

Continuous Qualitative Data Collection of Canadians’ Views –

September 2024

Final Report

**Prepared for the Privy Council Office**

Supplier name: The Strategic Counsel

Contract number: CW2241412

Contract value: $1,629,482.60

Award date: December 19, 2022

Delivery date: October 23, 2024

Registration number: POR- 053-22

For more information on this report, please email [por-rop@pco-bcp.ca](mailto:por-rop@pco-bcp.ca)

Ce rapport est aussi disponible en français.



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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 fifth cycle of the second year of this study included a total of twelve focus groups with Canadian adults (18 years of age and older) conducted between September 4th, 2024, and September 26th, 2024.

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

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**Catalogue Number:**

CP12-4E-PDF

**International Standard Serial Number (ISSN):**

ISSN 2816-9360

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

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

ISSN 2816-9379

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**Political Neutrality Certification**

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

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

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: October 23, 2024

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 twelve online focus groups which were conducted between September 4th, 2024, and September 26th, 2024, in multiple locations across the country. Details concerning the locations, recruitment, and composition of the groups are provided in the section below.

The research for this cycle focused largely on the services and benefits provided to Canadians, actions taken by the Government of Canada related to capping oil and gas emissions, housing, health care, and messaging related to clean electricity and the fight against climate change. A number of groups also shared their perspectives related to a video advertisement that had been developed by the federal government related to the Canada Child Benefit (CCB).

Participants also discussed what they had seen, read, or heard about the Government as of late, as well as their impressions regarding the federal government’s management of the economy, interest rates, and the cost of living. Other topics focused on during this cycle included immigration, firearms, cyberbullying, issues impacting Arab Canadians, and the design of the EnerGuide home energy label. Some groups also shared their opinions related to a video concept that had been developed by the federal government related to the actions it was taking to combat climate change. Individuals residing in Alberta also provided their outlook regarding the energy sector in their province as well as across Canada more broadly.

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 parents of children in daycare/seeking daycare, those with low-to-moderate incomes, Arab Canadians, and individuals concerned about crime.

### Detailed Approach

* Twelve groups were conducted across various regions in Canada.
* Six groups were conducted among the general population residing in Newfoundland and Labrador, the Greater Vancouver Area, Alberta, Northern Canada, the Niagara region of Ontario, and the Laval region of Quebec.
* The other six groups were conducted among key subgroups including:
* Parents of children in daycare/seeking daycare in Eastern Ontario;
* Low-to-moderate income individuals in Quebec, Atlantic Canada, and Western Canada;
* Arab Canadians residing in major centres in Quebec; and
* Individuals concerned about crime in the Greater Toronto Area
* The three 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, 90 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** |
| Newfoundland and Labrador | 1 | **EN** | Wed, Sep 4th | 4:30-6:30 PM | General Population | 8 |
| Greater Vancouver Area | 2 | **EN** | Thurs, Sep 5th | 9:00-11:00 PM | General Population | 8 |
| Eastern Ontario | 3 | **EN** | Tues, Sep 10th | 6:00-8:00 PM | Parents of Children in Daycare/Seeking Daycare | 6 |
| Alberta | 4 | **EN** | Wed, Sep 11th | 8:00-10:00 PM | General Population | 8 |
| Quebec | 5 | **FR** | Thurs, Sep 12th | 6:00-8:00 PM | Low-to-Moderate Income | 8 |
| Northern Canada | 6 | **EN** | Tues, Sep 17th | 8:00-10:00 PM | General Population | 8 |
| Atlantic Canada | 7 | **EN** | Wed, Sep 18th | 5:00-7:00 PM | Low-to-Moderate Income | 6 |
| Major City Centres Quebec | 8 | **FR** | Thurs, Sep 19th | 6:00-8:00 PM | Arab Canadians | 8 |
| Western Canada | 9 | **EN** | Mon, Sep 23rd | 8:00-10:00 PM | Low-to-Moderate Income | 7 |
| Greater Toronto Area | 10 | **EN** | Tues, Sep 24th | 6:00-8:00 PM | Concerned about Crime | 8 |
| Niagara Region Ontario | 11 | **FR** | Wed, Sep 25th | 6:00-8:00 PM | General Population | 7 |
| Laval Region Quebec | 12 | **EN** | Thurs, Sep 26th | 6:00-8:00 PM | General Population | 8 |
| **Total number of participants** | | | | | | **90** |

# Key Findings

## Government of Canada in the News (All Locations)

All groups were asked to share what they had seen, read, or heard about the Government of Canada in recent days. A wide range of announcements and initiatives were recalled, including the decision by the Bank of Canada to lower its policy interest rate to 4.25 per cent, the announcement by the federal government that Old Age Security (OAS) benefits would be increasing by 1.3 per cent, and an announcement by Statistics Canada that the national unemployment rate in Canada had risen to 6.6 per cent. Participants also recalled hearing about an announcement by the Government of Canada that it would be introducing a 100 per cent surtax on all Chinese-made electric vehicles (EVs), an announcement by Immigration, Refugees, and Citizenship Canada (IRCC) that it would be setting an intake cap on international student study permit applications for 2024 and 2025, and the announcement by the New Democratic Party (NDP) that it would be ending its Supply and Confidence agreement with the Liberal Party of Canada, effective September 4th, 2024.

Participants also recalled activities related to the Government of Canada on the international stage. These included the announcement by the Minister of Foreign Affairs that the federal government would be suspending 30 permits related to the sale and exportation of arms and munitions to Israel, the attendance of the Prime Minister and other federal officials at the United Nations (U.N.) Summit of the Future, and the reaffirmation by the Government of Canada of its ongoing solidarity with Ukraine in its defence efforts to repel the Russian invasion of its territory.

### Interest Rates and the Economy (Newfoundland and Labrador, Greater Vancouver Area, Alberta, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income, Laval Region Quebec)

Participants in seven groups engaged in an extended conversation related to issues such as interest rates, the economic growth rate, unemployment, and the Canadian economy as a whole.

Asked whether they had seen, read, or heard anything recently about the Bank of Canada cutting interest rates, a number recalled hearing that the Bank of Canada had made a series of reductions to its policy interest rate over the course of 2024, with the most recent of these having occurred on September 4th, 2024. Most reacted positively to these actions by the Bank of Canada, believing that lower interest rates would lead to more affordable mortgages for many homeowners, as well as make it easier for prospective first-time home buyers to qualify for higher mortgage amounts. Discussing what impact, if any, these actions would have on their own situations, many of those who were expecting to renew their mortgages in the near future believed that their financial situation would improve as a result of lower interest rates.

Discussing whether they had heard anything about the rate of inflation, including reports that inflation had been easing in recent months, only a small number indicated that they had. Among those who had heard something, while few were aware of any specific details, a number were of the impression that the rate of inflation had been gradually decreasing over the past year and was now somewhere between 2 and 4 per cent. While all reacted positively to the prospect of lower inflation, very few reported having observed any evidence of this in their own lives. Many felt that the cost of living had remained exceedingly high in their areas, and that the prices of essentials such as groceries, housing, and gasoline had continued to be difficult to afford.

Questioned whether they had heard anything about Canada’s economic growth rate, very few indicated that they had. Informed that the annualized rate of Gross Domestic Product (GDP) for the Canadian economy was 2.1% per cent for the most recent quarter of 2024 and well above the Bank of Canada’s estimate, while a number viewed this as a positive development, few believed that a higher economic growth rate would have a tangible impact on the daily lives of most Canadians. The view was expressed by several that while the Canadian economy may be doing better collectively, a large number of households were continuing to face financial challenges, with many taking on increasing levels of debt in order to continue to make ends meet financially.

Participants in Alberta, the Laval region of Quebec, and those in the groups comprised of low-to-moderate income individuals (based in Quebec, Atlantic Canada, and Western Canada respectively) were asked an additional question related to the current rate of unemployment. Participants were informed that the unemployment rate was currently 6.6 per cent, compared to 5.4 per cent in 2023, and 5.7 per cent in 2019 before the pandemic. Many felt that this number was quite high and reflected the challenges that they, or others they knew, had recently faced in trying to find work. A large number were of the opinion that there was currently a disconnect between employers and prospective workers, with several of the impression that while there were many jobs available in their respective regions, few of these offered a living wage and/or sufficient benefits.

### Temporary Foreign Worker Program (Newfoundland and Labrador, Greater Vancouver Area, Alberta, Quebec Low-to-Moderate Income, Laval Region Quebec)

Five groups were asked an additional question related to Canada’s Temporary Foreign Worker (TFW) program. Asked whether they had recently seen, read, or heard anything about immigration and/or changes to the TFW program in Canada, a number recalled hearing that adjustments had been made to the TFW program, further restricting the number of immigrants that would be allowed into Canada as TFWs, as well as the types of work that TFWs would be permitted to engage in. A number reacted positively to this action, believing that higher rates of immigration in recent years (thought to include a significant number of TFWs) had placed an increasing amount of strain on key areas such as housing, health care, education, and child care. Some also felt that these changes could benefit them and lead to a greater number of employment opportunities for younger Canadians who were currently struggling to find work.

## Government of Canada Priorities and Performance (Major Centres Quebec Arab Canadians)

The group comprised of Arab Canadians residing in major centres in Quebec took part in a conversation related to issues currently facing Canadians as well as their perspectives regarding the Government of Canada’s management of these priorities.

Asked to identify areas in which they felt the federal government was currently performing well, a number believed that it had been effective in communicating information to Canadians related to important issues and initiatives. Other areas mentioned by participants included actions taken by the Government of Canada to resolve a backlog of passport applications following the COVID-19 pandemic, as well as investments it had made towards the building of more homes in Canadian communities through programs such as the Housing Accelerator Fund.

Discussing areas in which they felt the federal government had room for improvement, participants mentioned areas such as health care and a perceived shortage of family doctors, the need for additional affordable child care spaces and early childhood education (ECE) workers, a lack of affordable housing in Canadian communities, and immigration.

Prompted to share their opinions regarding the Government of Canada’s management of international affairs and its response to international issues, most viewed it as being on the wrong track Among these participants, the view was expressed that the Government of Canada was currently too involved in conflicts happening around the world and that a greater focus needed to be placed on addressing the issues that were facing Canadians living in Canada.

Describing the most important issues currently impacting the Arab Canadian community, many felt that more needed to be done by the federal government to increase the awareness and understanding of Arab cultures and histories among other Canadians. It was thought by a number that Arab Canadians currently faced stigma in many parts of the country, and that greater education about Arab cultures as well as the increased inclusion of Arab educators at all levels of the education system would assist in dispelling this. Asked whether they felt the Government of Canada was currently on the right track on this front, most felt that it was, believing that it had taken numerous actions to champion diversity and multiculturalism in Canada as well as to recognize and celebrate traditional Arabic holidays.

## Health Care (Northern Canada)

Participants residing in Northern Canada took part in a conversation related to the provision of health care services in their communities. Asked how they would describe the health care system in Canada at present, while most viewed Canadian health care professionals (such as doctors and nurses) as generally being well-trained and highly skilled, many felt that it had become increasingly difficult to access health services. It was thought by several that this was a particular issue in Canada’s North, and especially for those living in more remote areas where doctors and nurses travelled in and out of communities rather than residing in them. Several, including those in larger centres such as Yellowknife, Whitehorse, and Iqaluit, recalled having waited many months (and in some instances years) for appointments and procedures with specialists, and a number felt that even routine processes such as getting bloodwork done could take several weeks to process.

Asked whether their experiences in accessing health care services had changed in recent years, several believed that the health care system had worsened as of late. It was felt that many Northern communities were currently experiencing pronounced health worker shortages. The view was expressed that while the population in the North had been rising in recent years, the capacity of the health care system had not increased in kind to meet the new demands being placed on it.

Discussing what changes would need to be made in order to improve the health care system in their area, a large number thought that a greater focus needed to be placed on improving the conditions for health workers, including reducing the hours they work and increasing compensation. It was felt that greater efforts needed to be taken specifically related to incentivizing health workers to work in and reside in Northern communities. Several also thought that more should be done to address issues related to mental health and substance use, with many believing that these had become growing concerns in their communities as of late.

## Housing (Northern Canada)

Participants residing in Northern Canada took part in a conversation related to the current housing situation in their communities. Asked how they would describe the housing situation in their area, almost all viewed it as being quite challenging. Many reported having personally faced difficulties in securing safe and affordable housing in their respective communities. Several believed that the supply of housing in many parts of the North was quite limited and were of the impression that the housing that was available had become quite expensive and unaffordable for many.

Asked whether they felt the housing situation in their area had improved, worsened, or stayed the same over the last few years, all felt that it had gotten worse. Many were of the impression that while the population in their communities/regions had been increasing in recent years, not enough new housing was being built to accommodate these new arrivals. Discussing what would need to happen for the housing situation in Northern Canada to improve, a number felt that more needed to be done to encourage municipalities to reduce red tape related to renovations and the construction of new homes and increase the rate at which new homes are being built. It was also felt that there should be greater efforts at all levels of government to reach out to the various Indigenous groups and organizations in the North to find ways to work together to build more housing in the region.

Questioned whether they had seen, read, or heard anything about actions from the Government of Canada related to housing in the North, while several believed it had committed to making investments towards the building of more homes in the region, few could recall any details. Some recalled hearing that the federal government had recently taken actions to provide greater assistance to first-time home buyers and had also placed an increased focus on encouraging the building of prefabricated homes in Canadian communities. While most felt that these actions represented a step in the right direction, a number expressed skepticism as to whether they would be effective in making housing more affordable in their communities.

## Benefits and Services for Canadians (Newfoundland and Labrador, Greater Vancouver Area, Eastern Ontario Parents of Children in Day Care)

Three groups took part in discussions related to the wide range of benefits and supports provided by the Government of Canada. Discussing their awareness of the various benefits and services provided by the federal government, participants mentioned a wide range of programs. Awareness among participants was generally highest for programs such as the Canada Child Benefit (CCB), Employment Insurance (EI), the goods and services tax/harmonized sales tax (GST/HST) credit, and senior-focused programs such as the CPP and OAS. Several also recalled recent actions that had been taken by the Government of Canada to make child care more affordable, including agreements it had reached with the provinces/territories aimed at reducing the cost of child care to $10 per day (on average), per child.

While most felt that they were generally aware of how to access federal benefits and programs, several expressed the opinion that this could often be a time consuming and/or complicated process. Describing their experiences of accessing Government of Canada services online, while several felt that improvements had been made on this front in recent years (and particularly for the Canada Revenue Agency (CRA) and Service Canada websites), it was thought that additional efforts could be made to increase the user-friendliness of the websites operated by the federal government. A number also expressed having faced considerable difficulties in using telephone-based services operated by the Government of Canada, with some specifically mentioning the long-wait times they had encountered to speak with a representative regarding questions or issues they had.

Asked whether, overall, they felt that the quality of the various benefits and programs offered by the Government of Canada had improved, worsened, or stayed the same over time, most felt that they had remained mostly the same, with a smaller number believing that they had either improved or worsened. For those who felt that federal benefits and programs had improved in recent years, a number described what they perceived as the easier application process for many of these supports, as most applications could now be completed online rather than in-person or through the mail. Among the few who felt that the benefits and services offered by Government of Canada had worsened, the view was expressed that while there was a wide variety of programs available for Canadians, these had been experiencing increasing demand in recent years and were becoming more difficult to access. Among the larger number who were more mixed in their opinions or felt the benefits and services offered by the federal government had remained mostly the same, it was believed that while there continued to be many supports available to Canadians, there had been little progress in making improvements to these initiatives in recent years. Some were of the opinion that the eligibility for these programs had become too restrictive and that some criteria (such as income thresholds) needed to be revised to account for recent increases to the cost of living.

Discussing the positive ways in which the benefits and supports offered by the federal government had impacted their own lives, as well as the lives of their family, friends, and Canadians more generally, many spoke positively of the CCB. It was felt that this initiative had made it easier for parents with young children to make ends meet and that it had provided many Canadian households with increased financial flexibility, especially amidst the rising cost of living in recent years. Some also mentioned actions that had been taken to make child care more affordable, believing this had made it much easier for many parents (and mothers especially) to return to the workforce.

Focusing on ways by which federal programs and benefits could be improved, a number believed that the income thresholds for these programs should be revised in order to allow more Canadians to qualify for them. Related to this, the view was expressed that a greater focus needed to be placed on introducing supports specifically benefitting the middle class, who were believed to also be struggling with the cost of living yet were unable to access the benefits and programs currently available to lower-income individuals.

## Canada Child Benefit Ad Testing (Eastern Ontario Parents of Children in Day Care, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income)

Four groups shared their perspectives related to a video advertisement produced by the Government of Canada related to the Canada Child Benefit (CCB). Participants were shown the advertisement twice, in succession, and were informed that the advertisement had been produced a few years ago and had appeared on television, social media, and digital platforms such as YouTube.

Asked what they felt was the main message of this ad, almost all believed that it was to encourage Canadians to file their taxes and inform them that by doing so they may qualify to receive benefits and supports such as the CCB. A number expressed feeling that this message was unintentionally expressing negative undertones, believing it to imply that Canadians would lose access to federal benefits if they did not file their taxes on time.

Participants were next presented with the original dialogue said by the narrator to convey the advertisement’s message, as well as two alternative messages that could be used instead. The original dialogue was: *“Do your taxes to receive the benefits and credits you may qualify for”,* while the two alternative messages were: *“Learn more at canada.ca/every-dollar-counts” (Statement #2),* and *“Find out if you qualify at canada.ca/every-dollar-counts” (Statement #3).*

Almost all reacted positively to the two new statements and believed that both were effective in presenting the advertisement’s message. Engaging in an exercise where they were asked to select which of the three messages they felt would be the most effective, a large number selected Statement #3, with many reacting positively to what they viewed as its emphasis on “finding out” what they might qualify for. A roughly similar number selected Statements #1 and #2. Among those who chose the original statement, it was felt that it was the most direct and straightforward when it came to describing what viewers would need to do in order to receive the benefits and credits they qualify for. For those who selected Statement #2, a number spoke positively regarding what they viewed as its emphasis on learning and doing their own research regarding the benefits they might be able to receive.

## Immigration (Major Centres Quebec Arab Canadians)

Participants in the group comprised of Arab Canadians residing in major centres in Quebec took part in a conversation related to immigration. Asked whether they had recently seen, read, or heard any news related to immigration in Canada, a number recalled the recent decision by Immigration, Refugees, and Citizenship Canada (IRCC) to place a cap on the number of international student study permits it would be issuing for 2024 and 2025.

Prompted to share their views on the current state of the immigration system in Canada, participants were largely negative in their opinions, using terms like “unorganized” and “stressful” to describe the system at present. Almost all had personally gone through the Canadian immigration process, with a smaller number reporting also having experience with the process of sponsoring or being sponsored by a family member. A roughly equal number reported being satisfied with their immigration experience compared to those who recalled facing challenges during this process.

Discussing whether they felt the Government of Canada was on the right or wrong track in regards to its management of the immigration system, a large number viewed it as being headed in the wrong direction. Among these participants, it was felt that a greater priority needed to be placed on ensuring that new immigrants arriving in Canada possessed the skillsets, education, and experience that would allow them to immediately make a positive contribution to the Canadian economy. It was also felt that the federal government needed to establish clearer targets related to the number of immigrants that would be brought in each year and make efforts to adhere to these targets as closely as possible.

Questioned whether they felt the Government of Canada was doing enough to support recent immigrants, most felt that it was. A small number felt differently, believing that more could be done to assist new arrivals with obtaining housing and employment in their areas, as well as ensuring they had the language and social resources they required to integrate into their new communities.

## Public Sentiment (Major Centres Quebec Arab Canadians)

The group comprised of Arab Canadians residing in major centres in Quebec engaged in a brief conversation regarding their perspectives and expectations related to their lives in Canada going forward.

Asked what made them feel optimistic about their future in Canada, several mentioned what they perceived as the fairness of Canada’s laws and judicial system, as well as what they viewed as the federal government’s commitment to protecting and promoting diversity and multiculturalism in all parts of the country. Many felt that Canada was among the best countries in the world in this regard and believed that the federal government had been a prominent defender of diversity, equity, and inclusiveness within its borders.

Discussing areas that made them feel worried or concerned about their future in Canada, a number mentioned the high cost of living in many parts of the country. Some also expressed concerns regarding what they perceived as the growing divisiveness within Canadian society, as well as the potential that they might face increased discrimination if this trend continued.

## Firearms (Greater Toronto Area Concerned About Crime)

Participants in one group, comprised of residents of the Greater Toronto Area (GTA) who reported being concerned about crime, engaged in a discussion related to firearms. Asked what they had recently seen, read, or heard about guns in their community, many were of the impression that there had been an increasing number of shootings taking place in the GTA in recent years as well as other crimes perpetrated by individuals using firearms.

Questioned as to whether they had noticed an increase in the presence of guns and firearms-related crimes in their respective parts of the GTA, a roughly equal number felt the level of gun activity in their area had increased compared to those who believed it had mostly remained the same. Among those who felt that instances of gun-related crimes had been increasing as of late, a large number believed that financial desperation had led to a growing number of individuals (and younger people in particular) to become involved in gang activity, including committing crimes using firearms. Several also felt that there were insufficient penalties for youth who committed these crimes and believed that this had led to many individuals who had been arrested for firearms-related crimes to reoffend due to a perceived lack of consequences for their actions.

Discussing what effects, if any, the presence of guns was having on their community, a number reported no longer travelling to certain parts of the GTA that they viewed as being dangerous. A few expressed concerns that if the rate of gun-related crime continued to worsen in the GTA, a growing number of individuals may feel compelled to legally obtain a firearm as a way of protecting themselves and their families, further increasing the presence of guns in the community.

Provided with information regarding steps the federal government was taking to reduce the presence of firearms in Canadian society, while most reacted positively to these initiatives, several felt that actions such as the prohibition of over 2,000 models of assault-style firearms and the implementation of a national freeze on handguns, would not be enough to reduce gun-related crimes, believing that most of these crimes were being committed with illegally obtained weapons. Several supported the actions to increase criminal penalties for gun smuggling and trafficking and to enhance the tools law enforcement could use to investigate firearms crimes. The view was expressed that current border security measures were insufficient and that too many illegal firearms were currently entering Canada from outside of the country. Discussing the creation of a new red flag law that would enable courts to require that individuals considered a danger to themselves or others to surrender their firearms to law enforcement, while most felt that this action would be effective, a few expressed concerns that this mechanism could be misused by those seeking to falsely accuse someone of a crime.

## Cyberbullying (Greater Toronto Area Concerned About Crime)

Participants in one group engaged in a discussion related to cyberbullying. Asked what they had seen, read, or heard about this issue, a number believed that cyberbullying was currently on the rise, with some who worked in the secondary-education field reporting that their students had been dealing with this issue to an increasing extent as of late. Discussing what effect, if any, they felt cyberbullying was having on society, several believed that it had led to an increase in mental illnesses, including an increase in suicide and depression rates among Canadians. The view was expressed that this issue was having a particular impact on vulnerable groups such as young people, individuals with mental health issues, and persons living with disabilities, as well as individuals (such as influencers and content creators) who maintained prominent public profiles on digital platforms.

Asked what they felt might compel individuals to engage in cyberbullying, many cited the perceived anonymity of the online environment, believing that this created a sense of personal safety for those who wanted to bully others without being personally responsible for the consequences. It was felt that interacting anonymously with others online likely allowed cyberbullies to feel more at ease in expressing the hateful thoughts and comments that they would typically refrain from sharing in an in-person interaction.

Discussing what actions they felt the Government of Canada should be taking related to addressing cyberbullying, participants provided a range of suggestions. These included increasing the age limit for social media platforms, providing greater education to young people regarding the potential harms of cyberbullying, and increasing the criminal penalties for those who engage in this behaviour.

Provided with information related to steps the Government of Canada was taking to combat cyberbullying through the *Online Harms Act*, all believed that these were the right areas for it to be focusing on. Several highlighted the online sexual exploitation of minors as being a critical concern that they felt warranted additional action from the federal government. Likewise, it was felt that cracking down on the sharing of intimate content communicated without consent, especially as a mode of revenge, was an important action for the federal government to be asking social media companies to take.

## Oil and Gas Emissions Cap (Newfoundland and Labrador, Greater Vancouver Area, Eastern Ontario Parents of Children in Day Care, Alberta, Quebec Low-to-Moderate Income)

Five groups engaged in conversations related to recent steps taken by the Government of Canada to cap and reduce greenhouse gas (GHG) emissions produced by the oil and gas sector. Asked whether they felt that introducing a cap on emissions from the oil and gas sector was a priority that the federal government should be focusing on, participants expressed a range of views. Several felt that this was important action for the Government of Canada to be taking. Among these participants, it was thought that climate change represented a major concern for both present and future generations and that any action to reduce emissions was a step in the right direction.

For those who were more uncertain or neutral in their views, it was felt that while it was important to be fighting climate change, this priority needed to be balanced with ensuring the economic wellbeing of Canadians. A number expressed concern that taking action to cap and reduce emissions from the oil and gas sector could ultimately lead to negative economic repercussions for those living in oil-producing provinces such as Alberta and Newfoundland. Participants were also worried that any additional costs incurred by oil and gas companies related to their emissions would ultimately be passed on to consumers and result in increased costs for Canadians across a number of areas.

Engaging in an exercise where they were presented with a number of potential reasons for the Government of Canada to be taking action to cap and reduce oil and gas emissions, many reacted positively to the notion that oil and gas companies should be doing their fair share to help lower emissions and that no sector of the economy should be allowed unlimited pollution. The view was widely expressed that given the significant amount of emissions produced by non-renewable resources such as oil and gas, it was important for companies in this sector to be doing whatever they could to reduce pollution and invest in sustainable technology, such as carbon capture and storage. A large number also viewed asking oil and gas companies who had made record profits in recent years to reinvest some of this money in technology that would reduce oil and gas pollution and create jobs for Canadian workers as being a compelling reason for the federal government to be acting on this front. It was felt that given that these record profits had likely resulted in increased industrial activity and emissions from the oil and gas sector, it was critical for oil and gas companies to be doing their part to mitigate the environmental damage caused by their activities.

## Energy Outlook (Alberta)

Participants residing in Alberta engaged in a brief conversation related to their perspectives on the future of the energy sector, both within their province as well as across Canada more broadly. Asked how important they felt the oil and gas sector was to Alberta’s economy, all viewed it as being important, with several describing it as being the most important economic driver for the province. Discussing the current state of the oil and gas sector in Alberta, a large number were of the impression that it had not been performing as well in recent years. Describing the factors they felt had contributed to this perceived downturn, a number identified the federal government’s implementation of a price on carbon, believing this had made it increasingly expensive for Canadians to use carbon-emitting energy sources such as oil and natural gas.

Asked how important they felt it was for the Albertan economy to diversify beyond oil and gas, almost all viewed this as being a top priority going forward. Describing why they felt this way, several identified what they perceived as a general global trend away from oil and gas and towards more renewable energy sources in recent decades and believed that this trend would likely continue going forward.

Questioned whether they were familiar with the term ‘sustainable jobs’, only a small number indicated that they were. Discussing whether they thought the creation of sustainable jobs in the clean energy sector would benefit the Albertan economy, most expressed uncertainty. Many felt that they required additional details regarding the types of jobs that would be created as well as what additional actions would need to be taken to build up the province’s clean energy sector in order to determine whether this approach would be economically beneficial.

## Home Energy Label Design (Northern Canada)

Participants residing in Northern Canada shared their perspectives related to the design of home energy labels produced for the Government of Canada’s EnerGuide program. Asked whether they were familiar with home energy labels, a roughly equal number indicated that they were compared to those that were not. Among those who were aware of these labels, most were of the impression that the primary purpose of home energy labels was to provide individuals with information related to their home’s energy consumption as well as the energy efficiency of their heating and cooling systems and appliances.

Asked what type of information they would want a home energy label to tell them about their homes, participants expressed a desire for information related to the historic average energy consumption of their home, their home’s energy efficiency rating, the expected financial cost of their current energy use, and a breakdown of how much energy they are using to heat/cool their home compared to the energy consumed by other appliances or technology they may own. Discussing what information they would like to see specifically regarding the energy costs of their home, participants identified a range of areas. These included the cost of energy by source (especially during the winter months), the kilowatt energy usage of their home, and areas where they were gaining or losing energy efficiency.

Presented with an example of the current EnerGuide home energy label, several expressed that it was difficult to understand the information as it was presented on the label. A number felt that upon encountering the label for the first time, they would not intuitively know where to look to find the most important information. A few also found the gigajoule (GJ) metric to be confusing and believed that this information would be easier to understand if it were presented in terms of the dollar amounts that their energy use was costing them. A small number commented positively about the use of green and red on the label, believing that this provided a straightforward way for them to understand the information being presented. Asked whether they felt the information provided on this label would assist them in determining whether to purchase or rent a home, while several believed that it would, a number reiterated the need for the data to be presented in a more intuitive way, with a greater focus on conveying how much they could expect their home’s energy use to cost them each year.

Participants were next shown a number of different examples of home energy labels from other countries around the world. Discussing the different labels, many commented positively on those labels that included information related to how much they were currently paying compared to how much they could save financially by making their homes more energy efficient. A number also reacted positively to the designs that utilized a mixture of graphics and succinct text to convey home energy information.

## Environment and Climate Change Messaging (Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income, Niagara Region Ontario, Laval Region Quebec)

Four groups took part in a discussion related to climate change and clean electricity. To begin, participants were asked what the term “clean electricity” meant to them. Most believed that it referred to the use of renewable energy sources (such as solar, wind, and hydroelectricity) to generate electricity rather than fossil fuels such as coal, oil, and gas.

Participants engaged in an exercise where they were presented with a number of statements related to clean electricity and for each were asked whether they agreed, disagreed, or had no opinion about the statement. The statements shown to participants varied between groups.

On balance, participants reacted most positively to those statements that supported increased investments by the Government of Canada towards the further development of clean electricity and expanding the use of renewable energy sources across the country. Many expressed particular support for those statements that focused on the economic benefits of investing in clean energy, including the creation of more high paying jobs for Canadians. Several also supported those statements that focused on the importance of investing in clean electricity as a way of protecting the environment and mitigating the impacts of climate change.

Participants were more skeptical related to those statements that indicated that investments in clean electricity would lead to a stabilization of energy prices for consumers. It was largely felt that while a more diversified energy grid might help somewhat in lowering costs, unless action was taken by the federal government to implement stricter regulations regarding the rates that energy providers can charge to consumers there would be little progress in making energy more affordable for Canadians. A number also expressed uncertainty regarding the statements that claimed that clean energy sources would be able to fully meet the energy needs of Canadians. Among these participants, it was felt that oil and gas would continue to be widely used in the decades to come and would play a fundamental role in Canada’s energy landscape for the foreseeable future.

While several supported the statements calling for the further development of renewable energy sources in their region, such as wind, solar, and hydroelectricity, a number expressed concerns about those statements that focused on nuclear energy. Among these participants, a number worried that there were too many safety concerns related to nuclear power and did not believe that this was an area that the Government of Canada should be investing in. Participants also expressed concerns regarding potential environmental issues related to technology such as EV batteries, including the mining of the raw materials required to manufacture these batteries as well as difficulties in recycling them at the end of their use.

Asked whether they would be willing to pay slightly more in the short term to lay the foundation for a lower cost clean electricity transition over the longer term. On balance, a roughly equal number of participants indicated that they would be willing to do this compared to those who were more uncertain. Among those who were in favour of paying slightly more in the short term, it was widely felt that this would be an important investment for future generations and would help considerably towards mitigating the impacts of climate change going forward. For those who were less certain about whether they would be willing to take on these additional costs, a few questioned how much ‘slightly more’ would be and whether Canadians would be able to take on these increased costs given the high cost of living at present.

## Climate Change Advertisement Message Testing (Greater Toronto Area Concerned About Crime, Niagara Region Ontario, Laval Region Quebec)

Three groups shared their perspectives related to two potential advertisements currently being developed by the federal government to inform Canadians about the actions it was taking to address climate change. Participants were presented with scripts for these video ads and were informed that these videos could appear on digital media such as YouTube and other online platforms as well as on television.

To begin, participants were presented with a video script which was read to them twice, in succession. Sharing their initial reactions, several spoke positively of the described imagery related to the forest environment, beautiful rivers, and birds chirping. It was felt that this was an effective way of beginning the advertisement and communicating to Canadians the environment and ecosystems that the federal government was working to protect. A number also liked how the advertisement ended with information related to the Canada Climate Plan where they could go online to find out more.

Asked what they thought was the main message of this advertisement, many believed that it was primarily focused on communicating to viewers that the Government of Canada was taking action to address climate change and protect the environment, and that one of the primary ways it was doing this was by promoting the further manufacturing and use of EVs by Canadians. Several viewed EVs and EV production as the focal points of this advertisement and believed the ad was seeking to communicate that a transition to EVs and other green technology would produce both environmental and economic benefits. On balance, most viewed the ad as being optimistic in its tone and believed that it promoted a positive, more environmentally friendly future for Canadians.

Questioned as to whether this advertisement spoke to them and/or motivated them to take action, only a small number felt that it did. While most viewed climate change as an important priority, few indicated that they would be willing to take actions such as switching to an EV and thus felt that they did not really relate to this ad. Asked what could be done to make this ad more effective, several believed that a greater emphasis should be placed on renewable energy (such as solar, wind, and hydroelectricity) more generally rather than what they perceived as its current focus on EVs. It was felt that taking this action would make the video more relatable to a broader range of Canadians.

Participants residing in the GTA and the Niagara region of Ontario were presented with a second script that focused on the Canada Carbon Rebate (CCR) and the annual amounts Ontarians could expect to receive through this initiative. Several reacted positively to this concept and felt that its perceived focus on the CCR and the notion of money going back into their pockets would be widely relatable to a large number of Canadians. A number believed that the described imagery would be visually engaging and communicate the beauty of Canada’s environment and the importance of protecting it. Asked what they felt was the main message of this advertisement, most believed that it was to inform Canadians that they would be receiving CCR payments and that they could take further action to combat climate change by switching to cleaner, more environmentally friendly technology.

Questioned whether this advertisement would motivate them to take action, several indicated that they would be interested in finding out more about how to receive CCR payments and whether any action was required on their part, apart from filing their taxes. Discussing actions that could be taken to make this ad more effective, it was felt that more could be done to emphasize the financial pressures being felt by many Canadian households at present and the ways in which the CCR could assist those who were currently struggling with the cost of living.

Discussing the two scripts they had been presented with, participants were asked whether they felt either of the two ads would be effective in terms of encouraging them to visit the website to learn more information. On balance, most felt that the second ad was more effective in this regard, believing that its focus on the amounts that they could receive through the CCR and how this could help their families would encourage them to want to learn more about this initiative. It was felt by these participants that the second advertisement had connected with them on a personal level due to what they perceived as its focus on their own household situation.

**MORE INFORMATION**

The Strategic Counsel  
Contract number: CW2241412  
Contract award date: December 19, 2022  
Contract value: $ $1,629,482.60

Detailed Findings

# Timeline of September 2024 Announcements

To help place the focus group discussions within the context of key events which occurred during the reporting cycle, below is a brief synopsis for the month of September 2024.

* September 1-7
  + September 4. The Government of Canada announced an investment of $3.5 million in Pacific Economic Development Canada (PacifiCan) funding for eight Vancouver Island-based organizations to advance innovation, attract visitors, and boost the region’s leadership in areas such as ocean technology and Indigenous tourism.
  + Focus group was held with the general population in Newfoundland and Labrador (September 4).
  + Focus group was held with the general population in the Greater Vancouver Area (September 5).
  + September 6. The federal government announced investments of over $29 million through the Green Infrastructure Stream of the Investing in Canada Infrastructure Program (ICIP) to support 17 green infrastructure projects across British Columbia (B.C.)
* September 8-14
  + September 9. The federal government launched a new advertising campaign for the Canadian Dental Care Plan (CDCP), highlighting that close to 650,000 Canadians had already signed up to receive care.
  + September 10. The Deputy Prime Minister and Minister of Finance announced that the federal government would be delivering $7.3 billion in grants and interest-free loans to students for the coming academic year.
  + Focus group was held with parents of children in child care/seeking child care in Eastern Ontario (September 10).
  + Focus group was held with the general population in Alberta (September 11).
  + Focus group was held with low-to-moderate income individuals in Quebec (September 12).
  + September 13. The Minister of Energy and Natural Resources announced a federal investment of $14.9 million towards 20 projects aimed at advancing zero-emission vehicle (ZEV) infrastructure, codes and standards, and education across Canada.
  + September 13. The Minister of Employment, Workforce Development, and Official Languages announced more than $2.9 million in funding for 9 projects under the Canadian Apprenticeship Strategy’s Investments in Training Equipment stream.
  + September 13. The Canada Employment Insurance Commission announced that the 2025 Employment Insurance (EI) premium rate would be $1.64 per $100 of insurable earnings for employees, and $2.30 for employers who pay 1.4 times the employee rate.
* September 15-21
  + September 16. The Minister of Finance announced an increase to the price cap on insured mortgages from $1 million to $1.5 million. The announcement was also made that the Government of Canada would be encouraging lenders to allow for 30-year amortization periods for first-time homebuyers who purchase newly built homes.
  + Focus group was held with the general population in Northern Canada (September 17).
  + Focus group was held with low-to-moderate income individuals in Atlantic Canada (September 18).
  + September 18. The Government of Canada transferred more than $39.5 million to the Government of Manitoba under the Canada Community-Building Fund (CCBF), to help communities across the province invest in local infrastructure projects.
  + September 18. The Minister of Employment, Workforce Development, and Official Languages, announced next steps and further details regarding changes to the Temporary Foreign Worker (TFW) Program.
  + Focus group was held with Arab Canadians in Major Centres in Quebec (September 19).
  + September 19. The federal government transferred $9 million to the Northwest Territories (NT) under the Canada Community-Building Fund (CCBF), to assist municipalities across with local infrastructure priorities.
  + September 20. The Government of Canada announced up to $60 million in funding, pending final due diligence, from Natural Resources Canada, towards two critical minerals infrastructure developments in B.C.’s Golden Triangle region and the Yukon.
* September 22-30
  + Focus group was held with low-to-moderate income individuals in Western Canada (September 23).
  + Focus group was held with those concerned about crime in the Greater Toronto Area (September 24).
  + September 24. The Government of Canada announced mortgage reform details to ensure that Canadians would be able to access lower monthly mortgage payments by December 15.
  + September 24. The federal government launched Health Emergency Readiness Canada (HERC), a new federal organization within Innovation, Science, and Economic Development Canada dedicated to protecting Canadians against future pandemics and delivering on Canada’s life sciences and medical countermeasures readiness objectives.
  + September 24. The Minister of Public Safety, Democratic Institutions, and Intergovernmental Affairs, launched the Canada Community Security Program (CCSP) to assist in protecting communities from hate-motivated crimes.
  + Focus group was held with the general population in the Niagara region of Ontario (September 25).
  + Focus group was held with the general population in Laval Region Quebec (September 26).

# Government of Canada in the News (All Locations)

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

* The decision by the Bank of Canada on September 4th, 2024, to lower its policy interest rate to 4.25 per cent;
* The announcement by the federal government that Old Age Security (OAS) benefits would be increasing by 1.3 per cent for the October to December 2024 quarter;
* An announcement by Statistics Canada that the national unemployment rate in Canada had risen to 6.6 per cent;
* The announcement by the Government of Canada that it would be introducing a 100 per cent surtax on all Chinese-made electric vehicles (EVs), effective October 1st, 2024;
* The implementation by the federal government of amendments to the *Competition Act,* strengthening the ability of the Competition Bureau to protect business competition and prevent anti-competitive mergers and conduct;
* The announcement by Immigration, Refugees, and Citizenship Canada (IRCC) that the federal government had set an intake cap on international student study permit applications for 2024 and 2025. Also related to international students, a few recalled having heard that IRCC had changed the number of hours individuals in Canada on international student study permits can work off-campus from 20 hours to 24 hours; and
* The announcement by the New Democratic Party (NDP) that it would be ending its Supply and Confidence agreement with the Liberal Party of Canada, effective September 4th, 2024.

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

* The announcement by the Minister of Foreign Affairs that the Government of Canada would be suspending 30 permits related to the sale and exportation of arms and munitions to Israel;
* The attendance of the Prime Minister and other federal officials at the United Nations (U.N.) Summit of the Future, which took place in New York City from September 22nd, 2024, to September 23rd, 2024; and
* While attending this summit, the Government of Canada reaffirmed its ongoing support and solidarity with Ukraine in its defence efforts to repel the Russian invasion of its territory. It was announced that Canada would be adopting a multi-year strategy to provide new military, economic, peace and security, and development assistance to Ukraine to ensure that it has the support it requires for long-term success.

Participants residing in Newfoundland and Labrador were asked an additional question as to whether they had heard anything about the recent agreement the Government of Canada had reached with the Government of Newfoundland and Labrador to expand school food programs in the province. While only a small number reported having heard about this initiative, almost all felt that this was a positive step and would provide considerable assistance towards ensuring that children were able to access the nutritious meals they require while at school. A few expressed concerns regarding the cost of this program and whether it would lead to an increase in the amounts they pay in taxes in the years to come.

The group based in Northern Canada were asked whether they had seen, read, or heard anything related to recent changes the federal government had made to mortgage rules. A small number recalled hearing that the Government of Canada had announced that lenders would now be able to offer 30-year amortization periods to first-time home buyers that purchase newly built homes. A few had also heard that the Canadian Mortgage and Housing Corporation (CMHC) mortgage limit had been increased to $1.5 million. Asked what impact they expected this action would have on them personally, most were uncertain or did not expect it to have much of an impact on their own situations. A small number expressed the opinion that while longer amortization periods might allow for lower monthly mortgage payments, this initiative could also lead to homeowners paying greater amounts of interest for longer periods of time due to the extended length of their mortgages.

Individuals in the group comprised of Arab Canadians residing in major centres in Quebec were prompted to identify the sources that they typically use to receive news. Most reported getting their news primarily from social media platforms such as Facebook and Instagram, with a small number also utilizing online news sources such as MSN, Yahoo, and Le Devoir. A few mentioned that they frequently received news by word of mouth from family, friends, and colleagues. Asked whether they accessed news sources from another country and/or in a language other than French, a number indicated also receiving news in English and Arabic, and utilizing sources based in countries such as France, Iran, and Qatar. Discussing where they would go if they were looking for news or information about the Government of Canada, most reported that they would likely use websites officially operated by the federal government, as well as search engines such as Google.

## Interest Rates and the Economy (Newfoundland and Labrador, Greater Vancouver Area, Alberta, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income, Laval Region Quebec)

Participants in seven groups engaged in an extended conversation related to issues such as interest rates, the economic growth rate, unemployment, and the Canadian economy as a whole.

Asked whether they had seen, read, or heard anything recently about the Bank of Canada cutting interest rates, a roughly equal number reported having heard something compared to those who had not. Among those who were aware, a number recalled hearing that the Bank of Canada had made a series of reductions to its policy interest rate over the course of 2024, with the most recent of these having occurred on September 4th, 2024. Most reacted positively to these actions by the Bank of Canada, believing that lower interest rates would lead to more affordable mortgages for many homeowners, as well as make it easier for prospective first-time home buyers to qualify for higher mortgage amounts. It was thought that this action would be especially helpful for those homeowners who were currently on variable rate mortgages who had seen their monthly payments increase substantially over the past few years. A few expressed concerns that this approach by the Bank of Canada could potentially have a negative impact on the housing market. Among these participants, it was thought that lower interest rates could lead to an increasing number of individuals seeking to purchase a home in the coming years, and that this rising demand would ultimately lead to higher home prices for Canadians. Discussing what impact, if any, these actions would have on their own situations, many of those who were expecting to renew their mortgages in the near future believed that their financial situation would improve as a result of lower interest rates. Among those who had recently renewed their mortgages or were currently renting, the view was expressed that while lower interest rates were unlikely to have a direct impact on their own lives, these actions by the Bank of Canada would likely lead to a stronger housing market going forward.

Discussing whether they had heard anything about the rate of inflation, including reports that inflation had been easing in recent months, only a small number indicated that they had. Among those who had heard something, while few were aware of any specific details, a number were of the impression that the rate of inflation had been gradually decreasing over the past year and was now somewhere between 2 and 4 per cent. While all reacted positively to the prospect of lower inflation, very few reported having observed any evidence of this in their own lives. Many felt that the cost of living had remained exceedingly high in their areas, and that the prices of essentials such as groceries, housing, and gasoline had continued to be difficult to afford. Discussing the ways in which inflation had impacted their own lives, several reported having had to budget their household finances far more strictly than they had previously. A number also mentioned that they were no longer engaging in activities such as dining out at restaurants, believing that these types of excursions had become too expensive in recent years.

Questioned whether they had heard anything about Canada’s economic growth rate, very few indicated that they had. To aid in conversation, participants were provided with the following information:

*Economic growth is typically measured through GDP. GDP stands for Gross Domestic Product. It measures the monetary value of final goods and services produced in a country in a given period of time. The annualized rate of GDP growth for the Canadian economy was 2.1% for the most recent quarter of 2024, which was well above the Bank of Canada’s 1.5% estimate from July.*

While a number viewed this as a positive development and believed that higher GDP growth was a sign that the economy was beginning to return to normal after the perceived disruption of the COVID-19 pandemic, few believed that a higher economic growth rate would have a tangible impact on the daily lives of most Canadians. The view was expressed by several that while the Canadian economy may be doing better collectively, a large number of households were continuing to face financial challenges, with many taking on increasing levels of debt in order to continue to make ends meet financially. It was felt that not enough high-paying jobs were currently available and that a greater focus needed to be placed by the federal government on ensuring that national economic growth translated into higher wages for Canadian workers. A few also felt that more needed to be done to increase the manufacturing of goods and products within Canada. Among these participants, it was thought that taking this approach would assist in making Canada less dependent on international trade going forward and would likely result in higher GDP growth and increased economic stability going forward.

Participants in Alberta, the Laval region of Quebec, and those in the groups comprised of low-to-moderate income individuals (based in Quebec, Atlantic Canada, and Western Canada respectively) were asked an additional question related to the current rate of unemployment. While very few reported being aware of any new information on this front, a number were of the impression that unemployment in Canada was currently higher at present compared to previous years. To clarify, participants were informed that the unemployment rate was currently 6.6 per cent, compared to 5.4 per cent in 2023, and 5.7 per cent in 2019 before the pandemic. Many felt that this number was quite high and reflected the challenges that they, or others they knew, had recently faced in trying to find work. A large number were of the opinion that there was currently a disconnect between employers and prospective workers, with several of the impression that while there were many jobs available in their respective regions, few of these offered a living wage and/or sufficient benefits. A number viewed the COVID-19 pandemic as having been a significant driver of unemployment, believing that a significant proportion of those who had stopped working during the pandemic (either by choice or due to having been laid off) were now reluctant to return to the workforce at the wage levels currently being offered by employers. A few also felt that issues such as automation as well as the advent of new technology such as artificial intelligence (AI) had contributed to rising unemployment over the past year.

Asked whether any of the indicators they had discussed had impacted how they felt about the direction of the Canadian economy and/or their own financial futures, few reported that they had. While many believed that areas such as interest rates, inflation, and the rate of economic growth appeared to have been improving over the past year, very few felt that this would have a tangible impact on their own lives. The view was reiterated by several that the cost of living had become increasingly unaffordable for a growing number of Canadians and that so long as this trend continued, it was difficult to view the Canadian economy as being headed in the right direction. A number felt that there needed to be a greater focus placed by the federal government on regulating large corporations. Among these participants, it was believed that profit-seeking behaviour on the part of businesses such as major grocery chains had been a significant contributor to higher inflation in recent years.

Several expressed concern as to how the high cost of living combined with rising unemployment would impact younger Canadians who were just starting out in their adult lives. A number of those who were younger themselves expressed having found it very difficult to save up towards the purchase of a home or for their retirements, due to almost the entirety of their monthly incomes at present being devoted to day-to-day expenses. Overall, participants were widely pessimistic about the future prospects of the Canadian economy and expected that while businesses and wealthier Canadians would likely benefit from economic growth in Canada in the years to come, many lower- and middle-income families would continue to struggle to make ends meet.

## Temporary Foreign Worker Program (Newfoundland and Labrador, Greater Vancouver Area, Alberta, Quebec Low-to-Moderate Income, Laval Region Quebec)

Five groups were asked an additional question related to Canada’s Temporary Foreign Worker (TFW) program. Asked whether they had recently seen, read, or heard anything about immigration and changes to the TFW program in Canada, a roughly equal number reported having heard something compared to those who had not. Among those who were aware of these changes, several were of the impression that these adjustments to the TFW program, further restricting the number of immigrants that would be allowed into Canada as TFWs, as well as the types of work that TFWs would be permitted to engage in. A number reacted positively to this action, believing that higher rates of immigration in recent years (thought to include a significant number of TFWs) had placed an increasing amount of strain on key areas such as housing, health care, education, and child care. Some also felt that these changes could benefit them and lead to a greater number of employment opportunities for younger Canadians who were currently struggling to find work. A few who were of the impression that there were already a large number of jobs available in their respective communities (including in important sectors such as seniors’ and long-term care) expressed confusion regarding this initiative. Among these participants, it was questioned why steps were being taken to limit the number of TFWs coming to Canada if there were open positions available to them.

# Government of Canada Priorities and Performance (Major Centres Quebec Arab Canadians)

The group comprised of Arab Canadians residing in major centres in Quebec took part in a conversation related to issues currently facing Canadians as well as their perspectives regarding the Government of Canada’s management of these priorities.

Asked to identify areas in which they felt the federal government was currently performing well, a number believed that it had been effective in communicating information to Canadians related to important issues and initiatives. Other areas mentioned by participants included actions taken by the Government of Canada to resolve a backlog of passport applications following the COVID-19 pandemic, as well as investments it had made towards the building of more homes in Canadian communities (with Yellowknife specifically mentioned) through programs such as the Housing Accelerator Fund.

Discussing areas in which they felt the federal government had room for improvement participants mentioned areas such as health care and a perceived shortage of family doctors, the need for additional affordable child care spaces and early childhood education (ECE) workers, a lack of affordable housing in Canadian communities, and immigration. Regarding the latter, a number felt that more needed to be done to expedite the processing times for immigration applications as well as to streamline the foreign credential recognition process for new arrivals to Canada.

Prompted to share their opinions regarding the Government of Canada’s management of international affairs and its response to international issues, most viewed it as being on the wrong track. Among these participants, the view was expressed that the Government of Canada was currently too involved in conflicts happening around the world and that a greater focus needed to be placed on addressing the issues that were facing Canadians living in Canada. Questioned how they felt the federal government was performing in its management of relations with Arab-majority countries specifically, a roughly equal number felt that it was on the right track on this front as those who were more neutral or uncertain in their views. Asked whether they had recently seen, read, or heard anything about actions that the Government of Canada had taken on this front, a number recalled the agreement it had reached with Saudi Arabia in 2023 for the two countries to re-establish diplomatic relations with one another.

Describing the most important issues currently impacting the Arab Canadian community, many felt that more needed to be done by the federal government to increase the awareness and understanding of Arab cultures and histories among other Canadians. It was thought by a number that Arab Canadians currently faced stigma in many parts of the country, and that greater education about Arab cultures as well as the increased inclusion of Arab educators at all levels of the education system would assist in dispelling this. Asked whether they felt the Government of Canada was currently on the right track on this front, most felt that it was, believing that it had taken numerous actions to champion diversity and multiculturalism in Canada as well as to recognize and celebrate traditional Arabic holidays. Questioned as to how they felt the federal government was performing when it came to engaging with Arab Canadians most were uncertain and were largely unaware of any actions that it had taken on this front. Discussing ways by which they felt the federal government could increase engagement with Arab Canadians, a few thought that a greater priority should be placed on increasing the representation of these communities in the decision-making process across all levels of government.

# Health Care (Northern Canada)

Participants residing in Northern Canada took part in a conversation related to the provision of health care services in their communities. Asked how they would describe the health care system in Canada at present, while most viewed Canadian health care professionals (such as doctors and nurses) as generally being well-trained and highly skilled, many felt that it had become increasingly difficult to access health services. It was thought by several that this was a particular issue in Canada’s North, and especially for those living in more remote areas where doctors and nurses travelled in and out of communities rather than residing in them. Several, including those in larger centres such as Yellowknife, Whitehorse, and Iqaluit, recalled having waited many months (and in some instances years) for appointments and procedures with specialists, and a number felt that even routine processes such as getting bloodwork done could take several weeks to process. A number were of the impression that while one was typically able to access standard health care in Northern communities (albeit with long wait times), if they had a medical emergency that required specialized care, they would likely need to be flown out to another part of the country in order to receive treatment.

Asked whether their experiences in accessing health care services had changed in recent years, several believed that the health care system had worsened as of late. It was felt that many Northern communities were currently experiencing pronounced health worker shortages. The view was expressed that while the population in the North had been rising in recent years, the capacity of the health care system had not increased in kind to meet the new demands being placed on it. It was felt that this was an issue occurring across Canada and was not unique to the North. A few were more positive in their perspectives, believing that while some health services had remained difficult to access, the increased presence of nurse practitioners in their areas in recent years had made it easier for them to consult a medical professional if necessary.

Discussing what changes would need to be made in order to improve the health care system in their area, a large number thought that a greater focus needed to be placed on improving the conditions for health workers, including reducing the hours they work and increasing compensation. It was felt that greater efforts needed to be taken specifically related to incentivizing health workers to work in and reside in Northern communities, believing that this would go a long way towards increasing health care access for those in the region. The view was also expressed that actions should be taken to make it easier to transfer medical records and data between the different provinces/territories. It was felt that this would be especially helpful for those who were required to travel to a different part of the country to receive care. Several also thought that more should be done to address issues related to mental health and substance use, with many believing that these had become growing concerns in their communities as of late.

Questioned what role they felt the Government of Canada should have in providing health care, several believed that its primary focus should be on providing funding to provincial/territorial health care systems and ensuring that all Canadians were able to receive a basic standard of care. Some also felt that the federal government could take a more proactive role in promoting healthier living practices to Canadians, including providing more information and guidance related to proper nutrition and maintaining an active lifestyle.

# Housing (Northern Canada)

Participants residing in Northern Canada took part in a conversation related to the current housing situation in their communities. Asked how they would describe the housing situation in their area, almost all viewed it as being quite challenging. Many reported having personally faced difficulties in securing safe and affordable housing in their respective communities. Several believed that the supply of housing in many parts of the North was quite limited and were of the impression that the housing that was available had become quite expensive and difficult to afford for many. A number felt that it had become especially challenging for families with children to obtain suitable housing, with some expressing that most of the housing that was available was more geared towards households of one or two people.

Asked whether they felt the housing situation in their area had improved, worsened, or stayed the same over the last few years, all felt that it had gotten worse. Many were of the impression that while the population in their communities/regions had been increasing in recent years, not enough new housing was being built to accommodate these new arrivals. Discussing what would need to happen for the housing situation in Northern Canada to improve, a number felt that more needed to be done to encourage municipalities to reduce red tape related to renovations and the construction of new homes and increase the rate at which new homes are being built. It was also felt that there should be greater efforts at all levels of government to reach out to the various Indigenous groups and organizations in the North to find ways to work together to build more housing in the region. A few were of the opinion that housing should no longer be able to be set aside for seasonal workers and left vacant for significant portions of the year. It was believed that this practice had served to further decrease the supply of available housing and had made housing more expensive for those who live in the North year-round.

Questioned whether they had seen, read, or heard anything about actions from the Government of Canada related to housing in the North, while several believed it had committed to making investments towards the building of more homes in the region, few could recall any details. Unrelated to the North, some recalled hearing that the federal government had recently taken actions to provide greater assistance to first-time home buyers and had also placed an increased focus on encouraging the building of prefabricated homes in Canadian communities. While most felt that these actions represented a step in the right direction, a number expressed skepticism as to whether they would be effective in making housing more affordable in their communities. Among these participants, it was felt that similar commitments had been made by the federal government in the past and that the previous actions it had taken on this front had not yielded any tangible improvements to the housing situation in the North.

# Benefits and Services for Canadians (Newfoundland and Labrador, Greater Vancouver Area, Eastern Ontario Parents of Children in Day Care)

Three groups took part in discussions related to the wide range of benefits and supports provided by the Government of Canada. At the outset of their conversations, participants in Newfoundland and Labrador and the Greater Vancouver Area were asked to rate, on a scale of 1-10, how they felt the Government of Canada was performing overall when it came to providing benefits and programs to Canadians. On balance, most rated the federal government’s performance as being around a 6-7, with a smaller number selecting 4-5. Generally, it was felt that while the federal government provided a wide range of supports to Canadians (with a number specifically mentioning its actions to increase the affordability of child care), there was room for improvement in some areas related to the delivery of these services. A number specifically identified health care as an area that had become increasingly difficult to access in recent years. The opinion was also expressed that programs such as Old Age Security (OAS) and the Canada Pension Plan (CPP) did not provide seniors with a liveable income and that more needed to be done to increase the amounts provided through these programs.

Discussing their awareness of the various benefits and services provided by the federal government, participants mentioned a wide range of programs. Awareness among participants was generally highest for programs such as the Canada Child Benefit (CCB), Employment Insurance (EI), the goods and services tax/harmonized sales tax (GST/HST) credit, and senior-focused programs such as the CPP and OAS. Several also recalled recent actions that had been taken by the Government of Canada to make child care more affordable, including agreements it had reached with the provinces/territories aimed at reducing the cost of child care to $10 per day (on average), per child. Participants also reported awareness of programs such as the Canada Carbon Rebate (CCR), Canada Dental Care Plan (CDCP), Canada Workers Benefit (CWB), and the Guaranteed Income Supplement (GIS), though few were able to recall any specific details related to these programs. A small number also mentioned initiatives such as the Canada Greener Homes Grant, the Canada Disability Benefit, and student-focused programs such as the Canada Student Grant and the federal government’s provision of interest-free student loans.

While most felt that they were generally aware of how to access federal benefits and programs, several expressed the opinion that this could often be a time consuming and/or complicated process. Describing their experiences of accessing Government of Canada services online, while several felt that improvements had been made on this front in recent years (and particularly for the Canada Revenue Agency (CRA) and Service Canada websites), it was thought that additional efforts could be made to increase the user-friendliness of the websites operated by the federal government. A few felt that it could be difficult to know where to look for specific information on the official Government of Canada website and, as a result, they reported frequently relying on search engines such as Google when seeking to find out details related to a specific program or service. A number also expressed having faced considerable difficulties in using telephone-based services operated by the Government of Canada, with some specifically mentioning the long-wait times they had encountered to speak with a representative regarding questions or issues they had.

Asked whether, overall, they felt that the quality of the various benefits and programs offered by the Government of Canada had improved, worsened, or stayed the same over time, most felt that they had remained mostly the same, with a smaller number believing that they had either improved or worsened. For those who felt that federal benefits and programs had improved in recent years, a number described what they perceived as the easier application process for many of these supports, as most applications could now be completed online rather than in-person or through the mail. A few also spoke positively of the introduction of new programs from the federal government such as the CDCP. Among the few who felt that the benefits and services offered by Government of Canada had worsened, the view was expressed that while there was a wide variety of programs available for Canadians, these had been experiencing increasing demand in recent years and were becoming more difficult to access. A few also expressed disappointment regarding the recent introduction of the Canada Disability Benefit, believing that the amounts provided through this program would not be sufficient to provide those living with disabilities with the financial support they require.

Among the larger number who were more mixed in their opinions or felt the benefits and services offered by the federal government had remained mostly the same, it was felt that while there continued to be a wide range of supports available to Canadians, there had been little progress in making improvements to these initiatives in recent years. Some were of the opinion that the eligibility for these programs had become too restrictive and that some criteria (such as income thresholds) needed to be revised to account for recent increases to the cost of living.

Discussing the positive ways in which the benefits and supports offered by the federal government had impacted their own lives, as well as the lives of their family, friends, and Canadians more generally, many spoke positively of the CCB. It was felt that this initiative had made it easier for parents with young children to make ends meet and that it had provided many Canadian households with increased financial flexibility, especially amidst the rising cost of living in recent years. Some also mentioned actions that had been taken to make child care more affordable, believing this had made it much easier for many parents (and mothers especially) to return to the workforce. A few also praised the supports and interest-free loans provided by the federal government to students, with some expressing that these programs had greatly assisted them in their ability to afford their post-secondary education.

Focusing on ways by which federal programs and benefits could be improved, a number reiterated the need for the income thresholds for these programs should be revised in order to allow more Canadians to qualify for them. Related to this, the view was expressed that a greater focus needed to be placed on introducing supports specifically benefitting the middle class, who were believed to also be struggling with the cost of living yet were unable to access the benefits and programs currently available to lower-income individuals. The view was also expressed that more could be done to simplify the application process for these initiatives, especially for individuals with language barriers and those living with psychological disabilities who may find the application forms to be overly complex or confusing.

Asked an additional question as to whether the benefits and services offered by federal government should be expanded, reduced, or remain the same, almost all in the groups based in Newfoundland and the Greater Vancouver Area felt that they should be expanded. The view was reiterated that due to the past few years of high inflation, the amounts provided through these supports would need to be increased in order to provide Canadians with a greater ability to catch up financially. Discussing specific areas that they felt could be expanded, it was felt that efforts should be made to provide universal dental and vision care to all Canadians, with some expressing the view that these were important health areas that could often be quite expensive without coverage. A few also felt that more should be done to provide increased financial assistance to parents seeking to put their children into sports and other recreational programs. It was thought that this would help to ensure that all children, regardless of their household income, would be able to access and take part in these types of activities.

# Canada Child Benefit Ad Testing (Eastern Ontario Parents of Children in Day Care, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income)

Four groups shared their perspectives related to a video advertisement produced by the Government of Canada related to the Canada Child Benefit (CCB). Participants were informed that the advertisement had been produced a few years ago and had appeared on television, social media, and digital platforms such as YouTube. Participants were shown the following advertisement twice, in succession:

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The clip above is an animated video that 15 seconds long. The transcript of the video is as follows:

The video begins with a caption that reads “Real people sharing their stories.”

A mother holding her son says “Having two kids in diapers impacts every part of our lives. The Canada Child Benefit allows us to give our boys extracurricular activities. It opens their world.”

A voiceover then says “Do your taxes to receive the benefits and credits you may qualify for,” with the website canada.ca/ever-dollar-counts on the screen. Above the website is the official Government of Canada logo, and the Canadian jingle plays.

Asked whether this video had introduced any new information that they had been unaware of prior to attending the discussion, while a few recalled having previously seen this advertisement either on television or online, none reported having learned anything new from the video. Asked what they felt was the main message of this ad, almost all believed that it was to encourage Canadians to file their taxes and inform them that by doing so they may qualify to receive benefits and supports such as the CCB. A number expressed feeling that this message was unintentionally expressing negative undertones, believing it to imply that Canadians would lose access to federal benefits if they did not file their taxes on time.

Participants were next presented with the original dialogue said by the narrator to convey the advertisement’s message, as well as two alternative messages that could be used instead. The messages shown to participants were:

* Statement #1 - Do your taxes to receive the benefits and credits you may qualify for (original);
* Statement #2 - Learn more at canada.ca/every-dollar-counts; and
* Statement #3 - Find out if you qualify at canada.ca/every-dollar-counts.

Almost all reacted positively to the two new statements and believed that both were effective in presenting the advertisement’s message. Engaging in an exercise where they were asked to select which statement they felt was the most effective, a large number selected Statement #3. Among these participants, many liked the idea of “finding out” what they might qualify for and felt that this invoked a sense of discovery for the viewer and put the impetus on them to find more information. A roughly similar number selected Statement’s #1 and #2. Among those who chose the original statement, it was felt that it was the most direct and straightforward when it came to describing what viewers would need to do in order to receive the benefits and credits they qualify for. For those who selected Statement #2, a number spoke positively regarding what they viewed as its emphasis on learning and doing their own research regarding the benefits they might be able to receive.

# Immigration (Major Centres Quebec Arab Canadians)

Participants in the group comprised of Arab Canadians residing in major centres in Quebec took part in a conversation related to immigration. Asked whether they had recently seen, read, or heard any news related to immigration in Canada, a number recalled the recent decision by Immigration, Refugees, and Citizenship Canada (IRCC) to place a cap on the number of international student study permits it would be issuing for 2024 and 2025. A few also mentioned a recent announcement by the Government of Canada that foreign nationals would no longer be able to apply for work permits from inside Canada while on visitor visas.

Prompted to share their views on the current state of the immigration system in Canada, participants were largely negative in their opinions, using terms like “unorganized” and “stressful” to describe the system at present. Almost all had personally gone through the Canadian immigration process, with a smaller number reporting also having experience with the process of sponsoring or being sponsored by a family member. A roughly equal number reported being satisfied with their immigration experience compared to those who recalled facing challenges during this process. Among those who experienced difficulties, a number cited what they viewed as the long wait times related to the processing of their applications and receiving their permanent residency (PR) cards.

Discussing whether they felt the Government of Canada was on the right or wrong track in regards to its management of the immigration system, a large number viewed it as being headed in the wrong direction. Among these participants, it was felt that a greater priority needed to be placed on ensuring that new immigrants arriving in Canada possessed the skillsets, education, and experience that would allow them to immediately make a positive contribution to the Canadian economy. It was also felt that the federal government needed to establish clearer targets related to the number of immigrants that would be brought in each year and make efforts to adhere to these targets as closely as possible.

Asked whether they felt the Government of Canada should increase, decrease, or maintain the rate of immigration at about the same level, a large number felt that immigration levels should be kept mostly the same. Among the smaller number who felt that immigration should be decreased, it was felt that higher immigration in recent years had placed increased strain on areas such as housing and health care and that steps needed to be taken (such as limiting future immigration) to address these issues. For the few who felt that immigration should be increased, it was thought that due to Canada’s aging workforce, new immigrants would need to be brought in to replace the large number of Canadians who would be retiring in the near future.

Questioned whether they felt the Government of Canada was doing enough to support recent immigrants, most felt that it was. A small number felt differently, believing that more could be done to assist new arrivals with obtaining housing and employment in their areas, as well as ensuring they had the language and social resources they required to integrate into their new communities. The view was also expressed that actions should be taken by the federal government to ensure that all new immigrants had access to interim health care benefits while waiting for their Canadian health care coverage to become active.

# Public Sentiment (Major Centres Quebec Arab Canadians)

The group comprised of Arab Canadians residing in major centres in Quebec engaged in a brief conversation regarding their perspectives and expectations related to their lives in Canada going forward.

Asked what made them feel optimistic about their future in Canada, several mentioned what they perceived as the fairness of Canada’s laws and judicial system, as well as what they viewed as the federal government’s commitment to protecting and promoting diversity and multiculturalism in all parts of the country. Many felt that Canada was among the best countries in the world in this regard and believed that the federal government had been a prominent defender of diversity, equity, and inclusiveness within its borders. A number also spoke positively of the Canadian education system, their ability to pursue a wide range of career paths, and the perceived safety of living in Canada compared to many other parts of the world.

Discussing areas that made them feel worried or concerned about their future in Canada, a number mentioned the high cost of living in many parts of the country. Some also expressed concerns regarding what they perceived as the growing divisiveness within Canadian society, as well as the potential that they might face increased discrimination if this trend continued. With this in mind, a few felt that more needed to be done by the federal government to actively combat what they viewed as rising Islamophobia in some parts of the country.

# Firearms (Greater Toronto Area Concerned About Crime)

Participants in one group, comprised of residents of the Greater Toronto Area (GTA) who reported being concerned about crime, engaged in a discussion related to firearms. Asked what they had recently seen, read, or heard about guns in their community, many were of the impression that there had been an increasing number of shootings taking place in the GTA in recent years as well as other crimes perpetrated by individuals using firearms.

Questioned as to whether they had noticed an increase in the presence of guns and firearms-related crimes in their respective parts of the GTA, a roughly equal number felt the level of gun activity in their area had increased compared to those who believed it had mostly remained the same. No participants thought that firearm activity in their communities had decreased in recent years. Discussing what they viewed as the potential causes contributing to this perceived increase in gun crime, a large number cited financial desperation leading to struggling youth becoming involved in criminal activity as an opportunity to relieve these pressures. Several also felt that there were insufficient penalties for youth who committed these crimes and believed that this had led to many individuals who had been arrested for firearms-related crimes to reoffend due to a perceived lack of consequences for their actions. Additionally, a few participants identified peer pressure, the influence of social media and entertainment, as well as the perceived illegal influx of guns from the United States (U.S.) as being potential contributors to rising firearms activity.

Asked whether they felt this perceived increase in gun-related crimes had led to an increase in the number of legal gun owners, very few believed that there was a connection between these two areas. The view was widely expressed that the vast majority of legal firearm owners were highly responsible, strictly adhered to the laws regulating firearms in Canada, and used their firearms only for pastimes such as hunting and/or target shooting. It was thought that almost all of the crimes related to firearms that took place within the GTA were committed using illegally obtained weapons and that legal gun owners were rarely involved in these types of crimes.

Discussing what effects, if any, the presence of guns was having on their community, a number reported no longer travelling to certain parts of the GTA that they viewed as being dangerous. A number also were of the opinion that the growing presence of firearms reflected an underlying issue in Canadian society that needed to be addressed, believing that an increasing number of people across the country were feeling unsafe in their own communities. A few expressed concerns that if the rate of gun-related crime continued to worsen in the GTA, a growing number of individuals may feel compelled to legally obtain a firearm as a way of protecting themselves and their families, further increasing the presence of guns in the community. While none were aware of the specific precautions legal gun owners were required to take in terms of storing their firearms, participants believed that these rules likely involved taking actions such as storing their guns in locked cabinets or safes, keeping firearms unloaded when not in use, and having a trigger lock in place. Asked whether they felt that the ways in which guns are stored could affect the safety and well-being of the households that they are in, participants believed that improperly stored and secured firearms could end up being involved in accidents involving children, as well as domestic disputes where one partner may be able to access their weapon too easily.

Asked whether they were aware of any recent actions by the Government of Canada over the past few years in relation to firearm control, a few recalled steps it had taken to ban certain types of firearms (such as assault-style weapons and hand guns) as well the introduction of a federal buyback program for firearm owners who had legally purchased weapons that had now been prohibited. To aid in conversation, participants were informed about a number of different actions the Government of Canada had taken related to gun control. These included:

* *Prohibiting over 2,000 models of assault-style firearms;*
* *Implementing a national freeze on handguns to prevent individuals from bringing newly acquired handguns into Canada and from buying, selling, and transferring handguns within the country;*
* *Fighting gun smuggling and trafficking by increasing criminal penalties, providing more tools for law enforcement to investigate firearms crimes, and strengthening border security measures; and*
* *Creating a new “red flag” law that would enable courts to require that individuals considered a danger to themselves or others to surrender their firearms to law enforcement. This law would be designed to also protect the safety of the individual applying to the red flag process, including by protecting their identity.*

On balance, while most reacted positively to these initiatives, several felt that actions such as the prohibition of over 2,000 models of assault-style firearms and the implementation of a national freeze on handguns, would not be enough to reduce gun-related crimes, reiterating their belief that most of these crimes were being committed with illegally obtained weapons. Several supported the actions to increase criminal penalties for gun smuggling and trafficking and to enhance the tools law enforcement could use to investigate firearms crimes. The view was expressed that current border security measures were insufficient and that too many illegal firearms were currently entering Canada from outside of the country. Discussing the creation of a new red flag law that would enable courts to require that individuals considered a danger to themselves or others to surrender their firearms to law enforcement, while most felt that this action would be effective, a few expressed concerns that this mechanism could be misused by those seeking to falsely accuse someone of a crime. Discussing additional actions that could be taken by the federal government related to gun control, participants suggested actions such as increasing the legal age for gun ownership and implementing stricter penalties for those who improperly use firearms.

# Cyberbullying (Greater Toronto Area Concerned About Crime)

Participants in one group engaged in a discussion related to cyberbullying. Asked what they had seen, read, or heard about this issue, a number believed that cyberbullying was currently on the rise, with some who worked in the secondary-education field reporting that their students had been dealing with this issue to an increasing extent as of late. Discussing what effect, if any, they felt cyberbullying was having on society, several believed that it had led to an increase in mental illnesses, including an increase in suicide and depression rates among Canadians. The view was expressed that this issue was having a particular impact on vulnerable groups such as young people, individuals with mental health issues, and persons living with disabilities, as well as individuals (such as influencers and content creators) who maintained prominent public profiles on digital platforms.

Asked what they felt might compel individuals to engage in cyberbullying, many cited the perceived anonymity of the online environment, believing that this created a sense of personal safety for those who wanted to bully others without being personally responsible for the consequences. It was felt that interacting anonymously with others online likely allowed cyberbullies to feel more at ease in expressing the hateful thoughts and comments that they would typically refrain from sharing in and in-person interaction. Describing how they felt traditional bullying differed from cyberbullying, the view was expressed that while traditional bullying is typically confined to a single physical location, cyberbullying could proliferate across the Internet, potentially reaching a larger audience, and having a more profound impact. A few participants thought that damage to one’s reputation online could be felt to a greater degree by the victim compared to traditional bullying, given the lasting nature and wider visibility of online actions.

Discussing what actions they felt the Government of Canada should be taking related to addressing cyberbullying, participants provided a range of suggestions. These included increasing the age limit for social media platforms, providing greater education to young people regarding the potential harms of cyberbullying, and increasing the criminal penalties for those who engage in this behaviour. Asked whether they were familiar with a proposed bill from the federal government related to addressing online harms called *The Online Harms Act,* none indicated that they were. To aid in discussion, participants were presented with the following information:

*Among other measures, if the Online Harms Act becomes law, online platforms would be required to remove the following within 24 hours:*

* *Content that sexually victimizes a child or revictimizes a survivor*
* *Intimate content communicated without consent*

Asked whether they felt that the Government of Canada should be asking platforms to take these actions, all believed that these were the right areas for it to be focusing on. Several highlighted the online sexual exploitation of minors as being a critical concern that they felt warranted action from the federal government. Many expressed feeling that it was necessary for the Government of Canada to be protecting children, given that they were often unable to defend themselves. It was also felt that this action would provide parents with greater peace of mind regarding the safety of their children’s online experiences. Likewise, it was felt that cracking down on the sharing of intimate content communicated without consent, especially as a mode of revenge, was an important action for the federal government to be asking social media companies to take. A number were of the impression that many social media platforms already had processes in place to automatically remove these types of content and expected that this Act would assist in strengthening and reinforcing these measures going forward.

# Oil and Gas Emissions Cap (Newfoundland and Labrador, Greater Vancouver Area, Eastern Ontario Parents of Children in Day Care, Alberta, Quebec Low-to-Moderate Income)

Five groups engaged in conversations related to recent steps taken by the Government of Canada to cap and reduce greenhouse gas (GHG) emissions produced by the oil and gas sector. Asked whether they had seen, read, or heard anything about the federal government’s actions on this front, only a small number indicated that they had, and none were aware of any specific details. To aid in conversation, participants were provided with the following information:

*The federal government is bringing in a cap on emissions in the oil and gas sector to help the country meet its emission reduction targets. Note that the cap is on pollution from the oil and gas sector, not on oil and gas production. What this means is that the sector will have to take action to reduce pollution during the production process, but not cap production amounts. Companies can cap emissions by investing in technologies such as those that capture pollution before it is released into the atmosphere and store it deep underground.*

Asked whether they felt introducing a cap on emissions from the oil and gas sector was a priority that the federal government should be focusing on, participants expressed a range of views. Several felt that this was important action for the Government of Canada to be taking. Among these participants, it was thought that climate change represented a major concern for both present and future generations and that any action to reduce emissions was a step in the right direction. It was felt that by encouraging oil and gas companies to increase their investments in carbon capture and storage technology, Canada had the opportunity to become a global leader in the fight against climate change. A few expressed that they would feel especially positive about this action if these investments were directed towards Canadian-based companies and resulted in the creation of more jobs for Canadian workers.

Among those who were more uncertain or neutral in their views, it was felt that while it was important to fight climate change, this priority needed to be balanced with ensuring the economic wellbeing of Canadians. A number expressed concern that taking action to cap and reduce emissions from the oil and gas sector could ultimately lead to negative economic repercussions for those living in oil-producing provinces such as Alberta and Newfoundland. Participants were also worried that any additional costs incurred by oil and gas companies related to their emissions would ultimately be passed on to consumers and result in increased costs for Canadians across a number of areas. A few questioned whether asking Canadian oil and gas companies to cap their emissions would place them at an economic disadvantage if their competitors in other parts of the world were not also required to take similar actions. A small number residing in Alberta felt that it was unfair for the federal government to be focusing on oil and gas companies specifically and believed that any regulations should be applied across the board rather than be directed towards a single sector. The opinion was also expressed that rather than focusing on this, the federal government should be prioritizing other areas such as housing affordability and the perceived high cost of living at present.

Participants were next presented with a series of statements outlining the various reasons behind the federal government’s decision to cap and reduce emissions produced by the oil and gas sector. The statements were presented one at a time, and each participant was prompted to share their initial reactions as well as whether they agreed or disagreed with the statement’s reasoning. The statements shown to participants were:

*No sector of the economy should be allowed unlimited pollution, and like every other sector in Canada, oil and gas should do its fair share to help lower our country’s greenhouse gas emissions.*

On balance, almost all reacted positively to this statement. A large number agreed that it was important for the oil and gas sector to be doing its fair share to lower GHG emissions in Canada and felt that the statement effectively communicated this message. Several specifically liked the use of the phrase ‘unlimited pollution’, believing that this was a direct and attention-grabbing way of framing this issue and what the federal government was seeking to address. A few reiterated the view that rather than focusing specifically on the oil and gas sector, there should be a broader focus on ensuring that all sectors are doing their fair share to reduce emissions. A small number felt that this statement could be made more effective if it were accompanied by data and information regarding the amounts of GHG emissions currently being produced by oil and gas companies and what the proposed emissions cap would be.

*The world is increasingly moving away from fossil fuels towards electric vehicles and renewable energy.**Capping pollution in the oil and gas sector will ensure that Canada’s oil and gas industry stays competitive as the global marketplace demands more efficient, lower-carbon energy sources.*

Very few participants agreed with this statement. Several questioned whether there truly was a demand in the global marketplace for more efficient, lower-carbon energy sources, given their impression that many parts of the world continued to rely heavily on fossil fuels. A number also believed that there were environmental issues related to electric vehicles (EVs) that needed to be addressed, including the environmental damage caused by the mining of the raw materials utilized in EV batteries, as well as challenges related to recycling these batteries at the end of their lifespans. Some also expressed skepticism as to whether the electricity grid would be able to handle a large-scale transition among Canadians to EVs in the coming decades, with a number expecting that gasoline-powered automobiles would continue to be widely used for many years to come. A few also felt that EVs were prohibitively expensive for many lower- and middle-income households and believed that the federal government would need to address issues related to the affordability of these vehicles in order for this transition to occur.

*The provinces and oil and gas industry have already committed to reaching net-zero emissions by 2050, and these regulations will hold them accountable to meeting their goals.*

Participants expressed a range of reactions related to this statement. While believing that it was important to be focused on reducing emissions with the eventual goal of net-zero, several questioned whether it was realistic to expect this to occur by 2050. A number perceived this statement as implying that the federal government was not satisfied with the progress that had been made by the provinces and the oil and gas industry on reducing emissions and that, as a result, it was now introducing increased regulations in pursuit of its goal of achieving net-zero emissions. The view was expressed that while most of the public would likely be in favour of holding oil and gas companies accountable, a large proportion of Canadians might react negatively to the statement’s focus on the provinces, believing that provincial governments should have a certain sense of autonomy in this regard. A small number felt differently and reacted more positively to this statement. Among these participants, it was felt that given the urgency posed by the threat of climate change, it made sense for the federal government to be taking an active role in holding the provinces and oil and gas companies accountable to the goal of net-zero emissions by 2050.

*The federal government is asking oil and gas companies who have made record profits in recent years to re-invest some of that money in technology that will reduce pollution in oil and gas production and create jobs for Canadian workers.*

Many reacted positively to this statement. It was largely felt that if oil and gas companies were currently making record profits while also producing a high-level of emissions, it was logical that they would be required to re-invest some of these earnings into technology that would reduce pollution related to oil and gas production and create jobs for Canadian workers. The view was expressed that these investments would serve to drive innovation in the clean energy sector and would have an overall positive benefit for the Canadian economy. While supportive of the message of this statement, a number felt that the word “asking” was too passive and that rather than requesting oil and gas companies to make these investments, the federal government should be taking legislative actions to ensure that they do. A few felt differently, believing that as privately-owned corporations, oil and gas companies should have the freedom to utilize their profits in whatever way they see fit.

Participants next engaged in an exercise where they were asked to identify which of the reasons identified above, if any, they found to be the most compelling when it came to explaining the decision by the federal government to place a cap on emissions in the oil and gas sector. The statements were presented as follows:

* *No sector of the economy should be allowed unlimited pollution, and like every other sector in Canada, oil and gas should do its fair share to help lower our country’s greenhouse gas emissions.*
* *The world is increasingly moving away from fossil fuels towards electric vehicles and renewable energy. Capping pollution in the oil and gas sector will ensure that Canada’s oil and gas industry stays competitive as the global marketplace demands more efficient, lower-carbon energy sources.*
* *The provinces and oil and gas industry have already committed to reaching net-zero emissions by 2050, and these regulations will hold them accountable to meeting their goals.*
* *The federal government is asking oil and gas companies who have made record profits in recent years to re-invest some of that money in technology that will reduce pollution in oil and gas production and create jobs for Canadian workers.*

Almost all participants selected either Statement #1 or Statement #4, with a slightly larger number selecting #1. It was widely felt that ensuring that oil and gas companies are doing their fair share to reduce emissions and asking these companies to re-invest their record profits towards clean technology were the most compelling reasons for the Government of Canada to be bringing in a cap on emissions in this sector. Very few selected Statement #2 and none selected Statement #3. A small number were of the opinion that none of the statements provided an effective rationale for introducing this type of cap on oil and gas companies.

# Energy Outlook (Alberta)

Participants residing in Alberta engaged in a brief conversation related to their perspectives on the future of the energy sector, both within their province as well as across Canada more broadly. Asked how important they felt the oil and gas sector was to Alberta’s economy, all viewed it as being important, with several describing it as being the most important economic driver for the province. Discussing the current state of the oil and gas sector in Alberta, a large number were of the impression that it had not been performing as well in recent years. Describing the factors they felt had contributed to this perceived downturn, a number identified the federal government’s implementation of a price on carbon, believing this had made it increasingly expensive for Canadians to use carbon-emitting energy sources such as oil and natural gas. A few were also of the opinion that increased automation within the oil and gas sector had led to less jobs being available for Albertan workers.

Asked how important they felt it was for the Albertan economy to diversify beyond oil and gas, almost all viewed this as being a top priority going forward. Describing why they felt this way, several identified what they perceived as a general global trend away from oil and gas and towards more renewable energy sources in recent decades and believed that this trend would likely continue going forward. Discussing which sectors they felt would be most important for the Albertan economy in the future, participants mentioned areas such as renewable energy (such as solar and wind), and businesses related to construction and the trades.

Questioned whether they were familiar with the term ‘sustainable jobs’, only a small number indicated that they were. Asked what came to mind when they thought of sustainable jobs in the clean energy sector, most believed this referred to jobs that were involved in the building, maintenance, and operation of clean energy infrastructure. A few also felt that it could refer to those involved in the cleaning up of environmental issues such as oil spills. Discussing whether they thought the creation of sustainable jobs in the clean energy sector would benefit the Albertan economy, most expressed uncertainty. Many felt that they required additional details regarding the types of jobs that would be created as well as what additional actions would need to be taken to build up the province’s clean energy sector in order to determine whether this approach would be economically beneficial.

# Home Energy Label Design (Northern Canada)

Participants residing in Northern Canada shared their perspectives related to the design of home energy labels produced for the Government of Canada’s EnerGuide program. Asked whether they were homeowners, only a small number indicated that they were, with a few others indicating that they were hoping to purchase a home within the next few years. Questioned whether they were familiar with home energy labels, a roughly equal number indicated that they were compared to those that were not. Among those who were aware of these labels, most were of the impression that the primary purpose of home energy labels was to provide individuals with information related to their home’s energy consumption as well as the energy efficiency of their heating and cooling systems and appliances. A few also were of the impression that home energy labels could be used to certify that a building or technology was meeting clean energy standards. To aid in conversation, participants were provided with the following information:

*A home energy label is designed to help you better understand a home’s energy performance. It can help**you make decisions when buying or renting, take action to reduce your home’s energy use and greenhouse gas emissions, and potentially increase the value of your home once energy efficiency improvements are made.*

Asked what type of information they would want a home energy label to tell them about their homes, participants expressed a desire for information related to the historic average energy consumption of their home, their home’s energy efficiency rating, the expected financial cost of their current energy use, and a breakdown of how much energy they are using to heat/cool their home compared to the energy consumed by other appliances or technology they may own. Discussing what information they would like to see specifically regarding the energy costs of their home, participants identified a range of areas. These included the cost of energy by source (especially during the winter months), the kilowatt energy usage of their home, and areas where they were gaining or losing energy efficiency. Asked whether they would be interested in seeing information related to how much they could save by making upgrades or renovations to their home, few answered affirmatively. For most, their current status as renters was cited as the primary reason for their lack of interest on this front.

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

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

The group was then presented with an example of the current EnerGuide label:

A close-up of a chart

Description automatically generated

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

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

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

Sharing their reactions, several felt that it was difficult to understand the information as it was presented on the label. A number expressed that upon encountering the label for the first time, they would not intuitively know where to look to find the most important information. A few also found the gigajoule (GJ) metric to be confusing and believed that this information would be easier to understand if it were presented in terms of the dollar amounts that their energy use was costing them. A small number commented positively about the use of green and red on the label, believing this provided a straightforward way for them to understand the information being presented. Unprompted, many questioned whether the scale and metrics used on these labels would be adjusted for those living in the North. Among these participants, it was felt that due to the perceived significantly higher amount of energy required for Northern households to heat their homes in the winter months, that their energy use would not really be comparable to homes in other parts of the country. Asked whether they felt the information provided on this label would assist them in determining whether to purchase or rent a home, while several believed that it would, a number reiterated the need for the data to be presented in a more intuitive way, with a greater focus on conveying how much they could expect their home’s energy use to cost them each year.

Participants were next shown a number of different examples of home energy labels from other countries around the world: A close-up of several energy efficiency charts

Description automatically generated

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

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

Discussing what they liked and/or disliked about these labels, many commented positively on designs #1 and #2. Several liked the inclusion of information related to how much they were currently paying compared to how much they could save financially by making their homes more energy efficient. A number also reacted positively to what they viewed as the heavy incorporation of graphics in these designs as well as the perceived focus on ensuring the accompanying text was brief and succinct. A small number also liked design #3, believing that the vertical scale it utilized provided a straightforward way of understanding their home’s energy efficiency. A large number reacted negatively to design #4. Among these participants, it was thought that the design was confusing, overly complicated, and did not provide them with any relevant information on how to improve the energy efficiency of their home. While very few mentioned design #5, a small number felt that it provided an effective way of communicating their home’s energy use and the potential for improvement.

Participants were next shown a third image containing the EnerGuide label as well as the examples of other designs from across the world:

A close-up of several energy efficiency charts

Description automatically generated

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

* **Better Buildings Home Energy Score (Label 1)**
* **Average Home Score (Label 2)**
* **HERS Index (Label 3)**
* **Nationwide House Energy Rating Scheme (Label 4)**
* **Energy Efficiency Rating (Label 5)**
* **EnerGuide (Label 6)**

Asked which label they felt would be the most useful in terms of making decisions about a home they were considering buying or renting, almost all reiterated their preference for designs #1 and #2. It was widely felt that these labels were aesthetically pleasing, easy to understand, and the most financially focused of the designs.

# Environment and Climate Change Messaging (Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income, Niagara Region Ontario, Laval Region Quebec)

Four groups took part in a discussion related to climate change and clean electricity. To begin, participants were asked what the term “clean electricity” meant to them. Most believed that it referred to the use of renewable energy sources (such as solar, wind, and hydroelectricity) to generate electricity rather than fossil fuels such as coal, oil, and gas.

Participants next engaged in an exercise where they were presented with a number of statements related to clean electricity and for each, were asked whether they agreed, disagreed, or had no opinion about the statement. The statements shown to participants varied between groups.

The statements shown to the group based in Atlantic Canada were:

* *#1 – To fight climate change, more clean and renewable electricity is needed for our household energy needs like appliances, heating and cooling and electric vehicles.*

* *#2 - Adding more clean and renewable electricity to our grid will help to stabilize electricity prices.*

* *#3- Canada should meet the increasing demand for electricity by investing in clean electricity like wind, solar, nuclear, and battery storage.*

* *#4- A Government of Canada investment of over $40 billion in clean electricity projects across Canada will add jobs and grow the economy.*

* *#5 - The energy used to power homes and businesses should rely more on domestically produced clean electricity to keep the air clean, reduce harmful air pollution and keep household prices stable for Atlantic Canadians.*

* *#6 - The federal government should support regional cooperation to develop transmission lines that move power between neighboring provinces and territories.*

* *#7- The windy environment of Atlantic Canada has excellent potential for onshore and offshore wind power and developing this resource is key to a prosperous future for the region.*

On balance, participants reacted positively to most of these statements. All agreed with Statement #1, believing that it was important for Canadians to use more clean and renewable electricity for their daily energy needs like appliances, electric vehicles (EVs), and heating and cooling. It was felt that taking this step would lead to cleaner air, lower emissions, and better long-term health outcomes for Canadians due to the decrease in carbon pollution in their environment. All also agreed with Statement #7, believing that the development of wind-based electricity had considerable potential to assist Atlantic Canadians in generating the energy they require. It was felt that wind power was a natural advantage for the region, and a number were of the opinion that of all the renewable energy sources, wind would likely be the most cost-effective to produce and utilize.

Most also agreed with Statements #3 and #4. It was felt that clean energy was an important area for the federal government to be investing in as a way of ensuring that the energy needs of Canadians would continue to be met, and that a $40 billion investment towards clean energy projects by the Government of Canada would help to create more jobs and expand this sector of the economy. Regarding Statement #4, a few felt somewhat differently, believing that $40 billion would not be enough to have a tangible impact on fighting climate change, and that a greater investment would likely be required. A large number also agreed with Statement #6, believing that greater regional energy cooperation between the provinces would likely provide for a more stable energy grid as well as the potential for lower energy prices for consumers.

Participants were more mixed in their reactions to Statements #2 and #5. While most viewed it as being important to invest in clean energy, and especially domestically produced sources (as mentioned in Statement #5), several expressed skepticism as to whether these actions would lead to a stabilization in prices for Atlantic Canadians. The view was expressed that even with the building of new clean energy projects (such as the Muskrat Falls Generating Station in Newfoundland and Labrador) in recent years, energy prices had remained high for those living in the region. As such, many expressed doubt that an expansion of clean energy in their region would lead to a stabilization in electricity costs. It was felt that in order to stabilize energy prices, competition would need to be increased in the energy market in Atlantic Canada, as well as regulations put in place regarding the rates that energy providers are permitted to charge their consumers.

Those residing in the Laval region of Quebec were shown the following statements:

* *#1 - Increasing the production of clean, renewable electricity to our grid will help to stabilize electricity prices.*

* *#2 - The Government of Canada should address climate change in a way that will keep the cost of electricity affordable in Quebec.*

* *#3 - Canada should meet the increasing demand for electricity by investing in clean electricity like wind, solar, nuclear, and battery storage.*
* *#4 - Building a clean electricity grid is a key first step to fight climate change and to power a future with electric vehicles, heat our homes and non-polluting industries.*

Among the statements shown, participants reacted most positively to Statement #3. It was widely felt that investments into clean electricity sources would have a positive impact on the environment and the fight against climate change and that this was the direction in which many countries were already heading. A few, however, had concerns about the focus on battery storage, believing that these were difficult to recycle and could have a negative environmental impact in the long run. Participants were mostly neutral in their reactions to Statement #2. Several expressed the opinion that while they felt it was important for the Government of Canada to address climate change in a way that would keep the cost of electricity affordable in Quebec, they wanted to know additional details about how this would be accomplished before they could determine whether they supported or opposed this statement. A roughly equal number were neutral in their opinions to Statement #4 as those who disagreed with it. Among those who opposed the statement, several felt that rather than placing such a significant focus on clean electricity, the Government of Canada should be focusing on producing energy from a wide range of renewable and non-renewable energy sources. It was felt that this would be the best approach to producing a stable electricity grid that would be able to meet the energy needs of Canadians. Participants largely disagreed or had no opinion related to Statement #1. A number questioned whether clean electricity was in fact more affordable than using non-renewable energy sources. It was felt that the building and operation of clean electricity infrastructure, as well as the cost of manufacturing technology such electric vehicles (EVs) and EV batteries could ultimately lead to higher energy prices for consumers rather than stabilizing them.

The group based in the Niagara region of Ontario were presented with the statements below:

* *#1 - Building a clean electricity grid is a key first step to fight climate change and to power a future with electric vehicles, heat our homes and non-polluting industries.*

* *#2 - Southern Ontario has great potential for wind and solar power, and developing these resources is key to supporting growth and a prosperous future for the region.*

* *#3 - Nuclear power and nuclear expertise in Ontario should continue to play a central role in the future of the province’s power production.*

* *#4 - Encouraging the development of more wind and solar energy is good for the economy and will create jobs in the province.*

* *#5 - I would prefer new electricity production to come from clean energy like solar and wind, as opposed to fossil fuels, like natural gas.*

* *#6 - Renewable electricity sources are the future thanks to decreasing costs of production and advancements in technology, like large-scale batteries.*

* *#7 - Clean electricity is a competitive advantage that will attract investments to Ontario from companies who want their products to be made using clean energy.*

On balance, participants expressed the greatest support for Statements #1, #2, and #7, with most agreeing with these messages. Regarding Statements #1 and #2, a large number believed that it was important to focus on expanding the development of clean electricity in order to meet the needs of those living in Ontario. Likewise, it was widely thought that Southern Ontario had considerable potential for wind and solar power generation, and many felt that this would lead to economic growth and a more resilient energy grid. Focusing on Statement #7, several felt that being a leader in clean electricity would make Ontario an attractive destination for investments from businesses based in Canada as well as from outside of the country. It was thought that many companies were placing an increasing priority on reducing their emissions and becoming carbon neutral, and that many firms would be interested in investing in Ontario if it could demonstrate that it was doing the same.

Several also agreed with Statement #4, believing that there were a number of potential economic benefits that could arise from increased investments in clean electricity. A number, however, questioned whether this would lead to a large number of jobs being created for Canadians. Among these participants, it was felt that while there may be a number of new jobs available related to the building of clean energy infrastructure, they did not believe that this would lead to many long-term positions being available in this sector after these projects were completed. Participants also largely agreed with Statement #5 and felt that having an increasing amount of their energy come from sources such as solar and wind (rather than fossil fuels such as natural gas) would be preferable and more environmentally sustainable in the long-term. However, a few felt differently, indicating that they did not have a preference as to whether their energy came from renewable or non-renewable sources. A small number expressed skepticism as to whether it would be realistic for Ontario to be able to completely phase out non-renewable sources such as natural gas at any point in the foreseeable future.

Participants mostly disagreed or were mixed in their opinions related to Statements #3 and #6. For Statement #3, while supportive of the increased development of renewable energy, a number expressed concerns related to the safety of nuclear energy and whether there would be dangers involved in relying more heavily on this technology. Among the smaller number who were more supportive of nuclear energy, it was felt that this could be an effective and energy-efficient way of increasing the strength and reliability of Ontario’s energy grid. A few indicated that they did not know enough about nuclear energy and its potential benefits and/or risks to determine whether they agreed or disagreed. Focusing on Statement #6, several questioned what a large-scale battery was and how this technology worked. A number also were worried about the potential environmental drawbacks of manufacturing and disposing of these batteries. A small number expressed that while they were not completely sure how these large-scale batteries would operate, they were supportive of any technology that could help to produce and store energy in a more efficient way.

Individuals residing in Western Canada were shown the following set of statements:

* *#1 - The sunny and windy environment of the Prairies has excellent potential for wind and solar power, and developing these next generation resources is key to a prosperous future for the region.*

* *#2 - The abundance of uranium resources in Saskatchewan makes nuclear power a good option for the Prairies.*

* *#3 - Building more clean energy infrastructure will meet all the energy needs of the Prairies.*

* *#4 - Fossil fuel electricity production will always be necessary in the harsh climate of the Prairies.*
* *#5 - Growing demand for electricity from homes and businesses should be met with clean energy sources to keep the air clean, prices stable and power reliable.*
* *#6 - The federal government should support regional cooperation to develop electrical grids that move power between neighboring provinces and territories.*

Participants expressed the largest amount of support for Statements #1, #4, and #5. Discussing Statement #1, several felt that while there would be some up-front costs to building the infrastructure required for greater wind and solar power generation, these investments could lead to economic growth and help to produce a greater amount of energy for those living in the Prairie provinces. A number expressed the view that for provinces such as Alberta and Saskatchewan to remain economically competitive in the energy sector, they would need to invest in clean electricity in order to meet the growing demand among consumers for renewable energy.

Focusing on Statement #4, however, most agreed that fossil fuels would continue to play an important role in providing energy for the Prairies, especially during times of the year when these provinces experienced harsher climates. A number were of the impression that energy sources such as oil and coal performed better in colder weather and would continue to be useful, even as renewable energy sources became more widely available. A large number, however, also agreed with Statement #5 and believed that growing demand for electricity for homes and businesses should be primarily met with clean energy sources. The view was expressed that there was already considerable strain being placed on the oil and gas sector and in order to keep the electricity grid resilient, a wider array of energy sources would be required.

Several also agreed with Statement #6, believing that it was an intuitive step for the federal government to support regional cooperation to develop electrical grids that move power between neighboring provinces and territories. It was felt that this would be a way for different areas to assist one another, allowing those provinces/territories that may have a surplus of energy to sell off this additional supply to other areas facing energy deficits. Most expressed uncertainty related to Statement #2. While some felt that nuclear energy could be a safe and reliable option, a large number felt that they did not know enough about this technology to form a proper evaluation of this statement. Several disagreed with Statement #3 and many were skeptical as to whether the building of more clean energy infrastructure would on its own be enough to meet the energy needs of those living in the Prairies. A number reiterated the view that there would always be a place for oil and gas in meeting the energy needs of their region and Canada more broadly.

All groups were asked whether they would be willing to pay slightly more in the short term to lay the foundation for a lower cost clean electricity transition over the longer term. On balance, a roughly equal number of participants indicated that they would be willing to do this compared to those who were more uncertain. Regionally, a slightly larger number of those residing in the Laval region of Quebec and Western Canada indicated that they would willing to pay these additional costs relative to those living in the Niagara region of Ontario and Atlantic Canada. Among those who were in favour of paying slightly more in the short term, it was widely felt that this would be an important investment for future generations and would go a long way towards mitigating the impacts of climate change going forward. For those who were less certain about whether they would be willing to take on these additional costs, a few questioned how much ‘slightly more’ would be and whether Canadians would be able to take on these increased costs given the high cost of living at present. Some also were concerned that even if these investments were made, the cost of energy would continue to be high unless actions were taken to regulate energy providers and their rates.

# Climate Change Advertisement Message Testing (Greater Toronto Area Concerned About Crime, Niagara Region Ontario, Laval Region Quebec)

Three groups shared their perspectives related to two potential advertisements currently being developed by the federal government to inform Canadians about the actions it was taking to address climate change. Participants were presented with scripts for these video ads and were informed that these videos could appear on digital media such as YouTube and other online platforms as well as on television.

To begin, participants were presented with the following script which was read to them twice, in succession. Groups in the Greater Toronto Area (GTA) and the Niagara region of Ontario were read an English-language version of the script, while those residing in the Laval region of Quebec were presented a French-language version.

*The video opens on a wide shot of a beautiful Canadian forest. We see birds chirping and beautiful rivers running below.*

*VO: Canada’s Climate Plan is focused on helping the environment AND the economy.*

*The camera goes above the trees and then directly into them.*

*VO: The Government of Canada is reducing millions of tons of pollution…*

*VO: AND supporting the creation of thousands of new jobs.*

*The camera follows a tree trunk down towards the ground. Just as it hits the grass on the ground, a transition moment happens and the scene flips upside down. As the environment flips, the base of the tree trunk flips to suddenly become the base of a charging station in a public EV bus parking lot. The camera moves up the base of the charger and pulls out to reveal the lot. We see a worker installing a new charging station.*

*VO: By investing in green technology and growing industries...*

*VO: We are taking action to help move towards a cleaner future.*

*The camera moves gradually to show the front of a bus. Just as we cross the front of the bus, this acts as a transition wall to a new environment. The scene changes and the bus is now a green space maintenance vehicle in a park. There’s a worker planting a tree and another cleaning up some litter.*

*We see a happy family of three in the park before pulling out to see a beautiful overhead shot of the park with nature thriving all around.*

*VO/SUPER: Have it both ways with Canada’s Climate Plan. To Learn More Visit Canada.ca/climateplan.*

*Cut to Government of Canada end slate with mnemonic and the Government of Canada logo*

Sharing their initial reactions to the advertisement, several spoke positively of the described imagery related to the forest environment, beautiful rivers, and birds chirping. It was felt that this was an effective way of beginning the advertisement and communicating to Canadians the environment and ecosystems that the federal government was working to protect. A number also liked how the advertisement ended with information related to the Canada Climate Plan where they could go online to find out more. A few, however, felt that there could be a stronger call to action at the conclusion of the advertisement, such as encouraging Canadians to look into whether they were eligible for climate-related rebates or incentives. Participants were mixed in their views related to the transitions between the tree stump to the electric vehicle (EV) charger to the front of the bus to the family in the park. While some felt this would be a striking and visually engaging way of presenting this advertisement, a number believed that these transitions could be somewhat jarring to the viewer and might take away from their focus on the ad’s messaging.

Asked what they thought was the main message of this advertisement, many believed that it was primarily focused on communicating to viewers that the Government of Canada was taking action to address climate change and protect the environment, and that one of the primary ways it was doing this was by promoting the further manufacturing and use of EVs by Canadians. Several viewed EVs and EV production as the focal points of this advertisement and believed the ad was seeking to communicate that a transition to EVs and other green technology would produce both environmental and economic benefits. On balance, most viewed the ad as being optimistic in its tone and believed that it promoted a positive, more environmentally friendly future for Canadians. Questioned whether they felt the message of the ad was easy to understand, almost all thought that it was.

Discussing whether they felt it was appropriate for the message of this advertisement to be coming from the Government of Canada, most felt that it was. It was believed that given that climate change was a national issue and something that had the potential to impact all Canadians, it was important for the federal government to be leading the way on taking action to address this issue. A few felt somewhat differently, believing that the advertisement did little to address the potential environmental concerns they believed were associated with EVs, including the environmental damage incurred by the mining of materials for EV batteries and difficulties related to recycling these batteries at the end of their use. It was felt that communications from the Government of Canada should be more upfront about these potential environmental drawbacks.

Questioned as to whether this advertisement spoke to them and/or motivated them to take action, only a small number felt that it did. While most viewed climate change as an important priority, few indicated that they would be willing to take actions such as switching to an EV and thus felt that they did not really relate to this ad. A number identified the price of EVs, which they perceived as being prohibitively expensive, as a primary barrier to them transitioning to this type of vehicle. Among the smaller number who felt the ad spoke to them, it was felt that it was very important to be taking action now to protect Canada’s environments and ecosystems, and that it was reassuring that the federal government had a plan in place to achieve this. Asked what could be done to make this ad more effective, several believed that a greater emphasis should be placed on renewable energy (such as solar, wind, and hydroelectricity) more generally rather than what they perceived as its current focus on EVs. It was felt that taking this action would make the video more relatable to a broader range of Canadians. A few also thought that the advertisement could place a greater focus on drawing attention to recent environmental disasters, such as the July 2024 wildfires in Jasper, Alberta, as a way of further communicating the importance of combatting climate change.

Participants residing in the GTA and the Niagara region of Ontario were presented with a second script, read twice in succession, that focused on the Canada Carbon Rebate (CCR) and the annual amounts Ontarians could expect to receive through this initiative:

*The video opens on a hiker walking through a scenic forest. He stops and pull out a digital camera to take a shot of the beautiful landscape.*

*VO: Greenhouse gas pollution heats the planet and threatens our nature.*

*The image goes into the hiker’s camera as the hiker snaps a photo.*

*As the hiker snaps the photo, we go through the hiker’s camera lens and a transition moment happens. The lens acts as a tunnel and the scene flips upside down. The image pulls out of the back of a man’s phone who is mowing his lawn with a battery-powered mower.*

*VO: Canada’s carbon price is designed to protect our environment by reducing this pollution…*

*VO: AND the Canada Carbon Rebate gives money back to Canadians.*

*We see the man looking at his phone and we see a notification on his screen that he's received the Canada Carbon Rebate deposit to his bank account.*

*SUPER: In Ontario, an individual gets $560 this year, with a bonus for those in rural areas.*

*The man puts his phone back in his pocket and continues to mow the lawn with a battery-operated lawn mower. The camera moves gradually to show the end of the driveway where his spouse is receiving their young child as he comes back home in a school bus. They then head together towards the house.*

*VO: Contributing to a cleaner future and putting money back into your pocket.*

*The camera pulls out to a beautiful overhead scenic shot of the neighbourhood.*

*VO/SUPER: Have it both ways with the Canada Carbon Rebate. To learn more visit Canada.ca/carbonrebate.*

*Cut to Government of Canada end slate with mnemonic and the Government of Canada logo.*

Several reacted positively to this concept and felt that its perceived focus on the CCR and the notion of money going back into their pockets would be widely relatable to a large number of Canadians. A number believed that the described imagery would be visually engaging and communicate the beauty of Canada’s environment and the importance of protecting it. A few felt that beginning the ad by mentioning the potential dangers of greenhouse gas pollution to heat the planet and threaten nature was an effective way of framing the issue and the stakes involved. Asked what they felt was the main message of this advertisement, most believed that it was to inform Canadians that they would be receiving CCR payments and that they could take further action to combat climate change by switching to cleaner, more environmentally friendly technology.

Asked whether this advertisement would motivate them to take action, several indicated that they would be interested in finding out more about how to receive CCR payments and whether any action was required on their part, apart from filing their taxes. A number, however, were of the opinion that apart from encouraging Canadians to find out more online, there was not much in the way of a call to action for this advertisement. Discussing actions that could be taken to make this ad more effective, it was felt that more could be done to emphasize the financial pressures being felt by many Canadian households at present and the ways in which the CCR could assist those who were currently struggling with the cost of living. A few also felt that imagery such as mowing one’s lawn would be unrelatable to a large number of Canadians, believing that many (such as those living in apartment complexes) would not be frequently engaging in this type of activity.

Discussing the two scripts they had been presented with, participants were asked whether they felt either of the ads would be effective in terms of encouraging them to visit the website for more information. On balance, most felt that the second ad was more effective in this regard, believing that its focus on the amounts that they could receive through the CCR and how this could help their families, would encourage them to want to learn more about this initiative. It was felt by these participants that the second advertisement had connected with them on a personal level due to what they perceived as its focus on their own household situation. Discussing the first ad, while few felt it would encourage them to visit the website to learn more, a small number indicated that they would likely be interested in finding out more information about the Canada Climate Plan highlighted in the script.

Appendices

# Appendix A – Recruiting Scripts

## English Recruiting Script

**Privy Council Office**

**Recruiting Script – September 2024**

**English Groups**

**Recruitment Specifications Summary**

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

Specifications for the focus groups are as follows:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Group** | **Date** | **Time (EDT)** | **Local Time** | **Location** | **Composition** | **Moderator** |
| 1 | Wed, Sept 4th | 4:30-6:30 PM | 6:00-8:00 (NDT) | Newfoundland & Labrador | General Population | DN |
| 2 | Thurs, Sept 5th | 9:00-11:00 PM | 6:00-8:00 PM (PDT) | Greater Vancouver Area | General Population | TBW |
| 3 | Tues, Sept 10th | 6:00-8:00 PM | 6:00-8:00 PM (EDT) | Eastern Ontario | Parents of Children in Daycare or Seeking Daycare | DN |
| 4 | Wed, Sept 11th | 8:00-10:00 PM | 6:00-8:00 PM (MDT) | Alberta | General Population | TBW |
| 6 | Tues, Sept 17th | 8:00-10:00 PM | 6:00-8:00 (MDT)  7:00-9:00 (CDT/EST)  8:00-10:00 (EDT) | Northern Canada | General Population | TBW |
| 7 | Wed, Sept 18th | 5:00-7:00 PM | 6:00-8:00 (ADT)  6:30-8:30 (NDT) | Atlantic Canada | Low-to-Moderate Income | DN |
| 9 | Mon, Sept 23rd | 8:00-10:00 PM | 6:00-8:00 (MDT, CST)  7:00-9:00 (CDT)  5:00-7:00 PM (PDT) | Western Canada | Low-to-Moderate Income | TBW |
| 10 | Tues, Sept 24th | 6:00-8:00 PM | 6:00-8:00 PM (EDT) | Greater Toronto Area | Concerned about Crime | DN |
| 11 | Wed, Sept 25th | 6:00-8:00 PM | 6:00-8:00 PM (EDT) | Niagara Region | General Population | MP |

**Recruiting Script**

**INTRODUCTION**

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

Would you prefer to continue in English or French? / Préfériez-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**

1. In which city do you reside?

|  |  |  |
| --- | --- | --- |
| **LOCATION** | **CITIES** |  |
| Newfoundland and Labrador | Cities/regions could include (but are not limited to):  St. John’s, Corner Brook, Conception Bay, Mount Pearl, Labrador City, Grand Falls-Windsor, Paradise  **ENSURE A GOOD MIX.** | **CONTINUE – GROUP 1** |
| Greater Vancouver Area | Cities include:  Vancouver, Burnaby, Surrey, Richmond, Coquitlam, Delta, New Westminster, Port Coquitlam, North Vancouver  **ENSURE A GOOD MIX.** | **CONTINUE – GROUP 2** |
| Eastern Ontario | Cities include:  Ottawa, Kingston, Belleville-Quinte West, Cornwall, Brockville, Pembroke  **ENSURE A GOOD MIX.** | **CONTINUE – GROUP 3** |
| Alberta | Cities/towns could include (but are not limited to):  Calgary, Edmonton, Red Deer, Lethbridge, Wood Buffalo, Airdrie, Fort McMurray, Medicine Hat, Grande Prairie  **ENSURE A GOOD MIX. NO MORE THAN 2 PER CITY.** | **CONTINUE – GROUP 4** |
| Northern Canada (YK, NU, NWT) | Cities/regions could include (but are not limited to):  Yukon: Whitehorse, Dawson City  Nunavut: Iqaluit  Northwest Territories: Yellowknife, Hay River, Inuvik, Fort Smith  **ENSURE A GOOD MIX.** | **CONTINUE – GROUP 6** |
| Atlantic Canada (NS, NB, NL, PEI) | Cities/regions could include (but are not limited to):  Nova Scotia: Halifax, Cape Breton, New Glasgow, Glace Bay, Truro  New Brunswick: Greater Moncton Area, Greater Saint John Area, Quispamsis – Rothesay, Dieppe, Miramichi, Edmundston, Fredericton, Saint John  Newfoundland & Labrador: St. John’s, Corner Brook, Conception Bay, Mount Pearl  Prince Edward Island: Charlottetown, Summerside  **ENSURE A GOOD MIX OF CITIES/REGIONS ACROSS PROVINCES. NO MORE THAN 3 FROM EACH PROVINCE.** | **CONTINUE – GROUP 7** |
| Western Canada (SK, BM, AB, BC) | Cities include (but are not limited to):  Saskatchewan: Saskatoon, Regina, Prince Albert, Moose Jaw, Swift Current, Yorkton, North Battleford, Warman, Weyburn, Estevan.  Manitoba: Winnipeg, Brandon, Steinbach, Winkler, Portage la Prairie, Thompson, Selkirk, Morden.  Alberta: Calgary, Edmonton, Red Deer, Lethbridge, Airdrie, Fort McMurray, Medicine Hat, Grande Prairie, Spruce Grove, Fort Saskatchewan, Chestermere, Beaumont, Camrose, Stony Plain, Sylvan Lake.  British Columbia: Vancouver, Victoria, Kelowna, Abbotsford, Surrey, Kamloops, Chilliwack, Prince George, Vernon, Penticton, Parksville, Duncan, Tsawwassen, Ladner, Squamish, Fort St. John.  **ENSURE 2 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN 1 FROM EACH CITY. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION.** **INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.** | **CONTINUE – GROUP 9** |
| Greater Toronto Area | Cities include:  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)  **ENSURE A GOOD MIX ACROSS THE REGION. NO MORE THAN 2 FROM THE CITY OF TORONTO OR PER REGION/COUNTY.** | **CONTINUE – GROUP 10** |
| Niagara Region | Cities/towns could include (but are not limited to):  St. Catharines, Niagara Falls, Welland, Fort Erie, Grimsby, Lincoln, Thorold, Port Colborne, Niagara-on-the-lake, Pelham, Wainfleet  **ENSURE A GOOD MIX ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES.** | **CONTINUE – GROUP 11** |
| **VOLUNTEERED**  Prefer not to answer |  | **THANK AND END** |

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

|  |  |
| --- | --- |
| Less than two years | **THANK AND END** |
| Two years or more | **CONTINUE** |
| Don’t know/Prefer not to answer | **THANK AND END** |

1. 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 | **ALL LOCATIONS = CONTINUE** |
| 25-34 |
| 35-44 |
| 45-54 |
| 55+ |
| **VOLUNTEERED**  Prefer not to answer | **THANK AND END** |

1. **ASK ONLY IF GROUP 3** Do you have any children under the age of 18?

Yes **CONTINUE**

No **THANK AND END**

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

**4a. ASK ONLY IF GROUP 3** Are any of your children under the age of 18 currently attending daycare?

|  |  |
| --- | --- |
| Yes, they currently are in daycare | **CONTINUE TO Q4b.** |
| No, but I am currently looking to enroll my child/children in daycare within the next 12 months |
| No, they are not currently attending, and I am not looking to enroll them in daycare within the next 12 months | **THANK AND END** | |
| **VOLUNTEERED** Prefer not to answer |  |

**ENSURE A GOOD MIX OF THOSE CURRENLTY IN DAYCARE AND THOSE WHO ARE LOOKING TO ENROLL THEIR CHILD IN DAYCARE WITHIN THE NEXT 12 MONTHS.**

**4b. ASK ONLY IF GROUP 3** **IF ‘YES, CURRENTLY IN DAYCARE’ AT Q4a, ASK:** Which of the following best describes the program your child/children is/are currently enrolled in?

**IF ‘NO, LOOKING TO ENROLL’ AT Q4a, ASK:** Which of the following best describes the type of daycare program you are looking to enroll your child in?

|  |  |
| --- | --- |
| Daycare centre, 5 days a week | **CONTINUE TO Q4c.** |
| Daycare centre, part time |
| Home daycare, 5 days a week |
| Home daycare, part time |
| Before and after school program |
| **VOLUNTEERED**  Prefer not to answer | **THANK AND END** |

**ENSURE A GOOD MIX BY TYPE OF DAYCARE. SKEW TO THOSE WITH CHILDREN ATTENDING DAYCARE FULL TIME (5 DAYS A WEEK).**

**4c. ASK ONLY IF GROUP 3** Could you please tell me the age(s) of your children who are under the age of 18?

|  |  |
| --- | --- |
| **Child** | **Age** |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |

**ENSURE A GOOD MIX BY AGE AND NUMBER OF CHILDREN IN EACH GROUP.**

1. **ASK ONLY GROUP 10** How would you describe your level of concern about crime in your community and more broadly across Canada?

Very concerned **CONTINUE**

Somewhat concerned **CONTINUE**

Indifferent **THANK AND END**

Not very concerned **THANK AND END**

Not at all concerned **THANK AND END**

Don’t know/Prefer not to answer **THANK AND END**

**5a. ASK ONLY GROUP 10** In the past 5 years, would you say the level of crime in your community has …

Increased **CONTINUE**

Stayed about the same **THANK AND END**

Decreased **THANK AND END**

**VOLUNTEERED** Not Sure **THANK AND END**

**5b. ASK ONLY** **GROUP 10** What type of crime are you most concerned about?

Violent crime

Property crime

Petty crime

Hate crimes (based on gender, racial, or religious prejudice)

Fraudulent crimes

Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**VOLUNTEEERED** Not sure **THANK AND END**

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

**ENSURE A GOOD MIX.**

1. **ASK ONLY IF GROUPS 7 & 9** How many people in your household are over the age of 18?

1 person **CONTINUE**

More than 1 person **CONTINUE**

1. **ASK ALL GROUPS** Which of the following categories best describes your total household income in 2023? That is, the total income of all persons in your household combined, before taxes?

|  |  |
| --- | --- |
| Under $20,000 | **IF GROUP 7 OR 9 = CONTINUE IF MORE THAN 1 PERSON IN HOUSEHOLD & <$65,000**  **IF GROUP 7 & 9 = CONTINUE IF ONLY 1 PERSON IN HOUSEHOLD & <$40,000**  **ALL OTHERS = CONTINUE** |
| $20,000 to just under $40,000 |
| $40,000 to just under $50,000 |
| $50,000 to just under $65,000 |
| $65,000 to just under $80,000 | **IF GROUP 7 OR 9 = THANK AND END**  **ALL OTHERS = CONTINUE** |
| $80,000 to just under $100,000 |
| $100,000 to just under $125,000 |
| $100,000 to just under $150,000 |
| $150,000 and above |
| **VOLUNTEERED** Prefer not to answer | **THANK AND END** |

**ENSURE A GOOD MIX WHERE APPLICABLE.**

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

|  |  |
| --- | --- |
| Own | **CONTINUE** |
| Rent |
| **VOLUNTEERED** Living at home |
| **VOLUNTEERED** Other, please specify: |
| **VOLUNTEERED** Don’t know/not sure | **THANK AND END** |

**ENSURE A GOOD MIX WHERE APPLICABLE.**

**8a. ASK ALL GROUPS** Which of the following best describes the residence you currently **[own/rent]**?

Condo **CONTINUE**

Apartment **CONTINUE**

Single family home **CONTINUE**

Townhome **CONTINUE**

Other, please specify: ­­­­\_\_\_\_\_\_\_\_ **CONTINUE**

**ENSURE A GOOD MIX.**

1. 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.*”

1. 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**

* 1. **CONTINUE**

1. 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

1. **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**

1. **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**

1. **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.**
2. Have you ever attended a focus group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

Yes **CONTINUE**

No **SKIP TO Q.19**

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

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

More than 6 months ago **CONTINUE**

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

0-4 groups **CONTINUE**

5 or more groups **THANK AND END**

1. 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.

1. 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.**

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

Accommodation and Food Services  
Administrative and Support, Waste Management and Remediation Services

Agriculture, Forestry, Fishing and Hunting   
Arts, Entertainment and Recreation

Automotive  
Construction  
Educational Services  
Finance & Insurance   
Health Care

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

Unemployed

Full Time Student

Retired

Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_

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

1. **ASK ALL GROUPS** Which of the following racial or cultural groups best describes you? (multi-select)

White/Caucasian

South Asian (e.g., East Indian, Pakistani, Sri Lankan)

Chinese

Black

Latin American

Filipino

Arab

Southeast Asian (e.g., Vietnamese, Cambodian, Thai)

Korean or Japanese

Indigenous

Other (specify)

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

**ENSURE A GOOD MIX.**

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

|  |  |
| --- | --- |
| Male | **CONTINUE** |
| Female | **CONTINUE** |

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

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

Yes **CONTINUE TO INVITATION ON NEXT PAGE**

No **THANK AND END**

**INVITATION**

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

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

Would you be willing to attend?

Yes **CONTINUE**

No **THANK AND END**

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

**Name:**

**Telephone Number:**

**E-mail Address:**

You will receive an e-mail from **[INSERT RECRUITER]** with the instructions to login to the online group. Should you have any issues logging into the system specifically, you can contact our technical support team at [support@thestrategiccounsel.com](mailto: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 – septembre 2024**

**Groupes en français**

**Résumé des consignes de recrutement**

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

Caractéristiques des groupes de discussion :

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **GROUPE** | **DATE** | **HEURE (HNE)** | **HEURE**  **(LOCALE)** | **LIEU** | **COMPOSITION DU GROUPE** | **MODÉRATEUR** |
| 5 | 12 septembre | 6:00-8:00 | 6:00-8:00 (HAE) | Québec | Ménages à revenu faible et moyen | MP |
| 8 | 19 septembre | 6:00-8:00 | 6:00-8:00 (HAE) | Centres de taille grande au Québec | Canadiens/canadiennes d’origine arabe | MP |
| 12 | 26 septembre | 6:00-8:00 | 6:00-8:00 (HAE) | Région de Laval | Population générale | MP |

**Questionnaire de recrutement**

**INTRODUCTION**

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

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 **REMERCIER ET CONCLURE**

Une agence de commercialisation, de marque ou de publicité **REMERCIER ET CONCLURE**

Un magazine ou un journal  **REMERCIER ET CONCLURE**

Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial **REMERCIER ET CONCLURE**

Un parti politique  **REMERCIER ET CONCLURE**

Dans les relations publiques ou les relations avec les médias **REMERCIER ET CONCLURE**

Dans le milieu de la radio ou de la télévision **REMERCIER ET CONCLURE**

Non, aucune de ces réponses **CONTINUER**

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

Oui **REMERCIER ET CONCLURE**

Non **CONTINUER**

1. Quelle est la langue officielle du Canada que vous parlez principalement aujourd’hui?

Anglais **REMERCIER ET CONCLURE**

Français **CONTINUER**

Autre [Préciser ou non la langue, selon les besoins de l’étude] **REMERCIER ET CONCLURE**

Préfère ne pas répondre **REMERCIER ET CONCLURE**

1. Dans quelle ville habitez-vous?

|  |  |  |
| --- | --- | --- |
| **LIEU** | **VILLES** |  |
| Québec | Les villes peuvent notamment comprendre (mais ne sont pas limité à) :  Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière, Saint-Jean-sur-Richelieu, Chateauguay, Drummondville, Granby, Saint-Hyacinthe  **ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION.** | **CONTINUER – GROUPE 5** |
| Centres de taille grande au Québec | Grandes villes = Population 100 000+  Les grandes villes : Montréal, Gatineau, Ville de Québec, Saguenay, Sherbrooke, Trois-Rivières, Saint-Jérôme, Chicoutimi – Jonquière. | **CONTINUER – GROUPE 8** |
| Région de Laval | Les villes peuvent notamment comprendre :  Chomedey, Duvernay, Auteuil, Fabreville, Laval-des Rapides, Laval-Ouest, Laval-sur-le-Lac, Pont-Viau, Sainte-Dorothée, Sainte-Rose, Saint-François, Saint-Vincent-de-Paul, Vimont  **ASSURER UNE BONNE REPRÉSENTATION DES VILLES DE LA RÉGION.** | **CONTINUER – GROUPE 12** |
| **RÉPONSE SPONTANÉE**  Préfère ne pas répondre |  | **REMERCIER ET CONCLURE** |

1. 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** |

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

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

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

1. **À DEMANDER SEULEMENT AU GROUPE 8** 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 8** 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 8** Êtes-vous né(e) au Canada?

Oui **PASSER À LA Q8. - GROUPE 8**

Non **CONTINUER À Q6c.**

**RÉPONSE SPONTANÉE**, préfère ne pas répondre **REMERCIER ET CONCLURE**

**6c.**  **À DEMANDER SEULEMENT AU GROUPE 8** Depuis combien d’années habitez-vous au Canada?

|  |  |
| --- | --- |
| Moins de 5 ans | **CONTINUER – GROUPE 8** |
| 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.**

**7a**. **À DEMANDER SEULEMENT AU GROUPE 5** Combien de personnes de votre ménage sont âgées de plus de 18 ans?

Une personne **CONTINUER**

Plus d’une personne **CONTINUER**

1. **POUR TOUS LES LIEUX** Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2023 – c’est-à-dire le revenu cumulatif de l’ensemble des membres de votre ménage avant impôt?

|  |  |
| --- | --- |
| Moins de 20 000 $ | **SI GROUPE 5 = CONTINUER SI LE MÉNAGE EST COMPOSÉ DE PLUS D’UNE PERSONNE ET QUE LE REVENU EST < 65 000 $**  **SI GROUPE 5 = CONTINUER SI LE MÉNAGE N’EST COMPOSÉ QUE D’UNE SEULE PERSONNE ET QUE SON REVENU EST < 40 000 $**  **TOUS LES AUTRES = CONTINUER** |
| 20 000 $ à moins de 40 000 $ |
| 40,000 $ à moins de 60,000 $ |
| 60,000 $ à moins de 65,000 $ |
| 65 000 $ à moins de 80 000 $ | **SI GROUPE 5 = REMERCIER ET CONCLURE**  **TOUS LES AUTRES = CONTINUER** |
| 80 000 $ à moins de 100 000 $ |
| 100 000 $ à moins de 150 000 $ |
| 150 000 $ ou plus |
| **RÉPONSE SPONTANÉE :** Préfère ne pas répondre | **REMERCIER ET CONCLURE** |

**ASSURER UN BON MÉLANGE LORSQUE POSSIBLE.**

1. **POUR TOUS LES LIEUX** Êtes-vous actuellement propriétaire ou locataire de votre résidence principale? **ECLAIRCISSEMENT AU BESOIN :** Vous êtes considéré comme propriétaire même si vous avez une dette hypothécaire active.

|  |  |
| --- | --- |
| Propriétaire | **CONTINUER** |
| Locataire |
| **RÉPONSE SPONTANÉE** Habitant au domicile parentale |
| **RÉPONSE SPONTANÉE** Autre, veuiller précisez : |
| **RÉPONSE SPONTANÉE** Ne sais pas/Préfère ne pas répondre | **REMERCIER ET CONCLURE** |

**ASSURER UN BON MÉLANGE.**

**8a.** **POUR TOUS LES LIEUX** Parmi les choix suivants, lequel décrit le mieux la résidence dont vous êtes actuellement [propriétaire/locataire]?

Condo **CONTINUER**

Apartement **CONTINUER**

Maison unifamiliale **CONTINUER**

Maison en rangée **CONTINUER**

Maison jumelée **CONTINUER**

Maison mitoyenne **CONTINUER**

Autre, veuillez préciser :­­­­\_\_\_\_\_\_\_\_ **CONTINUER**

**ASSURER UN BON MÉLANGE.**

1. 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 ».*

1. 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**

1. 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

1. 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**

1. 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 capacite à utiliser seul(e) les plateformes de réunion en ligne?

1-2 **REMERCIER ET CONCLURE**

3-5 **CONTINUER**

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

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

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

Oui **CONTINUER**

Non **PASSER À LA Q.19**

1. 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**

1. 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**

1. 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.

1. **À DEMANDER SEULEMENT AU GROUPE 5 ET 12** 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.**

1. 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.**

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

Homme

Femme

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

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

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

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

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

Oui **CONTINUER À L’INVITATION**

Non **REMERCIER ET CONCLUREE**

**INVITATION**

J’aimerais vous inviter à ce groupe de discussion en ligne, qui aura lieu le **[DONNER LA DATE ET L’HEURE EN FONCTION DU NO DE GROUPE INDIQUÉ DANS LE TABLEAU, PAGE 1]**. La discussion durera deux heures et vous recevrez 125 $ pour votre participation. Ce montant vous sera envoyé par transfert électronique après la tenue du groupe de discussion.

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

Est-ce que vous accepteriez de participer?

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

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

**Nom :**

**Numéro de téléphone :**

**Adresse courriel :**

Vous recevrez un courrier électronique du **[INSÉRER LE NOM DU RECRUITEUR]** 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](mailto: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

**MODERATOR’S GUIDE**

**SEPTEMBER 2024**

**INTRODUCTION (10 minutes)** All Locations

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

**GOVERNMENT OF CANADA IN THE NEWS (5-35 minutes)** All Locations

* All Locations What have you seen, read, or heard about the Government of Canada in the last few days?
  + Where did you read, see, or hear this news?
  + Major City Centres Quebec Arab Canadians What about when it comes to international news?
  + Major City Centres Quebec Arab Canadians What are your reactions to this news?
* Newfoundland and Labrador Have you seen, read, or heard anything about the Government of Canada’s recent deal with Newfoundland and Labrador to expand school food programs?
  + IF YES:  What are your thoughts on this?
  + How do you think it might affect your household, if at all?
* Newfoundland and Labrador, Greater Vancouver Area, Alberta, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income, Laval Region Have you seen, read, or heard anything recently about the Bank of Canada cutting interest rates?
  + IF YES: What are your thoughts on this?
  + How do you think it might affect your household, if at all?
* Newfoundland and Labrador, Greater Vancouver Area, Alberta, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income What about the inflation rate in Canada? Have you seen, read, or heard anything recently about the inflation rate easing in Canada?
* Western Canada Low-to-Moderate Income, Laval Region What about the inflation rate in Canada? Have you seen, read, or heard anything recently about the inflation rate easing in Canada? [NOTE TO MODERATOR: The inflation rate dropped to 2% for August (compared to 2.5% for July), hitting the Bank of Canada’s set target.]
  + Newfoundland and Labrador, Greater Vancouver Area, Alberta, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income, Laval Region IF YES: What are your thoughts and reactions to this news?
  + Newfoundland and Labrador, Greater Vancouver Area, Alberta, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income, Laval Region Have you noticed any changes in your daily life due to inflation?
* Newfoundland and Labrador, Greater Vancouver Area, Alberta, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income, Laval Region What about the economic growth rate in Canada?
  + IF YES: What are your thoughts and reactions to this news?
  + Greater Vancouver Area, Alberta, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income, Laval Region IF NO: MODERATOR TO SHARE INFORMATION ON GDP AND PROVIDE A BRIEF EXPLANATION: (GDP stands for Gross Domestic Product. It measures the monetary value of final goods and services produced in a country in a given period of time. GDP growth: the Canadian economy grew 2.1% at an annualized rate in the most recent quarter of 2024, which was well above the Bank of Canada’s 1.5% estimate from July.)
  + What, if anything, do economic growth numbers tell you about your future economic wellbeing?
* Alberta, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income, Laval Region What about the unemployment rate in Canada?
  + IF YES: What are your thoughts and reactions to this news?
  + IF NO: The unemployment rate is currently 6.6%, compared to 5.4% in 2023 or 5.7% in 2019 before the pandemic. What are your thoughts about this information?
* Newfoundland and Labrador, Greater Vancouver Area, Alberta, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income, Laval Region Do any of these indicators – interest rates, inflation rates, economic growth rates – change how you feel about the direction of the economy and your own financial future?
  + What about your expectations around the cost of living? Why is that?
* Newfoundland and Labrador, Greater Vancouver Area, Alberta, Quebec Low-to-Moderate Income, Laval Region Changing topics, what have you seen, read, or heard recently, if anything, about immigration and changes to the Temporary Foreign Worker Program in Canada?
  + IF YES: What are your thoughts and reactions to it?
* Northern Canada Have you seen, read, or heard anything recently about the Government of Canada’s recent changes to mortgage rules?
  + Northern Canada IF YES: What did you hear?
    - Northern Canada How do you think it might affect your household, if at all?
* Major City Centres Quebec Arab Canadians What are your primary sources for news? (TV news, radio, social media, friends/family)
  + Major City Centres Quebec Arab Canadians Do you mostly get news from French language sources or in another language?
    - Major City Centres Quebec Arab Canadians IF ANOTHER LANGUAGE: Which language(s)?
    - Major City Centres Quebec Arab Canadians How often do you turn to sources in other languages?
  + Major City Centres Quebec Arab Canadians Do you mostly get news from Canadian media or media from another country?
    - Major City Centres Quebec Arab Canadians IF ANOTHER COUNTRY: Which countr(y/ies)?
    - Major City Centres Quebec Arab Canadians How often do you turn to media from another country?
* Major City Centres Quebec Arab Canadians If you were looking for federal government news, where would you go to first? Why?

**OIL & GAS EMISSIONS CAP (40 minutes)** Newfoundland and Labrador, Greater Vancouver Area, Eastern Ontario Parents of Children in Daycare/Seeking Daycare, Alberta, Quebec Low-to-Moderate Income

Eastern Ontario Parents of Children in Daycare/Seeking Daycare Now I’d like to shift to a completely different topic…

Quebec Low-to-Moderate Income Now, I’d like to move onto a different topic.

* Have you read, seen or heard anything about the federal government committing to capping and reducing emissions from the oil and gas sector?
  + IF YES: What have you read/seen/heard?

**SHOW ON SCREEN:**

The federal government is bringing in a cap on emissions in the oil and gas sector to help the country meet its emission reduction targets. Note that the cap is on *pollution* from the oil and gas sector, *not* on oil and gas production. What this means is that the sector will have to take action to reduce pollution **during the production process**, but not cap production amounts. Companies can cap emissions by investing in technologies such as those that capture pollution before it is released into the atmosphere and store it deep underground.

* In your view, is bringing in a cap on emissions in the oil and gas sector something the federal government should be doing? Why/why not?

I’m going to present a few reasons the federal government says this emissions cap should be a priority, and for each one let me know whether it’s something you agree or disagree with or have no opinion on.

**MODERATOR TO SHOW ON SCREEN ONE AT A TIME; AFTER EACH POINT ASK FOR A SHOW OF HANDS FOR AGREE/DISAGREE/NO OPINION AND REASONS**

1. No sector of the economy should be allowed unlimited pollution, and like every other sector in Canada, oil and gas should do its fair share to help lower our country’s greenhouse gas emissions.
2. The world is increasingly moving away from fossil fuels towards electric vehicles and renewable energy. Capping pollution in the oil and gas sector will ensure that Canada’s oil and gas industry stays competitive as the global marketplace demands more efficient, lower-carbon energy sources.
3. The provinces and oil and gas industry have already committed to reaching net-zero emissions by 2050, and these regulations will hold them accountable to meeting their goals.
4. The federal government is asking oil and gas companies who have made record profits in recent years to re-invest some of that money in technology that will reduce pollution in oil and gas production and create jobs for Canadian workers.

POLL: Now I’d like you to select the one that you think is the most compelling reason to have a cap on emissions in the oil and gas sector. If you don’t think any are compelling, select ‘None are compelling’ (the last option).

1. Oil and gas should do its fair share to help lower our country’s greenhouse gas emissions.
2. Capping pollution in the oil and gas sector will ensure that Canada’s oil and gas industry stays competitive.
3. Capping emissions will hold the provinces and oil and gas industry accountable to meeting their net-zero emission goals.
4. Oil and gas companies should re-invest some of their record profits in technology that will reduce pollution and create jobs for Canadian workers.
5. None of the above are compelling reasons.

* MODERATOR TO GO THROUGH EACH SELECTION: Why did you make this selection?

**BENEFITS AND SERVICES TO CANADIANS (40 minutes)** Newfoundland and Labrador, Greater Vancouver Area, Eastern Ontario Parents of Children in Daycare/Seeking Daycare

In this next section, we will talk about benefits and programs provided to Canadians by the Government of Canada.

To begin, I’d like you to rate the Government of Canada’s overall performance in providing benefits and programs to Canadians, using a 1 to 10 scale, where **1 means ‘a terrible job’** and **10 means ‘an excellent job’.** This rating is based on your top-of-mind impression so it doesn’t matter if you feel you don’t know much about federal government benefits and programs. TECH SUPPORT TO RUN POLL AND SHARE RESULTS.

* Can anyone name or describe any Government of Canada benefits or programs?
  + PROMPT AS NEEDED AND ASK THOSE WHO ARE AWARE IF THEY CAN DESCRIBE IT: What about:
    - The Canada Child Benefit (CCB)
    - The Canada Carbon Rebate (CCR)
    - The Canada Workers Benefit (CWB)
    - The Canada Pension Plan (CPP)
    - Old Age Security (OAS)
    - The Guaranteed Income Supplement (GIS)
    - Employment Insurance (EI)
    - The Canadian Dental Care Plan
    - Interest free student loans
    - Canada Student Grant
* Do you know how to access any of these benefits or programs?
  + IF YES: Has anyone tried accessing any of these benefits or programs?
    - IF YES: What was your experience like?
* When you think of the various Government of Canada benefits and programs, overall do you feel that these have improved or worsened over time (or stayed about the same)?
  + Why do you feel this way?
* What are some of the positive impacts these benefits and programs have had on you, your friends, family, or for Canadians in general?
  + PROMPT AS NEEDED: For example, do you think they could help you, someone you know, or Canadians in general manage household finances, improve quality of life, or provide a sense of security?
* What are some areas of improvement for these benefits and programs?
  + PROBE: For example, do you think amounts should be higher, the application process could be improved, they could be processed faster, eligibility criteria should be changed, etc.
* Newfoundland and Labrador, Greater Vancouver Area Thinking ahead to the future, what are your expectations about these benefits and programs?
  + Newfoundland and Labrador, Greater Vancouver Area Would you like to see these types of benefits and programs stay the same, be expanded, or reduced? Why?
  + Newfoundland and Labrador, Greater Vancouver Area How do you think those changes would affect you personally, someone you know, or Canadians in general?
* Newfoundland and Labrador, Greater Vancouver Area Reflecting on this discussion, have your views on the Government of Canada’s overall performance in providing benefits and programs to Canadians changed?
  + Newfoundland and Labrador, Greater Vancouver Area IF YES: Have they changed for the better or worse? Why is that?

**CANADA CHILD BENEFIT (CCB) VIDEO AD (30 minutes)** Eastern Ontario Parents of Children in Daycare/Seeking Daycare, Quebec Low-to-Moderate Income, Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income

I’m now going to show you a Government of Canada ad from a couple of years ago. Some of you may have seen this video previously on TV, social media, or YouTube. The government may air this ad again. Note that since it’s already been filmed the content can’t be changed. So, I want you to focus on the voice we hear at the end (not the woman in the video speaking) and the corresponding text shown on screen, as these are components that can be adjusted, as needed.

I will show the video to you twice, and then we will discuss it. Feel free to take notes to help you remember what you like and dislike about the narrator and/or the text onscreen.

**SHOW VIDEO. MODERATOR TO SHOW THE AD TWICE**

* Did this ad introduce any new information that you did not know prior to this focus group?
  + IF YES: What information was new for you?
* What is the main message of this ad?
  + AS NEEDED: What is the ad encouraging you to do?

After the mother (Sarah) speaks, the narrator says, “Do your taxes to receive the benefits and credits you may qualify for.”

I’m now going to show you this message along with a couple of alternate messages that the narrator could say instead.

**SHOW MESSAGES ON SCREEN**

1. Do your taxes to receive the benefits and credits you may qualify for.
2. Learn more at canada.ca/every-dollar-counts.
3. Find out if you qualify at canada.ca/every-dollar-counts.

* What do you think of the current approach of saying “Do your taxes to receive the benefits and credits you may qualify for” vs the alternative messages that direct viewers to the website?

**POLL:** Now I’d like to conduct a poll. I’d like you to choose which message you think is most effective in terms of encouraging you to visit the website to see what benefits and credits you may qualify for. If you don’t think any message is effective, select “None are effective.” (The last option).

1. Do your taxes to receive the benefits and credits you may qualify for.
2. Learn more at canada.ca/every-dollar-counts.
3. Find out if you qualify at canada.ca/every-dollar-counts.
4. None are effective.

None of the above messages are effective.

**NOTE TO MODERATOR –** *After the poll has closed, review results and ask the following:*

In your opinion, why is [insert message chosen] more effective than the other messages?

**ENERGY OUTLOOK (20 minutes)** Alberta

Now I’d like to change topics and talk about the oil and gas sector …

* How important, if at all, is the oil and gas sector to Alberta’s economy?
* How would you describe the current state of the oil and gas sector in Alberta?
* How important, if at all, is it for the Albertan economy to diversify beyond oil and gas? Why?
  + Which sectors will be most important for the future Albertan economy?
    - AS NEEDED: Do you see other energy sectors (aside from oil and gas) as being important for Alberta’s future economy?
      * IF YES: Which one(s)? What makes you say that?
      * IF NO: What makes you say that?
* Has anyone heard the term “sustainable jobs” before? What does it mean?
* What comes to mind when you think about sustainable jobs in the clean energy sector?

Do you think the creation of sustainable jobs in the clean energy sector would benefit the Albertan economy? What about you and your family? Why or why not?

**HOUSING****(20 minutes)** Northern Canada

* How would you describe the housing situation in your community? What about across Northern Canada?
* What are the biggest challenges when it comes to housing? PROMPT AS NECESSARY: Affordability both of purchasing and renting, quality, supply, etc.
* 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?
* Do you expect access to housing in Northern Canada will improve or worsen over the next few years? What makes you say that?
  + What needs to happen for access to housing in Northern Canada to improve?
* What have you seen, read, or heard about the Government of Canada’s work on housing?
* When it comes to housing, has the Government of Canada generally been on the right track or wrong track? What makes you say that?
* What would you like to see from the Government of Canada when it comes to housing?

**HEALTHCARE (30 minutes)** Northern Canada

Shifting to another topic …

* How would you describe the healthcare system in Canada today?
* Would you say that when it comes to Canada’s healthcare system, major changes are needed, only minor changes are need, or no changes are needed at all?
  + IF CHANGES NEEDED: What are the changes needed and who is responsible for making those changes?
* How would you describe your experiences accessing health care services?
* 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?
* 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?
* Has your experience accessing healthcare services changed over the past several years?
  + IF YES: What caused it to change? How do you know?
* Looking ahead, do you expect the healthcare system in Canada to improve, stay the same, or get worse? Why do you say that?
  + What would need to happen for the healthcare system in your community to improve?
* What role does the Government of Canada have in health care?
  + In your opinion, does the federal government understand the healthcare issues you’re most worried about? Why/why not?
* What work, if any, has the federal government ever done to address issues in health care?
* 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?

**HOME ENERGY LABEL DESIGN (45 minutes)** Northern Canada

Now we would like to ask you about home energy labels.

* Before we get started, does anyone own a home?
* Is anyone planning to buy a home within the next two years?
* Is anyone familiar with home energy labels?
  + IF YES: Can you explain what they are?
  + IF YES: Has anyone ever received or come across a home energy label?
    - IF YES: How did that come about?

Here is a brief description: A home energy label is designed to help you better understand a home’s energy performance. It can help you make decisions when buying or renting, take action to reduce your home’s energy use and greenhouse gas emissions, and potentially increase the value of your home once energy efficiency improvements are made.

* What information would you want a home energy label to tell you about your home?
  + Would you be interested in:
    - How energy efficient your home is?
    - How much energy it uses overall and/or by source (e.g. oil, electricity, natural gas)?
    - Your home’s estimated energy cost (the amount you spend on energy bills to operate your home)?
    - Your home’s greenhouse gas emissions?
    - The potential to improve your home’s energy efficiency through upgrades/renovations?
* What kind of energy cost information would you be most interested in seeing?
  + - Would you be interested in:
    - How much your current annual energy costs are?
    - How much your annual energy costs would be if you made upgrades?
    - How much money you could save by making upgrades?
    - How long it would take for the cost of making these upgrades to pay off?

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

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

SHOW IMAGE 1 – ENERGUIDE LABEL ON SCREEN

* What are your initial reactions to the label?
  + - PROMPT: What comes to mind when you see this label? What do you think this label is saying about this home?
* Do you find it easy or difficult to understand the information presented on the label?
  + - PROMPT: What do you find is particularly easy or difficult to understand? Why?
* What information on the label is most or least useful?
  + - PROMPT: Why do you think this information is/is not useful?
* Would this label help you make decisions about your home or a home you were considering buying or renting?
  + - IF YES: How might this label influence your decision-making?
* Would you change anything about this label to make it more useful for informing decisions about buying, renting, or renovating a home?
  + - PROMPT: Would you make any changes to the label design or presentation? Would you add, change or remove any of the information?

Let’s imagine scenarios where you received this label, such as when planning to renovate your home to make it more energy efficient or when considering buying or renting a home.

* What would your next steps be, based on this label:
  + - If you were planning to renovate your home?
    - If you were considering buying or renting the home?

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

SHOW IMAGE 2 – OTHER LABELS ON SCREEN

* What do you like or dislike about the different labels?
* Which rating is most useful?
  + - PROMPT: Why do you say that?
* Which rating scale is easiest to understand?

Now I’m going to show you an image with all the labels you’ve seen today.

SHOW IMAGE 3 - ALL LABELS ON SCREEN

* From all the labels we’ve shown you today, which one would be the most useful for making decisions about your home or homes you were considering buying or renting?
  + - PROMPT: Why do you say that?
* (IF THERE IS ENOUGH TIME) Do you have any overall comments about the different label designs?

**ENVIRONMENT AND CLIMATE CHANGE MESSAGING (30-45 minutes**) Atlantic Canada Low-to-Moderate Income, Western Canada Low-to-Moderate Income, Niagara Region, Laval Region

Shifting topics, now I’d like to talk about clean electricity.

* What does the term “clean electricity” mean to you?

CLARIFY AS NEEDED: Clean electricity refers to electrical power generated by sources such as wind, solar, nuclear or hydropower.

I want to show you a few statements about clean electricity and for each one I would like you to let me know whether it’s something you agree or disagree with or have no opinion on.

MODERATOR TO SHOW STATEMENTS ON SCREEN ONE AT A TIME. AFTER EACH STATEMENT ASK FOR A SHOW OF HANDS FOR AGREE/DISAGREE/NO OPINION AND REASONS

Atlantic Canada Low-to-Moderate Income

1. To fight climate change, more clean and renewable electricity is needed for our household energy needs like appliances, heating and cooling and electric vehicles.
2. Adding more clean and renewable electricity to our grid will help to stabilize electricity prices.
3. Canada should meet the increasing demand for electricity by investing in clean electricity like wind, solar, nuclear, and battery storage.
4. A Government of Canada investment of over $40 billion in clean electricity projects across Canada will add jobs and grow the economy.
5. The energy used to power homes and businesses should rely more on domestically produced clean electricity to keep the air clean, reduce harmful air pollution and keep household prices stable for Atlantic Canadians.
6. The federal government should support regional cooperation to develop transmission lines that move power between neighboring provinces and territories.
7. The windy environment of Atlantic Canada has excellent potential for onshore and offshore wind power and developing this resource is key to a prosperous future for the region.

Western Canada Low-to-Moderate Income

1. The sunny and windy environment of the Prairies has excellent potential for wind and solar power, and developing these next generation resources is key to a prosperous future for the region.
2. The abundance of uranium resources in Saskatchewan makes nuclear power a good option for the Prairies.
3. Building more clean energy infrastructure will meet all the energy needs of the Prairies.
4. Fossil fuel electricity production will always be necessary in the harsh climate of the Prairies.
5. Growing demand for electricity from homes and businesses should be met with clean energy sources to keep the air clean, prices stable and power reliable.
6. The federal government should support regional cooperation to develop electrical grids that move power between neighboring provinces and territories.

Niagara Region

1. Building a clean electricity grid is a key first step to fight climate change and to power a future with electric vehicles, heat our homes and non-polluting industries.
2. Southern Ontario has great potential for wind and solar power, and developing these resources is key to supporting growth and a prosperous future for the region.
3. Nuclear power and nuclear expertise in Ontario should continue to play a central role in the future of the province’s power production.
4. Encouraging the development of more wind and solar energy is good for the economy and will create jobs in the province.
5. I would prefer new electricity production to come from clean energy like solar and wind, as opposed to fossil fuels, like natural gas.
6. Renewable electricity sources are the future thanks to decreasing costs of production and advancements in technology, like large-scale batteries.
7. Clean electricity is a competitive advantage that will attract investments to Ontario from companies who want their products to be made using clean energy.

Laval Region

1. Accroître la production d’électricité propre et renouvelable de notre réseau contribuera à stabiliser le prix de l’électricité.
2. Le gouvernement du Canada devrait lutter contre les changements climatiques d’une manière qui permettra de garder le coût de l’électricité abordable au Quebec
3. Le Canada devrait répondre à la demande croissante d’électricité pour les foyers et les entreprises en investissant dans les sources d’électricité propre, comme l’énergie éolienne, solaire et nucléaire, ainsi que le stockage par batterie.
4. Construire un réseau électrique propre est une première étape importante pour lutter contre les changements climatiques et bâtir un avenir dans lequel nos véhicules sont électriques, nos foyers sont chauffés à l’électricité et nos industries sont non polluantes.

* Would you be willing to pay slightly more in the short term to lay the foundation for a lower cost clean electricity transition over the longer term?

**PERFORMANCE AND PRIORITIES (30 minutes)** Major City Centres Quebec Arab Canadians

* What does the Government of Canada do well?
* What does the Government of Canada need to improve on? Why?
* In your opinion, what are the top issues that the Government of Canada should be prioritizing? Why are these issues important to prioritize?
* When it comes to managing international affairs and responding to international issues, would you say the Government of Canada is on the right track or the wrong track? Why do you feel this way?
  + IF WRONG TRACK: What should the Government of Canada do to get on the right track?
* What about when it comes to managing international relations, especially with Arab majority countries, would you say the Government of Canada is generally on the right track or wrong track? Why do you say that?
* Have you seen, read, or heard anything recently about the Government of Canada and its relations with Arab majority nations?
  + IF YES: What have you heard?

And now thinking about Arab Canadians specifically…

* What are the top issues impacting Arab Canadians that the Government of Canada should be prioritizing?
  + What news have you ever seen, read, or heard about the Government of Canada’s past work on any of these issues?
  + What work, if any, is the federal government planning to do on these issues?
  + On these priorities, is the federal government generally on the right track or wrong track? Why do you say that?
    - IF WRONG TRACK: What does the Government of Canada need to do to get on the right track?
* 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?

**IMMIGRATION (30 minutes)** Major City Centres Quebec Arab Canadians

Changing topics again…

* Have you seen, read, or heard any news related to immigration in Canada recently?
  + What do you think about what you saw, read, or heard?
* Overall, how would you describe the current state of the immigration system in Canada?
* Has anyone been through Canada’s immigration process? (SHOW OF HANDS)
  + Has anyone been through the process of sponsoring a family member (either being sponsored or sponsoring a family member)? (SHOW OF HANDS)
* FOR THOSE WHO SAY THEY’VE BEEN THROUGH CANADA’S IMMIGRATION SYSTEM, ASK: How would you describe your experience? Did you experience any challenges throughout the process?
  + IF YES: Only 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?
* Overall, 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?
* 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?
* In your opinion, does the Government of Canada do enough to support to recent immigrants? What makes you say that?
* What more should the Government of Canada do to support immigrants?
  + What about when it comes to housing and healthcare?

**PUBLIC SENTIMENT (15 minutes)** Major City Centres Quebec Arab Canadians

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 or why not?

**CLIMATE CHANGE – AD MESSAGE TESTING (30-45 minutes)** Greater Toronto Area Concerned about Crime, Niagara Region, Laval Region

We are now going to review two potential ads that are currently being developed by the Government of Canada. These ads could be shown on digital media such as YouTube, news and other websites as well as on TV.

I only have video scripts for each, so I will read a description of the imagery and what you would hear as each ad plays. You will need to imagine the visuals that would accompany each message. I will read you the script twice, and then we will discuss your thoughts. Feel free to take notes to help you remember what you liked and didn’t like about the ad.

**AD #1 – NATIONAL**

**Concept 2 – National - English**

**MODERATOR TO READ THE SCRIPT TWICE**

*The video opens on a wide shot of a beautiful Canadian forest. We see birds chirping and beautiful rivers running below.*

**VO: Canada’s Climate Plan is focused on helping the environment AND the economy.**

*The camera goes above the trees and then directly into them.*

**VO: The Government of Canada is reducing millions of tons of pollution…**

**VO: AND supporting the creation of thousands of new jobs.**

*The camera follows a tree trunk down towards the ground. Just as it hits the grass on the ground, a transition moment happens and the scene flips upside down. As the environment flips, the base of the tree trunk flips to suddenly become the base of a charging station in a public EV bus parking lot. The camera moves up the base of the charger and pulls out to reveal the lot. We see a worker installing a new charging station.*

**VO: By investing in green technology and growing industries...**

**VO: We are taking action to help move towards a cleaner future.**

*The camera moves gradually to show the front of a bus. Just as we cross the front of the bus, this acts as a transition wall to a new environment. The scene changes and the bus is now a green space maintenance vehicle in a park. There’s a worker planting a tree and another cleaning up some litter.*

*We see a happy family of three in the park before pulling out to see a beautiful overhead shot of the park with nature thriving all around.*

**VO/SUPER: Have it both ways with Canada’s Climate Plan. To Learn More Visit Canada.ca/climateplan.**

Cut to Government of Canada end slate with mnemonic and the Government of Canada logo

* What are your initial thoughts about this ad?
* What do you think is the main message of the ad?
  + Is the message easy to understand?
  + Is this an appropriate message from the Government of Canada? What makes you say that?
* Does this ad speak to you? Why or why not?
* Does this ad motivate you to take action?
  + IF YES: What actions would you take?
* Do you have any other thoughts on what could make this ad more effective?

Greater Toronto Area Concerned about Crime, Niagara Region

**AD #2 – REGIONAL**

**Concept 2 – Regional – English**

**MODERATOR TO READ THE SCRIPT TWICE**

*The video opens on a hiker walking through a scenic forest. He stops and pull out a digital camera to take a shot of the beautiful landscape.*

**VO: Greenhouse gas pollution heats the planet and threatens our nature.**

*The image goes into the hiker’s camera as the hiker snaps a photo.*

*As the hiker snaps the photo, we go through the hiker’s camera lens and a transition moment happens. The lens acts as a tunnel and the scene flips upside down. The image pulls out of the back of a man’s phone who is mowing his lawn with a battery-powered mower.*

**VO: Canada’s carbon price is designed to protect our environment by reducing this pollution…**

**VO: AND the Canada Carbon Rebate gives money back to Canadians.**

*We see the man looking at his phone and we see a notification on his screen that he's received the Canada Carbon Rebate deposit to his bank account.*

***SUPER: In Ontario, an individual gets $560 this year, with a bonus for those in rural areas.***

*The man puts his phone back in his pocket and continues to mow the lawn with a battery-operated lawn mower. The camera moves gradually to show the end of the driveway where his spouse is receiving their young child as he comes back home in a school bus. They then head together towards the house.*

**VO: Contributing to a cleaner future and putting money back into your pocket.**

The camera pulls out to a beautiful overhead scenic shot of the neighbourhood.

**VO/SUPER: Have it both ways with the Canada Carbon Rebate. To learn more visit Canada.ca/carbonrebate.**

Cut to Government of Canada end slate with mnemonic and the Government of Canada logo.

* Greater Toronto Area Concerned about Crime, Niagara Region What are your initial thoughts about this ad?
* Greater Toronto Area Concerned about Crime, Niagara Region What do you think is the main message?
  + Greater Toronto Area Concerned about Crime, Niagara Region Is the message easy to understand?
  + Greater Toronto Area Concerned about Crime, Niagara Region Is this an appropriate message from the Government of Canada? What makes you say that?
* Greater Toronto Area Concerned about Crime, Niagara Region Does this ad speak to you? Why or why not?
* Greater Toronto Area Concerned about Crime, Niagara Region Does this ad motivate you to take action?
  + Greater Toronto Area Concerned about Crime, Niagara Region IF YES: What actions would you take?
* Greater Toronto Area Concerned about Crime, Niagara Region Do you have any other thoughts on what could make this ad more effective?
* Greater Toronto Area Concerned about Crime, Niagara Region Thinking about both of the ads we discussed, would they be effective in terms of encouraging you to visit the website for more information? What makes you say that?

**FIREARMS (30 minutes)** Greater Toronto Area Concerned about Crime

Now I’d like to shift topics completely and talk about issues related to firearms

* What have you seen, heard, or read about guns in your community?
* Have you noticed an increase, decrease, or no change in the presence of guns in your community? What do you think is behind that?
  + IF INCREASE: Do you think this also means there are more legal gun owners now? Why/why not?
* What effects, if any, do you think the presence of guns has on your community?
  + What about legal gun owners? What do you think they do, if anything, to maintain community safety and/or reduce risks to community safety?
    - IF NOT MENTIONED: And what about how they store their guns? Does anyone have a sense of what legal owners do or don’t do in this regard?
  + How, if at all, does the way people store their guns affect the safety or well-being of your community?
  + How, if at all, does the way guns are stored affect the safety and well-being of households that have them?
* Do you know of anything the Government of Canada has done over the last few years in relation to gun control? Are you aware of anything they are doing now?
  + IF NOT MENTIONED: What about prohibiting over 2,000 models of assault-style firearms?
    - What are your reactions to this?
  + IF NOT MENTIONED: What about implementing a national freeze on handguns to prevent individuals from bringing newly acquired handguns into Canada and from buying, selling, and transferring handguns within the country?
    - What are your reactions to this?
  + IF NOT MENTIONED: What about fighting gun smuggling and trafficking by increasing criminal penalties, providing more tools for law enforcement to investigate firearms crimes, and strengthening border security measures?
    - What are your reactions to this?
  + IF NOT MENTIONED: What about creating a new “red flag” law that would enable courts to require that individuals considered a danger to themselves or others to surrender their firearms to law enforcement? Note that the law would be designed to also protect the safety of the individual applying to the red flag process, including by protecting their identity.
    - * What are your reactions to this?
* What do you think the Government of Canada should do, if anything, when it comes to gun control?
  + FOR EACH SUGGESTION, ASK: What impact do you think this will have?

**CYBERBULLYING (20 minutes)** Greater Toronto Area Concerned about Crime

Now I’d like to talk about issues related to online harms, specifically cyberbullying.

* What have you seen, heard, or read about cyberbullying?
* What effect do you think cyberbullying is having on society, if any?
  + Who do you think is most affected by cyberbullying? Why?
* What do you think causes people to engage in cyberbullying? In other words, why do you think some people cyberbully others?
  + IF NOT MENTIONED: How do you think people who cyberbully others differ from “traditional” bullies, if at all?
* What else, if anything, do you think people who engage in cyberbullying are at risk of doing? Why?
* What do you think the Government of Canada should do, if anything, when it comes to cyberbullying?
  + What impact do you think this will have?
* Have you heard anything about a proposed bill to address online harms, called the Online Harms Act?
  + IF YES: What have you heard?

SHOW ON SCREEN

Among other measures, if the Online Harms Act becomes law, online platforms would be required to remove the following within 24 hours:

1. Content that sexually victimizes a child or revictimizes a survivor
2. Intimate content communicated without consent

* Is this something the Government of Canada should be asking platforms to do? Why or why not?
* Do you have any questions or concerns about the Online Harms Act?
* What impact, if any, would this requirement have on Canadians’ safety online?
  + What about the safety of children specifically?

**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**

**SEPTEMBRE 2024**

**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 (5 à 35 minutes) —** Tous les lieux

* Qu’avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours?
  + Où avez-vous entendu, lu ou vu cette information?
  + Canadiens d’origine arabe résidant dans les principaux centres du Québec — Qu’en est-il lorsqu’il s’agit de nouvelles internationales?
  + Canadiens d’origine arabe résidant dans les principaux centres du Québec — Quelles sont vos réactions à ces informations?
* Terre-Neuve-et-Labrador — Avez-vous vu, lu ou entendu quoi que ce soit au sujet de l’entente que le gouvernement du Canada a récemment conclue avec Terre-Neuve-et-Labrador visant à étendre les programmes d’alimentation scolaires?
  + SI OUI :  Qu’en pensez-vous?
  + De quelle façon cela pourrait-il affecter, le cas échéant, votre ménage?
* Terre-Neuve-et-Labrador, Région métropolitaine de Vancouver, Alberta — Personnes à faible et moyen revenu résidant au Québec, personnes à faible et moyen revenu résidant au Canada atlantique, personnes à faible et moyen revenu résidant dans l’Ouest canadien, région de Laval — Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet de la Banque du Canada et de la réduction de son taux d’intérêt directeur?
  + SI OUI : Qu’en pensez-vous?
  + En quoi cette réduction pourrait-elle affecter, le cas échéant, votre ménage?
* Terre-Neuve-et-Labrador, région métropolitaine de Vancouver, Alberta — Personnes à faible et moyen revenu résidant au Québec, personnes à faible et moyen revenu résidant au Canada atlantique, Personnes à faible et moyen revenu résidant dans l’Ouest canadien, région de Laval  — Et au sujet du taux d’intérêt au Canada? Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet de la Banque du Canada et de la réduction de son taux d’intérêt directeur? Personnes à faible et moyen revenu résidant dans l’Ouest canadien, région de Laval  [NOTE AU MODÉRATEUR : Le taux d’inflation a reculé à 2 % en août (comparativement à 2,5 % en juillet), atteignant ainsi l’objectif que s’était fixé la Banque du Canada].
  + Terre-Neuve-et-Labrador, région métropolitaine de Vancouver, Alberta — Personnes à faible et moyen revenu résidant au Québec, personnes à faible et moyen revenu résidant au Canada atlantique, personnes à faible revenu résidant dans l’Ouest canadien, région de Laval — SI OUI : Qu’en pensez-vous et quelles sont vos réactions à ces informations?
  + Terre-Neuve-et-Labrador, région métropolitaine de Vancouver, Alberta — personnes à faible et moyen revenu résidant au Québec, personnes à faible et moyen revenu résidant au Canada atlantique, personnes à faible revenu résidant dans l’Ouest canadien, région de Laval — Avez-vous remarqué des changements dans votre vie quotidienne dus à l’inflation?
* Terre-Neuve-et-Labrador, région métropolitaine de Vancouver, Alberta — Personnes à faible et moyen revenu résidant au Québec, personnes à faible et moyen revenu résidant au Canada atlantique, personnes à faible revenu résidant dans l’Ouest canadien, région de Laval — Qu’en est-il du taux de croissance économique au Canada?
  + SI OUI : Qu’en pensez-vous et quelles sont vos réactions à ces informations?
  + Région métropolitaine de Vancouver, Alberta - Personnes à faible et moyen revenu résidant au Québec, personnes à faible et moyen revenu résidant au Canada atlantique, personnes à faible revenu résidant dans l’Ouest canadien, région de Laval — SI NON, LE MODÉRATEUR FOURNIRA DES INFORMATIONS AINSI QU’UNE BRÈVE EXPLICATION : PIB signifie produit intérieur brut. Il mesure la valeur monétaire des biens et services finaux produits dans un pays au cours d’une période donnée. Croissance du PIB : l’économie canadienne a progressé à un taux annualisé de 2,1 % au cours du plus récent trimestre de 2024, soit à un taux nettement supérieur au 1,5 % estimé par la Banque du Canada en juillet.
  + Que vous apprennent, le cas échéant, les données relatives à la croissance économique sur votre bien-être économique futur?
* Alberta, personnes à faible et moyen revenu résidant au Québec, personnes à faible et moyen revenu résidant au Canada atlantique, personnes à faible revenu résidant dans l’Ouest canadien, région de Laval — Qu’en est-il du taux de chômage au Canada?
  + SI OUI : Qu’en pensez-vous et quelles sont vos réactions à ces informations?
  + SI NON : Le taux de chômage se situe actuellement à 6,6 %, comparativement à 5,4 % en 2023, et à 5,7 % en 2019, avant la pandémie. Que pensez-vous de ces informations?
* Terre-Neuve-et-Labrador, région métropolitaine de Vancouver, Alberta — Personnes à faible et moyen revenu résidant au Québec, personnes à faible et moyen revenu résidant au Canada atlantique, personnes à faible revenu résidant dans l’Ouest canadien, région de Laval — Y a-t-il certains de ces indicateurs – taux d’intérêt, taux d’inflation, taux de croissance économique ou taux de chômage – qui ont un impact sur votre perception de l’orientation que prend l’économie et de votre propre avenir financier?
  + Et sur vos attentes concernant le coût de la vie? Pour quelle raison?
* Terre-Neuve-et-Labrador, région métropolitaine de Vancouver, Alberta – Personnes à faible et moyen revenu résidant au Québec, région de Laval – Dans un autre ordre d’idées, qu’avez-vous vu, lu ou entendu, s’il y a lieu, au sujet de l’immigration et des changements apportés au Programme des travailleurs étrangers temporaires au Canada?
  + SI OUI : Qu’en pensez-vous et quelles sont vos réactions à ces informations?
* Nord du Canada — Avez-vous récemment vu, lu ou entendu quoi que ce soit au sujet de récentes modifications apportées par le gouvernement du Canada aux règlements entourant les prêts hypothécaires.
  + Nord du Canada — SI OUI : Qu’avez-vous vu, lu ou entendu à ce sujet?
    - Nord du Canada — De quelle façon cela pourrait-il affecter, le cas échéant, votre ménage?
* Canadiens d’origine arabe résidant dans les principaux centres du Québec — Quelles sont vos principales sources d’actualités? (P. Ex. nouvelles télévisées, radio, médias sociaux, amis ou famille)
  + Canadiens d’origine arabe résidant dans les principaux centres du Québec — Obtenez-vous principalement des nouvelles de sources en langue française ou dans une autre langue?
    - Canadiens d’origine arabe résidant dans les principaux centres du Québec - SI DANS UNE AUTRE LANGUE : Dans quelle(s) langue(s)?
    - Canadiens d’origine arabe résidant dans les principaux centres du Québec — À quelle fréquence vous tournez-vous vers des sources dans d’autres langues?
* Canadiens d’origine arabe résidant dans les principaux centres du Québec — Obtenez-vous principalement des nouvelles des médias canadiens ou des médias d’un autre pays?
  + Canadiens d’origine arabe résidant dans les principaux centres du Québec - SI D’UN AUTRE PAYS : De quel(s) pays?
  + Canadiens d’origine arabe résidant dans les principaux centres du Québec — À quelle fréquence vous tournez-vous vers des médias d’un autre pays?
* Canadiens d’origine arabe résidant dans les principaux centres du Québec — Si vous cherchiez des nouvelles du gouvernement fédéral, vers quelle source vous tourneriez-vous en premier? Pourquoi?

**PLAFONNEMENT DES ÉMISSIONS DU SECTEUR PÉTROLIER ET GAZIER (40 minutes)** Terre-Neuve-et-Labrador, région métropolitaine de Vancouver, parents d’enfants inscrits dans une garderie ou à la recherche d’une place en garderie résidant dans l’est de l’Ontario, Alberta— J’aimerais maintenant passer à un tout autre sujet…

Personnes à faible et moyen revenu résidant au Québec — J’aimerais maintenant passer à un autre sujet.

* Avez-vous récemment lu, vu ou entendu quoi que ce soit au sujet du gouvernement fédéral et de son engagement à plafonner et réduire les émissions du secteur pétrolier et gazier?
  + SI OUI : Qu’avez-vous lu, vu, ou entendu à ce sujet?

**AFFICHER À L’ÉCRAN :**

Le gouvernement fédéral entend plafonner les émissions du secteur pétrolier et gazier afin d’aider le pays à atteindre ses objectifs de réduction des émissions. Il est à noter que le plafond porte sur la *pollution* provenant du secteur pétrolier et gazier, et non sur la production de pétrole et de gaz. Cela signifie que le secteur devra prendre des mesures pour réduire la pollution produite au **cours du processus de production**, mais ne plafonnera pas le volume de production pour autant. Les entreprises peuvent plafonner les émissions en investissant dans des technologies permettant de capturer la pollution avant qu’elle ne soit rejetée dans l’atmosphère et de la stocker profondément sous terre.

* À votre avis, est-ce que plafonner les émissions dans le secteur pétrolier et gazier est quelque chose que le gouvernement fédéral devrait faire? Pourquoi ou pourquoi pas?

Je vais vous montrer quelques raisons pour lesquelles le gouvernement fédéral affirme que ce plafonnement des émissions devrait être une priorité, et vous m’indiquerez ensuite si vous êtes d’accord, en désaccord ou sans opinion concernant chacune d’elles.

**LE MODÉRATEUR LES AFFICHERA À L’ÉCRAN UNE À LA FOIS; APRÈS CHAQUE POINT**, **DEMANDER DE LEVER LA MAIN POUR INDIQUER SI L’ON EST D’ACCORD, EN DÉSACCORD OU SANS OPINION ET POUR QUELLES RAISONS.**

1. Aucun secteur de l’économie ne devrait être autorisé à polluer sans limites et, à l’instar de tous les autres secteurs au Canada, le secteur pétrolier et gazier devrait faire sa juste part en matière de réduction des émissions de gaz à effet de serre de notre pays.
2. Le monde délaisse de plus en plus les combustibles fossiles pour se tourner vers les véhicules électriques et les énergies renouvelables. Plafonner la pollution dans le secteur pétrolier et gazier permettra à l’industrie pétrolière et gazière du Canada de rester compétitive alors que le marché mondial exige des sources d’énergie plus efficaces et à plus faible teneur en carbone.
3. Les provinces ainsi que le secteur pétrolier et gazier se sont déjà engagés à atteindre la carboneutralité d’ici 2050, et ces règlements les tiendront responsables de la réalisation de leurs objectifs.
4. Le gouvernement fédéral demande aux sociétés pétrolières et gazières qui ont enregistré des bénéfices records ces dernières années de réinvestir une partie de cet argent dans des technologies qui réduiront la pollution provenant de la production de pétrole et de gaz et créeront des emplois pour les travailleurs canadiens.

**SONDAGE**: Maintenant, j’aimerais que vous sélectionniez celle qui est, selon vous, la raison la plus convaincante en faveur d’un plafonnement des émissions du secteur pétrolier et gazier. Si vous êtes d’avis qu’aucune n’est convaincante, sélectionner « aucune n’est convaincante » (la dernière option).

1. Le secteur pétrolier et gazier devrait faire sa juste part en matière de réduction des émissions de gaz à effet de serre de notre pays.
2. Plafonner la pollution dans le secteur pétrolier et gazier permettra à l’industrie pétrolière et gazière du Canada de rester compétitive.
3. Plafonner les émissions tiendra les provinces et le secteur pétrolier et gazier responsables d’atteindre leurs objectifs de carboneutralité.
4. Les sociétés pétrolières et gazières devraient réinvestir une partie de leurs bénéfices records dans des technologies qui réduiront la pollution et créeront des emplois pour les travailleurs canadiens.
5. Aucune des raisons ci-dessus n’est convaincante.

* LE MODÉRATEUR PASSERA EN REVUE CHACUN DES CHOIX : Pourquoi avez-vous choisi celle-ci?

**PRESTATIONS ET SERVICES DESTINÉS AUX CANADIENS (40 minutes)** Terre-Neuve-et-Labrador, région métropolitaine de Vancouver, parents d’enfants inscrits dans une garderie ou à la recherche d’une place en garderie résidant dans l’est de l’Ontario

Dans cette section, nous aborderons les programmes et prestations du gouvernement du Canada destinés aux Canadiens.

Pour commencer, j’aimerais que vous notiez la performance globale du gouvernement du Canada quant à la fourniture de prestations et de programmes aux Canadiens, sur une échelle de 1 à 10, **1 signifiant « un travail déplorable »** et **10 signifiant « un excellent travail ».** Cette notation se fonde votre toute première impression. Il importe donc peu que vous estimiez ne pas savoir grand-chose au sujet des prestations et des programmes du gouvernement fédéral. LE RESPONSABLE DU SOUTIEN TECHNIQUE MÈNE LE SONDAGE ET FAIT PART DES RÉSULTATS.

* Qui parmi vous peut nommer ou décrire des prestations ou des programmes du gouvernement du Canada?
  + POSER LA QUESTION SI NÉCESSAIRE ET DEMANDER À CEUX QUI LE SAVENT S’ILS PEUVENT LES DÉCRIRE : Par exemple :
    - L’Allocation canadienne pour enfants (ACE)
    - La Remise canadienne sur le carbone (RCC)
    - L’Allocation canadienne pour les travailleurs (ACT)
    - Le Régime de pensions du Canada (RPC)
    - La Sécurité de la vieillesse (SV)
    - Le Supplément de revenu garanti (SRG)
    - L’assurance-emploi (AE)
    - Le Régime canadien de soins dentaires (RCSD)
    - Les prêts pour étudiants sans intérêt
    - La bourse canadienne pour étudiants
* Savez-vous comment avoir accès à l’une de ces prestations ou à l’un de ces programmes?
  + SI OUI : Quelqu’un parmi vous a-t-il essayé d’avoir accès à l’une de ces prestations ou à l’un de ces programmes?
    - SI OUI : Comment avez-vous vécu ce processus?
* Lorsque vous pensez aux divers programmes et prestations du gouvernement du Canada, estimez-vous que, dans l’ensemble, ils se soient améliorés ou détériorés au fil du temps (ou qu’ils soient restés à peu près les mêmes)?
  + Pourquoi êtes-vous de cet avis?
* Quels sont quelques-uns des impacts positifs que ces prestations et programmes ont eus sur vous, vos amis, votre famille ou sur les Canadiens en général?
  + DEMANDER AU BESOIN : Pensez-vous, par exemple, qu’ils pourraient vous aider, aider quelqu’un que vous connaissez ou aider les Canadiens en général à gérer les finances de leur ménage, à améliorer leur qualité de vie ou à leur donner un sentiment de sécurité?
* Quels sont certains éléments de ces prestations et programmes qui pourraient être améliorés?
  + DEMANDER : Estimez-vous, par exemple, que les montants des prestations devraient être plus élevés, que le processus de demande pourrait être amélioré, que le traitement des demandes pourrait être plus rapide, que les critères d’éligibilité devraient être modifiés, etc.?
* Terre-Neuve-et-Labrador, région métropolitaine de Vancouver — En vous projetant dans l’avenir, quelles sont vos attentes en ce qui concerne ces avantages et programmes?
  + Terre-Neuve-et-Labrador, région métropolitaine de Vancouver — Souhaiteriez-vous que les prestations et programmes de ce type demeurent inchangés, soient étendus ou restreints? Pourquoi?
  + Terre-Neuve-et-Labrador, région métropolitaine de Vancouver — À votre avis, comment ces modifications vous affecteraient-elles personnellement, affecteraient-elles quelqu’un que vous connaissez ou affecteraient-elles les Canadiens en général?
* Terre-Neuve-et-Labrador, région métropolitaine de Vancouver — En vous fondant sur cette discussion, votre opinion de la performance globale du gouvernement du Canada en matière de prestations et de programmes destinés aux Canadiens a-t-elle changé?
  + Terre-Neuve-et-Labrador, région métropolitaine de Vancouver – A-t-elle changé pour le meilleur ou pour le pire? Pourquoi êtes-vous de cet avis?

**ALLOCATION CANADIENNE POUR ENFANTS (ACE) PUBLICITÉ VIDÉO (30 minutes)** Parents d’enfants inscrits à la garderie ou cherchant une place en garderie résidant dans l’est de l’Ontario, personnes à faible et moyen revenu résidant au Québec, personnes à faible et moyen revenu résidant au Canada atlantique, personnes à faible et moyen revenu résidant dans l’Ouest canadien

Je vais maintenant vous montrer une publicité du gouvernement du Canada qui date d’il y a quelques années. Certains d’entre vous l’ont peut-être déjà vue à la télévision, dans les médias sociaux ou sur YouTube. Il est possible que le gouvernement la diffuse à nouveau. Notez que le contenu ne peut pas être modifié puisqu’il a déjà été tourné. J’aimerais donc que vous vous concentriez sur la voix hors champ que l’on entend à la fin (et non sur celle de la femme qui parle dans la vidéo) ainsi que sur le texte correspondant qui apparaît à l’écran, car il s’agit d’éléments pouvant être modifiés au besoin.

Je vous montrerai la vidéo deux fois de suite, après quoi nous en discuterons. N’hésitez pas à prendre des notes pour vous aider à vous souvenir de ce que vous aimez ou n’aimez pas au sujet de l’annonceuse ou du texte à l’écran.

**MONTRER LA VIDÉO. LE MODÉRATEUR MONTRERA LA PUBLICITÉ DEUX FOIS.**

* Cette publicité vous a-t-elle apporté de nouvelles informations que vous ne connaissiez pas avant de participer à ce groupe de discussion?
  + SI OUI : Quelle information est nouvelle pour vous?
* Quel est le message principal de cette publicité?
  + AU BESOIN : Qu’est-ce que la publicité vous encourage-t-elle à faire ?

Après que la mère (Sarah/Kwena) a parlé, l’annonceuse dit : « Faites vos impôts pour recevoir les prestations et crédits auxquels vous pourriez avoir droit. »

Je vais maintenant vous montrer ce message ainsi que quelques variantes de ce message que la narratrice pourrait dire à la place.

**AFFICHER À L’ÉCRAN :**

1. Faites vos impôts pour recevoir les prestations et crédits auxquels vous pourriez avoir droit (l’adresse du site Web ne figure qu’à l’écran)
2. Apprenez-en plus à [canada.ca/chaque-dollar-compte](http://www.canada.ca/ChaqueDollarCompte)
3. Voyez si vous êtes admissible à [canada.ca/chaque-dollar-compte](http://www.canada.ca/ChaqueDollarsCompte)

* Que pensez-vous de l’approche actuelle qui dit, « faites vos impôts pour recevoir les prestations et crédits auxquels vous pourriez avoir droit » par rapport aux messages alternatifs qui invitent le public à consulter le site Web ?

**SONDAGE :** Je vais maintenant mener un sondage. J’aimerais que vous choisissiez le message qui est, selon vous, le plus efficace quant à vous encourager à consulter le site Web pour découvrir les prestations et crédits auxquels vous pourriez avoir droit. Si vous êtes d’avis qu’aucun des messages n’est efficace, veuillez sélectionner « aucun des messages ci-dessus n’est efficace » (la dernière option).

1. « Faites vos impôts pour recevoir les prestations et crédits auxquels vous pourriez avoir droit. »
2. Apprenez-en plus à [canada.ca/chaque-dollar-compte](http://www.canada.ca/ChaqueDollarCompte)
3. Voyez si vous êtes admissible à [canada.ca/chaque-dollar-compte](http://www.canada.ca/ChaqueDollarCompte)

1. Aucun des messages ci-dessus n’est efficace.

**NOTE À L’ATTENTION DU MODÉRATEUR –** *Une fois le sondage terminé, passer en revue les résultats et poser la question suivante :*

* À votre avis, quelle est la raison pour laquelle [insérer le message qui a été choisi] est plus efficace que tout autre message?

**PERSPECTIVES ÉNERGÉTIQUES (20 minutes)** Alberta

J’aimerais maintenant changer de sujet pour parler du secteur pétrolier et gazier…

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

**LOGEMENT****(20 minutes)**Nord du Canada

* Comment décririez-vous la situation du logement au sein de votre collectivité? Et dans l’ensemble du Canada?
* Quels sont les principaux enjeux en matière de logement? [DEMANDER AU BESOIN : Abordabilité des coûts d’achat et des coûts de location, qualité des logements et offre en matière de logement, etc.]
* Compte tenu des difficultés que vous venez de décrire, diriez-vous que la situation s’est aggravée, s’est améliorée ou est restée inchangée au cours des dernières années?
* 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 le nord du Canada?
* Quelles nouvelles d’actualité avez-vous vues, lues ou entendues, le cas échéant, concernant les mesures du gouvernement du Canada dans le domaine du logement?
* Concernant la question du logement, 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?
* Quelles autres initiatives souhaiteriez-vous que prenne le gouvernement du Canada en ce qui concerne le logement?

**SOINS DE SANTÉ (30 minutes)** Nord du Canada

Passons à un autre sujet…

* Comment qualifieriez-vous le système de soins de santé actuel au Canada?
* Diriez-vous que le système de soins de santé canadien nécessite des changements majeurs, des changements mineurs ou peu à pas de changements?
  + SI DES CHANGEMENTS SONT JUGÉS NÉCESSAIRES : Quels sont les changements nécessaires et qui est responsable de les apporter?
* Comment décririez-vous votre expérience de l’accès à des services de santé?
* Lorsque vous avez besoin de soins de santé, pouvez-vous généralement y avoir accès au sein de votre propre collectivité ou devez-vous vous déplacer à l’extérieur de celle-ci?
* En quoi la qualité du système de santé dans votre région se compare-t-elle, selon vous, à celle d’autres régions ou provinces du Canada? Est-elle meilleure, pire ou la même?
* Votre expérience de l’accès à des services de santé a-t-elle changé au cours des dernières années?
  + SI OUI : Qu’est-ce qui est à l’origine de ce changement? Comment le savez-vous?
* En vous projetant dans l’avenir, pensez-vous que le système de santé canadien s’améliorera, restera inchangé ou empirera? Pourquoi dites-vous cela?
  + Que faudrait-il pour que le système de santé de votre communauté s’améliore?
* 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 préoccupent le plus? Pourquoi ou pourquoi pas?
* Quels efforts, le cas échéant, le gouvernement fédéral a-t-il déployés pour résoudre les problèmes liés aux soins de santé?
* Diriez-vous que dans l’ensemble, le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie en matière de soins de santé? Pourquoi?
  + SI ON A RÉPONDU « SUR LA MAUVAISE VOIE », POSER LA QUESTION SUIVANTE : Quelles sont les initiatives que vous aimeriez voir prendre le gouvernement fédéral pour se remettre sur la bonne voie?

**CONCEPTS D’ÉTIQUETTES D’EFFICACITÉ ÉNERGÉTIQUE RÉSIDENTIELLE (45 minutes)** Nord du Canada

Nous aimerions maintenant vous poser des questions au sujet des étiquettes d’efficacité énergétique résidentielle.

* Avant de commencer, quelqu’un parmi vous est-il propriétaire d’une maison?

* Quelqu’un parmi vous a-t-il l’intention d’acheter une propriété d’ici les deux prochaines années?
* Quelqu’un parmi vous a-t-il déjà entendu parler des étiquettes d’efficacité énergétique résidentielle?
  + SI OUI : Pouvez-vous nous expliquer en quoi elles consistent?
  + SI OUI : Avez-vous déjà reçu ou vu une étiquette d’efficacité énergétique résidentielle?
    - SI OUI : Dans quelles circonstances?

En voici une brève description : L’étiquette d’efficacité énergétique résidentielle est conçue pour vous aider à mieux comprendre le rendement énergétique de votre domicile. Elle peut vous aider à prendre des décisions éclairées lors de l’achat ou de la location d’une habitation, à prendre des mesures pour réduire les émissions de gaz à effet de serre de votre domicile et à en augmenter la valeur une fois les améliorations en matière d’efficacité énergétique apportées.

* Quels sont les renseignements que vous souhaiteriez qu’une étiquette d’efficacité énergétique résidentielle vous fournisse au sujet de votre domicile?
  + Souhaiteriez-vous connaître l’efficacité énergétique de votre domicile et sa consommation énergétique globale ou selon la source (p. ex. mazout, électricité, gaz naturel)?
  + Souhaiteriez-vous connaître le coût énergétique estimé de votre domicile (le montant que vous dépensez en factures d’électricité pour alimenter votre domicile)?
  + Souhaiteriez-vous obtenir des renseignements au sujet des émissions de gaz à effet de serre de votre domicile?
  + Souhaiteriez-vous pouvoir améliorer l’efficacité énergétique de votre domicile au moyen d’améliorations ou de rénovations?
* Quel type de renseignements relatifs aux coûts énergétiques souhaiteriez-vous obtenir en priorité?
  + DEMANDER AU BESOIN : À titre d’exemple, à combien s’élèvent actuellement vos coûts énergétiques annuels, à combien s’élèveraient vos coûts énergétiques annuels si vous apportiez des améliorations à votre domicile, combien d’argent vous pourriez économiser en apportant ces améliorations, combien de temps il vous faudrait pour amortir le coût de ces améliorations, etc.?

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

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

AFFICHER L’IMAGE 1 — ÉTIQUETTE ENERGUIDE À L’ÉCRAN

* Quelles sont vos premières réactions à l’étiquette?
  + DEMANDER : Qu’est-ce qui vous vient à l’esprit en voyant cette étiquette? Quels renseignements cette étiquette fournit-elle, selon vous, au sujet de ce domicile?
* Les renseignements figurant sur l’étiquette sont-ils, à votre avis, faciles ou difficiles à comprendre?
  + DEMANDER : Qu’est-ce qui, selon vous, est particulièrement facile ou difficile à comprendre? Pourquoi?
* Quels renseignements figurant sur l’étiquette sont, à votre avis, les plus utiles ou les moins utiles?
  + DEMANDER : Pourquoi estimez-vous que ces renseignements sont utiles ou ne le sont pas?
* Cette étiquette vous aiderait-elle à prendre des décisions concernant votre domicile ou un domicile que vous envisageriez d’acheter ou de louer?
  + SI OUI : En quoi cette étiquette pourrait-elle influer sur votre prise de décisions?
* Apporteriez-vous de quelconques modifications à cette étiquette pour qu’elle soit plus utile à la prise de décisions éclairées concernant l’achat, la vente ou la rénovation d’une habitation?
  + DEMANDER : Apporteriez-vous de quelconques modifications à la conception ou à la présentation de l’étiquette? Ajouteriez-vous, modifieriez-vous ou supprimeriez-vous des renseignements sur l’étiquette?

Imaginons des situations dans lesquelles vous auriez reçu cette étiquette, que ce soit au moment de planifier la rénovation de votre domicile pour la rendre plus écoénergétique ou au moment d’en planifier la vente.

* Quelles seraient les prochaines mesures que vous prendriez en fonction des renseignements figurant sur cette étiquette?

Examinons maintenant quelques étiquettes d’efficacité énergétique résidentielle d’autres pays à travers le monde. Plusieurs cotations du rendement énergétique vous seront présentées à l’écran et quelques questions vous seront posées à leur sujet. Veuillez prendre note de vos réactions à chacune d’elle, notamment des aspects qui vous plaisent ou vous déplaisent concernant leur apparence, leur intelligibilité et leur utilité.

AFFICHER L’IMAGE 2 — ÉTIQUETTE ÉNERGUIDE À L’ÉCRAN

* En quoi les différentes étiquettes vous plaisent-elles ou vous déplaisent-elles?
* Quelle cotation est la plus utile?
  + DEMANDER : Pourquoi dites-vous cela?
* Quelle échelle de cotation est la plus facile à comprendre?

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

AFFICHER L’IMAGE 3 — ÉTIQUETTE ÉNERGUIDE À L’ÉCRAN

* Parmi toutes les étiquettes dont vous avez pris connaissance aujourd’hui, laquelle serait la plus utile pour prendre des décisions concernant votre domicile?
  + DEMANDER : Pourquoi dites-vous cela?
* (SI L’ON DISPOSE D’ASSEZ DE TEMPS) Avez-vous des commentaires généraux à formuler au sujet de la conception des différentes étiquettes?

**MESSAGES SUR L’ENVIRONNEMENT ET LES CHANGEMENTS CLIMATIQUES (30-45 minutes)** Personnes à faible et moyen revenu résidant au Canada atlantique, personnes à faible et moyen revenu résidant dans l’Ouest canadien, région du Niagara, région de Laval

Maintenant, je voudrais passer à un autre sujet et discuter d’électricité propre.

* Que signifie pour vous le terme « électricité propre »?

FOURNIR DES ÉCLAIRCISSEMENTS AU BESOIN : Le terme « électricité propre » désigne l’énergie électrique produite par des sources d’énergie renouvelables, dont l’énergie éolienne, solaire, nucléaire ou hydroélectrique.

Je vais vous montrer quelques énoncés au sujet de l’électricité propre et j’aimerais que vous me disiez si vous êtes d’accord, en désaccord ou sans opinion avec chacun d’entre eux.

**LE MODÉRATEUR LES AFFICHERA LES ÉNONCÉS À L’ÉCRAN UN À LA FOIS; APRÈS CHAQUE ÉNONCÉ, ON DEMANDERA DE LEVER LA MAIN POUR INDIQUER SI L’ON EST D’ACCORD, EN DÉSACCORD OU SANS OPINION À L’ÉGARD DE L’AFFIRMATION ET POUR QUELLES RAISONS.**

Personnes à faible ou moyen revenu résidant au Canada atlantique

1. Pour lutter contre le changement climatique, un plus grand apport en électricité propre et renouvelable est nécessaire pour répondre aux besoins énergétiques des ménages, à savoir ceux de nos appareils ménagers, de notre système de chauffage et de climatisation et de nos véhicules électriques.
2. Accroître la production d’électricité propre et renouvelable de notre réseau contribuera à stabiliser le prix de l’électricité.
3. Le Canada devrait répondre à la demande croissante d’électricité en investissant dans des sources d’électricité propre, comme l’énergie éolienne, solaire et nucléaire, ainsi que le stockage d’électricité par batterie.
4. Un investissement du gouvernement canadien de plus de 40 milliards de dollars dans des projets de production d’électricité propre partout au Canada permettra de créer des emplois et de donner un essor à l’économie.
5. L’énergie utilisée pour alimenter les foyers et les entreprises devrait davantage dépendre de l’électricité propre produite au niveau national afin de préserver la qualité de l’air, de réduire la pollution atmosphérique nocive et de faire en sorte que les prix à la consommation des ménages restent stables au profit des Canadiens de la région de l’Atlantique.
6. Le gouvernement fédéral devrait encourager une coopération régionale pour le développement de lignes de transport d’électricité permettant d’acheminer de l’électricité entre provinces et territoires voisins.
7. L’environnement venteux du Canada atlantique présente un excellent potentiel pour la production d’énergie éolienne terrestre et maritime et le développement de cette ressource est indispensable pour assurer un avenir prospère à la région.

Personnes à faible et moyen revenu résidant dans l’Ouest canadien

1. L’environnement ensoleillé et venteux des Prairies présente un excellent potentiel pour la production d’énergie éolienne et solaire, et le développement de ces ressources de nouvelle génération est indispensable pour assurer un avenir prospère à la région.
2. L’abondance des réserves d’uranium en Saskatchewan fait de l’énergie nucléaire un bon choix pour les Prairies.
3. La construction de nouvelles infrastructures d’énergie propre permettra de répondre à tous les besoins énergétiques des Prairies.
4. La production d’électricité à partir de combustibles fossiles sera toujours nécessaire dans le climat rigoureux des Prairies.
5. La demande croissante en électricité provenant des ménages et des entreprises doit être satisfaite au moyen de sources d’énergie propres afin de préserver la qualité de l’air, la stabilité des prix et la fiabilité de l’approvisionnement en électricité.
6. Le gouvernement fédéral devrait encourager une coopération régionale pour le développement de réseaux électriques permettant d’acheminer de l’électricité entre provinces et territoires voisins.

Région du Niagara

1. Construire un réseau d’alimentation en électricité propre constitue une première étape essentielle à la lutte contre le changement climatique, à l’alimentation de futurs véhicules électriques, au chauffage de nos maisons et de nos industries non polluantes.
2. Le potentiel du sud de l’Ontario en matière d’énergie éolienne et solaire est considérable, et le développement de ces ressources est essentiel au soutien de la croissance et pour garantir un avenir prospère à la région.
3. L’énergie nucléaire et l’expertise nucléaire de l’Ontario devraient continuer à jouer un rôle dans l’avenir de la production énergétique de la province.
4. Favoriser la production d’une plus grande quantité d’énergie éolienne et solaire est bénéfique pour l’économie et créera des emplois dans la province.
5. Je préférerais que la nouvelle production d’électricité provienne d’énergies propres et notamment de l’énergie solaire et éolienne, plutôt que de combustibles fossiles comme le gaz naturel.
6. L’avenir est aux sources d’électricité renouvelables, et ceci grâce à la diminution des coûts de production et aux progrès technologiques, comme les batteries à grande capacité.
7. L’électricité propre constitue un avantage concurrentiel qui attirera des investissements en Ontario de la part d’entreprises souhaitant que leurs produits soient fabriqués à l’aide d’énergies propres.

Région de Laval

1. Accroître la production d’électricité propre et renouvelable de notre réseau contribuera à stabiliser le prix de l’électricité.
2. Le gouvernement du Canada devrait lutter contre les changements climatiques de manière à permettre de garder le coût de l’électricité abordable au Québec
3. Le Canada devrait répondre à la demande croissante d’électricité pour les foyers et les entreprises en investissant dans des sources d’électricité propre, comme l’énergie éolienne, solaire et nucléaire, ainsi que le stockage d’électricité par batterie.
4. Construire un réseau d’alimentation en électricité propre constitue une première étape essentielle à la lutte contre le changement climatique, à l’alimentation de futurs véhicules électriques, au chauffage de nos maisons et de nos industries non polluantes.

* Accepteriez-vous de payer un peu plus à court terme pour jeter les bases d’une transition vers une électricité propre moins coûteuse à plus long terme?

**PERFORMANCES ET PRIORITÉS (30 minutes)** Canadiens d’origine arabe résidant dans les principaux centres du Québec

* Qu’est-ce que le gouvernement du Canada fait de bien?
* Sur quel plan le gouvernement du Canada doit-il s’améliorer? Pourquoi?
* À votre avis, quels sont les principaux enjeux auxquels le gouvernement du Canada devrait accorder la priorité? Pourquoi ces enjeux sont-ils importants?
* En ce qui concerne sa gestion des affaires internationales et de ses réponses aux enjeux internationaux, diriez-vous que le gouvernement du Canada est sur la bonne voie ou sur la mauvaise voie?
  + SI SUR LA MAUVAISE VOIE : Que devrait faire le gouvernement du Canada pour se remettre sur la bonne voie?
* En ce qui concerne sa gestion des relations internationales, en particulier celles avec les pays à majorité arabe, diriez-vous que le gouvernement du Canada est généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi dites-vous cela?
* Avez-vous récemment vu, lu ou entendu quelque chose au sujet du gouvernement du Canada et de ses relations avec les pays à majorité arabe?
  + SI OUI : Qu’avez-vous vu, lu ou entendu à ce sujet?

Maintenant, en ce qui concerne les Canadiens d’origine arabe plus particulièrement…

* Quels sont, à votre avis, les principaux enjeux auxquels sont confrontés les candidats à l’achat d’une propriété et auxquels le gouvernement du Canada devrait accorder la priorité?
  + Quelles nouvelles avez-vous déjà vues, lues ou entendues au sujet du travail effectué par le gouvernement du Canada dans le passé dans l’un de ces dossiers?
  + Quel travail, le cas échéant, le gouvernement fédéral prévoit-il de faire dans ces dossiers?
  + En ce qui concerne ces priorités, le gouvernement du Canada est-il généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi?
    - Parmi les personnes affirmant qu’il est sur la mauvaise voie, que pourrait, à votre avis, faire le gouvernement pour se remettre sur la bonne voie?
* 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 seraient de meilleurs moyens pour le gouvernement fédéral de nouer un dialogue avec les Canadiens d’origine arabe?

**IMMIGRATION (30 minutes)** Canadiens d’origine arabe résidant dans les principaux centres du Québec

Je passe encore à un autre sujet…

* Avez-vous récemment lu, vu ou entendu quoi que ce soit au sujet de l’immigration au Canada?
  + Que pensez-vous de ce que vous avez lu, vu ou entendu?
* Comment décririez-vous l’état général actuel du système d’immigration au Canada?
* Quelqu’un parmi vous s’est-il déjà soumis au processus d’immigration canadien? (À MAIN LEVÉE)
  + Quelqu’un parmi vous s’est déjà soumis au processus de parrainage d’un membre de la famille (soit en tant que personne parrainée, soit en tant que personne ayant parrainé un membre de sa famille)? (À MAIN LEVÉE)
* POUR LES PERSONNES DISANT S’ÊTRE SOUMISES AU SYSTÈME D’IMMIGRATION DU CANADA, POSEZ LA QUESTION SUIVANTE : Comment qualifieriez-vous votre expérience personnelle du système d’immigration? Avez-vous rencontré des difficultés au cours du processus?
  + SI OUI : 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?
* Diriez-vous qu’en matière d’immigration, le gouvernement fédéral est généralement sur la bonne voie ou sur la mauvaise voie? Pourquoi?
  + SI SUR LA MAUVAISE VOIE : Que doit faire le gouvernement du Canada pour se remettre sur la bonne voie?
* 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?
* 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?
* Que devrait faire le gouvernement du Canada pour soutenir les immigrants?
  + Et sur le plan du logement et des soins de santé?

**SENTIMENT DU PUBLIC (15 minutes)** Canadiens d’origine arabe résidant dans les principaux centres du Québec

J’aimerais maintenant aborder un sujet plus général.

* 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 : Lesquelles?
* 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?

**CHANGEMENT CLIMATIQUE – ÉVALUATION DE MESSAGES PUBLICITAIRES (30-45 minutes**) Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto, région du Niagara, région de Laval

Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto, région du NiagaraNous allons maintenant examiner de potentielles publicités que le gouvernement du Canada s’emploie actuellement à mettre au point. Cette publicité pourrait être diffusée sur des plateformes numériques comme YouTube, des sites d’actualités et d’autres sites Web, ainsi qu’à la télévision.

Pour chacune de ces vidéos, je ne dispose que de scripts. Je vais donc vous décrire les images que l’on verrait ainsi que ce que l’on entendrait en visionnant la publicité. Vous devrez imaginer les images qui accompagneront le message. Je vous lirai le script deux fois, après quoi vous me direz ce que vous en pensez. N’hésitez pas à prendre des notes pour vous souvenir de ce qui vous a plu et déplu de la publicité.

Région de Laval Nous allons maintenant examiner une publicité potentielle que le gouvernement du Canada est actuellement en train de mettre au point. Cette publicité pourrait être diffusée sur des médias numériques tels que YouTube, des sites d’actualités et d’autres sites Web, ainsi qu’à la télévision.

Pour cette vidéo, je ne dispose qu’un d’un texte descriptif. Je vais donc vous décrire les images et les actions que l’on verrait ainsi que ce qu’on entendrait en visionnant la publicité. Vous devrez imaginer les images qui accompagneront le message. Je vous le lirai deux fois, puis nous discuterons de ce que vous en pensez. N’hésitez pas à prendre des notes pour vous souvenir de ce qui vous a plu et déplu de la publicité.

**PUBLICITÉ 1 — NATIONALE**

**Concept 2 – National – Français**

**LE MODÉRATEUR LIRA LE TEXTE DEUX FOIS**

*La vidéo s’ouvre sur un plan large d’une belle forêt canadienne. On voit des oiseaux qui gazouillent et de belles rivières qui coulent en contrebas.*

**VHC : Le Plan climatique du Canada vise à soutenir l’environnement ET l’économie.**

*On coupe à une vue au-dessus des arbres avant de plonger directement au milieu de ceux-ci.*

**VHC : Le gouvernement du Canada réduit des millions de tonnes de pollution…**

**VHC : ET soutient la création de milliers de nouveaux emplois.**

*Dans ce plan, on suit de haut en bas le tronc d’un arbre jusqu’au sol. Dès qu’on atteint l’herbe au sol, un moment de transition se produit et le plan bascule à l’envers. À mesure que l’environnement se renverse, la base du tronc d’arbre bascule et se transforme soudainement en base de station de recharge dans un stationnement réservé aux autobus électriques des services de transport public.*

*On a une vue où l’on remonte le long de la base du chargeur qui ensuite s’éloigne pour y révéler le stationnement. On aperçoit un ouvrier qui installe une nouvelle station de recharge.*

**VHC : En investissant dans les technologies vertes et les industries en croissance…**

**VHC : Nous passons à l’action pour contribuer à un avenir plus propre.**

*Dans le plan suivant, la vue se déplace progressivement pour montrer l’avant de l’autobus. Au moment où nous croisons l’avant de l’autobus, cela sert de mur de transition vers un nouvel environnement. On coupe à un autre plan et l’autobus est maintenant un véhicule d’entretien des espaces verts dans un parc. On voit un ouvrier qui plante un arbre et un autre qui nettoie des détritus.*

*On aperçoit une famille de trois personnes, heureuse dans le parc, avant qu’on s’éloigne sur une magnifique vue aérienne du parc où tout autour la nature est florissante.*

**VHC/SUPER : Avec le Plan climatique du Canada, vous profiterez de l’un et de l’autre. Pour en apprendre davantage, visitez la page Canada.ca/plan-climatique**

*On enchaîne avec la claquette de fin du gouvernement du Canada montrant l’élément mnémonique et le logo du gouvernement du Canada.*

* Quelles sont vos premières réactions à cette publicité?
* Quel en est le message principal selon vous?
  + Le message est-il facile à comprendre?
  + S’agit-il d’un message approprié de la part du gouvernement du Canada? Qu’est-ce qui vous fait dire cela?
* Cette publicité vous parle-t-elle? Pourquoi ou pourquoi pas?
* Cette publicité vous incite-t-elle à agir?
  + SI OUI : Quelles mesures prendriez-vous?
* Avez-vous d’autres idées de ce qui pourrait rendre cette publicité plus efficace?
* Cette publicité serait-elle efficace pour ce qui est de vous inciter à consulter le site Web pour obtenir davantage d’informations? Qu’est-ce qui vous fait dire cela?

Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto, région du Niagara**Publicité no 2 — RÉGIONALE**

**Concept 2 – Régional – Français**

**LE MODÉRATEUR LIRA LE SCRIPT DEUX FOIS**

*La vidéo débute avec le plan d’un randonneur traversant une forêt pittoresque. Ce dernier s’arrête et s’arme d’une caméra numérique pour prendre une photo du magnifique paysage.*

**VHC : La pollution par les gaz à effet de serre a pour effet de réchauffer la planète et constitue une menace pour nos milieux naturels.**

*L’image pénètre à l’intérieur de la caméra du randonneur alors qu’il prend une photo.*

*Alors que le randonneur prend la photo, le spectateur se voit passer par la lentille de sa caméra et on assiste à un moment de transition. La lentille agit comme un tunnel et le plan se renverse. L’image paraît sortir de l’endos du téléphone cellulaire d’un homme en train de tondre sa pelouse à l’aide d’une tondeuse à batterie.*

**VHC : Le système de tarification du carbone canadien est conçu pour protéger notre environnement en réduisant la pollution par le carbone…**

**VHC : ET la Remise canadienne sur le carbone (RCC) remet de l’argent dans les poches des Canadiens.**

*On aperçoit l’homme lisant un avis sur l’écran de son téléphone intelligent l’informant que la Remise canadienne sur le carbone avait été déposée dans son compte bancaire.*

***VHC/SUPER : Cette année, le montant versé aux particuliers en Ontario est de 550 $ et un supplément est versé à ceux qui vivent en région rurale.***

*L’homme remet son téléphone dans sa poche et continue de tondre la pelouse à l’aide d’une tondeuse à batterie. La caméra se déplace graduellement vers l’extrémité de l’allée où son épouse accueille leur jeune enfant alors qu’il rentre de l’école en autobus scolaire.*

**VHC : Contribuer à un avenir plus propre et remettre de l’argent dans vos poches.**

*La caméra s’éloigne ensuite pour révéler un magnifique plan d’ensemble pittoresque du quartier.*

**VHC/SUPER : Soyez gagnant sur tous les fronts avec la Remise canadienne sur le carbone. Pour en apprendre davantage, visitez la page Canada.ca/plan-climatique.**

*On enchaîne avec la claquette de fin du gouvernement du Canada montrant l’élément mnémonique et le logo du gouvernement du Canada.*

* Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto, région du Niagara — Quelles sont vos premières réactions à cette publicité?
* Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto, région du Niagara — Quel en est le message principal, selon vous?
  + Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto, région du Niagara — Le message est-il facile à comprendre?
  + Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto, région du Niagara — S’agit-il d’un message approprié de la part du gouvernement du Canada? Qu’est-ce qui vous fait dire cela?
* Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto, région du Niagara — Cette publicité vous parle-t-elle? Pourquoi ou pourquoi pas?
* Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto, région du Niagara — Cette publicité vous incite-t-elle à agir?
  + Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto, région du Niagara — SI OUI : Quelles mesures prendriez-vous?
* Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto, région du Niagara — Avez-vous d’autres idées de ce qui pourrait rendre cette publicité plus efficace?
* Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto, région du Niagara — En pensant aux deux publicités dont nous avons parlé, seraient-elles efficaces en ce qu’elles vous inciteraient à visiter le site Web pour obtenir plus de renseignements? Qu’est-ce qui vous fait dire cela?

**ARMES À FEU** (**30 minutes)**Personnes préoccupées par la criminalité résidant dans la région du Grand Toronto)

J’aimerais maintenant passer à un sujet totalement différent et parler des enjeux liés aux armes à feu.

* Qu’avez-vous vu, lu, ou entendu au sujet des armes à feu au sein de votre collectivité?
* Avez-vous remarqué une augmentation, une diminution ou aucun changement en ce qui concerne la présence d’armes à feu dans votre collectivité? À quoi attribuez-vous cela?
  + SI AUGMENTÉ : Croyez-vous que cela signifie que le nombre de propriétaires légitimes d’armes à feu a augmenté? Pourquoi ou pourquoi pas?
* Quels sont, selon vous, les impacts, le cas échéant, de la présence d’armes à feu dans votre collectivité?
  + Et quels en sont les impacts pour les propriétaires légitimes d’armes à feu? Que font, à votre avis, ces derniers, le cas échéant, pour préserver la sécurité communautaire ou réduire les dangers qui la menacent?
    - SI CE N’EST PAS MENTIONNÉ : Et que dire sur la façon dont ils remisent leurs armes à feu? Quelqu’un parmi vous a-t-il une idée de ce que les propriétaires légitimes font ou ne font pas à cet égard?
  + En quoi la façon dont les gens remisent leurs armes à feu a-t-elle une incidence, le cas échéant, sur la sécurité ou le bien-être de votre collectivité?
  + En quoi la façon dont les gens remisent leurs armes à feu a-t-elle une incidence, le cas échéant, sur la sécurité ou le bien-être de ménages qui en possèdent?
* Êtes-vous au courant de quelconques initiatives que le gouvernement du Canada a prises au cours des dernières années en rapport avec le contrôle des armes à feu? Êtes-vous au courant de quelconques initiatives qu’il prend actuellement?
  + SI CE N’EST PAS MENTIONNÉ : L’interdiction de 2 000 modèles d’armes à feu de style arme d’assaut en serait-elle une?
    - Que pensez-vous de cette mesure?
  + SI CE N’EST PAS MENTIONNÉ : L’instauration d’un gel national des armes de poing afin d’empêcher les gens d’importer au Canada des armes de poing nouvellement acquises ou de les acheter, de les vendre et de les transférer à l’intérieur du pays en serait-elle une?
    - Que pensez-vous de cette mesure?
  + SI CE N’EST PAS MENTIONNÉ : La lutte contre la contrebande et le trafic d’armes à feu au moyen de sanctions pénales plus sévères, de mécanismes supplémentaires permettant aux forces de l’ordre d’enquêter sur les crimes commis avec des armes à feu et de mesures de sécurité renforcées aux frontières en serait-elle une?
    - Que pensez-vous de cette information?
  + SI CE N’EST PAS MENTIONNÉ : La création d’une loi « drapeau rouge » qui permettrait aux tribunaux d’exiger que les personnes considérées comme un danger pour elles-mêmes ou pour autrui remettent leurs armes à feu aux forces de l’ordre en serait-elle une? Il est à noter que cette loi viserait également à assurer la sécurité de la personne présentant une demande dans le cadre du processus « drapeau rouge », notamment en protégeant son identité.
    - Que pensez-vous de cette loi?
* Que devrait, à votre avis, faire le gouvernement du Canada en matière de contrôle des armes à feu?
  + POUR CHACUNE DES SUGGESTIONS, POSER LA QUESTION SUIVANTE : Quel impact auront, d’après vous, ces mesures?

**CYBERINTIMIDATION (20 minutes)** Personnes préoccupées avec la criminalité résidant dans la région du Grand Toronto

J’aimerais maintenant que nous abordions la question des préjudices en ligne, et plus particulièrement de la cyberintimidation.

* Qu’avez-vous vu, lu ou entendu au sujet de la cyberintimidation?
* Quels sont, selon vous, les impacts, le cas échéant, de la cyberintimidation sur la société?
  + Selon vous, quelles sont les personnes les plus affectées par la cyberintimidation? Pourquoi?
* D’après vous, qu’est-ce qui pousse les gens à se livrer à la cyberintimidation? En d’autres termes, pourquoi pensez-vous que certaines personnes se livrent à la cyberintimidation?
  + SI CE N’EST PAS MENTIONNÉ : Qu’est-ce qui différencie les cyberintimidateurs des intimidateurs « habituels »?
* Selon vous, que risquent encore de faire, le cas échéant, les cyberintimidateurs? Pourquoi?
* Que devrait, à votre avis, faire, le cas échéant, le gouvernement du Canada en matière de cyberintimidation?
  + Quel impact auraient, d’après vous, ces mesures?
* Avez-vous entendu parler d’un projet de loi visant à lutter contre les préjudices en ligne, appelé *Loi sur les préjudices en ligne?*
  + SI OUI : Qu’avez-vous entendu à ce sujet?

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Entre autres mesures, les plateformes numériques seraient tenues de supprimer les contenus suivants dans un délai de 24 heures si la *Loi sur les préjudices en ligne* est adoptée :

1. Tout contenu représentant la victimisation sexuelle d’enfants ou perpétuant la victimisation de survivants et survivantes;
2. Tout contenu intime communiqué de façon non consensuelle.

* S’agit-il d’une mesure que le gouvernement du Canada devrait demander aux plateformes de prendre? Pourquoi ou pourquoi pas?
* Avez-vous des questions ou des préoccupations concernant la *Loi sur les préjudices en ligne*?
* En quoi cette exigence contribuerait-elle, le cas échéant, à la sécurité des Canadiens en ligne?
  + Et plus particulièrement à la sécurité des enfants?

**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

## Canada Child Benefit Ad Testing

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The clip above is an animated video that 15 seconds long. The transcript of the video is as follows:

The video begins with a caption that reads “Real people sharing their stories.”

A mother holding her son says “Having two kids in diapers impacts every part of our lives. The Canada Child Benefit allows us to give our boys extracurricular activities. It opens their world.”

A voiceover then says “Do your taxes to receive the benefits and credits you may qualify for.” with the website canada.ca/every-dollar-counts on the screen. Above the website is the official Government of Canada logo, and the Canadian jingle plays.

## EnerGuide Label

A close-up of a chart

Description automatically generated

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

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

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

## Other Labels

A close-up of several energy efficiency charts

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

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

## All Labels

A close-up of several energy efficiency charts

Description automatically generatedThe above image presents all 6 of the previously described labels:

* **Better Buildings Home Energy Score (Label 1)**
* **Average Home Score (Label 2)**
* **HERS Index (Label 3)**
* **Nationwide House Energy Rating Scheme (Label 4)**
* **Energy Efficiency Rating (Label 5)**
* **EnerGuide (Label 6)**