlantic Canada Aged 65+, Major Centres Quebec Prospective First-Time Homeowners, Greater Toronto Area Middle Class Canadians, Atlantic Canada** Now, thinking about all of the measures we have discussed today, do you think any of them will help your generation get ahead, and help ensure all generations – especially young people – have access to a variety of affordable housing options?

**AUTOMOBILE THEFT (25 minutes)** **Greater Toronto Area Middle Class Canadians**

Now I'd like to move away from housing to another topic...

- Have you seen, read, or heard anything from the Government of Canada about what it is doing to address auto theft?
  - IF YES: What did you see, read, or hear? Where did you see, read, or hear this? What do you think about what you heard?

The federal budget announced new measures to crack down on auto theft, in addition to some actions the federal government undertook a couple of months ago.

I'm now going to show you some of these (including actions already underway)...



## SHOW ON SCREEN

The Government of Canada is cracking down on auto theft to make it harder to steal vehicles and to export stolen vehicles by:

- **Intending to amend the Criminal Code**, including:
  - **New criminal offences** related to auto theft involving:
    - The **use of violence** or links to **organized crime**.
    - Possession or distribution of an **electronic or digital device** for the purposes of committing auto theft.
    - **Laundering proceeds of crime** for the benefit of a criminal organization.
  - A new aggravating factor at sentencing **if an offender involved a young person** in committing an offence under the Criminal Code.
  
- **Intending to amend the Radiocommunication Act** to regulate the sale, possession, distribution, and import of devices used to steal cars. This will **enable law enforcement agencies to remove devices** believed to be used to steal cars from the Canadian marketplace.
  
- **Strengthening the Canada Border Services Agency's (CBSA) capacity to detect and search containers** with stolen vehicles, and for **testing technologies** that could support the work of border services officers.
  
- **Allocating \$15 million** to provincial, territorial, and municipal police forces **to address auto theft**, and to strengthen policing to **crack down on international organized crime**.
  
- What are your initial reactions after seeing this?
  
- Are there any measures listed that you think are particularly important?
  
- Are there any measures listed that you do not think should be there? Why do you say that?
  
- Overall, do you think these actions will have a major, minor or no impact on auto theft in Canada? Why?
  
- Would you say you support the Government of Canada's plans to combat auto theft, oppose them, or neither? Why?

### **ELECTRIC VEHICLES (15 minutes) Ontario**

- MODERATOR TO ASK IF EVS NOT MENTIONED IN INITIAL NEWS ABOUT THE ECONOMY: Has anyone heard of any news related to the Government of Canada and electric vehicles recently?

#### **SHOW ON SCREEN:**

The federal and Ontario governments recently announced that Honda Canada will make a \$15-billion electric vehicle investment in Ontario to build four new manufacturing plants in the province. These plants include a new electric vehicle assembly plant and a battery manufacturing plant. The new assembly plant will produce up to 240,000 vehicles per year. This investment is estimated to directly and indirectly create thousands of new jobs in several sectors including manufacturing, construction, the auto parts supplier industry, and in research and development.

- What are your reactions to this? What do you think the impacts of this investment will be? How do you think this investment will impact Ontario's economy?
  - AS NEEDED: What about when it comes to creating jobs? Do you believe the job creation from Honda's new plants will have a direct or indirect impact on you, someone you know, or your community?
    - IF NO: Do you think this will impact you, someone you know, or your community in any other ways?
      - IF YES: In what ways?
- Do you have any questions or concerns about this investment?

### **CONCLUSION (5 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 2024

### **INTRODUCTION (10 minutes) Tous les lieux**

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

### **LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (25 à 35 minutes) Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies**

- **Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies** Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
  - Que pensez-vous de ce que vous avez vu, lu ou entendu?
  - SI CE N'EST PAS MENTIONNÉ : Et en ce qui concerne les récentes annonces prébudgétaires du gouvernement du Canada?
    - Saviez-vous que le gouvernement du Canada publie son budget ce mois-ci?

**Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies** Dans la phase préparatoire au budget 2024, le gouvernement du Canada a annoncé quelques initiatives qui en feront partie. Nous passerons en revue certaines de ces annonces ensemble aujourd'hui.

**Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies** *NOTE AU MODÉRATEUR : Pour chacune des initiatives mentionnées ci-dessous, demandez simplement aux participants s'ils en ont entendu parler, puis donnez-en une description et passez à l'initiative suivante. Une fois que toutes les descriptions ont été fournies, vous pouvez inviter les participants à faire part de tout commentaire.*

- **Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies** Tout d'abord, par vote à main levée, j'aimerais avoir une idée générale de ce que vous avez entendu dire au sujet de la nouvelle charte canadienne des droits des locataires? (À MAIN LEVÉE)

#### FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS :

Le gouvernement du Canada a proposé la création d'une nouvelle charte canadienne des droits des locataires qui sera élaborée et mise en œuvre en collaboration avec les provinces et territoires. Cette charte exigerait des propriétaires qu'ils fournissent un historique clair et détaillé des loyers d'un appartement, afin que les locataires puissent négocier équitablement. Le gouvernement fédéral entend également sévir contre les rénovictions, établir un contrat de location normalisé à l'échelle nationale et donner plus de capacité d'agir aux locataires.

- **Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies** Avez-vous entendu parler d'une mesure proposée par le gouvernement du Canada visant à faire en sorte que la cote de crédit de tout locataire tienne compte des paiements de loyer effectués? (VOTE À MAIN LEVÉE)

#### FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS :

Le gouvernement du Canada a proposé de créer une mesure visant à s'assurer que la cote de crédit d'un locataire tienne compte des paiements de loyer effectués à temps. Le gouvernement du Canada entend modifier la Charte hypothécaire canadienne et demander aux propriétaires, aux banques et autres intervenants de veiller à ce que la cote de crédit d'un locataire tienne compte de ses antécédents locatifs.

- **Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies** Avez-vous entendu quoi que ce soit au sujet des fonds supplémentaires qu'entend investir le gouvernement du Canada dans le cadre du Fonds pour accélérer la construction de logements? (VOTE À MAIN LEVÉE)

#### FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS :

Le Fonds pour accélérer la construction de logements s'inscrit dans le cadre d'une initiative de 4 milliards de dollars qui contribue à augmenter l'offre de logements en encourageant la construction d'un plus grand nombre de logements plus rapidement. Le gouvernement du Canada entend ajouter 400 millions de dollars à ce Fonds afin d'inciter les municipalités à favoriser la construction de logements en supprimant, par exemple, les obstacles prohibitifs en matière de zonage.

- **Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies** Avez-vous entendu quoi que ce soit au sujet du projet de programme national d'alimentation scolaire? (VOTE À MAIN LEVÉE)

#### FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS :

Le gouvernement du Canada a proposé la création d'un nouveau programme national d'alimentation scolaire. Le programme sera lancé avec l'objectif de fournir des repas à 400 000 enfants de plus chaque année, en plus des enfants qui bénéficient déjà de programmes d'alimentation scolaire existants.

- **Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies** Avez-vous entendu quoi que ce soit au sujet des nouvelles initiatives liées à la garde d'enfants proposées par le gouvernement du Canada? (VOTE À MAIN LEVÉE)

#### FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS :

Le gouvernement du Canada a proposé de nouvelles mesures pour créer davantage de places à prix abordable en garderie. Ce dernier entend lancer un nouveau programme de prêts pour l'expansion des services de garde afin que les fournisseurs de services de garde puissent créer de nouvelles places et rénover leurs garderies actuelles. Le gouvernement fédéral entend également offrir une exonération du remboursement des prêts d'études aux éducateurs de la petite enfance pour les encourager à travailler au sein de plus petites communautés. Le gouvernement fédéral entend en outre accroître la formation des éducateurs de la petite enfance.

- **Colombie-Britannique, Prairies** Avez-vous entendu parler des investissements du gouvernement canadien dans le domaine de la défense? (À MAIN LEVÉE)

#### FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS :

Le gouvernement du Canada entend investir 8,1 milliards de dollars supplémentaires sur cinq ans et 73 milliards de dollars sur 20 ans dans le domaine de la défense. Ces investissements visent à garantir que les FAC disposent des outils et des capacités nécessaires pour défendre le Canada et protéger l'Amérique du Nord, y compris la souveraineté du Canada dans l'Arctique et les régions nordiques.

- **Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies** Globalement, quelles sont vos réactions à ces mesures?
- **Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies** Lesquelles de ces mesures, le cas échéant, seront, selon vous, les plus bénéfiques? Pourquoi êtes-vous de cet avis?
- **Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies** Quelqu'un a-t-il d'autres commentaires ou questions concernant l'une ou l'autre des mesures proposées?

- SI OUI : Lesquels/lesquelles?
- Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies Parmi ces éléments, y a-t-il quelque chose que le gouvernement du Canada ne devrait pas faire? Pourquoi êtes-vous de cet avis?

**THERMOFLATION (10 minutes)** Centres de taille moyenne de l'Alberta, Colombie-Britannique, Prairies

- Avez-vous déjà entendu parler du terme « thermoflation »?
  - Que signifie ce terme à votre avis?
- Et le terme « inflation climatique »?
  - Que signifie-t-il à votre avis?

**AFFICHER À L'ÉCRAN :**

On parle d'inflation climatique lorsque des chaleurs extrêmes occasionnées par le changement climatique font augmenter le prix des aliments et d'autres articles entraînant des taux d'inflation plus élevés. Cela se produit lorsque des récoltes sont endommagées par la chaleur, ce qui fait augmenter le prix d'aliments comme la farine.

L'inflation climatique est un terme générique englobant toutes les façons dont le changement climatique peut entraîner une hausse des prix, y compris, mais sans s'y limiter, les chaleurs extrêmes. Elle reflète l'impact économique global d'un climat changeant, y compris les perturbations dans la chaîne d'approvisionnement et l'augmentation des coûts de refroidissement, parmi d'autres effets.

- Dans quelle mesure le changement climatique a-t-il un impact, le cas échéant, sur le coût des aliments?
- Dans quelle mesure la thermoflation et l'inflation climatique constituent-elles un problème, le cas échéant?

**TARIFICATION DU CARBONE (25 à 35 minutes)** Centres de taille moyenne de l'Alberta, Prairies, Canada atlantique

Centres de taille moyenne de l'Alberta, Prairies, Canada atlantique J'aimerais maintenant aborder plus spécifiquement la question de la pollution par le carbone...

- Centres de taille moyenne de l'Alberta Qu'avez-vous lu, vu ou entendu, le cas échéant, au sujet de la tarification du carbone au Canada?

- **Centres de taille moyenne de l'Alberta, Prairies, Canada atlantique** À votre connaissance, la pollution par le carbone est-elle tarifée aujourd'hui [en Alberta/dans votre province]? **Canada atlantique** (INVITER LES RÉPONDANTS QUI SONT D'AVIS QU'ELLE L'EST À LEVER LA MAIN)
- **Centres de taille moyenne de l'Alberta** Qu'avez-vous lu, vu ou entendu, le cas échéant, au sujet de la Remise Canadienne sur le carbone (RCC)?
  - **Centres de taille moyenne de l'Alberta** Que vous en ayez entendu parler ou non, en quoi consiste-t-elle, selon vous?

#### **AFFICHER À L'ÉCRAN :**

##### **Centres de taille moyenne de l'Alberta, Canada atlantique**

La tarification de la pollution par le carbone crée un incitatif financier encourageant particuliers et entreprises à polluer moins.

La Remise canadienne sur le carbone (RCC) est un montant non imposable versé pour aider les particuliers et les familles à compenser le coût de la tarification fédérale de la pollution.

**Centres de taille moyenne de l'Alberta, Prairies** Le montant que peut s'attendre à recevoir une famille de 4 personnes en Alberta est de 1 800 dollars. Les résidents de petites collectivités ou de collectivités rurales reçoivent un supplément de 10 % en plus du montant de base de la remise. À compter d'avril 2024, le gouvernement doublera le supplément rural, qui passera à 20 %, en raison des besoins énergétiques accrus des populations rurales et de leur accès limité à des moyens de transport.

**Canada atlantique** En prenant pour exemple Terre-Neuve, une famille de 4 personnes peut s'attendre à recevoir environ 1 200 \$. Les résidents de petites collectivités ou de collectivités rurales reçoivent un supplément de 10 % en plus du montant de base de la remise. À compter d'avril 2024, le gouvernement doublera le supplément rural, qui passera à 20 %, en raison des besoins énergétiques accrus des populations rurales et de leur accès limité à des moyens de transport.

#### **INFORMATION À L'INTENTION DU MODÉRATEUR, AU BESOIN : Prairies**

MONTANTS ANNUELS PAR PROVINCE POUR UNE FAMILLE DE 4 PERSONNES :

AB : 1 800 \$

SK : 1 504 \$

MB : 1 200 \$

**INFORMATION À L'INTENTION DU MODÉRATEUR, AU BESOIN : Canada atlantique**

MONTANTS ANNUELS PAR PROVINCE POUR UNE FAMILLE DE 4 PERSONNES :

T.-N. : 1 192 \$

N.-B. : 760 \$

N.-É. : 824 \$

Î.-P.-É : 880 \$

- **Centres de taille moyenne de l'Alberta, Prairies, Canada atlantique** Quelles sont vos réactions à cette information?
  - Ce système vous semble-t-il juste? Vous semble-t-il abordable?
- **Centres de taille moyenne de l'Alberta, Prairies, Canada atlantique** D'après ce que vous savez sur la tarification de la pollution par le carbone et la remise, êtes-vous pour ou contre le système de tarification du carbone mis en place par le gouvernement du Canada? Qu'est-ce qui vous fait dire cela?
- **Centres de taille moyenne de l'Alberta, Prairies, Canada atlantique** À votre connaissance, est-ce que vous ou une autre personne de votre ménage avez reçu ce paiement?
  - SI OUI : Pensez-vous que la tarification du carbone vous rapporte plus qu'elle ne vous coûte? Qu'est-ce qui vous fait dire cela?
- **Centres de taille moyenne de l'Alberta, Prairies, Canada atlantique** Le ministère des Finances du Canada a calculé que le ménage moyen en [Alberta recevra 723 \$/Terre-Neuve recevra 303 \$] de plus que ce qu'il aura payé cette année. Cela change-t-il votre point de vue?
  - EN CAS DE SCEPTICISME QUANT AU CALCUL : Qu'est-ce qui vous fait mettre en doute ce calcul? Quels sont les éléments d'information dont vous auriez besoin pour considérer cette estimation comme étant exacte?

**INFORMATION À L'INTENTION DU MODÉRATEUR, AU BESOIN : Prairies**

BÉNÉFICE NET D'UN MÉNAGE MOYEN PAR PROVINCE :

AB : 723 \$

SK : 349 \$

MB : 365 \$





**INFORMATION À L'INTENTION DU MODÉRATEUR, AU BESOIN : Canada atlantique**

BÉNÉFICE NET D'UN MÉNAGE MOYEN PAR PROVINCE :

T.-N. : 303 \$

N.-B. : 183 \$

N.-É. : 157 \$

Î.-P.-É : 173 \$

**Centres de taille moyenne de l'Alberta, Prairies, Canada atlantique** Le directeur parlementaire du budget (DPB) est une personne neutre, non partisane et indépendante du gouvernement. Le DPB est chargé de fournir au Parlement des analyses économiques et financières dans le but d'améliorer la qualité des débats parlementaires et de promouvoir la transparence et la responsabilité budgétaire.

- **Centres de taille moyenne de l'Alberta, Canada atlantique** Le DPB a estimé qu'environ 80 % des ménages recevront plus en transferts que la taxe carbone qu'ils auront payée ». Cela change-t-il dans une quelconque mesure votre point de vue?
  - EN CAS DE SCEPTICISME QUANT AU CALCUL : Qu'est-ce qui vous fait mettre en doute ce calcul? Quels sont les éléments d'information dont vous auriez besoin pour considérer cette estimation comme étant exacte?
- **Centres de taille moyenne de l'Alberta, Prairies, Canada atlantique** Avez-vous des suggestions pour améliorer le système de tarification fédéral?
  - **Mid-Size Centres Alberta, Prairies** S'IL EST MENTIONNÉ DE L'ABOLIR : Que feriez-vous à la place, le cas échéant, pour réduire les émissions de gaz à effet de serre au Canada?

**FISCALITÉ (35 minutes)** **Centres de taille moyenne de l'Alberta, Québec, Colombie-Britannique, Prairies**

Passons à un autre sujet...

- À votre avis, combien faut-il gagner pour être considéré riche?
- À part le niveau de revenu, comment définissez-vous la richesse?
  - SI CE N'EST PAS MENTIONNÉ : Et le fait de posséder des biens de valeur?
    - À votre avis, quels sont les biens de valeur que possèdent habituellement les gens fortunés?
- Estimez-vous que les Canadiens fortunés paient leur juste part d'impôts? Pourquoi êtes-vous de cet avis?

- Comment réagiriez-vous si le gouvernement du Canada créait un impôt sur la fortune que devraient payer chaque année les Canadiens les plus fortunés?
  - Seriez-vous d'accord pour que cet impôt s'applique spécifiquement au 1 % des personnes touchant les revenus les plus élevés au Canada? S'agirait-il d'une mesure équitable? Pourquoi ou pourquoi pas?
- Quels sont certains des avantages ou des coûts associés à un impôt sur la fortune?
- Seriez-vous favorable à la création d'un impôt sur la fortune? Pourquoi ou pourquoi pas?
- Existe-t-il des options de rechange à l'impôt sur la fortune?
  - SI OUI : Lesquelles?
- J'aimerais procéder à un rapide vote à main levée. Qui parmi vous a entendu parler de « gains en capital » avant aujourd'hui?
  - SI ENTENDU : En quoi consistent les gains en capital?
  - SI CE N'EST PAS MENTIONNÉ : Avez une idée de ce que pourraient être les gains en capital?

#### FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS :

Les gains en capital sont les profits que réalisent les gens en vendant des actifs de valeur pour un montant supérieur à celui qu'ils ont initialement payé pour les acquérir. Des gains en capital peuvent être réalisés à partir de biens de valeur comme les biens immeubles, les actions et les obligations, les fonds communs de placement, les métaux précieux, les œuvres d'art et les objets de collection, les cryptomonnaies, les véhicules, les biens personnels, entre autres.

À titre d'exemple, si vous avez acheté pour 100 \$ d'actions et que vous les vendez à 150 \$ deux ans plus tard, vous réalisez un gain en capital de 50 \$.

- Qui parmi vous a déjà réalisé des gains en capital ou connaît quelqu'un qui a réalisé des gains en capital?
- Lorsque vous pensez à des personnes qui gagnent de l'argent en réalisant des gains en capital, quels types de personnes vous viennent à l'esprit, le cas échéant?

Au Canada, les gains en capital sont imposables. Toute personne qui vend un bien de valeur à un prix supérieur à son coût initial doit payer des impôts sur le gain en capital.

- Estimez-vous que les gains en capital devraient être imposables? Pourquoi ou pourquoi pas?
- Quels impacts, le cas échéant, un impôt sur les gains en capital pourrait-il avoir?
- Si vous pouviez décider d'un taux, à quel taux compris entre 0 et 100 % fixeriez-vous l'impôt sur les gains en capital? À titre d'exemple, imaginons que quelqu'un ait réalisé un gain en capital de 50 000 \$. Quelle portion de cette somme devrait être soumise à l'impôt — la totalité (c'est-à-dire un taux de 100 %), aucune portion (0 %), ou un taux compris entre 0 % et 100 %?
  - SI UN TAUX COMPRIS ENTRE 0 % et 100 % : À quel taux? Veuillez expliquer votre raisonnement.
  - Qui bénéficierait le plus d'une réduction de l'impôt sur les gains en capital?
  - Qui bénéficierait le plus d'une augmentation de l'impôt sur les gains en capital?
- En quoi, le cas échéant, des modifications de l'impôt sur les gains en capital vous affecteraient-elles personnellement ou affecteraient-elles des personnes de votre entourage?
- Pensez-vous qu'il soit plus ou moins juste d'imposer les gains en capital provenant de certains types de biens plutôt que d'autres?
  - SI OUI : Quels biens? Pourquoi êtes-vous de cet avis?
  - SI CE N'EST PAS MENTIONNÉ : Et les gains en capital sur les biens immeubles? Que pensez-vous de l'impôt sur les gains en capital s'appliquant aux biens immeubles? Avez-vous des préoccupations?
    - SI OUI : Quelles sont ces préoccupations?

Le Canada a prévu un allègement fiscal appelé « L'exemption pour résidence principale » qui permet aux Canadiens d'éviter de payer de l'impôt sur la vente de leur résidence principale. En d'autres mots, cela signifie que l'impôt sur les gains en capital ne s'applique que lorsque des personnes possédant plusieurs propriétés immobilières vendent celles qu'ils n'habitent pas.

- Cela vous semble-t-il juste? Pourquoi ou pourquoi pas?

#### **PERFORMANCE ET PRIORITÉS (10 à 15 minutes) Québec, jeunes femmes résidant à Winnipeg**

- Québec, jeunes femmes résidant à Winnipeg Selon vous, quels sont les principaux enjeux auxquels le gouvernement du Canada devrait accorder la priorité?
  - Jeunes femmes résidant à Winnipeg DEMANDER : Et les principaux enjeux auxquels sont tout particulièrement confrontées les jeunes femmes au Canada?

- **Québec** Qu'est-ce que le gouvernement du Canada fait de bien?
- **Québec** Sur quel plan le gouvernement du Canada doit-il s'améliorer? Pourquoi?
- **Jeunes femmes résidant à Winnipeg** Prenant en compte les problèmes auxquels sont confrontées les jeunes femmes, quelles mesures efficaces le gouvernement du Canada a-t-il prises, le cas échéant, pour s'attaquer à ces problèmes?
- **Jeunes femmes résidant à Winnipeg** Que doit faire le gouvernement du Canada pour s'améliorer à cet égard?

**IMPACTS DU CHANGEMENT CLIMATIQUE (25 minutes)** **Québec, Colombie-Britannique.**

- **Québec, Colombie-Britannique** Dans quelle mesure les impacts potentiels du changement climatique sur votre collectivité vous préoccupent-ils? Pourquoi êtes-vous de cet avis?
- **Québec, Colombie-Britannique** Qu'est-ce qui vous vient à l'esprit lorsque vous pensez aux effets potentiels du changement climatique?
  - Le changement climatique a-t-il des impacts sur des éléments comme l'agriculture, la faune et la flore et entraîne-t-il des conditions météorologiques extrêmes, des températures extrêmes, des inondations, des sécheresses ou des incendies de forêt?
    - SI OUI : À votre connaissance, quels sont ces impacts?
    - SI NON : Qu'est-ce qui vous fait dire cela?
      - SI CE N'EST PAS MENTIONNÉ : Le changement climatique est-il en partie responsable de l'augmentation de la fréquence et de la gravité des phénomènes météorologiques extrêmes au Canada, comme les inondations et les feux de forêt?
        - SI OUI : Comment?
        - SI NON : Qu'est-ce qui vous fait dire cela?
- **Québec, Colombie-Britannique** Quels sont les impacts du changement climatique sur [l'économie ou sur le coût de la vie], le cas échéant?
- **Québec** Et sur la santé des Canadiens?

- **Québec, Colombie-Britannique** Avez-vous constaté de quelconques impacts du changement climatique dans votre vie quotidienne ou au sein de votre collectivité?
  - SI OUI : Qu'avez-vous constaté?
- **Québec, Colombie-Britannique** Au cours des prochaines décennies, prévoyez-vous que votre collectivité sera davantage menacée en raison du changement climatique?
- **Québec, Colombie-Britannique** Avez-vous entendu parler de ce que fait le gouvernement fédéral à se préparer aux impacts du changement climatique? Que voudriez-vous qu'il fasse?
  - AU BESOIN : Et pour ce qui est de la réponse du gouvernement du Canada aux catastrophes naturelles en général — avez-vous vu, lu ou entendu quoi que ce soit au sujet de ce qu'a fait le gouvernement fédéral?
    - Le gouvernement fédéral est-il à votre avis sur la bonne voie ou sur la mauvaise voie en ce qui concerne sa réponse aux catastrophes naturelles?

**ÉCONOMIE (10 minutes)** **Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l'Outaouais, personnes âgées de 65 ans et plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec**

- J'aimerais d'abord que nous discussions de l'économie canadienne...
- Pour commencer, j'aimerais que vous pensiez à un mot que vous utiliseriez pour décrire ce que vous pensez de l'économie canadienne aujourd'hui. Il peut s'agir d'un mot à connotation positive, négative ou neutre.
  - LE MODÉRATEUR DEMANDERA À CHAQUE PARTICIPANT ET PARTICIPANTE : Quel mot avez-vous choisi et pourquoi l'avez-vous choisi?
- Quel enjeu économique vous préoccupe particulièrement du point de vue de son impact sur votre vie personnelle?
- Pensez-vous que l'économie canadienne va s'améliorer, se détériorer ou demeurer à peu près la même au cours de l'année à venir? Qu'est-ce qui vous fait dire cela?
- Et en ce qui vous concerne personnellement, pensez-vous que votre situation financière s'améliorera, se dégradera ou ne changera pas au cours de l'année à venir? Qu'est-ce qui vous fait dire cela?

**BUDGET — PREMIÈRES RÉACTIONS (10 à 15 minutes)** Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l’Outaouais, personnes de 65 ans et plus du Canada atlantique, candidats à l’achat d’une première propriété issus de grands centres du Québec, Canadiens de la classe moyenne issus de la région du Grand Toronto, Ontario

- Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l’Outaouais, personnes de 65 ans et plus du Canada atlantique, candidats à l’achat d’une première propriété issus de grands centres du Québec, Canadiens de la classe moyenne issus de la région du Grand Toronto, Ontario Avez-vous entendu parler de l’économie ces derniers jours dans les journaux ou par le biais d’annonces du gouvernement fédéral?
  - Et pour ce qui est du budget fédéral? Avez-vous entendu quoi que ce soit à ce sujet? (À MAIN LEVÉE)
- Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l’Outaouais, personnes de 65 ans et plus du Canada atlantique, candidats à l’achat d’une première propriété issus de grands centres du Québec, Ontario Y en a-t-il parmi vous qui ont regardé le discours du ministre des Finances sur le budget ou qui en ont vu des extraits dans les journaux télévisés ou les médias sociaux? (À MAIN LEVÉE)

Canadiens de la classe moyenne issus de la région du Grand Toronto, Canada atlantique, jeunes femmes résidant à Winnipeg J’aimerais maintenant que nous discutons du budget fédéral...

Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l’Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l’achat d’une première propriété issus de grands centres du Québec, Canadiens de la classe moyenne issus de la région du Grand Toronto, Canada atlantique, jeunes femmes résidant à Winnipeg, Ontario

#### FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS :

Chaque année, le gouvernement fédéral annonce un budget pour l’année à venir. C’est à cette occasion que le gouvernement décrit les investissements qu’il entend réaliser et les nouveaux programmes qu’il envisage de mettre en place. Le gouvernement fait également des projections concernant le déficit et l’évolution de l’économie. Le budget fédéral prévu pour cette année a été annoncé le 16 avril.

Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l’Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l’achat d’une première propriété issus de grands centres du Québec, Ontario (MODÉRATEUR : S’ils n’ont rien entendu au sujet du budget, il n’y a aucun inconvénient à ce qu’ils n’émettent pas de commentaires)

- Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l’Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l’achat d’une

première propriété issus de grands centres du Québec, Canadiens de la classe moyenne issus de la région du Grand Toronto, Canada atlantique, jeunes femmes résidant à Winnipeg, Ontario

Qu'est-ce qui vous vient à l'esprit au sujet du budget fédéral de cette année? Vous pouvez réagir de manière générale au budget ou mentionner une mesure budgétaire précise dont vous vous souvenez.

- Qu'est-ce qui vous fait dire cela?
- **Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l'Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Ontario** Votre réaction globale au budget est-elle positive ou négative?
  - Qu'est-ce qui vous fait dire cela?
- **Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l'Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Ontario** Y a-t-il des éléments précis du budget dont vous avez entendu parler et qui vous ont plu?
- **Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l'Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Ontario** Quel a été, le cas échéant, le principal « message » ou « thème » du budget de cette année?
  - Était-il semblable aux budgets des années précédentes ou son thème était-il différent? En quoi était-il semblable ou différent?
- **Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l'Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Ontario** Y a-t-il quelque chose que vous auriez aimé voir figurer dans le budget et qui n'y figure pas?
- **Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l'Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Ontario** Y a-t-il un élément du budget qui pourrait avoir un impact sur votre situation financière personnelle ou celle de votre ménage, pour le meilleur ou pour le pire? Lequel?



**BUDGET – MESURES PARTICULIÈRES (40 minutes)** Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l’Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l’achat d’une première propriété issus de grands centres du Québec, Canadiens de la classe moyenne issus de la région du Grand Toronto, Canada atlantique, jeunes femmes résidant à Winnipeg, Ontario

Le budget comporte de nombreuses mesures particulières et je souhaite en évoquer les grandes lignes afin de recueillir vos réactions, même si c’est la première fois que vous en entendez parler.

Je vais vous montrer une liste de mesures annoncées dans le budget, après quoi je vous inviterai à me faire part de vos réactions. Notez qu’il ne s’agit pas d’une liste exhaustive de tout ce que contient le budget.

**AFFICHER À L’ÉCRAN :**

- Stabiliser le prix des produits d’épicerie en encadrant les grands épiciers, en augmentant la concurrence et en s’attaquant à la réinflation
  - Créer un programme national d’alimentation scolaire dans l’objectif de fournir des repas à 400 000 enfants de plus chaque année
  - Sévir contre les frais indésirables et rendre les services Internet et de téléphonie cellulaire plus abordables
  - Lancer un régime national d’assurance médicaments, en commençant par une couverture universelle pour les médicaments et les dispositifs de contrôle des naissances et du diabète
  - Mettre en œuvre les accords en matière de soins de santé avec chaque province et territoire afin d’améliorer l’accès à des soins primaires et de réduire les temps d’attente
  - Mettre en application les mesures relatives à la reconnaissance des titres de compétences étrangers afin d’aider un plus grand nombre de professionnels de la santé à exercer au Canada
  - Veiller à ce que les Canadiens les plus fortunés paient leur juste part en demandant aux 0,1 % de Canadiens les plus aisés de payer un peu plus
- 
- **SONDAGE :** J’aimerais maintenant que vous sélectionniez les mesures qui auront, selon vous, l’impact le plus positif sur les Canadiens. Vous pouvez en choisir jusqu’à deux. Si vous jugez qu’aucune d’entre elles n’aura un impact positif, n’en sélectionnez aucune.
    - Stabiliser le coût des produits d’épicerie
    - Créer un programme national d’alimentation scolaire
    - Sévir contre les frais indésirables et rendre les services Internet et de téléphonie cellulaire plus abordables
    - Lancer un régime national d’assurance médicaments



- Mettre en œuvre les accords en matière de soins de santé avec chaque province et territoire
  - Mettre en application les mesures relatives à la reconnaissance des titres de compétences étrangers de professionnels de la santé.
  - Demander aux 0,1 % de Canadiens les plus fortunés de payer un peu plus d'impôts
  - Canadiens de la génération Z de grands centres de la C.-B. respectant les objectifs budgétaires du gouvernement en en dépensant de manière responsable]
- LE MODÉRATEUR PASSERA EN REVUE LES CHOIX : Pourquoi avez-vous choisi cette mesure?
  - Y a-t-il quelque chose dans cette section que le gouvernement du Canada ne devrait pas faire?

Canadiens de la génération Z issus de grands centres de la C.-B. — Le gouvernement fédéral propose de demander aux 0,1 % des Canadiens les plus fortunés de payer un peu plus. Le gouvernement affirme que cette mesure est motivée par un souci d'équité entre générations, afin que des investissements puissent être réalisés pour construire davantage de logements, réduire le coût de la vie et créer de l'emploi et de la croissance.

Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l'Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Canadiens de la classe moyenne issus de la région du Grand Toronto, Canada atlantique, Canadiens de la classe moyenne issus de la région du Grand Toronto, Canada atlantique, jeunes femmes résidant à Winnipeg, Ontario

Je voudrais maintenant vous parler un peu plus en détail de la proposition du gouvernement de demander aux Canadiens les plus fortunés de payer leur juste part. Pour ce faire, je vais vous lire une citation tirée du discours du budget à la Chambre des communes :

- *<< Dans l'économie canadienne et d'autres pays du monde, la philosophie du 21e siècle selon laquelle le gagnant remporte tout rend les riches très riches, pendant que trop de Canadiennes et des Canadiens de la classe moyenne arrivent à peine à garder la tête hors de l'eau.*
- *Notre régime fiscal doit combattre ces inégalités structurelles : financer des investissements dans la classe moyenne, et en particulier dans les jeunes, en demandant à ceux qui bénéficient de la philosophie du gagnant qui remporte tout de contribuer un peu plus.*
- *En ce moment, notre régime d'imposition ne permet pas de faire cela. En ce moment, un menuisier ou une infirmière peut avoir un taux d'imposition (marginal) plus élevé que celui d'un multimillionnaire. Ce n'est pas juste. Il faut que cela change. Et cela va changer.*



- *Notre gouvernement porte le taux d'inclusion aux deux tiers sur les gains en capital supérieurs à 250 000 \$ réalisés en une année par un individu.*
- *Les nouvelles recettes générées vont contribuer à rendre la vie moins coûteuse pour des millions de Canadiennes et de Canadiens, en particulier les millénariaux et la génération Z. Elles vont aider à financer nos efforts pour accélérer la construction de nouveaux logements. Elles vont soutenir les investissements dans la croissance et la productivité qui vont donner lieu à des retombées dont nous allons profiter dans les années à venir. >>*
- **Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l'Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Canadiens de la classe moyenne issus de la région du Grand Toronto, Canada atlantique, jeunes femmes résidant à Winnipeg, Ontario**  
Êtes-vous pour ou contre l'approche décrite ici? Pourquoi ou pourquoi pas?
  - Avez-vous des préoccupations concernant l'évasion fiscale?
  - Pensez-vous à d'autres utilisations préférables pour les revenus générés?
- **Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l'Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Canadiens de la classe moyenne issus de la région du Grand Toronto, Canada atlantique, jeunes femmes résidant à Winnipeg, Ontario**  
Pensez-vous que l'une ou l'autre de ces mesures permettrait à [votre génération/aux jeunes Canadiens] de prospérer?

**Millénariaux de la région de l'Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Ontario** Le gouvernement fédéral affirme également que ce budget répond à ses objectifs en matière de gestion du déficit et de dépenses responsables, notamment en réduisant le ratio dette/PIB et en le maintenant sur une trajectoire descendante.

- **Millénariaux de la région de l'Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Ontario** En comparaison avec les mesures dont nous avons déjà parlé, dans quelle mesure cet objectif est-il important, le cas échéant?
- **Millénariaux de la région de l'Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Ontario** Cet objectif vous touche-t-il personnellement? Pourquoi ou pourquoi pas?



**Jeunes femmes résidant à Winnipeg** Revenons un peu plus en détail sur le projet de loi que le gouvernement du Canada a récemment déposé en matière de médicaments.

**AFFICHER À L'ÉCRAN :**

**Jeunes femmes résidant à Winnipeg**

Le projet de loi C-64, *Loi concernant l'assurance médicaments* propose les principes fondamentaux pour la première phase d'un régime universel d'assurance médicaments au Canada et décrit l'intention du gouvernement fédéral de collaborer avec les provinces et les territoires afin d'assurer une couverture universelle à payeur unique pour de nombreux contraceptifs et médicaments contre le diabète.

La première phase permettra la mise en place efficace de l'assurance médicaments, tout en fournissant un soutien immédiat pour répondre aux besoins en soins de santé des femmes ainsi que des personnes atteintes du diabète.

- **Jeunes femmes résidant à Winnipeg** Quelles sont vos réactions à cela? Est-ce quelque chose que le gouvernement du Canada devrait faire? Pourquoi ou pourquoi pas?
  - AU BESOIN : Comment réagissez-vous à la décision du gouvernement du Canada de mettre en œuvre la première phase d'un régime d'assurance médicaments prévoyant la couverture des contraceptifs?
  - Quels impacts, le cas échéant, la couverture des contraceptifs aura-t-elle, selon vous, sur les jeunes femmes? Cette couverture vous concernera-t-elle ou concernera-t-elle quelqu'un que vous connaissez? Qui en bénéficiera le plus?
- **Jeunes femmes résidant à Winnipeg** Avez-vous des questions ou des préoccupations concernant la couverture des contraceptifs?

**LOGEMENT (40 minutes)** Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l'Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Canadiens de la classe moyenne issus de la région du Grand Toronto, Canada atlantique, , personnes de 65 ans ou plus du Canada atlantique, candidats à l'achat d'une première propriété issus de grands centres du Québec, Canadiens de la classe moyenne issus dans la région du Grand Toronto, Canada atlantique, jeunes femmes résidant à Winnipeg, Ontario

- Avant aujourd'hui, quelqu'un parmi vous avait-il entendu parler de mesures prises par le gouvernement du Canada pour tenter de remédier au problème de l'accessibilité et de la disponibilité des logements?
  - SI OUI : Qu'avez-vous entendu?

En plus des mesures dont nous avons déjà discuté, le gouvernement du Canada a présenté, dans le cadre de son budget, un plan pour résoudre la crise du logement. Ce plan définit une stratégie visant à stimuler la construction de 3,87 millions de nouveaux logements d'ici 2031. Le plan du gouvernement fédéral sur logement comporte trois volets. Nous allons passer en revue chacune d'entre elles et recueillir vos réactions quant à quelques-unes des mesures spécifiques qu'ils comportent.

Voici le premier volet, qui met en lumière certaines des mesures budgétaires que propose le gouvernement du Canada dans le cadre de sa stratégie visant à favoriser la construction de nouveaux logements.

#### AFFICHER À L'ÉCRAN

- Signature de 179 ententes dans le cadre du Fonds pour accélérer la construction de logements jusqu'à présent afin de réduire les formalités administratives et d'accélérer la construction d'un nombre total approximatif de 750 000 logements au cours de la prochaine décennie.
  - Utilisation de biens fonciers fédéraux, tels que ceux utilisés par Postes Canada, le ministère de la Défense nationale, et les immeubles à bureaux du gouvernement fédéral, pour la construire plus de logements plus rapidement.
  - Favoriser la construction d'un plus grand nombre de logements locatifs en investissant plus de 15 milliards de dollars dans le cadre du Programme de prêts pour la construction d'appartements, qui vise à aider les constructeurs à obtenir les fonds dont ils ont besoin pour réaliser de nouveaux projets.
  - Changer la façon dont les logements sont construits au Canada en investissant dans des technologies comme les usines de logements préfabriqués et des catalogues de conceptions de logements préapprouvées.
  - Rationaliser la reconnaissance des titres de compétences étrangers dans le secteur de la construction et aider les travailleurs qualifiés à construire davantage de logements.
- 
- Que pensez-vous de ces mesures?
    - Pensez-vous que ces mesures auront un impact sur l'offre de logements au Canada?
    - Et sur l'abordabilité des logements?

Voici le deuxième volet qui met en lumière quelques-unes des mesures que propose le gouvernement du Canada pour faciliter votre accès à la propriété ou la location d'un logement.

#### AFFICHER À L'ÉCRAN

- Sévir contre les locations illégales de courte durée (p.ex., Airbnb)
  - Convier les entreprises de technologie financière, les agences d'évaluation du crédit et les prêteurs à élaborer l'écosystème qui donnera aux locataires la possibilité d'inclure leurs antécédents de paiement de loyer dans leur cote de crédit, pour les aider à se qualifier pour un prêt hypothécaire et à obtenir de meilleurs taux d'intérêt.
  - Établir une Charte canadienne des droits des locataires afin de protéger les locataires, exiger des propriétaires qu'ils fournissent un historique clair des loyers d'un appartement, sévir contre les rénovictions et établir un contrat de location standard à l'échelle nationale
  - Permettre une période d'amortissement de 30 ans pour les acheteurs d'une première propriété nouvellement construite.
  - Prolonger de deux ans l'interdiction d'achat de logements canadiens par des étrangers
  - Limiter l'achat et l'acquisition de maisons unifamiliales existantes par de grandes sociétés d'investissement. Le gouvernement mènera des consultations sur la manière de procéder au cours des prochains mois.
- Que pensez-vous de ces mesures?
    - Auront-elles à votre avis un impact sur l'offre de logements au Canada?
    - Et sur l'abordabilité des logements?
    - Favoriseront-elles l'accès à la propriété?

Et voici le troisième volet qui met en lumière quelques-unes des mesures que propose le gouvernement su Canada pour venir en aide à ceux qui peinent le plus à faire face au coût de la vie.

#### AFFICHER À L'ÉCRAN

- Fournir 1 milliard de dollars au Fonds pour le logement abordable pour soutenir les fournisseurs de logements sans but lucratif, coopératifs et publics et répondre aux besoins des personnes les plus touchées par la crise du logement
  - Créer un Fonds canadien de protection des loyers pour aider les fournisseurs de logements abordables à acheter des logements et à préserver leur abordabilité à long terme pour éviter qu'ils ne soient reconvertis en condominiums de luxe.
  - Augmenter le financement pour soutenir les organisations ayant pour vocation de prévenir et de réduire l'itinérance
- Que pensez-vous de ces mesures?
    - Quel impact, le cas échéant, ces mesures auront-elles sur l'aide apportée à ceux qui peinent à se loger et à trouver un endroit où se sentir chez eux?

**Jeunes femmes résidant à Winnipeg, Ontario** Maintenant, en repensant à toutes les mesures dont nous avons discuté aujourd’hui...

- **Jeunes femmes résidant à Winnipeg, Ontario** [LE MODÉRATEUR RAPPELERA, AU BESOIN, QUE LES QUESTIONS QUI SUIVENT PORTENT SUR L’ENSEMBLE DES INITIATIVES BUDGÉTAIRES DONT NOUS AVONS DISCUTÉ Y COMPRIS LES INITIATIVES AYANT TRAIT AU LOGEMENT, AU RÉGIME NATIONAL D’ASSURANCE MÉDICAMENTS ET VISANT À STABILISER LE PRIX DES PRODUITS D’ÉPICERIE, ENTRE AUTRES]
- **Millénariaux de la région de l’Outaouais, personnes de 65 ans ou plus du Canada atlantique, candidats à l’achat d’une première propriété issus de grands centres du Québec, Canadiens de la classe moyenne issus dans la région du Grand Toronto, Canada atlantique** Maintenant que vous avez pris connaissance de cette liste des points saillants du budget, **[jeunes femmes résidant à Winnipeg, Ontario]** j’aimerais que vous pensiez à un mot qui décrit votre réaction générale à l’égard du budget. En d’autres termes, pensez à un mot que vous utiliseriez pour décrire le budget dans son ensemble.
  - LE MODÉRATEUR POSERA LA QUESTION SUIVANTE À CHAQUE PARTICIPANT : Quel mot avez-vous choisi et pourquoi avez-vous choisi ce mot?
- **Canadiens de la génération Z issus de grands centres de la C.-B., millénariaux de la région de l’Outaouais, personnes de 65 ans et plus du Canada atlantique, candidats à l’achat d’une première propriété issus de grands centres du Québec, Canadiens de la classe moyenne issus de la région du Grand Toronto, Canada atlantique** Maintenant, en pensant à toutes les mesures dont nous avons discuté aujourd’hui, **[jeunes femmes résidant à Winnipeg]** croyez-vous que l’une d’entre elles puisse aider des particuliers cherchant à acheter leur première propriété et faire en sorte que toutes les générations – en particulier les jeunes – aient accès à une diversité d’options abordables en matière de logement?

**VOL DE VÉHICULES (25 minutes)** **Canadiens de la classe moyenne issus de la région du Grand Toronto**

J’aimerais maintenant passer à un autre sujet que le logement...

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet d’initiatives du gouvernement du Canada en rapport avec le vol de véhicules?
  - SI OUI : Qu’avez-vous vu, lu ou entendu? Où l’avez-vous vu, lu ou entendu? Que pensez-vous de ce que vous avez entendu?

Le budget fédéral a annoncé de nouvelles mesures pour lutter contre le vol de voitures, en plus de celles que le gouvernement fédéral a prises il y a quelques mois.

Je vais vous en montrer quelques-unes (y compris les mesures déjà en application)

#### AFFICHER À L'ÉCRAN :

Le gouvernement du Canada s'attaque au vol de véhicules afin de rendre plus difficile le vol d'automobiles et l'exportation de véhicules volés, notamment :

- **En ayant l'intention de modifier le code pénal**, y compris :
  - **En y ajoutant de nouvelles infractions pénales** liées au vols de véhicules dont :
    - **Le recours à la violence** ou des liens avec **le crime organisé**.
    - La possession ou la distribution d'un **appareil électronique ou numérique** dans le but de commettre un vol de véhicules;
    - **Le blanchiment de produits de la criminalité** au profit d'une organisation criminelle.
  - En introduisant un nouveau facteur aggravant lors de la détermination de la peine **si un délinquant a impliqué un jeune** dans la perpétration d'une infraction au Code criminel
- En ayant l'intention de modifier la *Loi sur la radiocommunication* pour réglementer la vente, la possession, la distribution et l'importation d'appareils utilisés pour le vol de véhicules. Cela **confèrera aux organismes d'application de la loi les pouvoirs qui l'habiliteront à retirer du marché canadien les appareils** dont on a raison de croire qu'ils servent à voler des véhicules.
- **En renforçant la capacité de l'Agence des services frontaliers du Canada (ASFC) à détecter les conteneurs renfermant des véhicules volés et à les contrôler** ainsi qu'à **tester des technologies** susceptibles de faciliter le travail des agents des services frontaliers.
- **En allouant 15 millions de dollars réprimer le crime organisé à l'échelle internationale.** aux corps policiers provinciaux, territoriaux et municipaux **pour lutter contre le vol de véhicules**, et renforcer les pratiques de maintien de l'ordre afin de **réprimer le crime organisé international**.
- Quelles sont vos premières réactions à la lecture de ces mesures?
- Parmi les mesures figurant dans la liste, y en a-t-il qui, selon vous, sont particulièrement importantes?

- Parmi les mesures figurant dans la liste, y en a-t-il qui, selon vous, ne devraient pas y figurer? Pourquoi dites-vous cela?
- Dans l'ensemble, pensez-vous que ces mesures auront un impact majeur, mineur ou aucun impact sur la lutte au vol de véhicules au Canada? Pourquoi?
- Diriez-vous que vous êtes pour, contre, ou ni pour ni contre les plans du gouvernement du Canada pur lutter contre le vol de véhicules? Pourquoi?

### **VÉHICULES ÉLECTRIQUES (15 minutes) Ontario**

- LE MODÉRATEUR POSERA LA QUESTION SUIVANTE SI LES VE N'ONT PAS ÉTÉ MENTIONNÉS DANS LES NOUVELLES INITIALES PORTANT SUR L'ÉCONOMIE : Quelqu'un parmi vous a-t-il récemment eu vent de nouvelles concernant le gouvernement du Canada en relation avec les véhicules électriques?

### **AFFICHER À L'ÉCRAN**

Les gouvernements fédéral et ontarien ont récemment annoncé qu'Honda Canada investira 15 milliards de dollars dans le secteur des véhicules électriques en Ontario pour y construire quatre nouvelles usines de fabrication. Ces usines comprendront une nouvelle usine d'assemblage de véhicules électriques et une usine de fabrication de batteries. La nouvelle usine d'assemblage produira jusqu'à 240 000 véhicules par année. On estime que cet investissement créera directement et indirectement des milliers d'emplois dans plusieurs secteurs, notamment ceux de l'industrie manufacturière, de la construction, de l'industrie des fournisseurs de pièces automobiles, ainsi que de la recherche et du développement.

- Quelles sont vos réactions a cela? Quels seront les impacts de cet investissement, selon vous? En quoi ces investissements impacteront-ils, selon vous, l'économie ontarienne?
  - AU BESOIN : Et en matière de création d'emplois? Pensez-vous que la création d'emplois dans les nouvelles usines de Honda puisse directement ou indirectement vous impacter, ou impacter une personne que vous connaissez, ou avoir un impact au sein de votre collectivité?
    - SI NON : Pensez-vous que cela puisse vous impacter, impacter quelqu'un que vous connaissez, ou impacter votre communauté d'une quelque autre façon?



- SI OUI : De quelle façon?
- Avez-vous des questions ou préoccupations concernant cet investissement?

**CONCLUSION (5 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.