



**Ipsos Reid**



POR 042-08  
Contract Date: 2009-01-05

**Executive Summary**

**State of the Economy Focus Groups**

**March 2009-03-31**

Submitted to: The Privy Council Office

Contract #: 35035-085171/001/CY

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# 1. Background

The Communications and Consultations Secretariat of the Privy Council Office (PCO) provides advice and support to the Government of Canada and to departments/agencies on matters relating to communications and consultations, and facilitates the coordination of the Government of Canada's activities in these areas. One tool used in order to fulfill its mandate is public opinion research.

In keeping with this mandate, PCO identified a need to conduct qualitative research through the use of focus groups to explore the concerns and the perceptions of Canadians on the current state of the economy and their sense of economic well-being.

More specifically, qualitative research explored Canadians' perceptions as they relate to the state of Canada's economy and their sense of economic well-being at the present time, as well as their economic outlook over the coming year. Ultimately, this research was intended to provide PCO with a better understanding of how to communicate complex economic issues to the Canadian public in a manner that is easily and clearly understood. Research findings will assist PCO in developing communications strategies and products that are user-friendly.

# 2. Methodology

Ipsos-Reid conducted a series of ten focus groups with adult residents of North Vancouver, Winnipeg, Mississauga, Québec City (French) and Moncton. These groups were conducted between January 8 and January 15, 2009.

In all locations 12 participants were recruited per group in order to ensure that between 8 and 10 were present for the groups. Participants were paid a \$75 incentive for their participation, with the exception of North Vancouver where participants received a \$100 incentive. Incentives were paid in order to encourage attendance and to assist with defraying commuting and parking expenses.



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### 3. Executive Summary

#### **The Current Situation**

Most commonly, participants were of the view that Canada's current economic situation was "not as bad" as other countries' (mostly the U.S., but also Europe). Still, there were concerns. Unemployment was most often mentioned. The intertwined economic relationship with the U.S. was another source of concern.

While problems in the housing market may be responsible for the U.S. downturn, few, if any, mentioned Canada's housing market as an area of concern.

#### **Expectations of Government**

Participants commonly believed that now is the time for bold, decisive government action. The sense was that difficult economic circumstances require strong leadership more than slow compromise.

On the economy, participants felt that government needs to address unemployment (through job training and somehow addressing outsourcing), infrastructure (seen as necessary in itself and as economic stimulus) and perhaps consider tax cuts (in balance with the other efforts).

When asked about their expectations for government spending, responses ranged from the familiar – healthcare – to the timely – infrastructure spending and tax cuts.





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## TABLE OF CONTENTS

1. Background.....	1
2. Methodology .....	1
3. Executive Summary.....	2
The Current Situation.....	2
Expectations of Government .....	2
4. Contexte.....	3
5. Méthodologie .....	3
6. Rapport sommaire .....	4
La situation actuelle .....	4
Attentes à l'égard du gouvernement.....	4
7. Detailed findings .....	5
Top of Mind Concerns.....	5
The Current Situation.....	5
Views on the Federal Scene.....	5
8. Views on the Economy .....	6
The Economic Mood.....	6
Latest News on the Economic Front.....	6
Closer to home: the provincial and local economy.....	7
North Vancouver and Winnipeg .....	7
Mississauga.....	7
Québec City and Moncton.....	7
Hitting home: the personal economy .....	8
Threats to Canada's Economy .....	9
How the Government Should Respond .....	9
9. Preferred Government Spending.....	10
Expectations Going Forward .....	10
10. Communications .....	11
Responding to Economic Concepts.....	11
Infrastructure.....	11
Providing job training/ promoting sustainable jobs .....	11
Tax cuts.....	12
Economic Stimulus/ Recovery .....	12
Deficit .....	13
11. The Credit Situation .....	14
12. The Housing Market .....	14



Appendix 1 – English Recruitment Screener .....	15
Appendix 2 – French Recruitment Screener .....	20
Appendix 3 – English Moderator Guide .....	25
Appendix 4 – French Moderator Guide .....	28



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#### **The Current Situation**

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#### **Expectations of Government**

Participants commonly believed that now is the time for bold, decisive government action. The sense was that difficult economic circumstances require strong leadership more than slow compromise.

On the economy, participants felt that government needs to address unemployment (through job training and somehow addressing outsourcing), infrastructure (seen as necessary in itself and as economic stimulus) and perhaps consider tax cuts (in balance with the other efforts).

When asked about their expectations for government spending, responses ranged from the familiar – healthcare – to the timely – infrastructure spending and tax cuts.



## 4. Contexte

Le Secrétariat des communications et des consultations du Bureau du Conseil privé (BCP) conseille et appuie le gouvernement du Canada et les ministères/agences en ce qui concerne des questions liées aux communications et aux consultations et facilite la coordination des activités du gouvernement à cet égard. Les sondages d'opinion publique représentent un outil pour accomplir ce mandat.

Dans cette optique, le BCP a jugé bon de mener une étude qualitative sous la forme de groupes de discussion pour connaître les préoccupations et les perceptions des Canadiens par rapport à la situation économique actuelle et leur vision du bien-être économique.

Plus précisément, l'étude qualitative portait sur les perceptions des Canadiens en ce qui concerne l'état de l'économie au Canada en ce moment et leur vision du bien-être économique ainsi que sur les perspectives pour l'année qui s'en vient. En bout de ligne, l'objectif de l'étude était de permettre au BCP de mieux comprendre comment communiquer des questions économiques complexes à la population canadienne de manière claire et facile à comprendre. Les résultats de l'étude aideront le BCP à élaborer des stratégies et des produits de communication conviviaux.

## 5. Méthodologie

Ipsos-Reid a organisé une série de 10 groupes de discussion composé d'adultes de North Vancouver, de Winnipeg, de Mississauga, de Québec (français) et de Moncton. Les rencontres se sont déroulées entre le 8 et le 15 janvier 2009.

Dans toutes les villes, 12 participants avaient été recrutés dans chaque groupe pour assurer la présence de huit à 10 personnes. Les participants ont reçu une somme de 75 \$ en guise de remerciement sauf à North Vancouver, où ils ont reçu une somme de 100 \$. Ces sommes ont été offertes pour inciter les participants à se présenter aux rencontres et couvrir les frais de transport et de stationnement.



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## 6. Rapport sommaire

### La situation actuelle

Le plus souvent, les participants sont d'avis que la situation économique au Canada n'est « pas aussi mauvaise » que dans d'autres pays (surtout les É.-U., mais aussi l'Europe). Mais les gens expriment tout de même des préoccupations. C'est le chômage qui est le plus souvent mentionné, et l'étroite relation économique avec les É.-U. est une autre source de préoccupation. Les difficultés du marché de l'habitation sont peut-être responsables de la crise aux É.-U., mais au Canada, le marché de l'habitation constitue une préoccupation pour très peu de participants.

### Attentes à l'égard du gouvernement

Les participants sont généralement d'avis que le moment est venu pour le gouvernement de prendre des mesures importantes et décisives, car une conjoncture économique difficile nécessite un leadership affirmé plutôt qu'un long compromis. Sur le plan économique, les participants estiment que le gouvernement doit remédier au chômage (par de la formation à l'emploi et des solutions d'impartition), favoriser les infrastructures (considérées comme indispensables en elles-mêmes et comme un levier économique) et peut-être envisager des baisses d'impôts (en complément aux autres mesures). Lorsqu'on demande aux participants quelles sont leurs attentes en ce qui concerne les dépenses du gouvernement, les réponses varient des habituels soins de santé aux infrastructures et aux baisses d'impôts en temps opportun.



## 7. Detailed findings

### Top of Mind Concerns

Economic issues and concerns were foremost on the minds of most participants in all regions. Concerns about job security, unemployment, and the rising cost of living were commonly mentioned.

*“Unemployment is a concern... I was in IT. If I wasn't DJ'ing part time on the weekends, I'd be in trouble.”*

*« On va arrêter de consommer à cause de la récession, mais cela va empirer la récession. »*

Other issues, such as social services, healthcare, crime and the environment were also mentioned. However, these were either of secondary concern, or seen as related to the economy. For example, investing in green technologies was seen as a path towards a better economy and environment. Fostering more child care spaces was associated with efforts to help people get back to work.

*“I worry about health issues... Should I buy organic food or not? But, can I buy good food and still pay the bills?”*

### The Current Situation

For most participants, the country is doing neither good nor bad, but is somewhere in between. The sense that Canada's economy is doing “better than others,” particularly the U.S., but also Europe, was a common view. This sense that Canada is relatively well off is seen as a function of a more responsible economic system (particularly with respect to the banking system).

*“We are doing a lot better than our neighbours, like the U.S. or Europe. We have a more stable economic environment.”*

*« On s'en sort très bien, la récession comme telle, on ne l'a pas, commence à peine à le sentir. »*

### Views on the Federal Scene

When asked how things are going with the federal government, most participants expressed a desire for bold, decisive action and a vision from government.

However, as much as participants want decisive government, there was also a sense that the need for accountability is likely greater now than ever before. Far from wanting to give government carte-blanche in order to take corrective measures, there was a general consensus that appropriate checks and balances were a must.

*“Accountability is important...”*

## 8. Views on the Economy

### The Economic Mood

“Not as bad as others” epitomized participants’ reactions when asked how Canada’s economy is doing. The “other” in question is usually the U.S.

*“Compared with the rest of the world, Canada doesn’t have it so bad.”  
“I think it’s better than the rest, even if we are headed for a recession.”*

This is not to say things are perceived as going well. Unemployment, the rising cost of living, the intertwined nature of Canada’s economy with that of the U.S., our reliance on natural resource exports to fuel our economy, and more specifically the likely impact the current downturn will have on both Ontario’s manufacturing sector and Alberta’s oil and gas industry, were all mentioned as substantial challenges.

*“It’s pockets around the country— mining, travel and tourism. Unemployment rates are up. But we’re not doing as bad.”*

Most expected the economy to be in better shape one year from now. Some said the current situation was a normal part of the business cycle. Others cited Canada’s fiscal responsibility and stable banking system as reasons for their relative optimism.

*“We’ve bottomed out— plateaued for a while. After a couple years we’ll start to go back up.”*

*« Oui mes placements descendant, mais ça va remonter, mais quelqu’un qui vient de prendre sa retraite, il faut que ça remonte. »*

Several, however, did not see a quick or easy recovery, stating that the worst was likely yet to come. According to these individuals, Canada would likely be facing a recession that could persist for several years.

### Latest News on the Economic Front

Most sensed that the economic situation was not really that bad, and said that the media tended to amplify bad news and ignore good news. Quebec and Moncton participants were particularly likely to say the economic situation was more media hype than reality.

*“I don’t think our economy is that bad. People blow it out of proportion and fear begets more fear.”*

*“None of my friends or acquaintances has lost a job yet. To me the economy is the same.”*

*“Luxury items aren’t moving as rapidly... You see a lot of blitz advertising every commercial break trying to get people into the stores.”*

*« Ce n’est pas en faisait peur au monde que ça va s’arranger. »*

Participants were, however, concerned, with many questioning how the economy has turned sour so quickly. Some participants wondered how things could have gone from care-free prosperity a year ago to the bleak situation today.



Most, if not all, understood that the economic downturn was global and that it was mostly attributable to the mortgage and housing crisis in the U.S. In addition, many participants commented that the U.S. situation resulted from easy credit and lax regulation.

*“It affects the whole world... not just Canada. Every day you hear bad things about the economy.”*

Indeed, despite the bleak economic outlook, few participants were willing to play the blame game, most often citing circumstances beyond our borders as being responsible for our current economic difficulties.

*“It’s a cyclical thing... we usually follow the trend of the Americans, but there’s usually a six-month lag.”*

Furthermore, although there was a realization amongst many that this likely will mean deficit budgeting, participants were quick to caution that those in power need to have a sound plan to return government finances to balance or surplus within a short period of time.

There was little appetite for running long-term, structural deficits; rather, participants prefer that any deficit spending be designed as a temporary response to unusual circumstances.

### **Closer to home: the provincial and local economy**

#### **North Vancouver and Winnipeg**

Participants in North Vancouver and Winnipeg generally viewed their economic situation as better than the country’s as a whole. North Vancouver participants mentioned the diverse nature of their economy, and the geographic blessings of their province as long-term advantages, and the 2010 Olympics as a short-term boon. Winnipeg participants mentioned agriculture and natural resources as strong industries; they also pointed to the lack of vulnerable industries, like the auto industry.

*“I think Vancouver will be a lot better one year from now because of the geographic place we are in... we have a seaport and we have the best weather in Canada.”*

*“Winnipeg hasn’t been hit as hard because our industries aren’t impacted... There’s no auto industry here.”*

*“I’ve heard about the housing market going down, but it’s doing fine in Winnipeg.”*

#### **Mississauga**

Participants in Mississauga were less apt to say that their economic situation seemed better than the country’s as a whole. Participants mentioned recent layoffs in manufacturing (including automotive factories in the GTA), the construction industry and elsewhere (including white collar layoffs) as reasons to think the GTA has been hit harder than other parts of the country. Still, the diverse and central position of the GTA’s economy within Canada’s as a whole gave many reason for short and long term optimism.

#### **Québec City and Moncton**

Participants in Québec City and Moncton also generally viewed their economic situation as better than the country’s as a whole.

As in North Vancouver, participants in Québec City tended to reference the diversified nature of the province's economy, it's relatively low exposure to the manufacturing sector, it's hydro-electric exports to other Canadian provinces and the U.S., and the very nature of the workforce in Québec City (public service town) as insulating factors. Furthermore, many simply said that they had failed to see the outward signs of a recession as of yet: people are working, people are spending, houses are being built, restaurants and stores are full...

*« Le Québec s'en sort mieux, on a misé sur la technologique et l'Ontario sur la manufacture, l'automobile, et donc aujourd'hui la main d'œuvre a baissé et l'automobile aussi, donc le Québec est en meilleure position. »*

*« Le Québec est mieux positionné que l'ensemble du pays. »*

*« La construction fonctionne. »*

*« 400e a été une belle année, le monde était de bonne humeur. »*

*« Je vais aux magasins et il y a parfois des files de 3 kilomètres, ça ne change rien au quotidien. »*

Participants in Moncton also tended to view their prospects in a relatively positive light. As in Québec City, participants pointed to new construction and the retail sector as examples that Moncton is doing relatively well. That said, most agreed that there were clouds on the horizon and that times were likely to get worse before they get better. When further prompted as to their relative sense of optimism, many suggested that tough economic times were nothing new for residents of Moncton. Many suggested that they were a resilient lot having faced tough economic prospects in the past and having emerged stronger and better as a result.

*"There are plenty of homes being built here in Moncton."*

*"Things are going to be ok here; we've dealt with this kind of thing before."*

### **Hitting home: the personal economy**

Personal experience with unemployment (if not personal, then among friends or immediate family members) was not uncommon among participants (particularly in Mississauga). In addition, some mentioned declining RSP values as a source of concern.

*"My dad said his RSPs aren't doing well... he's going to have to work longer."*

*« Oui mes placements descendent, mais ça va remonter, mais quelqu'un qui vient de prendre sa retraite, il faut que ça remonte. »*

While there was a strong sense that "it's getting tough" to find work in general, in most cases unemployment was not seen to be connected to the larger economic woes. Sometimes unemployment is cyclical, other times it is seen as related to specific problems at a specific company. Mississauga was the exception, where unemployment is more often associated with the broader economic downturn.

Participants often mentioned the cost of living, and particularly the rising cost of food as a reason for concern. Many participants stated that they have changed their personal financial behaviour in recent months, foregoing large purchases (houses, cars) and small ones (grapes) or simply stating that they are being smarter with their money.

*"Christmas is Christmas, but I didn't spend as much this year."*

*"I've minimized my expenses. If I don't have to spend a dollar, I won't."*



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## Threats to Canada's Economy

Many felt that the current situation in the U.S. would likely result in declining trade with our largest trading partner, which would undoubtedly have a significant impact on our economy.

The loss of high-income/ high wage jobs to low-income/ low-wage workers in emerging markets (namely China and India) was a common concern. Job losses were seen in traditional blue collar occupations (manufacturing jobs), but also in white or grey collar industries (like information technology). Participants also expressed concern with inflation, the rising cost of living, and the rising cost of health care.

A few mentioned declining commodity prices and an over-reliance in Canada's economy on natural resource exports, particularly oil, but also timber, as threats to our economy. In addition, participants mentioned job losses in the auto, and oil and gas industries, the aging population and looming shortage of skilled labour, and the loss of skilled/ educated people to the U.S.

## How the Government Should Respond

While there was not a sense of panic with respect to Canada's economic situation, concern was deep enough that participants want a bold, decisive, pro-active approach from government.

In terms of specific actions, participants suggested that the Government:

- Invest in worker training and provide assistance with job searching;  
*"If we can lower the cost of education more people could go to school, upgrade their skills and help the economy."  
"Daycare... so parents can go back to work."*
- Consider infrastructure spending (to provide jobs);  
*"Infrastructure... the highways and bridges are falling apart. In the depression they spent on infrastructure."  
« Il faudrait investir dans les grands projets, barrages hydroélectriques, infrastructures, vendre l'électricité aux É-U. »  
« Les investissements en infrastructures créeront des emplois, et on en ressortira les bénéfices pour longtemps. »*
- Address outsourcing and the loss of jobs to China and India/ promote Canadian industry (some suggest protectionist measures, such as tariffs);  
*« Il faudrait que le gouvernement prêche par l'exemple. Il achète des camions aux É-U, ou fait faire les métros en Chine, il faudrait aller chercher sa main-d'œuvre et les ressources au Canada »*
- Improve accountability (both in terms of public sector spending and regulation of the financial sector);
- Lower taxes (particularly for small businesses, but also for individuals) – although there was some discussion about how effective tax cuts are;  
*"I think some tax cuts would be a good idea."*
- Lower interest rates (although some, particularly in Quebec and Moncton, questioned how much lower interest rates could go); and
- Invest in alternative energy/ promote the "green" economy.





*"Canada should move towards more sustainability. They should invest more in environmental technology."*

## 9. Preferred Government Spending

### Expectations Going Forward

When asked what they would like to see as Government spending priorities going forward, participants mentioned a range of items. Among these:

- Spending on infrastructure (specifically roads, bridges and highways);
- Spending on jobs training programs (and on education in general);
- Cutting taxes (although there was some discussion about their effectiveness);
- Health care (specifically, address wait times and improve access to MRI machines);
- Providing daycare (more and cheaper daycare spaces; often mentioned in relation to the economy, as a measure to help parents get back to work); and

*"Better daycare and better social services. France provides good daycare and health care."*

- Investing in alternative energy/ the "green" economy.

## 10. Communications

### Responding to Economic Concepts

Focus group participants were also presented with a series of economic concepts and asked to provide specific feedback on each.

#### Infrastructure

Many participants mentioned infrastructure spending unprompted as something the government should be considering as a means of stimulating the economy. Additionally, many participants pointed out the added benefit of job creation that would likely go hand in hand with any major infrastructure undertakings. Interestingly, beyond whatever economic stimulus it might provide, infrastructure spending was seen, in and of itself, as necessary, if expensive. This was particularly true of participants in Mississauga, where participants cite poor public transit and heavy traffic as areas where infrastructure spending could provide relief.

*“I would say ‘necessary.’ We get more and more population and it’s not set up for that.”*  
*« Ce sont (infrastructures) des dépenses à faire de toute façon, c’est idéal de les faire en récession. »*

While many participants acknowledged that infrastructure spending can be expensive, if done in a proper, accountable way, spending on infrastructure was seen as economically beneficial in the long-term.

When queried as to what comes to mind when thinking of infrastructure, participants most often associated roads, highways, bridges and public transit, while a few mentioned other aspects of public infrastructure, like water mains and sewer systems.

#### Providing job training/ promoting sustainable jobs

Similarly to infrastructure, providing job training and helping re-orient workers towards viable jobs and industries was mentioned – unprompted – as something government ought to play a major role in doing during an economic downturn. In fact, in most groups, job training was seen as perhaps the top priority for the Government to address in the present economy.

*“It’s a good time to train people... In the long run the economy will benefit.”*  
*“The Government should help with training...”*

While most participants expressed strong support for government assistance for job training, there was general agreement among most that the focus in this case should be on providing training for sustainable, long-term jobs – not jobs that will last a few years. Information technology work was mentioned as an example of an area where many re-trained or transitioned in the 1990s, but today find a declining market amid intense wage competition from China and India.



*“They need to support people while they are retraining (not just provide support with the training). My wife is re-training as a 911 operator... She was working in the film industry, but Vancouver is no longer Hollywood North.”*

*“In my industry there’s been a lot of outsourcing to India and China. You used to get \$20 or \$30 an hour. Now it’s \$10. It’s created a lot of tech ghettos here.”*

*« De l’aide au niveau de la formation, de l’aide financière, adaptation des cours de soir, il faudrait être plus flexible. »*

### **Tax cuts**

Most participants were willing to accept, in principle, that tax cuts would likely put more money in the pockets of businesses and individuals and thereby contribute to job creation and higher consumer spending.

*“It (tax cuts) would give everybody a break.”  
“Tax cuts would be a good way to bring people’s confidence back.”*

That said, many were skeptical about how effective tax cuts actually were in terms of stimulating the economy.

*“I don’t think tax cuts benefit the poor. They’re in lower tax brackets and don’t pay as much.”*

*“I would rather see them spend money on the unemployed instead of tax cuts for the rich.”*

*« Pas pire idée pour remettre de l’argent dans la poche des consommateurs, mais je suis sceptique que ça va fonctionner. »*

There was a significant degree of cynicism about whether taxes ever really get cut and whether anyone (or at least ordinary people) ever really “feel” the benefits of tax cuts.

The GST cuts of recent years were noted and appreciated; however, some participants said they couldn’t really tell the difference.

Some participants noted that “tax cuts” realized on the one hand more often than not meant having to deal with tax increases from other jurisdictions or alternatively higher fees for end users and, in some cases, both.

*“It’s government speak... we’ve heard it before. They cut taxes one place you end up paying more someplace else.”*

*« C’est du déjà-vu : je n’y crois pas, ils vont baisser quelque chose pour augmenter autre chose, c’est un système compliqué. »*

In addition, several participants mentioned that while tax cuts were fine, it was important to strike a balance between the money that government needs to operate, and to spend on important things like infrastructure, and the amount it can afford to return in the form of tax cuts.

### **Economic Stimulus/ Recovery**

Participants were queried as to their preference for the use of the words “Stimulus” vs. “Recovery” in order to generally characterize the types of measures which should be taken to deal with the current economic downturn. Most were of the view that Canada was

in need of an “economic stimulus” plan rather than an “economic recovery” plan. More often than not participants were of the view that the current economic situation did not warrant the use of the word “recovery,” rather, it was more in need of a push, a “stimulus,” to restore growth. It should also be noted that there was an expectation among most that any approach be well thought out and “planned” so as to not contribute to longer-term and larger deficits.

When questioned as to the make-up of an eventual economic stimulus plan, participants generally anticipated a blend of public spending (on things like infrastructure) and tax cuts. These were seen as short-term measures designed to get the economy on track. The term “economic recovery” tended to be associated with a longer term approach, and particularly with efforts like jobs retraining, which take a longer time to impact the economy.

In French, the phrase “relance de l'économie” which literally translated means 're-launching the economy' was relatively well received.

*« La relance de l'économie est une bonne idée, il faut diversifier notre économie. »*

### **Deficit**

Taken alone, and with no context, the word “deficit” tended to carry very negative associations among focus group participants. The words “mismanagement” and “wasteful” were often mentioned. However, more knowledgeable participants sometimes described a deficit as “inevitable” or even “necessary” in the context of an economic downturn – with specific reference to the economic theory that deficit spending was an appropriate way to address an economic downturn.

*“One way out of a recession is to spend your way out of it.”*

*“I don't think spending your way out of a recession is the solution... It's harder to regain what you've lost.”*



## 11. The Credit Situation

The credit situation was mentioned during the groups as an area of concern, but not because of a lack of credit. Rather, many participants were of the view that credit has been too loose and has encouraged over spending and contributed to lower personal savings and generally poor financial health.

*“The problem isn’t a lack of credit... It’s too much credit. People spending money they don’t have.”*

*« Consommer oui, mais selon nos moyens, c’est le crédit qui a engendré la panique aux É-U. »*

*« C’est la surconsommation, la télé HD, roulotte, chalet, qui est trop. »*

That said, some participants did mention tighter credit as a problem, particularly for small businesses, and to an extent for consumers considering large purchases (house, car, etc.). Generally, though, ensuring access to credit was not – at this time – recognized as a high priority for government.

*“They promised to give the banks money to lend to the people, but it hasn’t hit the street. I applied for a loan for my business. They got 68 business plans of which they approved one.”*

## 12. The Housing Market

Housing was not mentioned as a key economic concern among participants. While many recognize the problems in the U.S. housing market as contributing to the economic decline in that country, few recognized any spill over into the Canadian housing market, which was seen as strong.

*“I don’t think the housing market is too bad... I just bought a house!”*  
*« Il n’y a pas tant de manque au niveau du logement, même dans les logements sociaux. »*

A few participants in Mississauga mentioned a downturn, but generally even these participants felt insulated from the problems in the U.S. housing market.

*“I know housing has dropped... People spent too much money on properties that were high in value. Now they have dropped in value and they can’t sell and get their money back.”*

When prompted to consider measures the Government of Canada might take with respect to the housing market, participants most often said the government should do something to help make housing more affordable for lower income people. This was not necessarily connected with home ownership, but the provision or availability of affordable housing.



## Appendix 1 – English Recruitment Screener

Hello, my name is \_\_\_\_\_. I'm calling from Ipsos-Reid, a national opinion research firm. We're organizing a focus group to explore issues currently in the media. Focus Groups are discussions involving a small number of people that are brought together to talk about different topics. About ten people will be taking part, all of them randomly recruited by telephone just like you.

Participation is voluntary; all your answers will be kept confidential and will be used for research purposes only. We are simply interested in hearing your opinions – no attempt will be made to sell you anything. The format is a "round table" discussion lead by a research professional. An audio tape of the session will be produced for research purposes. The tapes will be used only by the research professionals to assist in preparing a final report on the research findings.

May I ask you a few questions?

Yes

No

1. Have I reached you at your home phone number:

Yes	CONTINUE
No	"MAY I SPAK WITH SOMEONE WHO DOES LIVE HERE?" - THANK AND TERMINATE IF NON-RESIDENCE

2. Are you a Canadian citizen at least 20 years old who normally resides in the [XX] area?

Yes	CONTINUE
No	THANK AND TERMINATE



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3. Please tell me if you or any member your immediate family works in or has retired from:

Market research	Y	N
Media (radio, TV, print)	Y	N
An employee of a political party	Y	N
An employee of a government department or agency that makes economic policy decisions	Y	N

**IF YES TO ANY OF THE ABOVE, THANK AND TERMINATE**

4. Would you be available to attend a discussion group January xx, 2009? It will last no more than two hours and you will receive \$75 for your time?

Yes	CONTINUE
No	THANK AND TERMINATE

5. Gender [BY OBSERVATION ONLY; DO NOT READ. RECUIT A 50/50 SPLIT]

Female

Male

6. Which of the following best describes your employment situation? Are you... [READ LIST]

Employed full-time

Employed part-time

Retired

Currently not working SKIP TO Q8 – MIN 2, MAX 3 PER GROUP

Student SKIP TO Q8

Homemaker SKIP TO Q8 – MIN 2 PER GROUPS

Other \_\_\_\_\_

Refused



7. [IF EMPLOYED/RETIRED] What is/was your current/past occupation?  
\_\_\_\_\_ PLEASE SPECIFY

8. How old are you? Are you.... READ LIST

ENSURE A GOOD MIX OF AGE

20-25 years

25-34 years

35-44 years

45-54 years

55-64 years

65 years and older

Refuse/DK - THANK AND TERMINATE

9. Do you currently have children under the age of 18 living in the house with you?  
[RECRUIT GOOD MIX]

Yes

No

10. Approximately, what was your total household annual income last year – 2007?  
[READ CATEGOREIS IF NECESSARY]

Less than \$40,000

\$40,000 to less than \$60,000

\$60,000 to less than \$100,000

More than \$100,000

11. Have you ever attended a consumer group discussion which was arranged in advance  
and for which you received a sum of money for participating?

Yes	CONTINUE
No	GO TO Q16

12. a. IF YES ABOVE, When was the last time you attended a group?  
\_\_\_\_\_ TERMINATE IF IN THE PAST 6 MONTHS IF  
NOT CONTINUE

12. b. IF PAST ATTENDER, What was the topic of the most recent focus group you  
attended? [TERMINATE IF TOPIC FINANCE/ECONOMY/POLITICAL RELATED]

13. If you suddenly had a million dollars, what would do you? (THE PURPOSE OF THE  
QUESTION IS TO TEST HOW ARTICULATE THE RESPONDENT IS IN  
EXPRESSING HIMSELF OR HERSELF).



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INTERVIEWER: USE THIS QUESTION TO TEST HOW ARTICULATELY RESPONDENT EXPRESSES HIM/HERSELF. IF RESPONDENT IS INARTICULATE OR UNCOMMUNICATIVE, THANK AND TERMINATE.

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 OR IF YOU HAVE A CONCERN.

**Read to Stand-by Respondents**

Thank you for answering my questions. Unfortunately, at this time, the group you qualify for is full. We would like to place you on our stand-by list. This means that if there is an opening in the group, we would then call you back and see if you are available to attend the group. May I please have a daytime contact number, an evening contact number an email address, if you have one, so that we can contact you as soon as possible if an opening become available? [RECORD CONTACT INFO]

Location	Date	Time	Target Audience
North Vancouver Residents (only)	January 8 <sup>th</sup>	5:30 7:30	General Public in both groups
Winnipeg	January 12 <sup>th</sup>	5:30 7:30	General Public in both groups
Mississauga	January 13 <sup>th</sup>	5:30 7:30	General Public in both groups
Québec City (French)	January 14 <sup>th</sup>	5:30 7:30	General Public in both groups
Moncton	January 15 <sup>th</sup>	5:30 7:30	General Public in both groups

As I mentioned earlier, the group discussion will take place, January xx @ 5:30pm/7:30pm for no more than 2 hours. The Government of Canada is sponsoring this research. All those who participate will receive a \$75 honorarium as a thank you for their time. Would you be willing to attend? Note: **North Vancouver respondents are getting \$100**

Yes	CONTINUE
No	GO TO Q14

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

CITY	Facility address
Vancouver	<b>Consumer Research Centre, 1398 West 7<sup>th</sup> Ave. 604-714-5900</b>
Winnipeg	<b>NRG Research Group, 213 Notre Dame Suite 804. 204-989-8999.</b>
Mississauga	<b>Infoquest Research, 6655 Kitimat Rd, Suite 12. 905-567-9009</b>
Québec	SOM Quebec 2136 Chemin Sainte-Foy Suite 200. 418-687-8025
Moncton	<b>TBA</b>

We ask that you arrive at least fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondent's identification prior to the group, so please be sure to bring some personal identification with you (i.e. driver's license). Also, if you require glasses for reading, please bring them with you.

As we are only inviting a small number of people, your participation is very important to us. **IF FOR SOME REASONS YOU ARE UNABLE TO ATTEND, PLEASE CALL SO THAT WE MAY GET SOMEONE TO REPLACE YOU.** You can reach us at 1-xxx-xxx-xxxx at our office. Someone will call you the day before to remind you about the discussion.

What would be a good time to reach you?  
 And at what telephone numbers?  
 May I please get your name? **ON FRONT PAGE**  
**Thank you for very much for your help!**

## Appendix 2 – French Recruitment Screener

Bonjour, ici \_\_\_\_\_ d'Ipsos-Reid, une firme nationale d'études de marché. Nous organisons actuellement un groupe de discussion pour étudier certains enjeux d'actualité. Un groupe de discussion est une rencontre où un petit nombre de personnes se réunissent pour parler de différents sujets. Environ dix personnes prendront part au groupe de discussion que nous organisons et elles auront toutes été recrutées au hasard par téléphone comme vous.

La participation est volontaire et toutes vos réponses seront tenues confidentielles et ne seront utilisées qu'aux fins de l'étude. Je tiens à vous assurer que nous ne vendons rien et que nous voulons simplement connaître votre opinion. Il s'agit d'une rencontre de type « table ronde » qui sera menée par un professionnel des études de marché et elle sera enregistrée aux fins de l'étude. Les enregistrements seront utilisés seulement par les professionnels des études de marché pour les aider dans la rédaction de leur rapport définitif sur les résultats obtenus.

Puis-je vous poser quelques questions?

Oui

Non

1. Est-ce que je vous ai joint à votre numéro de téléphone à la maison?

Oui	CONTINUER
Non	« PUIS-JE PARLER À UNE PERSONNE QUI HABITE LÀ? » – REMERCIER ET CONCLURE SI LA PERSONNE N'HABITE PAS À CET ENDROIT

2. Êtes-vous un citoyen canadien d'au moins 20 ans qui réside normalement dans la région de [XX]?

Oui	CONTINUER
Non	REMERCIER ET CONCLURE



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3. Veuillez me dire si vous-même ou un membre de votre famille immédiate travaillez ou avez travaillé dans l'un des domaines suivants :

Études de marché	O	N
Médias (radio, télé, journaux)	O	N
Employé d'un parti politique	O	N
Employé d'un ministère ou d'un organisme gouvernemental qui prend des décisions relatives à la politique économique	O	N

**SI OUI À L'UN OU L'AUTRE, REMERCIER ET CONCLURE**

4. Seriez-vous libre pour participer à un groupe de discussion le xx janvier 2009? La rencontre ne durera pas plus de deux heures et vous recevrez une somme de 75 \$ en guise de remerciement pour votre temps.

Oui	CONTINUER
Non	REMERCIER ET CONCLURE

5. Sexe [PAR OBSERVATION SEULEMENT; NE PAS LIRE. OBTENIR UN MÉLANGE 50/50]

Femme  
Homme

6. Lequel des énoncés suivants décrit le mieux votre situation d'emploi? Êtes-vous...  
[LIRE LA LISTE]

Employé à temps plein  
Employé à temps partiel  
À la retraite

Actuellement sans emploi PASSER À LA Q8 – MIN. 2, MAX. 3 PAR GROUPE

Étudiant PASSER À LA Q8

Au foyer PASSER À LA Q8 – MIN. 2 PAR GROUPE

Autre \_\_\_\_\_

Refus

7. [SI EMPLOYÉ/À LA RETRAITE] Quel emploi occupez-vous à l'heure actuelle/occupiez-vous dans le passé?

\_\_\_\_\_ VEUILLEZ PRÉCISER

8. Quel âge avez-vous? Avez-vous... LIRE LA LISTE

VOUS ASSURER D'OBTENIR UN BON MÉLANGE

20 à 25 ans

25 à 34 ans

35 à 44 ans

45 à 54 ans

55 à 64 ans

65 ans et plus

Refus/NSP – REMERCIER ET CONCLURE



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9. Y a-t-il des enfants de moins de 18 ans qui habitent avec vous à la maison en ce moment? [OBTENIR UN BON MÉLANGE]

Oui

Non

10. Quel a été le revenu annuel total approximatif de votre foyer l'an dernier, c'est-à-dire en 2007? [LIRE LES CATÉGORIES AU BESOIN]

Moins de 40 000 \$

40 000 \$ à moins de 60 000 \$

60 000 \$ à moins de 100 000 \$

Plus de 100 000 \$

11. Avez-vous déjà participé à un groupe de discussion de consommateurs, organisé à l'avance et pour lequel vous avez reçu une somme d'argent?

Oui	CONTINUER
Non	PASSER À LA Q16

12. a. SI OUI CI-DESSUS, À quand remonte la dernière fois que vous avez participé à un groupe de discussion?

\_\_\_\_\_ CONCLURE SI AU COURS DES SIX  
DERNIERS MOIS. SI NON, CONTINUER.

12.14. b. SI A DÉJÀ PARTICIPÉ, Quel était le sujet du dernier groupe de discussion auquel vous avez pris part? [CONCLURE SI LE SUJET CONCERNAIT LES FINANCES/L'ÉCONOMIE/LA POLITIQUE]

Mise en forme : Puces et numéros

13.15. Si vous aviez soudainement un million de dollars, que feriez-vous? (LE BUT DE LA QUESTION EST DE MESURER LA CAPACITÉ DU RÉPONDANT À S'EXPRIMER.)

Mise en forme : Puces et numéros

INTERVIEWER : UTILISER CETTE QUESTION POUR MESURER LA CAPACITÉ DU RÉPONDANT À S'EXPRIMER. SI LE RÉPONDANT A DU MAL À S'EXPRIMER OU À COMMUNIQUER, REMERCIER ET CONCLURE.

CONCLURE SI LE RÉPONDANT DONNE UNE RAISON COMME UN PROBLÈME D'OUÏE OU DE VUE, UN PROBLÈME POUR ÉCRIRE OU S'EXPRIMER OU S'IL CRAINT DE NE PAS ÊTRE CAPABLE DE COMMUNIQUER DE FAÇON EFFICACE.

#### **Lire aux répondants de réserve**

Merci d'avoir répondu à mes questions. Malheureusement, à l'heure actuelle, le groupe auquel vous êtes admissible est complet. Nous aimerions toutefois vous inscrire sur notre liste de répondants de réserve. Cela signifie que si une place se libère dans le groupe, nous vous rappellerons pour savoir si vous êtes libre pour participer à la rencontre. Puis-je avoir un numéro de téléphone où nous pouvons vous joindre le jour et le soir ainsi que votre adresse de courriel, si vous en avez une, pour que nous puissions vous joindre le plus rapidement possible si une place se libère? [INSCRIRE LES COORDONNÉES DU RÉPONDANT]

Lieu	Date	Time	Public cible
Résidants de North Vancouver (seulement)	8 janvier	17 h 30 19 h 30	Grand public dans les deux groupes
Winnipeg	12 janvier	17 h 30 19 h 30	Grand public dans les deux groupes
Mississauga	13 janvier	17 h 30 19 h 30	Grand public dans les deux groupes
Ville de Québec (français)	14 janvier	17 h 30 19 h 30	Grand public dans les deux groupes
Moncton	15 janvier	17 h 30 19 h 30	Grand public dans les deux groupes

Comme je l'ai mentionné plus tôt, le groupe de discussion se tiendra le xx janvier à 17 h 30/19 h 30 et ne durera pas plus de deux heures. L'étude en question est commanditée par le gouvernement du Canada. Tous les participants recevront une somme de **75 \$** en guise de remerciement pour leur temps. Accepteriez-vous de participer? Remarque : **les répondants de North Vancouver recevront 100 \$**

Oui	CONTINUER
Non	PASSER À LA Q14

Avez-vous un crayon à portée de main pour noter l'adresse où se tiendra la rencontre? Elle aura lieu à :

VILLE	Adresse
Vancouver	<b>Consumer Research Centre, 1398 West 7<sup>th</sup> Ave. 604 714-5900</b>
Winnipeg	<b>NRG Research Group, 213 Notre-Dame, bureau 804. 204 989-8999</b>
Mississauga	<b>Infoquest Research, 6655 Kitimat Rd, bureau 12. 905 567-9009</b>
Québec	SOM Québec 2136, Chemin Sainte-Foy, bureau 200 418 687-8025
Moncton	<b>À déterminer</b>

Nous vous prions d'arriver au moins quinze minutes avant le début de la rencontre pour vous donner le temps de trouver un stationnement, de trouver l'endroit où se tient la rencontre et de vous enregistrer auprès des animateurs. Les animateurs pourraient vérifier l'identité des participants avant le début de la rencontre. Par conséquent, n'oubliez pas d'apporter une carte d'identité personnelle (p. ex. votre permis de conduire). De plus, n'oubliez pas d'apporter vos lunettes de lecture si vous en avez besoin.

Étant donné que nous invitons seulement quelques personnes, votre présence est très importante pour nous. **SI, POUR QUELQUE RAISON QUE CE SOIT, VOUS NE POUVEZ PAS VOUS PRÉSENTER, VEUILLEZ NOUS TÉLÉPHONER POUR QUE NOUS PUISSIONS TROUVER UNE PERSONNE POUR VOUS REMPLACER.** Vous pouvez nous joindre à nos bureaux au 1 xxx xxx-xxxx. Un de nos représentants vous téléphonera la veille de la rencontre pour confirmer votre présence.

À quel moment serait-il préférable que nous rappelions?  
Et à quels numéros de téléphone?  
Puis-je avoir votre nom? SUR LA PAGE COUVERTURE  
**Merci beaucoup de votre aide.**



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## Appendix 3 – English Moderator Guide

### **INTRODUCTION (5 Minutes)**

Explain to participants:

- The role of moderator is to ask questions, timekeeper, objective/no special interest
- The length of the session (2 hours)
- Taping of the discussion, one-way mirror and colleagues viewing in back room
- Results are confidential and reported all together/individuals are not identified/participation is voluntary
- Role of participants: not expected to be experts, no need to agree with each other, speak openly and frankly about opinions and remember that there are no wrong answers
- Get participants to introduce themselves and their occupation/hobbies etc...

### **WARM UP: General Context (20 Minutes)**

- So, how are things going for you personally? What keeps you up at night?
- Thinking about the country in general, how are things going?
- Overall, how are things going in Ottawa? What is going well? What is not going well?





### **ECONOMIC SITUATION (35 Minutes)**

[ASSUMING THEY HAVE MENTIONED THE ECONOMY:] Many of you mentioned the economy as an area of concern.

- How is Canada's economy doing? What makes you say that?
- Where do you think Canada's economy is headed? Are you optimistic about the future? What makes you say that?
- What do you feel is going well? What do you feel is not going well?
- What have you seen or heard in your own life that suggests the economy is good or bad?
- How do you think things will be one year from now? What about 5 years from now?
- Is Canada's national economic situation different from the economic situation in this province? What is different? What makes you say that?
- Have you changed any of your financial behaviour in the last few months?
- What have you changed? Are you spending/saving more or less?
- Are you putting off any big purchases or vacations? How long are you putting them off for? What is making you put them off?
- Have you made any investment changes? What are you doing differently?
- Are any of you putting off retirement to a later date than you would have liked? What is leading you to this?
- These are uncertain times and sometimes people lose their jobs. Can you describe for me what the government should be doing to help these people? What if you found yourself without a job? [PROBE: Should government be providing money to learn how to do new jobs?]
- Can you list some of the biggest threats to Canada's economy? What do you think we have to watch out for?

### **FLIP CHART – PROBE IF NECESSARY:**

- Economic downturn (domestic and international)
- Housing crisis in the U.S.
- Volatile financial markets
- Job loss to other parts of the world
- Housing prices in Canada
- Consumer confidence
- Tightening credit markets
- Pensions

What do you think the government should be doing about the economy? [RECORD ANSWERS ON FLIP CHART; PROMPT WITH HOW GOVERNMENT SHOULD RESPOND TO THE ECONOMIC THREATS MENTIONED BEFORE, IF NEEDED]



### **COMMUNICATIONS [50 Minutes]**

\*Okay, now I am going to write a word on the flip chart and then I am going to put some words on the table. I would like you to choose the top two or three words that you associate with the term on the flip chart. I will go around the table and we can discuss our choices. **FLIP CHART WORDS:**

- Tax cuts
- Economic Recovery Package
- Infrastructure
- Deficit
- Economic stimulus
- Jumpstart the economy

We have been talking a lot about the economy tonight. Can you tell me what the Government of Canada has been doing? [RECORD ON FLIP CHART]

A number of measures have been identified as areas that would provide the most effective and immediate help for the economy. What does [INSERT TOPIC BELOW] mean to you? Can you think of an example of [INSERT TOPIC BELOW]? Is there one of these areas that you think is more important than another?

- 1) Investing in housing
- 2) Speeding up infrastructure spending
- 3) Helping create sustainable jobs and helping people get training for new opportunities
- 4) Injecting money into the economy
- 5) Ensuring access to credit

What steps should the Government take to ensure that the Canadian economy remains internationally competitive and continues to attract investment and create jobs?

### **CONCLUSION [5 Minutes]**

We have covered a lot of topics today and really appreciate you taking the time and energy to come down here and give your opinion. Your input is very important and insightful!

- To conclude, I wanted to ask you whether you have any last thoughts that you want to give the Government of Canada.



## Appendix 4 – French Moderator Guide

### **INTRODUCTION (5 minutes)**

Expliquer aux participants :

- Le rôle du modérateur consiste à poser des questions et à veiller au bon déroulement de la rencontre. Le modérateur est objectif/n'a aucun intérêt direct.
- Durée de la rencontre (2 heures)
- Enregistrement de la rencontre/miroir d'observation et collègues dans la salle attenante
- Les résultats sont confidentiels et seront rapportés globalement/les personnes ne sont pas identifiées/la participation est volontaire
- Le rôle des participants : pas besoin d'être un expert; aucun consensus n'est requis; exprimer leur opinion ouvertement et en toute franchise; il n'y a pas de mauvaises réponses.
- Demander aux participants de se présenter et de parler de leur profession/de leurs loisirs, etc.

### **MISE EN TRAIN : Contexte général (15 minutes)**

Comment vont les choses pour vous personnellement? Qu'est-ce qui vous tracasse le soir?

Si vous pensez au pays en général, comment vont les choses?

En général, comment vont les choses à Ottawa? Qu'est-ce qui va bien? Qu'est-ce qui ne va pas bien?

### **SITUATION ÉCONOMIQUE (35 minutes)**

- [EN SUPPOSANT QU'ILS ONT MENTIONNÉ L'ÉCONOMIE :] Vous êtes nombreux à avoir mentionné l'économie.
- Comment se porte l'économie du Canada? Qu'est-ce qui vous fait dire cela?
- D'après vous, quelle orientation prend l'économie du Canada? Envisagez-vous l'avenir avec optimisme? Qu'est-ce qui vous fait dire cela?
- D'après vous, qu'est-ce qui va bien? D'après vous, qu'est-ce qui ne va pas bien?
- Qu'avez-vous vu ou entendu personnellement qui vous indique que l'économie va bien ou mal?
- D'après vous, comment iront les choses dans un an? Et dans cinq ans?
- La situation économique nationale du Canada est-elle différente de la situation économique de la province? En quoi est-elle différente? Qu'est-ce qui vous fait dire cela?
- Avez-vous modifié votre comportement financier au cours des derniers mois?
- Nous traversons une période instable et certains travailleurs perdent leur emploi. Pouvez-vous me décrire ce que le gouvernement devrait faire pour les aider? Et si vous perdiez votre emploi? [SONDER : Le gouvernement devrait-il fournir une aide financière pour apprendre à occuper de nouveaux emplois?]
- Pouvez-vous nommer certaines des plus grandes menaces pour l'économie du Canada? D'après vous, à quoi devrions-nous faire attention?

### **TABLEAU DE PAPIER – SONDER AU BESOIN :**

- Ralentissement de l'économie (nationale et internationale)
- Crise immobilière aux États-Unis
- Marchés financiers instables
- Pertes d'emploi dans d'autres régions du monde
- Coût du logement au Canada
- Confiance des consommateurs
- Resserrement du crédit
- Régimes de retraite

D'après vous, qu'est-ce que le gouvernement devrait faire en ce qui concerne l'économie? [INSCRIRE LES RÉPONSES SUR LE TABLEAU DE PAPIER; AU BESOIN, SONDER POUR SAVOIR COMMENT LE GOUVERNEMENT DEVRAIT RÉAGIR AUX MENACES ÉCONOMIQUES MENTIONNÉES PRÉCÉDEMMENT.]

Des pays des quatre coins du monde sont confrontés à d'importants défis économiques. Pouvez-vous me dire ce que font certains de ces pays pour stimuler leur économie? [SONDER SUR LES ÉTATS-UNIS ET D'AUTRES MESURES RÉCENTES.]

Le Canada devrait-il en faire plus, moins ou à peu près autant que les autres pays sur le plan de l'économie?



Est-ce que quelqu'un sait ce qui est prévu à Ottawa plus tard ce mois-ci? [EXPLIQUER POUR QUE TOUS COMPRENENT QUE LE BUDGET SERA PRÉSENTÉ.] Le budget détaille de quelle façon le gouvernement prévoit dépenser votre argent au cours de l'année à venir. Comment aimeriez-vous que le gouvernement dépense son argent au cours de l'année à venir? Selon vous, quelle est la priorité?

### COMMUNICATIONS [50 minutes]

D'accord, je vais maintenant inscrire un mot sur le tableau de papier et déposer quelques mots sur la table. J'aimerais que vous choisissiez un mot que vous associez à celui qui est inscrit sur le tableau. Nous allons faire un tour de table pour parler de vos choix. MOTS À INSCRIRE SUR LE TABLEAU DE PAPIER :

- Réduction des impôts
- Plan de redressement de l'économie
- Infrastructure
- Déficit
- Stimulation de l'économie
- Relance de l'économie
- APRÈS AVOIR PARLÉ DE LEUR MOT, DEMANDER LA SIGNIFICATION DE CHAQUE TERME/POURQUOI IL EST PERTINENT DANS LE CONTEXTE ÉCONOMIQUE ACTUEL DU CANADA.

### INSÉRER LES ÉNONCÉS ICI.

Je vais maintenant vous lire quelques énoncés que vous pourriez entendre de la part du gouvernement du Canada à propos de notre situation économique. J'aimerais savoir ce que vous pensez de chacun d'eux.

#### • ÉNONCÉ 1 :

- « Certaines personnes laissent entendre que le gouvernement du Canada devrait emboîter le pas aux autres pays et emprunter de l'argent pour investir afin de stimuler l'économie nationale et d'aider les Canadiens à traverser la crise économique internationale. »

#### • ÉNONCÉ 2 :

- « Nous avons parlé de pays qui ont proposé ou mis en place des plans coûteux pour stimuler l'économie. Ils ont dû enregistrer un déficit après avoir convenu que ne rien faire empirerait la situation économique. Le Canada pourrait faire de même et enregistrer également un déficit à court terme pour financer des investissements dans le but de traverser la crise.
- Les dirigeants d'entreprise et les économistes incitent les gouvernements fédéral et provincial à enregistrer temporairement un déficit pour stimuler l'économie.



- *Les États-Unis et d'autres pays industrialisés enregistrent tous un déficit pour stimuler leur économie respective. »*

Ce soir, nous avons beaucoup parlé d'économie. Pouvez-vous me dire ce qu'a fait le gouvernement du Canada à cet égard? **[INSCRIRE SUR LE TABLEAU DE PAPIER.]**

Un certain nombre de mesures ont été identifiées comme étant celles qui apporteraient l'aide la plus rapide et efficace à l'économie. Que signifie pour vous **[INSÉRER UN SUJET PARMİ CEUX CI-DESSOUS]**? Avez-vous un exemple de/d'**[INSÉRER UN SUJET PARMİ CEUX CI-DESSOUS]**? D'après vous, l'une ou l'autre des mesures suivantes est-elle plus importante qu'une autre?

- 1) Investissement dans le logement
- 2) Accélération des dépenses pour les infrastructures
- 3) Aide à la création d'emplois durables et à la formation pour permettre aux travailleurs touchés d'occuper de nouveaux emplois
- 4) Injection d'argent dans l'économie
- 5) Assurance de l'accès au crédit

Quelles mesures pourrait prendre le gouvernement pour s'assurer que l'économie canadienne reste concurrentielle sur le plan international et qu'elle continue d'attirer des investissements et de créer des emplois?

**CONCLUSION [5 minutes]**

Nous avons couvert un grand nombre de sujets et je vous remercie d'avoir consacré du temps et de l'énergie pour venir partager votre opinion ici aujourd'hui. Votre opinion est très importante et éclairante!

- Pour conclure, j'aimerais savoir si vous avez d'autres commentaires que vous voudriez communiquer au gouvernement du Canada.

