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Final Report

Prepared for the Privy Council Office

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Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The first cycle of the first year of this study included a total of twelve focus groups with Canadian adults (18 years of age and older) conducted between March 7th, 2023, and March 30th, 2023.

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

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Political Neutrality Certification

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

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

Signed:  _____

Date: April 12, 2023

Donna Nixon, Partner
The Strategic Counsel

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Executive Summary

Introduction

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

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

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

This report includes findings from 12 online focus groups which were conducted between March 7th, 2023, and March 30th, 2023, in multiple locations across the country including Ontario, Quebec, Alberta, Saskatchewan and Manitoba, Atlantic Canada, and British Columbia. Details concerning the locations, recruitment, and composition of the groups are provided in the section below.

The research for this cycle focused largely on the Government of Canada's priorities and performance. All groups took part in conversations related to this topic, with some groups discussing at length concerning issues related to Islamophobia, immigration, and middle-class Canadians. The groups engaging in these targeted discussions were respectively comprised of Muslims living in Quebec, Canadian citizens who had immigrated to Canada within the last 10 years, and middle-class individuals experiencing financial pressures. All groups also engaged in discussions related to recent news and announcements concerning the federal government. The group comprised of members of the Turkish and Syrian diaspora engaged in an extended discussion related to the Government of Canada's response to the devastating earthquakes which had recently impacted Türkiye and Syria.

The research also explored the Government of Canada's 2023 federal Budget, with six groups discussing their pre-budget expectations, and three others sharing their impressions following the tabling of the Budget on March 28th, 2023. Several groups also evaluated creative concepts for the Canadian Radio-television and Telecommunications Commission (CRTC) related to Bill C-11, also known as the *Online Streaming Act*. Additional topics discussed by groups included behaviours related

to climate change, Prairies Economic Development Canada (PrairiesCan), and the initiative by Statistics Canada to begin working with disaggregated data.

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 women aged 55 and over, Muslims living in Quebec, the Turkish and Syrian diaspora, young adults aged 18-24, middle-class individuals experiencing financial pressures, and Canadian citizens born outside of Canada who had immigrated to Canada in the last 10 years.

Detailed Approach

- Twelve focus groups across various regions in Canada.
- Six groups were conducted with the general population in Eastern Ontario, Saskatchewan and Manitoba, Quebec City, Alberta, Atlantic Canada, and British Columbia.
- The other six groups were conducted with key subgroups including:
 - Women aged 55 and over;
 - Muslims living in Quebec;
 - The Turkish and Syrian diaspora;
 - Young adults aged 18-24;
 - Middle-class Canadians experiencing financial pressures; and
 - Canadian Citizens born outside of Canada who had immigrated to Canada in the last 10 years;
- The three groups in Quebec were conducted in French. All other groups were conducted in English.
- All groups for this cycle were conducted online.
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend.
- Across all locations, 88 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium. The incentive ranged from \$125 per participant, depending on the location and the composition of the group.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Eastern Ontario	1	English	March 7	6:00-8:00 pm	General Population	8
Major Centres (SK, MB)	2	English	March 8	7:00-9:00 pm	General Population	8
Quebec City	3	French	March 9	6:00-8:00 pm	General Population	7
Ontario	4	English	March 14	6:00-8:00 pm	Women aged 55+	8
Rural Alberta	5	English	March 15	8:00-10:00 pm	General Population	7
Major Centres Quebec	6	French	March 16	6:00-8:00 pm	Quebec Muslims	6
Greater Toronto Area (GTA) & Greater Montreal Area (GMA)	7	English	March 21	6:00-8:00 pm	Turkish and Syrian Diaspora	6
Major Centres (SK, MB, AB)	8	English	March 22	8:00-10:00 pm	Young Adults, aged 18-24	8
Quebec	9	French	March 23	6:00-8:00 pm	Experiencing financial pressures, Middle-Class	8
GTA	10	English	March 28	6:00-8:00 pm	Canadian Citizens born outside of Canada but immigrated in the last 10 years	7
Mid-Size and Major Centres Atlantic Canada	11	English	March 29	5:00-7:00 pm	General Population	8
Mid-Size and Major Centres British Columbia	12	English	March 30	9:00-11:00 pm	General Population	7
Total number of participants						88

Key Findings

Government of Canada in the News (All Locations)

All groups were asked to share what they had seen, read, or heard about the Government of Canada in recent days. A wide range of federal announcements and initiatives were recalled, including investigations into alleged interference by China in recent federal elections, the recent decision by the Bank of Canada to maintain interest rates at 4.5%, the tabling of the 2023 federal Budget, the announcement of an increase to the federal minimum wage to \$16.65 per hour as of April 1st, 2023, and recent health care agreements reached between the federal and provincial/territorial governments related to increases to Canada Health Transfer (CHT) payments.

Participants also mentioned a number of recent actions from the Government of Canada on the global stage, including the official visit by the President of the United States to Ottawa, ongoing military and financial support for Ukraine, and an announcement by Immigration, Refugees, and Citizenship Canada (IRCC) that it would be allowing Turkish and Syrian nationals displaced by the earthquakes that had struck their countries to extend their status free of charge and continue studying, working, and/or visiting family in Canada.

Response to Earthquakes in Türkiye and Syria (GTA and GMA Turkish and Syrian Diaspora)

Participants in the group comprised of members of the Turkish and Syrian diaspora took part in a conversation related to the massive earthquakes which struck Türkiye and Syria on February 6th, 2023, as well as the Government of Canada's response in the aftermath of this disaster.

Asked to recall what they had seen, read, or heard about this situation, many recalled the announcement by the federal government of a \$10 million donation towards assisting Türkiye and Syria with the relief efforts. Several were of the impression that the Government of Canada had also pledged to match an additional \$10 million in donations raised by the Humanitarian Coalition for earthquake relief. Unprompted, a large number expressed disappointment that the Government of Canada had not provided a more immediate, on the ground response in the hours after the earthquake. It was widely felt that the rescue effort in the immediate aftermath of the disaster could have been greatly assisted had Canadian medical workers, engineers, and Canadian Armed Forces (CAF) personnel been deployed.

Provided information about financial and other supports provided by the Government of Canada to assist those impacted by this disaster, several reiterated their disappointment that the Government of Canada had not provided more direct support in the days following the earthquake. While appreciative of the financial supports offered, a number hoped that the federal government would provide greater clarity as to how these financial supports would be allocated once arriving in Türkiye and Syria.

Presented with details related to other initiatives the Government of Canada had taken, this time pertaining to immigration and accommodating those impacted by the earthquake, participants were largely positive in their reactions. Several expressed feeling proud that the Government of Canada was taking steps to accommodate a large number of Turkish and Syrian citizens displaced by the earthquakes by way of extending their stay in Canada and prioritizing their visa applications. It was believed that this would be immensely beneficial towards assisting these individuals as well as likely benefiting Canada as a whole through the contributions these new arrivals would make to the Canadian economy.

Asked whether they felt the Government of Canada was headed in the right direction when it came to assisting those impacted by the earthquake, roughly an equal number felt that the federal government was on the wrong track as those who were more uncertain. No participants thought it was headed in the right direction. Reiterating the lack of physical presence by Canadian experts and personnel following the earthquake, several who felt the Government of Canada was on the wrong track recommended the establishment of an emergency task force that could readily be deployed anywhere in the world following a major natural disaster.

Discussing the federal government's broader engagement with the Turkish and Syrian communities living in Canada, most believed it to be on the right track. The view was expressed that there was a strong focus on diversity and multiculturalism throughout Canada and that this had made it easier for Turkish and Syrian individuals to celebrate their own cultures. Asked what more could be done by the federal government on this front, it was suggested that additional efforts could be taken to connect members of the Turkish and Syrian diaspora with other individuals from these backgrounds. It was felt that an increased focus on establishing distinct Turkish and Syrian neighborhoods (similar to the Chinatowns in many Canadian cities) would make it easier for these individuals to find one another.

Government of Canada Priorities and Performance (All Locations)

All groups took part in discussions related to numerous issues currently facing Canadians as well as their perspectives regarding the federal government's performance in managing these priorities. Asked to identify areas in which they felt that the Government of Canada had performed well as of late, participants provided a range of responses. These included climate change and the environment, affordability measures to assist Canadians with the rising cost of living, the high quality of Canadian health care, the response to the COVID-19 pandemic, immigration, protecting the 2SLGBTQI+ community, reconciliation with Indigenous peoples, and international assistance to countries such as Ukraine. Also asked to identify areas in which they felt that the Government of Canada had room for improvement, participants mentioned issues related to inflation and the rising cost of living, housing affordability, health care accessibility and difficulties receiving primary care, and the high costs of post-secondary education.

Discussing which issues the Government of Canada most needed to prioritize going forward, several reiterated concerns related to inflation and the rising cost of living. It was thought that more needed to be done to assist those currently struggling financially, including groups such as seniors and those living with disabilities who primarily relied upon fixed income benefits and supports. A large number

also mentioned health care as an issue requiring increased prioritization, including addressing issues such as the perceived widespread shortage of doctors and nurses as well as the need for further investments into mental health treatment. Housing affordability was also cited as an important issue by many, with a number expressing the need to devote increased resources towards increasing the housing supply as well as cracking down on those seeking to use Canadian residential properties primarily as financial investments.

Islamophobia (Major Centres Quebec Muslims)

Participants in the group comprised of Muslims residing in Quebec took part in a conversation related to Islamophobia and recent actions by the Government of Canada to address this issue. Asked to identify what they felt to be the top issues impacting Muslims in Canada, several cited what they perceived as a lack of equity for their religion compared to others practiced throughout the country. Several described what they viewed as limited accommodation for rituals such as daily prayer as well as discrimination towards visual symbols associated with their religion, including the wearing of headscarves. Participants were specifically concerned about the rights of Muslim women, with a number specifically mentioning Quebec's recently enacted legislation Bill 21 – *An Act respecting the laicity of the State*, which prohibits Quebec citizens who work in public service from wearing religious symbols while fulfilling their civic duties.

Discussing whether the Government of Canada was presently headed in the right direction in its actions to combat Islamophobia, participants were mixed in their views. A number who felt more positively cited what they viewed as significant progress in recent decades regarding the representation of Muslims in all levels of government as well as in key roles in the private sector. The view also expressed that Canadians today had a greater tolerance and understanding of the Islamic religion today compared to previous generations. A few felt differently, believing that more needed to be done by the Government of Canada to protect the rights of Muslim Canadians as well as work to integrate them more thoroughly within Canadian society.

Several reported having heard about the recent appointment by the Government of Canada of a Special Representative on Combatting Islamophobia. Participants were largely positive in their reactions to this announcement, believing that this would help towards the development of strategies to better educate Canadians regarding their religion and the challenges that they face.

Middle Class Canadians (Quebec Middle Class Experiencing Financial Pressures)

Participants in the group comprised of middle-income Quebecers currently experiencing financial pressures briefly took part in a conversation related to issues specific to middle-class Canadians. Asked to identify what they felt to be the most pressing issues currently facing the middle class, almost all mentioned issues related to the perceived high cost of living at present. Several were of the impression that prices for a wide range of goods and services had increased over the past year, including substantial increases to the costs of essentials such as groceries and gasoline. A number also mentioned what they viewed as a pervasive lack of affordable housing, believing it was becoming increasingly difficult for low and middle-income Canadians to afford to rent or purchase a home.

No participants felt that the Government of Canada currently devoted enough attention to the middle class. Asked what more could be done to help middle-income households, several expressed the need for tax relief. It was thought that action should be taken by the federal government to re-examine existing tax brackets and adjust them to account for the rapid rise in inflation over the past year. A number also believed that efforts should be taken to increase the rate of taxation on large corporations, especially for major energy companies and grocers who were believed to have reported record profits in recent years.

Immigration (GTA Immigrated to Canada Within the Past 10 Years)

Participants in one group, comprised of recent immigrants to Canada, discussed the issue of immigration. Asked to identify the most pressing issues facing immigrants in Canada, participants provided a range of responses. These included challenges related to employment (including difficulties related to the foreign credential recognition process), learning Canada's official languages, and the limited availability of benefits for new immigrants on work or study visas.

Focusing specifically on the issue of foreign credential recognition, all participants felt that it was important for the Government of Canada to prioritize streamlining this process. While understanding that it was important for specialized jobs to have high qualification standards, several believed that workers educated outside of Canada often went through rigorous training and certification processes in their home countries. A number reiterated the opinion that addressing this issue was an especially important priority given perceived labour shortages throughout the country in key sectors such as health care and education.

Discussing whether they felt that the Government of Canada paid enough attention to the issues affecting immigrants, participants were mixed in their views. A number spoke positively of what they viewed as the federal government's actions to prioritize immigration and increase the number of new arrivals to Canada, as well as its efforts to assist those fleeing conflicts in countries such as Ukraine, Afghanistan, and Syria. Several, however, felt that there were not enough resources available for new immigrants in Canada and that this often made it very difficult for these individuals to gain employment and integrate into Canadian society. It was expressed that if the federal government continued to prioritize a high level of immigration that additional investments would need to be made into areas such as affordable housing, health care, and education to ensure that Canadian communities would be able to accommodate this influx of new arrivals.

Budget 2023 (Eastern Ontario, Major Centres Saskatchewan and Manitoba, Quebec City, Ontario Women 55+, Rural Alberta, Major Centres Quebec Muslims, GTA Immigrated to Canada Within the Past 10 Years, Mid-Size and Major Centres Atlantic Canada, Mid-Size and Major Centres British Columbia)

Nine groups engaged in discussions related to the 2023 federal Budget, which was tabled on March 28th, 2023. Participants in the six groups conducted prior to the Budget's unveiling shared their perspectives regarding the priorities that they felt that the Government of Canada should focus on.

Those in the three groups held following the Budget's tabling provided their initial reactions to the key focus areas and initiatives that had been announced.

Pre-Budget Expectations (Eastern Ontario, Major Centres Saskatchewan and Manitoba, Quebec City, Ontario Women 55+, Rural Alberta, Major Centres Quebec Muslims)

Engaging in an exercise, participants were asked to identify what priorities and issues they hoped would be addressed in the upcoming Budget. Across all groups responses primarily focused on key areas such as health care, inflation and the cost of living, and housing affordability. Other priorities mentioned by participants included the need to provide further supports to seniors and others living on fixed incomes, increasing the affordability of post-secondary tuition education, and continuing to take actions related to combatting climate change.

Discussing whether the federal government should increase its support towards growing Canadian industries such as electric vehicle (EV) manufacturing and clean energy production, a large number felt that this was an important step to take. Asked whether investments into these areas would benefit the Canadian economy, many expected that they would. Related to this, it was widely believed that the clean energy sector would provide a large number of high paying, skilled jobs for Canadians in the years to come. It was also felt that by making these investments Canada could position itself as a global leader in the clean energy sector and acquire a significant economic advantage as a result. A number expected that taking these actions would lead to environmental benefits, including improvements to the air quality of their respective communities. A few, however, expressed concerns related to the environmental costs of mining the raw materials used in EV batteries as well as questioned whether it was possible to safely dispose of or recycle these batteries.

Budget Impressions (GTA Immigrated to Canada Within the Past 10 Years, Mid-Size and Major Centres Atlantic Canada, Mid-Size and Major Centres British Columbia)

The three groups conducted following the tabling of the Budget were asked to share their initial impressions regarding the actions and initiatives that had been announced. Roughly an equal number of participants reported having been aware of the Budget as those who were not. While few were aware of the theme or focus of the Budget, a small number recalled hearing about initiatives such as the expansion of the Canada Dental Benefit (CDB), affordability measures such as a one-time Grocery Rebate, and actions related to green energy and climate change.

Participants in the groups based in Atlantic Canada and British Columbia (B.C.) were informed that the main priorities of Budget 2023 were to help make life more affordable for Canadians, to improve Canada's publicly funded health care systems, and to grow the clean economy. Discussing whether they felt the Government of Canada was headed in the right direction on these priorities, a roughly equal number believed this to be the case as those who were more uncertain or mixed in their impressions. No participants explicitly felt that the federal government was headed in the wrong direction.

These two groups were next shown a list of actions announced as part of the Budget that were designed to help make life more affordable for Canadians and asked to identify which they felt would

be the most impactful. Among these initiatives, the decision to increase the federal portion of post-secondary student grants by 40% received the highest level of support among participants, with many expecting that this would have a substantial impact towards improving the economic situation of current and future post-secondary students in Canada. Several also focused on initiatives such as cracking down on junk fees and limiting predatory lending practices by high interest lenders, believing these would be highly helpful actions for the Government of Canada to take. The view was expressed that high-interest lenders often took advantage of those in desperate financial circumstances and that these businesses posed an increasing threat to vulnerable Canadians amidst the rising cost of living. Actions to lower credit card transaction fees for small businesses and increase accessibility to automatic income tax filing also received a moderate level of support among participants. Discussing whether there were any actions that the federal government should not be taking, several felt that the one-time Grocery Rebate would not be an effective measure towards providing a long-term solution to the affordability issues Canadians were facing.

Participants residing in Atlantic Canada were presented with a second list of initiatives, this time centering on making improvements to Canada's publicly funded health care system. Almost all participants selected the initiative by the federal government to move forward with new funding agreements with the provinces and territories to address shortages of doctors and nurses and wait times for emergency services and diagnostic tests. It was felt that this action would have a positive impact on health care provision throughout the country and would greatly increase health care accessibility for Canadians. Several also spoke positively of the action to modernize the health care system through better data collection, with a number discussing previous difficulties they had encountered in transferring their health data from province to province. The action to safeguard access to abortion and other sexual and reproductive services was also seen as an important step, with some commenting that this would have a positive impact on protecting the rights of all women in Canada.

Those in the group based in B.C. were presented with information concerning a pair of initiatives related to helping to grow the clean economy. These included the creation of a new tax credit to support the manufacturing of clean technologies as well as a tax credit to encourage investments that assist in building out Canada's clean electricity grid across the country. Focusing on the new tax credit to support the manufacturing of clean technologies, many felt this would have a significant impact on the economy and job creation. The expectation was expressed that the increasing use of clean energy was likely to be a global trend in the decades to come and that it made sense for the Government of Canada to be supporting this sector. Several believed that growth in this area could lead to the creation of many high paying jobs for skilled Canadians.

Discussing the new tax credit targeted towards building up the clean electricity grid, participants were largely uncertain as to whether this would have an impact on the affordability of electricity for Canadians. Several expected that the success of this initiative would be largely dependent on whether the energy corporations benefitting from this tax credit utilized these savings effectively. A number thought that this tax credit would likely have a positive long-term impact on the environment and believed that a transition away from non-renewable energy sources would likely lead to cleaner air and the overall better health of Canadians.

Having received this additional information, those residing in B.C. and Atlantic Canada were prompted to share their overall opinions of the Budget. Most were of the impression that the Budget had primarily been designed with a focus on large corporations and lower-income Canadians, and many expressed that they would have liked to see more initiatives introduced that would directly benefit the middle class. The view was reiterated by several that middle income Canadians were also struggling financially and required a far greater level of support than they were currently receiving.

Canadian Radio-television and Telecommunications Commission Branding (Eastern Ontario, Quebec City, Major Centres Prairies Young Adults, Quebec Middle Class Experiencing Financial Pressures)

Participants in four groups took part in a discussion related to the Canadian Radio-television and Telecommunications Commission (CRTC) and potential visual concepts and slogans related to educating Canadians about Bill C-11 -*The Online Streaming Act*. Only a small number were aware of CRTC and its mandate. Of those who were aware, most were of the impression that it was a regulatory body responsible for overseeing the content broadcast to Canadians on television, radio, and the Internet.

Presented with a visual concept currently under development by the CRTC and informed that this imagery would primarily be displayed on physical brochures and signage, on websites, and on social media platforms such as Twitter and LinkedIn, participants were asked to share their initial impressions. Many expressed feeling that the imagery was quite generic, with a few commenting that the images selected felt like stock photos. While most did not personally relate to the concept, a few felt a connection to the images depicting families and different generations of Canadians interacting with one another, commenting that this had prompted them to think of their own loved ones. Focusing specifically on the colours utilized, several spoke positively of the vibrancy of the colours and their contrast with the black and white photos. A number, however, felt differently and commented that the colours were somewhat bland and/or did not contrast well with the accompanying images and text. Asked whether they felt that the colours were modern, participants were mixed in their views with a roughly equal number believing that they were relative to those who thought that they evoked a more nostalgic, retro feeling.

Participants were next shown a list of potential wordings that could be used for the concept's text and asked to share their thoughts on each. Among these concepts, *Your stories, your way* received the most positive reaction among participants. It was generally felt that the wording of this concept was quite clear and communicated to the viewer that this initiative would be focused on producing Canadian stories made by Canadians. A number expressed that this was the most inclusive of the options in that its wording seemed to encompass the diverse demographic groups and communities within Canada.

Asked whether they felt that the concept effectively communicated the CRTC's goals, a larger number thought that it did not compared to those who did. Several felt that the concept was too vague and that there was not enough connection between the images and any of the potential accompanying texts. It was thought that the overall concept could be cleaner by featuring only one or two images

rather than what they viewed as a cloud-type presentation. Among those who felt differently, it was said that the concept did a strong job in communicating the diversity and multiculturalism of Canada through the images selected as well as its messaging that Canadian media was for everyone. Asked whether this concept effectively represented the CRTC, several thought that more needed to be done to clearly demonstrate the connection between the campaign and the organization.

Climate Change Behaviours (Major Centres Saskatchewan and Manitoba, Rural Alberta, Major Centres Prairies Young Adults, Quebec Middle Class Experiencing Financial Pressures)

Four groups engaged in conversations related to climate change as well as the actions individuals can take to be more environmentally sustainable in their daily lives. Asked to identify actions or behaviours that individuals could engage in to help mitigate the impacts of climate change, participants provided a range of responses. These included personal behaviours such as recycling and composting, greater use of public transportation, engaging in home retrofitting projects, and consuming more products that are manufactured in Canada.

Asked what behaviours related to climate change they felt were easiest to engage in, many again mentioned recycling. Other actions or habits shared by participants included using reusable shopping bags and personal travel mugs, buying used products, using public transportation, and taking steps to consume less electricity and water at home. Discussing actions that were more difficult to take, many cited the high upfront costs of home retrofitting projects or the purchase of a zero-emission vehicle (ZEV). Several also described what they viewed as a lack of public transportation options in their communities.

While most felt that the environment was an issue that the majority of Canadians cared about, several were of the impression that a large number of Canadians did not currently engage in many actions towards fighting climate change. It was thought that given the increased financial challenges that a growing number of households were believed to be facing amidst the current high rate of inflation, that many Canadians did not have the time or resources available to be more sustainable in their daily lives. Questioned whether they felt they cared about climate change more, less, or about the same as the rest of Canadians, a larger number in the groups based in major Prairie centres as well as in Quebec felt they cared more about this issue than the average Canadian. All residing in rural Alberta expected that they cared about the same as the rest of Canadians.

Discussing who they felt had the most responsibility to act towards combatting climate change, most believed that industry, governments at the federal and provincial/territorial level, and individuals all had a role to play on this front. Given their impression that private corporations were often among the largest emitters, many felt that industry bore the most responsibility towards mitigating the impact for stopping climate change. Few, however, expected that corporations such as those in the oil and gas sector would be willing to curb emissions on their own and, as such, it was widely felt that the Government of Canada would need to do more to regulate major emitters going forward.

Prairies Economic Development Canada (Major Centres Saskatchewan and Manitoba, Rural Alberta, Major Centres Prairies Young Adults)

Participants in three groups engaged in a brief discussion related to Prairies Economic Development Canada (PrairiesCan). Asked where they would expect to find resources for business funding and support, many mentioned websites operated by the federal and provincial/territorial governments. A few also thought it likely that they would be able to learn about these supports via word of mouth from other business owners or through financial institutions (such as banks), which they believed also provided grants and loans for Canadian businesses.

Across all groups, no participants were aware of PrairiesCan. Asked what they expected the purpose of this organization was, a number speculated that it was likely involved in providing funding and support for businesses based in the Prairies, as well as those operating in the agricultural sector. A small number were of the view that more in general needed to be done by the federal government to promote organizations such as this, believing that many Canadian business owners were currently unaware of the supports available to them.

Disaggregated Data (Ontario Women 55+, Major Centres Quebec Muslims, GTA Immigrated to Canada Within the Past 10 Years)

Participants in three groups took part in conversations related to a recent initiative by Statistics Canada to begin using disaggregated data. Very few were familiar with the concept of disaggregated data as well as how it might be utilized by the Government of Canada. Provided further information, participants were asked whether they felt that taking this approach would yield any benefits for Canadians. Several expected that by separating data into specific subcategories, the federal government would be able to gain a more comprehensive understanding of the issues facing Canadians and how these challenges might vary across different regions and demographics. Almost all believed that this represented a step in the right direction on the part of the federal government and felt that it would have a positive impact on the lives of Canadians, and especially those belonging to more vulnerable or marginalized demographics.

Each group engaged in an exercise where they were presented with a list of different phrases that could potentially be used to explain the concept and purpose of disaggregating data to Canadians and asked to select which they felt would be most effective. Across all groups *Diversity Data for an Equitable Canada* received the highest level of support among participants. Several felt that this option most accurately described the intent of this initiative, especially its focus on better understanding Canada's diverse population and informing more equitable policymaking decisions for all Canadians. It was expressed that by focusing on the concept of increasing equity, this phrase effectively conveyed the primary aim of disaggregating data. A number also spoke positively of *Diversity Data for Better Decision-making*. It was thought that this concept successfully highlighted the initiative's focus on diversity as well as its aim of improving the decision-making process at the federal level.

MORE INFORMATION

The Strategic Counsel

Contract number: CW2241412

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Detailed Findings

Timeline of March Announcements

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

- March 1-7
 - March 1. The Government of Canada reached an agreement with the province of British Columbia (B.C.) over new health care funding.
 - March 1. The Government of Canada announced over \$10.6 million in federal funding for the Main Street Project community health centre in Winnipeg to make energy-efficient upgrades.
 - March 1. The Government of Canada announced a series of investments in sustainable housing in Nova Scotia and New Brunswick.
 - March 1. The Government of Canada invested over \$498,000 to support the construction of commercial infrastructure in the Northwest Territories.
 - March 1. The Government of Canada announced federal funding for electric vehicle chargers in Sudbury, Ontario.
 - March 2. The Government of Canada and the Government of Ontario announced over \$48 million in investments to bring Internet access to Ontarians.
 - March 2. The Government of Canada announced a \$798,500 investment in funding for the Canadian Teachers' Federation to promote awareness of mental health and prevent mental illness
 - March 2. The Government of Canada announced \$300,000 in funding for the Daylu Dena Council of the Kaska Nation to support tree planting and sustainable climate action.
 - March 2. The Government of Canada announced \$233,083 in funding to expand youth programming in Northern B.C.
 - March 2. The Government of Canada announced over \$3.9 million in investments for four projects to support the French language in B.C.
 - March 2. The Government of Canada invested \$4.2 million to promote mental health in Quebec.
 - March 3. The Government of Canada and the provincial government of B.C. invested over \$13.5 million to train, recruit, and retain French speaking teachers in the province.
 - March 3. The Government of Canada and the Government of Manitoba announced the implementation of \$10 a day, on average, child care, beginning in April 2023.
 - March 6. The Government of Canada announced further actions to counter foreign interference in Canadian elections, including \$5.5 million towards combatting disinformation.
 - March 6. The Government of Canada celebrated the introduction of \$10 a day child care, on average, for families in Saskatchewan.
 - March 6. The Government of Canada announced an initial \$23,666,519 in funds to Saskatchewan through the Disaster Financial Assistance Arrangements (DFAA) program, to assist with recovery costs associated with the 2015 spring flood.
 - Focus group was held with the general population of Eastern Ontario (March 7th).

- March 8-14
 - March 8. The Government of Canada announced over \$2.5 million in funding support for three projects from women’s organizations focused on improving economic security and prosperity.
 - March 8. The Government of Canada announced \$2.7 million in funding to Jack.org, to support youth mental health programs.
 - [Focus group was held with the general population living in major centres in Saskatchewan and Manitoba \(March 8th\).](#)
 - March 9. The Government of Canada announced \$20 million in funding for post Covid-19 condition research (PCC) and a \$9 million investment to develop clinical practice guidelines for PCC.
 - [Focus group was held with the general population of Quebec City \(March 9th\).](#)
 - March 10. The Government of Canada banned the import of Russian aluminium and steel products.
 - March 10. The Government of Canada launched a public consultation to guide the creation of a Foreign Influence Transparency Registry in Canada.
 - March 10. The Government of Canada and provincial/territorial officials met to discuss improving Canada’s immigration system and ways to address economic and regional needs.
 - March 13. The Government of Canada invested almost \$1.4 million in Écotech Québec to support innovative clean technologies.
 - March 13. The Government of Canada invested more than \$2.2 million in the Muskoka region to support the region’s economy.
 - [Focus group was held with women over the age of 55 in Ontario \(March 14th\).](#)
 - March 14. The Government of Canada announced over \$7 million in funding to address harms related to substance use in Ontario.
- March 15-21
 - March 15. The Government of Canada announced over \$13 million in funding to address harms related to substance use in the Prairies, the Northwest Territories and Yukon.
 - March 15. The Government of Canada announced support for four new clean technologies projects in B.C.
 - March 15. The Government of Canada announced funding of up to \$1.1 million for the YMCA of Metro Vancouver to support racialized women who had recently arrived in Canada.
 - [Focus group was held with the general population in rural Alberta \(March 15th\).](#)
 - March 16. The Government of Canada announced investments of over \$10 million towards several projects in Saskatchewan to support agri-food and advanced manufacturing business growth and community improvement in the province.
 - March 16. The Government of Canada and the City of Vancouver announced over \$36.2 million in joint funding to improve the city’s climate change resilience.
 - [Focus group was held with Muslims living in major centres in Quebec \(March 16th\).](#)
 - March 17. The Government of Canada announced over \$3 million in funding to address harms related to substance use in B.C.

- March 18. The Government announced support for Turkish and Syrian temporary residents in the aftermath of earthquakes in Türkiye and Syria, allowing an extension of their status free of charge as well as making these individuals eligible for open work permit pathways.
- March 20. The Government of Canada and the Government of Saskatchewan announced \$485 million in funding towards strategic agricultural initiatives as part of the Sustainable Canadian Agricultural Partnership.
- March 21. The Government of Canada invested over \$150,000 towards a study based in Belleville, Ontario aimed at researching electric bus feasibility and the development of a fleet transition plan for the city.
- March 21. The Government of Canada announced \$768,000 for the Canadian Council of Muslim Women to address employment related barriers faced by Muslim women.
- [Focus group was held with members of the Turkish and Syrian diaspora from the Greater Toronto Area \(GTA\) and the Greater Montreal Area \(GMA\) \(March 21st\).](#)
- March 22-31
 - March 22. The Government of Canada announced an extension to the Canada-Ukraine Authorization for Emergency Travel (CUAET) to support Ukrainians fleeing the Russian invasion of Ukraine.
 - [Focus group was held with young adults from major centres in Saskatchewan, Manitoba, and Alberta \(March 22nd\).](#)
 - March 23. The President of the United States made an official visit to Canada, meeting with several federal officials, including the Prime Minister.
 - March 23. The Government of Canada, along with the Governments of Nova Scotia and Newfoundland and Labrador launched respective regional assessments to determine the feasibility of future offshore wind projects in each province.
 - [Focus group was held with individuals from the middle-class experiencing financial pressures living in Quebec \(March 23rd\).](#)
 - March 27. The Taxpayer's Ombudsperson released a report on the fairness of the Canada Revenue Agency's audit process for charities following concerns raised by Muslim-led charities.
 - March 27. The Government of Canada invested \$8.5 million in VueReal through Sustainable Development Technology Canada (SDTC) to support clean technology and a sustainable economy.
 - March 27. The Government of Canada announced that it would be launching a program to help employers hire skilled refugees and other displaced individuals through the Economic Mobility Pathways Pilot (EMPP).
 - March 28. The Government of Canada tabled Budget 2023.
 - March 28. The Government of Canada announced the creation of the Tax-Free First Home Savings Account (FHSA) for first-time home buyers as part of Budget 2023.
 - March 28. The Government of Canada announced \$2.5 billion in targeted inflation relief for low-income and modest-income Canadian households, in addition to other Budget items addressing the cost of living.

- March 28. The Government of Canada announced \$198.3 billion in health care investments over the next ten years as part of Budget 2023.
- March 28. The Government of Canada announced investments of \$20 billion through the Canada Infrastructure Bank to support clean electricity and clean infrastructure projects.
- Focus groups were held among Canadians living in the GTA who had immigrated to Canada within the last 10 years (March 28th), the general population living in mid-size to major centres in Atlantic Canada (March 29th), and the general population living in mid-size to major centres in B.C. (March 30th).
- March 31. As part of Budget 2023, the Government of Canada announced that homeowners would be able to access the Oil to Heat Pump Affordability (OHPA) Program to reduce monthly energy costs.
- March 31. The Government of Canada and the Government of Quebec announced a joint investment of an estimated \$955 million over the next 5 years for Quebec's agricultural industry.
- March 31. The Government of Canada announced the permanent elimination of interest for Canada Student Loans and Canada Apprentice Loans through the Canada Student Financial Assistance Program.

Government of Canada in the News (All Locations)

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

- The launching of a public inquiry to investigate reports of alleged interference by China in recent federal elections. Several indicated that they had been following this issue closely. A number expressed concern regarding the reported interference that had taken place and felt that actions would need be taken by the federal government to bolster the security of Canadian elections going forward. A few hoped to learn more information about this issue in the weeks to come, feeling not enough was known at present to determine whether this represented a major issue;
- The decision by the Bank of Canada on March 8th, 2023, to maintain interest rates at 4.5%. Several reacted positively to this news, believing that further interest rate increases would likely have a negative impact on a large number of Canadian households;
- The tabling of the 2023 federal Budget on March 28th, 2023. A number were of the impression that this had included the announcement a one-time Grocery Rebate for lower income families as well as an expansion of the Canada Dental Benefit (CDB). Unrelated to the Budget, a number also mentioned previously announced affordability measures such as the one-time \$500 top-up to the Canada Housing Benefit (CHB) and the temporary doubling of the goods and services tax/harmonized sales tax (GST/HST) credit;
- The announcement by the federal government that it would be raising the federal minimum wage to \$16.65 per hour as of April 1st, 2023;

- Recent health care agreements reached between the federal government and the individual provinces and territories. Participants were of the impression that these agreements included increased federal funding for health care via the Canada Health Transfer (CHT) as well as significant investments into shared priorities between the federal and provincial/territorial governments. It was hoped that these agreements would have the impact of reducing wait times for emergency care as well as increasing Canadians' accessibility to family doctors and specialists;
- An announcement by Immigration, Refugees, and Citizenship Canada (IRCC) that it would be taking steps to address perceived labour shortages throughout Canada via the creation of a new economic pathway under the Economic Mobility Pathways Pilot (EMPP) to assist employers in hiring skilled refugees and other displaced individuals in Canada;
- The appearance by the leaders of major Canadian grocery chains in front of a Parliamentary committee to address concerns related to perceived high grocery prices throughout Canada. Several commented that it was becoming increasingly difficult to make ends meet financially and that more should be done to regulate the prices charged by these companies and make groceries affordable for Canadians;
- The announcement that due to data security concerns the TikTok app would no longer be permitted on any devices owned by the federal government as of February 28th, 2023. Several felt that this was a prudent measure and believed that these security and privacy concerns related to TikTok were warranted.

Participants also mentioned a number of recent actions from the Government of Canada on the global stage, including:

- The official visit by the President of the United States to Ottawa on March 23rd and 24th, 2023. Issues discussed between the President and the Prime Minister included strengthening economic ties, managing migration at irregular border crossings, catalyzing the clean energy sector, and mutual investments towards collective defence and security. Several felt that this was an important visit, believing it to be vital to Canada's long-term interests to maintain a close relationship with the U.S. A few were of the impression that relations between Canada and the U.S. had been somewhat strained in recent years and viewed this as an important step towards strengthening this relationship;
- Ongoing support for Ukraine, including the continued provision of financial and military assistance, as well as efforts to support and accommodate Ukrainians fleeing from the conflict; and
- An announcement by IRCC that effective March 29th, 2023, Turkish and Syrian nationals displaced by the earthquakes in their region would be eligible to continue studying, working, and/or visiting family in Canada by applying for an extension of their status free of charge.

The three groups held in Quebec were asked if they had recently seen, read, or heard anything about the Roxham Road irregular border crossing. All groups were held prior to the announcement on March 23rd, 2023, of an agreement reached between Canada and the U.S. that would seek to close this crossing. Many reported being aware of this issue and were of the impression that the number of immigrants utilizing this crossing to seek asylum in Canada had increased in recent months. Several

thought that the Government of Canada had not devoted sufficient attention to this issue and felt that greater efforts should have been taken to prevent these crossings. A number believed that this represented a border security issue and questioned why firmer action was not being taken prevent irregular crossings such as this from being utilized. The view was expressed that if left unaddressed this issue was likely to place additional pressure on the immigration system, which was already believed to be experiencing backlogs.

Response to Earthquakes in Türkiye and Syria (GTA and GMA Turkish and Syrian Diaspora)

Participants in the group comprised of members of the Turkish and Syrian diaspora took part in a conversation related to the massive earthquakes which struck Türkiye and Syria on February 6th, 2023, as well as the Government of Canada's response in the aftermath of this disaster.

Asked to recall what they had seen, read, or heard about this situation, many recalled the announcement by the federal government of a \$10 million donation towards assisting Türkiye and Syria with the relief efforts. Several were also of the impression that the Government of Canada had pledged to match an additional \$10 million in donations raised by the Humanitarian Coalition for earthquake relief. A number reported having been personally involved in fundraising efforts, including those who had done so through the Turkish Students' Society and Syrian Students' Society at their respective post-secondary institutions. Unprompted, a large number expressed disappointment that the Government of Canada had not provided a more immediate, on the ground response in the hours after the earthquake. It was widely felt that the rescue effort in the immediate aftermath of the disaster could have been greatly assisted had Canadian medical workers, engineers, and Canadian Armed Forces (CAF) personnel been deployed. Related to this, a number mentioned having heard about citizen-led initiatives which had directly took part in the rescue efforts, including members of Burnaby Urban Search and Rescue who had travelled to Türkiye on the day following the earthquake. The view was expressed that the Government of Canada could have provided greater assistance to these types of initiatives. Several reported having primarily followed this situation through broadcast media outlets such as CBC, CTV, and Global News while a number had also been receiving updates on social media platforms such as Instagram and Twitter. A few commented that they had recently had to stop following news related to this issue, finding it to have been negatively impacting their mental health.

Further discussing the Government of Canada's response, participants were provided information related to the foreign aid initiatives it had taken in the aftermath of the disaster. These included:

- *On February 7th, immediately following the earthquakes, the Government of Canada provided \$10 million in humanitarian aid to help support emergency medical services, provide shelter, food, and other essential items. Then on February 24th, the Government of Canada announced an additional \$20 million to help support ongoing humanitarian work in both Türkiye and Syria;*
- *Prior to the earthquakes, the Government of Canada contributed nearly \$50 million to support ongoing humanitarian work in Syria, which meant that organizations could adapt their work to help Syrians impacted by the earthquakes;*

- *The Government of Canada announced it would match donations made by Canadians to the Red Cross and to the Humanitarian Coalition for up to \$10 million each, for a total of \$20 million in matched donations; and*
- *Working with the Red Cross, the Government of Canada has sent 22,000 relief items, like blankets, hygiene kits, and kitchen sets.*

While expressing appreciation for these supports, several reiterated their disappointment that the Government of Canada had not provided direct support in the days following the earthquake. A few commented that while the donations by the Government of Canada to the Red Cross and the Humanitarian Coalition as well as the \$50 million in previous support to ongoing humanitarian work in Syria would likely be helpful in the rebuilding effort, this did not change their opinion that greater actions should have been taken by the federal government in the immediate aftermath of the disaster. A small number expressed unfamiliarity with the Humanitarian Coalition and hoped that the federal government would provide greater clarity as to how these financial supports would be allocated once arriving in Türkiye and Syria. It was hoped that both countries would receive assistance in equal amounts and that one jurisdiction would not be prioritized over the other.

Participants were next presented with information related to other initiatives the Government of Canada had taken, this time pertaining to immigration and accommodating those impacted by the earthquake:

- *The Government of Canada is prioritizing the processing of temporary and permanent residence applications from people affected by the earthquakes, including applications for refugee resettlement;*
- *The Government of Canada is allowing Turkish and Syrian temporary residents in Canada to continue to study, work, or visit family by applying for an extension of their status, free of charge. An open work permit pathway will also be made available for Turkish and Syrian nationals already in Canada to make it easier to move between temporary streams; and*
- *The Government of Canada is working with the United Nations to provide temporary shelter for refugees in the resettlement process while they wait for their applications to be processed.*

All participants reacted positively to these initiatives. Several expressed feeling proud that the Government of Canada had taken these steps to accommodate a large number of Turkish and Syrian citizens displaced by the earthquakes by way of extending their stay in Canada and prioritizing their visa applications. It was believed that this would be immensely beneficial towards assisting these individuals as well as likely benefiting Canada as a whole through the contributions these new arrivals would make to the Canadian economy. It was suggested that language and mental health resources should be made widely available to these individuals and especially those who did not have any family members or other connections already living in Canada. While believing these actions by the federal government to be important, a few were concerned that they might have the unintended impact of delaying the applications of those already in the immigration queue. Related to this, it was hoped that additional resources would be provided to departments such as IRCC to ensure that these actions did not contribute to a backlog of immigration applications.

Having been presented with this information regarding the actions taken in the aftermath of this disaster, participants were asked whether they felt the Government of Canada was headed in the right direction when it came to assisting those impacted by the earthquake. Roughly an equal number felt that the federal government was on the wrong track as those who were more uncertain. No participants thought it was headed in the right direction. Reiterating the lack of physical presence by Canadian experts and personnel following the earthquake, several who felt the Government of Canada was on the wrong track recommended the establishment of an emergency task force that could readily be deployed anywhere in the world following a major natural disaster. It was largely felt that while financial supports were appreciated, Canadians had a lot of expertise in areas such as health care, engineering, construction, and urban planning that could play a greater role in humanitarian assistance efforts going forward.

Discussing the federal government's broader engagement with the Turkish and Syrian communities living in Canada, most believed it to be on the right track. The view was expressed that there was a strong focus on diversity and multiculturalism throughout Canada and that this had made it easier for Turkish and Syrian individuals to celebrate their own cultures. Asked what more could be done by the federal government on this front, it was suggested that additional efforts could be taken to connect members of the Turkish and Syrian diaspora with other individuals from these backgrounds. It was felt that an increased focus on establishing distinct Turkish and Syrian neighborhoods (similar to the Chinatowns in many Canadian cities) would make it easier for these individuals to find one another. It was also hoped that going forward there could be greater participation from federal officials at Turkish and Syrian cultural events and celebrations, with some believing that these communities often did not receive the same level of attention as other diasporas within Canada.

Government of Canada Priorities and Performance (All Locations)

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

- Climate change and the environment – Several spoke positively of the high level of attention they felt that the federal government had placed on issues related to the environment and climate change. A number cited recent investments into renewable energy, including the announcement of increased zero emission vehicle (ZEV) manufacturing in Canada as well as its funding of numerous clean energy initiatives in Indigenous, rural, and remote communities through the Clean Energy for Rural and Remote Communities (CERRC) program (though not mentioned by name);
- Affordability measures to assist Canadians with the rising cost of living – A large number mentioned the numerous supports and benefits provided by the federal government designed to help make life more affordable for Canadians. Initiatives mentioned included the Canada

Child Benefit (CCB), Canada Dental Benefit (CDB), Canada Housing Benefit (CHB), and savings programs such as the Registered Retirement Savings Plan (RRSP) and Registered Education Savings Plan (RESP);

- Healthcare- Many cited what they viewed as the relative affordability and high quality of Canadian health services compared to other jurisdictions throughout the world. A few spoke positively of recent agreements between the federal and provincial/territorial governments related to increasing Canada Health Transfer (CHT);
- Response to the COVID-19 pandemic – It was felt that the Government of Canada had performed well in its ability to adapt and evolve its pandemic strategy in response to the ever-changing nature of the virus. A number also positively mentioned the provision of financial supports such as the Canada Emergency Response Benefit (CERB), believing that these had been instrumental in ensuring a large number of Canadian households were able to continue to make ends meet financially;
- Immigration – A number believed that the federal government had been highly supportive of increasing immigration to Canada, including its pledge to welcome 500,000 new immigrants per year by 2025. Related to this, it was felt that the Government of Canada had done a strong job in protecting and celebrating the diversity and multiculturalism of its population;
- Protecting the 2SLGBTQI+ community – It was thought that the federal government had worked hard to protect vulnerable communities such as 2SLGBTQI+ Canadians, with a few mentioning recent actions such as the national ban on conversion therapy;
- Reconciliation – Some were of the impression that the federal government had placed increased focus on issues related to reconciliation with Indigenous peoples in recent years. It was thought that while there was still progress to be made, a number of actions had been taken to improve the quality of life in Indigenous communities as well as to incorporate and better understand Indigenous cultures and histories; and
- International assistance – A number felt that the Government of Canada had done a strong job in providing assistance on the international stage. This included both its ongoing military and financial support for Ukraine as well as humanitarian aid provided in the wake of disasters such as the recent earthquakes in Türkiye and Syria.

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

- Inflation and the rising cost of living – Many felt that more needed to be done to address the high prices of essentials such as groceries and fuel at present. Additionally, a number believed that more needed to be done specifically for middle-class Canadians. It was thought that many middle-income households were currently struggling yet were unable to access the range of supports available to lower-income Canadians. A few also believed that the federal government should focus on reducing its spending and maintaining a balanced budget as a way to further reduce the impacts of inflation;
- Housing affordability – It was thought that a large number of Canadians were currently facing challenges related to housing affordability in their respective communities. This was believed to be an issue both for renters as well as those looking to purchase a home and was viewed as a contributing factor to perceived rising rates of homelessness throughout Canada. It was

thought that more needed to be done to make housing more affordable for younger Canadians in particular, with some expressing concern over the ability of their children to ever be able to afford to purchase a home;

- Healthcare – Several believed that further efforts needed to be taken to address a number of issues related to health care, including long wait times at emergency rooms, a perceived lack of family doctors, and difficulties in accessing appointments with specialists. It was recommended that actions be taken to incentivize Canadian-trained doctors and nurses to practice within Canada rather than pursuing higher salaries in jurisdictions such as the United States. A number thought that increased investments would also need to be made towards areas such as mental health and addictions treatment, believing that these issues had increased considerably as a result of the COVID-19 pandemic;
- Affordability of post-secondary education – A number were of the impression that post-secondary education was far too expensive at present. It was thought that the Government of Canada needed to take actions to make tuition and related expenses more affordable so that young Canadians were not left with the undesirable choice of either taking on high levels of student debt or foregoing further education and severely limiting their employment prospects;
- Transitioning to renewable energy – While believing it important to develop more renewable sources of energy going forward, a number expressed concern regarding whether this was being done too rapidly at present. Several thought that the federal government should take a more gradual approach to transitioning to renewable energy, believing it important to continue to utilize Canada’s oil and gas resources in the interim. A few expressed that cleaner energy options currently being promoted by the Government of Canada, including ZEVs, were likely to be prohibitively expensive for many Canadians and did not represent a realistic option at this time;
- Reconciliation – It was believed by a number of participants that far more needed to be done to promote further reconciliation with Indigenous peoples in Canada. Several cited a perceived lack of clean drinking water in many Indigenous communities as well as the need for greater consultation with Indigenous groups on major projects such as those related to mining, oil and gas development, and the construction of pipelines; and
- Increased support for Francophones – A number in the groups based in Quebec expressed the need for greater protection and promotion of the French language by the federal government. It was felt that outside of Quebec there was little in the way of French language resources and supports compared to those available to English-speaking Canadians.

Asked which issues the Government of Canada most needed to prioritize going forward, several reiterated concerns related to inflation and the rising cost of living. It was thought that more needed to be done to assist those currently struggling financially, including groups such as seniors and those living with disabilities who primarily relied on fixed income benefits and supports. A large number also mentioned health care as an issue requiring increased prioritization, including addressing issues such as the perceived widespread shortage of doctors and nurses as well as the need for further investments into mental health treatment. Housing affordability was also cited as an important issue by many, with a number expressing the need to devote increased resources towards increasing the housing supply as well as cracking down on those seeking to use Canadian residential properties

primarily as financial investments. Other important issues mentioned by participants which required further prioritization included climate change and the environment, perceived shortages of education workers, financial and language supports for new immigrants, the need for expanded public transit services in Canadian communities, and national defence (including threats related to cybersecurity).

Islamophobia (Major Centres Quebec Muslims)

Participants in the group comprised of Muslims residing in Quebec took part in a conversation related to Islamophobia and recent actions by the Government of Canada to address this issue. Asked to identify what they felt to be the top issues impacting Muslims in Canada, several cited what they perceived as a lack of equity for their religion compared to others practiced throughout the country. Several described what they viewed as limited accommodation for rituals such as daily prayer as well as discrimination towards visual symbols associated with their religion, including the wearing of headscarves. Participants were specifically concerned about the rights of Muslim women, with a number specifically mentioning Quebec's recently enacted legislation Bill 21 – *An Act respecting the laicity of the State*, which prohibits Quebec citizens who work in public service from wearing religious symbols while fulfilling their civic duties. It was felt that this legislation had disproportionately harmed Muslim women and that the Government of Canada needed to do more to intervene and protect their rights as Canadians to follow the religion of their choice. Most were of the impression that while some degree of Islamophobia may be present in all parts of Canada, this issue was especially prevalent in Quebec.

Asked whether they could recall any actions by the federal government related to Canada's Muslim population, a few mentioned the recent recognition by federal officials, including the Prime Minister, of Islamic holidays such as Ramadan and Eid al-Fitr. Discussing whether the Government of Canada was presently headed in the right direction in its actions to combat Islamophobia, participants were mixed in their views. A number who felt more positively cited what they viewed as significant progress in recent decades regarding the representation of Muslims in all levels of government as well as in key roles in the private sector. The view also expressed that Canadians today had a greater tolerance and understanding of the Islamic religion today compared to previous generations. A few felt differently, believing that more needed to be done by the Government of Canada to protect the rights of Muslim Canadians as well as work to integrate them more thoroughly within Canadian society. It was felt by these participants that Muslims were still viewed as outsiders by a significant portion of the population.

Several reported having heard about the recent appointment by the Government of Canada of a Special Representative on Combatting Islamophobia. To clarify for the group, participants were informed that on January 26th, 2023, the federal government had appointed Canada's first Special Representative on Combatting Islamophobia and that the primary function of this position would be to advise the Government of Canada on steps to combat this issue as well as methods to raise awareness and understanding of the country's Muslim population. Participants were largely positive in their reactions to this announcement, believing that this would help towards the development of strategies to better educate Canadians regarding their religion and the challenges that they face.

Asked what more the federal government could do to combat Islamophobia, a few recommended the development of educational campaigns for social media platforms, believing that this would help further raise awareness of Muslim Canadians amongst the broader population.

Middle-Class Canadians (Quebec Middle Class Experiencing Financial Pressures)

Participants in the group comprised of middle-income Quebecers currently experiencing financial pressures briefly took part in a conversation related to issues specific to middle-class Canadians. Asked to identify what they felt to be the most pressing issues currently facing the middle class, almost all mentioned issues related to the perceived high cost of living at present. Several were of the impression that prices for a wide range of goods and services had increased over the past year, including substantial increases to the costs of essentials such as groceries and gasoline. A number also mentioned what they viewed as a pervasive lack of affordable housing, believing it was becoming increasingly difficult for low and middle-income Canadians to afford to rent or purchase a home. A few were of the opinion that the implementation of a federal price on carbon had also served to negatively impact the middle class. It was felt by these participants that this action had contributed to higher taxation rates in recent years as well as rising prices for consumers.

Asked which demographics they felt were encompassed by the term 'middle-class', participants generally felt that this term referred to those with average incomes relative to the rest of Canadians. No participants felt that the Government of Canada currently devoted enough attention to the middle class. Asked what more could be done to help middle-income households, several expressed the need for tax relief. It was thought that action should be taken by the federal government to re-examine existing tax brackets and adjust them to account for the rapid rise in inflation over the past year. A number also believed that efforts should be taken to increase the rate of taxation on large corporations, especially for major energy companies and grocers who were believed to have reported record profits in recent years. A small number recommended that the federal government consider implementing price caps on essentials such as groceries and fuel to ensure that all Canadians would continue to be able to meet their basic needs.

Immigration (GTA Immigrated to Canada Within the Past 10 Years)

Participants in one group, comprised of recent immigrants to Canada, discussed the issue of immigration. Asked to identify the most pressing issues facing immigrants in Canada, participants provided a range of responses. These included:

- Employment – Many identified employment as a significant issue facing new immigrants, with several of the impression that it was often difficult for newcomers to Canada to secure their first job. A large number cited the challenges faced by those from outside of Canada regarding the recognition of their professional credentials, making it difficult for them to practice in their fields of expertise. A number expressed the opinion that this had negatively affected the broader Canadian labour market and believed that there were many immigrants

who could immediately assist in alleviating reported labour shortages in health care and education if their credentials were more readily recognized;

- Language challenges – A number also described the challenges faced by new immigrants regarding learning English and/or French. It was thought that there were not enough resources currently available to immigrants to assist them in learning Canada’s official languages and that, as a result, many new arrivals faced difficulties fully integrating into Canadian society; and
- Benefits and supports for new immigrants – A few believed that more needed to be done to support new arrivals to Canada, including those residing in the country on work or study visas who were ineligible for the health and financial supports offered to permanent residents and Canadian citizens. The opinion was expressed that all immigrants, regardless of their tenure in the country, provided economic and social contributions and should have access to the same benefits as the rest of Canadians.

Focusing specifically on the issue of the foreign credential recognition process, participants were provided with the following information:

Recognizing foreign credentials is when the federal, provincial, or territorial government determines that a license or certificate earned outside of Canada meets the standards in Canada, so that an individual can work in a specialized job. Examples of specialized jobs could be working as a doctor, accountant, or an electrician.

All participants felt that it was important for the Government of Canada to prioritize streamlining this process. While understanding that it was important for specialized jobs to have high qualification standards, several believed that workers educated outside of Canada often went through rigorous training and certification processes in their home countries. As such, they felt it should be easier for these individuals to become certified upon arriving in Canada. A number reiterated the opinion that addressing this issue was an especially important priority given perceived labour shortages throughout the country in key sectors such as health care and education. Asked if they were aware of any recent actions or initiatives from the federal government on this front, none were.

Discussing whether they felt the Government of Canada paid enough attention to the issues affecting immigrants, participants were mixed in their views. A number spoke positively of what they viewed as the federal government’s actions to prioritize immigration and increase the number of new arrivals to Canada, as well as its efforts to assist those fleeing conflicts in countries such as Ukraine, Afghanistan, and Syria. Several, however, felt that there were not enough resources available for new immigrants in Canada and that this often made it very difficult for these individuals to gain employment and integrate into Canadian society. It was expressed that if the federal government continued to prioritize a high level of immigration that additional investments would need to be made into areas such as affordable housing, health care, and education to ensure that Canadian communities would be able to accommodate this influx of new arrivals. It was also thought that further resources would need to be invested into departments such as Immigration, Refugees, and Citizenship Canada (IRCC) and other organizations responsible for assisting newcomers to Canada.

Budget 2023 (Eastern Ontario, Major Centres Saskatchewan and Manitoba, Quebec City, Ontario Women 55+, Rural Alberta, Major Centres Quebec Muslims, GTA Immigrated to Canada Within the Past 10 Years, Mid-Size and Major Centres Atlantic Canada, Mid-Size and Major Centres British Columbia)

Nine groups engaged in discussions related to the 2023 federal Budget, which was tabled on March 28th, 2023. Participants in the six groups conducted prior to the Budget's unveiling shared their perspectives regarding the priorities that they felt that the Government of Canada should focus on. Those in the three groups held following the Budget's tabling provided their initial reactions to the key focus areas and initiatives that had been announced.

Pre-Budget Expectations (Eastern Ontario, Major Centres Saskatchewan and Manitoba, Quebec City, Ontario Women 55+, Rural Alberta, Major Centres Quebec Muslims)

To begin these conversations, participants residing in Eastern Ontario and Quebec City as well as those in the group comprised of women in Ontario aged 55 and older, were asked to describe what they believed a federal Budget was comprised of. Several were of the impression that the annual Budget served as an overview of how the federal government would be allocating funding to various departments and agencies in the coming fiscal year. It was expected that the Budget would include the federal government's projected spending allocations for key sectors such as health care and education as well as measures to address pressing issues such as inflation and the rising cost of living. Unprompted, a number expressed concerns that increased federal spending could potentially lead to federal tax increases in the years to come. A few were of the view that more needed to be done by the federal government to reduce spending and work towards achieving a balanced Budget. Asked whether they recalled any initiatives or announcements from previous Budgets, very few did.

Participants in all groups engaged in an exercise where they were asked to identify what priorities and issues they hoped would be addressed in the upcoming Budget. Across all groups, three key focus areas emerged:

- Health care – Many felt that the health care system in many regions of the country was currently experiencing a considerable amount of strain. Several spoke of issues related to long wait times at emergency rooms and walk-in clinics, as well as challenges in scheduling necessary procedures or appointments with specialists. It was thought that there needed to be a firmer commitment from the Government of Canada towards addressing these issues.

Additionally, many felt that there needed to be greater attention towards providing treatment options for issues related to mental health and addiction;

- Inflation and the cost of living – A large number thought that more needed to be done to assist those currently struggling to make ends meet financially. Most were of the impression that the cost of living had risen substantially over the past year and that the rate of inflation had far outpaced wage growth for Canadians. Related to this, several hoped to see increased regulation of major corporations by the federal government, ensuring companies such as major grocers were charging fair prices for their products. It was suggested by a few that the Government of Canada should consider providing tax relief for low and middle-income Canadians in light of the financial challenges many households were believed to be facing; and
- Housing affordability – It was felt that many Canadians, including those with middle and higher-incomes were struggling to secure affordable housing at present. Several found this to be highly concerning and worried that it would soon be impossible for many Canadians to ever afford to purchase a home. It was felt that issues related to housing affordability had also contributed to a rising prevalence of homelessness in many communities, which itself had brought about further challenges related to mental health, addiction, and higher crime rates. With this in mind, it was thought that the Government of Canada needed to place a higher priority on regulating the housing market and ensuring safe and affordable housing was accessible to all Canadians.

Other priorities mentioned by participants included the need to provide further supports to seniors and others living on fixed incomes, increasing the affordability of post-secondary tuition education, and continuing to take actions related to combatting climate change. Asked whether they felt job creation should be a priority for the federal government, most did not. Several were of the impression that there were currently many jobs available and that the issue was more related to employers not offering high enough wages to attract prospective employees. A few did not believe that job creation should be the responsibility of the federal government and felt that this was an area that should largely be left up to the free market.

Discussing whether the federal government should increase its support towards growing Canadian industries such as electric vehicle (EV) manufacturing and clean energy production, a large number felt this was an important step to take. A number residing in rural Alberta, however, clarified that while they supported an eventual transition towards more renewable energy sources, they believed that this would need to be done very gradually. It was expected by these participants that non-renewable energy sources such as oil and gas would continue to play a significant role in meeting the energy needs of Canadians for the foreseeable future.

Asked whether investments into these areas would benefit the Canadian economy, many felt that they would. Related to this, it was widely expected that the clean energy sector would provide a large number of high paying, skilled jobs for Canadians in the years to come. It was also felt that by making these investments, Canada could position itself as a global leader in the clean energy sector and acquire a significant economic advantage as a result. A few in the group based in Manitoba and Saskatchewan felt that strengthening the clean energy sector could be especially beneficial for the Prairie provinces in the event that EV manufacturing plants and renewable energy production facilities

were established there. It was thought that this could also be an intuitive sector for skilled oil and gas workers to transition into as Canadians became less dependent on non-renewable energy sources.

A number expected that taking these actions would lead to environmental benefits, including improvements to the air quality of their respective communities. A few, however, expressed concerns related to the environmental costs of mining the raw materials used in EV batteries as well as questioned whether it was possible to safely dispose of or recycle these batteries. Other concerns raised by participants included whether a large-scale transition to EVs was feasible in all parts of Canada, especially in more rural communities and those which experienced extreme cold in the winter months. Asked whether they expected these investments into EVs and clean energy would benefit them personally, few did, with many expecting that they would not be able to afford to purchase an EV at their current price level.

Discussing how they would like to receive information about the federal Budget a large number suggested that Government of Canada should create a one-page overview document featuring the highlights of what was announced and directions as to where Canadians could find additional information if they were interested in learning more. It was thought that this summary could be sent to Canadians digitally via email as well as be shared on online news sites, social media platforms, and the official federal government website. While some participants thought it would be beneficial for Canadians to be physically mailed information related to the Budget, a larger number felt that doing so would be an unnecessary waste of resources.

Budget Impressions (GTA Immigrated to Canada Within the Past 10 Years, Mid-Size and Major Centres Atlantic Canada, Mid-Size and Major Centres British Columbia)

The three groups conducted following the tabling of the Budget were asked to share their initial impressions regarding the actions and initiatives that had been announced. Roughly an equal number of participants reported having been aware of the Budget as those who were not. No participants reported having watched the Budget announcement live. While few were aware of the theme or focus of the Budget, a small number recalled hearing about initiatives such as the expansion of the Canada Dental Benefit (CDB), affordability measures such as a one-time Grocery Rebate, and actions related to green energy and climate change. Asked whether they thought that the Budget was focused on the right issues most expressed uncertainty, feeling that they did not know enough about the initiatives announced to properly evaluate it. A few expressed disappointment regarding their impression that not enough focus had been placed on supporting the middle class, while a small number expressed concern that this Budget would serve to further increase the national debt.

Participants in the groups based in Atlantic Canada and British Columbia (B.C.) were informed that the main priorities of Budget 2023 were to help make life more affordable for Canadians, to improve Canada's publicly funded health care systems, and to grow the clean economy. Asked whether they felt these priorities were important almost all believed that they were. A few expressed uncertainty as to what a 'clean economy' referred to, feeling the term was somewhat vague. Asked whether they felt the Government of Canada was headed in the right direction on these priorities, a roughly equal number believed this to be the case as those who were more uncertain or mixed in their impressions.

Among the latter, several expressed feeling that they did not know enough about the specific actions the federal government had taken to form a proper opinion. No participants explicitly felt that the federal government was headed in the wrong direction.

These two groups were next shown a list of initiatives announced as part of the Budget that were designed to help make life more affordable for Canadians and asked to identify which they felt would be the most impactful. These included:

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

Among these initiatives, the decision to increase the federal portion of post-secondary student grants by 40% received the highest level of support among participants, with many expecting that this would have a substantial impact towards improving the economic situation of current and future post-secondary students in Canada. Several also focused on initiatives such as cracking down on junk fees and limiting predatory lending practices by high interest lenders, believing these would be highly helpful actions for the Government of Canada to take. The view was expressed that high-interest lenders often took advantage of those in desperate financial circumstances and that these businesses posed an increasing threat to vulnerable Canadians amidst the rising cost of living. Actions to lower credit card transaction fees for small businesses and increase accessibility to automatic income tax filing also received a moderate level of support among participants. Few focused on actions such as the one-time Grocery Rebate and the implementation of a 'right to repair' for devices and appliances.

Asked whether they felt any of these actions would have an impact on them, several expected they would personally benefit from the removal of junk fees, with a number believing that they currently encountered these types of costs on a daily basis. Discussing whether there were any actions on this list that the federal government should not be taking, several felt that the one-time Grocery Rebate would not be an effective measure towards providing a long-term solution to the affordability issues Canadians were facing. While not against the initiative, some were hesitant regarding the notion of federal government automatically preparing their income tax returns, expressing that they would feel more comfortable relying upon a tax intermediary for this purpose. Asked what else the Government of Canada could do to make life more affordable for Canadians, several felt that the tax burden paid by

the middle class was too high at present. It was thought that more should be done to lower taxes for individual Canadians while increasing the level of taxation paid by larger corporations.

Participants residing in Atlantic Canada were presented with a second list of initiatives, this time centering on making improvements to Canada's publicly funded health care system:

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

Almost all participants selected the initiative by the federal government to move forward with new funding agreements with the provinces and territories to address shortages of doctors and nurses and wait times for emergency services and diagnostic tests. It was felt that this action would have a positive impact on health care provision throughout the country and would greatly increase health care accessibility for Canadians. Several also spoke positively of the action to modernize the health care system through better data collection, with a number discussing previous difficulties they had encountered in transferring their health data from province to province. The action to safeguard access to abortion and other sexual and reproductive services was also seen as an important step, with some commenting that this would have a positive impact on protecting the rights of all women in Canada. While a smaller number selected initiatives such as addressing the opioid crisis, expanding eligibility to the Canada Dental Benefit (CDB) and increased loan forgiveness for doctors and nurses, these actions were still widely seen as being beneficial. Asked what more could be done by the federal government related to health care, a number recommended making it easier for non-Canadian health workers to have their education and credentials recognized. It was felt that this could also contribute towards alleviating existing worker shortages in the health care sector.

Those in the group based in British Columbia were presented with information concerning a pair of initiatives related to helping to grow the clean economy. These included:

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

Focusing on the new tax credit to support the manufacturing of clean technologies, many felt this would have a significant impact on the economy and job creation. The expectation was expressed that

the increasing use of clean energy was likely to be a global trend in the decades to come and that it made sense for the Government of Canada to be supporting this sector. Several believed that growth in this area could lead to the creation of many high paying jobs for skilled Canadians. Participants were more mixed in their opinions as to whether this tax credit would yield environmental benefits. A number were concerned that the manufacturing of clean technologies would also come with its own environmental costs, such as the mining of rare earth minerals necessary for the construction of EV batteries. Asked whether they could think of anything else the federal government had done related to growing the clean energy sector, a number were of the impression that it had made significant investments into the domestic manufacturing of EVs and EV components in recent years.

Discussing the new tax credit targeted towards building up the clean electricity grid, participants were largely uncertain as to whether this would have an impact on the affordability of electricity for Canadians. Several expected that the success of this initiative would be largely dependent on whether the energy corporations benefitting from this tax credit utilized these savings effectively. A number thought that this tax credit would likely have a positive long-term impact on the environment and believed that a transition away from non-renewable energy sources would likely lead to cleaner air and the overall better health of Canadians. It was felt by several that actions to build up the clean electricity grid were essential in order to accommodate related goals such as a large-scale transition to EVs in the near future.

Having received this additional information, those residing in B.C. and Atlantic Canada were prompted to share their overall opinions regarding the Budget. Most were of the impression that the Budget had primarily been designed with a focus on large corporations and lower-income Canadians, and many expressed disappointment that there were not more initiatives introduced that would directly benefit the middle class. The view was reiterated by several that middle income Canadians were also struggling financially and required a far greater level of support than they were currently receiving. Asked whether the initiatives announced in this Budget could realistically be fulfilled, most believed that they could so long as there was a long-term plan in place to ensure their implementation. It was widely believed that fulfilling the Budget's priorities of increasing affordability, improving health care provision, and enhancing the clean economy would have a positive impact on the lives of many Canadians.

Participants in these two groups were also presented with a selection of quotes highlighting certain components of the Budget and asked to share their impressions on each:

"We are going to make sure that the unions who built the middle class can continue to thrive, and we are going to make it easier for Canadian workers to learn the skills they need... We're going to build big things here in Canada"

Several expressed the feeling that it was difficult to relate to this statement as they had no present connection to unions and/or had never worked in a unionized position. It was thought by many that while this was a positive sentiment and meant to be encouraging, the wording was somewhat vague and did not really refer to any specific actions or initiatives.

"Canada is a land filled with good, hardworking people—people who do big and important things. And it is because of them—the people of Canada, and the big and important things they will do in the months and years to come—that I have never been more optimistic about the future of our country than I am today."

Many also believed that this quote was too generalized and felt that there needed to be greater clarification as to who 'good, hardworking people' was referring to and what the 'big and important things' were that the federal government was hoping to accomplish. It was expressed that while the positive language was encouraging, it was difficult to be inspired by the statement due to its lack of specificity.

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

All participants reacted positively to this statement. It was thought to be very important for the Government of Canada to seek to work with allies who shared its economic and social values. Several believed it to be a logical step to decrease Canada's economic connections with trading partners that did not share these values, such as Russia and China. A few also believed that it was important for the federal government to make investments towards producing a greater number of goods domestically. It was felt that taking this action would make the country more resilient in the face of potential supply chain interruptions in the future.

"Last year, Canada delivered the strongest economic growth in the G7... Inflation has fallen for eight months in a row, and the Bank of Canada predicts it will drop to just 2.6 per cent by the end of this year... In February, the average wage for Canadians went up by 5.4 per cent. That meant pay cheques outpaced inflation, which meant more money in Canadians' pockets after a hard day's work—from coast-to-coast-to-coast."

A large number expressed skepticism regarding this statement, with many stating that this information did not align with what they had observed in their own lives. It was widely thought that many low and middle-income Canadians continued to face significant economic challenges and that even if the statement was technically correct, it did not mean that these issues had been resolved.

Canadian Radio-television and Telecommunications Commission Branding (Eastern Ontario, Quebec City, Major

Centres Prairies Young Adults, Quebec Middle Class (Experiencing Financial Pressures)

Participants in four groups took part in a discussion related to the Canadian Radio-television and Telecommunications Commission (CRTC) and potential visual concepts and slogans related to educating Canadians about Bill C-11 - *The Online Streaming Act*. Only a small number were aware of CRTC and its mandate. Of those who were aware, most were of the impression that it was a regulatory body responsible for overseeing the content broadcast to Canadians on television, radio, and the Internet. To aid in conversation, participants were provided with the following information:

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

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



Four images featuring the tagline "Our stories your way", with the top-left image including the French translation "Nos histoires à votre façon." Each image includes a combination of black and white photographs and solid colour blocks. The top-left image includes three photos, the first showing a reporter conducting an interview with another individual, the second featuring a camera operator, and the third showing a woman talking into a radio-broadcasting mic. The image includes blue, orange, and

turquoise blocks of solid colour, with the English text overlaid in white font on top of the blue block, and the French text overlaid in black font on top of the turquoise block. The top-right image includes a picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and orange blocks of solid colour, with the English tagline in black font overlaid on top of the orange block. The bottom-left image features the same images of the reporter conducting an interviewing and the camera operator and includes one blue solid colour block with the English tagline overlaid in white font. The bottom-right image includes the same picture of two people smiling as they sit side by side looking at a tablet together, and a picture of two people conversing. The image features red and turquoise blocks of colour, with the English tagline in black font overlaid on top of the turquoise block.



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



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



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

Asked to share their initial impressions, many thought that the imagery was somewhat generic, with a few commenting that the images selected felt like stock photos. A number expressed appreciation that the concepts incorporated both English and French, believing this to be important. A few also spoke positively of the inclusion of numerous women in the photos. While most did not personally relate to the concept, a few expressed feeling a connection to the images depicting families and different generations of Canadians interacting together, commenting that this had prompted them to think of their own loved ones.

Focusing specifically on the colours utilized, few had any strong feelings one way or the other. Several spoke positively of the vibrancy of the colours and their contrast with the black and white photos. A number, however, felt differently and commented that the colours were somewhat bland and/or did not contrast well with the accompanying images and text. Asked whether they felt that the colours were modern, participants were mixed in their views with a roughly equal number believing that they were relative to those who thought that they evoked a more nostalgic, retro feeling. Regarding the

latter, this was primarily felt to be a positive element, with some expressing that a more nostalgic feel might appeal to the current tastes of younger generations.

Participants were next shown a list of potential wordings that could be used for the concept's text and asked to share their thoughts on each. These included:

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

Among these concepts, *Your stories, your way* received the most positive reaction among participants. It was generally felt that the wording of this concept was quite clear and communicated to the viewer that this initiative would be focused on producing Canadian stories made by Canadians. A number expressed that this was the most inclusive of the options in that its wording seemed to encompass the diverse demographic groups and communities within Canada.

In contrast, a number of participants felt that *Our Stories, your way*, was somewhat impersonal and gave the impression that these stories would be selected for the public as opposed to being publicly sourced. Several expressed confusion as to who the 'our' was referencing, questioning whether it was the CRTC as an organization or the Canadian population as a whole. A few felt differently, believing that the collectiveness of the word 'our' made it feel like these were relatable stories for all Canadians which could be told in a variety of different ways.

Participants were largely mixed in their views towards *A modern Broadcasting Act*. Several did not understand the connection between this concept and the accompanying imagery and believed that supplemental information regarding the Act and its aims would need to be provided for it to be effective. The view was expressed that while this concept might encourage those who encounter it to seek out more information regarding the Act, it was unlikely that many Canadians would choose to do so. A few reacted positively to what they viewed as the directness of this concept, believing of all the options it sent the clearest message as to what this campaign was about.

Of the small number who mentioned *More stories, your way*, a number commented that this sounded more like a follow-up campaign to messages such as *Your stories, your way*. This was primarily due to the use of the word 'more', which some felt implied that this was the second part of an ongoing campaign. A number spoke positively regarding what they felt to be the personal feel of this concept as well as the perceived implication that one might learn something new by being introduced to more Canadian stories.

To provide further context, participants were presented with an overview of the CRTC's primary mandate and goals:

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

- *Allow Canadian content creators and artists the opportunity to tell their stories.*

Asked whether they felt that the concept as a whole effectively communicated these goals, a larger number thought that it did not compared to those who did. Several felt that the concept was too vague and that there was not enough connection between the images and any of the potential accompanying texts. A number also commented that the concept as a whole had little in the way of representation of Indigenous culture and content. It was thought that the overall concept could be cleaner by featuring only one or two images rather than what they viewed as a cloud-type presentation. Among those who felt differently, it was said that the concept did a strong job in communicating the diversity and multiculturalism of Canada through the images selected as well as its messaging that Canadian media was for everyone. Asked whether this concept effectively represented the CRTC, several thought that more needed to be done to clearly demonstrate the connection between the campaign and the organization. It was felt that in its current format few Canadians would make the connection that these concepts were related to the CRTC and its goals.

Climate Change Behaviours (Major Centres Saskatchewan and Manitoba, Rural Alberta, Major Centres Prairies Young Adults, Quebec Middle Class Experiencing Financial Pressures)

Four groups engaged in conversations related to climate change as well as the actions individuals can take to be more environmentally sustainable in their daily lives. While almost all felt that individuals had a responsibility to help fight climate change, a number in the group based in rural Alberta were of the opinion that actions taken on the individual level would likely have little to no impact given the considerable size and scale of this issue. Asked to identify actions or behaviours that individuals could engage in to help mitigate the impacts of climate change, participants provided a range of responses. These included:

- Personal behaviours such as recycling and composting. It was thought by many that this was an important behaviour and one that almost all households could easily engage in. A number also recommended related actions such as limiting one's use of single-use products and reducing personal consumption in general;
- Greater use of public and active transportation. Several felt that encouraging more Canadians to utilize public transportation as well as active methods such as walking or cycling would be effective in reducing the emissions produced by personal automobiles;
- Engaging in home retrofitting projects, such as the installation of solar panels and more energy efficient utilities. It was believed that increased financial incentives from the federal government would be effective in encouraging more Canadians to make these changes;
- Consuming more products that are manufactured in Canada. It was felt that a greater focus by the federal government towards the domestic production of food, essential goods, and energy would be beneficial to the environment in that it would greatly reduce the emissions currently required to import these products into Canada; and

- Increasing the prevalence of digital business meetings and networking events. It was felt that normalizing this practice would reduce the number of individuals needing to engage in air travel for business reasons and significantly reduce emissions as a result.

Asked what behaviours related to climate change they felt were easiest to engage in, many again mentioned recycling. Other actions or habits shared by participants included using reusable shopping bags and personal travel mugs, buying used products, using public transportation, and taking steps to consume less electricity and water at home. Discussing actions that were more difficult to take, many cited the high upfront costs of home retrofitting projects or the purchase of a zero-emission vehicle (ZEV). Several also described what they viewed as a lack of public transportation options in their communities. This was felt to especially be an issue for rural communities where one often needed to drive long distances for their daily activities and where public transportation options were not usually widely available. A number of those residing in the Prairies spoke of the long distances between major centres in their respective provinces and felt high-emission activities such as air travel were often the only way to get from place to place in a timely method. A few also mentioned the challenges some individuals may face in making personal sacrifices such as engaging in less recreational travel, purchasing previously used products, and changing one's overall lifestyle to be more sustainable.

Asked whether they expected that they would increase, decrease, or maintain their level of engagement in pro-climate actions over the next six months, a roughly similar number of participants indicated that they would increase their actions as those who expected to the same. A number of those who expected to increase their actions related to fighting climate change commented that with the warmer spring and summer weather it would be easier to reduce their automobile use and engage in more walking and cycling. Among those who expected that their level of activity would mostly remain the same, a few clarified that they were already taking all the actions that they could to fight climate change and believed that there was little they could do to increase their activities going forward.

Engaging in an exercise where they were prompted to consider the actions they would take related to climate change if they had unlimited resources, participants provided a range of responses. Many mentioned taking actions in their personal lives such as purchasing a ZEV or installing solar panels, improved windows, and/or smart appliances in their homes. Several thought of more societal-level transformations they would hope to enact, including financing the development of renewable energy systems, improving public transit infrastructure, helping to make ZEVs more widely accessible and affordable for Canadians, and using their resources to promote more sustainable industrial practices.

While most felt that the environment was an issue that the majority of Canadians cared about, several expressed the impression that a large number of Canadians did not currently engage in many actions towards fighting climate change. It was thought that given the increased financial challenges that a growing number of households were believed to be facing amidst the current high rate of inflation, that many Canadians did not have the time or resources available to be more sustainable in their daily lives. Asked what percentage of Canadians they felt considered climate change to be a major issue, most believed this number to be between 35 and 65 per cent. Among the group comprised of young adults residing in the Prairies, the view was expressed that climate change was typically a greater

concern among younger Canadians as they would likely have to deal with its impacts to a more significant degree than older generations. Questioned whether they felt they cared about climate change more, less, or about the same as the rest of Canadians, a larger number in the groups based in major Prairie centres as well as in Quebec felt they cared more about this issue than the average Canadian. All residing in rural Alberta expected that they cared about the same as the rest of Canadians. No participants felt that they cared less about climate change than the general population. Asked whether they felt that people similar to them or those that they were close to were taking action related to climate change, participants were mixed in their responses. It was generally thought that while some individuals close to them were taking action, most had other priorities to worry about and, as such, might not be engaging in many activities related to stopping climate change. Several expressed feeling that being around others who cared about and were taking action to stop climate change would likely inspire them to partake in these activities as well.

Discussing who they felt had the most responsibility to act towards combatting climate change, most believed that industry, governments at the federal and provincial/territorial level, and individuals all had a role to play on this front. Given their impression that private corporations were often among the largest emitters, many felt that industry bore the most responsibility towards mitigating the impact for stopping climate change. Few, however, expected that corporations such as those in the oil and gas sector would be willing to curb emissions on their own and, as such, it was widely felt that the Government of Canada would need to do more to regulate major emitters. Some cited recent actions taken by the federal government that they felt had been effective including bans on the use of single-use plastics as well as plastic bags. It was also widely felt that individual actions, if taken collectively, could have a profound impact on the fight against climate change. It was predicted that if there were a large-scale shift in the individual behaviours of Canadians regarding their daily habits and the purchasing decisions they make that major corporations would likely be compelled to respond and adopt more sustainable business practices as well. Asked what actions overall they felt would be most impactful towards fighting change, several mentioned steps such as increasing federal regulation on major emitters, expanding public transit infrastructure outside of major urban centres, and further incentivizing Canadians to make more sustainable decisions such as retrofitting their homes. Focusing on the actions that they felt would be least effective, a number mentioned initiatives such as the implementation of a federal price on carbon, believing this was ineffective at curbing industrial emissions and that most businesses often simply passed the additional costs they incurred onto the consumer. A few also expressed skepticism regarding ZEVs, believing that these vehicles were currently unaffordable for most and lacked sufficient supporting infrastructure (such as charging stations) to be a practical option at the present.

Prairies Economic Development Canada (Major Centres Saskatchewan and Manitoba, Rural Alberta, Major Centres Prairies Young Adults)

Participants in three groups engaged in a brief discussion related to Prairies Economic Development Canada (PrairiesCan). Only a small number indicated that they were business owners or were involved in seeking economic and/or financial support for their business. A slightly larger number reported using social media as a part of their daily work activities. Among those who utilized social media for work-related activities, several described using platforms such as Facebook, Instagram, LinkedIn, and TikTok. Asked where they would expect to find resources for business funding and support, many mentioned websites operated by the federal and provincial/territorial governments. A few also thought it likely that they would be able to learn about these supports via word of mouth from other business owners or through financial institutions (such as banks), which they believed also provided grants and loans for Canadian businesses.

Only a small number were aware of any specific companies or programs aimed at providing businesses with funding, economic development, and expanded support. Among the initiatives mentioned were the Canada Summer Jobs (CSJ) program, Western Economic Diversification Canada (WEDC), the Business Development Centre (BDC), and supports such as the Alberta Women Entrepreneurs (AWE) grant. A few also cited grants and funding sponsored by private companies such as Telus, Rogers, and Suncor Energy. Across all groups, no participants were aware of PrairiesCan. Asked what they expected the purpose of this organization was, a number speculated that it was likely involved in providing funding and support for businesses based in the Prairies, as well as those operating in the agricultural sector. A small number were of the view that more in general should be done by the federal government to promote organizations such as PrairiesCan, believing that many Canadian business owners were currently unaware of the supports available to them.

Disaggregated Data (Ontario Women 55+, Major Centres Quebec Muslims, GTA Immigrated to Canada Within the Past 10 Years)

Participants in three groups took part in conversations related to a recent initiative by Statistics Canada to begin using disaggregated data. Very few were familiar with the concept of disaggregated data as well as how it might be utilized by the Government of Canada. To aid in conversation, participants were provided with the following information:

Disaggregated data essentially means taking data and separating it into subcategories to understand trends. For example, if we look at COVID-19 data by age, we see that older adults have a higher risk of developing health complications.

Statistics Canada is disaggregating data and will be focusing on specific population groups, such as women, Indigenous Peoples, racialized groups, and people living with disabilities. Essentially, to remove any systemic barriers, such as racism, and to understand the diverse needs of these groups, as well as develop strategies and policies to dismantle discriminatory practices and barriers, first there needs to be detailed data to understand the situation.

Asked why they felt Statistics Canada was taking this approach and whether they felt that disaggregating data would yield any benefits for Canadians, participants provided a range of responses. Several expected that by separating data into specific subcategories, the federal government would be able to gain a more comprehensive understanding of the issues facing Canadians and how these challenges might vary across different regions and demographics. It was widely felt that this could assist with the development of more effective strategies towards assisting different subgroups of the population, rather than taking a more generalized approach to addressing these challenges. Almost all believed that this represented a step in the right direction on the part of the federal government and felt that it would have a positive impact on the lives of Canadians, and especially those belonging to more vulnerable or marginalized demographics. A few, however, felt that while this was a positive strategy, the Government of Canada would need to be mindful going forward that the actions it takes would not disproportionately benefit some groups of Canadians over others.

Participants next engaged in an exercise where they were presented with a list of different phrases that would explain the concept and purpose of disaggregating data to Canadians and asked to select which they felt would be most effective. In evaluating these phrases, participants were reminded that this program was primarily designed to focus on groups such as women, racialized populations, persons living with disabilities, and Indigenous peoples. The options shown to participants included:

- *Inclusive Data for a More Informed Canada;*
- *Diversity Data for a Better Canada;*
- *Diversity Data for an Equitable Canada; and*
- *Diversity Data for Better Decision-making*

Across all groups *Diversity Data for an Equitable Canada* received the highest level of support among participants. Several felt that this option most accurately described the intent of this initiative, especially its focus on better understanding Canada's diverse population and informing more equitable policymaking decisions for all Canadians. It was expressed that by focusing on the concept of increasing equity, this phrase effectively conveyed the chief aim of disaggregating data. A number also spoke positively of *Diversity Data for Better Decision-making*. It was thought that this concept successfully highlighted the initiative's focus on diversity as well as its aim of improving the decision-making process at the federal level. A few commented that this phrase was the most action-oriented of the options provided in that it focused on making decisions rather than achieving more high-level concepts such as equity. A smaller number selected *Inclusive Data for a More Informed Canada* and

Diversity Data for a Better Canada, believing that these concepts were successful in describing the aim of providing more-informed data and decisions as well as improving the lives of the various subgroups that make up the Canadian population. Regarding the latter, however, a few felt that the concept of a 'better Canada' was somewhat vague and did not adequately describe the focus of this initiative.

Appendix A – Recruiting Scripts

English Recruiting Script

Privy Council Office Recruiting Script – March 2023 English Groups

Recruitment Specifications Summary

- Groups conducted online.
- Each group is expected to last for two hours.
- Recruit 8 participants.
- Incentives will be \$125 per person and will be sent to participants via e-transfer following the group.

Specifications for the focus groups are as follows:

Group	Date	Time (EST)	Local Time	Location	Composition	Moderator
1	Tues., March 7 th	6:00-8:00	6:00-8:00 EST	Eastern Ontario	General Population	TBW
2	Wed., March 8 th	7:00-9:00	6:00-8:00 CST	Major City Centres (SK, MB)	General Population	TBW
4	Tues., March 14 th	6:00-8:00	6:00-8:00 CST	Ontario	Women (aged 55+)	DN
5	Wed., March 15 th	8:00-10:00	6:00-8:00 MST	Rural Alberta	General Population	TBW
7	Tues., March 21 st	8:00-10:00	7:00-9:00 CST 6:00-8:00 MST	Major City Centres (SK, MB, AB)	Young Adults (aged 18-24)	MP
8	Wed., March 22 nd	6:00-8:00	6:00-8:00 EST	GTA and GMA	Turkish and Syrian Diaspora	DN
10	Tues., March 28 th	6:00-8:00	6:00-8:00 EST	GTA	Canadian Citizens immigrated to Canada within the last 10 years	TBW
11	Wed., March 29 th	5:00-7:00	6:00-8:00 AST	Mid-Size and Major City Centres Atlantic Canada	General Population	DN

12	Thurs., March 30 th	9:00-11:00	6:00-8:00 PST	Mid-Size and Major City Centres B.C.	General Population	TBW
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Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

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

No, none of the above

CONTINUE

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

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

2. In which city do you reside?

LOCATION	CITIES	
Eastern Ontario	Cities include (but are not limited to): Ottawa, Brockville, Cornwall, Kingston, Pembroke. Towns include (but are not limited to): Gananoque, Prescott, Smiths Falls. Counties include (but are not limited to): Prescott and Russell, Stormont, Dundas and Glengarry, Lanark, Renfrew, Leeds and Grenville, Frontenac, Lennox and Addington. NO MORE THAN TWO PER CITY/TOWN/COUNTY. ENSURE A GOOD MIX OF CITIES/TOWNS/COUNTIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	CONTINUE – GROUP 1
Major City Centres (SK, MB)	Cities include: <u>Manitoba:</u> Winnipeg, Brandon. <u>Saskatchewan:</u> Saskatoon, Regina. ENSURE 4 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN TWO FROM EACH CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.	CONTINUE – GROUP 2
Ontario	Cities include (but are not limited to): Toronto, GTA (Mississauga, Brampton, Markham, Richmond Hill, Burlington, Oshawa, Vaughan) Ottawa, Hamilton, London, Guelph, Kitchener, Kingston, Windsor, Greater Sudbury, Barrie, Stratford, Milton, Belleville, Timmins, Sarnia. NO MORE THAN TWO FROM TORONTO/GTA. ENSURE A GOOD MIX OF CITIES ACROSS THE PROVINCE. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	CONTINUE – GROUP 4
Rural Alberta	Small population = <30,000 Towns include (but not limited to):	CONTINUE – GROUP 5

	<p>Okotoks, Cochrane, Stony Plain, Sylvan Lake, Canmore, Strathmore, Highriver, Whitecourt, Hinton, Morinville, Blackfalds, Olds, Taber, Edson, Coaldale, Drumheller, Banff, Innisfall, Drayton Valley, Ponoka, Peace River, Slave Lake.</p> <p>NO MORE THAN TWO PER TOWN. ENSURE A GOOD MIX OF RURAL CENTRES ACROSS THE REGION (FROM SMALLER TO LARGER).</p>	
Major City Centres (SK, MB, AB)	<p>Cities include (but not limited to):</p> <p><u>Alberta</u>: Calgary, Edmonton <u>Manitoba</u>: Winnipeg, Brandon <u>Saskatchewan</u>: Saskatoon, Regina</p> <p>ENSURE A GOOD MIX ACROSS THE REGION.</p>	CONTINUE – GROUP 7
GTA and GMA	<p>Cities could include (but are not limited to):</p> <p><u>Ontario</u>: Toronto, Ajax, Oshawa, Pickering, Whitby, Burlington, Oakville, Brampton, Mississauga, Markham, Newmarket, Richmond Hill, Vaughan <u>Quebec</u>: Montreal, Laval, Longueuil, Laurentides, Lanaudière, Montérégie</p> <p>AIM FOR 4 PARTICIPANTS FROM EACH PROVINCE. ENSURE A GOOD MIX WITHIN EACH PROVINCE. NO MORE THAN 2 PER CITY.</p>	CONTINUE – GROUP 8
GTA	<p>Cities could include (but are not limited to):</p> <p>Toronto, Ajax, Oshawa, Pickering, Whitby, Burlington, Oakville, Brampton, Mississauga, Markham, Newmarket, Richmond Hill, Vaughan</p> <p>ENSURE A GOOD MIX NO MORE THAN 2 PER CITY.</p>	CONTINUE – GROUP 10
Mid-Size and Major City Centres Atlantic Canada (Excluding PEI)	<p>Cities could include (but are not limited to):</p> <p><u>Nova Scotia</u>: Halifax, Cape Breton <u>Newfoundland and Labrador</u>: St. John’s. <u>New Brunswick</u>: Moncton, Saint John, Fredericton.</p> <p>AIM FOR 2 FROM EACH PROVINCE. AIM FOR A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND MID-SIZE COMMUNITIES.</p>	CONTINUE – GROUP 11
Mid-Size and Major City Centres B.C.	<p>Cities include:</p>	CONTINUE – GROUP 12

	<p>Major city = >100,000 Vancouver, Surrey, Burnaby, Richmond, Abbotsford, Coquitlam, Kelowna, Delta</p> <p>Mid-size city = >50,000 Nanaimo, Kamloops, Chilliwack, Victoria, Maple Ridge, New Westminster, Prince George, Port Coquitlam, North Vancouver</p> <p>ENSURE A GOOD MIX NO MORE THAN 2 PER CITY.</p>	
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2a. How long have you lived in [INSERT CITY]? **RECORD NUMBER OF YEARS.**

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

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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-24	IF GROUP 4 – THANK AND END
25-30	IF GROUP 4 OR GROUP 7 – THANK AND END
31-39	IF GROUP 4 OR GROUP 7 – THANK AND END
40-49	IF GROUP 4 OR GROUP 7 – THANK AND END
50-54	IF GROUP 4 OR GROUP 7 – THANK AND END
55+	IF GROUP 7 – THANK AND END
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

4. **ASK ONLY IF GROUP 8** Do you identify your primary cultural and/or ethnic heritage to be either Syrian or Turkish?

Yes, Syrian	CONTINUE
Yes, Turkish	CONTINUE
No	THANK AND END
VOLUNTEERED Prefer not to answer	THANK AND END

GROUP SHOULD COMPRISE OF 4 PARTICIPANTS EACH FROM SYRIA AND TURKEY

6. **ASK ONLY IF GROUP 8 OR GROUP 10** Were you born in Canada?

Yes	IF GROUP 8, SKIP TO Q.9/IF GROUP 10, THANK AND END
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No **CONTINUE**
VOLUNTEERED Prefer not to answer **THANK AND END**

6a. **ASK ONLY IF GROUP 8 OR GROUP 10** How many years have you lived in Canada?

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

GROUP 8 – ENSURE A GOOD MIX BETWEEN THOSE WHO WERE NOT BORN IN CANADA AND THOSE BORN IN CANADA. ENSURE A GOOD MIX OF TIME LIVED IN CANADA FOR THOSE NOT BORN IN CANADA.

7. **ASK IF GROUP 10** Are you a Canadian citizen?
 Yes **CONTINUE**
 No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND END**

8. **ASK IF GROUP 10** Where did you immigrate from?

RECORD COUNTRY – ENSURE A GOOD MIX

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

Male	IF GROUP 4 – THANK AND END
Female	CONTINUE

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

10. **ASK ALL GROUPS WITH EXCEPTION OF GROUP 8** Which of the following racial or cultural groups best describes you? (multi-select)

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

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

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

Yes **CONTINUE**

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

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

1-2 **THANK AND END**

3-5 **CONTINUE**

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

Participant has high-speed access to the Internet

Participant has a computer/webcam

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

Yes **CONTINUE**

No **CONTINUE**

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

1-2 **THANK AND END**

3-5 **CONTINUE**

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

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

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

Yes **CONTINUE**

No **SKIP TO Q.21**

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

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

More than 6 months ago **CONTINUE**

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

0-4 groups **CONTINUE**

5 or more groups **THANK AND END**

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

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

ADDITIONAL RECRUITING CRITERIA

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

21. 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 and Insurance
Health Care
Social Assistance
Information and Cultural Industries
Management of Companies and Enterprises
Manufacturing
Mining, Quarrying, and Oil and Gas Extraction
Other Services (except Public Administration)
Professional, Scientific and Technical Services
Public Administration
Real Estate and Rental and Leasing
Retail Trade
Transportation and Warehousing
Utilities
Wholesale Trade
Unemployed

Full Time Student
Retired
Other, please specify: _____

CONTINUE FOR ALL

ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT. NO MORE THAN TWO PER SECTOR. NO INTERNATIONAL STUDENTS.

22. 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.

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

Under \$20,000
\$20,000 to just under \$40,000
\$40,000 to just under \$60,000
\$60,000 to just under \$80,000
\$80,000 to just under \$100,000
\$100,000 to just under \$150,000
\$150,000 and above

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

ENSURE A GOOD MIX.

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

Yes
No **THANK AND END**

INVITATION

I would like to invite you to this online focus group discussion, which will take place the evening of **[INSERT DATE/TIME BASED ON GROUP # IN CHART ON PAGE 1]**. The group will be two hours in length and you will receive \$125 for your participation following the group via an e-transfer.

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

Would you be willing to attend?

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

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

Name:

Telephone Number:

E-mail Address:

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

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

You may be required to view some material during the course of the discussion. If you require glasses to do so, please be sure to have them handy at the time of the group. Also, you will need a pen and paper in order to take some notes throughout the group.

This is a firm commitment. If you anticipate anything preventing you from attending (either home or work-related), please let me know now and we will keep your name for a future study. If for any reason you are unable to attend, please let us know as soon as possible at **[1-800-xxx-xxxx]** so we can find a replacement.

Thank you very much for your time.

RECRUITED BY: _____

DATE RECRUITED: _____

French Recruiting Script

**Bureau du Conseil privé
Questionnaire de recrutement – mars 2023
Groupes en français**

Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (HAE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
3	9 mars	18 h-20 h	18 h-20 h	Ville de Québec	Population générale	M. Proulx
6	16 mars	18 h-20 h	18 h-20 h	Grandes villes au Québec	Musulmans et musulmanes	M. Proulx
8	22 mars	18 h-20 h	18 h-20 h	Québec	Personnes confrontées à des pressions financières	M. Proulx

Questionnaire de recrutement

INTRODUCTION

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

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

NOTER LA LANGUE ET CONTINUER

Anglais **REMERCIER ET CONCLURE**

Français **CONTINUER**

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

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

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

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

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

QUESTIONS DE SÉLECTION

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

Une société d'études de marché

CONCLURE

REMERCIER ET

Une agence de commercialisation, de marque ou de publicité

CONCLURE

REMERCIER ET

Un magazine ou un journal

CONCLURE

REMERCIER ET

Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial

CONCLURE

REMERCIER ET

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

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

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

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

- Anglais **REMERCIER ET CONCLURE**
- Français **CONTINUER**
- Autre [Préciser ou non la langue, selon les besoins de l’étude] **REMERCIER ET CONCLURE**
- Préfère ne pas répondre **REMERCIER ET CONCLURE**

7. Dans quelle ville habitez-vous?

LIEU	VILLES	
Ville de Québec	Ville de Québec. LES PARTICIPANTS DOIVENT RÉSIDER DANS LESDITS CENTRES.	CONTINUER – GROUPE 3
Grandes villes au Québec	Ces villes peuvent notamment comprendre : Grandes villes = Population 100 000+ <u>Les grandes villes</u> : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière.	CONTINUER – GROUPE 6
Québec	Ces villes peuvent notamment comprendre : Grandes villes = Population 100 000+ <u>Pour les grandes villes</u> : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière.	CONTINUER – GROUPE 8

	<p>Taille moyenne = Population 50 000-99 999 <u>Pour les villes de taille moyenne :</u> Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe.</p> <p>Petites villes = Population > 50 000 <u>Pour les petites villes :</u> Saint-Georges, Val-d'Or, Sept-Îles, Varennes, Alma.</p> <p>ESSAYER DE RECRUTER AU MOINS DEUX RÉSIDENTS DANS CHAQUE CATÉGORIE DE VILLE (EN FONCTION DE LA TAILLE DE LA POPULATION). PAS PLUS D'UN PARTICIPANT PAR VILLE. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA PROVINCE. RECRUTER DES RÉSIDENTS DE GRANDES ET DE PETITES COLLECTIVITÉS.</p>	
Autre lieu		REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre		REMERCIER ET CONCLURE

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

8. DEMANDER SEULEMENT POUR LE GROUPE 6 Pratiquez-vous l'une des religions suivantes?

Le catholicisme	REMERCIER ET CONCLURE
Le judaïsme	REMERCIER ET CONCLURE
L'islam	CONTINUER
L'hindouisme	REMERCIER ET CONCLURE
Aucune religion	REMERCIER ET CONCLURE
Une autre religion	REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE : Préfère ne pas répondre	REMERCIER ET CONCLURE

9. **DEMANDER SEULEMENT POUR LE GROUPE 8** Lequel des énoncés suivants décrit le mieux votre situation financière actuelle?

Je profite de la vie grâce à la façon dont je gère mon argent et j'ai confiance en mon avenir financier.

REMERCIER ET CONCLURE

La plupart du temps, j'arrive à payer mes factures chaque mois. **CONTINUER**

Je m'inquiète continuellement de ma capacité à payer les choses chaque mois. **CONTINUER**

Je dois puiser dans mes économies, augmenter mon crédit ou reporter le paiement des factures pour arriver à joindre les deux bouts. **CONTINUER**

5a. **DEMANDER SEULEMENT POUR LE GROUPE 8** Comment feriez-vous face à une dépense imprévue de 400 \$ ou de 500 \$? Est-ce que...

- Vous payeriez la dépense à l'aide de fonds immédiatement disponibles (p. ex., provenant de votre compte chèque ou épargne, d'un montant d'argent comptant, ou d'une carte de crédit qui serait payée le même mois) **CONTINUER**
- Vous emprunteriez de l'argent pour couvrir la dépense, vous vendriez un bien pour couvrir la dépense ou vous ne payeriez pas la dépense immédiatement (p. ex., en utilisant une carte de crédit qui serait payée sur plusieurs mois) **CONTINUER**

Note à l'intervieweur ou l'intervieweuse : Si le répondant choisit « La plupart du temps, j'arrive à payer mes factures chaque mois » à la Q.5 et « Vous couvririez la dépense à l'aide de fonds immédiatement disponibles » à la Q.5a, remercier et conclure. VEILLER À CE QUE LE GROUPE COMPTE UNE PROPORTION PLUS IMPORTANTE DE RÉPONDANTS QUI ONT CHOISI « VOUS EMPRUNTERIEZ DE L'ARGENT POUR COUVRIR LA DÉPENSE, VOUS VENDRIEZ UN BIEN, ETC. »

10. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2022 – c'est-à-dire le revenu cumulatif de l'ensemble des membres de votre ménage avant impôt?

Moins de 20 000 \$

20 000 \$ à moins de 40 000 \$

40 000 \$ à moins de 60 000 \$

60 000 \$ à moins de 80 000 \$

80 000 \$ à moins de 100 000 \$

100 000 \$ à moins de 150 000 \$

150 000 \$ ou plus

RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE, POUR LE GROUPE 8, CONTINUER SEULEMENT SI \$60,000-\$100,000.

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

Homme

Femme

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

12. 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 30 ans	
31 à 44 ans	
45 à 54 ans	
55 ans ou plus	
RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE

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

13. 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* ».

14. 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**

15. 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

16. 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**

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

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

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

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

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

Oui **CONTINUER**
Non **PASSER À LA Q.19**

20. 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**

21. 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**

22. 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.

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

Administrations publiques
Agriculture, foresterie, pêche et chasse

Arts, spectacle et loisirs
Autres services, sauf les administrations publiques
Commerce de détail
Commerce de gros
Construction
Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz
Fabrication
Finance et assurances
Gestion de sociétés et d'entreprises
Hébergement et services de restauration
Industrie de l'information et industrie culturelle
Services administratifs, services de soutien, services de gestion des déchets et services d'assainissement
Services d'enseignement
Services immobiliers et services de location et de location à bail
Services professionnels, scientifiques et techniques
Services publics
Soins de santé et assistance sociale
Transport et entreposage
Sans emploi
Aux études à temps plein
À la retraite – **DEMANDER : « DANS QUEL SECTEUR TRAVAILLIEZ-VOUS AVANT? » ET NOTER LA RÉPONSE.**
Autre situation ou autre secteur; veuillez préciser : _____

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

24. DEMANDER À TOUS LES GROUPES 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.

25. 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.

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

Oui

Non **REMERCIER ET CONCLURE**

INVITATION

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

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

Est-ce que vous accepteriez de participer?

Oui	CONTINUER
Non	REMERCIER ET CONCLURE

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

Nom :

Numéro de téléphone :

Adresse courriel :

Vous recevrez un courrier électronique du **[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

March 2023

INTRODUCTION (10 minutes) All Locations

- Moderator or technician should let participants know that they will need pen and paper in order to take some notes, jot down some thoughts around some material that we will show them later in the discussion.

GOVERNMENT OF CANADA IN THE NEWS (10-75 minutes) Eastern Ontario General Population, Major City Centres Saskatchewan and Manitoba General Population, Quebec City General Population, Ontario Women Above Age 55, Rural Alberta General Population, Major City Centres Quebec Muslims, GTA and GMA Turkish and Syrian Diaspora, Major City Centres Saskatchewan, Manitoba, and Alberta Young Adults Aged 18-24, Quebec Middle Class Experiencing Financial Difficulties, GTA Canadian Citizens Born Outside of Canada, Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population

- What have you seen, read, or heard about the Government of Canada in the last few days?
 - Do you remember where you saw, read, or heard this news?
 - What are your reactions to seeing, reading, or hearing this news?
- Quebec City General Population, Major City Centres Quebec Muslims, Quebec Middle Class Experiencing Financial Difficulties What, if anything, have you seen, read, or heard about asylum seekers entering Quebec at Roxham Road?
 - Quebec City General Population, Major City Centres Quebec Muslims IF AWARE: What is causing this issue? How do you feel the Government of Canada is handling the situation?
- Ontario Women Above Age 55 Have you seen, read or heard any news related to health care?
- GTA Canadian Citizens Born Outside of Canada, Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population What, if anything, have you seen, read, or heard [lately] about Canada-US relations?
 - GTA Canadian Citizens Born Outside of Canada Do you remember where you saw, read, or heard this news?

- **GTA Canadian Citizens Born Outside of Canada** What are your reactions to seeing, reading, or hearing this news?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** How would you describe the current relationship between Canada and the US?

Turkish and Syrian Earthquakes **GTA and GMA Turkish and Syrian Diaspora**

- What have you seen, read, or heard about the Government of Canada's response to the earthquakes in Türkiye and Syria?
 - Do you remember where you saw, read, or heard this news?
 - What are your reactions to seeing, reading, or hearing this news?

The Government of Canada has responded to the earthquakes in Türkiye and Syria in the following ways:

SHOW 1ST SCREENSHARE

Foreign Aid

- On February 7th, immediately following the earthquakes, the Government of Canada provided \$10 million in humanitarian aid to help support emergency medical services, provide shelter, food, and other essential items.
 - Then on February 24th, the Government of Canada announced an additional \$20 million to help support ongoing humanitarian work in both Türkiye and Syria.
 - Prior to the earthquakes, the Government of Canada contributed nearly \$50 million to support ongoing humanitarian work in Syria, which meant that organizations could adapt their work to help Syrians impacted by the earthquakes.
- The Government of Canada announced they would match donations made by Canadians to the Red Cross and to the Humanitarian Coalition for up to \$10 million each, for a total of \$20 million in matched donations.
- Working with the Red Cross, the Government of Canada has sent 22,000 relief items, like blankets, hygiene kits, and kitchen sets.

MODERATOR TO ASK QUESTIONS (AS BELOW)

SHOW 2ND SCREENSHARE

Immigration

- The Government of Canada is prioritizing the processing of temporary and permanent residence applications from people affected by the earthquakes, including applications for refugee resettlement.
- The Government of Canada is allowing Turkish and Syrian temporary residents in Canada to continue to study, work, or visit family by applying for an extension of their status, free of charge.
 - An open work permit pathway will also be made available for Turkish and Syrian nationals already in Canada to make it easier to move between temporary streams.
- The Government of Canada is working with the United Nations to provide temporary shelter for refugees in the resettlement process while they wait for their applications to be processed.

CLARIFY AS NECESSARY: An open work permit is a work permit that is not job-specific. Because it is not job-specific the applicant does not need to have proof of an offer of employment or a labour market assessment from Employment and Social Development Canada when they apply for their work permit.

MODERATOR TO ASK QUESTIONS (AS BELOW)

ASK AFTER EACH SCREENSHARE:

- What are your reactions to these steps the Government of Canada has taken?
- What impact do you think these things will have?
- What more information would you like to have on any of these measures? Is there anything that's unclear?
- Is there anything here you think the Government of Canada should not be doing? Or, is there anything you're concerned about?

ASK ONCE BOTH SCREENSHARES HAVE BEEN REVIEWED:

- We've now looked at a few things the Government of Canada has done to help those impacted by the earthquakes, with these things in mind, do you feel the Government of Canada is on the right track or wrong track? Why?
- What more would you like to see from the Government of Canada on helping those affected by the earthquakes in Türkiye and Syria?
 - Is there anything you would like to say to the Government of Canada when it comes to dealing with the aftermath of these earthquakes?
- When it comes to engaging with the Turkish or Syrian communities in Canada, would you say the Government of Canada is generally on the right or wrong track?
- What are better ways for the federal government to engage with Turks or Syrians living in Canada?

PERFORMANCE AND PRIORITIES (15-25 minutes) Eastern Ontario General Population, Major City Centres Saskatchewan and Manitoba General Population, Quebec City General Population, Ontario Women Above Age 55, Rural Alberta General Population, Major City Centres Quebec Muslims, GTA and GMA Turkish and Syrian Diaspora, Major City Centres Saskatchewan, Manitoba, and Alberta Young Adults Aged 18-24, Quebec Middle Class Experiencing Financial Difficulties, Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population

- What does the Government of Canada do well?
- What does the Government of Canada need to improve on? [Why?]
- In your opinion, what are the top issues [impacting immigrants who arrived in Canada over the past 10 years] that the Government of Canada should be prioritizing? [Why?]

Turkish and Syrian Diaspora living in GTA and GMA *NOTE TO MODERATOR: If the earthquakes are brought up, let participants know we will be discussing this topic in more detail shortly.*

- **Major City Centres Quebec Muslims, Quebec Middle Class Experiencing Financial Difficulties** [In your opinion] what are the top issues impacting [Muslims/the middle class] that the Government of Canada should be prioritizing?

- **Major City Centres Quebec Muslims** What news have you ever seen, read, or heard about the Government of Canada's past work on any of these issues?
- **Major City Centres Quebec Muslims** What work, if any, is the Government of Canada planning to do on these issues?
- **GTA and GMA Turkish and Syrian Diaspora** IF NOT MENTIONED: What about when it comes to immigration? How big of a priority should immigration be?
 - **GTA and GMA Turkish and Syrian Diaspora** What are the biggest issues in immigration?
 - **GTA and GMA Turkish and Syrian Diaspora** IF NOT MENTIONED: What about wait times in processing applications?
- **Eastern Ontario General Population, Quebec City General Population, Ontario Women Above Age 55, Major City Centres Quebec Muslims, GTA and GMA Turkish and Syrian Diaspora, GTA Canadian Citizens Born Outside of Canada** When it comes to [managing this priority/these issues], would you say [that] the [federal government/Government of Canada] is generally on the right track or the wrong track? Why?
 - **Eastern Ontario General Population, Quebec City General Population, Ontario Women Above Age 55, GTA and GMA Turkish and Syrian Diaspora** To what extent do you think this issue is a priority for the federal government, if at all?
 - **Eastern Ontario General Population, Quebec City General Population, Ontario Women Above Age 55, GTA and GMA Turkish and Syrian Diaspora, GTA Canadian Citizens Born Outside of Canada** IF WRONG TRACK: What does the [federal government/Government of Canada] need to do to get on the right track?
- **Mid-Sized and Major City Centres Atlantic Canada General Population** What about health care? Is the Government of Canada prioritizing health care?
- **Mid-Sized and Major City Centres Atlantic Canada General Population** Have you seen, read, or heard anything recently regarding progress on improving health care in your province? What have you heard?
- **Major City Centres Quebec Muslims** IF NOT ALREADY MENTIONED: What about Islamophobia? How prevalent is it in Canada?
 - **Major City Centres Quebec Muslims** What news have you ever seen, read, or heard about the Government of Canada's past work on any of these issues?
 - **Major City Centres Quebec Muslims** What work, if any, is the Government of Canada planning to do on these issues?
 - **Major City Centres Quebec Muslims** When it comes to combatting Islamophobia, is the federal government generally on the right or wrong track? Why?

- **Major City Centres Quebec Muslims** For those who say they are on the wrong track, what could the federal government do to get on the right track?

- **Major City Centres Quebec Muslims** What, if anything, have you seen, read, or heard about the Government of Canada appointing a Special Representative on Combatting Islamophobia?
 - **Major City Centres Quebec Muslims** CLARIFY: on January 26, 2023, the Government of Canada appointed Canada's first special representative on combatting Islamophobia. This person will advise the Canadian government on steps to combat Islamophobia and raise awareness and understanding about Muslim communities in Canada.

- **Major City Centres Quebec Muslims** What are your reactions to this appointment?

- **Major City Centres Quebec Muslims** What impacts, if any, do you think this appointment will have on combatting Islamophobia in Canada?

- **Major City Centres Quebec Muslims** Is there anything else you feel the Government of Canada should be doing to combat Islamophobia?

- **Quebec Middle Class Experiencing Financial Difficulties** Would you say the Government of Canada is prioritizing these issues? Why/ why not?
 - **Quebec Middle Class Experiencing Financial Difficulties** IF NOT PRIORITIZING: What would you like to see from the federal government on this issue?
 - **Quebec Middle Class Experiencing Financial Difficulties** IF PRIORITIZING: What news have you ever seen, read, or heard about the Government of Canada's past work on managing these issues?
 - **Quebec Middle Class Experiencing Financial Difficulties** Are you aware of any work the federal government is planning to do on these files?

- **GTA Canadian Citizens Born Outside of Canada** IF NOT MENTIONED: What about when it comes to immigration? Would you say the Government of Canada is generally on the right track or wrong track when it comes to managing the immigration system? Why?
 - **GTA Canadian Citizens Born Outside of Canada** What are the biggest immigration issues the federal government should be prioritizing?
 - **GTA Canadian Citizens Born Outside of Canada** IF NOT MENTIONED: What about processing times?
 - **GTA Canadian Citizens Born Outside of Canada** IF NOT MENTIONED: What about recognizing foreign credentials?

GTA Canadian Citizens Born Outside of Canada CLARIFY AS NEEDED: Recognizing foreign credentials is when the federal, provincial, or territorial government determines that a license or certificate earned outside of Canada meets the standards in Canada, so that an individual can work in a specialized job. Examples of specialized jobs could be working as a doctor, accountant, or an electrician.

- Is it important to prioritize this issue?
 - **GTA Canadian Citizens Born Outside of Canada** What has the Government of Canada done to address this issue?
 - **GTA Canadian Citizens Born Outside of Canada** What should the federal government do on this issue?
- **Quebec Middle Class Experiencing Financial Difficulties, GTA Canadian Citizens Born Outside of Canada** In your opinion, does the Government of Canada pay enough attention to [the middle-class/immigrants]? [Why/ why not?]
- **Quebec Middle Class Experiencing Financial Difficulties, GTA Canadian Citizens Born Outside of Canada** What more should the Government of Canada do to support [the middle-class/immigrants]?

BUDGET (30-40 minutes) **Eastern Ontario General Population, Major City Centres Saskatchewan and Manitoba General Population, Quebec City General Population, Ontario Women Above Age 55, Rural Alberta General Population, Major City Centres Quebec Muslims**

Eastern Ontario General Population, Quebec City General Population, Ontario Women Above Age 55, Major City Centres Quebec Muslims Now, I'd like to talk about the Government of Canada's upcoming Budget for 2023/2024...

- **Eastern Ontario General Population, Quebec City General Population, Ontario Women Above Age 55** But before we dive in, when you think about "a budget from the Government of Canada," what comes to mind?
 - **Eastern Ontario General Population, Quebec City General Population, Ontario Women Above Age 55** What do you expect is included in a Budget?

- Eastern Ontario General Population, Quebec City General Population, Ontario Women Above Age 55 SHOW OF HANDS: Does anyone remember hearing about a Government of Canada Budget in the past?
 - Eastern Ontario General Population, Quebec City General Population, Ontario Women Above Age 55 IF YES: What specifically do you remember?
 - Eastern Ontario General Population, Quebec City General Population, Ontario Women Above Age 55 Where or how did you hear about it?

Eastern Ontario General Population, Major City Centres Saskatchewan and Manitoba General Population, Quebec City General Population, Ontario Women Above Age 55, Rural Alberta General Population Now we're going to look ahead as the Government of Canada is currently preparing its upcoming budget for 2023/2024.

Eastern Ontario General Population, Major City Centres Saskatchewan and Manitoba General Population, Quebec City General Population, Ontario Women Above Age 55, Rural Alberta General Population EXERCISE, WRITE IN CHAT: We're going to do an exercise that will require you to write private messages to the moderator in the chat. We'll then go over your answers to each question and reasoning afterwards.

- Thinking about the upcoming budget, what priorities or issues do you hope to see addressed?

ASK FOR EACH PRIORITY/ISSUE

- Why did you select [INSERT PRIORITY] as something the Budget should address?
 - Eastern Ontario General Population, Major City Centres Saskatchewan and Manitoba General Population, Quebec City General Population, Ontario Women Above Age 55, Rural Alberta General Population How do you think the Government of Canada should go about addressing this issue?
- IF NOT ALREADY DISCUSSED: What about health care? Should the Government of Canada prioritize health care in the upcoming Budget? Why/why not?
 - What would you like to see the federal government do about health care in the Budget?
- IF NOT ALREADY DISCUSSED: What about inflation? Should addressing inflation and the rising cost of living be a priority in the upcoming Budget? Why/why not?
 - What would you like to see the federal government do about the cost of living?
 - What about reducing inflation specifically – is there anything the federal government could do?

- What about creating jobs? Should job creation be a priority in the upcoming Budget? Why/why not?
 - What would you like to see the federal government do to create more jobs?
- What about government support for growing Canadian industries like electric vehicle manufacturing and clean energy production? Should such support be a priority for the upcoming budget, or not? Why/why not?
 - If the Government of Canada did prioritize supporting Canadian industries, like electric vehicle manufacturing and clean energy production, what sort of impact, if any, might that have on:
 - The economy
 - The environment
 - Your community
 - You personally
- How would you like to receive information about the budget?

BUDGET 2023 (15-80 minutes) GTA Canadian Citizens Born Outside of Canada, Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population

I'd like to talk to you [specifically about news on the/about the recent] federal Budget...

- Has anyone heard about the federal Budget [that was tabled earlier today]?
 - Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population IF YES: PROBE IN-DEPTH:
 - GTA Canadian Citizens Born Outside of Canada, Mid-Sized and Major City Centres Atlantic Canada General Population What have you heard?
 - GTA Canadian Citizens Born Outside of Canada Where did you hear about it?
 - GTA Canadian Citizens Born Outside of Canada What are your thoughts on what you heard?
 - Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population Did anyone watch the Budget speech live?

- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** IF NO: Where did you hear about it?
 - **GTA Canadian Citizens Born Outside of Canada** Do you think it was focusing on the right issues?
 - **GTA Canadian Citizens Born Outside of Canada** Is there anything you hope is in there? Is there anything that should have been included?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** What do you think the overall theme or focus of the Budget was?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Can anyone remember anything that was announced?
 - **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** IF YES: What do you remember?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Was there anything in there you [like/liked]?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Was there anything you didn't like?
 - **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** IF YES: What do others think about [ITEMS MENTIONED]?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** What is your overall impression of the Budget?

Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population The priorities in Budget 2023 are to help make life more affordable for Canadians, to improve Canada's publicly funded health care system, and to grow the clean economy.

- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** How important are these priorities? Why do you say so?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** On these priorities, has the Government of Canada generally been on the right track or wrong track? Why?

Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population I'm now going to show you two lists of measures that were announced in the Budget to get your reactions. We have one list for each priority we highlighted at the beginning of this discussion (affordability and [health care/the clean economy]). These are not exhaustive lists of everything in the Budget.

- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** **POLL:** Here is the first list. I'd like you to select the ones that you think will have the most positive impact on helping to make life more affordable for Canadians. You can select up to 3. If you don't think any will have a positive impact, don't select any.

Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population **SHOW ON SCREEN**

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

- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Out of all the items in this section, which do you think would be the most helpful in making life more affordable for Canadians? Why?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Would any of these personally impact you?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** As far as you can tell, would any of these measures have an impact on inflation? Positive or negative? Why/why not?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Is there anything else the Government of Canada should be doing to help make life more affordable?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Is there anything in this section that the Government of Canada should not be doing?
- **Mid-Sized and Major City Centres Atlantic Canada General Population** **POLL:** Here is the second list. Again, select the ones that you think will have the most positive impact on improving Canada's publicly funded health care system. You can select up to 3. If you don't think any will have a positive impact, don't select any.

Mid-Sized and Major City Centres Atlantic Canada General Population **SHOW ON SCREEN**

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

- Addressing the **opioid crisis** by funding more harm-reduction initiatives and treatment.
- **Mid-Sized and Major City Centres Atlantic Canada General Population** Out of all the items in this section, which do you think would be the most helpful for improving our publicly funded health care system?
- **Mid-Sized and Major City Centres Atlantic Canada General Population** Would any of these personally impact you?
- **Mid-Sized and Major City Centres British Columbia General Population** And here is the second list. For these measures, we'll just be going over each without doing a poll. Here are two things the Government of Canada is doing to help grow the clean economy.

Mid-Sized and Major City Centres British Columbia General Population **SHOW ON SCREEN:**

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

Mid-Sized and Major City Centres British Columbia General Population Thinking about the new tax credit to support the manufacturing of clean technologies...

- **Mid-Sized and Major City Centres British Columbia General Population** What impact do you think this tax credit will have on:
 - **Mid-Sized and Major City Centres British Columbia General Population** The economy and job creation
 - **Mid-Sized and Major City Centres British Columbia General Population** The environment
- **Mid-Sized and Major City Centres British Columbia General Population** Would this personally impact you?
- **Mid-Sized and Major City Centres British Columbia General Population** Why do you think the Government of Canada prioritized this?
- **Mid-Sized and Major City Centres British Columbia General Population** Generally, can you think of any past work the Government of Canada has done to help grow the clean energy sector?

- **Mid-Sized and Major City Centres British Columbia General Population** IF NOT MENTIONED: What about to help grow the manufacturing of electric vehicles in Canada?
- **Mid-Sized and Major City Centres British Columbia General Population** What do you think would happen if the Government of Canada didn't prioritize investments in clean technologies?
 - **Mid-Sized and Major City Centres British Columbia General Population** Do you think that it would be able to stay competitive economically?
 - **Mid-Sized and Major City Centres British Columbia General Population** How concerned are you, if at all, that Canada could fall behind other countries if it doesn't invest in clean technologies?

Mid-Sized and Major City Centres British Columbia General Population Thinking about the new tax credit to build up the clean electricity grid...

- **Mid-Sized and Major City Centres British Columbia General Population** What impact do you think this tax credit will have on:
 - **Mid-Sized and Major City Centres British Columbia General Population** Affordability / the cost of electricity
 - **Mid-Sized and Major City Centres British Columbia General Population** The economy and job creation
 - **Mid-Sized and Major City Centres British Columbia General Population** The environment
- **Mid-Sized and Major City Centres British Columbia General Population** Would this personally impact you?
- **Mid-Sized and Major City Centres British Columbia General Population** Why do you think the government of Canada prioritized this?
- **Mid-Sized and Major City Centres British Columbia General Population** What do you think would happen if the Government of Canada didn't prioritize investments in the clean energy grid?
 - **Mid-Sized and Major City Centres British Columbia General Population** Is it important that Canada's electricity grid be entirely clean? Why do you say so?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Is there anything else the Government of Canada should be doing to help [the health care system/grow the clean energy sector]?

- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Is there anything in this section that the Government of Canada should not be doing?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Thinking back to everything we have talked about today, what is your overall impression of Budget 2023?
 - **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Is this a Budget designed to help the middle-class? Why/why not?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Do you think it's realistic that all of these initiatives can be fulfilled?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Let's assume for the moment all of these initiatives can be fulfilled. What impact do you think this would have in Canada?
- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Is there anything else not covered here that you would hope is included in a future Budget?

Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population I want to talk about a few highlights from the Budget. For this, I'm going to read out some quotes from the Budget speech in the House of Commons.

Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population First off:

Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population "We are going to make sure that the unions who built the middle class can continue to thrive, and we are going to make it easier for Canadian workers to learn the skills they need... We're going to build big things here in Canada"

Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population The next quote I want to talk about is:

Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population “Canada is a land filled with good, hardworking people—people who do big and important things. And it is because of them—the people of Canada, and the big and important things they will do in the months and years to come—that I have never been more optimistic about the future of our country than I am today.”

Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population The next quote is:

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

Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population The next quote I want to talk about is:

Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population “Last year, Canada delivered the strongest economic growth in the G7... Inflation has fallen for eight months in a row, and the Bank of Canada predicts it will drop to just 2.6 per cent by the end of this year... In February, the average wage for Canadians went up by 5.4 per cent. That meant paycheques outpaced inflation, which meant more money in Canadians’ pockets after a hard day’s work—from coast-to-coast-to-coast.”

Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population ASK AFTER EACH QUOTE:

- Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population What is your reaction to this quote?
- Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population What does this quote mean to you?

- **Mid-Sized and Major City Centres Atlantic Canada General Population, Mid-Sized and Major City Centres British Columbia General Population** Do you agree or disagree with what is being said? Why?

CLIMATE LITERACY (35 minutes) **Major City Centres Saskatchewan and Manitoba General Population, Rural Alberta General Population, Major City Centres Saskatchewan, Manitoba, and Alberta Young Adults Aged 18-24, Quebec Middle Class Experiencing Financial Difficulties**

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

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

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

- What are some examples of behaviours that you can take that might help stop climate change?
 - PROMPT: These can be behaviours related to our food, our transportation, our use of energy in our homes, the products we buy, how we dispose of waste, etc.
- Which actions do you find are the easiest to take? What makes them easy?
- What types of actions do you find are the most difficult to take? What makes them difficult?
 - PROMPT: Not knowing what actions to take?
 - PROMPT: Not being able to afford to take action?
 - PROMPT: Not having pro-climate options available to you?
- Over the next 6 months, do you intend to increase the number of pro-climate actions you take, decrease or keep about the same? Why?
- If you, as an individual, had unlimited resources, what would you do to help stop climate change?
 - Why?
- Do you think climate change is an issue that most Canadians care about?
 - About what percentage of Canadians do you think see climate change as an important issue?

- To what extent do you think other people in Canada are taking action to help stop climate change?
- Do you think you care about climate change more or less than most other Canadians, or about the same?
- Do you think that people who are like you are taking action to help stop climate change?
- Do you think that people close to you are taking action to help stop climate change?
- Do you think that people close to you expect you to take action to help stop climate change?
- If you knew that other people were taking pro-climate action, would that encourage you to do the same? Why/why not?
- Who do you think has the most responsibility to act to help stop climate change: governments, industry, NGOs, or individuals? What makes you say that?
- By a show of hands, how many of you would say that your individual actions can have a positive impact on climate change? Why/why not?
- By a show of hands, how many of you would agree that, if we all act collectively, our actions can have a positive impact on climate change? Why/why not?
- What types of actions do you think have the strongest/most positive impact on climate change?
- Which actions do you think are less/least impactful?

CRTC BRANDING (25-35 minutes) Eastern Ontario General Population, Quebec City General Population, Major City Centres Saskatchewan, Manitoba, and Alberta Young Adults Aged 18-24, Quebec Middle Class Experiencing Financial Difficulties

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

But first:

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

Here is a brief overview of the CRTC:

SHOW ON SCREEN

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

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

Eastern Ontario General Population SHOW CONCEPT 1 (OUR STORIES) ON SCREEN

Quebec City General Population, Major City Centres Saskatchewan, Manitoba, and Alberta Young Adults Aged 18-24, Quebec Middle Class Experiencing Financial Difficulties SHOW CONCEPT 2 (YOUR STORIES) ON SCREEN

- What do you think of these images? Can you relate to them?
 - How do these images make you feel?
 - What do the images mean to you?
- What do you think about the colours?
 - Would you say they are modern?
 - IF YES: Is that a good or bad thing?

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

SHOW TAGLINES FOR CONCEPTS 1-4 ON SCREEN

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

- What does each one mean to you?

- What does each one make you think of?

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

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

SHOW ON SCREEN

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

- And now thinking of the concept as a whole, including the [different wording in other versions/wording you think is best], do you think the concept is communicating these goals? What makes you say that?

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

PRAIRIESCAN KNOWLEDGE/AWARENESS (15 minutes) Major City Centres Saskatchewan and Manitoba General Population, Rural Alberta General Population, Major City Centres Saskatchewan, Manitoba, and Alberta Young Adults Aged 18-24

Shifting topics again...

- By show of hands:
 - How many of you are business owners?
 - Do you use social media in the function of your job?

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

ASK OTHER PARTICIPANTS:

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

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

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

ASK ALL:

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

ASK IF ANY BUSINESS OWNERS/MANAGERS/EXECUTIVES

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

DISAGGREGATED DATA (25 minutes) Ontario Women Above Age 55, Major City Centres Quebec Muslims, GTA Canadian Citizens Born Outside of Canada

- Have you heard the term “disaggregated data”?
 - IF YES: Can anyone explain what it means?

SHOW ON SCREEN:

Disaggregated data essentially means taking data and separating it into subcategories to understand trends. For example, if we look at COVID-19 data by age, we see that older adults have a higher risk of developing health complications.

Statistics Canada is disaggregating data and will be focusing on specific population groups, such as women, Indigenous Peoples, racialized groups, and people living with disabilities.

- Why do you think Statistics Canada is doing this? That is, do you see any benefits to doing this?
 - PROMPT AS NEEDED: Do you think it will help to see what kinds of different economic or social impacts affect various groups?
 - PROMPT AS NEEDED: Do you think it can help to understand the specific needs of various groups?

CLARIFY AS NEEDED: Essentially, to remove any systemic barriers, such as racism, and to understand the diverse needs of these groups, as well as develop strategies and policies to dismantle discriminatory practices and barriers, first we need detailed data to understand the situation.

- Now that we've been discussing Statistics Canada disaggregating data a bit, can anyone explain in your own words the work Statistics Canada is doing on this? *Note to moderator: Move through this question briefly/quickly.*
- Can you think of any other terms or phrases that would effectively describe the work Statistics Canada is doing, other than "disaggregated data"?

POLL: I'm going to show you a list. I'd like you to select which wording, if any, you think is the most appropriate to explain this program – bearing in mind that this program has a focus on groups such as women, racialized populations, people with disabilities, and Indigenous Peoples in regions across Canada.

- Inclusive Data for a More Informed Canada
- Diversity Data for a Better Canada
- Diversity Data for an Equitable Canada
- Diversity Data for Better Decision-making

Ontario Women Above Age 55, GTA Canadian Citizens Born Outside of Canada MODERATOR TO REVIEW THE MOST SELECTED PROGRAM NAMES.

Major City Centres Quebec Muslims Moderator to discuss the names selected the most. WHY were they selected?

- Why did you select [INSERT WORDING]?
- Are there any that you dislike, or feel are inappropriate? What makes you say that?
- Is there anything missing from the list (i.e., are there any words or ideas you think should be conveyed or communicated when referencing disaggregated data that are currently missing)?
 - IF YES: What should be included?

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

Mars 2023

DOCUMENT MAÎTRE

INTRODUCTION (10 minutes) Tous les lieux

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

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (10-75 minutes) Population générale de l'est de l'Ontario, population générale de grandes villes de la Saskatchewan et du Manitoba, population générale de Québec, Ontariennes âgées de 55 ans ou plus, population générale de collectivités rurales de l'Alberta, musulmans de grandes villes du Québec, membres des diasporas turque et syrienne de la RGT et de la GRM, jeunes adultes de 18 à 24 ans de grandes villes de la Saskatchewan, du Manitoba et de l'Alberta, Québécois de la classe moyenne confrontés à des pressions financières, citoyens canadiens de la RGT nés à l'étranger, population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
 - Vous souvenez-vous où vous avez vu, lu ou entendu cette nouvelle?
 - Quelles sont vos réactions après avoir vu, lu ou entendu cette nouvelle?
- Population générale de Québec, musulmans de grandes villes du Québec, Québécois de la classe moyenne confrontés à des pressions financières Qu'avez-vous vu, lu ou entendu, le cas échéant, au sujet des demandeurs d'asile qui entrent au Québec par le chemin Roxham?
 - Population générale de Québec, musulmans de grandes villes du Québec SI AU COURANT : Quelle est la cause de cet enjeu? Que pensez-vous de la façon dont le gouvernement du Canada gère la situation?

- **Ontariennes âgées de 55 ans ou plus** Avez-vous vu, lu ou entendu quoi que ce soit dans l'actualité au sujet des soins de santé?
- **Citoyens canadiens de la RGT nés à l'étranger, population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique** Qu'avez-vous vu, lu ou entendu [dernièrement] sur les relations canado-américaines, le cas échéant?
 - **Citoyens canadiens de la RGT nés à l'étranger** Vous souvenez-vous où vous avez vu, lu ou entendu cette nouvelle?
 - **Citoyens canadiens de la RGT nés à l'étranger** Quelles sont vos réactions après avoir vu, lu ou entendu cette nouvelle?
 - **Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique** Comment décririez-vous la relation actuelle du Canada avec les États-Unis?

Séismes en Türkiye et en Syrie Membres des diasporas turque et syrienne de la RGT et de la GRM

- Qu'avez-vous vu, lu ou entendu au sujet de la réponse du gouvernement du Canada en lien avec les séismes en Türkiye et en Syrie?
 - Vous souvenez-vous où vous avez vu, lu ou entendu cette nouvelle?
 - Quelles sont vos réactions après avoir vu, lu ou entendu cette nouvelle?

Le gouvernement du Canada a réagi de diverses façons aux séismes en Türkiye et en Syrie.

PREMIER PARTAGE D'ÉCRAN

Aide à l'étranger

- Le 7 février dernier, immédiatement après les séismes, le gouvernement du Canada a fourni 10 millions de dollars en aide humanitaire pour soutenir les services médicaux d'urgence, fournir des abris, de la nourriture et d'autres biens essentiels.
 - Le 24 février, il a annoncé une aide additionnelle de 20 millions de dollars pour soutenir l'action humanitaire en Türkiye et en Syrie.
 - Avant les séismes, le gouvernement du Canada avait contribué pour près de 50 millions de dollars pour appuyer l'action humanitaire en Syrie, ce qui signifie que les organisations ont adapté leurs efforts pour venir en aide aux Syriens touchés par les séismes.

- Le gouvernement du Canada a annoncé qu'il égalerait les dons versés par les Canadiens à la Croix-Rouge canadienne et à la Coalition humanitaire, jusqu'à concurrence de 10 millions de dollars pour chacun des deux organismes en dons jumelés.
- En collaboration avec la Croix-Rouge canadienne, le gouvernement du Canada a envoyé 22 000 articles de secours comme des couvertures, des trousseaux d'hygiène et des ensembles de cuisine.

LE MODÉRATEUR POSE LES QUESTIONS QUI SUIVENT

DEUXIÈME PARTAGE D'ÉCRAN

Immigration

- Le gouvernement du Canada a choisi de traiter en priorité les demandes de résidence temporaire et permanente provenant des victimes des séismes, y compris les demandes de réinstallation des réfugiés.
- Le gouvernement du Canada permet aux résidents temporaires turcs et syriens au Canada de continuer à étudier, à travailler ou à visiter leur famille en demandant gratuitement une prolongation de leur statut.
 - Une voie ouverte de permis de travail sera mise à la disposition des ressortissants turcs et syriens déjà au Canada pour faciliter la tâche de ceux qui souhaitent changer de voie temporaire.
- Le gouvernement du Canada collabore avec les Nations Unies pour offrir un refuge temporaire aux réfugiés au terme du processus de réinstallation au Canada pendant qu'ils attendent le traitement de leur demande.

CLARIFIER AU BESOIN : Un permis de travail ouvert est un permis de travail qui n'est pas lié à un emploi donné. Parce qu'il n'est pas lié à un emploi donné, il n'est pas nécessaire de fournir une preuve d'emploi ou une étude d'impact sur le marché du travail d'Emploi et Développement social Canada pour présenter une demande de permis de travail.

LE MODÉRATEUR POSE LES QUESTIONS QUI SUIVENT

DEMANDER APRÈS CHAQUE PARTAGE D'ÉCRAN :

- Quelles sont vos réactions à ces mesures du gouvernement du Canada?
- Quels seront les effets de ces mesures d'après vous?

- Quelles autres informations souhaiteriez-vous avoir sur ces mesures? Y a-t-il quoi que ce soit d'ambigu?
- Y a-t-il quelque chose que le gouvernement du Canada ne devrait pas faire? Y a-t-il quelque chose qui vous préoccupe?

DEMANDER UNE FOIS QUE LES DEUX ÉCRANS ONT ÉTÉ PASSÉS EN REVUE :

- Maintenant que nous avons discuté de certaines choses que le gouvernement du Canada a fait pour venir en aide aux populations touchées par les séismes, diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie? Pourquoi?
- Qu'est-ce que vous aimeriez que le gouvernement du Canada fasse de plus pour aider les populations touchées par les séismes en Türkiye et en Syrie?
 - Aimeriez-vous dire quelque chose au gouvernement du Canada au sujet de la façon d'intervenir à la suite de ces séismes?
- Lorsqu'il s'agit d'interagir avec les communautés turques ou syriennes au Canada, diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie?
- De quelle façon le gouvernement fédéral pourrait-il mieux interagir avec les ressortissants turcs et syriens au Canada?

PERFORMANCE ET PRIORITÉS (15-25 minutes) Population générale de l'est de l'Ontario, population générale de grandes villes de la Saskatchewan et du Manitoba, population générale de Québec, Ontariennes âgées de 55 ans ou plus, population générale de collectivités rurales de l'Alberta, musulmans de grandes villes du Québec, membres des diasporas turque et syrienne de la RGT et de la GRM, jeunes adultes de 18 à 24 ans de grandes villes de la Saskatchewan, du Manitoba et de l'Alberta, Québécois de la classe moyenne confrontés à des pressions financières, population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique

- Qu'est-ce que le gouvernement du Canada fait de bien?
- Sur quel plan le gouvernement du Canada doit-il s'améliorer? [Pourquoi?]

- Selon vous, quels sont les principaux enjeux [qui touchent les immigrants qui sont arrivés au Canada dans les dix dernières années] et auxquels le gouvernement du Canada devrait accorder la priorité? [Pourquoi?]

Membres des diasporas turque et syrienne de la RGT et de la GRM NOTE AU MODÉRATEUR : Si les séismes sont mentionnés, informer les participants que ce sujet sera abordé en détail un peu plus tard.

- **Musulmans de grandes villes du Québec, Québécois de la classe moyenne confrontés à des pressions financières** À votre avis, quels sont les principaux enjeux [qui ont un impact sur la population musulmane/qui affectent la classe moyenne] et que le gouvernement du Canada devrait traiter en priorité?
- **Musulmans de grandes villes du Québec** Quelles nouvelles avez-vous déjà vues, lues ou entendues au sujet du travail effectué par le gouvernement du Canada dans le passé sur l'un de ces enjeux?
- **Musulmans de grandes villes du Québec** Quel travail, le cas échéant, le gouvernement fédéral prévoit-il de faire relativement à ces enjeux?
- **Membres des diasporas turque et syrienne de la RGT et de la GRM** SI CE N'EST PAS MENTIONNÉ Qu'en est-il de l'immigration? Quelle priorité le gouvernement devrait-il accorder à l'immigration?
 - **Membres des diasporas turque et syrienne de la RGT et de la GRM** Quels sont les principaux enjeux en matière d'immigration?
 - **Membres des diasporas turque et syrienne de la RGT et de la GRM** SI CE N'EST PAS MENTIONNÉ Qu'en est-il des délais de traitement des demandes?
- **Population générale de l'est de l'Ontario, population générale de Québec, Ontariennes âgées de 55 ans ou plus, musulmans de grandes villes du Québec, membres des diasporas turque et syrienne de la RGT et de la GRM, Citoyens canadiens de la RGT nés à l'étranger** En ce qui concerne le traitement de ces enjeux], le gouvernement du Canada est-il généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi?
 - **Population générale de l'est de l'Ontario, population générale de Québec, Ontariennes âgées de 55 ans ou plus, musulmans de grandes villes du Québec, membres des diasporas turque et syrienne de la RGT et de la GRM** Jusqu'à quel point pensez-vous que cet enjeu constitue une priorité pour le gouvernement fédéral, le cas échéant?
 - **Population générale de l'est de l'Ontario, population générale de Québec, Ontariennes âgées de 55 ans ou plus, musulmans de grandes villes du Québec,**

membres des diasporas turque et syrienne de la RGT et de la GRM, Citoyens canadiens de la RGT nés à l'étranger SI SUR LA MAUVAISE VOIE : Que doit faire le gouvernement du Canada pour être sur la bonne voie?

- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique Qu'en est-il des soins de santé? Le gouvernement du Canada fait-il des soins de santé une priorité?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique Avez-vous vu, lu ou entendu quoi que ce soit récemment au sujet des progrès réalisés pour améliorer les soins de santé dans votre province? Qu'avez-vous vu, lu ou entendu?
- Musulmans de grandes villes du Québec SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de l'islamophobie? Dans quelle mesure est-elle répandue au Canada?
 - Musulmans de grandes villes du Québec Quelles nouvelles avez-vous déjà vues, lues ou entendues au sujet du travail effectué par le gouvernement du Canada dans le passé sur l'un de ces enjeux?
 - Musulmans de grandes villes du Québec Quel travail, le cas échéant, le gouvernement fédéral prévoit-il de faire relativement à ces enjeux?
 - Musulmans de grandes villes du Québec En ce qui concerne la lutte contre l'islamophobie, le gouvernement fédéral est-il généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi?
 - Musulmans de grandes villes du Québec Pour ceux qui disent qu'il est sur la mauvaise voie, que pourrait faire le gouvernement fédéral pour se mettre sur la bonne voie?
- Musulmans de grandes villes du Québec Qu'avez-vous vu, lu ou entendu, le cas échéant, de la nomination d'une représentante spéciale du Canada chargée de la lutte contre l'islamophobie par le gouvernement du Canada?
 - Musulmans de grandes villes du Québec CLARIFIER : Le 26 janvier 2023, le gouvernement du Canada a nommé la première représentante spéciale du Canada chargée de la lutte contre l'islamophobie. Cette personne conseillera le gouvernement canadien sur les mesures à prendre pour lutter contre l'islamophobie et pour sensibiliser le public aux communautés musulmanes du Canada.
- Musulmans de grandes villes du Québec Que pensez-vous de cette nomination?

- **Musulmans de grandes villes du Québec** Selon vous, quel effet cette nomination aura-t-elle sur la lutte contre l'islamophobie au Canada?
- **Musulmans de grandes villes du Québec** Selon vous, que devrait faire le gouvernement du Canada pour combattre l'islamophobie?
- **Québécois de la classe moyenne confrontés à des pressions financières** Diriez-vous que ces enjeux sont une priorité pour le gouvernement du Canada? Pourquoi ou pourquoi pas?
 - **Québécois de la classe moyenne confrontés à des pressions financières** SINON : Qu'aimeriez-vous que le gouvernement fédéral fasse relativement à cet enjeu?
 - **Québécois de la classe moyenne confrontés à des pressions financières** DANS L’AFFIRMATIVE : Quelles nouvelles avez-vous déjà vues, lues ou entendues au sujet du travail effectué dans le passé par le gouvernement du Canada pour gérer ces enjeux?
 - **Québécois de la classe moyenne confrontés à des pressions financières** Êtes-vous au courant d'un quelconque travail que le gouvernement fédéral prévoit faire relativement à ces dossiers?
- **Citoyens canadiens de la RGT nés à l'étranger** SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de l'immigration? Diriez-vous que le gouvernement du Canada est généralement sur la bonne voie ou sur la mauvaise voie quand il s'agit de gérer le système d'immigration? Pourquoi?
 - **Citoyens canadiens de la RGT nés à l'étranger** Quels sont les principaux enjeux en matière d'immigration que le gouvernement fédéral devrait prioriser?
 - **Citoyens canadiens de la RGT nés à l'étranger** SI CE N'EST PAS MENTIONNÉ : Qu'en est-il des délais de traitement?
 - **Citoyens canadiens de la RGT nés à l'étranger** SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de la reconnaissance des titres de compétences étrangers?

Citoyens canadiens de la RGT nés à l'étranger ÉCLAIRCISSEMENT AU BESOIN : La reconnaissance des titres de compétences étrangers survient lorsque le gouvernement fédéral, provincial ou territorial détermine qu'une licence ou un certificat obtenu à l'extérieur du Canada répond aux normes canadiennes, de manière à ce qu'un travailleur puisse occuper un emploi spécialisé. Les médecins, les comptables et les électriciens sont des exemples d'emplois spécialisés.

- Est-ce important que cet enjeu soit une priorité?
 - **Citoyens canadiens de la RGT nés à l'étranger** Qu'a fait le gouvernement du Canada pour corriger ce problème?

- **Citoyens canadiens de la RGT nés à l'étranger** Que devrait faire le gouvernement fédéral pour corriger ce problème?
- **Québécois de la classe moyenne confrontés à des pressions financières, citoyens canadiens de la RGT nés à l'étranger** À votre avis, le gouvernement du Canada porte-t-il suffisamment attention [à la classe moyenne/aux immigrants]? [Pourquoi/pourquoi pas?]
- **Québécois de la classe moyenne confrontés à des pressions financières, citoyens canadiens de la RGT nés à l'étranger** Que devrait faire le gouvernement du Canada pour soutenir [la classe moyenne/les immigrants]?

BUDGET (30-40 minutes) Population générale de l'est de l'Ontario, population générale de grandes villes de la Saskatchewan et du Manitoba, population générale de Québec, Ontariennes âgées de 55 ans ou plus, population générale de collectivités rurales de l'Alberta, musulmans de grandes villes du Québec

Population générale de l'est de l'Ontario, population générale de Québec, Ontariennes âgées de 55 ans ou plus, musulmans de grandes villes du Québec Maintenant, j'aimerais parler du prochain budget du gouvernement du Canada pour 2023-2024.

- **Population générale de l'est de l'Ontario, population générale de Québec, Ontariennes âgées de 55 ans ou plus** Avant d'aborder le sujet, quand vous entendez parler de « budget du gouvernement du Canada », qu'est-ce qui vous vient à l'esprit?
 - **Population générale de l'est de l'Ontario, population générale de Québec, Ontariennes âgées de 55 ans ou plus** Selon vous, que devrait contenir un budget?
- **Population générale de l'est de l'Ontario, population générale de Québec, Ontariennes âgées de 55 ans ou plus** À MAIN LEVÉE : Vous rappelez-vous d'avoir entendu parler d'un budget du gouvernement du Canada dans le passé?
 - **Population générale de l'est de l'Ontario, population générale de Québec, Ontariennes âgées de 55 ans ou plus** SI OUI : De quoi vous rappelez-vous?
 - **Population générale de l'est de l'Ontario, population générale de Québec, Ontariennes âgées de 55 ans ou plus** Où ou comment en avez-vous entendu parler?

Population générale de l'est de l'Ontario, population générale de grandes villes de la Saskatchewan et du Manitoba, population générale de Québec, Ontariennes âgées de 55 ans ou plus, population

générale de collectivités rurales de l'Alberta Nous allons maintenant nous tourner vers l'avenir et le budget que le gouvernement du Canada préparer actuellement pour 2023-2024.

Population générale de l'est de l'Ontario, population générale de grandes villes de la Saskatchewan et du Manitoba, population générale de Québec, Ontariennes âgées de 55 ans ou plus, population générale de collectivités rurales de l'Alberta EXERCICE, ÉCRIRE DANS LA FENÊTRE DE CLAVARDAGE : Nous allons faire un exercice qui exige que vous écriviez des messages en privé au modérateur dans la fenêtre de clavardage. Nous discuterons ensuite de vos réponses et de votre raisonnement.

- En ce qui concerne le prochain budget, quels sont les priorités ou les enjeux que vous souhaitez qu'on aborde?

POUR CHAQUE PRIORITÉ OU ENJEU, DEMANDER :

- Pourquoi avez-vous choisi [INSÉRER LA PRIORITÉ] comme étant quelque chose qui devrait être abordé dans le budget?
 - Population générale de l'est de l'Ontario, population générale de grandes villes de la Saskatchewan et du Manitoba, population générale de Québec, Ontariennes âgées de 55 ans ou plus, population générale de collectivités rurales de l'Alberta Selon vous, comment le gouvernement du Canada devrait-il gérer cet enjeu?
- SI CELA N'A PAS FAIT L'OBJET DE DISCUSSION : Qu'en est-il des soins de santé? Le gouvernement du Canada devrait-il faire des soins de santé une priorité dans le prochain budget? Pourquoi ou pourquoi pas?
 - Que souhaiteriez-vous que le gouvernement fédéral fasse en matière de soins de santé dans le budget?
- SI CELA N'A PAS FAIT L'OBJET DE DISCUSSION : Qu'en est-il de l'inflation? Est-ce que l'inflation et l'augmentation du coût de la vie devraient être une priorité dans le prochain budget? Pourquoi ou pourquoi pas?
 - Que souhaiteriez-vous que le gouvernement fédéral fasse concernant le coût de la vie?
 - Qu'en est-il de réduire l'inflation en particulier — y a-t-il quelque chose que le gouvernement fédéral pourrait faire?
- Qu'en est-il de la création d'emplois? La création d'emplois devrait-elle être une priorité dans le prochain budget? Pourquoi ou pourquoi pas?
 - Que souhaiteriez-vous que le gouvernement fédéral fasse pour créer plus d'emplois?

- Qu'en est-il du soutien du gouvernement aux industries canadiennes en pleine croissance, telles que la fabrication de véhicules électriques et la production d'énergie propre? Un tel soutien devrait-il être une priorité dans le prochain budget, ou non? Pourquoi ou pourquoi pas?
 - Si le gouvernement du Canada accordait la priorité au soutien des industries canadiennes, comme la fabrication de véhicules électriques et la production d'énergie propre, quel type d'impact, le cas échéant, cela pourrait-il avoir sur :
 - L'économie
 - L'environnement
 - Votre collectivité
 - Vous personnellement
- Comment aimeriez-vous recevoir de l'information au sujet du budget?

BUDGET 2023 (15-80 minutes) Citoyens canadiens de la RGT nés à l'étranger, population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique

J'aimerais vous parler [des nouvelles concernant le/du récent] budget fédéral.

- Y en a-t-il parmi vous qui ont entendu parler du budget fédéral [déposé plus tôt aujourd'hui]?
 - Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique SI OUI : SONDER EN PROFONDEUR
 - Citoyens canadiens de la RGT nés à l'étranger, population générale de grandes villes et de villes de taille moyenne du Canada atlantique Qu'avez-vous entendu?
 - Citoyens canadiens de la RGT nés à l'étranger Où en avez-vous entendu parler?
 - Citoyens canadiens de la RGT nés à l'étranger Que pensez-vous de ce que vous avez entendu?
 - Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique Est-ce que quelqu'un a regardé le discours du budget en direct?
 - Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique SI NON : Où en avez-vous entendu parler?

- Citoyens canadiens de la RGT nés à l'étranger Selon vous, était-il axé sur les bons enjeux?
- Citoyens canadiens de la RGT nés à l'étranger Y a-t-il quelque chose que vous souhaitez y retrouver? Y a-t-il quelque chose qui aurait dû être inclus?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique Selon vous, quel est le thème général ou l'orientation du budget?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
Vous rappelez-vous de ce qui a été annoncé?
 - Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique SI OUI : De quoi vous rappelez-vous?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique Y a-t-il des éléments qui vous ont [plu/déplu]?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique Y a-t-il des choses qui vous ont déplu?
 - Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique SI OUI : Que pensent les autres de [ÉLÉMENTS MENTIONNÉS]?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
Quelles sont vos impressions générales du budget?

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique Dans le budget de 2023, les priorités sont les suivantes : rendre la vie plus abordable pour les Canadiens, améliorer le système de santé public et faire croître l'économie propre.

- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique À quel point ces priorités sont-elles importantes? Pourquoi dites-vous cela?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique En ce qui concerne ces priorités, le gouvernement du Canada est-il généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi?

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique Je vais vous présenter deux listes de mesures annoncées dans le budget pour avoir vos réactions. Nous avons une liste pour chaque priorité abordée au début de la discussion (abordabilité et [soins de santé/économie propre]). Ces listes ne sont pas exhaustives et n'incluent pas tous les éléments contenus dans le budget.

- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique **SONDAGE** : Voici la première liste. Je vous demande de sélectionner les priorités qui selon vous auront l'impact le plus positif sur l'abordabilité du coût de la vie pour les Canadiens. Vous pouvez en sélectionner jusqu'à trois. Si vous ne pensez qu'aucune n'aurait d'impact positif, n'en sélectionnez pas.

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique **AFFICHER À L'ÉCRAN**

- Instaurer un nouveau **remboursement unique pour l'épicerie** afin de venir en aide aux ménages à faible revenu qui en ont le plus besoin.
- Réduire les **frais indésirables**, comme une hausse des frais d'itinérance des télécommunications, les frais d'événements et de concerts, les frais de bagages excessifs et les frais d'expédition ou de fret injustifiés.
- Lancer le nouveau **Compte d'épargne libre d'impôt pour l'achat d'une première propriété** pour aider les acheteurs d'une première maison à épargner pour leur mise de fonds.
- Sévir contre les **prêts à conditions abusives** en imposant une limite quant aux taux d'intérêt que les prêteurs peuvent exiger.
- Établir un **droit à la réparation des biens** pour que les appareils et électroménagers qui Brisent puissent être réparés facilement et que les pièces soient plus accessibles.

- Accroître la **production automatisée des déclarations de revenus** pour permettre à un plus grand nombre de Canadiens de recevoir les prestations et les crédits auxquels ils ont droit.
- Réduire les frais de transaction des cartes de crédit pour les petites entreprises.
- Augmenter la portion fédérale des **bourses d'études** de 40 % pour rendre l'éducation postsecondaire plus abordable.
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
Parmi tous les éléments contenus dans cette section, lesquels seraient, selon vous, les plus utiles pour faire en sorte que le coût de la vie soit plus abordable pour les Canadiens? Pourquoi?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
Parmi ces éléments est-ce qu'il y en a qui vous toucheraient personnellement?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
À votre connaissance, ces mesures auraient-elles un impact sur l'inflation? Serait-ce un impact positif ou négatif? Pourquoi ou pourquoi pas?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
Y a-t-il autre chose que le gouvernement du Canada devrait faire pour que le coût de la vie soit plus abordable?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
Y a-t-il quelque chose dans cette section que le gouvernement du Canada ne devrait pas faire?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique
SONDAGE : Voici la deuxième liste. Encore une fois, sélectionnez les priorités qui selon vous auraient l'impact le plus positif pour améliorer le système de santé public du Canada. Vous pouvez en choisir jusqu'à trois. Si vous ne pensez qu'aucune n'aurait un impact positif, n'en sélectionnez pas.

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique **AFFICHER À L'ÉCRAN**

- Aller de l'avant avec de **nouvelles ententes de financement** avec les provinces pour s'attaquer aux pénuries de médecins et d'infirmières et réduire les temps d'attente pour les services d'urgence et les tests diagnostiques.
- **Moderniser le système de soins de santé** grâce à une collecte de données améliorée pour assurer la reddition de comptes et obtenir de meilleurs résultats pour les Canadiens, peu importe l'endroit où ils habitent.
- Élargir les critères d'admissibilité à **l'exonération du remboursement des prêts** pour les médecins et les infirmières qui choisissent de travailler dans les communautés rurales et éloignées.
- Élargir les critères d'admissibilité à la **Prestation dentaire canadienne** afin qu'un plus grand nombre de familles à faible revenu et sans assurances puissent avoir accès à des soins dentaires.
- Préserver **l'accès à l'avortement** et aux autres services de santé sexuelle et reproductive en relançant les investissements dans le Fonds pour la santé sexuelle et reproductive.
- Lutter contre la **crise des opioïdes** en finançant d'autres initiatives de réduction des méfaits et traitements.
- **Population générale de grandes villes et de villes de taille moyenne du Canada atlantique** Parmi tous les éléments contenus dans cette section, lesquels seraient, selon vous, les plus utiles pour améliorer le système de santé public?
- **Population générale de grandes villes et de villes de taille moyenne du Canada atlantique** Parmi ces éléments est-ce qu'il y en a qui vous toucheraient personnellement?
- **Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique** Voici la deuxième liste. Nous examinerons ces mesures une à la fois, sans faire de sondage. Voici deux choses que le gouvernement du Canada fait pour faire croître l'économie propre.

Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique

AFFICHER À L'ÉCRAN :

- Créer un nouveau crédit d'impôt pour appuyer la **production de technologies propres**, notamment celles permettant d'extraire, de transformer ou de recycler les minéraux essentiels pour la fabrication d'équipement d'énergie renouvelable, le stockage d'énergie électrique et les véhicules électriques.
- Créer un nouveau crédit d'impôt pour encourager les investissements visant à renforcer le **réseau d'électricité propre** partout au pays.

Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique En ce qui concerne le nouveau crédit d'impôt visant à appuyer la production de technologies propres...

- **Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique**
Selon vous, quel sera l'impact de ce crédit d'impôt sur :
 - **Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique** L'économie et la création d'emplois
 - **Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique** L'environnement

- **Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique**
Cela aurait-il un impact sur vous personnellement?

- **Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique**
Selon vous, pourquoi le gouvernement du Canada a-t-il priorisé cela?

- **Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique**
De façon générale, vous rappelez-vous d'autres mesures mises de l'avant par le gouvernement du Canada pour faire croître le secteur de l'énergie propre?
 - **Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique** SI CE N'EST PAS MENTIONNÉ : Qu'en est-il des mesures pour faire croître le secteur de la fabrication de véhicules électriques au Canada?

- **Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique**
D'après vous, qu'arriverait-il si le gouvernement du Canada n'avait pas priorisé les investissements dans les technologies propres?
 - **Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique** Croyez-vous que notre secteur des technologies propres pourrait demeurer compétitif sur le plan économique?
 - **Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique** Dans quelle mesure êtes-vous préoccupé à l'idée que le Canada se fasse distancer par d'autres pays s'il n'investit pas dans les technologies propres?

Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique En ce qui concerne le nouveau crédit d'impôt visant à renforcer le réseau d'électricité propre...

- Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
Selon vous, quel sera l'impact de ce nouveau crédit d'impôt sur :
 - Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique L'abordabilité/le coût de l'électricité
 - Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique L'économie et la création d'emplois
 - Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique L'environnement

- Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
Cela aurait-il un impact sur vous personnellement?

- Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
Selon vous, pourquoi le gouvernement du Canada a-t-il priorisé cela?

- Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
D'après vous, qu'arriverait-il si le gouvernement du Canada n'avait pas priorisé les investissements dans le secteur de l'énergie propre?
 - Population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique Est-ce important que le secteur canadien de l'électricité soit entièrement propre? Pourquoi dites-vous cela?

- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique Y a-t-il autre chose que le gouvernement du Canada devrait faire pour [aider le système de soins de santé/faire croître le secteur de l'énergie propre]?

- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique Y a-t-il quelque chose dans cette section que le gouvernement du Canada ne devrait pas faire?

- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
En repensant à tout ce dont nous avons discuté aujourd'hui, quelle est votre impression générale du budget de 2023?
 - Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la

Colombie-Britannique Est-ce un budget conçu pour aider la classe moyenne? Pourquoi ou pourquoi pas?

- **Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique** Pensez-vous qu'il est envisageable que toutes ces initiatives puissent être réalisées?
- **Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique** Tenons pour acquis, pour le moment, que toutes ces initiatives peuvent être réalisées. Selon vous, quel serait l'impact sur le Canada?
- **Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique** Y a-t-il autre chose qui n'a pas été abordée ici et que vous souhaiteriez voir figurer dans un prochain budget?

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique J'aimerais vous parler de quelques-uns des points saillants du budget. Pour cela, je vais vous lire quelques citations extraites du discours du budget prononcé à la Chambre des communes.

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique Tout d'abord :

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique « Nous veillons à ce que les syndicats, qui ont donné lieu à la création de la classe moyenne, demeurent en bonne posture, et nous aidons les travailleurs canadiens à acquérir les compétences dont ils ont besoin... Nous allons bâtir de grandes choses ici, au Canada. »

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique La prochaine citation se lit comme suit :

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique « Le Canada

dispose de bons travailleurs, de gens qui accomplissent de grandes choses. Et c'est grâce à vous, grâce à nous – le peuple canadien – et aux grandes choses que nous ferons dans les mois et les années à venir, que je n'ai jamais été aussi optimiste quant à l'avenir de notre pays. »

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique La citation suivante est celle-ci :

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique « Premièrement, dans le cadre de la transformation économique la plus importante depuis la révolution industrielle, nos alliés et partenaires du monde entier, principalement les États-Unis, investissent massivement pour bâtir des économies propres et les industries carboneutres de demain. À la fois, Poutine et la pandémie ont cruellement exposé aux démocraties du monde les risques de la dépendance économique à l'égard de dictatures. Par conséquent, nos alliés prennent rapidement des mesures pour amarrer leur économie et leurs chaînes d'approvisionnement à des économies comme la nôtre. Ensemble, ces deux grandes transformations offrent aux travailleuses et aux travailleurs canadiens l'occasion la plus importante de toute une vie ».

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique Voici la prochaine citation :

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique « L'an dernier, le Canada a connu la croissance économique la plus forte parmi les pays du G7... L'inflation a baissé durant huit mois consécutifs et la Banque du Canada prévoit qu'elle tombera à seulement 2,6 % d'ici la fin de l'année... En février, le salaire moyen des Canadiennes et des Canadiens a augmenté de 5,4 %. Les chèques de paie ont donc connu une augmentation plus marquée que l'inflation, ce qui signifie que les Canadiens d'un océan à l'autre disposent de plus d'argent après leur journée de travail ».

Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique DEMANDER APRÈS CHAQUE CITATION :

- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
Quelle est votre réaction à cette citation?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
Que signifie-t-elle pour vous?
- Population générale de grandes villes et de villes de taille moyenne du Canada atlantique, population générale de grandes villes et de villes de taille moyenne de la Colombie-Britannique
Êtes-vous d'accord ou en désaccord avec ces propos? Pourquoi?

CONNAISSANCES SUR LE CLIMAT (35 minutes) Population générale de grandes villes de la Saskatchewan et du Manitoba, population générale de collectivités rurales de l'Alberta, jeunes adultes de 18 à 24 ans de grandes villes de la Saskatchewan, du Manitoba et de l'Alberta, Québécois de la classe moyenne confrontés à des pressions financières

Je voudrais maintenant parler du changement climatique...

- Croyez-vous que chaque personne a son rôle à jouer pour ralentir le changement climatique?

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

- Quels sont les gestes que vous pourriez poser pour ralentir le changement climatique?
 - DEMANDER: Ces gestes peuvent être liés à la nourriture, aux transports, à l'utilisation de l'énergie chez soi, aux produits que nous achetons, à la manière dont nous nous débarrassons de nos déchets, etc.
- Quels sont les gestes les plus faciles à poser? Pourquoi?
- Quels sont les gestes les plus difficiles à poser? Pourquoi?
 - DEMANDER : Est-ce de ne pas savoir quels gestes poser?
 - DEMANDER : Est-ce de ne pas avoir les moyens de poser ces gestes?
 - DEMANDER : Est-ce de n'avoir aucune option écoresponsable accessible?

- Au cours des six prochains mois, avez-vous l'intention de poser plus, moins ou autant de gestes écoresponsables que maintenant? Pourquoi?
- Si vous aviez, en tant que personne, une quantité illimitée de ressources, que feriez-vous pour contribuer au ralentissement du changement climatique?
 - Pourquoi?
- Pensez-vous que la plupart des Canadiens se préoccupent du changement climatique?
 - Selon vous, quel est le pourcentage de la population canadienne qui considère le changement climatique comme un enjeu important?
- À quel point croyez-vous que d'autres personnes au Canada posent des gestes pour ralentir le changement climatique?
- Croyez-vous que vous vous préoccupez plus, moins ou autant du changement climatique que la plupart des Canadiens?
- Pensez-vous que les gens comme vous posent des gestes pour ralentir le changement climatique?
- Pensez-vous que vos proches posent des gestes pour ralentir le changement climatique?
- Croyez-vous que vos proches s'attendent à ce que vous posiez des gestes pour ralentir le changement climatique?
- Si vous saviez que d'autres personnes posaient des gestes écoresponsables, seriez-vous tenté d'en faire autant? Pourquoi ou pourquoi pas?
- Selon vous, à qui revient la responsabilité d'agir pour ralentir le changement climatique : les gouvernements, l'industrie, les ONG ou la population? Qu'est-ce qui vous fait dire cela?
- À main levée, combien d'entre vous pensent que leurs actions individuelles peuvent avoir un effet positif sur le changement climatique? Pourquoi ou pourquoi pas?
- À main levée, combien d'entre vous sont d'accord pour dire que regroupées, nos actions peuvent avoir un effet positif sur le changement climatique? Pourquoi ou pourquoi pas?

- Quels types d'actions ont le plus d'effets positifs sur le changement climatique?
- Quelles actions trouvez-vous les moins efficaces?

L'IDENTITÉ DE MARQUE DU CRTC (25-35 minutes) Population générale de l'est de l'Ontario, population générale de Québec, jeunes adultes de 18 à 24 ans de grandes villes de la Saskatchewan, du Manitoba et de l'Alberta, Québécois de la classe moyenne confrontés à des pressions financières

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

Mais tout d'abord :

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

Voici un aperçu du CRTC :

AFFICHER À L'ÉCRAN

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

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

Population générale de l'est de l'Ontario **AFFICHER LE CONCEPT 1 (NOS HISTOIRES) À L'ÉCRAN**

Population générale de Québec, jeunes adultes de 18 à 24 ans de grandes villes de la Saskatchewan, du Manitoba et de l'Alberta, Québécois de la classe moyenne confrontés à des pressions financières

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

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

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

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

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

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

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

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

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

AFFICHER À L'ÉCRAN

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

- Et maintenant, si vous considérez le concept dans son ensemble y compris [la formulation différente dans les autres versions/la formulation de la signature que vous estimez fonctionner le mieux, quelle qu'elle soit], pensez-vous que le concept communique ces objectifs? Qu'est-ce qui vous fait dire cela?

- Pensez-vous que le concept représente bien le CRTC? Qu'est-ce qui vous fait dire cela?

CONNAISSANCE ET SENSIBILISATION À L'ÉGARD DE PRAIRIESCAN (15 minutes) Population générale de grandes villes de la Saskatchewan et du Manitoba, population générale de collectivités rurales de l'Alberta, jeunes adultes de 18 à 24 ans de grandes villes de la Saskatchewan, du Manitoba et de l'Alberta

Sur un autre sujet...

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

DEMANDER AUX AUTRES PARTICIPANTS :

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

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

- Quels réseaux sociaux utilisez-vous en lien avec votre travail?

DEMANDER À TOUS :

- Où vous attendriez-vous à trouver des ressources pour le financement et le soutien aux entreprises?
 - DEMANDER AU BESOIN : Sites Web, médias sociaux, publicités, autres?
- Quelles sociétés ou organisations vous viennent à l'esprit lorsque vous pensez au financement, au développement économique et à un soutien accru aux entreprises?
 - Pourquoi ces noms vous sont-ils venus à l'esprit?
 - DEMANDER AU BESOIN : Par exemple, avez-vous récemment vu une annonce, une publicité ou une publication dans les médias sociaux?
- À MAIN LEVÉE : Quelqu'un a-t-il entendu parler de PrairiesCan, parfois appelé Prairies Canada?
- Selon vous, que fait PrairiesCan?

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

- Pour ceux parmi vous qui sont propriétaires d'entreprise, ou qui occupent un poste de direction ou de cadre qui implique la recherche de soutiens économiques ou financiers, songeriez-vous à faire appel à PrairiesCan pour obtenir une aide financière? Pourquoi ou pourquoi pas?

DONNÉES DÉSAGRÉGÉES (25 minutes) Ontariennes âgées de 55 ans ou plus, musulmans de grandes villes du Québec, Citoyens canadiens de la RGT nés à l'étranger

- Avez-vous entendu parler des « données désagrégées »?
 - SI OUI : Est-ce que quelqu'un peut nous expliquer en quoi elles consistent?

AFFICHER À L'ÉCRAN :

Les données désagrégées signifient essentiellement que l'on prend des données et qu'on les décompose en sous-catégories pour comprendre les tendances. Par exemple, si nous examinons les données relatives à la COVID-19 selon l'âge, nous constatons que les adultes âgés ont un risque plus élevé de développer des complications de santé.

Statistique Canada procède à la désagrégation des données et se concentrera sur des groupes de population précis, tels que les femmes, les peuples autochtones, les groupes racisés et les personnes en situation de handicap.

- Pourquoi pensez-vous que Statistique Canada fait cela? Autrement dit, y voyez-vous des avantages?
 - DEMANDER AU BESOIN : Pensez-vous que cela contribuera à identifier les différents types d'impacts économiques ou sociaux qui affectent les différents groupes?
 - DEMANDER AU BESOIN : Pensez-vous que cela peut contribuer à comprendre les besoins particuliers des différents groupes?

ÉCLAIRCISSEMENT AU BESOIN : Essentiellement, pour éliminer tout obstacle systémique, tel que le racisme, et pour comprendre les divers besoins de ces groupes et élaborer des stratégies et des politiques visant à démanteler les pratiques et les obstacles discriminatoires, il est d'abord nécessaire de s'appuyer sur des données détaillées pour comprendre la situation.

- Maintenant que nous avons brièvement discuté de la désagrégation des données par Statistique Canada, est-ce que quelqu'un peut expliquer en ses propres mots le travail effectué par Statistique Canada à cet égard? (*Note au modérateur : passer rapidement sur cette question.*)

- Pouvez-vous penser à d'autres termes ou expressions qui décriraient clairement le travail qu'effectue Statistique Canada, autres que « données désagrégées »?

SONDAGE : J'aimerais que vous choisissiez, le cas échéant, la formulation qui vous semble la plus appropriée pour décrire ce programme — en tenant compte du fait qu'il met l'accent sur des groupes comme les femmes, les populations racisées, les personnes handicapées et les peuples autochtones de toutes les régions du Canada.

- Des données inclusives pour un Canada mieux informé
- Des données sur la diversité pour un Canada meilleur
- Des données sur la diversité pour un Canada équitable
- Des données sur la diversité pour une meilleure prise de décision

Ontariennes âgées de 55 ans ou plus, Citoyens canadiens de la RGT nés à l'étranger LE MODÉRATEUR PASSE EN REVUE LES NOMS DES PROGRAMMES LES PLUS SOUVENT MENTIONNÉS.

Musulmans de grandes villes du Québec *Le modérateur discutera des noms qui ont été sélectionnés le plus souvent. POURQUOI ont-ils été sélectionnés?*

- **Ontariennes âgées de 55 ans ou plus, Citoyens canadiens de la RGT nés à l'étranger** Pourquoi avez-vous sélectionné [INSÉRER LA FORMULATION]?
- Y a-t-il des noms qui vous déplaisent ou que vous jugez inappropriés? Qu'est-ce qui vous fait dire cela?
- Manque-t-il quoi que ce soit dans la liste de noms — c'est-à-dire, y a-t-il des mots ou des idées qui, selon vous, devraient être véhiculés ou communiqués par le biais du nom du programme et qui ne le sont pas actuellement?
 - SI OUI : Que faudrait-il inclure?

CONCLUSION (5 minutes) **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 – Concepts

Canadian Radio-television and Telecommunications Commission Branding (Eastern Ontario, Quebec City, Major Centres Prairies Young Adults, Quebec Middle Class Experiencing Financial Pressures)



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



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



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



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