



Government
of Canada

Gouvernement
du Canada

Continuous Qualitative Data Collection of Canadians' Views – May 2023

Draft Report

Prepared for the Privy Council Office

Supplier name: The Strategic Counsel

Contract number: CW2241412

Contract value: \$814,741.30

Award date: December 19, 2022

Delivery date: June 12, 2023

Registration number: POR- 053-22

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

Ce rapport est aussi disponible en français.

Canada 

Continuous Qualitative Data Collection of Canadians' Views

Draft Report

Prepared for the Privy Council Office

Supplier Name: The Strategic Counsel

May 2023

This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The third 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 May 3rd, 2023, and May 31st, 2023.

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

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from the Privy Council Office. For more information on this report, please contact the Privy Council Office at: por-rop@pco-bcp.ca or at:

Privy Council Office
Blackburn Building
85 Sparks Street, Room 228
Ottawa, Ontario K1A 0A3

Catalogue Number:

CP12-4E-PDF

International Standard Serial Number (ISSN):

ISSN 2816-9360

Related publications (registration number: POR-053-22):

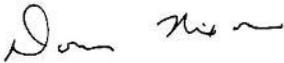
CP12-4F-PDF (Final Report, French)

ISSN 2816-9379

Political Neutrality Certification

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

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

Signed:  _____

Date: June 12, 2023

Donna Nixon, Partner
The Strategic Counsel

Table of Contents

Executive Summary	3
Introduction	3
Methodology.....	4
Key Findings.....	6
Government of Canada in the News (All Locations).....	6
Government of Canada Priorities and Performance (All Locations).....	7
Social Media (Major Centres Eastern Ontario, Quebec Montérégie Region, Mid-Size Centres Saskatchewan and Manitoba, Major Centres Prairies Frequent Users of Social Media)	9
Online Safety (Major Centres Prairies Frequent Users of Social Media, Small and Mid-Size Centres Quebec Younger Men).....	11
Climate Change (Mid-Size Centres Saskatchewan and Manitoba, Major Centres Quebec Low- Income, Yukon).....	12
Carbon Pricing (Major Centres Eastern Ontario, New Brunswick)	13
Cost of Living (Major Centres Quebec Low-Income, Hamilton First-Time Home Buyers)	14
Housing (Hamilton First-Time Home Buyers, Yukon, Major Centres British Columbia, G.V.A. Concerned About Crime)	15
Health Care (Yukon)	17
Pharmacare (New Brunswick, Major Centres British Columbia).....	18
Substance Use and Addiction (Southern Ontario South Asian Diaspora, Major Centres British Columbia, G.V.A. Concerned About Crime).....	18
French Language Protection and Promotion (Quebec Montérégie Region)	19
Community Safety and Bail Reform (Southern Ontario South Asian Diaspora, G.V.A. Concerned About Crime).....	20
Gender Equality (Small and Mid-Size Centres Quebec Younger Men).....	20
 Detailed Findings.....	 22
Government of Canada in the News (All Locations)	26
Electric Vehicles (Major Centres Eastern Ontario).....	27
Roxham Road (Quebec Montérégie Region).....	28
News Consumption Habits (Southern Ontario South Asian Diaspora, Major Centres Prairies Frequent Users of Social Media, Small and Mid-Size Centres Quebec Younger Men)	28
Government of Canada Priorities and Performance (All Locations)	29
Ukraine (Major Centres Eastern Ontario)	31
National Security (Yukon)	32
Immigration (Southern Ontario South Asian Diaspora).....	32
Economy and Job Creation (Small and Mid-Size Centres Quebec Younger Men).....	33
Social Media (Major Centres Eastern Ontario, Quebec Montérégie Region, Mid-Size Centres Saskatchewan and Manitoba, Major Centres Prairies Frequent Users of Social Media).....	34
Social Media Usage (Major Centres Prairies Frequent Users of Social Media).....	34



Social Media Content Moderation (Major Centres Eastern Ontario, Quebec Montérégie Region, Mid-Size Centres Saskatchewan and Manitoba).....	35
Online Safety (Major Centres Prairies Frequent Users of Social Media, Small and Mid-Size Centres Quebec Younger Men)	36
Harmful Content (Major Centres Prairies Frequent Users of Social Media)	36
Misinformation (Major Centres Prairies Frequent Users of Social Media, Small and Mid-Size Centres Quebec Young Men).....	37
Climate Change (Mid-Size Centres Saskatchewan and Manitoba, Major Centres Quebec Low-Income, Yukon).....	38
Climate Change Impacts and Adaptation (Mid-Size Centres Saskatchewan and Manitoba, Yukon)	38
Costs of Climate Change (Major Centres Quebec Low-Income).....	40
Carbon Pricing (Major Centres Eastern Ontario, New Brunswick).....	41
Carbon Pricing in Canada (Major Centres Eastern Ontario)	41
Carbon Pricing Perspectives (New Brunswick)	42
Cost of Living (Major Centres Quebec Low-Income, Hamilton First-Time Home Buyers)	44
Housing (Hamilton First-Time Home Buyers, Yukon, Major Centres British Columbia, G.V.A. Concerned About Crime).....	45
Prospective Home Buyers (Hamilton First-Time Home Buyers)	45
Housing Supply (Major Centres British Columbia, G.V.A. Concerned About Crime)	48
Northern Housing (Yukon)	48
Health Care (Yukon).....	49
Pharmacare (New Brunswick, Major Centres British Columbia)	50
Substance Use and Addiction (Southern Ontario South Asian Diaspora, Major Centres British Columbia, G.V.A. Concerned About Crime)	51
French Language Protection and Promotion (Quebec Montérégie Region).....	53
Community Safety and Bail Reform (Southern Ontario South Asian Diaspora, G.V.A. Concerned About Crime).....	54
Gender Equality (Small and Mid-Size Centres Quebec Younger Men)	56
Appendix A – Recruiting Scripts	57
English Recruiting Script	58
French Recruiting Script.....	70
Appendix B – Discussion Guides	79
English Moderator’s Guide.....	80
French Moderator’s Guide	114

Executive Summary

Introduction

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

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

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

This report includes findings from twelve online focus groups which were conducted between May 3rd, 2023, and May 31st, 2023, in multiple locations across the country including Ontario, Quebec, Saskatchewan, Manitoba, Yukon, New Brunswick, and British Columbia. Details concerning the locations, recruitment, and composition of the groups are provided in the section below.

The research for this cycle included discussions on the Government of Canada's priorities and performance as well as any news pertaining to the Government of Canada that participants had seen, read, or heard about in recent days. Some groups engaged in longer discussions related to topics such as the conflict in Ukraine, national security and Arctic sovereignty, immigration, and the economy and jobs.

This research cycle also explored the issue of social media, which was discussed by those residing in Eastern Ontario, the Montérégie region in Quebec, Saskatchewan and Manitoba, and by frequent users of social media in the Prairies. These discussions explored the social media usage habits of participants as well as the topic of content moderation on social media platforms. Online safety and misinformation were discussed by frequent users of social media in the Prairies and by participants residing in Quebec. Groups in Saskatchewan and Manitoba, Yukon, and Quebec discussed climate change, while those in Eastern Ontario and New Brunswick shared their perspectives related to the federal government's carbon pricing plan. Multiple groups explored the topic of housing, including those in Yukon, British Columbia, and prospective first-time home buyers in Hamilton, Ontario. Low-income participants from Quebec and first-time home buyers in Hamilton also discussed the current cost of living.

Other topics discussed this cycle included health care, pharmacare, and substance use and addiction. Some groups also took part in conversations related to the protection and promotion of the French language, community safety and bail reform, and gender equality.

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 the South Asian diaspora, low-income Canadians, first-time home buyers, frequent users of social media aged 18 to 34, younger men aged 20 to 35, and those who were concerned about crime.

Detailed Approach

- Twelve groups across various regions in Canada.
- Six groups were conducted among the general population residing in major centres in Eastern Ontario, the Montérégie region of Quebec, mid-size centres in the Prairies, Yukon, New Brunswick, and major centres in British Columbia.

- The other six groups were conducted with key subgroups including:
 - South Asian diaspora;
 - Low-income Canadians;
 - First-time home buyers;
 - Frequent users of social media aged 18 to 34;
 - Men aged 20 to 35;
 - Those concerned about crime;
- 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, 84 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium of \$125.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EST)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Major City Centres Eastern Ontario	1	English	May 3	6:00-8:00	General Population	8
Montréal	2	French	May 4	6:00-8:00	General Population	8
Southern Ontario	3	English	May 9	6:00-8:00	South Asian Diaspora	7
Mid-Size Centres Prairies (SK, MB)	4	English	May 10	8:00-10:00	General Population	6
Major City Centres Quebec	5	French	May 11	6:00-8:00	Low-Income – Under \$40,000 annual household income	8
Hamilton	6	English	May 16	6:00-8:00	First-Time Home Buyers	6
Yukon	7	English	May 17	9:00-11:00	General Population	7
Major City Centres Prairies (SK, MB)	8	English	May 23	8:00-10:00	18-34 Frequent Users of Social Media	7
New Brunswick	9	English	May 24	5:00-7:00	General Population	7
Small to Mid-Size Centres Quebec	10	French	May 25	6:00-8:00	Financial sector workers	5

Major City Centres British Columbia	11	English	May 30	9:00-11:00	General Population	8
Greater Vancouver Area	12	French	May 31	9:00-11:00	Crime-concerned	7
Total number of participants						84

Key Findings

Government of Canada in the News (All Locations)

At the beginning of each group, participants were asked what they had seen, read, or heard about the Government of Canada in recent days. A wide range of announcements and initiatives were recalled, including ongoing investigations into allegations of Chinese interference during recent Canadian federal elections, an agreement reached with the Public Service Alliance of Canada (PSAC) to end the union's strike activity, and the announcement of numerous affordability measures as part of the 2023 Budget. Other actions recalled included the unveiling of a new design for the Canadian passport, the announcement of proposed changes to strengthen the country's bail system, the deployment of Canadian Armed Forces (CAF) personnel to assist with combatting wildfires in Alberta, and the release of the Government of Canada's *Action Plan for Official Languages: 2023-2028*.

Participants also recalled actions and initiatives related to the Government of Canada on the international stage, including the provision of military and financial assistance for Ukraine, actions to assist Canadians seeking to leave Sudan and accommodate Sudanese nationals within Canada amidst escalating civil unrest in that country, and the Prime Minister's attendance at the 49th Group of Seven (G7) summit in Hiroshima, Japan.

Electric Vehicles (Major Centres Eastern Ontario)

One group, comprised of participants residing in Eastern Ontario engaged in an extended discussion related to recent investments made by the federal government towards increasing electric vehicle (EV) manufacturing in Canada, including its support for the construction of a new EV battery plant in St. Thomas, Ontario. A roughly similar number of participants reported having heard about this project as those who were learning about it for the first time.

Provided information about the project, several reacted positively and hoped that the construction of this plant would lead to increased affordability of EVs for Canadians as well as job creation in the clean energy sector. Among the smaller number who felt more negatively, concerns were expressed regarding the potential environmental costs that might be incurred through the mining of the raw materials required for EV batteries.



Roxham Road (Quebec Montérégie Region)

Participants in the Montérégie region of Quebec were asked a few additional questions related to asylum seekers in the province, including those who had utilized the Roxham Road irregular border crossing. Most were generally of the impression that this crossing had recently been closed following a new agreement reached between the Government of Canada and the United States (U.S.). While none reacted negatively to this decision, a few expressed concerns that it might lead to asylum seekers taking more desperate measures to enter Canada, potentially putting their lives at risk in the process. The view was expressed that while it was important for the federal government to continue to assist those seeking asylum, there needed to be a greater effort to disperse these individuals more evenly across the country.

News Consumption Habits (Southern Ontario South Asian Diaspora, Major Centres Prairies Frequent Users of Social Media, Small and Mid-Size Centres Quebec Younger Men)

Three groups took part in a discussion related to their news consumption habits as well as the platforms and/or sources they viewed as being the most reliable. Asked how much time they would typically spend reading, watching, or listening to the news, most reported doing so for approximately 15-30 minutes each day.

Describing the primary sources they use for receiving news, many mentioned traditional broadcast outlets such as television (CBC, CTV, CP24, and Global News) and radio. Several also indicated using social media platforms (Facebook, Instagram, Twitter, and TikTok), as well as search engines such as Google and Microsoft Bing. Asked whether they viewed some sources or platforms as being more reliable than others, while most felt that mainstream news and official sources such as the Government of Canada were generally quite trustworthy, it was thought that news items posted on social media could often be misleading or inaccurate.

Government of Canada Priorities and Performance (All Locations)

All groups took part in conversations related to a range of issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. Asked to identify areas in which they felt that the Government of Canada had performed well as of late, participants provided a number of responses. These included health care, education, the provision of a range of benefits and supports to Canadians, and improvements in service provision by agencies and departments such as the Canada Revenue Agency (CRA) and Service Canada. A number also mentioned areas such as climate change and the environment, immigration, protecting and promoting multiculturalism and diversity, and the provision of international assistance to countries such as Ukraine.

Participants also identified a number of areas in which they felt that the Government of Canada had room for improvement. Areas mentioned included affordability and the rising cost of living, health care, infrastructure (including the need for a great number of hospitals, schools, and public transportation services), national security, and reconciliation with Indigenous peoples.

Asked what they believed were the top issues which they felt the Government of Canada should be prioritizing, many reiterated the importance of addressing issues related to the cost of living and the high rate of inflation. Several also believed that more needed to be done to increase the accessibility of safe and affordable housing for all Canadians and expressed concern about the perceived rising rate of homelessness in their communities. A large number emphasized the need for the federal government to continue to place a strong focus on addressing issues related to health care wait times and worker shortages, climate change and reducing the dependency of Canadians on non-renewable energy sources, and the need for continued investments into the country's education system.

Ukraine (Major Centres Eastern Ontario)

Participants in one group briefly discussed the Government of Canada's ongoing financial and military support for Ukraine. Discussing whether they felt this was an important priority for the federal government to focus on, a few indicated that they did. Among these participants, it was felt that it was important for the Government of Canada to work with its North Atlantic Treaty Organization (NATO) allies to continue to support Ukraine, believing this was important for preserving global security in the long term. For the larger number who felt differently, it was thought that given the considerable challenges believed to currently be facing Canadians at present (including inflation and the high cost of living), it was more important for the federal government to focus on domestic issues rather than providing international assistance.

National Security (Yukon)

Those in the group based in Yukon engaged in a discussion related to national security, including the priority of ensuring the sovereignty and security of Canada's Arctic region. Asked whether, on balance, they felt that the Government of Canada was headed in the right direction when it came to these issues, a large number did not believe that it was. Several expressed concerns related to the preparedness of the CAF to defend Canada in the event of a global conflict and believed that greater efforts needed to be taken to strengthen the country's broader national security capacity.

All felt that the protection of the Arctic needed to be a top priority for the Government of Canada. Discussing the federal government's performance on this front, almost all believed that there was room for improvement. Asked to identify the greatest threats to sovereignty and security in Canada's North, a number were concerned about potential encroachment upon Canadian territory by other countries. Several also cited environmental issues such as climate change as well as the potential for disasters such as oil spills and extreme weather events in their region.

Immigration (Southern Ontario South Asian Diaspora)

Participants in the group comprised of members of the South Asian diaspora took part in a discussion related to immigration and the challenges faced by newcomers to Canada. Asked to identify the most important issues facing South Asians in Canada, a number mentioned difficulties related to the foreign credential recognition process. It was thought that new arrivals from South Asia (and other parts of the world) frequently faced challenges regarding the recognition of their professional and educational credentials, making it difficult for them to find employment in their fields of expertise.

Asked whether they felt immigration more generally should be a high priority for the Government of Canada, most did. It was thought that by focusing on increasing immigration rates and bringing in skilled workers from outside of Canada, the federal government would be able to address perceived worker shortages across a range of sectors. Discussing the most important issues related to immigration at present, some reiterated concerns over the foreign credential recognition process. Other issues mentioned included the need to ensure international students were able to access the same services and benefits as the rest of Canadians, out-of-status workers were protected from exploitation by their employers, and that certain countries or backgrounds were not prioritized over others when it came to immigration.

Economy and Job Creation (Small and Mid-Size Centres Quebec Younger Men)

One group engaged in an additional conversation related to the Canadian economy and job creation. Several felt that the economy was in poor condition at present, with a number specifically mentioning the perceived high costs of essentials such as groceries and gasoline. A small number felt somewhat differently, expressing the view that while the economy was currently facing challenges, it was still performing relatively well compared to other jurisdictions throughout the world. Asked whether they expected the Canadian economy would be better, worse, or about the same five years from now, participants were mostly negative in their forecasts.

Focusing on the state of the job market more specifically, a large number were of the opinion that while there were many jobs currently available, these positions did not necessarily offer high wages or sufficient benefits for workers. A roughly equal number felt that the Government of Canada was currently on the right track when it came to job creation as those who were more uncertain. Asked if they were aware of any actions or initiatives from the federal government related to job creation, a number were of the impression that it had offered grants and funding for training programs in important sectors such as technology and health care, though none could recall any specific details.

Social Media (Major Centres Eastern Ontario, Quebec Montérégie Region, Mid-Size Centres Saskatchewan and Manitoba, Major Centres Prairies Frequent Users of Social Media)

Participants in four groups engaged in conversations related to social media. These discussions focused on participants' usage of social media, the trustworthiness of information found on these platforms, and perspectives related to the moderation of content posted on social media.

Social Media Usage (Major Centres Prairies Frequent Users of Social Media)

One group, comprised of individuals who identified as frequent users of social media, discussed their social media usage and the ways in which they engage with these platforms. Asked how frequently they would use social media on a given day, most estimated their daily usage to be somewhere in the range of 3-5 hours. Discussing the platforms that they would typically use, several mentioned Facebook, Twitter, and TikTok with a smaller number also reporting using LinkedIn, YouTube, and Snapchat. For most, the primary reasons for visiting these platforms were entertainment and communicating with family and friends. Asked if they would use social media to find information,



while a large number indicated that they would do so for local events or news pertaining to their communities, few reported using social media to learn more about broader national issues or events.

Very few reported following the Government of Canada, or related accounts belonging to specific departments or agencies, on social media. Asked what advice they would give to the federal government regarding the content it creates for these platforms, a number felt that its posts should be designed to highlight the most positive aspects of Canada, including the national parks system and the country's diverse population. As a general comment, it was expressed that the Government of Canada should tailor the content it creates to each individual platform rather than using a one-size-fits-all approach. It was felt that the content preferences of social media users varied greatly depending on what platform they were using and that it was important for the federal government to understand these differences.

Social Media Content Moderation (Major Centres Eastern Ontario, Quebec Montérégie Region, Mid-Size Centres Saskatchewan and Manitoba)

Three groups took part in a discussion related to the content found on social media, including the trustworthiness of information on these platforms, the impact of potentially harmful posts or comments, and potential measures to moderate this content. Asked how frequently they would use social media, most reported doing so on a daily basis. Asked which platforms they would typically use, a large number mentioned Facebook, Twitter, and Instagram. Describing how they would typically engage with content on these platforms, a roughly equal number reported that they would frequently react to or comment upon social media posts from friends, family, and/or public figures and organizations compared to those who rarely or never did so.

Only a small number reported following social media accounts operated by the federal government and by related agencies and departments. Asked whether they would typically trust content shared by the Government of Canada on social media, a similar number reported somewhat trusting this content relative to those who neither trusted nor distrusted it. A smaller number indicated a strong level of trust, while very few somewhat or strongly distrusted social media content from the federal government.

Focusing on potentially harmful content posted on social media (including posts containing hate speech, harassment or threats, misinformation, and/or other obscene or inappropriate content), a large number indicated that they encountered these types of posts on a regular basis. Asked whether empowering social media managers to hide or delete these types of posts as well as to prevent the offending users from seeing or commenting on future posts would be an effective approach to managing this type of content, participants were mixed in their views. Most were in favour of content moderators taking this type of action, especially in instances of hateful, racist, or sexist posts; personal threats to other users; and posts which intentionally presented false or misleading information. Several, however, expressed the opinion that there was a fine line between this type of moderation and the broader censorship of differing opinions. Among these participants, it was widely felt that there needed to be strict criteria established regarding which types of content would be subject to moderation on social media accounts operated by the federal government to ensure that users would continue to be able to freely express themselves.

Online Safety (Major Centres Prairies Frequent Users of Social Media, Small and Mid-Size Centres Quebec Younger Men)

Participants in two groups engaged in conversations related to online safety. Those in the group comprised of frequent social media users discussed online safety and harmful content more generally, while both groups shared their perspectives related to the issue of misinformation.

Harmful Content (Major Centres Prairies Frequent Users of Social Media)

Asked to identify what they believed to be the positive impacts of the Internet and the online world on society, many mentioned the increased ability to connect and interact with family, friends, and others throughout the world as well as the widespread availability of information on an endless number of subjects. Discussing the potential drawbacks of the Internet, a number described issues such as the spread of harmful content online, concerns related to a loss of individual privacy, the prevalence of online scams, and the risk of addiction to social media and the Internet.

Asked what the term 'online safety' meant to them, most believed it referred to one's ability to protect their information and privacy online. While few had concerns related to their own safety online, a number felt that more could be done to protect groups such as seniors and younger Canadians who may not have developed the skills to detect online risks or who may be targeted by bad actors online. Few believed that the presence of harmful content online was a major issue at present, with several of the opinion that one could always log off or intentionally avoid these types of posts if they encountered them. Several were also of the impression that hateful content was strictly regulated on platforms such as Facebook, Instagram, and Twitter and that sufficient steps had already been taken on this front.

Misinformation (Major Centres Prairies Frequent Users of Social Media, Small and Mid-Size Centres Quebec Younger Men)

Asked how frequently they came across information online that they were uncertain of the accuracy, a large number in both groups reported encountering these types of posts on a daily basis. Several expressed concern about what they viewed as the increasing prevalence of misinformation and disinformation online, believing this had served to obscure the truth on numerous important subjects and led to Canadians forming opinions on issues based on incomplete or false information.

Describing examples of misinformation or disinformation that they had encountered online, many recalled posts or comments related to the COVID-19 pandemic as well as the conflict in Ukraine.

Asked how they would go about confirming whether the information they read was true, most indicated that they would likely use a search engine such as Google or visit the Government of Canada's website to determine its veracity.

Discussing actions that could be taken to combat online misinformation or disinformation, few believed that there should be direct action from the Government of Canada on this front. On balance, most thought that it was ultimately the responsibility of users to avoid information that they did not agree with or believed to be untrue. The view was expressed that more should instead be done to educate individuals regarding how to recognize misinformation or disinformation rather than actively

removing it. While a number felt that the Government of Canada had a role to play in combatting misinformation and disinformation, several believed that this would best be accomplished by ensuring that all information posted on official websites was accurate, indisputable, and based on verifiable facts. It was thought that this would position the federal government as a highly trusted source on important issues such as health care and the economy and encourage more Canadians to use official websites to verify the information they encounter online.

Climate Change (Mid-Size Centres Saskatchewan and Manitoba, Major Centres Quebec Low-Income, Yukon)

Three groups engaged in discussions related to climate change. These conversations focused on the actions participants had taken to prepare for the impacts of climate change as well as the potential costs that might be incurred by the federal government in taking action to address this issue

Climate Change Impacts and Adaptation (Mid-Size Centres Saskatchewan and Manitoba, Yukon)

Asked whether they felt that climate change was having a major, minor, or no impact on their respective regions, most residing in Saskatchewan and Manitoba felt its impact had been minor thus far, while almost all in Yukon believed that climate change had significantly impacted their communities. Expanding upon this, several in Yukon identified changes to Northern weather patterns as well as the perceived increased prevalence of extreme weather events such as large-scale flooding, wildfires, and unusually warm weather as challenges facing the region related to climate change.

Very few felt that their communities were prepared to deal with the potential impacts of climate change such as increased flooding and wildfires. While a small number mentioned that actions had been taken to clear emergency corridors and implement community emergency preparedness plans in the event of a natural disaster, few felt that this had decreased the overall vulnerability of their communities to extreme weather events. Few reported having personally taken any measures to prepare their households for climate change, with a number indicating that with the perceived high cost of living at present, it was difficult to budget for anything beyond their monthly expenses.

A large number felt that the federal government had a role to play in assisting communities with preparing for climate change. Asked if they could recall any recent actions taken by the Government of Canada related to climate change, a number recalled the implementation of a federal price on carbon and what they viewed as its focus on increasing the development of renewable energy sources such as solar, wind, and hydroelectricity. Provided with information related to steps the Government of Canada was taking to address climate change, most believed these actions represented a step in the right direction. A few reacted more negatively, expressing the opinion that rather than devoting these resources to climate change, a greater focus needed to be placed on what were viewed as more pressing issues such as the high cost of living, health care wait times and worker shortages, and a lack of clean drinking water in several Indigenous communities.

Costs of Climate Change (Major Centres Quebec Low-Income)

Asked how worried they were about climate change, most in the group comprised of low-income individuals in Quebec reported being somewhat concerned about this issue. Discussing the aspects of climate change that they were most concerned about, participants mentioned issues such as the increased prevalence of extreme weather events, the potential for decreased agricultural production, and the impacts this issue would have on their children and future generations. Asked whether they had observed any impacts of climate change in their own communities or across Canada more broadly, several believed that wildfires and floods had been occurring with increasing frequency as of late and that this had at least partially been caused by climate change.

While all expected that there would be a significant economic cost to taking action to address climate change, most believed that this was still worth doing. It was believed that actions taken now to combat this issue would be of immense benefit to future generations. Discussing the different approaches that could be taken in addressing climate change, most preferred programs and initiatives which incentivized individuals to engage in more sustainable behaviours rather than measures which placed additional costs on carbon emitting activities, such as the federal price on carbon. It was felt that given the high rate of inflation and rising cost of living at present, many households would not be able to afford increased expenses related to their emissions.

Carbon Pricing (Major Centres Eastern Ontario, New Brunswick)

Participants in two groups took part in conversations related to carbon pricing in Canada. Those residing in Eastern Ontario discussed the federal carbon pricing system, including the Climate Action Incentive Payments (CAIP) distributed to Canadians, while participants in New Brunswick shared their perspectives related to carbon pricing more generally.

Carbon Pricing in Canada (Major Centres Eastern Ontario)

Asked whether they had seen, read, or heard anything about carbon pollution pricing in Canada, most were of the impression that the federal government had recently implemented a price on carbon and that this system was currently in effect in Ontario. Several believed that much of the revenue collected through this program was ultimately returned to Canadian households, though few could recall any specific details as to how this occurred. Only a small number were familiar with the term 'Climate Action Incentive Payment'.

While most reacted positively to this information and were in favour of placing a price on carbon pollution, several questioned whether this program had been effective thus far. While a number felt that this program might have a limited impact on reducing the amount of oil and gas used by Canadians, the view was expressed that for some it would not be possible to reduce daily behaviours such as driving and that this initiative would only serve to make life more unaffordable for these individuals. This was felt to especially be a challenge for those living in rural or remote communities where public transportation options were not more limited.

Discussing whether they expected a federal price on carbon to have a major, minor, or no impact, no participants thought it would have a major impact. While most expressed that they did not know enough about this program and CAIPs to determine whether it was fair to Canadians, several believed that it made sense for the federal government to pursue this initiative, believing that this was generally where the global economy was headed.

Carbon Pricing Perspectives (New Brunswick)

Asked how important they felt it was for the Government of Canada to focus on reducing carbon pollution in Canada, almost all in the group based in New Brunswick believed this should be a top priority. Discussing recent actions taken by the federal government on this front, participants recalled initiatives such as the introduction of a federal price on carbon, investments towards a greener economy including clean energy production and the manufacturing of electric vehicles (EVs), and programs such as the Canada Greener Homes Grant. Almost all supported the implementation of a price on carbon, believing this to be an important step towards protecting the environment and combatting climate change.

Discussing where they would likely go to find information related to carbon pricing, several mentioned official sources such as the Government of Canada website as well as search engines such as Google. Asked whether they would likely seek out information from climate scientists and/or economists, a large number indicated that they would, believing that these experts would likely provide important perspectives on this issue. Informed that many economists had said that setting a price on carbon was the most cost-effective way of reducing carbon emissions at the scale and speed necessary to mitigate the impacts of climate change, most believed that this further justified the federal government's decision to take this action.

Questioned whether they believed that the implementation of a price on carbon would encourage Canadians to reduce their emissions, none expected that it would. It was largely felt that many individuals would still need to partake in carbon emitting activities such as driving and heating their homes and that this would continue to be the case until sustainable clean energy alternatives became more readily available. Almost all, however, reaffirmed their support for a federal price on carbon, believing that actions such as this were important in the long-term fight against climate change.

Cost of Living (Major Centres Quebec Low-Income, Hamilton First-Time Home Buyers)

Two groups engaged in conversations related to the cost of living and actions which had been taken by the federal government to help make life more affordable for Canadians. Almost all felt that the Government of Canada was on the wrong track when it came to addressing the high cost of living at present. A large number cited what they perceived as a substantial increase in prices across all sectors in recent years and were concerned that this trend would continue for the foreseeable future. Asked if they could recall any recent actions from the federal government related to assisting Canadians with the rising cost of living, participants mentioned initiatives such as the provision of Climate Action Incentive Payments (CAIP) as well as the temporary doubling of the goods and services tax/harmonized sales tax (GST/HST) credit.

Identifying areas in their lives in which prices had risen, several mentioned essentials such as groceries, gasoline, and monthly mortgage and rent payments. A number reported no longer dining out at restaurants as well as engaging in fewer entertainment and recreational activities as a result of the rising cost of living. Asked what they felt was contributing to the rising cost of living, several mentioned issues such as increasing transportation costs, the interruption of global supply chains perceived to be caused by the pandemic, and geopolitical issues such as the conflict in Ukraine. While most believed inflation and the rising cost of living to be a global issue, many still felt that there was more the federal government could be doing to address this issue. Suggested actions including increasing housing affordability for low- and middle-income Canadians, implementing price caps on essentials such as groceries and fuel, and placing a greater focus on domestic agriculture and manufacturing.

Participants in the group comprised of low-income individuals residing in Quebec engaged in an additional exercise where they were shown a number of measures from the Government of Canada related to assisting those struggling with the current cost of living and asked to select those which they felt would be the most impactful. Among these initiatives the introduction of the Canada Workers Benefit (CWB) received the highest level of support, with several believing this would not only help those receiving the benefit but stimulate the economy as well by encouraging more Canadians to work. The indexing of benefits to inflation and the provision of a one-time Grocery Rebate also received a high level of support, though some felt more long-term efforts needed to be taken to assist Canadians struggling with grocery prices. While receiving less attention from participants, the expansion of dental care in Canada and the Canada Housing Benefit (CHB) were also widely viewed as important initiatives.

Housing (Hamilton First-Time Home Buyers, Yukon, Major Centres British Columbia, G.V.A. Concerned About Crime)

Participants in four groups took part in discussions related to housing. These conversations focused on a range of issues, including measures recently announced by the federal government to assist first-time home buyers, initiatives to build an increased number of homes across Canada, and concerns related to housing in Northern communities.

Prospective Home Buyers (Hamilton First-Time Home Buyers)

Participants residing in Hamilton shared their perspectives related to the affordability of Canadian housing and the challenges that they had faced related to purchasing their first home. Asked to identify the largest barriers faced by prospective home buyers at present, a large number mentioned the significant down payment one needed to purchase a home in many parts of the country, believing that the amount required had become prohibitively expensive for many. Asked if they were aware of any recent actions taken by the Government of Canada related to housing, participants recalled the implementation of a two-year temporary ban on non-Canadians from purchasing residential housing properties, as well as the introduction of the Underused Housing Tax (UHT) and the First-Time Home Buyer Incentive (FTHBI).

All felt that the Government of Canada was on the wrong track regarding housing affordability. Several were of the view that while some supports had been provided, these had done little to address long-term issues related to housing affordability and the perceived exponential rise of housing prices in recent years. Asked what more needed to happen to address this issue, participants suggested a range of potential actions. These included the provision of further financial assistance via grants and loans to assist first-time home buyers in affording down payments, the development of social housing projects specifically for low-income Canadians, and for the Bank of Canada (BOC) to consider lowering interest rates to make mortgages more affordable for home buyers.

Participants next engaged in an exercise where they were presented with information related to numerous housing initiatives recently announced by the Government of Canada and asked to identify which they felt would have the most impact. The introduction of the FTHBI received the highest level of support among participants, with several of the view that this would assist prospective home buyers in affording a down payment, which they believed to be the most significant barrier to purchasing a home at present. Likewise, the introduction of the Tax-Free First Home Savings Account (FHSA) received a number of positive reactions, with some expecting that this would make it easier for Canadians to save up for their down payments. While receiving less attention, participants were also mostly positive in their reactions to the expansion of the FTHBI to make it easier for single Canadians to access, the doubling of the First-Time Home Buyers' Tax Credit (HBTC), and the investment of \$200 million towards rent-to-own housing options.

The group was next presented with a second list of initiatives, this time focusing on making a positive impact on the housing market more generally. Among these, the measure to ban blind bidding received the highest level of support among participants, with many believing that this would have a sizeable impact on reducing housing prices. A large number reacted positively to the decision to temporarily ban non-Canadians living outside of Canada from purchasing residential properties. It was also felt by some that the introduction of a new house-flipping tax by the federal government could be an effective way of preventing this practice.

Housing Supply (Major Centres British Columbia, G.V.A. Concerned About Crime)

Two groups based in British Columbia (B.C.) took part in a brief conversation related to the housing supply and initiatives to build more homes in Canada. Asked to identify the largest challenges related to housing that required further attention from the federal government, several mentioned the perceived lack of affordable housing options in a large number of Canadian communities. Related to this a few were of the impression that this problem would likely increase in the years to come given the federal government's commitment to increasing the rate of new immigrants to Canada. Asked whether building more homes should be a priority for the federal government, while most believed that it should it was also felt that efforts needed to be taken to build homes specifically for low- and middle-income Canadians who were currently struggling to purchase a home.

Describing the most significant barriers when it came to building more homes, a large number believed that increases in the costs of labour and materials in recent years had made these projects significantly more expensive for developers. A number were also of the view that there were too many regulations related to home building at present and that more needed to be done, especially at the

municipal level, to streamline the approval process for new housing developments. It was largely felt that all levels of government had a role to play in increasing the housing supply for Canadians. Discussing the federal government's role more specifically, most felt that it would be most effective on this front through the provision of increased financial support for new housing projects as well as by developing and overseeing a national strategy to construct more homes.

Northern Housing (Yukon)

Participants residing in Yukon shared their perspectives related to housing in their respective communities as well as the North more broadly. Almost all described the housing situation as poor in their region, with many citing issues such as high rent prices, a lack of safe and affordable housing, and a limited supply of new housing available for purchase. It was generally felt that the housing situation in the North had worsened in recent years and most expected that this trend would continue unless action was taken by the federal government to address these issues.

Asked what could be done to improve this situation, a number felt that the Government of Canada should devote more resources towards building affordable housing in the region. Additionally, it was thought that there should be a greater focus on increasing density in Northern communities, building larger housing complexes and allowing more people to be able to live in a smaller amount of space. It was largely felt that housing was a shared responsibility of both the federal and territorial governments and that efforts needed to be taken at all levels to ensure Northern communities had sufficient levels of safe and affordable housing.

Health Care (Yukon)

Participants in one group engaged in a discussion related to health care provision in their region. Asked to describe the current health care system in Yukon, participants identified a range of challenges. These included long wait times for emergency care and important appointments and procedures, limited medical resources, a shortage of doctors and nurses, and a lack of mental health and addiction treatment services. Many felt that Yukon's health care system required major changes, namely in the form of increased financial investments, additional opportunities for health care education and training for those living in the region, and greater incentives to attract and retain doctors, nurses, and other health care professionals in Northern communities.

Asked if they had heard of any recent actions from the Government of Canada related to health care, mental health, or substance use and addiction, very few could recall anything. Presented with information related to a recent agreement reached between the federal government and Yukon to provide increased funding for health care in the territory, almost all reacted negatively to this information. Many were of the opinion that more territorial and provincial oversight from the federal government was needed in order to effectively provide health care services and to make the most effective use of this funding.

Pharmacare (New Brunswick, Major Centres British Columbia)

Two groups engaged in discussions related to the potential implementation of a national pharmacare program. Asked to identify the biggest challenges related to health care in need of further attention from the Government of Canada participants identified a wide range of issues. These included long wait times in accessing emergency care, a perceived shortage of doctors and nurses, a lack of family doctors, increased burnout among medical professionals, and a widespread dearth of mental health services. Asked specifically about the cost of prescription drugs, few felt this to be a significant issue at present. Many commented that Canadians typically received coverage in this area through their employers, while a few were of the impression that these costs could be claimed on one's annual tax returns. A smaller number felt differently, believing that prescription drug coverage was not affordable in a number of cases, including for the treatment of serious diseases such as cancer and diabetes.

Provided with information related to plans for a potential national pharmacare program almost all reacted positively to this information, with several expressing particular enthusiasm regarding the commitment by the federal government to negotiate prescription drug prices on behalf of Canadians. A few felt more negatively about this initiative, believing a national pharmacare program was too ambitious and unlikely to be financially feasible if implemented.

Informed that this program could either be provided universally for all Canadians or via a 'close the gaps' approach, providing coverage for those who currently did not have it, participants expressed a range of opinions. Many believed that the fully public plan would promote fairness and accessibility while reducing the cost of employee benefits packages, which were thought to have expensive premiums at present. A number, however, were concerned that this approach could lead to over-prescription by pharmacists and the potential for exploitation for those seeking to use these medications for recreational purposes. The positive aspects associated by participants with the 'close the gaps' approach were primarily linked to perceived lower costs for the overall program, the targeting of federal assistance to those who needed it most, and a more personalized approach to pharmacare. Many, however, expressed concerns regarding the possible emergence of a two-tier pharmacare system if this approach were to be implemented.

Asked if they would support a universal pharmacare program, those in the group from New Brunswick were mostly supportive, while participants in British Columbia (B.C.) were more skeptical, feeling that there were more pressing issues related to health care for the federal government to focus on. Asked whether they would still support this program in the event that it increased the federal deficit or led to increased or new taxation, very few in either group indicated that they would.

Substance Use and Addiction (Southern Ontario South Asian Diaspora, Major Centres British Columbia, G.V.A. Concerned About Crime)

Three groups took part in discussions related to substance use and addiction. Asked whether substance use was an issue in their communities, almost all in the two groups based in British Columbia (B.C.) believed it to be a major issue while most in southern Ontario believed it to be a minor issue or not an issue at all. Asked if they could recall any recent actions taken by the Government of

Canada on this front, several believed that it had provided funding and support for supervised consumption sites in several provinces/territories. Other actions cited included efforts to ensure drug users had access to clean needles as well as allowing for the provision of free Naloxone kits in most Canadian pharmacies.

Asked to share what came to mind when they heard the term 'safer supply', most believed that this referred to the regulation and/or distribution of illicit substances for those suffering from addiction to ensure that they were not consuming drugs which had potentially been cut with toxic substances. Asked if they were familiar with the term 'supervised consumption site', several were of the impression that these were locations in which individuals struggling with addiction could come to consume illicit substances in a safe place and in the presence of health care professionals. While most felt that the availability of a safer supply and supervised consumption sites would likely have a beneficial impact on protecting drug users and reducing overdoses, few believed that this would have a tangible effect on reducing addiction and the use of illicit substances. Several expressed the opinion that in addition to harm reduction efforts, there needed to be a greater focus on treating and assisting these individuals in overcoming their addictions.

Both groups based in B.C. were asked to share their perspectives regarding the recent decision by the Government of Canada to grant an exemption to the *Controlled Drugs and Substances Act* to remove criminal penalties for the possession of up to 2.5 grams of certain illegal drugs in B.C. Almost all residing in the Greater Vancouver Area (G.V.A.) supported this action while those residing in major centres across B.C. were more mixed in their opinions. For those who supported this action, it was felt that this would allow law enforcement to devote greater resources towards other areas and potentially take pressure off the province's criminal justice system. Amongst those who were more uncertain or opposed to this measure, concerns were raised that this would lead to the increased use of these substances now that individuals were no longer concerned about the potential legal consequences of possessing them.

French Language Protection and Promotion (Quebec Montérégie Region)

Participants residing in the Montérégie Region engaged in a brief conversation regarding the importance of protecting and promoting the French language in Canada. While most felt that this was an important priority and one in need of increased attention from the federal government, few were aware of any recent initiatives or announcements on this front. Informed that the Government of Canada had recently introduced its *Action Plan for Official Languages: 2023-2028*, participants were provided with a list of key objectives and proposed measures related to this plan.

All reacted positively to these measures and it was widely felt that these actions would be highly useful towards protecting and promoting the French language both in Quebec and throughout the rest of Canada. Several expected that the provision of increased investments towards language training for newcomers would have a significant impact on increasing the prevalence of French in Canada. A number also believed that greater investments towards an increased number of Francophone child care centres across Canada would be impactful in that it would enable children to develop French language skills from an early age.

Community Safety and Bail Reform (Southern Ontario South Asian Diaspora, G.V.A. Concerned About Crime)

Two groups discussed the issue of community safety as well as recent actions taken by the Government of Canada related to bail reform. Asked whether they believed that their respective communities were safe, a larger number did relative to those who felt otherwise. Almost all were of the impression that the rate of crime had increased in their communities in recent years. Describing the potential causes behind rising crime, a number believed that an increase in the rate of homelessness, addiction, and those suffering from mental health challenges had been significant contributing factors.

Asked if they had recently seen, read, or heard anything about Canada's bail system very few had. While none were aware of any specific details related to the bail system, a large number were of the impression that it was quite lenient at present and thought that it needed to be stricter. Discussing whether the current bail system was fair, many felt that they did not know about this issue to provide a proper evaluation. Focusing on the impact of individuals re-offending while out on bail, a roughly equal number believed this to be a major issue as those who felt it was only having a minor impact. Informed that the federal government had recently taken actions to strengthen Canada's bail system and make it more difficult for individuals to re-offend, all reacted positively to this information. Most felt that this would prevent individuals from taking advantage of the bail system and expected that it would help towards reducing crime in their communities.

Gender Equality (Small and Mid-Size Centres Quebec Younger Men)

Participants in one group, comprised of younger men residing in small and mid-size centres in Quebec, engaged in a brief conversation related to gender equality. Asked to share their perspectives related to gender stereotypes and the expectations faced by men in society, many believed that traditional gender roles continued to influence societal expectations, particularly in the areas of family, dating, and relationships. A small number were of the impression that men continued to experience a considerable degree of shame or embarrassment when disclosing issues such as mental health challenges and felt that there was still an expectation for men to suppress their emotions rather than share them. Asked how these stereotypes impacted their personal well-being, several expressed feelings of stress and pressure to live up to what they believed were society's expectations of them.

Describing what 'equal rights' meant to them, many believed that this involved both men and women having access to equal rights, responsibilities, opportunities, and expectations in society. Asked if young men had a role to play in promoting gender equality, a large number expressed uncertainty, with many believing that this had already been achieved for the most part. Almost all disagreed with the statement that society was gradually moving away from traditional gender roles occupied by men and women in the workplace and at home. Many believed that it was still difficult for men to take on traditionally female roles and that those who did so continued to be stigmatized to some degree. It was thought that more work needed to be done to ensure that men were accepted and encouraged to take on more traditionally female roles if they desired to do so.



THE
**STRATEGIC
COUNSEL**

MORE INFORMATION

The Strategic Counsel

Contract number: CW2241412

Contract award date: December 19, 2022

Contract value: \$ 814,741.30

Detailed Findings

Timeline of May 2023 Announcements

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

- May 1-7
 - May 1. The Government of Canada and the Government of Newfoundland and Labrador announced \$306 million in funding towards the expansion of the Trans-Canada Highway.
 - May 1. The Government of Canada, through the Canadian Nuclear Safety Commission (CNSC), announced the creation of the Indigenous Stakeholder Capacity Fund (ISCF), to support the involvement of Indigenous communities in nuclear activities.
 - May 1. The Government of Canada announced \$2.8 million in support for 2SLGBTQI+ mental health initiatives through the Community-Based Research Centre.
 - May 1. The Government of Canada announced strengthened measures to address gun violence in Canada, including increased regulations, amendments to Bill C-21, and the protection of firearm rights for Indigenous peoples.
 - May 2. The Government of Canada, through the Federal Economic Development Agency for Northern Ontario (FedNor), announced over \$7.6 million in support for nine Northern Ontario Community Futures Development Corporation (CFDC) projects.
 - May 2. The Government of Canada invested \$8.5 million in the Canadian Red Cross to support their Friendly Calls initiatives across the country.
 - May 3. The Government of Canada announced additional sanctions against the Iranian regime over continued human rights violations.
 - May 3. The Government of Canada announced \$71 million in funding towards humanitarian assistance for Sudan and neighbouring countries in response to ongoing civil unrest in the country.
 - May 3. The Government of Canada announced over \$2.2 million in funding for six projects addressing gender-based violence in Ontario.
 - May 3. The Government of Canada invested more than \$25 million to support projects through the Community Resilience Fund (CRF) to counter radicalization to violence.
 - [Focus group was held with the general population living in Eastern Ontario \(May 3rd\).](#)
 - May 4. The Government of Canada announced \$6.5 million to support research towards the health and mental well-being of young children.
 - May 4. The Government of Canada invested \$5.8 million to support the development of assisted and adaptive technologies for Canadians with disabilities.
 - [Focus group was held with the general population living in the Montérégie region of Quebec \(May 4th\).](#)
 - May 5. The Government of Canada launched the Canada Electricity Advisory Council to support Canada's net-zero emissions goals related to electricity.
- May 8-14

- May 8. The Government of Canada, through Immigration, Refugees and Citizenship Canada (IRCC), announced the extension of the Agri-Food Pilot, allowing for greater access to permanent residence for agricultural workers and their families.
- May 8. The Government of Canada announced \$390 million towards crime and gun violence prevention across Canada.
- May 8. The Government of Canada and the Government of Quebec announced a joint investment of \$1.7 billion towards the enhancement of Quebec's electric public transit network.
- May 8. The Government of Canada declared persona non grata Mr. Zhao Wei following an investigation of Chinese interference into Canadian affairs.
- [Focus group was held with the South Asian diaspora in Southern Ontario \(May 9th\).](#)
- May 10. The Government of Canada announced new passport design and security features.
- May 10. The Government of Canada announced \$187 million in funding through the Low Carbon Economy Fund (LCEF) to support Quebec projects reducing greenhouse gas emissions and contributing to the economy.
- May 10. The Government of Canada invested over \$2 million in Voilà Community Help to use artificial intelligence as a tool to teach French as a second language in early childhood.
- May 10. The Government of Canada invested more than \$890,000 to upgrade trails and construct new active transportation pathways across New Brunswick.
- [Focus group was held with the general population from Saskatchewan and Manitoba \(May 10th\).](#)
- May 11. The Government of Canada announced the deployment of the Canadian Armed Forces (CAF) to Alberta in response to ongoing wildfires in the province.
- [Focus group was held with low-income individuals living in Quebec \(May 11th\).](#)
- May 12. The Government of Canada announced that Saskatchewan will receive funding through the Future Electricity Fund (FEF) to support clean energy projects and energy efficient technologies, among other initiatives.
- May 12. The Government of Canada announced that the Canadian Radio-television and Telecommunications Commission (CRTC) had launched consultations to modernize the broadcasting system.
- May 15-21
 - May 15. The Government of Canada announced over \$13.5 million in funding for the City of Toronto's Taking Action on Tower Renewal (TATR) energy-saving program.
 - May 16. The Government of Canada invested over \$3.75 million to support the Manitoba Indigenous Critical Minerals Partnership (MICMP).
 - May 16. The Government of Canada announced additional safeguards to protect Canadian elections from foreign interference.
 - May 16. The Minister of Justice and Attorney General introduced Bill C-48, which proposes reforms to Canada's bail system.

- May 16. The Government of Canada announced the Canada and United States Alternative Fuel Corridor, providing electric-vehicle infrastructure from Kalamazoo, Michigan, to Québec City, Québec.
- **Focus group was held with first-time home buyers in Hamilton, Ontario (May 16th).**
- May 17. The Government of Canada announced almost \$5.9 million in funding for zero-emission vehicle (ZEV) awareness projects.
- May 17. The Government of Canada announced support for agricultural producers in Saskatchewan whose stacked forage had been damaged due to wildfires.
- May 17. The Government of Canada invested over \$10.9 million towards active transportation projects in the City of Vancouver, British Columbia (B.C.).
- **Focus group was held with the general population in Yukon (May 17th).**
- May 18. The Government of Canada announced new agreements with Visa and Mastercard to lower credit card transaction fees for small businesses.
- May 18. The Government of Canada announced \$4.1 million in funding through the Sustainable Canadian Agricultural Partnership (Sustainable CAP) towards two agriculture resilience and public trust projects in Saskatchewan.
- May 19. The Government of Canada and the Government of Manitoba announced a joint investment of over \$13.1 million for upgrades to ventilation, heating, and cooling systems in Manitoban schools and health care facilities.
- May 19. The Government of Canada announced \$4.5 million in funding through the Building Safer Communities Fund (BSCF) for the City of Winnipeg to prevent gun and gang violence.
- May 22-31
 - May 23. The Government of Canada announced over \$15.4 million in funding to improve access to health care services for Francophones living in Northern Ontario.
 - May 23. The Government of Canada announced \$150 000 in funding for active transportation in the City of Saint John, New Brunswick.
 - May 23. The Government of Canada announced \$40 million in funding for tourism recovery in the City of Vancouver.
 - May 23. The Government of Canada announced an investment of \$5.6 million in La Factory to support skills training for newcomers.
 - **Focus group was held with frequent users of social media aged 18 to 34 in Saskatchewan and Manitoba (May 23rd).**
 - May 24. The Government of Canada announced over \$7 million in funding towards active transportation corridors in Prince Edward Island (P.E.I.).
 - May 24. The Government of Canada invested \$3.1 million in funding through PacifiCan for nine projects in B.C.
 - May 24. The Government of Canada announced \$4 million in funding to support electricity modernization in Saint John, New Brunswick.
 - **Focus group was held with the general population in New Brunswick (May 24th).**

- May 25. The Government of Canada announced an investment of \$38.2 million to support renewable energy projects in Manitoba.
- May 25. The Government of Canada announced that six projects will receive more than \$3.5 million in funding through the Gender-Based Violence Research Initiative.
- May 25. The Government of Canada announced \$7.6 million in funding for business growth and workforce training in Saskatchewan.
- [Focus group was held with men aged 20 to 35 living in Quebec \(May 25th\).](#)
- May 26. The Government of Canada announced \$3.57 million in funding to prevent gun and gang violence in Newfoundland and Labrador.
- May 26. The Government of Canada invested \$16.1 million to improve water infrastructure in B.C.
- May 26. The Government of Canada announced \$42.9 million to support the health sector in adapting to climate change.
- May 29. The Government of Canada announced an investment of over \$930,000 to help address harms related to substance use in Sudbury, Ontario.
- May 29. The Government of Canada announced \$65 million in funding to support sustainability in Manitoba's agricultural sector.
- [Focus group was held with the general population living in B.C. \(May 30th\).](#)
- May 31. The Government of Canada announced investments of up to \$86 million to support Newfoundland and Labrador's clean fuel sector.
- May 31. The Government of Canada and the Government of P.E.I. announced that the province would expand its drug program under a newly reached agreement.
- [Focus group was held with individuals concerned about crime in the Greater Vancouver Area \(G.V.A.\) \(May 31st\).](#)

Government of Canada in the News (All Locations)

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

- Ongoing investigations by the federal government into allegations of Chinese interference in recent Canadian federal elections. Actions recalled by participants included the appointment of an Independent Special Rapporteur on Foreign Interference to determine the extent and impact of this interference. A large number reported having heard about this, with several indicating that they had been following this issue closely;
- An agreement reached on May 1st, 2023, between the Government of Canada and the Public Service Alliance of Canada (PSAC) to put an end to strike activity which had begun on April 19th, 2023;

- The announcement of numerous affordability measures included as part of the federal government's 2023 annual Budget. Participants specifically recalled initiatives such as the provision of a one-time Grocery Rebate for low-income households, as well as a commitment to eliminate junk fees paid by Canadians and reduce credit card transaction fees for small business owners;
- The unveiling of a new design for the Canadian passport, including new state-of-the-art security features. A number of participants questioned the reported decision to remove numerous historical images as part of this redesign, believing these had served as a positive reminder of Canada's heritage and accomplishments;
- The announcement of proposed changes to strengthen Canada's bail system to improve public safety and make it more difficult for violent reoffenders to be released on bail going forward. Participants were largely positive in their reactions to this measure;
- The deployment of Canadian Armed Forces (CAF) personnel and resources by the federal government to assist Alberta in combatting a large number of uncontrolled wildfires that had been burning throughout the province; and
- The announcement of the Government of *Canada's Action Plan for Official Languages 2023-2028*, aiming to reverse the decline of the French language in Canada and promote the vitality of official-language minority communities. Several in the group comprised of those residing in major centres in Quebec reported being aware of this initiative.

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

- Ongoing support for Ukraine, including the continued provision of financial and military assistance, as well as efforts to take in and accommodate Ukrainians fleeing the conflict;
- Actions to assist Canadians seeking to leave Sudan amidst escalating violence and civil unrest in the country. It was recalled that the Government of Canada had arranged a number of flights to assist with the evacuation effort as well as taken actions to accommodate Sudanese nationals currently in Canada, including allowing these individuals to apply for free to extend their stay, as well as move between temporary resident streams; and
- The attendance by the Prime Minister at the 49th Group of Seven (G7) summit which was held between May 19th, 2023, and May 21st, 2023, in Hiroshima, Japan.

Electric Vehicles (Major Centres Eastern Ontario)

One group, comprised of participants residing in Eastern Ontario engaged in an extended discussion related to recent investments made by the federal government towards increasing electric vehicle (EV) manufacturing in Canada, including its support for the construction of a new EV battery plant in St. Thomas, Ontario. A roughly similar number of participants reported having heard about this project as those who were learning about it for the first time. To aid in conversation, participants were informed that:

Recently, the Government of Canada and Ontario secured an investment from Volkswagen to establish its first overseas electric vehicle battery manufacturing plant in St. Thomas, Ontario. This is the largest electric vehicle-related investment in Canadian history. Once complete in 2027, the plant will produce batteries for up to one million electric vehicles per year, strengthening Canada's domestic battery manufacturing capacity to meet the demand for electric vehicles.

Several reacted positively to this information and hoped that the construction of this plant would lead to increased affordability of EVs for Canadians as well as job creation in the clean energy sector. A few were also of the opinion that Canada could gain significant economic benefits from these investments and position itself as a global leader in EV battery production. Among the smaller number who felt more negatively, it was questioned whether investments towards this sector by the federal government could lead to increased taxes for Canadians in the future. Concerns were also expressed regarding the potential environmental costs that might be incurred through the mining of the raw materials required for EV batteries. A few took a more nuanced perspective, believing that while this project would likely have a positive economic impact on their region and Canada more broadly, there were more pressing issues for the federal government to focus on including health care and the high cost of living at present.

Roxham Road (Quebec Montérégie Region)

Participants in the Montérégie region of Quebec were asked a few additional questions related to asylum seekers in the province, including those who had utilized the Roxham Road irregular border crossing. A similar number reported having heard about this issue compared to those who had not. Among those who were aware, participants were generally of the impression that this crossing had recently been closed following a new agreement reached between the Government of Canada and the United States (U.S.). While none reacted negatively to this decision, a few expressed concerns that it might lead to asylum seekers taking more desperate measures to enter Canada, potentially putting their lives at risk in the process. The view was expressed that while it was important for the federal government to continue to assist those seeking asylum, there needed to be a greater effort to disperse these individuals more evenly across the country. It was thought that some provinces, such as Quebec, had taken in a far greater number of asylum seekers in recent years compared to other parts of Canada.

News Consumption Habits (Southern Ontario South Asian Diaspora, Major Centres Prairies Frequent Users of Social Media, Small and Mid-Size Centres Quebec Younger Men)

Three groups took part in a discussion related to their news consumption habits as well as the platforms and/or sources they viewed as being the most reliable. Asked how much time they would typically spend reading, watching, or listening to the news, most reported doing so for approximately 15-30 minutes each day. Several commented that they would typically scan the headlines and delve deeper into any topics or articles that were of particular interest to them. A small number indicated

that they checked the news constantly throughout the day, while a few consumed it more passively through their social media feeds or via word of mouth from family, friends, or colleagues.

Describing the primary sources they use for receiving news, many mentioned traditional broadcast outlets such as television (CBC, CTV, CP24, and Global News) and radio. Several also indicated using social media platforms (Facebook, Instagram, Twitter, and TikTok), as well as search engines such as Google and Microsoft Bing. Asked whether they viewed some sources or platforms as being more reliable than others, while most felt that mainstream news and official sources such as the Government of Canada were generally quite trustworthy, it was thought that news items posted on social media could often be misleading or inaccurate. A few were of the opinion that this issue was particularly prevalent on Facebook and Instagram. Asked an additional question as to whether they ever sought out news sources in other languages, many in the group comprised of members of the South Asian diaspora reported that they did. A number mentioned receiving news in languages such as Punjabi, Hindi, and Urdu, through television, radio, and YouTube.

Government of Canada Priorities and Performance (All Locations)

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

- Health care – Several mentioned what they viewed as the affordability and high quality of health care in Canada. A number were of the opinion that the federal government had strongly supported the provincial and territorial health care systems throughout the COVID-19 pandemic and believed that it had done well in adapting to the ever-changing nature of the virus. A few also recalled recent agreements reached between the federal and provincial/territorial governments to increase Canada Health Transfer (CHT) payments, believing this action would further improve health care provision in Canada;
- Education – A number spoke positively of the provision of universal primary and secondary education for all Canadians. It was felt that the education system throughout the country was generally of high quality compared to other jurisdictions throughout the world;
- Benefits and supports – The wide range of benefits and supports available to Canadians was also identified by a large number as an area in which the federal government was performing well. Participants mentioned a number of federal programs that they had personally benefited from, including the Canada Child Benefit (CCB), Employment Insurance (EI), Old Age Security (OAS), and the Canada Pension Plan (CPP);
- Services for Canadians – A number felt that service provision for Canadians had improved significantly as of late. Several who had recently completed their annual income taxes spoke positively of the Canada Revenue Agency (CRA) website, believing that it was secure and had been easy to navigate. A few reported having had a positive experience while recently

renewing their passport, commenting that the process had been far easier and quicker than they had expected;

- Environment and climate change – Participants felt that the environment and climate change had been a strong focus for the federal government in recent years. Many were of the impression that a wide range of actions and initiatives had been implemented related to the environment and assisting Canadians with making more sustainable choices. A few commented positively on the management of the national parks system and thought that Parks Canada had done a strong job in maintaining and protecting Canada’s natural historical sites;
- Immigration – It was felt that the Government of Canada had done a strong job in promoting higher immigration rates and working to bring more non-Canadians into the country. It was expected that this would have a positive impact on the Canadian economy and address issues related to perceived labour shortages across a range of sectors;
- Diversity and multiculturalism – A number believed that Canada was a welcoming country and that the federal government had done a strong job in protecting and promoting the diversity and multiculturalism of its population. It was thought that the Government of Canada had also been strong in its support for marginalized groups such as racialized Canadians, Indigenous peoples, and members of the 2SLGBTQI+ community; and
- International assistance – Some commented that the Government of Canada had worked well with its allies to support Ukraine, including taking actions to accommodate those seeking safe haven from the conflict.

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

- Affordability and the cost of living – A large number were of the impression that life had become far less affordable in recent years and that it was increasingly difficult to make ends meet financially. Several specifically mentioned the rising price of housing and were of the view that owning a home had become increasingly out of reach for a growing number of Canadians. It was felt that more needed to be done to support lower- and middle-income households as well as groups such as seniors who were primarily reliant upon fixed incomes and whose purchasing power had diminished due to rising inflation. A few believed that greater efforts should be taken by the federal government to reduce its spending and maintain a balanced budget as an additional way of combatting inflation;
- Health care – Several were of the impression that emergency rooms and walk-in clinics across the country were experiencing significant wait times and that it had become difficult for Canadians in many parts of the country to access health care. A number believed that perceived widespread shortages of doctors and nurses had been a contributing factor to this issue. Related to this, it was felt that more should be done to streamline the foreign credential recognition process, making it easier for doctors and nurses educated outside of Canada to practice in the country;
- Infrastructure – It was thought by some that there was currently not enough infrastructure (including hospitals, public transportation, and schools) to support Canada’s growing population. A number expressed concern regarding the potential impact that rising

immigration rates would have on these areas and felt that more needed to be done to expand these services to prepare for this growing number of new arrivals;

- National security – Some expressed concerns about what they viewed as increasing geopolitical threats, believing more needed to be done to ensure the safety and security of Canadians. It was thought that greater efforts could be taken to strengthen the Canadian Armed Forces (CAF), including its capacity to prevent incursions into the Arctic; and
- Reconciliation – Several were of the impression that numerous Indigenous communities continued to lack clean drinking water and access to the same federal services as the rest of Canadians. It was thought that far more needed to be done to support these communities as well as further incorporate Indigenous perspectives in Canadian society. A few suggested that actions should be taken to include Indigenous practices into the criminal justice system, believing that there needed to be greater representation of Indigenous traditions and beliefs in this area.

Asked to identify the top issues which they felt the Government of Canada should be prioritizing, many reiterated the importance of addressing issues related to the cost of living and the high rate of inflation. It was felt that a growing number of Canadians were struggling and that this trend would likely continue unless action was taken by the federal government to address this issue. Several also believed that more needed to be done to increase the accessibility of safe and affordable housing for all Canadians and expressed concern about the perceived rising rate of homelessness in their communities. A large number also emphasized the need for the federal government to continue to place a strong focus on issues related to addressing health care wait times and worker shortages, climate change and reducing the dependency of Canadians on non-renewable energy sources, and the need for continued investment in the country's education system. Other issues identified by participants included national security (including protection from cyber threats and foreign election interference), mental health and addictions, and reconciliation with Indigenous peoples.

Ukraine (Major Centres Eastern Ontario)

Participants in one group briefly discussed the Government of Canada's ongoing financial and military support for Ukraine. Asked if they could recall any recent actions taken by the federal government on this front, a number were of the impression that it had been supporting Ukraine through financial assistance, the provision of military equipment and vehicles, and by taking in and accommodating a large number of Ukrainians who had fled the conflict. Discussing whether they felt this was an important priority for the federal government to focus on, only a few indicated that they did. Among these participants, it was felt that it was important for the Government of Canada to work with its North Atlantic Treaty Organization (NATO) allies to continue to support Ukraine, believing this was important for preserving global security in the long term. For the larger number who felt differently, it was thought that given the considerable challenges believed to currently be facing Canadians at present (including inflation and the high cost of living), it was more important for the federal government to focus on domestic issues rather than providing international assistance. A few expressed the opinion that the conflict in Ukraine was likely to continue for the foreseeable future and

questioned whether it would be economically feasible for the Government of Canada to maintain its current level of financial and military support if the situation were to draw on for many years to come.

National Security (Yukon)

Those in the group based in Yukon engaged in a discussion related to national security, including the sovereignty and security of the Arctic. Asked whether, on balance, they felt that the Government of Canada was headed in the right direction when it came to these issues, a large number did not believe that it was. Several expressed concerns related to the preparedness of the CAF to defend Canada in the event of a global conflict and believed that greater efforts needed to be taken to strengthen the country's broader national security capacity. A few were also worried about perceived emerging threats such as cyberterrorism, believing that more needed to be done to protect Canadians from digital attacks. A small number were of the view that Canada was currently too dependent on its allies (particularly the United States) for its national defence, and that actions needed to be taken to foster greater independence on this front.

All felt that the protection of the Arctic needed to be a top priority for the Government of Canada. Discussing the federal government's performance on this front, almost all believed that there was room for improvement. A few specifically mentioned incidents related to alleged spy balloons that had travelled through Canadian airspace in January and February 2023 and were of the impression that the Government of Canada had been somewhat delayed in its reactions to these incursions. Asked to identify the greatest threats to sovereignty and security in Canada's North, a number were concerned about potential encroachment upon Canadian territory by other countries. Several also cited environmental issues such as climate change as well as the potential for disasters such as oil spills and extreme weather events in their region. All felt that these were important issues and required greater attention from the Government of Canada.

Immigration (Southern Ontario South Asian Diaspora)

Participants in the group comprised of members of the South Asian diaspora took part in a discussion related to immigration and the challenges faced by newcomers to Canada. Asked to identify the most important issues facing South Asians in Canada, a number mentioned difficulties related to the foreign credential recognition process. It was thought that new arrivals from South Asia (and other parts of the world) frequently faced challenges regarding the recognition of their professional and educational credentials, making it difficult for them to find employment in their fields of expertise. Several felt that more needed to be done by the federal government to streamline this process.

Asked whether they felt immigration more generally should be a high priority for the Government of Canada, most did. It was thought that by focusing on increasing immigration rates and bringing in skilled workers from outside of Canada, the federal government would be able to address perceived worker shortages across a range of sectors. Discussing the most important issues related to immigration at present, some reiterated concerns over the foreign credential recognition process. Other issues mentioned included the need to ensure international students were able to access the

same services and benefits as the rest of Canadians, out-of-status workers were protected from exploitation by their employers, and that certain countries or backgrounds were not prioritized over others when it came to immigration. Asked whether they felt that the Government of Canada was on the right track when it came to immigration as well as its international relations more broadly, a roughly similar number felt this to be the case as those who were more uncertain or mixed in their views. No participants felt that the federal government was headed in the wrong direction on these fronts.

Economy and Job Creation (Small and Mid-Size Centres Quebec Younger Men)

One group engaged in an additional conversation related to the Canadian economy and job creation. Several felt that the economy was in poor condition at present, with a number specifically mentioning the perceived high costs of essentials such as groceries and gasoline. A few were of the impression that a large portion of Canadians were currently relying on credit to pay off their monthly expenses and expected that this trend would continue for the foreseeable future. A small number felt somewhat differently, expressing the view that while the economy was currently facing challenges, it was still performing relatively well compared to other jurisdictions throughout the world. Asked whether they expected the Canadian economy would be better, worse, or about the same five years from now, participants were mostly negative in their forecasts. It was believed that with a growing number of older Canadians expected to retire in the coming years that there would not be enough workers available to fill these positions, and that economic growth would be limited as a result. For the smaller number who were more optimistic, it was thought that current challenges such as inflation were already beginning to improve and that this would likely serve to energize the economy over the next few years.

Focusing on the state of the job market more specifically, a large number were of the opinion that while there were many jobs currently available, these positions did not necessarily offer high wages or sufficient benefits for workers. A few were of the impression that while it was relatively easy to find work in sectors such as construction and service industries, there were generally far fewer opportunities in areas such as the technology and information sectors. A roughly equal number felt that the Government of Canada was currently on the right track when it came to job creation as those who were more uncertain. Asked if they were aware of any actions or initiatives from the federal government related to job creation, a number were of the impression that it had offered grants and funding for training programs in important sectors such as technology and health care, though none could recall any specific details. To aid in conversation, participants were provided with the following information:

One of the steps the Government of Canada has taken recently to help create jobs in Canada is to try and attract new investment in industries such as the auto sector. Recently, the Government of Canada and Volkswagen announced that the company is choosing to build its first overseas cell battery plant in Canada and that the federal government will be investing about \$13 billion. It is estimated that the plant would create about 3000 jobs.

On balance, participants were mostly positive in their reactions to this information and felt that this investment would be helpful towards creating higher paying jobs for Canadians. A few, however, expressed concerns as to whether there would be enough qualified individuals available to fill these positions. A small number were of the view that an investment of \$13 billion should yield more than 3000 jobs and questioned whether there were more cost-effective ways for the Government of Canada to promote job creation.

Social Media (Major Centres Eastern Ontario, Quebec Montérégie Region, Mid-Size Centres Saskatchewan and Manitoba, Major Centres Prairies Frequent Users of Social Media)

Participants in four groups engaged in conversations related to social media. These discussions focused on participants' usage of social media, the trustworthiness of information found on these platforms, and perspectives related to the moderation of content posted on social media.

Social Media Usage (Major Centres Prairies Frequent Users of Social Media)

One group, comprised of individuals who identified as frequent users of social media, discussed their social media usage and the ways in which they engage with these platforms. Asked how frequently they would use social media on a given day, most estimated their daily usage to be somewhere in the range of 3-5 hours. A smaller number described using social media constantly throughout the day. Discussing the platforms that they would typically use, several mentioned Facebook, Twitter, and TikTok with a smaller number also reporting using LinkedIn, YouTube, and Snapchat. For most, the primary reasons for visiting these platforms were entertainment and communicating with family and friends. A few specifically mentioned using LinkedIn for professional reasons, including developing skills related to their careers. Asked if they would use social media to find information, while a large number indicated that they would do so for local events or news pertaining to their communities, few reported using social media to learn more about broader national issues or events.

Very few reported following the Government of Canada, or related accounts belonging to specific departments or agencies, on social media. Asked what advice they would give to the federal government regarding the content it creates for social media, a number felt that its social media campaigns should be designed to highlight the most positive aspects of Canada, including the national parks system and the country's diverse population. A few also felt that official social media channels could be used to present data and findings from agencies such as Statistics Canada. It was felt that by delivering this information in an engaging, visually stimulating fashion, the federal government would be able to capture the attention of many online users. As a general comment, it was expressed that the Government of Canada should tailor the content it creates to each individual platform rather than using a one-size-fits-all approach. It was believed that the content preferences of social media users varied greatly depending on what platform they were using and that it was

important for the federal government to understand and account for these differences. Several felt that the Government of Canada should increase its presence on platforms such as TikTok and Instagram, believing that more could be done to communicate to younger Canadians using features such as reels, stories, and livestreams. Asked if there were any specific topics that they were interested in seeing more information about from the federal government on social media, participants mentioned areas such as health care and reconciliation with Indigenous peoples.

Social Media Content Moderation (Major Centres Eastern Ontario, Quebec Montérégie Region, Mid-Size Centres Saskatchewan and Manitoba)

Three groups took part in a discussion related to the content found on social media, including the trustworthiness of information on these platforms, the impact of potentially harmful posts or comments, and potential measures to moderate this content. Asked how frequently they used social media, most reported doing so on a daily basis while a smaller number indicated they visited these platforms from time to time. A very small number commented that they seldom used social media or did not use it at all. Asked which platforms they would typically use, a large number mentioned Facebook, Twitter, and Instagram. Describing how they would typically engage with content on these platforms, a roughly equal number reported that they would frequently react to or comment upon social media posts from friends, family, and/or public figures and organizations compared to those who rarely or never did so. Very few indicated that they would be likely to interact with posts or content from the federal government on these platforms.

Only a small number reported following social media accounts operated by the federal government and by related agencies and departments such as Parks Canada, the Canada Revenue Agency (CRA), and Health Canada. While a few would occasionally read posts related to topics of interest to them such as economic decisions from the Bank of Canada (BOC), immigration, or initiatives such as the Canada Summer Jobs (CSJ) program, most reported that they would be more likely to use official websites for this information rather than social media. Asked whether they would typically trust content shared by the Government of Canada on social media, a similar number reported somewhat trusting this content as those who neither trusted nor distrusted it. A smaller number indicated a strong level of trust, while very few somewhat or strongly distrusted social media content from the federal government.

Focusing on potentially harmful content posted on social media (including posts containing hate speech, harassment or threats, misinformation, and/or other obscene or inappropriate content), a large number indicated that they encountered these types of posts on a regular basis. Asked whether empowering social media managers to hide or delete these types of posts as well as to prevent the offending users from seeing or commenting on future posts would be an effective approach to managing this type of content, participants were mixed in their views. Most were in favour of content moderators taking this type of action, especially in instances of hateful, racist, or sexist posts; personal threats to other users; and posts which intentionally presented false or misleading information (especially related to important subjects such as health care or personal finances). Several, however, expressed the opinion that there was a fine line between this type of moderation and the broader

ensorship of differing opinions. A number were of the view that it was of critical importance for Canadians to be able to leave comments and have their voices heard regarding initiatives and policies of importance to them. Among these participants, it was widely felt that there needed to be strict criteria established regarding which types of content would be subject to moderation on social media accounts operated by the federal government to ensure that users would continue to be able to freely express themselves. Asked whether their opinions regarding the trustworthiness of content shared by the Government of Canada on social media had changed as a result of this conversation, while most were unchanged in their views, a small number indicated slightly lower levels of trust after learning that comments as well as posts could potentially be moderated going forward.

Online Safety (Major Centres Prairies Frequent Users of Social Media, Small and Mid-Size Centres Quebec Younger Men)

Participants in two groups engaged in conversations related to online safety. Those in the group comprised of frequent social media users discussed online safety and harmful content more generally, while both groups shared their perspectives related to the issue of misinformation.

Harmful Content (Major Centres Prairies Frequent Users of Social Media)

Asked to identify what they believed to be the positive impacts of the Internet and the online world on society, many mentioned the increased ability to connect and interact with family, friends, and others throughout the world as well as the widespread availability of information on an endless number of subjects. Some also spoke of the increased employment flexibility allowed for by the Internet, providing individuals with the opportunity to work remotely as well as to work for companies located outside of their community or region. Discussing the potential drawbacks of the Internet, a number described issues such as the spread of harmful content online, concerns related to a loss of individual privacy, the prevalence of online scams, and the risk of addiction to social media and the Internet. Asked how much control they felt individuals had over the content they encountered online participants were somewhat mixed in their views. While most believed it was relatively easy to scroll past or block content that they did not wish to see, some commented that many apps and platforms often pushed content via algorithms, making it difficult to completely avoid encountering these posts.

Asked what the term 'online safety' meant to them, most believed it referred to one's ability to protect their information and privacy online. While few had concerns related to their own safety online, a number felt that more could be done to protect groups such as seniors and younger Canadians who may not have developed the skills to detect online risks or who may be targeted by bad actors online. None were familiar with the term 'online harms'. A number expected that this term most likely referred to hateful comments and posts found online (including sexist, racist, and homophobic content) as well as content designed to intentionally misinform or exploit other online users. Few believed that the presence of harmful content online was a major issue at present, with several of the



opinion that one could always log off or intentionally avoid these types of posts if they encountered them. Several were also of the impression that hateful content was strictly regulated on platforms such as Facebook, Instagram, and Twitter and that sufficient steps had already been taken on this front. No participants felt that more should be done to address harmful content online, with several believing that taking such actions could lead to broader limitations on the ability of individuals to freely express themselves online. While most were of the opinion that online platforms had a responsibility to moderate harmful content on their websites, a number believed that it was the users posting this content (rather than the platform) that should be held accountable for any potential harms that it caused. Discussing previous actions taken by the federal government to protect Canadians from harmful content, a number mentioned the recently adopted Bill C-11 (also known as the *Online Streaming Act*). Participants were mostly negative in their impressions of this legislation, believing it would potentially limit free expression while doing little to address the issue of online hate.

Misinformation (Major Centres Prairies Frequent Users of Social Media, Small and Mid-Size Centres Quebec Young Men)

Asked how frequently they came across information online that they were uncertain of the accuracy of, a large number in both groups reported encountering these types of posts on a daily basis. All in the group of frequent social media users were familiar with the terms 'misinformation' and 'disinformation' while a roughly equal number of those residing in Quebec had heard of them compared to those who had not. While most were uncertain as to the difference (if any) between these terms, a few speculated that misinformation may refer to false information while disinformation included posts or comments that were intentionally misleading. To provide further clarification, participants were informed that the difference between these two terms was that misinformation was information that is incorrect or misleading, whereas disinformation is false information deliberately spread to deceive people. Several expressed concern about what they viewed as the increasing prevalence of misinformation and disinformation online, believing this had served to obscure the truth on numerous important subjects and led to Canadians forming opinions on issues based on incomplete or false information. Asked whether they felt that this type of information was having a particular influence on younger men, few in the group comprised of younger men in Quebec felt this to be the case, believing that this issue was impacting everyone equally. Describing examples of misinformation or disinformation that they had encountered online, many recalled posts or comments related to the COVID-19 pandemic as well as the conflict in Ukraine. Asked how they would go about confirming whether the information they read was true, most indicated that they would likely use a search engine such as Google or go to the Government of Canada's website to determine its veracity. A few also indicated that they might turn to a personal connection knowledgeable about the topic in question to determine the accuracy of information they were uncertain about.

Asked what actions they felt should be taken to combat online misinformation or disinformation, few believed that there should be direct action from the Government of Canada on this front. On balance, most thought that it was ultimately the responsibility of users to avoid information that they did not agree with or believed to be untrue. It was widely felt that any actions designed to limit or prohibit certain types of content or opinions would significantly limit the freedom of expression of Canadians



on these platforms. The view was expressed that more should instead be done to educate individuals regarding how to recognize misinformation or disinformation rather than actively removing it. Asked whether they felt that digital platforms such as Facebook or Google had a responsibility to ensure the accuracy of news and information on their platforms, most did not. It was generally felt this would be too difficult for these companies to manage, and that in some instances accuracy was a subjective term and more dependent on one's opinion rather than verifiable fact. While a number felt that the Government of Canada had a role to play in combatting misinformation and disinformation, several believed that this would best be accomplished by ensuring that all information posted on official websites was accurate, indisputable, and based on verifiable facts. It was thought that this would position the federal government as a highly trusted source on important issues such as health care and the economy and encourage more Canadians to use official websites to verify the information they encounter online.

Climate Change (Mid-Size Centres Saskatchewan and Manitoba, Major Centres Quebec Low-Income, Yukon)

Three groups engaged in discussions related to climate change. These conversations focused on the actions participants had taken to prepare for the impacts of climate change as well as the potential costs that might be incurred by the federal government in taking action to address this issue

Climate Change Impacts and Adaptation (Mid-Size Centres Saskatchewan and Manitoba, Yukon)

Asked whether they felt that climate change was having a major, minor, or no impact on their respective regions, most residing in Saskatchewan and Manitoba felt its impact had been minor thus far, while almost all in Yukon believed that climate change had significantly impacted their communities. Expanding upon this, several in Yukon identified changes to Northern weather patterns as well as the perceived increased prevalence of extreme weather events such as large-scale flooding, wildfires, and unusually warm weather as challenges facing the region related to climate change. While most expected that climate change would have an increasing impact in the years to come, participants residing in Saskatchewan and Manitoba expected this to occur more gradually compared to those in Yukon. Asked whether they agreed with the statement that "climate change is leading to more extreme weather" almost all in Yukon believed this to be the case while a roughly similar number of those residing in the Prairies agreed with the statement as those who disagreed. Among those who agreed, it was felt that severe storms, wildfires, floods, and other dangerous weather events were occurring with far greater frequency in recent decades and that climate change likely had played some role in bringing this about. For those who were less certain, it was generally believed that perceived increases in extreme weather events were more likely to be a part of natural weather cycles and had little relation to climate change and human activity.



Very few felt that their communities were prepared to deal with the potential impacts of climate change such as increased flooding and wildfires. While a small number mentioned that actions had been taken to clear emergency corridors and implement community emergency preparedness plans in the event of a natural disaster, few felt that this had decreased the overall vulnerability of their communities to extreme weather events. A few in Yukon believed that more needed to be done to invest in food security for their region, including by increasing agricultural activity in the North. It was thought that given the large amount of food products currently imported to Northern communities from other parts of the country, the region would be vulnerable to food shortages in the event that weather-related difficulties made it difficult to transport products by road or air. Few reported having personally taken any measures to prepare their households for climate change, with a number indicating that with the perceived high cost of living at present, it was difficult to budget for anything beyond their monthly expenses.

A large number felt that the federal government had a role to play in assisting communities with preparing for climate change. This said, several believed that this would be better accomplished by providing incentives for climate-friendly actions rather than the imposition of increased restrictions and regulations on Canadians. A few felt that a greater focus needed to be placed on regulating large-scale corporate emitters rather than individual households. Asked if they could recall any recent actions taken by the Government of Canada related to climate change, a number recalled the implementation of a federal price on carbon and what they viewed as its focus on increasing the development of renewable energy sources such as solar, wind, and hydroelectricity. To aid in conversation, participants were provided with information related to a number of steps the Government of Canada had taken related to adapting to climate change. These included:

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

While most felt that this represented a strong set of priorities, a number wished to see more information regarding the specific actions and investments that would be made on this front, believing the list provided to be somewhat vague. A few reacted more negatively, expressing the opinion that rather than devoting these resources to climate change, a greater focus needed to be placed on what were viewed as more pressing issues such as the high cost of living, health care wait times and worker shortages, and a lack of clean drinking water in several Indigenous communities.

Costs of Climate Change (Major Centres Quebec Low-Income)

Asked how worried they were about climate change, most in the group comprised of low-income individuals in Quebec reported being somewhat concerned about this issue. Only a small number reported being very concerned or not concerned at all. Discussing the aspects of climate change that they were most concerned about, participants mentioned issues such as the increased prevalence of extreme weather events, the potential for decreased agricultural production, and the impacts this issue would have on their children and future generations. Asked whether they had observed any impacts of climate change in their own communities or across Canada more broadly, several believed that wildfires and floods had been occurring with increasing frequency as of late and that this had at least partially been caused by climate change. A few also believed that the mental health of a growing number of Canadians had begun to suffer as a result of climate change and that many were feeling less hopeful about the future than before.

Participants next engaged in an exercise where they were presented with two statements and asked to identify which most closely aligned with their own point of view. The statements shown to participants were:

The cost of climate change to the Canadian economy and society is greater than the cost of implementing programs to reduce carbon emissions; or

The cost of implementing programs to reduce carbon emissions is greater than the cost of climate change to the Canadian economy and society:

All participants selected the latter statement. This said, it was largely felt that even if there was a high upfront cost to implementing these programs it was likely that they would be immensely beneficial to future generations and that these were expenses worth incurring. Participants were next provided with additional information regarding the different approaches that could be taken to address the issue of climate change:

Some climate change programs could put a price on carbon emitting energy sources, such as oil, gas, etc., to encourage companies and people to shift to energy sources that do not release carbon pollution.

Other types of programs could encourage the development of cleaner energy sources and try to make these options more affordable (e.g., tax credits for companies that are expanding clean energy, or financial incentives for buying an electric vehicle).

Most generally expressed a preference for programs which incentivized Canadians to engage in more environmentally friendly activities rather than those which placed an increased financial cost on activities that produced emissions such as driving or heating their homes. It was felt that given the high rate of inflation and rising cost of living at present, many households would not be able to afford increased expenses related to their emissions and that incentives such as rebates for the purchase of electric vehicles (EVs) would be received far more favourably by the public.

Carbon Pricing (Major Centres Eastern Ontario, New Brunswick)

Participants in two groups took part in conversations related to carbon pricing in Canada. Those residing in Eastern Ontario discussed the federal carbon pricing system, including the Climate Action Incentive Payments (CAIP) distributed to Canadians, while participants in New Brunswick shared their perspectives related to carbon pricing more generally.

Carbon Pricing in Canada (Major Centres Eastern Ontario)

Asked whether they had seen, read, or heard anything about carbon pollution pricing in Canada, most were of the impression that the federal government had recently implemented a price on carbon and that this system was currently in effect in Ontario. Several believed that much of the revenue collected through this program was ultimately returned to Canadian households, though few could recall any specific details as to how this occurred. Asked whether they were familiar with the term 'Climate Action Incentive Payment', a small number were, believing this referred to the payments redistributed via the carbon pricing program. To aid in conversation, participants were provided with the following information:

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

While most reacted positively to this information and were in favour of placing a price on carbon pollution, several questioned whether this program had been effective thus far. Some expressed the opinion that while this program would likely be beneficial to the environment and the fight against climate change, there should be a greater focus on curbing industrial emissions rather than those produced by households. While a number felt that this program might have a limited impact on reducing the amount of oil and gas used by Canadians, the view was expressed that for some it would not be possible to reduce daily behaviours such as driving and that this initiative would only serve to make life more unaffordable for these individuals. This was felt to especially be a challenge for those living in rural or remote communities where public transportation options were more limited. Participants were next provided with additional information related to carbon pricing in Canada:

The federal fuel charge currently applies in Ontario, Manitoba, Yukon, Alberta, Saskatchewan, and Nunavut. Under the federal system, all proceeds collected from the price on carbon pollution in each province will stay in that province in the form of an incentive payment. For the 2022 base year, the Ontario program provides an annual credit of \$488 for an individual, \$244 for a spouse or common-law partner, \$122 per child under 19, and \$244 for the first child in a single-parent family. Individuals receive these payments 4 times a year.

Asked whether they expected this program would have a major, minor, or no impact, a roughly similar number felt that it would have a minor impact as those who believed it would have no impact at all. No participants thought it would have a major impact. While most expressed that they did not know enough about this program and CAIPs to determine whether it was fair to Canadians, several believed that it made sense for the federal government to pursue this initiative, believing that this was generally where the global economy was headed. Discussing how they would expect the Government of Canada to deliver CAIPs, most believed that they should be included as a component of Canadians' annual tax returns.

Carbon Pricing Perspectives (New Brunswick)

Asked how important they felt it was for the Government of Canada to focus on reducing carbon pollution in Canada, almost all in the group based in New Brunswick believed this should be a top priority. Discussing recent actions taken by the federal government on this front, participants recalled initiatives such as the introduction of a federal price on carbon, investments towards a greener economy including clean energy production and the manufacturing of electric vehicles (EVs), and programs such as the Canada Greener Homes Grant. To aid in conversation, participants were informed that the Government of Canada was currently undertaking several measures to reduce carbon pollution, including:

- *Setting a price on carbon pollution;*
- *Setting clean fuel standards;*
- *Investing in renewable energy and clean technologies; and*
- *Investing in energy efficiency programs.*

Focusing specifically on the initiative to set a price on carbon pollution, while most were aware that the Government of Canada had taken this action, very few could recall any specific details. Almost all supported the implementation of a price on carbon, believing this to be an important step towards protecting the environment and combatting climate change. To clarify, participants were provided with further details related to carbon pricing in Canada:

There are two parts to carbon pollution pricing – a fuel charge, which applies to things like oil and gas, and a separate system for industry. In those provinces where the federal fuel charge applies, all direct proceeds are returned to Canadians, mostly through Climate Action Incentive payments to households. Most households receive more money back through these payments than they pay on the fuel charge.

Following the Government of New Brunswick's request in February 2023 that the federal pollution pricing fuel charge replace the province's own fuel charge, the Government of Canada intends to apply the federal backstop fuel charge in New Brunswick as of July 1, 2023. New Brunswick will continue to apply its own provincially administered fuel charge for industrial emitters.

Asked where they would likely go to find information related to carbon pricing, several mentioned official sources such as the Government of Canada website as well as search engines such as Google. A few also indicated they might turn to personal connections in their own lives who had knowledge in

this field. Asked whether they would be likely to seek out information from climate scientists and/or economists, a large number indicated that they would, believing that these experts would likely provide important perspectives on this issue. Some, however, clarified that while they would be willing to listen to economists, they felt the views of climate scientists to be far more important on this front and believed that any policies implemented related to carbon pricing should be driven by science rather than economic considerations. Informed that many economists had said that setting a price on carbon was the most cost-effective way of reducing carbon emissions at the scale and speed necessary to mitigate the impacts of climate change, most believed that this further justified the federal government's decision to take this action. Participants also reacted positively upon hearing that many other countries (including Denmark, the United Kingdom, Sweden, France, the Netherlands, Chile, and Japan) had implemented their own systems for pricing carbon pollution. It was widely felt that climate change was a global issue and one that needed to be addressed by the entire global community. A few hoped that more could be done going forward to encourage other countries, including major emitters, to take similar steps to reduce carbon pollution going forward.

Asked whether they believed that the implementation of a price on carbon would encourage Canadians to reduce their emissions, none expected that it would. It was largely felt that many individuals would still need to partake in carbon emitting activities such as driving and heating their homes and that this would continue to be the case until sustainable clean energy alternatives became more readily available. Almost all, however, reaffirmed their support for a federal price on carbon, believing that actions such as this were important in the long-term fight against climate change. Informed that in 2021, Canada's greenhouse gas emissions were 7.4% below pre-pandemic (2019) emission levels, most expected that was primarily due to reduced commuting activity (due to more Canadians working remotely) as well a decrease in recreational travel. None felt that this reduction in emissions was connected to the introduction of a price on carbon.

Participants were also provided information regarding other approaches that could be taken to reduce emissions:

The Government of Canada is also investing in renewable energy and clean technologies to help reduce emissions. Some countries, like the United States (U.S.), have chosen not to put a price on carbon pollution, opting instead to invest heavily in the private sector, so that corporations can develop the clean technologies needed to reduce carbon pollution emissions on their own. To achieve this, the U.S. government is investing \$400 billion, about one-fifth of Canada's entire economy.

Most believed that making these investments was also an important step towards addressing climate change, with a number commenting that doing so could also serve as an economic driver for Canada's clean energy sector. While none felt that the federal government could match the investment levels of larger countries such as the U.S., it was generally thought that this was a strategy worth pursuing in concert with the current carbon pricing system.

Cost of Living (Major Centres Quebec Low-Income, Hamilton First-Time Home Buyers)

Two groups engaged in conversations related to the cost of living and actions which had been taken by the federal government to help make life more affordable for Canadians. Almost all felt that the Government of Canada was on the wrong track when it came to addressing the high cost of living at present. A large number cited what they perceived as a substantial increase in prices across all sectors in recent years and were concerned that this trend would continue for the foreseeable future. A few expressed the opinion that the federal government needed to do more to reduce its spending and maintain a balanced budget going forward. It was believed that this would greatly help in mitigating issues such as the high rate of inflation. A number also suggested that actions needed to be taken by the Government of Canada to increase the accessibility of safe and affordable housing for all Canadians as well as make it easier for young, single people to make ends meet financially amidst the present economic climate. Asked if they could recall any recent actions from the federal government related to assisting Canadians with the rising cost of living, participants mentioned initiatives such as the provision of Climate Action Incentive Payments (CAIP) as well as the temporary doubling of the goods and services tax/harmonized sales tax (GST/HST) credit.

Identifying areas in their lives in which prices had risen, several mentioned essentials such as groceries, gasoline, and monthly mortgage and rent payments. A number reported no longer dining out at restaurants as well as engaging in fewer entertainment and recreational activities as a result of the rising cost of living. Some reported that they had begun using their personal automobile less and were relying more on public or active transportation methods during their daily activities. A number were concerned that their family's diet and physical health had suffered as of late due to no longer being able to afford more nutritious food options. Asked what they felt was contributing to the rising cost of living, several mentioned issues such as increasing transportation costs, the interruption of global supply chains perceived to be caused by the pandemic, and geopolitical issues such as the conflict in Ukraine. A number felt that a lack of competition and corporate greed among major grocers had also contributed to high grocery prices and that more needed to be done to regulate this sector. While most believed inflation and the rising cost of living to be a global issue, many still felt that there was more the federal government could be doing to address this issue. Suggested actions included increasing housing affordability for low- and middle-income Canadians, implementing price caps on essentials such as groceries and fuel, and placing a greater focus on domestic agriculture and manufacturing. Regarding the latter, it was believed that by increasing the amount of goods and products produced domestically, Canadians would become less vulnerable to interruptions to the global economy and supply chain.

Participants in the group comprised of low-income individuals residing in Quebec engaged in an additional exercise where they were shown a number of measures from the Government of Canada related to assisting those struggling with the current cost of living and asked to select those which they felt would be the most impactful. These included:

- *The Grocery Rebate: A one-time payment for low- and modest-income Canadians for eligible couples with two children receiving up to \$467 and eligible singles receiving up to \$234;*
- *Indexing benefits to inflation: Benefits like the Canada Child Benefit, the Canada Pension Plan, Old Age Security, and the Guaranteed Income Supplement are all indexed to increase with the increased cost of living;*
- *Dental care: Providing dental care to uninsured Canadians with a family income of less than \$90,000 annually, starting with children under 12 this year;*
- *The Canada Workers Benefit: A refundable tax credit that gives low-income workers up to \$1,395 back for single individuals and up to \$2,400 back for families; and*
- *The Canada Housing Benefit: A one-time tax-free payment of \$500 to qualifying Canadians who are struggling with the cost of rent.*

Among these initiatives, the introduction of the Canada Workers Benefit (CWB) received the highest level of support, with several believing this would not only help those receiving the benefit but stimulate the economy as well by encouraging more Canadians to work. The indexing of benefits to inflation and the provision of a one-time Grocery Rebate also received a high level of support, though some felt more long-term efforts needed to be taken to assist Canadians struggling with grocery prices. While receiving less attention from participants, the expansion of dental care in Canada and the Canada Housing Benefit (CHB) were also widely viewed as important initiatives. A number felt the provision of dental care would assist many families currently struggling with the cost of living as well as assist in preventing larger dental problems in the future for those currently unable to afford care. Asked what more could be done by the federal government to make life more affordable for low-income Canadians, a few believed that greater efforts could be taken to assist Canadians with the high costs of some prescription drugs and medications.

Housing (Hamilton First-Time Home Buyers, Yukon, Major Centres British Columbia, G.V.A. Concerned About Crime)

Participants in four groups took part in discussions related to housing. These conversations focused on a range of issues, including measures recently announced by the federal government to assist first-time home buyers, initiatives to build an increased number of homes across Canada, and concerns related to housing in Northern communities.

Prospective Home Buyers (Hamilton First-Time Home Buyers)

Participants residing in Hamilton shared their perspectives related to the affordability of Canadian housing and the challenges that they had faced related to purchasing their first home. All reported that they were hoping to purchase a first home within the next five years. Asked to identify the largest barriers faced by prospective home buyers at present, a large number mentioned the significant down payment one needed to purchase a home in many parts of the country, believing that the amount

required had become prohibitively expensive for many. A few also mentioned the challenges faced by single individuals in purchasing a home, believing that it was incredibly difficult to manage this on a single income. Asked if they could recall any recent actions taken by the Government of Canada related to housing, a number recalled the implementation of a two-year temporary ban on non-Canadians from purchasing residential housing properties. Participants also mentioned the introduction of the Underused Housing Tax (UHT) and the First-Time Home Buyer Incentive (FTHBI) as recent actions taken by the federal government to assist prospective home buyers.

All felt that the Government of Canada was on the wrong track regarding housing affordability. Several were of the view that while some supports had been provided, these had done little to address long-term issues related to housing affordability and the perceived exponential rise of housing prices in recent years. It was thought that for many lower- and middle-income Canadians, the prospects of home ownership had become completely out of reach. No participants expected the housing market to improve over the next five years. Asked what more needed to happen to address this issue, participants suggested a range of potential actions. These included the provision of further financial assistance via grants and loans to assist first-time home buyers in affording down payments, the development of social housing projects specifically for low-income Canadians, and for the Bank of Canada (BOC) to consider lowering interest rates to make mortgages more affordable for home buyers.

Participants next engaged in an exercise where they were presented with information related to a number of housing initiatives recently announced by the Government of Canada and asked to identify which they felt would have the most impact. The first group of initiatives, focusing on the priority of helping a greater number of Canadians attain home ownership, included:

- *Introducing a new Tax-Free First Home Savings Account to allow Canadians to save up to \$40,000, tax-free, to help buy their first home;*
- *The First-Time Home Buyer Incentive, a shared-equity mortgage with the Government of Canada which provides a 5% or 10% down payment towards the purchasing of a first home;*
- *Expanding the First-Time Home Buyers' Incentive to allow more flexibility, making it easier for single Canadians to access;*
- *Doubling the First-Time Home Buyers' Tax Credit to provide up to \$1,500 in direct support to home buyers to offset closing costs involved in buying a first home; and*
- *Investing \$200 million to increase rent-to-own housing options.*

The FTHBI received the highest level of support among participants, with several of the view that this would assist prospective home buyers in affording a down payment, which they believed to be the most significant barrier to purchasing a home at present. Likewise, the introduction of the Tax-Free First Home Savings Account (FHSA) received a number of positive reactions, with some expecting that this would make it easier for Canadians to save up for their down payments. While receiving less attention, participants were also mostly positive in their reactions to the expansion of the FTHBI to make it easier for single Canadians to access, the doubling of the First-Time Home Buyers' Tax Credit (HTBC), and the investment of \$200 million towards rent-to-own housing options. While most felt that the federal government was headed in the right direction with these measures, a small number



expressed the opinion that these measures only benefitted those with existing financial resources and that more needed to be done specifically to support low-income Canadians. Provided with further details about the FHSA, participants were informed that:

This New Tax-Free First Home Savings Account gives prospective first-time home buyers the ability to save \$40,000 on a tax-free basis. Like the Registered Retirement Savings Plan (RRSP), contributions will be tax-deductible, and withdrawals to purchase a first home, including from investment income, will be non-taxable, like a Tax-Free Savings Account (TFSA). Tax-free in and out.

While a small number felt that they would be able to personally benefit from this, most were of the view that the amounts involved were too small to make a significant impact on their ability to afford a home given how high housing prices were in their community at present.

Participants were next presented with a second list of initiatives, this time focusing on making a positive impact on the housing market more generally:

- *Banning blind bidding (blind bidding is where home buyers don't know how much others are bidding);*
- *Banning all non-Canadians who live outside of Canada from buying houses in Canada for two years (also known as the foreign buyers ban) to ensure that houses are used as homes for Canadians to live in, rather than as financial assets for foreign investors;*
- *Introducing a house flipping tax to deter investors from buying up houses for the purpose of quickly re-selling them at a higher price;*
- *Taxing assignment sales of new or renovated housing to deter speculators from buying homes and leaving them vacant (an assignment sale is when a seller sells their interest in a property before they take possession);*
- *Launching a new \$4 billion Housing Accelerator Fund to remove barriers and incentivize housing supply growth, with the goal of creating at least 100,000 new homes across Canada.*

The initiative to ban blind bidding received the highest level of support among participants, with many expecting that this would have a sizeable impact on reducing housing prices. The view was expressed that by using blind bidding, realtors had been able to artificially inflate housing prices by encouraging prospective home buyers to compete against one another for listings. It was felt that by prohibiting this practice the housing market would become significantly fairer and more transparent for home buyers. A large number reacted positively to the decision to temporarily ban non-Canadians living outside of Canada from purchasing residential properties. It was widely felt that Canadians living in Canada needed to be prioritized in the housing market and a number expressed the view that this ban should be put in place permanently. A number felt that the introduction of a new house-flipping tax could be effective in preventing this practice. It was believed that house flippers had also contributed to the rise in housing prices in recent years. While still supportive of these initiatives, very few commented on the action to tax assignment sales of new or renovated housing or the launch of a new \$4 billion Housing Accelerator Fund. Asked what more could be done by the federal government to improve the housing market, a small number suggested that a limit should be placed on the number of housing properties an individual or business can own.

Housing Supply (Major Centres British Columbia, G.V.A. Concerned About Crime)

Two groups based in British Columbia (B.C.) took part in a brief conversation related to the housing supply and initiatives to build more homes in Canada. Asked to identify the largest challenges related to housing that required further attention from the federal government, several mentioned the perceived lack of affordable housing options in a large number of Canadian communities. Related to this a few were of the impression that this problem would likely increase in the years to come given the federal government's commitment to increasing the rate of new immigrants to Canada. It was thought that there was not enough housing to accommodate the current population and that an increase in new arrivals would likely place further strain on the housing market. A number were also concerned about what they viewed as rising homelessness in their communities. It was believed that this issue had been exacerbated in recent years and that more needed to be done to assist those unable to secure safe and affordable housing. Asked whether building more homes should be a priority for the federal government, while most believed that it should it was also felt that efforts needed to be taken to build homes specifically for low- and middle-income Canadians who were currently struggling to purchase a home. No participants were aware of any recent efforts from the Government of Canada on this front.

Asked to identify the most significant barriers when it came to building more homes, a large number believed that increases in the costs of labour and materials in recent years had made these projects significantly more expensive for developers. Related to the perceived shortage of workers in this sector, it was suggested that more could be done to recruit workers from outside of Canada to come and work as home builders. Discussing additional challenges related to building more homes, a number were of the view that there were too many regulations related to home building at present and that more needed to be done, especially at the municipal level, to streamline the approval process for new housing developments. It was largely felt that all levels of government had a role to play in increasing the housing supply for Canadians. Discussing the federal government's role more specifically, most felt that it would be most effective on this front through the provision of increased financial support for new housing projects as well as by developing and overseeing a national strategy to construct more homes. Asked if they had any concerns about building more homes at an accelerated rate, a few commented that there also needed to be a focus on ensuring that there was enough infrastructure (such as hospitals, schools, public transportation, and other important services) to support those living in these new residential properties. A small number were worried about the potential negative impact these projects might have on the natural environment in the areas in which they are built.

Northern Housing (Yukon)

Participants residing in Yukon shared their perspectives related to housing in their respective communities as well as the North more broadly. Almost all described the housing situation as poor in their region, with many citing issues such as high rent prices, a lack of safe and affordable housing, and a limited supply of new housing available for purchase. Several indicated that they were currently renting their homes and were of the impression that rent in many Northern communities had risen

substantially as of late. It was generally felt that the housing situation in the North had been worsening in recent years and most expected that this trend would continue unless action was taken by the federal government to address these issues. Asked what could be done to improve this situation, a number felt that the Government of Canada should devote more resources towards building affordable housing in the region. Additionally, it was thought that there should be a greater focus on increasing density in Northern communities, building larger housing complexes, and allowing more people to be able to live in a smaller amount of space. It was largely felt that housing was a shared responsibility of both the federal and territorial governments and that efforts needed to be taken at all levels to ensure Northern communities had sufficient levels of safe and affordable housing. Asked if they could recall any recent actions taken by the Government of Canada to make housing more affordable, participants mentioned initiatives such as the introduction of the FHSA and the creation of the FTHBI.

Health Care (Yukon)

Participants in one group engaged in a discussion related to health care provision in their region. Asked to describe the current health care system in Yukon, participants identified a range of challenges. These included long wait times for emergency care and important appointments and procedures, limited medical resources, a shortage of doctors and nurses, and a lack of mental health and addiction treatment services. Several expressed frustration regarding the perceived lack of specialists practicing in the North, with some reporting having previously had to travel to other parts of the country in order to access care from a specialist. While a small number reported having had positive experiences with the health care system, many felt that Yukon's health care system required major changes, namely in the form of increased financial investments, additional opportunities for health care education and training for those living in the region, and greater incentives to attract and retain doctors, nurses, and other health care professionals in Northern communities.

Asked if they had heard of any recent actions from the Government of Canada related to health care, mental health, or substance use and addiction, very few could recall anything. To aid in the conversation, participants were provided with the following information:

The Government of Canada has committed \$25 billion over the next 10 years to make deals with individual provinces and territories to help fund mental health and substance use services, family health services, reduce health worker shortages and backlogs in the system, and modernize the health care system. In order to receive this funding, the federal government is asking provinces and territories to develop a plan describing how money will be spent and how progress on improving the system will be measured. The federal government is also asking the provinces and territories to make it easier for health professionals educated abroad to have their credentials recognized. The federal government is also helping to develop national mental health service standards, in collaboration with provinces and territories, health organizations, and key stakeholders.

Almost all reacted negatively to this information. A large number believed that the federal government needed to take a more active role in the provision of health care, providing stronger oversight to territorial and provincial governments regarding the delivery of these services. Many were

of the opinion that more territorial and provincial oversight from the federal government was needed in order to effectively provide health care services and to make the most effective use of this funding.

Asked what else the Government of Canada could do to improve health care provision in Yukon, it was thought that more could be done to communicate directly with those in the territory to better understand their needs in this area.

Pharmacare (New Brunswick, Major Centres British Columbia)

Two groups engaged in discussions related to the potential implementation of a national pharmacare program. Asked to identify the biggest challenges related to health care in need of further attention from the Government of Canada participants identified a wide range of issues. These included long wait times in accessing emergency care, a perceived shortage of doctors and nurses, a lack of family doctors, increased burnout among medical professionals, and a widespread dearth of mental health services. Asked specifically about the cost of prescription drugs, few felt this to be a significant issue at present. Describing the current state of prescription drug coverage in Canada, a large number were of the impression that these were affordable in most cases. Many commented that Canadians typically received coverage in this area through their employers, while a few were of the impression that these costs could be claimed on one's annual tax returns. A smaller number felt differently, believing that prescription drug coverage was not affordable in a number of cases, including for the treatment of serious diseases such as cancer and diabetes.

A roughly equal number of participants were familiar with the term 'pharmacare' as those who were not. Among those who were aware, it was believed that the term referred to the public provision of prescription drugs and medications. None were aware of any plans from the Government of Canada on this front. To aid in the conversation, participants were provided with the following clarification:

In 2019, the Government of Canada announced it intended to move forward on implementing a national pharmacare program to make prescription drugs more affordable and more accessible to more Canadians. Since then, the Government of Canada has started by developing a Canadian Drug Agency to negotiate prescription drug prices on behalf of Canadians and buy them in bulk to help save Canadians money in the long term. The Government of Canada has also been developing its national strategy for high-cost drugs for rare diseases to help Canadians get better access to these drugs, as a first step towards expanded coverage.

Almost all reacted positively to this information, with several expressing particular enthusiasm regarding the commitment by the federal government to negotiate prescription drug prices on behalf of Canadians. Several believed that the Government of Canada should accelerate its efforts in this area, believing that this would be helpful to a number of individuals, especially those without prescription drug benefits through their employer. A number, however, felt that while this program would be valuable, it would be unable to resolve many of the other issues believed to be impacting health care provision across Canada. A few felt more negatively about this initiative, believing a national pharmacare program was too ambitious and unlikely to be financially feasible if implemented.

Asked who should be covered under a national pharmacare plan, almost all felt that this should be a universal program extended to all Canadians. Provided with clarification regarding the options currently under consideration by the Government of Canada, participants were shown the following:

Pharmacare could be completely public, like health care, where all Canadians are on the same plan. Alternatively, it could "close the gaps" so that people can still use existing public and private plans. This type of plan would be set up to ensure that everyone receives coverage, including those currently not covered.

Discussing the potential benefits and drawbacks of each approach, many felt that the completely public plan would promote fairness and accessibility while reducing the cost of employee benefits packages, which were thought to have expensive premiums at present. A number, however, were concerned that this approach could lead to over-prescription by pharmacists and the potential for exploitation for those seeking to use these medications for recreational purposes. The positive aspects associated by participants with the 'close the gaps' approach were primarily linked to perceived lower costs for the overall program, the targeting of federal assistance to those who needed it most, and a more personalized approach to pharmacare, allowing Canadians to choose whether they wished to have public or private coverage. Many, however, expressed concerns regarding the possible emergence of a two-tier pharmacare system if this approach were to be implemented.

All participants reported currently having a prescription drug coverage plan through their employer or a family member and almost all were generally satisfied with the level of coverage this offered them. Asked which types of medication they expected would be covered under a national pharmacare plan, most expected that there would be a focus on the medications most frequently used by Canadians as well as those that provided life-saving results. While some felt that a national pharmacare program would make life more affordable, others were concerned that the amount of taxpayer funding required to support this program would ultimately cost more than what they currently paid for their existing coverage.

Asked if they would support a universal pharmacare program, those in the group from New Brunswick were mostly supportive, while participants in British Columbia (B.C.) were more skeptical, feeling that there were more pressing issues related to health care for the federal government to focus on. Asked whether they would still support this program in the event that it increased the federal deficit or led to increased or new taxation, very few in either group indicated that they would.

Substance Use and Addiction (Southern Ontario South Asian Diaspora, Major Centres British Columbia, G.V.A. Concerned About Crime)

Three groups took part in discussions related to substance use and addiction. Asked whether substance use was an issue in their communities, almost all in the two groups based in British Columbia (B.C.) believed it to be a major issue while most in southern Ontario believed it to be a minor issue or not an issue at all. Most in B.C. were of the impression that this issue had worsened

substantially in recent years and had likely been exacerbated by the COVID-19 pandemic. While several believed that there was now more attention being paid to this issue than in the past, a number were of the impression that little progress had been made towards addressing this issue in their communities. Asked if they could recall any recent actions taken by the Government of Canada on this front, several were of the impression that it had provided funding and support for supervised consumption sites in several provinces/territories. Other actions cited included efforts to ensure drug users had access to clean needles as well as allowing for the provision of free Naloxone kits in most Canadian pharmacies. A number also recalled the recent decision by the federal government to allow B.C. to decriminalize the possession of small amounts of certain illicit substances. Only a few in the group based in Southern Ontario reported being aware of this action. Sharing their reactions, while a small number viewed this as a step in the right direction, several were concerned that this could lead to increased drug use and higher rates of addiction in these communities. Asked an additional question regarding whether they supported diverting people arrested for possession of illicit substances to drug treatment centres rather than jail, almost all in this group did.

Participants in all groups were asked to share what came to mind when they heard the term 'safer supply'. Most believed that this referred to the regulation and/or distribution of illicit substances for those suffering from addiction to ensure that they were not consuming drugs which had potentially been cut with toxic substances. Asked if they were familiar with the term 'supervised consumption site', most were of the impression that these were locations in which individuals struggling with addiction could come to consume illicit substances in a safe place and in the presence of health care professionals. To aid in conversation participants were provided with the following clarification:

Safer supply refers to providing prescribed medications as a safer alternative to the toxic illegal drug supply to people who are at high risk of overdose.

Supervised consumption sites provide a safe, clean, space for people to bring their own drugs to use in the presence of trained staff. They also offer a range of harm reduction services.

While most felt that the availability of a safer supply and supervised consumption sites would likely have a beneficial impact on protecting drug users and reducing overdoses, few believed that this would have a tangible effect on reducing addiction and the use of illicit substances. A number felt that these initiatives might have the unintentional effect of increasing drug use, believing that individuals may be more inclined to try drugs or consume higher amounts of these substances knowing that these safety measures were in place. Several expressed the opinion that in addition to harm reduction efforts, there needed to be a greater focus on treating and assisting these individuals in overcoming their addictions. It was believed that by investing in additional treatment options for those suffering from addiction, the federal government would be able to better address the root causes of this issue and make progress towards reducing the use of illicit substances in Canadian communities.

Participants in both groups based in B.C. were provided additional information related to the Substance Use and Addictions Program (SUAP):

Through the SUAP, the Government of Canada is funding projects that address the harms associated with substance use. More specifically, through this program, the Government of Canada is funding safer

supply and injection site services, and it is also funding projects that focus on things like overdose prevention, education, detox support, peer support, outreach, mentorship, mental health supports, among other initiatives.

Though most believed that additional funding towards harm reduction was a step in the right direction, few thought that these actions would have a tangible impact on addressing this issue. The view was reiterated that unless greater investments were made towards providing increased treatment options for these individuals very little progress would be made towards reducing the rate of addiction more broadly. Asked how they felt about the Government of Canada granting an exemption to the *Controlled Drugs and Substances Act* to remove criminal penalties for the possession of up to 2.5 grams of certain illegal drugs in B.C., almost all residing in the Greater Vancouver Area (G.V.A.) were in support of this action while those residing in major centres across B.C. were more mixed in their opinions. For those who supported this action, it was felt that this would allow law enforcement to devote greater resources towards other areas and potentially take pressure off the province's criminal justice system. Amongst those who were more uncertain or against this measure, concerns were raised that this would lead to the increased use of these substances now that individuals were no longer concerned about the potential legal consequences of possessing them.

French Language Protection and Promotion (Quebec Montérégie Region)

Participants residing in the Montérégie Region engaged in a brief conversation regarding the importance of protecting and promoting the French language in Canada. While many were of the view that this was an important priority, a small number believed that Francophone Canadians instead should focus on developing stronger English language skills in order to gain access to better opportunities throughout the rest of Canada. Most were unaware of any efforts by the Government of Canada to protect and promote the French language, while a small number believed that the federal government was currently in the process of implementing a program to better promote French in other provinces/territories.

Informed that the Government of Canada had recently introduced its *Action Plan for Official Languages: 2023-2028*, participants were provided with the following list of key objectives and proposed measures related to this plan:

Encouraging more Francophone immigration to Canada:

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

Promoting lifelong learning opportunities in French:

- *Expanding program offerings in French minority-language schools outside of Quebec;*

- *Investing in French second-language programs throughout Canada; and*
- *Investing in Francophone child care centres across Canada*

Supporting French community organizations:

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

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

All reacted positively to these measures. It was widely felt that these actions would be highly useful towards protecting and promoting the French language both in Quebec and throughout the rest of Canada. Discussing these measures, several expected that increased investments towards language training for newcomers would have the greatest impact towards increasing the use of French in Canada. A number also believed that investments towards Francophone child care centres across Canada would be especially helpful in that it would enable children to develop French language skills from an early age. No participants felt that there were any aspects of this plan that should not be implemented. Asked what other steps the federal government could take to better promote and protect the French language in Canada, many were of the opinion that this plan represented a sufficient commitment in this area, and that the Government of Canada's primary focus should be on ensuring these initiatives were successfully implemented.

Community Safety and Bail Reform (Southern Ontario South Asian Diaspora, G.V.A. Concerned About Crime)

Two groups discussed the issue of community safety as well as recent actions taken by the Government of Canada related to bail reform. Asked whether they believed that their respective communities were safe, a larger number did compared to those who felt otherwise. While few had witnessed any criminal behaviour first-hand, almost all were of the impression that the rate of crime had increased in their communities in recent years. Discussing the types of crimes that they believed were on the rise, several mentioned illegal activities related to gangs, home break-ins, vehicular theft, and assault. Describing the potential causes behind rising crime, a number thought that a perceived increase in the rate of homelessness, addiction, and those suffering from mental health challenges had been a significant contributing factor. A few also believed that inflation and the rising cost of living had led to an increase in crime as more individuals turned to illegal activities to continue to make ends meet financially.

Asked if they were aware of any actions or initiatives from the Government of Canada over the past five years related to addressing crime, few could recall anything. Specifically asked if they had heard



about any measures related to gun control, while a number were of the impression that actions had been taken to strengthen Canada's firearms laws, very few could recall any details. None were aware of any actions from the federal government related to reducing gang activity and violence. Participants residing in Southern Ontario were provided with additional information regarding recent actions from the Government of Canada related to cracking down on gang violence:

The Government of Canada recently announced \$390 million over the next five years to help the provinces crack down on gang violence and reduce the number of crimes committed with firearms. This money will help fund a variety of programs, including those in law enforcement, border security, and crime prevention. In the past, programs like Operation Centaur, an initiative to reinforce police with specialized units, disrupt firearms trafficking, and prevent crime have been funded.

While most expressed support for taking action related to gang violence, a large number questioned how this funding would be used and the specific programs and initiatives that would be put into place to address this issue. It was largely felt that in order for initiatives such as this to be successful, there needed to be clear and measurable goals put in place regarding what these programs hoped to achieve. Asked what more the federal government should do to reduce crime, it was thought by several that there needed to be tougher sentences for those who commit crimes, especially in the case of individuals who had reoffended multiple times.

Both groups were asked whether they were familiar with the concept of bail. Almost all indicated that they were. To clarify, participants were provided with the following information:

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

Asked if they had recently seen, read, or heard anything about Canada's bail system very few had. While none were aware of any specific details related to the bail system, a large number were of the impression that it was quite lenient at present and felt that it needed to be stricter. Discussing whether the current bail system was fair, many felt that they did not know about this issue to provide a proper evaluation. Focusing on the impact of individuals re-offending while out on bail, a roughly equal number believed this to be a major issue compared to those who felt it was only having a minor impact. While a number reported having heard accounts of individuals released on bail committing additional crimes, several were uncertain as to how prevalent this issue truly was. To aid in conversation participants were provided with the following information:

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

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

All reacted positively to this information, believing that this was an important step towards making it more difficult for individuals released on bail to reoffend. Most felt that this action would prevent individuals from taking advantage of the bail system and expected that it would help towards reducing crime in their communities. A small number expressed concerns about marginalized individuals being unfairly denied bail under this system and hoped that protections would be put into place to ensure that this did not occur. Asked what more the Government of Canada should do to prevent crime, participants felt that far more resources needed to be devoted towards areas such as mental health, addictions, and a perceived lack of safe and affordable housing, believing that these were the root causes of criminal behaviour for many.

Gender Equality (Small and Mid-Size Centres Quebec Younger Men)

Participants in one group, comprised of younger men residing in small and mid-size centres in Quebec, engaged in a brief conversation related to gender equality. Asked to share their perspectives related to gender stereotypes and the expectations faced by men in society, many believed that traditional gender roles continued to influence societal expectations, particularly in the areas of family, dating, and relationships. A small number were of the impression that men continued to experience a degree of shame or embarrassment when disclosing issues such as mental health challenges and felt that there was still an expectation for men to suppress their emotions rather than share them. Asked how these stereotypes impacted their personal well-being, several expressed feelings of stress and pressure to live up to what they believed were society's expectations of them.

Asked what 'equal rights' meant to them, almost all felt that this involved both men and women having access to equal rights, responsibilities, opportunities, and expectations in society. Asked if young men had a role to play in promoting gender equality, a large number expressed uncertainty, with many believing that this had already been achieved for the most part. Unprompted, several shared the opinion that men also faced significant disadvantages at present and believed that actions needed to be taken to uplift both genders rather than focusing on assisting one or the other.

Participants next participated in an activity where they were shown the following statement and asked for their reactions:

Some people say that society is moving further away from what we could call traditional gender roles. As an example, women are more able to play traditionally male roles at home and at work, and men are more able to play more traditionally female roles at home and at work.

Almost all expressed disagreement and negative views regarding this statement. Many believed that it was still difficult for men to take on traditionally female roles at work and at home, feeling that those who did so continued to be stigmatized to some degree. A small number were of the impression that while men continued to encounter these difficulties, women were able to engage in traditionally male roles with far greater ease and less fear of feeling shamed for doing so. It was thought that more work needed to be done to ensure that men were accepted and encouraged to take on more traditionally female roles if they desired to do so.

Appendix A – Recruiting Scripts

English Recruiting Script

**Privy Council Office
Recruiting Script – May 2023
English Groups**

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EDT)	Local Time	Location	Composition	Moderator
1	Wed, May 3 rd	6:00-8:00	6:00-8:00 (EDT)	Major City Centres Eastern Ontario	General Population	DN
3	Tue, May 9 th	6:00-8:00	6:00-8:00 (EDT)	Southern Ontario	South Asian Diaspora	DN
4	Wed, May 10 th	8:00-10:00	6:00-8:00 (CST) 7:00-9:00 (CDT)	Mid-Size Centres Prairies (SK,MB)	General Population	TBW
6	Tue, May 16 th	6:00-8:00	6:00-8:00 (EDT)	Hamilton	First-Time Home Buyers	DN
7	Wed, May 17 th	9:00-11:00	6:00-8:00 (MST)	Yukon	General Population	TBW
8	Tue, May 23 rd	8:00-10:00	6:00-8:00 (CST) 7:00-9:00 (CDT)	Major City Centres Prairies (SK, MB)	18-34 Frequent Social Media Users	MP
9	Wed, May 24 th	5:00-7:00	6:00-8:00 (ADT)	New Brunswick	General Population	DN
11	Tue, May 30 th	9:00-11:00	6:00-8:00 (PDT)	Major City Centres British Columbia	General Population	TBW
12	Wed, May 31 st	9:00-11:00	6:00-8:00 (PDT)	Greater Vancouver Area	Crime- concerned	MP

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

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

No, none of the above

CONTINUE

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

Yes **THANK AND END**

No **CONTINUE**

2. In which city do you reside?

LOCATION	CITIES	
Major City Centres Eastern Ontario	<p>Cities include (but are not limited to):</p> <p>Ottawa, Kingston.</p> <p>NO MORE THAN 4 PER CITY.</p>	CONTINUE – GROUP 1
Southern Ontario	<p>Cities could include (but are not limited to):</p> <p>Hamilton, Waterloo, Halton Region (Burlington, Halton Hills, Oakville, Milton), Middlesex County (London, Strathroy, Mount Brydges) Wellington County (Guelph, Fergus, Elora, Belwood), Brantford</p> <p>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 3
Mid-Size Centres Prairies (SK,MB)	<p>Cities include:</p> <p><u>Manitoba</u>: Brandon, Steinbach, Thompson, Portage la Prairie, Winkler, Selkirk, Morden, Dauphin</p> <p><u>Saskatchewan</u>: Prince Albert, Moose Jaw, Lloydminster, Yorkton, Swift Current, North Battleford, Estevan, Warman, Weyburn, Martensville</p> <p>ENSURE 4 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN 1 PER CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.</p>	CONTINUE – GROUP 4
Hamilton	<p>Cities could include:</p> <p>Hamilton</p>	CONTINUE – GROUP 6
Yukon	<p>Cities could include (but are not limited to):</p> <p>Whitehorse, Dawson City.</p>	CONTINUE – GROUP 7

	<p>AIM FOR NO MORE THAN 4 FROM WHITEHORSE. AIM FOR A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	
Major City Centres Prairies (SK, MB)	<p>Cities include:</p> <p><u>Manitoba</u>: Winnipeg.</p> <p><u>Saskatchewan</u>: Saskatoon, Regina.</p> <p>ENSURE 4 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN TWO FROM EACH CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.</p>	CONTINUE – GROUP 8
New Brunswick	<p>Cities could include (but are not limited to):</p> <p>Saint John, Moncton, Fredericton, Dieppe, Edmunston.</p> <p>NO MORE THAN 2 PARTICIPANTS FROM SAINT JOHN, NO MORE THAN 2 PARTICIPANTS FROM MONCTON. NO MORE THAN 1 PER CITY/TOWN. ENSURE A GOOD MIX ACROSS THE REGION.</p>	CONTINUE – GROUP 9
Major City Centres British Columbia	<p>Cities include:</p> <p>Vancouver, Surrey, Richmond, Victoria, Kelowna, Abbotsford, Nanaimo, Kamloops, Chilliwack, Prince George.</p> <p>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN 2 PER CITY.</p>	CONTINUE – GROUP 11
Greater Vancouver Area	<p>Cities could include (but are not limited to):</p> <p>Vancouver, Surrey, Burnaby, Richmond, Coquitlam.</p> <p>ENSURE A GOOD MIX, NO MORE THAN 3 FROM VANCOUVER. NO MORE THAN 2 FROM EACH SURROUNDING CENTRE.</p>	CONTINUE – GROUP 12

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

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

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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-24	CONTINUE
25-29	CONTINUE
30-34	CONTINUE
35-45	IF GROUP 8 THANK AND END
46-49	IF GROUP 8 THANK AND END
50-54	IF GROUP 8 THANK AND END
55+	IF GROUP 8 THANK AND END
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX.

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

Male	CONTINUE
Female	CONTINUE

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

5. **ASK ONLY IF GROUP 3** Do you identify your primary cultural and/or ethnic heritage to be South Asian?

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

5a. **ASK ONLY IF GROUP 3** Where did you and/or your family immigrate from?

India **CONTINUE**
 Pakistan **CONTINUE**

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

5b. ASK ONLY IF GROUP 3 Were you born in Canada?

Yes **CONTINUE = GROUP 3**
 No **CONTINUE**
VOLUNTEERED Prefer not to answer **THANK AND END**

5c. ASK ONLY IF GROUP 3 How many years have you lived in Canada?

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

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

6. ASK ONLY IF GROUP 6 Do you currently or have you previously owned a home?

Yes **THANK AND END**
 No **CONTINUE TO Q6a**
VOLUNTEERED Prefer not to answer **THANK AND END**

6a. ASK ONLY IF GROUP 6 Are you looking to purchase a home sometime within the next 5 years?

Yes **CONTINUE**
 Not sure/Maybe **CONTINUE**
 No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND END**

SKEW GROUPS TO THOSE WHO SAY 'YES.' NO MORE THAN 2 WHO SAY 'NOT SURE/MAYBE.'

7. **ASK ONLY GROUP 8** Which of the following statements describe your relationship with social media?

I check my social media multiple times a day and post often. **CONTINUE**
 I check my social media multiple times a day and post occasionally. **CONTINUE**
 I regularly check my social media multiple times a day. **CONTINUE**
 I check my social media at least once a day. **CONTINUE**
 I check my social media a few times a week. **THANK AND END**
 I don't check my social media often. **THANK AND END**
 I don't have social media. **THANK AND END**

ENSURE A GOOD MIX, SKEW TO THOSE WHO CHECK MULTIPLE TIMES A DAY AND POST OFTEN.

- 7a. **ASK ONLY GROUP 8** How much time would you say you spend on social media everyday?

I usually spend more than 4 hours a day on social **CONTINUE**
 I usually spend between 3-4 hours a day on social media. **CONTINUE**
 I usually spend between 1-2 hours a day on social media. **THANK AND END**
 I usually spend less than 1 hour a day on social media. **THANK AND END**

- 7b. Which of the following best describes how others interact with your social media?

I have a large following on social media who often comment on or share my posts **CONTINUE**
 I have a large following on social media who do not often comment on or share my posts **CONTINUE**
 I have a small/moderate following on social media who often comment on or share my posts
CONTINUE
 I have a small/moderate following on social media who do not often comment on or share my posts
THANK AND END
 I do not have much of/any following on social media **THANK AND END**

ENSURE A MIX OF PARTICIPANTS BASED ON THE AMOUNT OF TIME SPENT ON SOCIAL MEDIA, FREQUENCY OF POSTING AND TYPE OF FOLLOWING. SKEW TO THOSE WHO HAVE LARGE FOLLOWINGS.

8. **ASK ONLY GROUP 12** How would you describe your level of concern about crime in your community and more broadly across Canada?

Very concerned	CONTINUE
Somewhat concerned	CONTINUE
Indifferent	THANK AND END
Not very concerned	THANK AND END
Not at all concerned	THANK AND END
Don't know/Prefer not to answer	THANK AND END

8a. ASK ONLY GROUP 12 In the past 5 years, would you say the level of crime in your community has ...

Increased	CONTINUE
Stayed about the same	THANK AND END
Decreased	THANK AND END
VOLUNTEERED Not Sure	THANK AND END

8b. ASK ONLY GROUP 12 What type of crime are you most concerned about?

Violent crime
Property crime
Petty crime
Hate crimes (based on gender, racial, or religious prejudice)
Fraudulent crimes
Other, please specify: _____

VOLUNTEERED Not sure	THANK AND END
VOLUNTEERED Preferred not to answer	THANK AND END

ENSURE A GOOD MIX.

9. ASK ALL GROUPS EXCEPT GROUP 3 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.

10. Which of the following best describes the industry/sector in which you are currently employed?

Accommodation and Food Services
Administrative and Support, Waste Management and Remediation Services
Agriculture, Forestry, Fishing and Hunting
Arts, Entertainment and Recreation
Automotive
Construction



Educational Services
Finance & Insurance
Health Care
Social Assistance
Information and Cultural Industries
Management of Companies and Enterprises
Manufacturing
Mining, Quarrying, and Oil and Gas Extraction
Other Services (except Public Administration)
Professional, Scientific and Technical Services
Public Administration
Real Estate and Rental and Leasing
Retail Trade
Transportation and Warehousing
Utilities
Wholesale Trade
Unemployed
Full Time Student
Retired
Other, please specify: _____

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

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

Yes **CONTINUE**

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

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

1-2 **THANK AND END**

3-5 **CONTINUE**

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

Participant has high-speed access to the Internet

Participant has a computer/webcam



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

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

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

1-2 **THANK AND END**
3-5 **CONTINUE**

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

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

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

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

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

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

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

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

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

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

ADDITIONAL RECRUITING CRITERIA

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



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

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

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

ENSURE A GOOD MIX.

22. 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.

23. 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 – mai 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
2	Jeu, 4 mai	6:00-8:00	6:00-8:00 (HAE)	Montréal	Population générale	MP
5	Jeu, 11 mai	6:00-8:00	6:00-8:00 (HAE)	Grandes villes au Québec	Personnes à bas revenus (moins de 40 000 \$ de revenu annuel par ménage)	MP
10	Jeu, 25 mai	6:00-8:00	6:00-8:00 (HAE)	Centres de petite et moyenne taille au Québec	Hommes âgés de 20 à 35 ans	MP



Questionnaire de recrutement

INTRODUCTION

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

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

NOTER LA LANGUE ET CONTINUER

Anglais **REMERCIER ET CONCLURE**

Français **CONTINUER**

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

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

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

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

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

QUESTIONS DE SÉLECTION

24. 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 CONCLURE	REMERCIER ET
Dans les relations publiques ou les relations avec les médias CONCLURE	REMERCIER ET
Dans le milieu de la radio ou de la télévision CONCLURE	REMERCIER ET
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

25. 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

26. Dans quelle ville habitez-vous?

LIEU	VILLES	
Montréal	<p>Ces villes peuvent notamment comprendre (mais ne sont pas limitées à):</p> <p>Boucherville, Brossard, Châteauguay, Longueuil, Saint-Hyacinthe, Saint-Jean-sur-Richelieu, Salaberry-de-Valleyfield and Vaudreuil-Dorion.</p> <p>PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.</p>	CONTINUER – GROUPE 2
Grandes villes au Québec	<p>Ces villes peuvent notamment comprendre :</p> <p>Grandes villes = Population 100 000+ <u>Les grandes villes</u> : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière.</p>	CONTINUER – GROUPE 5

	PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.	
Centres de petite et moyenne taille Québec	<p>Ces villes peuvent notamment comprendre (mais ne sont pas limité à):</p> <p>Petites villes = Population <49 999 <u>Pour les petites villes :</u> Dollars-des-Ormeaux, Saint-Eustache, Vaudreuil-Dorion, Sallaberry-de-Valleyfield, Rouyn-Noranda, Boucherville, l'Assomption.</p> <p>Taille moyenne = Population 50 000-99 999 <u>Pour les villes de taille moyenne :</u> Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe.</p> <p>RECRUTER QUATRE RÉSIDENTS DANS CHAQUE CATÉGORIE DE VILLE (EN FONCTION DE LA TAILLE DE LA POPULATION). PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.</p>	CONTINUER – GROUPE 9
Autre lieu		REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre		REMERCIER ET CONCLURE

27. 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

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

Homme
Femme

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

29. 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 19 ans	SI GROUPE 9 = REMERCIER ET CONCLURE
20 à 35 ans	SI GROUPE 9 = CONTINUER
36 à 44 ans	SI GROUPE 9 = REMERCIER ET CONCLURE
45 à 54 ans	SI GROUPE 9 = REMERCIER ET CONCLURE
55 à 64 ans	SI GROUPE 9 = REMERCIER ET CONCLURE
65 ans ou plus	SI GROUPE 9 = REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE

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

30. 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 \$	SI GROUPE 5 = CONTINUER
20 000 \$ à moins de 40 000 \$	SI GROUPE 5 = CONTINUER
40 000 \$ à moins de 60 000 \$	SI GROUPE 5 = REMERCIER ET CONCLURE
60 000 \$ à moins de 80 000 \$	SI GROUPE 5 = REMERCIER ET CONCLURE
80 000 \$ à moins de 100 000 \$	SI GROUPE 5 = REMERCIER ET CONCLURE
100 000 \$ à moins de 150 000 \$	SI GROUPE 5 = REMERCIER ET CONCLURE
150 000 \$ ou plus	SI GROUPE 5 = REMERCIER ET CONCLURE
RÉPONSE SPONTANÉE : Préfère ne pas répondre	REMERCIER ET CONCLURE

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

31. 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 ».

32. 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**



33. 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

34. 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**

35. 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**

36. 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.

37. 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**

38. 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**

39. 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**



40. 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.

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

- Administrations publiques
- Agriculture, foresterie, pêche et chasse
- Arts, spectacle et loisirs
- Autres services, sauf les administrations publiques
- Commerce de détail
- Commerce de gros
- Construction
- Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz
- Fabrication
- Finance et assurances
- Gestion de sociétés et d'entreprises
- Hébergement et services de restauration
- Industrie de l'information et industrie culturelle
- Services administratifs, services de soutien, services de gestion des déchets et services d'assainissement
- Services d'enseignement
- Services immobiliers et services de location et de location à bail
- Services professionnels, scientifiques et techniques
- Services publics
- Soins de santé et assistance sociale
- Transport et entreposage
- Sans emploi
- Aux études à temps plein
- À la retraite
- Autre situation ou autre secteur; veuillez préciser : _____

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

42. **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.

43. 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.

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

Oui

Non **REMERCIER ET CONCLUREE**



INVITATION

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

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

Est-ce que vous accepteriez de participer?

Oui	CONTINUER
Non	REMERCIER ET CONCLURE

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

Nom :

Numéro de téléphone :

Adresse courriel :

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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

English Moderator's Guide

MASTER MODERATOR'S GUIDE MAY 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.
- **Major City Centres Eastern Ontario** Inform participants that we will be discussing Ukraine; emphasize that their participation is voluntary, and they can take a break or ask to move past a question if anything is triggering.

GOVERNMENT OF CANADA IN THE NEWS (5-15 minutes) All Locations

- What have you seen, read, or heard about the Government of Canada in the last few days?
 - **Southern Ontario South Asian Diaspora, Mid-Size Centres Prairies Saskatchewan and Manitoba, Major City Centres Quebec Low-Income, First-Time Home Buyers Hamilton, Yukon, New Brunswick** What are your reactions to [seeing, reading, or hearing] this news?
 - **Southern Ontario South Asian Diaspora** Where did you see, read, or hear this news?
- **Major City Centres Eastern Ontario** What have you seen, read, or heard about the Government of Canada and Volkswagen's new electric vehicle battery plant?

Major City Centres Eastern Ontario CLARIFY: Recently, Canada and Ontario secured an investment from Volkswagen to establish its first overseas electric vehicle battery manufacturing plant in St. Thomas, Ontario. This is the largest electric vehicle-related investment in Canadian history. Once complete in 2027, the plant will produce batteries for up to one million electric vehicles per year, strengthening Canada's domestic battery manufacturing capacity to meet the demand for electric vehicles.

- **Major City Centres Eastern Ontario** What are your initial thoughts about this investment?

- **Major City Centres Eastern Ontario** What impact, if any, do you see this having on Ontario's economy? On Canada's?
- **Montréal Québec** IF NOT MENTIONED: What about news on asylum seekers crossing the border at Roxham Road?
 - **Montréal Québec** Can you explain the situation?
 - **Montréal Québec** What is causing this issue?
 - **Montréal Québec** What, if anything, has the Government of Canada done recently in response to this situation? What impact do you think this will have?
 - **Montréal Québec** What do you expect to see happen over the coming years?

News Consumption **Southern Ontario South Asian Diaspora, Major City Centres Prairies Saskatchewan and Manitoba 18-34 Frequent Users of Social, Small to Mid-Size Centres Quebec Men Aged 20-30**

- **Major City Centres Prairies Saskatchewan and Manitoba 18-34 Frequent Users of Social, Small to Mid-Size Centres Quebec Men Aged 20-30** How much time do you typically spend reading, watching, or listening to the news?
- What are your primary sources for news? ([e.g.,/Prompt: Podcasts, YouTube,] TV news, radio, social media, friends/family [, etc...])
 - **Southern Ontario South Asian Diaspora** Do you ever seek out news in a language other than English?
 - **Southern Ontario South Asian Diaspora** Are there any sources you turn to that specialize in news for South Asian audiences?
 - **Southern Ontario South Asian Diaspora** IF YES: What are they?
 - **Southern Ontario South Asian Diaspora** How often do you turn to these sources?
 - **Southern Ontario South Asian Diaspora** Are there some news sources you trust more than others? Why?
 - **Major City Centres Prairies Saskatchewan and Manitoba 18-34 Frequent Users of Social** Are there any sources that are more or less reliable for news? If yes, which ones?
 - **Small to Mid-Size Centres Quebec Men Aged 20-30** Are there any sources or individuals that you find particularly reliable and trustworthy for news and information? Why do you consider them reliable?
 - **Major City Centres Prairies Saskatchewan and Manitoba 18-34 Frequent Users of Social, Small to Mid-Size Centres Quebec Men Aged 20-30** IF NOT MENTIONED: How many of you use social media to get news?

- Major City Centres Prairies Saskatchewan and Manitoba 18-34 Frequent Users of Social Are some platforms more credible or trustworthy than others when it comes to news? Why?
- Major City Centres Prairies Saskatchewan and Manitoba 18-34 Frequent Users of Social Which do you find more/less credible?

PERFORMANCE AND PRIORITIES (10-25 minutes) All Locations

Southern Ontario South Asian Diaspora Now I'd like to shift the conversation to the Government of Canada more broadly ...

- Major City Centres Eastern Ontario, Montérégie Québec, Southern Ontario South Asian Diaspora, Mid-Size Centres Prairies Saskatchewan and Manitoba, Major City Centres Quebec Low-Income, First-Time Home Buyers Hamilton, Yukon, Major City Centres Prairies Saskatchewan and Manitoba 18-34 Frequent Users of Social, Small to Mid-Size Centres Quebec Men Aged 20-30, Major City Centres British Columbia What does the Government of Canada do well?
- Major City Centres Eastern Ontario, Montérégie Québec, Southern Ontario South Asian Diaspora, Mid-Size Centres Prairies Saskatchewan and Manitoba, Major City Centres Quebec Low-Income, First-Time Home Buyers Hamilton, Yukon, Major City Centres Prairies Saskatchewan and Manitoba 18-34 Frequent Users of Social, Small to Mid-Size Centres Quebec Men Aged 20-30, Major City Centres British Columbia What does the Government of Canada need to improve on? Why?
- Montérégie Québec Has your opinion of the Government of Canada changed over the past year?
 - Montérégie Québec IF YES: Has your opinion improved or worsened? What made it improve/worsen?
- Major City Centres Eastern Ontario, Montérégie Québec, Southern Ontario South Asian Diaspora, Mid-Size Centres Prairies Saskatchewan and Manitoba, Major City Centres Quebec Low-Income, First-Time Home Buyers Hamilton, Yukon, Greater Vancouver Area British Columbia Crime Concerned In your opinion, what are the top issues that the Government of Canada should be prioritizing?
 - Major City Centres Eastern Ontario What about when it comes to the situation in Ukraine?
 - Mid-Size Centres Prairies Saskatchewan and Manitoba IF NOT MENTIONED: What about climate change?

- **Major City Centres Quebec Low-Income** What about when it comes to asylum seekers crossing the border, how big of a priority should this be?
- **Major City Centres Eastern Ontario** What is the most recent information, if any, that you have heard about the situation in Ukraine?
- **Major City Centres Eastern Ontario** To the best of your knowledge, what has the Government of Canada done in response to the crisis in Ukraine?
- **Major City Centres Eastern Ontario** What would you like to see from the Government of Canada on the situation in Ukraine moving forward?
- **Southern Ontario South Asian Diaspora** Are there any issues that are particularly important for South Asian communities that the federal government should be prioritizing?
 - **Southern Ontario South Asian Diaspora** IF YES: What are they?
 - **Southern Ontario South Asian Diaspora** Would you say the Government of Canada is on the right track or wrong track on this issue? Why do you say that?
- **Southern Ontario South Asian Diaspora** IF NOT MENTIONED: What about immigration? How big of a priority is immigration?
 - **Southern Ontario South Asian Diaspora** What are the biggest immigration issues that the Government of Canada should be prioritizing?
 - **Southern Ontario South Asian Diaspora** Would you say the Government of Canada is generally on the right track or wrong track when it comes to managing immigration in Canada? Why?
- **Southern Ontario South Asian Diaspora** When it comes to managing Canada's relationships with other countries, and international relations more broadly, would you say the Government of Canada is generally on the right track or wrong track? Why?
- **Major City Centres Quebec Low-Income, First-Time Home Buyers Hamilton** How much attention [has/do you think] the Government of Canada [paid/pays] to your interests when making policy decisions?
 - **Major City Centres Quebec Low-Income** Does the [Government of Canada/federal government] [address/care about] the priorities you care about? Why/why not?
- **Yukon** What about when it comes to issues related to national security? Would you say that the Government of Canada is generally on the right track or wrong track?

- **Yukon** What are some examples of work the federal government has done to support national security and the safety of Canadians?
- **Yukon** What about Arctic sovereignty? How do you think they are doing in managing sovereignty and security in the Arctic?
 - **Yukon** Is Arctic sovereignty something you're very concerned about, somewhat concerned about, or not very concerned about? Why?
 - **Yukon** In today's world, are there threats to Canada's Arctic sovereignty and security in the North? What are they?
- **Small to Mid-Size Centres Quebec Men Aged 20-30** What are the biggest challenges facing young men, in particular?
 - **Small to Mid-Size Centres Quebec Men Aged 20-30** Does the federal government understand these challenges? Why/why not?
 - **Small to Mid-Size Centres Quebec Men Aged 20-30** Does the Government of Canada have a role to play in addressing these challenges?
- **Small to Mid-Size Centres Quebec Men Aged 20-30** What are the biggest issues in Canada that the federal government should prioritize?
 - **Small to Mid-Size Centres Quebec Men Aged 20-30** IF NOT MENTIONED: What about the economy and jobs?
 - **Small to Mid-Size Centres Quebec Men Aged 20-30** IF NOT MENTIONED: What about the cost of living?
- **Small to Mid-Size Centres Quebec Men Aged 20-30** How would you rate the state of the economy right now? Is it good, poor, or somewhere in between? Why?
 - **Small to Mid-Size Centres Quebec Men Aged 20-30** What about the state of the job market?
 - **Small to Mid-Size Centres Quebec Men Aged 20-30** How easy is it for someone like you to find a job in the field you're interested in? Are there any challenges/barriers you've encountered when searching for work?
- **Small to Mid-Size Centres Quebec Men Aged 20-30** Thinking five years into the future, do you imagine the Canadian economy will be worse, better, or the same? Why?
 - **Small to Mid-Size Centres Quebec Men Aged 20-30** IF WORSE: What would make you more optimistic?

- **Small to Mid-Size Centres Quebec Men Aged 20-30** Again, thinking about five years from now, do you feel the job market will be worse, better, or the same? Why?
 - **Small to Mid-Size Centres Quebec Men Aged 20-30** IF WORSE: What would make you more optimistic?
- **Small to Mid-Size Centres Quebec Men Aged 20-30** Would you say the Government of Canada is on the right track or wrong track when it comes to creating good jobs in Canada?
 - **Small to Mid-Size Centres Quebec Men Aged 20-30** Are you aware of any work the federal government is doing to help create jobs, provide skills training, or support workers?
 - **Small to Mid-Size Centres Quebec Men Aged 20-30** What else should the Government of Canada do to help?

Small to Mid-Size Centres Quebec Men Aged 20-30 CLARIFY: One of the steps the Government of Canada has taken recently to help create jobs in Canada is to try and attract new investment in industries such as the auto sector. Recently, the Government of Canada and Volkswagen announced that the company is choosing to build its first overseas cell battery plant in Canada and that the federal government will be investing about \$13 billion. It is estimated that the plant would create about 3000 jobs.

- **Small to Mid-Size Centres Quebec Men Aged 20-30** What is your reaction to this announcement?

PRIORITIES (5 minutes) **Major City Centres British Columbia**

- In your opinion, what are the top issues that the Government of Canada should be prioritizing?
 - IF NOT MENTIONED: What about housing? What about health care?

CARBON POLLUTION PRICING (20 minutes) **Major City Centres Eastern Ontario**

- What, if anything, have you seen, read, or heard about carbon pollution pricing in Canada?
- As far as you know, is there a price on carbon pollution in Ontario?
 - IF AWARE: How does this pricing system work?
- Have you heard the term "Climate Action Incentive payment"?
 - Whether you've heard of it or not, what does it mean to you?

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

- What are your reactions when you hear this information?
 - Do you support putting a price on carbon pollution? Why/why not?
 - Do you think putting a price on carbon pollution has an impact on the amount of oil and gas people use?

SHOW ON SCREEN:

The federal fuel charge currently applies in Ontario, Manitoba, Yukon, Alberta, Saskatchewan, and Nunavut.

Under the federal system, all proceeds collected from the price on carbon pollution in each province will stay in that province in the form of an incentive payment. For the 2022 base year, the Ontario program provides an annual credit of \$488 for an individual, \$244 for a spouse or common-law partner, \$122 per child under 19, and \$244 for the first child in a single-parent family. Individuals receive these payments 4 times a year.

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

PROMOTING AND PROTECTING THE FRENCH LANGUAGE (30 minutes) Montréal Québec

- How big of a priority should protecting and promoting the French language in Canada be?



- What, if anything, is the Government of Canada doing to help protect and promote the French language?
 - IF NOT MENTIONED: Has anyone seen, read, or heard anything about the Government of Canada's new Action Plan for Official Languages?

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

SHOW ON SCREEN ONE AT A TIME:

Encouraging more Francophone immigration to Canada

Examples of measures:

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

Promoting lifelong learning opportunities in French

Examples of measures:

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

Supporting French community organizations

Examples of measures:

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

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

- What are your reactions to each of these objectives and measures?

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

HOUSING (15-60 minutes) **First-Time Home Buyers Hamilton, Yukon, Major City Centres British Columbia, Greater Vancouver Area British Columbia Crime Concerned**

First-Time Home Buyers Hamilton When we asked you to come in today, each of you said that you were looking to purchase a home within the next 5 years...

- **First-Time Home Buyers Hamilton** When it comes to home ownership, what would you say are your biggest challenges?
- **Yukon** How would you describe the housing situation in your community? What about across the territory?
 - **Yukon** What are the biggest challenges in housing? PROMPT AS NECESSARY: affordability both of purchasing and renting, quality, supply, etc...
- **Yukon** Thinking about the challenges you just described, would you say the situation has worsened, improved, or stayed the same in the last few years?
- **Yukon** Do you expect access to housing in the Yukon will improve or worsen over the next few years? Why?
 - **Yukon** What needs to happen for access to housing to improve?
- **First-Time Home Buyers Hamilton, Yukon** What have you seen, read, or heard about the Government of Canada's [policies/work] on housing?
- **First-Time Home Buyers Hamilton, Yukon** [On housing affordability/When it comes to housing], has the Government of Canada generally been on the right track or wrong track? What makes you say that?
- **First-Time Home Buyers Hamilton** Do you expect the housing market to improve or worsen over the next few years? Why?

- **First-Time Home Buyers Hamilton** What do you think needs to happen for the housing market in Canada to become more affordable?

First-Time Home Buyers Hamilton I'm now going to show you various housing initiatives from the Government of Canada. There are a few different categories, and we'll go through each category individually.

First-Time Home Buyers Hamilton **SHOW ON SCREEN:**

- Introducing a new **Tax-Free First Home Savings Account** to allow Canadians to save up to \$40,000, tax-free, to help buy their first home;
- The **First-Time Home Buyer Incentive**, a shared-equity mortgage with the Government of Canada which provides a 5% or 10% down payment towards the purchasing of a first home;
- Expanding the **First-Time Home Buyers' Incentive** to allow more flexibility, making it easier for **single Canadians** to access;
- Doubling the **First-Time Home Buyers' Tax Credit** to provide up to \$1,500 in direct support to home buyers to offset closing costs involved in buying a first home;
- Investing \$200 million to increase **rent-to-own** housing options.

First-Time Home Buyers Hamilton **POLL:** Here is the first set. I'd like you to select the ones that you think will have the most positive impact on helping people attain home ownership. You can select up to 3. If you don't think any will have a positive impact, don't select any.

- Introducing a new Tax-Free First Home Savings Account to allow Canadians to save up to \$40,000, tax-free, to help buy their first home;
 - The First-Time Home Buyer Incentive, a shared-equity mortgage with the Government of Canada which provides a 5% or 10% down payment towards the purchasing of a first home;
 - Expanding the First-Time Home Buyers' Incentive to allow more flexibility, making it easier for single Canadians to access;
 - Doubling the First-Time Home Buyers' Tax Credit to provide up to \$1,500 in direct support to home buyers to offset closing costs involved in buying a first home;
 - Investing \$200 million to increase rent-to-own housing options.
- **First-Time Home Buyers Hamilton** What are your reactions to each of these measures?
 - **First-Time Home Buyers Hamilton** Are these measures on the right track or wrong track when it comes to making home ownership more attainable? Would any of these personally impact you?

- **First-Time Home Buyers Hamilton** What about the New Tax-Free First Home Savings Account?

First-Time Home Buyers Hamilton CLARIFY: This New Tax-Free First Home Savings Account gives prospective first-time home buyers the ability to save \$40,000 on a tax-free basis. Like the Registered Retirement Savings Plan (RRSP), contributions will be tax-deductible, and withdrawals to purchase a first home, including from investment income, will be nontaxable, like a Tax-Free Savings Account (TFSA). Tax-free in and out.

- **First-Time Home Buyers Hamilton** Do you think it would personally impact you? What about first-time home buyers in general?
- **First-Time Home Buyers Hamilton** Do you have any questions about any of these measures?
- **First-Time Home Buyers Hamilton** Is there anything in this section that the Government of Canada should not be doing?
- **First-Time Home Buyers Hamilton** What else should the Government of Canada do to support first-time home buyers?
 - **First-Time Home Buyers Hamilton** Do you think supporting first-time home buyers is a priority for the Government of Canada? Why/why not?

First-Time Home Buyers Hamilton I'm going to show you another set of housing initiatives from the Government of Canada.

First-Time Home Buyers Hamilton **SHOW ON SCREEN:**

- **Banning blind bidding** (blind bidding is where home buyers don't know how much others are bidding);
- Banning all non-Canadians who live outside of Canada from buying houses in Canada for two years (also known as the **foreign buyers ban**) to ensure that houses are used as homes for Canadians to live in, rather than as financial assets for foreign investors;
- Introducing a **house flipping tax** to deter investors from buying up houses for the purpose of quickly re-selling them at a higher price;
- **Taxing assignment sales** of new or renovated housing to deter speculators from buying homes and leaving them vacant (an assignment sale is when a seller sells their interest in a property before they take possession);

- Launching a new **\$4 billion Housing Accelerator Fund** to remove barriers and incentivize housing supply growth, with the goal of creating at least 100,000 new homes across Canada.

First-Time Home Buyers Hamilton POLL: Select the three that you think will have the most positive impact on the housing market in Canada. If you don't think any will have a positive impact, don't select any.

- Banning blind bidding (blind bidding is where home buyers don't know how much others are bidding);
 - Banning all non-Canadians who live outside of Canada from buying houses in Canada for two years (also known as the foreign buyers ban) to ensure that houses are used as homes for Canadians to live in, rather than as financial assets for foreign investors;
 - Introducing a house flipping tax to deter investors from buying up houses for the purpose of quickly re-selling them at a higher price;
 - Taxing assignment sales of new or renovated housing to deter speculators from buying homes and leaving them vacant (an assignment sale is when a seller sells their interest in a property before they take possession);
 - Launching a new \$4 billion Housing Accelerator Fund to remove barriers and incentivize housing supply growth, with the goal of creating at least 100,000 new homes across Canada.
- **First-Time Home Buyers Hamilton** What impacts, if any, do you think each of these measures will have?
 - **First-Time Home Buyers Hamilton** Would any of these measures personally impact you?
 - **First-Time Home Buyers Hamilton** Is there anything in this section that the Government of Canada should not be doing?
 - **First-Time Home Buyers Hamilton** Do you have any questions about any of these measures?
 - **First-Time Home Buyers Hamilton, Yukon** What else would you like to see from the Government of Canada on housing?
 - **Major City Centres British Columbia, Greater Vancouver Area British Columbia Crime Concerned** What are the biggest challenges with housing that the Government of Canada should be addressing?

- Major City Centres British Columbia IF NOT MENTIONED: What about building more homes?
- Major City Centres British Columbia, Greater Vancouver Area British Columbia Crime Concerned What have you seen, read, or heard about work the Government of Canada is doing or planning to do to build more homes?
- Major City Centres British Columbia, Greater Vancouver Area British Columbia Crime Concerned [In your opinion,] what are the biggest barriers to building more homes?
 - Major City Centres British Columbia, Greater Vancouver Area British Columbia Crime Concerned What could be done to overcome this barrier?
 - Major City Centres British Columbia, Greater Vancouver Area British Columbia Crime Concerned Which level of government is most responsible?
 - Major City Centres British Columbia, Greater Vancouver Area British Columbia Crime Concerned What role does the Government of Canada have, if any?
- Major City Centres British Columbia, Greater Vancouver Area British Columbia Crime Concerned Do you have any concerns about building more homes faster? If yes, what are they?

CLIMATE CHANGE IMPACTS & ADAPTATION (30 minutes) Mid-Size Centres Prairies Saskatchewan and Manitoba, Yukon

- Would you say climate change is having a major, minor or no impact in the [Prairies/North]? [What about in your community, specifically?]
 - IF MAJOR: What have you noticed?
- In the future, do you think climate change will have a major, minor or no impact in the [Prairies/North]? [What about in your community?]
 - IF MAJOR: What impacts are you most concerned about?
- To what extent do you agree or disagree with the following: “climate change is leading to more extreme weather”? Why?
- Is your community prepared to deal with the impacts of climate change? What about your household?
 - IF YES: What have you or your community done to prepare yourselves?

- What else would you like to see your community do to prepare for the impacts of climate change?
- Is it important for the federal government to help communities prepare for the impacts of climate change?
 - [Before this evening,] [had/have] you heard of anything the federal government is doing [to prepare for the impacts of climate change]?
 - What would you want them to do?

SHOW ON SCREEN:

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

- Making information about climate change more widely available;
 - Investing in infrastructure, including natural infrastructure, that protects Canadians from climate-related disasters;
 - Developing building codes to increase the resiliency of buildings and infrastructure;
 - Addressing the effects of climate change on the health of Canadians;
 - Supporting regions that are particularly vulnerable to climate change, including the North and the country's coasts; and
 - Working to ensure the long-term health and resilience of our ecosystems and natural environment.
- Are these the right priorities when it comes to preparing for the impacts of climate change, or should the federal government be focusing on other things?
 - Do any of these [initiatives] strike you as more important than others? Why?

CONTENT MODERATION ON SOCIAL MEDIA (45 minutes) Major City Centres Eastern Ontario, Montérégie Québec, Mid-Size Centres Prairies Saskatchewan and Manitoba

I'd like to talk to you about social media.

We're going to start out with a few general questions about your use of social media.

POLL: In general, to what extent are you active on social media?

- 1 – I never use social media.

- 2
 - 3 – I only use social media from time to time (e.g., weekly).
 - 4
 - 5 – I use social media every day.
-
- What social media platforms are you most active on, and in general, how do you use them?
 - How often do you comment and interact with posts you see on social media?
 - How often do you interact or comment on government posts on social media?
 - By show of hands, how many of you regularly or on occasion have seen, read, or followed content from the Government of Canada on social media channels (e.g., on Twitter, Facebook, Instagram, etc.)?

CLARIFY IF NECESSARY: In this case, we are referring to content from federal government departments and organizations, like Parks Canada, the Canada Revenue Agency (CRA), Health Canada, etc., and not posts from the accounts of elected officials.

- When you say you regularly or on occasion view, read or follow content from the federal government on social media, how often is that?
- Is there anything that you have seen that you appreciated? Anything you did not appreciate?
- Have you used social media to find information about federal government programs, services, policies, or to get updates on Government of Canada initiatives? In what context?

POLL: To what extent do you trust or distrust the content shared by the Government of Canada on social media (for example, this can include posts by departments and agencies such as Health Canada, Parks Canada, the Canada Revenue Agency (CRA), etc.)?

- 1 – Strongly distrust.
- 2
- 3 – Neither trust nor distrust.
- 4
- 5 – Strongly trust.

Now, I'd like to focus more specifically on comments and interactions within social media. On social media users can be exposed to harmful posts containing, among other things, hate speech (like racist or sexist comments), harassment or threats, misinformation, and obscene or inappropriate content.

POLL: How often do you come across content or comments on social media that may be harmful?

- 1 – Never.
 - 2
 - 3 – Sometimes.
 - 4
 - 5 – Very often.
-
- Thinking specifically about harmful comments or replies, when present on Government of Canada social media content the social media manager can hide or delete comments, and/or block the user from seeing or commenting on future posts. What do you think about this approach?
 - Do you think this approach is in the public’s interest? What makes you say that?
 - By show of hands, do you think it is an acceptable way or not an acceptable way to deal with harmful content?
 - Are there instances in which you think hiding or deleting comments, or blocking users from commenting on future content is an acceptable way to deal with harmful comments?
 - Briefly, can you provide examples or scenarios of when this is acceptable or not acceptable?
 - For example, how would you feel if a comment that is racist or discriminatory against a person or group was hidden or deleted, or if the user in question was blocked?
 - How would you feel if it was a comment attempting to scam someone? For instance, if someone asked a question to the Canada Revenue Agency, and someone else replied to their comment by offering advice that is actually a scam?
 - How would you feel if it was a comment threatening a government worker or citizen?
 - How would you feel if a comment was incorrect or included inaccurate advice or information, or disinformation?
 - How would you feel if it was a comment that insults someone else who replied?
 - By show of hands, how many of you regularly or on occasion comment on social media content from organizations, like the Government of Canada?
 - Do you ever read other comments?
 - Are there comments that are helpful? Which ones, and why?

- Are there certain types of content from Government of Canada departments and agencies on which you feel it is important to be able to leave or read comments? Which ones, and why?

We're going to finish off this section with the same poll we asked you at the beginning about your general trust in Government of Canada content on social media.

POLL: In general, to what extent do you trust or distrust the content shared by the Government of Canada's social media (for example, this can include posts by departments and agencies such as Health Canada, Parks Canada, the Canada Revenue Agency (CRA), etc.)?

- 1 - Strongly distrust.
 - 2
 - 3 - Neither trust nor distrust.
 - 4
 - 5 - Strongly trust.
- If you answered differently from the initial poll, what has impacted your view? Why do you feel differently now?

SUBSTANCE USE AND ADDICTION (25 minutes) Southern Ontario South Asian Diaspora

Turning to a different topic ...

- Would you say that substance use and addiction is a major issue, a minor issue, or not an issue at all in your community?
 - IF NOT MENTIONED: What about when it comes to opioid addiction? How big of an issue is this in your community?
- What, if anything, has the Government of Canada done to address substance use and addiction in Canada?
 - IF NOT MENTIONED: What have you seen, read, or heard about the Government of Canada decriminalizing the possession of certain illegal drugs in British Columbia?
 - What are your reactions?
 - Where did you get this information?
- When it comes to addressing substance use and addiction, how do you feel about diverting people who are arrested for possession of illicit drugs to drug treatment centres instead of being sent to jail? Would you support or oppose a measure like this one? Why?

- What impact, if any, will this have? Would such a change have an impact on crime?
- What comes to mind when you hear “safer supply?”
- What comes to mind when you hear “supervised consumption sites?”

CLARIFY AS NECESSARY:

Safer supply refers to providing prescribed medications as a safer alternative to the toxic illegal drug supply to people who are at high risk of overdose.

Supervised consumption sites provide a safe, clean, space for people to bring their own drugs to use in the presence of trained staff. They also offer a range of harm reduction services.

- Do you think those with an addiction should have access to a safer supply? What about supervised consumption sites? Why do you feel this way?
- Do you see a role for the Government of Canada in safer supply services and supervised consumption sites?
 - IF YES: What would you like to see from the Government of Canada on these issues?

COMMUNITY SAFETY / BAIL REFORM (40 MINUTES) Southern Ontario South Asian Diaspora, Greater Vancouver Area British Columbia Crime Concerned

Now turning to community safety more broadly...

- Do you feel that your community is safe? Why/why not?
- As far as you can tell, has there been an increase, decrease, or no change in the level of crime in your community?
 - IF INCREASE: What have you noticed specifically?
 - [What’s/What do you think is] behind the increase in crime in your community? What are some of the causes?
- Greater Vancouver Area British Columbia Crime Concerned Who is most responsible for dealing with crime? What role does the Government of Canada have in addressing crime?

- Do you know of anything the Government of Canada has done over the last few years to address crime? Are they doing anything now?
 - IF NOT MENTIONED: What about any work on gun control?
 - IF YES: What are your reactions to this?
 - IF NOT MENTIONED: What about working to reduce gang activity and violence?

Southern Ontario South Asian Diaspora A few days ago, the Government of Canada announced \$390 million over the next five years to help the provinces crack down on gang violence and reduce the number of crimes committed with firearms. This money will help fund a variety of programs, including those in law enforcement, border security, and crime prevention. In the past, programs like Operation Centaur, an initiative to reinforce police with specialized units, disrupt firearms trafficking, and prevent crime have been funded.

- **Southern Ontario South Asian Diaspora** What are your reactions to this? What impacts do you think this type of funding will have?
- **Southern Ontario South Asian Diaspora** Do you support this approach to addressing crime? Why/why not?
- **Southern Ontario South Asian Diaspora** Do you have any questions or concerns about this funding?
- What else should the Government of Canada do to help reduce crime?
- By a show of hands, how many of you are familiar with the concept of bail?

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

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

- Fair? Why/why not?
 - Safe? Why/why not?
- Have you seen, read, or heard anything lately about individuals re-offending once released on bail?
 - Would you say this is a major, minor, or not a problem at all in Canada?

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

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

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

AFFORDABILITY MEASURES / COST OF LIVING (20-50 minutes) Major City Centres Quebec Low-Income, First-Time Home Buyers Hamilton

- **First-Time Home Buyers Hamilton** Generally, how would you describe the Government of Canada's management of the cost of living?
 - **First-Time Home Buyers Hamilton** Are they generally on the right track or the wrong track? Why?
- [Do you think that the Government of Canada is supporting Canadians through/What is the Government of Canada doing to address] the rising cost of living?

- Would you say that the [Government of Canada/federal government] is generally on the right track or wrong track? Why?
- What are examples of things that have become less affordable in your day-to-day life?
 - PROMPT AS NEEDED: What about when it comes to groceries or gas?
 - Have you changed any of your day-to-day habits in response to the rising cost of living?
- What do you think is causing prices to go up?
 - Is the [rising/increase in the] cost of living [more related to things happening at home in Canada, on a global scale, or both/a “made in Canada” problem or is it a global problem]? [What makes you say that?]
 - **Major City Centres Quebec Low-Income** As far as you know, does climate change have an impact on the price of groceries?
 - **First-Time Home Buyers Hamilton** What can the Government do about the rising cost of living?
- **Major City Centres Quebec Low-Income** Are you aware of anything the Government of Canada is doing to address the rising costs of living?
- **Major City Centres Quebec Low-Income** Are you aware of any Government of Canada policies, programs, services, or benefits that are designed to support Canadians struggling with the rising cost of living?
 - IF YES: What have you seen, read, or heard?

Major City Centres Quebec Low-Income I’m going to show you a list of current measures that the Government of Canada is offering or is planning to offer to support those struggling with the rising the cost of living.

Major City Centres Quebec Low-Income **SHOW ON SCREEN:**

- **The Grocery Rebate:** A one-time payment for low- and modest-income Canadians for eligible couples with two children receiving up to \$467 and eligible singles receiving up to \$234.
- **Indexing benefits to inflation:** Benefits like the Canada Child Benefit, the Canada Pension Plan, Old Age Security, and the Guaranteed Income Supplement are all indexed to increase with the increased cost of living.
- **Dental care:** Providing dental care to uninsured Canadians with a family income of less than \$90,000 annually, starting with children under 12 this year.



- **The Canada Workers Benefit:** A refundable tax credit that gives low-income workers up to \$1,395 back for single individuals and up to \$2,400 back for families.
- **The Canada Housing Benefit:** A one-time tax-free payment of \$500 to qualifying Canadians who are struggling with the cost of rent.

Major City Centres Quebec Low-Income POLL: Now I'd like you to select the ones you feel are the most important. You can select up to 3; if you don't think any are important, then don't select any.

- The Grocery Rebate
- Indexing benefits to inflation
- Dental care
- The Canada Workers Benefit
- The Canada Housing Benefit

Major City Centres Quebec Low-Income MODERATOR TO GO THROUGH SELECTIONS

- **Major City Centres Quebec Low-Income** Why did you choose this option? What impact do you think this measure would have?
- **Major City Centres Quebec Low-Income** Overall, what are your thoughts to this list of measures?
 - **Major City Centres Quebec Low-Income** Was there anything you weren't previously aware of?
 - **Major City Centres Quebec Low-Income** Would you consider these all to be important affordability measures? Why/why not?
 - **Major City Centres Quebec Low-Income** Do you have any questions when it comes to any of these programs?
- **Major City Centres Quebec Low-Income** Is there anything here that the Government of Canada should not be doing?
- **Major City Centres Quebec Low-Income** What else, if anything, do you feel the Government of Canada should be doing to address the cost of living?

COST OF CLIMATE CHANGE (25 minutes) Major City Centres Quebec Low-Income

Turning now to the topic of climate change...



- SHOW OF HANDS: Would you say you are not concerned, somewhat concerned, or very concerned about climate change?
 - What are you most concerned about?
- What impacts of climate change have you noticed in your community, if any? What about across Canada?
 - What impact is climate change having on the economy, if any?
 - What about on Canadians' health?
- Which of the following comes closest to your point of view:
 - The cost of climate change to the Canadian economy and society is greater than the cost of implementing programs to reduce carbon emissions.
 - The cost of implementing programs to reduce carbon emissions is greater than the cost of climate change to the Canadian economy and society.
- Why do you feel that way?
- If you feel the costs of implementing these programs to reduce emissions are greater than the cost of climate change to the economy, should the Government still be trying to reduce emissions? Why/Why not?

As you know, there are many ways of addressing the issue of climate change. Some climate change programs could put a price on carbon emitting energy sources, such as oil, gas, etc., to encourage companies and people to shift to energy sources that do not release carbon pollution. Other types of programs could encourage the development of cleaner energy sources and try to make these options more affordable (e.g., tax credits for companies that are expanding clean energy, or financial incentives for buying an electric vehicle).

- What do you think of each of these approaches? Is one better than the other, or are both equally needed?
- What sort of impact, positive or negative, would each of these approaches have on your household?

HEALTH CARE (30 minutes) Yukon

I'd now like to focus on health care...

- How would you describe the health care system in Yukon today?
 - How do you feel about the quality and availability of health care in your area?
- What are the most pressing challenges related to health care in your community?
 - IF NOT MENTIONED: What about when it comes to mental health care?
 - IF NOT MENTIONED: What about when it comes to substance use and addiction?
- Do you think the health care system in your area needs major changes, minor changes, or few to no changes?
- Have you heard of anything the federal government has done related to health care, mental health care, or substance use and addiction in Yukon?

SHOW ON SCREEN:

The Government of Canada has committed \$25 billion over the next 10 years to make deals with individual provinces and territories to help fund mental health and substance use services, family health services, reduce health worker shortages and backlogs in the system, and modernize the health care system.

In order to get this funding, the federal government is asking provinces and territories to develop a plan describing how money will be spent and how progress on improving the system will be measured. The federal government is also asking the provinces and territories to make it easier for health professionals educated abroad to have their credentials recognized.

The federal government is also helping to develop national mental health service standards, in collaboration with provinces and territories, health organizations, and key stakeholders.

- What are your reactions to these announcements?
- Do you think what the federal government is proposing will have a major, minor or no impact on the quality of health care in the North? Why?
- Would you say you support the Government of Canada's health care plans, oppose them, or neither? Why?
- What else should the Government of Canada do?

PHARMACARE (45 minutes) New Brunswick, Major City Centres British Columbia

- **New Brunswick** In your opinion, what are the top issues that the Government of Canada should be prioritizing?
 - **New Brunswick** IF NOT MENTIONED: What about health care? How big of a priority should health care be?
- What are the biggest challenges in health care that the Government of Canada should be addressing?
 - PROMPT AS NEEDED: What about shortages of doctors and nurses across the country? What about providing mental health support to all Canadians? What about reducing wait times for medical services? What about expanding virtual health care?
- What about the cost of prescription medication in Canada? Would you say this issue is more important, as important, or less important than the health care challenges you mentioned earlier?
- How would you describe the state of prescription drug coverage in Canada today?
 - Is prescription medication affordable? Is it accessible?
- Who here is familiar with the term pharmacare?
 - What does it mean to you?
- Are you aware of any work or plans the Government of Canada has done or is planning to do on pharmacare? What have you seen, read, or heard?

CLARIFY: In 2019, the Government of Canada announced it intended to move forward on implementing a national pharmacare program to make prescription drugs more affordable and more accessible to more Canadians.

Since then, the Government of Canada has started by developing a Canadian Drug Agency to negotiate prescription drug prices on behalf of Canadians and buy them in bulk to help save Canadians money in the long term. The Government of Canada has also been developing its national strategy for high-cost drugs for rare diseases to help Canadians get better access to these drugs, as a first step towards expanded coverage.

- What are your reactions to this information? Is this something the Government of Canada should be prioritizing?
- As the Government of Canada plans the next steps of its national pharmacare plan, what are the most important things it should keep in mind?
- Who should be covered by a national pharmacare plan? Should the plan be universal, so everyone gets coverage, or should it be more of a “safety net” plan, so that it only applies to Canadians when prescription drug costs exceed a percentage of their income? Why?
 - Which approach is fairer or more equitable?
 - Do you have any concerns with either approach?
- Pharmacare could be completely public, like health care, where all Canadians are on the same plan. Alternatively, it could “close the gaps” so that people can still use existing public and private plans. This type of plan would be set up to ensure that everyone receives coverage, including those currently not covered.
 - In your view, what are the benefits and drawbacks of both approaches?
 - In your opinion, which approach is fairer or more equitable?
 - Do you have any concerns with either approach?
- Who here has a prescription drug coverage plan?
 - IF YES: Are you satisfied with your plan? Why/why not?
 - IF YES: Do you think a national pharmacare plan would have better or worse coverage than the plan you have now? Why?
- If the Government of Canada does implement a national pharmacare plan, what type of medication would you expect it to cover? PROMPT: life-saving medicine, drugs for rare diseases, more common/frequently prescribed medication...
- Would a national pharmacare plan have an impact on making life more affordable?
- What impacts would it have on our health care system?
- Would you support a universal pharmacare system?
 - Even if it added to the deficit?
 - Even if it increased taxes?

- Do you have any questions about pharmacare?

CARBON PRICING (45 minutes) New Brunswick

- How important is it for the Government of Canada to reduce carbon pollution in Canada? Why?
 - Are you aware of anything the Government of Canada is doing to reduce carbon pollution in Canada?

The Government of Canada is undertaking several measures to reduce carbon pollution. Here are a few of those measures:

SHOW ON SCREEN:

- Setting a price on carbon pollution;
- Setting clean fuel standards;
- Investing in renewable energy and clean technologies;
- Investing in energy efficiency programs.

For today, we'll be mostly focusing on the first measure: setting a price on carbon pollution.

- Who was aware that the Government of Canada set a price on carbon pollution before today?
- What do you know about the price on carbon pollution?
- What questions do you have about the price on carbon pollution, if any? What do you want to know?
- Based on what you already know, would you say you support or oppose putting a price on carbon pollution, or are you unsure?

CLARIFY: There are two parts to carbon pollution pricing – a fuel charge, which applies to things like oil and gas, and a separate system for industry. In those provinces where the federal fuel charge applies, all direct proceeds are returned to Canadians, mostly through Climate Action Incentive payments to households. Most households receive more money back through these payments than they pay on the fuel charge.

- Does knowing this have any impact on your support for or opposition to carbon pollution pricing? Why/why not?

CLARIFY IF NECESSARY: Following the Government of New Brunswick's request in February 2023 that the federal pollution pricing fuel charge replace the province's own fuel charge, the Government of Canada intends to apply the federal backstop fuel charge in New Brunswick as of July 1, 2023. New Brunswick will continue to apply its own provincially administered fuel charge for industrial emitters.

- If you were looking for information about carbon pollution pricing, where would you start?
 - What sources of information would you use?
 - What sources are trustworthy or credible on this issue?
 - PROMPT: What about climate scientists? What about economists?
 - Why?

CLARIFY: Many economists say that setting a price on carbon pollution is the most cost-effective way to reduce carbon emissions at the scale and speed that is necessary to mitigate the impacts of climate change.

PROVIDE SOURCE IN THE CHAT SO PARTICIPANTS CAN VERIFY IF THEY WISH:

<https://clcouncil.org/economists-statement/>

- Does knowing this have any impact on your support for or opposition to carbon pollution pricing? Why/why not?
- Other countries, like Denmark, the UK, Sweden, France, Netherlands, Chile, and Japan, all have their own ways of pricing carbon pollution. Does knowing that other countries have taken this approach make you more inclined, less inclined, or does it have no impact on your support for Canada putting a price on carbon pollution? Why/why not?

CLARIFY: As mentioned, the Government of Canada is also investing in renewable energy and clean technologies to help reduce emissions. Some countries, like the United States, have chosen not to put a price on carbon pollution, opting instead to invest heavily in the private sector, so that corporations can develop the clean technologies needed to reduce carbon pollution emissions on their own. To achieve this, the US government is investing \$400 billion, about one-fifth of Canada's entire economy.

- What do you think about this approach? What are the benefits and costs to taking this approach?
- Do you think the Government of Canada should take a similar approach? Why/why not?

- Could the Government of Canada afford to take such an approach?
- Do you think a price on carbon pollution will discourage people from polluting? Why/why not?
 - What other impacts, if any, might a price on pollution have on Canadians?
 - In the short term, do you think the cost of a price on carbon pollution is greater than the cost of climate change to communities? Why?
 - What about in the long run?
- In 2021, Canada's greenhouse gas emissions were 7.4% below pre-pandemic (2019) emission levels. What do you think may have contributed to this decline?
 - PROMPT: Government policies, including pollution pricing
 - In your view, what could be done to reduce emissions further?

SOCIAL MEDIA USAGE (25 minutes) Major City Centres Prairies Saskatchewan and Manitoba 18-34
Frequent Users of Social Media

When we asked you to come speak with us today, you each indicated you were frequent social media users...

- How frequently do you use social media on a typical day?
- Which social media platforms do you use the most?
 - Why do you use [INSERT PLATFORM]?
 - What aspects or features of this platform appeal to you the most?
- How important is social media as a source of information for you?
 - Are there any specific topics or types of information you rely on social media for?
- What type of content do you typically engage with the most? Can you provide any examples?
 - Why is that type of content the most engaging to you?
- Do you follow the Government of Canada, or any related accounts, on social media? Why/why not?
 - IF YES: On which platforms?

- Whether you follow any Government of Canada accounts or not, do you remember ever seeing any content from the Government of Canada? What can you remember?
- Have you ever interacted with content from the Government of Canada? Whether you have or not, what type of content from the Government of Canada would you likely engage with?
- What advice would you give the Government of Canada, or associated accounts, when creating content for social media?
 - Are there any platforms you think the Government of Canada should have a bigger presence on?
 - Are there any specific topics, formats, or approaches that you believe would be more effective in capturing the attention and engagement of social media users?

ONLINE SAFETY (30 MINS) Major City Centres Prairies Saskatchewan and Manitoba 18-34 Frequent Users of Social Media

Moving on to a new topic...

- What are the positive impacts, if any, the Internet and online world has on society today?
- Are there any drawbacks? What are they?
 - How much control, if any, do you feel you have over what you see on the Internet? What about on your social media feeds specifically?
- What does the term “online safety” mean to you?
 - Do you have any concerns about your safety online? On social media specifically?
 - What about the safety of other Canadians? For example, children, or racialized groups?
- What does the term “online harms” mean to you?
 - In your view, what sort of content online can be harmful, if any?
 - Have you ever come across content online that you would describe as harmful? How often?
- How concerned are you, if at all, about harmful content online? On social media specifically?
 - How big of a problem is this in Canada?
 - What are your top concerns?

- Should more be done to address the type of content we've been talking about online?
Moderator's note: Record yes/no/not sure, then follow up.
 - IF YES: What should be done? Who or what should be responsible for addressing online harms?
 - IF NOT SURE/NO: Why do you feel that way? What are your concerns, if any?
- To the best of your knowledge, is anything currently being done to prevent or stop harmful content from being shared online? What have you heard?
 - Is this a good approach? Do you have any concerns?
- Do online platforms have a responsibility to protect their users from harmful content? If yes, what should they be doing? If no, why not?
- Should online platforms be held responsible for the harms related to using their services?
Moderator's note: Record yes/no/not sure, then follow up.
 - IF YES: What, if anything, should be done?
 - IF NOT SURE/NO: Why do you feel that way? What are your concerns?
- Are you aware of anything else currently being done to make the online world safer?

MISINFORMATION (25 minutes) Major City Centres Prairies Saskatchewan and Manitoba 18-34
Frequent Users of Social Media, Small to Mid-Size Centres Quebec Men Aged 20-30

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

- Small to Mid-Size Centres Quebec Men Aged 20-30 Whether you use it as a news source or not, which social media websites or apps do you use? How frequently do you use them?
- How often do you come across information online that you're unsure whether it's true or false?
- Who here is familiar with the terms "misinformation" and "disinformation?" What do these terms mean? How do they differ?

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

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

GENDER EQUALITY (30 minutes) Small to Mid-Size Centres Quebec Men Aged 20-30

- In your opinion, are there gender stereotypes or expectations that men face in society? If so, what are they?
 - Do these stereotypes impact men's well-being? How so?
- What does gender equality mean to you? How important is promoting gender equality?
 - Do young men have a role to play in promoting gender equality? What should their role be?
 - Are there barriers to engaging in discussions on these topics?

Some people say that society is moving further away from what we could call traditional gender roles. As an example, women are more able to play traditionally male roles at home and at work, and men are more able to play more traditionally female roles at home and at work.

- What is your reaction to this statement?

OPIOIDS (30 minutes) Major City Centres British Columbia, Greater Vancouver Area British Columbia
Crime Concerned

Moving on to a different topic ...

- Would you say that opioid addiction is a major issue, a minor issue, or not an issue at all in your community?
- Briefly, how has this issue evolved over time? Has this issue gotten better or worse?
- Are you hopeful that there will be progress on this issue in the coming years? Why/why not?
- What, if anything, has the Government of Canada done to address opioid addiction in British Columbia?
- What comes to mind when you hear “safe supply?”
- What comes to mind when you hear “safe injection sites?”

CLARIFY:

Safe supply refers to providing prescribed medications as a safer alternative to the toxic illegal drug supply to people who are at high risk of overdose. Safer supply services can help prevent overdoses, save lives, and connect people who use drugs to other health and social services.

Safe injection sites provide a safe, clean, space for people to bring their own drugs in the presence of trained staff. This prevents accidental overdoses and reduces the spread of infectious diseases. They also offer a range of harm reduction services.

- What are your reactions to hearing these definitions?
- How important, if at all, is it for those suffering with opioid addiction to have access to a safe supply and safe injection sites? Why do you feel this way?
- What role does the Government of Canada have in safer supply services and safe injection sites?

CLARIFY: Through the Substance Use and Addictions Program (SUAP), the Government of Canada is funding projects that address the harms associated with substance use.

More specifically, through this program, the Government of Canada is funding safer supply and injection site services, and they are also funding projects that focus on things like overdose prevention, education, detox support, peer support, outreach, mentorship, mental health supports, among other initiatives.

- What are your reactions to the Government of Canada investing in harm reduction projects?
 - What impacts, if any, do you expect these projects to have?
- How do you feel about the Government of Canada granting an exemption to the Controlled Drugs and Substances Act to remove criminal penalties for possession of up to 2.5 grams of certain illegal drugs in British Columbia? Do you support or oppose a measure like this one? Why do you say that?
 - What impacts, if any, will this have?
 - Will this have an impact on crime in British Columbia? Why do you feel this way?
- What else would you like to see the Government of Canada do to address these issues?

CONCLUSION (5-10 minutes) All Locations

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



THE
**STRATEGIC
COUNSEL**

French Moderator's Guide

To be added once translated.