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of Canada

Gouvernement
du Canada

Continuous Qualitative Data Collection of Canadians' Views – November 2023

Final Report

Prepared for the Privy Council Office

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Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The seventh 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 November 7th, 2023, and November 29th, 2023.

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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: December 19, 2023

Donna Nixon, Partner
The Strategic Counsel

Table of Contents

Executive Summary	3
Introduction	3
Methodology.....	4
Key Findings.....	5
Government of Canada in the News (All Locations).....	5
Government of Canada Priorities and Performance (Ottawa, Newfoundland, Calgary 55+ Approaching Retirement, Mid-Size and Major Centres Ontario Caribbean Diaspora, Sherbrooke Young Adults, Toronto, Northern Quebec, Mid-Size Centres B.C. Indigenous Peoples, Eastern Ontario Active Military Members and Veterans, Vancouver, Prairies Francophones).....	6
Fall Economic Statement (Mid-Size Centres B.C. Indigenous Peoples, Northern Quebec, Eastern Ontario Active Military Members and Veterans, Southern Alberta, Vancouver, Prairies Francophones).....	9
The Economy (Newfoundland, Calgary 55+ Approaching Retirement, Sherbrooke Young Adults).....	10
Canada Pension Plan (Calgary 55+ Approaching Retirement, Southern Alberta)	11
Canada Day Logo (Ottawa, Mid-Size and Major Centres Ontario Caribbean Diaspora, Sherbrooke Young Adults, Toronto, Mid-Size Centres B.C. Indigenous Peoples, Northern Quebec).....	12
Government of Canada Wordmark (Ottawa, Northern Quebec, Southern Alberta, Prairies Francophones).....	13
Carbon Pricing (Newfoundland).....	13
Community Safety (Toronto)	14
Canadian Armed Forces (Eastern Ontario Active Military Members and Veterans).....	15
Public Sentiment (Mid-Size and Major Centres Ontario Caribbean Diaspora)	16
Opioids (Vancouver).....	16
French Language Protection and Promotion (Prairies Francophones)	17
Detailed Findings	19
Timeline of November 2023 Announcements	20
Government of Canada in the News (All Locations).....	22
Government of Canada Priorities and Performance (Ottawa, Newfoundland, Calgary 55+ Approaching Retirement, Mid-Size and Major Centres Ontario Caribbean Diaspora, Sherbrooke Young Adults, Toronto, Northern Quebec, Mid-Size Centres B.C. Indigenous Peoples, Eastern Ontario Active Military Members and Veterans, Vancouver, Prairies Francophones).....	24
Housing (Ottawa, Toronto, Vancouver).....	26
Cost of Living (Sherbrooke Young Adults)	28
Immigration (Toronto).....	29
Indigenous Peoples (Mid-Size Centres B.C. Indigenous Peoples)	29
Caribbean Diaspora (Mid-Size and Major Centres Ontario Caribbean Diaspora).....	31

Fall Economic Statement (Mid-Size Centres B.C. Indigenous Peoples, Northern Quebec, Eastern Ontario Active Military Members and Veterans, Southern Alberta, Vancouver, Prairies Francophones)	31
The Economy (Newfoundland, Calgary 55+ Approaching Retirement, Sherbrooke Young Adults).....	33
Jobs (Sherbrooke Young Adults).....	35
Canada Pension Plan (Calgary 55+ Approaching Retirement, Southern Alberta)	36
Canada Day Logo (Ottawa, Mid-Size and Major Centres Ontario Caribbean Diaspora, Sherbrooke Young Adults, Toronto, Mid-Size Centres B.C. Indigenous Peoples, Northern Quebec)	38
Government of Canada Wordmark (Ottawa, Northern Quebec, Southern Alberta, Prairies Francophones)	41
Carbon Pricing (Newfoundland)	43
Community Safety (Toronto).....	45
Canadian Armed Forces (Eastern Ontario Active Military Members and Veterans)	46
Public Sentiment (Mid-Size and Major Centres Ontario Caribbean Diaspora)	48
Opioids (Vancouver)	48
French Language Protection and Promotion (Prairies Francophones)	49
Appendices.....	52
Appendix A – Recruiting Scripts	53
English Recruiting Script	54
French Recruiting Script.....	66
Appendix B – Discussion Guides.....	75
English Moderator’s Guide.....	76
French Moderator’s Guide	97
Appendix C – Advertising Concepts.....	98
Canada Day Logo.....	99
Government of Canada Wordmark	101
Government of Canada Musical Signature.....	101

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 November 7th, 2023, and November 29th, 2023, in multiple locations across the country. Details concerning the locations, recruitment, and composition of the groups are provided in the section below.

The research for this cycle focused largely on the Government of Canada's priorities and performance on a range of issues important to Canadians. Related to this, some groups took part in targeted discussions focusing on federal activities related to housing, the cost of living, immigration, Indigenous peoples, and the Caribbean diaspora in Canada. All discussed what they had seen, read, or heard regarding the federal government in recent days, focusing on actions and initiatives it had taken within Canada as well as on the international stage.

This research cycle also explored issues related to the Canadian economy. Several groups engaged in discussions related to the Government of Canada's Fall Economic Statement (FES), the economic situation in Canada, and the current state of the employment market. Two groups based in Alberta also shared their perspectives related to the Canada Pension Plan (CPP) and the recent proposal by the Government of Alberta to create its own provincial pension plan. A number of groups shared their perspectives related to the Government of Canada's Wordmark and musical signature, while others engaged in an exercise where they were asked to evaluate a range of potential creative concepts designed to promote Canada Day.

Other topics discussed in this cycle included carbon pricing, community safety, the Canadian Armed Forces (CAF), public sentiment, opioids, and the protection and promotion of the French language.

As a note of caution when interpreting the results from this study, findings of qualitative research are directional in nature only and cannot be attributed quantitatively to the overall population under study with any degree of confidence.

Methodology

Overview of Groups

Target audience

- Canadian residents, 18 and older.
- Groups were split primarily by location.
- Some groups focused on specific cohorts of the population, including active military members and veterans, those aged 55+ approaching retirement, members of the Caribbean diaspora, young adults aged 18-24, Francophones, and Indigenous peoples.

Detailed Approach

- Twelve groups across various regions in Canada.
- Six groups were conducted among the general population residing in Ottawa, Newfoundland, Toronto, Northern Quebec, Southern Alberta, and Vancouver
- The other six groups were conducted with key subgroups including:
 - Active military members and veterans
 - Individuals aged 55+ approaching retirement
 - Members of the Caribbean Diaspora
 - Young adults aged 18-24
 - Indigenous Peoples
 - Francophones residing in the Prairies
- The two groups based in Quebec and one group based in the Prairies 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, 86 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium of \$125.

Group Locations and Composition

LOCATION	GROUP	LANGUAGE	DATE	TIME (EDT)	GROUP COMPOSITION	NUMBER OF PARTICIPANTS
Ottawa	1	EN	Tues, Nov 7 th	6:00-8:00 PM	General Population	8
Newfoundland	2	EN	Wed, Nov 8 th	4:30-6:30 PM	General Population	8
Calgary	3	EN	Thurs, Nov 9 th	8:00-10:00 PM	55+ Approaching Retirement	8
Mid-Size and Major Centres Ontario	4	EN	Tues, Nov 14 th	6:00-8:00 PM	Caribbean Diaspora	8
Sherbrooke	5	FR	Wed, Nov 15 th	6:00-8:00 PM	Youth Aged 18-24	7
Toronto	6	EN	Thurs, Nov 16 th	6:00-8:00 PM	General Population	8
Mid-Size Centres British Columbia	7	EN	Tues, Nov 21 st	9:00-11:00 PM	Indigenous	8
Northern Quebec	8	FR	Wed, Nov 22 nd	6:00-8:00 PM	General Population	5
Eastern Ontario	9	EN	Thurs, Nov 23 rd	6:00-8:00 PM	Active and Veteran Members of the CAF	6
Southern Alberta	10	EN	Mon, Nov 27 th	8:00-10:00 PM	General Population	4
Vancouver	11	EN	Tues, Nov 28 th	9:00-11:00 PM	General Population	8
Prairies	12	FR	Wed, Nov 29 th	8:00-10:00 PM	Francophones Living in the Prairies	8
Total number of participants						86

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 meetings between federal officials and the heads of major grocery chains to discuss ways to stabilize grocery prices, an announcement by the federal government that it would temporarily be pausing the fuel charge on the deliveries of heating oil in all provinces and territories, and the release of the Fall Economic Statement (FES). Other actions mentioned by participants included the announcement by the federal government that it would be removing the goods and services tax (GST) from the construction of new rental developments, the provision of a \$1 billion top-up to the Affordable Housing Fund towards the building of new non-profit, co-op, and public housing projects,

and an agreement reached between the Government of Canada and Google regarding the establishment of a regulatory framework that would allow Google to continue sharing Canadian news online.

Participants also recalled activities related to the Government of Canada on the international stage. These included the provision of humanitarian assistance to civilians in Israel, the Gaza Strip, and the West Bank who had been impacted by the ongoing conflict in that region, as well as continued tensions between Canada and India following the announcement that Canadian security agencies were in possession of intelligence potentially linking agents of the Government of India to the killing of a Canadian citizen in Surrey, British Columbia (B.C.) in June of 2023. A number reported hearing that numerous Canadian diplomatic personnel had been recalled from India in recent months following a formal communication from the Government of India that it was planning to unilaterally remove their diplomatic immunities.

Government of Canada Priorities and Performance (Ottawa, Newfoundland, Calgary 55+ Approaching Retirement, Mid-Size and Major Centres Ontario Caribbean Diaspora, Sherbrooke Young Adults, Toronto, Northern Quebec, Mid-Size Centres B.C. Indigenous Peoples, Eastern Ontario Active Military Members and Veterans, Vancouver, Prairies Francophones)

Eleven groups took part in conversations related to the issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. Participants were asked to identify areas in which they felt the Government of Canada was performing well and areas where they felt there was room for improvement. On a number of issues participants expressed a range of positive and negative views. These included health care, immigration, climate change and the environment, reconciliation with Indigenous peoples, and national security.

Participants also identified a number of areas where they felt that the Government of Canada had performed well. These included the wide range of supports and benefits that were available to Canadians, the promotion of diversity and inclusiveness across the country, and the provision of humanitarian assistance on the global stage.

Additionally, participants mentioned a range of areas in which they believed the Government of Canada had room for improvement. These included housing, inflation and the cost of living, and a perceived lack of resources allocated towards addressing issues related to mental health and addiction.

Prompted to identify what they viewed to be the top issues that the federal government should be prioritizing going forward, many reiterated the need for a greater focus on making housing more affordable for Canadians as well as taking actions to reduce inflation and the cost of living. Several also identified health care and climate change as areas that they felt needed to be prioritized to a higher extent going forward. Other top priority areas mentioned by participants included reconciliation with Indigenous peoples, increased investments towards education and the training of teachers, greater supports for seniors, and reducing federal spending with the aim of reaching a balanced budget.

Housing (Ottawa, Toronto, Vancouver)

Participants in three groups engaged in a discussion related to the housing situation in their respective communities. Asked whether they felt that housing was an important priority for the Government of Canada to focus on, all did, with many believing that this was the top issue at present. Almost all believed that the housing situation in their communities had gotten worse in recent years. It was widely thought that housing costs for both prospective homebuyers and renters had risen sharply in the past few years and that this had made it increasingly difficult for lower- and middle-income Canadians to secure safe and affordable housing in their areas. Several were of the view that rising housing costs had significantly contributed to what they perceived as rising rates of homelessness in their area. Describing additional challenges that had negatively impacted the housing situation in their communities, participants cited issues related to what they viewed as the growing prominence of short-term rental companies (such as Airbnb and Vrbo) which they believed had reduced the long-term rental supply.

Very few reported having seen, read, or heard about any recent actions or initiatives from the Government of Canada related to housing. Asked whether they were aware of an initiative by the federal government to provide additional funding to municipalities that commit to reducing red tape in order to build more housing, none were. Questioned whether they supported this type of measure, several reported that they did, believing that this would assist in increasing the supply of housing in their community. A number, however, interpreted this as removing existing housing regulations and expressed concerns that doing so could have a negative impact on communities and the surrounding environment.

Asked what came to mind when they heard the term 'densification', several believed that this referred to strategies aimed at increasing the number of people living in a specific area, as well as the construction of multi-unit developments rather than single-family homes. Several expressed uncertainty as to whether densification would have an overall positive impact, with a number mentioning concerns related to greater congestion, traffic, and increased strain on important services. Among the smaller number who supported increased densification, it was felt that pursuing this strategy would ultimately lead to more sustainable cities, with a greater focus on enhancing the walkability of communities and increasing the use of public transportation rather than personal automobiles. Questioned whether they would support greater densification in their own communities, several expressed that they would, but only if sufficient additional infrastructure (such as schools, hospitals, and public transportation) were built ahead of time to accommodate an influx to the local population.

Participants were next provided with information related to the Government of Canada's Housing Accelerator Fund. Asked what types of infrastructure they felt should be built by municipalities through this initiative, participants identified services such as public transportation, schools, hospitals, green spaces such as parks and playgrounds, and waste management systems. Questioned whether knowing that the Government of Canada was taking these actions to support growing communities affected their opinion regarding densification, few indicated that it did. The view was reiterated by several that this additional funding on its own would not be enough to address the current challenges related to

housing, and that a greater focus needed to be placed by the federal government on making homes more affordable for Canadians going forward.

Cost of Living (Sherbrooke Young Adults)

Participants in the group comprised of young adults residing in Sherbrooke, Quebec engaged in a brief discussion related to the cost of living at present. Asked to identify the biggest challenges related to the cost of living that they felt the Government of Canada should be prioritizing, participants cited issues related to the affordability of groceries, the cost of housing, and the perceived high rate of taxation at present. Most felt that the federal government was currently on the wrong track when it came to addressing the cost of living, with several of the impression that this issue had worsened in recent years.

Asked whether they felt that climate change was having an impact on the cost of living, most believed this to be the case. It was thought that natural disasters such as wildfires, windstorms, and large-scale flooding had caused considerable economic damage in recent years and that perceived colder temperatures in the winter months had made it more expensive for Canadians in some parts of the country to heat their homes. A few expressed the opinion that initiatives related to mitigating the impacts of climate change, such as the implementation of a federal price on carbon, had also served to increase the cost of living in recent years.

Immigration (Toronto)

Participants residing in Toronto were asked a few additional questions related to the Canadian immigration system. Describing what they believed to be the most important issues related to immigration, several felt that more needed to be done to streamline the certification process for new arrivals seeking to work in their fields of expertise. Participants also felt that action needed to be taken to ensure that sufficient employment opportunities and housing would be available to meet the needs of incoming immigrants. A number recalled hearing accounts of new immigrants who had struggled to begin their lives in Canada due to difficulties in finding work and housing in their communities.

Asked whether they felt the Government of Canada was on the right track when it came to immigration, a roughly equal number believed that it was headed in the wrong direction as those who were more uncertain. Among those who thought that it was on the wrong track, participants expressed concerns regarding the increased demand for housing and the potential strain that further immigration could place on vital sectors such as health care and education. Among these participants, it was widely felt that the rate of immigration should be temporarily reduced until the basic needs of those already living in Canada could be met.

Indigenous Peoples (Mid-Size Centres B.C. Indigenous Peoples)

One group, comprised of Indigenous peoples residing in mid-size centres in B.C., took part in a discussion related to reconciliation and the Government of Canada's progress on this front. Asked to identify what they viewed to be the top issues impacting Indigenous peoples, participants provided a range of responses. These included mental health and addiction, the need for additional recreational

and cultural programming for Indigenous youth, and the building and/or repair of infrastructure in Indigenous communities such as clean drinking water systems, health care facilities, and schools.

Asked whether they felt that the Government of Canada had prioritized reconciliation in recent years, participants were mixed in their views. While it was generally thought that there had been a greater effort to bring attention to and discuss the unique challenges facing Indigenous peoples, most did not believe that there had been much in the way of tangible progress on these fronts. Discussing actions that could be taken by the federal government to address these issues, it was thought that more should be done to encourage the self-sufficiency of Indigenous peoples, providing Indigenous communities with the financial resources and infrastructure they required to build self-sustaining local economies.

Describing the measurements that they would use to determine whether progress was being made on reconciliation, many expressed the desire to see greater Indigenous governance over their own communities as well as the creation of one-to-one dialogues between the federal government and individual Indigenous nations. Asked how the federal government could improve its engagement with Indigenous peoples, participants suggested making greater use of Indigenous-led organizations and friendship centres.

Caribbean Diaspora (Mid-Size and Major Centres Ontario Caribbean Diaspora)

The group comprised of members of the Caribbean diaspora residing in mid-size and major centres in Ontario engaged in a brief discussion related to their perspectives and experiences as Caribbean Canadians. Asked to identify what they felt to be the top issues that were currently impacting the Caribbean community in Canada, a number felt that more needed to be done to make it easier for new immigrants, including those from Caribbean nations, to become certified to work in their fields of expertise. It was also thought that greater efforts could be taken by the federal government to promote Caribbean culture and the historic contributions of Caribbean Canadians, with some believing that the Caribbean diaspora often received less attention relative to other cultures. A few expressed the opinion that the immigration process was easier for individuals from some regions of the world compared to others, and that Caribbeans often faced challenges in this regard. Related to this, a number believed that immigrants from Caribbean countries where English was an official language should not be required to take a language test and should be treated in the same manner as immigrants from other English-speaking parts of the world.

Fall Economic Statement (Mid-Size Centres B.C. Indigenous Peoples, Northern Quebec, Eastern Ontario Active Military Members and Veterans, Southern Alberta, Vancouver, Prairies Francophones)

Participants in six groups engaged in a conversation related to the Government of Canada's Fall Economic Statement (FES), which was released on November 21st, 2023. Asked whether they had seen, read, or heard anything about the FES, very few indicated that they had. Provided with information related to numerous measures included in the FES, participants engaged in an exercise where they

were prompted to select the measure that they felt would be most important to helping Canadians going forward.

Across all groups, a large number selected the initiative to increase funding towards the building of more homes. It was widely felt that there needed to be significant increases in the housing supply in many parts of the country and that by taking this step the federal government could make progress towards making housing more affordable for a wider range of Canadians. Several also selected the measure to crack down on anti-competitive practices by bigger companies, including major grocery chains. Among participants, it was felt that this action would likely benefit the largest number of Canadians, with several of the impression that many were currently struggling to make ends meet amidst the high cost of living.

A number selected the initiative to establish a Canadian Mortgage Charter, believing that this would protect the large number of households who they expected would be negatively impacted and potentially at risk of losing their homes due to significant increases in their mortgage payments in the next few years. Participants also expressed support for greater investments by the federal government towards the manufacturing of clean energy technology in Canada, believing that this would have a positive impact on both the economy and the fight against climate change.

Asked to share their overall reaction to these measures, most believed that these actions represented a step in the right direction. It was widely felt that the measures aimed at addressing the housing situation and the cost of living were the most important areas for the federal government to be working on. A few, however, believed that the FES focused on too many areas and that a more focused approach on a smaller number of priorities would likely be more effective.

The Economy (Newfoundland, Calgary 55+ Approaching Retirement, Sherbrooke Young Adults)

Three groups took part in a discussion related to the Canadian economy and the actions and initiatives they felt that the federal government should be prioritizing on this front. All felt that the economy was an important area for the federal government to focus on, with many believing that addressing issues such as inflation and the perceived high cost of living needed to be a top priority for the foreseeable future. Asked what concerned them the most about the economy at present, many described what they viewed as a significant increase in the costs of essentials such as groceries and gasoline in recent years as well as what they believed to be a widespread lack of affordable housing in many parts of the country. Several were of the impression that wages had not been increasing at a fast enough rate to match the cost of living and that, as a result, a growing number of Canadian households were now facing financial struggles.

Participants next engaged in an exercise where they were presented with a series of types of economies and asked to identify which approach they felt the Government of Canada should be pursuing. *An economy that works for all Canadians* received the highest level of support among participants, with many believing that this represented the fairest and most equitable approach and would benefit the largest number of Canadians. A smaller number selected *a strong economy* and *a sustainable economy*

while very few believed that the Government of Canada should be focused on building *a clean economy*.

Asked whether they believed climate change was currently impacting the Canadian economy, almost all felt this to be the case. Expanding upon this, many cited the economic costs involved in rebuilding Canadian communities following natural disasters such as wildfires, windstorms, and large-scale flooding, the expenses of retrofitting buildings and infrastructure to be more resilient and environmentally sustainable, and the additional costs to consumers of initiatives such as the implementation of a price on carbon by the federal government. Most believed that it was important for the federal government to be focusing on both the fight against climate change as well as growing the economy at present. It was thought that these areas were inextricably connected and that, when considering the potential large-scale disruption of climate change, it was impossible to consider long-term economic growth without taking the environment into account.

Jobs (Sherbrooke Young Adults)

Participants in the group comprised of young adults residing in Sherbrooke, Quebec engaged in an extended discussion related to the current employment market. Most viewed the job market as being relatively poor at the moment. Participants were largely of the impression that while there were many employment opportunities currently available across a range of different sectors, few of these jobs offered a living wage. As a result, it was felt that prospective workers were for the most part unwilling to apply for these jobs and were holding out for opportunities that offered higher wages.

Asked whether they expected the job market to be better, worse, or the same in five years' time, most believed that it would remain relatively stable. Among these participants, it was felt that the level of employment in Canada had been steady for a long period of time and that this was unlikely to change over the next five years. For the smaller number who believed that the employment market would improve, it was felt that there would likely be job growth in vital areas such as health care and education, which were currently viewed as experiencing labour shortages and requiring additional investments from governments at the federal and provincial level.

Questioned whether they felt that the Government of Canada was on the right track when it came to creating good jobs in Canada, a roughly equal number felt that it was headed in the wrong direction as those who were more uncertain. Asked what additional actions the Government of Canada should be taking on this front, a number felt that there should be a greater focus on increasing wages to keep pace with the cost of living. Participants also believed that there needed to be more attention paid to the mental health of workers, believing that a large number of Canadians were currently suffering from some degree of burnout in their professional lives.

Canada Pension Plan (Calgary 55+ Approaching Retirement, Southern Alberta)

The two groups based in Alberta took part in a discussion related to retirement and the Canada Pension Plan (CPP). Asked how often they thought about their retirement plans, most indicated that this was currently an important priority for them. A large number recalled having faced financial

challenges in recent years, with several feeling increasingly concerned about what their financial situation would be like if they were to retire as planned. A few were worried that they may never be able to afford to retire. Discussing specific steps that they had taken to plan for their retirements, a number reported having utilized savings programs such as the Registered Retirement Savings Plan (RRSP) and the Tax-Free Savings Account (TFSA).

While all were familiar with the CPP, a number expressed the opinion that the amounts provided through this program would not be enough to meet their financial needs in retirement and that additional savings and sources of income would be required. Questioned whether they had seen, read, or heard anything about the CPP as of late, several mentioned the recent proposal by the Government of Alberta to leave the CPP to establish its own provincial pension plan. Most reacted negatively to this proposal, with many expressing concerns that they would lose a portion of their expected retirement income if the provincial government were to take this approach. While a few found the idea of a provincially run pension plan to be appealing, these participants were skeptical as to whether this was a realistic possibility and believed that it would be extremely difficult for Alberta to withdraw from the CPP.

Participants were largely of the opinion that the establishment of an Alberta Pension Plan (APP) would be unfair to Albertans in that it could potentially put their retirement savings at risk while providing no real improvement over the framework of the existing CPP. Asked how they felt the Government of Canada should respond to this proposal, most believed that it should present clear, factual information detailing the reasons the establishment of an APP would weaken the financial outlook in retirement for both Albertans and the rest of Canadians alike.

Focusing on the CPP more generally, participants were asked whether they felt it was worth contributing some of their earnings now to receive financial support later in life. Almost all believed that it was, feeling that this was an important action to take towards ensuring one's financial security in retirement, even if the amounts provided through the CPP would not be enough on their own to meet all of their financial needs. Informed that, as of 2019, the CPP was gradually being enhanced, meaning that workers today would need to contribute a bit more annually but should end up with higher benefits when they retire, most felt that this change made sense. Due to increases in the cost of living it was believed that many individuals would likely require more in retirement savings than they may have previously expected and that this step by the Government of Canada would be helpful to those who were currently struggling to save towards retirement on their own.

Canada Day Logo (Ottawa, Mid-Size and Major Centres Ontario Caribbean Diaspora, Sherbrooke Young Adults, Toronto, Mid-Size Centres B.C. Indigenous Peoples, Northern Quebec)

Participants in six groups shared their perspectives related to a series of visual concepts developed by the federal government to promote Canada Day. Asked to select the approach that they felt best represented Canada Day, participants overwhelmingly expressed a preference for the concept featuring a multitude of colours surrounding the outline of a maple leaf. It was believed that this approach was the most celebratory, inclusive, and reflective of Canada's diversity and that considerable effort had gone into the design of this approach and that it was a lot more stylistic and eye-catching than the

other concepts. A smaller number expressed a concept which depicted many different shades of red coming together to form a larger maple leaf. It was felt this approach benefitted from its heavy use of Canadian elements such as the colour red and the maple leaf, and a number were impressed by what they viewed as the complex design of the concept.

Government of Canada Wordmark (Ottawa, Northern Quebec, Southern Alberta, Prairies Francophones)

Four groups engaged in conversations related to the visual symbols and audio signatures that the federal government uses to identify itself. Almost all believed that it was relatively easy to determine whether information was coming from the Government of Canada. Questioned how they would typically go about determining whether information they encountered online, via physical correspondence, or on public advertisements such as billboards, television, and radio was from the Government of Canada, several were of the impression that official communications from the federal government were often accompanied by a logo, including the word 'Canada' and the Canadian flag. Asked how they would typically identify audio information from the federal government on television or on radio, many recalled what they described as a jingle that they believed often accompanied official communications.

Shown an image of the Government of Canada wordmark, all recognized this symbol, with a number confirming that this was the logo they had been describing earlier. Participants recalled having seen this wordmark on websites operated by the Government of Canada, on correspondence that they had received by mail, following television commercials, on print and digital advertisements, and at the physical branches of federal agencies and departments. Asked what they believed this symbol represented, most felt that it communicated that the information it accompanied was official, unbiased, and trustworthy. Many strongly associated the wordmark with the Government of Canada and viewed it as being similar to a signature for its official communications. Questioned whether this symbol evoked any feelings for them personally, several associated it with their identity as Canadians and pride in their country. Asked whether they would typically trust the information that accompanies the wordmark, most expected that they would. A few, however, felt that they would still be likely to verify any information they received, especially if they were skeptical as to whether it was actually from the federal government.

Participants were next presented with an audio signature produced by the Government of Canada. All recognized this audio recording, with many indicating that this had been the jingle they had mentioned earlier. A large number recalled having heard this audio signature following commercials on television and/or radio, often accompanied by a voice stating that the advertisement they had just seen or heard had been from the Government of Canada.

Carbon Pricing (Newfoundland)

Participants residing in Newfoundland took part in a conversation related to the federal government's carbon pricing system. Asked whether they were concerned about the potential impacts of climate

change, almost all indicated that they were. While most believed that mitigating the effects of climate change should be a top priority for the Government of Canada, a few felt differently, believing that issues such as inflation, the cost of living, and a perceived lack of affordable housing represented more pressing matters at present.

Asked whether they had been aware of the Government of Canada's carbon pricing system prior to this conversation, only a few indicated that they were. Provided with information related to the federal price on carbon, while most reacted positively, a few questioned whether this was the most effective strategy to combat climate change. Among these participants, it was felt that rather than redistributing the amounts collected through the price on carbon back to Canadians via Climate Action Incentive Payments (CAIPs), these funds should instead be invested towards sustainability-focused initiatives such as the development of clean technology and renewable energy sources.

Describing the energy sources they use to heat their homes, very few mentioned using heating oil for this purpose. Informed that the Government of Canada had recently announced that it would be pausing the carbon pollution price on home heating oil until April 1st, 2027, all reacted positively. It was widely believed that by taking this action the federal government would provide households who were considering a switch to a different heating source, such as a heat pump, with additional time and savings to carry out this project. Asked what more could be done to help with the affordability of home heating, it was felt that action should be taken to encourage rental properties to install energy-efficient heating systems and incentivize landlords and property management companies to find ways to reduce heating costs for their tenants.

Informed that, starting April 2024, the Government of Canada would be doubling the rural top-up for pollution price rebates from 10 per cent to 20 per cent, most believed that this would have a positive impact, and several who lived in rural communities expected that they would personally benefit from this initiative. Asked whether they felt that this approach was fair to Canadians living in smaller or rural communities, several believed that it was. A few were more uncertain, feeling that they needed more information on this issue to determine whether this was a fair approach and whether these rebates would sufficiently account for the different energy costs of those living rurally.

Community Safety (Toronto)

Participants residing in Toronto shared their perspectives related to the safety of their community. Asked if they felt safe in their communities, all indicated that they did. Discussing whether they felt the level of crime in their community had increased, decreased, or stayed the same in recent years, a roughly equal number were of the impression that it had increased as those who believed it had stayed the same. Among those who felt that crime had increased, it was believed that a growing number of Canadians were currently struggling with issues related to addiction, mental health, and poverty, and that a large proportion of this perceived rise in criminal activity had been due to these individuals committing crimes out of desperation.

Questioned as to what role they felt the Government of Canada should play when it came to addressing crime, participants cited its responsibility in overseeing agencies such as the Royal Canadian

Mounted Police (RCMP) and the Canadian Security Intelligence Service (CSIS) as well as specific areas such as the control and regulation of firearms. Focusing on gun control specifically, while few were aware of any specific actions from the federal government on this front, a small number recalled hearing that it had established a buyback program for recently prohibited firearms, as well as a national ban on the sale, purchase, and transfer of handguns.

Discussing additional actions that the Government of Canada should take to reduce crime, several believed that more needed to be done to address what they viewed as the root causes of criminal activity, including poverty, homelessness, and challenges related to mental health and addiction. Other measures suggested by participants included greater accountability and stricter bail conditions for violent criminals and/or repeat offenders, as well as increased investments toward community programming for young people as a way of preventing them from being drawn to gangs and other criminal activity.

Canadian Armed Forces (Eastern Ontario Active Military Members and Veterans)

Participants in the group comprised of active military members and veterans residing in Eastern Ontario engaged in a discussion relating to numerous issues currently impacting the Canadian Armed Forces (CAF). Asked to share their perspectives related to CAF's contributions to the world and domestically in Canada, many felt that the strength and preparedness of the Canadian military had diminished as of late. Several were of the impression that there had been numerous financial cuts to the national defence budget in recent years and that this had made it more difficult to train service members, procure necessary equipment, and engage in military and peacekeeping activities on the international stage.

Asked to identify areas where they thought the CAF was currently performing well, a few believed that the military continued to offer Canadians with the opportunity to earn a living, travel, and gain valuable skills and experiences, while also working to protect their country. Describing specific areas related to the CAF where they felt that there was room for improvement, participants identified a range of issues. These included the quality of the equipment utilized by CAF members, perceived challenges related to recruitment, and the view that the leadership of the CAF was too highly consolidated among the top ranks.

All felt that the Government of Canada was currently on the wrong track when it came to addressing the priorities most important to the CAF. Prompted to share what they felt to be the top issues impacting the CAF requiring higher prioritization from the Government of Canada, several reiterated the need for increased funding and resources across all aspects of the armed forces. A number believed that more could be done to provide greater family supports for service members, including ensuring that families would be relocated together and that all members of the armed forces would have access to services such as family doctors and dentists.

Focusing on the issue of housing for current and former CAF members, many reported having faced challenges related to purchasing a home in the communities in which they had been stationed. It was felt that far more could be done by the federal government and the CAF to build more housing for

military members as well as to subsidize the cost of housing for those in the military. Asked whether they felt that homelessness was a major issue for CAF veterans, while some had heard that this was a problem, none reported having personally known any veterans who had dealt with this. It was widely felt that more needed to be done to address mental health challenges faced by veterans, believing that many of the issues faced by service members upon leaving the armed forces primarily stemmed from unresolved PTSIs and other psychological challenges.

Public Sentiment (Mid-Size and Major Centres Ontario Caribbean Diaspora)

Participants in one group, comprised of members of the Caribbean diaspora residing in mid-size and major centres in Ontario, briefly shared their perspectives related to their futures in Canada, as well as the inclusiveness of Canadian society. Asked to identify what made them optimistic about their future in Canada, several mentioned the perceived feeling of safety, the protection of personal freedoms, and their ability to celebrate their culture in Canada free from discrimination. Discussing the areas which made them more concerned about life in Canada going forward, many identified issues related to the high cost of living and a perceived lack of affordable housing across the country.

Asked to describe the state of diversity, equity, and inclusion in Canada, participants largely responded positively. Most reported feeling welcomed in their communities and believed that the federal government had placed a strong focus on ensuring the protection and promotion of different cultures and backgrounds in Canada. A few felt somewhat differently, believing that while Canada was generally an inclusive and welcoming place, some visible minorities were still treated differently in some parts of the country and that there continued to be room for improvement on this front.

Opioids (Vancouver)

Participants residing in Vancouver shared their perspectives regarding addiction and opioid use in their community. All felt that opioid addiction was a major issue in Vancouver and viewed this issue as having worsened significantly in recent years. Asked whether they believed that this situation would improve in the coming years, none expected that it would.

Questioned whether they could recall any actions from the Government of Canada related to addressing opioid addiction in their area, participants recalled numerous initiatives focused on harm reduction. These included the removal of criminal penalties for the possession of small amounts of certain illegal substances in B.C., the funding and establishment of safe consumption sites, and the provision of safe supply to those suffering from addiction. None viewed these efforts in a positive light, believing that they had served to enable those struggling with addiction by increasing their access to opioids and removing the consequences for possessing and using these substances. Asked if they felt that it was important for those struggling with addiction to have access to safe supply and safe consumption sites, it was largely believed that the resources currently allocated for these programs should instead be directed towards what participants viewed as more long-term solutions such as treatment, rehabilitation, and detoxing.



Informed that the Government of Canada had granted 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., all believed that this was a step in the wrong direction. It was widely felt that opioid use had increased in the province following the announcement of this exemption. Asked what else they would like to see the Government of Canada do to address this issue, all reiterated a desire for increased funding for treatment centres. A small number felt that the federal government should create additional support for the family members of those experiencing addiction, including the financial assistance required for them to take time off work to support family members who were facing these challenges and/or undergoing treatment.

French Language Protection and Promotion (Prairies Francophones)

Participants in the group comprised of Francophones residing in the Prairies engaged in a conversation related to the protection and promotion of the French language in Canada. Asked whether they felt that promoting and protecting the French language should be a priority for the federal government, all indicated that they did. Several, however, felt that it was also important to promote bilingualism, believing that focusing solely on the promotion of the French language could detract from the ability of Francophones to communicate and associate with other Canadians.

Questioned whether they were aware of any actions that the Government of Canada had taken to help protect and promote the French language, a range of initiatives were recalled. These included the release of the Government of Canada's Action Plan for Official Languages, the provision of French language resources for students and immigrants, and the offering of free language programs at some local colleges and universities.

Focusing specifically on the Government of Canada's Action Plan for Official Languages, participants were provided with information regarding the key objectives and proposed measures contained within the plan. On balance, all reacted positively to these initiatives, believing that they would provide considerable assistance to Francophones across Canada, and especially those residing outside of Quebec. Asked which measure they felt would have the greatest impact on the promotion and protection of the French language, many identified the actions focused on increasing investments towards French child care and educational resources. It was widely felt that these actions were critical to ensuring the continuity of the French language among the next generation of Francophones in Canada.

Discussing additional actions that the Government of Canada could take to promote and protect the French language, participants suggested the provision of free online French language courses for Anglophones interested in learning French, increasing the availability of federal services in French, and requiring bilingual road signage in all provinces and territories across Canada.



THE
**STRATEGIC
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MORE INFORMATION

The Strategic Counsel

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Detailed Findings

Timeline of November 2023

Announcements

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

- November 1-7
 - November 1. The Government of Canada announced its plan to stabilize immigration by accepting and maintaining 500,000 permanent residents by 2026.
 - November 3. The Government of Canada, the Government of British Columbia (B.C.), and the First Nations Leadership Council (FNLC) announced the adoption of a tripartite agreement focused on conserving the environment and protecting biodiversity in B.C. To support this project, the Government of Canada announced an investment of \$500 million over the lifetime of the agreement.
 - November 6. The Canadian Radio-television and Telecommunications Commission (CRTC) announced that it would be taking action to increase competition and affordability of internet services for over 5 million Canadian households, including by requiring large telecommunications companies to allow smaller competitors to use their infrastructure in Ontario and Quebec.
 - November 7. The Government of Canada announced the development of over 2,800 homes on six federal surplus properties in Calgary, Edmonton, St. John's, and Ottawa.
 - [Focus group was held with the general population in Ottawa \(November 7, 2023\).](#)
- November 8-14
 - [Focus group was held with the general population in Newfoundland \(November 8, 2023\).](#)
 - [Focus group was held with those aged 55+ approaching retirement in Calgary \(November 9, 2023\).](#)
 - November 14. The Government of Canada announced an investment of \$1.2 billion to build over 2,600 new rental homes in Toronto.
 - November 14. The Competition Bureau obtained a court order to investigate possible anti-competitive conduct on the part of Applied Systems Inc. and its affiliates.
 - [Focus group was held with members of the Caribbean diaspora in Ontario \(November 14, 2023\).](#)
- November 15-21
 - November 15. The Government of Canada, the Government of Nova Scotia, and the municipality of Cape Breton announced an investment of \$54 million to improve transportation facilities and begin introducing electric busses to the region.
 - November 15. The Government of Canada and the Government of Quebec announced a joint investment of \$57 million to provide cellular coverage to the Eeyou Istchee James Bay region.

- November 15. The Government of Canada announced that it is committing \$15 million in funding to address the presence of poly- and perfluoro-alkylated (PFAS) substances in the water supply of the municipality of Saguenay, Quebec.
- November 15. The Government of Canada announced an investment of \$131 million to improve the Air Force Expeditionary Capability facility at Base Bagotville in Quebec.
- November 15. The Government of Canada announced an investment of \$14 million to support ten community-based projects across the Prairies focused on addressing sexually transmitted and blood-borne infections.
- [Focus group was held with young adults aged 18-24 in Sherbrooke \(November 15, 2023\).](#)
- [Focus group was held with the general population in Toronto \(November 16, 2023\).](#)
- November 17. The Government of Canada and the Government of B.C. announced a joint investment of \$89.6 million to upgrade two bridges crossing the Kicking Horse River, with the aim of providing more resilient connections for communities in the southeastern part of the province.
- November 17. The Government of Canada announced an investment of \$31.1 million to upgrade public transit infrastructure in Port Coquitlam, B.C.
- November 17. The Government of Canada announced an investment of \$180 million to provide forty-seven new street cars to the City of Toronto.
- November 20. The Government of Canada announced an investment of \$72.9 million towards assisting Albertans in improving their skills and finding jobs in the current labour market.
- November 20. The Government of Canada announced the launch of a new Indigenous Advisory Process to enact reforms on the *Indian Act*.
- November 21. The Government of Canada released its annual Fall Economic Statement (FES) providing an assessment of the country's economic situation as well as its plans for the future, including the announcement of a Housing Action Plan, supports for middle-class Canadians, and other key initiatives.
- [Focus group was held with Indigenous peoples in British Columbia \(November 21, 2023\).](#)
- November 22-28
 - November 22. The Government of Israel and Hamas announced an agreement for a temporary four-day ceasefire to allow for the release of hostages and increased provision of humanitarian aid.
 - [Focus group was held with the general population in Northern Quebec \(November 22, 2023\).](#)
 - [Focus group was held with active and veteran members of the Canadian Armed Forces in Eastern Ontario \(November 23, 2023\).](#)
 - November 24. Fourteen Israeli hostages were released from captivity, including a family of four with connections to individuals residing in Toronto.
 - November 27. The Government of Israel and Hamas announced an additional two-day extension to their ceasefire.
 - [Focus group was held with the general population in Southern Alberta \(November 27, 2023\).](#)

- November 28. The Government of Canada introduced legislation to begin acting upon measures announced in FES, including amending the *Competition Act* to stabilize prices and building on measures in the *Affordable Housing and Groceries Act* (Bill C-56).
- November 28. Of the 240 hostages abducted from Israel on October 7th, 2023, by Hamas and other terrorist organizations in the Gaza Strip, 85 were released, most of whom were women and children.
- November 28. The Government of Canada announced an additional \$16.4 million in humanitarian aid to address the ongoing crisis in the Gaza Strip, West Bank, and other nearby regions.
- [Focus group was held with the general population in Vancouver \(November 28, 2023\).](#)
- November 29. The Government of Canada announced that it reached an agreement with Google to establish a regulatory framework that would allow Google to share Canadian news online in exchange for providing compensation in the range of \$100 million in annual payments to Canadian-based news companies.
- [Focus group was held among Francophones living in the Prairies \(November 29, 2023\).](#)
- November 30. The Government of Israel and Hamas announced a 24-hour extension to their ceasefire to allow for the release of more hostages and further provision of humanitarian aid.

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:

- Meetings between federal officials and the heads of major grocery chains to discuss ways to stabilize grocery prices and make food more affordable for Canadians;
- An announcement by the federal government that it would temporarily be pausing the fuel charge on deliveries of heating oil in all provinces and territories where it currently applies, effective November 9th, 2023. Several believed that this exemption should be expanded to include all forms of home heating;
- The release of the Government of Canada's Fall Economic Statement (FES) on November 21st, 2023, and the announcement of a range of new measures aimed at addressing issues related to housing and the perceived high cost of living at present;
- An announcement by the federal government that it would be removing the goods and services tax (GST) from the construction of new rental developments with the aim of increasing the supply of long-term rental units across Canada;
- The announcement of a \$1 billion top-up to the Affordable Housing Fund, to support non-profit, co-op, and public housing providers to build more than 7,000 new homes by 2028; and

- The announcement on November 29th, 2023, of an agreement reached by the Government of Canada and Google to establish a regulatory framework that would allow Google to continue sharing Canadian news online in return for it making annual payments to Canadian-based news companies.

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

- The provision of ongoing humanitarian assistance to civilians in Israel, the Gaza Strip, and the West Bank, impacted by the attacks against Israeli civilians on October 7th, 2023, by the terrorist organization Hamas and the subsequent military response by Israel. A number recalled hearing about efforts by the Government of Canada to evacuate Canadians who had been stranded in the region following the attacks; and
- Ongoing tensions between Canada and India following the announcement by the federal government that Canadian security agencies were in possession of intelligence potentially linking agents of the Government of India to the killing of a Canadian citizen in Surrey, British Columbia (B.C.) in June of 2023. Participants had heard that Canada had recalled numerous diplomatic personnel from India in recent months following a formal communication from the Government of India that it was planning to unilaterally remove their diplomatic immunities.

Those in the group comprised of members of the Caribbean diaspora residing in Ontario were asked an additional question as to whether they had seen, read, or heard anything about the Government of Canada hosting Caribbean leaders as part of the Canada-Caribbean Community (CARICOM) Summit, which had taken place in Ottawa from October 17th, 2023, to October 19th, 2023. Only a few had heard about this Summit, and none could recall any specific details. Asked how they would describe the federal government's management of its relations with Caribbean countries, participants were mixed in their views. While several were of the impression that the Government of Canada had maintained positive relations with most Caribbean countries, it was felt that Canadians were largely unaware of the actions and initiatives it had been taking on these fronts and that more needed to be done to communicate these efforts going forward.

Government of Canada Priorities and Performance (Ottawa, Newfoundland, Calgary 55+ Approaching Retirement, Mid-Size and Major Centres Ontario Caribbean Diaspora, Sherbrooke Young Adults, Toronto, Northern Quebec, Mid-Size Centres B.C. Indigenous Peoples, Eastern Ontario Active Military Members and Veterans, Vancouver, Prairies Francophones)

Eleven groups took part in conversations related to the issues currently facing Canadians as well as their perspectives regarding the federal government's management of these priorities. Participants were asked to identify areas in which they felt the Government of Canada was performing well and areas where they felt there was room for improvement. On a number of issues participants expressed a range of positive and negative views. These included:

- Health care – While some spoke positively of what they viewed as the affordability and universal coverage of health care in Canada, many expressed concerns regarding perceived shortages of health workers such as doctors and nurses in many parts of the country. Related to this, it was thought that more needed to be done to make it easier for doctors to practice across Canada without requiring a specific licence for each province/territory. In addition, a number believed that actions should be taken by the federal government to streamline the foreign credential recognition process for health workers trained outside of Canada;
- Immigration – Though a number believed that increased immigration in recent years would ultimately serve to benefit the Canadian economy, several felt that more needed to be done to ensure that sufficient infrastructure and services (such as hospitals and schools) were available to accommodate the increasing population. A few thought that action should be taken to encourage settlement across the country, believing that a large portion of newcomers were currently concentrating in major urban centres such as Toronto, Montreal, and Vancouver;
- Climate change and the environment – Several viewed climate change as a major area of focus for the federal government and believed that it had taken numerous actions to mitigate its impacts in recent years. A few felt differently and believed that, given the potential magnitude of the threats posed by climate change, more urgent action needed to be taken to mitigate its effects. Among these participants, it was felt that more needed to be done by the Government of Canada to meet its commitments related to international climate initiatives such as the Paris Agreement;
- Reconciliation – While it was felt that more attention had been paid to reconciliation in recent years, several were of the impression that this had yielded little in the way of tangible progress

towards improving the lives of Indigenous peoples in Canada. Among these participants, it was felt that a greater priority needed to be placed by the Government of Canada on ensuring that all Indigenous communities had access to basic necessities such as clean drinking water, affordable food and housing, and health care services (including for challenges related to mental health and addiction); and

- National security – A number were of the impression that life in Canada was relatively safe compared to other jurisdictions and that the federal government had been effective in its efforts to protect Canadians, both at home and abroad. Others felt otherwise, expressing concerns that not enough resources were currently being allocated towards national defence, including for the Canadian Armed Forces (CAF). A few were of the opinion that greater efforts needed to be taken to secure areas such as Canada’s North, which they believed could be increasingly under threat in the decades to come.

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

- Supports for Canadians – Several thought that the federal government had performed well in providing a wide range of supports and benefits for Canadians. Programs specifically mentioned by participants included the Canada Child Benefit (CCB), Canada Dental Benefit (CDB), supports for seniors such as the Canada Pension Plan (CPP) and Old Age Security (OAS), and financial assistance for persons living with disabilities. Participants also mentioned actions in recent years which they felt had make child care more affordable for Canadian families, including the introduction of \$10 a day (on average) child care programs in many parts of the country;
- Diversity and inclusiveness – Many felt that the federal government had done a good job in protecting and promoting diversity and multiculturalism throughout Canada. Several believed that the federal government had worked diligently in recent years to uphold the rights of marginalized groups such as racialized Canadians, persons with disabilities, and 2SLGBTQI+ individuals. It was generally felt that Canada was generally a welcoming place to immigrants from all parts of the world, including those seeking safe haven from conflicts in their home countries; and
- International assistance – A number believed that the Government of Canada had been effective in providing military and financial support to Ukraine in its efforts to defend itself against the Russian invasion of its territory, as well as humanitarian assistance to those in Israel, the Gaza Strip, and the West Bank who had been impacted by the conflict in their region.

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

- Housing – Many felt that housing was a major problem at present and that the cost of housing, both for homeowners and renters, had risen considerably in recent years. In addition to what they viewed as a widespread lack of affordable housing, participants mentioned a range of additional issues on this front. These included perceived rising rates of homelessness



in their communities, higher interest rates making it difficult for homeowners to afford their mortgage payments, and concerns that rising rates of immigration would place further pressure on the demand for housing in the years to come;

- Cost of living – Several believed that prices had risen considerably across a wide range of sectors in recent years, including for essentials such as groceries and gasoline. It was thought that life in general had become less affordable for Canadians and that many households were currently struggling to make ends meet financially. A few were of the opinion that increased public spending over the course of the COVID-19 pandemic had greatly contributed to inflation and that more needed to be done by the federal government to work towards achieving a balanced budget. A number believed that additional focus should also be placed on providing financial supports to lower- and middle-income Canadians struggling with the cost of living, as well as temporarily reducing taxes for those facing financial difficulties; and
- Mental health and addiction – Some were of the view that a growing number of Canadians had been impacted by challenges related to mental health and addiction in recent years, and that there were currently far too few resources available to assist these individuals. Among these participants, it was believed that mental health and addiction needed to be a top priority for the Government of Canada going forward and that greater investments were required in this area.

Prompted to identify what they viewed to be the top issues that the federal government should be prioritizing, many reiterated the need for a greater focus on making housing more affordable for Canadians as well as taking actions to reduce inflation and the cost of living. Several identified health care as a critical priority and believed that urgent action was required to address perceived health worker shortages, long wait times for emergency and primary care, and what was viewed as a lack of mental health resources available to Canadians. A number also viewed climate change and the environment as a top priority, believing that a greater focus needed to be placed on the development of renewable energy sources and clean technology. Other top priority areas identified by participants included reconciliation with Indigenous peoples, increased investments towards education and the training of teachers, greater supports for seniors, and reducing federal spending with the aim of reaching a balanced budget.

Housing (Ottawa, Toronto, Vancouver)

Participants in three groups engaged in a discussion related to the housing situation in their respective communities. Asked whether they felt that housing was an important priority for the Government of Canada to focus on, all did, with many believing that this was the top issue at present. Almost all believed that the housing situation in their communities had gotten worse in recent years. It was widely thought that housing costs for both prospective homebuyers and renters had risen sharply in the past few years and that this had made it increasingly difficult for lower- and middle-income Canadians to secure safe and affordable housing in their areas. Several were of the view that rising housing costs had significantly contributed to what they perceived as rising rates of homelessness in

their area. Participants expressed concerns that homeownership was becoming out of reach for a growing number of individuals, with some expressing uncertainty as to whether they would ever be able to afford to purchase a home. A few were of the impression that, due to rising housing costs, a larger number of Canadians were now living with roommates or in multi-generational households in order to save on expenses. Describing additional challenges that had negatively impacted the housing situation in their communities, participants cited issues related to what they viewed as the growing prominence of short-term rental companies (such as Airbnb and Vrbo) which they believed had reduced the long-term rental supply. A few expressed concerns about rising rates of immigration, which they believed had further exacerbated the demand for housing in major centres such as Toronto, Vancouver, and Ottawa.

Very few reported having seen, read, or heard about any recent actions or initiatives from the Government of Canada related to housing. Asked whether they were aware of an initiative by the federal government to provide additional funding to municipalities that commit to reducing red tape in order to build more housing, none were. Questioned whether they supported this type of measure, several reported that they did, believing that this would assist in increasing the supply of housing in their community. A number, however, interpreted this as removing existing housing regulations and expressed concerns that doing so could have a negative impact on communities and the surrounding environment. It was widely felt that thorough oversight would need to be provided by the federal government to ensure that the additional funding allocated to these communities was being directed towards the building of affordable housing that could tangibly benefit lower- and middle-income families, rather than luxury housing or increased fees being charged by developers.

Asked what came to mind when they heard the term 'densification', several believed that this referred to strategies aimed at increasing the number of people living in a specific area, as well as the construction of multi-unit developments rather than single-family homes. Some associated more negative connotations with this concept, believing that densification typically led to increased congestion, higher demand in key areas such as health care and education, and the gentrification of existing neighbourhoods. To clarify, participants were informed that densification referred to the process of increasing the number of homes in a given area, typically by building more housing units or adding to existing structures. Questioned whether they felt that there should be greater efforts to encourage and facilitate densification in Canada's larger cities, only a few supported taking this action. Several expressed uncertainty as to whether densification would have an overall positive impact, with a number reiterating concerns related to increased congestion, traffic, and increased strain on important services. Participants were also worried that increased densification would lead to a reduction of green spaces in cities, providing residents with fewer outdoor recreational opportunities. Among the smaller number who supported increased densification, it was felt that pursuing this strategy would ultimately lead to more sustainable cities, with a greater focus on enhancing the walkability of communities and increasing the use of public transportation rather than personal automobiles. Asked what types of housing they expected would be built by municipalities that were focused on increasing densification, most believed that new projects would likely be in the form of townhouses, condominiums, and high-rise apartment buildings. A few expressed concerns that this approach would lead to a reduction in

the overall living space for residents of these cities, believing there to already be a trend towards the building of smaller housing units.

Questioned whether they would support greater densification in their own communities, several expressed that they would, but only if sufficient additional infrastructure (such as schools, hospitals, and public transportation) were built ahead of time to accommodate an influx to the local population. A smaller number were opposed to densification under any circumstances, expressing the view that many neighbourhoods in cities such as Toronto and Vancouver were already highly populated and that it would be difficult to densify these areas further. Related to this, it was felt that rather than focusing on densifying larger cities, the Government of Canada should instead focus on increasing the housing supply and the number of people residing in less populated areas of the country where there was more room for growth.

Participants were next provided with the following information related to the Government of Canada's Housing Accelerator Fund:

The Housing Accelerator Fund provides money to municipalities that agree to cut red-tape to build more homes faster. This money can be used for a range of things, including investing in local infrastructure projects needed to help support growing communities.

Asked what types of infrastructure they felt should be built by municipalities through this initiative, participants identified services such as public transportation, schools, hospitals, green spaces such as parks and playgrounds, and waste management systems. It was felt that with less space available for individual residences, there would need to be a greater emphasis on creating community spaces where residents would be able to socialize and engage in recreational activities. Questioned whether knowing that the Government of Canada was taking these actions to support growing communities affected their opinion regarding densification, few indicated that it did. The view was reiterated by several that this additional funding on its own would not be enough to address the current challenges related to housing, and that a greater focus needed to be placed by the federal government on making homes more affordable for Canadians going forward.

Cost of Living (Sherbrooke Young Adults)

Participants in the group comprised of young adults residing in Sherbrooke, Quebec engaged in a brief discussion related to the cost of living at present. Asked to identify the biggest challenges related to the cost of living that they felt the Government of Canada should be prioritizing, participants cited issues related to the affordability of groceries, the cost of housing, and the perceived high rate of taxation at present. Questioned whether they could recall any actions from the federal government related to addressing the cost of living, while a few were of the impression that it had provided financial supports to lower-income households as well as funding towards the building of more homes, none could recall any specific details. Asked specifically if they had heard anything related to the Government of Canada's work on stabilizing the cost of groceries, none had. Most felt that the federal government was currently on the wrong track when it came to addressing the cost of living,

with several of the impression that this issue had worsened in recent years. A few were more uncertain, commenting that they did not know enough about the Government of Canada's actions on this front to properly evaluate its performance.

Asked whether they felt that climate change was having an impact on the cost of living, most believed that it was. It was thought that natural disasters such as wildfires, windstorms, and large-scale flooding had caused considerable economic damage in recent years and that perceived colder temperatures in the winter months had made it more expensive for Canadians in some parts of the country to heat their homes. A few expressed the opinion that initiatives related to mitigating the impacts of climate change, such as the implementation of a federal price on carbon, had also served to increase the cost of living in recent years. Further discussing the connection between the environment and the cost of living, some suggested that actions should be taken by the Government of Canada to increase its investments towards the development of renewable energy and clean technology. It was believed that doing so would help mitigate the impacts of climate change while also reducing energy costs for Canadians in the long term.

Immigration (Toronto)

Participants residing in Toronto were asked a few additional questions related to the Canadian immigration system. Asked whether they felt that immigration was a key issue for the federal government to be focusing on, a roughly equal number of participants believed that it was compared to those who felt there were more pressing concerns at present. Describing what they believed to be the most important issues related to immigration, several felt that more needed to be done to streamline the certification process for new immigrants seeking to work in their fields of expertise. It was thought that a large portion of immigrants were currently encountering difficulties in having their credentials recognized and, as a result, these individuals were being underutilized in the Canadian workforce. Participants also felt that action needed to be taken to ensure that sufficient employment opportunities and housing would be available to meet the needs of incoming immigrants. A number recalled hearing accounts of new immigrants who had struggled to begin their lives in Canada due to difficulties in finding work and housing in their communities.

Asked whether they felt the Government of Canada was on the right track when it came to immigration, a roughly equal number believed that it was headed in the wrong direction as those who were more uncertain. Among those who thought that it was on the wrong track, participants expressed concerns regarding the increased demand for housing and the potential strain that further immigration could place on vital sectors such as health care and education. Among these participants, it was widely felt that the rate of immigration should be temporarily reduced until the basic needs of those already living in Canada could be met.

Indigenous Peoples (Mid-Size Centres B.C. Indigenous Peoples)

One group, comprised of Indigenous peoples residing in mid-size centres in B.C., took part in a discussion related to reconciliation and the Government of Canada's progress on this front. Asked to

identify what they viewed to be the top issues impacting Indigenous peoples, participants provided a range of responses. These included:

- Mental health and addiction – Several believed that more needed to be done to address issues related to mental health and addiction among Indigenous peoples. It was thought that these challenges were impacting a significant portion of the Indigenous population and that the federal government needed to place an increased focus on assisting these individuals, including through the provision of culturally relevant treatment options;
- Education – It was thought that greater investments needed to be made towards improving the level of education in Indigenous communities as well as ensuring that Indigenous youth had sufficient access to extracurricular and recreational programming that promoted healthy and active living. In addition to teaching useful skills, it was felt that increased resources on this front would be a useful tool towards ensuring that Indigenous youth did not turn to gangs and other criminal activity. A few thought that there should be a particular focus on Indigenous language education, believing that many Indigenous languages were currently under the threat of extinction due to a lack of use among young people; and
- Infrastructure – Participants widely felt that more needed to be done to ensure that all Indigenous communities had access to basic needs such as clean drinking water, schools, and health care services. It was believed that greater efforts needed be taken to provide remote Northern communities with reliable energy sources and connections to the electrical grid, with some of the impression that many of these communities were currently dependant on environmentally harmful energy sources, such as diesel, for their electricity needs.

Asked whether they felt that the Government of Canada had prioritized reconciliation in recent years, participants were mixed in their views. While it was generally thought that there had been a greater effort to bring attention to and discuss the unique challenges facing Indigenous peoples, most did not believe that there had been much in the way of tangible progress on these fronts. All felt that reconciliation needed to be a top priority for the Government of Canada. Discussing actions that could be taken by the federal government on this front, it was thought that more should be done to encourage the self-sufficiency of Indigenous peoples, providing Indigenous communities with the financial resources and infrastructure they required to build self-sustaining local economies.

Describing the measurements that they would use to determine whether progress was being made on reconciliation, many expressed the desire to see greater Indigenous governance over their own communities as well as the creation of one-to-one dialogues between the federal government and individual Indigenous nations. It was felt that each nation faced its own unique set of challenges and that it was important for Indigenous leaders to be able to regularly communicate these concerns to the Government of Canada. Asked how the federal government could improve its engagement with Indigenous peoples, participants suggested making greater use of Indigenous-led organizations and friendship centres. Related to this, a few felt more needed to be done to establish cultural hubs for

Indigenous peoples living in urban centres, believing that these individuals were often more widely dispersed from one another and had limited connection to Indigenous cultures and histories as a result.

Caribbean Diaspora (Mid-Size and Major Centres Ontario Caribbean Diaspora)

The group comprised of members of the Caribbean diaspora residing in mid-size and major centres in Ontario engaged in a brief discussion related to their perspectives and experiences as Caribbean Canadians. Asked to identify what they felt to be the top issues that were currently impacting the Caribbean community in Canada, a number felt that more needed to be done related to immigration, including making it easier for new immigrants to become certified to work in their fields of expertise. It was also thought that greater efforts could be taken by the federal government to promote Caribbean culture and the historic contributions of Caribbean Canadians, with some believing that the Caribbean diaspora often received less attention relative to other cultures. Questioned whether they felt that the Government of Canada was on the right track when it came to addressing these issues, most expressed uncertainty and were largely unaware of any actions it had taken on this front. It was felt that more should be done by the federal government to engage with the Caribbean community, taking actions such as hosting forums where Caribbean Canadians could communicate their views directly to federal officials.

Focusing on immigration, participants were asked whether they felt the Canadian immigration system was fair at present. Participant responses were mixed, with a slightly larger number feeling that it was fair compared to those who thought otherwise. A few expressed the opinion that the immigration process was easier for individuals from some regions of the world compared to others, and that Caribbeans often faced challenges in this regard. A number believed that immigrants from Caribbean countries where English was an official language should not be required to take a language test and should be treated in the same manner as immigrants from other English-speaking parts of the world.

Fall Economic Statement (Mid-Size Centres B.C. Indigenous Peoples, Northern Quebec, Eastern Ontario Active Military Members and Veterans, Southern Alberta, Vancouver, Prairies Francophones)

Participants in six groups engaged in a conversation related to the Government of Canada's Fall Economic Statement (FES), which was released on November 21st, 2023. All groups were conducted in the days following the release of the FES. Asked whether they had seen, read, or heard anything about the FES, very few indicated that they had. Among the small number who had heard something, it was believed that the FES had been primarily focused on addressing issues related to housing and the

perceived high cost of living at present. To aid in conversation, participants were provided with the following information:

The Government of Canada has released its Fall Economic Statement. While the federal government typically issues an annual budget, this is normally preceded in the fall with an economic update, known as the Fall Economic Statement.

The following are some of the measures included in the Fall Economic Statement:

- *Funding to help build more homes;*
- *A Canadian Mortgage Charter, which details the mortgage relief that Canadians have the right to demand from their banks if they are in financial difficulty;*
- *Taking steps to return short-term rentals (like some rentals listed on Airbnb, VRBO) that do not comply with applicable rules to the long-term rental supply;*
- *Eliminating the GST on construction of new co-op rental housing and new rental housing;*
- *Creating a new employment insurance benefit for new adoptive parents;*
- *Removing GST and HST on counselling and psychotherapy services;*
- *Cracking down on junk fees, like excessive roaming charges and ensuring children under 14 are seated beside their parents on airplanes at no additional cost;*
- *Cracking down on anti-competitive practices by bigger companies, including grocery chains*
- *Investments to expand clean electricity across the country; and*
- *Investments to encourage clean technology manufacturing in Canada*

Participants next engaged in an exercise where they were prompted to select which of the above measures they felt would be most important towards helping Canadians going forward. Across all groups, a large number selected the initiative to increase funding towards the building of more homes. It was widely felt that there needed to be significant increases in the housing supply in many parts of the country and that by taking this step the federal government could make progress towards making housing more affordable for a wider range of Canadians. While viewing this as a positive measure, however, several questioned what actions would be taken to oversee the use of these funds and ensure that this newly built housing would be affordable to lower- and middle-income Canadians. Several also selected the measure to crack down on anti-competitive practices by bigger companies, including major grocery chains. Among participants, it was felt that this action would likely benefit the largest number of Canadians, with several of the impression that many were currently struggling to make ends meet amidst the high cost of living. The view was expressed that due to a perceived lack of competition at present among major grocers (as well as in other sectors such as telecommunications), Canadians were left with few alternative options, allowing companies to charge what participants felt to be exorbitant prices for their products.

A number selected the initiative to establish a Canadian Mortgage Charter, believing that this would protect the large number of households who they expected would be negatively impacted and potentially at risk of losing their homes due to significant increases in their mortgage payments in the

next few years. Participants also expressed support for greater investments by the federal government towards the manufacturing of clean energy technology in Canada, believing that this would have a positive impact on both the economy and the fight against climate change. Only a small number selected initiatives such as taking steps to return short-term rentals to the long-term housing market, the elimination of the goods and services tax (GST) on the construction of new rental and co-op housing, the removal of GST and harmonized sales tax (HST) on counselling and psychotherapy services, and investments to expand clean electricity across the country. None selected the creation of an employment insurance (EI) benefit for new adoptive parents, or the cracking down on junk fees charged to Canadians.

Asked to share their overall reaction to these measures, most believed that these actions represented a step in the right direction. It was widely felt that the measures aimed at addressing the housing situation and the cost of living were the most important areas for the federal government to be working on. A few, however, believed that the FES focused on too many areas and that a more focused approach on a smaller number of priorities would likely be more effective. A small number thought that steps to address issues such as housing and high grocery costs had not been taken earlier and questioned why this was the case, believing that the federal government had waited too long to take action on these fronts. Discussing potential improvements that could be made to these measures, a number did not believe that the initiative to remove GST and HST from counselling and psychotherapy services went far enough. Among these participants, it was felt that this action would only result in a small amount of savings for those seeking to access these and that mental health services should be included as a component of the universal health care system in Canada.

The Economy (Newfoundland, Calgary 55+ Approaching Retirement, Sherbrooke Young Adults)

Three groups took part in a discussion related to the Canadian economy and the actions and initiatives they felt that the federal government should be prioritizing on this front. All felt that the economy was an important area for the federal government to focus on, with many believing that addressing issues such as inflation and the perceived high cost of living needed to be a top priority for the foreseeable future. Asked what concerned them the most about the economy at present, many described what they viewed as a significant increase in the costs of essentials such as groceries and gasoline in recent years as well as what they believed to be a widespread lack of affordable housing in many parts of the country. Several were of the impression that wages had not been increasing at a fast enough rate to match the cost of living and that, as a result, a growing number of Canadian households were now facing financial struggles. A number were worried about what they viewed as a lack of current employment opportunities offering a living wage, believing that the majority of jobs that were available were part-time and/or did not pay enough for workers to make ends meet. A few expressed concerns about the growing national deficit, believing that more needed to be done by the federal government to work towards achieving a balanced budget.

Participants next engaged in an exercise where they were presented with a series of types of economies and asked to share their initial impressions upon hearing these terms:

A clean economy

Several believed that a clean economy referred to an economic system that was focused on sustainability and the development of environmentally focused sectors such as clean technology, renewable energy sources, and a large-scale reduction of industrial emissions. A smaller number interpreted this term to be referring more to cleanliness in the ethical sense and expected that a clean economy would be one that was equitable, transparent in its workings, and focused on providing a living wage and positive work environment for all.

A sustainable economy

Similar to a clean economy, a large number viewed a sustainable economy as one which was focused on green areas such as renewable energy production, ecological protection, and resiliency against the perceived threat of climate change. Many also believed this term referred to an economy that would be self-sustaining and focused on improving the quality of living for Canadians rather than solely on economic growth. It was felt that this type of economy would prioritize aspects such as balanced public spending, economic stability, and ensuring that life was affordable for all Canadians.

A strong economy

Most viewed a strong economy as one in which there would be a large number of high-paying jobs, very low unemployment, increased economic productivity, and higher consumer confidence and spending. Other aspects of this type of economy identified by participants included a strong Canadian dollar and an economy that was diversified and not overly reliant on any one particular sector. A small number worried that a strong economy would be one that would prioritize economic production over other areas they viewed as important, such as protecting the environment.

An economy that works for all Canadians

This type of economy was generally viewed as one which would be diversified, productive across numerous sectors, and would provide a wide range of employment paths and opportunities for all Canadians. A number believed that this would be an economy that would be focused on fostering greater economic cooperation between the provinces and territories and ensuring that all voices of Canadians are heard when it came to the economic direction of the country. A few felt that this type of economy would be focused on ensuring sufficient employment opportunities for marginalized groups, such as persons with disabilities, who they believed often faced additional barriers relative to other Canadians under the current economic system.

Participants were next asked to select which of these four types of economies they felt the Government of Canada should be aiming to build. *An economy that works for all Canadians* received the highest level of support among participants, with many believing that this represented the fairest and most equitable approach and would benefit the largest number of Canadians. A smaller number selected a

strong economy and a sustainable economy while very few believed that the Government of Canada should be focused on building *a clean economy*.

Asked whether they believed climate change was currently impacting the Canadian economy, almost all felt this to be the case. Expanding upon this, many cited the economic costs involved in rebuilding Canadian communities following natural disasters such as wildfires, windstorms, and large-scale flooding, the expenses of retrofitting buildings and infrastructure to be more resilient and environmentally sustainable, and the additional costs to consumers of initiatives such as the implementation of a price on carbon by the federal government. A small number felt that while the impact of climate change on the economy was largely negative at present, it could eventually lead to a greener, more sustainable economy, which they believed would be beneficial to Canadians in the long term.

Focusing on the different perspectives related to how best to balance economic growth with protecting the economy, participants were shown the following:

Some say that right now, the Government of Canada needs to be focused on growing the economy, rather than fighting climate change. Others say that growing the economy and fighting climate change go hand in hand, so the Government of Canada needs to be focusing on both.

Most believed that it was important for the federal government to be focusing on both the fight against climate change as well as growing the economy at present. It was thought that these areas were inextricably connected and that, when considering the potential large-scale disruption of climate change, it was impossible to consider long-term economic growth without taking the environment into account. A small number felt differently, believing that due to the economic challenges experienced by Canadians in recent years, there needed to be a more immediate focus on growing the economy and ensuring that families would continue to be able to make ends meet financially and afford necessities such as food and shelter.

Jobs (Sherbrooke Young Adults)

Participants in the group comprised of young adults residing in Sherbrooke, Quebec engaged in an extended discussion related to the current employment market. Most viewed the job market as being relatively poor at the moment. Participants were largely of the impression that while there were many employment opportunities currently available across a range of different sectors, few of these jobs offered a living wage. As a result, it was felt that prospective workers were for the most part unwilling to apply for these jobs and were holding out for opportunities that offered higher wages. While several reported having successfully found work in fields of interest to them, a number primarily attributed this to good fortune and/or selecting fields (such as health care) that were in high demand. A few reported having faced challenges in finding work in areas of interest to them. Among these participants, it was felt that a high level of competition among applicants for well-paying jobs as well as a lack of opportunities for face-to-face interactions with hiring managers had served as the most significant barriers to finding work in their field of choice.

Asked whether they expected the job market to be better, worse, or the same in five years' time, most believed that it would remain relatively stable. Among these participants, it was felt that the level of employment in Canada had been steady for a long period of time and that this was unlikely to change over the next five years. For the smaller number who believed that the employment market would improve, it was felt that there would likely be job growth in vital areas such as health care and education, which were currently viewed as experiencing labour shortages and requiring additional investments from governments at the federal and provincial level. A small number expected that due to the advent of artificial intelligence (AI), the labour market would undergo significant changes in the coming years and that there would need to be a greater focus on providing all Canadians with a basic income regardless of their employment status.

Questioned whether they felt that the Government of Canada was on the right track when it came to creating good jobs in Canada, a roughly equal number felt that it was headed in the wrong direction as those who were more uncertain. Among those who thought that it was on the wrong track, it was believed that while there had been a focus by the federal government on job creation, this had not led to any noticeable growth in the number of jobs offering competitive wages. Asked what additional actions the Government of Canada should be taking on this front, a number felt that there should be a greater focus on increasing wages to keep pace with the cost of living. Participants also believed that there needed to be more attention paid to the mental health of workers, believing that a large number of Canadians were currently suffering from some degree of burnout in their professional lives.

Canada Pension Plan (Calgary 55+ Approaching Retirement, Southern Alberta)

The two groups based in Alberta took part in a discussion related to retirement and the Canada Pension Plan (CPP). Asked how they would describe the federal government's management of the economy, most believed that it was currently headed in the wrong direction. It was thought that the cost of living had become increasingly unaffordable in recent years, with several of the impression that many families were struggling to afford basic necessities such as groceries, gasoline, and housing. A few were more neutral in their opinion, believing that while there were considerable economic challenges facing Canadians at present, these had primarily been the result of global events (such as the COVID-19 pandemic) rather than any actions taken by the federal government. Asked which economic issues they felt were most important, participants mentioned areas such as the cost of living, high interest rates, and increased energy costs believed to be related to initiatives such as the federal government's carbon pricing system.

Asked how often they thought about their retirement plans, most indicated that this was currently an important priority for them. Several among the group comprised of those 55 years and older who were approaching retirement expressed uncertainty as to whether they would be able to retire as planned if the current high cost of living were to persist in the years to come. A large number in both

groups recalled having faced financial challenges in recent years, with several feeling increasingly concerned about what their financial situation would like if they were to retire as planned. A few were worried that they may never be able to afford to retire. Discussing specific steps that they had taken to plan for their retirements, a number reported having utilized savings programs such as the Registered Retirement Savings Plan (RRSP) and the Tax-Free Savings Account (TFSA). Other actions taken by participants included making plans to retire to warmer climates outside of Canada as well as finding social and recreational activities to keep them active once they stopped working.

While all were familiar with the CPP, a number expressed the opinion that the amounts provided through this program would not be enough to meet their financial needs in retirement and that additional savings and sources of income would be required. To aid in conversation, participants were provided with the following information:

The Canada Pension Plan is a monthly, taxable benefit that replaces part of your income when you retire. With very few exceptions, every person over the age of 18 who works in Canada outside of Quebec and earns more than a minimum amount (\$3,500 per year) must contribute to the Canada Pension Plan (CPP). If you have an employer, you pay half the required contributions (the amount comes off your paycheque), and your employer pays the other half. If you are self-employed, you make the whole contribution.

Asked whether they expected to rely on the CPP as a part of their retirement income, most in the group of individuals approaching retirement mentioned that they did, while those in Southern Alberta were more uncertain. Among this group, many were concerned that the funds they expected to receive through the CPP would not be available and/or that the program may no longer be financially viable by the time they retired. Questioned whether they had seen, read, or heard anything about the CPP as of late, several mentioned the recent proposal by the Government of Alberta to leave the CPP to establish its own provincial pension plan. Most reacted negatively to this proposal, with many expressing concerns that they would lose a portion of their expected retirement income if the provincial government were to take this approach. While a few found the idea of a provincially run pension plan to be appealing, these participants were skeptical as to whether this was a realistic possibility and believed that it would be extremely difficult for Alberta to withdraw from the CPP.

Discussing this issue further, participants were informed that a firm which had conducted an analysis of a hypothetical Alberta Pension Plan believes the province is entitled to 53 per cent of CPP's base assets should it leave the plan, based on the firm's interpretation of the CPP Act. Asked whether they felt the 53 per cent figure was realistic, very few believed that it was. Expanding upon this, most were of the impression that 53 per cent was far too high of an amount given their understandings of Alberta's population size compared to the rest of Canada. Participants were largely of the opinion that the establishment of an Alberta Pension Plan (APP) would be unfair to Albertans in that it could potentially put their retirement savings at risk while providing no real improvement over the framework of the existing CPP. A small number felt differently, believing that if the 53 per cent figure was accurate it would make sense for Alberta to establish its own plan in order to ensure that the pension amounts received by Albertans aligned with the province's historic economic contributions. Asked how they felt the Government of Canada should respond to this proposal, most believed that it should present clear,

factual information as to why the 53 per cent figure was inaccurate as well as the ways in which the establishment of an APP would weaken the financial outlook in retirement for both Albertans and the rest of Canadians alike.

Focusing on the CPP more generally, participants were asked whether they felt it was worth contributing some of their earnings now to receive financial support later in life. Almost all believed that it was, feeling that this was an important action to take towards ensuring one's financial security in retirement, even if the amounts provided through the CPP would not be enough on their own to meet all of their financial needs. Participants were next informed that, as of 2019, the CPP was gradually being enhanced, meaning that workers today would need to contribute a bit more annually but should end up with higher benefits when they retire. Most felt that this change made sense, especially given recent increases in the rate of inflation and the high cost of living. It was believed that individuals would likely require more in retirement savings than they may have previously expected and that this step by the Government of Canada would be helpful to those who were currently struggling to save towards retirement on their own.

Canada Day Logo (Ottawa, Mid-Size and Major Centres Ontario Caribbean Diaspora, Sherbrooke Young Adults, Toronto, Mid-Size Centres B.C. Indigenous Peoples, Northern Quebec)

Participants in six groups shared their perspectives related to a series of visual concepts developed by the federal government to promote Canada Day. Participants were shown each concept individually and prompted to share their initial reactions. The order in which the concepts were shown varied among the groups.

Concept A:



The concept depicts three logos side by side, all with the same red outline of a maple leaf. To the right of each leaf is black text. The first reads "Fête du Canada" with a horizontal line between "Fête du" and "Canada"; the second, "Canada Day" with a horizontal line between "Canada" and "Day"; and the third, "Fête du Canada Day" with two horizontal lines, the first underneath "Fête du" and the second underneath "Canada".

While a small number commented positively on what they viewed as the simplicity of the logo, believing it was straightforward and to the point regarding what it was advertising, most did not feel that this concept would be effective in promoting Canada Day. Many viewed it as being overly simplistic and did not feel it effectively conveyed the feelings of excitement and celebration that they associated with Canada Day. Discussing specific elements of the concept, a number questioned why certain words were underlined and others were not. It was also felt that the word 'day' was too small in both the English language and bilingual versions of the concept and would need to be enlarged in order to catch the attention of those who might encounter this logo. A few did not like that the maple leaf was portrayed as an outline rather than being filled in and commented that this had made the concept feel somewhat empty to them. A number felt that this concept was reminiscent of a cookie cutter or the logos of corporations such as Petro Canada. Asked whether they felt that this concept represented the idea of Canadians coming together to celebrate their culture and common bonds, none believed that it did.

Concept B:



The concept depicts three logos side by side, all with the same image of a red maple leaf. The sections of the leaf are outlined in black, and each section houses a different shade of red. Below each maple leaf is black text. The first reads "Fête du Canada"; the second, "Canada Day"; and the third, "Fête du Canada Day".

Participants expressed a range of reactions to this concept. While a large number spoke positively about what they viewed as the traditional feel of this concept, including the incorporation of the colour red and the design of the maple leaf, a roughly equal number felt that this made the design feel too formal and that it did not convey feelings of celebration. Several liked the combination of the many different shades of red coming together to form the maple leaf, feeling this was meant to showcase the inclusiveness of Canada and different groups of people joining together to form a larger picture. Some believed that this approach was reminiscent of past designs from the federal government and provided a strong connection to Canada's history, which they felt to be important when celebrating a national holiday. Some commented upon what they perceived as Indigenous stylistic elements utilized within the concept, believing this added to the inclusive feel of this design. A number of participants felt that the design had too much of an autumn/winter feel and that this would not translate well to the Canada Day holiday, given that it took place in July. Several described the tone of this approach as calm,

professional, and reserved, believing it aimed to take a more understated approach when it came to advertising celebrating Canada Day.

Concept C:



The concept depicts three logos side by side, all with the same image of a white maple leaf surrounded by multi-coloured panes in various shapes. Below each of the images and slightly to the left is red text. The first reads, "FÊTE DU CANADA"; the second, "CANADA DAY"; and the third, "FÊTE DU CANADA DAY".

Many reacted positively to what they viewed as the vibrant, celebratory feel of this concept. It was thought that the incorporation of a multitude of colours conveyed a sense of unity and togetherness, which they viewed as a major focus of the federal government. A number felt that the concept was reminiscent of designs utilized for events such as the Olympic Games as well as 2SLGBTQI+ events, though for most this was not seen as a detracting factor. Some thought that the white maple leaf left the concept feeling empty and believed that this should be coloured in red to draw attention to the centre of the design. While many felt that this concept effectively conveyed the diversity of the Canadian population, a few felt that more should be done to incorporate Canadian imagery and the national colours of red and white. A small number also felt that there was too much empty space above the word 'Canada' in the English-language version and that the concept should be adjusted to reflect this.

Concept D:



The concept depicts three logos side by side, all with the same image of a red maple leaf encircled by a red circle against a white background. Within each of the maple leaves is white text. The first reads, "fête du Canada"; the second, "Canada Day"; and the third, "fête du Canada Day".

While some felt that this concept had a lively, whimsical tone and effectively captured the festive nature of Canada Day, a large number viewed it as simplistic and believed that the approach was too similar to past designs utilized to promote Canada and Canada Day. Many believed that this concept

was targeted at younger Canadians (and children especially) and that it would not likely appeal to adults and seniors. It was thought that while this concept may serve as an effective supplementary logo that could be utilized on stickers or balloons, the official logo should be a more professional and detailed design. Several were of the opinion that the text featured in this approach was too small and crowded and that this negatively impacted the readability of this concept.

Having shared their thoughts on each concept, participants next engaged in an exercise where they were asked to select the approach that they felt would best represent Canada Day. On balance, participants overwhelmingly expressed a preference for Concept C, believing it to be the most celebratory, inclusive, and reflective of Canada's diversity. It was felt by many that considerable effort had gone into the design of this approach and that it was a lot more stylistic and eye-catching than the other concepts. A smaller number expressed a preference for Concept B, with many commenting positively on the ways in which it showcased what they viewed as Canadian elements such as the colour red and the maple leaf. Some reiterated feeling especially impressed with what they viewed as the complex design of this concept, believing it did a good job at conveying national unity through its depiction of many different shades of red coming together to form a larger picture. Relatively few selected Concepts A and D. Among participants it was generally felt that these concepts were too simplistic, lacked originality, and would be unlikely to grab the attention of those who encountered them.

Government of Canada Wordmark (Ottawa, Northern Quebec, Southern Alberta, Prairies Francophones)

Four groups engaged in conversations related to the visual symbols and audio signatures that the federal government uses to identify itself. To begin, participants were asked how they would typically go about determining whether information they encountered online, via physical correspondence, or on public advertisements such as billboards, television, and radio was from the Government of Canada. Several were of the impression that official communications from the federal government were often accompanied by a logo, including the word 'Canada' and the Canadian flag. Other indicators identified by participants included information hosted on websites ending in the suffix 'gc.ca', information that was communicated by federal officials, as well as communications that explicitly stated that they were from the Government of Canada. Asked how they would typically identify audio information from the federal government on television or on radio, many recalled what they described as a jingle that they believed often accompanied official communications. Almost all believed that it was relatively easy to determine whether information was coming from the Government of Canada.

Participants were next shown the following image of the Government of Canada wordmark:

Canada

In the above image, the word “Canada” is written in black font over a white background. Over the final “a” there is a coloured, red and white, Canadian flag.

All recognized this symbol, with a number confirming that this was the logo they had been describing earlier. Participants recalled having seen this wordmark on websites operated by the Government of Canada, on correspondence that they had received by mail, following television commercials, on print and digital advertisements, and at the physical branches of federal agencies and departments. Asked what they believed this symbol represented, most felt that it communicated that the information it accompanied was official, unbiased, and trustworthy. Many strongly associated the wordmark with the Government of Canada and viewed it as being similar to a signature for its official communications. Questioned whether this symbol evoked any feelings for them personally, several associated it with their identity as Canadians and pride in their country. A number expressed that encountering this symbol while travelling in other jurisdictions was generally reassuring, especially if one required some form of assistance from the federal government. Others viewed the wordmark more neutrally, primarily associating it with government communications and yearly activities such as the filing of their annual taxes. A number residing in Northern Quebec recalled that during the large-scale wildfires in their region earlier in 2023, that seeing this symbol on federal personnel and communications made them feel safe and reassured that they were being taken care of.

Asked why they felt the Government of Canada used this symbol, most believed that it primarily served as a visual indicator that the information it accompanied was official and trustworthy. Several believed that the consistent use of the wordmark over many decades had been effective in creating an association between this logo and the federal government in the minds of Canadians. Asked whether they would typically trust the information that accompanies the wordmark, most expected that they would. A few, however, felt that they would still be likely to verify any information they received, especially if they were skeptical as to whether it was actually from the federal government.

Participants were next presented with an audio signature produced by the Government of Canada:



GC approved musical signature for FIP.wav

Above is a short, two-second, audio clip featuring the opening notes of the Canadian national anthem.

All recognized this audio recording, with many indicating that this had been the jingle they had mentioned earlier. A large number recalled having heard this audio signature following commercials on television and/or radio, often accompanied by a voice stating that the advertisement they had just seen or heard had been from the Government of Canada. Asked why they felt that the federal government used this jingle in its communications, most believed it had a similar purpose to the wordmark and served as an audio signature confirming that the information it was accompanying was legitimate and from an official source.

Carbon Pricing (Newfoundland)

Participants residing in Newfoundland took part in a conversation related to the federal government's carbon pricing system. Asked whether they were concerned about the potential impacts of climate change, almost all indicated that they were. While most believed that mitigating the effects of climate change should be a top priority for the Government of Canada, a few felt differently, believing that issues such as inflation, the cost of living, and a perceived lack of affordable housing represented more pressing matters at present. Questioned whether they were aware of any steps that the federal government had taken to reduce carbon pollution in Canada, few could recall any specific actions. To clarify, participants were provided with the following information:

The Government of Canada is undertaking several measures to reduce carbon pollution. These measures include setting a price on carbon pollution, setting clean fuel standards, investing in renewable energy and clean technologies, and investing in energy efficiency programs.

Asked whether they had been aware of the Government of Canada's carbon pricing system prior to this conversation, only a few indicated that they were. To aid in conversation, participants were provided with further information related to the federal price on carbon:

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 provinces where the federal fuel charge applies, all direct proceeds are returned to Canadians, mostly through the pollution price rebate, also known as the Climate Action Incentive payments (CAIP), to households. Most households receive more money back through these payments than they pay on the fuel charge.

The goal of this system is to encourage people to reduce their emissions, while also giving them the flexibility to decide when and how to do it. The idea is that the more changes a household makes (e.g., using different modes of transportation, switching from a natural gas furnace to an electric heat pump), the more they will save by not having to pay the fuel charge. Rebate amounts are based on the number of individuals in a household, not how much energy a household uses, and most households receive more money back through the pollution price rebate than they pay on the fuel charge.

While most reacted positively to this information, a few questioned whether this was the most effective strategy to combat climate change. Among these participants, it was felt that rather than redistributing

the amounts collected through the price on carbon back to Canadians via CAIPs, these funds should instead be invested towards sustainability-focused initiatives such as the development of clean technology and renewable energy sources.

Describing the energy sources they use to heat their homes, very few mentioned using heating oil for this purpose. Informed that the Government of Canada had recently announced that it would be pausing the carbon pollution price on home heating oil until April 1st, 2027, all reacted positively. It was widely believed that by taking this action the federal government would provide households who were considering a switch to a different heating source, such as a heat pump, with additional time and savings to carry out this project. Among the very small number who reported using heating oil for their homes, it was felt that this action would assist them in saving up towards the purchase and installation of a heat pump. Asked whether they would consider switching to a heat pump in their own homes, all of those who currently did not own a heat pump indicated that they would. Participants were next informed that:

When the Government of Canada announced the carbon pollution price pause on home heating oil, it also announced the following:

- *It will make heat pumps free for low- to median-income Canadians in participating provinces (including Newfoundland); and*
- *A \$250 upfront payment for low- to median-income Canadians who want to make the switch to a heat pump.*

All felt that this was a positive step and believed that it would greatly assist those in their province looking to retrofit their homes. A few felt that this would also benefit the local economy, providing more employment opportunities in industries related to the manufacturing and installation of heat pumps and home heating systems. Several commented that these actions would likely address some of the financial barriers that were currently holding back those who wished to switch to a heat pump from making this purchase. Asked what more could be done to help with the affordability of home heating, it was felt that action should be taken to encourage rental properties to install energy-efficient heating systems and incentivize landlords and property management companies to find ways to reduce heating costs for their tenants.

Participants were also informed that:

For residents of small and rural communities, the pollution price rebate initially included a rural supplement of 10 per cent (i.e., a 10 per cent top up to their payments), since Canadians in these communities do not necessarily have the same options available to reduce their emissions, particularly when it comes to transportation.

On October 26, 2023, the Government of Canada announced it would be doubling the rural top-up for pollution price rebates from 10 per cent to 20 per cent, starting April 2024, in recognition of rural Canadians' different energy needs – for example, having to commute longer distances and having fewer available alternatives like public transit.

Most believed that this would have a positive impact, and several who lived in rural communities expected that they would personally benefit from this initiative. Asked whether they felt that this approach was fair to Canadians living in smaller or rural communities, several believed that it was. A few were more uncertain, feeling that they needed more information on this issue to determine whether this was a fair approach and whether these rebates would sufficiently account for the different energy costs of those living rurally.

Community Safety (Toronto)

Participants residing in Toronto shared their perspectives related to the safety of their community. Asked if they felt safe in their communities, while a few were of the impression that some parts of downtown Toronto had become somewhat unsafe as of late, none reported feeling at personal risk within their own neighbourhoods. Discussing whether they felt the level of crime in their community had increased, decreased, or stayed the same in recent years, a roughly equal number were of the impression that it had increased as those who believed it had stayed the same. Among those who felt that crime had increased, many attributed this to a rise in challenges related to financial instability and substance abuse. It was believed that an increasing number of Canadians were currently struggling with issues related to addiction, mental health, and poverty, and that a large proportion of this perceived rise in criminal activity had been due to these individuals committing crimes out of desperation.

Asked who they felt was responsible for handling crime, many believed this was a responsibility of local law enforcement as well as governments at the provincial and federal levels. Questioned as to what role they felt the Government of Canada should play when it came to addressing crime, participants cited its responsibility to overseeing agencies such as the Royal Canadian Mounted Police (RCMP) and the Canadian Security Intelligence Service (CSIS) as well as specific areas such as the control and regulation of firearms. Focusing on gun control specifically, while few were aware of any specific actions from the federal government on this front, a small number recalled hearing that it had established a buyback program for recently prohibited firearms, as well as a national ban on the sale, purchase, and transfer of handguns. Asked whether they had heard about any activities by the federal government related to reducing gang activity and violence, none indicated that they had.

Discussing additional actions that the Government of Canada should take to reduce crime, several believed that more needed to be done to address what they viewed as the root causes of criminal activity, including poverty, homelessness, and challenges related to mental health and addiction. Other measures suggested by participants included greater accountability and stricter bail conditions for violent criminals and/or repeat offenders, as well as increased investments toward community programming for young people as a way of preventing them from being drawn to gangs and other criminal activity.

Canadian Armed Forces (Eastern Ontario Active Military Members and Veterans)

Participants in the group comprised of active military members and veterans residing in Eastern Ontario engaged in a discussion related to the Canadian Armed Forces (CAF). Asked to share their perspectives related to the CAF's contributions to the world and domestically in Canada, many felt that the strength and preparedness of the Canadian military had diminished as of late. Several were of the impression that there had been numerous financial cuts to the national defence budget in recent years and that this had made it more difficult to train service members, procure necessary equipment, and engage in military and peacekeeping activities on the international stage. While all felt proud of their service as part of the CAF, several were concerned that the military's reputation would suffer if actions were not taken to prioritize and strengthen the armed forces and national defence going forward.

Asked to identify areas where they thought the CAF was currently performing well, a few believed that the military continued to offer Canadians with the opportunity to earn a living, travel, and gain valuable skills and experiences, while also working to protect their country. Describing specific areas related to the CAF where they felt that there was room for improvement, participants identified a range of issues. These included:

- Equipment – It was widely felt that there needed to be large-scale investments in upgrading and improving the equipment utilized by CAF personnel. Some reported having personally been provided with equipment that had been several decades old. It was felt that this had become a particular problem in the wake of perceived financial cuts in recent years. A number expressed concern about this situation, believing that amidst what was viewed as a rise in geopolitical tensions, it was increasingly important for Canada to be able to defend its sovereignty on the international stage;
- Recruitment – It was felt that insufficient funding in this area had led to a diminished ability to recruit and train new CAF personnel. A number were of the impression that the CAF had fallen short of its recruitment targets in recent years. It was thought that diminished recruitment efforts during the COVID-19 pandemic had significantly reduced the number of new individuals joining the CAF in recent years, causing widespread shortages across many branches of the military; and
- Leadership and Morale – It was felt that the leadership of the CAF was too top-heavy at present, with power primarily being concentrated at the top ranks and not enough authority being delegated to middle-ranking officers. Also related to morale, a few were of the impression that Canadians in general did not support the CAF to the same degree that they once had. It was believed that this had negatively impacted the morale of some of those serving in the armed forces, including the sense of pride they felt by being a part of the CAF.

Questioned whether they felt racism and/or misconduct was an issue in the CAF, while none had personally witnessed these types of behaviours, several believed that this continued to be a problem within the armed forces. While a number were of the impression that the Government of Canada and

the CAF had taken steps to address these types of issues in recent years, it was felt that progress had been relatively slow and that more funding and attention was required on this front.

Asked what they felt to be the top issues impacting the CAF requiring higher prioritization from the Government of Canada, several reiterated the need for increased funding and resources across all aspects of the armed forces. A number believed that more could also be done to provide greater family supports for service members, including ensuring that families would be relocated together and that all members of the armed forces would have access to services such as family doctors and dentists.

All felt that the Government of Canada was currently on the wrong track when it came to addressing the priorities most important to the CAF. Discussing actions that the federal government could take to make improvements in these areas, a number believed that more needed to be done to overhaul and streamline the equipment procurement process, with some expressing the opinion that it was overly complicated and inefficient at present. Asked whether they felt it would be beneficial for CAF members to be allowed to stay in one location for the majority of their careers, most did. This type of stability was felt to be important given the many challenges viewed as being related to relocation, including finding a new home, a new family doctor, and the disruption caused for families and children.

Questioned whether they felt post-traumatic stress injury (PTSI) was a major issue for current and former CAF members, many believed that it was. It was thought that while there was now greater awareness of the issues related to trauma and mental health compared to previous eras, a higher emphasis needed to be placed by the CAF on addressing the psychological challenges faced by its members. A few were of the impression that some in the military were still reluctant to come forward with PTSIs out of concern that doing so could lead to them being discharged from active service. Some believed that more could be done to make use of existing peer support programs within the CAF to help address challenges related to mental health. It was felt that these types of programs were going underutilized at present.

Focusing on the issue of housing for current and former CAF members, many reported having faced challenges related to purchasing a home in the communities in which they had been stationed. A number who had been relocated in the past described having encountered difficulties in selling their old home, being required to move to areas with a higher cost of living, and an overall lack of available housing in many military communities. It was felt that far more could be done by the federal government and the CAF to build more housing for military members as well as to subsidize the cost of housing for those in the military. In addition to ensuring that all CAF members had an affordable place to live, it was felt that taking this step would make it easier for families to relocate together, knowing that their housing needs would be taken care of.

Asked whether they felt homelessness was a major issue for CAF veterans, while some had heard that this was a problem, none reported having personally known any veterans who had dealt with this. It was widely felt that more needed to be done to address mental health challenges faced by veterans, believing that many of the issues faced by service members upon leaving the armed forces primarily stemmed from unresolved PTSIs and other psychological challenges. Others felt that initiatives such as Seamless Canada and other programs currently in place to assist CAF members and veterans could also

play an important role in ensuring veterans received the financial, educational, and psychological support that they required to effectively return to life outside the military.

Public Sentiment (Mid-Size and Major Centres Ontario Caribbean Diaspora)

Participants in one group, comprised of members of the Caribbean diaspora residing in mid-size and major centres in Ontario, briefly shared their perspectives related to their futures in Canada, as well as the inclusiveness of Canadian society. Asked to identify what made them optimistic about their future in Canada, several mentioned the perceived feeling of safety, the protection of personal freedoms, and their ability to celebrate their culture in Canada free from discrimination. Discussing the areas which made them more concerned about life in Canada going forward, many identified issues related to the high cost of living and a perceived lack of affordable housing across the country. A few also expressed concerns related to what they viewed as increasing geopolitical tensions in many parts of the world and were worried that Canada could eventually be drawn into an armed conflict.

Asked to describe the state of diversity, equity, and inclusion in Canada, participants largely responded positively. Most reported feeling welcomed in their communities and believed that the federal government had placed a strong focus on ensuring the protection and promotion of different cultures and backgrounds in Canada. A few felt somewhat differently, believing that while Canada was generally an inclusive and welcoming place, some visible minorities were still treated differently in some parts of the country and that there continued to be room for improvement on this front.

Opioids (Vancouver)

Participants residing in Vancouver shared their perspectives regarding addiction and opioid use in their community. All felt that opioid addiction was a major issue in Vancouver and viewed this issue as having worsened significantly in recent years. Asked whether they believed that this situation would improve in the coming years, none expected that it would. Questioned whether they could recall any actions from the Government of Canada related to addressing opioid addiction in their area, participants recalled numerous initiatives focused on harm reduction. These included the removal of criminal penalties for the possession of small amounts of certain illegal substances in B.C., the funding and establishment of safe consumption sites, and the provision of safe supply to those suffering from addiction. None viewed these efforts in a positive light, believing that they had served to enable those struggling with addiction by increasing their access to opioids and removing the consequences for possessing and using these substances. Asked if they felt that it was important for those struggling with addiction to have access to safe supply and safe consumption sites, it was largely believed that the resources currently allocated for these programs should instead be directed towards what participants



viewed as more long-term solutions such as treatment, rehabilitation, and detoxing. To aid in the discussion, participants were provided with the following clarification:

Through the Substance Use and Addictions Program (SUAP), the Government of Canada is funding projects that address harms associated with substance use. More specifically, through this program, the Government of Canada is funding safer supply and consumption site services, and they are also funding projects that focus on things like overdose prevention, education, detox support, peer support, outreach, mentorship, and mental health supports, among other initiatives.

Reacting to this information, many reiterated the view that these resources should instead be dedicated to treatment and recovery initiatives, which they believed would be far more effective in assisting those experiencing addiction. It was thought that there were currently too few recovery facilities in the Greater Vancouver Area (GVA) and that the primary focus at all levels of government should be on expanding the capacity of addiction treatment programs going forward. A very small number shared that they had previously experienced opioid addiction and felt that if they had been offered safe supply, rather than addiction treatment, they would not have been able to overcome their addiction.

Informed that the Government of Canada had granted 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., all believed that this was a step in the wrong direction. It was widely felt that opioid use had increased in the province following the announcement of this exemption. Asked what else they would like to see the Government of Canada do to address this issue, all reiterated a desire for increased funding for treatment centres. A small number felt that the federal government should create additional support for the family members of those experiencing addiction, including the financial assistance required for them to take time off work to support family members who were facing these challenges and/or undergoing treatment.

French Language Protection and Promotion (Prairies Francophones)

Participants in the group comprised of Francophones residing in the Prairies engaged in a conversation related to the protection and promotion of the French language in Canada. Asked whether they felt that promoting and protecting the French language should be a priority for the federal government, all indicated that they did. Several, however, felt that it was also important to promote bilingualism, believing that focusing solely on the promotion of the French language could detract from the ability of Francophones to communicate and associate with other Canadians. Questioned whether they were aware of any actions that the Government of Canada had taken to help protect and promote the French language, a range of initiatives were recalled. These included the release of the Government of Canada's Action Plan for Official Languages, the provision of French



language resources for students and immigrants, and the offering of free language programs at some local colleges and universities.

Focusing specifically on the Government of Canada's Action Plan for Official Languages, participants were provided with information regarding the key objectives and proposed measures contained within the plan. The first group of measures related to the priority of encouraging Francophone immigration to Canada. Participants were shown the following:

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.*

Participants were mostly positive in their reactions to this information, with many believing that currently only a small portion of the immigrants arriving in Canada had French language capabilities. A smaller number expressed concerns regarding the potential of increasing Francophone immigration to result in a more competitive employment market for Canadian citizens, especially in French-speaking regions.

The group was next shown the following information related to promoting French language learning opportunities:

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.*

All reacted positively to these initiatives, with many particularly approving of the increased investments towards Francophone child care centres. It was widely believed that providing children with French-speaking environments from a young age was a critical element towards the protection and promotion of the French language. Participants were hopeful that this measure would also serve to encourage the building of new child care centres, increasing the number of child care spaces available in their communities. Many also viewed the initiative to expand program offerings in French minority-language schools outside Quebec as a positive step. Several believed that these investments should extend to all levels of education, including French-language post-secondary institutions outside of Quebec. It was thought that providing young people with these resources would encourage them to continue to use the language in their daily lives as well as prevent them from losing the knowledge of the language that they had already gained.

Participants were next shown the following information related to supporting French community organizations:

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.*

While some felt that these measures could have a positive impact, a roughly equal number expressed concerns regarding the potential impact of these initiatives when compared to the other priorities and measures contained within this plan. It was felt that while potentially helpful in promoting Francophone culture, these actions were of less importance compared to those related to French language immigration and education. A few expressed the view that this funding should be primarily allocated towards French language spaces, gatherings, and community events, rather than individual artists or organizations.

Participants were next shown information related to the objective of creating a new centre within Heritage Canada:

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

Many believed this was an important action for the federal government to take, believing it would provide Francophones with a stronger ability to identify and address the priorities important to their communities. A small number believed that this initiative was long overdue and that rather than focusing on Heritage Canada, this measure should be expanded to cover the entirety of the federal government.

Asked which measure they felt would have the greatest impact on the promotion and protection of the French language, many identified the actions focused on increasing investments towards French child care and educational resources. It was widely felt that these actions were critical to ensuring the continuity of the French language among the next generation of Francophones in Canada. Discussing additional actions that the Government of Canada could take to promote and protect the French language, participants suggested the provision of free online French language courses for Anglophones interested in learning French, increasing the availability of federal services in French, and requiring bilingual road signage in all provinces and territories across Canada.

Appendices

Appendix A – Recruiting Scripts

English Recruiting Script

Privy Council Office Recruiting Script – November 2023 English Groups

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EST)	Local Time	Location	Composition	Moderator
1	Tues, Nov 7 th	6:00-8:00 PM	6:00-8:00 (EST)	Ottawa	General Population	DN
2	Wed, Nov 8 th	4:30-6:30 PM	6:00-8:00 (NST)	Newfoundland	General Population	MP
3	Thurs, Nov 9 th	8:00-10:00 PM	6:00-8:00 (PST)	Calgary	55+ Approaching Retirement	MP
4	Tues, Nov 14 th	6:00-8:00 PM	6:00-8:00 (EST)	Mid-Size & Major Centres Ontario	Caribbean Diaspora	DN
6	Thurs, Nov 16 th	6:00-8:00 PM	6:00-8:00 (EST)	Toronto	General Population	DN
7	Tues, Nov 21 st	9:00-11:00 PM	6:00-8:00 (PST)	Mid-Size Centres British Columbia	Indigenous	TBW
9	Thurs, Nov 23 rd	6:00-8:00 PM	6:00-8:00 (EST)	Eastern Ontario	Active and Veteran Members of the CAF	DN
10	Mon, Nov 27 th	8:00-10:00 PM	6:00-8:00 (MST)	Southern Alberta	General Population	TBW
11	Tues, Nov 28 th	9:00-11:00 PM	6:00-8:00 (PST)	Vancouver	General Population	TBW

Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

English **CONTINUE**
French **SWITCH TO FRENCH SCREENER**

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

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

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

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

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

SCREENING QUESTIONS

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

A market research firm
A marketing, branding, or advertising agency
A magazine or newspaper
A federal/provincial/territorial government department or agency

A political party
In public/media relations

THANK AND END
THANK AND END
THANK AND END
IF **GROUP 9 – CONTINUE ALL**
OTHERS – THANK AND END
THANK AND END
THANK AND END

In radio/television
No, none of the above

**THANK AND END
CONTINUE**

1a. IN ALL LOCATIONS EXCEPT GROUP 9: Are you a retired Government of Canada employee?

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

2. In which city do you reside?

LOCATION	CITIES	
Ottawa, Ontario	Ottawa	CONTINUE – GROUP 1
Newfoundland	<p>Cities could include (but are not limited to): St. John's, Conception Bay South, Mount Pearl, Paradise, Corner Brook, Grand Falls-Windsor, Gander, Portugal Cove-St. Phillip's, Happy Valley-Goose Bay, Torbay, Labrador City, Stephenville, Clarenville, Bay Roberts, and Marystown.</p> <p>MAX OF 4 PARTICIPANTS FROM ST. JOHN'S. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION INCLUDING THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.</p>	CONTINUE – GROUP 2
Calgary, Alberta	Calgary	CONTINUE – GROUP 3
Ontario	<p>Mid-size Centres: Population of 100,000 – 300,000</p> <p>Cities could include (but are not limited to): Barrie, Brantford, Cambridge, Chatham-Kent, Guelph, Kingston, Kitchener, London, Milton, St. Catharines-Niagara, Sudbury, Waterloo, Windsor</p> <p>Major Centres: Population of 300,000+</p> <p>Cities include Toronto, Ottawa-Gatineau, Mississauga, Brampton, Hamilton</p> <p>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.</p>	CONTINUE – GROUP 4

Toronto, Ontario	Toronto PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTER PROPER.	CONTINUE – GROUP 6
British Columbia	Mid-size Centres: Population of 50,000-100,000 Cities could include (but are not limited to): Kamloops, Chilliwack, City of Victoria, Maple Ridge, New Westminster, Prince George, Port Coquitlam, North Vancouver ENSURE A GOOD MIX NO MORE THAN 2 PER CITY.	CONTINUE – GROUP 7
Eastern Ontario	Cities include (but are not limited to): Ottawa, Brockville, Cornwall, Kingston, Pembroke. Towns include (but are not limited to): Gananoque, Prescott, Smiths Falls. Counties include (but are not limited to): Prescott and Russell, Stormont, Dundas and Glengarry, Lanark, Renfrew, Leeds and Grenville, Frontenac, Lennox and Addington. NO MORE THAN TWO PER CITY/TOWN/COUNTY. ENSURE A GOOD MIX OF CITIES/TOWNS/COUNTIES ACROSS THE REGION.	CONTINUE – GROUP 9
Southern Alberta	Cities/towns include (but not limited to): Lethbridge, Medicine Hat, Brooks, Strathmore, Taber, Coaldale, Drumheller, Redcliff, Raymond, Cardston, Pincher Creek, Claresholm. ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN TWO PER CITY/TOWN. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	CONTINUE – GROUP 10
Vancouver, British Columbia	Vancouver	CONTINUE – GROUP 11
VOLUNTEERED Prefer not to answer		THANK AND END

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

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

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

Under 18 years of age	IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END.
18-24	IF GROUP 3 – THANK AND END CONTINUE FOR ALL OTHER GROUPS
25-29	
30-34	
35-44	
45-49	
50-54	
55+	CONTINUE
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX WHERE APPLICABLE.

4. **ASK ONLY IF GROUP 3** Which of the following categories best describes your current employment status?

- Working full-time (35 hours or more per week) **CONTINUE**
- Working part-time (less than 35 hours per week) **CONTINUE**
- Self-employed **CONTINUE**
- Unemployed **THANK AND END**
- Student **THANK AND END**
- Retired **THANK AND END**
- Not in the workforce [Full-time homemaker, not looking for work] **THANK AND END**
- VOLUNTEERED** Prefer not to answer **THANK AND END**

ENSURE A GOOD MIX BY THOSE WORKING FULL-TIME, PART-TIME, AND SELF-EMPLOYED.



4a. **ASK ONLY IF GROUP 3** Are you planning on retiring in the next...?

1-2 years	CONTINUE
3-5 years	CONTINUE
6-10 years	CONTINUE
>10 years	THANK AND END
VOLUNTEERED Prefer not to answer	THANK AND END

ENSURE A GOOD MIX BY TIMELINE FOR RETIRING.

5. **ASK ONLY IF GROUP 4** Do you identify your primary cultural and/or ethnic heritage to be Caribbean?

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

6a. **ASK ONLY IF GROUP 4** Where did you or your family emigrate from?

Antigua and Barbuda	CONTINUE TO Q6b
The Bahamas	CONTINUE TO Q6b
Barbados	CONTINUE TO Q6b
Belize	CONTINUE TO Q6b
Cuba	CONTINUE TO Q6b
Dominica	CONTINUE TO Q6b
Dominican Republic	CONTINUE TO Q6b
Grenada	CONTINUE TO Q6b
Guyana	CONTINUE TO Q6b
Haiti	CONTINUE TO Q6b
Jamaica	CONTINUE TO Q6b
Trinidad and Tobago	CONTINUE TO Q6b
Other, please specify: _____	CONTINUE TO Q6b
VOLUNTEERED Prefer not to answer	THANK AND END

6b. **ASK ONLY IF GROUP 4** Were you born in Canada?

Yes	CONTINUE TO Q.9
No	CONTINUE TO Q.6c
VOLUNTEERED Prefer not to answer	THANK AND END

6c. **ASK ONLY IF GROUP 4** How many years have you lived in Canada?

Less than 5 years	CONTINUE – GROUP 4
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.

7. **ASK ONLY IF GROUP 7** Do you identify as Indigenous?

Yes **CONTINUE TO Q9.**
 No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND END**

- 7a. **ASK ONLY IF GROUP 7** Do you identify as...?

First Nations **CONTINUE – GROUP 7**
 Métis **CONTINUE – GROUP 7**
 Inuit **CONTINUE – GROUP 7**
 None of the above **THANK AND END**

8. **ASK ONLY IF GROUP 9** Are you currently, or were you previously, a member of the Canadian Armed Forces (CAF)?

Yes, I am currently an active member of the Canadian Armed Forces **CONTINUE – GROUP 9**
 Yes, I am a veteran **CONTINUE – GROUP 9**
 No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND END**
ENSURE A GOOD MIX BY ACTIVE MEMBERS AND VETERANS.

9. 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.”

10. 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**

11. 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

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

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

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

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

- 14. ASK ALL GROUPS** During the discussion, you could be asked to read or view materials on screen and/or participate in poll-type exercises online. You will also be asked to actively participate online using a webcam. Can you think of any reason why you may have difficulty reading the materials or participating by video? **TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY, ANY CONCERNS WITH USING A WEBCAM OR IF YOU AS THE INTERVIEWER HAVE A CONCERN ABOUT THE PARTICIPANT'S ABILITY TO PARTICIPATE EFFECTIVELY.**

- 15.** 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.19**

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

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

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

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

- 18.** 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.

19. 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.

20. ASK ALL GROUPS EXCEPT GROUP 4 & GROUP 7 Which of the following racial or cultural groups best describes you? (multi-select)

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

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

ENSURE A GOOD MIX.

21. ASK ALL GROUPS 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	CONTINUE FOR ALL GROUPS
\$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 WHERE APPLICABLE.

22. ASK ALL GROUPS EXCEPT THOSE WHO SAY 'I AM CURRENTLY AN ACTIVE MEMBER OF THE ARMED FORCES' AT Q8 Which of the following best describes the industry/sector in which you are currently employed?

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

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

[DO NOT ASK] Gender RECORD BY OBSERVATION.

Male	CONTINUE
Female	CONTINUE

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

- 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 – novembre 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 (HNE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
5	15 novembre	6:00-8:00	6:00-8:00 (HNE)	Sherbrooke	Jeunes	MP
8	22 novembre	6:00-8:00	6:00-8:00 (HNE)	Nord-du Québec	Population générale	MP
12	29 novembre	8:00-10:00	6:00-8:00 (HNR) 6:00-8:00 (HNC)	Prairies	Francophones des Prairies	MP

Questionnaire de recrutement

INTRODUCTION

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

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

NOTER LA LANGUE ET CONTINUER



Français **CONTINUER**
Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**

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

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

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

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

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

QUESTIONS DE SÉLECTION

6. 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**

7. 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**

8. Dans quelle ville habitez-vous?

LIEU	VILLES	
Sherbrooke, Québec	Sherbrooke	CONTINUER – GROUPE 5
Nord-du Québec	<p>Les villes du Nord-du-Québec peuvent notamment comprendre :</p> <p>Chibougamau, Chisasibi, Label-sur-Quévillon, Kuujuaq, Baie-James, Inukjuak, Eeyou Istchee James Bay, Chapais, Waswanipi, Puvirnituq, Matagami, Salluit, Kangiqsualujuaq, Kangiqsujaq, Kuujuarapik, Kawawachikamach, Akulivik, Kangirsuk, Umiujaq, Ivujivik, Quaqtaq, Tasiujaq, Aupaluk, Baie-d'Hudson, Rivière-Koksoak, Mistissini, Nemiscau, Waskaganish, Eastmain and Wemindji.</p> <p>ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION.</p>	CONTINUER – GROUPE 8
Prairies	<p>Les villes peuvent notamment comprendre :</p> <p><u>Manitoba:</u> Winnipeg, Brandon, Steinbach, Thompson, Portage la Prairie, Winkler, Selkirk, Morden, Dauphin, The Pas, Flin Flon, Seine River region, Notre-Dame-de-Lourdes, St. Claude, Sainte Rose du Lac, St. Laurent.</p> <p><u>Saskatchewan:</u> Saskatoon, Regina, Prince Alberta, Moose Jaw-Gravelbourg, Swift Current, Yorkton,</p>	CONTINUER – GROUPE 12

	<p>North Battleford, Lloydminster, Estevan, Warman, Weyburn, Martensville, Melfort, Humboldt, Meadow Lake, Albertville, Duck Lake, Zenon Park, Bellegarde, St. Isidore-de-Bellevue.</p> <p>Alberta: Calgary, Edmonton, Beaumont, Brosseau, Grande Prairie, Lacombe, Lac des Arc, Falher, Legal, Plamondon, Morinville, Smoky River, St. Albert, St. Paul, Bonyville.</p> <p>ASSURER UNE BONNE REPRÉSENTATION DE CHAQUE PROVINCE ET DES VILLES DE LA RÉGION. RECRUTER DES RÉSIDENTS DE GRANDES ET DE PETITES COLLECTIVITÉS.</p>	
<p>RÉPONSE SPONTANÉE Préfère ne pas répondre</p>		<p>REMERCIER ET CONCLURE</p>

9. 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

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

Moins de 18 ans	SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE.
18 à 24 ans	CONTINUER
25 à 35 ans	REMERCIER ET CONCLURE – GROUPE 5 TOUS LES AUTRES - CONTINUER
36 à 44 ans	
45 à 54 ans	
55 ans ou plus	
RÉPONSE SPONTANÉE Préfère ne pas répondre	REMERCIER ET CONCLURE

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



11. 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* ».

12. 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**

13. 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

14. 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**

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

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

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

17. 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.16**

18. 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**

19. 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**

20. 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.

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

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



22. 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.

23. 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.

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

- Homme
- Femme

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

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

- Métier de la construction ou métier spécialisé
- Administrations publiques
- Agriculture, foresterie, pêche et chasse
- Arts, spectacle et loisirs
- Autres services, sauf les administrations publiques
- Commerce de détail



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

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

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

Oui

Non **REMERCIER ET 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 NOVEMBER 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 and jot down some thoughts around some material that we will show them later in the discussion.

GOVERNMENT OF CANADA IN THE NEWS (5-10 minutes) All locations

- What have you seen, read, or heard about the Government of Canada in the last few days?
 - Mid-Size and Major Centres Ontario Caribbean Diaspora, Toronto, Vancouver What are your reactions to this news?
 - Mid-Size and Major Centres Ontario Caribbean Diaspora IF NOT MENTIONED: What have you seen, read, or heard about the Government of Canada hosting Caribbean leaders in Canada for a Caribbean Community summit?
 - Mid-Size and Major Centres Ontario Caribbean Diaspora IF AWARE: What can you remember about this summit? What are your reactions to what you've heard?
 - Mid-Size and Major Centres Ontario Caribbean Diaspora Generally, how would you describe the Government of Canada's management of relations with Caribbean countries?
 - Sherbrooke Youth Aged 18-24 Has anyone seen, read, or heard something about the Government of Canada's price on carbon pollution?
 - IF YES: What did you hear? What was your reaction to it?
 - Vancouver Where did you see, read, or hear this news?

GC WORD MARK (20 minutes) Ottawa, Northern Quebec, Eastern Ontario Active and Veteran Members of the CAF, Prairies Francophones

- When you notice information from the Government of Canada (online, on paper, on billboards, on TV, etc.), how do you know it is from the Government of Canada?
 - Is it clear to you that this is information that comes from the Government of Canada? Why? Why not?
 - IF NO: Can you give me an example of an instance when you weren't sure?
- When you *hear* information, on the radio for instance, how do you know it's from the Government of Canada?
 - Where do you typically hear this information? Radio? TV?

- Are there specific statements or sounds that are used to identify the information is from the Government of Canada?

I'm now going to share something with you on screen ...

Show the "Canada" wordmark ON SCREEN

- Have you seen this symbol before? If so, where?

I want to ask you what this symbol means in general and also what it means to you personally.

- So first, what does this symbol mean in general? Is there anything else?
 - IF NOT MENTIONED: Do you think this symbol represents the Government of Canada? Why or why not?
- And what does this symbol mean to you personally?
 - PROBE IF NECESSARY: What are you most likely to associate this symbol with? How does it make you *feel*? Why?
 - Does the symbol represent positive or negative feelings/ideas? What makes you say that?
- Why do you think the Government of Canada uses this symbol in its communications/information?
- Where do you expect this symbol to be displayed?
- IF TRUST/CREDIBILITY/CONFIDENCE NOT MENTIONED, PROBE: When you notice this symbol, do you trust the information that comes along with it? Do you have confidence that the information is credible? Why or why not?

I'm now going to play a jingle for you. Please ensure your audio is turned up so you can hear it.

Play first 4 notes of O-Canada (musical signature)

- Have you heard this jingle before? If so, where?
- The Government of Canada uses this jingle in its communications. Why do you think they do that?



CANADA DAY LOGO (25-35 minutes) Ottawa, Mid-Size and Major Centres Ontario Caribbean Diaspora, Sherbrooke Youth Aged 18-24, Toronto, British Columbia Indigenous Peoples, Northern Quebec

Now we're going to move away from the Government of Canada symbols and focus on some creative concepts that may be used as a Canada Day logo. Note that this is just the logo, so you would see it in content related to Canada Day – in other words, the logo won't be on its own and the goal is not to communicate everything; there would be text and imagery accompanying the logo.

Ottawa - ORDER OF TESTING: 1,3,2,4

Mid-Size and Major Centres Ontario Caribbean Diaspora - ORDER OF TESTING: 2,3,4,1

Sherbrooke Youth Aged 18-24 - ORDER OF TESTING: 3,4,1,2

Toronto - ORDER OF TESTING: 4,1,2,3

Northern Quebec - ORDER OF TESTING: 3,2,1,4

MODERATOR TO SHOW EACH CONCEPT RESPECTIVELY FOLLOWED BY THE SERIES OF QUESTIONS. MAX 6 MINUTES PER CONCEPT.

Now let's take a look at the first concept...

SHOW CONCEPT 1

- What is your first impression of this logo?
- What does it evoke for you?
- Does the creative approach represent the idea of coming together to celebrate our culture and strengthen our bonds?
- How would you describe the tone of the concept? Would you say that it is optimistic, celebratory, inclusive?
- Is there anything about this concept that doesn't work, in your opinion? Why is that?

REPEAT FOR CONCEPTS 2-4

HEAD-TO-HEAD

Now I'm going to show you a smaller image from each of the 4 concepts.

POLL: We're now going to do a poll. I'd like you to select which concept you feel is the MOST effective in representing Canada Day. Please select only one.

MODERATOR TO SHOW RESULTS OF POLL AND READ OUT LOUD NUMBER/PERCENTAGE WHO VOTED FOR EACH CONCEPT. MODERATOR TO DISCUSS IN ORDER FROM HIGHEST TO LOWEST.

- Is there a concept that you feel doesn't work at all?
 - IF YES: What makes you say that?

PERFORMANCE AND PRIORITIES – COST OF LIVING (10-55 minutes) Ottawa, Newfoundland, Calgary 55+ Approaching Retirement, Sherbrooke Youth Aged 18-24, Toronto, British Columbia Indigenous Peoples, Northern Quebec, Eastern Ontario Active and Veteran Members of the CAF, Vancouver, Prairies Francophones

- What does the Government of Canada do well?
- What does the Government of Canada need to improve on? Why do you say that? [Why do you feel this way?]
- Ottawa, Calgary 55+ Approaching Retirement, Mid-Size and Major Centres Ontario Caribbean Diaspora, Sherbrooke Youth Aged 18-24, Toronto, Vancouver In your opinion, what are the top issues that the Government of Canada should be prioritizing? Why?
 - Ottawa, Vancouver IF NOT MENTIONED: What about housing? How would you describe the housing situation in your community, specifically?
 - Ottawa, Vancouver How big of a priority should housing be for the Government of Canada?
 - Ottawa, Vancouver What are the biggest challenges or issues when it comes to housing?
 - Mid-Size and Major Centres Ontario Caribbean Diaspora Why are these issues important to prioritize?
 - Sherbrooke Youth Aged 18-24 IF NOT MENTIONED: What about when it comes to the cost of living?
 - What are the biggest challenges related to the cost of living that the Government of Canada should be prioritizing?
 - Toronto IF NOT MENTIONED: What about when it comes to immigration?
 - What are the biggest immigration issues the Government of Canada should be prioritizing?

- **Toronto** How big of a priority should housing be for the Government of Canada?
- **Toronto** What are the biggest challenges or issues when it comes to housing?
- **Toronto** How would you describe the housing situation in your community, specifically?
- **Ottawa, Toronto, Vancouver** What have you seen, read, or heard lately about the Government of Canada's work on housing?
 - IF NOT MENTIONED: Have you heard anything about the federal government giving more money to municipalities that commit to reducing red tape in order to build more housing?
- **Ottawa, Toronto, Vancouver** Whether you've heard about this or not, how do you feel about the Government of Canada providing funding for housing to municipalities that cut red tape to expedite the construction of multi-unit buildings, among other things?
 - Do you think this approach will be effective in your community? Why or why not?
- **Ottawa, Toronto, Vancouver** When you hear the word "densification" what comes to mind? Can you explain in your own words what you think it means?

Ottawa, Toronto, Vancouver CLARIFY AS NEEDED: "Densification" is the process of increasing the number of homes in a given area, typically by building more housing units or adding to existing structures.

- **Ottawa, Toronto, Vancouver** In your opinion, is greater density something governments should be encouraging in Canada's larger cities? Why or why not?
- **Ottawa, Toronto, Vancouver** When you picture the types of homes that might be built if governments were to focus more on greater density, what comes to mind?
- **Ottawa, Toronto, Vancouver** How do you feel about the idea of "densifying" your community?
- **Ottawa, Toronto, Vancouver** Would it have an impact on your community?
 - IF YES: What sort of impact do you anticipate – positive, negative, perhaps a bit of both?
 - PROBE AS NEEDED: What about impacts to public services like schools, hospitals, and transportation?
 - PROBE AS NEEDED: What about impacts on the availability and cost of housing? Are there any other ways your community could benefit from densification?

- **Ottawa, Toronto, Vancouver** Do you have any additional concerns about densifying your community?
 - IF YES: What are they?

Ottawa, Toronto, Vancouver The Government of Canada's Housing Accelerator Fund provides money to municipalities that agree to cut red-tape to build more homes faster. This money can be used for a range of things, including investing in local infrastructure projects needed to help support growing communities.

- **Ottawa, Toronto, Vancouver** In your opinion, what type of infrastructure projects should the Government of Canada be investing in to best support growing communities?
 - PROBE AS NEEDED: What about projects like public transit, drinking water and wastewater infrastructure, community energy systems, roads, bridges, bicycle lanes, or landscaping and new green spaces?
- **Ottawa, Toronto, Vancouver** Does knowing that the Government of Canada is helping to fund infrastructure projects that support growing communities affect your opinion about increasing housing density in Canadian cities? Why or why not?
- **Mid-Size and Major Centres Ontario Caribbean Diaspora** In your opinion, what are the top issues impacting the Caribbean community that the Government of Canada should be prioritizing?
 - When it comes to these issues, would you say that the Government of Canada is generally on the right track or wrong track? Why do you say that?
 - IF WRONG TRACK: What does the Government of Canada need to do to get on the right track?
- **Mid-Size and Major Centres Ontario Caribbean Diaspora** Thinking more generally, do you feel the federal government pays enough attention to the Caribbean community? Why or why not?
 - In your opinion, does the Government of Canada understand the issues you care most about? Why do you say that?
 - How should the federal government engage with the Caribbean community to better understand the important issues?
 - IF NOT MENTIONED: What about when it comes to the cost of living?
 - What are the biggest challenges related to the cost of living that the Government of Canada should be prioritizing?
- **Mid-Size and Major Centres Ontario Caribbean Diaspora, Sherbrooke Youth Aged 18-24** What have you seen, read, or heard about work the Government of Canada has done to tackle high cost of living? What do you think about what you've heard?
 - AS NEEDED: What about when it comes to housing? What about when it comes to groceries?

- **Mid-Size and Major Centres Ontario Caribbean Diaspora, Sherbrooke Youth Aged 18-24** Would you say the Government of Canada is generally on the right track or wrong track when it comes to addressing the high cost of living? Why do you say that?
 - IF WRONG TRACK: What does the Government of Canada need to do to get on the right track?
 - **Mid-Size and Major Centres Ontario Caribbean Diaspora** IF NOT MENTIONED: What about when it comes to immigration?
 - **Sherbrooke Youth Aged 18-24** IF NOT MENTIONED: What about climate change? How big of a priority should climate action be for the Government of Canada?
- **Mid-Size and Major Centres Ontario Caribbean Diaspora** How would you describe the immigration system in Canada?
 - Is it fair? Why or why not?
- **Mid-Size and Major Centres Ontario Caribbean Diaspora** What are the biggest immigration issues the Government of Canada should be prioritizing?
- **Mid-Size and Major Centres Ontario Caribbean Diaspora, Toronto** What have you seen, read, or heard about work the Government of Canada is doing on immigration?
 - What are your reactions to this? [What do you think about what you've heard?]
- **Mid-Size and Major Centres Ontario Caribbean Diaspora, Toronto** Would you say the Government of Canada is generally on the right track or wrong track when it comes to managing the immigration system? Why?
- **Mid-Size and Major Centres Ontario Caribbean Diaspora, Toronto** Do you think the Government of Canada should increase, decrease, or keep the rate of immigration at about the same level? Why?
 - IF INCREASE OR DECREASE: What impacts would this have in Canada?
- **Mid-Size and Major Centres Ontario Caribbean Diaspora** What else should the Government of Canada do to support the Caribbean community?
- **Sherbrooke Youth Aged 18-24** What have you seen, read, or heard about work the Government of Canada has done to address climate change? What do you think about it?
 - Would you say the Government of Canada is generally on the right track or wrong track when it comes to tackling climate change? Why?
 - IF WRONG TRACK: What does the Government of Canada need to do to get on the right track?

- **Sherbrooke Youth Aged 18-24** How much of an impact, if any, does climate change have on the cost of living?
- **British Columbia Indigenous Peoples** In your opinion, what are the top issues Indigenous peoples are facing that the federal government should be prioritizing?
 - What about for Indigenous peoples in the community where you live?
- **British Columbia Indigenous Peoples** In your opinion, has the Government of Canada prioritized reconciliation?
 - IF YES: Would you say it has been a minor priority, or a major priority?
- **British Columbia Indigenous Peoples** What areas do you think the Government of Canada should be prioritizing to help advance reconciliation? Why do you feel this way?
- **British Columbia Indigenous Peoples** How would you measure progress on reconciliation?
 - Are there specific actions or outcomes that would show progress? If so, what are they?
- **British Columbia Indigenous Peoples** Do you have any advice to help the federal government engage with and respond to the needs of Indigenous peoples living in urban areas?

Eastern Ontario Active and Veteran Members of the CAF Now I'd like to focus on issues affecting those currently serving or who have previously served in the CAF...

- **Eastern Ontario Active and Veteran Members of the CAF** In your opinion, what are the top issues impacting the CAF that the federal government should be prioritizing?
- **Eastern Ontario Active and Veteran Members of the CAF** What news have you ever seen, read, or heard about the Government of Canada's past work on any of these issues?
- **Eastern Ontario Active and Veteran Members of the CAF** What work, if any, is the federal government planning to do on these issues?
- **Eastern Ontario Active and Veteran Members of the CAF** Is the federal government generally on the right track or wrong track with respect to these issues? Why or why not?
 - IF WRONG TRACK: What could the federal government do to get on the right track?
- **Eastern Ontario Active and Veteran Members of the CAF** What about postings and career progression? Do you think CAF members should be able to progress through their career in one location?

- **Eastern Ontario Active and Veteran Members of the CAF** In your opinion, is post-traumatic stress injury (PTSI) among current and former CAF members an issue? Would you say it's a big issue or a smaller issue?
- **Eastern Ontario Active and Veteran Members of the CAF** What work, if any, has the federal government done to address this issue?
- **Eastern Ontario Active and Veteran Members of the CAF** In general, is the Government of Canada generally on the right track or the wrong track in addressing PTSI among current and former CAF members? What makes you say that?
- **Eastern Ontario Active and Veteran Members of the CAF** What should the Government of Canada do to address this issue?

CARBON PRICING (60 minutes) Newfoundland

- In your opinion, what are the top issues that the Government of Canada should be prioritizing? Why?
 - IF NOT MENTIONED: What about climate change?
 - How concerned are you, if at all, by climate change?
- Are you aware of anything the Government of Canada is doing to reduce carbon pollution in Canada?

CLARIFY: The Government of Canada is undertaking several measures to reduce carbon pollution. These measures include setting a price on carbon pollution, setting clean fuel standards, investing in renewable energy and clean technologies, and investing in energy efficiency programs. For today, we'll be focusing on the first measure: setting a price on carbon pollution.

- Before today, who was aware that the Government of Canada set a price on carbon pollution?
 - What, if anything, do you know about the price on carbon pollution?
- Based on what you already know, would you say you support or oppose putting a price on carbon pollution, or are you unsure?

Recently the Government of Canada made a few changes to the carbon pricing system. But first, I'm just going to explain how the system works broadly.

SHOW ON SCREEN:

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 provinces where the federal fuel charge applies, all direct proceeds are returned to Canadians, mostly through the pollution price rebate, also known as the Climate Action Incentive payments (CAIP), to households. Most households receive more money back through these payments than they pay on the fuel charge.

The goal of this system is to encourage people to reduce their emissions, while also giving them the flexibility to decide when and how to do it. The idea is that the more changes a household makes (e.g., using different modes of transportation, switching from a natural gas furnace to an electric heat pump), the more they will save by not having to pay the fuel charge. Rebate amounts are based on the number of individuals in a household, not how much energy a household uses, and most households receive more money back through the pollution price rebate than they pay on the fuel charge.

- Does what I've outlined here match what you already knew about how the carbon pricing system works?
 - Is there any information here that is new to you?

[SHOW OF HANDS FOR EACH] Does anyone here heat their home using....

1. A heat pump
2. Home heating oil

As you may have heard, the Government of Canada recently announced that it is pausing the carbon pollution price on home heating oil until April 1, 2027.

- What is your reaction to this change?
- Is this a step you think the Government of Canada should or should not be taking?
- What impact, if any, does this change have on you?
- Does knowing this change the way you feel about the federal government's price on carbon pollution? How so?

SHOW ON SCREEN

When the Government of Canada announced the carbon pollution price pause on home heating oil, it also announced the following:

- It will make heat pumps free for low- to median-income Canadians in participating provinces (including Newfoundland); and
- A \$250 upfront payment for low- to median-income Canadians who want to make the switch to a heat pump
- What are your initial reactions to these measures?
- FOR THOSE WITHOUT A HEAT PUMP, ASK: Would you be interested in installing a heat pump in your home? Why or why not?
 - What factors would encourage you to consider switching your current home heating system to a heat pump?
- How might these changes affect you or your community?
- Do you think these are actions the Government of Canada should be taking? Why or why not?
- What else should the Government of Canada do to help with the affordability of home heating?

SHOW ON SCREEN:

For residents of small and rural communities, the pollution price rebate initially included a rural supplement of 10% (i.e., a 10% top up to their payments), since Canadians in these communities don't necessarily have the same options available to reduce their emissions, particularly when it comes to transportation.

On October 26, 2023, the Government of Canada announced it would be doubling the rural top-up for pollution price rebates from 10% to 20%, starting April 2024, in recognition of rural Canadians' different energy needs – for example, having to commute longer distances and having fewer available alternatives like public transit.

- Does knowing about this top-up change how you feel about the price on pollution? Why or why not?
 - What are your reactions to the Government of Canada doubling the rural top-up?
- Is this approach of pollution pricing fair to Canadians living in rural and smaller communities? Why or why not?

ECONOMY (25-35 minutes) Newfoundland, Calgary 55+ Approaching Retirement, Sherbrooke Youth
Aged 18-24

I now want to switch our focus back to the top issues you mentioned earlier that the Government of Canada should be prioritizing.

- IF ECONOMY NOT MENTIONED IN INITIAL DISCUSSION ABOUT TOP PRIORITIES: What about the economy? Is this an issue you think the Government of Canada should prioritize?
- Thinking of the various issues you've mentioned, where does the economy rank as a top priority? What makes you say that?
- What specifically with respect to the economy are you most concerned about – what do you think is the most pressing economic issue?

We've been discussing the economy, your concerns and the prioritization of economic issues. I would now like to get a better understanding from you about what comes to mind when you hear the following:

SHOW ON SCREEN:

- A clean economy
- A sustainable economy
- A strong economy
- An economy that works for all Canadians

ASK FOR EACH:

- What does this term mean to you?
- What would a [INSERT AS APPLICABLE] economy look like to you?

We're now going to do a poll.

POLL: I'd like you to choose the kind of economy the Government of Canada should be aiming to build. Please select the one that best describes the kind of economy you feel the Government of Canada should be aiming to build.

- A clean economy
- A sustainable economy
- A strong economy
- An economy that works for all Canadians

MODERATOR TO GO THROUGH SELECTIONS

- As far as you can tell, would you say that climate change is having an impact on Canada's economy?
 - IF YES: And would you describe it as a positive impact, or a negative impact? What makes you say that?
- Does taking action to combat climate change have an impact on Canada's economy?
 - IF YES: And would you describe it as a positive impact, or a negative impact? What makes you say that?
 - PROBE FOR EXAMPLES

Some say that right now, the Government of Canada needs to be focused on growing the economy, rather than fighting climate change. Others say that growing the economy and fighting climate change go hand in hand, so the Government of Canada needs to be focusing on both.

- Which is closer to your point of view? What makes you say that?

Pensions (50 minutes) Calgary 55+ Approaching Retirement, Eastern Ontario Active and Veteran Members of the CAF

- Generally, how would you describe the Government of Canada's management of the economy?
 - Are they generally on the right track or the wrong track? Why do you say that?
- Which economic issues do you think are the most important?
- [When we recruited you for this group, you indicated that you would be retiring sometime within the next 10 years.] I am wondering what your thoughts are about retirement. Is it something you think about a lot, a little, or not at all? What makes you say that?
 - To what degree are you concerned, if at all, about being able to retire? What specifically are you concerned about? [PROBE for finances, health, etc.]
 - Are you taking steps currently to prepare for retirement?
 - IF YES: What are they?
- SHOW OF HANDS: Who here is familiar with the Canada Pension Plan (CPP)?
 - What do you know about it?

REVIEW AS NEEDED: The Canada Pension Plan is a monthly, taxable benefit that replaces part of your income when you retire. With very few exceptions, every person over the age of 18 who works in Canada outside of Quebec and earns more than a minimum amount (\$3,500 per year) must contribute to the Canada Pension Plan (CPP). If you have an employer, you pay half the required

contributions (the amount comes off your paycheque), and your employer pays the other half. If you are self-employed, you make the whole contribution.

- Using a quick show of hands, who here feels they have a good understanding of how much they may be eligible for in CPP benefits?
- Will you be relying on CPP as part of your retirement income?
 - IF NO: Why not?
- Have you read, seen, or heard anything about the CPP lately?
 - IF NOT MENTIONED: As you may have heard, the provincial government in Alberta has proposed to withdraw from the CPP and create an Alberta pension plan.
 - What is your reaction to this proposal?
 - Does this seem like it would have a positive or negative impact on Albertans? What about on you, personally?

A firm which conducted an analysis of a hypothetical Alberta Pension Plan believes the province is entitled to 53% of CPP's base assets should it leave the plan, based on the firm's interpretation of the CPP Act.

- Does 53% seem accurate to you, or not? AS NEEDED: I know you're not experts, but what is your gut reaction? Why or why not?
- Does this seem like a fair deal for Albertans? What about for other Canadians?
 - How should the Government of Canada respond to this proposal, if at all? Does the Government of Canada have a role to play?

The Government of Canada has said that Alberta's proposal could weaken the pensions of both Albertans and Canadians who remain in the CPP.

- Does this seem like a valid concern, or not? AS NEEDED: Again, I know you're not experts, but what is your gut reaction? Why or why not?

Let's set aside a potential Alberta Pension Plan and focus on the existing CPP.

- How do you feel about the CPP?
 - Is it worth contributing some of your earnings now to get some support later on in life?
 - IF NOT COVERED EARLIER: How important is the CPP to your retirement planning?

CLARIFY:

As of 2019, the CPP is gradually being enhanced, which means that workers today will need to contribute a bit more annually but should end up with higher benefits when they retire.

- What do you think about this change?
- Do you have any concerns? What are they?

PUBLIC SENTIMENT (15 minutes) Mid-Size and Major Centres Ontario Caribbean Diaspora

Now, let's explore a broader topic...

- When thinking about your future living in Canada, what makes you feel optimistic?
- On the other hand, are there any things that make you feel worried or concerned about your future in Canada?
 - IF YES: What are they?
- How would you describe the state of diversity, equity, and inclusion in Canada?
 - Do you feel Canada is a society that welcomes and respects different cultures, beliefs, and values? Why or why not?

Jobs (25 minutes) Sherbrooke Youth Aged 18-24

- How would you rate the state of the job market right now? Is it good, poor, or somewhere in between? Why do you say that?
 - How easy is it for you to find a job in the field you're interested in? Are there any challenges/barriers you've encountered when searching for work?
 - Are there enough job opportunities in your area?
- Thinking five years into the future, do you imagine the Canadian job market will be worse, better, or the same? Why do you feel this way?
 - IF WORSE: What would make you more optimistic?
- Would you say the Government of Canada is on the right track or wrong track when it comes to creating good jobs in Canada?
- Are you aware of any work the Government of Canada is doing to help create jobs, provide skills training, or support workers?
- What else do you think the Government of Canada should do to help?

COMMUNITY SAFETY (20 MINUTES) Toronto

Now turning to community safety ...

- Do you feel that your community is safe? Why or why not?
- As far as you can tell, has there been an increase, decrease, or no change in the level of crime in your community?
 - IF INCREASE: What have you noticed specifically?
 - What do you think is behind the increase in crime? What are some of the causes?
- 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 you aware of anything they are doing now?
 - IF NOT MENTIONED: What about any work on gun control?
 - IF AWARE: What are your reactions to this?
 - IF NOT MENTIONED: What about working to reduce gang activity and violence?
- What else should the Government of Canada do to help reduce crime?
- 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 or why not?
 - Should they be a priority for the federal government?

FALL ECONOMIC STATEMENT (30-40 minutes) British Columbia Indigenous Peoples, Northern Quebec, Eastern Ontario Active and Veteran Members of the CAF, Eastern Ontario Active and Veteran Members of the CAF, Vancouver, Prairies Francophones

- Has anyone heard anything about the Government of Canada's Fall Economic Statement (FES)?
 - IF YES PROBE IN-DEPTH:
 - What did you hear?
 - What are your overall impressions of the Fall Economic Statement?
 - What do you think the overall focus of the Fall Economic Statement is?
 - What specific initiatives are in it?
 - Is there anything in there you like?
 - IF YES, PROBE:
 - What do others think about (ITEMS MENTIONED)?
 - Anything you don't like?

- IF YES, PROBE:
 - What do others think about (ITEMS MENTIONED)?

CLARIFY AS NEEDED:

The Government of Canada has released its Fall Economic Statement. As some of you may know, the federal government typically issues an annual budget, but it's normally preceded in the fall with an economic update, known as the Fall Economic Statement. I'm going to show you some measures included in the FES.

SHOW ON SCREEN:

The following are some of the measures included in the Fall Economic Statement:

- Funding to help build more homes
- A Canadian Mortgage Charter, which details the mortgage relief that Canadians have the right to demand from their banks if they are in financial difficulty
- Taking steps to return short-term rentals (like some rentals listed on Airbnb, VRBO) that don't comply with applicable rules to the long-term rental supply
- Eliminating the GST on construction of new co-op rental housing and new rental housing
- Creating a new employment insurance benefit for new adoptive parents
- Removing GST and HST on counselling and psychotherapy services
- Cracking down on junk fees, like excessive roaming charges and ensuring children under 14 are seated beside their parents on airplanes at no additional cost
- Cracking down on anti-competitive practices by bigger companies, including grocery chains
- Investments to expand clean electricity across the country
- Investments to encourage clean technology manufacturing in Canada

POLL: Now I'd like you to select which one of these measures is the most important. Please select just one; if you don't think any of these are important, don't select any.

- Funding to help build more homes
- A Canadian Mortgage Charter
- Taking steps to return short-term rentals that don't comply with applicable rules to the long-term rental supply
- Eliminating the GST on construction of new co-op rental housing and new rental housing
- Creating a new employment insurance benefit for new adoptive parents
- Removing GST and HST on counselling and psychotherapy services
- Cracking down on junk fees and ensuring children are seated beside their parents on airplanes at no additional cost
- Cracking down on anti-competitive practices by bigger companies, including grocery chains
- Investments to expand clean electricity across the country
- Investments to encourage clean technology manufacturing in Canada

MODERATOR TO GO THROUGH EVERY SELECTION

- Why did you make this selection?
 - What impact do you think this measure will have?
 - Do you have any questions about this measure? If so, what are they?

- Overall, what is your reaction to these measures?
- Do you feel that these are the sorts of things the Government of Canada should be doing right now, or not? What makes you say that?

- Which of these measures do you believe will have the greatest impact on making life more affordable for Canadians? Why do you feel this way?
 - Will you or your family benefit from any of these measures?

- Now that we've discussed it for a bit, how would you describe the Fall Economic Statement in a sentence to someone who hadn't heard about it?
 - What do you think the overall focus of the Fall Economic Statement is?

- Taken together, what do the proposed measures in the Fall Economic Statement tell you about the Government of Canada's priorities?\

CANADIAN ARMED FORCES (20 minutes) Eastern Ontario Active and Veteran Members of the CAF

I'd like to shift to a discussion about the Canadian Armed Forces (CAF)...

- How do you feel about the CAF's contributions to the world and domestically in Canada?
 - PROMPT AS NEEDED: Do you feel proud? In general, do you think Canada needs to do more or less? Or do you think Canada should be doing more in some areas and less in others?

- In your opinion, what is currently working well in the CAF?

- What needs to improve?
 - IF NOT MENTIONED: What about military equipment?
 - IF NOT MENTIONED: What about recruitment?

FOR THE MAIN ISSUES RAISED:

- What makes this an issue?
 - What, if anything, has the federal government done to address this issue?
 - What should the Government of Canada do to address this issue?



- IF RACISM AND MISCONDUCT NOT MENTIONED AS AN ISSUE EARLIER, ASK: What about racism and misconduct in the CAF – is this a big issue?
 - What work, if any, has the federal government done to address this issue?
 - In your opinion, are things improving on this front?
 - IF NO: Do you think things will improve?

VETERAN HOMELESSNESS/HOUSING (15 minutes) Eastern Ontario Active and Veteran Members of the CAF

Now, switching the conversation to housing...

- When thinking about various issues, how top-of-mind is the cost of living and housing costs for current and former CAF members?
- Do you think the Government of Canada or CAF leadership needs to do more on this front?

Now I'd like to focus on issues potentially affecting veterans ...

- In your opinion, what kind of issue is homelessness for veterans – is it a minor issue, a major issue or not really an issue?
- What has the federal government done to address this issue?
- What should the Government of Canada do to address this issue?

PROMOTING AND PROTECTING THE FRENCH LANGUAGE (35 minutes) Prairies Francophones

- How big of a priority should protecting and promoting the French language 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.

ASK AFTER EACH SCREENSHARE:

- What are your reactions to this objective and measures?
- What impacts do you think these will have?

ASK AFTER MEASURES HAVE BEEN DISCUSSED:

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



CONCLUSION (5 minutes) All locations

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



THE
**STRATEGIC
COUNSEL**

French Moderator's Guide

To be added once translated.

Appendix C – Advertising Concepts

Canada Day Logo

Concept A:



The concept depicts three logos side by side, all with the same red outline of a maple leaf. To the right of each leaf is black text. The first reads "Fête du Canada" with a horizontal line between "Fête du" and "Canada"; the second, "Canada Day" with a horizontal line between "Canada" and "Day"; and the third, "Fête du Canada Day" with two horizontal lines, the first underneath "Fête du" and the second underneath "Canada".

Concept B:



The concept depicts three logos side by side, all with the same image of a red maple leaf. The sections of the leaf are outlined in black, and each section houses a different shade of red. Below each maple leaf is black text. The first reads "Fête du Canada"; the second, "Canada Day"; and the third, "Fête du Canada Day".



Concept C:



The concept depicts three logos side by side, all with the same image of a white maple leaf surrounded by multi-coloured panes in various shapes. Below each of the images and slightly to the left is red text. The first reads, "FÊTE DU CANADA"; the second, "CANADA DAY"; and the third, "FÊTE DU CANADA DAY".

Concept D:



The concept depicts three logos side by side, all with the same image of a red maple leaf encircled by a red circle against a white background. Within each of the maple leaves is white text. The first reads, "fête du Canada"; the second, "Canada Day"; and the third, "fête du Canada Day".

Government of Canada Wordmark

Canada 

In the above image, the word “Canada” is written in black font over a white background. Over the final “a” there is a coloured, red and white, Canadian flag.

Government of Canada Musical Signature



GC approved musical signature for FIP.wav

Above is a short, two-second, audio clip featuring the opening notes of the Canadian national anthem.