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Final Report

Prepared for the Privy Council Office

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Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The 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 October 3rd, 2023, and October 25th, 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: November 22, 2023

Donna Nixon, Partner
The Strategic Counsel

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Executive Summary

Introduction

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

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

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

This report includes findings from 12 online focus groups which were conducted between October 3rd, 2023, and October 25th, 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 Indigenous peoples, Arab Canadians, immigration, and the Northwest Territories (NT). All discussed what they had seen, read, or heard about the federal government in recent days, with several groups engaging in extended conversations related to the sources they typically use to receive their news.

This research cycle also explored issues related to housing. Several groups engaged in conversations related to various measures recently introduced by the Government of Canada on this front, including those related to initiatives such as the Housing Accelerator Fund, supports for renters, and the housing situation in Canada's North. A number of groups also discussed the perceived high cost of groceries at present as well as efforts by the federal government to stabilize grocery prices going forward. Indigenous peoples residing in urban centres in the Prairies, as well as those residing in NT and rural Ontario discussed health care in Canada, while other groups shared their perspectives on pharmacare, climate change, carbon pricing, and their expectations and concerns regarding life in Canada in the years to come. Heavy social media users residing in Winnipeg discussed their consumption of news media and their social media usage, while participants residing in London engaged in a conversation about local industries.

Other topics discussed this cycle included the Fall Economic Statement (FES), the Canada Pension Plan (CPP), community safety, and Employment Insurance (EI).

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 Indigenous peoples, renters, Arab Canadians, heavy social media users, those concerned with the cost of living, and recent immigrants.

Detailed Approach

- Twelve groups across various regions in Canada.
- Six groups were conducted among the general population residing in London, Victoria and Nanaimo, PEI, Rural Ontario, the Northwest Territories, and Edmonton.
- The other six groups were conducted with key subgroups including:
 - Indigenous peoples
 - Renters
 - Arab Canadians
 - Heavy Social Media Users
 - Cost of Living Concerned
 - Recent Immigrants
- The two groups based in Quebec were conducted in French. All other groups were conducted in English.
- All groups for this cycle were conducted online.
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend.
- Across all locations, 83 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
London	1	EN	Tues, Oct 3 rd	6:00-8:00 PM	General Population	7
Urban Prairies	2	EN	Wed, Oct 4 th	8:00-10:00 PM	Indigenous	6
Victoria/Nanaimo	3	EN	Thurs, Oct 5 th	9:00-11:00 PM	General Population	8
Prince Edward Island	4	EN	Tues, Oct 10 th	5:00-7:00 PM	General Population	8
Greater Toronto Area	5	EN	Wed, Oct 11 th	6:00-8:00 PM	Renters	8
Montreal	6	FR	Thurs, Oct 12 th	6:00-8:00 PM	Arab Canadians	7
Rural Ontario	7	EN	Mon, Oct 16 th	6:00-8:00 PM	General Population	7
Winnipeg	8	EN	Tues, Oct 17 th	7:00-9:00 PM	Heavy Social Media Users	7
Northwest Territories	9	EN	Wed, Oct 18 th	8:00-10:00 PM	General Population	5
Mid-Size & Major Centres Quebec	10	FR	Thurs, Oct 19 th	6:00-8:00 PM	Concerned with Cost of Living	8
Edmonton	11	EN	Tues, Oct 24 th	8:00-10:00 PM	General Population	5
Lower Mainland BC	12	EN	Wed, Oct 25 th	9:00-11:00 PM	Recent Immigrants	7
Total number of participants						83

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. These included announcements by the Government of Canada related to building more homes faster, meetings between federal officials and the heads of major grocers to discuss ways to stabilize grocery prices, the decision by the Supreme Court of Canada to overturn the *Impact Assessment Act*, a visit by the Prime Minister to Enterprise, Northwest Territories (NT) to assess the damage caused by largescale wildfires in the area, and an announcement by the Government of Alberta that it was considering

exiting the Canada Pension Plan (CPP) and establishing its own provincially operated Alberta Pension Plan.

Participants also recalled activities related to the Government of Canada on the international stage. These included a statement by the Government of Canada unequivocally condemning attacks perpetrated by the terrorist organization Hamas on Israeli civilians on October 7th, 2023, as well as its pledging of humanitarian assistance towards Israel, the West Bank, and the Gaza Strip. Other issues cited included 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, B.C., the resignation of the Speaker of the House of Commons when it was revealed that an individual who had served in Ukraine under the command of Nazi Germany in World War II had been recognized in Parliament, and continued military and financial assistance to Ukraine in support of its efforts to defend itself against the Russian invasion of its territory. Some also recalled efforts to make it easier for migrants from the Americas to come to Canada, including an announcement by the federal government that it had been working to welcome up to 15,000 migrants on a humanitarian basis from jurisdictions such as Colombia, Haiti, and Venezuela.

News Sources (Montreal Arab Canadians, Winnipeg Heavy Social Media Users, Lower Mainland B.C. Recent Immigrants)

Participants in three groups briefly discussed how they typically receive their news. Asked to share their primary sources for news, several mentioned televised outlets such as CBC, CTV, and BBC as well as legacy news organizations such as the Globe and Mail. A large number reported relying on social media for news, including platforms such as Facebook, Instagram, TikTok, and Reddit. Discussing which sources they felt were most reliable, participants were largely of the opinion that mainstream news outlets were generally more trustworthy than news posted on social media or shared via word of mouth by friends and family.

Asked if they ever accessed news in languages other than English or from another country, several in the groups comprised of Arab Canadians residing in Montreal and recent immigrants from B.C.'s Lower Mainland indicated that they did. In addition to French-language news, a number in the group based in Montreal reported accessing news in Arabic from sources based in Qatar, Lebanon, and Tunisia. Participants residing in the Lower Mainland received news in Cantonese, Mandarin, Spanish, and French, from outlets located in China, Colombia, and France. Discussing where they would go if they were looking for news pertaining to the federal government, several indicated that they would likely utilize official websites operated by the Government of Canada.

Government of Canada Priorities and Performance (All Locations)

All 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, climate change and the environment, reconciliation with Indigenous peoples, and immigration.

Participants also identified a number of areas where they felt that the federal government had performed well, including the protection and promotion of diversity and multiculturalism in Canada, the provision of supports for low-income households, its response to the COVID-19 pandemic, and its activities 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 inflation and the cost of living, a perceived lack of affordable and accessible housing in Canadian communities, concerns regarding what was viewed as high federal spending at present, and national security, including the need for increased investments towards the Canadian Armed Forces (CAF) and national cybersecurity initiatives.

Prompted to identify what they viewed as the top issues that the Government of Canada should be prioritizing, several reiterated the need for a greater focus on addressing inflation and the cost of living, affordable housing, perceived health worker shortages, and mitigating the impacts of climate change. Other priority areas mentioned by participants included the perceived opioids crisis, improving public transportation in Canadian communities, making child care more affordable, and the construction of vital infrastructure such as highways (especially in Canada's North).

Indigenous Peoples (Urban Centres Prairies Indigenous Peoples)

The group comprised of Indigenous peoples residing in urban centres in the Prairies engaged in a discussion related to reconciliation and the actions currently being taken by the Government of Canada to better support Indigenous peoples and communities. Asked to identify what they felt to be the top issues facing Indigenous peoples at present, a number mentioned housing, believing there to currently be a significant lack of safe and affordable housing in many Indigenous communities. Other issues mentioned included the need for additional culturally focused resources (such as healing lodges) to treat issues related to mental health and addiction, as well as actions taken to reduce perceived discrimination against Indigenous peoples by law enforcement. A number felt that there needed to be more attention placed on addressing the issue of Missing and Murdered Indigenous Women and Girls (MMIWG), including a greater commitment by all levels of government to investigate and prevent violence against Indigenous women going forward.

Few felt that reconciliation had been a major priority for the Government of Canada in recent years. While a number were of the impression that there had been increased funding for Indigenous-focused initiatives and financial support for Indigenous communities, it was generally felt that these actions had done little to tangibly improve the lives of Indigenous peoples. Discussing initiatives such as the introduction of an annual National Day for Truth and Reconciliation, while some felt this to be a step in the right direction, it was generally thought that too much of this day was focused on ceremonies and events rather than educating Canadians about the historical and contemporary challenges faced by Indigenous peoples.

Arab Canadians (Montreal Arab Canadians)

Arab Canadians residing in Montreal took part in a discussion related to the Arab diaspora in Canada. Most felt that the Government of Canada was currently on the right track when it came to supporting Arab Canadians, with a number of the impression that they had been provided the same level of respect and opportunity as other Canadians. Asked to identify areas impacting Arab Canadians that they felt required greater attention from the federal government, a number believed that more needed to be done to make the immigration process more equitable for those from Arab countries, with a few of the view that it was currently more difficult for Arab individuals to immigrate to Canada and bring family members into the country compared to immigrants from other parts of the world.

Discussing ways that the federal government could more effectively engage with Arab Canadians, several believed that more could be done to reach out to and collaborate with Arabic cultural organizations and community centres across Canada. It was also thought that more could be done to expedite the foreign credential recognition process for Arab Canadians as well as to expand Arabic language accessibility for federal government services and programs.

Immigration (Lower Mainland B.C. Recent Immigrants)

Participants residing in B.C.'s Lower Mainland discussed a range of issues related to immigration. All reported having recently immigrated to Canada within the past ten years. Asked to describe the current state of the Canadian immigration system, several felt that while the process was relatively straightforward it often took a considerable amount of time for an individual to become a Canadian citizen. Discussing their personal experiences with the immigration system, participants shared a number of perspectives. While several recalled that their own immigration process having been completed within a matter of months, most believed that this was primarily due to them having skilled work experience and/or having already been hired by a Canadian company. Among those who did not have employment upon their arrival in Canada and/or did not have an in-demand skillset at the time of their immigration, it was generally felt that the immigration process had been considerably slower.

Asked to describe ways that the Government of Canada could improve the immigration system, several believed that efforts could be taken to reduce processing times and the number of steps required to acquire citizenship. Discussing whether they felt it was important for the federal government to address issues related to the foreign credential recognition process, several believed that it was. Among these participants, it was felt that the process of becoming certified to work in one's field of expertise in Canada was often lengthy and expensive and that more needed to be done to streamline this process for new immigrants.

Most felt that the Government of Canada was on the wrong track when it came to immigration. Asked whether they felt the Government of Canada should increase, decrease, or maintain the rate of immigration at its current level, almost all believed that immigration should be decreased. A large number expressed concerns related to the availability of housing and employment opportunities at present and believed that continued increases in population would likely exacerbate these issues further. It was felt that by temporarily decreasing immigration in the short-term, the federal

government would be better able to address the issues currently impacting those already living in Canada.

Northwest Territories (Northwest Territories)

Participants residing in NT took part in a short discussion related to their local region. Asked to identify the top issues facing their respective communities that required further prioritization from the federal government, participants mentioned challenges related to food security and the high cost of groceries in the North, a perceived lack of skilled workers across a range of sectors, and the need to build additional infrastructure (such as highways) to make it easier to transport goods into the region.

Asked to identify the most important sectors to their respective communities, participants mentioned areas such as mining, oil and gas exploration and extraction, and tourism. Questioned whether they felt that the Government of Canada was currently on the right track when it came to engaging with those residing in NT, most had a neutral impression, while a smaller number believed it to be headed in the wrong direction on this front. Discussing how the federal government could better engage with those in their region, several believed that there should be a greater presence of federal officials in NT communities. It was felt that this would provide the opportunity for more-in depth discussions regarding the challenges currently facing the North and the potential supports that the Government of Canada could provide.

Housing (London, Urban Centres Prairies Indigenous Peoples, Victoria and Nanaimo, Prince Edward Island, GTA Renters, Montreal Arab Canadians, Northwest Territories, Mid-Size and Major Centres Quebec Concerned About the Cost of Living)

Participants in eight groups took part in conversations related to housing. These discussions focused on participants' reactions to housing-related measures recently announced by the Government of Canada, challenges facing renters, and the housing situation in Canada's North.

Housing Initiatives (London, Urban Centres Prairies Indigenous Peoples, Victoria and Nanaimo, Prince Edward Island, GTA Renters, Montreal Arab Canadians, Mid-Size and Major Centres Quebec Concerned About the Cost of Living)

Seven groups discussed a number of recent announcements from the Government of Canada related to housing, including those pertaining to the Housing Accelerator Fund. Asked whether they were aware of the Housing Accelerator Fund, few reported having heard of this initiative. Among those who had heard something, it was primarily believed that this program was focused on building new housing at a faster pace that would be affordable to lower- and middle-income Canadians.

Provided with information regarding the Housing Accelerator Fund and other actions the Government of Canada was taking related to housing, while most reacted positively to these initiatives and felt that they represented a step in the right direction, few expected they would have a significant impact on addressing the current challenges related to housing. Several expressed concerns that these issues did nothing to address the affordability of housing and believed that more steps needed to be taken to

ensure that the housing built through the Housing Accelerator Fund would be accessible for lower- and middle-income Canadians.

Asked what impact they expected these initiatives would have on their communities, several were hopeful that increases in the housing supply would remove some pressure from the housing and rental markets and make housing more affordable in the long term. A small number expressed concerns regarding potential rapid increases in the population of their communities in the event that large new housing developments were built and questioned whether there was sufficient infrastructure and services in place to accommodate this influx of new residents.

Those in groups based in London and Victoria and Nanaimo were asked an additional question regarding whether they had heard the term 'exclusionary zoning' before. Very few were previously aware of this term. Asked how they felt about the Government of Canada asking local governments to end exclusionary zoning in exchange for funding for housing, participants were mixed in their opinions. While some felt that this would be an effective way to encourage the building of new housing, a larger number believed that funding for new housing should not be dependent on exclusionary zoning decisions. It was felt that in many municipalities exclusionary zoning laws had likely been implemented due to a range of considerations, including the impact of new housing on community services and the environment, and that it might not be feasible for communities to change these regulations.

All groups except Arab Canadians residing in Montreal were asked whether, having now discussed these measures, they felt the Government of Canada was on the right or wrong track when it came to addressing the housing situation. On balance, slightly more felt that the federal government was headed in the right direction on this front compared to those who felt otherwise.

Renters (GTA Renters)

Participants in one group, comprised of renters residing in the GTA, discussed issues related to housing in their community, with a particular focus on participants' experiences as renters. All felt that the housing market in the GTA was very expensive at present, believing this to be the case both for renters as well as those looking to purchase a home. Several viewed these challenges as being primarily related to a perceived low supply of available housing in the GTA, which they believed had served to drive up housing costs for those looking to rent or purchase a home. Discussing additional factors that they felt had contributed to the perceived lack of available rental housing in their communities, participants cited a range of factors. These included homes being purchased as investments and left vacant, corporations purchasing large swaths of housing and increasing rental costs on these properties, and high levels of immigration in recent years which had further increased the demand for housing in their area.

Describing additional actions that the Government of Canada could take to better assist renters, a number felt that it should place a greater focus on the construction of publicly funded housing for lower- and middle-income Canadians as well as an increased emphasis on co-operative housing developments. It was also felt that actions should be taken to increase the financial penalties for those who decide to leave their properties vacant rather than placing them on the rental market.

While all aspired to be homeowners one day, only a small number believed that this was something that they could realistically achieve. Asked whether they felt the federal government was on the right or wrong track when it came to making home ownership more attainable for first-time home buyers, participants were mixed in their views. A number felt that while the Government of Canada was aware of the issues facing homebuyers and taking steps to address these challenges, little progress had been made on this front. Presented with information regarding the actions the federal government was taking to assist prospective home buyers, while several felt that these actions were a step in the right direction, a number were concerned that they would not be enough to address the issues related to the affordability of housing.

Northern Housing (Northwest Territories)

Participants residing in NT briefly discussed the housing situation in their region. All viewed housing as a major issue in their communities at present. Describing the biggest challenges related to housing in the North, participants mentioned issues such as a lack of affordability, limited supply, and a perceived shortage of construction materials and workers required to build new housing. A number described the quality of housing in NT as an issue, believing many homes in their communities were in poor condition, unsuitable for extreme cold temperatures, and in need of significant repairs. All expected that these problems would persist in the coming years unless there was significant action taken to increase the housing supply.

Most felt that the Government of Canada was currently on the wrong track when it came to addressing the housing situation in the North. Asked what more could be done by the federal government on this front, participants suggested actions such as increasing funding towards the construction of new housing in the North, the development of housing specifically for at-risk or marginalized populations (such as Indigenous peoples) and stronger regulations regarding the amounts landlords can charge for rent.

Groceries (Prince Edward Island, GTA Renters, Mid-Size and Major Centres Quebec Concerned About the Cost of Living, Edmonton)

Four groups took part in discussions related to the perceived high cost of groceries at present as well as the actions the federal government was taking to help make groceries more affordable for Canadians. All were of the impression that the cost of groceries had risen considerably in recent years, with many believing that this had primarily been the result of increased transportation and manufacturing costs as well as disruptions to global supply chains believed to have been caused by the COVID-19 pandemic.

Participants residing in Edmonton and Quebec discussed the strategies that they had been using to help save money on their grocery expenses. Many reported that they were now preparing more meals for themselves at home rather than dining at restaurants or ordering takeout. Several had begun utilizing coupons and price matching to reduce grocery costs as well as shopping at stores where food prices were generally cheaper. Asked whether they would be likely to turn to the Government of

Canada for information regarding strategies to save money on groceries, few indicated that they would.

All groups were asked whether they had seen, read, or heard anything from the Government of Canada regarding the actions it was taking to address the cost of groceries. While most had not heard anything, a small number recalled actions such as the provision of a one-time Grocery Rebate to eligible lower-income Canadians who were struggling with the cost of groceries as well as recent meetings between federal officials and the heads of major grocery chains to discuss ways to make groceries more affordable. Provided with information regarding the actions the federal government was taking on this front, most reacted positively. Many, however, believed that the effectiveness of these measures would largely be dependent on their implementation as well as whether major grocery chains would follow through on their commitments to stabilize grocery prices. Several spoke positively regarding the proposal to amend the *Competition Act* to empower the Competition Bureau to take actions to make the grocery sector more competitive, including removing barriers for smaller competitors looking to enter this sector.

Almost all felt that, if properly implemented, these measures would have an impact on lowering the cost of groceries. Though a number reported feeling more optimistic now that they knew the federal government was pursuing these measures, several questioned why action had not been taken sooner and with greater urgency. Among these participants, it was felt that rising food costs had been an evident issue for a number of years and that more proactive measures should have been taken by the Government of Canada to prevent this situation from escalating into what, in their opinion, could now be considered a crisis. Asked whether they expected these actions would have a major, minor, or no impact, most believed that these measures would have at least a minor impact on making groceries more affordable.

Fall Economic Statement (Montreal Arab Canadians)

Participants in one group engaged in a brief discussion related to the Government of Canada's upcoming Fall Economic Statement (FES), scheduled to be released on November 21st, 2023. No participants reported having heard about the FES prior to this discussion.

Asked to identify the top issues that the federal government should be prioritizing as it prepares for its upcoming FES, participants mentioned areas such as health care, housing, and the ability of Canadians to access employment that pays a living wage. Other issues also viewed as important by participants included actions to mitigate the impacts of climate change, increased financial supports for lower- and middle-income households, improving and expanding public transportation infrastructure, and making recreational activities more affordable for families and youth.

Canada Pension Plan (Edmonton)

Participants residing in Edmonton engaged in a conversation related to the Canadian economy, as well as their perspectives related to the Canada Pension Plan (CPP). Asked how they would describe the



Government of Canada's management of the economy, almost all believed that there was room for improvement. Several felt that federal spending had increased substantially in recent years and that this had served to exacerbate the perceived high rate of inflation and challenges related to the cost of living. Discussing what they viewed as the most important economic issues at present, several mentioned the difficulties that they believed many Canadians were currently facing in meeting basic needs such as affording groceries and securing safe and accessible housing.

Asked how often, if ever, they thought about retirement, almost all reported that this was something they considered on a regular basis. Several were concerned about whether they would be able to afford to retire as planned (or ever), with a number commenting that they did not have much in the way of savings and/or a pension through their employer.

All were familiar with the CPP. Asked if they had heard about any recent news related to the CPP, a small number were aware of a recent proposal by the Government of Alberta to withdraw from the CPP and create a provincially operated Alberta Pension Plan. Concerns were expressed that if the Government of Alberta were to take this action it could greatly diminish CPP payments for other Canadians and could also lead to financial uncertainty for Albertans, especially seniors and individuals nearing retirement. All were of the view that this issue should be addressed by the Government of Canada with a great deal of care, caution, and consideration, as it had the potential to weaken the pensions of all Canadians if not handled correctly.

Discussing their views on the CPP more broadly, all felt that it was worth contributing a portion of their earnings today to receive support later in life. With this in mind, many identified the CPP as a critical aspect of their retirement planning. Informed that, as of 2019, the CPP was gradually being enhanced, meaning that workers today would need to contribute a bit more annually in order to end up with higher benefits when they retire, all felt that this was a step in the right direction.

Health Care (Urban Centres Prairies Indigenous Peoples, Rural Ontario, Northwest Territories)

Three groups took part in conversations related to health care. These discussions focused on participant perspectives related to health care provision in their communities, actions the Government of Canada could take to improve the health care system, and the unique experiences of Indigenous peoples in accessing health care.

Health Care Perspectives (Rural Ontario, Northwest Territories)

Two groups shared their perspectives related to health care in their communities as well as Canada more broadly. Asked how they would describe the health care system in Canada today, several felt that it was experiencing considerable strain at the moment. It was believed that health care providers in many parts of the country continued to face backlogs of appointments and procedures in the wake of the COVID-19 pandemic. It was also thought that there was currently a shortage of health care workers such as doctors and nurses in many parts of the country.

All felt that improvements could be made related to health care provision in Canada, with a larger number believing that major changes were necessary compared to those who felt that minor changes would likely suffice. Discussing the types of changes that they felt were necessary, a number believed that more needed to be done to incentivize young Canadians to enter the health care field, expand the number of seats available in health care education programs, and make this process more affordable for those from lower- and middle-income backgrounds.

Participants were next asked whether they were typically able to access the health care they required in their local communities. While some reported they could receive basic care in their communities, most indicated that in order to access appointments and/or procedures with specialists they often had to drive several hours or, in the case of those in the Northwest Territories, travel outside of their territory. Asked how their experience accessing health care had changed in recent years a number described increasing challenges related to finding a family doctor, accessing services such as dental care in their communities, and longer wait times for important appointments and procedures.

Most were of the opinion that the Government of Canada's role in health care should primarily be focused on ensuring that provinces/territories had the funding they required to facilitate the delivery of effective health care to their constituents. Discussing ways that the federal government could improve on this front, it was thought by several that greater investments needed to be made towards treating issues related to mental health as well as making it easier for health care professionals to become licenced and practice in different provinces and territories.

Indigenous Health Care (Urban Centres Prairies Indigenous Peoples)

Participants in the group comprised of Indigenous peoples residing in urban centres in the Prairies shared their perspectives related to health care provision in their communities as well as the unique challenges faced by Indigenous peoples on this front. Several felt that health care provision in their communities was facing significant challenges at present and had worsened in recent years. Issues identified by participants included long wait times for emergency care, a perceived lack of doctors and nurses, and increased demand for health care services in the wake of the COVID-19 pandemic.

Asked whether they felt that Indigenous peoples experienced a different level of care compared to non-Indigenous peoples, most believed this to be the case. A number believed that Indigenous individuals frequently faced discrimination when attempting to access health care, including encountering stigma related to the perception that Indigenous health problems were often connected to addiction and substance use. Describing additional barriers faced by their community, several identified the high proportion of Indigenous peoples residing in rural or remote areas and the difficulties these individuals faced in accessing health care within their own communities.

Discussing the availability of traditional Indigenous medicines and health practices in their communities, most believed that these were relatively easy to access. Participants were mixed in their perspectives regarding the importance of traditional medicines and practices, with a roughly equal number reporting relying upon these regularly as those who had rarely or never accessed them. Identifying ways the federal government could improve health care provision for Indigenous peoples, participants mentioned potential actions such as expanded cultural sensitivity training for all health

care providers, a greater emphasis on doctors and nurses spending time in Indigenous communities during their training, and increased incentives and encouragement for Indigenous individuals to work in the health care sector.

It was widely thought that more needed to be done to increase accessibility in Indigenous communities to mental health and addiction treatment services specifically designed for Indigenous peoples. All identified substance abuse as a major problem in their communities and believed that far too few resources had been devoted towards addressing this issue. Asked if they could recall any efforts by the Government of Canada on this front, a number mentioned its support for initiatives such as safe consumption sites and the distribution of take-home naloxone kits.

Pharmacare (GTA Renters, Rural Ontario)

Two groups engaged in discussions related to the potential implementation of a national pharmacare program. All believed that this should be a top priority for the Government of Canada. Asked what factors the Government of Canada should keep in mind when planning the next steps of a national pharmacare plan, many felt that it was most important to prioritize ensuring all Canadians were able to access prescription drugs that had life-saving properties. Others highlighted the importance of ensuring that the same program with the same benefits was available across Canada, rather than having different levels of coverage dependent on one's province/territory.

Almost all residing in the Greater Toronto Area (GTA) expressed a preference for a universal public approach to pharmacare, believing that providing equal coverage to all Canadians represented the fairest way of delivering this type of program. Those in the group based in rural Ontario felt differently, with many favouring a 'close the gaps' approach, primarily as a way of minimizing the potential costs of this program. Asked if a national pharmacare program would make life more affordable, most in the GTA felt that it would, especially for those facing financial challenges. Almost all residing in rural Ontario, however, believed that the financial costs of creating and operating this program would require increased taxation and lead to life being less affordable as a result.

Participants in the GTA expressed support for a national pharmacare program, with most saying that they would support its implementation even if it resulted in increased taxes and/or added to the deficit. Those in rural Ontario were more conditional in their support. While almost all in this group supported the creation of a national pharmacare program, none indicated that they would continue to do so if it resulted in additional taxes or increases to the national deficit.

Climate Change (Northwest Territories, Victoria and Nanaimo)

Participants in two groups engaged in discussions related to climate change and its potential impacts. Those residing in the Northwest Territories began their discussion by focusing on issues related to climate change that they believed were having a particular impact on communities in Canada's North. Asked if they felt that climate change was having a major or minor impact in the North at present, most felt that the impact had been relatively minor. Several, however, expected that while minor at

present, these impacts would likely increase in severity as time went on. Discussing whether they had noticed any environmental changes that they believed had been caused by climate change, several identified issues such as reduced snowfall, lower water levels, and elevated solar intensity in recent years.

Participants residing in Victoria and Nanaimo were asked how important a priority they felt climate change should be for the Government of Canada. Almost all believed that climate change needed to be one of the federal government's highest priorities, expressing concerns that if immediate action was not taken, it may be too late to reverse its future impacts. Discussing what came to mind when thinking about the potential impacts of climate change, participants identified a number of challenges, including flooding, wildfires, drought, a greater frequency of extreme weather events and natural disasters, rising sea levels, the thawing of permafrost in the North, higher temperatures, and an increased likelihood of contagious disease outbreaks and global pandemics.

All in this group were of the view that climate change had a major impact on the cost of living and everyday goods and services. It was thought that climate change-related weather events had caused significant property damage, destroyed agricultural operations, and increased home insurance rates. Discussing the impact of climate change on infrastructure in their area, many were of the opinion that it had been mild-to-moderate, though expected that this would escalate in the near future if the frequency and intensity of extreme weather events and natural disasters continued to accelerate. Several also expressed concerns about the impact of changing climate and weather patterns on the agricultural industry. A few felt more positive about the potential response to climate change for the economy, believing that efforts in this area would likely produce a number of high-paying jobs related to the green economy, renewable resource development, and climate change mitigation.

Participants in both groups were asked if they felt that their communities were prepared to handle the potential impacts of climate change. Most did not believe that they would be ready to do so. Discussing what actions, if any, that their households had taken to prepare, many in Victoria and Nanaimo reported installing air conditioning units and/or purchasing fans to cope with increasing temperatures during the summer months. A number reported that they had begun to grow their own food as well as stockpile food supplies, drinking water, and gasoline due to concerns regarding potential shortages or natural disasters in the future.

Few in NT reported having taken any measures to prepare their household for climate change. Discussing how the Government of Canada could support communities in the North with preparing for these impacts, many in this group expressed a desire for the federal government to purchase and supply response equipment which could be stored in local communities, as well as to fund and support the training of individuals to operate this equipment in the event of a natural disaster. Several also suggested long-term support, including continued investments in renewable energy and upgrades to increase the climate resilience of vital infrastructure such as roadways and bridges.

Carbon Pricing (Prince Edward Island, Rural Ontario)

Participants in two groups took part in conversations related to the Government of Canada's carbon pricing system. To begin, participants were asked how important they felt it was for the federal government to work towards reducing carbon pollution in Canada. While most viewed this as an important priority, several indicated that they did not expect any efforts by Canadians to reduce carbon pollution would be impactful without the full participation of the international community. While many were aware of Climate Action Incentive payments (CAIPs), only a few were of the impression that they or someone they knew had received one.

Provided with information related to the carbon pricing system, many in PEI reacted positively to this information, believing that this system would incentivize more people to use renewable sources of energy, which in turn would reduce overall carbon emissions. All of those in rural Ontario reacted negatively, believing that this system was inefficient and would not have a tangible impact on reducing emissions or mitigating the impacts of climate change.

A large number stated that they felt the system was unfair to people living in rural communities, as these individuals often needed to drive long distances each day and did not have access to alternative modes of transportation such as public transit. Informed that those living in rural communities would be receiving a 10 per cent supplemental top-up to the CAIPs they received, none indicated that this information had changed their opinion of carbon pricing in Canada. Asked whether they felt that this approach to carbon pricing was fair to those living in rural and smaller communities, almost all believed that it was not.

Community Safety (Urban Centres Prairies Indigenous Peoples)

One group, comprised of Indigenous peoples residing in urban centres in the Prairies, shared their perspectives regarding the safety of their respective communities. Many reported feeling less safe in their communities as of late, with several of the impression that crimes such as assaults, property thefts, domestic violence, drug trafficking, and gang activity had been occurring with increasing frequency in recent years.

Asked if they were aware of any recent actions by the Government of Canada related to addressing crime, none could recall any initiatives on this front. Questioned specifically if they were aware of any actions related to the increased regulation of firearms, several indicated that they were. Actions recalled by participants included the implementation of a buyback program for recently prohibited firearms, as well as efforts to strengthen the screening and certification process for those interested in purchasing a firearm.

Discussing what further actions the federal government could take related to reducing crime, a number believed that more should be done to address the mental health issues that they believed many Canadians were currently facing. It was thought that taking this step would address what participants viewed as one of the key drivers behind the perceived recent rise in crime in their communities.

News Media (Winnipeg Heavy Social Media Users)

Participants residing in Winnipeg engaged in a conversation related to the news industry in Canada. All identified as heavy users of social media. Asked to describe the ways in which they felt that the news media industry had changed over the last decade, a number believed that the news had shifted to a more global perspective. Several were of the impression that there had been a significant transition towards digitally based news over the past decade, including an increased prevalence of news items being conveyed through short-form videos and text posts on social media.

All felt that Canadians had more ways to access the news today relative to previous decades. Several, however, shared concerns that this increase in accessibility had also been accompanied by an increased proliferation of misinformation and disinformation, making it difficult in some circumstances to determine whether the news one was reading was trustworthy. Asked whether they felt there was a wide variety of coverage of news and events in their local community, few believed this to be the case, with most reporting that the news they received was primarily focused on national and/or global events.

Most expected that there were far more news outlets at present compared to ten years ago, with several of the impression that this increase had been connected to the growth of social media as well as the relative ease in establishing an online news outlet compared to creating a television channel or starting a newspaper. Almost all, however, thought that there were fewer jobs in journalism today compared to ten years ago. Informed that journalism jobs and the number of news outlets operating in Canada had decreased considerably over the past decade a number expected it to be due to a larger number of Canadians now preferring to access their news primarily through social media and/or other digital platforms.

While concerned about the state of news media in Canada, very few believed that this should be a top priority for the federal government at present. Several were of the perspective that as long as Canadians had the ability to access trustworthy news coverage from unbiased sources, there was no need for the Government of Canada to provide financial support to those outlets that were currently struggling. Provided with information related to a recent law that the federal government had passed related to better protecting Canadian news outlets and journalists, most were of the view that the intent of this law appeared reasonable and felt that it was important that news outlets and journalists be compensated fairly. A large number, however, believed that the implementation of this legislation had resulted in negative consequences for Canadians. A number reported that Meta's Facebook and Instagram platforms had been their primary source for news and that, due to Meta's decision to block news content for Canadians on its platforms, they no longer consumed any news at all.

Social Media (Winnipeg Heavy Social Media Users)

Participants in the group comprised of heavy social media users residing in the City of Winnipeg engaged in a discussion regarding their social media usage as well as their perspectives regarding the presence of misinformation on social media channels. Asked what social media platforms they use most frequently, many identified YouTube, Facebook, Instagram, and TikTok, with a smaller number

mentioning X (formerly Twitter). Discussing the aspects of these platforms that appealed to them most, several spoke positively of the ability of social media to provide them with online connections to friends and family, as well as the entertainment they derived from the content posted on these platforms.

Discussing their experiences with misinformation on social media, all reported that they frequently came across online content that they felt might be inaccurate or misleading. Many were familiar with the term 'misinformation,' while fewer had heard the term 'disinformation.' Asked what they believed these terms referred to and how they differed, most believed that misinformation was information that was incorrect, while disinformation was information that was intentionally designed to mislead.

All indicated that they were concerned about the spread of misinformation and disinformation online. While misinformation was viewed as more prevalent, disinformation was thought to be more dangerous, given the perceived nefarious intentions of those who produce and disseminate it. Discussing what should be done to limit the spread of misinformation and disinformation online, several believed that credible news sources should be prioritized by social media algorithms over those with questionable motivations and/or with a historical record of publishing inaccurate information. Others felt that there should be a zero-tolerance policy for accounts that post misinformation and disinformation on social media, and that all accounts engaging in this activity should be removed.

Questioned whether they felt that Government of Canada had a role in combatting misinformation and disinformation, participants were mixed in their views. Several stated that while the federal government should continue to regulate the content of traditional media outlets, attempting to regulate the content generated by individual users of social media platforms would be inappropriate.

Public Sentiment (Montreal Arab Canadians, Lower Mainland B.C. Recent Immigrants)

Two groups, comprised of Arab Canadians in Montreal and recent immigrants residing in British Columbia (B.C.)'s Lower Mainland respectively, shared their perspectives regarding their futures in Canada, as well as the inclusiveness of Canadian society. Sharing what made them feel optimistic about their future in Canada, many identified such factors as freedom, safety, opportunity, and peace. Other factors included what they viewed as the widespread accessibility of Canadians to health care, arts and culture, and natural spaces. Asked what concerned them regarding life in Canada going forward, several mentioned the high cost of living, inflation, a perceived lack of competitive wages, difficulties in affording housing, and the impacts of climate change in the years to come. A number were worried about retirement and life in their senior years, with some indicating that they were considering moving back to their countries of origin due to concerns that they would not be able to afford to retire in Canada.

Discussing the state of diversity, equity, and inclusion in Canada, many expressed positive views. It was thought that Canada was a highly diverse country and one that typically placed a high priority on multiculturalism compared to other jurisdictions throughout the world. Asked if they felt that Canadian society was welcoming and respectful of different cultures, beliefs, and values, almost all felt that it was. A few in the group comprised of recent immigrants shared a more nuanced perspective,

expressing the view that while Canada promoted multiculturalism, diversity, and inclusivity, most immigrants continued to seek social connections within their own diaspora groups rather than among Canadians more broadly.

Employment Insurance (Prince Edward Island)

Participants residing in Prince Edward Island (PEI) took part in a brief discussion related to Employment Insurance (EI). Almost all were familiar with this program, and a number had previously accessed it themselves or had known someone who had done so. Asked whether they thought EI was a valuable program for Canadians, most believed that it was. Among those who had previously accessed EI or knew of someone who had, however, all felt that the program did not meet Canadians' needs. Questioned whether they would be willing to pay higher EI premiums in order to receive more generous benefits, however, none indicated that they would. Describing their reasoning, participants mentioned concerns related to the potential misuse of this program and the concern that higher benefit payments might encourage the dependence of some Canadians on this program rather than seeking new employment.

Discussing potential barriers individuals may face when re-entering the workforce, participants identified concerns related to anxiety over beginning a new job, costs associated with training and recertification, as well one's ability to relocate to areas where there was a higher demand for workers in their field of expertise. Asked how the EI program could better assist Canadians when it comes to re-entering the workforce a few suggested that EI payments should continue for the initial weeks after an individual finds new employment. It was felt that this supplemental income would go a long way towards reducing the financial and mental stress they felt was often associated with starting a new job.

Local Industries (London)

Participants residing in London, Ontario engaged in a brief discussion related to local industries and the current state of the employment market in their area. Asked how they would rate the quality of the job market in London at present, participants were mixed in their responses. While it was generally believed that there were numerous jobs available, several were of the impression that many of these positions did not offer a living wage and/or were physically intensive and may not be accessible to persons with disabilities and others who were less physically able. Sharing their perspectives regarding what the local job market would look like five years from now, most were hopeful that it would improve, with a number believing that there would likely be job growth in areas such as post-secondary education, health care, and manufacturing. Several, however, expressed concerns related to the ability of wages to keep pace with the rising cost of living as well as the potential negative impacts of artificial intelligence (AI) on the employment market going forward.

Asked to identify the most important industries in their local region, participants mentioned sectors such as agriculture, health care, post-secondary education, and manufacturing. Questioned whether they felt that auto manufacturing specifically would be an important industry in London over the next five to ten years, a number expected that it would. Discussing whether they had seen, read, or heard

anything in the last few months related to the Government of Canada and a new EV battery plant being built in their area by Volkswagen, very few reported being aware of this project. Most reacted positively to this news, believing this to be a step in the right direction towards bolstering the local economy and increasing the number of high-paying jobs available to local workers. Several thought that this project would have a positive impact on the local economy in the long term and believed that, if successful, it could encourage other foreign companies to make similar investments towards expanding their operations in Canada.

Informed that the Government of Canada had agreed to provide Volkswagen with up to \$13 billion in subsidies over 10 years, several expressed concerns regarding what they viewed as the significant cost of these subsidies. A number felt that the financial cost of these subsidies far exceeded the potential economic benefits and job creation related to this project. Among these participants, it was believed that these investments by the federal government could be better spent towards improvements in other areas such as health care, which they felt required increased funding at present.



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The Strategic Counsel

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Detailed Findings

Timeline of October 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 October 2023.

- October 1-7
 - October 3. The Government of Canada and Government of Saskatchewan announced an investment of \$5 million for the Saskatchewan Food Development Centre in Saskatoon to increase agri-food exports in the province.
 - [Focus group was held with the general population in London \(October 3rd\).](#)
 - October 4. The Government of Canada announced that it will be investing \$12.5 million from the Environmental Damages Fund's Climate Action and Awareness Fund towards new collaboration with philanthropic organizations to support environmental literacy projects across Canada.
 - [Focus group was held with Indigenous peoples in the Urban Prairies \(October 4th\).](#)
 - October 5. The Government of Canada announced an investment of \$49 million through the Strategic Innovation Fund to support the creation of the conscience-led open science drug discovery network, a project that aims to streamline drug production using collaborative practices amongst stakeholders in the scientific community and artificial intelligence (AI).
 - October 5. The Government of Canada announced measures to stabilize grocery prices after a meeting with leaders of the five largest grocery chains in Canada.
 - October 5. The Government of Canada announced that the Department of Finance will be implementing several new measures aimed at protecting Canadian consumers and growing the clean economy, such as mitigating predatory lending and engaging in consultations on potential tax credits.
 - [Focus group was held with the general population in Victoria and Nanaimo \(October 5th\).](#)
 - October 6. The Government of Canada through Pacific Economic Development Canada (PacifiCan) announced an investment of \$1.4 million in funding to support six projects throughout Lower Mainland British Columbia (B.C.) to upgrade infrastructure and enhance tourism.
 - October 7. The terrorist organization Hamas committed a series of attacks against Israel, resulting in over a thousand civilian deaths and the kidnapping of hundreds of others. Following these attacks, Israel declared war on Hamas. The Government of Canada unequivocally condemned these attacks and reaffirmed its support for Israel's right to defend itself in accordance with international law.
- October 8-14
 - October 10. The Government of Canada announced a \$1.2 billion (over three years) bilateral agreement with the Government of B.C. to improve health care provision in the province.

- Focus group was held with the general population in Prince Edward Island (PEI) (October 10th).
- October 11. The Government of Canada announced an investment of \$16.5 million under the Skills for Success program to improve skills training opportunities for Canadians throughout the Greater Toronto Area (GTA).
- Focus group was held with renters in the GTA (October 11th).
- October 12. The Government of Canada announced an initial investment of \$10 million in humanitarian funding to provide food and water, as well as protection services and emergency medical aid to victims in Israel, the West Bank, and the Gaza Strip.
- Focus group was held with Arab Canadians in Montreal (October 12th).
- October 15-21
 - October 16. The Government of Canada, through PacifiCan, announced over \$3 million in funding towards four projects that will support small and medium-sized businesses in B.C. and help workers in improving their technical skills.
 - October 16. The Government of Canada announced the finalization of its agreement with Umicore to build a rechargeable battery materials plant in eastern Ontario. Umicore announced an initial investment of \$2.1 billion for the first stage of the project.
 - Focus group was held with the general population in Rural Ontario (October 16th).
 - October 17. The Government of Canada introduced a new Canada-Ukraine Free Trade Agreement in the House of Commons that, if adopted, will provide preferential market access for merchandise trade with the aim of aiding Ukraine in its economic reconstruction in the aftermath of the Russian invasion.
 - October 17. The Government of Canada, through PacifiCan, announced an investment of \$3.6 million to support B.C. Indigenous company, Ketselas Geothermal, in harnessing geothermal energy for commercial use, and fostering economic growth for Ketselas First Nation and the surrounding region.
 - October 17. The Government of Canada announced the introduction of several new measures to protect Canadians from rising mortgage fees, improve low-cost financing options, and lower non-sufficient fund (NSF) fees, with the aim of ensuring that Canadians are treated fairly by their banks.
 - Focus group was held with heavy social media users in Winnipeg (October 17th).
 - October 18. The Government of Canada and the Federation of Canadian Municipalities (FCM) announced an investment of \$13.5 million towards five communities in Alberta to develop energy retrofit financing programs for Albertans who are seeking to make their homes more energy efficient.
 - Focus group was held with the general population in the Northwest Territories (NT) (October 18th).
 - October 19. The Government of Canada announced the introduction of CAN Work Philippines, a pilot program designed to bring skilled workers from the Philippines to Canada more efficiently, to work in key sectors such as health care, construction, and agri-food.

- October 19. The Government of Canada confirmed the safe removal of 41 Canadian diplomats formerly residing in India after the Indian government communicated its formal intention to remove their immunities.
- [Focus group was held with those concerned with the cost of living in Quebec \(October 19th\).](#)
- October 20. The Government of Canada announced an investment of \$26 million from the Canadian Institutes of Health Research to address high-priority health challenges such as providing health access to rural and remote areas, supporting mental health for equity-deserving communities, and better coordinating care for those experiencing long-term illnesses.
- October 20. The Government of Canada announced an investment of over \$219 million to support farmers and ranchers as they recover from droughts and wildfires which had occurred in recent months throughout western Canada.
- October 20. The Government of Canada, through PacificCan, announced an investment of \$9.9 million to grow the Integrated Marketplace, a platform for technology companies in B.C. to innovate, address business challenges, and advance climate action in the region.
- October 21. The Government of Canada announced an additional \$50 million in humanitarian funding to address the acute needs of Palestinians in the Gaza Strip and neighbouring areas.
- October 22-28
 - October 24. The Government of Canada and Government of Saskatchewan announced a joint investment of \$6.9 million to support nine water infrastructure projects across the province.
 - October 24. The Government of Canada announced an investment of \$15 million that has since been matched by the Nature Conservancy of Canada to advance efforts to meet its goal of protecting 30 per cent of lands and waters by 2030.
 - October 24. The Federal Court of Canada approved a \$23.34 billion settlement agreement to compensate Indigenous children and families who were harmed by discriminatory funding under the First Nations Child and Family Services (FNCFS) program.
 - [Focus group was held with the general population in Edmonton \(October 24th\).](#)
 - October 25. The Government of Canada announced an investment of \$90 million through the Canada Growth Fund to support Alberta company, Eavor Technologies Inc., in creating jobs and improving geothermal energy production.
 - [Focus group was held with recent immigrants in Interior B.C. \(October 25th\).](#)
 - October 26. The Government of Canada announced the adoption of Bill S-12 into law. Bill S-12 clarifies and strengthens regulations surrounding the National Sex Offender Registry to protect victims under the *Criminal Code of Canada*.
 - October 26. The Government of Canada announced new measures to lower energy and heating bills for Canadians by temporarily pausing the fuel charge on deliveries of heating oil and doubling the rural top up for pollution pricing rebates, among other measures.
 - October 27. The Government of Canada announced changes to the International Student Program to protect prospective international students from receiving fraudulent letters of acceptance sent by nefarious actors for financial gain.

- October 27. The Government of Canada announced that it would be matching donations made to the Gaza Humanitarian Emergency Appeal. It was announced that every donation made by individuals to the Humanitarian Coalition and its members retroactively from October 7th, 2023, until November 12th, 2023, would be matched, up to a maximum of \$10 million.
- October 27. In response to the October 7th terrorist attacks perpetrated against Israel by Hamas, Israel launched a large-scale ground incursion into Northern Gaza.
- October 29-31
 - October 30. Health Canada announced an investment of \$21 million to support organizations addressing substance abuse-related harms across the country.
 - October 30. The Government of Canada announced details of its \$102.3 million investment to support public transit infrastructure improvements across B.C.
 - October 31. The Government of Canada announced a report entitled *An Immigration System for Canada's Future*, which outlined several measures for strengthening immigration and economic growth in Canada such as planning for health care, housing, and infrastructure.
 - October 31. The Government of Canada announced the launch of a \$1.5 billion infrastructure fund to address gaps in obtaining sustainable critical minerals for sectors such as electric vehicle (EV) battery manufacturing.

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:

- Announcements by the Government of Canada related to increasing the housing supply across the country. These included investments towards the building of new homes in London, Ontario through the Housing Accelerator Fund as well as the announcement by the federal government that it would be removing the goods and services tax (GST) from the construction of new rental developments;
- Meetings between federal government officials and the heads of major grocers to discuss ways to stabilize grocery prices and make food more affordable going forward;
- The ruling by the Supreme Court of Canada that sections of the *Impact Assessment Act* enabling federal regulators to consider the potential environmental and social impacts when determining whether to approve resource and infrastructure projects, were unconstitutional;
- The Prime Minister's visit to Enterprise, Northwest Territories (NT) to assess the damage caused by largescale wildfires in the area and to discuss ways in which the federal government can help to support the community in its effort to rebuild; and

- The announcement by the Government of Alberta that it was considering exiting the Canada Pension Plan (CPP) and establishing its own provincially operated Alberta Pension Plan.

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

- A statement by the Government of Canada unequivocally condemning attacks perpetrated by the terrorist organization Hamas against Israeli civilians on October 7th, 2023. Several reported having closely followed this situation, including ongoing efforts by the Government of Canada to evacuate Canadians stranded in the region following the attacks;
- 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. Several recalled hearing that the Government of Canada had facilitated the safe departure of 41 diplomats and their dependants following a formal communication from the Government of India that it was planning to unilaterally remove their diplomatic immunities after October 20th, 2023;
- The resignation of the Speaker of the House of Commons when it was revealed that an individual who had served in Ukraine under the command of Nazi Germany in WW2 had been recognized in Parliament during a visit by the Ukrainian President;
- Continued military and financial assistance to Ukraine in support of its efforts to defend itself against the Russian invasion of its territory. Asked whether they were aware of a recent \$560 million investment (over three years) by the Government of Canada towards 50 armoured vehicles for Ukraine that would be manufactured in London, Ontario, very few in the group based in London indicated they were. While hopeful that this would be beneficial to the local economy, a number felt that, rather than providing international assistance, a greater priority should be placed by the Government of Canada on addressing other issues such as the high cost of living and perceived rising homelessness; and
- Efforts to make it easier for migrants from the Americas to come to Canada. A number in the group comprised of recent immigrants residing in the Lower Mainland of British Columbia (B.C.) recalled hearing that the federal government had been working to welcome up to 15,000 migrants on a humanitarian basis from jurisdictions such as Colombia, Haiti, and Venezuela.

News Sources (Montreal Arab Canadians, Winnipeg Heavy Social Media Users, Lower Mainland B.C. Recent Immigrants)

Participants in three groups briefly discussed the sources that they typically use to receive their news. Asked to share their primary sources for news, several mentioned televised outlets such as CBC, CTV, and BBC as well as legacy news organizations such as the Globe and Mail. A large number reported relying on social media for news, including platforms such as Facebook, Instagram, TikTok, and Reddit. A few also mentioned using sources such as local newspapers and radio to receive their news. Discussing which sources they felt were most reliable, participants were largely of the opinion that

mainstream news outlets were generally more trustworthy than news posted on social media or shared via word of mouth by friends and family. Questioned whether some social media platforms were more credible than others, participants in the group comprised of heavy social media users from Winnipeg felt that platforms such as Facebook and YouTube (and especially accounts operated by official news organizations) were generally more trustworthy compared to news items found on TikTok and Snapchat.

Asked if they ever accessed news in languages other than English or from another country, several in the groups comprised of Arab Canadians residing in Montreal and recent immigrants from B.C.'s Lower Mainland indicated they did. In addition to French language news, a number in the group comprised of Arab Canadians reported accessing news in Arabic from sources such as Al Jazeera, based in Qatar, Lebanon, and Tunisia. Those in the group of recent immigrants reported receiving news in Cantonese, Mandarin, Spanish, and French, from outlets located in China, Colombia, and France. Discussing where they would go if they were looking for news pertaining to the federal government, several indicated that they would likely utilize official websites operated by the Government of Canada as well as search engines such as Google if they wished to learn more about a specific topic.

Government of Canada Priorities and Performance (All Locations)

All 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 views. These included:

- Health care – While several spoke positively of the affordability and accessibility of health care in Canada, a number expressed concerns related to perceived health worker shortages in several parts of the country. Participants also felt that increased resources needed to be devoted towards mental health and addiction, believing these issues to have risen significantly among Canadians recent years. A few felt that there needed to be more centralized oversight of health care by the federal government to ensure that all provinces and territories were meeting basic standards in providing health care for their constituents;
- Climate change and the environment – A number viewed climate change as a major priority and felt that the Government of Canada had taken a number of actions, including the implementation of a price on carbon to reduce emissions and encourage greater sustainability among Canadians. It was felt by some, however, that there had been a notable increase in the frequency of natural disasters in recent years and that more urgent efforts were needed on the part of the Government of Canada to mitigate the impacts of climate change going forward;
- Reconciliation – While some felt that progress had been made on the process of reconciliation with Indigenous peoples, including greater outreach and recognition of the challenges faced

by Indigenous communities, several felt that more needed to be done on this front. It was believed that action needed to be taken by the Government of Canada to ensure all Indigenous communities had access to clean drinking water and safe and affordable housing. Additionally, a few in the group comprised of Indigenous peoples residing in the Urban Prairies believed that there needed to be a higher priority placed by the federal government on the processing of financial payments owed to Indigenous peoples through class-action settlements that had been reached in recent years; and

- Immigration – Several spoke positively of the numerous supports and benefits made available to new immigrants (such as language training) by the federal government. A number of those who had immigrated to Canada themselves recalled having received a high level of support from Immigration, Refugees, and Citizenship Canada (IRCC) throughout the immigration process. While generally supportive of immigration, some believed that the current level of immigration was too high and needed to be temporarily reduced to ensure basic needs such as housing, health care, and education were being met for the current population.

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

- Diversity and multiculturalism – Several spoke positively of what they viewed as the federal government’s commitment to protecting and promoting diversity, inclusion, and multiculturalism in Canada. A number among those who had immigrated to Canada commented that they had felt very welcome upon their arrival and had been treated with kindness and respect in their communities;
- Supports for low-income Canadians – A number felt that the Government of Canada had done a good job in supporting low-income Canadians struggling with the rising cost of living. A few specifically mentioned the provision of a one-time Grocery Rebate to some low-income Canadians as a positive action that the federal government had taken in this regard;
- Response to the COVID-19 pandemic – Some believed that the federal government had been highly effective in its management of the COVID-19 pandemic. A number spoke positively of the frequent and informative communications provided by the Government of Canada regarding its response to the pandemic as well as the provision of financial supports such as the Canada Emergency Response Benefit (CERB); and
- International affairs – A number thought that the Government of Canada had performed well on the global stage, maintaining strong relationships with its trading partners in the Group of Seven (G7) and providing ongoing support to Ukraine in its efforts to defend itself against the Russian invasion of its territory.

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

- Inflation and the cost of living – It was felt by many that an increasing number of Canadians were struggling to afford basic necessities such as groceries and housing and that more needed to be done by the federal government to enhance affordability. A few believed that

additional supports specific to the middle class were needed, as participants felt middle-income Canadians were also struggling with the rising cost of living yet were unable to access the programs and benefits available to lower-income households;

- Housing – Many believed that housing was a major issue and felt that far more needed to be done by the Government of Canada to address issues related to affordability, perceived rising homelessness, and the ability of Canadians to secure safe and accessible housing in their communities;
- Federal spending – Several expressed concern over the present level of federal spending and its potential impacts on the national debt in the future. It was thought that a greater focus needed to be placed by the federal government on reducing its expenses and working towards achieving a balanced budget; and
- National security – Some felt that more needed to be done by the federal government to bolster its national security capabilities. A number were of the opinion that Canada was too reliant on its allies, such as the United States (U.S.), and believed that greater investments needed to be made towards areas such as the Canadian Armed Forces (CAF) and national cybersecurity.

Prompted to identify what they viewed as the top issues that the Government of Canada should be prioritizing, several reiterated the need for a greater focus on addressing inflation and the cost of living, affordable housing, perceived health worker shortages, and mitigating the impacts of climate change. A number felt that actions should be taken to promote more competitive wages for Canadians, to ensure that workers in vital sectors such as health care and education were not enticed to work outside of Canada for higher salaries in other jurisdictions. Other priority areas mentioned by participants included the perceived opioid crisis, improving public transportation in Canadian communities, making child care more affordable, and the construction of vital infrastructure such as highways (especially in Canada's North).

Participants in Victoria and Nanaimo were asked an additional question regarding whether their opinion of the Government of Canada had changed over the past year. While participants' views had mostly remained stable, a few mentioned holding a slightly more critical view of the federal government as of late. Among these participants, it was thought that the federal government had not been effective in supporting Canadians in areas such as housing, high grocery costs, and the cost of living in general, and that these issues had worsened over the past year.

Indigenous Peoples (Urban Centres Prairies Indigenous Peoples)

The group comprised of Indigenous peoples residing in urban centres in the Prairies engaged in a discussion related to reconciliation and actions by the Government of Canada to better support Indigenous peoples and communities. Identifying the top issues facing Indigenous peoples at present, a number believed that Indigenous communities were currently experiencing a widespread shortage of safe and affordable housing. This was thought to be an issue for Indigenous peoples residing in urban communities as well as those living rurally. Some also mentioned the need for additional culturally focused resources (such as healing lodges) to treat issues related to mental health and addiction.

Several felt that there needed to be more attention placed on addressing the issue of Missing and Murdered Indigenous Women and Girls (MMIWG), including a greater commitment by all levels of government to investigate and prevent violence against Indigenous women going forward.

Few felt that reconciliation had been a major priority for the Government of Canada in recent years. While a number were of the impression that there had been increased funding for Indigenous-focused initiatives and financial support for Indigenous communities, it was generally felt that these actions had done little to tangibly improve the lives of Indigenous peoples. Discussing initiatives such as the introduction of an annual National Day for Truth and Reconciliation, while some felt this to be a step in the right direction, a number were of the opinion that in addition to the ceremonies and events that take place, a greater focus should be placed on educating Canadians about the historical and contemporary challenges faced by Indigenous peoples.

Asked which areas they felt the Government of Canada needed to prioritize in order to help advance reconciliation, several described the need for additional actions related to ensuring all Indigenous communities had sufficient access to healthy, affordable food and clean drinking water. It was also believed that more needed to be done to address mental health issues among Indigenous peoples, with a specific focus on treating issues related to intergenerational trauma and addiction. It was widely thought that for reconciliation to occur far more needed to be done by the federal government to reach out to and communicate with Indigenous communities to better understand the issues they were facing. Participants also commented that specific actions, such as the searching of a Winnipeg-area landfill for the remains of two Indigenous homicide victims who are believed to be in a privately run landfill, would indicate to them that reconciliation was taking place.

Arab Canadians (Montreal Arab Canadians)

Arab Canadians residing in Montreal took part in a discussion related to the Arab diaspora in Canada. Most felt that the Government of Canada was currently on the right track when it came to supporting Arab Canadians, with a number of the impression that they had been provided the same level of respect and opportunity as other Canadians. Asked to identify areas impacting Arab Canadians that required greater attention from the federal government, a number believed that more needed to be done to make the immigration process more equitable for those from Arab countries, with a few of the view that it was currently more difficult for Arab individuals to immigrate to Canada and bring family members into the country compared to immigrants from other parts of the world. Discussing potential actions that could be taken on this front, it was suggested that the Immigration, Refugees, and Citizenship Canada (IRCC) website could be made available in additional languages (such as Arabic) other than English and French.

Asked whether they could recall any actions taken by the Government of Canada to support Arab Canadians, a number mentioned temporary immigration measures it had recently announced to accommodate Sudanese Canadians and their foreign national family members who had fled the conflict in Sudan, including allowing them to extend their temporary resident status until October 27th, 2024. Discussing ways that the federal government could more effectively engage with Arab

Canadians, several believed that more could be done to reach out to and collaborate with Arab cultural organizations and community centres across Canada. It was also thought that more could be done to expedite the foreign credential recognition process for Arab Canadians as well as to expand Arabic language accessibility for federal government services and programs.

Immigration (Lower Mainland B.C. Recent Immigrants)

Participants residing in B.C.'s Lower Mainland, who had recently immigrated to Canada within the past ten years, discussed a range of issues related to immigration. Asked to describe the current state of the Canadian immigration system, several felt that while the process was relatively straightforward it often took a considerable amount of time for an individual to become a Canadian citizen. Discussing their personal experiences with the immigration system, participants shared a number of perspectives. While several recalled that their own immigration process was completed within a matter of months, most believed that this was primarily due to them having skilled work experience and/or having already been hired by a Canadian company. Among those who did not have employment upon their arrival in Canada and/or did not have an in-demand skillset at the time of their immigration, it was generally felt that the immigration process had been considerably slower.

Asked to describe ways that the Government of Canada could improve the immigration system, several believed that efforts could be taken to reduce processing times and the number of steps required to acquire citizenship. It was felt that efforts should be made to increase the number of employees at IRCC as a way of increasing the department's processing capacity. Related to this, a number felt that a greater focus should be placed on processing immigration applications in-person rather than by telephone and mail. Among these participants, it was felt that taking this approach would make it easier for prospective immigrants to ask questions, understand the process, and discover any issues related to missing documents or information. Participants were then provided with the following information related to the foreign credential recognition process:

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

Discussing whether they felt it was important for the federal government to address issues related to the foreign credential recognition process, several believed that it was. Among these participants, it was felt that the process of becoming certified to work in one's field of expertise in Canada was often lengthy and expensive and that more needed to be done to streamline this process for new immigrants. Asked whether they were aware of any actions by the federal government related to addressing this issue, none were. Discussing potential actions that could be taken, participants suggested reducing and/or eliminating certification fees and recognizing credentials from a wider number of jurisdictions throughout the world.

Asked whether they felt the Government of Canada was headed in the right direction when it came to immigration, most believed it to be on the wrong track at present. Discussing actions which could be

taken to improve on this front, it was believed that a greater emphasis should be placed on recruiting skilled workers who could immediately contribute to the Canadian economy, rather than other demographics such as international students. Additionally, it was felt that more needed to be done to ensure sufficient housing and infrastructure was being built in Canadian communities to accommodate new immigrants while continuing to meet the needs of the existing population. It was believed that a large number of immigrants struggled in particular with securing housing upon their arrival in Canada and that more could be done by the federal government to assist new arrivals in this regard.

Asked whether they felt the Government of Canada should increase, decrease, or maintain the rate of immigration at its current level, almost all believed that immigration should be decreased. A large number expressed concerns related to the availability of housing and employment opportunities at present and believed that continued increases in population would likely exacerbate these issues further. It was felt that by temporarily decreasing immigration in the short-term, the federal government would be better able to address the issues currently impacting those already living in Canada.

Northwest Territories (Northwest Territories)

Participants residing in the Northwest Territories (NT) took part in a short discussion related to their local community. Asked to identify the top issues facing their community that required further prioritization from the federal government, participants mentioned a number of challenges including those related to food security and the high cost of groceries in the North, a perceived lack of skilled workers across a range of sectors, and the need to build additional infrastructure (such as highways) to make it easier to transport goods into the region. Few were aware of any actions taken by the Government of Canada on these issues. While a small number believed that the federal government had provided funding towards the improvement of highways in the region, it was felt that more needed to be done to increase the number of roadways connecting Northern communities. Related to this, a few participants noted the challenges faced by residents of Yellowknife, NT while attempting to evacuate in response to largescale wildfires in August 2023, due to the existence of one main thoroughfare leading in and out of the city.

Asked to identify the most important sectors to their respective communities, participants mentioned areas such as mining, oil and gas exploration and extraction, and tourism. A number felt that the tourism industry had faced significant obstacles due to a decrease in travel to the region in the wake of the COVID-19 pandemic and that greater support needed to be provided by the federal and territorial governments towards its revitalization. Questioned whether they felt the Government of Canada was currently on the right track when it came to engaging with those residing in NT, most had a neutral impression, while a smaller number believed it to be headed in the wrong direction on this front. Discussing how the federal government could better engage with those in their region, several believed that there should be a greater physical presence of federal officials in NT communities. It was felt that this would provide the opportunity for more-in depth, face-to-face discussions regarding the

challenges currently facing the North and the potential supports that the Government of Canada can provide.

Housing (London, Urban Centres Prairies Indigenous Peoples, Victoria and Nanaimo, Prince Edward Island, GTA Renters, Montreal Arab Canadians, Northwest Territories, Mid-Size and Major Centres Quebec Concerned About the Cost of Living)

Participants in eight groups took part in conversations related to housing. These discussions focused on participants' reactions to housing-related measures recently announced by the Government of Canada, challenges facing renters, and the housing situation in Canada's North.

Housing Initiatives (London, Urban Centres Prairies Indigenous Peoples, Victoria and Nanaimo, Prince Edward Island, GTA Renters, Montreal Arab Canadians, Mid-Size and Major Centres Quebec Concerned About the Cost of Living)

Seven groups discussed a number of recent announcements from the Government of Canada related to housing, including those pertaining to the Housing Accelerator Fund. Asked whether they were aware of the Housing Accelerator Fund, few reported having heard of this initiative previously. Among those who had heard something, it was primarily believed that this program was focused on building new housing at a faster pace that would be affordable to lower- and middle-income Canadians. To aid in conversation, participants were provided with the following information:

The Housing Accelerator Fund is a fund designed to help cut red tape and incentivize municipalities to get the construction of new homes across Canada started more quickly. In addition to this, the Government of Canada has announced it is:

- *Introducing a new law to remove the GST (federal sales tax) from the costs of building new rental apartments;*
- *Asking provinces to remove their portion of the HST (i.e., provincial sales taxes) from the costs of building new rental apartments, to match what the federal government is doing; and*
- *Requiring local governments to end exclusionary zoning and encourage homes be built near public transit, in order to receive funding through the Housing Accelerator Fund.*

While most reacted positively to this information and felt that the initiatives represented a step in the right direction, few expected they would have a significant impact on addressing the current challenges related to housing. Several expressed concerns that these initiatives did little to address

the affordability of housing and believed that more steps needed to be taken to ensure that housing built through the Housing Accelerator Fund would be accessible for lower- and middle-income Canadians. A number were worried that this initiative would primarily benefit housing developers, while doing little to help prospective home buyers and renters. It was suggested that an additional focus should be placed on converting unused buildings and office space into housing as an additional way of increasing the housing supply. A few also expressed concern regarding whether some federal services would receive reduced funding due to the GST no longer being collected on the building of new rental developments. Participants also expressed concerns regarding the potential negative impact on the environment that could be caused by the accelerated building of new housing in Canadian communities.

Asked what impact they expected these initiatives would have on their communities, several were hopeful that increases in the housing supply would remove some pressure from the housing and rental markets and make housing more affordable in the long term. A small number expressed concerns regarding potential rapid increases in the population of their community in the event that large new housing developments were built and questioned whether there was sufficient infrastructure and services in place to accommodate this influx of new residents.

Participants residing in London, Ontario were asked whether they had seen, read, or heard anything regarding actions from the Government of Canada related to addressing housing challenges in their community. While a small number were aware there had been a recent announcement related to building more homes in London, none could provide any specific details. To clarify, participants were informed that:

The Government of Canada announced an agreement with the City of London providing \$74 million through the Housing Accelerator Fund to fast-track over 2,000 housing units in three years, and more later. This fund will address zoning issues, allow higher-density development, and create partnerships with non-profits to increase affordable housing, as well as build more homes and rental units near public transit.

Having been presented with this information, a number recalled having heard about this. A few were of the impression that London had been the first municipality to receive this type of funding through the Housing Accelerator Fund. Several reacted positively to this information, especially in its commitments to increasing the housing supply in London and building new developments close to public transportation. A number, however, felt that more needed to be done to address issues such as perceived rising homelessness in their community, believing that this was a pressing matter that required immediate attention from the federal government.

Participants in Victoria and Nanaimo, B.C. were questioned as to whether they felt Canada had enough construction workers to build the number of new homes required to meet the current level of demand. Most did not believe that there were enough construction workers available, and a number were of the impression that this was particularly impacting Vancouver Island, having heard accounts of developers having to recruit workers from other parts of the country to help build new construction projects. Asked whether they felt immigration could serve as a solution to worker shortages in the construction/trades sector, several felt that it would. A large number, however, believed that the

Government of Canada should also be taking action to recruit and incentivize more Canadians to pursue careers in construction and the trades, with a specific focus on encouraging young people to join this sector. It was widely thought that education and training should be made more affordable and accessible for those interested in pursuing these careers.

Participants residing in London, Victoria and Nanaimo were asked an additional question regarding whether they had heard of the term 'exclusionary zoning.' Very few were previously aware of this term. To clarify, participants were informed that exclusionary zoning occurs when local governments limit where certain types of housing can be built, often favouring detached homes. Asked how they felt about the Government of Canada asking local governments to end exclusionary zoning in exchange for funding for housing, participants' responses were mixed. While some felt that this would be an effective way to encourage the building of new housing, a larger number believed that funding for new housing should not be dependent on exclusionary zoning decisions. It was felt that in many municipalities exclusionary zoning laws had likely been implemented due to a range of considerations, including the impact of new housing on community services and the environment, and that it might not be feasible for communities to change these regulations.

All groups with the exception of Arab Canadians residing in Montreal were asked whether they felt the Government of Canada was on the right or wrong track when it came to addressing the housing situation, given their discussion on various housing initiatives from the federal government. On balance, a slightly larger number felt that the federal government was headed in the right direction on this front compared to those who felt otherwise. Regionally, most in the groups based in London, Victoria and Nanaimo, and the Greater Toronto Area (GTA) felt that the Government of Canada was on the right track, while a large number in mid-size and major centres in Quebec and in the group comprised of Indigenous peoples residing in urban centres in the Prairies held a more critical opinion. A roughly equal number of those in Prince Edward Island felt that the federal government was on the right track as those who believed it was headed in the wrong direction on housing.

Those in the group comprised of individuals concerned about the cost of living residing in Quebec were asked an additional question as to whether they felt these actions by the Government of Canada would have a major or minor impact, if at all, on helping middle class Canadians. Participants views were mixed with some expecting that it would have a major impact while others believed the impact would be more minor. It was felt that a large number of those in the middle class were currently renters and that an increase in the number of rental developments would likely help to make rent more affordable going forward. A few, however, reiterated that more would need to be done to improve the long-term affordability of housing for renters as well as those looking to one day purchase a home.

Renters (GTA Renters)

Participants in one group, comprised of renters residing in the GTA, discussed issues related to housing in their community, with a particular focus on participants' experiences as renters. All felt that the housing market in the GTA was very expensive, believing this to be the case both for renters as well as those looking to purchase a home. Several viewed these challenges as being primarily related

to a perceived low supply of available housing in the GTA, which they believed had served to drive up housing costs for those looking to rent or purchase a home. A few also expressed concerns related to the quality of available housing, believing that a large number of rental units in their community had been falling into disrepair. It was felt that in addition to building new housing, more needed to be done to renovate and repair existing housing complexes.

Discussing additional factors that they felt had contributed to the perceived shortage of rental housing in their communities, participants cited a range of factors. These included homes being purchased as investments and left vacant, corporations purchasing large swaths of housing and increasing rental costs on these properties, and high levels of immigration in recent years which had further increased the demand for housing in their area.

Asked whether they were aware of any recent actions taken by the Government of Canada related to addressing issues currently facing renters, few indicated that they were. A small number recalled a recent announcement by the federal government that it would be removing the goods and services tax (GST) from the construction of new rental developments. Describing additional actions that the Government of Canada could take to better assist renters, a number felt that it should place a greater focus on the construction of publicly funded housing for lower- and middle-income Canadians as well as an increased emphasis on co-operative housing developments. It was also felt that actions should be taken to increase the financial penalties for those who decide to leave their properties vacant rather than placing them on the rental market.

While all aspired to be homeowners one day, only a small number believed that this was something they could realistically achieve. Discussing actions that the Government of Canada had taken to help make home ownership more affordable for prospective home buyers, a number recalled the recent introduction of the First Home Savings Account (FHSA). Asked whether they felt the federal government was on the right or wrong track when it came to making home ownership more attainable for first-time home buyers, participants were mixed in their views. A number felt that while the Government of Canada was aware of the issues facing homebuyers and taking steps to address these challenges, little progress had yet to be made on this front.

Participants were next provided with information related to numerous recent initiatives announced by the federal government to assist prospective first-time home buyers. These included:

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

While several felt that these actions were a step in the right direction, a number were concerned that they would not be enough to address the issues related to the affordability of housing. A number wanted to know more about the initiative to increase rent-to-own housing options and expressed skepticism as to whether these types of arrangements were realistically feasible. Having seen these initiatives, most believed that these were the right areas for the Government of Canada to focus on.

Northern Housing (Northwest Territories)

Participants residing in the Northwest Territories briefly discussed the housing situation in their region. All viewed housing as a major issue in their communities at present. Describing the biggest challenges related to housing in the North, participants mentioned issues such as a lack of affordability, limited supply, and a perceived shortage of construction materials and workers required to build new housing. A number described the quality of housing as an issue, believing many homes in their communities were in poor condition, unsuitable for extreme cold temperatures, and in need of significant repairs. Most felt this situation had worsened in recent years, with several believing that challenges related to inflation and the cost of living had led some to modify their living arrangements to include roommates in order to share the cost of living and afford housing. Some were of the impression that persistent housing shortages and a lack of access to safe and affordable housing had made it difficult to recruit workers to their community in key sectors such as health care and education. All expected that these problems would persist in the coming years unless there was significant action taken to increase the housing supply.

Most felt that the Government of Canada was currently on the wrong track when it came to addressing the housing situation in the North. Asked what more could be done by the federal government on this front, participants suggested actions such as increasing funding towards the construction of new housing in the North, the development of housing specifically for at-risk or marginalized populations (such as Indigenous peoples) and stronger regulations regarding the amounts landlords can charge for rent.

Groceries (Prince Edward Island, GTA Renters, Mid-Size and Major Centres Quebec Concerned About the Cost of Living, Edmonton)

Four groups took part in discussions related to the perceived high cost of groceries at present as well as the actions the federal government was taking to help make groceries more affordable for Canadians. All were of the impression that the cost of groceries had risen considerably in recent years, with many believing that this had primarily been the result of increased transportation and manufacturing costs as well as disruptions to global supply chains believed to have been caused by the COVID-19 pandemic. A number also cited the ongoing conflict in Ukraine, believing that this had led to increases in the cost of fuel which had been subsequently passed on to the consumer. A few

expected that climate change had also played a role in rising grocery costs. Among these participants, it was thought that increasingly unpredictable weather and extreme weather events such as largescale flooding and wildfires had negatively impacted agricultural production in several parts of the country, leading to a rise in food prices as a result.

Participants residing in Edmonton and Quebec were asked an additional question regarding what strategies, if any, they had been using to help save money on their grocery expenses. Many reported that they were now preparing more meals for themselves at home rather than dining at restaurants or ordering takeout. A smaller number also mentioned that they were now growing more of their own food than before. Several had begun utilizing coupons and price matching to reduce grocery costs as well as shopping at stores where food prices were generally cheaper. Asked whether they would be likely to turn to the Government of Canada for information regarding strategies to save money on groceries, few indicated that they would. Several mentioned that they would be more likely to seek out advice from local governments and/or community groups. It was believed that these bodies would have a better understanding of the unique challenges that they were facing and the potential cost-saving actions available to them within their own community.

All groups were asked whether they had seen, read, or heard anything from the Government of Canada regarding the actions it was taking to address the cost of groceries. While most had not heard anything, a small number recalled actions such as the provision of a one-time Grocery Rebate to eligible lower-income Canadians who were struggling with the cost of groceries as well as recent meetings between federal officials and the heads of major grocery chains to discuss ways to make groceries more affordable. To aid in discussion, participants were provided with the following information:

The Government of Canada is working to stabilize rising grocery prices by taking the following actions:

- *Meeting with the heads of Canada's major grocery chains to discuss ways to stabilize food prices. The Government of Canada has said that as a result, Canadians can expect to see actions such as discounts on a selection of grocery staples, price freezes, and price matching; and*
- *Proposing to amend the Competition Act to give the Competition Bureau the power to:*
 - *Make businesses share necessary information to help with the Competition Bureau's review of their industry, instead of relying on them to do so voluntarily;*
 - *Get rid of a rule that currently allows company mergers to go ahead if they create significant cost savings, even if they lessen competition, lead to job losses or reduce choice for consumers; and*
 - *Take actions against collaborations that stifle competition and consumer choice, in particular situations where large grocers prevent smaller competitors from opening nearby.*

While most reacted positively to this information, many believed that the effectiveness of these measures would largely be dependent on their implementation as well as whether major grocery chains would follow through on their commitments to stabilize grocery prices. Several spoke positively regarding the proposal to amend the *Competition Act* to empower the Competition Bureau to take

actions to make the grocery sector more competitive, including removing barriers for smaller competitors looking to enter this sector. It was widely felt that increased competition within the grocery sector would have a tangible impact on reducing food costs for Canadians.

Participants residing in Quebec and concerned about the cost of living, as well as those residing in Edmonton were shown the following additional measures:

- *Creating a Grocery Task Force to monitor the major grocery chains' commitments and actions to stabilize grocery prices for Canadians and to investigate cases of "shrinkflation"; and*
- *Creating a Grocery Code of Conduct to ensure fairness and transparency across the food industry.*

Reacting to the measures, a number expected that the establishment of a Grocery Code of Conduct could be an effective action towards stabilizing food prices. For several, however, it was felt that steps would need to be taken to ensure that companies in breach of this Code of Conduct would face consequences and be held accountable for their actions. Asked whether they were familiar with the term 'shrinkflation', few in these groups indicated they were. To clarify, participants were informed that shrinkflation occurs when the size of a product is reduced while its price stays the same or increases. A large number reported having experienced shrinkflation themselves, with a number mentioning meat products in particular as having been affected by this.

Participants in all four groups were asked whether they thought that this approach by the federal government would help to make groceries and the cost of living more affordable for Canadians. Almost all felt that, if properly implemented, these measures would have an impact on lowering the cost of groceries. Engaging in an exercise where they were asked to use a single word to describe their reaction to these measures, participants provided a range of responses. While some selected positive words such as 'promising', 'fair', and 'helping', others chose words that were slightly more critical such as 'reactive', 'insufficient', and 'late'.

Though a number reported feeling more optimistic now that they knew the federal government was pursuing these measures, several questioned why action had not been taken sooner and with greater urgency. Among these participants, it was felt that rising food costs had been an evident issue for a number of years and that more proactive measures should have been taken by the Government of Canada to prevent this situation from escalating into what they viewed as a crisis. Asked whether they expected these actions would have a major or minor impact, if at all, most believed that these measures would have at least a minor impact on making groceries more affordable. The view was expressed, however, that more needed to be done to assist lower- and middle-income households with the cost of living more broadly, believing that a stabilization of grocery prices would do little on its own to make life more affordable for Canadians going forward.

Fall Economic Statement (Montreal Arab Canadians)

Participants in one group engaged in a brief discussion related to the Government of Canada's upcoming Fall Economic Statement (FES), scheduled to be released on November 21st, 2023. When asked if they had heard about the FES, participants were largely unaware. To clarify, participants were informed that the FES is an update in-between budgets regarding the Government of Canada's finances and economic projections, and often serves to outline new policies or programs.

Asked to identify the top issues that the federal government should be prioritizing as it prepares for its upcoming FES, participants mentioned areas such as health care, housing, and the ability of Canadians to access employment that pays a living wage. Other issues viewed as important by participants included increasing financial supports for lower- and middle-income households, improving and expanding public transportation infrastructure, and making recreational activities more affordable for families and youth. A number also viewed climate change as an important priority for the federal government to focus on, including addressing the impacts of recent natural disasters such as wildfires and flooding which had occurred in many parts of the country.

Canada Pension Plan (Edmonton)

Participants residing in Edmonton engaged in a conversation related to the Canadian economy, as well as their perspectives related to the Canada Pension Plan (CPP). Asked how they would describe the Government of Canada's management of the economy, almost all believed that there was room for improvement. Several felt that federal spending had increased in recent years and that this had served to exacerbate the perceived high rate of inflation and challenges related to the cost of living. Discussing what they viewed as the most important economic issues, several mentioned the difficulties that they believed many Canadians were currently facing in meeting basic needs such as affording groceries and securing housing. A smaller number also mentioned issues related to climate change and the increasing economic toll of natural disasters such as wildfires, windstorms, and extreme flooding.

Asked how often, if ever, they thought about retirement, almost all reported that this was something they considered on a regular basis. Several were concerned about whether they would be able to afford to retire as planned (or ever), with a number commenting that they did not have much in the way of savings and/or a pension through their employer. A few described challenges that family members or friends who had retired were experiencing, including some who were struggling to afford the rising cost of living and had been compelled to consider returning to work.

All participants were familiar with the CPP. To aid in conversation, participants were informed that:

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 if they had heard about any recent news related to the CPP, a small number were aware of a recent proposal by the Government of Alberta to withdraw from the CPP and create a provincially operated Alberta Pension Plan. To further clarify, participants were provided with the following information:

The provincial government in Alberta has proposed to withdraw from the CPP and create an Alberta Pension Plan. 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.

Reacting to this information, some viewed the 53 per cent figure as confusing or implausible, given what they perceived to be the small population size of Alberta relative to the rest of Canada. Concerns were expressed that if the Government of Alberta were to take this action it could greatly diminish CPP payments for other Canadians and could also lead to financial uncertainty for Albertans, especially seniors and individuals nearing retirement. A few felt differently, expressing the view that if the 53 per cent figure were correct, the provincial government would be justified in its proposal to withdraw from the CPP and create its own pension plan. All were of the view that this issue should be addressed by the Government of Canada with a great deal of care, caution, and consideration, as it had implications for the pensions of all Canadians.

Discussing their views on the CPP more broadly, all felt that it was worth contributing a portion of their earnings today to receive support later in life. With this in mind, many identified the CPP as a critical aspect of their retirement planning. Informed that, as of 2019, the CPP was gradually being enhanced, meaning that workers today would need to contribute a bit more annually in order to end up with higher benefits when they retire, all felt this was a step in the right direction. Several, however, expressed concerns regarding the ability of low-income individuals to afford higher premiums and suggested that the Government of Canada should consider exemptions for households below a certain income threshold.

Health Care (Urban Centres Prairies Indigenous Peoples, Rural Ontario, Northwest Territories)

Three groups took part in conversations related to health care. These discussions focused on participant perspectives related to health care provision in their communities, actions the Government of Canada could take to improve the health care system, and the unique experiences of Indigenous peoples in accessing health care.

Health Care Perspectives (Rural Ontario, Northwest Territories)

Two groups shared their perspectives related to health care in their communities as well as Canada more broadly. Asked how they would describe the health care system in Canada today, several felt that it was experiencing considerable strain at the moment. It was believed that health care providers in many parts of the country continued to face backlogs of appointments and procedures in the wake of the COVID-19 pandemic. It was also thought that there was currently a shortage of health care workers such as doctors and nurses in many parts of the country. Several spoke of the difficulty in finding a family doctor in their community, with a number reporting first-hand experience on this issue. A few residing in rural Ontario expressed concerns about the potential privatization of certain aspects of the health care system in their province in the years to come. All felt that improvements could be made related to health care provision in Canada, with a larger number believing that major changes were necessary compared to those who felt that minor changes would likely suffice.

Discussing the types of changes that were necessary, a number believed that more needed to be done to incentivize young Canadians to enter the health care field, expand the number of seats available in health care education programs, and make the process more affordable for those from lower- and middle-income backgrounds. Asked what level of government they felt was responsible for making these changes, participants believed both the federal and provincial/territorial governments had a role to play.

Participants were next asked whether they were typically able to access the health care they required in their local communities. While some reported they could receive basic care, most indicated that in order to access appointments and/or procedures with specialists they often had to drive several hours or, in the case of those in the Northwest Territories, travel outside of their territory. Asked how their experience accessing health care had changed in recent years, a number described an increase in challenges related to finding a family doctor, accessing services such as dental care within their community, and longer wait times for important appointments and procedures. A few also mentioned more positive changes, such as the growing digitization of the health care system, which they felt would allow for information to be transferred more easily among health care professionals. Asked how they felt health care provision in their community compared to other parts of the country, participants largely believed that their access to basic care was relatively the same as other Canadians.

However, it was thought to be far more difficult for those in rural and/or Northern communities to access specialists and the latest health care technology.

Most were of the opinion that the Government of Canada's role in health care should primarily be focused on ensuring that provinces/territories had the funding they required to facilitate the delivery of effective health care to their constituents. Additionally, several felt that the federal government could provide valuable oversight of the provincial/territorial systems to ensure basic health care requirements were being met. Asked whether they believed the Government of Canada was on the right track when it came to health care, most in NT agreed while those in rural Ontario expressed a more neutral opinion. Discussing ways that the federal government could improve, it was thought by several that greater investments needed to be made towards treating issues related to mental health as well as making it easier for health care professionals to become licenced and practice in different provinces and territories. Questioned whether they felt the health care system in Canada would improve, worsen, or stay the same in the years to come, participants were mixed in their views. Among participants who felt the system might worsen, concerns were reiterated related to an increasing shortage of doctors and nurses and the potential privatization of health care in provinces such as Ontario.

Indigenous Health Care (Urban Centres Prairies Indigenous Peoples)

Participants in the group comprised of Indigenous peoples residing in urban centres in the Prairies shared their perspectives related to health care provision in their communities as well as the unique challenges faced by Indigenous peoples on this front. Several felt that health care provision is currently facing significant challenges and had worsened in recent years. Issues identified by participants included long wait times for emergency care, a perceived lack of doctors and nurses, and increased demand for health care services in the wake of the COVID-19 pandemic. A small number felt that there had also been some positive developments related to health care in their area, citing recent investments towards improving health care provision in their communities such as the construction of a new emergency department at St. Boniface Hospital in Winnipeg.

Asked whether they felt that Indigenous peoples experienced a different level of care compared to non-Indigenous peoples, most believed this to be the case. A number believed that Indigenous individuals frequently faced discrimination when attempting to access health care, including encountering stigma related to the perception that Indigenous health problems were often connected to addiction and substance use. A few felt that some health care providers prioritized non-Indigenous peoples due to the perceived increased complexity involved in the billing of Indigenous patients. Discussing additional barriers faced by their community, several identified the high proportion of Indigenous peoples residing in rural or remote areas and the difficulties these individuals faced in accessing health care within their own community.

Discussing the availability of traditional Indigenous medicines and health practices in their community, most believed that these were relatively easy to access. Participants were mixed in their perspectives regarding the importance of traditional medicines and practices, with a roughly equal number

reporting relying upon these regularly as those who had rarely or never accessed them. Asked whether they felt it was important for health care professionals to be educated and trained on Indigenous cultures and practices, most believed that it was. It was widely thought that a more inclusive health care system would be one in which Indigenous peoples were able to have widespread access to both modern and traditional health care options. Discussing ways the federal government could improve health care provision for Indigenous peoples, participants mentioned potential actions such as expanded cultural sensitivity training for all health care providers, a greater emphasis on doctors and nurses spending time in Indigenous communities during their training, and increased incentives and encouragement for Indigenous individuals to work in the health care sector.

It was widely thought that more needed to be done to increase accessibility in Indigenous communities to mental health and addiction treatment services specifically designed for Indigenous peoples. All identified substance abuse as a major problem in their communities and believed that far too few resources had been devoted towards addressing this issue. Asked if they could recall any efforts by the Government of Canada on this front, a number mentioned its support for initiatives such as safe consumption sites and the distribution of take-home naloxone kits. Discussing additional actions that could be taken, participants believed that a greater focus should be placed on offering addictions treatment to those charged with drug-related offences, rather than primarily taking a criminal justice approach.

Pharmacare (GTA Renters, Rural Ontario)

Two groups engaged in discussions related to the potential implementation of a national pharmacare program. Asked whether they felt pharmacare was an important priority for the Government of Canada to focus on, all believed that it was. It was widely felt that all Canadians should have access to prescription medications at little to no financial cost. Asked to describe the state of prescription drug coverage in Canada today, most believed that while there may be some gaps in coverage, prescription medications were widely accessible to those with benefits through their employers, as well as more vulnerable groups such as persons with disabilities, and seniors.

None were aware of any actions or initiatives from the Government of Canada related to pharmacare. To aid in conversation, participants were informed that the Government of Canada had announced its intention to move forward on implementing a national pharmacare program to make prescription drugs more affordable and accessible to more Canadians. Asked what factors the Government of Canada should keep in mind when planning the next steps of a national pharmacare plan, many felt that it was most important to prioritize ensuring all Canadians were able to access prescription drugs that had life-saving properties. Others highlighted the importance of ensuring that the program was national with the same benefits available across Canada, rather than providing different levels of coverage dependent on one's province/territory. Regarding the potential approaches to a national pharmacare program, participants were shown the following:



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

Discussing the potential benefits and drawbacks of each approach, almost all residing in the Greater Toronto Area (GTA) expressed a preference for the completely public option, believing that providing equal coverage to all Canadians represented the most equitable approach for delivering a pharmacare program. A small number in this group indicated a preference for a ‘closing the gaps’ approach, believing it would be less costly. Those in the group based in rural Ontario felt differently, with many favouring an approach where people could still use existing public and private plans. Most viewed this approach to pharmacare as the more cost-effective option.

Asked if a national pharmacare program would make life more affordable, most in the GTA felt that it would, especially for those facing financial challenges. Almost all residing in rural Ontario, however, believed that the financial costs of creating and operating a pharmacare program would require increased taxation and lead to life being less affordable as a result.

Participants in the GTA expressed support for a national pharmacare program, with most saying that they would support its implementation even if it resulted in increased taxes and/or added to the deficit. Those in rural Ontario were more conditional in their support. While almost all in this group supported the creation of a national pharmacare program, none indicated that they would continue to do so if it resulted in additional taxes or increases to the national deficit. It was widely felt among these participants that funding for this initiative should be redirected from existing programs rather than increasing spending. Asked whether they had any questions about pharmacare, a small number were curious regarding what would happen to those with private insurance plans through their employers and whether these individuals would be able to maintain their coverage following the establishment of a national pharmacare program.

Climate Change (Northwest Territories, Victoria and Nanaimo)

Participants in two groups engaged in discussions related to climate change and its potential impacts. Those residing in the Northwest Territories began their discussion by focusing on issues related to climate change that they believed were having a particular impact on communities in Canada’s North. Asked if they felt that climate change was having a major or minor impact in the North, most felt that the impact had been relatively minor. Several, however, expected that while minor at present, these impacts would likely increase in severity as time passed. Discussing whether they had noticed any environmental changes that they believed had been caused by climate change, several identified issues such as reduced snowfall, lower water levels, and elevated solar intensity in recent years. Asked if they

were aware of any actions taken by the Government of Canada to support their territory in the wake of the largescale wildfires which had occurred during the Summer of 2023, none could recall anything. To aid in the discussion, participants were provided with the following information:

Canadian Armed Forces (CAF) personnel and resources were deployed to assist with firefighting, providing airlift resources, as well as logistics and planning support. In addition, the Government of Canada committed funding to response and recovery activities for eligible First Nations. The Canadian Coast Guard also provided personnel and portable equipment, including water pumps.

Asked if there was anything else they felt the Government of Canada should have done to respond to these wildfires, several felt that the federal government should have improved its communication regarding the available resources, believing that many across the territory were unaware of the above-mentioned supports as well as how to go about receiving them. A small number expressed concerns that there was not enough support and resources being made available for non-Indigenous communities, who had also been impacted by wildfires.

Participants residing in Victoria and Nanaimo were asked how important a priority they felt climate change should be for the Government of Canada. Almost all believed that climate change needed to be one of the federal government's highest priorities, expressing concerns that if immediate action was not taken it may not be possible to reverse the impacts of climate change on future generations. A very small number were of the view that climate change was a global issue, and any action taken by the Government of Canada to address it would be inconsequential without collaborative efforts from the international community.

Discussing what came to mind when thinking about the potential impacts of climate change, participants identified a number of challenges, including flooding, wildfires, drought, an increased frequency of extreme weather events and natural disasters, rising sea levels, the thawing of permafrost in the North, higher temperatures, and an increased likelihood of contagious disease outbreaks and global pandemics. Property damage and/or loss was also viewed as a likely outcome of many of these impacts. Several expressed concerns regarding possible widespread food shortages due to decreased agricultural production as well as a refugee crisis by those fleeing increasingly unlivable conditions in other jurisdictions.

All in this group were of the view that climate change had a major impact on the cost of living and everyday goods and services. It was thought that climate change-related weather events had caused significant property damage, destroyed agricultural operations, and increased home insurance rates. Others were of the opinion that actions to mitigate the impacts of climate change, such as the implementation of a price on carbon by the Government of British Columbia (B.C.), as well as the federal government's carbon pricing system, had also contributed to increases in the cost of living. Discussing the impact of climate change on infrastructure in their area, many were of the opinion that it had been mild-to-moderate, though expected that this would escalate in the near future if the frequency and intensity of extreme weather events and natural disasters continued to accelerate. All

were of the view that climate change had a major impact on agricultural activity, air quality, the water supply, and public health. Participants expressed particular concerns about air quality, with many recalling that air quality across B.C. had been extremely poor over the past few summers due to smoke from widespread wildfires. Several also expressed concerns about the impact of changing climate and weather patterns on the agricultural industry. A few felt more positive about the potential response to climate change for the economy, believing that efforts in this area would likely produce a number of high-paying jobs related to the green economy, renewable resource development, and climate change mitigation.

Participants in both groups were asked if they felt that their communities were prepared to handle the potential impacts of climate change. Most residing in Victoria and Nanaimo thought that their community was underprepared and did not believe that they would be ready to combat what they viewed as the growing impacts of climate change. While a small number expressed optimism that city planners and municipal governments had begun to place a greater focus on sustainability, these participants were concerned that it would not be enough to address what they viewed as the massive size and scope of this issue. Participants in NT felt that their community was neither prepared for the potential impacts of climate change nor for those impacts which were already occurring. Related to this, several expressed concerns that buildings in their communities had begun to sink into the ground as a result of thawing permafrost and were worried that this would be a growing issue in the years to come.

Discussing what actions, if any, that their households had taken to prepare for the potential impacts of climate change, many in Victoria and Nanaimo reported installing air conditioning units and/or purchasing fans to cope with increasing temperatures during the summer months. A number reported that they had begun to grow their own food as well as stockpile food supplies, drinking water, and gasoline due to concerns regarding potential shortages or natural disasters in the future. A small number reported purchasing emergency power generators in order to prepare for a potential long-term power outage in their area.

Few in NT reported having taken any measures to prepare their household for climate change. A small number stated that they were storing large quantities of food and gasoline in their homes in case of shortages or if their communities were rendered inaccessible due to a flood or wildfire. Discussing how the Government of Canada could support communities in the North with preparing for these impacts, many in this group expressed a desire for the federal government to purchase and supply response equipment which could be stored in local communities, as well as to fund and support the training of individuals to operate this equipment in the event of a natural disaster. Others felt that the federal government should create an emergency stockpile of fuel resources that could be strategically released to people in Northern communities facing evacuation orders. Several also suggested long-term support, including continued investments in renewable energy and upgrades to increase the climate resilience of vital infrastructure such as roadways and bridges.

Carbon Pricing (Prince Edward Island, Rural Ontario)

Participants in two groups took part in conversations related to the Government of Canada's carbon pricing system. To begin, participants were asked how important they felt it was for the federal government to work towards reducing carbon pollution in Canada. While most viewed this as an important priority, several indicated that they did not expect any efforts by Canadians to reduce carbon pollution would be impactful without the full participation of the international community. Asked whether they had heard about the implementation of a price on carbon in Canada, most in Prince Edward Island reported being unaware, while most of those residing in rural Ontario were aware of this initiative. A number in the group from rural Ontario expressed the opinion that the introduction of a price on carbon had been a significant driver of inflation in recent years. While many were aware of Climate Action Incentive payments (CAIPs), only a few were of the impression that they or someone they knew had received one. To aid in the conversation, participants were provided with the following clarification regarding the federal government's carbon pricing system:

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

Many in the group based in PEI reacted positively to this information, believing that this system would incentivize more people to use renewable sources of energy, which in turn would reduce overall carbon emissions. A small number were more negative in their views, believing that carbon pricing would lead to a rise in the cost of gasoline and that more sustainable driving alternatives such as electric vehicles (EVs) were prohibitively expensive at present. Almost all from rural Ontario reacted negatively to this information, with many expressing that they found the program confusing and overly complex. Some questioned why the Government of Canada would collect money from Canadians only to return the majority of it through CAIPs.

To aid in the conversation, participants were next shown information about the carbon pricing system. Slightly different information was presented to each group tailored to their respective provinces. Participants in PEI were shown the following:

Starting July 1, 2023, Prince Edward Island began using the federal system. Under the federal system, all proceeds collected from the price on carbon pollution in each province will stay in that province. Approximately 90% of proceeds will be returned directly to Islanders via Climate Action Incentive payments (CAIP), which are sometimes referred to as pollution price rebates. Payments will go out quarterly (i.e. every 3 months), with a family of 4 receiving \$240 each quarter.

Those in the group from rural Ontario were shown:

Starting in 2019, Ontario began using the federal system. Under the federal system, all proceeds collected from the price on carbon pollution in each province will stay in that province. Approximately 90% of proceeds will be returned directly to Ontarians via Climate Action Incentive payments, which are sometimes referred to as pollution price rebates. Payments will go out quarterly (i.e. every 3 months), with a family of 4 receiving \$244 each quarter.

Additionally, both groups were also provided with the following information:

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. At the same time, most households receive more money back through the Climate Action Incentive payments than they pay on the fuel charge.

Reacting to this information, many in PEI questioned whether these financial payments were accessible to all or only those below a certain income threshold. A number felt that the amounts provided through CAIPs were too low and would not be enough to offset the increased expenses they expected would be incurred with the implementation of a carbon pricing system. Those in rural Ontario were more critical in their opinions, and largely felt that this system was inefficient and would not have a tangible impact on reducing emissions or mitigating the impacts of climate change. A large number stated that they felt the system was unfair to people living in rural communities, as these individuals often needed to drive long distances each day and did not have access to alternative modes of transportation such as public transit. Participants were then provided with the following clarification regarding CAIP supplements for residents of small and rural communities:

For residents of small and rural communities, the Climate Action Incentive payments include a rural supplement of 10% (e.g., a 10% 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.

When asked if this information impacted their opinion of carbon pricing in Canada, participants indicated that it did not. Asked whether they felt that this approach to carbon pricing was fair to those living in rural and smaller communities, almost all believed that it was not. None felt that implementing a price on carbon pollution would discourage people from polluting. Most in the group from Ontario believed that the costs incurred by implementing a price on carbon would be too high for Canadian communities and that it would have a negligible impact on reducing carbon emissions going forward. Those in PEI expressed uncertainty about what the cost of climate change would be to their communities, though a small number cited the previous high costs they believed had been incurred following recent wildfires, windstorms, and flooding in the region and believed these costs would likely increase if extreme weather events began occurring with increasing frequency.

Community Safety (Urban Centres Prairies Indigenous Peoples)

One group, comprised of Indigenous peoples residing in urban centres in the Prairies, shared their perspectives regarding the safety of their respective communities. Many reported feeling less safe in their community as of late, with several of the impression that crimes such as assaults, property thefts, domestic violence, drug trafficking, and gang activity had been occurring with increasing frequency in recent years.

Asked if they were aware of any recent actions by the Government of Canada related to addressing crime, none could recall any initiatives on this front. Questioned specifically if they were aware of any actions related to the increased regulation of firearms, several indicated that they were. Actions recalled by participants included the implementation of a buyback program for recently prohibited firearms, as well as efforts to strengthen the screening and certification process for those interested in purchasing a firearm. Related to this, a small number expressed concerns that these efforts by the Government of Canada would have little impact on reducing crime. Among these participants, it was felt that law-abiding gun owners were not responsible for the vast majority of crimes involving firearms and that these increased regulations would do little to limit the criminal activities of those who acquired these weapons from illegal sources.

Discussing what further actions the federal government could take related to reducing crime, a number believed that more should be done to address mental health issues which they believed to be affecting many Canadians. It was thought that taking this step would address what participants viewed as one of the key drivers behind the perceived recent rise in crime in their communities.

News Media (Winnipeg Heavy Social Media Users)

Participants residing in Winnipeg engaged in a conversation related to the news industry in Canada. All identified as heavy users of social media. Asked to describe the ways in which they felt that the news media industry had changed over the last decade, a number believed that the news had shifted to a more global perspective. Several were of the impression that there had been a significant transition towards digitally based news over the past decade, including an increased prevalence of news items being conveyed through short-form videos and text posts on social media. A few were concerned that the news had become more sensationalized in recent years, with outlets seeking to attract attention via provocative and/or inflammatory headlines that were not always fully representative of the actual issues at hand.

All felt that Canadians had more ways to access the news today relative to previous decades. Several, however, shared concerns that this increase in accessibility had also been accompanied by an



increased proliferation of misinformation and disinformation, making it difficult in some circumstances to determine whether the news one was reading was trustworthy. Asked whether they felt there was a wide variety of coverage of news and events in their local community, few believed this to be the case, with most reporting that the news they received was primarily focused on national and/or global events. Describing how they would typically obtain news pertaining to their local community, participants identified sources such as social media, word of mouth through friends and family, neighbourhood groups, and local cultural organizations.

Most expected that there were far more news outlets at present compared to ten years ago, with several of the impression that this increase had been connected to the growth of social media as well as the relative ease in establishing an online news outlet compared to creating a television channel or starting a newspaper. Almost all, however, thought that there were fewer jobs in journalism today compared to ten years ago. This being said, several were of the impression that news outlets were now hiring a greater number of social media and marketing professionals to offset these job losses. Others believed that while journalism jobs at conventional news outlets were likely declining, there were many opportunities for work as an independent or freelance journalist. To aid in conversation, participants were provided with the following information:

Between 2008 and 2020, overall revenue for broadcast television, radio, newspapers and magazines fell by nearly \$6 billion. Since 2008, 474 news media outlets have closed in 335 communities across Canada. At least one-third of Canadian journalism jobs disappeared between 2010 and 2016.

Asked what they felt was driving this trend, a number expected it was due to a larger number of Canadians now preferring to access their news primarily through social media and/or other digital platforms. As a result, it was felt that less attention was being paid to more traditional outlets resulting in less revenue being generated by these organizations. Most were worried about this trend, reiterating concerns that in addition to issues related to the long-term financial viability of news organizations and potential job losses in the journalism sector, a decrease in high-quality, independent journalism could lead to a greater prevalence of misinformation or disinformation being spread amongst Canadians and a lack of information regarding local and regional issues. A number felt that these issues would be particularly pronounced for those residing in rural, remote, Indigenous, and/or minority language communities that tended to receive little in the way of attention outside of their local communities. Asked what could be done to address this issue, participants suggested increasing public funding for local news outlets, including targeted subsidies for those located in rural and remote communities.

While concerned about the state of news media in Canada, very few believed that this should be a top priority for the federal government at present. It was widely believed that there were other more pressing issues requiring the attention of the federal government, including inflation, the perceived high cost of living at present, and the affordability of housing. Several were of the perspective that so long as Canadians had the ability to access trustworthy news coverage from unbiased sources, there was no need for the Government of Canada to provide financial support to those outlets that were currently struggling. No participants were aware of any initiatives currently being undertaken by the

federal government regarding news outlets and large digital platforms. To clarify, participants were provided with the following information:

Recently, the Government of Canada passed a law requiring some large digital platforms to pay news outlets for news stories on these companies' platforms. The Government of Canada says that since digital platforms benefit from sharing news content on their platforms, both directly (advertising near news) and indirectly (user engagement, data refinement, subsequent targeted advertising), it is important that these big tech companies compensate media fairly.

One of the digital platforms impacted by this new law, Meta, has blocked news content from being posted or shared on its sites in response to the Government of Canada passing this new law.

Reacting to this information, most were of the view that the intent of this law appeared reasonable and felt that it was important that news outlets and journalists be compensated fairly. A large number, however, believed that the implementation of this legislation had resulted in negative consequences for Canadians. A number reported that Meta's Facebook and Instagram platforms had been their primary source for news and that due to Meta's decision to block news content for Canadians on its platforms, they no longer consumed any news at all. Several hoped that more information would be provided by the federal government regarding the steps it would be taking to restore news access for Canadians on these platforms.

Social Media (Winnipeg Heavy Social Media Users)

Participants in the group comprised of heavy social media users residing in the City of Winnipeg engaged in a discussion regarding their social media usage as well as their perspectives regarding the presence of misinformation on social media channels. Asked what social media platforms they use most frequently, many identified YouTube, Facebook, Instagram, and TikTok, with a smaller number mentioning X (formerly Twitter). Discussing the aspects of these platforms that appealed to them most, several spoke positively of the ability of social media to provide them with online connections to friends and family, as well as the entertainment they derived from the content posted on these platforms.

Asked whether they followed any accounts or pages operated by the Government of Canada, none reported that they did. A number commented that on the occasions in which they had encountered government posts on social media, they had experienced difficulties determining which level of government these had emanated from. Describing the types of content from the federal government that they would be most likely to engage with, participants felt they would be most interested in posts that emotionally resonated with them and showed personality, rather than those that were purely informative in nature.

Discussing their experiences with misinformation on social media, all reported that they frequently came across content online that they felt might be inaccurate or misleading. Several indicated that they frequently needed to verify information found on social media using search engines such as Google. Many were familiar with the term 'misinformation,' while fewer had heard the term 'disinformation.' Asked what they believed these terms referred to and how they differed, most believed that misinformation was information that was incorrect, while disinformation was information that was intentionally designed to mislead. To aid in conversation, participants received the following clarification:

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

Asked if they were concerned about the spread of misinformation and disinformation online, all indicated they were. While misinformation was viewed as more prevalent, disinformation was thought to be more dangerous, given the perceived nefarious intentions of those who produce and disseminate it. Asked to share examples of misinformation and disinformation that they had personally encountered online, several recalled seeing images and videos related to global conflicts that had been staged, edited, or misrepresented to serve as propaganda. Discussing what should be done to limit the spread of misinformation and disinformation online, several believed that credible news sources should be prioritized by social media algorithms over those with questionable motivations and/or with a historical record of publishing inaccurate information. Others felt that there should be a zero-tolerance policy for accounts that post misinformation and disinformation on social media, and that all accounts engaging in this activity should be removed.

Discussing whether the Government of Canada had a role in combatting misinformation and disinformation, participants were mixed in their views. Several stated that while the federal government should continue to regulate the content of traditional media outlets, attempting to regulate the content generated by individual users of social media platforms would be inappropriate. A number, however, felt differently, believing that the Government of Canada should take a much more active role. Among these participants, it was felt that the federal government should consider establishing an agency to counter misinformation and disinformation, as well as hire online content moderators to filter and remove posts that spread inaccurate information.

Public Sentiment (Montreal Arab Canadians, Lower Mainland B.C. Recent Immigrants)

Two groups, comprised of Arab Canadians in Montreal and recent immigrants residing in British Columbia (B.C.)'s Lower Mainland respectively, shared their perspectives regarding their future in Canada, as well as the inclusiveness of Canadian society. Sharing what made them feel optimistic about their future in Canada, many identified factors such as freedom, safety, opportunity, and peace. Other factors included what they viewed as the widespread accessibility to health care, arts and culture, and natural spaces. Asked what concerned them regarding life in Canada going forward,



several mentioned the high cost of living, inflation, a perceived lack of competitive wages, difficulties in locating affordable housing, and the impacts of climate change in the years to come. A number were worried about retirement and life in their senior years, with some indicating that they were considering moving back to their countries of origin due to concerns that they would not be able to afford to retire in Canada. Other concerns on this front were voiced regarding the quality and affordability of publicly funded long-term care facilities, the cost of private care, and whether they could expect to retire at a reasonable age.

Discussing the state of diversity, equity, and inclusion in Canada, many expressed positive views. It was thought that Canada was a highly diverse country and one that typically placed a high priority on multiculturalism compared to other jurisdictions throughout the world. Those residing in Montreal widely felt that they (and others of Arab descent) had been accepted and welcomed in Canada and had been able to become deeply integrated into their respective communities. Asked if they felt that Canadian society was welcoming and respectful of different cultures, beliefs, and values, almost all felt that it was. A few in the group comprised of recent immigrants shared a more nuanced perspective, expressing the view that while Canada promoted multiculturalism, diversity, and inclusivity, most immigrants continued to seek social connections within their own diaspora groups rather than among Canadians more broadly.

Employment Insurance (Prince Edward Island)

Participants residing in Prince Edward Island took part in a brief discussion related to Employment Insurance (EI). Almost all were familiar with this program, and a number had previously accessed it themselves or had known someone who had done so. While most of those who had accessed the EI program felt the process had been relatively quick and easy to navigate, it was generally thought that the amounts provided were not enough for them to make ends meet financially. A number expressed concerns regarding potential misuse of the program, with some of the impression that a large number of seasonal workers were currently relying upon EI as their primary source of income during periods of the year in which work in their field was unavailable. It was widely felt that more should be done to assist seasonal workers in finding temporary employment during off-months in their sectors rather than supporting them through programs such as EI.

Asked whether they thought EI was a valuable program for Canadians, most believed that it was. Among those who had previously accessed EI or knew of someone who had, however, all felt that the program did not meet Canadians' needs. Questioned whether they would be willing to pay higher EI premiums in order to receive more generous benefits, however, none indicated that they would. Describing their reasoning, participants once again mentioned concerns related to potential misuse of the program and that higher benefit payments might further encourage the dependence of some Canadians on this program.

Discussing potential barriers individuals may face when re-entering the workforce, participants identified concerns related to anxiety over beginning a new job, costs associated with training and recertification, as well one's ability to relocate to areas where there was higher demand for workers in their field of expertise. Asked how the EI program could better assist Canadians when it comes to re-entering the workforce a few suggested that EI payments should continue for the initial weeks after an individual finds new employment. It was felt that this supplemental income would go a long way towards reducing the financial and mental stress they felt was often associated with starting a new job.

Local Industries (London)

Participants residing in London engaged in a brief discussion related to local industries and the current state of the employment market in their area. Asked how they would rate the quality of the job market in London at present, participants were mixed in their responses. While it was generally believed that there were numerous jobs available, several were of the impression that many of these positions did not offer a living wage and/or were physically intensive and may not be accessible to persons with disabilities and others who were less physically able. A few commented that due to the perceived influence of unions in many of London's key industries, it could be difficult for those without connections to these organizations to gain access to high-paying, long-term work. Sharing their perspectives regarding what the local job market would look like five years from now, most were hopeful that it would improve, with a number believing that there would likely be job growth in areas such as post-secondary education, health care, and manufacturing. Several, however, expressed concerns related to the ability of wages to keep pace with the rising cost of living as well as the potential negative impacts of artificial intelligence (AI) on the employment market going forward.

Asked to identify the most important industries in their local region, participants mentioned sectors such as agriculture, health care, post-secondary education, and manufacturing. A number spoke positively regarding what they viewed as the growth of remote work in London over the course of the COVID-19 pandemic. It was believed that the ability to work remotely had provided many of those residing in their area with employment opportunities across a range of sectors that otherwise would have been unavailable to them. Questioned whether they felt that auto manufacturing specifically would be an important industry in London over the next five to ten years, a number expected that it would. This was especially thought to be the case if an increased emphasis were placed on the manufacturing of electric vehicles (EVs), with several believing that there would be growing demand for EVs in the years to come. Discussing whether they had seen, read, or heard anything in the last few months related to the Government of Canada and a new EV battery plant being built in their area by Volkswagen, very few reported being aware of this project. To aid conversation, participants were provided with the following information:

The Governments of Canada and Ontario secured an investment from Volkswagen to establish its first overseas electric vehicle battery manufacturing plant in St. Thomas, Ontario. This is the largest electric vehicle-related investment in Canadian history. Once complete in 2027, the plant will produce batteries

for up to one million electric vehicles per year, strengthening Canada's domestic battery manufacturing capacity to meet the demand for electric vehicles. It is estimated that the plant will create up to 3,000 direct jobs and up to 30,000 indirect jobs.

Most reacted positively to this announcement, believing this to be a step in the right direction towards bolstering the local economy and increasing the number of high-paying jobs available to local workers. While also feeling that this project would be economically beneficial, a small number questioned whether there would be enough housing available to accommodate an influx of auto workers into the region as well as whether these jobs were at risk of eventually becoming automated and/or replaced by AI. A few expressed concerns regarding the potential environmental drawbacks of EVs, including perceived difficulties in safely disposing of EV batteries once they were no longer usable.

Asked whether they felt that the federal government should be prioritizing these types of investments, most believed that it should. Several thought that this project would have a positive impact on the local economy in the long term and believed that, if successful, it could encourage other foreign companies to make similar investments towards expanding their operations in Canada. A number, however, felt that there were more pressing matters at present (such as the high cost of living and a perceived lack of affordable housing) that required a higher level of prioritization. Informed that the Government of Canada had agreed to provide Volkswagen with up to \$13 billion in subsidies over 10 years, several expressed concerns regarding what they viewed as the significant cost of these subsidies. A number felt that the financial cost of these subsidies far exceeded the potential economic benefits and job creation related to this project. Among these participants, it was believed that these investments by the federal government could be better spent towards improvements in other areas such as health care, which they felt required increased funding at present. A few believed that rather than focusing on partnering with foreign-owned firms such as Volkswagen, a greater emphasis should be placed on supporting Canadian companies.

Appendix A – Recruiting Scripts

English Recruiting Script

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

Recruitment Specifications Summary

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

Specifications for the focus groups are as follows:

Group	Date	Time (EDT)	Local Time	Location	Composition	Moderator
1	Tues, Oct 3 rd	6:00-8:00 PM	6:00-8:00 (EDT)	London	General Population	TBW
2	Wed, Oct 4 th	8:00-10:00 PM	6:00-8:00 (MDT) 6:00-8:00 (CST) 7:00-9:00 (CDT)	Urban Prairies	Indigenous	DN
3	Thurs, Oct 5 th	9:00-11:00 PM	6:00-8:00 (PDT)	Victoria/Nanaimo	General Population	TBW
4	Tues, Oct 10 th	5:00-7:00 PM	6:00-8:00 (ADT)	Prince Edward Island	General Population	DN
5	Wed, Oct 11 th	6:00-8:00 PM	6:00-8:00 (EDT)	Greater Toronto Area	Renters	TBW
7	Mon, Oct 16 th	6:00-8:00 PM	6:00-8:00 (EDT)	Rural Ontario	General Population	DN
8	Tues, Oct 17 th	7:00-9:00 PM	6:00-8:00 (CDT)	Winnipeg	Heavy Social Media Users	TBW
9	Wed, Oct 18 th	8:00-10:00 PM	6:00-8:00 (MDT)	Northwest Territories	General Population	DN
11	Tues, Oct 24 th	8:00-10:00 PM	6:00-8:00 (MDT)	Edmonton	General Population	MP



12	Wed, Oct 25 th	9:00-11:00 PM	6:00-8:00 (PDT)	Lower Mainland BC	Recent Immigrants	MP
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Recruiting Script

INTRODUCTION

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

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

RECORD LANGUAGE

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

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

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

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

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

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

SCREENING QUESTIONS

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

A market research firm

THANK AND END

A marketing, branding, or advertising agency	THANK AND END
A magazine or newspaper	THANK AND END
A federal/provincial/territorial government department or agency	THANK AND END
A political party	THANK AND END
In public/media relations	THANK AND END
In radio/television	THANK AND END
No, none of the above	CONTINUE

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

Yes	THANK AND END
No	CONTINUE

2. In which city do you reside?

LOCATION	CITIES	
London, Ontario	London PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTER PROPER.	CONTINUE – GROUP 1
Urban Prairies	Cities include: <u>Alberta:</u> Calgary, Edmonton <u>Manitoba:</u> Winnipeg <u>Saskatchewan:</u> Saskatoon, Regina NO MORE THAN TWO PER CITY. ENSURE A GOOD MIX.	CONTINUE – GROUP 2
Victoria/Nanaimo, British Columbia	Cities include: Victoria, Nanaimo ENSURE 4 PARTICIPANTS FROM EACH CITY. PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER.	CONTINUE – GROUP 3
Prince Edward Island	Cities could include (but are not limited to): Charlottetown, Summerside, Stratford, Cornwall MAX 4 PARTICIPANTS FROM CHARLOTTETOWN. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	CONTINUE – GROUP 4
Greater Toronto Area	Cities include:	CONTINUE – GROUP 5

	<p>City of Toronto, Durham (Ajax, Clarington, Brock, Oshawa, Pickering, Whitby), Halton (Burlington, Halton Hills, Oakville, Milton), Peel (Brampton, Caledon, Mississauga), York (Markham, Vaughan, Richmond Hill, Newmarket, Aurora, King)</p> <p>ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN 2 FROM THE CITY OF TORONTO OR PER REGION/COUNTY.</p>	
Rural Ontario	<p>Population = <30,000</p> <p>Cities could include (but are not limited to): Keswick-Elmhurst Beach, Bolton, Midland, Alliston, Fergus, Collingwood, Lindsay, Owen Sound, Brockville, Wasaga Beach, Cobourg, Tillsonburg, Valley East, Pembroke, Smiths Falls, Simcoe, Strathroy, Port Colborne, Fort Erie, Amherstburg</p> <p>MAX 2 PARTICIPANTS FROM EACH CITY. ENSURE A GOOD MIX ACROSS THE REGION.</p>	CONTINUE – GROUP 7
Winnipeg, Manitoba	<p>Winnipeg</p> <p>PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTER PROPER.</p>	CONTINUE – GROUP 8
Northwest Territories	<p>Cities include (but not limited to):</p> <p><u>Northwest Territories</u>: Yellowknife, Hay River, Inuvik, Fort Smith</p> <p>ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.</p>	CONTINUE – GROUP 9
Edmonton, Alberta	<p>Edmonton</p> <p>PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTER PROPER.</p>	CONTINUE – GROUP 11
Lower Mainland British Columbia	<p>Cities include (but are not limited to):</p> <p>Vancouver, Burnaby, New Westminister, Coquitlam, Port Coquitlam, Port Moody, Surrey, Richmond, Delta, White Rock, North Vancouver, West Vancouver, Maple Ridge, Langley, Abbotsford, Chilliwack</p>	CONTINUE – GROUP 12

	NO MORE THAN TWO PER CITY. ENSURE A GOOD MIX ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.	
VOLUNTEERED Prefer not to answer		THANK AND END

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

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

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

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

ENSURE A GOOD MIX.

4. **ASK ONLY IF GROUP 2** Do you identify as Indigenous?

Yes **CONTINUE TO Q4a.**
 No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND END**

4a. **ASK ONLY IF GROUP 2** Do you identify as...?

First Nations **CONTINUE – GROUP 2**
 Métis **CONTINUE – GROUP 2**
 Inuit **CONTINUE – GROUP 2**
 None of the above **THANK AND END**



5. **ASK IF ONLY GROUP 5** Do you own or rent your current residence? **IF ASKED/CLARIFICATION REQUIRED:** You are considered a homeowner even if you have outstanding debt that you owe on your mortgage loan.

Own	THANK AND END
Rent	CONTINUE Q5a.
VOLUNTEERED Living at home	THANK AND END
VOLUNTEERED Other	THANK AND END
VOLUNTEERED Don't know/not sure	THANK AND END

- 5a. **ASK ONLY IF GROUP 5** What kind of residence are you renting?

Condo	CONTINUE – GROUP 5
Apartment	CONTINUE – GROUP 5
Single family home	CONTINUE – GROUP 5
Townhome	CONTINUE – GROUP 5
Other, please specify: _____	CONTINUE – GROUP 5

ENSURE A GOOD MIX.

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

I check my social media multiple times a day and post often **CONTINUE TO Q6a.**
 I check my social media multiple times a day and post occasionally **CONTINUE TO Q6a.**
 I regularly check my social media multiple times a day **CONTINUE TO Q6a.**
 I check my social media at least once a day **THANK AND END**
 I check my social media a few times a week **THANK AND END**
 I don't check my social media often **THANK AND END**
 I don't have social media **THANK AND END**

- 6a. **ASK ONLY IF GROUP 8** How much time would you say you spend on social media everyday?

I usually spend more than 4 hours a day on social media **CONTINUE TO Q6b.**
 I usually spend between 3-4 hours a day on social media **CONTINUE TO Q6b.**
 I usually spend between 1-2 hours a day on social media **THANK AND END**
 I usually spend less than 1 hour a day on social media **THANK AND END**

- 6b. **ASK ONLY IF GROUP 8** Which social media platforms are you most active on?

Instagram
 Facebook
 TikTok
 X (formerly Twitter)
 Snapchat
 YouTube
 Other (please specify)
ENSURE A GOOD MIX.

7. **ASK ONLY IF GROUP 12** Were you born in Canada?

- Yes **THANK AND END**
 No **CONTINUE TO Q7a.**
VOLUNTEERED Prefer not to answer **THANK AND END**

7a. **ASK ONLY IF GROUP 12** How many years have you lived in Canada?

Less than 5 years	CONTINUE
5 to 10 years	CONTINUE
11 to 20 years	IF GROUP 12 – THANK AND END
21 to 30 years	IF GROUP 12 – THANK AND END
31 or more years	IF GROUP 12 – THANK AND END
Don't know/Prefer not to answer	THANK AND END

8. 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.”

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

ADDITIONAL RECRUITING CRITERIA

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

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

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

Post graduate degree above bachelor's level

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

ENSURE A GOOD MIX.

19. ASK ALL GROUPS EXCEPT GROUP 2 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.

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

ENSURE A GOOD MIX WHERE APPLICABLE.

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

Accommodation and Food Services

Administrative and Support, Waste Management and Remediation Services

Agriculture, Forestry, Fishing and Hunting

Arts, Entertainment and Recreation

Automotive

Construction

Educational Services



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

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

[DO NOT ASK] Gender RECORD BY OBSERVATION.

Male	CONTINUE
Female	CONTINUE

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

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 – octobre 2023
Groupes en français

Résumé des consignes de recrutement

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

Caractéristiques des groupes de discussion :

GROUPE	DATE	HEURE (HAE)	HEURE (LOCALE)	LIEU	COMPOSITION DU GROUPE	MODÉRATEUR
6	12 octobre	6:00-8:00	6:00-8:00 (HAE)	Ville de Montreal	Canadiens/canadiennes d'origine arabe	MP
10	19 octobre	6:00-8:00	6:00-8:00 (HAE)	Centres de taille moyenne et grande au Québec	Personnes soucieuses du coût de la vie	MP

Questionnaire de recrutement

INTRODUCTION

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

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

NOTER LA LANGUE ET CONTINUER

Français **CONTINUER**

Anglais **PASSER AU QUESTIONNAIRE ANGLAIS**

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

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

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

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

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

QUESTIONS DE SÉLECTION

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

Une société d'études de marché 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**

2. 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**

3. Dans quelle ville habitez-vous?

LIEU	VILLES	
Ville de Montréal	Ville de Montréal LES PARTICIPANTS DOIVENT RÉSIDER À MONTRÉAL À PROPREMENT PARLER	CONTINUER – GROUPE 6
Centres de taille moyenne et grande au Québec	Ces villes peuvent notamment comprendre (mais ne sont pas limité à): Taille moyenne = Population 50 000-99 999 <u>Les villes de taille moyenne :</u> Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe. Grandes villes = Population 100 000+ <u>Les grandes villes :</u> Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière. PAS PLUS QUE DEUX PARTICIPANT PAR VILLE. ASSURER UN BON MÉLANGE.	CONTINUER – GROUPE 10
RÉPONSE SPONTANÉE Préfère ne pas répondre		REMERCIER ET CONCLURE

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

Moins de deux ans	REMERCIER ET CONCLURE
Deux ans ou plus	CONTINUER

Ne sais pas/Préfère ne pas répondre	REMERCIER ET CONCLURE
-------------------------------------	------------------------------

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

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

ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE, S'IL Y A LIEU. LE GROUPE 2 PEUT COMPTER UNE PROPORTION PLUS IMPORTANTE DE PARTICIPANTS PLUS JEUNES.

6. **À DEMANDER SEULEMENT AU GROUPE 6** Est-ce que vous considérez que votre principal patrimoine culturel, régional ou ethnique est arabe?

Oui **CONTINUER À Q6a.**
Non **REMERCIER ET CONCLURE**
RÉPONSE SPONTANÉE, préfère ne pas répondre REMERCIER ET CONCLURE

6a. **À DEMANDER SEULEMENT AU GROUPE 6** D'où avez-vous et/ou d'où votre famille a émigré?

Algérie **CONTINUER À Q6b.**
Bahreïn **CONTINUER À Q6b.**
Comores **CONTINUER À Q6b.**
Djibouti **CONTINUER À Q6b.**
Égypte **CONTINUER À Q6b.**
Iraq **CONTINUER À Q6b.**
Jordanie **CONTINUER À Q6b.**
Koweït **CONTINUER À Q6b.**
Liban **CONTINUER À Q6b.**
Libye **CONTINUER À Q6b.**
Mauritanie **CONTINUER À Q6b.**
Maroc **CONTINUER À Q6b.**
Oman **CONTINUER À Q6b.**
Palestine **CONTINUER À Q6b.**
Qatar **CONTINUER À Q6b.**
Arabie saoudite **CONTINUER À Q6b.**



Somalie **CONTINUER À Q6b.**
 Soudan **CONTINUER À Q6b.**
 Syrie **CONTINUER À Q6b.**
 Tunisie **CONTINUER À Q6b.**
 Émirates arabes unis **CONTINUER À Q6b.**
 Yémen **CONTINUER À Q6b.**
 Israël **CONTINUER À Q6b.**

Autre, spécifiez s'il vous plaît : _____ **CONTINUER À Q6b.**
RÉPONSE SPONTANÉE, préfère ne pas répondre REMERCIER ET CONCLURE
ASSURER UN BON ÉQUILIBRE ENTRE LES PAYS D'ÉMIGRATION, SI POSSIBLE.

6b. **À DEMANDER SEULEMENT AU GROUPE 6** Êtes-vous né(e) au Canada?

Oui **PASSER À LA Q8. - GROUPE 6**
 Non **CONTINUER À Q6c.**
RÉPONSE SPONTANÉE, préfère ne pas répondre REMERCIER ET CONCLURE

6c. **À DEMANDER SEULEMENT AU GROUPE 6** Depuis combien d'années habitez-vous au Canada?

Moins de 5 ans	CONTINUER – GROUPE 6
5 à <10 ans	
10 à <20 years	
20 à <30 years	
30 ou plus	
Ne sais pas/Préfère ne pas répondre	REMERCIER ET CONCLURE

ASSURER UN BON ÉQUILIBRE ENTRE LES RÉPONDANTS NÉS AU CANADA ET LES RÉPONDANTS NON NÉS AU CANADA, SI POSSIBLE.

7. **À DEMANDER SEULEMENT AU GROUPE 10** Comment décririez-vous votre situation financière actuelle?

J'ai de la difficulté à joindre les deux bouts **CONTINUER À Q7a.**
 Je suis presque capable à joindre les deux bouts **CONTINUER À Q7a.**
 Je suis stable, financièrement **CONTINUER À Q7a.**
 Je suis financièrement solide **CONTINUER À Q7a.**
RÉPONSE SPONTANÉE, préfère ne pas répondre REMERCIER ET CONCLURE

7a. **À DEMANDER SEULEMENT AU GROUPE 10** Dans quelle mesure, le cas échéant, le coût de la vie vous préoccupe?

Ça me préoccupe beaucoup **CONTINUER À Q7b.**
 Ça me préoccupe assez **CONTINUER À Q7b.**



Ça me préoccupe un peu **REMERCIER ET CONCLURE**
Ça me ne préoccupe pas du tout **REMERCIER ET CONCLURE**

7b. À DEMANDER SEULEMENT AU GROUPE 10 Dans quelle mesure votre capacité de payer et gérer les factures régulières du ménage au cours du 12 prochains mois vous préoccupe?

Ça me préoccupe beaucoup **CONTINUER**
Ça me préoccupe quelque peu **CONTINUER**
Je pense que je serai capable, mais il faudra réduire les coûts **CONTINUER**
Ça me ne préoccupe pas du tout **REMERCIER ET CONCLURE**

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

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

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

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

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

Le participant a accès à Internet haut débit
Le participant a un ordinateur avec caméra Web

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

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

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

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

13. Au cours de la discussion, vous pourriez devoir lire ou visionner du matériel affiché à l'écran, ou faire des exercices en ligne comme ceux qu'on trouve dans les sondages. On vous demandera aussi de participer

activement à la discussion en ligne à l'aide d'une caméra Web. Pensez-vous avoir de la difficulté, pour une raison ou une autre, à lire les documents ou à participer à la discussion par vidéo?

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

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

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

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

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

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

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

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

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

CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES

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

18. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 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. GROUPE 10 POURRAIT FAUSSER VERS LES FAIBLES REVENUS.

19. **À DEMANDER SEULEMENT AU GROUPE 10** Lequel ou lesquels des groupes raciaux ou culturels suivants vous décrivent le mieux? (Plusieurs choix possibles)

Blanc
Sud-asiatique (p. ex., indien, pakistanais, sri-lankais)
Chinois
Noir
Latino-américain
Philippin
Arabe
Asiatique du sud-est (p. ex., vietnamien, cambodgien, thaïlandais)
Coréen ou japonais
Autochtone
Autre groupe racial ou culturel (préciser)

RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

20. Quel est le niveau de scolarité le plus élevé que vous avez atteint?

École primaire
Études secondaires partielles
Diplôme d'études secondaires ou l'équivalent
Certificat ou diplôme d'apprenti inscrit ou d'une école de métiers
Certificat ou diplôme d'un collège, cégep ou autre établissement non universitaire
Certificat ou diplôme universitaire inférieur au baccalauréat
Baccalauréat
Diplôme d'études supérieur au baccalauréat

RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

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

Homme
Femme

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

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

Métier de la construction ou métier spécialisé	
Administrations publiques	
Agriculture, foresterie, pêche et chasse	
Arts, spectacle et loisirs	

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

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

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

Oui

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.

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

Est-ce que vous accepteriez de participer?

Oui	CONTINUER
Non	REMERCIER ET CONCLURE

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

Nom :

Numéro de téléphone :

Adresse courriel :

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

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

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

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

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

English Moderator's Guide

MASTER MODERATOR'S GUIDE October 2023

INTRODUCTION (10 minutes) All locations

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

GOVERNMENT OF CANADA IN THE NEWS [NEWS CONSUMPTION Winnipeg Heavy Social Media Users] (5-25 minutes)

- London, Urban Prairies Indigenous Peoples, Victoria/Nanaimo, Prince Edward Island, GTA Renters, Montreal Arab Canadians, Rural Ontario, Winnipeg Heavy Social Media Users, Northwest Territories, Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton, Lower Mainland BC Recent Immigrants What have you seen, read, or heard about the Government of Canada in the last few days?
 - London, Urban Prairies Indigenous Peoples [Do you remember where you heard this news/Where did you read, see, or hear this news?]
 - London IF NOT MENTIONED: What about when it comes to manufacturing?
 - Montreal Arab Canadians, Lower Mainland BC Recent Immigrants What about when it comes to international relations?
 - Victoria/Nanaimo, Montreal Arab Canadians, Northwest Territories, Lower Mainland BC Recent Immigrants What are your reactions to this news?

London PROMPT AS NEEDED: The Government of Canada announced a multi-year commitment of \$650 million over three years for 50 armoured vehicles for Ukraine, which are going to be built in London.

- London What are your reactions to this news?
- London What impact will this investment have in London, if any?

- **Montreal Arab Canadians, Winnipeg Heavy Social Media Users, Lower Mainland BC Recent Immigrants** What are your primary sources for news? (TV news, radio, social media, friends/family)
 - **Montreal Arab Canadians, Lower Mainland BC Recent Immigrants** Do you mostly get news from English language sources or in another language?
 - IF ANOTHER LANGUAGE: Which language(s)?
 - How often do you turn to sources in other languages?
 - **Montreal Arab Canadians, Lower Mainland BC Recent Immigrants** Do you mostly get news from Canadian media or media from another country?
 - IF ANOTHER COUNTRY: Which countr(y/ies)?
 - How often do you turn to media from another country?
 - **Winnipeg Heavy Social Media Users** Are there any sources that are more or less reliable for news? If yes, which ones?
 - **Winnipeg Heavy Social Media Users** IF NOT MENTIONED: How many of you use social media to get news?
 - Are some platforms more credible or trustworthy than others when it comes to news? Why?
 - Which do you find more/less credible?
- **Montreal Arab Canadians, Lower Mainland BC Recent Immigrants** If you were looking for federal government news, where would you go to first? Why?
- **Winnipeg Heavy Social Media Users** How much time do you typically spend reading, watching, or listening to the news?

PERFORMANCE AND PRIORITIES (10-60 minutes) **London, Urban Prairies Indigenous Peoples, Victoria/Nanaimo, Prince Edward Island, GTA Renters, Montreal Arab Canadians, Rural Ontario, Winnipeg Heavy Social Media Users, Northwest Territories, Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton, Lower Mainland BC Recent Immigrants**

- What does the Government of Canada do well?
- What does the Government of Canada need to improve on? [Why do you feel this way?]
- **Urban Prairies 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?
- **Urban Prairies 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?

- **Urban Prairies Indigenous Peoples** What areas do you think the Government of Canada should be prioritizing to help advance reconciliation? Why do you feel this way?
- **Urban Prairies Indigenous Peoples** How would you measure progress on reconciliation?
 - Are there specific actions or outcomes that would show progress? If so, what are they?
- **Urban Prairies 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?
- **Victoria/Nanaimo** Has your opinion of the Government of Canada changed over the past year?
- **Victoria/Nanaimo, Prince Edward Island, Rural Ontario, Northwest Territories, Lower Mainland BC Recent Immigrants** In your opinion, what are the top issues that the Government of Canada should be prioritizing? Why?
 - **Victoria/Nanaimo** IF NOT MENTIONED: What about climate change?
 - **Prince Edward Island, Montreal Arab Canadians** IF NOT MENTIONED: What about housing [affordability]?
 - **Prince Edward Island** IF NOT MENTIONED: What about making groceries more affordable?
 - **Northwest Territories** What are the top issues in your community specifically that the federal government should be prioritizing?
 - **Northwest Territories** Has the Government of Canada done anything to help on these issues?
 - **Lower Mainland BC Recent Immigrants** Specifically, what are the top issues impacting recent immigrants that the Government of Canada should be prioritizing?
 - PROBE AS NEEDED: What about access to housing? What about access to healthcare?
- **Victoria/Nanaimo** How concerned are you, if at all, by climate change? Why do you say that?
- **Victoria/Nanaimo** What comes to mind when you think about the potential impacts of climate change?
 - Does climate change have a major impact, a minor impact, or no impact on natural disasters like wildfires, extreme weather, extreme temperatures, floods, or droughts?
 - IF YES: What are the impacts?

- Why do you feel this way? What shaped your opinion on this?
 - Does climate change have a major impact, a minor impact, or no impact on the cost of living like the price of food at the grocery store, home insurance rates, or housing prices?
 - IF YES: What are the impacts?
 - Why do you feel this way? What shaped your opinion on this?
 - Does climate change have a major impact, a minor impact, or no impact on infrastructure, like roads, bridges, or the electricity grid?
 - IF YES: What are the impacts?
 - Why do you feel this way? What shaped your opinion on this?
 - Does climate change have a major impact, a minor impact, or no impact on agricultural activity, air quality, water supply, or public health?
 - IF YES: What are the impacts?
 - Why do you feel this way? What shaped your opinion on this?
 - Does climate change have a major impact, a minor impact, or no impact on the job market or tourism industry?
 - IF YES: What are the impacts?
 - Why do you feel this way? What shaped your opinion on this?
- **Victoria/Nanaimo** How concerned are you about these potential impacts of climate change on your community?
- **Victoria/Nanaimo** Have you seen any impacts of climate change in your community?
 - IF YES: What have you seen?
- **Victoria/Nanaimo** How prepared, if at all, is your community to handle these potential impacts of climate change?
- **Victoria/Nanaimo** In the past 12 months, have you or a family member taken any measures to prepare your household for any potential impacts of climate change?
- **Victoria/Nanaimo** Over the next few years, do you expect your community to be more at risk due to climate change?
- **Montreal Arab Canadians** Have you heard, read, or seen anything the Government of Canada has done lately to address the housing situation? Where did you hear it?

Montreal Arab Canadians The Government of Canada has announced steps it is taking to help build more housing ...

Montreal Arab Canadians [SHOW ON SCREEN]

The Housing Accelerator Fund is a fund designed to help cut red tape and incentivize municipalities to get the construction of new homes across Canada started more quickly. In addition to this, the Government of Canada has announced it is:

- Introducing a new law to remove the GST (federal sales tax) from the costs of building new rental apartments.
 - Asking provinces to remove their portion of the HST (i.e. provincial sales taxes) from the costs of building new rental apartments, to match what the federal government is doing.
 - Working with Quebec to work with local governments to end exclusionary zoning and encourage homes be built near public transit, in order to receive funding through the Housing Accelerator Fund.
- **Montreal Arab Canadians** What are your reactions to these measures?
 - **Montreal Arab Canadians** What impact, if any, do you think this could have in the area where you live?

Montreal Arab Canadians Now moving on to another topic...

- **Montreal Arab Canadians** In your opinion, what are the top issues impacting Arab Canadians that the Government of Canada should be prioritizing?
- **Montreal Arab Canadians** What news have you ever seen, read, or heard about the Government of Canada's past work on any of these issues?
- **Montreal Arab Canadians** What work, if any, is the federal government planning to do on these issues?
- **Montreal Arab Canadians** On these priorities, is the federal government generally on the right track or wrong track? Why?
 - For those who say they are on the wrong track, what could the federal government do to get on the right track?
- **Montreal Arab Canadians** When it comes to engaging with Arab Canadians, would you say the federal government is generally on the right or wrong track?
 - What are better ways for the federal government to engage with Arab Canadians?



- **Northwest Territories** What are the most important sectors and industries for your community?
 - Which sectors and industries in your community do you feel need the most help?
 - Has the Government of Canada done anything to support these sectors and industries?
- **Northwest Territories** When it comes to engaging with the people in the Northwest Territories, like listening and responding to their issues, would you say the Government of Canada is generally on the right or wrong track?
 - What are better ways for the federal government to engage with people in the Northwest Territories?
- **Lower Mainland BC Recent Immigrants** How would you describe the current state of the immigration system in Canada?
 - How would you describe your experience going through the immigration system? Did you experience any challenges throughout the process? If yes, and if you feel comfortable sharing, what were some of the challenges with the process?
 - IF NOT MENTIONED: How was your experience with application processing times?
 - What should the Government of Canada do to improve the immigration system?
- **Lower Mainland BC Recent Immigrants** How important, if at all, are issues around recognizing foreign credentials?

Lower Mainland BC Recent Immigrants CLARIFY AS NEEDED:

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

- **Lower Mainland BC Recent Immigrants** Does anyone here have a family member who has had to, or is currently going through a process to have credentials recognized?
- **Lower Mainland BC Recent Immigrants** As far as you know, what, if anything, has the Government of Canada done to address the issues around recognizing foreign credentials?
- **Lower Mainland BC Recent Immigrants** What should the Government of Canada do on this issue?
- **Lower Mainland BC Recent Immigrants** 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?
 - IF WRONG TRACK: What should the Government of Canada do to get on the right track?
- **Lower Mainland BC Recent Immigrants** 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?
- **Lower Mainland BC Recent Immigrants** In your opinion, does the Government of Canada do enough to support to recent immigrants? What makes you say that?
- **Lower Mainland BC Recent Immigrants** What more should the Government of Canada do to support immigrants?
 - What about when it comes to housing and healthcare?

AFFORDABILITY MEASURES - GROCERIES (20-60 minutes) **London, Victoria/Nanaimo, Mid-Size & Major Centres Quebec Cost of Living Concerned**

- **London, Victoria/Nanaimo** In your opinion, what should be the Government of Canada's top priority?
 - IF NOT MENTIONED: What about housing affordability?
- **London, Victoria/Nanaimo, Prince Edward Island, Mid-Size & Major Centres Quebec Cost of Living Concerned** Have you seen, read, or heard anything from the Government of Canada about what it is doing to address housing [**London** in London][**Prince Edward Island** the cost of living, or provide relief to small business owners]?
 - **London, Victoria/Nanaimo, Prince Edward Island, Mid-Size & Major Centres Quebec Cost of Living Concerned** IF YES: What did you see, read, or hear? Where did you see, read, or hear this?
 - **Victoria/Nanaimo** IF NOT MENTIONED: Have you seen, read, or heard anything about the City of Victoria or the City of Nanaimo applying to receive federal funding through the Housing Accelerator Fund?
 - IF YES: What have you heard?

London PROMPT AS NEEDED: The Government of Canada announced an agreement with the City of London providing \$74 million through the Housing Accelerator Fund to fast-track over 2,000 housing units in three years, and more later. This fund will address zoning issues, allow higher-density development, and create partnerships with non-profits to increase affordable housing, as well as build more homes and rental units near public transit.

- **London** Was anyone here already aware of this news? (Show of hands)
- **London** What are your reactions to this news?

- **London** Who here is familiar with the Housing Accelerator Fund?
 - IF FAMILIAR: What do you know about the Housing Accelerator Fund? How does it work? What impact, if any, do you think this fund will have on building more homes?

Prince Edward Island Let's start with the federal government's most recent measures on housing ...

London, Victoria/Nanaimo, Prince Edward Island, Mid-Size & Major Centres Quebec Cost of Living Concerned [SHOW ON SCREEN]

The Housing Accelerator Fund is a fund designed to help cut red tape and incentivize municipalities to get the construction of new homes across Canada started more quickly. In addition to this, the Government of Canada has announced it is:

- Introducing a new law to remove the GST (federal sales tax) from the costs of building new rental apartments.
 - Asking provinces to remove their portion of the HST (i.e. provincial sales taxes) from the costs of building new rental apartments, to match what the federal government is doing.
 - Requiring local governments to end exclusionary zoning and encourage homes be built near public transit, in order to receive funding through the Housing Accelerator Fund.
- **London, Victoria/Nanaimo, Prince Edward Island, Mid-Size & Major Centres Quebec Cost of Living Concerned** What are your reactions to these measures? **Mid-Size & Major Centres Quebec Cost of Living Concerned** [How do you feel about this approach?]
 - **London, Victoria/Nanaimo** Do you think removing the federal and provincial sales taxes on the construction of new apartment buildings will speed up home building? Why or why not?
 - **London** How much of an impact do you think these measures will have on the construction sector as a whole?
 - **London** Do you believe that these policies will result in more construction jobs? Why or why not?
 - **Victoria/Nanaimo** Do you think Canada has enough construction workers to build the number of homes we need to build? Why or why not?
 - IF NO: Is immigration a solution to fill labour shortages? Why or why not?
 - **London, Victoria/Nanaimo** Has anyone heard the term "exclusionary zoning" before?
 - IF YES: Can you briefly explain it?

London, Victoria/Nanaimo CLARIFY: Exclusionary zoning occurs when local governments limit where certain types of housing can be built, often favouring detached homes.

- **London, Victoria/Nanaimo** How do you feel about the Government of Canada asking local governments to end exclusionary zoning in exchange for funding for housing?
- **London, Victoria/Nanaimo, Prince Edward Island, Mid-Size & Major Centres Quebec Cost of Living Concerned** What impact, if any, do you think this could have in the area where you live?
- **London, Victoria/Nanaimo, Prince Edward Island, Mid-Size & Major Centres Quebec Cost of Living Concerned** [And thinking of the steps I showed you,] would you say these put the Government of Canada on the right track or wrong track on housing? What makes you say that?
- **London, Victoria/Nanaimo, Mid-Size & Major Centres Quebec Cost of Living Concerned** Does knowing that the Government of Canada is taking these steps change the way you view its management of housing? Why/why not?
- **London, Victoria/Nanaimo, Prince Edward Island, Mid-Size & Major Centres Quebec Cost of Living Concerned** Do you have any questions about these steps? Is anything unclear?
- **London, Victoria/Nanaimo** Was there anything presented today that the Government of Canada should not be doing? Why?
- **Mid-Size & Major Centres Quebec Cost of Living Concerned** Do you believe these actions will help to build more homes for middle class Canadians? Why/why not?

Mid-Size & Major Centres Quebec Cost of Living Concerned We're going to use the chat function again for the next question. Please ensure that you have selected [moderator] as the recipient.

- **Mid-Size & Major Centres Quebec Cost of Living Concerned** If you had to choose one word to describe this package of measures, what word would you use? Please write your answer in the chat.
 - MODERATOR TO ASK EACH PARTICIPANT: Can you explain why you chose [insert word]?
- **Mid-Size & Major Centres Quebec Cost of Living Concerned** Do you think these measures will have a major, minor or no impact on middle-class Canadians? What makes you say that?
MODERATOR TO PROBE FOR POSITIVE VS NEGATIVE IMPACT

- **Mid-Size & Major Centres Quebec Cost of Living Concerned** Which of these measures, if any, is most important to you, personally?
- **Mid-Size & Major Centres Quebec Cost of Living Concerned** Was there anything presented today that the Government of Canada should not be doing? Why?

Prince Edward Island Now let's look at the federal government's most recent steps to address high grocery prices ...

GROCERIES

Victoria/Nanaimo, Prince Edward Island The Government of Canada has announced steps it is taking to help build more housing [**Prince Edward Island** and tackle high grocery costs...]

- **GTA Renters** Have you seen, read, or heard anything from the Government of Canada about what it is doing to address the cost of groceries?
 - IF YES: What did you see, read, or hear? Where did you see, read, or hear this?

GTA Renters The Government of Canada has announced steps it is taking to help tackle high grocery costs...

Prince Edward Island, GTA Renters [SHOW ON SCREEN]

The Government of Canada is working to stabilize rising groceries prices by:

- Meeting with the heads of Canada's major grocery chains to discuss ways to stabilize food prices. The Government of Canada has said that as a result, Canadians can expect to see actions such as discounts on a selection of grocery staples, price freezes, and price matching.
- Proposing to amend the Competition Act to give the Competition Bureau the power to:
 - Make businesses share necessary information to help with the Competition Bureau's review of their industry, instead of relying on them to do so voluntarily;
 - Get rid of a rule that currently allows company mergers to go ahead if they create significant cost savings, even if they lessen competition, lead to job losses or reduce choice for consumers; and

- Take actions against collaborations that stifle competition and consumer choice, in particular situations where large grocers prevent smaller competitors from opening nearby.
- **Prince Edward Island, GTA Renters** What are your reactions to these measures? How do you feel about this approach?
- **Prince Edward Island, GTA Renters** Do you believe these actions will help make life more affordable for Canadians? Why/why not?
- **Prince Edward Island, GTA Renters** Does knowing the Government of Canada is taking these steps change the way you view their management on affordability? Why/why not?
- **Prince Edward Island, GTA Renters** Do you have any questions about these measures? Is anything unclear?

Prince Edward Island, GTA Renters We're going to use the chat function for the next question. Please take a minute now to locate the chat function and ensure that you have selected [moderator] as the recipient.

Prince Edward Island, GTA Renters [Thinking] back to all the measures we've discussed today on housing and groceries ...

- **Prince Edward Island, GTA Renters** If you had to choose one word to describe this package of measures what word would you use? Please write your answer in the chat.
 - MODERATOR TO ASK EACH PARTICIPANT: Can you explain why you chose [insert word]?
- **Prince Edward Island, GTA Renters** Do you think these measures will have a major, minor or no impact on middle-class Canadians? What makes you say that? MODERATOR TO PROBE FOR POSITIVE VS NEGATIVE IMPACT
- **Prince Edward Island, GTA Renters** Which of these measures, if any, is most important to you, personally?
- **Prince Edward Island, GTA Renters** Was there anything presented today that the Government of Canada should not be doing? Why?

- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** How would you describe the cost of groceries in Canada? Would you say that prices have been increasing, decreasing, or staying the same?
 - IF INCREASING: What’s behind the increase in grocery prices?
- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** What strategies, if any, are you using to help save money on your grocery bill? Are you using coupons, price matching, or other similar actions when you shop for groceries?
 - IF YES: How much of an impact have these strategies had on your grocery bill?
 - IF NO: Why not? Would you consider using them in the future? What would motivate you to start using coupons, price matching, or other similar actions?
 - Is there any information that would help you to start? Where would you go for this information?
 - IF NOT MENTIONED: Would you turn to the Government of Canada for information on ways to save money while grocery shopping? Why/why not?
- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** Have you seen, read, or heard anything from the Government of Canada about what it is doing to address the cost of groceries?
 - IF YES: What did you see, read, or hear? Where did you see, read, or hear this?

Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton The Government of Canada has announced steps it is taking to help tackle high grocery costs...

Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton [SHOW ON SCREEN]

The Government of Canada is working to stabilize rising groceries prices by:

- Called a meeting with the heads of Canada’s major grocery chains to discuss ways to stabilize food prices. As a result, Canadians can expect to see targeted actions, including discounts on a selection of grocery staples, price freezes, and price matching.
- Creating a Grocery Task Force to monitor the major grocery chains’ commitments and actions to stabilize grocery prices for Canadians and to investigate cases of “shrinkflation”.
- Creating a Grocery Code of Conduct to ensure fairness and transparency across the food industry.
- Proposing to amend the Competition Act to give the Competition Bureau the power to:
 - Make businesses share necessary information to help with the Competition Bureau’s review of their industry, instead of relying on them to do so voluntarily;

- Get rid of a rule that currently allows company mergers to go ahead if they create significant cost savings, even if they lessen competition, lead to job losses or reduce choice for consumers; and
 - Takes actions against collaborations that stifle competition and consumer choice, in particular situations where large grocers prevent smaller competitors from opening nearby.
- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** What are your reactions to each of these measures?
 - **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** In terms of the meeting with the heads of Canada’s major grocery chains, do you think grocery stores will follow-through on taking targeted actions to help stabilize prices? Why/why not?
 - **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** The Grocery Task Force will investigate cases of “shrinkflation.” What is “shrinkflation?” Have you heard this term before?

Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton CLARIFY AS NEEDED
“Shrinkflation” occurs when the size of a product is reduced while its price stays the same or increases.

- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** Has anyone here noticed instances of shrinkflation when shopping for groceries?
- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** How do you feel about the Government of Canada creating a task force that will investigate instances of shrinkflation? What impact, if any, do you think this could have?
- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** [And now thinking of the package of measures shown,] overall, how do you feel about this approach?
- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** Do you believe these actions will help make life more affordable for Canadians? Why/why not?
- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** Does knowing the Government of Canada is taking these steps change the way you view its management on affordability? Why/why not?

- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** Do you have any questions on these measures? Is anything unclear?

Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton We're going to use the chat function for the next question. Please take a minute now to locate the chat function and ensure that you have selected [moderator] as the recipient.

- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** If you had to choose one word to describe this package of measures, what word would you use? Please write your answer in the chat.
 - MODERATOR TO ASK EACH PARTICIPANT: Can you explain why you chose [insert word]?
- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** Do you think these measures will have a major, minor or no impact on middle-class Canadians? What makes you say that? MODERATOR TO PROBE FOR POSITIVE VS NEGATIVE IMPACT
- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** Which of these measures, if any, is most important to you, personally?
- **Mid-Size & Major Centres Quebec Cost of Living Concerned, Edmonton** Was there anything presented today that the Government of Canada should not be doing? Why?

LOCAL INDUSTRIES (30 minutes) London

Now I'd like to focus on important industries in your area...

- Overall, how would you rate the state of the job market in your area? Is it good, poor, or somewhere in between? Why do you feel this way?
- Thinking five years into the future, do you imagine the job market will be worse, better, or the same? Why do you feel this way?
- What are the most important sectors and industries in your area? What do you think will be the most important sectors and industries in your area 5 to 10 years from now?
 - IF NOT MENTIONED: what about auto manufacturing?
- Would you say the Government of Canada is on the right track or wrong track when it comes to creating good jobs in Canada?

- What about when it comes to supporting the automotive industry? Would you say that the Government of Canada is generally on the right track or wrong track?
- What are some examples of work the federal government has done to support the automotive industry?
- Have you heard, read, or seen anything in the last few months about the Government of Canada and Volkswagen's new electric vehicle battery plant?

CLARIFY: The Governments of Canada and Ontario secured an investment from Volkswagen to establish its first overseas electric vehicle battery manufacturing plant in St. Thomas, Ontario. This is the largest electric vehicle-related investment in Canadian history. Once complete in 2027, the plant will produce batteries for up to one million electric vehicles per year, strengthening Canada's domestic battery manufacturing capacity to meet the demand for electric vehicles. It is estimated that the plant will create up to 3,000 direct jobs and up to 30,000 indirect jobs.

- What are your initial thoughts about this investment?
- What impact, if any, do you see this having in your area?
 - PROBE: What impact, if any, will it have on the local economy? What about jobs?
 - In your opinion, is attracting these kinds of investments to Canada something the Government of Canada should be prioritizing?
 - What else could the Government of Canada do to support the auto manufacturing sector?

The Government of Canada has agreed to provide Volkswagen with up to \$13 billion in subsidies over 10 years.

- Does knowing this change your opinion as to whether the Government of Canada should be prioritizing investments in auto manufacturing?

HOUSING (20-40 minutes) Urban Prairies Indigenous Peoples, GTA Renters, Northwest Territories

GTA Renters When you were recruited for this focus group, you indicated that you currently rent the place where you live.

- **Urban Prairies Indigenous Peoples, GTA Renters, Northwest Territories** How would you describe the housing situation in your community? [**Northwest Territories** What about across the territory?]
 - **Urban Prairies Indigenous Peoples, Northwest Territories** What are the biggest challenges when it comes to housing? **Northwest Territories** PROMPT AS NECESSARY: Affordability both of purchasing and renting, quality, supply, etc.
 - **GTA Renters** What are the biggest challenges when it comes to renting in your community? PROMPT AS NECESSARY: Affordability, quality, supply...
 - **GTA Renters** In your opinion, what has contributed to the lack of affordable rental options in your community?
- **GTA Renters** To the best of your knowledge, has the Government of Canada done anything to address the issues facing renters?
- **GTA Renters** What, if anything, should the Government of Canada be doing to support renters?
- **Urban Prairies Indigenous Peoples, GTA Renters** Have you seen, read, or heard anything from the Government of Canada about what it is doing to address [housing/home construction]?
 - **GTA Renters** IF YES: What did you see, read, or hear? Where did you see, read, or hear this?

Urban Prairies Indigenous Peoples, GTA Renters The Government of Canada has announced steps it is taking to help build more housing:

[SHOW ON SCREEN]

The Housing Accelerator Fund is a fund designed to help cut red tape and incentivize municipalities to get the construction of new homes across Canada started more quickly. In addition to this, the Government of Canada has announced it is:

- Introducing a new law to remove the GST (federal sales tax) from the costs of building new rental apartments.
- Asking provinces to remove their portion of the HST (i.e., provincial sales taxes) from the costs of building new rental apartments, to match what the federal government is doing.
- Requiring local governments to end exclusionary zoning and encourage homes be built near public transit, in order to receive funding through the Housing Accelerator Fund.



- **Urban Prairies Indigenous Peoples, GTA Renters** What are your reactions to these measures?
- **Urban Prairies Indigenous Peoples, GTA Renters** What impact, if any, do you think this could have in the area where you live?
- **Urban Prairies Indigenous Peoples, GTA Renters** Would you say these put the Government of Canada on the right track or wrong track when it comes to addressing the housing situation? What makes you say that?
- **Urban Prairies Indigenous Peoples, GTA Renters** Is anything unclear?
- **Urban Prairies Indigenous Peoples** What else, in your opinion, should the Government of Canada be doing to address the issue of housing in your community?
- **GTA Renters** Do you hope to be a homeowner one day?
 - IF NO: Why not?
 - IF YES: How likely do you feel it is that you will become a homeowner someday?
- **GTA Renters** What have you seen, read, or heard about the Government of Canada's policies on making homeownership more attainable for first-time home buyers?
- **GTA Renters** When it comes to making homeownership more attainable for first-time home buyers, has the Government of Canada generally been on the right track or wrong track? What makes you say that?

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

GTA Renters SHOW ON SCREEN:

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

- **GTA Renters** What are your reactions to these initiatives?
- **GTA Renters** Are these initiatives on the right track or wrong track in making home ownership more attainable? Would any of these personally impact you?
- **GTA Renters** Do you have any questions about any of these initiatives?
- **GTA Renters** What else would you like to see from the Government of Canada when it comes to supporting first-time home buyers?

- **Northwest Territories** With respect to the challenges you just described, would you say the situation has worsened, improved, or stayed the same over the last few years?
- **Northwest Territories** Do you expect access to housing in the Northwest Territories will improve or worsen over the next few years? What makes you say that?
 - What needs to happen for access to housing in the Northwest Territories to improve?
- **Northwest Territories** What have you seen, read, or heard about the Government of Canada's work on housing?
- **Northwest Territories** When it comes to housing, has the Government of Canada generally been on the right track or wrong track? What makes you say that?
- **Northwest Territories** What would you like to see from the Government of Canada when it comes to housing?

HEALTH CARE (30 minutes) **Urban Prairies Indigenous Peoples, Rural Ontario, Northwest Territories**

Urban Prairies Indigenous Peoples Now I'd like to focus on the health care system in your community...

- **Urban Prairies Indigenous Peoples** Overall, how would you rate the quality of the health care system in your community? What makes you say that?
- **Urban Prairies Indigenous Peoples** Has the accessibility and quality of healthcare services overall changed over the past few years?
 - IF YES: Have they gotten better or worse?

- In your opinion, is there a difference in the level of care provided to Indigenous peoples compared to non-Indigenous people?
 - IF YES: What do you feel is behind these gaps?
 - Are there any barriers that specifically affect Indigenous communities when it comes to accessing health care?
 - IF YES: What are these barriers? What should be done to address these barriers?
- **Urban Prairies Indigenous Peoples** How accessible are traditional Indigenous medicines and health practices to the Indigenous people in your community?
 - How important, if at all, is having access to these services to you?
- **Urban Prairies Indigenous Peoples** How important is it to you, if at all, that health care providers are educated and trained on Indigenous cultures and practices?
 - Have you seen any changes when it comes to health care providers' understanding of Indigenous cultures and practices?
- **Urban Prairies Indigenous Peoples** What suggestions do you have for the federal government to improve the current state of healthcare issues facing Indigenous peoples?
- **Urban Prairies Indigenous Peoples** How would you describe the accessibility and quality of mental health and wellness services, designed specifically for Indigenous peoples, in your community?
 - How important, if at all, is having access to these services to you?

Urban Prairies Indigenous Peoples Now we're going to talk briefly about substance use...

- **Urban Prairies Indigenous Peoples** Would you say that substance use is a major issue, a minor issue, or not an issue at all in your community?
- **Urban Prairies Indigenous Peoples** How would you describe the accessibility and quality of local resources or services available for individuals dealing with substance use issues?
- **Urban Prairies Indigenous Peoples** What, if anything, has the Government of Canada done to address substance use in Canada?
- **Urban Prairies Indigenous Peoples** What role should the Government of Canada play in addressing substance use? What do you think the Government of Canada could do to better support those struggling with substance use issues?

- **Rural Ontario, Northwest Territories** How would you describe the healthcare system in Canada today?
- **Rural Ontario, Northwest Territories** Would you say that when it comes to Canada's healthcare system, major changes are needed, only minor changes are needed, or no changes are needed at all?
 - IF CHANGES NEEDED: What are the changes needed? Who is responsible for making those changes?
- **Northwest Territories** How would you describe your experiences accessing health care services?
- **Rural Ontario, Northwest Territories** When you need health care, are you typically able to access it in your local community, or do you have to travel outside your community?
- **Rural Ontario, Northwest Territories** Has your experience accessing healthcare services changed over the past several years?
 - IF YES: What caused it to change? How do you know?
- **Rural Ontario, Northwest Territories** How do you think the quality of the health care system in your area compares to other regions or provinces in Canada? Is it better, worse or the same?
 - IF WORSE: What would need to happen for the healthcare system in your community to improve?
- **Rural Ontario, Northwest Territories** What role does the Government of Canada have in health care?
 - In your opinion, does the Government of Canada understand the healthcare issues you're most worried about? Why/why not?
- **Rural Ontario, Northwest Territories** Would you say that the Government of Canada is generally on the right track or wrong track when it comes to healthcare? Why?
 - IF WRONG TRACK: What would you need to see from the federal government for them to get on the right track?
- **Rural Ontario, Northwest Territories** What work, if any, has the federal government ever done to address issues in health care?

- Rural Ontario AS NEEDED: Have you heard anything about negotiations between the federal and provincial governments on funding for health care?
- Rural Ontario, Northwest Territories Looking ahead, do you expect the healthcare system in Canada to improve, stay the same, or get worse? Why?
 - Northwest Territories What would need to happen for the healthcare system in your community to improve?

COMMUNITY SAFETY (25 MINUTES) Urban Prairies Indigenous Peoples,

Last section only if time permits; key questions highlighted

Now turning to community safety ...

- Do you feel that your community is safe? Why/why not?
- As far as you can tell, has there been an increase, decrease, or no change in the level of crime in your community?
 - IF INCREASE: What have you noticed specifically?
 - What 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 when it comes to 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?
- Can you think of anything else the Government of Canada could do to prevent crime?
 - PROBE: What about more mental health services? Addiction treatment? Housing?
 - Would these have an impact? Why/why not?
 - Should they be a priority for the federal government?
- What else should the Government of Canada do to help reduce crime?

EMPLOYMENT INSURANCE (20 minutes) Prince Edward Island

- Who here is familiar with Employment Insurance, also known as EI?
 - What do you know about it?
 - Have you, or has someone you know, accessed EI benefits in the past?
 - What was that experience like?

- How would you describe EI?
 - Is it easily accessible?
 - Is it a valuable program?
 - Does it meet Canadians' needs?

- Generally, do you think that EI benefits are too high, too low, or do they provide about the right amount? Why do you say that?
 - Would you be willing to pay higher premiums for more generous EI benefits? Why/why not?

- Do you think the current EI system provides enough support for seasonal workers? Why/why not?

- What changes to the EI system, if any, do you think would better support seasonal workers?

- In your opinion, what are the barriers that people sometimes face when attempting to re-enter the workforce?

- How could the EI program be tailored to better assist people when it comes to re-entering the workforce?

CARBON PRICING (30 minutes) Prince Edward Island, Rural Ontario

- **Prince Edward Island** How important is it, if at all, for the Government of Canada to reduce carbon pollution in Canada? Why do you say that?

- **Prince Edward Island, Rural Ontario** What, if anything, have you seen, read, or heard about carbon pollution pricing in Canada?

- **Prince Edward Island, Rural Ontario** As far as you know, is there a price on carbon pollution in [PEI/Ontario] today?
- **Prince Edward Island, Rural Ontario** Have you heard anything about Climate Action Incentive payments (CAIP), sometimes referred to as pollution price rebates?
 - What have you heard?
 - To the best of your knowledge, have you or someone else in your household received this payment?

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

- **Prince Edward Island, Rural Ontario** What are your reactions when you hear this information?
 - Do you support putting a price on carbon pollution? Why/why not?

Prince Edward Island, Rural Ontario SHOW ON SCREEN:

Starting July 1, 2023, Prince Edward Island began using the federal system. Under the federal system, all proceeds collected from the price on carbon pollution in each province will stay in that province. Approximately 90% of proceeds will be returned directly to Islanders via Climate Action Incentive payments (CAIP), which are sometimes referred to as pollution price rebates. Payments will go out quarterly (i.e. every 3 months), with a family of 4 receiving \$240 each quarter.

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. At the same time, most households receive more money back through the Climate Action Incentive payments than they pay on the fuel charge.

- **Prince Edward Island, Rural Ontario** Overall, does this approach of pricing pollution make sense? Why/why not?
 - Do you have any questions about how it works? What are they?

- Does it seem fair? Does it seem affordable?

Prince Edward Island, Rural Ontario For residents of small and rural communities, the Climate Action Incentive payments include 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.

- **Prince Edward Island** Does knowing this change how you feel about the price on pollution? Why/why not?
- **Prince Edward Island, Rural Ontario** Is this approach of pricing pollution fair to Canadians living in rural and smaller communities? Why/why not?
- **Prince Edward Island, Rural Ontario** Do you think a price on carbon pollution will discourage people from polluting? Why/why not? What about you, specifically?
 - What other impacts, if any, might a price on pollution have on Canadians?
 - In the short term, do you think the costs of a price on carbon pollution are greater than the costs of climate change to communities? Why?
 - What about in the long run?
- **Prince Edward Island** Based on what you now know, if you had to explain the price on pollution and the Climate Action Incentive payments to a friend, what would you tell them?

PHARMACARE (30 minutes) GTA Renters, Rural Ontario

- **GTA Renters** In your opinion, what are the top issues that the Government of Canada should be prioritizing?
 - IF NOT MENTIONED: What about health care? How big of a priority should health care be?
 - What about the cost of prescription medication in Canada?
- **Rural Ontario** We were just speaking about the most pressing healthcare issues that affect you. Thinking about these, where does the accessibility and cost of prescription medication fit in? Is it as much of a priority as the issues we have already discussed, less of a priority but still important, or not really a priority for you at all?

- **GTA Renters, Rural Ontario** How would you describe the state of prescription drug coverage in Canada today?
- **GTA Renters, Rural Ontario** Are you aware of anything the Government of Canada has done or is planning to do on pharmacare?
 - IF YES: What have you seen, read, or heard?

GTA Renters, Rural Ontario CLARIFY: The Government of Canada has announced its intention to move forward on implementing a national pharmacare program to make prescription drugs more affordable and accessible to more Canadians.

- **GTA Renters, Rural Ontario** As the Government of Canada plans the next steps of its national pharmacare plan, what are the most important things it should keep in mind?
- **GTA Renters, Rural Ontario** Pharmacare could be completely public, like healthcare, where all Canadians are on the same plan. Alternatively, it could “close the gaps” so that people can still use existing public and private plans, ensuring that everyone receives coverage with the plan, including those currently not covered by a public or private plan.
 - Which approach is more fair?
 - Do you have any concerns with either approach?
 - Which would you prefer?
- **GTA Renters, Rural Ontario** Would a national pharmacare plan have an impact on making life more affordable?
- **GTA Renters, Rural Ontario** What impacts, if any, would it have on our health care system?
 - **Rural Ontario** Could it help address some of the healthcare issues we spoke about earlier?
- **GTA Renters, Rural Ontario** Would you support a universal pharmacare system?
 - Even if it added to the deficit?
 - Even if it increased taxes?
- **GTA Renters, Rural Ontario** Do you have any questions about pharmacare?



FALL ECONOMIC STATEMENT (15 minutes) Montreal Arab Canadians

- Has anyone here ever heard about the Government of Canada’s “Fall Economic Statement”?

EXPLAIN AS NEEDED: The Fall Economic Statement is an update in between budgets on the Government’s finances and economic projections and often outlines new policies or programs.

- As the Government of Canada prepares for its next Fall Economic Statement, what should be its top priority?
- What other issues or measures would you like to see the Government address?

PROBE AS NEEDED: What about...

- Support for the middle class?
- Healthcare?
- Housing?
- Climate change?
- Jobs?

PUBLIC SENTIMENT (15-25 minutes) Montreal Arab Canadians, Lower Mainland BC Recent Immigrants

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 you or your family’s 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/why not?

NEWS MEDIA (25 minutes) Winnipeg Heavy Social Media Users

Now I’d like to focus on news media more broadly, not just news related to the Government of Canada...

- What are your impressions of how the news media industry has changed over the last decade?
- Do Canadians have more, fewer, or about the same number of ways to access news?
- Would you say there is a wide variety of news coverage about events in your local community?
- Would you say there are more, fewer, or about the same number of news outlets today as there were a decade ago? CLARIFY AS NEEDED: News media outlets include publications or broadcast programs that provide news via different channels.
- As far as you know, are there more jobs, fewer jobs, or about the same number of jobs in journalism today than 10 years ago?

CLARIFY: Between 2008 and 2020, overall revenue for broadcast television, radio, newspapers and magazines fell by nearly \$6 billion. Since 2008, 474 news media outlets have closed in 335 communities across Canada. At least one third of Canadian journalism jobs disappeared between 2010 and 2016.

- As far as you know, what is behind these trends in the news media industry?
- To what extent, if at all, is this concerning to you? Why do you feel this way?
 - What impacts could a decreasing number of local news outlets have in Canada? Would it affect you personally?
 - IF NOT MENTIONED: What about in rural, remote, Indigenous, or minority language communities?
 - What, if anything, should be done to deal with this issue?
- How big of a priority, if at all, should it be for the Government of Canada to support the news media industry? What role should they play?
 - IF NOT MENTIONED PREVIOUSLY: Have you seen, read, or heard anything lately about the Government of Canada, news outlets, and large digital platforms?
 - IF AWARE: What are your reactions to what you heard?

CLARIFY: Recently, the Government of Canada passed a law requiring some large digital platforms to pay news outlets for news stories on these companies' platforms. The Government of Canada says that since digital platforms benefit from sharing news content on their platforms, both directly

(advertising near news) and indirectly (user engagement, data refinement, subsequent targeted advertising), it's important that these big tech companies compensate media fairly.

One of the digital platforms impacted by this new law, Meta, has blocked news content from being posted or shared on its sites in response to the Government of Canada passing this new law.

- Whether you were aware of this new law or not before today, what are your reactions?
 - On balance, would you say you tend to support or oppose this law?
 - What impacts could this law have?
 - Do you think it would help address the issues in the news media industry that we have been discussing? Why/why not?
 - Do you have any questions or concerns about this law?

SOCIAL MEDIA USAGE (30 minutes) Winnipeg Heavy Social Media Users

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

- Which social media platforms do you use the most? How frequently do you use social media on a typical day?
- Why do you use the social media platform you mentioned? What aspects or features of the platform appeal to you the most?
- Which social media platforms do you use to find information that will help you with your work, career, or business, if any?
- How important is social media as a source of information for you? Are there any specific topics or types of information you rely on social media for?
- What type of content do you typically engage with the most? Can you provide any examples?
 - Why is this type of content the most engaging to you?
- Do you follow the Government of Canada, or any related accounts, on social media? If yes, on which platforms?
 - IF FOLLOW: Why do you follow the Government of Canada, or related accounts, on social media?
 - IF NOT FOLLOW: Why don't you follow the Government of Canada, or related accounts, on social media?
- Whether you follow any Government of Canada accounts or not, do you remember ever seeing any content from the Government of Canada? What can you remember?
 - IF YES: Do you trust Government of Canada social media accounts – that is, do you trust the information presented in these posts? What makes you say that?

- Do you typically notice whether a social media post is from a particular level of government (i.e., federal vs. provincial vs. municipal), or do you tend to not notice or distinguish between levels of governments?
 - IF YES: Do you trust the content of social media posts more (or less) from any particular level of government? Or is your trust basically the same for each? What makes you say that?
- Have you ever interacted with content from the Government of Canada?
 - Whether you have or not, what type of content from the Government of Canada would you likely engage with?
- What advice would you give the Government of Canada, or associated accounts, when creating content for social media?
 - Are there any platforms you think the Government of Canada should have a bigger presence on?
 - Are there any specific topics, formats, or approaches that you believe would be more effective in capturing the attention and engagement of social media users?

MISINFORMATION (25 minutes) Winnipeg Heavy Social Media Users

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

- How often do you come across information online where you're unsure whether it's true or false?
- Who here is familiar with the terms "misinformation" and "disinformation?" What do these terms mean? How do they differ?

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

- Are you concerned about the spread of misinformation or disinformation online? What makes you say that?
- Can you share any examples of misinformation or disinformation you've seen online?
 - Where did you see this information? Do you remember where the information came from?
 - Did you take any steps to find out whether it was true or not? What steps did you take?

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

CLIMATE CHANGE IMPACTS & ADAPTATION (30 minutes) Northwest Territories

- Would you say climate change is currently having a major, minor or no impact on your community?
 - IF YES: What have you noticed? Have these changes impacted your daily life?
 - IF NOT MENTIONED: What about extreme weather, natural disasters, or wildfires?
- Have you heard, read or seen anything the Government of Canada has done to support the Northwest Territories in response to the wildfires this summer? What did you see, read, or hear?

As you may know, Canadian Armed Forces personnel and resources were deployed to assist with firefighting, providing airlift resources, as well as logistics and planning support. In addition, the Government of Canada committed funding to response and recovery activities for eligible First Nations. The Canadian Coast Guard also provided personnel and portable equipment, including water pumps.

- With this in mind, is there anything else you feel the Government of Canada should have done in response to the wildfires?
 - What about in their aftermath? What kind of support does your community need from the Government of Canada?

Thinking more broadly now...

- In the future, do you think climate change will have a major, minor or no impact on your community?
 - IF YES: What impacts are you most concerned about? (PROBE FOR: Impacts on housing, economy, health)

- Is your community prepared to deal with the impacts of climate change? What about your household?
 - What have you or your community done to prepare?
- What would you like to see your community do to prepare for the impacts of climate change that has not been done yet?
 - How do you think the Government of Canada could support your community's preparation?

Pensions (30 minutes) Edmonton

- 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? What makes you say that?
- Which economic issues do you think are the most important?
- I know for some of you it may seem far off, but I'm wondering what your thoughts are about retirement. Is it something you think about a lot, a little, or not at all? Why?
 - 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.]
- 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.

- Have you read, seen, or heard 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?
 - In your opinion, would this 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/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/why not?

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

- How do you feel about the CPP? (MODERATOR NOTE: WE ARE NOT LOOKING FOR OPINIONS ON WHETHER CPP IS BETTER OR WORSE THAN A POTENTIAL APP; JUST THEIR GENERAL THOUGHTS ON THE CURRENT PROGRAM)
 - Is it worth contributing some of your earnings now to get some support later on in life?
 - 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?

CONCLUSION (5 minutes) All locations

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

French Moderator's Guide

GUIDE DU MODÉRATEUR

Octobre 2023

INTRODUCTION (10 minutes) Tous les lieux

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

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ [CONSOMMATION DE NOUVELLES]

Utilisateurs intensifs de médias sociaux résidant à Winnipeg (5 à 25 minutes).

- London, Autochtones de régions urbaines des Prairies, Victoria et Nanaimo, Île-du-Prince-Édouard, locataires de la région du Grand Toronto (RGT), Canadiens d'origine arabe de Montréal, régions rurales de l'Ontario, utilisateurs intensifs de médias sociaux résidant à Winnipeg, Territoires du Nord-Ouest, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton, immigrants récents du Lower Mainland de la Colombie-Britannique (C.-B.) Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
 - London, Autochtones de centres urbains des Prairies [Vous souvenez-vous où vous avez entendu cette nouvelle/Où avez-vous entendu, lu ou vu cette information?]
 - Et en matière de fabrication industrielle?
 - Canadiens d'origine arabe de Montréal, immigrants récents du Lower Mainland de la C.-B. Et au sujet des relations internationales?
 - Victoria/Nanaimo, Canadiens d'origine arabe de Montréal, Territoires du Nord-Ouest, immigrants récents du Lower Mainland de la C.-B. Quelles sont vos réactions à cette nouvelle?

London SONDER SI NÉCESSAIRE : Le gouvernement canadien s'est engagé à verser 650 millions de dollars sur trois ans pour l'achat de 50 véhicules blindés destinés à l'Ukraine et dont la construction est prévue à Londres.

- **London** Quelles sont vos réactions à cette nouvelle?

- **London** Quel sera l'impact de cet investissement dans la ville de London, le cas échéant?

Canadiens d'origine arabe de Montréal, utilisateurs intensifs de médias sociaux résidant à Winnipeg, Immigrants récents du Lower Mainland de la C.-B. Quelles sont vos principales sources d'actualités? (P. Ex. nouvelles télévisées, radio, médias sociaux, amis ou famille)

- **Canadiens d'origine arabe de Montréal, immigrants récents du Lower Mainland de la C.-B.** Obtenez-vous principalement des nouvelles en anglais ou dans une autre langue?
 - SI UNE AUTRE LANGUE : En quelle(s) langue(s)?
 - À quelle fréquence vous tournez-vous vers des sources en d'autres langues?
- **Canadiens d'origine arabe de Montréal, immigrants récents du Lower Mainland de la C.-B.** Obtenez-vous principalement des nouvelles des médias canadiens ou des médias d'un autre pays?
 - SI UN AUTRE PAYS : Quel(s) pays?
 - À quelle fréquence vous tournez-vous vers les médias d'un autre pays?
- **Utilisateurs intensifs des médias sociaux résidant à Winnipeg** Y a-t-il certaines sources d'actualités qui sont plus fiables et d'autres qui le sont moins? Si oui, lesquelles?
- **Utilisateurs intensifs de médias sociaux résidant à Winnipeg** SI CE N'EST PAS MENTIONNÉ : Combien d'entre vous consultent les médias sociaux pour les nouvelles?
 - Certaines plateformes sont-elles plus crédibles ou dignes de confiance que d'autres en ce qui a trait aux actualités? Pourquoi?
 - Lesquelles trouvez-vous plus crédibles et lesquelles trouvez-vous moins crédibles?
- **Canadiens d'origine arabe de Montréal, immigrants récents du Lower Mainland de la C.-B.** Si vous cherchiez des nouvelles du gouvernement fédéral, vers quelle source vous tourneriez-vous en premier? Pourquoi?
- **Utilisateurs intensifs de médias sociaux résidant à Winnipeg** Combien de temps passez-vous généralement à lire, à regarder ou à écouter les actualités?

PRIORITÉS ET PERFORMANCE (10-60 minutes) **London, Autochtones de régions urbaines des Prairies, Victoria et Nanaimo, île-du-Prince-Édouard, locataires de la RGT, Canadiens d'origine arabe de Montréal, régions rurales de l'Ontario, utilisateurs intensifs de médias sociaux résidant à Winnipeg, Territoires du Nord-Ouest, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton, immigrants récents du Lower Mainland de la C.-B.**

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

- **Autochtones de régions urbaines des Prairies** Quels sont, à votre avis, les principaux enjeux auxquels les Autochtones sont confrontés et auxquels le gouvernement fédéral devrait accorder la priorité?
 - Et en ce qui concerne les Autochtones vivant au sein de votre collectivité?
- **Autochtones de régions urbaines des Prairies** À votre avis, le gouvernement du Canada a-t-il priorisé la réconciliation?
 - SI OUI : Diriez-vous que la réconciliation a constitué une priorité mineure ou majeure?
- **Autochtones de régions urbaines des Prairies** Quels domaines devrait, selon vous, prioriser le gouvernement du Canada pour faire progresser la réconciliation? Qu'est-ce qui vous incite à avoir cette opinion?
- **Autochtones de régions urbaines des Prairies** Comment mesureriez-vous les progrès réalisés en matière de réconciliation?
 - Y a-t-il des mesures ou des résultats précis qui témoigneraient des progrès accomplis? Si oui, quels sont-ils?
- **Autochtones de régions urbaines des Prairies** Avez-vous des conseils à donner au gouvernement fédéral pour l'aider à nouer un dialogue avec les populations autochtones vivant en région urbaine et à répondre à leurs besoins?
- **Victoria et Nanaimo** L'opinion que vous avez du gouvernement du Canada a-t-elle changé au cours de la dernière année?
- **Victoria et Nanaimo, Île-du-Prince-Édouard, Canadiens d'origine arabe de Montréal, régions rurales de l'Ontario, Territoires du Nord-Ouest, immigrants récents du Lower Mainland de la C.-B.** Selon vous, quels sont les principaux enjeux auxquels le gouvernement du Canada devrait accorder la priorité? Pourquoi?
 - **Victoria/Nanaimo** SI CE N'EST PAS MENTIONNÉ : Qu'en est-il du changement climatique?
 - **Île-du-Prince-Édouard, Canadiens d'origine arabe de Montréal** SI CE N'EST PAS MENTIONNÉ : Qu'en est-il du [logement/de l'abordabilité du logement]?
 - **Île-du-Prince-Édouard** SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de rendre les produits d'épicerie plus abordables?
 - **Territoires du Nord-Ouest** Quels sont les principaux enjeux au sein de votre communauté auxquels le gouvernement devrait tout particulièrement accorder la priorité?

- **Immigrants récents du Lower Mainland de la C.-B.** Quels sont les principaux enjeux auxquels sont confrontés les immigrants récents et que le gouvernement du Canada devrait traiter en priorité?
 - L'accès à des logements? L'accès à des soins de santé?
- **Victoria et Nanaimo** Dans quelle mesure êtes-vous préoccupé(e) par le changement climatique? Pourquoi dîtes-vous cela?
- **Victoria et Nanaimo** Qu'est-ce qui vous vient à l'esprit lorsque vous pensez aux effets potentiels du changement climatique?
 - Les effets du changement climatique sur le déclenchement de catastrophes naturelles comme des incendies de forêt, les conditions météorologiques extrêmes, les températures extrêmes, les inondations ou les sécheresses sont-ils majeurs, mineurs ou inexistants?
 - SI OUI : Quels en sont les impacts?
 - SI NON : Qu'est-ce qui vous incite à avoir cette opinion? Qu'est-ce qui a motivé votre opinion à ce sujet?
 - Les effets du changement climatique sur le coût de la vie et plus précisément sur le prix des produits d'épicerie, les taux d'assurance habitation ainsi que sur le prix des logements sont-ils majeurs, mineurs, ou inexistants?
 - SI OUI : Quels en sont les impacts?
 - SI NON : Qu'est-ce qui vous incite à avoir cette opinion? Qu'est-ce qui a motivé votre opinion à ce sujet?
 - Les effets du changement climatique sur des infrastructures comme les routes, les ponts ou le réseau de distribution électrique sont-ils majeurs, mineurs ou inexistants?
 - SI OUI : Quels sont les impacts?
 - SI NON : Qu'est-ce qui vous incite à avoir cette opinion? Qu'est-ce qui a motivé votre opinion à ce sujet?
 - Les effets du changement climatique sur l'activité agricole, la qualité de l'air, l'approvisionnement en eau ou la santé publique sont-ils majeurs, mineurs ou inexistants?
 - SI OUI : Quels en sont les impacts?
 - SI NON : Qu'est-ce qui vous incite à avoir cette opinion? Qu'est-ce qui a motivé votre opinion à ce sujet?
 - Les effets du changement climatique sur le marché de l'emploi ou l'industrie du tourisme sont-ils majeurs, mineurs ou inexistants?
 - SI OUI : Quels en sont les impacts?

- SI NON : Qu'est-ce qui vous incite à avoir cette opinion? Qu'est-ce qui a motivé votre opinion à ce sujet?

- **Victoria et Nanaimo** Dans quelle mesure êtes-vous préoccupé(e) par les effets potentiels du changement climatique sur votre collectivité?

- **Victoria et Nanaimo** Avez-vous constaté de quelconques effets du changement climatique au sein de votre collectivité?
 - SI OUI : Qu'avez-vous constaté?

- **Victoria et Nanaimo** Dans quelle mesure votre collectivité est-elle préparée à faire face à ces potentiels impacts du changement climatique?

- **Victoria et Nanaimo** Au cours des douze derniers mois, est-ce vous ou un membre de votre famille avez pris de quelconques mesures pour préparer les membres de votre ménage aux éventuels impacts du changement climatique?

- **Victoria et Nanaimo** Au cours des prochaines décennies, prévoyez-vous que votre collectivité sera davantage menacée en raison du changement climatique?

- **Canadiens d'origine arabe de Montréal** Qu'avez-vous vu, lu ou entendu au sujet du récent travail effectué par le gouvernement du Canada en matière de logement? Où l'avez-vous entendu?

Canadiens d'origine arabe de Montréal Le gouvernement du Canada a annoncé les mesures qu'il prend pour contribuer à la construction d'un plus grand nombre de logements...

Canadiens d'origine arabe de Montréal [AFFICHER À L'ÉCRAN]

Le Fonds pour accélérer la construction de logements est un fonds conçu pour réduire les formalités administratives et inciter les municipalités à démarrer plus rapidement la construction de nouveaux logements au Canada. En plus de cela, le gouvernement du Canada a annoncé ce qui suit :

- Introduire une nouvelle loi pour éliminer la TPS (taxe de vente fédérale) sur les coûts de construction de nouveaux appartements locatifs.

- Demander aux provinces d'éliminer leur part de la TVH (c.-à-d. les taxes de vente provinciales) sur les coûts de construction de nouveaux appartements locatifs et de se joindre à l'action du gouvernement fédéral.

- Exiger des administrations locales qu'elles mettent fin au zonage d'exclusion et encouragent la construction de logements à proximité des transports en commun afin de recevoir un financement grâce au Fonds pour accélérer la construction de logements.
- **Canadiens d'origine arabe de Montréal** Quelles sont vos réactions à ces mesures?
- **Canadiens d'origine arabe de Montréal** Quel impact pensez-vous que ces mesures pourraient avoir, le cas échéant, dans la région où vous vivez?

Canadiens d'origine arabe de Montréal Passons maintenant à un autre sujet...

- **Canadiens d'origine arabe de Montréal** Quels sont, à votre avis, les principaux enjeux qui affectent les Canadiens d'origine arabe et auxquels le gouvernement du Canada devrait accorder la priorité?
- **Canadiens d'origine arabe de Montréal** Quelles nouvelles avez-vous déjà vues, lues ou entendues au sujet du travail effectué par le gouvernement du Canada dans le passé sur l'un de ces dossiers?
- **Canadiens d'origine arabe de Montréal** Quel travail, le cas échéant, le gouvernement fédéral prévoit-il de faire dans ces dossiers?
- **Canadiens d'origine arabe de Montréal** En ce qui concerne ces priorités, le gouvernement du Canada est-il globalement sur la bonne voie ou sur la mauvaise voie? Pourquoi?
 - Pour les personnes qui affirment qu'il est sur la mauvaise voie, que pourrait faire le gouvernement du Canada pour se mettre sur la bonne voie?
- **Canadiens d'origine arabe de Montréal** Pour ce qui est de nouer des relations avec les Canadiens d'origine arabe, diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie?
 - Quels sont les meilleurs moyens pour le gouvernement fédéral de nouer le dialogue avec les Canadiens d'origine arabe?
 - **Territoires du Nord-Ouest** Quels sont les plus importants secteurs d'activités et industries pour votre communauté locale?
 - Quels sont les secteurs d'activités et les industries de votre région qui, selon vous, ont le plus besoin d'aide?
 - À votre connaissance, le gouvernement du Canada a-t-il fait quoi que ce soit pour soutenir ce secteur?

- **Territoires du Nord-Ouest** Pour ce qui est d'écouter et de traiter des enjeux de la population des Territoires du Nord-Ouest, diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie?
 - Quelles sont de meilleures façons pour le gouvernement fédéral d'interagir avec les gens des Territoires du Nord-Ouest?
- **Immigrants récents du Lower Mainland de la C.-B.** Comment décririez-vous l'état actuel du système d'immigration au Canada?
 - Comment qualifieriez-vous votre expérience personnelle du système d'immigration? Avez-vous rencontré des difficultés au cours du processus? Si oui, et si vous acceptez de nous en faire part, quels ont été les difficultés à surmonter dans le cadre de ce processus?
 - **SI CE N'EST PAS MENTIONNÉ** : D'après votre expérience, comment qualifieriez-vous les délais de traitement des demandes?
 - **Immigrants récents du Lower Mainland de la C.-B.** Que devrait faire le gouvernement du Canada pour améliorer le système d'immigration?
- **Immigrants récents du Lower Mainland de la C.-B.** Quelle importance revêtent, le cas échéant, les enjeux liés à la reconnaissance des titres de compétence étrangers?

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

- **Immigrants récents du Lower Mainland de la C.-B.** Est-ce que quelqu'un parmi vous a un proche parent qui a eu à entreprendre ou qui est en train d'entreprendre une procédure pour faire reconnaître ses titres de compétences?
- **Immigrants récents du Lower Mainland de la C.-B.** À votre connaissance, qu'a fait le gouvernement du Canada, le cas échéant, pour résoudre les problèmes liés à la reconnaissance des diplômes étrangers?
- **Immigrants récents du Lower Mainland de la C.-B.** Que devrait faire le gouvernement du Canada à ce sujet?



- **Immigrants récents du Lower Mainland de la C.-B.** Diriez-vous que le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie lorsqu'il s'agit d'immigration? Pourquoi?
 - SI SUR LA MAUVAISE VOIE : Que doit faire le gouvernement du Canada pour être sur la bonne voie?
- **Immigrants récents du Lower Mainland de la C.-B.** Pensez-vous que le gouvernement du Canada devrait augmenter, réduire ou maintenir le taux d'immigration à peu près au même niveau? Pourquoi?
 - SI AUGMENTER OU RÉDUIRE : Quels impacts cela aurait-il au Canada?
- **Immigrants récents du Lower Mainland de la C.-B.** À votre avis, le gouvernement du Canada en fait-il assez pour venir en aide aux immigrants récents? Qu'est-ce qui vous fait dire cela?
- **Immigrants récents du Lower Mainland de la C.-B.** Que devrait faire le gouvernement du Canada pour soutenir les immigrants?
 - Qu'en est-il du logement et de soins de santé?

MESURES POUR RENDRE LA VIE PLUS ABORDABLE — PRODUITS D'ÉPICERIE (20-60 minutes)

London, Victoria/Nanaimo, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec.

- **London, Victoria et Nanaimo** Selon vous, quels sont les principaux enjeux auxquels le gouvernement du Canada devrait accorder la priorité?
 - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de l'enjeu du logement?
- **London, Victoria et Nanaimo, Île-du-Prince-Édouard, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec** Avez-vous vu, lu ou entendu quoi que ce soit de la part du gouvernement du Canada concernant les mesures qu'il prend pour faire face à la pénurie de logements, au coût de la vie, et pour venir en aide aux propriétaires de petites entreprises]?
 - **London, Victoria et Nanaimo, Île-du-Prince-Édouard, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec** SI OUI : Qu'avez-vous vu, lu ou entendu? Où l'avez-vous vu, lu ou entendu?
 - **Victoria et Nanaimo** SI CE N'EST PAS MENTIONNÉ : Avez-vous vu, lu ou entendu quoi que ce soit au sujet de la candidature de la ville de Victoria ou de la ville de Nanaimo à un financement fédéral au titre du Fonds pour accélérer la construction de logements?
 - SI OUI : Qu'avez-vous entendu?

London SONDER SI NÉCESSAIRE : Le gouvernement du Canada a annoncé la conclusion d'un accord avec la ville de London prévoyant l'octroi de 74 millions de dollars par l'intermédiaire du Fonds pour accélérer la construction de logements, afin d'accélérer la construction de plus de 2 000 logements en trois ans, et d'autres logements ultérieurement. Ce fonds permettra de résoudre des problèmes de zonage, de réaliser des aménagements à plus forte densité et de former des partenariats avec des organismes à but non lucratif afin d'augmenter le nombre de logements abordables et de construire davantage de résidences et d'unités locatives à proximité de transports en commun.

- **London** Est-ce que quelqu'un parmi vous était déjà au courant de cette nouvelle? (À main levée)
- **London** Quelles sont vos réactions à cette nouvelle?
- **London** Qui parmi vous a entendu parler du Fonds pour accélérer la construction de logements?
 - SI AU COURANT : Que savez-vous à propos du Fonds pour accélérer la construction de logements? Comment fonctionne-t-il? Quel sera, selon vous, l'impact éventuel de ce fonds sur la construction de nouveaux logements?

Locataires de la RGT Lorsque vous avez été recruté(e) pour participer à ce groupe de discussion, vous avez indiqué que vous louez actuellement le logement dans lequel vous vivez.

- **Autochtones de régions urbaines des Prairies, locataires de la RGT, Territoires du Nord-Ouest** Comment décririez-vous la situation du logement au sein de votre collectivité? [**Territoires du Nord-Ouest** Et sur l'ensemble du territoire?]
 - **Autochtones de régions urbaines des Prairies, Territoires du Nord-Ouest** Quels sont les défis les plus importants en matière de logement au sein de votre collectivité? [DEMANDER AU BESOIN : Abordabilité à la fois des coûts d'achat et de location, qualité des logements et offre en matière de logement, etc.]
 - **Locataires de la RGT** Quels sont les défis les plus importants dans le domaine du marché locatif au sein de votre collectivité? DEMANDER AU BESOIN : Abordabilité, qualité, offre.
 - **Locataires de la RGT** Selon vous, qu'est-ce qui a contribué au manque d'options abordables en matière de location au sein de votre collectivité?
- **Locataires de la RGT** À votre connaissance, le gouvernement du Canada a-t-il fait quoi que ce soit pour résoudre les problèmes auxquels sont confrontés les locataires?



- **Locataires de la RGT** Que devrait faire le gouvernement du Canada, le cas échéant, pour soutenir les locataires?
- **Autochtones de régions urbaines des Prairies, locataires de la RGT** Avez-vous vu, lu ou entendu quoi que ce soit de la part du gouvernement du Canada concernant les mesures qu'il prend pour faire face au [logement/construction de logement].
 - **Locataires de la RGT** SI OUI : Qu'avez-vous vu, lu ou entendu? Où l'avez-vous vu, lu ou entendu?

Île-du-Prince-Édouard Commençons par les plus récentes mesures du gouvernement fédéral en matière de logement...

Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Autochtones de régions urbaines des Prairies, locataires de la RGT Le gouvernement du Canada a annoncé les mesures qu'il prend pour contribuer à la construction d'un plus grand nombre de logements...

[AFFICHER À L'ÉCRAN]

Le Fonds pour accélérer la construction de logements est un fonds conçu pour encourager l'allègement des formalités administratives et inciter les municipalités à accélérer la construction de nouveaux logements dans l'ensemble du Canada. En plus de cela, le gouvernement du Canada a annoncé ce qui suit :

- Introduire une nouvelle loi pour éliminer la TPS (taxe de vente fédérale) sur les coûts de construction de nouveaux appartements locatifs.
 - Demander aux provinces d'éliminer leur part de la TVH (c.-à-d. les taxes de vente provinciales) sur les coûts de construction de nouveaux appartements locatifs et de se joindre à l'action du gouvernement fédéral.
 - Exiger des administrations locales qu'elles mettent fin au zonage d'exclusion et encouragent la construction de logements à proximité des transports en commun afin de recevoir un financement grâce au Fonds pour accélérer la construction de logements.
- **London, Victoria et Nanaimo, Île-du-Prince-Édouard, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Autochtones de régions urbaines des Prairies, locataires de la RGT** Quelles sont vos réactions à ces mesures? [Que pensez-vous de cette approche?]

- **London, Victoria et Nanaimo** Pensez-vous que l'élimination des taxes de vente fédérales et provinciales sur la construction de nouveaux immeubles d'appartements accélérera la construction de logements? Pourquoi ou pourquoi pas?
 - **London** Quel impact pensez-vous que ces mesures auront sur le secteur de la construction dans son ensemble?
 - **London** Pensez-vous que ces politiques se traduiront par un plus grand nombre d'emplois dans le secteur de la construction? Pourquoi ou pourquoi pas?
- **Autochtones de régions urbaines des Prairies, locataires de la RGT** Diriez-vous que ces mesures mettent le gouvernement du Canada sur la bonne voie ou sur la mauvaise voie en matière de logement? Qu'est-ce qui vous fait dire cela?
- **Autochtones de régions urbaines des Prairies, locataires de la RGT** Avez-vous des questions au sujet de ces mesures? Y a-t-il quelque chose qui n'est pas clair?
- **Autochtones de régions urbaines des Prairies, locataires de la RGT** À votre avis, que devrait encore faire le gouvernement du Canada pour remédier au problème du logement au sein de votre collectivité?
- **Victoria et Nanaimo** Croyez-vous que le nombre de travailleurs de la construction dont dispose le Canada est suffisant pour construire tous les logements dont nous avons besoin? Pourquoi ou pourquoi pas?
 - SI NON : L'immigration constitue-t-elle une solution à la pénurie de main-d'œuvre? Pourquoi ou pourquoi pas?
- **London, Victoria et Nanaimo** Est-ce que quelqu'un a déjà entendu parler du terme « zonage d'exclusion »?
 - SI OUI : Pouvez-vous l'expliquer brièvement?

London, Victoria et Nanaimo ÉCLAIRCISSEMENT : On parle de zonage d'exclusion lorsque les administrations locales limitent les endroits où certains types de logements peuvent être construits, en privilégiant souvent les maisons individuelles.

- **London, Victoria et Nanaimo** Que pensez-vous du fait que le gouvernement du Canada demande aux gouvernements locaux de mettre fin au zonage d'exclusion en échange d'un financement pour la construction de logements?



- London, Victoria et Nanaimo, Île-du-Prince-Édouard, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Autochtones de régions urbaines des Prairies, locataires de la RGT Quel impact, le cas échéant, pensez-vous que ces mesures pourraient avoir dans la région où vous vivez?
- London, Victoria et Nanaimo, Île-du-Prince-Édouard, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec Et compte tenu des mesures que je vous ai montrées, diriez-vous qu'elles mettent le gouvernement du Canada sur la bonne voie ou sur la mauvaise voie en matière de logement? Qu'est-ce qui vous fait dire cela?
- London, Victoria et Nanaimo, Île-du-Prince-Édouard, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec Le fait que le gouvernement du Canada prenne ces mesures change-t-il votre perception de sa gestion de la question du logement? Pourquoi ou pourquoi pas?
- London, Victoria et Nanaimo, Île-du-Prince-Édouard, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec Avez-vous des questions au sujet de ces mesures? Y a-t-il quelque chose qui n'est pas clair?
- London, Victoria et Nanaimo, Île-du-Prince-Édouard, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec Y a-t-il quelque chose qu'on vous a présenté aujourd'hui que le gouvernement du Canada ne devrait pas faire? Pourquoi?
- Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec Croyez-vous que ces mesures favorisent la construction d'un plus grand nombre de logements au profit des Canadiens de classe moyenne? Pourquoi ou pourquoi pas?

Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec Nous utiliserons encore la fonction de clavardage pour la prochaine question. Veuillez vous assurer d'avoir sélectionné [modérateur] comme destinataire.

- Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec Si on vous demandait de décrire cet ensemble de mesures en un seul mot, quel mot choisiriez-vous? Veuillez saisir votre mot dans la boîte de clavardage.
 - LE MODÉRATEUR DEMANDERA À CHAQUE PARTICIPANT ET PARTICIPANTE : Pouvez-vous expliquer pourquoi vous avez choisi [insérer le mot]?

- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec** Croyez-vous que ces mesures aient un impact majeur, mineur ou qu'elles n'auront aucun impact sur les Canadiens de classe moyenne? Qu'est-ce qui vous fait dire cela? LE MODÉRATEUR SONDERA LES PARTICIPANTS (IMPACTS POSITIFS PAR RAPPORT À IMPACTS NÉGATIFS).
- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec** Laquelle de ces mesures, le cas échéant, est la plus importante à vos yeux?
- **Locataires de la RGT** Espérez-vous devenir propriétaire un jour?
 - SI NON : Pourquoi pas?
 - SI OUI : Quelle est la probabilité que vous deveniez un jour propriétaire?
- **Locataires de la RGT** Qu'avez-vous vu, lu ou entendu au sujet des politiques du gouvernement du Canada [en matière de logement/visant à rendre l'accès à la propriété plus accessible pour les acheteurs d'une première propriété]?
- **Locataires de la RGT** Pour ce qui est de faciliter l'accès à la propriété aux acheteurs d'une première propriété, le gouvernement est-il sur la bonne voie ou sur la mauvaise voie? Qu'est-ce qui vous fait dire cela?

Locataires de la RGT Je vais maintenant vous montrer diverses initiatives que le gouvernement du Canada a prises dans le domaine du logement. [Ces initiatives se divisent en plusieurs catégories différentes, et nous allons les passer en revue une à une].

Locataires de la RGT MONTRER À L'ÉCRAN :

- Mise en place du **compte d'épargne libre d'impôt pour l'achat d'une première propriété** permettant aux Canadiens d'épargner jusqu'à 40 000 dollars à l'abri de l'impôt destiné à les aider à acheter leur première propriété.
- **L'incitatif à l'achat d'une première propriété**, un prêt hypothécaire avec participation du gouvernement du Canada offrant 5 ou 10 % en mise de fonds pour l'achat d'une première propriété;
- Prolongement de **l'incitatif à l'achat d'une première propriété** permettant une plus grande souplesse et une plus grande facilité d'accès pour les Canadiens vivant seuls.
- Doublement du **crédit d'impôt pour les acheteurs d'une première propriété** afin de procurer jusqu'à 1 500 dollars en soutien direct aux acheteurs d'une propriété en vue de compenser les coûts de clôture liés à l'achat d'une habitation.



- Investissement de 200 millions de dollars afin d'élaborer et de développer des projets de **location avec option d'achat**.
- **Locataires de la RGT** Quelles sont vos réactions à chacune de ces mesures?
- **Locataires de la RGT** Ces [initiatives/mesures] visant à faciliter l'accès à la propriété sont-elles sur la bonne voie ou sur la mauvaise voie? Pourriez-vous profiter de l'une ou l'autre de ces mesures personnellement?
- **Locataires de la RGT** Avez-vous des questions concernant l'une ou l'autre de ces mesures?
- **Locataires de la RGT** Que devrait encore faire le gouvernement du Canada pour soutenir les acheteurs d'une première propriété?
- **Territoires du Nord-Ouest** Compte tenu des enjeux que vous venez d'évoquer, diriez-vous que la situation a empiré, s'est améliorée ou est demeurée la même au cours des dernières années?
- **Territoires du Nord-Ouest** Prévoyez-vous que l'accès au logement dans les Territoires du Nord-Ouest s'améliorera ou empirera au cours des prochaines années? Qu'est-ce qui vous fait dire cela?
 - Que faut-il faire pour améliorer l'accès au logement dans les Territoires du Nord-Ouest?
- **Territoires du Nord-Ouest** Qu'avez-vous vu, lu ou entendu au sujet de travail fait par le gouvernement du Canada en matière de logement?
- **Territoires du Nord-Ouest** Pour remédier à la demande de logements, le gouvernement du Canada a-t-il été sur la bonne voie ou sur la mauvaise voie? Qu'est-ce qui vous fait dire cela?
- **Territoires du Nord-Ouest** Quelles mesures souhaiteriez-vous que le gouvernement du Canada prenne pour soutenir les locataires?

Île-du-Prince-Édouard Examinons maintenant les mesures les plus récentes prises par le gouvernement fédéral pour faire face aux prix élevés des produits d'épicerie...

PRODUITS D'ÉPICERIE

- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Comment décririez-vous le coût des produits d'épicerie au Canada? Diriez-vous que les prix ont augmenté, diminué ou qu'ils n'ont pas changé?
 - SI AUGMENTÉ : À quoi l'augmentation des prix des produits d'épicerie est-elle due?

- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Quelles stratégies utilisez-vous, le cas échéant, pour réduire votre facture d'épicerie? Avez-vous recours à des bons de réduction, à la garantie du meilleur prix ou à d'autres stratégies semblables?
 - SI OUI : Dans quelle mesure ces stratégies ont-elles contribué à réduire votre facture d'épicerie?
 - SI NON : Pourquoi pas? Envisageriez-vous d'y recourir à l'avenir? Qu'est-ce qui vous inciterait à recourir à des coupons, à la garantie du meilleur prix ou à d'autres stratégies semblables?
 - Y a-t-il de l'information qui pourrait vous inciter à y recourir? Où rechercheriez-vous cette information?
 - SI CE N'EST PAS MENTIONNÉ : Vous référeriez-vous au gouvernement du Canada pour obtenir de l'information sur les façons d'économiser de l'argent lorsque vous faites vos courses à l'épicerie? Pourquoi ou pourquoi pas?

- **Locataires de la RGT, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Avez-vous vu, lu ou entendu quoi que ce soit de la part du gouvernement du Canada concernant les mesures qu'il prend pour faire face au coût des produits alimentaires?
 - SI OUI : Qu'avez-vous vu, lu ou entendu? Où l'avez-vous vu, lu ou entendu?

Victoria et Nanaimo, Île-du-Prince-Édouard, locataires de la RGT, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec.

Le gouvernement du Canada a annoncé les mesures qu'il entend prendre pour aider à faire face aux coûts élevés des produits d'épicerie...

[AFFICHER À L'ÉCRAN]

Le gouvernement du Canada s'emploie à stabiliser la hausse des prix des produits d'épicerie par les moyens suivants :

- **Victoria et Nanaimo, Île-du-Prince-Édouard, locataires de la RGT, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec** En convoquant une réunion avec les dirigeants des principales chaînes d'épicerie canadiennes afin de discuter des

moyens de stabiliser le prix des aliments. De ce fait, les Canadiens peuvent s'attendre à des mesures ciblées, notamment à des rabais sur une sélection de produits alimentaires de base, à un gel des prix et à une garantie du meilleur prix.

- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec** En créant le Groupe de travail sur les épicerie chargé de surveiller les grandes chaînes d'épicerie quant au respect de leurs engagements et aux mesures qu'elles prennent pour stabiliser les prix des aliments au profit des Canadiens, ainsi que de mener des enquêtes et de mettre à jour des pratiques comme la « réduplication ».
- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec** En créant un Code de conduite des épicerie pour favoriser l'équité et la transparence au sein de l'industrie alimentaire.
- **Île-du-Prince-Édouard, locataires de la RGT, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec** En proposant de modifier la *Loi sur la concurrence* afin de conférer au Bureau de la concurrence le pouvoir :
 - d'obliger les entreprises à échanger des renseignements essentiels avec le Bureau de la concurrence afin de l'aider à effectuer l'examen de leur secteur d'activité, au lieu de compter sur elles pour le faire sur une base volontaire;
 - de supprimer une règle autorisant actuellement les fusions d'entreprises à condition qu'elles permettent de réaliser d'importantes économies, même si elles affaiblissent la concurrence, entraînent des pertes d'emplois ou limitent le choix des consommateurs;
 - de prendre des mesures contre les collaborations ayant pour effet d'étouffer la concurrence et de restreindre le choix des consommateurs, en particulier dans les cas où de grands épiciers empêchent des concurrents plus modestes de s'installer dans leur voisinage.
- **Île-du-Prince-Édouard, locataires de la RGT, personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Quelles sont vos réactions à ces mesures? [Que pensez-vous de cette approche?]
- **Île-du-Prince-Édouard, locataires de la RGT** Croyez-vous que ces mesures contribuent à rendre plus abordable le coût de la vie des Canadiens? Pourquoi ou pourquoi pas?

- **Île-du-Prince-Édouard, locataires de la RGT** Le fait de savoir que le gouvernement du Canada prend cette série de mesures change-t-il votre perception de sa gestion pour rendre la vie plus abordable? Pourquoi ou pourquoi pas?
- **Île-du-Prince-Édouard, locataires de la RGT** Avez-vous des questions au sujet de ces mesures? Y a-t-il quelque chose qui n'est pas clair?
- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** En ce qui concerne la réunion avec les dirigeants des principales chaînes d'épicerie canadiennes, pensez-vous que les épiceries prendront des mesures ciblées pour aider à stabiliser les prix? Pourquoi/pourquoi pas?

Île-du-Prince-Édouard, locataires de la RGT Nous utiliserons la fonction de clavardage pour la prochaine question. Veuillez prendre une minute pour repérer la fonction de clavardage et vous assurer d'avoir sélectionné [modérateur] comme destinataire.

Île-du-Prince-Édouard, locataires de la RGT En repensant à toutes les mesures concernant le logement et le prix des produits d'épicerie dont nous avons discuté aujourd'hui...

- **Île-du-Prince-Édouard, locataires de la RGT** Si on vous demandait de décrire cet ensemble de mesures en un seul mot, quel mot choisiriez-vous? Veuillez saisir votre mot dans la boîte de clavardage.
 - LE MODÉRATEUR DEMANDERA À CHAQUE PARTICIPANT ET PARTICIPANTE : Pouvez-vous expliquer pourquoi vous avez choisi [insérer le mot]?
- **Île-du-Prince-Édouard, locataires de la RGT** Croyez-vous que ces mesures aient un impact majeur, mineur ou qu'elles n'auront aucun impact sur les Canadiens de classe moyenne? Qu'est-ce qui vous fait dire cela?
- **Île-du-Prince-Édouard, locataires de la RGT** Laquelle de ces mesures, le cas échéant, est la plus importante à vos yeux?
- **Île-du-Prince-Édouard, locataires de la RGT** Y a-t-il quelque chose qu'on vous a présenté aujourd'hui que le gouvernement du Canada ne devrait pas faire? Pourquoi?

- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Le Groupe de travail sur les épiceries mènera des enquêtes sur les cas de « réduflation ». Qu'est-ce que la « réduflation »? Avez-vous déjà entendu parler de ce terme?

Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton PRÉCISER SI NÉCESSAIRE : On parle de « réduflation » lorsque le format d'un produit est réduit alors que son prix reste le même ou augmente.

- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Quelqu'un parmi vous a-t-il été témoin de cas de « réduflation » en faisant ses courses à l'épicerie?
- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Que pensez-vous du groupe de travail mis en place par le gouvernement canadien pour enquêter sur les cas de « réduflation »? Quel impact, le cas échéant, cela aurait-il?
- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Et maintenant, si l'on considère l'ensemble des mesures présentées, que pensez-vous de cette approche de façon générale?
- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Croyez-vous que ces mesures contribuent à rendre plus abordable le coût de la vie des Canadiens? Pourquoi ou pourquoi pas?
- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Le fait de savoir que le gouvernement du Canada prend cette série de mesures change-t-il votre perception de sa gestion pour rendre la vie plus abordable? Pourquoi ou pourquoi pas?
- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Avez-vous des questions au sujet de ces mesures?

Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton Nous utiliserons la fonction de clavardage pour la prochaine question. Veuillez prendre une minute pour repérer la fonction de clavardage et vous assurer d'avoir sélectionné [modérateur] comme destinataire.

- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Si on vous demandait de décrire cet ensemble de mesures en un seul mot, quel mot choisiriez-vous? Veuillez saisir votre mot dans la boîte de clavardage.
 - LE MODÉRATEUR DEMANDERA À CHAQUE PARTICIPANT ET PARTICIPANTE : Pouvez-vous expliquer pourquoi vous avez choisi [insérer le mot]?
- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Croyez-vous que ces mesures aient un impact majeur, mineur ou qu'elles n'aient aucun impact sur les Canadiens de classe moyenne? Qu'est-ce qui vous fait dire cela? LE MODÉRATEUR SONDERA LES PARTICIPANTS (IMPACTS POSITIFS PAR RAPPORT À IMPACTS NÉGATIFS).
- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Laquelle de ces mesures, le cas échéant, est la plus importante à vos yeux?
- **Personnes préoccupées par le coût de la vie de centres de taille moyenne et de grands centres du Québec, Edmonton** Y a-t-il quelque chose qu'on vous a présenté aujourd'hui que le gouvernement du Canada ne devrait pas faire? Pourquoi?

INDUSTRIES LOCALES (30 minutes) London

J'aimerais maintenant que nous nous concentrons sur les industries et secteurs d'importance dans votre région...

- Dans l'ensemble, comment évalueriez-vous la situation sur le marché dans votre région? Est-elle bonne, mauvaise ou entre les deux? Pourquoi [dites-vous cela]?
- En pensant à ce que sera la situation sur le marché de l'emploi dans cinq ans, pensez-vous qu'elle sera pire, meilleure ou la même? Qu'est-ce qui vous fait dire cela?
- Quels sont les plus importants secteurs d'activités pour votre communauté locale? Quels seront, selon vous, les industries et les secteurs les plus importants de votre région d'ici cinq à dix ans?
 - SI CE N'EST PAS MENTIONNÉ : L'industrie automobile?

- Diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie en ce qui concerne la création d'emplois de qualité au Canada?
 - Et pour ce qui est de venir en aide à l'industrie automobile? Diriez-vous que de manière générale, le gouvernement est sur la bonne voie?
- Pouvez-vous citer quelques exemples de mesures prises par le gouvernement fédéral pour venir en aide à l'industrie automobile?
- Au cours des derniers mois, avez-vous vu, lu ou entendu quoi que ce soit à propos de la nouvelle usine de batteries pour véhicules électriques du gouvernement du Canada et de la société Volkswagen?

ÉCLAIRCISSEMENT : Les gouvernements du Canada et de l'Ontario ont obtenu un investissement de Volkswagen pour établir sa première usine de fabrication de batteries pour véhicules électriques outre-mer à St Thomas, en Ontario. Il s'agit du plus important investissement lié aux véhicules électriques de l'histoire du Canada. Une fois achevée en 2027, l'usine produira des batteries pour un maximum d'un million de véhicules électriques par année, ce qui renforcera la capacité nationale de fabrication de batteries du Canada pour répondre à la demande en véhicules électriques. On estime que l'usine créera jusqu'à 3 000 emplois directs et jusqu'à 30 000 emplois indirects.

- Quelles sont vos réflexions immédiates au sujet de cet investissement?
- Quel impact, le cas échéant, cela a-t-il sur la communauté locale?
- SONDER : Quel impact, le cas échéant, cela a-t-il sur l'économie locale? Qu'en est-il de l'économie?
 - À votre avis, attirer des investissements de ce type au Canada devrait-il constituer une priorité du gouvernement fédéral?
 - Que pourrait encore faire le gouvernement du Canada pour soutenir l'industrie automobile?

Le gouvernement du Canada s'est engagé à accorder des subventions à Volkswagen à hauteur de 13 milliards de dollars sur une période de 10 ans.

- Cela change-t-il votre opinion quant à savoir si le gouvernement du Canada devrait prioriser des investissements dans le secteur de la construction automobile?

SOINS DE SANTÉ (30 minutes) Autochtones de régions urbaines des Prairies, régions rurales de l'Ontario, Territoires du Nord-Ouest.

Autochtones de régions urbaines des Prairies J'aimerais maintenant me pencher sur le système de soins de santé dans votre collectivité...

- **Autochtones de régions urbaines des Prairies** Dans l'ensemble, comment évalueriez-vous la qualité du système de soins de santé dans votre collectivité? Qu'est-ce qui vous fait dire cela?
- **Autochtones de régions urbaines des Prairies** Globalement, l'accès à des services de soins de santé et la qualité de ces derniers ont-ils changé au cours des quelques dernières années?
 - SI OUI : Se sont-ils améliorés ou ont-ils empiré?
 - À votre avis, les soins prodigués aux populations autochtones sont-ils de qualité différente de ceux prodigués aux populations non autochtones?
 - SI OUI : Quels facteurs sont avis responsables de ces écarts?
 - Y a-t-il des obstacles particuliers auxquels sont confrontés les Autochtones lorsqu'ils tentent d'accéder à des soins de santé?
 - SI OUI : Quels sont ces obstacles? Que devrait-on faire pour contrer ces obstacles?
- **Autochtones de régions urbaines des Prairies** Dans quelle mesure est-il possible pour les populations autochtones de votre collectivité d'avoir accès à des médecines et à des pratiques autochtones traditionnelles en matière de santé?
 - Dans quelle mesure est-il important que vous puissiez avoir accès à ces services?
- **Autochtones de régions urbaines des Prairies** Dans quelle mesure est-il important pour vous, le cas échéant, que les fournisseurs de soins de santé soient informés et aient reçu une formation sur les cultures et pratiques autochtones?
 - Avez-vous constaté quelque changement que ce soit quant à la compréhension qu'ont les prestataires de soins de santé des cultures et pratiques autochtones?
- **Autochtones de régions urbaines des Prairies** Quelles suggestions avez-vous à faire au gouvernement fédéral comme mesures pour remédier aux enjeux en matière de soins de santé auxquels sont actuellement confrontés les Autochtones?
- **Autochtones de régions urbaines des Prairies** Comment décririez-vous l'accessibilité et la qualité des services de santé mentale et de mieux-être conçus spécifiquement pour les populations autochtones au sein de votre collectivité?
 - Dans quelle mesure est-il important que vous puissiez avoir accès à ces services?

Autochtones de régions urbaines des Prairies J'aimerais maintenant aborder brièvement le sujet des dépendances et de l'usage de substances...

- **Autochtones de régions urbaines des Prairies** Diriez-vous que l'usage de substances constitue un problème majeur, un problème mineur, ou qu'il ne constitue pas du tout un problème au sein de votre collectivité?
- **Autochtones de régions urbaines des Prairies** Comment décririez-vous l'accessibilité et la qualité des ressources ou des services offerts aux personnes aux prises avec des problèmes liés à l'usage de substances?
- **Autochtones de régions urbaines des Prairies** Qu'a fait le gouvernement du Canada, le cas échéant, pour remédier à l'usage de substances au Canada?
- **Autochtones de régions urbaines des Prairies** Que devrait être le rôle du gouvernement du Canada pour remédier à l'usage de substances? Comment le gouvernement du Canada pourrait-il mieux venir en aide aux personnes aux prises avec des problèmes de dépendance?
- **Régions rurales de l'Ontario, Territoires du Nord-Ouest** Comment décririez-vous le système de soins de santé au Canada d'aujourd'hui?
- **Régions rurales de l'Ontario, Territoires du Nord-Ouest** Lorsqu'il s'agit du système de santé, diriez-vous que celui-ci nécessite des changements majeurs, des changements mineurs ou peu à pas de changements?
 - SI DES CHANGEMENTS SONT NÉCESSAIRES : Quels sont les changements nécessaires?
Qui est responsable pour effectuer ces changements?
- **Territoires du Nord-Ouest** Comment décririez-vous votre expérience de l'accès aux services de santé?
- **Régions rurales de l'Ontario, Territoires du Nord-Ouest** Lorsque vous avez besoin de soins, êtes-vous habituellement en mesure d'y accéder dans votre collectivité ou êtes-vous obligés de vous déplacer?
- **Régions rurales de l'Ontario, Territoires du Nord-Ouest** Votre expérience de l'accès aux services a-t-elle changé au cours des dernières années?

- SI OUI : Quelle est la cause de ce changement? Comment le savez-vous?
- **Régions rurales de l'Ontario, Territoires du Nord-Ouest** Selon vous, la qualité du système de santé dans votre région se compare-t-elle à celle qu'on retrouve dans d'autres régions ou provinces du pays? Est-elle meilleure, pire ou la même?
 - SI PIRE : Qu'est-ce qui doit se produire pour que le système de santé s'améliore dans votre collectivité?
- **Régions rurales de l'Ontario, Territoires du Nord-Ouest** Quel est le rôle du gouvernement du Canada dans le secteur de la santé?
 - À votre avis, le gouvernement fédéral comprend-il les enjeux en matière de santé qui vous inquiètent le plus? Pourquoi/Pourquoi pas?
- **Régions rurales de l'Ontario, Territoires du Nord-Ouest** Diriez-vous que le gouvernement du Canada est généralement sur la bonne voie ou la mauvaise voie lorsqu'il s'agit du système de santé? Pourquoi?
 - SI SUR LA MAUVAISE VOIE : Qu'auriez-vous besoin de voir de la part du gouvernement fédéral pour qu'il se mette sur la bonne voie?
- **Régions rurales de l'Ontario, Territoires du Nord-Ouest** Le cas échéant, quel travail le gouvernement fédéral a-t-il déjà accompli afin de régler des problèmes dans le domaine des soins de santé?
 - **Régions rurales de l'Ontario** AU BESOIN : Avez-vous entendu quoi que ce soit au sujet de négociations entre les gouvernements fédéral et provinciaux au sujet du financement des soins de santé?
- **Régions rurales de l'Ontario, Territoires du Nord-Ouest** Pour ce qui est de l'avenir, pensez-vous que le système de santé au Canada va s'améliorer, rester le même, ou se détériorer? Pourquoi?

SÉCURITÉ COMMUNAUTAIRE Autochtones de régions urbaines des Prairies

Dernière section seulement si le temps le permet; les questions clés sont en surbrillance.

Passons maintenant à la sécurité communautaire...

- Direz-vous que votre communauté est sécuritaire? Pourquoi ou pourquoi pas?



- D'après ce que vous savez, le taux de criminalité dans votre communauté a-t-il augmenté, diminué ou s'il est demeuré stable?
 - S'IL A AUGMENTÉ : Qu'avez-vous remarqué plus particulièrement?
 - À quoi attribuez-vous la hausse de la criminalité? Quelles sont les causes?
- À qui revient principalement la responsabilité de lutter contre la criminalité?
Quel est le rôle du gouvernement du Canada en matière de lutte contre la criminalité?

- Le gouvernement du Canada a-t-il fait quoi que ce soit dans les dernières années pour lutter contre la criminalité? Fait-il quelque chose maintenant?
 - SI CE N'EST PAS MENTIONNÉ : A-t-il fait quelque chose en matière de contrôle des armes à feu?
 - SI AU COURANT : Que pensez-vous de ces initiatives?
- Pouvez-vous penser à d'autres choses que le gouvernement du Canada pourrait faire pour prévenir la criminalité?
 - DEMANDER : Devrait-il offrir plus de services en santé mentale? De services de traitement en toxicomanie? Des logements?
 - Ces initiatives auraient-elles un impact? Pourquoi ou pourquoi pas?
 - Devraient-elles être une priorité pour le gouvernement fédéral?
- Que devrait encore faire le gouvernement du Canada pour contribuer à réduire la criminalité?

ASSURANCE-EMPLOI (20 minutes) Île-du-Prince-Édouard

- Qui parmi vous a entendu parler de l'assurance-emploi, également connue sous le nom d'AE?
 - Que savez-vous à son sujet?
 - Avez-vous bénéficié, ou connaissez-vous quelqu'un qui a bénéficié de prestations d'assurance-emploi dans le passé?
 - Comment s'est déroulé ce processus?
- Comment décrivez-vous l'AE?
 - Peut-on facilement y avoir accès?
 - S'agit-il d'un programme essentiel?
 - Répond-il aux besoins des Canadiens?

- Estimez-vous que les montants des prestations d'AE sont généralement trop élevés, trop faibles ou les considérez-vous pour ainsi dire suffisantes? Pourquoi dites-vous cela?
 - Seriez-vous prêt à payer des cotisations plus élevées pour pouvoir bénéficier de prestations d'assurance-emploi plus généreuses? Pourquoi/pourquoi pas?
- Le système d'AE actuel fournit-il un soutien suffisant aux travailleurs saisonniers? Pourquoi/pourquoi pas?
- Quels sont, selon vous, les changements devant être apportés au système d'AE, le cas échéant, pour mieux soutenir les travailleurs saisonniers?
- Quels sont à votre avis les obstacles auxquels certaines personnes sont confrontées lorsqu'elles souhaitent réintégrer le marché du travail?
- Comment le programme d'AE pourrait-il être adapté pour mieux aider les gens à réintégrer le marché du travail?

TARIFICATION DU CARBONE (30 minutes) Île-du-Prince-Édouard, régions rurales de l'Ontario

- **Île-du-Prince-Édouard** À quel point est-il important pour le gouvernement du Canada de réduire la pollution par le carbone au Canada? Pourquoi dites-vous cela?
- **Île-du-Prince-Édouard, régions rurales de l'Ontario** Qu'avez-vous lu, vu ou entendu, le cas échéant, au sujet de la tarification du carbone au Canada?
- **Île-du-Prince-Édouard, régions rurales de l'Ontario** À votre connaissance, la pollution par le carbone est-elle tarifée aujourd'hui (dans l'Île-du-Prince-Édouard et en Ontario)?
- **Île-du-Prince-Édouard, régions rurales de l'Ontario** Avez-vous entendu parler des paiements de l'Incentif à agir pour le climat, parfois appelés remises de la tarification de la pollution?
 - Qu'avez-vous entendu dire à ce sujet?
 - À votre connaissance, est-ce que vous ou une autre personne de votre ménage avez reçu ce paiement?

Île-du-Prince-Édouard, régions rurales de l'Ontario En 2016, le gouvernement du Canada a annoncé un plan visant à assurer la tarification de la pollution par le carbone dans l'ensemble du pays. La

tarification du carbone comprend deux parties — une redevance sur les combustibles et un système pour les industries. Aujourd’hui, nous nous concentrerons sur la redevance sur les combustibles qui s’applique entre autres au pétrole et au gaz. Les provinces et les territoires peuvent soit appliquer la tarification fédérale sur la pollution ou proposer leurs propres systèmes, pour autant qu’il respecte la norme établie par le gouvernement fédéral.

- Quelles sont vos réactions lorsque vous entendez cela?
 - Êtes-vous en faveur de la tarification sur la pollution par le carbone? Pourquoi ou pourquoi pas?

Île-du-Prince-Édouard, régions rurales de l’Ontario AFFICHER A L’ÉCRAN :

À compter du 1er juillet 2023, [L’Île-du-Prince-Édouard/l’Ontario] a commencé à utiliser le système de tarification fédéral. En vertu de ce système, tous les produits issus de la tarification de la pollution par le carbone restent dans la province ou le territoire dans lequel ils ont été perçus. Environ 90 % des produits sont reversés directement aux résidents sous forme de paiement de l’Incitatif à agir pour le climat. Les paiements seront versés trimestriellement (c’est-à-dire tous les trois mois), et une famille de 4 personnes recevra 240 dollars par trimestre.

Ce système a pour but d’encourager les gens à réduire leurs émissions, tout en leur donnant la possibilité de décider quand et comment le faire. L’idée étant que plus un ménage procède à des changements (par exemple, en utilisant d’autres modes de transport, en passant d’une fournaise au gaz naturel à une pompe à chaleur électrique), plus il économisera en n’ayant pas à payer la redevance sur les combustibles. En outre, la plupart des ménages reçoivent plus d’argent sous forme de paiements de l’Incitatif à agir pour le climat que ce qu’ils paient en vertu de la redevance sur les combustibles.

- **Île-du-Prince-Édouard, régions rurales de l’Ontario** Dans l’ensemble, cette approche de la tarification de la pollution est-elle sensée? Pourquoi ou pourquoi pas?
 - Avez-vous des questions sur son fonctionnement? Quelles sont-elles?
 - Ce système vous semble-t-il juste? Vous semble-t-il abordable?

Île-du-Prince-Édouard, régions rurales de l’Ontario Pour les résidents de petites collectivités et de collectivités rurales, les paiements de l’incitation à l’action climatique comprennent un supplément rural de 10 % (c’est-à-dire un supplément de 10 % à leurs paiements), car les Canadiens de ces collectivités ne disposent pas nécessairement des mêmes options pour réduire leurs émissions, en particulier en matière de transport.

- **Île-du-Prince-Édouard** Le fait de savoir cela change-t-il votre opinion sur la tarification de la pollution par le carbone? Pourquoi ou pourquoi pas?
- **Île-du-Prince-Édouard, régions rurales de l'Ontario** Cette approche de la tarification de la pollution est-elle équitable à l'égard des Canadiens vivant dans des collectivités rurales et de petite taille?
- **Île-du-Prince-Édouard, régions rurales de l'Ontario** Croyez-vous qu'un prix sur la pollution par le carbone découragera les gens de polluer? Pourquoi/pourquoi pas? Vous découragera-t-il personnellement de polluer?
 - Quels autres effets, le cas échéant, un prix sur la pollution pourrait-il avoir sur les Canadiens?
 - À court terme, pensez-vous que les coûts d'une tarification de la pollution par le carbone sont plus importants que les coûts du changement climatique pour les collectivités? Pourquoi?
 - Et à long terme?
- **Île-du-Prince-Édouard** Compte tenu de ce que vous savez maintenant, si vous deviez expliquer la tarification de la pollution et le paiement de l'Incitatif à agir pour le climat à un ami, que lui diriez-vous?

ASSURANCE MÉDICAMENTS (30 minutes) Locataires de la RGT, régions rurales de l'Ontario

- **Locataires de la RGT** Selon vous, quels sont les principaux enjeux auxquels le gouvernement du Canada devrait accorder la priorité? Pourquoi?
 - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il de soins de santé? Dans quelle mesure la protection et la promotion de la langue française devraient-elles constituer une grande priorité?
 - Qu'avez-vous à dire au sujet du coût des médicaments délivrés sur ordonnance au Canada?
- **Régions rurales de l'Ontario** Nous avons abordé, il y a un instant, les enjeux en matière de soins de santé qui vous concernaient et auxquels il est le plus urgent de remédier. En prenant en compte ces problèmes, dans quelle mesure l'accessibilité et le coût des médicaments délivrés sur

ordonnance constituent-ils un enjeu? Comparativement aux enjeux dont nous avons déjà discuté, s'agit-il d'enjeux aussi prioritaires, moins prioritaires, mais tout de même importants, ou pas vraiment prioritaires du tout?

- **Locataires de la RGT, régions rurales de l'Ontario** Comment qualifieriez-vous la situation concernant la couverture des médicaments sur ordonnance au Canada?
- **Locataires de la RGT, régions rurales de l'Ontario** Êtes-vous au courant de ce qu'a fait ou entend faire le gouvernement du Canada en matière d'assurance médicaments?
 - SI OUI : Que savez-vous à ce sujet?

Locataires de la RGT, régions rurales de l'Ontario ÉCLAIRCISSEMENTS : Le gouvernement du Canada a annoncé son intention d'aller de l'avant et de mettre en place un programme national d'assurance médicaments afin de rendre les médicaments sur ordonnance plus abordables et accessibles à un plus grand nombre de Canadiens.

- **Locataires de la RGT, régions rurales de l'Ontario** Lors de sa planification des prochaines étapes relatives à la mise en place d'un régime national d'assurance médicaments, quels facteurs le gouvernement du Canada doit-il garder à l'esprit?
- **Locataires de la RGT, régions rurales de l'Ontario** Le régime d'assurance médicaments pourrait être entièrement financé par l'État, à l'instar des soins de santé, de sorte que tous les Canadiens bénéficient du même régime. Il pourrait en outre venir « combler les lacunes », de sorte que les gens puissent continuer à recourir à des régimes publics et privés et que tous les Canadiens bénéficient d'une couverture en vertu du régime, y compris ceux qui ne bénéficient pas d'une couverture d'assurance médicaments en vertu d'un régime public ou privé.
 - Quelle approche est la plus équitable?
 - Êtes-vous préoccupé(e) par l'une ou l'autre de ces approches?
 - Laquelle préférez-vous?
- **Locataires de la RGT, régions rurales de l'Ontario** Un régime d'assurance médicaments national contribuerait-il à rendre la vie des Canadiens plus abordable?
- **Locataires de la RGT, régions rurales de l'Ontario** Quels seraient les impacts d'un tel régime sur notre système de soins de santé?

- Régions rurales de l'Ontario—Ce régime contribuerait-il à remédier à certains des enjeux en matière de soins de santé dont nous avons parlé précédemment?
- **Locataires de la RGT, régions rurales de l'Ontario** Seriez-vous en faveur d'un système d'assurance médicaments universel?
 - Même s'il avait pour effet de creuser le déficit?
 - Même s'il avait pour effet d'augmenter les taxes?
- **Locataires de la RGT, régions rurales de l'Ontario** Avez-vous des questions au sujet du Régime d'assurance médicaments?

ÉNONCÉ ÉCONOMIQUE DE L'AUTOMNE (15 minutes) **Canadiens d'origine arabe de Montréal**

- Est-ce que quelqu'un a entendu quelque chose au sujet de l'Énoncé économique de l'automne du gouvernement du Canada?

PRÉCISER SI NÉCESSAIRE : L'Énoncé économique de l'automne est un compte rendu des finances et des prévisions économiques du gouvernement, présenté entre deux budgets, dans lequel de nouvelles politiques ou de nouveaux programmes sont souvent définis.

- Alors que le gouvernement du Canada prépare son prochain Énoncé économique de l'automne, quelle devrait être sa principale priorité?
- Quels sont les autres enjeux sur lesquels vous souhaiteriez que le gouvernement se penche et les autres mesures que vous souhaiteriez qu'il prenne?

SONDER SI NÉCESSAIRE : Qu'en est-il de...

- Soutien à la classe moyenne?
- Soins de santé?
- Logement?
- Changement climatique?
- L'emploi?

SENTIMENT DU PUBLIC (15-25 minutes) **Canadiens d'origine arabe de Montréal, immigrants récents du Lower Mainland de la C.-B.** J'aimerais maintenant aborder un sujet plus vaste.

- Lorsque vous pensez à votre avenir au Canada, qu'est-ce qui vous rend optimiste?



- D'autre part, y a-t-il des choses qui vous inquiètent ou vous préoccupent quant à votre avenir au Canada?
 - SI OUI : Lesquels?
- Comment décririez-vous la situation actuelle au Canada en matière de diversité, d'équité et d'inclusion? Avez-vous le sentiment que le Canada est une société qui accepte et respecte différentes cultures, croyances et valeurs? Pourquoi ou pourquoi pas?

MÉDIAS D'INFORMATION (25 minutes) Utilisateurs intensifs de médias sociaux résidant à Winnipeg

J'aimerais maintenant que nous nous concentrons sur les médias d'information de manière plus générale, et pas seulement sur les nouvelles liées au gouvernement du Canada...

- Quelles sont vos impressions sur la façon dont l'industrie des médias a changé au cours de la dernière décennie?
- Les Canadiennes et Canadiens ont-ils plus de moyens, moins de moyens ou à peu près le même nombre de moyens d'accéder aux informations?
- Diriez-vous que la couverture de l'actualité concernant les événements de votre communauté locale est très variée?
- Diriez-vous qu'il y a plus, moins ou à peu près le même nombre d'organes d'information aujourd'hui qu'il y a dix ans? ÉCLAIRCISSEMENTS AU BESOIN : Les médias comprennent des publications ou des programmes de diffusion qui fournissent des informations par le biais de différents canaux.
- Y a-t-il, à votre connaissance, plus d'emplois, moins d'emplois ou à peu près le même nombre d'emplois en journalisme aujourd'hui qu'il y a dix ans?

ÉCLAIRCISSEMENTS : Entre 2008 et 2020, les recettes totales provenant de la diffusion télévisuelle, de la radio, des journaux et des revues ont chuté de près de 6 milliards de dollars. Depuis 2008, 474 médias ont fermé leurs portes dans 335 communautés à travers le Canada. Au moins un tiers des emplois en journalisme au Canada ont disparu entre 2010 et 2016.

- À votre connaissance, qu'est-ce qui explique ces tendances dans l'industrie des médias?
- Dans quelle mesure, le cas échéant, cela vous préoccupe-t-il? Pourquoi êtes-vous de cet avis?
 - Quels impacts la diminution du nombre de médias locaux pourrait-elle avoir au Canada? Cela vous concernerait-il personnellement?
 - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il des communautés rurales, éloignées, autochtones ou des communautés linguistiques en situation minoritaire?
 - Qu'est-ce qui devrait être fait, s'il y a lieu, pour remédier à ce problème?
- Dans quelle mesure le gouvernement du Canada devrait-il accorder la priorité au soutien de l'industrie des médias? Quel rôle devrait-il jouer?
 - SI CE N'EST PAS PRÉALABLEMENT MENTIONNÉ : Avez-vous vu, lu ou entendu quoi que ce soit récemment au sujet du gouvernement du Canada, des médias et des grandes plateformes numériques?
 - SI AU COURANT : Que pensez-vous de ce que vous avez entendu?

ÉCLAIRCISSEMENTS : Récemment, le gouvernement du Canada a adopté une loi obligeant certaines grandes plateformes numériques à payer les médias pour des nouvelles présentées sur leurs plateformes. Le gouvernement canadien estime que les plateformes numériques tirent profit de la diffusion de contenus d'actualité sur leurs plateformes, à la fois directement (publicités diffusées avant, après ou en fonction de nouvelles) et indirectement (mobilisation des utilisateurs, affinement des données, publicité ciblée ultérieure), et qu'il est donc important que ces géants du numérique offrent une compensation équitable aux médias.

Meta, l'une des plateformes numériques impactées par cette nouvelle loi, a bloqué la diffusion ou le partage de contenus sur ses sites en réponse à l'adoption de cette nouvelle loi.

- Que vous en ayez eu connaissance ou non avant aujourd'hui, que pensez-vous de cette situation?
 - Tout compte fait, diriez-vous que vous êtes plutôt pour ou plutôt contre cette loi?
 - Quels impacts pourrait avoir cette loi?
 - Pensez-vous qu'elle puisse contribuer à résoudre les enjeux de l'industrie des médias dont nous discutons? Pourquoi ou pourquoi pas?
 - Est-ce que quelqu'un a des questions ou des préoccupations au sujet de cette loi?

Canadiens d'origine arabe de Montréal utilisateurs intensifs de médias sociaux résidant à Winnipeg.

Lorsque nous vous avons demandé de venir nous parler aujourd’hui, vous avez tous indiqué être des utilisateurs intensifs des médias sociaux...

- Quelles sont les plateformes de médias sociaux auxquelles vous recourez le plus souvent? À quelle fréquence recourez-vous aux médias sociaux au cours d’une journée normale?
- Pourquoi recourez-vous à la plateforme de médias sociaux que vous avez mentionnée? Quels sont les aspects ou les caractéristiques de la plateforme qui vous attirent le plus?
- À quelles plateformes de médias sociaux recourez-vous, le cas échéant, pour obtenir des renseignements utiles à votre travail, à votre carrière ou à votre entreprise?
- Dans quelle mesure les médias sociaux sont-ils une source d’information importante pour vous? Y a-t-il des sujets ou des types d’informations spécifiques pour lesquels vous comptez sur les médias sociaux?
- Quel est le type de contenu qui vous intéresse le plus? Pouvez-vous donner des exemples?
 - Pourquoi est-ce que ce type de contenu vous interpelle le plus?
- Êtes-vous abonné(e) aux comptes de médias sociaux du gouvernement du Canada, ou à tout autre compte connexe? Si oui, sur quelles plateformes?
 - SI ABONNÉ(E) : Pourquoi êtes-vous abonné(e) aux comptes de médias sociaux du gouvernement du Canada, ou à des comptes connexes?
 - SI PAS ABONNÉ(E) : Pourquoi n’êtes-vous pas abonné(e) aux comptes de médias sociaux du gouvernement du Canada ou à des comptes connexes?

Que vous soyez ou non abonné(e) à des comptes du gouvernement du Canada, vous souvenez-vous d’avoir déjà vu du contenu provenant du gouvernement du Canada? De quoi vous souvenez-vous?

- SI OUI : Estimez-vous dignes de confiance les comptes de médias sociaux du gouvernement fédéral — ou plutôt, estimez-vous fiables les renseignements qui y sont affichés? Qu’est-ce qui vous fait dire cela?
- Avez-vous l’habitude de vérifier si un message publié sur les médias sociaux provient d’un ordre de gouvernement particulier (fédéral, provincial ou municipal), ou avez-vous tendance à ne pas faire attention ou à ne pas faire de distinction entre les différents ordres de gouvernement?
 - SI OUI : Faites-vous plus (ou moins) confiance au contenu des messages publiés sur les médias sociaux provenant d’un ordre de gouvernement en particulier? Ou votre

confiance est-elle fondamentalement la même à l'égard de chacun d'entre eux? Qu'est-ce qui vous fait dire cela?

- Avez-vous déjà interagi avec des contenus du gouvernement du Canada?
 - Que vous l'avez fait ou non, avec quels types de contenus du gouvernement du Canada seriez-vous susceptible d'interagir?
- Quels conseils donneriez-vous au gouvernement du Canada, ou aux comptes de médias sociaux associés, pour la création de contenus destinés aux médias sociaux?
 - Selon vous, y a-t-il des plateformes sur lesquelles le gouvernement du Canada devrait être plus présent?
 - Y a-t-il des thématiques, des formats ou des approches particuliers qui, selon vous, seraient plus efficaces pour attirer l'attention et susciter la participation des utilisateurs de médias sociaux?

MÉSINFORMATION (25 minutes) **Utilisateurs intensifs de médias sociaux résidant à Winnipeg**

Dans la section qui suit, je vais vous poser quelques questions sur l'utilisation des médias sociaux et sur les informations que vous êtes susceptible de voir en ligne.

- À quelle fréquence tombez-vous sur une information en ligne dont vous ne savez pas avec certitude si elle est vraie ou fausse?
- Qui parmi vous connaît les termes « mésinformation » et « désinformation »? Que signifient ces termes? Qu'est-ce qui les distingue?

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

- La diffusion de la mésinformation ou de la désinformation en ligne vous préoccupe-t-elle? Qu'est-ce qui vous fait dire cela?
- Pouvez-vous nous donner des exemples de mésinformations ou de désinformations que vous avez vus en ligne?
 - Où avez-vous vu cette information? Vous souvenez-vous d'où provenait l'information?
 - Avez-vous employé des moyens pour savoir si elle était véridique ou non? Quels moyens avez-vous employés?
 - Vers quelles sources d'information ou vers quelles personnes vous tourneriez-vous pour vous aider à prendre votre décision?

- Selon vous, que devrait-on faire pour lutter contre la désinformation ou la désinformation en ligne?
 - Les plateformes numériques comme Facebook et Google ont-elles une responsabilité de veiller à l'exactitude des nouvelles et des informations sur leurs plateformes? Pourquoi ou pourquoi pas?
 - Que devraient-elles faire, le cas échéant?
 - Le gouvernement fédéral a-t-il un rôle à jouer dans la lutte contre la désinformation et la désinformation en ligne?
 - Pourquoi ou pourquoi pas? Que devrait-il faire, le cas échéant?

IMPACTS ET ADAPTATION AUX CHANGEMENTS CLIMATIQUES (30 minutes) Territoires du Nord-Ouest

- Diriez-vous que les changements climatiques ont actuellement un impact majeur, mineur ou aucun impact sur votre communauté?
 - SI IMPACT MAJEUR : Qu'avez-vous remarqué? Ces changements ont-ils eu un impact sur votre quotidien?
 - SI CE N'EST PAS MENTIONNÉ : Qu'en est-il des phénomènes météorologiques extrêmes, des catastrophes naturelles ou des incendies de forêt?
- Avez-vous entendu, lu ou vu quoi que ce soit au sujet des mesures prises par le gouvernement du Canada pour soutenir les Territoires du Nord-Ouest à la suite des feux de forêt de cet été? Qu'avez-vous, vu, lu ou entendu à ce sujet?

Des membres du personnel ainsi que des ressources des Forces armées canadiennes ont été déployés pour aider à lutter contre les incendies, fournir des ressources en matière de transport aérien ainsi qu'un soutien en matière de logistique et de planification. Le gouvernement du Canada s'est en outre engagé à financer des initiatives d'intervention et de rétablissement au bénéfice des membres de Premières Nations admissibles. La Garde côtière canadienne a également déployé des membres du personnel ainsi que de l'équipement portatif, dont des pompes à eau.

- En gardant ces initiatives à l'esprit, y a-t-il d'autres mesures que le gouvernement du Canada aurait dû prendre en réponse aux feux de forêt?
 - Et dans le sillage de ces feux de forêt? De quels types de soutiens votre collectivité a-t-elle besoin de la part du gouvernement du Canada?

De façon plus générale...

- Dans le futur, pensez-vous que les changements climatiques auront un impact majeur, mineur ou aucun impact sur votre communauté?
 - SI IMPACT MAJEUR : Quels sont les impacts qui vous préoccupent le plus? SONDER : Impacts sur le logement, l'économie, la santé, etc.
 - Votre communauté est-elle prête à faire face aux impacts des changements climatiques? Qu'en est-il de votre ménage? Qu'est-ce que vous ou votre communauté avez fait pour vous préparer?
- Quoi d'autre aimeriez-vous que votre communauté fasse pour se préparer aux impacts des changements climatiques?
 - De quelle façon le gouvernement du Canada pourrait-il appuyer la préparation de votre collectivité?

Pensions (30 minutes) Edmonton

- De manière générale, comment décririez-vous la gestion de l'économie par le gouvernement du Canada? Est-il généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi dites-vous cela?
- Quels sont, selon vous, les enjeux économiques les plus importants?
- Je sais que cela peut sembler loin, mais je me demande quelles sont vos réflexions au sujet de la retraite. Est-ce une chose à laquelle vous pensez beaucoup, un peu, ou pas du tout? Pourquoi?
 - Dans quelle mesure êtes-vous préoccupé(e), le cas échéant, par votre capacité à prendre votre retraite? Qu'est-ce qui vous préoccupe en particulier? [SONDER pour finances, votre santé, etc.]
- À MAIN LEVÉE : Qui, parmi vous, a entendu parler du Régime de pensions du Canada (RPC)?
 - Que savez-vous à son sujet?

CLARIFIER AU BESOIN : Le Régime de pensions du Canada est une prestation mensuelle imposable remplaçant une partie de votre revenu lorsque vous prenez votre retraite. À quelques exceptions près, toute personne de plus de 18 ans qui travaille au Canada à l'extérieur du Québec et dont le revenu annuel est supérieur à un montant minimum déterminé (3 500 \$ par année) doit cotiser au Régime de pensions du Canada. Si vous avez un employeur, vous devez payer la moitié des

cotisations (le montant est prélevé sur votre salaire), et votre employeur, l'autre moitié. Si vous êtes un travailleur autonome, vous devez payer la totalité des cotisations.

- Qu'avez-vous lu, vu ou entendu au sujet du RPC récemment?
 - SI CE N'EST PAS MENTIONNÉ : Comme vous le savez peut-être déjà, le gouvernement provincial albertain a proposé de se retirer du RPC et de créer son propre Régime de pensions de l'Alberta (RPA).
 - Que pensez-vous de cette proposition?
 - Une telle initiative aurait-elle un impact positif ou un impact négatif dans la vie des Albertains? Et pour vous personnellement?

Une firme ayant analysé la création hypothétique d'un Régime de pensions albertain estime que selon son interprétation de la *Loi sur le Régime de pensions du Canada*, la province aurait droit à 53 % des actifs totaux détenus par l'Office d'investissement du RPC si elle se retirait du régime.

- Est-ce que 53 % vous semble un chiffre exact ou pas? AU BESOIN : Je sais que vous n'êtes pas des experts, mais quelle est votre première réaction spontanée? Pourquoi ou pourquoi pas?
- Est-ce à votre avis un marché équitable pour les Albertains? Et pour les autres Canadiens?
 - Quelle devrait être la réponse du gouvernement canadien à cette proposition, le cas échéant? Le gouvernement du Canada a-t-il un rôle à jouer à cet égard?

Le gouvernement du Canada a déclaré que la proposition de l'Alberta pourrait réduire les pensions des Albertains et des Canadiens qui restent inscrits au RPC.

- Cela constitue-t-il à vos yeux une préoccupation justifiée? AU BESOIN : Là encore, je sais que vous n'êtes pas experts, mais quelle est votre première réaction à ce sujet? Pourquoi ou pourquoi pas?

Laissons de côté tout éventuel Régime de pensions de l'Alberta (RPA) pour nous focaliser sur le Régime de pensions du Canada (RPC).

- Que pensez-vous du RPC? (NOTE À L'ATTENTION DU MODÉRATEUR : ON NE CHERCHE PAS À SAVOIR SI, DE L'AVIS DES PARTICIPANTS, LE RPC EST PIRE OU MEILLEUR QU'UN ÉVENTUEL RPA, MAIS SIMPLEMENT À RECUEILLIR LEURS CONSIDÉRATIONS GÉNÉRALES SUR LE PROGRAMME ACTUEL)
 - Vaut-il la peine de cotiser une partie de vos revenus aujourd'hui pour bénéficier d'une aide plus tard dans la vie?



- Dans quelle mesure le RPC est-il important dans la planification de votre retraite?

FOURNIR LES ÉCLAIRCISSEMENTS SUIVANTS :

A partir de 2019, le RPC serait progressivement bonifié, ce qui signifiait que les travailleurs devraient aujourd'hui cotiser un peu plus chaque année, mais qu'ils bénéficieraient de prestations plus élevées au moment de leur départ à la retraite.

- Que pensez-vous de ce changement?
 - Avez-vous des préoccupations? Quelles sont-elles?

CONCLUSION (5 minutes) Tous les lieux

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

Appendix C – Advertising Concepts