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Continuous Qualitative Data Collection of Canadians' Views – July-August 2024

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 third and fourth cycles of the second year of this study included a total of ten focus groups with Canadian adults (18 years of age and older) conducted between July 9th, 2024, and August 21st, 2024.

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

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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: Donna Nixon

Date: September 16, 2024

Donna Nixon, Partner
The Strategic Counsel

Table of Contents

Executive Summary	6
Introduction	6
Methodology	7
Key Findings.....	8
Government of Canada in the News (Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Ontario/Quebec/New Brunswick Homeowners, Eastern Ontario, British Columbia Impacted by Fires, Floods, and/or Droughts, Western Canada Aged 18-34, Quebec, Atlantic Canada Aged 18-34).....	8
Government of Canada Priorities and Performance (Western Canada Prospective Homeowners, Calgary, Western Canada Aged 18-34, Quebec, Atlantic Canada Aged 18-34)	9
Housing (Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Ontario/Quebec/New Brunswick Homeowners, Eastern Ontario)	9
Health Care (Atlantic Canada Aged 18-34).....	11
Affordability Measures (Greater Toronto Area)	12
Cost of Living (Atlantic Canada Aged 18-34).....	13
Jobs (Atlantic Canada Aged 18-34, Ontario).....	14
Consumer Protection (Eastern Ontario).....	15
News Consumption (Western Canada Aged 18-34).....	16
Immigration (Quebec, Ontario)	17
French Language Protection and Promotion (Quebec)	18
Climate Change Impacts (British Columbia Impacted by Fires, Floods, and/or Droughts, Western Canada Aged 18-34)	19
Energy Outlook (Calgary)	20
Home Energy Label Design (Western Canada Prospective Homeowners, Ontario/Quebec/New Brunswick Homeowners, Ontario).....	21
Detailed Findings.....	23
Timeline of July 2024 & August 2024 Announcements	24
Government of Canada in the News (Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Ontario/Quebec/New Brunswick Homeowners, Eastern Ontario, British Columbia Impacted by Fires, Floods, and/or Droughts, Western Canada Aged 18-34, Quebec, Atlantic Canada Aged 18-34)	27
Government of Canada Priorities and Performance (Western Canada Prospective Homeowners, Calgary, Western Canada Aged 18-34, Quebec, Atlantic Canada Aged 18-34).....	28
Housing (Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Ontario/Quebec/New Brunswick Homeowners, Eastern Ontario).....	30
Housing Initiatives (Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Eastern Ontario)	30



Mortgages (Ontario/Quebec/New Brunswick Homeowners).....	34
Health Care (Atlantic Canada Aged 18-34)	35
Affordability Measures (Greater Toronto Area)	36
Cost of Living (Atlantic Canada Aged 18-34)	38
Jobs (Atlantic Canada Aged 18-34, Ontario)	39
Employment Market (Atlantic Canada Aged 18-34).....	39
Electric Vehicle Sector (Ontario).....	40
Consumer Protection (Eastern Ontario).....	41
News Consumption (Western Canada Aged 18-34).....	43
Immigration (Quebec, Ontario).....	45
French Language Protection and Promotion (Quebec)	48
Climate Change Impacts (British Columbia Impacted by Fires, Floods, and/or Droughts, Western Canada Aged 18-34)	49
Natural Disaster Experiences (British Columbia Impacted by Fires, Floods, and/or Droughts).....	52
Energy Outlook (Calgary)	53
Home Energy Label Design (Western Canada Prospective Homeowners, Ontario/Quebec/New Brunswick Homeowners, Ontario)	55
Appendices.....	62
Appendix A – Recruiting Scripts	63
English Recruiting Scripts.....	64
French Recruiting Scripts.....	83
Appendix B – Discussion Guides.....	99
English Moderator’s Guide	100
French Moderator’s Guide.....	130
Appendix C – Advertising Concepts.....	165
EnerGuide Label	166
Other Labels.....	168
All Labels	169

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 ten online focus groups that were conducted between July 9th, 2024, and August 21st, 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 these cycles primarily focused on issues related to housing as well as actions that the federal government was taking related to the cost of living, employment market, and making life more affordable for Canadians. Some groups engaged in discussions related to health care, consumer protection measures, news consumption, and immigration. A few groups also shared their impressions related to the design of home energy labels.

Other topics discussed as part of these cycles included what participants had seen, read, or heard about the Government of Canada in recent days, as well as their perspectives regarding the Government of Canada's management of important priority areas. Participants in Western Canada and British Columbia (B.C.) shared their perspectives related to natural disasters and the impacts of climate change, and those in Calgary provided their outlook on the future of the Canadian energy sector. The group based in Quebec also discussed actions by the federal government to protect and promote the French language.

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 prospective homeowners, current homeowners, individuals who had been impacted by fires, floods, and/or droughts, and Canadians aged 18-34.

Detailed Approach

- Ten groups across various regions in Canada.
- Five groups were conducted among the general population residing in Western Canada, Calgary, the Greater Toronto Area, Eastern Ontario, Quebec, and Ontario;
- The other five groups were conducted with key subgroups including:
 - Prospective homeowners residing in Western Canada;
 - Homeowners residing in Quebec, Ontario, and New Brunswick;
 - Individuals impacted by fires, floods, and/or droughts residing in British Columbia;
 - Participants aged 18-34 residing in Western Canada; and,
 - Participants aged 18-34 residing in Atlantic Canada.
- The groups comprised of members of the general population of Quebec and homeowners in Quebec, Ontario, and New Brunswick 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, 73 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	LANGU AGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Western Canada	1	EN	Tues, July 9 th	8:00-10:00 PM	Prospective Homeowners	8
Calgary	2	EN	Wed, July 10 th	8:00-10:00 PM	General Population	8
Greater Toronto Area (GTA)	3	EN	Tues, July 16 th	6:00-8:00 PM	General Population	8
Quebec, Ontario & New Brunswick	4	FR	Wed, July 17 th	6:00-8:00 PM	Current Homeowners	7
Eastern Ontario	5	EN	Tues, July 23 rd	6:00-8:00 PM	General Population	7
British Columbia	6	EN	Wed, July 24 th	9:00-11:00 PM	Impacted by Fires/Floods/Droughts	6
Western Canada	7	EN	Tues, Aug 13 th	8:00-10:00 PM	Ages 18-34	7
Quebec	8	FR	Wed, Aug 14 th	6:00-8:00 PM	General Population	7
Atlantic Canada	9	EN	Tues, Aug 20 th	5:00-7:00 PM	Ages 18-34	8
Ontario	10	EN	Wed, Aug 21 st	6:00-8:00 PM	General Population	7
Total number of participants						73

Key Findings

Government of Canada in the News (Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Ontario/Quebec/New Brunswick Homeowners, Eastern Ontario, British Columbia Impacted by Fires, Floods, and/or Droughts, Western Canada Aged 18-34, Quebec, Atlantic Canada Aged 18-34)

Participants in nine groups were asked to share what they had seen, read, or heard about the Government of Canada in recent days. A range of announcements and initiatives were recalled, including the decision by the Bank of Canada to lower its policy interest rate to 4.50 per cent, the provision of quarterly Canada Carbon Rebate (CCR) payments to eligible Canadians, the implementation of the Canada Dental Care Plan, and the announcement of new measures to protect renters, including the introduction of a Canadian Renters' Bill of Rights.

Several also recalled hearing about the attendance of the Prime Minister and other federal officials at the North Atlantic Treaty Organization (NATO) summit in Washington, D.C., as well as the commitment



made by the Government of Canada to increase its spending on national defence, with the aim of investing at least two per cent of Canada's Gross Domestic Product (GDP) towards this area by 2032.

Government of Canada Priorities and Performance (Western Canada Prospective Homeowners, Calgary, Western Canada Aged 18-34, Quebec, Atlantic Canada Aged 18-34)

Five groups took part in conversations related to the issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. Participants 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.

On a number of issues participants expressed a range of positive and negative views. These included health care, immigration, and actions that had been taken by the federal government related to climate change and the environment. Participants also mentioned a number of areas where they felt that the Government of Canada had performed well, including providing supports for Canadians, protecting and promoting diversity and human rights, reconciliation with Indigenous peoples, and its management of the NEXUS trusted traveller program. Additionally, participants identified a range of areas in which they believed the Government of Canada had room for improvement. These included inflation and the cost of living, the affordability of housing, and the need to create more full-time high paying jobs for Canadians as well as make it easier for them to acquire the skills they need to compete in the current employment market.

Asked to identify what they viewed as the most important priorities for the federal government to be focusing on, a large number reiterated the need for a greater emphasis to be placed on addressing the cost of living, including reducing costs for housing, gasoline, and groceries. Several also thought that more needed to be done to prepare for and mitigate the impacts of climate change, believing that this represented a major issue for both present and future generations. Other top priority areas mentioned by participants included reducing wait times for emergency and primary care, providing increased supports and benefits for seniors, and addressing issues related to homelessness and addiction.

Housing (Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Ontario/Quebec/New Brunswick Homeowners, Eastern Ontario)

Five groups took part in conversations related to the housing situation, both in their respective communities as well as across Canada more broadly. Participants residing in Western Canada, Calgary, the Greater Toronto Area (GTA), and Eastern Ontario discussed a range of housing initiatives that had recently been announced by the Government of Canada, while those in the group comprised of homeowners in Ontario, Quebec, and New Brunswick engaged in a conversation related to mortgages.

Housing Initiatives (Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Eastern Ontario)

Asked to describe the housing situation at present in their respective communities, almost all were of the impression that housing had become increasingly unaffordable as of late. It was widely felt that housing costs had risen substantially in the past few years and that this had negatively impacted both renters as well as those looking to purchase a home. Questioned whether, relative to other parts of Canada, they felt their housing situation was better, worse, or about the same, most (with the exception of those in Alberta who generally felt their situation was somewhat better), believed their situation to be relatively similar.

Prompted to identify the factors that they felt had most contributed to the current state of the housing market in Canada, participants provided a range of responses. These included the inflation (including increases to the cost of construction materials and labour), the rising rate of immigration in recent years, higher interest rates for mortgage holders, and the growing prevalence of residential housing being purchased as investment properties.

Informed that (as part of Budget 2024) the Government of Canada had recently introduced a plan to address the housing crisis, laying out a strategy to unlock 3.87 million new homes by 2031, participants were provided with information related to a number of the specific measures that had been announced. On balance, most reacted positively to these initiatives. Several felt the initiative to allow 30-year amortization periods for first-time home buyers purchasing newly built homes would provide greater financial flexibility for those looking to enter the housing market. A number also were of the opinion that increasing the Home Buyer's Plan limit from \$35,000 to \$60,000 would be helpful to those seeking to purchase their first home, and especially younger Canadians who would have a longer time horizon to build up their Registered Retirement Savings Plan (RRSP).

Participants were next provided with information related to several additional measures that had been proposed by the federal government to make it easier for Canadians to rent or own their own homes. Once again, almost all reacted positively to these initiatives, with several expecting that they would have a tangible impact on the state of the housing and rental markets in Canada. A large number thought that the measures to extend the ban on foreign homebuyers by an additional two years, as well as restrict the purchase and acquisition of existing single-family homes by very large, corporate investors, would be especially helpful in making housing more affordable for prospective first-time home buyers. A number also believed that it was important for the federal government to be cracking down on illegal short-term rentals such as Airbnb. Among these participants, it was felt that short-term rental services had served to drastically reduce the supply of available housing in many Canadian municipalities and had further driven up housing prices by incentivizing individuals to purchase properties primarily for use as short-term rental investments.

Questioned whether they were familiar with the concept of co-operative housing, a roughly equal number indicated that they were, compared to those who had not heard of it. Provided with information regarding this type of housing, several reacted positively, believing that this represented an additional potential pathway to homeownership for Canadians and would likely positively impact the housing situation of those interested in pursuing this option.



Asked whether they would consider living in co-op housing, only a small number indicated that they would. For most, it was felt that the challenges of having to collaborate with and maintain a consensus with a number of other homeowners would be quite stressful and would not result in a pleasant living situation. Among the smaller number who were more open to co-operative housing, it was felt that mutual ownership would likely instill a collective feeling of pride among the owners of the property and encourage all members of the co-op to actively participate in the upkeep and maintenance of their property.

Mortgages (Ontario/Quebec/New Brunswick Homeowners)

Participants in one group, comprised of homeowners residing in Ontario, Quebec, and New Brunswick, engaged in a discussion related to mortgages, including actions that the federal government had recently taken to make mortgages fairer and more affordable for Canadians. Asked whether they felt that their mortgage payments were currently affordable, most believed that they were. A number clarified, however, that while their mortgages were affordable at their current rates, it was expected that their monthly payments would likely increase considerably when it came time to renegotiate with their lenders.

Asked what role they felt the Government of Canada should have in supporting homeowners looking to renew their mortgages, most expressed uncertainty, with a number unclear as to the actions it was currently taking on this front. Provided with information related to the recently announced Canadian Mortgage Charter, while most believed this represented a step in the right direction, several were uncertain as to how impactful it would ultimately be. Discussing specific measures contained within this Charter, a number spoke positively of the initiative to have banks/lenders connect earlier with homeowners regarding the renewal of their mortgages and discuss the different options available to them. Several also expressed interest in the ability to switch lenders more easily when renewing, believing that this would provide homeowners with much greater flexibility on this front.

Asked whether they thought the Canadian Mortgage Charter was on the right track when it came to supporting mortgage holders, a roughly equal number believed that it was compared to those who felt otherwise. Among those who viewed these measures as a step in the right direction, it was believed that the introduction of this Charter would lead to increased options and flexibility for mortgage holders going forward and would likely have a positive impact on the overall financial situation of homeowners. For those who felt that these measures could be improved, a number reiterated the view that there needed to be a greater focus placed by the federal government on reducing the overall costs required to purchase a home, believing that this would be the most effective way to make mortgages more affordable for Canadians in the long term.

Health Care (Atlantic Canada Aged 18-34)

Participants in the group comprised of individuals aged 18-34 residing in Atlantic Canada engaged in a brief discussion related to health care services in their area. Asked how they would rate the quality of their health care system, most described it as being fairly average. The view was expressed by a number that while the health care workers (such as doctors and nurses) they interacted with were

typically highly skilled and professional, the health care facilities, medical equipment, and organizational procedures of the health care system in their area had become somewhat outdated. All described accessibility to health care in their region as being extremely poor. A large number recalled having encountered long wait times for both emergency and primary care, and several reported having been unable to find a family doctor.

Asked to describe what they viewed as the biggest challenges facing health care in their area, participants mentioned a range of issues, including a perceived shortage of doctors and nurses, difficulties in accessing certain medications, and issues such as the growing prevalence of opioid use and addiction in their communities. Questioned whether they felt the Government of Canada was generally on the right track when it came to addressing these challenges, a roughly equal number felt that it was on the wrong track compared to those who were more neutral in their opinions. Among those who were mostly negative in their opinions, it was felt believed that far more needed to be done to incentivize and encourage Canadians to consider careers in the health care field, believing that this was the best way to address health worker shortages.

Affordability Measures (Greater Toronto Area)

Participants residing in the Greater Toronto Area (GTA) took part in a conversation related to measures recently announced by the federal government to make groceries more affordable for Canadians as well as to crack down on issues such as shrinkflation and junk fees.

Asked how they would describe the cost of groceries in Canada, many believed that they had become exorbitantly expensive in recent years. Discussing what they believed was contributing to rising grocery prices, participants identified a range of factors. These included the perceived increased costs (due to issues such as inflation and climate change) for farmers to grow food, growing demand for groceries and other products resulting from higher rates of immigration in recent years, and profit-seeking behaviour on the part of major grocery chains.

Informed that the Government of Canada had recently announced that it would be taking steps to stabilize the cost of groceries by monitoring major grocers, increasing competition within the grocery sector, and tackling issues such as shrinkflation, all reacted positively to this information. A number expressed the view that increasing competition in the grocery sector was an especially important issue for the federal government to be working on.

Participants were also informed that the Government of Canada had recently held a meeting with the heads of Canada's major grocery chains where they had agreed to support the federal government in its efforts to stabilize food prices. Discussing whether they expected that these major grocery chains would follow-through on taking targeted actions to help stabilize grocery prices, only a small number felt that they would. Several did not believe that major grocers would be willing to sacrifice potential profits and/or would find a way to get around any price regulations that were imposed.



Questioned whether they were familiar with the term 'shrinkflation', a large number indicated that they were. Asked how they would feel about the Government of Canada creating a task force that would investigate instances of shrinkflation, participants were mixed in their opinions. While some felt that any action on this front represented a step in the right direction, a number questioned to what extent the Government of Canada would be able to regulate how private businesses price and package their products.

Discussing whether they had previously heard the term 'junk fees', only a small number had. To clarify, participants were informed that junk fees could refer to additional charges attached to a wide range of services and purchases, including additional fees when purchasing concert and event tickets, additional baggage fees for air travellers, various fees charged by banks (such as transaction fees), cancellation fees when switching to a different phone or Internet plan, and international roaming charges. Provided with information related to actions the Government of Canada was taking to address junk fees, most reacted positively. It was widely thought that this was an important area for the federal government to be focusing on and that making cell phones and Internet plans cheaper for Canadians needed to be a top priority. A few, however, expressed concerns that, if banned, these junk fees would be reallocated into the overall prices of the goods and services sold by businesses and that this would ultimately lead to higher prices for Canadian consumers.

Cost of Living (Atlantic Canada Aged 18-34)

One group, comprised of individuals residing in Atlantic Canada aged 18-34, engaged in a brief discussion related to the cost of living and the affordability of housing. Discussing the challenges related to the cost of living and housing affordability that were impacting their lives on a day-to-day basis, participants provided a range of responses. Several who were currently renting mentioned what they perceived as the exorbitantly high cost of rent, commenting that while they would prefer to live by themselves, they were currently living with roommates out of necessity and in order to make ends meet financially. A number also described the high cost of home energy costs, believing that it had become more expensive to heat and/or cool one's home in recent years. Unrelated to housing, participants mentioned additional challenges related to the cost of living including the high cost of groceries, rising gasoline costs, and wages not increasing at the same rate as inflation.

Asked whether they were aware of any actions that the federal government had taken to address the high cost of living and housing affordability, participants mentioned (though not by name) initiatives such as the Greener Homes Grant, making it easier for Canadians to build additional units in their homes through the proposed Secondary Suite Loan Program, and agreements it had reached to increase the housing supply in Canadian municipalities through the Housing Accelerator Fund.

Discussing additional actions that they felt the Government of Canada should take to make housing and the cost of living more affordable for younger Canadians, participants mentioned actions such as capping the amount that landlords can charge in rent, placing further restrictions on short-term rental



units (such as Airbnbs), providing tax-relief for younger individuals struggling with the cost of living, and increased assistance in paying off debt such as student loans.

Jobs (Atlantic Canada Aged 18-34, Ontario)

Two groups engaged in conversations related to the current employment market and actions that the federal government was taking to create more jobs for Canadians. Participants in the group comprised of individuals aged 18-34 residing in Atlantic Canada discussed the employment market more generally, while those in Ontario focused specifically on job creation in the electric vehicle (EV) sector.

Employment Market (Atlantic Canada Aged 18-34)

Asked how they would describe the state of the employment market at present, several felt that it had become increasingly difficult to find a job and that opportunities were quite limited for those looking to secure well-paying, full-time employment. Some commented that while there were numerous jobs currently available in their communities, very few of these offered full-time hours, benefits, and/or a living wage.

Discussing what skills they felt would be in the greatest demand in ten years' time, several believed that those with experience in health care, the trades, and technology and computers would likely have the greatest advantage in finding high-paying employment. Asked how confident, if at all, they were that they would have a good job five-to-ten years from now, almost all expected that they would. It was felt by several that this would be a long enough time period for them to acquire the education and skills training that they would need to excel in their field of choice.

Almost all thought that the Government of Canada was on the wrong track when it came to creating good jobs in Canada. The view was expressed by several that more should be done by the federal government to create jobs that offered a living wage and opportunities for advancement. A number believed that an increased priority should be placed on creating jobs in areas that were perceived to be experiencing significant labour shortages, such as health care, mental health, and social services. Among the few participants who believed that the Government of Canada was on the right track when it came to creating good jobs, a small number were of the impression that it had recently been responsible for the creation of many new construction and trades jobs in their respective areas.

Electric Vehicle Sector (Ontario)

Participants in the group comprised of members of the general population of Ontario took part in a discussion specifically related to job creation in the electric vehicle (EV) sector. Asked whether they felt the Government of Canada was headed in the right direction when it came to creating jobs in the automotive industry, no participants thought that it was. While many were of the impression that expanding the EV industry and the manufacturing of EVs and EV parts in Canada had been a major priority for the federal government in recent years, several were doubtful as to whether this transition would be feasible in the coming decades and whether there would be enough demand and



infrastructure in place to facilitate a large-scale transition by Canadians to EVs. A number expressed concerns that a transition to EVs would have an overall negative impact on the automotive industry and auto workers, and that this could lead to less jobs being available in the sector due to a diminishing demand for gas-powered automobiles.

Provided with information related to recent announcements made by the Government of Canada related to EVs, several reiterated concerns as to whether it would be possible for Canadians to transition to EVs at such a large-scale. Some also worried about the feasibility of these vehicles for those living in rural and remote communities, and whether the electricity grid would be able to handle the increased demand placed on it by expanded EV use. A number questioned whether the Government of Canada's investment of \$44.3 million towards the creation of approximately 1,000 jobs in Napanee was an effective use of funds, given what they viewed as the relatively low number of new jobs created compared to the size of the investment.

Asked whether they felt it was important for Canada to become a global leader in the EV sector, many were uncertain. While most thought it was important for the federal government to be focusing on increasing manufacturing activity within Canada, a number questioned whether the manufacturing of EVs and EV parts was an area of particular strength for the country's economy. A few were of the opinion that, due to there being no major Canadian-owned EV manufacturers at present, it was difficult to see how Canada would be perceived as a global leader in this field.

Consumer Protection (Eastern Ontario)

Participants in Eastern Ontario engaged in a discussion focusing on the rules and regulations in place to protect Canadian consumers. Asked to share their perspectives related to the current cost of living, participants were largely negative in their views, with a number describing it as challenging, frustrating, and/or unfair. Discussing which of their regular expenses, outside of rent or mortgage payments, were currently a source of stress in their lives, participants identified a range of areas. These included groceries, gasoline, credit card bills, and telecommunications and utilities bills.

Sharing the strategies that they had developed to protect themselves from the increasing cost of living, participants reported having taken actions such as shopping around at multiple stores to find the lowest-priced items, purchasing more products from local businesses, and buying non-brand name food products. No participants reported being aware of any rules or regulations that corporations must follow when it came to things like pricing and consumer protection. Asked what obligations they felt corporations should have to consumers, participants believed that limits should be implemented to regulate how much businesses can profit off the sale of essential goods and services. It was also felt that rather than raising prices for consumers, businesses should instead be encouraged to consider ways to improve their internal efficiencies and processes as a way of saving money.

Discussing what role they felt the Government of Canada should have when it came to protecting the rights and interests of consumers, several felt that it should be more involved in increasing competition within important sectors (such as groceries and telecommunications) and reducing red

tape for businesses. It was expected that these actions would likely result in lower prices for consumers. Questioned whether they were confident in the federal government's ability to protect consumer rights and interests, very few indicated that they were, with a number of the impression that it had done little to address this area in recent years.

Participants were next provided with information related to numerous initiatives currently being undertaken by the Government of Canada to protect consumers and asked to select which three they felt would have on protecting their rights and interests as consumers. Many selected the actions to strengthen the *Competition Act*, with several believing that this approach would result in lower prices and increased competition across many key sectors. Stabilizing grocery prices was also seen as an important priority, with several expecting that the Government of Canada taking this action would have a significant impact on their lives. The initiative to tackle telecommunication prices also received interest from participants, with a number of the impression that Canadians were currently paying among the highest rates in the world for mobile phone and Internet services.

News Consumption (Western Canada Aged 18-34)

One group, comprised of participants aged 18-34 residing in Western Canada, engaged in a conversation related to their news consumption habits. Asked what their primary sources were for news, several mentioned social media and reported using platforms such as X (formerly Twitter) and Instagram to receive news. Other sources identified by participants included podcasts, online discussion forums, and word of mouth from family and friends. Discussing where they would go to find news and information about the Government of Canada, many indicated that they would likely go directly to its official websites or social media channels. Asked whether they would ever turn to the Government of Canada as a source for news and information, a number indicated that they would use its website to receive important updates and information.

All reported having come across information online that they were unsure as to whether it was true or false, with many indicating that this happened on a relatively frequent basis. Questioned whether they were familiar with the terms 'misinformation' and 'disinformation' all indicated they were, though several were uncertain as to the distinction between the two. A few speculated that while misinformation might refer to the (knowing or unknowing) dissemination of factually incorrect information, disinformation could refer to those instances in which false information was created and communicated with the intention of being misleading to people. All indicated that they were concerned about the spread of misinformation and disinformation online. Many felt that a large number of users online experienced considerable difficulty in recognizing false information and that the malicious spread of disinformation in recent years had been a key contributor to what they perceived as a growing divisiveness within Canadian society.

Asked what they felt should happen to combat misinformation and disinformation online, many felt that there needed to be greater accountability and regulations imposed upon digital platforms and social media providers (such as Google and Facebook) hosting this content. It was largely believed that, given the far reach of social media, misinformation and disinformation posted on these platforms



could have wide-ranging consequences and that it was the responsibility of these digital companies to ensure that false content was not disseminated on their platforms.

Discussing whether they felt the Government of Canada should have a role in combating misinformation and disinformation online, several believed that it should. Among these participants, it was felt that the federal government should be responsible for protecting the safety of Canadians online and that this was an important area for it to be focusing on. Some, however, expressed concerns regarding the potential subjective nature of what could be considered misinformation/disinformation and were uncertain as to whether it should be the responsibility of the federal government to determine what is true and what is false.

Immigration (Quebec, Ontario)

Participants in two groups took part in a discussion related to immigration. Asked if they had seen, read, or heard anything about immigration as of late, participants provided a wide range of responses. Several were of the impression that higher rates of immigration in recent years had placed increased pressure on the housing market as well as on vital services such as health care. It was believed that many communities (including their own) were currently facing challenges in accommodating these new arrivals. Some reported having heard that it had become increasingly difficult for individuals to come to Canada via international student study permits and/or temporary foreign worker visas and that limits had recently been put into place regarding the number of visas that would be issued through these programs going forward.

Asked to describe the state of the immigration system in Canada, while several felt Canada was an overall welcoming country to immigrants, most believed that the immigration system was overextended at present. A number reiterated concerns regarding the pressure they believed rising immigration had placed on housing, the cost of living, and important public services. Some also were of the impression that higher immigration had made it more difficult for younger Canadians and entry-level workers to obtain employment due to the increased competition from newcomers who were also seeking work.

Describing what they viewed as the benefits of welcoming new immigrants to Canada, a number believed that immigration played an important role in supporting the Canadian workforce, especially in sectors (such as health care, construction, and agriculture) that were believed to be facing labour shortages at present. A few expressed the opinion that as a growing proportion of Canadian workers neared retirement, immigration would be critical to ensuring the continued viability of the country's labour force. Participants also believed that immigration benefitted Canada by increasing the diversity of opinions and backgrounds shared by its citizens and increasing the access of Canadians to different languages, traditions, cuisines, and perspectives.

Discussing their concerns related to welcoming new immigrants, a number worried that a continued high rate of immigration would serve to further increase home prices in Canadian communities as well

as place additional financial pressure on Canada's universal health care system. Several also expressed concerns related to the challenges faced by immigrants in having their credentials and experience recognized upon arriving in Canada and believed that more needed to be done to streamline the foreign credential recognition process for new arrivals.

Questioned whether they felt the Government of Canada should increase, decrease, or keep the rate of immigration at about the same level, a larger number thought it should be decreased compared to those who felt it should be kept relatively the same. No participants believed that immigration should be increased. Among those who felt the federal government should decrease immigration, it was widely believed that time should be taken over the next few years to allow for increased infrastructure and services to be put into place to ensure that the country would be able to accommodate more newcomers in the future. For those who felt the current rate of immigration should be maintained, the view was reiterated that immigration played an important role in supporting the Canadian economy and that limiting it would likely lead to negative economic consequences for Canadians in the years to come.

French Language Protection and Promotion (Quebec)

Participants residing in Quebec took part in a conversation related to recent actions by the Government of Canada related to the protection and promotion of the French language. Asked whether they felt the French language was currently under threat in some parts of Canada, several believed that it was. A number were of the impression that, outside of Quebec, the usage of French had been diminishing in most other parts of the country in recent decades and that even residents of cities such as Montreal were now speaking English to a greater extent compared to previous generations. Some also described what they viewed as the domination of the English language in the media and entertainment consumed by Canadians and believed that this had served to further diminish the use of French, including within Quebec.

Asked how big of a priority, if at all, it should be for the federal government to support both the English and French languages in Canada, several viewed this as an important area for it to be focusing on. A few expressed the opinion that the emphasis should primarily be placed on increasing the usage of French outside of Quebec, believing that the majority of Canadians already spoke English and that the English language was not under threat to the same extent that French was.

Discussing the Government of Canada's recently announced Action Plan for Official Languages, participants were provided with information related to key objectives and measures contained within this plan. On balance, participants were largely positive in their reactions to these initiatives, and all felt that the Government of Canada was headed in the right direction in its actions to protect and promote the French language.

Several spoke especially positively of the initiatives to invest in Francophone child care centres across Canada and expand program offerings in French minority-language schools outside of Quebec. A number believed that investments towards French second-language programs across the country would also serve to make it easier for Canadians to learn French and would likely increase the number



of French-speakers in Canada as a result. The view was also expressed that actions such as the creation of a new French immigration policy, expanding global promotion and recruitment work in French-speaking countries, and investing in language training for newcomers would have a positive impact. Participants were also largely of the opinion that the provision of increased grants to French-language artists and musicians would help to increase the reach of the French language outside of Quebec and would serve as an effective way to promote Francophone culture throughout Canada.

Climate Change Impacts (British Columbia Impacted by Fires, Floods, and/or Droughts, Western Canada Aged 18-34)

Participants in two groups engaged in discussions related to the potential impacts of climate change, both at present and in the future. Almost all reported being concerned about climate change, with many viewing it as one of the most pressing issues currently facing Canadians. Unprompted, several expressed the opinion that far greater urgency needed to be taken by governments at all levels to prepare for the impacts of climate change, believing that this issue was already posing many serious challenges to communities across the country.

Asked what came to mind when they thought of the potential impacts of climate change, participants provided a range of responses. These included natural disasters (such as wildfires, floods, and windstorms), food insecurity due to worsening growing conditions, negative impacts on Canadians' physical and mental health, and the increased risk of being evacuated and/or displaced from their communities.

Discussing how prepared, if at all, they felt their communities were to handle the potential impacts of climate change, several believed that while their municipalities had emergency and evacuation plans in place, there was only so much that could be done to prepare for the destructive impacts of weather events such as wildfires, large-scale floods, and windstorms. Describing actions that they had personally taken, many in both groups mentioned having prepared an emergency kit containing essential supplies, important documents, and other valuable items that they could take in the event that they had to evacuate quickly.

Questioned whether they felt the Government of Canada was on the right track when it came to responding to natural disasters, most in the group comprised of individuals in Western Canada aged 18-34 believed that it was and perceived this as having been a major area of its focus in recent years. Among those in the group based in B.C. comprised of individuals who had been impacted by natural disasters, a roughly equal number felt that the federal government was on the right track compared to those who were more neutral or uncertain in their opinion.

Natural Disaster Experiences (British Columbia Impacted by Fires, Floods, and/or Droughts)

Participants residing in B.C. who reported having recently been impacted by fires, floods and/or droughts engaged in an extended conversation related to their experiences in dealing with these



challenges. Asked how they would describe the Government of Canada's response to wildfires in their province, a roughly equal number believed that it had performed well on this front compared to those who thought differently. For those who felt more positively, participants recalled numerous actions that the federal government had taken on this front, including the deployment of Canadian Armed Forces (CAF) personnel to assist with combatting fires in their region, the provision of essential supplies to households impacted by these disasters, and investments that it had made towards the recruitment and training of additional firefighters.

Asked whether they had personally experienced any serious impacts or disruptions (such as receiving an evacuation alert and/or being evacuated from their homes) due to extreme weather events, almost all reported that they had. Many felt that their physical and/or mental health had been negatively impacted by these experiences, with several reporting having faced increased levels of long-term stress and anxiety as a result of these events.

Recalling their experiences in handling these weather events, very few believed that they had been able to access the health care services they had needed. Describing specific issues that they had faced, participants recalled difficulties accessing a doctor to check on their children's health issues, being unable to find a pharmacist to refill their prescriptions, as well as what they had perceived as a lack of mental health resources during this stressful and frightening period in their lives.

Discussing whether they felt they had sufficient access to the information, supports, and services they required to recover physically and mentally from these events, very few answered affirmatively. Many recalled finding it difficult to acquire information related to the services that were available in their communities. A number described having primarily relied on social media platforms such as Facebook and X to receive updates related to their respective communities. Several reiterated the need for additional mental health resources to be made available to those whose lives had been disrupted by extreme weather events.

Several felt that more needed to be done at all levels of government to communicate information related to weather emergencies, with some recalling having been evacuated from their homes very suddenly and with little advanced notice. A few believed that, in the future, emergency alerts should be sent to the mobile devices of those in at-risk communities. Following these disasters, a number believed that information should also be provided regarding what services (such as electricity and clean drinking water) were operational in their communities, as well as what supplies they would need to purchase prior to returning home.

Energy Outlook (Calgary)

Participants residing in Calgary engaged in a discussion related to the oil and gas sector, clean energy, and the state of the electricity grid in their province. Asked how important they felt the oil and gas sector was to Alberta's economy, all viewed it as being extremely important, with many identifying oil and gas as the top economic driver in the province and a major source of jobs for Albertans. Several, however, felt that it would be critical for the Albertan economy to diversify away from oil and gas in



the coming decades, especially given their expectation that oil and gas usage would decrease as more renewable energy sources became available. Asked what sectors (apart from oil and gas) they felt would be most important for the future of Alberta's economy, many mentioned renewable energy technologies such as wind, solar, and hydroelectricity.

Focusing specifically on the electricity grid, participants were asked whether they felt there was anything that the Government of Canada should be doing to support the reliability of Alberta's electricity grid and reduce the risk of power outages, especially in instances where extreme temperatures contributed to higher power demand. Several thought that it should take action to increase the construction of renewable energy infrastructure such as windmills and solar panels, as well as provide increased financial incentives to homeowners looking to install solar panels on their own homes.

All felt that the federal government was on the wrong track when it came to its approach to the electricity sector. Describing why they felt this way, several cited what they perceived as the high costs of electricity in their province and believed that the Government of Canada should be doing more to work with the provincial government to make energy more affordable for Albertans. A few also felt that more should be done at the federal level to educate Canadians regarding ways they could adopt greener practices in their daily lives as well as providing increased incentives and rebates to homeowners looking to retrofit their homes to be more energy efficient.

Many thought that it was important for the federal government to be making investments towards clean energy and clean technology, with many believing that these would yield long-term environmental and economic benefits in the decades to come. While supportive of diversifying Alberta's electricity grid to use more renewable energy sources, a number believed that this transition needed to be undertaken gradually. Asked whether they expected that the increased use of clean electricity and clean technology would lead to more, fewer, or about the same risks of power outages, a slightly larger number expected that this approach would lead to fewer risks as those who believed it would lead to more or about the same level of risk.

Home Energy Label Design (Western Canada Prospective Homeowners, Ontario/Quebec/New Brunswick Homeowners, Ontario)

Three groups took part in conversations related to the design of home energy labels produced for the Government of Canada's EnerGuide program. Asked whether they were familiar with home energy labels, only a small number indicated that they were, and very few reported having them in their own homes. Discussing what types of information they would want a home energy label to tell them about their home, several expressed a desire for information that would assist them in reducing their monthly home energy costs. A number also felt it would be important to have information related to the energy efficiency of their home, energy use by source, and how their energy usage compared to other similar-sized homes in their area.

Presented with an example of the Government of Canada's EnerGuide home energy label, many spoke positively of the label's layout and aesthetic design, with a number commenting that the design was

very well organized in terms of how the information was presented. Several identified the label's graphics as being a positive element, believing that they were colourful, eye-catching, and easily understandable in terms of the information that they were conveying. A number of participants, however, thought that more information should accompany these labels regarding what actions homeowners could take to improve their home's energy efficiency as well as how the energy efficiency of their homes compared to other households.

Participants were next shown a number of different examples of home energy labels from other countries around the world. Sharing their reactions, participants felt most positively about those designs that they viewed as being the most straightforward and informative, with a number favouring labels that included information related to one's home energy score and how much money homeowners could save by making improvements. A few also spoke positively about the designs that featured bright colours and eye-catching, visually appealing graphics. Comparing the EnerGuide label to the other examples, a number spoke positively of its inclusion of a QR code, believing that this was an effective way of providing individuals with an immediate way to find out more about the information contained on their home energy label.

MORE INFORMATION

The Strategic Counsel

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Detailed Findings

Timeline of July 2024 & August 2024 Announcements

To help place the focus group discussions within the context of key events that occurred during the research cycle, below is a brief synopsis for the months of July 2024 and August 2024.

- July 1-7
 - o July 3. The Minister for Prairies Economic Development Canada (PrairiesCan) announced over \$39 million in investments through the Canada Coal Transition Initiative and Canada Coal Transition Initiative – Infrastructure Fund to help Albertan communities attract investments, create jobs, and transition to a sustainable green economy.
 - o July 3. The Minister for PrairiesCan announced federal investments of over \$21 million through PrairiesCan to support clean technology advancements across Alberta.
- July 8-14
 - o July 9. The Minister of International Development announced that Canada would be providing over \$1 million in humanitarian assistance funding to the Caribbean Region in response to the devastation caused by Hurricane Beryl.
 - o July 9. The Government of Canada announced a first-of-its-kind biomanufacturing facility in British Columbia (B.C.), creating over 1000 Canadian jobs and boosting the domestic life sciences sector.
 - o Focus group was held with prospective homeowners in Western Canada (July 9th).
 - o Focus group was held with the general population in Calgary (July 10th).
 - o July 11. The Deputy Prime Minister welcomed a \$2 billion partnership between the Canada Growth Fund and Strathcona Resources to secure Canada’s carbon capture leadership, helping to foster lowest cost carbon capture technology that will reduce emissions and create jobs across the oil sands in Saskatchewan and Alberta.
 - o July 11. The Government of Canada launched the Employment Strategy for Canadians with Disabilities, which aims to close the employment gap between persons with disabilities and those without by 2040.
- July 15-21
 - o July 15. The Government of Canada announced an investment of \$750,000 towards the Carbon Pricing in the Americas initiative, recognizing Quebec’s leadership in providing global momentum for carbon pricing growth.
 - o July 16. The Government of Canada announced the Canada Green Buildings Strategy, which aimed to boost energy efficiency in homes and buildings, reduce energy bills, and create new jobs. This initiative included the \$800-million Canada Greener Homes Affordability Program (CGHAP) which assists low-to-median-income Canadians with undertaking upgrades to their homes to save on energy costs and reduce pollution.
 - o Focus group was held with the general population in the Greater Toronto Area (July 16th).
 - o Focus group was held with current homeowners in Quebec, Ontario, and New Brunswick (July 17th).

- o July 19. The Government of Canada announced an increase to the maximum annual Canada Child Benefit. For the 2024–2025 benefit year, families could receive up to \$350 more than the previous year (an increase of 4.7 percent).
- o July 19. The Government of Canada and Government of Alberta signed a renewed ten-year agreement for the Canada Community-Building Fund (CCBF). Under this agreement, Alberta will receive more than \$1.3 billion over the first five years to provide predictable, long-term, and stable funding to communities across the province.
- July 22-31
 - o July 22. The Minister of Immigration, Refugees, and Citizenship Canada (IRCC) announced that it would be providing free replacement documents as well as additional supports for individuals affected by the 2024 wildfire season, until November 30, 2024.
 - o Focus group was held with the general population in Eastern Ontario (July 23rd).
 - o Focus group was held with those impacted by fires, floods, and/or droughts in B.C. (July 24th).
 - o July 28. The Government of Canada and the Government of Alberta launched a 30-day donation-matching initiative with the Canadian Red Cross for wildfire relief in Alberta, including for the municipality of Jasper. Both governments will match all donations to the 2024 Alberta Wildfires Appeal.
 - o July 29. The federal government announced that, starting August 1, 2024, lenders would now be able to offer 30-year amortizations for insured mortgages on new builds to first-time homebuyers. This extension was expected to lower monthly mortgage payments, make homeownership more accessible for young Canadians, and encourage more new home construction.
 - o July 30. The Government of Canada announced investments totalling over \$192 million for six clean electricity projects in Nova Scotia through Natural Resources Canada’s Smart Renewables and Electrification Pathways program (SREPs) and Electricity Predevelopment Program (EPP) that will help drive down energy bills across the province.
- August 1-7
 - o August 1. The Minister of Energy and Natural Resources and the Minister of Forestry and Parks announced a joint investment of over \$57 million over five years under the Government of Canada’s Fighting and Managing Wildfires in a Changing Climate Program – Equipment Fund (FMWCC).
 - o August 6. The Minister of Tourism and the Minister responsible for Canada Economic Development (CED), announced the launch by CED of a new funding approach in Quebec’s eight most economically vulnerable regional county municipalities (RCMs).
 - o August 6. The Minister of Employment, Workforce Development, and Official Languages announced new measures to address fraud in Canada’s Temporary Foreign Worker (TFW) Program.
- August 8-14
 - o August 8. The Government of Canada announced an investment of up to \$46.3 million in infrastructure projects in the Prairies to connect communities and make life cost less.

- o August 8. The Government of Canada and Government of B.C. announced that the Earthquake Early Warning (EEW) system in B.C. was now operational and supporting earthquake preparedness efforts in Western Canada.
- o August 8. The Government of Canada announced a \$227.9-million investment over five years to support the health of services offered in official language minority communities.
- o August 12. Environment and Climate Change Canada released results from its rapid extreme weather event attribution system, showing that climate change had made summer heat waves much more likely.
- o [Focus group was held with those ages 18-34 in Western Canada \(August 13th\)](#)
- o August 14. The Minister of IRCC, announced that the new Francophone Minority Communities Student Pilot (FMCSPP) program would be launched on August 26, 2024, in partnership with designated French-language and bilingual post-secondary learning institutions (DLIs).
- o August 14. The Government of Canada and Government of Saskatchewan announced a joint investment of over \$47.7 million to purchase additional wildfire equipment and increase resilience to wildfires.
- o [Focus group was held with the general population in Quebec \(August 14th\)](#).
- August 15-21
 - o August 16. The Government of Canada announced an investment of \$74.6 million to support the recruitment, retention, and training of apprentices in skilled trades, with a focus on attracting more young people, women, and other equity-deserving groups to these rewarding and high-demand careers.
 - o August 19. The Minister of Foreign Affairs, on behalf of the Minister of International Development, announced additional funding of \$1 million to the World Health Organization (WHO) for mpox response in Africa.
 - o [Focus group was held with those ages 18-34 in Atlantic Canada \(August 20th\)](#).
 - o [Focus group was held with the general population in Ontario \(August 21st\)](#).
- August 22-31
 - o August 22. The Government of Canada and Government of Saskatchewan announced the renewal of the Canada Community-Building Fund Agreement for the next decade, with a federal investment of \$26.7 billion to support infrastructure projects, including those focused on building new homes nationwide.
 - o August 27. The Minister of Health announced a \$6.6 million investment through the Enhanced Surveillance for Chronic Disease Program (ESCDP) to seven organizations that will carry out projects to increase knowledge in the areas related to substance related harms (including opioids), mental health and mental illness, and the longer-term impacts of COVID-19 including post-COVID condition and chronic disease.
 - o August 28. The Minister of Health announced an investment of over \$3.2 million through the Intersectoral Action Fund (ISAF) for 16 additional projects based in B.C., Alberta, Saskatchewan, Ontario, Quebec, New Brunswick and Nova Scotia. These projects aim to improve health conditions and the systems and structures that shape them, with the objective of assisting all Canadians to reach their full health potential.

Government of Canada in the News

(Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Ontario/Quebec/New Brunswick Homeowners, Eastern Ontario, British Columbia Impacted by Fires, Floods, and/or Droughts, Western Canada Aged 18-34, Quebec, Atlantic Canada Aged 18-34)

Participants in nine groups were asked to share what they had seen, read, or heard about the Government of Canada in recent days. A range of announcements and initiatives were recalled, including:

- The decision by the Bank of Canada on July 24th, 2024, to lower its policy interest rate to 4.50 per cent;
- The provision of quarterly Canada Carbon Rebate (CCR) payments to eligible Canadians on July 15th, 2024;
- The implementation of the Canada Dental Care Plan (CDCP). A few participants reported having personally enrolled in the program and spoke positively of the level of coverage they had been provided;
- The announcement (as part of Budget 2024) of new measures to protect renters, including the introduction of a Canadian Renters' Bill of Rights;
- An announcement by the Canada Revenue Agency (CRA) that it would be moving to the next phase of debt recovery in terms of collecting individual overpayments for benefit programs related to the COVID-19 pandemic, such as the Canada Emergency Response Benefit (CERB); and
- The attendance of the Prime Minister and other federal officials at the North Atlantic Treaty Organization (NATO) summit, which took place in Washington, D.C., from July 9th, 2024, to July 11th, 2024. As part of this conference, a number reported having heard that the Government of Canada had made a commitment to increasing the amount it spends on national defence, with the aim of investing at least two per cent of Canada's Gross Domestic Product (GDP) towards this area by 2032.

Participants in the groups respectively comprised of residents of Eastern Ontario and homeowners in Ontario, Quebec, and New Brunswick were asked an additional question as to whether they had seen, read, or heard anything about the Government of Canada evacuating Canadians from conflict zones, and Lebanon in particular. Very few reported having heard about this, with most expressing that they were largely unaware of the federal government's activities on this front.

Government of Canada Priorities and Performance (Western Canada Prospective Homeowners, Calgary, Western Canada Aged 18-34, Quebec, Atlantic Canada Aged 18-34)

Five groups took part in conversations related to the issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. Participants 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. On a number of issues participants expressed a range of positive and negative views. These included:

- Health care – Several spoke positively of what they viewed as the affordability of health care in Canada, as well as the universal health care coverage enjoyed by all Canadians. A few also identified recent actions by the federal government to forgive student loans for doctors and nurses as being a step in the right direction. Many, however, felt that more needed to be done to address long wait times for primary and emergency care and perceived health worker shortages in many parts of the country. It was also felt by several that a greater focus needed to be placed on addressing issues related to mental health. It was believed that a growing number of Canadians had been facing challenges in this area in recent years and that not enough resources were available to treat them;
- Immigration – A number believed that the Government of Canada had performed well in what they viewed as its efforts to welcome as many immigrants as it could, including providing accommodations and supports to assist newcomers with integrating into their new communities. Others felt differently, believing that too many immigrants had been admitted to Canada in recent years and that this had placed increased strain on areas such as housing and the employment market. A few were of the impression that an exceptionally high number of international students had come to Canada in recent years and that this had served to exacerbate these challenges further;
- Climate change and the Environment – Some praised the efforts that had been taken by the federal government to reduce its greenhouse gas emissions and encourage the further development of renewable energy sources, such as solar electricity. Others, however, felt that greater urgency needed to be taken on this front and that more should be done to financially support those Canadians seeking to transition to clean energy technologies.

Participants also mentioned a number of areas where they felt that the Government of Canada had performed well, including:

- Supports for Canadians – Many believed that the federal government had performed well in providing a wide range of benefits and supports for Canadians. Programs and initiatives mentioned by participants included the Canada Child Benefit (CCB), Canada Dental Care Plan

(CDCP), actions to make child care more affordable for Canadian families, and supports that had been provided to support small businesses during the COVID-19 pandemic. A few also mentioned the investments that the Government of Canada had made towards non-monetary supports for Canadians, such as community food banks.

- Diversity and human rights – A number spoke positively of what they had viewed as the federal government’s commitment to the protection and promotion of diversity and human rights within Canada. It was also thought that the Government of Canada had worked hard to champion the protection of human rights on the global stage, with some perceiving this as having been a key component of its foreign policy in recent years;
- Reconciliation – Though acknowledging that there was still more work to be done on this front, a number believed that the Government of Canada had made significant progress on reconciliation with Indigenous peoples, and viewed this as having been one of its top priorities in recent years; and
- NEXUS – A few also spoke positively of the NEXUS trusted traveller program, believing that this joint initiative between Canada and the United States (U.S.) was well organized and had made it far easier for Canadians to seamlessly move between the two countries.

Additionally, participants identified a range of areas in which they believed the Government of Canada had room for improvement. These included:

- Cost of living – A large number thought that more needed to be done by the federal government to address what they viewed as the high cost of living at present. It was felt that the high rate of inflation in recent years had made life in Canada increasingly unaffordable and that actions needed to be taken to reduce the costs of essentials such as groceries and gasoline. Some also believed that the rate of taxation paid by Canadians was too high and that the federal government should consider providing tax relief to lower- and middle-income families who were struggling with the cost of living. A few also expressed concerns about the increasing national debt and felt that more needed to be done by the federal government to reduce its spending and maintain a balanced budget;
- Housing – Several mentioned what they viewed as the high cost of housing in many parts of the country. It was felt that housing had become increasingly unaffordable and that a growing number of Canadians were now facing challenges on this front. A number also mentioned homelessness as having become a rising concern in their communities, and believed that more needed to be done by the federal government to address this issue; and
- Job Creation and Skills Training – The view was also shared that there needed to be a greater focus placed by the federal government on the creation of more high-paying, full-time jobs for Canadians, as well as making it easier for workers to obtain the education and skills training they required to compete in the current employment market.

Asked to identify what they viewed as the most important priorities for the federal government to be focusing on, a large number reiterated the need for a greater emphasis to be placed on addressing the



cost of living, including reducing costs for housing, gasoline, and groceries. Several also thought that more needed to be done to prepare for and mitigate the impacts of climate change, believing that this represented a major issue for both present and future generations. Other top priority areas mentioned by participants included reducing wait times for emergency and primary care, providing increased supports and benefits for seniors, and addressing issues related to homelessness and addiction. A few also felt that greater efforts needed to be taken to protect the safety of Canadians, including bolstering the capacity of law enforcement to address perceived rising crime rates in some parts of the country.

Housing (Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Ontario/Quebec/New Brunswick Homeowners, Eastern Ontario)

Five groups took part in conversations related to the housing situation, both in their respective communities as well as across Canada more broadly. Participants residing in Western Canada, Calgary, the Greater Toronto Area (GTA), and Eastern Ontario discussed a range of housing initiatives that had recently been announced by the Government of Canada, while those in the group comprised of homeowners in Ontario, Quebec, and New Brunswick engaged in a conversation related to mortgages.

Housing Initiatives (Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Eastern Ontario)

Asked to describe the housing situation at present in their respective communities, almost all were of the impression that housing had become increasingly unaffordable as of late. It was widely felt that housing costs had risen substantially in the past few years and that this had negatively impacted both renters as well as those looking to purchase a home. Several believed that there was currently a limited supply of available housing in their communities and that this perceived scarcity had served to further drive up the cost of housing. Questioned whether, relative to other parts of Canada, they felt their housing situation was better, worse, or about the same, most (with the exception of those in Alberta who generally felt their situation was somewhat better), believed their situation to be relatively similar. A small number in Vancouver and Toronto felt that the housing market in their communities was markedly worse compared to most other parts of Canada and were of the impression that home prices in their region were among the highest in the country.

Prompted to identify the factors that they felt had most contributed to the current state of the housing market in Canada, participants provided a range of responses. These included:

- Inflation – Many believed that the high rate of inflation in recent years had contributed to a substantial rise in the cost of housing in their respective areas. A number also thought that higher costs for construction labour, materials, and supplies had made it more expensive for

developers to build housing and that this had led to fewer new housing projects being constructed. Also believed to be connected to inflation, a number cited the global supply chain disruptions that had occurred during the COVID-19 pandemic as being a contributing factor to higher construction costs;

- Immigration - Several felt that the higher rate of immigration in recent years had also served to significantly impact the Canadian housing market. Among these participants, it was felt that a higher number of new arrivals to Canada had placed further upward pressure on the demand for housing in many communities, and had led to an overall increase to the cost of housing;
- Housing Speculation – A number were of the opinion that investor speculation in residential real estate had been a major contributing factor to the decreasing supply of affordable housing in their communities. A few specifically identified foreign investment in Canadian housing as having been a specific issue in this regard; and
- Interest Rates - Some also mentioned higher interest rates as being a contributing factor to what they viewed as the growing unaffordability of housing in Canada. In addition to making it more challenging for first-time home buyers to qualify for the mortgages they required to purchase a home, it was felt that higher interest rates had placed many homeowners in increasingly financially precarious positions as a result of substantial increases to their mortgage payments in recent years.

Questioned whether they had recently seen, read, or heard anything from the Government of Canada related to the actions it was taking to address the housing situation, participants recalled a number of initiatives. These included allowing 30-year amortization periods for first-time home buyers who purchased newly built homes, actions to stabilize the rate of immigration (including placing a cap on the number of international student study permits issued by the federal government in 2024), and agreements reached with numerous communities through the Housing Accelerator Fund (though not mentioned by name) to build more homes at a faster rate. To aid in conversation, participants were provided with the following information:

The Government of Canada recently introduced a plan to address the housing crisis as part of the federal budget. The plan lays out a strategy to unlock 3.87 million new homes by 2031.

Actions announced by the federal government included:

- *Allowing 30-year mortgages for first-time homebuyers purchasing new builds;*
- *Leveraging the Tax-Free First Home Savings Account, which is a registered savings account that allows Canadians to contribute up to \$8,000 per year, and up to a lifetime limit of \$40,000, towards their first down payment; and*
- *Increasing the Home Buyers' Plan limit, which allows you to withdraw from your Registered Retirement Savings Plan (RRSP) from \$35,000 to \$60,000 to buy or build a qualifying home for yourself*



On balance, most reacted positively to these initiatives. Several felt that allowing 30-year mortgages would provide greater financial flexibility for prospective first-time home buyers. A number also were of the opinion that increasing the Home Buyer's Plan limit from \$35,000 to \$60,000 would be helpful to those seeking to purchase their first home, and especially younger Canadians who would have a longer time horizon to build up their Registered Retirement Savings Plan (RRSP). Few, however, felt that these actions would have a tangible impact on making homes more affordable for Canadians. A number expressed the opinion that while these actions would likely make it easier for individuals to finance the purchase of a home, they would likely have little effect on lowering home prices in Canadian communities.

Participants were next provided with information related to a range of additional measures proposed by the federal government to make it easier for Canadians to rent or own their own homes. These 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;*
- *Launching a \$15-million Tenant Protection Fund which will provide funding to legal services and tenants' rights advocacy organizations to better protect tenants against unfairly rising rent payments, renovictions, or bad landlords;*
- *Extending the ban on foreign homebuyers by two years; and*
- *Restricting the purchase and acquisition of existing single-family homes by very large, corporate investors*

Almost all reacted positively to these initiatives, with several expecting that they would have a tangible impact on the state of the housing and rental markets in Canada. A large number thought that the measures to extend the ban on foreign homebuyers by an additional two years, as well as restrict the purchase and acquisition of existing single-family homes by very large, corporate investors, would be especially helpful in making housing more affordable for prospective first-time home buyers. Several also thought that actions to support and protect renters, such as the creation of a Canadian Renters' Bill of Rights and encouraging lenders to provide renters with the option to include their rental payment history in their credit scores, would help to create a more equitable and better-regulated environment for renters going forward. A number also believed that it was important for the federal government to be cracking down on illegal short-term rentals such as Airbnb. Among these participants, it was felt that short-term rental services had served to drastically reduce the supply of available housing in many Canadian municipalities and had further driven up housing prices by incentivizing individuals to purchase properties primarily for use as short-term rental investments. A few were of the opinion that these services should be banned entirely as a way of protecting the housing market going forward.



Questioned whether they were familiar with the concept of co-operative housing, a roughly equal number indicated that they were, compared to those who had not heard of it. Asked what they felt this term referred to, several conflated co-op housing with other initiatives related to affordable/social housing projects and subsidized housing. Discussing whether they had seen, read, or heard anything from the Government of Canada related to co-op housing, none reported that they had. To aid in discussion, participants were provided with the following information:

The federal government launched a new Co-operative Housing Development Program. The \$1.5 billion program will provide loans and contributions to build and grow co-ops across Canada. The program will build thousands of new co-op homes by 2028. Co-operative housing, often referred to as "co-ops", are managed by the people who live in it, with no outside landlord. Co-ops are generally more affordable than other private rental housing.

Reactions to this information were largely positive among participants and several felt that this represented a promising additional pathway to homeownership for Canadians. It was widely felt that co-op housing was an important area for the Government of Canada to be investing in. While no participants were expressly negative in their views towards co-op housing, several raised concerns regarding the absence of professional management under a co-op system and questioned how disagreements among co-operative owners would be handled. Some worried that in situations where conflicts arose among members, there was a potential for power blocs of members to emerge and dominate the decision-making process within the co-op.

Discussing whether they would consider living in co-op housing, only a small number indicated that they would. For most, it was felt that the challenges of having to collaborate with and maintain a consensus with a number of other homeowners would be quite stressful and would not result in a pleasant living situation. Among the smaller number who were more open to co-operative housing, it was felt that mutual ownership would likely instill a collective feeling of pride among the owners of the property and encourage all members of the co-op to actively participate in the upkeep and maintenance of their property.

Questioned whether, considering all the initiatives they had discussed, they felt the Government of Canada was headed in the right direction when it came to addressing the housing situation, a roughly equal number believed that it was compared to those who felt otherwise. Among those who felt more positively, it was thought that these actions would likely have at least some positive impacts on Canadian renters and homeowners and that any action on this front would be helpful. For those who felt differently, the view was reiterated that while these measures might make some progress, they would have little impact on what were viewed as more pervasive issues such as high home prices and the general lack of affordable housing in many Canadian communities. Asked what additional actions they felt the federal government should be taking to address the housing issues facing Canadians, participants mentioned potential initiatives such as the implementation of higher taxation for practices such as house flipping, removing the Canada Mortgage and Housing Corporation (CMHC) insurance requirement for first-time home buyers with down payments of less than 20 per cent, and working to increase the density of new housing developments built in Canadian municipalities.



Mortgages (Ontario/Quebec/New Brunswick Homeowners)

Participants in one group, comprised of homeowners residing in Ontario, Quebec, and New Brunswick, engaged in a discussion related to mortgages, including actions that the federal government had recently taken to make mortgages fairer and more affordable for Canadians. Asked whether they felt that their mortgage payments were currently affordable, most believed that they were. A number clarified, however, that while their mortgages were affordable at their current rates, it was expected that their monthly payments would likely increase considerably when it came time to renegotiate with their lenders. A small number reported having rented out a suite in their home in order to continue to be able to afford their monthly mortgage payments. Discussing whether they were aware of any supports available to assist them in managing their mortgages and/or planning for their renewals, while a few believed that a financial planner could be utilized for this purpose, no other services could be recalled. Asked where they would likely go to learn more about the mortgage relief measures available to them, most expected that they would likely look to their respective banks/lenders for this type of information.

Discussing what role they felt the Government of Canada should have in supporting homeowners looking to renew their mortgages, most expressed uncertainty, with a number unclear as to the actions it was currently taking on this front. To aid in conversation, participants were provided with the following information:

Last fall, the Government of Canada announced the Canadian Mortgage Charter. The charter outlines guidelines and expectations for mortgage lenders to offer reasonable and tailored assistance to borrowers in need. It aims to ensure that those struggling with mortgage payments get timely and fair support from their mortgage lender, using all available resources to help them during tough times.

While most believed that the introduction of a Canadian Mortgage Charter represented a step in the right direction, several were uncertain as to how impactful it would ultimately be. Among these participants, a number felt that while the provision of increased supports from lenders to those struggling with their mortgage payments would provide assistance to many in the short-term, it would do little to address what they viewed as the larger issues related to the overall affordability of mortgages for Canadians. Participants were next provided with additional information related to specific elements of the Charter:

Under the Canadian Mortgage Charter, Canadians can expect the following:

- *Extending Mortgage Payment Periods for Those in Need - Homeowners facing financial challenges can have their mortgage payment period extended temporarily;*
- *No Extra Fees for Help - Banks will not charge extra fees for measures that help homeowners struggling with their mortgages;*
- *Ease in Switching Lenders at Renewal - If you have an insured mortgage, you will not need to go through a new qualification process when switching to a different lender at the time of renewing your mortgage;*



- *Early Communication about Mortgage Renewal - Banks will contact homeowners 4-6 months before their mortgage is due for renewal to discuss different options;*
- *Flexible Payment Options for Struggling Homeowners - Homeowners facing financial difficulties can make large one-time payments or sell their homes without facing penalties, to avoid increasing their loan amount; and*
- *No Compound Interest During Hard Times - If the relief measures cause the mortgage balance to temporarily increase, banks won't charge extra interest on the added interest amount.*

Reacting to these measures, a number spoke positively of the initiative to have banks/lenders connect earlier with homeowners regarding the renewal of their mortgages and discuss the different options available to them. Several also expressed interest in the ability to switch lenders more easily when renewing, believing that this would provide homeowners with much greater flexibility on this front. A few felt that greater clarity needed to be provided regarding how terms such as 'financial difficulties' and 'hard times' would be defined under this Charter, believing that the current wording of these phrases was somewhat vague. Questioned whether they expected they might personally benefit from these measures in the future, none did. Several were of the impression that these actions were primarily targeted towards individuals facing significant financial challenges and did not expect that they would be applicable to their own situations.

Asked whether they thought the Canadian Mortgage Charter was on the right track when it came to supporting mortgage holders, a roughly equal number believed that it was compared to those who felt otherwise. Among those who viewed these measures as a step in the right direction, it was believed that the introduction of this Charter would lead to increased options and flexibility for mortgage holders going forward and would likely have a positive impact on the overall financial situation of homeowners. For those who felt that these measures could be improved, a number reiterated the view that there needed to be a greater focus placed by the federal government on reducing the overall costs required to purchase a home, believing that this would be the most effective way to make mortgages more affordable for Canadians in the long term.

Health Care (Atlantic Canada Aged 18-34)

Participants in the group comprised of individuals aged 18-34 residing in Atlantic Canada engaged in a brief discussion related to health care services in their area. Asked how they would rate the quality of their health care system, most described it as being fairly average. The view was expressed by a number that while the health care workers (such as doctors and nurses) they interacted with were typically highly skilled and professional, the health care facilities, medical equipment, and organizational procedures of the health care system in their area had become somewhat outdated and resistant to change. All described accessibility to health care in their region as being extremely poor. A large number recalled having encountered long wait times for both emergency and primary care, and several reported having been unable to find a family doctor. A number also commented that it had become increasingly difficult to schedule appointments and procedures with specialists. Asked to



describe what they viewed as the biggest challenges facing health care in their area, participants mentioned a range of issues, including a perceived shortage of doctors and nurses, difficulties in accessing certain medications, and issues such as the growing prevalence of opioid use and addiction in their communities.

Questioned whether they had heard about any commitments or announcements made by the Government of Canada related to health care, and specifically whether they were aware of any negotiations between the federal and provincial/territorial governments regarding funding for health care, very few indicated that they were. Among the small number who had heard something, a few were of the impression that the federal government had recently taken steps to make it easier for pharmacists to write prescriptions for certain medications and make it easier for individuals to access the medication they require without needing to consult a doctor. Asked whether they felt the Government of Canada was generally on the right track when it came to health care, a roughly equal number felt that it was on the wrong track compared to those who were mostly neutral in their opinions. Among those who were more neutral, it was thought that while the health care system was experiencing challenges related to wait times and worker shortages, the federal government had taken a number of actions to address these issues in recent years. For those who were more negative in their opinions, participants believed that far more needed to be done to incentivize and encourage Canadians to consider careers in the health care field, believing that this was the best way to address health worker shortages.

Affordability Measures (Greater Toronto Area)

Participants residing in the Greater Toronto Area (GTA) took part in a conversation related to measures recently announced by the federal government to make groceries more affordable for Canadians as well as to crack down on issues such as shrinkflation and junk fees. Asked how they would describe the cost of groceries in Canada, many believed that they had become exorbitantly expensive in recent years. Discussing what they believed was contributing to these rising grocery prices, participants identified a range of factors. These included the perceived increased costs (due to issues such as inflation and climate change) for farmers to grow food, growing demand for groceries and other products resulting from higher rates of immigration in recent years, and profit-seeking behaviour on the part of major grocery chains.

Asked whether they had seen, read, or heard about any actions from the Government of Canada related to addressing the cost of groceries, only a few indicated that they had. Among the small number who had heard something, participants recalled actions such as the introduction by the federal government of a Grocery Code of Conduct as well as meetings held between federal officials and the heads of major grocery chains to discuss ways to stabilize the cost of groceries for Canadians. To aid in conversation, participants were informed that the Government of Canada had recently announced



that it would be taking steps to stabilize the cost of groceries by monitoring major grocers, increasing competition within the grocery sector, and tackling issues such as shrinkflation. All reacted positively to this information, with a number expressing the view that increasing competition in the grocery sector was an especially important issue for the federal government to be working on.

Participants were also informed that the Government of Canada had recently held a meeting with the heads of Canada's major grocery chains where they had agreed to support the federal government in its efforts to stabilize food prices. Discussing whether they expected that these major grocery chains would follow-through on taking targeted actions to help stabilize grocery prices, only a small number felt that they would. Several did not believe that major grocers would be willing to sacrifice potential profits and/or would find a way to get around any price regulations that were imposed. A few felt somewhat differently, believing that while major grocery chains likely would follow-through on these commitments, they would only do so to the bare minimum and would continue to seek to earn as much profit as possible.

Questioned whether they were familiar with the term 'shrinkflation', a large number indicated that they were. To aid in discussion, participants were informed that shrinkflation occurs when the size of a product is reduced while its price stays the same or increases. Asked whether they could think of any specific instances in their own lives where they had noticed shrinkflation, none could recall anything. Discussing how they would feel about the Government of Canada creating a task force that would investigate instances of shrinkflation, participants were mixed in their opinions. While some felt that any action on this front represented a step in the right direction, a number questioned to what extent the Government of Canada would be able to regulate how private businesses price and package their products.

Asked how impactful they felt these actions would be as a whole, several expressed uncertainty as to whether these measures would be effective in stabilizing grocery prices going forward. A number were of the opinion that unless stricter regulations and systems of accountability were put into place to ensure the cooperation of major grocery chains on stabilizing and/or reducing food costs, these actions would only have a limited impact on making groceries more affordable for Canadians.

Discussing whether they had previously heard the term 'junk fees', only a small number indicated that they had. To clarify, participants were informed that junk fees could refer to additional charges attached to a wide range of services and purchases, including additional fees when purchasing concert and event tickets, additional baggage fees for air travellers, various fees charged by banks (such as transaction fees), cancellation fees when switching to a different phone or Internet plan, and international roaming charges. Asked whether they could identify any other types of junk fees, a number mentioned the additional fees and charges they believed one often encountered when purchasing a new or used automobile.

Questioned whether they were aware of any recent actions by the Government of Canada related to addressing junk fees, none indicated that they were. To aid in discussion, participants were provided with the following information:



The Government of Canada has announced it is cracking down on junk fees and making things like Internet and cell phone plans cheaper. The federal government is strengthening existing tools and creating new ones, including through reforming competition law.

On balance, most reacted positively to this information. It was widely thought that this was an important area for the federal government to be focusing on and that making cell phones and Internet plans cheaper for Canadians needed to be a top priority. A few, however, expressed concerns that, if banned, these junk fees would be reallocated into the overall prices of the goods and services sold by businesses and that this would ultimately lead to higher prices for Canadian consumers.

Thinking about the measures they had discussed to help tackle high grocery costs and junk fees and asked whether these actions had changed the way they viewed the Government of Canada's management of affordability and the cost of living, few indicated that they had. While most viewed these actions as being steps in the right direction, several expressed that they would be unlikely to change their opinion of the federal government's handling of this issue until they noticed tangible improvements to their own cost of living.

Cost of Living (Atlantic Canada Aged 18-34)

One group, comprised of individuals residing in Atlantic Canada aged 18-34, engaged in a brief discussion related to the cost of living and the affordability of housing. Discussing the challenges related to the cost of living and housing affordability that were impacting their lives on a day-to-day basis, participants provided a range of responses. Several who were currently renting mentioned what they perceived as the exorbitantly high cost of rent, commenting that while they would prefer to live by themselves, they were currently living with roommates out of necessity and in order to make ends meet financially. A few who had recently purchased a home reported that their monthly mortgage payments were less than what they had previously been paying in rent. A number also described the high cost of home energy costs, believing that it had become more expensive to heat and/or cool one's home in recent years. Unrelated to housing, participants mentioned additional challenges related to the cost of living including the high cost of groceries, rising gasoline costs, and wages not increasing at the same rate as inflation in recent years.

Asked whether they were aware of any actions that the federal government had taken to address the high cost of living and housing affordability, participants mentioned (though not by name) initiatives such as the Greener Homes Grant, making it easier for Canadians to build additional units in their homes through the proposed Secondary Suite Loan Program, and agreements it had reached to increase the housing supply in Canadian municipalities through the Housing Accelerator Fund. A few also were of the impression that the federal government had recently taken steps to encourage banks and lenders to take an individual's history of on-time rental payments into account when calculating their credit scores.



Discussing additional actions that they felt the Government of Canada should take to make housing and the cost of living more affordable for younger Canadians, participants mentioned actions such as capping the amount that landlords can charge in rent, placing further restrictions on short-term rental units (such as Airbnbs), providing tax-relief for younger individuals struggling with the cost of living, and increased assistance in paying off debt such as student loans. A number expressed the opinion that a greater focus by the federal government on reducing the overall cost of living would make it much easier for younger Canadians to save up towards major purchases (such as a home) in the future.

Jobs (Atlantic Canada Aged 18-34, Ontario)

Two groups engaged in conversations related to the current employment market and actions that the federal government was taking to create more jobs for Canadians. Participants in the group comprised of individuals aged 18-34 residing in Atlantic Canada discussed the employment market more generally, while those in Ontario focused specifically on job creation in the electric vehicle (EV) sector.

Employment Market (Atlantic Canada Aged 18-34)

Asked how they would describe the state of the employment market at present, several felt that it had become increasingly difficult to find a job and that opportunities were quite limited for those looking to secure well-paying, full-time employment. Some commented that while there were numerous jobs currently available in their communities, very few of these offered full-time hours, benefits, and/or a living wage.

Discussing whether, five years from now, they expected the Canadian job market would be better, worse, or mostly the same, most were uncertain or felt that it would not change much during this time period. Participants generally did not expect the employment market to improve over the next five years. Looking further into the future, a number felt that it was possible the job market would get better, especially if more people decided to pursue careers in what were viewed as in-demand sectors such as health care and the trades. Asked what skills (apart from health care and the trades) they felt would be in the greatest demand in ten years' time, several believed that those with experience in technology and computers would likely have the greatest advantage in finding high-paying employment. Discussing how confident, if at all, they were that they would have a good job five-to-ten years from now, almost all expected that they would. It was felt by several that this would be a long enough time period for them to acquire the education and skills training that they would need to excel in their field of choice.

Asked whether they felt the Government of Canada was on the right track when it came to ensuring that workers are able to get the skills training they require to remain competitive in the employment market, only a small number believed that it was. Many indicated being largely unaware of any actions

that the federal government had taken on this front and, as a result, found it difficult to provide a proper evaluation of its performance. Among those who took a more positive view, a few recalled having recently received skills training through their employers that they believed had at least in part been funded by the federal government. A small number were also of the impression that the federal government had recently been making investments towards the education and training of paramedics, and that it had been working to make pursuing this career path more affordable for Canadians.

Almost all felt that the Government of Canada was on the wrong track when it came to creating good jobs in Canada. The view was expressed by several that more should be done by the federal government to create jobs that offered a living wage and opportunities for advancement. A number believed that an increased priority should be placed on creating jobs in areas that were perceived to be experiencing significant labour shortages, such as health care, mental health, and social services. Among the few participants who believed that the Government of Canada was on the right track when it came to creating good jobs, a small number were of the impression that it had recently been responsible for the creation of many new construction and trades jobs in their respective areas.

Electric Vehicle Sector (Ontario)

Participants in the group comprised of members of the general population of Ontario took part in a discussion specifically related to job creation in the electric vehicle (EV) sector. Asked whether they felt the Government of Canada was headed in the right direction when it came to creating jobs in the automotive industry, no participants thought that it was. While many were of the impression that expanding the EV industry and the manufacturing of EVs and EV parts in Canada had been a major priority for the federal government in recent years, several were doubtful as to whether this transition would be feasible in the coming decades and whether there would be enough demand and infrastructure in place to facilitate a large-scale transition by Canadians to EVs. A number expressed concerns that a transition to EVs would have an overall negative impact on the automotive industry and auto workers, and that this could lead to less jobs being available in the sector due to a diminishing demand for gas-powered automobiles. Asked whether they were aware of any specific actions that the federal government had taken related to EVs, a small number recalled initiatives such as its commitment to achieving 100% zero-emission vehicles (ZEV) sales by 2035, as well as offering financial incentives for Canadians to switch to EVs through the Incentives for Zero-Emission Vehicles (iZEV) program (though not mentioned specifically by name).

To aid in conversation, participants were provided with the following information regarding two announcements the federal government had recently made related to EVs:

The federal government and the Ontario government announced that Honda Canada will make a \$15-billion investment in electric vehicles in Ontario to build four new manufacturing plants in the province. These plants include a new electric vehicle (EV) 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; and

The federal government and the Ontario government recently announced the Goodyear Tire and Rubber Company's more than \$575 million project to modernize and expand its plant in Napanee, Ontario. Federal funding of up to \$44.3 million will help Goodyear create an energy-efficient, end-to-end manufacturing process and increase its production capacity, including of EV and all-terrain tires. The project will create 200 new, highly skilled manufacturing jobs by 2027 and secure more than 1,000 jobs in Napanee. This project will get Goodyear's Napanee plant to net-zero emissions by 2040, helping achieve Canada's goal of a net-zero economy by 2050.

Reacting to these announcements, several reiterated concerns as to whether it would be possible for Canadians to transition to EVs at such a large-scale. Some also worried about the feasibility of these vehicles for those living in rural and remote communities, and whether the electricity grid would be able to handle the increased demand placed on it by expanded EV use. A number also questioned whether the Government of Canada's investment of \$44.3 million towards the creation of approximately 1,000 jobs in Napanee was an effective use of funds, given what they viewed as the relatively low number of new jobs created compared to the size of the investment.

Asked whether they felt it was important for Canada to become a global leader in the EV sector, many were uncertain. While most thought it was important for the federal government to be focusing on increasing manufacturing activity within Canada, a number questioned whether the manufacturing of EVs and EV parts was an area of particular strength for the country's economy. A few were of the opinion that, due to there being no major Canadian-owned EV manufacturers at present, it was difficult to see how Canada would be perceived as a global leader in this field. Among these participants, it was felt that rather than investing such large amounts towards the manufacturing of EVs in Canada, the Government of Canada should instead be focusing on strengthening those sectors in which Canada already had a comparative advantage (such as natural resources).

Consumer Protection (Eastern Ontario)

Participants in Eastern Ontario engaged in a discussion focusing on the rules and regulations in place to protect Canadian consumers. Asked to share their perspectives related to the current cost of living, participants were largely negative in their views, with a number describing it as challenging, frustrating, and/or unfair. Many reported having had to make lifestyle adjustments, such as taking on additional work or increasingly using coupons, in order to make ends meet financially.

Discussing which of their regular expenses, outside of rent or mortgage payments, were currently a source of stress in their lives, participants identified a range of areas. These included groceries, gasoline, credit card bills, and telecommunications and utilities bills. Questioned what level of responsibility they felt private industries/corporations had for the rising costs faced by consumers, many were of the impression that businesses had taken advantage of supply chain disruptions during



the COVID-19 pandemic and have continued to use it as a pretense to increase prices and maximize their profits.

Sharing the strategies that they had developed to protect themselves from the increasing cost of living, participants reported having taken actions such as shopping around at multiple stores to find the lowest-priced items, purchasing more products from local businesses, and buying non-brand name food products. Participants reported being unaware of any rules or regulations related to pricing and consumer protection that corporations must follow. Almost all believed that corporations were currently doing a poor job when it came to protecting consumers, with many believing that these businesses primarily cared about increasing their profits and responding to shareholder concerns, rather than helping Canadians.

Asked what obligations they felt corporations should have to consumers, participants believed that limits should be implemented to regulate how much businesses can profit off the sale of essential goods and services. It was also felt that rather than raising prices for consumers, businesses should instead be encouraged to consider ways to improve their internal efficiencies and processes as a way of saving money. Discussing what role they felt the Government of Canada should have in protecting the rights and interests of consumers, several felt that it should be more involved in increasing competition within important sectors (such as groceries and telecommunications) and reducing red tape for businesses. It was expected that these actions would likely result in lower prices for consumers. Questioned whether they were confident in the federal government's ability to protect consumer rights and interests, very few indicated that they were, with a number of the impression that it had done little to address this area in recent years.

While most were aware of the terms 'shrinkflation', 'skimpflation', and junk fees', many expressed uncertainty regarding the difference between shrinkflation and skimpflation. To aid in the discussion, participants received the following clarification:

"Shrinkflation" occurs when the size of a product is reduced while its price stays the same or increases.

"Skimpflation" occurs when inferior ingredients are used to produce or manufacture what appears to be the same product.

"Junk fees" are additional fees that are added to the cost of a purchase or service that aren't included in the actual price or service description. Examples include additional fees charged when you purchase a ticket to an event or concert, additional baggage fees when you purchase a plane ticket, various fees charged by banks, such as transaction fees, and so on.

Participants were next provided with information related to numerous initiatives currently being undertaken by the Government of Canada to protect consumers and asked to select which three they felt would have the greatest impact on protecting their rights and interests as consumers. The measures shown included:

- *Strengthening the Competition Act: made changes to the Competition Act to enhance the Competition Bureau's ability to prevent unfair business practices, stop anti-competitive behaviors, and enforce greater penalties for companies that abuse their market dominance;*



- *Stabilizing the cost of groceries: taking steps to stabilize the cost of groceries by monitoring big grocers, increasing competition and tackling shrinkflation and skimpflation;*
- *Creating the Grocery Code of Conduct: working with provinces, territories and grocers to develop a grocery code of conduct that will create new rules for grocery retailers about fees they can charge suppliers and how they will deal with disputes. All five major grocers have agreed to accept its adoption;*
- *Tackling telecommunications prices: developed an online tool that helps Canadians get more affordable telecommunications services by tracking the prices of plans and services;*
- *Cracking down on junk fees: taking steps to reduce the unnecessary fees Canadians pay and making things like Internet and cell phone plans cheaper;*
- *Developing codes and standards for charging and fuelling stations: developing and implementing a set of codes and standards for retail zero-emission vehicle (ZEV) charging and fuelling stations to ensure consumers get what they pay for; and*
- *Creating a 'Right to Repair' policy: gathering feedback to create a policy that will give consumers more repair options for things like home appliances and electronics. This may include things like requiring manufacturers to provide repair manuals and spare parts, and supporting authorized, independent, and self-repairs to extend a product's life and save consumers money.*

Many participants selected the actions to strengthen the *Competition Act*, with several believing that this approach would result in lower prices and increased competition across many key sectors. Stabilizing grocery prices was also seen as an important priority, with several expecting that the Government of Canada taking this action would have a significant impact on their lives. The initiative to tackle telecommunication prices also received interest from participants, with a number of the impression that Canadians were currently paying among the highest rates in the world for mobile phone and Internet services. While actions to crack down on junk fees, create a Right to Repair policy, establish a Grocery Code of Conduct, and develop codes and standards for zero-emission vehicle (ZEV) charging and fueling stations received less attention from participants, all believed that these initiatives were still important areas for the federal government to be focusing on.

News Consumption (Western Canada Aged 18-34)

One group, comprised of participants aged 18-34 residing in Western Canada, engaged in a conversation related to their news consumption habits. Asked what their primary sources were for news, several mentioned social media and reported using platforms such as X (formerly Twitter) and Instagram to receive news. Other sources identified by participants included podcasts, online discussion forums, and word of mouth from family and friends. Questioned how they would rate their level of trust in the news sources they utilize, many described having faced challenges in determining the accuracy of the news they read, believing that much of the media posted online was written with

some form of bias. Describing how they would go about determining whether a news source was trustworthy, participants indicated that they would likely do so by looking at the reputation of the news outlet as well as by using secondary sources to verify any information they found questionable. Asked what types of content they typically engaged with most, participants reported seeking out content related to foreign affairs, cybersecurity, sports, and weather/natural disasters.

Discussing where they would go to find news and information about the Government of Canada, many indicated that they would likely go directly to its official websites or social media channels. Some also reported that they would turn to traditional media sources such as television, radio, and newspapers for news about the federal government. Asked whether they would ever turn to the Government of Canada as a source for news and information, a number indicated that they would likely use its website to receive important updates and information. A few mentioned having recently followed news from the federal government specifically related to nearby wildfires and whether their community would be at risk.

All participants reported having come across information online that they were unsure as to whether it was true or false, with many indicating that this happened on a relatively frequent basis. Questioned whether they were familiar with the terms 'misinformation' and 'disinformation' all indicated they were, though several were uncertain as to the distinction between the two. A few speculated that while misinformation might refer to the (knowing or unknowing) dissemination of factually incorrect information, disinformation could refer to those instances in which false information was created and communicated with the intention of being misleading to people. To clarify, participants were informed that the difference between the two terms is that misinformation is information that is incorrect or misleading, whereas disinformation is false information deliberately spread to deceive people.

All indicated that they were concerned about the spread of misinformation and disinformation online. Many felt that a large number of users online experienced considerable difficulty in recognizing false information and that the malicious spread of disinformation in recent years had been a key contributor to what they perceived as a growing divisiveness within Canadian society. Several identified this as having been a particular issue during the COVID-19 pandemic, where it was felt that the online spread of misinformation and disinformation related to issues such as public health measures and vaccinations had contributed to considerable public unease during that time. More recently, a few residing in Calgary recalled having encountered numerous inaccurate posts and articles related to a critical water main break that had occurred in the city on June 5th, 2024, as well as misinformation and disinformation related to the resulting water restrictions that had been implemented while it was being repaired.

Asked what they felt should happen to combat misinformation and disinformation online, many felt that there needed to be greater accountability and regulations imposed upon digital platforms and social media providers (such as Google and Facebook) hosting this content. It was largely believed that, given the far reach of social media, misinformation and disinformation posted on these platforms could have wide-ranging consequences and that it was the responsibility of these digital companies to ensure that false content was not disseminated on their platforms. A few felt somewhat differently,



believing that while misinformation and disinformation were an issue, restricting content on these platforms could go against the freedom of expression of their users.

Discussing whether they felt the Government of Canada should have a role in combating misinformation and disinformation online, several believed that it should. Among these participants, it was felt that the federal government should be responsible for protecting the safety of Canadians online and that this was an important area for it to be focusing on. Some, however, expressed concerns regarding the potential subjective nature of what could be considered misinformation/disinformation and were uncertain as to whether it should be the responsibility of the federal government to determine what is true and what is false. A few felt that rather than seeking to actively regulate content posted online, the federal government should instead be focusing on promoting itself more widely as an official source that Canadians could turn to receive accurate information.

Immigration (Quebec, Ontario)

Participants in two groups took part in a discussion related to immigration. Asked if they had seen, read, or heard anything about immigration as of late, participants provided a wide range of responses. Several were of the impression that higher rates of immigration in recent years had placed increased pressure on the housing market as well as on vital services such as health care. It was believed that many communities (including their own) were currently facing challenges in accommodating these new arrivals. Some reported having heard that it had become increasingly difficult for individuals to come to Canada via international student study permits and/or temporary foreign worker visas and that limits had recently been put into place regarding the number of visas that would be issued through these programs going forward. Related to this, a number were of the impression that there had been increased instances in recent years of temporary foreign workers and international students remaining in the country after their visas had expired. A few residing in Quebec recalled hearing that there had recently been numerous discussions between their provincial government and the Government of Canada regarding how best to accommodate these new arrivals and whether to limit the rate of immigration to Quebec going forward.

Asked to describe the current state of the immigration system in Canada, while several felt Canada was an overall welcoming country to immigrants, most believed that the immigration system was overextended at present. A number reiterated concerns regarding the pressure they believed rising immigration had placed on housing, the cost of living, and important public services. Some also were of the impression that higher immigration had made it more difficult for younger Canadians and entry-level workers to obtain employment due to the increased competition from newcomers who were also seeking work.

Describing what they viewed as the benefits of welcoming new immigrants to Canada, a number believed that immigration played an important role in supporting the Canadian workforce, especially in



sectors that were believed to be facing labour shortages at present (such as health care, construction, and agriculture). A few expressed the opinion that as a growing proportion of Canadian workers neared retirement, immigration would be critical to ensuring the continued viability of the country's labour force. Participants also believed that immigration benefitted Canada by increasing the diversity of opinions and backgrounds shared by its citizens and increasing the access of Canadians to different languages, traditions, cuisines, and perspectives.

Discussing their concerns related to welcoming new immigrants, a number worried that a continued high rate of immigration would serve to further increase home prices in Canadian communities as well as place additional financial pressure on Canada's universal health care system. Several also expressed concerns related to the challenges faced by immigrants in having their credentials and experience recognized upon arriving in Canada and believed that more needed to be done to streamline the foreign credential recognition process for new arrivals. A few residing in Quebec also expressed concern about the challenges immigrants might face when integrating with Quebec's Francophone culture.

Questioned whether they felt the Government of Canada should increase, decrease, or keep the rate of immigration at about the same level, a larger number thought it should be decreased compared to those who felt it should be kept relatively the same. No participants believed that immigration should be increased. Among those who felt the federal government should decrease immigration, it was widely believed that time should be taken over the next few years to allow for increased infrastructure and services to be put into place to ensure that the country would be able to accommodate more newcomers in the future. For those who felt the current rate of immigration should be maintained, the view was reiterated that immigration played an important role in supporting the Canadian economy and that limiting it would likely lead to negative economic consequences for Canadians in the years to come.

Participants next engaged in an exercise where they were presented with a list of potential justifications for increasing the rate of immigration to Canada and asked to rank the statements from most compelling to least compelling. For the purposes of analysis these statements have been labelled A1 through E1. The statements shown to participants included:

A1 - More workers are leaving the workforce than there are entering the workforce, and this impacts all Canadians.

B1 - Immigration helps to offset the effects of an aging population and low birth rates in Canada.

C1 - When our pension and health care systems were designed 50 years ago, we had 7 workers per retiree to generate the tax revenues to fund them. Today we are down to 3 workers per retiree. Without newcomers, it could drop to just 2 workers in the decades ahead.

D1 - We don't have enough workers to fill vacancies in health care, construction, and child care.

E1 - Immigrants, like all residents, pay taxes on their income, property, and goods purchased. These tax revenues contribute to government budgets, funding public services and infrastructure, which are vital for economic growth.



Reacting to these statements, participants widely felt that statements A1 and D1 were the most compelling. Several felt that these focused on what they viewed as the most pressing economic issues facing Canada and represented the best justifications as to how rising immigration would benefit the country. Participants also responded positively to statement C1, believing that protecting Canada's pension and health care systems needed to be a top priority for the federal government. On balance, statements B1 and E1 were viewed as the least compelling. Related to B1 it was thought that Canada was not currently facing a significant decline in its birth rate and that while this may be an important issue for future generations, it did not represent a pressing challenge. Regarding statement E1, the view was expressed by some that increased immigration would lead to greater demand and costs for public services and infrastructure and that the tax revenue produced by a higher number of newcomers would not be sufficient to offset these costs.

Participants engaged in an additional exercise where they were shown a number of statements (labelled A2 through F2) outlining some of the potential challenges that could arise from reducing immigration and asked to rank the statements from most concerning to least concerning. These statements included:

A2 - Those already working in Canada may have to work longer/retire later to ensure there are enough workers.

B2 - Canadians may have to pay more in taxes to maintain the level of public services we already have.

C2 - Canadians may experience longer wait times in hospitals and fewer primary care doctors due to shortages of healthcare workers.

D2 - Canada's classroom sizes may have to increase due to shortages of teachers.

E2 - Higher costs and lower quality care in retirement homes due to a lack of personal care workers.

F2 - Smaller and rural communities lose local industries and/or closures of schools/hospitals due to a lack of workers and people paying municipal taxes.

On balance, most viewed statements A2 and B2 as being the most concerning. It was felt that workers having to delay their retirement plans and the perceived high rate of taxation paid by Canadians already represented pressing issues and that decreased immigration would likely only serve to exacerbate these concerns. A number also viewed statement C2 as concerning, believing that health care was already under a considerable amount of strain and facing challenges in meeting the medical needs of those already in Canada. While also viewing the issues outlined in statements E2 and F2 as concerning, it was generally thought that the impacts of these challenges would be less widely felt compared to those outlined in statements A2, B2, and C2. Related to statement D2, a number questioned whether this was actually an issue, believing that there were already a large number of trained teachers in Canada who were struggling to find full-time work.

French Language Protection and Promotion (Quebec)

Participants residing in Quebec took part in a conversation related to recent actions by the Government of Canada related to the protection and promotion of the French language. Asked which language was predominantly spoken in their respective areas, most reported residing in primarily French-speaking communities, while a smaller number lived in parts of the province where French and English were both commonly used. Discussing whether they felt the French language was currently under threat in some parts of Canada, several believed that it was. A number were of the impression that, outside of Quebec, the usage of French had been diminishing in most other parts of the country in recent decades and that even residents of cities such as Montreal were now speaking English to a greater extent compared to previous generations. Some also described what they viewed as the domination of the English language in the media and entertainment consumed by Canadians and believed that this had served to further diminish the use of French, including within Quebec.

Asked how big of a priority, if at all, it should be for the federal government to support both the English and French languages in Canada, several viewed this as an important area for it to be focusing on. A few expressed the opinion that the emphasis should primarily be placed on increasing the usage of French outside of Quebec, believing that the majority of Canadians already spoke English and that the English language was not under threat to the same extent that French was. To aid in conversation, participants were provided with the following information:

The Government of Canada has announced its Action Plan for Official Languages. The Action Plan proposes over 30 measures aimed at achieving a few key objectives. The information below describes these key objectives as well as specific measures that will be enacted to achieve them:

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

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

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

- *Providing grants to Francophone artists.*
- ***Creating a centre within Heritage Canada*** that supports the Government of Canada in taking additional steps to support French language minority communities.

On balance, participants were largely positive in their reactions to these initiatives, and all felt that the Government of Canada was headed in the right direction in its actions to protect and promote the French language. Several spoke especially positively of the initiatives to invest in Francophone child care centres across Canada and expand program offerings in French minority-language schools outside of Quebec. It was felt that these measures would be effective in providing children outside of Quebec with greater opportunities to learn French from an early age. A number believed that investments towards French second-language programs across the country would also serve to make it easier for Canadians to learn French and would likely increase the number of French-speakers in Canada as a result. The view was also expressed that actions such as the creation of a new French immigration policy, expanding global promotion and recruitment work in French-speaking countries, and investing in language training for newcomers would have a positive impact. It was felt that this would especially be the case in Quebec where French-speaking immigrants would be able to make an immediate contribution to the provincial economy. Participants were also largely of the opinion that the provision of increased grants to French-language artists and musicians would help to increase the reach of the French language outside of Quebec and would serve as an effective way to promote Francophone culture throughout Canada.

Climate Change Impacts (British Columbia Impacted by Fires, Floods, and/or Droughts, Western Canada Aged 18-34)

Participants in two groups engaged in discussions related to the potential impacts of climate change, both at present and in the future. Almost all reported being concerned about climate change, with many viewing it as one of the most pressing issues currently facing Canadians. Unprompted, several expressed the opinion that far greater urgency needed to be taken by governments at all levels to prepare for the impacts of climate change, believing that this issue was already posing many serious challenges to communities across the country. A small number felt somewhat differently, believing that while climate change was occurring, it was part of a natural weather pattern and that there was little humans could do to impact these changes. A few expressed the view that while climate change was an important issue, there were more pressing concerns (such as the cost of living) that the Government of Canada needed to be focusing on.

Asked what came to mind when they thought of the potential impacts of climate change, participants provided a range of responses. These included:



- Natural disasters – Many believed that climate change was directly connected to what they perceived as the growing magnitude of natural disasters such as wildfires, floods, and windstorms as of late. It was felt that these weather events had been occurring with increasing frequency in recent years and had negatively impacted communities in many parts of the country;
- Food insecurity – Several worried that the perceived impacts of climate change such as extreme temperatures and natural disasters would make it increasingly difficult for farmers to grow and transport the amount of food required to meet the needs of Canadians. A number believed that this would lead to higher grocery prices for Canadians and would negatively impact the health and economic wellbeing of many families. A few believed that if this were to occur, more Canadians would feel compelled to begin growing their own food;
- Health impacts – A number expected that climate change would negatively impact the physical health and wellness of Canadians. Concerns raised by participants on this front included potential diminished air quality due to wildfire smoke, the decreased availability of nutritious food, and the physiological challenges of surviving in increasingly hot and/or cold climates. A few expected that these potential deteriorating health conditions would make it easier for viruses to spread and for major pandemics to occur in the future. A number also believed that climate change would have a negative impact on the mental health of many Canadians due to the stress and anxiety of dealing with its effects; and
- Evacuation and/or Displacement – Participants also associated the impacts of climate change with concerns related to being evacuated and/or displaced from their homes and communities. Many reported having experienced this themselves in recent years, with several describing now living in a constant state of fear that they might be required to evacuate their homes with little or no advanced notice.

Describing how climate change had impacted their communities and daily lives, participants identified numerous challenges. A number had been required to live under water restrictions during the summer months, with warmer temperatures and a lack of precipitation having led to a diminished water supply in their local reservoirs in recent years. Some described facing increased utility costs as a result of having had to use their home heating and cooling systems more frequently than they had in the past. Several expressed concerns related to the damage that they believed climate change had caused to the surrounding environment of their community, with some specifically mentioning the increased spread of invasive species such as the pine beetle, which they connected to warmer temperatures in recent years. Among those living in areas that had been directly impacted by weather events such as wildfires or floods, a number were of the impression that a growing number of residents were now deciding to move away from their communities, either due to having lost their home or out of concern that this would happen at some point in the future. A few who resided in communities near those that had been evacuated also described the challenges of having to take in and accommodate those who had been displaced, believing that this had placed significant strain on their own community's services and supplies.

All in the group comprised of individuals in British Columbia (B.C.) who had been impacted by wildfires, floods, and/or droughts, expected that their community would be at increased risk due to climate change in the decades to come. Several reiterated concerns related to the destruction already caused by wildfires, with some questioning whether it would even be possible to continue living in their community if temperatures continued to rise. Among those in the group comprised of individuals aged 18-34 residing in Western Canada, while few were concerned about the direct impacts of climate change on their communities, a number believed that they would likely face potential challenges such as decreased food production, higher energy and utility costs, and increased strain on vital services such as health care.

Asked how prepared, if at all, they felt their communities were to handle the potential impacts of climate change, several believed that while their municipalities had emergency and evacuation plans in place, there was only so much that could be done to prepare for the destructive impacts of weather events such as wildfires, large-scale floods, and windstorms. Describing actions that they had personally taken, many mentioned having prepared an emergency kit containing essential supplies, important documents, and other valuable items that they could take in the event that they had to evacuate quickly. A few residing in communities prone to wildfires also reported having installed sprinkler systems to help to protect their homes in the event their community had to be evacuated.

Questioned whether they were aware of any actions that the federal government had taken to prepare for and/or mitigate the impacts of climate change, participants recalled a number of initiatives. These included the implementation of a federal price on carbon, offering financial incentives for Canadians to purchase zero-emission vehicles (ZEVs), providing essential supplies and financial aid to those impacted by natural disasters, and bringing in firefighters from other parts of the world to assist in combatting wildfires across Canada in recent years. Asked whether they felt the Government of Canada was on the right track when it came to responding to natural disasters, most in the group comprised of individuals in Western Canada aged 18-34 believed that it was and perceived this as having been a major area of focus in recent years. Among those in the group based in B.C. comprised of individuals who had been impacted by natural disasters, a roughly equal number felt that the federal government was on the right track compared to those who were more neutral or uncertain in their opinion. A few recalled having found it difficult to determine which aspects of the response to assist their communities had been coordinated by the federal government and which had come from the provincial and/or municipal level.

Asked an additional question as to whether they believed that actions taken to reduce Canada's greenhouse gas emissions would have an impact on preventing natural disasters in the future, a slightly larger number of those in the group based in Western Canada expected that they would, compared to those who felt otherwise. Among those who expected that reducing emissions would have a positive impact, a number expressed the view that any attempts to lower carbon pollution represented a step in the right direction and that it was important for the Government of Canada to be setting a positive example on this front. For those who felt differently, it was thought that while lowering carbon emissions was an important goal, it was unlikely that actions taken by Canadians

would be enough to have a tangible impact on this issue if other major global emitters were not also doing their part.

Natural Disaster Experiences (British Columbia Impacted by Fires, Floods, and/or Droughts)

Participants residing in B.C. who had been impacted by fires, floods and/or droughts engaged in an extended conversation related to their experiences in dealing with these challenges. Asked how they would describe the Government of Canada's response to wildfires in their province, a roughly equal number believed that it had performed well on this front compared to those who thought differently. For those who felt more positively, participants recalled numerous actions that the federal government had taken on this front, including the deployment of Canadian Armed Forces (CAF) personnel to assist with combatting fires in their region, the provision of essential supplies to households impacted by these disasters, and investments that it had made towards the recruitment and training of additional firefighters. Among those who believed that there were aspects of the Government of Canada's wildfire response that could be improved, a number felt that more needed to be done at the federal level to proactively plan for these weather events going forward. Specific actions recommended by participants included undertaking controlled burns of dense forest areas, working with at-risk municipalities to prepare evacuation plans, and placing emergency supplies and firefighting personnel on standby ahead of potentially dangerous weather events such as extreme heat waves.

Asked whether they had personally experienced any serious impacts or disruptions (such as receiving an evacuation alert and/or being evacuated from their homes) due to extreme weather events, almost all reported that they had. Many felt that their physical and/or mental health had been negatively impacted by these experiences, with several reporting having faced increased levels of long-term stress and anxiety as a result of these events. A number who resided in communities that were at high risk due to wildfires described now living in a state of perpetual fear of natural disasters, while others with chronic conditions such as asthma reported facing health issues due to the increased prevalence of wildfire smoke in the summer months. A small number reported having made the decision to leave their communities out of concerns about future natural disasters, believing that it was no longer safe to live in the province's Interior region.

Reflecting on their personal experiences in dealing with natural disasters in recent years, participants were asked if they (whether they had been evacuated or had remained in their homes) felt that they had been provided with sufficient access to health services and supports during these events. Participants were informed that health services in this sense could refer to access to doctors, other health care professionals, community services such as Alcoholics Anonymous, domestic violence care, prescription refills, dietary-specific foods, cultural foods, fresh water, and/or reliable Internet. Very few believed that they had been able to access the health care services they had needed. Describing specific issues, participants recalled difficulties accessing a doctor to check on their children's health issues, being unable to find a pharmacist to refill their prescriptions, as well as a lack of mental health resources during this stressful and frightening period in their lives. A few also felt that additional resources should have been provided to accommodate those with unrelated health issues who had



important appointments and/or procedures cancelled due to the natural disasters occurring in their area.

Discussing whether they felt they had sufficient access to the information, supports, and services they required to recover physically and mentally from these events, very few answered affirmatively. Many recalled finding it difficult to acquire information related to the services that were available in their communities. A number recalled having primarily relied on social media platforms such as Facebook and X to receive updates related to their respective communities. Several reiterated the need for additional mental health resources to be made available to those whose lives had been disrupted by extreme weather events.

Few could recall any examples of public health messaging or guidance that had provided support to them in dealing with these natural disasters. Among the information sources that were recalled, participants mentioned organizations such as the Canadian Red Cross, local authorities such as the Peace River Regional District, and community groups on Facebook. Several felt that more needed to be done at all levels of government to communicate information related to weather emergencies, with some recalling having been evacuated from their homes very suddenly and with little advanced notice. A few believed that, in the future, emergency alerts should be sent to the mobile devices of those in at-risk communities. It was felt that this would provide people with a way to receive important updates related to the situation and have a better idea of whether they could expect to be evacuated. Following these disasters, a number believed that information should also be provided regarding what services (such as electricity and clean drinking water) were operational in their communities, as well as what supplies they would need to purchase prior to returning home. A few also believed that greater efforts should be taken to provide impacted individuals with information regarding the recovery benefits and financial supports they were eligible to receive from the provincial and federal governments in the wake of these disasters.

Energy Outlook (Calgary)

Participants residing in Calgary engaged in a discussion related to the oil and gas sector, clean energy, and the state of the electricity grid in their province. Asked how important they felt the oil and gas sector was to Alberta's economy, all viewed it as being extremely important, with many identifying oil and gas as the top economic driver in the province and a major source of jobs for Albertans. Discussing the current state of Alberta's oil and gas sector, most believed that it was performing well at present and that the sector had been improving in recent years. Asked how important they felt it was for the Albertan economy to diversify away from oil and gas, all viewed this as an important priority. Several expressed the view that it was of critical importance to have a diversified economy, especially given their expectation that oil and gas usage would decrease in the coming decades as more renewable energy sources became available. Asked what sectors (aside from oil and gas) they felt would be most important for the future of the Albertan economy, many mentioned renewable energy technologies such as wind, solar, and hydroelectricity.

Questioned whether they had previously heard the term “sustainable jobs”, several indicated that they had. Asked to describe what they thought was meant by this phrase, a number believed that it referred to jobs in industries or sectors that were environmentally friendly and did not produce emissions. A smaller number thought that this term referred to jobs that were sustainable in the long term and could be depended on to exist in the decades to come. Discussing what came to mind when they thought of sustainable jobs in the clean energy sector, participants believed that this could refer to jobs involved in the design and construction of clean energy infrastructure and technology as well as positions responsible for maintaining these systems once they became operational. All felt that increased investments towards the creation of sustainable jobs in the clean energy sector would be beneficial to Alberta’s economy. It was widely thought that expanding the production of renewable energy would provide increased economic stability for Albertan families in the years to come, as well as bolster the capacity of the province’s electricity grid going forward.

Focusing specifically on the electricity grid, participants were asked whether they felt there was anything that the Government of Canada should be doing to support the reliability of Alberta’s electricity grid and reduce the risk of power outages, especially in instances where extreme temperatures contributed to higher power demand. Several thought that it should take action to increase the construction of renewable energy infrastructure such as windmills and solar panels, as well as provide increased financial incentives to homeowners looking to install solar panels on their own homes. Asked whether they were aware of any actions that the Government of Canada had taken related to the electricity grid, none reported having heard anything. All felt that the federal government was on the wrong track when it came to its approach to the electricity sector. Describing why they felt this way, several cited what they perceived as the high costs of electricity in their province and believed that the Government of Canada should be doing more to work with the provincial government to make energy more affordable for Albertans. A few also felt that more should be done at the federal level to educate Canadians regarding the ways in which they could adopt greener practices in their daily lives as well as providing increased incentives and rebates to homeowners looking to retrofit their homes to be more energy efficient.

Informed that the Government of Canada was making investments towards clean electricity and clean technologies with the aim of reducing emissions in the future, participants were asked what came to mind when they thought of clean electricity and clean technology. Many associated these terms with renewable energy as well as the adoption of more sustainable, environmentally friendly practices that would reduce the carbon footprint of Canadians. All felt that it was important for the federal government to be making these investments, with many believing that these would lead to long-term environmental and economic benefits in the decades to come. Unprompted, a few mentioned the Canada Greener Homes Loan program (though not by name), believing that programs such as these provided opportunities for Canadians to make their homes more energy efficient and that more of these types of initiatives should be introduced by the federal government going forward. While also supportive of diversifying Alberta’s electricity grid to use more renewable energy sources, a number believed that this transition needed to be undertaken gradually. Among these participants there was a sense of uncertainty that clean energy sources such as solar, wind, and hydroelectricity would be able



to fully meet the energy needs of Canadians and that non-renewable sources such as oil and gas would likely continue to play an important role in this capacity in the years and decades to come.

Asked whether they expected that the increased use of clean electricity and clean technology would lead to more, fewer, or about the same risks of power outages, a slightly larger number expected that this approach would lead to fewer risks as those who believed it would lead to more or about the same level of risk. Among those who thought it would lead to fewer risks, it was felt that the increased use of clean energy would help to create a more robust electricity grid, with renewable and non-renewable energy sources working together to provide a more reliable energy system for Albertans. For those who felt that there would be greater risks of power outages resulting from the increased use of clean energy, a number reiterated concerns about the reliability of these energy sources and questioned whether they would be able to meet the energy needs of Albertans, especially during the winter months where electricity and the use of home heating systems typically increased.

Discussing the impact that the increased development of the clean energy sector would potentially have on their own lives participants expressed a range of views. While some expected that this would ultimately lead to lower home energy costs and the creation of a large number of high-paying jobs in the clean energy sector, a smaller number felt otherwise. Among these participants, it was thought that given the importance of oil and gas to the province's economy, the increased use of renewable energy would likely have negative economic consequences for many Albertan businesses and workers. A few also worried about potential increases to their taxes as a result of this approach, believing that a significant amount of public funding would be required at both the provincial and federal level to construct the infrastructure necessary to expand clean energy production in the years to come.

Home Energy Label Design (Western Canada Prospective Homeowners, Ontario/Quebec/New Brunswick Homeowners, Ontario)

Three groups took part in conversations related to the design of home energy labels produced for the Government of Canada's EnerGuide program. Asked whether they were familiar with home energy labels only a small number indicated that they were, and very few reported having them in their own homes. Describing what they thought home energy labels were used for, some believed that they provided information related to the energy efficiency of appliances and home heating/cooling systems, while a few thought they might be connected in some way to energy rebates provided by the provincial and/or federal government. To aid in discussion, participants were provided with the following information:

A home energy label is designed to help you better understand a home's energy performance. It can help you make decisions when buying or renting, take action to reduce your home's energy use and



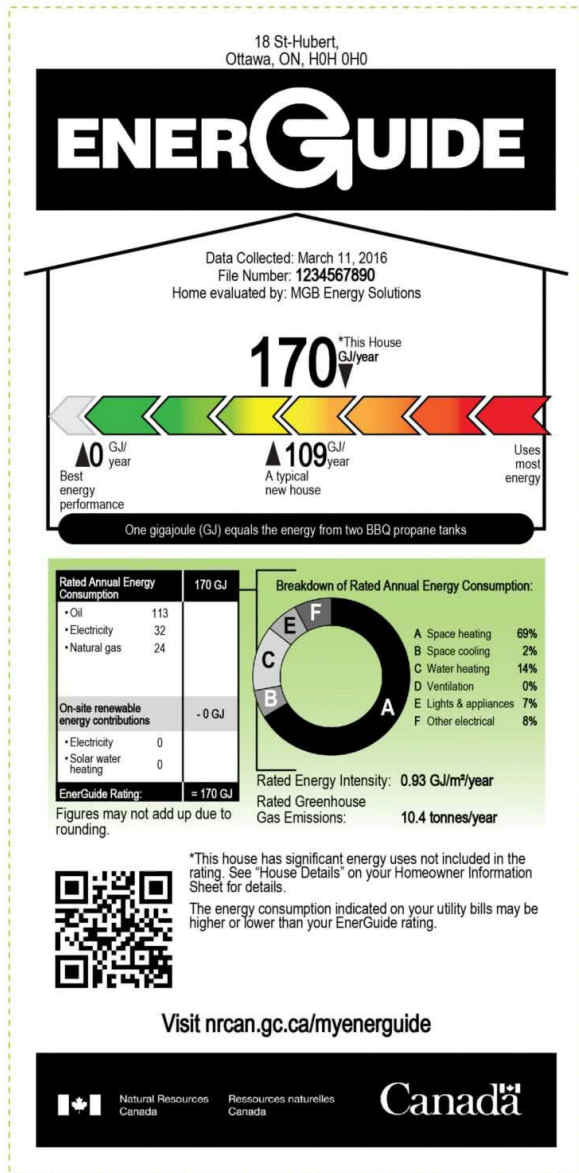
greenhouse gas emissions, and potentially increase the value of your home once energy efficiency improvements are made.

Discussing what types of information they would want a home energy label to tell them about their home, several expressed a desire for information that would assist them in reducing their monthly home energy costs. A number also felt it would be important to have information related to the energy efficiency of their home, energy use by source, and how their energy usage compared to other similar-sized homes in their area. Participants also expressed an interest in seeing information related to the historic energy costs of their home over time as well as a breakdown of many years it would take for them to begin seeing the financial benefits of having invested in energy efficient renovations. Asked an additional question as to whether they would be interested in the potential to improve their home's energy efficiency through upgrades/renovations, almost all in the group comprised of homeowners in Ontario, Quebec, and New Brunswick indicated that they would be. All identified saving money as being the primary reason for their interest in upgrading their home's energy efficiency.

Participants were next provided with the following information related to the Government of Canada's EnerGuide program:

The Government of Canada has a program called EnerGuide, where individuals can have an evaluation of their home to help them understand how it uses energy now and identify retrofits to help improve energy efficiency. An energy advisor assesses the entire home and provides an EnerGuide rating and an energy efficiency report. The advisor also provides a label that is an official record of the home's energy performance and can provide helpful information when making decisions about buying, selling, or renovating one's home.

Groups were next presented with an example of the current EnerGuide home energy label and asked to share their reactions.



In the above image, the word "EnerGuide" is written in bold in white font over a black background. Below, there is an energy consumption rating with a large "170 GJ/year" in bold black font, indicating the energy use of the house. The rating is accompanied by a colored scale from green to red, with the needle pointing towards the higher energy consumption side. Further down, there is a circular graph marked from A to F, depicting a breakdown of the home's rated annual energy consumption by category:

- A (Space heating): 69%



- B (Space cooling): 2%
- C (Water heating): 14%
- D (Ventilation): 0%
- E (Lights & appliances): 7%
- F (Other electrical): 8%

At the bottom, there is a QR code on the left and a message directing to visit "nrcan.gc.ca/myenergyguide" on the underneath. At the bottom of the EnerGuide label in a black box, there are two logos. On the left is the Natural Resources Canada (NRC) logo, which features a maple leaf symbol alongside the words "Natural Resources Canada" in English and "Ressources naturelles Canada" in French. On the right is the official Government of Canada logo.

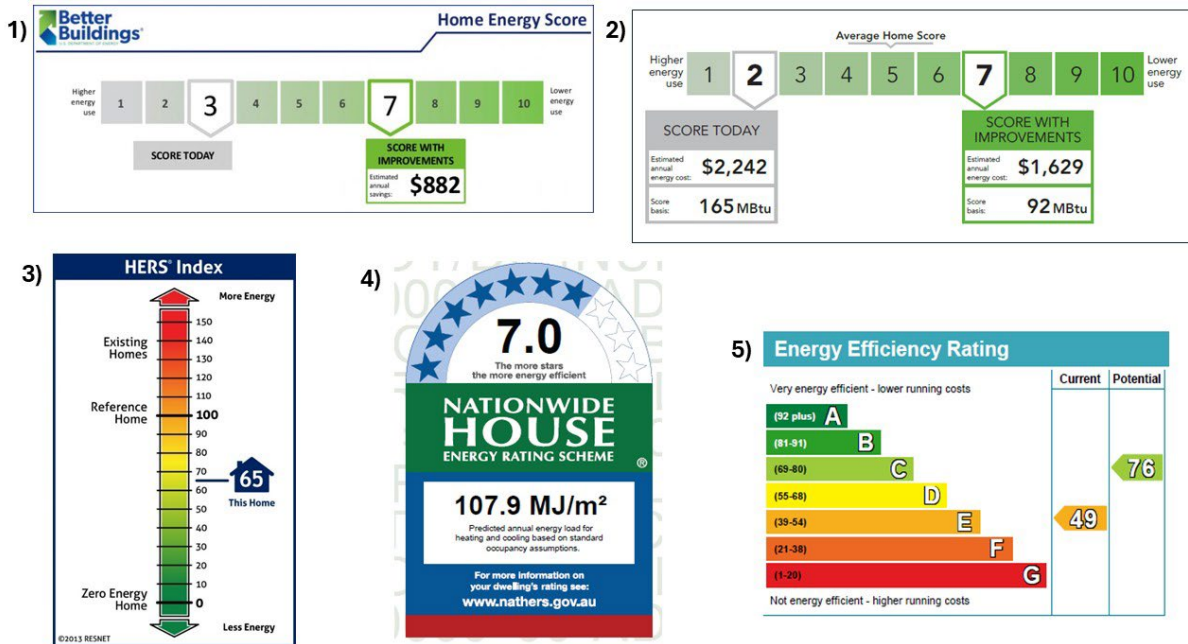
Providing their initial reactions, many spoke positively of the label's layout and aesthetic design, with a number commenting that the design was very well organized in terms of how the information was presented. Several identified the label's graphics as a positive element, believing that they were colourful, eye-catching, and easily understandable in terms of what information they were communicating. Some, however, expressed concerns that the information provided on the home energy label may be confusing, believing that many did not have a comprehensive understanding of terms such as gigajoules (GJ). A few also expressed the opinion that the information contained within the greenhouse gas portion of the label was somewhat confusing. A number of participants thought that more information should accompany these labels regarding what actions homeowners could take to improve their home's energy efficiency as well as how the energy efficiency of their homes compared to other households.

Asked whether this label would assist them in making a decision regarding whether to purchase a home, few in the groups comprised of residents of Ontario and prospective homeowners in Western Canada felt that they would. A few indicated that if they encountered an EnerGuide label when looking at a home they were considering purchasing, they would likely do further research online to understand how the energy efficiency of the property compared to others in the area. A small number commented that they might also use the information provided by an EnerGuide label to determine whether they would at some point need to replace appliances or engage in renovation projects after purchasing the home.

Individuals in the group comprised of homeowners in Ontario, Quebec, and New Brunswick were asked whether they felt this home energy label would assist them in making decisions related to their home's energy use. Most expected that it would, believing that at the very least the information in a home energy label would provide them with a baseline understanding of the energy use of their home as well as help in identifying ways in which it could be made more energy efficient. Asked what changes they felt could be made to the label to make it more useful in taking action to reduce their home's energy use, participants suggested actions such as simplifying and increasing the size of the text, providing more information regarding how their home's energy use compared to others, and breaking down their energy consumption on a daily, weekly, monthly, and yearly basis. A few also believed that more information should be provided related to propane-fueled homes and felt that this was lacking from the current design. Discussing what they felt would likely be their next steps upon

receiving this label if they were planning on renovating their home, several reported that they would likely look up what grants and subsidies were available to them from the federal and/or provincial governments to assist in carrying out these projects.

Participants in all three groups were next shown a number of different examples of home energy labels from other countries around the world:



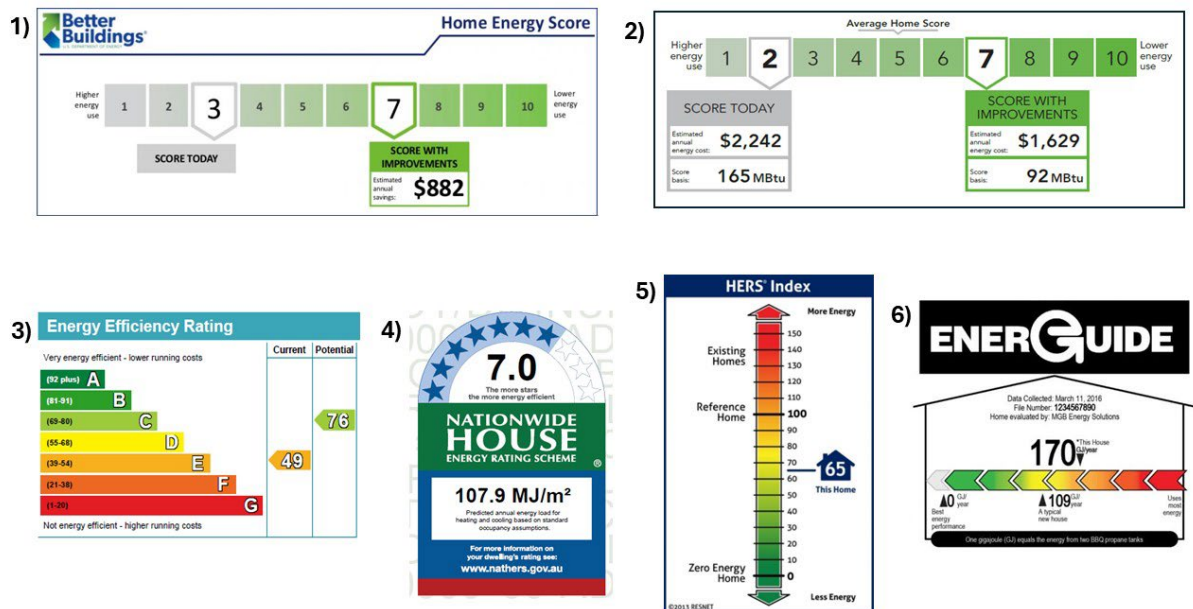
This image presents five different energy efficiency labels from various systems used to evaluate the energy performance of homes.

- **Better Buildings Home Energy Score (Label 1)**: This label from the U.S. Department of Energy shows a scale from 1 to 10, where 1 represents higher energy use and 10 lower energy use. The current home has a score of 3, meaning higher energy use, but with improvements, it could achieve a score of 7, saving an estimated \$882 annually.
- **Average Home Score (Label 2)**: Another label using a 1 to 10 scale, where 1 represents higher energy use and 10 lower energy use. The current home has a score of 2 with an estimated energy cost of \$2,242 per year, but improvements could increase the score to 7 and reduce costs to \$1,629 annually.
- **HERS Index (Label 3)**: The Home Energy Rating System (HERS) Index evaluates a home's energy performance relative to a reference home, with lower scores indicating better efficiency. A score of 100 represents the baseline, while a score of 65 for this home shows it is more energy efficient than the average.

- **Nationwide House Energy Rating Scheme (Label 4):** This Australian label assigns stars based on energy efficiency, with more stars indicating better performance. The house here has a score of 7 stars, consuming 107.9 MJ/m² annually for heating and cooling.
- **Energy Efficiency Rating (Label 5):** A UK-based label uses a scale from A to G, with A being very energy efficient and G being inefficient. This home has a current score of 49 (category E) but has the potential to improve to a score of 76 (category C) with certain upgrades.

Sharing their reactions, participants felt most positively about designs #1 and #2. It was widely believed that these designs were straightforward, informative, and a number liked the inclusion of information related to what their current home energy score would be and how much money they would save by making improvements. While feeling the information was more complex, a number spoke positively of the designs of #3 and #5, believing that they were visually appealing and would likely catch their eye. Only a small number liked design #4, with many feeling that the star system utilized in the design was confusing and would not provide them with sufficient information about their home's energy usage.

Participants were next shown a final image, containing all five of the previous home energy label examples along with the EnerGuide label:



The above image presents all 6 of the previously described labels:

- **Better Buildings Home Energy Score (Label 1):** This label from the U.S. Department of Energy shows a scale from 1 to 10, where 1 represents higher energy use and 10 lower energy use. The



current home has a score of 3, meaning higher energy use, but with improvements, it could achieve a score of 7, saving an estimated \$882 annually.

- **Average Home Score (Label 2):** Another label using a 1 to 10 scale, where 1 represents higher energy use and 10 lower energy use. The current home has a score of 2 with an estimated energy cost of \$2,242 per year, but improvements could increase the score to 7 and reduce costs to \$1,629 annually.
- **HERS Index (Label 3):** The Home Energy Rating System (HERS) Index evaluates a home's energy performance relative to a reference home, with lower scores indicating better efficiency. A score of 100 represents the baseline, while a score of 65 for this home shows it is more energy efficient than the average.
- **Nationwide House Energy Rating Scheme (Label 4):** This Australian label assigns stars based on energy efficiency, with more stars indicating better performance. The house here has a score of 7 stars, consuming 107.9 MJ/m² annually for heating and cooling.
- **Energy Efficiency Rating (Label 5):** A UK-based label uses a scale from A to G, with A being very energy efficient and G being inefficient. This home has a current score of 49 (category E) but has the potential to improve to a score of 76 (category C) with certain upgrades.
- **EnerGuide (Label 6):** In the above image, the word "EnerGuide" is written in bold in white font over a black background. Below, there is an energy consumption rating with a large "170 GJ/year" in bold black font, indicating the energy use of the house. The rating is accompanied by a colored scale from green (best energy performance) to red (uses most energy). A score of 109GJ/year is in the middle of the scale, and indicates the energy consumption of a typical new house.

Asked which they felt would be most useful for making decisions about a home or homes that they were considering buying, almost all in the groups comprised of prospective homeowners in Western Canada and homeowners in Ontario, Quebec, and New Brunswick, selected design #2. Among the group made up of the general population of Ontario, a roughly equal number chose designs #1, #2, and #5. Comparing the EnerGuide label to the other examples, a number spoke positively of its inclusion of a QR code, believing that this was an effective way of providing individuals with an immediate way to find out more about the information contained on their home energy label.

Appendices

Appendix A – Recruiting Scripts

English Recruiting Scripts
July English Recruiting Script

**Privy Council Office
Recruiting Script – July 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 (ET)	Local Time	Location	Composition	Moderator
1	Tues, July 9 th	8:00-10:00 PM	6:00-8:00 PM (MDT) 5:00-7:00 (PDT) 7:00-9:00 (CDT) 6:00-8:00 PM (CST)	Western Canada	Prospective Homeowners	TBW
2	Wed, July 10 th	8:00-10:00 PM	6:00-8:00 (MDT)	Calgary	General Population	MP
3	Tues, July 16 th	6:00-8:00 PM	6:00-8:00 PM (ET)	GTA	General Population	DN
5	Tues, July 23 rd	6:00-8:00 PM	6:00-8:00 PM (ET)	Eastern Ontario	General Population	DN
6	Wed, July 24 th	9:00-11:00 PM	6:00-8:00 (PDT)	British Columbia	Impacted by Fires/Floods/Droughts	TBW

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

English **CONTINUE**
French **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	
Western Canada	Provinces include: Alberta British Columbia Manitoba	CONTINUE – GROUP 1

	<p>Saskatchewan</p> <p>ENSURE NO MORE THAN 2/PROVINCE. ENSURE A GOOD MIX BETWEEN THOSE RESIDING IN LARGER AND SMALLER CENTRES.</p>	
Calgary	<p>Cities include:</p> <p>Calgary</p> <p>PARTICIPANTS MUST RESIDE IN THE ABOVE-NOTED CENTRE PROPER.</p>	CONTINUE – GROUP 2
GTA	<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>ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN 2 FROM THE CITY OF TORONTO OR PER REGION/COUNTY.</p>	CONTINUE – GROUP 3
Eastern Ontario	<p>Cities include (but are not limited to):</p> <p>Ottawa, Kingston, Belleville-Quinte West, Cornwall, Brockville, Pembroke, Petawawa, Hawkesbury, Stormont, Dundas, and Glengarry, Frontenac, Renfrew, Leeds and Grenville, Prescott and Russel, Hastings, Lanark, Lennox and Addington</p> <p>ENSURE A GOOD MIX ACROSS THE REGION, NO MORE THAN 2 FROM THE CITY OF OTTAWA OR PER REGION/COUNTY.</p>	CONTINUE – GROUP 5
British Columbia	<p>Cities include (but are not limited to):</p> <p>Victoria, Nanaimo, Vancouver, Mission, Sidney, Abbotsford, Armstrong, Burnaby, Coquitlam, Langford, Maple Ridge, Delta, Duncan, Kamloops, Vernon, Kelowna, Penticton, Peachland Nelson, Cranbrook, Golden, Revelstoke, Prince George, Williams Lake, Fort St. John</p> <p>ENSURE A GOOD MIX ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES. NO MORE THAN 2 FROM THE CITY OF VANCOUVER.</p>	CONTINUE – GROUP 6

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

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

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

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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-24	CONTINUE
25-29	
30-34	
35-44	
45-49	
50-54	
55+	
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE. GROUP 1 MAY SKEW BETWEEN 25-45.

4. **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	IF GROUP 1 – THANK AND END FOR ALL OTHERS – CONTINUE
Rent	CONTINUE GROUP 1
VOLUNTEERED Living at home	CONTINUE
VOLUNTEERED Other, please specify:	
VOLUNTEERED Don't know/not sure	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

4a. **ASK ALL GROUPS** Which of the following best describes the residence you currently [own/rent]?

Condo	CONTINUE
Semi detached	CONTINUE
Fully detached	CONTINUE



Apartment **CONTINUE**
 Single family home **CONTINUE**
 Townhome **CONTINUE**
 Other, please specify: _____ **CONTINUE**

ENSURE A GOOD MIX WHERE APPLICABLE.

5. **ASK ONLY IF GROUP 1** Are you looking to purchase a home within the next 2 years?

Yes	CONTINUE Q5a.
No	THANK AND END
VOLUNTEERED Don't know/not sure	
VOLUNTEERED Prefer not to answer	

5a. **ASK ONLY IF GROUP 1** Which of the following best describes the type of residence you are looking to purchase?

Condo **CONTINUE**
 Semi detached **CONTINUE**
 Fully detached **CONTINUE**
 Apartment **CONTINUE**
 Single family home **CONTINUE**
 Townhome **CONTINUE**
 Other, please specify: _____ **CONTINUE**

ENSURE A GOOD MIX.

6. **ASK ONLY IF GROUP 6** Have you or your community been impacted by any of the following in the last five years?

Droughts	CONTINUE Q6a.
Floods	
Wildfires	
Have not been personally impacted	THANK AND END
VOLUNTEERED Prefer not to answer	THANK AND END

RECORD INDIVIDUAL RESPONSES. ENSURE A GOOD MIX BETWEEN THOSE AFFECTED BY DROUGHTS, FLOODS, AND WILDFIRES.

6a. **ASK ONLY IF GROUP 6** Which of the following best describes the level of impact that [droughts/floods/wildfires] have had on you or your community?

Major impact	CONTINUE Q6b.
Moderate impact	
Minor impact	
VOLUNTEERED Prefer not to answer	THANK AND END

SKUEW TO THOSE WHO SAY MAJOR AND MODERATE IMPACT. NO MORE THAN 2 WHO SAY ‘MINOR’ IMPACT.

6b. ASK ONLY IF GROUP 6 Have you experienced any of the following because of [droughts/floods/wildfires]?

Temporary relocation/evacuation	CONTINUE
Permanent relocation	
Property loss	
Crop loss	
Health concerns (e.g., low air or water quality, etc.)	
Loss of daily resources (ex. drinking water)	
Disruptions in daily life, please specify: _____	
Other, please specify: _____	THANK AND END
VOLUNTEERED Prefer not to answer	

RECORD INDIVIDUAL RESPONSES. ENSURE A GOOD MIX WHERE APPLICABLE.

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

Yes **CONTINUE**

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

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

1-2 **THANK AND END**

3-5 **CONTINUE**

9. 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

10. 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 **CONTINUE**

No **CONTINUE**

11. 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 **THANK AND END**
3-5 **CONTINUE**

12. 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.

13. 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.17**

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

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

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

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

16. 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.

17. 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.

18. 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.

19. 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	CONTINUE
\$20,000 to just under \$40,000	
\$40,000 to just under \$60,000	
\$60,000 to just under \$80,000	
\$80,000 to just under \$100,000	
\$100,000 to just under \$125,000	
\$100,000 to just under \$150,000	
\$150,000 and above	THANK AND END
VOLUNTEERED Prefer not to answer	

ENSURE A GOOD MIX WHERE APPLICABLE.

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	CONTINUE
Female	CONTINUE

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.

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: _____

August English Recruiting Script

Privy Council Office Recruiting Script – August 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 (ET)	Local Time	Location	Composition	Moderator
1	Tues, August 13 th	8:00-10:00 PM	6:00-8:00 PM (MDT) 5:00-7:00 (PDT) 7:00-9:00 (CDT) 6:00-8:00 PM (CST)	Western Canada	Ages 18-34	TBW
3	Tues, August 20 th	5:00-7:00 PM	6:00-8:00 (ADT) 6:30-8:30 (NDT)	Atlantic Canada	Ages 18-34	MP
4	Wed, August 21 st	6:00-8:00 PM	6:00-8:00 PM (ET)	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	
Western Canada	Provinces include: Alberta British Columbia Manitoba	CONTINUE – GROUP 1

	<p>Saskatchewan</p> <p>ENSURE NO MORE THAN 2/PROVINCE. ENSURE A GOOD MIX BETWEEN THOSE RESIDING IN LARGER AND SMALLER CENTRES.</p>	
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 & Labrador</u>: St. John’s, Corner Brook, Conception Bay, Mount Pearl</p> <p><u>Prince Edward Island</u>: Charlottetown, Charlottetown Region</p> <p>ENSURE A GOOD MIX OF CITIES/REGIONS ACROSS PROVINCES. NO MORE THAN 3 FROM EACH PROVINCE.</p>	CONTINUE – GROUP 3
Ontario	<p>Cities/regions could include (but are not limited to):</p> <p>Major Centres: Population of 300,000+</p> <p>Cities include Toronto, Ottawa-Gatineau, Mississauga, Brampton, Hamilton</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>Small Centres: Population of <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>	CONTINUE – GROUP 4

	ENSURE A GOOD MIX OF MAJOR/MID-SIZE/SMALL CENTRES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	
VOLUNTEERED Prefer not to answer		THANK AND END

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

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

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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-34	CONTINUE
35-44	IF GROUP 1 OR GROUP 3 – THANK AND END CONTINUE FOR ALL OTHERS
45-49	
50-54	
55+	
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE. GROUP 1 AND GROUP 3 WILL BE COMPRISED ENTIRELY OF THOSE AGED 18-34

4. **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	
VOLUNTEERED Living at home	
VOLUNTEERED Other, please specify:	
VOLUNTEERED Don't know/not sure	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

4a. **ASK ALL GROUPS** Which of the following best describes the residence you currently [own/rent]?



Condo	CONTINUE
Semi detached	CONTINUE
Fully detached	CONTINUE
Apartment	CONTINUE
Single family home	CONTINUE
Townhome	CONTINUE
Other, please specify: _____	CONTINUE

ENSURE A GOOD MIX WHERE APPLICABLE.

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

Yes **CONTINUE**

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

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

1-2 **THANK AND END**

3-6 **CONTINUE**

7. 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

8. **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 **CONTINUE**

No **CONTINUE**

9. **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 **THANK AND END**

3-5 **CONTINUE**

10. **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.

- 11.** 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.15**

- 12.** How long ago was the last focus group you attended?

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

- 13.** How many focus group discussions have you attended in the past 5 years?

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

- 14.** 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.

- 15.** 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.

- 16. 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.

- 17. 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	CONTINUE
\$20,000 to just under \$40,000	
\$40,000 to just under \$60,000	
\$60,000 to just under \$80,000	
\$80,000 to just under \$100,000	
\$100,000 to just under \$125,000	
\$100,000 to just under \$150,000	
\$150,000 and above	
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

- 18. 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.

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

Male	CONTINUE
Female	CONTINUE

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

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

- Yes **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.

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 Scripts
July French Recruiting Script

Bureau du Conseil privé
Questionnaire de recrutement – juillet 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 :

GRUPE	DATE	HEURE (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
4	17 juillet	6:00-8:00	6:00-8:00 (HAE) 7:00-9:00 (HAA)	Québec, Ontario et Nouveau- Brunswick	Propriétaires actuels	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

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

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

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

2. Quelle 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, Ontario et Nouveau-Brunswick	Ces provinces peuvent comprendre: Québec – Montréal, Ville de Québec, Gatineau, Sherbrooke, Montérégie, Laurentides, Estrie, Mauricie, etc.	CONTINUER – GROUPE 4

	<p>Ontario – Toronto, London, Hamilton, Ottawa, Kingston, Central Ontario, Eastern Ontario, Southern Ontario Northern Ontario, etc.</p> <p>Nouveau-Brunswick – Fredericton, Moncton, Saint John, Edmundston, Bathurst, etc.</p> <p>ASSURER UN BON MÉLANGE. PAS PLUS DE TROIS PERSONNES DE CHAQUE PROVINCE.</p>	
<p>RÉPONSE SPONTANÉE Préfère ne pas répondre</p>		REMERCIER ET CONCLURE

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

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

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

Moins de 18 ans	SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.
18 à 24 ans	CONTINUER
25 à 29 ans	
30 à 34 ans	
35 à 44 ans	
45 à 49 ans	
50 à 54 ans	
55 ans ou plus	
RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE

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

6. **POUR TOUS LES LIEUX** 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	CONTINUER GROUPE 4
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Locataire	GROUPE 4 – REMERCIER ET CONCLURE POUR TOUS LES AUTRES GROUPES – CONTINUER
RÉPONSE SPONTANÉE Habitant au domicile parentale	CONTINUER
RÉPONSE SPONTANÉE Autre, veuillez préciser :	
RÉPONSE SPONTANÉE Ne sais pas/Préfère ne pas répondre	REMERCIER ET CONCLURE

ASSURER UN BON MÉLANGE.

6a. **POUR TOUS LES LIEUX** 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
Maison jumelée	CONTINUER
Maison mitoyenne	CONTINUER
Autre, veuillez préciser : _____	CONTINUER

ASSURER UN BON MÉLANGE.

7. 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.* ».

8. 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**

9. 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



10. 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**

11. 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**

12. 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.

13. 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.17**

14. 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**

15. 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**

16. 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.



17. 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 \$	CONTINUER
20 000 \$ à moins de 40 000 \$	CONTINUER
40 000 \$ à moins de 60 000 \$	CONTINUER
60 000 \$ à moins de 80 000 \$	CONTINUER
80 000 \$ à moins de 100 000 \$	CONTINUER
100 000 \$ à moins de 150 000 \$	CONTINUER
150 000 \$ ou plus	CONTINUER
RÉPONSE SPONTANÉE : Préfère ne pas répondre	REMERCIER ET CONCLURE

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

18. 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.

19. 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.

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



Homme

Femme

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

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

Métier de la construction ou métier spécialisé	TOUS LES GROUPES - CONTINUER
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.

22. 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.

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

Est-ce que vous accepteriez de participer?

Oui

CONTINUER

Non

REMERCIER ET CONCLURE

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

Nom :

Numéro de téléphone :

Adresse courriel :

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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

August French Recruiting Script

Bureau du Conseil privé Questionnaire de recrutement – août 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 :

GRUPE	DATE	HEURE (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
2	14 août	6:00-8:00	6:00-8:00 (HAE)	Québec	Population générale	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

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

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

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

2. Quelle 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	Les villes peuvent notamment comprendre (mais ne sont pas limité à) : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières,	CONTINUER – GROUPE 2

	Saint-Jérôme, Chicoutimi – Jonquière, Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint- Hyacinthe ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION.	
RÉPONSE SPONTANÉE Préfère ne pas répondre		REMERCIER ET CONCLURE

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

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

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

Moins de 18 ans	SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.
18 à 24 ans	CONTINUER
25 à 29 ans	
30 à 34 ans	
35 à 44 ans	
45 à 49 ans	
50 à 54 ans	
55 ans ou plus	
RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE

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

6. **POUR TOUS LES LIEUX** 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	CONTINUER
Locataire	
RÉPONSE SPONTANÉE Habitant au domicile parentale	
RÉPONSE SPONTANÉE Autre, veuillez précisez :	



RÉPONSE SPONTANÉE Ne sais pas/Préfère ne pas répondre

REMERCIER ET CONCLURE

ASSURER UN BON MÉLANGE.

6a. POUR TOUS LES LIEUX Parmi les choix suivants, lequel décrit le mieux la résidence dont vous êtes actuellement [propriétaire/locataire]?

Condo	CONTINUER
Apartement	CONTINUER
Maison unifamiliale	CONTINUER
Maison en rangée	CONTINUER
Maison jumelée	CONTINUER
Maison mitoyenne	CONTINUER
Autre, veuillez préciser : _____	CONTINUER

ASSURER UN BON MÉLANGE.

7. 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* ».

8. 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**

9. 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

10. 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**

11. 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**

12. 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.

13. 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.17**

14. 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**

15. 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**

16. 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.

17. 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 \$	CONTINUER
20 000 \$ à moins de 40 000 \$	CONTINUER
40 000 \$ à moins de 60 000 \$	CONTINUER



60 000 \$ à moins de 80 000 \$	CONTINUER
80 000 \$ à moins de 100 000 \$	CONTINUER
100 000 \$ à moins de 150 000 \$	CONTINUER
150 000 \$ ou plus	CONTINUER
RÉPONSE SPONTANÉE : Préfère ne pas répondre	REMERCIER ET CONCLURE

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

18. 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.

19. 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.

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

Homme
Femme

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

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



Métier de la construction ou métier spécialisé	TOUS LES GROUPES - CONTINUER
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.

22. 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	CONTINUER
Non	REMERCIER ET CONCLURE

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

Nom :

Numéro de téléphone :

Adresse courriel :

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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

English Moderator's Guide

MASTER MODERATOR'S GUIDE JULY AND AUGUST 2024

INTRODUCTION (10-15 minutes) All Locations

- 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.

British Columbia Impacted by Fires, Floods and/or Droughts Throughout the evening, we will talk about some of your experiences and perspectives regarding natural disasters. We understand that this may be a sensitive subject for you to discuss.

British Columbia Impacted by Fires, Floods and/or Droughts Your insights will help the Government of Canada to better support people like you who are impacted in some way due to extreme weather events or natural disasters, like wildfires or flooding. These impacts have a wide range, from health impacts to things like poor air quality, daily disruptions, to more serious impacts like being evacuated from homes and communities.

British Columbia Impacted by Fires, Floods and/or Droughts If you don't feel comfortable answering a question, that's okay, but we hope that you do share your experiences with us.

GOVERNMENT OF CANADA IN THE NEWS (5-10 minutes) Western Canada Prospective

Homeowners, Calgary, Greater Toronto Area, Quebec/Ontario/New Brunswick Current

Homeowners, Eastern Ontario, British Columbia Impacted by Fires, Floods and/or Droughts, Western Canada/Atlantic Canada Ages 18-34, Quebec

- Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Eastern Ontario, British Columbia Impacted by Fires, Floods and/or Droughts, Western Canada Ages 18-34, Quebec What have you seen, read, or heard about the Government of Canada in the last few days?
 - Where did you read, see, or hear this news?
- Quebec/Ontario/New Brunswick Current Homeowners, Eastern Ontario IF NOT MENTIONED: Have you heard anything related to the Government of Canada potentially evacuating Canadians from conflict zones?
 - IF YES: What have you heard?

- IF NO: Have you heard anything about the Government of Canada potentially evacuating Canadians from Lebanon?
 - IF YES: What have you heard?

PRIORITIES AND PERFORMANCE (15 minutes) Western Canada Prospective Homeowners, Calgary, Western Canada Ages 18-34, Quebec

- What does the Government of Canada do well?
- What does the Government of Canada need to improve on? Why do you feel this way? Quebec Why do you say that?
- In your opinion, what are the top issues prospective homeowners are facing that the federal government should be prioritizing? Western Canada/Atlantic Canada Ages 18-34, Quebec Why are these issues important to prioritize?

HOUSING (40-45 minutes) Western Canada Prospective Homeowners, Calgary, Greater Toronto Area, Eastern Ontario

- How would you describe the housing situation in your community? What are the biggest challenges when it comes to housing?
- What factors do you believe have had the greatest impact on the current state of the housing market in Canada? Please explain your thoughts.
 - IF NOT MENTIONED: How has inflation affected the housing market? What about the pandemic? What about interest rates?
 - IF NOT MENTIONED: In what ways, if any, have the policies of the current government impacted the housing market?
 - IF NOT MENTIONED: In what ways, if any, has immigration had an impact on the housing market?
- Relative to other areas in Canada, would you say the housing market in your community is better, worse, or about the same?
- Have you seen, read, or heard anything from the Government of Canada about what it is doing to address housing?
 - IF YES: What have you heard?

The Government of Canada introduced a plan to address the housing crisis as part of the federal budget. The plan lays out a strategy to unlock 3.87 million new homes by 2031. We will go over some of the measures the Government of Canada is proposing to **help Canadians get into their first home.**

SHOW ON SCREEN

- Allowing 30-year mortgages for first-time homebuyers purchasing new builds
- Leveraging the Tax-Free First Home Savings Account, which is a registered savings account that allows Canadians to contribute up to \$8,000 per year, and up to a lifetime limit of \$40,000, towards their first down payment.
- Increasing the Home Buyers' Plan limit, which allows you to withdraw from your Registered Retirement Savings Plan (RRSP) to buy or build a qualifying home for yourself from \$35,000 to \$60,000.
- 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?

Now, we will now go over some additional measures that 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
- Launching a \$15-million Tenant Protection Fund which will provide funding to legal services and tenants' rights advocacy organizations to better protect tenants against unfairly rising rent payments, renovictions, or bad landlords
- Extending the ban on foreign homebuyers by two years
- Restricting the purchase and acquisition of existing single-family homes by very large, corporate investors

- 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?

Co-op housing

- Show of hands, how many of you know what co-op housing is? How would you describe it?
- Have you seen, read, or heard anything from the Government of Canada related to co-op housing?
 - IF YES: What have you heard?

The federal government launched a new Co-operative Housing Development Program. The \$1.5 billion program will provide loans and contributions to build and grow co-ops across Canada. The program will build thousands of new co-op homes by 2028. Co-operative housing, often referred to as “co-ops”, are managed by the people who live in it, with no outside landlord. Co-ops are generally more affordable than other private rental housing.

- What do you think about this investment into co-op housing? Positive, negative, neutral?
- How many of you would consider living in co-op housing?
- Would you say these measures put the Government of Canada on the right track or wrong track when it comes to addressing the housing issues that Canadians face? What makes you say that?
- Do you have any questions about these measures? Is anything unclear?
- What else, in your opinion, should the Government of Canada be doing to address the housing issues that individuals in your community face?

HOME ENERGY LABEL DESIGN (45 minutes) Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario

Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario Now we would like to ask you about home energy labels.

- **Ontario** Before we get started, does anyone own a home?
 - Is anyone planning to buy a home within the next two years?

- **Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners,** Before we get started, is anyone familiar with home energy labels?
 - Ontario** Is anyone familiar with home energy labels?
 - IF YES: Can you explain what they are?
 - IF YES: Has anyone ever received or come across a home energy label?
 - IF YES: How did that come about?

Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario Here is a brief description: A home energy label is designed to help you better understand a home's energy performance. It can help you make decisions when buying or renting, take action to reduce your home's energy use and greenhouse gas emissions, and potentially increase the value of your home once energy efficiency improvements are made.

- **Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario** What information would you want a home energy label to tell you about your home?
 - **Western Canada Prospective Homeowners** AS NEEDED: For example, how energy efficient your home is, how much energy it uses overall and/or your home's energy source (e.g. oil, electricity, natural gas), your home's estimated energy costs (the amount you spend on energy bills to heat or power your home), your home's greenhouse gas emissions, the potential to improve your home's energy efficiency through upgrades/renovations, etc.?
 - **Quebec/Ontario/New Brunswick Current Homeowners** Would you be interested in how energy efficient your home is or how much energy it uses overall and/or by source (e.g. oil, electricity, natural gas)?
 - **Quebec/Ontario/New Brunswick Current Homeowners** Would you be interested in your home's estimated energy cost (the amount you spend on energy bills to operate your home)?
 - **Quebec/Ontario/New Brunswick Current Homeowners** Would you be interested in your home's greenhouse gas emissions?
 - **Quebec/Ontario/New Brunswick Current Homeowners** Would you be interested in the potential to improve your home's energy efficiency through upgrades/renovations?
 - **Ontario** Would you be interested in:
 - How energy efficient your home is?
 - How much energy it uses overall and/or by source (e.g. oil, electricity, natural gas)?
 - Your home's estimated energy cost (the amount you spend on energy bills to operate your home)?

- Your home’s greenhouse gas emissions?
 - The potential to improve your home’s energy efficiency through upgrades/renovations?
- **Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario** What kind of [energy] cost information would you be most interested in seeing?
 - **Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners**[PROMPT] AS NEEDED: For example, how much your current annual energy costs are, how much your annual energy costs would be if you made upgrades, how much money you could save by making upgrades, how long it would take for the cost of making these upgrades to pay off, etc.?
 - **Ontario** Would you be interested in:
 - How much your current annual energy costs are?
 - How much your annual energy costs would be if you made upgrades?
 - How much money you could save by making upgrades?
 - How long it would take for the cost of making these upgrades to pay off?

Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario The Government of Canada has a program called EnerGuide, where individuals can get an evaluation of their home to help them understand how it uses energy now and identify retrofits to help improve energy efficiency. An energy advisor assesses the entire home and provides an EnerGuide rating and an energy efficiency report. The advisor also provides a label that is an official record of the home’s energy performance, and can provide helpful information when making decisions about buying, selling, or renovating one’s home.

Now let’s look at Canada’s current EnerGuide home energy label.

SHOW IMAGE 1 – ENERGUIDE LABEL ON SCREEN

- **Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario** What are your initial reactions to the label?
 - PROMPT: What comes to mind when you see this label? What do you think this label is saying about this home?
- **Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario** Do you find it easy or difficult to understand the information presented on the label?
 - PROMPT: What do you find is particularly easy or difficult to understand? Why?

- **Western Canada Prospective Homeowners, Ontario** Would this label help you make decisions about a home you were considering buying?
 - IF YES: How would this label influence your decision-making? What might you do differently based on the information you see on the label?
- **Quebec/Ontario/New Brunswick Current Homeowners (IF THERE IS ENOUGH TIME)** What information on the label is most or least useful?
- **Quebec/Ontario/New Brunswick Current Homeowners** Would this label help you make decisions about your home's energy use?
 - IF YES: How might this label influence your decision-making?
- **Quebec/Ontario/New Brunswick Current Homeowners** Would you change anything about this label to make it more useful for taking action to reduce your home's energy use?
 - PROMPT: Would you make any changes to the label design? What about the information itself?
- **Western Canada Prospective Homeowners** Would you change anything about this label to help you make decisions about a home you were considering buying?
 - PROMPT AS NEEDED: Would you make any changes to the label design? What about the information itself?
- **Ontario** Would you change anything about this label to make it more useful for informing decisions about buying, renting, or renovating a home?
 - PROMPT: Would you make any changes to the label design or presentation? Would you add, change or remove any of the information?
- **Western Canada Prospective Homeowners** Let's imagine you see this label for a house you are considering buying. What would your next steps be, based on this label?

Quebec/Ontario/New Brunswick Current Homeowners, Ontario Let's imagine scenarios where you've received this label, such as when planning to renovate your home to make it more energy efficient, or when planning to sell your home.

- **Quebec/Ontario/New Brunswick Current Homeowners, Ontario** What would your next steps be, based on this label?
 - **Ontario** If you were planning to renovate your home?
 - **Ontario** If you were considering buying or renting the home?



Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario Now let's look at some home energy labels from other countries around the world. You'll be presented with several energy ratings on the screen and then asked a few questions about them. Please take note of your reactions to them, such as what you like or dislike about the look and feel, how clear they are, and how useful they are.

SHOW IMAGE 2 – OTHER LABELS ON SCREEN

- Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario What do you like or dislike about the different labels?
- Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario Which rating is most useful?
 - Prompt: Why do you say that?
- Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario Which rating scale is easiest to understand?

[Now] I'm now going to show you an image with all the labels you've seen today.

SHOW IMAGE 3 - ALL LABELS ON SCREEN

- Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario From all the labels that we've shown you today, which one would be the most useful for making decisions about a home or homes that you were considering buying?
 - Prompt: Why do you say that?
- Western Canada Prospective Homeowners, Quebec/Ontario/New Brunswick Current Homeowners, Ontario (IF THERE IS ENOUGH TIME) Do you have any overall comments about the different designs?

ENERGY OUTLOOK (20 minutes) Calgary

Now I'd like to change topics and talk about the oil and gas sector...

- How important, if at all, is the oil and gas sector to Alberta's economy?
- How would you describe the current state of the oil and gas sector in Alberta?

- How important, if at all, is it for the Albertan economy to diversify beyond oil and gas? Why?
 - Which sectors will be most important for the future Albertan economy?
 - AS NEEDED: Do you see other energy sectors (aside from oil and gas) as being important for Alberta’s future economy?
 - IF YES: Which one(s)? What makes you say that?
 - IF NO: What makes you say that?
- Has anyone heard the term “sustainable jobs” before? What does it mean?
- What comes to mind when you think about sustainable jobs in the clean energy sector?
 - Do you think the creation of sustainable jobs in the clean energy sector would benefit the Albertan economy? What about you and your family? Why or why not?

ELECTRICITY GRID (25 minutes) Calgary

Now I’d like to focus on electricity...

- Is there anything the Government of Canada could do to support the reliability of the electricity grid to reduce the risk of power outages (such as during extreme temperatures when there is high power demand)?
- Have you seen, read, or heard anything about what the Government of Canada is doing when it comes to the electricity grid?
 - IF YES: What have you heard?
- Do you think the Government of Canada is on the right or wrong track when it comes to its approach to the electricity sector? What makes you say that?

CLARIFY AS NEEDED:

The Government of Canada is investing in clean electricity and clean technologies to help reduce emissions.

- What comes to mind when you think of clean electricity? What about clean tech?
- Should the Government of Canada be encouraging investments in clean electricity? What about in clean tech?

- CLARIFY AS NEEDED: This could include investments in building power grids that use clean energy sources (like wind, solar, and hydroelectric), and providing incentives for the adoption and manufacturing of clean technologies (like solar panels and wind turbines), to name a few.
- Do you see any positives or benefits from the Government of Canada encouraging investments in clean electricity and clean tech?
- Do you have any concerns about the Government of Canada encouraging investments in clean electricity and clean tech?
- Do you think more clean electricity and clean tech will lead to more risks of power outages, fewer risks, or do you think these risks will stay about the same? What makes you say that?
- Do you think developing the clean electricity sector will have a positive impact, a negative impact, or no impact on you personally? What about on workers in Alberta?

AFFORDABILITY MEASURES (55 minutes) Great Toronto Area

Now I'd like to move away from housing and talk about other costs...

Groceries

- How would you describe the cost of groceries in Canada? Would you say that prices have been increasing, decreasing, or staying about the same?
 - IF INCREASING: What's behind the increase in grocery prices?
- Have you seen, read, or heard anything from the Government of Canada about what it is doing to address the cost of groceries?
 - IF YES: What did you see, read, or hear? Where did you see, read, or hear this?

The Government of Canada has announced it is taking steps to stabilize the cost of groceries by monitoring big grocers, increasing competition and tackling shrinkflation.

- What are your reactions to this?

The Government of Canada held a meeting with the heads of Canada's major grocery chains where they agreed to support the federal government in its efforts to stabilize food prices.

- Do you think grocery stores will follow-through on taking targeted actions to help stabilize prices? Why or why not?
- The Grocery Task Force will investigate cases of “shrinkflation.” What is “shrinkflation?” Have you heard this term before?

CLARIFY AS NEEDED “Shrinkflation” occurs when the size of a product is reduced while its price stays the same or increases.

- Has anyone here noticed instances of shrinkflation when shopping for groceries?
- How do you feel about the Government of Canada creating a task force that will investigate instances of shrinkflation? What impact, if any, do you think this could have?
- Do you believe these actions related to groceries will help make life more affordable for Canadians? Why or why not?

Junk fees

- Has anyone heard of “junk fees”?
 - IF YES: What are they? Can you give any examples?
- Can you name some examples of additional fees that are added to the cost of a purchase or service that aren’t included in the actual price or service description?
 - AS NEEDED: What about things like additional fees charged when you purchase a ticket to an event or concert? Additional baggage fees when you purchase a plane ticket? Various fees charged by banks, such as transaction fees? Cancellation fees when wanting to switch to a different internet or phone plan? International roaming charges (e.g. a daily roaming fee while in the U.S.)? These kinds of fees are sometimes called “junk fees”.
 - Now that I’ve provided some examples can you think of any other examples?
- Have you seen, read, or heard anything from the Government of Canada about what it is doing to address junk fees?
 - IF YES: What did you see, read, or hear? Where did you see, read, or hear this?

The Government of Canada has announced it is cracking down on junk fees and making things like Internet and cell phone plans cheaper. The federal government is strengthening existing tools and creating new ones, including through reforming competition law.

- What are your reactions to this?



- Now thinking about the measures to help tackle high grocery costs and junk fees, do these actions change the way you view the Government of Canada's management on affordability? Why or why not?
- Do you have any questions on these measures? Is anything unclear?

MORTGAGES (50 minutes) Quebec/Ontario/New Brunswick Current Homeowners

When we asked you to join our discussion this evening, each of you said you owned your home ...

- Would you say that your current mortgage payments are affordable? Why or why not?
- Are you aware of any support or services you can access to manage your mortgage or plan for its renewal?
 - IF YES: What are they?
- Where would you go to learn more about mortgage relief measures that are available to you?
 - IF NOT MENTIONED: What about the Government of Canada?
- What role should the Government of Canada play in supporting homeowners renewing their mortgages?

PROMPT:

Last fall, the Government of Canada announced the Canadian Mortgage Charter. The charter outlines guidelines and expectations for mortgage lenders to offer reasonable and tailored assistance to borrowers in need. It aims to ensure that those struggling with mortgage payments get timely and fair support from their mortgage lender, using all available resources to help them during tough times.

- What are your reactions to this?
 - In general, what impact do you think the Canadian Mortgage Charter might have?

We'll now go through specific elements of the Charter ...

SHOW ON SCREEN:

The Canadian Mortgage Charter

Canadians can expect the following:



1. **Extending Mortgage Payment Periods for Those in Need:** Homeowners facing financial challenges can have their mortgage payment period extended temporarily.
 2. **No Extra Fees for Help:** Banks will not charge extra fees for measures that help homeowners struggling with their mortgages.
 3. **Ease in Switching Lenders at Renewal:** If you have an insured mortgage, you won't need to go through a new qualification process when switching to a different lender at the time of renewing your mortgage.
 4. **Early Communication about Mortgage Renewal:** Banks will contact homeowners 4-6 months before their mortgage is due for renewal to discuss different options.
 5. **Flexible Payment Options for Struggling Homeowners:** Homeowners facing financial difficulties can make large one-time payments or sell their homes without facing penalties, to avoid increasing their loan amount.
 6. **No Compound Interest During Hard Times:** If the relief measures cause the mortgage balance to temporarily increase, banks won't charge extra interest on the added interest amount.
- What are your reactions to each of these measures?
 - Are there any measures you think might benefit you in the future?
 - IF YES: Which ones?
 - Do you have any questions about any of these measures?
 - Would you say that the Canadian Mortgage Charter is on the right track or wrong track when it comes to supporting mortgage holders? Why or why not?
 - Is there anything in this list you think the Government of Canada should not be doing? Why do you feel this way?
 - Is there anything not included on this list that you think the Government of Canada should add?
 - How do you think the Canadian Mortgage Charter might impact your mortgage?
 - What about your renewal process?



- What else would you like to see from the Government of Canada when it comes to supporting mortgage holders?

NEWS CONSUMPTION (35 minutes) Western Canada Ages 18-34

- What are your primary sources for news? [PROBE FOR: TV news, radio, social media, friends/family]
 - How would you rate your level of trust in the news sources you use?
 - How do you go about deciding whether a news source is trustworthy or not?
- How important is social media as a source of information for you?
 - Are there any specific topics or types of information you rely on social media for?
- What type of content do you typically engage with the most? Can you provide any examples?
 - Why is this type of content the most engaging to you?
- If you were looking for news about the Government of Canada, where would you expect to get that information? Why?
- Do you ever turn to Government of Canada sources for news or information? Why or why not?
- I want to ask you some questions about social media use and the information you're likely to encounter online....
- How often do you come across information online where you're unsure whether it's true or false?
- Who here is familiar with the terms "misinformation" and "disinformation?" What do these terms mean? How do they differ?
- CLARIFY: The difference between these two terms is that misinformation is information that is incorrect or misleading, whereas disinformation is false information deliberately spread to deceive people.
- Are you concerned about the spread of misinformation or disinformation online? What makes you say that?
- Can you share any examples of misinformation or disinformation you've seen online?
 - Where did you see this information? Do you remember where the information came from?

- Did you take any steps to find out whether it was true or not? What steps did you take?
- What sources of information or people would you likely turn to in order to help you make your decision?
- What do you think should happen to combat misinformation or disinformation online?
 - Do digital platforms like Facebook and Google have a responsibility to ensure the accuracy of news and information on their platforms? Why/why not?
 - What should they do, if anything?
 - Does the federal government have a role in combating misinformation and disinformation online? Why/why not?
 - What should they be doing, if anything?

CONSUMER PROTECTION (50 minutes) Eastern Ontario

Now I'd like to talk about the cost of living more broadly...

- How would you describe the current cost of living?
- Which of your regular expenses, other than the cost of rent or mortgage payments, are a source of stress for you? Why?
 - PROMPT: What about groceries, gas, utilities, or telecom bills?
 - Have these costs gone up recently?
 - IF YES: Why do you think this is happening?
- What level of responsibility, if any, do you think private industry/corporations have for the rising costs that we've been discussing?
 - As far as you know, what are your rights as consumers?
 - As far as you know, what are some ways you can protect yourself?
 - How confident are you in your ability to defend your rights and interests as a consumer on your own?
- Are you aware of any rules or regulations corporations must follow when it comes to things like pricing and consumer protection?
- Generally speaking, do you feel corporations do a good job or a poor job of protecting consumers? Why?
 - Why do you feel this way? PROMPT: Does it depend on the industry?
- What obligations *should* corporations have to consumers?



- What role do you think the Government of Canada plays in protecting your rights and interests as consumers?
- Are you confident in the Government of Canada's ability to protect your rights and interests as consumers? Why or why not?
- What should the Government of Canada do to protect you as a consumer? What specific actions should they take to protect your rights?
- Has anyone heard of any of these terms: “shrinkflation”, “skimpflation” or “junk fees”?
 - IF YES: What do they mean?

CLARIFY AS NEEDED

“Shrinkflation” occurs when the size of a product is reduced while its price stays the same or increases.

“Skimpflation” occurs when inferior ingredients are used to produce or manufacture what appears to be the same product.

“Junk fees” are additional fees that are added to the cost of a purchase or service that aren’t included in the actual price or service description. Examples include additional fees charged when you purchase a ticket to an event or concert, additional baggage fees when you purchase a plane ticket, various fees charged by banks, such as transaction fees, and so on.

I’m going to show you a list of actions the Government of Canada is taking to protect consumer rights and interests.

SHOW ON SCREEN

- **Strengthening the Competition Act:** made changes to the Competition Act to enhance the Competition Bureau’s ability to prevent unfair business practices, stop anti-competitive behaviors, and enforce greater penalties for companies that abuse their market dominance.
- **Stabilizing the cost of groceries:** taking steps to stabilize the cost of groceries by monitoring big grocers, increasing competition and tackling shrinkflation and skimpflation.
- **Creating the Grocery Code of Conduct:** working with provinces, territories and grocers to develop a grocery code of conduct that will create new rules for grocery retailers about fees they can charge suppliers and how they will deal with disputes. All five major grocers have agreed to accept its adoption.



- **Tackling telecommunications prices:** developed an online tool that helps Canadians get more affordable telecommunications services by tracking the prices of plans and services.
- **Cracking down on junk fees:** taking steps to reduce the unnecessary fees Canadians pay and making things like Internet and cell phone plans cheaper.
- **Developing codes and standards for charging and fuelling stations:** developing and implementing a set of codes and standards for retail zero-emission vehicle (ZEV) charging and fuelling stations to ensure consumers get what they pay for.
- **Creating a ‘Right to Repair’ policy:** gathering feedback to create a policy that will give consumers more repair options for things like home appliances and electronics. This may include things like requiring manufacturers to provide repair manuals and spare parts, and supporting authorized, independent, and self-repairs to extend a product’s life and save consumers money.

POLL: Now I’d like you to select the ones that you think will have the greatest impact on protecting your rights and interests as consumers. You can select up to 3 options. If you don’t think any will have a positive impact, don’t select any.

- Strengthening the Competition Act
 - Stabilizing the cost of groceries
 - Creating the Grocery Code of Conduct
 - Tackling telecommunications prices
 - Cracking down on junk fees
 - Developing codes and standards for charging and fuelling stations
 - Creating a ‘Right to Repair’ policy
-
- MODERATOR TO GO THROUGH SELECTIONS: Why did you select this measure?
 - What are your overall thoughts on this list of actions?

- Do you have any questions about the actions on this list?
- Is there a better or clearer term that the federal government should use to refer to “junk fees”?
- Is there anything on this list that you think the Government of Canada should not be doing? Why?

CLIMATE CHANGE IMPACTS (45 minutes) British Columbia Impacted by Fires, Floods and/or Droughts, Western Canada Ages 18-34

Now I'd like to move to a different topic...

- How concerned are you, if at all, about the potential impacts of climate change? Why do you feel this way?
- 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?
- Have you seen any of these impacts of climate change in your daily life or in your community?
 - IF YES: What have you seen?
- Over the next few decades, do you expect your community to be any more at risk of climate change?
 - Western Canada Ages 18-34 IF YES: Why do you expect that?
- How prepared, if at all, is your community to handle these potential impacts of climate change?
- In the past 12 months, have you or a family member taken any measures to prepare your household for any potential impacts of climate change?
 - Western Canada Ages 18-34 IF YES: What measures have you taken?



- What impact is climate change having on Canadians' health, if any?
- 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?
- **Western Canada Ages 18-34** When it comes to preventing natural disasters like those we've been discussing, do you believe that reducing Canada's greenhouse gas emissions can have an impact?
 - IF YES: Why? Would it be a major or minor impact?
 - IF NO: What makes you feel that way? What, in your view, would have an impact?

British Columbia Impacted by Fires, Floods and/or Droughts Now I'd like to turn specifically to wildfires...

- What have you seen, read, or heard about the Government of Canada when it comes to responding to the wildfires in British Columbia?
 - How would you describe the Government of Canada's response to the wildfires? Would you say their response has been on the right track or the wrong track?
 - Why do you say that?

NATURAL DISASTER EXPERIENCES (50 minutes) **British Columbia Impacted by Fires, Floods and/or Droughts**

In the following section, we will dive more into your personal experiences and perspectives regarding natural disasters. Again, we understand that this may be a sensitive subject for you to discuss.

If you don't feel comfortable answering a question, that's okay, but we hope that you do share your experiences with us.

- By a show of hands, how many of you have experienced any minor disruptions due to extreme weather events or natural disasters?
 - PROMPT: Have you ever had to change your daily routines or habits, like taking a different route?

- PROMPT: What about taking any precautions to protect yourself, like wearing a mask or limiting time outside due to wildfire smoke?
- By a show of hands, how many of you have experienced more serious impacts from extreme weather events or natural disasters, like getting an evacuation alert or being evacuated from your homes?
- Has your mental health, physical health, or overall wellbeing been impacted by your experiences with extreme weather events or natural disasters?
 - IF YES: Can you describe how this has affected your mental health, physical health, or overall wellbeing?
 - IF YES: Did these impacts only affect you during the event, or did they have any lasting effects on your mental health, physical health, or overall wellbeing?

We'd like you to think about the experiences you've had with extreme weather events or natural disasters, and the experience of anyone who you cared for during these events – such as a child, an elderly relative, someone with a disability or health condition, or anyone else.

We want to know about your ability to access health services and support during these events, whether you stayed in your home community or were evacuated to another community.

This includes access to doctors, healthcare professionals, community services like Alcoholics Anonymous, domestic violence care, prescription refills, dietary-specific foods, cultural foods, fresh water, or reliable internet. Health services and supports may also mean other things to you. With this in mind...

- Did you and those you care for have the supports and services that you needed to support your physical and/or mental health?
 - IF YES: Can you please describe the supports and services you (or the people you care for) used during this time?
 - IF NO: What supports or services were you (or the people you care for) missing during the event?
- For everyone here, what physical and/or mental health supports or services do you wish you had during that time?
 - CLARIFY AS NECESSARY: These supports or services could be things that you would have liked to have had available for yourself, or for others in your community, but to your knowledge were not available.

After evacuations, people may find their usual health services and supports are no longer available in their home communities. Even if they stay in their home communities, they may need new or different physical or mental health services and supports for themselves and those they care for after a natural disaster.

- So, after the event you experienced, whether you were evacuated or not, did you find you lacked the information, services, or supports you needed to take care of your physical or mental health and the health of those you care for in the aftermath? (PROMPT AS NEEDED): As we just discussed, these supports and services might be things like access to a doctor, other health care professionals, or services provided in the community. It could also mean something like having reliable internet access, being able to refill your prescriptions, or being able to access things like healthy foods for people with dietary restrictions or cultural foods, or even access to fresh, clean water. Health services and supports might also mean something else to you as well.
 - IF YES: Can you describe what services you were missing?
 - How did you cope without these services or supports?
 - PROMPT: What did you do instead?
 - PROMPT: How did not having access to these services affect you (or the people you care for)?

Today, there are many ways to communicate and get information – from traditional media like print, TV, radio and telephone to various online and social media platforms and apps.

During crises like floods or wildfires, it can be a challenge for authorities to ensure key messages reach everyone quickly, that people trust those messages, and act promptly to protect themselves and those they care for.

- Thinking about your experience, do you recall any public health messaging or guidance that helped support you and those you care for during this time?
- PROMPT: Did you encounter any public health advice on things like how to prepare for the event, for evacuation, or how to take care of your own physical and mental health, or the health of those you care for during this time?
 - IF YES: Can you tell us more about the public health messaging or guidance you remember?
 - Was it helpful to you?
 - IF YES: Can you describe how it helped you during this time?
 - IF NO: Can you describe why it wasn't helpful?
 - IF NO: What kinds of public health advice would have helped you during the event?

- PROMPT: Who would you expect to get this kind of helpful advice from?
- Thinking about after the event, did you get any public health information or advice that helped you settle back into your routine and community?
- For those who experienced evacuation, do you remember getting any advice about whether your home and community were safe to return to, and what that meant for you?
 - PROMPT: For example, did you get advice on how to tell whether your well water was safe to drink or what to do if there was damage inside your home (such as from mould or soot)?
 - IF YES: Where did you receive this advice or information?
 - IF NO: What kind of information or advice would have been helpful to you when returning home?
- Is there anything else about your experience that you wanted to share that we didn't ask about?

IMMIGRATION (45 minutes) Quebec, Ontario

Now I'd like to have a discussion about immigration in Canada.

Ontario I want to start off by having a discussion about immigration in Canada.

- Have you heard, read or seen anything lately about immigration?
 - IF YES: What was it and where did you hear it?
- Overall, how would you describe the current state of the immigration system in Canada?
- What do you think are some of the benefits of welcoming new immigrants to Canada?
 - What about to the province of Quebec, specifically?
 - **Ontario** What about to the province of Ontario, specifically?
- Do you have any concerns about welcoming new immigrants?
 - IF YES: What are your concerns?
 - **Ontario** What should the Government of Canada do to address these concerns?
- What should the Government of Canada do to address these concerns?

- Do you think the Government of Canada should increase, decrease, or keep the rate of immigration at about the same level? Why?
 - IF INCREASE OR DECREASE: What impacts would this have in Canada, either socially or economically?

Managing Canada's immigration system is complex. Every year, the federal government sets immigration levels in order to respond to several competing priorities.

I want to show you a list of reasons some people may give in support of increasing immigration to Canada. We'll read through the list first and then I will ask you to rank them based on which one you feel is the **most compelling (1) to least compelling (5)**.

SHOW ON SCREEN

- More workers are leaving the workforce than there are entering the workforce, and this impacts all Canadians.
- Immigration helps to offset the effects of an aging population and low birth rates in Canada.
- When our pension and health care systems were designed 50 years ago, we had 7 workers per retiree to generate the tax revenues to fund them. Today we are down to 3 workers per retiree. Without newcomers, it could drop to just 2 workers in the decades ahead.
- We don't have enough workers to fill vacancies in health care, construction, and child care.
- Immigrants, like all residents, pay taxes on their income, property, and goods purchased. These tax revenues contribute to government budgets, funding public services and infrastructure, which are vital for economic growth.
- Please rank the statements based on which one you feel is most compelling (1) to least compelling (5) in terms of supporting increased immigration. **[Tech support to run ranking exercise]**
 - Moderator to determine ranking and ask why they prioritized their top choices over others.

While increased immigration comes with its own set of challenges, reducing immigration could create different concerns for Canada.



I want to show you another list of statements. This set of statements outlines some of the potential challenges that could arise from reducing immigration. We'll read through the list first and then I will ask you to rank them based on which one you feel would be the **most concerning (1)** to which you feel would be the **least concerning (6)**.

SHOW ON SCREEN

- Those already working in Canada may have to work longer/retire later to ensure there are enough workers.
- Canadians may have to pay more in taxes to maintain the level of public services we already have.
- Canadians may experience longer wait times in hospitals and fewer primary care doctors due to shortages of healthcare workers.
- Canada's classroom sizes may have to increase due to a shortage of teachers.
- Higher costs and lower quality care in retirement homes due to a lack of personal care workers.
- Smaller and rural communities lose local industries and/or closures of schools/hospitals due to a lack of workers and people paying municipal taxes.
- Please rank the statements based on which one you feel is most concerning (1) to least concerning (6) in terms of challenges that could arise from reducing immigration. **[Tech support to run ranking exercise]**
 - Moderator to determine ranking and ask why they prioritized their top choices over others.
- Before we move to the next section, do you have any other thoughts you would like to share related to the Canadian immigration system?

OFFICIAL LANGUAGES (40 minutes) Quebec

- How long have you lived in Quebec?
 - Would you say that the community you live in is predominantly French or English-speaking?



- Do you think that the French language is threatened anywhere in Canada? Why/why not?
 - IF YES: In what ways is it threatened?

- How big of a priority, if at all, should it be for the Government of Canada to support both the French and English languages in Canada?
 - What would that look like to you?

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

SHOW ON SCREEN ONE AT A TIME

Encouraging more Francophone immigration to Canada

Examples of measures:

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

Promoting lifelong learning opportunities in French

Examples of measures:

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

Supporting French community organizations

Examples of measures:

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

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

ASK AFTER EACH SCREENSHARE:

- What are your reactions to this objective and the corresponding measure(s)?
- What impacts do you think these will have?

ASK AFTER MEASURES HAVE BEEN DISCUSSED:

- Overall, which do you feel will have the greatest impact on promoting and protecting the French language? Why?
- Is there anything here the Government of Canada should not be doing? Why?
- What else should the Government of Canada do to promote and protect the French language?
- Would you say the Government of Canada is on the right track or the wrong track when it comes to protecting and promoting the French language? Why do you feel this way?
 - IF WRONG TRACK: What should the Government of Canada do to get on the right track?
- Do you have any suggestions on how the Government of Canada could better support the French language?

HEALTH CARE (30 minutes) Atlantic Canada Ages 18-34

- IF HEALTHCARE MENTIONED AS A TOP ISSUE: Some of you noted that health care is one of the top issues impacting Atlantic Canadians.
- IF HEALTHCARE NOT MENTIONED AS A TOP ISSUE: Thinking of the issues you identified as being the top issues impacting Atlantic Canadians, where does health care fit in? Is it more important, less important, or of the same importance?
- How would you rate the quality of the healthcare system where you live? What makes you say that?
- And what about access to healthcare services? What makes you say that?
- What are the biggest challenges facing health care in your area?



- Has anyone heard about any commitments or announcements made by the Government of Canada on healthcare?
 - PROBE: Have you heard anything about negotiations between the federal and provincial governments on funding for health care?
 - IF YES: What did you hear? What were your impressions of the negotiations?
- Would you say that when it comes to health care, the Government of Canada is generally on the right track or wrong track? Why do you say that?
 - IF WRONG TRACK: What could the federal government do to get on the right track?

AFFORDABILITY – GOVERNMENT SUPPORT (30 minutes) Atlantic Canada Ages 18-34

Next, we're going to talk about housing affordability and the cost of living...

- What are some issues related to housing affordability and the cost of living that affect your lives on a day-to-day basis?
- Have you heard, read or seen anything about what the federal government is doing to help make housing more affordable?
 - IF YES: What did you hear, read, or see?
- Recently, have you faced any challenges when it comes to housing?
 - IF YES: Do you think there is anything the federal government could do to help people who are facing the same challenges you have described? If so, what is it?
- Is there anything else you think the government could do to make housing more affordable for young Canadians?
 - What about when it comes to renters? First-time home buyers?
- What are some of the biggest challenges you have faced recently in managing your cost of living?
- Have you heard, read or seen anything the federal government is doing to help with the cost of living?
 - IF YES: What did you hear, read, or see?
- What would you like to see the government do to support young Canadians in managing the cost of living?

JOB (30 minutes) Atlantic Canada Ages 18-34

Shifting topics, now I'd like to talk specifically about the job market...

- Overall, how would you rate the state of the job market right now? Is it good, poor, or somewhere in between? Why do you feel this way?
- Thinking about five years from now, do you imagine the Canadian job market will be worse, better, or the same? What makes you say that? Why do you feel this way?
- Thinking five to ten years in the future ...
 - Which skills do you think will be in demand?
 - For those of you in the workforce or looking to enter it, how confident do you feel, if at all, that you will have a good job five to ten years from now? Why do you feel this way?
- Would you say the Government of Canada is on the right track or wrong track when it comes to ensuring workers get the skills training they need to stay competitive? What makes you say that?
- Would you say the Government of Canada is on the right track or wrong track when it comes to creating good jobs in Canada?
- Are you aware of any work the Government of Canada is doing to help create jobs, provide skills training, or otherwise support workers?
- What should the Government of Canada do to help?

JOB MARKET – ELECTRIC VEHICLE SECTOR (20 minutes) Ontario

Shifting topics ...

- Would you say that the Government of Canada is generally on the right track or the wrong track when it comes to creating jobs?
- What about when it comes to creating jobs in the automotive industry, specifically?

- What are some examples of work the federal government has done to support the automotive industry? What do you think about this?
- Has anyone heard of any news related to the Government of Canada and electric vehicles recently?

Now I want to share with you two recent government announcements on electric vehicle investments on the screen.

SHOW ON SCREEN:

1. The federal government and the Ontario government announced that Honda Canada will make a \$15-billion investment in electric vehicles in Ontario to build four new manufacturing plants in the province. These plants include a new electric vehicle (EV) 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.
 2. The federal government and the Ontario government recently announced the Goodyear Tire and Rubber Company's more than \$575 million project to modernize and expand its plant in Napanee, Ontario. Federal funding of up to \$44.3 million will help Goodyear create an energy-efficient, end-to-end manufacturing process and increase its production capacity, including of EV and all-terrain tires. The project will create 200 new, highly skilled manufacturing jobs by 2027 and secure more than 1,000 jobs in Napanee. This project will get Goodyear's Napanee plant to net-zero emissions by 2040, helping achieve Canada's goal of a net-zero economy by 2050.
- What are your reactions to these announcements?
 - What do you think the impacts of these investments will be? How do you think these investments will impact Ontario's economy?
 - AS NEEDED: What about when it comes to creating jobs? Do you believe the job creation from the 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?



The federal government says it is making these investments to help Canada become a world leader in the electric vehicle sector.

- As far as you can tell, does it seem like Canada is on its way to meeting this objective? Why?
- Is it important that Canada become a leader in this sector? Why/why not?
- Do you have any questions or concerns about these investments?

CONCLUSION (5 minutes) All Locations

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

French Moderator's Guide

GUIDE DU MODÉRATEUR

JUILLET ET AOÛT 2024

INTRODUCTION (10 à 15 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.

Résidents de la Colombie-Britannique touchés par des feux de forêt, des inondations ou des sécheresses Tout au long de la soirée, nous parlerons de ce que vous avez vécu lors de catastrophes naturelles ainsi que de vos points de vue à leur sujet. Nous comprenons qu'il puisse s'agir pour vous d'un sujet sensible.

Résidents de la Colombie-Britannique touchés par des feux de forêt, des inondations ou des sécheresses Vos connaissances aideront le gouvernement du Canada à mieux soutenir des personnes qui, comme vous, sont affectées d'une manière ou d'une autre par des phénomènes météorologiques extrêmes ou des catastrophes naturelles, comme des feux de forêt ou des inondations. Ces impacts sont très divers, allant d'effets sur la santé, comme une mauvaise qualité de l'air, à des perturbations quotidiennes, en passant par des conséquences plus graves, comme l'évacuation des habitations et des collectivités.

Résidents de la Colombie-Britannique touchés par des feux de forêt, des inondations ou des sécheresses Si, pour une raison ou une autre, vous préférez ne pas répondre à une question, ce n'est pas grave, mais nous espérons que vous nous ferez part de ce que vous avez vécu.

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (5 à 15 minutes) Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, Calgary, région du Grand Toronto, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, est de l'Ontario, résidents de la Colombie-Britannique touchés par des feux de forêt, des inondations ou des sécheresses, résidents de l'Ouest canadien et du Canada atlantique âgés de 18 à 34 ans, Québec

- Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, Calgary, région du Grand Toronto, est de l'Ontario, résidents de la Colombie-Britannique touchés par des feux de forêt, des inondations ou des sécheresses, résidents de l'Ouest canadien âgés de 18 à 34 ans, Québec Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?

- Où avez-vous entendu, lu ou vu cette information?
- **Propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, est de l'Ontario**
SI CE N'EST PAS MENTIONNÉ : Avez-vous entendu quoi que ce soit concernant l'éventuelle évacuation, par le gouvernement du Canada, de Canadiens se trouvant en zones de conflit?
 - SI OUI: Qu'avez-vous entendu?
 - SI NON : Avez-vous entendu quoi que ce soit concernant l'éventuelle évacuation par le gouvernement du Canada de Canadiens se trouvant au Liban?
 - SI OUI: Qu'avez-vous entendu?

PERFORMANCE ET PRIORITÉS (15 minutes) Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, Calgary, résidents de l'Ouest canadien âgés de 18 à 34 ans, Québec

- Qu'est-ce que le gouvernement du Canada fait de bien?
- Qu'est-ce que le gouvernement du Canada doit améliorer? Pourquoi dites-vous cela?
- Quels sont, à votre avis, les principaux enjeux auxquels sont confrontés les candidats à l'achat d'une propriété et auxquels le gouvernement du Canada devrait accorder la priorité? **Résidents de l'Ouest canadien et du Canada atlantique âgés de 18 à 34 ans, Québec** Pourquoi est-il important d'accorder la priorité à ces enjeux?

LOGEMENT (40 à 45 minutes) Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, Calgary, région du Grand Toronto, est de l'Ontario

- Comment décririez-vous la situation du logement au sein de votre collectivité? Quels sont les principaux enjeux en matière de logement?
- Quels sont les facteurs qui, selon vous, ont eu le plus d'impact sur la situation actuelle du marché du logement au Canada ? Veuillez expliquer votre raisonnement.
 - SI CE N'EST PAS MENTIONNÉ: En quoi l'inflation a-t-elle affecté le marché du logement? Et la pandémie? Et les taux d'intérêt?
 - SI CE N'EST PAS MENTIONNÉ: Quels ont été les impacts, le cas échéant, des politiques du gouvernement actuel sur le marché du logement?
 - SI CE N'EST PAS MENTIONNÉ : Quels ont été les impacts, le cas échéant, de l'immigration sur le marché du logement?



- Comparativement à d'autres régions du Canada, diriez-vous que la situation sur le marché du logement au sein de votre collectivité est meilleure, pire ou à peu près la même?
- Qu'avez-vous vu, lu ou entendu concernant ce que fait le gouvernement du Canada pour s'attaquer à la situation du logement?
 - SI OUI : Qu'avez-vous vu entendu?

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. Nous allons passer en revue certaines des mesures que propose le gouvernement du Canada pour **aider les Canadiens à accéder à leur première propriété.**

AFFICHER À L'ÉCRAN :

- Permettre une période d'amortissement de 30 ans pour les acheteurs d'une première propriété nouvellement construite;
- Mettre à profit le compte d'épargne libre d'impôt pour l'achat d'une première propriété, un régime enregistré d'épargne permettant aux Canadiens de cotiser jusqu'à 8 000 dollars par année et jusqu'à un plafond cumulatif maximal de 40 000 dollars pour leur première mise de fonds.
- L'augmentation de 35 000 dollars à 60 000 dollars du plafond des retraits du régime d'accession à la propriété, qui vous permet de retirer des montants de vos régimes enregistrés d'épargne-retraite (REER) pour l'achat ou la construction d'une habitation admissible à titre personnel.
- 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?

Nous allons maintenant passer en revue quelques autres mesures que propose le gouvernement du Canada pour **faciliter votre accession à la propriété ou à un logement locatif.**

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;
- Lancer un fonds de protection des locataires d'une valeur de 15 millions de dollars qui fournira du financement à des organisations d'aide juridique et de défense des droits des locataires afin de mieux protéger les locataires contre des hausses injustes de loyer, des rénovictions ou de mauvais propriétaires;
- 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 grands investisseurs institutionnels.
- 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?

Logement coopératif

- À main levée, combien d'entre vous savez en quoi consiste le logement coopératif? Comment l'expliqueriez-vous?
- Avez-vous vu, lu ou entendu quoi que ce soit de la part du gouvernement du Canada en lien avec le logement coopératif?
 - SI OUI: Qu'avez-vous entendu?

Le gouvernement a lancé un nouveau programme de développement de coopératives d'habitation. Le programme, d'une valeur de 1,5 milliard de dollars, fournira des prêts et des contributions pour la construction de coopératives d'habitation et pour en accroître le nombre partout au Canada. Le programme permettra de construire des centaines de nouveaux logements coopératifs d'ici 2028. Les coopératives d'habitation, souvent appelées « coops », sont gérées par les personnes qui y vivent, sans propriétaire extérieur. Les coopératives d'habitation sont généralement plus abordables que d'autres types de logements locatifs privés.

- Que pensez-vous de l'investissement de fonds dans le logement coopératif? S'agit-il, à votre avis, d'un investissement positif négatif ou ni positif ni négatif?
- Combien d'entre vous envisageriez de vivre dans une coopérative d'habitation?



- Diriez-vous qu'avec ces mesures, le gouvernement du Canada est sur la bonne voie qui est de remédier aux problèmes de logement auxquels sont confrontés les Canadiens? Qu'est-ce qui vous fait dire cela?
- Avez-vous des questions au sujet de ces mesures? Y a-t-il quelque chose qui n'est pas clair?
- À votre avis, que devrait encore faire le gouvernement du Canada pour remédier aux problèmes de logement auxquels sont confrontées les personnes vivant au sein de votre collectivité?

CONCEPTION DES ÉTIQUETTES D'EFFICACITÉ ÉNERGÉTIQUE RÉSIDENIELLE (45 minutes) Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario

Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario Nous aimerions maintenant vous poser des questions au sujet des étiquettes d'efficacité énergétique résidentielle.

- **Ontario** Avant de commencer, quelqu'un parmi vous est-il propriétaire d'une maison?
 - Quelqu'un parmi vous a-t-il l'intention d'acheter une maison d'ici les deux prochaines années?
- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick** Avant de commencer, est-ce que quelqu'un parmi vous a déjà entendu parler des étiquettes d'efficacité énergétique résidentielle?
 - SI OUI: Pouvez-vous nous expliquer en quoi elles consistent?
 - SI OUI : Avez-vous déjà reçu ou vu une étiquette d'efficacité énergétique résidentielle?
 - SI OUI : Dans quelles circonstances?

Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario En voici une brève description : L'étiquette d'efficacité énergétique résidentielle est conçue pour vous aider à mieux comprendre le rendement énergétique de votre domicile. Elle peut vous aider à prendre des décisions éclairées lors de l'achat ou de la location, à prendre des mesures pour réduire les émissions de gaz à effet de serre de votre domicile et à en augmenter la valeur une fois les améliorations en matière d'efficacité énergétique apportées.

- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario** Quels sont les renseignements que vous souhaiteriez qu'une étiquette d'efficacité énergétique résidentielle vous fournisse au sujet de votre domicile?
 - **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien** AU BESOIN : Des renseignements concernant par exemple l'efficacité énergétique de votre domicile, sa consommation d'énergie globale et la source d'énergie qu'il consomme (p. ex., mazout, électricité, gaz naturel), les coûts énergétiques estimatifs de votre domicile (le montant de vos dépenses énergétiques pour chauffer ou alimenter votre domicile), les émissions de gaz à effet de serre de votre domicile, la possibilité d'améliorer l'efficacité énergétique de votre domicile par le biais de améliorations ou de rénovations, etc.?
 - **Propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick** Souhaiteriez-vous connaître l'efficacité énergétique de votre domicile, sa consommation d'énergie globale ainsi que la source d'énergie qu'il consomme (p. ex. mazout, électricité, gaz naturel)?
 - **Propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick** Souhaiteriez-vous connaître le coût énergétique estimé de votre domicile (le montant que vous dépensez en factures d'énergie pour alimenter votre domicile)?
 - **Propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick** Souhaiteriez-vous obtenir des renseignements au sujet des émissions de gaz à effet de serre de votre domicile?
 - **Propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick** Souhaiteriez-vous pouvoir améliorer l'efficacité énergétique de votre domicile au moyen d'améliorations ou de rénovations?
 - **Ontario** Souhaiteriez-vous connaître :
 - L'efficacité énergétique de votre domicile?
 - Sa consommation énergétique globale ou selon la source d'énergie (p. ex., mazout, électricité, gaz naturel)?
 - Le coût énergétique estimatif de votre maison (le montant que vous dépensez en factures d'énergie pour alimenter votre domicile)?
 - Les émissions de gaz à effet de serre de votre domicile?
 - Le potentiel d'amélioration de l'efficacité énergétique de votre domicile par le biais de travaux d'amélioration ou de rénovation?

- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario** Quel type de renseignements relatifs aux coûts énergétiques souhaiteriez-vous obtenir en priorité?

- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick** DEMANDER AU BESOIN : À titre d'exemple, à combien s'élèvent actuellement vos coûts énergétiques annuels, à combien s'élèveraient vos coûts énergétiques annuels si vous apportiez des améliorations à votre domicile, combien d'argent vous pourriez économiser en apportant ces améliorations, combien de temps il vous faudrait pour amortir le coût de ces améliorations, etc.?
- **Ontario** Souhaiteriez-vous connaître :
 - Le montant de vos coûts énergétiques annuels actuels?
 - Le montant de vos coûts énergétiques à la suite d'améliorations?
 - Les économies que vous réaliseriez en apportant des améliorations à votre domicile?
 - Combien de temps faudrait-il avant que le coût de ces améliorations soit rentabilisé?

Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario Le gouvernement du Canada a mis en place un programme appelé EnerGuide permettant aux particuliers d'obtenir une évaluation de leur domicile qui les aidera à comprendre sa consommation d'énergie actuelle et à déterminer les rénovations à effectuer pour en améliorer le rendement énergétique. Un conseiller ou une conseillère en efficacité énergétique procède à une évaluation complète de la maison et fournit des cotations EnerGuide ainsi qu'un rapport sur l'efficacité énergétique. Le conseiller ou la conseillère fournit également une étiquette qui constitue un enregistrement officiel du rendement énergétique d'un domicile et peut fournir des renseignements utiles lors de la prise de décisions concernant l'achat, la vente ou la rénovation d'une habitation.

Examinons maintenant l'étiquette d'efficacité énergétique résidentielle EnerGuide actuelle du Canada.

AFFICHER IMAGE 1 — ÉTIQUETTE ENERGUIDE À L'ÉCRAN

- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario** Quelles sont vos premières réactions à l'étiquette?
 - DEMANDER : Qu'est-ce qui vous vient à l'esprit en voyant cette étiquette? Quels renseignements cette étiquette fournit-elle, selon vous, au sujet de ce domicile?
- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario** Les renseignements figurant sur l'étiquette sont-ils faciles ou difficiles à comprendre?

- DEMANDER : Qu'est-ce qui, selon vous, est particulièrement facile ou difficile à comprendre? Pourquoi?
- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, Ontario** Cette étiquette vous aiderait-elle à prendre des décisions au sujet d'une propriété que vous envisageriez d'acheter?
 - SI OUI: En quoi cette étiquette pourrait-elle influencer sur votre prise de décisions? En fonction des renseignements figurant sur l'étiquette, quelles sont les choses que vous pourriez décider de faire autrement?
- **Propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick** (SI L'ON DISPOSE D'ASSEZ DE TEMPS) Quels renseignements figurant sur l'étiquette sont les plus utiles ou les moins utiles?
- **Propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick** Cette étiquette vous aiderait-elle à prendre des décisions concernant la consommation énergétique de votre maison?
 - SI OUI: En quoi cette étiquette pourrait-elle influencer sur votre prise de décisions?
- **Propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick** Apporteriez-vous une quelconque modification à cette étiquette pour qu'elle soit plus utile à la prise de mesures visant à réduire la consommation énergétique de votre domicile?
 - DEMANDER : Apporteriez-vous une quelconque modification à la conception de l'étiquette? Et aux renseignements qui y figurent?
- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien** Apporteriez-vous une quelconque modification à cette étiquette pour vous aider à prendre des décisions au sujet d'une propriété que vous envisageriez d'acheter?
 - DEMANDER AU BESOIN : Apporteriez-vous une quelconque modification à la conception de l'étiquette? Et aux renseignements qui y figurent?
- **Ontario** Apporteriez-vous une quelconque modification à cette étiquette afin qu'elle soit plus utile à la prise de décisions éclairées au concernant l'achat d'une maison, la location d'un logement ou la rénovation d'un domicile?
 - DEMANDER : Apporteriez-vous une quelconque modification à la conception de l'étiquette? Y a-t-il des renseignements que vous ajouteriez, modifieriez ou supprimeriez?

Candidats à l'achat d'une propriété résidant dans l'Ouest canadien Imaginons que vous voyez cette étiquette pour une maison que vous envisagez d'acheter. Quelles seraient les prochaines mesures que vous prendriez en fonction de cette étiquette?

Propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario Imaginons des situations dans lesquelles vous avez reçu cette étiquette, que ce soit au moment de planifier la rénovation de votre domicile pour la rendre plus écoénergétique ou au moment d'en planifier la vente.

- **Propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario**
Quelles seraient les prochaines mesures que vous prendriez en fonction des renseignements figurant sur cette étiquette?
 - **Ontario** Si vous planifiez de rénover votre domicile?
 - **Ontario** Si vous envisagiez d'acheter la propriété ou de louer le logement?

Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario Examinons maintenant quelques étiquettes d'efficacité énergétique résidentielle d'autres pays à travers le monde. Plusieurs cotations du rendement énergétique vous seront présentées à l'écran et quelques questions vous seront posées à leur sujet. Veuillez prendre note de vos réactions à chacune d'elle, notamment des aspects qui vous plaisent ou vous déplaisent concernant leur apparence, leur intelligibilité et leur utilité.

AFFICHER IMAGE 2 — ÉTIQUETTE ENERGUE À L'ÉCRAN

- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario** En quoi les différentes étiquettes vous plaisent-elles ou vous déplaisent-elles?
- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario** Quelle cotation est la plus utile?
 - DEMANDER : Pourquoi dites-vous cela?
- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario** Quelle échelle de cotation est la plus facile à comprendre?

Je vais maintenant vous montrer une image sur laquelle figurent toutes les étiquettes qui vous ont été présentées aujourd'hui.

AFFICHER IMAGE 3 — ÉTIQUETTE ÉNERGUE À L'ÉCRAN



- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario** Parmi toutes les étiquettes dont vous avez pris connaissance aujourd'hui, laquelle serait la plus utile pour prendre des décisions concernant votre domicile?
 - DEMANDER : Pourquoi dites-vous cela?
- **Candidats à l'achat d'une propriété résidant dans l'Ouest canadien, propriétaires actuels résidant au Québec, en Ontario et au Nouveau-Brunswick, Ontario (SI L'ON DISPOSE D'ASSEZ DE TEMPS)** Avez-vous des commentaires généraux à formuler au sujet de la conception des différentes étiquettes?

PERSPECTIVES ÉNERGÉTIQUES (20 minutes) Calgary

J'aimerais maintenant changer de sujet pour parler du secteur pétrolier et gazier...

- Dans quelle mesure, le cas échéant, le secteur pétrolier et gazier est-il important pour l'économie de l'Alberta ?
- Comment décririez-vous l'état actuel du secteur pétrolier et gazier en Alberta ?
- Dans quelle mesure est-il important ou pas que l'économie albertaine se diversifie et dépende moins du pétrole et du gaz ? Pourquoi ?
 - Quels secteurs seront les plus importants pour l'avenir de l'économie albertaine ?
 - AU BESOIN: Considérez-vous que d'autres secteurs énergétiques (autres que le pétrole et le gaz) sont importants pour l'économie albertaine de demain?
 - SI OUI: Lesquels? Qu'est-ce qui vous fait dire cela?
 - SI NON : Qu'est-ce qui vous fait dire cela?
- Est-ce que quelqu'un a déjà entendu l'expression « emplois durables » ? Qu'est-ce que cela signifie ?
- Qu'est-ce qui vous vient à l'esprit lorsque vous pensez aux emplois durables dans le secteur de l'énergie propre ?
 - Pensez-vous que la création d'emplois durables dans le secteur de l'énergie propre serait bénéfique pour l'économie albertaine ? Qu'en est-il pour vous et votre famille ? Pourquoi ou pourquoi pas ?

RÉSEAU ÉLECTRIQUE (25 minutes) Calgary

J'aimerais maintenant qu'on se concentre sur l'électricité...

- Y a-t-il quelque chose que le gouvernement du Canada pourrait faire pour renforcer la fiabilité du réseau électrique et réduire le risque de coupures de courant (par exemple, en cas de températures extrêmes ou de forte demande en électricité)?
- Avez-vous vu, lu ou entendu quoi que ce soit au sujet du gouvernement du Canada en rapport avec le réseau électrique?
 - SI OUI : Qu'avez-vous entendu à ce sujet?
- Le gouvernement fédéral est-il, à votre avis, sur la bonne voie ou sur la mauvaise voie concernant son approche vis-à-vis du secteur de l'électricité? Qu'est-ce qui vous fait dire cela?

FOURNIR DES ÉCLAIRCISSEMENTS AU BESOIN :

Le gouvernement du Canada investit dans l'électricité propre et les technologies propres afin de contribuer à la réduction des émissions.

- Qu'est-ce qui vous vient à l'esprit lorsque vous pensez à de l'électricité propre? Et aux technologies propres?
- Le gouvernement du Canada devrait-il encourager des investissements dans l'électricité propre? Et dans les technologies propres?
 - DEMANDER AU BESOIN : Cela pourrait comprendre des investissements dans la construction de réseaux électriques utilisant des sources d'énergie propres (comme les énergies éolienne, solaire et hydroélectrique) et l'octroi d'incitatifs à l'adoption et à la fabrication de technologies propres (dont des panneaux solaires et des éoliennes), pour n'en nommer que quelques-unes.
- Voyez-vous des avantages ou des bénéfices à ce que le gouvernement du Canada favorise des investissements dans le secteur de l'électricité propre et des technologies propres ?
- Avez-vous des inquiétudes quant au fait que le gouvernement du Canada encourage des investissements dans les secteurs de l'électricité propre et des technologies propres?
- Pensez-vous que le développement du secteur de l'électricité propre et des technologies propres augmentera les risques de pannes d'électricité, en diminuera les risques, ou pensez-vous que ces risques resteront à peu près les mêmes? Qu'est-ce qui vous fait dire cela?
- Pensez-vous que le développement du secteur de l'électricité propre aura un impact positif, négatif ou nul sur une personne comme vous? Et sur les travailleurs de l'Alberta ?



MESURES POUR RENDRE LA VIE PLUS ABORDABLE (55 minutes) Région du Grand Toronto

J'aimerais maintenant aborder d'autres coûts que ceux du logement...

Produits d'épicerie

- Comment décririez-vous les coûts des produits d'épicerie au Canada? Diriez-vous que les prix ont augmenté, diminué ou qu'ils n'ont pas changé?
 - SI AUGMENTÉ : À quoi l'augmentation des prix des produits d'épicerie est-elle due?
- Avez-vous vu, lu ou entendu quoi que ce soit de la part du gouvernement du Canada concernant les mesures qu'il prend pour faire face au coût des produits alimentaires?
 - SI OUI : Qu'avez-vous vu, lu ou entendu? Où l'avez-vous vu, lu ou entendu?

Le gouvernement du Canada a annoncé qu'il prenait des mesures visant à stabiliser les prix des produits d'épicerie en surveillant les grands épiciers, en augmentant la concurrence et en sévissant contre la réduplication.

- Quelles sont vos réactions à cela?

Le gouvernement du Canada a tenu une réunion avec les dirigeants des principales chaînes d'épicerie du pays au cours de laquelle ces derniers avaient accepté de soutenir le gouvernement fédéral dans ses efforts pour stabiliser le prix des aliments.

- Pensez-vous que les grandes chaînes d'épicerie prendront des mesures ciblées pour aider à stabiliser les prix? Pourquoi/pourquoi pas?
- Le Groupe de travail sur les épicerie mènera des enquêtes sur les cas de « réduplication ». Qu'est-ce que la « réduplication »? Avez-vous déjà entendu parler de ce terme?

PRÉCISER SI NÉCESSAIRE : On parle de « réduplication » lorsque le format d'un produit est réduit alors que son prix reste le même ou augmente.

- Quelqu'un parmi vous a-t-il été témoin de cas de « réduplication » en faisant ses emplettes à l'épicerie?
- Que pensez-vous du groupe de travail mis en place par le gouvernement canadien pour enquêter sur les cas de « réduplication »? Quel impact, le cas échéant, cela aurait-il?
- Estimez-vous que ces mesures relatives aux produits d'épicerie contribueront à rendre la vie des Canadiens plus abordable? Pourquoi ou pourquoi pas?



Frais cachés

- Quelqu'un parmi vous a-t-il déjà entendu parler des « frais cachés »?
 - SI OUI : De quoi s'agit-il? Pouvez-vous en donner des exemples?

- Pouvez-vous nous donner quelques exemples de frais supplémentaires ajoutés au coût d'un achat ou d'un service qui ne sont pas inclus dans le prix réel ou dans la description du service?
 - DEMANDER AU BESOIN : Les frais supplémentaires facturés lorsque vous achetez un billet pour un événement ou un concert en sont-ils un exemple? Et les frais de bagages supplémentaires facturés au moment d'acheter un billet d'avion? Et les divers frais facturés par les banques, dont les frais de transactions? Et les frais d'annulation lorsqu'on souhaite changer de forfait Internet ou de plan de téléphonie cellulaire? Et les frais d'itinérance internationale (c.-à-d. les frais d'itinérance quotidiens durant un séjour aux É.-U.) Les frais de ce genre sont appelés « frais cachés ».
 - Maintenant que je vous en ai fourni quelques exemples, d'autres exemples de frais cachés vous viennent-ils à l'esprit?

- Avez-vous vu, lu ou entendu quoi que ce soit au sujet d'initiatives du gouvernement du Canada visant sévir contre les frais cachés?
 - SI OUI : Qu'avez-vous, vu, lu ou entendu à ce sujet? Où avez-vous vu, lu ou entendu cette information?

Le gouvernement du Canada a annoncé qu'il sévissait contre les frais cachés et qu'il prenait des initiatives visant à rendre plus abordables les services Internet et de téléphonie cellulaire. Le gouvernement fédéral s'emploie à améliorer des mécanismes existants et à en créer de nouveaux, y compris en réformant la Loi sur la concurrence.

- Quelles sont vos réactions à cela?

- En pensant aux initiatives visant à réduire le coût des produits d'épicerie et à sévir contre les frais cachés, ces mesures changent-elles l'opinion que vous avez de la gestion assurée par le gouvernement du Canada pour rendre le coût de la vie plus abordable? Pourquoi ou pourquoi pas?

- Avez-vous des questions concernant ces mesures? Y a-t-il quelque chose qui ne vous semble pas clair?

PRÊTS HYPOTHÉCAIRES (50 minutes) Propriétaires actuels résidant au Québec, en Ontario, et au Nouveau-Brunswick



Lorsque nous vous avons invité à participer à notre discussion de ce soir, chacun d'entre vous a déclaré être propriétaire de son habitation...

- Diriez-vous que vos paiements hypothécaires actuels sont abordables? Pourquoi ou pourquoi pas?
- Connaissez-vous les aides ou les services dont vous pouvez vous prévaloir pour gérer votre prêt hypothécaire ou planifier son renouvellement?
 - SI OUI : Lesquels?
- À qui vous adresseriez-vous pour obtenir davantage de renseignements sur les mesures d'allègement hypothécaire qui vous sont proposées?
 - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il du gouvernement du Canada?
- Quel devrait être le rôle du gouvernement du Canada pour venir en aide aux propriétaires qui renouvellent leur prêt hypothécaire?

DEMANDER :

L'automne dernier, le gouvernement du Canada a annoncé la création de la Charte hypothécaire canadienne. La charte définit les directives et attentes auxquelles les prêteurs hypothécaires doivent se conformer pour offrir une aide raisonnable et adaptée aux emprunteurs dans le besoin. Elle vise à garantir que les emprunteurs éprouvant des difficultés à rembourser leur prêt hypothécaire puissent bénéficier d'une aide rapide et impartiale de la part de leur prêteur, qui recourra à toutes les ressources disponibles pour leur venir en aide dans des moments difficiles.

- Que pensez-vous de cette charte?
 - Quel impact pourrait, selon vous, avoir la Charte hypothécaire canadienne?

Passons maintenant en revue certaines composantes de la Charte...

AFFICHER À L'ÉCRAN :

La Charte hypothécaire canadienne

Ce à quoi les Canadiens peuvent s'attendre :

1. **À ce que soient accordées des prolongations temporaires de la période d'amortissement aux personnes dans le besoin** : Les propriétaires éprouvant des difficultés financières peuvent demander une prolongation temporaire de leur période d'amortissement.

2. **À ce qu'aucuns frais et supplémentaires ne leur soient facturés pour des mesures d'allègement** : Les banques renonceront à facturer des frais supplémentaires pour les mesures destinées à aider les propriétaires éprouvant des difficultés à rembourser leurs prêts hypothécaires.
 3. **À ce que soit facilités les changements de prêteur au moment du renouvellement de l'hypothèque** : Si vous êtes titulaire d'un prêt hypothécaire assuré, vous n'aurez pas à établir à nouveau votre admissibilité lorsque vous changez de prêteur au moment de renouveler votre hypothèque.
 4. **À une communication anticipée concernant le renouvellement de leur hypothèque** : Les banques communiqueront avec les propriétaires de quatre à six mois avant le renouvellement de leur hypothèque pour les informer de leurs différentes options de renouvellement;
 5. **À des options de paiement souples pour les propriétaires éprouvant des difficultés financières** : Afin d'éviter d'augmenter le montant de leur prêt hypothécaire, les propriétaires faisant face à des difficultés financières peuvent verser de grosses sommes en guise de paiements uniques ou vendre leur résidence sans encourir de pénalité.
 6. **À ce qu'aucun intérêt composé ne leur est facturé lorsqu'ils connaissent des difficultés financières** : Dans le cas où les mesures d'allègement donneraient lieu à une augmentation temporaire du solde hypothécaire, les banques ne factureront pas d'intérêts sur les intérêts.
- Quelles sont vos réactions à ces mesures?
 - Y a-t-il des mesures qui, à votre avis, pourraient vous être profitables à l'avenir?
 - SI OUI : Lesquels?
 - Avez-vous des questions concernant l'une ou l'autre de ces mesures?
 - Diriez-vous qu'avec la création de la Charte hypothécaire canadienne, le gouvernement est sur la bonne voie ou sur la une mauvaise voie pour ce qui est de soutenir les titulaires de prêts hypothécaires? Pourquoi ou pourquoi pas?
 - Y a-t-il dans cette liste des choses que le gouvernement du Canada ne devrait pas faire, selon vous? Pourquoi êtes-vous de cet avis?



- Y a-t-il des éléments qui ne figurent pas sur cette liste et que le gouvernement du Canada devrait, selon vous, y ajouter?
- Quel impact la Charte hypothécaire canadienne pourrait-elle avoir sur votre hypothèque?
 - Et en ce qui concerne son processus de renouvellement?
- Quelles autres initiatives souhaiteriez-vous que prenne le gouvernement du Canada pour venir en aide aux titulaires d'une hypothèque?

CONSOMMATION DE NOUVELLES D'ACTUALITÉ (35 minutes) Résidents de l'Ouest canadien âgés de 18 à 34 ans

- Quelle est votre principale source de nouvelles? (Télévision, radio, médias sociaux, amis ou famille?)
 - Comment évalueriez-vous votre niveau de confiance dans les sources de nouvelles que vous utilisez?
 - Comment faites-vous pour décider si une source de nouvelles est digne de confiance ou non?
- Dans quelle mesure les médias sociaux constituent-ils une source importante d'information à vos yeux?
 - Y a-t-il des sujets ou des informations particulières pour lesquels vous comptez sur les médias sociaux?
- Quel est le type de contenu qui vous intéresse le plus? Pouvez-vous donner des exemples?
 - Pourquoi est-ce que ce type de contenu vous interpelle le plus?
- Si vous étiez à la recherche d'actualités au sujet du gouvernement du Canada, où espérez-vous trouver ces informations? Pourquoi?
- Vous arrive-t-il de vous tourner vers des sources d'information gouvernementales pour obtenir des nouvelles ou de l'information? Pourquoi ou pourquoi pas?

Je vais vous poser quelques questions sur l'utilisation des médias sociaux et sur les informations que vous êtes susceptible de voir en ligne...

- À quelle fréquence tombez-vous sur une information en ligne dont vous ne savez pas avec certitude si elle est vraie ou fausse?



- Qui parmi vous connaît les termes « mésinformation » et « désinformation »? Que signifient ces termes? Qu'est-ce qui les distingue?

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

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

PROTECTION DES CONSOMMATEURS (50 minutes) Est de l'Ontario

J'aimerais maintenant parler du coût de la vie de manière plus générale...

- Comment qualifieriez-vous le coût actuel de la vie?
- Quelles sont les dépenses courantes, autres que les paiements relatifs au loyer ou les paiements hypothécaires, qui constituent pour vous une source de stress? Pourquoi?
 - DEMANDER : Et les frais d'épicerie, d'essence ainsi que les frais facturés relativement à des services publics et les frais de télécommunications?
 - Ces frais ont-ils récemment augmenté?
 - SI OUI : Pourquoi augmentent-ils à votre avis?



- Quel niveau de responsabilité, le cas échéant, attribuez-vous au secteur privé et aux sociétés privées en ce qui concerne l'augmentation des coûts?
 - À votre connaissance, quels sont vos droits en tant que consommateur ou consommatrice?
 - À votre connaissance, quels sont quelques-uns des moyens de vous protéger?
 - Dans quelle mesure avez-vous confiance en votre capacité à défendre vous-mêmes vos droits et intérêts en tant que consommateur?
- Avez-vous connaissance de quelconques règles ou règlements que doivent respecter les sociétés en matière de fixation de prix et de protection du consommateur?
- De manière générale, estimez-vous que les entreprises font un travail efficace ou un travail inefficace en matière de protection des consommateurs? Pourquoi?
 - Pourquoi êtes-vous de cet avis? DEMANDER : Cela relève-t-il de l'industrie?
- Quelles sont les obligations que devraient avoir les entreprises envers les consommateurs?
- Selon vous, quel rôle devrait jouer le gouvernement du Canada pour protéger vos droits et intérêts en tant que consommateurs?
- Avez-vous confiance en la capacité du gouvernement du Canada à protéger vos droits et intérêts en tant que consommateur? Pourquoi ou pourquoi pas?
- Que devrait faire le gouvernement du Canada pour vous protéger en tant que consommateur ou consommatrice? Quelles mesures particulières devrait-il prendre pour protéger vos droits?
- Quelqu'un parmi vous a-t-il entendu parler des termes suivants : « réduflation », « déqualification » ou « frais cachés ».
 - SI OUI : Que signifient ces termes?

DEMANDER AU BESOIN :

On parle de « réduflation » lorsque le format d'un produit est réduit alors que son prix reste le même ou augmente.

On parle de « déqualification » lorsque des ingrédients de qualité inférieure sont utilisés pour produire ou fabriquer un produit prétendument identique.

Les « frais cachés » sont les frais supplémentaires ajoutés au coût d'un achat ou d'un service qui ne sont pas inclus dans le prix réel ou dans la description du service. Il s'agit par exemple des frais supplémentaires exigés lors de l'achat d'un billet donnant accès à un événement ou à un concert, des frais de bagages supplémentaires facturés lors de l'achat d'un billet d'avion, des divers frais facturés par les banques, dont les frais de transaction, entre autres.

Je vais vous montrer une liste de mesures que prend le gouvernement du Canada pour protéger les droits et intérêts des consommateurs.

AFFICHER À L'ÉCRAN :

- **Renforcement de la *Loi sur la concurrence*** : Modifications apportées à la Loi sur la concurrence dans le but d'augmenter la capacité du Bureau de la concurrence à empêcher des pratiques commerciales déloyales et des comportements anticoncurrentiels et à imposer des pénalités plus sévères aux entreprises abusant de leur position dominante sur le marché.
- **Stabilisation des prix des produits d'épicerie** : adoption de mesures visant à stabiliser le prix des produits d'épicerie en surveillant les grands épiciers, en augmentant la concurrence et en sévissant contre la réduplication et la déqualification.
- **Création du Code de conduite des épiceries** : travail en collaboration avec les provinces, les territoires et les épiciers afin d'élaborer un code de conduite des épiciers établissant de nouvelles règles que devront observer les détaillants en alimentation quant aux frais qu'ils sont en droit de facturer à leurs fournisseurs et au mode de résolution de litiges auquel ils devront se conformer. Les cinq principaux grands épiciers ont approuvé son adoption.
- **Adoption de mesures visant à réduire les prix des télécommunications** : développement d'un outil en ligne aidant les Canadiens à obtenir des services de télécommunications plus abordables en suivant de près les prix des forfaits et des services.
- **Adoption de mesures sévères visant à réduire les frais cachés** indésirables que paient les Canadiens et à rendre plus abordables les services bancaires, les forfaits Internet et les forfaits de téléphonie mobile.
- **Élaboration de codes et de normes applicables aux bornes de recharge et stations de ravitaillement** : élaboration et mise en œuvre d'un ensemble de codes et de normes relatifs aux bornes de recharge et aux stations de ravitaillement pour véhicules zéro émission (VZE) afin de s'assurer que les consommateurs en ont pour leur argent.
- **Création d'une politique du « droit à la réparation »** : recueillir des commentaires et suggestions afin d'élaborer une politique offrant aux consommateurs davantage de possibilités pour la réparation d'articles et notamment d'appareils électroménagers et électroniques. Cette politique peut comprendre des mesures exigeant des fabricants qu'ils fournissent des manuels de réparation et des pièces de rechange, et visant à soutenir des

réparations autorisées, indépendantes et autonomes afin de prolonger la durée de vie d'un produit et de permettre aux consommateurs d'économiser de l'argent.

SONDAGE : J'aimerais maintenant que vous sélectionniez les mesures qui contribueront le plus, selon vous, à protéger vos droits et intérêts en tant que consommateurs. Vous pouvez choisir un maximum de 3 mesures. Si vous êtes d'avis qu'aucune d'entre elles n'aura un impact positif, n'en sélectionnez aucune.

- Renforcement de la *Loi sur la concurrence* :
 - Stabilisation des prix des produits d'épicerie
 - Création du Code de conduite des épiceries
 - Adoption de mesures visant à réduire les prix des télécommunications.
 - Adoption de mesures sévères visant à réduire les frais cachés
 - Élaboration de codes et de normes applicables aux bornes de recharge et aux stations de ravitaillement
 - Création d'un politique du « droit à la réparation »
- LE MODÉRATEUR PASSE EN REVUE LES CHOIX : Pourquoi avez-vous sélectionné cette mesure?
 - Quelles sont vos réflexions générales concernant cette liste de mesures?
 - Avez-vous des questions concernant les mesures énumérées dans cette liste?
 - Y a-t-il un terme plus clair ou plus approprié que devrait employer le gouvernement fédéral lorsqu'il parle de « frais cachés »?
 - Y a-t-il dans cette liste des choses qu'à votre avis e gouvernement du Canada ne devrait pas faire? Pourquoi?

EFFETS DU CHANGEMENT CLIMATIQUE (45 minutes) Résidents de la Colombie-Britannique touchés par des feux de forêts, des inondations ou des sécheresses, résidents de l'Ouest canadien âgés de 18 à 34

J'aimerais maintenant passer à un autre sujet...

- Dans quelle mesure êtes-vous préoccupée par les effets potentiels du changement climatique, le cas échéant? Pourquoi êtes-vous de cet avis?
- 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 effets 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 effets?
 - 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?
- Avez-vous constaté de quelconques effets du changement climatique dans votre vie quotidienne ou au sein de votre collectivité?
 - SI OUI : Qu'avez-vous constaté?
- Au cours des prochaines décennies, prévoyez-vous que votre collectivité sera davantage menacée en raison du changement climatique?
 - **Résidents de l'Ouest canadien âgés de 18 à 34 ans** SI OUI : Pourquoi prévoyez-vous cela?
- Dans quelle mesure votre collectivité est-elle préparée, le cas échéant, à faire face à ces potentiels effets du changement climatique?
- Au cours des 12 derniers mois, avez-vous pris ou un membre de votre famille a-t-il pris de quelconques mesures pour préparer votre ménage à d'éventuels effets du changement climatique?
 - **Résidents de l'Ouest canadien âgés de 18 à 34 ans** SI OUI : Quelles sont les mesures que vous avez prises?
- Quels est l'impact du changement climatique sur la santé des Canadiens, le cas échéant?
- Avez-vous entendu parler de ce que fait le gouvernement fédéral à se préparer aux impacts du changement climatique? Que souhaiteriez-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 mesures que le gouvernement fédéral a prises en ce sens?

- 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?
- **Résidents de l'Ouest canadien âgés de 18 à 34 ans** Croyez-vous que le fait de réduire les émissions de gaz à effet de serre puisse contribuer à prévenir des catastrophes naturelles?
 - SI OUI : Pourquoi? L'impact d'une telle mesure serait-il majeur ou mineur?
 - SI NON : Pourquoi êtes-vous de cet avis? Quelles mesures seraient, selon vous, efficaces?

Résidents de la Colombie-Britannique touchés par des feux de forêt, des inondations ou des sécheresses J'aimerais maintenant que nous nous intéressions plus particulièrement aux feux de forêt incontrôlés...

- Qu'avez-vous vu, lu ou entendu au sujet de la réponse du gouvernement du Canada aux feux de forêt incontrôlés en Colombie-Britannique?
 - Comment décririez-vous la réponse du gouvernement du Canada aux feux de forêt? Diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie?
 - Pourquoi dites-vous cela?

EXPÉRIENCES VÉCUES LORS DE CATASTROPHES NATURELLES (50 minutes) **Résidents de la Colombie-Britannique touchés par des feux de forêt, des inondations ou des sécheresses**

Dans la section qui suit, nous nous intéresserons plus particulièrement à ce que vous avez vécu lors de catastrophes naturelles et à vos points de vue concernant de tels événements. Encore une fois, nous comprenons qu'il puisse s'agir pour vous d'un sujet sensible.

Si, pour une raison ou une autre, vous préférez ne pas répondre à une question, ce n'est pas grave, mais nous espérons que vous nous ferez part de ce que vous avez vécu.

- À main levée, combien d'entre vous avez connu des perturbations mineures en raison de phénomènes météorologiques extrêmes ou de catastrophes naturelles.
 - DEMANDER : Avez-vous déjà dû changer votre routine ou vos habitudes quotidiennes, en prenant par exemple un autre chemin?
 - DEMANDER : Avez-vous déjà dû prendre des précautions afin de vous protéger, comme de porter un masque ou de limiter le temps que vous passez dehors en raison de la fumée provoquée par des feux de forêt?

- À main levée, combien d'entre vous avez été témoins d'impacts plus graves en lien avec des phénomènes météorologiques extrêmes ou des catastrophes naturelles, comme de recevoir une alerte d'évacuation ou de devoir évacuer votre maison.
- Votre santé mentale, votre santé physique ou votre bien-être général ont-ils été impactés par les phénomènes météorologiques extrêmes ou les catastrophes naturelles que vous avez vécus?
 - SI OUI : Pouvez-vous expliquer en quoi ceux-ci ont affecté votre santé mentale, votre santé physique ou votre bien-être général?
 - SI OUI : Ces impacts se sont-ils fait sentir uniquement pendant l'événement ou ont-ils durablement affecté votre santé mentale, votre santé physique ou votre bien-être général?

Nous vous demanderions maintenant de réfléchir aux situations que vous avez vécues lors de phénomènes météorologiques extrêmes ou de catastrophes naturelles, ainsi qu'à celles qu'a vécues toute personne dépendant de vous lors de ces événements — un enfant, un parent âgé, une personne handicapée ou souffrant d'un problème de santé, ou toute autre personne.

Nous souhaitons en savoir plus au sujet de votre capacité à accéder à des services et à des soutiens en matière de santé pendant ces événements, que vous soyez resté dans la collectivité où vous habitez ou que vous ayez été évacué vers une autre collectivité.

Cela comprend l'accès à des médecins, à des professionnels de la santé, à des services communautaires comme les Alcooïques anonymes, à des soins en matière de violence familiale, à des renouvellements d'ordonnance, à des aliments propres à un régime spécifique, à des aliments traditionnels, à de l'eau potable ou à un accès fiable à Internet. Mais ce n'est peut-être pas l'idée que vous vous faites de services et de soutiens en matière de santé. En gardant cela à l'esprit...

- Est-ce que vous et ceux dont vous avez soin avez bénéficié des soutiens et des services dont vous aviez besoin pour préserver votre santé physique et mentale?
 - SI OUI : Pouvez-vous énumérer les soutiens et services auxquels vous (ou d'autres personnes dépendant de vous) avez recouru pendant cette période?
 - SI ON A RÉPONDU : Quels sont les soutiens et services dont vous (ou les personnes qui dépendaient de vous) avez manqué au cours de l'événement météorologique?
- À tous ceux ici réunis, quels sont les services ou les aides en matière de santé physique ou mentale dont vous auriez aimé pouvoir bénéficier pendant cette période?
 - FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS AU BESOIN : Il peut s'agir de services et de soutiens auxquels vous auriez souhaité pouvoir accéder, que ce soit pour vous ou

pour d'autres membres de votre collectivité, mais qui, à votre connaissance, n'étaient pas disponibles.

À la suite d'une évacuation, il est possible que les services et soutiens en matière de santé auxquels une personne a habituellement accès ne lui soient désormais plus offerts au sein de la collectivité qu'elle habite. Même si elles ne sont pas contraintes de quitter leur collectivité à la suite d'une catastrophe naturelle, elles peuvent nécessiter de nouveaux services ou soutiens en matière de santé ou des services et des soutiens différents.

- Alors, à la suite de l'événement météorologique que vous avez vécu (que vous ayez été évacué ou pas), avez-vous constaté que vous ne disposiez pas des renseignements, des services ou des soutiens dont vous aviez besoin pour prendre soin de votre santé physique ou mentale et de celle des personnes dépendant de vous après l'événement? (DEMANDER AU BESOIN) : Comme nous venons de le voir, ces soutiens et services peuvent comprendre l'accès à un médecin, à d'autres professionnels de la santé ou à des services fournis au sein de la collectivité. Ils peuvent également se traduire par un accès fiable à Internet, la possibilité de renouveler ses ordonnances ou d'accéder à des aliments sains lorsqu'on a des restrictions alimentaires, ou à des aliments traditionnels, ou même à de l'eau potable. Mais ce n'est peut-être pas l'idée que vous vous faites de services et de soutiens en matière de santé.
 - SI OUI : Pouvez-vous préciser les services dont vous manquez?
 - Comment avez-vous fait face à la situation sans ces services ou soutiens?
 - DEMANDER : Qu'avez-vous fait au lieu?
 - DEMANDER : En quoi le fait de ne pas avoir à accès à ces services vous a-t-il affecté (ou a-t-il affecté les personnes dépendant de vous)?

Il existe aujourd'hui de nombreux moyens de communiquer et d'obtenir de l'information — par le biais de médias traditionnels comme la presse écrite, la télévision, la radio et le téléphone ou par l'intermédiaire de diverses plateformes et applications de médias sociaux en ligne.

Lors de situations critiques (comme des inondations ou des feux de forêt), les autorités peuvent avoir du mal à s'assurer que les messages clés parviennent rapidement à tout le monde, que les gens font confiance à ces messages et qu'ils agissent rapidement pour se protéger et protéger les personnes qui dépendent d'eux.

- En pensant à ce que vous avez vécu, vous souvenez-vous de messages ou de conseils en matière de santé publique qui vous ont aidé et soutenu, vous et ceux qui dépendent de vous, durant cette période éprouvante?



- DEMANDER : Avez-vous pris connaissance de conseils de santé publique sur la manière de se préparer à l'événement ou à l'évacuation, ou sur la manière de prendre soin de votre santé physique et mentale ou de celle des personnes dont vous avez la charge au cours de cette période?
 - SI OUI : Pouvez-vous nous en dire plus au sujet des messages ou conseils de santé publique dont vous avez souvenir?
 - Vous ont-ils été utiles?
 - SI OUI : Pouvez-vous nous dire en quoi ils vous ont été utiles durant cette période?
 - SI ON A RÉPONDU : Pouvez-vous nous dire pourquoi ils ne vous ont été d'aucune utilité?
 - SI ON A RÉPONDU : Quels types de conseils de santé publique vous auraient été utiles durant l'événement?
 - DEMANDER : De qui vous attendriez-vous à recevoir des conseils utiles de ce genre?
 - En pensant aux jours qui ont suivi l'événement météorologique, avez-vous reçu de l'information ou des conseils en matière de santé publique qui vous ont aidé à reprendre votre routine et à réintégrer votre collectivité?
 - Parmi ceux d'entre vous qui ont vécu une évacuation, vous souvenez-vous d'avoir reçu un quelconque avis quant à savoir s'il était sécuritaire de regagner votre domicile et votre collectivité, et en quoi cela vous a-t-il aidé?
 - DEMANDER : Avez-vous par exemple reçu des conseils sur la façon de déterminer s'il était sécuritaire de boire l'eau de votre puits ou sur les mesures à prendre si l'intérieur de votre maison a subi des dommages (dus à de la moisissure ou à la saie)?
 - SI OUI : Où avez-vous obtenu ces conseils ou cette information?
 - SI NON : Quel type d'information ou de conseils vous auraient été utiles au moment de regagner votre maison!
 - Y a-t-il d'autres aspects de l'événement météorologique extrême que vous avez vécu dont vous souhaiteriez nous faire part et au sujet desquels nous ne vous avons posé aucune question?

IMMIGRATION (45 minutes) Québec, Ontario

Ontario J'aimerais que nous commencions par discuter de l'immigration au Canada.

- Avez-vous lu, vu ou entendu des nouvelles récentes se rapportant à l'immigration au Canada?

- SI OUI : Qu'avez-vous appris à ce sujet et de quelle source l'avez-vous appris?
- Dans l'ensemble, comment décririez-vous l'état actuel du système d'immigration au Canada?
- Quels sont, selon vous, les avantages liés au fait d'accueillir de nouveaux immigrants au Canada?
 - **Quebec** Et les avantages liés à un accueil dans la province du Québec plus particulièrement?
 - **Ontario** Et ceux liés à un accueil dans la province de l'Ontario plus particulièrement?
- Avez-vous de quelconques appréhensions concernant l'accueil de nouveaux immigrants?
 - SI OUI : Quelles sont vos appréhensions?
 - **Ontario** Que devrait faire le gouvernement du Canada pour répondre à ces préoccupations?
- Que devrait faire le gouvernement du Canada pour répondre à ces préoccupations?
- Pensez-vous que le gouvernement du Canada devrait augmenter, réduire ou maintenir le taux d'immigration à peu près au même niveau? Pourquoi?
 - SI AUGMENTER OU RÉDUIRE : Quels impacts cela aurait-il au Canada tant sur les plans social qu'économique?

La gestion du système d'immigration canadien est complexe. Chaque année, le gouvernement fédéral fixe les taux d'immigration afin de répondre à plusieurs priorités concurrentes.

J'aimerais vous présenter une liste de raisons que certaines personnes pourraient invoquer pour justifier une augmentation du taux d'immigration au Canada. Nous allons d'abord passer en revue la liste de ces raisons, après quoi je vous demanderai de classer chacune d'entre elles par ordre de priorité, de **la plus convaincante (1) à la moins convaincante (5)**.

AFFICHER À L'ÉCRAN :

- Le nombre de travailleurs qui quittent le marché du travail est supérieur au nombre de ceux qui y accèdent, ce qui a des répercussions sur tous les Canadiens.
- L'immigration contribue à compenser les effets du vieillissement de la population et du faible taux de natalité au Canada.
- Lorsque nos régimes de retraite et systèmes de soins de santé ont été conçus il y a 50 ans, on comptait 7 travailleurs par retraité pour générer les recettes fiscales nécessaires à leur

financement. Aujourd'hui, nous en sommes à 3 travailleurs par retraité. En l'absence de nouveaux arrivants, ce nombre pourrait chuter à 2 travailleurs seulement dans les décennies à venir.

- Nous ne disposons pas de suffisamment de travailleurs pour pourvoir les postes vacants dans les secteurs de la santé, de la construction et de la garde d'enfants.
- Comme tous les autres résidents, les immigrants paient des impôts sur leur revenu, leurs biens immobiliers et les marchandises qu'ils achètent. Ces recettes fiscales contribuent aux budgets des gouvernements, au financement de services publics et d'infrastructures, qui sont autant d'éléments essentiels à la croissance économique.
- Veuillez classer les énoncés par ordre de priorité, de celui qui vous semble le plus convaincant (1) à celui qui vous semble le moins convaincant (5) pour justifier une augmentation du taux d'immigration. **[Le responsable du soutien technique lancera l'exercice de classement]**
 - Le modérateur doit déterminer le classement et demander aux participants de justifier la priorité qu'ils ont accordée à certains énoncés par rapport à d'autres.

Nous savons qu'une augmentation du taux d'immigration s'accompagne de son lot d'enjeux, mais le Canada pourrait se voir confronté à d'autres préoccupations à la suite d'une réduction du taux d'immigration.

J'aimerais vous montrer une autre liste d'énoncés. Cette série d'énoncés présente certains enjeux potentiels qui pourraient découler d'une réduction du taux d'immigration. Nous allons d'abord passer la liste de ces enjeux en revue. Je vous demanderai ensuite de classer chaque enjeu en fonction de celui qui vous semble le **plus préoccupant (1)** et de celui qui vous semble le **moins préoccupant (6)**.

AFFICHER À L'ÉCRAN :

- Les personnes qui travaillent déjà au Canada pourraient devoir travailler plus longtemps ou prendre leur retraite plus tard afin de garantir un nombre suffisant de travailleurs.
- Les Canadiens pourraient devoir payer plus d'impôts pour maintenir la qualité des services publics dont ils bénéficient déjà.

- Les Canadiens pourraient connaître des temps d'attente plus longs dans les hôpitaux et assister à une diminution du nombre de médecins de premier recours en raison de la pénurie de travailleurs de la santé.
- Au Canada, la pénurie d'enseignants pourrait entraîner une augmentation du nombre d'élèves par classe.
- Une réduction du taux d'immigration pourrait entraîner une augmentation des coûts et une baisse de la qualité des soins dans les maisons de retraite en raison d'une pénurie d'aides-soignants.
- Les collectivités de petite taille et rurales perdraient des industries locales, ou verraient des écoles et des hôpitaux locaux fermer en raison d'une pénurie de travailleurs et du manque de personnes payant des taxes municipales.
- Veuillez classer les énoncés suivants du plus préoccupant (1) au moins préoccupant (6) concernant les enjeux que pourrait entraîner une réduction du taux d'immigration. **[Le responsable du soutien technique lancera l'exercice de classement]**
 - Le modérateur doit déterminer le classement et demander aux participants de justifier la priorité qu'ils ont accordée à certains énoncés par rapport à d'autres.
- Avant de passer à la section suivante, avez-vous d'autres réflexions dont vous souhaiteriez nous faire part concernant le système d'immigration canadien?

LANGUES OFFICIELLES (40 minutes) Québec

- Depuis combien d'années vivez-vous au Québec?
 - Diriez-vous que la collectivité dans laquelle vous vivez est surtout francophone ou anglophone?
- Pensez-vous que le français soit menacé à quelque endroit que ce soit au Canada?
Pourquoi/pourquoi pas?
 - SI OUI : En quoi est-il menacé?
- Quel degré de priorité le gouvernement du Canada devrait-il accorder, le cas échéant, à la promotion du français et de l'anglais au Canada?
 - Comment cela devrait-il se traduire, selon vous?



Le gouvernement du Canada a annoncé son Plan d'action pour les langues officielles. Ce plan d'action propose plus de 30 mesures destinées à atteindre quelques objectifs clés. Je vais d'abord vous faire part de ces objectifs et vous donner quelques exemples de mesures proposées, après quoi je recueillerai vos commentaires et réflexions.

AFFICHER À L'ÉCRAN UNE À LA FOIS

Favoriser une plus grande immigration francophone au Canada

Exemples de mesures :

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

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

Exemples de mesures :

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

Appuyer les organismes communautaires francophones

Exemples de mesures :

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

Créer un centre au sein de Patrimoine Canada afin d'apporter un soutien au gouvernement du Canada en ce qui a trait à l'adoption de mesures supplémentaires visant à soutenir les communautés francophones en situation minoritaire.

QUESTION À POSER APRÈS CHAQUE PARTAGE D'ÉCRAN :

- Quelles sont vos réactions à cet objectif et à la mesure ou aux mesures qui lui sont associées?
- Quel impact auront, d'après vous, ces mesures?

QUESTION À POSER APRÈS AVOIR DISCUTÉ DES MESURES:

- Dans l'ensemble, lesquelles contribueront le plus, selon vous, à promouvoir et à protéger le français? Pourquoi?
- Parmi ces éléments, y a-t-il quelque chose que le gouvernement du Canada ne devrait pas faire? Pourquoi?
- Que devrait encore faire le gouvernement du Canada pour promouvoir et protéger le français?
- Diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie pour ce qui est de protéger et de promouvoir le français? Pourquoi êtes-vous de cet avis?
 - SI ON A RÉPONDU « SUR LA MAUVAISE VOIE », POSER LA QUESTION SUIVANTE : Que devrait faire le gouvernement du Canada pour être sur la bonne voie?

Avez-vous des suggestions sur la façon dont le gouvernement du Canada pourrait s'y prendre pour assurer une promotion plus efficace du français?

SOINS DE SANTÉ (30 minutes) Résidents du Canada atlantique âgés de 18 à 34 ans

- SI LES SOINS DE SANTÉ ONT PRÉCÉDEMMENT ÉTÉ MENTIONNÉS COMME PRINCIPAL ENJEU : Certains d'entre vous ont indiqué que les soins de santé sont l'un des principaux enjeux auxquels sont confrontés les Canadiens de la région de l'Atlantique.
- SI LES SOINS DE SANTÉ N'ONT PAS PRÉCÉDEMMENT ÉTÉ MENTIONNÉS COMME PRINCIPAL ENJEU : En pensant aux enjeux auxquels sont confrontés les Canadiens de la région de l'Atlantique que vous avez qualifiés de prioritaires, quelle place accordez-vous aux soins de santé? Sont-ils plus prioritaires, moins prioritaires ou tout aussi prioritaires que les autres enjeux mentionnés?
- Comment évalueriez-vous la qualité du système de soins de santé là où vous résidez? Qu'est-ce qui vous fait dire cela?
- Et comment évalueriez-vous l'accès aux services de soins de santé? Qu'est-ce qui vous fait dire cela?
- Quels sont les principaux défis liés aux soins de santé dans votre région?



- Est-ce que quelqu'un a entendu parler de récents engagements du gouvernement du Canada ou d'annonces faites par ce dernier en matière de soins de santé?
 - SONDER : Avez-vous entendu quoi que ce soit au sujet des négociations entre les gouvernements fédéral et provinciaux sur le financement des soins de santé?
 - SI OUI : Qu'avez-vous entendu? Quelles ont été vos impressions concernant ces négociations?
- En ce qui concerne les soins de santé, le gouvernement du Canada est-il généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi dites-vous cela?
 - SI SUR LA MAUVAISE VOIE : Que pourrait faire le gouvernement fédéral pour se mettre sur la bonne voie?

MESURES VISANT À RENDRE LA VIE PLUS ABORDABLE – SOUTIEN DU GOUVERNEMENT

(30 minutes) Résidents du Canada atlantique âgés de 18 à 34 ans

Nous allons maintenant aborder le sujet de l'abordabilité du logement et du coût de la vie...

- Quels sont quelques-uns des problèmes liés à l'abordabilité du logement et du coût de la vie ayant une incidence sur votre vie au quotidien?
- Avez-vous vu, lu ou entendu quoi que ce soit au sujet des mesures que prend le gouvernement fédéral pour rendre le prix des logements plus abordable?
 - SI OUI : Qu'avez-vous, vu, lu ou entendu à ce sujet?
- Avez-vous récemment été confronté à des problèmes relatifs au logement?
 - SI OUI : Croyez-vous qu'il y ait quelque chose que puisse faire le gouvernement du Canada pour venir en aide aux personnes confrontées aux problèmes que vous venez de décrire? Si oui, que peut-il faire?
- Y a-t-il autre chose que pourrait, à votre avis, faire le gouvernement pour rendre le logement plus abordable dans l'intérêt des Canadiens?
 - Et dans l'intérêt des locataires? Et de celui des candidats à l'achat d'une première propriété?
- Quels sont quelques-uns des principaux défis auxquels vous avez récemment été confrontés relativement à la gestion de votre coût de la vie?



- Avez-vous vu, lu ou entendu quoi que ce soit au sujet d'initiatives du gouvernement fédéral pour aider à réduire le coût de la vie?
 - SI OUI : Qu'avez-vous, vu, lu ou entendu à ce sujet?
- Quelles mesures souhaiteriez-vous que prenne le gouvernement pour aider les jeunes Canadiens à faire face au coût de la vie?

EMPLOI (30 minutes) Résidents du Canada atlantique âgés de 18 à 34 ans

Passons à un autre sujet. J'aimerais maintenant parler du marché de l'emploi plus particulièrement...

- Comment évalueriez-vous la situation sur le marché de l'emploi au Canada? Est-elle bonne, mauvaise ou entre les deux? Pourquoi?
- En pensant à ce que sera la situation sur le marché de l'emploi dans cinq ans, pensez-vous qu'elle sera pire, meilleure, ou la même? Qu'est-ce qui vous fait dire cela? Pourquoi êtes-vous de cet avis?
- Vous projetant dans cinq à dix ans...
 - Quelles sont les compétences qui, selon vous, seront les plus recherchées?
 - Pour ceux et celles d'entre vous qui sont sur le marché du travail ou qui cherchent à l'intégrer, dans quelle mesure êtes-vous confiant(e), le cas échéant, de pouvoir avoir un bon emploi d'ici cinq à dix ans? Pourquoi êtes-vous de cet avis?
- Diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie lorsqu'il s'agit de s'assurer que les travailleuses et les travailleurs obtiennent les formations axées sur les compétences nécessaires au maintien de leur compétitivité? Qu'est-ce qui vous fait dire cela?
- Diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie en ce qui concerne la création d'emplois de qualité au Canada?
- Avez-vous connaissance de ce que fait le gouvernement du Canada pour aider à créer des emplois, à fournir des formations axées sur des compétences ou pour soutenir les travailleurs?
- Que devrait faire le gouvernement du Canada pour aider?

MARCHÉ DE L'EMPLOI – VÉHICULES ÉLECTRIQUES (20 minutes) Ontario

Passons à un autre sujet

- Diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie en ce qui concerne la création d'emplois?
- Et pour ce qui est de créer des emplois dans l'industrie automobile plus particulièrement?
- Pouvez-vous citer quelques exemples de mesures prises par le gouvernement fédéral pour venir en aide à l'industrie automobile? Que pensez-vous de ces mesures?
- Quelqu'un parmi vous a-t-il récemment eu connaissance de nouvelles d'actualité du gouvernement du Canada en lien avec les véhicules électriques?

J'aimerais maintenant vous montrer deux annonces du gouvernement relatives à des investissements dans le domaine des véhicules électriques.

AFFICHER À L'ÉCRAN :

1. Les gouvernements fédéral et ontarien ont récemment annoncé que Honda Canada investira 15 milliards de dollars pour la construction de quatre nouvelles usines de fabrication dans le secteur des véhicules électriques en Ontario. Ces usines comprendront une nouvelle usine d'assemblage de véhicules électriques ainsi qu'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, des fournisseurs de pièces automobiles, ainsi que de la recherche et du développement.
2. Le gouvernement fédéral et le gouvernement de l'Ontario ont récemment annoncé le projet de modernisation et d'agrandissement de l'usine de la Goodyear Tire and Rubber Company, d'une valeur de plus de 575 millions de dollars, à Napanee, en Ontario. Le financement fédéral maximal de 44,3 millions de dollars aidera Goodyear à créer, de bout en bout, un processus de fabrication écoénergétique et à augmenter sa capacité de production, notamment en matière de pneus pour véhicules électriques et tout-terrain. Le projet créera 200 nouveaux emplois manufacturiers hautement spécialisés d'ici 2027 et garantira plus de 1 000 emplois à Napanee. Ce projet permettra à l'usine Goodyear de Napanee d'atteindre l'objectif de zéro émission d'ici 2040 tout en aidant le Canada à réaliser son objectif d'une économie carboneutre d'ici 2050.



- Que pensez-vous de cette charte?
- Quels seront, selon vous, les impacts de cet investissement? En quoi cet investissement impactera-t-il l'économie de l'Ontario?
 - AU BESOIN : Et sur le plan de la création d'emplois? Pensez-vous que la création d'emplois dans les nouvelles usines puisse directement ou indirectement vous impacter, impacter une personne que vous connaissez, ou avoir un impact au sein de votre collectivité?
 - SI NON : Croyez-vous que vous puissiez, que quelqu'un que vous connaissez puisse, ou que votre collectivité puisse en bénéficier autrement?
 - SI OUI : Comment?

Le gouvernement affirme consentir à ces investissements dans le but d'aider le Canada à devenir un chef de file dans le secteur des véhicules électriques.

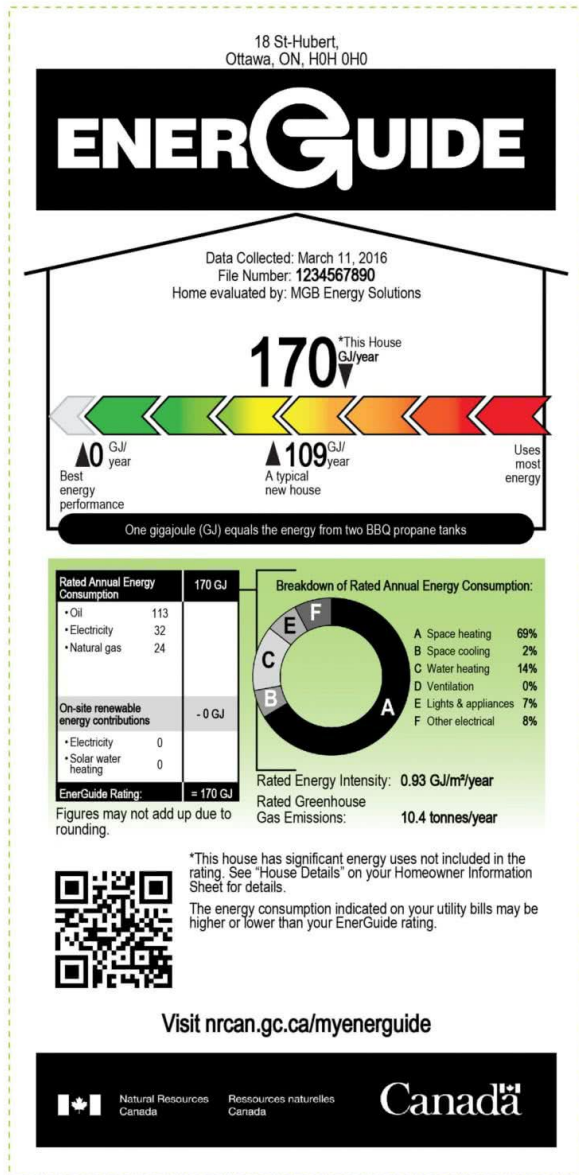
- D'après vous, le Canada serait-il en voie d'atteindre cet objectif? Pourquoi?
- Est-il important que le Canada devienne un chef de file dans ce secteur? Pourquoi ou pourquoi pas?
- Avez-vous des questions concernant cet investissement?

CONCLUSION (5 minutes) Tous les lieux

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

Appendix C – Advertising Concepts

EnerGuide Label



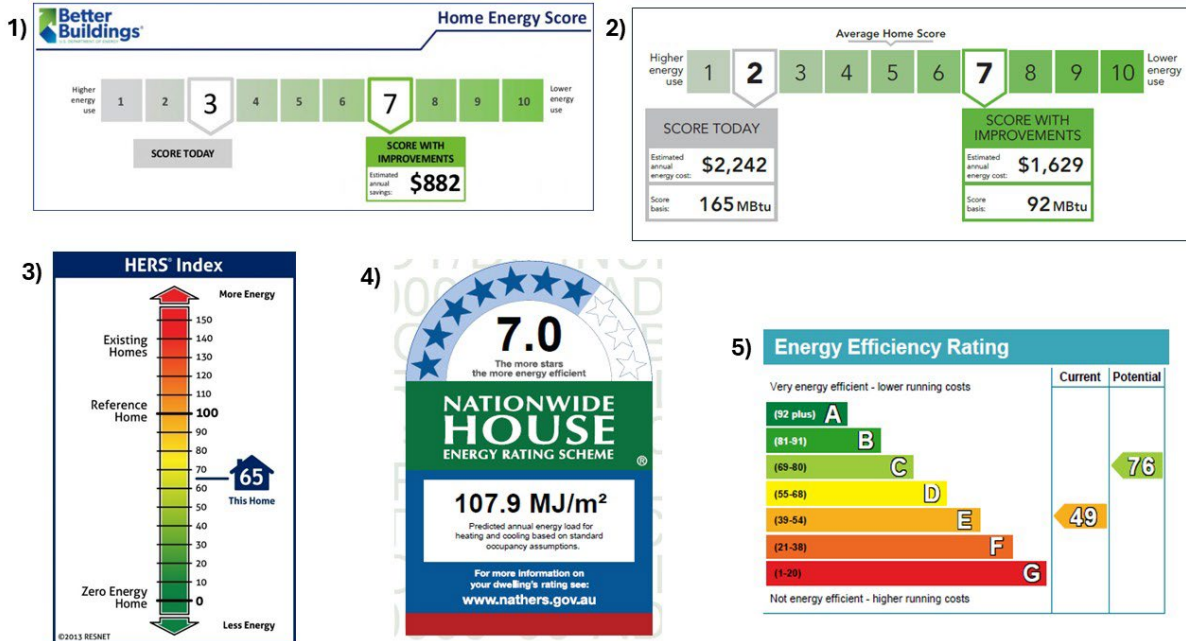
In the above image, the word "EnerGuide" is written in bold in white font over a black background. Below, there is an energy consumption rating with a large "170 GJ/year" in bold black font, indicating the energy use of the house. The rating is accompanied by a colored scale from green to red, with the needle pointing towards the higher energy consumption side. Further down, there is a circular graph marked from A to F, depicting a breakdown of the home's rated annual energy consumption by category:



- A (Space heating): 69%
- B (Space cooling): 2%
- C (Water heating): 14%
- D (Ventilation): 0%
- E (Lights & appliances): 7%
- F (Other electrical): 8%

At the bottom, there is a QR code on the left and a message directing to visit "nrcan.gc.ca/myenergiguide" on the underneath. At the bottom of the EnerGuide label in a black box, there are two logos. On the left is the Natural Resources Canada (NRC) logo, which features a maple leaf symbol alongside the words "Natural Resources Canada" in English and "Ressources naturelles Canada" in French. On the right is the official Government of Canada logo.

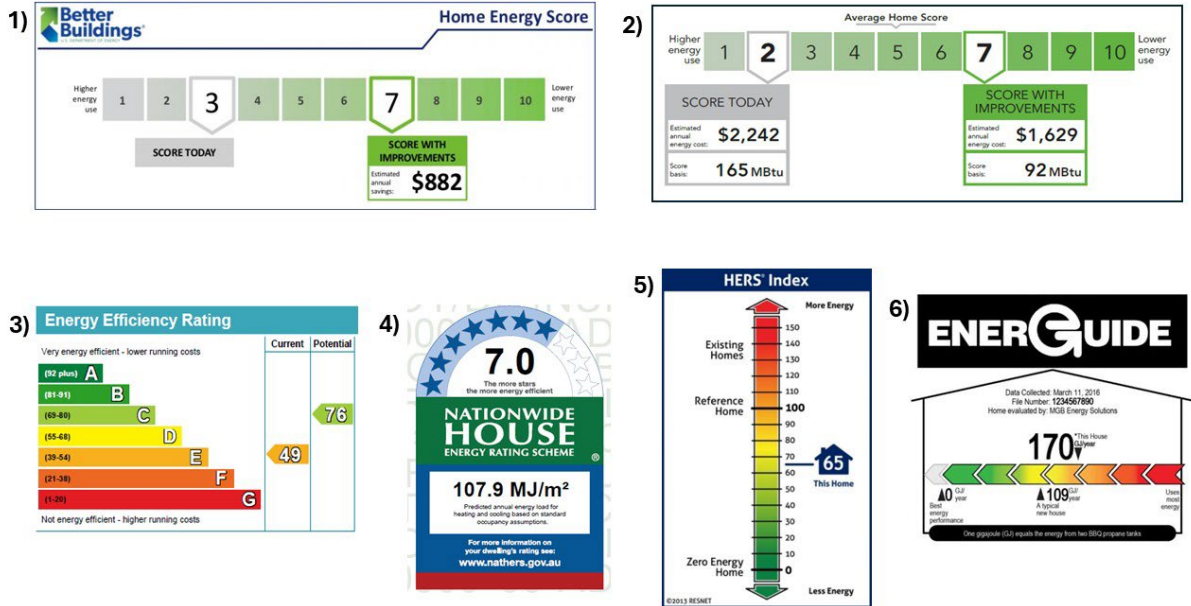
Other Labels



This image presents five different energy efficiency labels from various systems used to evaluate the energy performance of homes.

- **Better Buildings Home Energy Score (Label 1)**: This label from the U.S. Department of Energy shows a scale from 1 to 10, where 1 represents higher energy use and 10 lower energy use. The current home has a score of 3, meaning higher energy use, but with improvements, it could achieve a score of 7, saving an estimated \$882 annually.
- **Average Home Score (Label 2)**: Another label using a 1 to 10 scale, where 1 represents higher energy use and 10 lower energy use. The current home has a score of 2 with an estimated energy cost of \$2,242 per year, but improvements could increase the score to 7 and reduce costs to \$1,629 annually.
- **HERS Index (Label 3)**: The Home Energy Rating System (HERS) Index evaluates a home's energy performance relative to a reference home, with lower scores indicating better efficiency. A score of 100 represents the baseline, while a score of 65 for this home shows it is more energy efficient than the average.
- **Nationwide House Energy Rating Scheme (Label 4)**: This Australian label assigns stars based on energy efficiency, with more stars indicating better performance. The house here has a score of 7 stars, consuming 107.9 MJ/m² annually for heating and cooling.
- **Energy Efficiency Rating (Label 5)**: A UK-based label uses a scale from A to G, with A being very energy efficient and G being inefficient. This home has a current score of 49 (category E) but has the potential to improve to a score of 76 (category C) with certain upgrades.

All Labels



The above image presents all 6 of the previously described labels:

- **Better Buildings Home Energy Score (Label 1)**: This label from the U.S. Department of Energy shows a scale from 1 to 10, where 1 represents higher energy use and 10 lower energy use. The current home has a score of 3, meaning higher energy use, but with improvements, it could achieve a score of 7, saving an estimated \$882 annually.
- **Average Home Score (Label 2)**: Another label using a 1 to 10 scale, where 1 represents higher energy use and 10 lower energy use. The current home has a score of 2 with an estimated energy cost of \$2,242 per year, but improvements could increase the score to 7 and reduce costs to \$1,629 annually.
- **HERS Index (Label 3)**: The Home Energy Rating System (HERS) Index evaluates a home's energy performance relative to a reference home, with lower scores indicating better efficiency. A score of 100 represents the baseline, while a score of 65 for this home shows it is more energy efficient than the average.
- **Nationwide House Energy Rating Scheme (Label 4)**: This Australian label assigns stars based on energy efficiency, with more stars indicating better performance. The house here has a score of 7 stars, consuming 107.9 MJ/m² annually for heating and cooling.
- **Energy Efficiency Rating (Label 5)**: A UK-based label uses a scale from A to G, with A being very energy efficient and G being inefficient. This home has a current score of 49 (category E) but has the potential to improve to a score of 76 (category C) with certain upgrades.
- **EnerGuide (Label 6)**: In the above image, the word "EnerGuide" is written in bold in white font over a black background. Below, there is an energy consumption rating with a large "170 GJ/year"



THE
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in bold black font, indicating the energy use of the house. The rating is accompanied by a colored scale from green (best energy performance) to red (uses most energy). A score of 109GJ/year is in the middle of the scale, and indicates the energy consumption of a typical new house.