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Canadians' Awareness and Confidence in Canada's Transportation System

Final report

Prepared for Transport Canada

Supplier: Phoenix SPI

Contract Number: CW2379934

Contract Value: \$110,672.20 (including HST)

Award Date: 2024-11-04

Delivery Date: 2025-03-17

Registration Number: POR 068-24

For more information on this report, please contact Transport Canada at
TC.Publicopinion-Opinionpublique.TC@tc.gc.ca.

Ce rapport est aussi disponible en français.

Canadians' Awareness and Confidence in Canada's Transportation System Final Report

This public opinion research report presents the findings of a 15-minute online survey conducted with 1,587 Canadians aged 18 and older, along with five virtual focus groups—four with the general public and one with Indigenous Peoples. The survey was conducted from January 8 to 26, 2025, while the focus groups took place from February 18 to 20, 2025.

Cette publication est aussi disponible en français sous le titre *Recherche sur l'opinion publique : Connaissance et confiance des Canadiens à l'égard du système de transport du Canada*

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Catalogue Number:

International Standard Book Number (ISBN):

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Executive Summary

Phoenix Strategic Perspectives (Phoenix SPI) was commissioned by Transport Canada to conduct quantitative and qualitative public opinion research (POR) to measure Canadians' and Indigenous Peoples' attitudes and perceptions of transportation.

Research Purpose and Objectives

The purpose of the research was to help Transport Canada understand the interests and behaviours of the population as they relate to the department's mandate. The specific objectives of this POR study were to measure attitudes and perceptions of transportation with a focus on the following areas: communication preferences; awareness and perceptions of Transport Canada's programs, services and activities; and confidence in the safety, security, and efficiency of Canada's transportation system.

Methodology

The research included a 15-minute probability online survey of 1,587 Canadians aged 18+ and five 90-minute virtual focus groups. The online survey included an oversample of Indigenous Peoples. The results were weighted to reflect the actual distribution of the population based on region, age, and gender. The margin of error for a sample of this size, accounting for the design effect of the oversample, is ± 2.9 percentage points, 19 times out of 20. Four focus groups were conducted with Canadians aged 18+ and one with Indigenous Peoples. The groups with Canadians were segmented by region of the country, with one group conducted in the West, one in Ontario, one in Quebec (French), and one in Atlantic Canada. The fieldwork took place from January 8 to 16, 2025 (online survey) and from February 18 to 20, 2025 (virtual focus groups).

Key Findings

- ***Government is most likely to be considered responsible for maintaining a safe and secure transportation system in Canada.*** Survey respondents and focus group participants most often identified the government as primarily responsible for maintaining a safe and secure transportation system in Canada. Just over half of survey respondents believed this, with 35% attributing responsibility to the Government of Canada and 19% to provincial and territorial governments. Similarly, focus group participants routinely characterized transportation safety and security as a shared responsibility between different levels of government in Canada. Some participants further specified that the federal government's responsibility extends to transportation matters affecting the entire country or spanning multiple provinces, as well as critical infrastructure such as ports, airports, and rail lines.
- ***A majority of surveyed Canadians have a positive impression of Transport Canada.*** Over half of survey respondents expressed a positive view of Transport Canada, with 42% reporting a somewhat positive impression and 11% a very positive one. By contrast, one-quarter held a negative impression of the department, including 19% who were somewhat negative and 6% who were very negative. Additionally, just over one in five (22%) indicated that they did not know enough about Transport Canada to offer an overall impression. Focus group participants were not asked about their impressions of Transport Canada. However, most said that they had heard of Transport Canada and commonly associated the department with general oversight of Canada's transportation system.

- ***There is widespread confidence among surveyed Canadians that Canada's transportation system is safe.*** A substantial majority of survey respondents expressed confidence in the overall safety of Canada's transportation system, with 53% feeling somewhat confident and 32% very confident. Nearly all respondents believe it is safe to travel within Canada, regardless of the mode—road, rail, air, or water—with 41% describing travel as very safe and 54% as generally safe. Among the different modes of transportation, road travel was most likely to be considered unsafe, with 19% expressing concerns compared to just 2% to 4% for other modes of transportation. This perception that road travel is less safe was also common among focus group participants. In terms of the department's performance, majorities of survey respondents said Transport Canada is doing a good or very good job with air (74%), rail (60%), water (57%), and road (52%) safety.
- ***Many consider it safe to transport hazardous materials within Canada.*** Survey respondents and focus group participants tended to consider the transportation of hazardous materials within Canada to be safe. Just over three-quarters (77%) of survey respondents held this view, with 64% describing it as generally safe and 13% as very safe. Similarly, focus group participants widely perceived the transportation of hazardous materials in Canada as safe. They recognized that accidents happen but viewed them as rare. For some, moreover, the low incidence of accidents served as evidence that transporting hazardous materials within Canada is generally safe.
- ***There are differences of opinion about the 2035 zero-emission mandate among Canadians.*** There was no consensus about the requirement for all new cars and light trucks sold in Canada to be zero-emission by 2035. Among survey respondents, 45% believed the requirement is a good idea, 39% considered it a bad idea, and 16% were uncertain. There were also differing opinions on the mandate among focus group participants. While most supported it, some expressed concerns or did not think it was a good idea, and a few were unsure. Supporters cited various benefits, including reducing greenhouse gas emissions to help preserve the environment, improving Canadians' health, and fostering R&D along with new industries. Focus group participants were divided on whether the higher cost of zero-emissions vehicles would affect their level of support, with some believing it would and others saying it would not.
- ***Confidence in Canada's supply chains tends to be more moderate than strong.*** Two-thirds of survey respondents expressed confidence in the strength of Canada's supply chains, though they were more likely to be somewhat confident (58%) than very confident (8%). Opinions among focus group participants were mixed, with similar numbers describing Canada's supply chains as strong or somewhere between strong and weak, and smaller numbers characterizing them as weak. Surveyed Canadians were somewhat more positive about the reliability of Canada's supply chains, with 67% somewhat confident they can reliably deliver goods and 15% very confident. Among those who lacked confidence in supply chain reliability, the main reasons cited were federal government actions and policies (30%), the risk of disruptions and delays (24%), concerns about inadequate supply chain maintenance (19%), and Canada's reliance on imports (17%).
- ***Confidence in the government's ability to create green transportation systems varies.*** A majority of survey respondents were not very confident (38%) or not at all confident (19%) in the Government of Canada's ability to create green transportation systems. By contrast, 38% of respondents were somewhat confident in the Government of Canada's ability to create green transportation systems, while 5% were very confident. Among focus group participants, opinions varied on how well the Government of Canada is improving the environmental impact

of transportation. Some described the federal government's record as good or moving in the right direction, while others described its efforts as poor, and some were unsure.

- ***There is substantial support for greening transportation even if it costs more money.*** Over two-thirds of survey respondents (71%) supported or strongly supported the Government of Canada's efforts to create green transportation systems, even if it costs more money (28% opposed these efforts). Focus group participants were divided on whether the higher cost of zero-emissions vehicles would affect their level of support for them, with some saying yes and others saying no.
- ***Most survey respondents think Government of Canada investment in green transportation initiatives is important.*** Just over three-quarters of survey respondents thought it was moderately (31%) or very (45%) important that the Government of Canada invests in green transportation initiatives. While focus group participants were not asked about this specifically, reducing the environmental impact of Canada's transportation system, including its contribution to air pollution, carbon emissions, and climate change, tended to be seen as the most pressing environmental concern related to transportation in Canada.
- ***For many, the federal government is the most trusted source for transportation information.*** Just over half of survey respondents identified the Government of Canada as the most trusted source of information about Canada's transportation system. The Government of Canada was also routinely identified as such by focus group participants, and Government of Canada websites were often identified as the most trusted communication channel for transportation information.
- ***Canadians consult a variety of sources for information or news.*** Over half of survey respondents said they rely most often on Canadian TV, radio channels, and newspapers (60%) as well as internet searches (55%) for information or news. Following these, 39% rely on the Government of Canada, 34% on scientific experts and reports, and 31% on provincial and territorial governments. Focus group participants collectively identified a variety of sources they rely on for information and news. These included 'traditional' Canadian media sources, such as CBC, CTV, and Global; international sources, including BBC, CNN, and Reuters; independent sources like Substack; local or regional sources, such as Tyee and Journal de Montreal; social media; and news aggregators, such as Ground News, Flipboard, and Google News.

Limitations and Use of the Research

The survey results are generalizable to the target population because probability sampling was used. The focus group results, however, cannot be quantified or generalized to the full population of Canadians and Indigenous Peoples. The findings from the research will be used by Transport Canada to more effectively communicate and engage with Canadians.

Contract Value

The contract value was \$110,672.20 (including HST).

Political Neutrality Certification

I hereby certify as a Senior Officer of Phoenix SPI that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Policy on Communications and Federal Identity* of the Government of Canada and Directive on the Management of

Communications. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Alethea Woods
President
Phoenix Strategic Perspectives Inc.

Introduction

1. Background and Objectives

Transport Canada serves the public interest through the promotion of a safe, secure, efficient, and environmentally responsible transportation system in Canada. The department plays a key leadership role in ensuring all parts of the transportation system across the country work together effectively. In this role, Transport Canada is responsible for implementing programs and updating policies, laws, regulations, and standards designed to support innovation, sustainability and the future of transportation.

Given Transport Canada's role, it is essential for the department to understand the transportation-related needs and opinions of Canadians and how they access and consume information. As part of the [Transportation 2030: Strategic Plan](#), the department aims to increase trust in Canada's transportation system, which can only be achieved through effective communication and engagement with Canadians. Transport Canada's Communications Branch intends to build this trust and confidence by creating a heightened awareness of Transport Canada's programs, services, initiatives and activities.

To support the department's communications efforts, Transport Canada commissioned public opinion research (POR). The purpose of the research was to help the department understand the interests and behaviours of the population as they relate to Transport Canada's mandate. The results of the POR study will serve as a baseline to measure and track the department's communications efforts to enhance public trust.

The specific objectives of this POR study were to measure attitudes and perceptions of transportation with a focus on the following areas: communication preferences—specifically, the channels, as well as style and tone of messages that resonate with the population; awareness and perceptions of Transport Canada's programs, services and activities; and the population's confidence in the safety, security and efficiency of Canada's transportation system.

The findings from the research will be used by Transport Canada to more effectively communicate and engage with Canadians. Additionally, the department intends to leverage the results to support its strategic priorities and achieve the intended results.

2. Methodology

This POR included both quantitative and qualitative components:

- **Quantitative:** A 15-minute probability online survey was conducted with 1,587 Canadians aged 18 and older. This survey included an oversample of Indigenous Peoples. The survey sample was drawn from a probability-based panel. The results were weighted to reflect the actual distribution of Canadians based on region, age, and gender. The margin of error for a sample of this size, accounting for the design effect of the oversample, is ± 2.9 percentage points, 19 times out of 20. The margins of error are greater for results pertaining to subgroups of the total sample. The fieldwork was conducted from January 8 to 16, 2025.
- **Qualitative:** Five 90-minute virtual focus groups were conducted: four with Canadians aged 18+ and one with Indigenous Peoples. The groups with Canadians were segmented by region of the country, with one group conducted in the West, one in Ontario, one in Quebec (French), and

one in Atlantic Canada. All participants received an honorarium of \$125. The results of these focus groups provide an indication of participants' views about the issues explored, but they cannot be quantified or generalized to the full population of Canadians and Indigenous Peoples. The fieldwork took place from February 18 to 20, 2025.

For a more complete description of the methodology, refer to the Appendix: [Technical Specifications](#).

3. Notes to Reader

- The report is organized by theme, with the results of the online survey and focus groups integrated into each section. Because the results of the quantitative component are generalizable to the full population of Canadians, they are presented first in the report. The findings from the focus groups are presented immediately following the survey findings.
- **Online survey:**
 - All results in the report are expressed as percentages, unless otherwise noted. Percentages may not always add up to 100% due to rounding or multiple mentions.
 - The number of respondents per question changes throughout the report because questions were often asked of a sub-sample of respondents. Accordingly, readers should exercise caution when interpreting results based on smaller numbers of respondents.
 - Subgroup differences are identified in the report where applicable. These differences are presented in a box to off-set them from the main findings. Only differences that are significant at the 95% confidence level and that pertain to a subgroup sample size of n=30 or greater are discussed in the report.
 - When subgroup differences are reported, one category within a subgroup is being compared to one or more other categories within the same subgroup, often using the words “more likely” or “less likely.” For example, “group A was more likely than group B to...” or “group A is less likely than group B to...”.
 - If one or more categories in a subgroup are not mentioned in a discussion of subgroup differences, it can be assumed that significant differences were found only among the categories reported.
 - If no subgroup differences are identified in relation to a question, it can be assumed that there were no significant differences.
 - Under each figure in the report, readers can find the wording of the question, the number of respondents, and the population to which the question was posed.
 - A full set of tabulated data is available under a separate cover.
- **Focus groups:**
 - Qualitative research is designed to reveal a broad range of opinions and generate directional insights rather than to measure what percentage of the target population holds a given opinion. The results of these focus groups provide an indication of participants' views about the issues explored, but they cannot be quantified or generalized to the full population of Canadians and Indigenous Peoples.

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- The research instruments can be found in the [Appendix](#) along with more information about the technical specifications of the research.

Detailed Findings

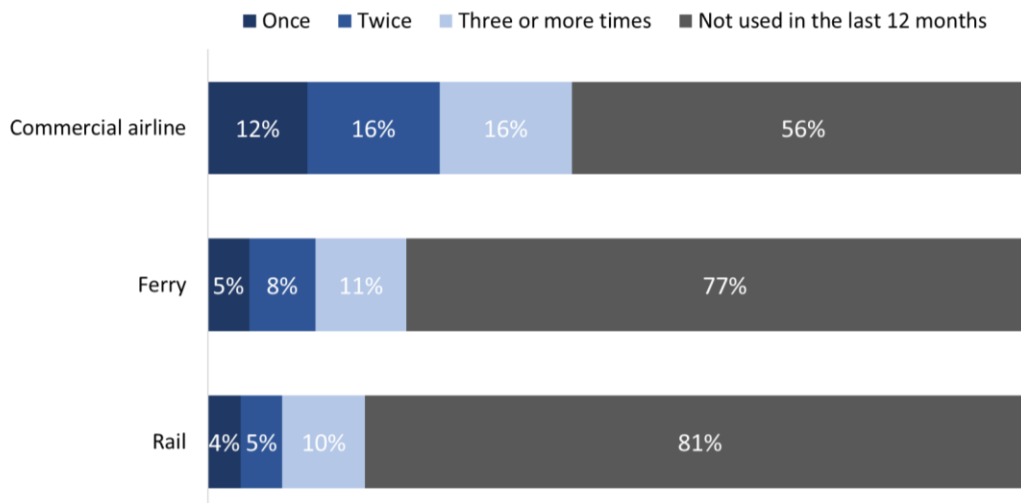
1. Transportation Profile

This section of the report focuses on the types of transportation typically used by survey respondents. Similar questions were not asked of focus group participants.

More Canadians have travelled by air than ferry or rail in the last 12 months

Just over four in 10 (44%) surveyed Canadians have travelled at least once by commercial airline in the last 12 months—specifically, 12% have travelled once, 16% twice, and 16% three or more times. Fewer have travelled at least once by ferry (24%) or rail (19%). The vast majority have not used a ferry (77%) or train (81%) in the last 12 months.

Figure 1: Use of transportation modes in the last 12 months



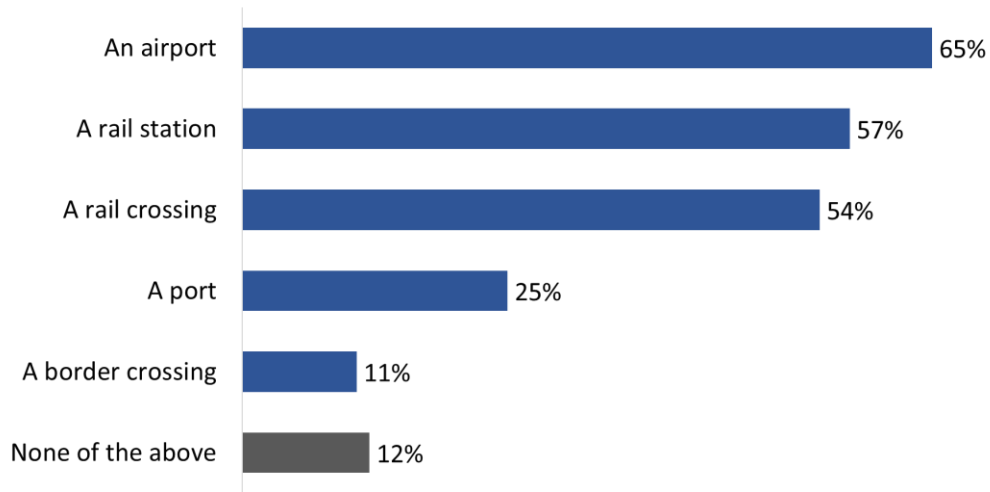
Q6. In the last 12 months, how many times did you use the following methods of transportation? Base: n=1,587; all respondents, excluding "don't know".

18- to 34-year-olds were the most likely to have travelled by air (50%) and rail (29%) in the last 12 months, and they were more likely than those aged 55+ to have travelled by ferry (27%). Residents of Atlantic Canada and the western provinces were more likely to have travelled by air (54% and 52%, respectively) and ferry (37% and 38%, respectively) in the last year, while residents of Ontario (27%) followed by Quebec (19%) were more likely to have travelled by rail. Those from households reporting an annual income of \$150,000 or more (59%) were the most likely to have travelled by air in the last year, while those with a high school education or less (57%) were the most likely to have **not** used any of these modes of transportation in the last 12 months.

Many Canadians live within 25 kms of an airport, rail station or rail crossing

The majority of surveyed Canadians reside within 25 km of an airport (65%), a rail station (57%), and a rail crossing (54%). Additionally, 25% live within this distance of a port, while 11% are near a border crossing. Meanwhile, 12% of respondents reported not living within 25 km of any of these transportation infrastructures.

Figure 2: Proximity to transportation infrastructure, % that live within 25 kms

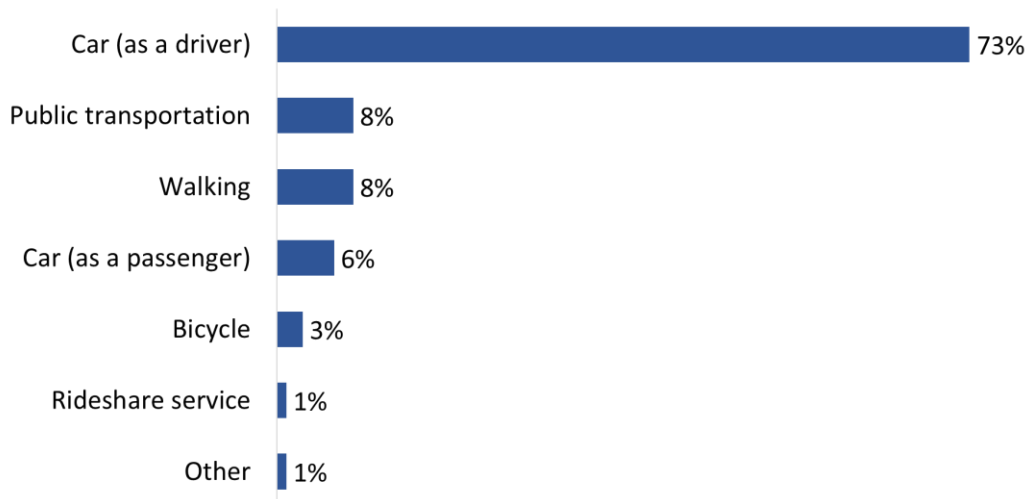


Q8. Do you live within 25 kms of any of the following? Base: n=1,587; all respondents, excluding "don't know".

For most Canadians, a car is their main mode of daily transportation

Nearly three-quarters (73%) of respondents said that driving a car is their main way of getting around on a typical day. As shown in Figure 3, fewer than one in 10 surveyed Canadians rely on other methods of transportation.

Figure 3: Main method of daily transportation



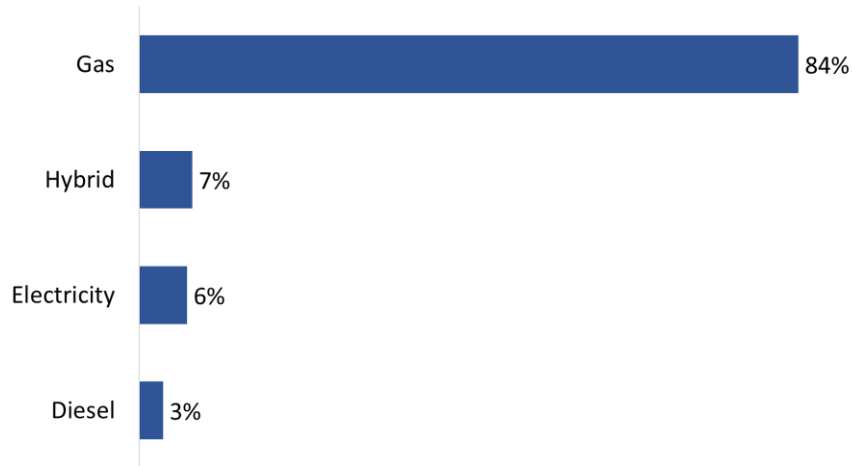
Q9. What is your main way of getting around on a typical day? Base: n=1,587; all respondents, excluding "don't know".

The likelihood of being a driver increases with age, from 64% among 18–34-year-olds to 77% among those aged 55 and older. Individuals from households earning less than \$40,000 per year are the least likely to drive (50%) and more likely to walk (14%) or use public transportation (19%). Regionally, residents of the Prairies (83%) are the most likely to drive a car to get around on a typical day.

The vast majority of drivers operate a gas-powered vehicle

When drivers (n=1,169) were asked what type of energy source powers their vehicle, more than eight in 10 (84%) said gas. Very few use alternative energy sources: hybrid (7%), electricity (6%), and diesel (3%).

Figure 4: Power source of vehicle



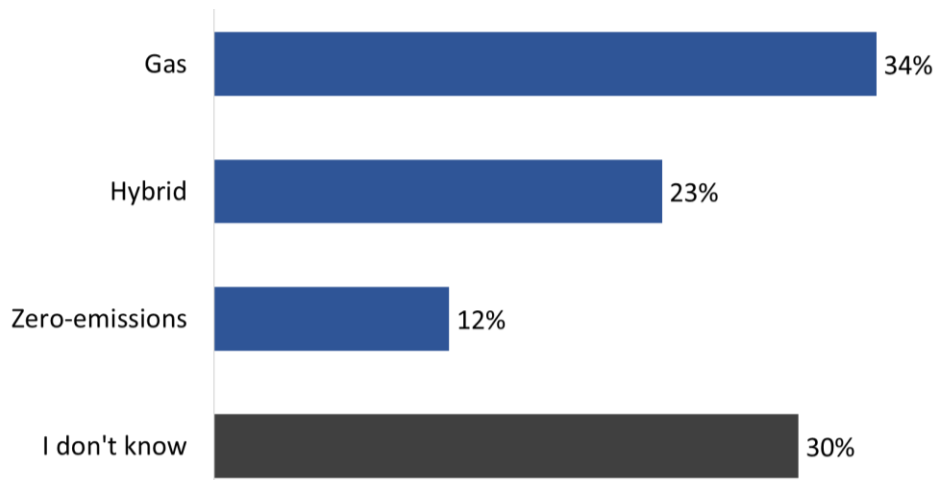
Q10. What type of energy source powers your vehicle? Base: n=1,169; drivers.

Drivers in Quebec (78%) are less likely to drive a gas-powered vehicle than those in Ontario (86%) or the West (85%). Lower-income individuals are more likely to use gas-powered vehicles, with 99% of those earning \$40,000–\$59,999 and 95% of those earning under \$40,000 relying on gas.

Drivers are split between gas and alternative fuels when it comes to their next vehicle

One-third of drivers think their next vehicle will be either hybrid (23%) or zero-emissions (12%), while almost the same proportion believe it will be a gas-powered vehicle (34%). Thirty percent of surveyed drivers did not know the power source of their next vehicle.

Figure 5: Power source of next vehicle



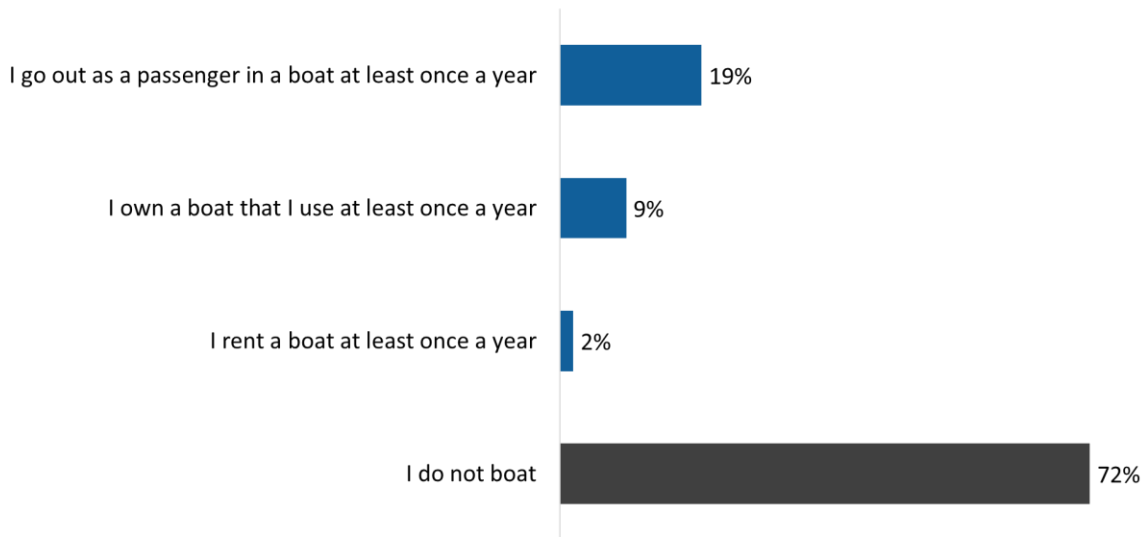
Q11. Is your next new vehicle going to be: Base: n=1,169; drivers.

Indigenous drivers (64%) were more likely to say their next vehicle will be gas-powered, while those in Quebec (26%) were most likely to point to a zero-emissions car.

Most surveyed Canadians do not participate in recreational boating

Seventy-two percent of respondents reported that they do not participate in recreational boating. Meanwhile, 19% ride as passengers at least once a year, 9% own a boat and use it annually, and 2% rent a boat at least once a year.

Figure 6: Recreational boating



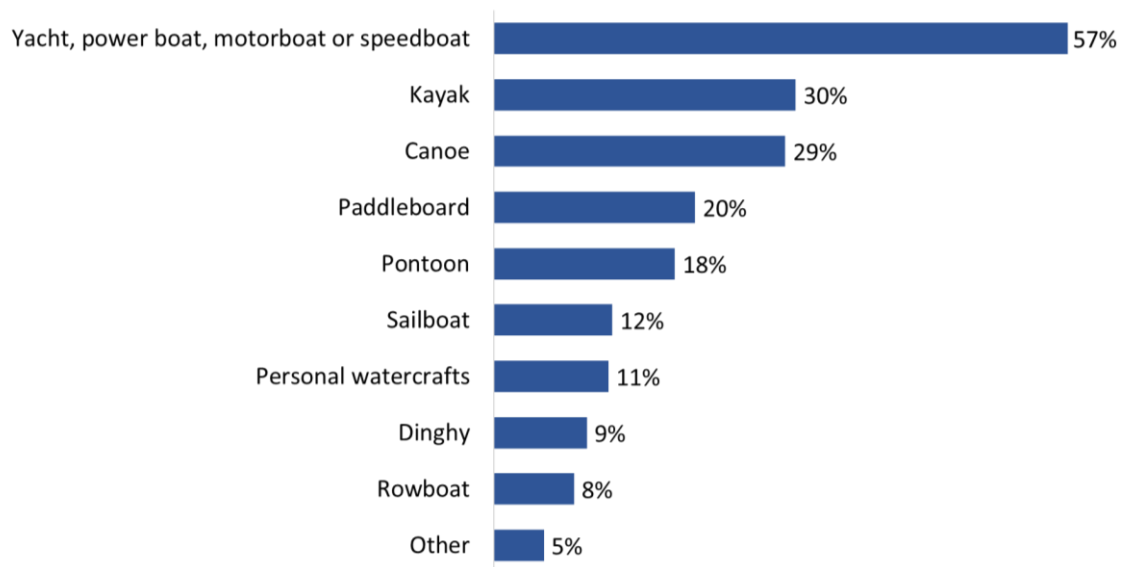
Q12. Which, if any, of the following apply to you? [Multiple responses accepted] Base: n=1,587; all respondents, excluding "don't know".

The likelihood of riding as a passenger in a recreational boat and owning a boat generally increases with age. Additionally, Indigenous Peoples (28%) are more likely than other Canadians (18%) to be passengers in a recreational boat at least once a year.

Boat use varies, but the majority of boaters own or rent motorized boats

Slightly more than half (57%) of recreational boaters own or rent a yacht, powerboat, motorboat, or speedboat. About three in 10 own or rent kayaks (30%) and canoes (29%), while two in 10 (20%) own or rent paddleboards. Eighteen percent own or rent pontoons. The complete list of boats used is shown in Figure 7.

Figure 7: Type of boat used



Q14. What type of boat do you own or rent? [Multiple responses accepted] Base: n=191; boater owners or renters.

2. General Perceptions and Knowledge of Transportation

This section of the report focuses on the general perceptions and knowledge of transportation in Canada. The survey findings are presented first, followed by the focus group findings.

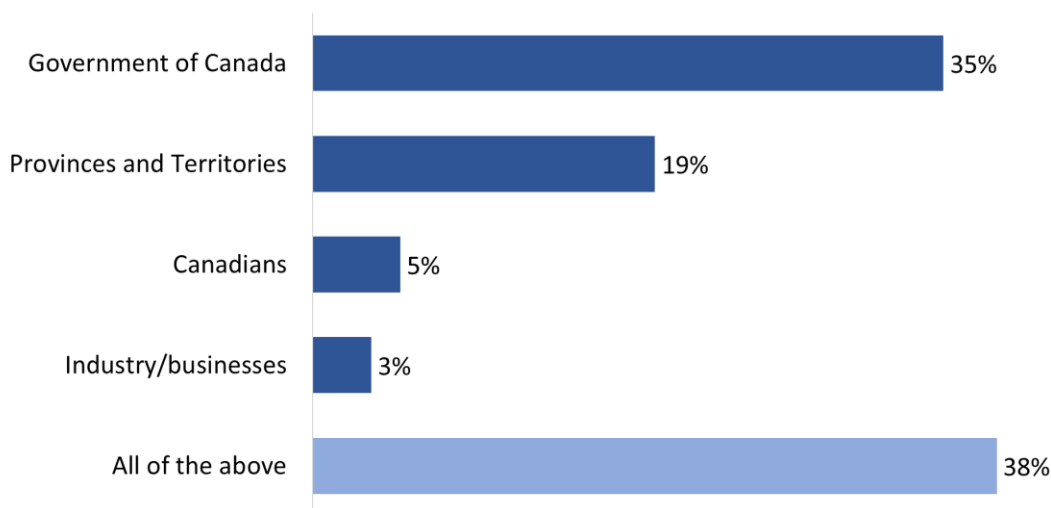
2.1 Survey Findings

Before responding to the next questions, survey respondents were informed that a transportation system refers to roads, bridges, railways, airports, and ports that support the movement of people and goods within Canada.

Many said that government is most responsible for a safe and secure transportation system

Respondents were asked who they believe is most responsible for a safe and secure transportation system in Canada. Just over half said government, with 35% selecting the Government of Canada and 19% choosing provincial and territorial governments. Few feel Canadians (5%) or industry and businesses (3%) are responsible, while the largest group (38%) believes all four actors share responsibility.

Figure 8: Actor most responsible for Canada's transportation system



Q15. Who is most responsible for a safe and secure transportation system in Canada? Base: n=1,587; all respondents, excluding "don't know".

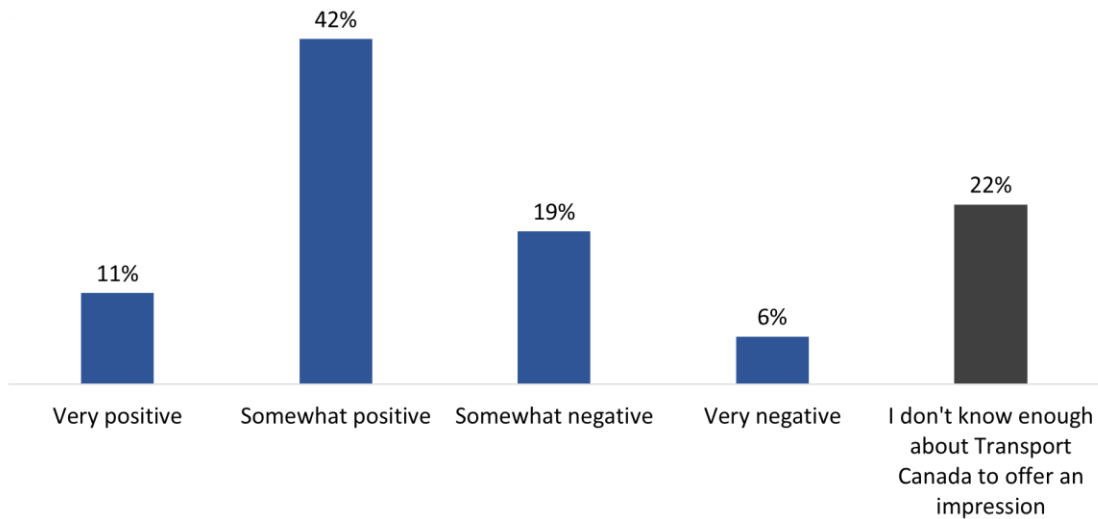
Younger Canadians (38% of 18- to 34-year-olds) were more likely to point to the Government of Canada, while older Canadians were more likely to say that responsibility is shared among all actors (40% of those aged 35–54 and 41% of those 55+). Indigenous Peoples (27%) and Quebec residents (28% compared to 45% of Atlantic Canadians and 38% of Ontarians) were less likely to hold the Government of Canada responsible.

Canadians hold moderately positive perceptions of Transport Canada

When asked for their overall impression of Transport Canada, 22% of respondents indicated they did not know enough about the department to form an opinion. Those who expressed an opinion were more likely to hold a positive view, with 42% reporting a somewhat positive impression and 11% a very positive one. One-quarter of respondents offered a negative impression (19% somewhat

negative and 6% very negative). When those who were unable to provide an opinion are excluded, the proportion of Canadians with positive impressions increases to 68% (14% very positive and 54% somewhat positive).

Figure 9: Overall impression of Transport Canada



Q16. What's your overall impression of Transport Canada? Base: n=1,587; all respondents.

The likelihood of having a positive impression of Transport Canada increases with age, from 57% of 18- to 34-year-olds to 75% of those 55 and older. Regionally, residents of Atlantic Canada (78%) and Quebec (73%) were more likely to hold a positive impression than those in Ontario (64%) and the West (68%).

2.2 Focus Group Findings

Top-of-mind impressions about Canada's transportation system tend to be critical

When asked to try to express in one word what comes to mind when they think about Canada's transportation system, focus group participants tended to use critical terms. This included 'ineffective', 'inefficient', 'inconsistent', 'inaccessible', 'inadequate', 'underfunded', 'poor', 'challenged', 'complicated', 'chaotic', 'expensive', 'old', 'poorly managed', 'lacking', 'deficient', and 'in need of improvement'. Other terms that came to mind included 'vast', 'manageable', 'OK', 'effective', 'evolving', 'improving', 'very good', and 'trains'.

Modes of transportation and infrastructure are seen as key elements of a transportation system

When asked about the components of a transportation system, participants most commonly mentioned different modes of transportation, such as planes, trains, automobiles, ferries, ships, and buses. Many also identified key elements of transportation infrastructure, including roadways, rail lines, waterways, air routes, tunnels, bridges, ports, airports, and charging stations for electric vehicles.

In addition to modes of transportation and infrastructure, a few participants emphasized the public dimension of transportation, such as government funding, maintenance, and the availability of

public or shared transportation options. Finally, a few also focused on the logistical and organizational aspects, referencing customs services, the efficient movement of people and goods, connectivity between population centers, and the coordination of transportation supply with demand.

Responsibility for a safe and secure transportation system is seen as shared

Participants routinely characterized transportation safety and security as a shared or joint responsibility between different levels of government in Canada. That said, many felt that the federal and provincial governments play the biggest roles and therefore have primary responsibility. Some described the federal responsibility as relating to aspects of transportation that involve the country as a whole or that are inter-provincial, as well as key infrastructure like ports, airports, and rail lines.

Beyond government, participants suggested that individuals also have a responsibility for maintaining a safe and secure transportation system. This included the responsibility of individual operators of public and private modes of transportation, as well as the general responsibility everyone has to respect laws and regulations related to transportation in Canada.

Transport Canada seen as having oversight of transportation system

Most participants said that they had heard of Transport Canada, but only a few recalled seeing or hearing anything about the department recently in the news. This included the plan for a high-speed rail system between Quebec City and Toronto, and regulations related to drone usage. Asked specifically what they know about Transport Canada and its responsibilities when it comes to transportation in Canada, participants routinely pointed to general oversight of Canada's transportation system, with a focus on the following:

- Oversight and regulation of inter-provincial transportation with a focus on uniformity of transportation rules, regulations, and standards across the country.
- Ensuring the safe and efficient movement of goods into and across Canada.
- Regulation of the various modes of transportation, including promoting safe, secure, and environmentally friendly transportation.
- Oversight, management, and maintenance of transportation infrastructure, including ports, airports, and rail lines.
- Development and enforcement of safety regulations and standards (e.g., testing, vehicle recalls, child safety seat regulations, drone use, transportation of dangerous materials).
- Licensing and certification (e.g., registration of boats and vessels and licensing of pilots and commercial vehicles).
- Investigation of transportation accidents.
- Public awareness, such as issuing public notices or advisories.

A few participants said they were unsure about Transport Canada's specific responsibilities when it comes to transportation in Canada.

Improving transportation services seen as the most important transportation issues facing Canada

A recurring theme in the discussion about important transportation issues in Canada was the need to improve transportation services for Canadian travellers, with a focus on the following:

- Improving air travel service within Canada, including affordability, adding or restoring routes, and increasing the number of service providers by encouraging competition.
- Improving passenger rail travel service in Canada, with a focus on building a high-speed rail system (e.g., separating freight lines from passenger lines).
- Improving the integrity of the transportation system overall, with a focus on:
 - serving the needs of people in small and remote communities.
 - restoring regional and inter-provincial bus services.
 - providing more effective transportation systems between major population centres (e.g., the Quebec City-Toronto corridor, linking Hamilton and Toronto).
 - providing more effective modes of public transportation as viable alternatives to cars (e.g., de-congesting highways by increased use of rail travel).
 - ensuring a good highway system across the country.
- Reducing delays and cancellations.

Additional transportation issues or challenges identified by participants included the following:

- Safety issues, including staffing problems (e.g., lack of inspectors, overworked personnel), technical failures and problems with airplanes, and congestion and increased traffic on highways.
- Infrastructure maintenance, upkeep and upgrading.
- Harmonization between jurisdictions of transportation rules, regulations and legislation.
- Promotion of environmentally friendly modes of transportation, including a focus on alternatives that are adapted to Canada's geography and weather.

Reasons provided to explain the importance of several of these types of issues included the following:

- Improving transportation service to Canadian travellers: In explaining the importance of this issue, reference was routinely made to the vastness of Canada and the distances between population centers. Given this reality, an effective and efficient system for transporting people is crucial, and this includes ensuring that it is not too costly, time-consuming, or inconvenient. In addition, it was suggested that improving the transportation system for travellers encourages tourism within Canada, which promotes economic development.
- Safety issues: The priority to be accorded to safety issues tended to be seen as self-evident, though it was also noted that safe travel (especially safe highways) helps promote tourism within Canada.
- Infrastructure maintenance, upkeep and upgrading: In explaining the importance of this issue, emphasis was placed on Canada's status as a trading nation and its dependence on imports and

exports. As a result, it is crucial that the transportation infrastructure (e.g., highways, rail lines, and ports) be well maintained to support trade.

Limited awareness of what is being done to address transportation issues

Most participants said they are not aware of what, if anything, the Government of Canada is doing to address the transportation issues and challenges they identified as important. Some added that, although they are not sure how, they assume these issues are being addressed. Measures or actions that were identified included the recent announcement of a plan for a high-speed rail system between Quebec City and Toronto, government intervention to end strikes affecting Canada's ports and rail system, and the incentivising of green transportation.

3. Safety and Security

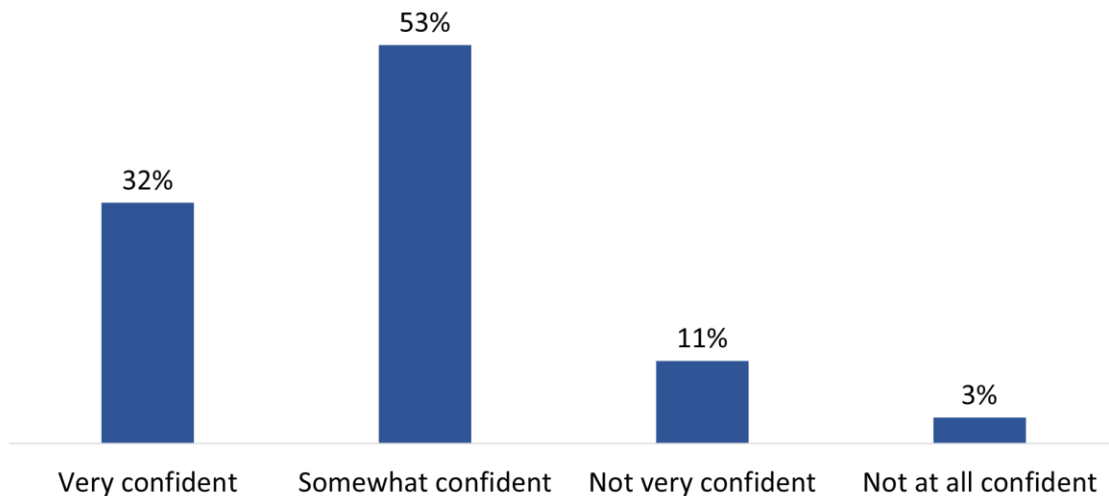
These next questions are about safety and security in Canada's transportation system. The survey findings are presented first, followed by the focus group findings.

3.1 Survey Findings

Most Canadians are confident in the safety of Canada's transportation system

Eighty-five percent of surveyed Canadians expressed confidence in the overall safety of Canada's transportation system, with 53% reporting they are somewhat confident and 32% very confident. The remaining 14% are not very confident (11%) or not confident at all (3%).

Figure 10: Overall impression of Transport Canada



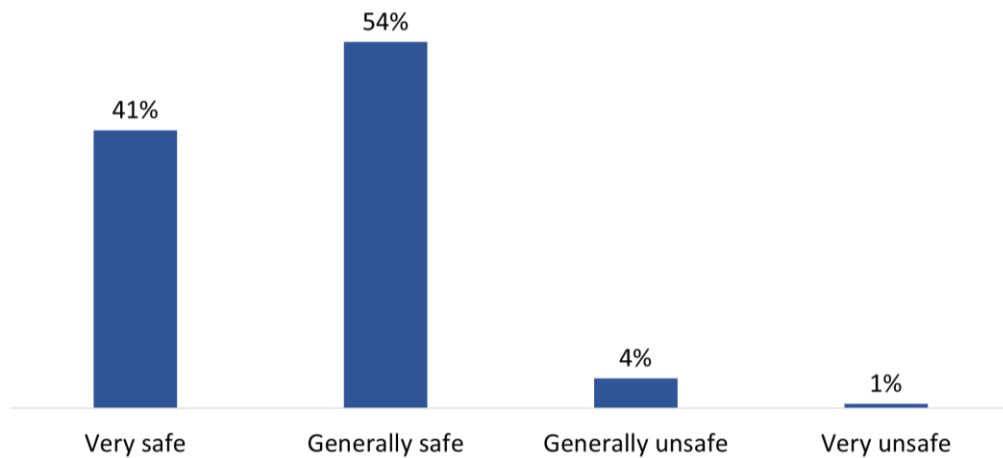
Q17. How confident are you in the overall safety of Canada's transportation system? Base: n=1,587; all respondents, excluding "don't know".

Confidence in the safety of Canada's transportation system is higher among women (88%) and residents of Atlantic Canada (95%).

Vast majority thinks it is safe to travel within Canada

Ninety-five percent of respondents think it is very safe (41%) or generally safe (54%) to travel within Canada, whether by road, rail, air or water. Five percent said it is generally unsafe (4%) or very unsafe (1%).

Figure 11: Perceived safety of travelling within Canada



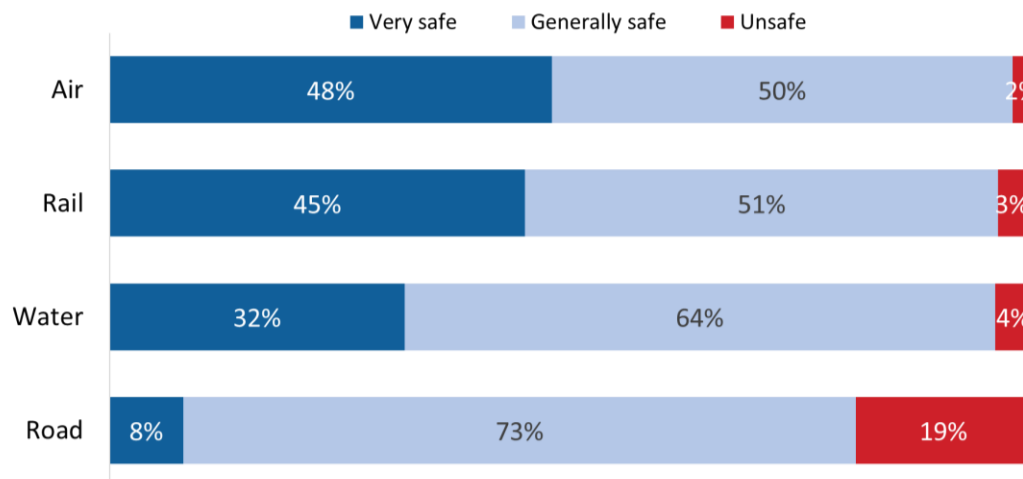
Q18. Overall, how safe do you think it is to travel within Canada, whether by road, rail, air or water? Base: n=1,587; all respondents, excluding "don't know".

The likelihood of thinking it is safe to travel within Canada increases with age, from 95% of 18- to 34-year-olds to 98% of those 65 and older. Regionally, residents of Atlantic Canada (100%) followed by Quebec (97%) were the most likely to consider travel safe.

Air and rail viewed as 'very safe' by more Canadians than water and road

When asked to rate the overall safety of four modes of transportation, more than four in 10 respondents rated air (48%) and rail (45%) as very safe. Most of the remaining respondents considered these modes to be somewhat safe, resulting in 98% rating air and 96% rating rail as generally or very safe. In comparison, 32% considered travel by water to be very safe, while 64% rated it as somewhat safe. For travel by road, just 8% considered it very safe, 73% somewhat safe, and 19% unsafe.

Figure 12: Perceived safety of travelling within Canada by mode



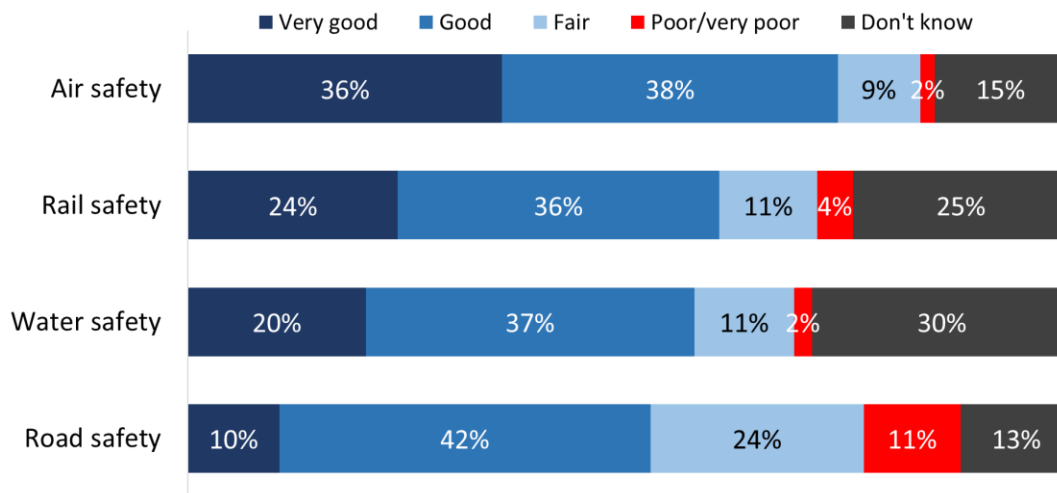
Q19. How would you rate the overall safety of each of the following? Base: n=1,587; all respondents, excluding "don't know".

Canadians aged 55 and older were the most likely to say that driving is safe. Residents of Atlantic Canada and Quebec were more likely to view both road travel (88% and 87%, respectively) and air travel (100% each) as safe.

Majorities believe Transport Canada is doing a good job with air, rail, water and road safety

Three-quarters (74%) of respondents said that Transport Canada is doing a good (38%) or very good (36%) job with air safety. Similar proportions rated Transport Canada's performance in relation to rail safety (60%) and water safety (57%) as good or very good, while about half (52%) said the department is doing a good or very good job when it comes to road safety. Very few assessed Transport Canada's performance as poor. Between 13% and 30% were uncertain how to rate the government department.

Figure 13: Assessments of Transport Canada



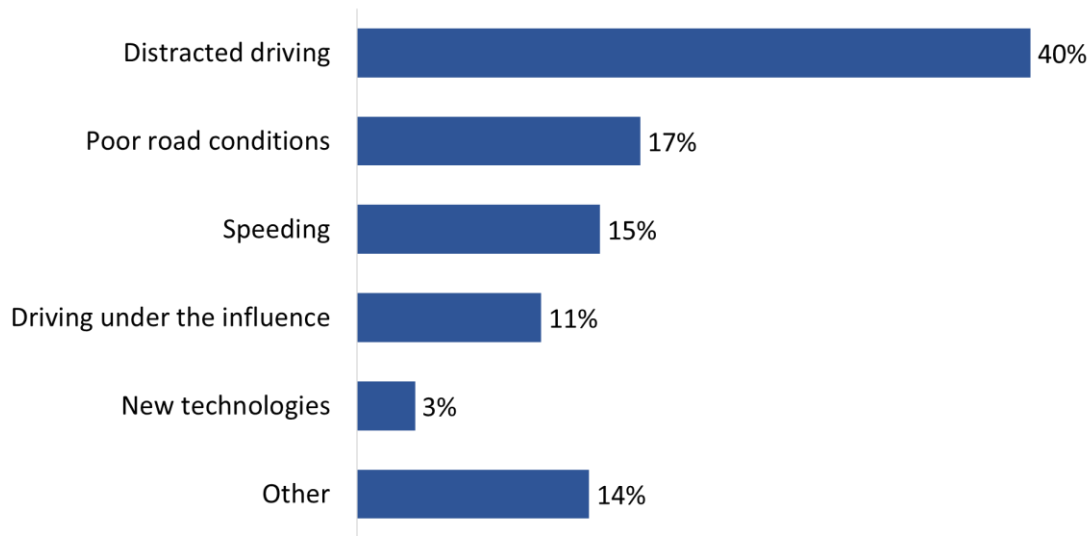
Q20. Please rate Transport Canada's performance in the following areas. Base: n=1,587; all respondents.

Ontarians (70%) were more likely than Quebec residents (58%) and western Canadians (50%) to say that Transport Canada is doing a good job on rail safety. Additionally, older Canadians (aged 55+) were more likely to give Transport Canada positive ratings for rail (70%), water (63%), air (82%), and road (63%) safety.

Canadians see a variety of threats to road safety with distracted driving topping the list

Forty percent of respondents identified distracted driving as the biggest threat to road safety in Canada. Other threats were mentioned by smaller percentages: poor road conditions (17%), speeding (15%), driving under the influence (11%), and new technologies (3%). Additionally, 14% of respondents volunteered other threats.

Figure 14: Biggest threat to road safety



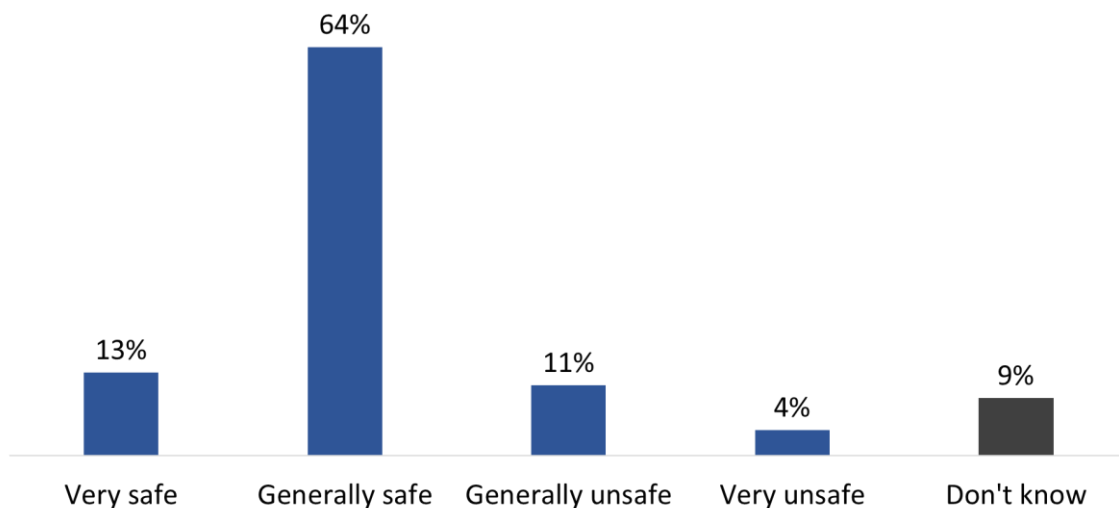
Q21. What do you believe is the biggest threat to road safety in Canada? Base: n=1,587; all respondents.

Men (20%) were more likely to view poor road conditions as the biggest threat to road safety, while women (19%) were more likely to see speeding as the greatest risk.

Two-thirds think transporting hazardous materials within Canada is generally safe

Sixty-four percent of surveyed Canadians think it is generally safe to transport hazardous materials within Canada, with an additional 13% considering it very safe. In total, 77% of respondents view the transport of hazardous materials as safe. On the other hand, 11% consider it generally unsafe, 4% very unsafe, and 9% were uncertain.

Figure 15: Perceived safety of transporting hazardous materials within Canada



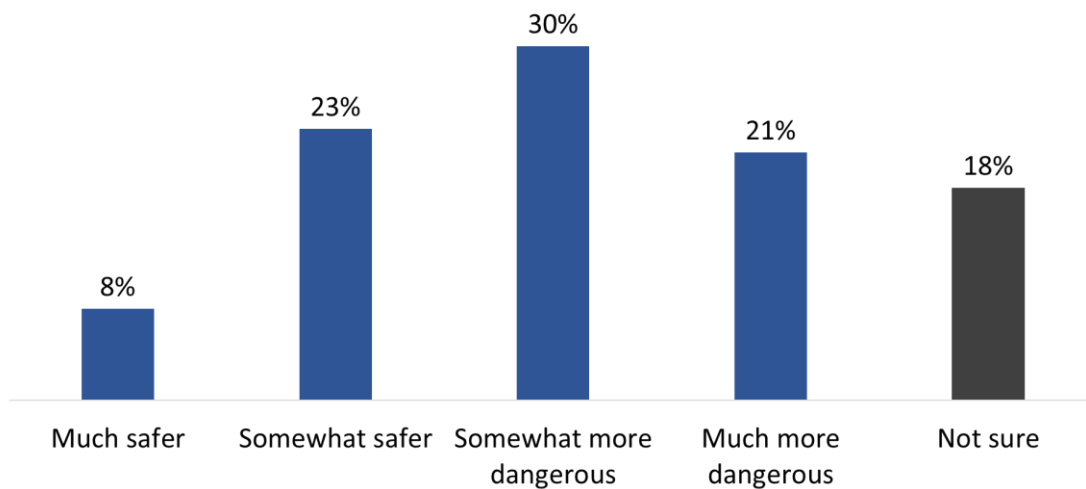
Q22. How safe do you think it is to transport these [Hazardous materials] things within Canada? Base: n=1,587; all respondents.

Men (81%), residents of Atlantic Canada (85%), and those aged 65 and older (79% compared to 72% of 18- to 34-year-olds) were more likely to think it is safe to transport hazardous materials within Canada.

Half of Canadians think automated vehicles will make roads more dangerous

Based on what they know or may have heard, half of surveyed Canadians said that automated vehicles, or self-driving cars, will make roads somewhat (30%) or much more (21%) dangerous for everyone. Three in 10 think these vehicles will make roads somewhat (23%) or much (8%) safer, while 18% were uncertain.

Figure 16: Perceptions of the impact of self-driving cars on road safety



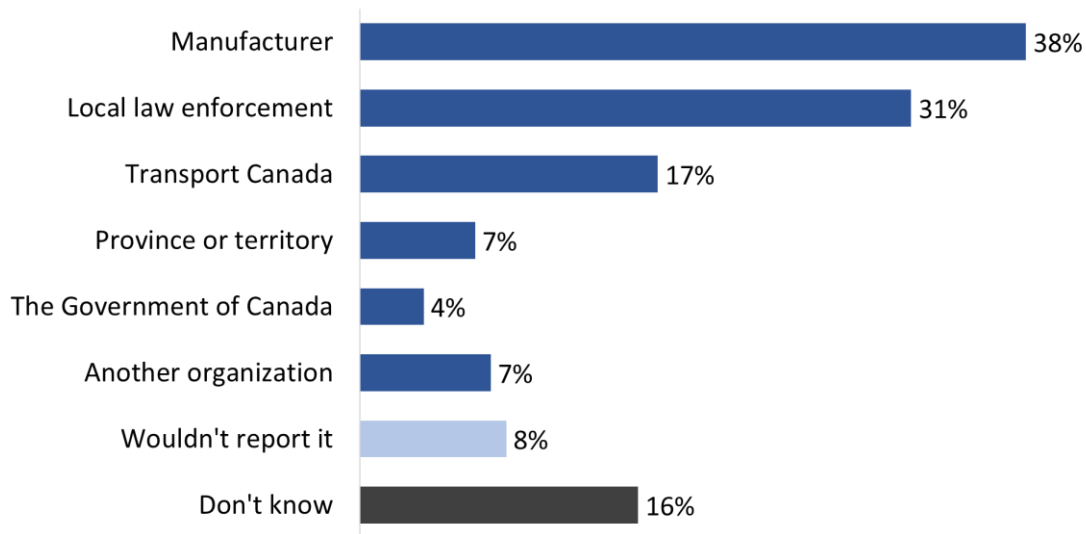
Q23. Based on what you know or may have heard, will automated vehicles, or self-driving cars, make roads safer or more dangerous for everyone? Base: n=1,587; all respondents.

The likelihood of thinking that self-driving cars will make roads more dangerous increases with age, from 58% of 18- to 34-year-olds to 72% of those aged 65 and older. Meanwhile, men (46%) and higher-income individuals (39% of those earning \$60,000 to \$99,999, to 43% of those earning \$100,000 to \$149,999, to 44% of those earning \$150,000 or more) were more likely to think that automated vehicles will make roads safer.

Canadians are most likely to report safety defects to manufacturers or law enforcement

If respondents noticed a safety defect with a vehicle, its tires, or a child car seat, 38% would report this issue to the manufacturer and 31% to local law enforcement. Additionally, 28% would report the defect to government: 17% to Transport Canada, 7% to their provincial or territorial government, and 4% to the Government of Canada. Seven percent of respondents volunteered other organizations, while 8% would not report the defect and 16% were uncertain.

Figure 17: Reporting safety defects



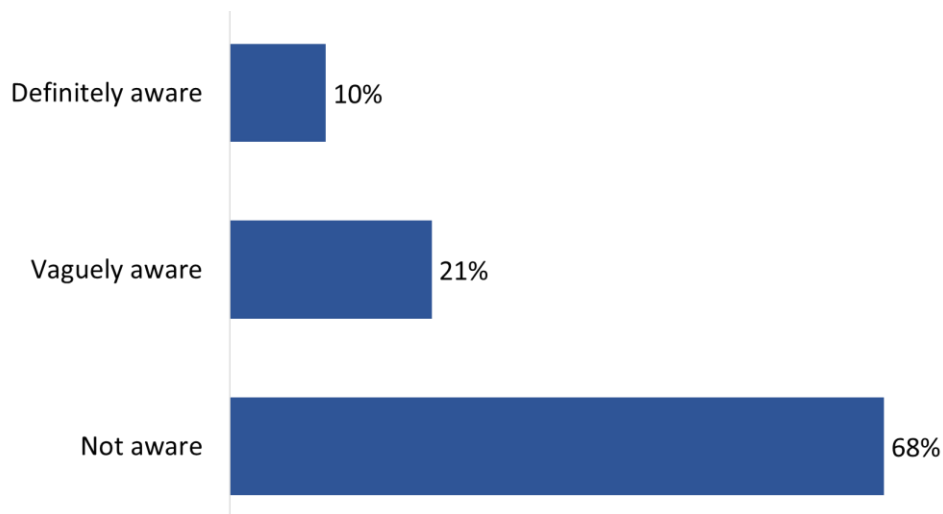
Q24. If you noticed a safety defect with a vehicle, tires on a vehicle, or a child car seat, who would you report this issue to? Base: n=1,587; all respondents.

Older Canadians (34% of those 55+) were more likely to say they would report a defect to the manufacturer, as well as to local law enforcement (36%) and Transport Canada (21%). Additionally, women were more likely to think they would report defects to the manufacturer (43%), while men (35%) were more likely to point to local law enforcement.

Most were not aware that safety defects can be reported to Transport Canada

Two-thirds (67%) of surveyed Canadians said they are not aware that they can report a safety defect to Transport Canada about vehicles, tires, or child car seats. Meanwhile, 10% are 'definitely aware' and 21% are 'vaguely aware' of this.

Figure 18: Awareness that safety defects can be reported to Transport Canada



Q25. Did you know that you can report a safety defect to Transport Canada about vehicles, tires, or child car seats? Base: n=1,587; all respondents, excluding "don't know".

Those aged 55 and older (37%), men (36%) and Indigenous respondents (40%) were more likely to say they are aware that safety defects can be reported to Transport Canada.

3.2 Focus Group Findings

Limited recall of transportation safety issues in Canada

Most focus group participants could not recall hearing or seeing anything recently related to transportation safety in Canada. Things that participants did recall related to the following:

- Safety issues related to drones.
- Lithium battery fires.
- Modified lighting standards on vehicles to improve visibility at night.
- A requirement to install peripheral cameras on school buses.
- Violent incidents on public transit systems.
- A shortage of drivers on public transportation systems.
- A shortage of transportation inspectors, resulting in delays in safety inspections.

Concerns related to transportation safety in Canada often emphasized risks to travellers

Participants raised various concerns about transportation safety in Canada, often highlighting risks to travellers. Such concerns included the following:

- Work conditions in the transportation sector, particularly overworked staff and understaffing.
- Increased traffic and congestion on highways.
- Dangerous driving and lack of respect for traffic rules (e.g., speeding).
- Infrastructure maintenance and repair.
- Malfunctions and technical problems with aircrafts.
- Data privacy in connected vehicles and the risk of cyber attacks.
- Dangers posed by self-driving vehicles (e.g., systems failure, technical glitches).
- Electric vehicle fires.
- Safety in public transit systems, with increases in incidents of harassment and violence.
- An increase in automobile theft.
- Pedestrian safety.
- Snow removal from sidewalks and bike lanes.
- Ensuring that vehicle manufacturers respect industry standards.
- Risk of accidents due to non-compliance with or disregard for regulations (e.g., Lac-Mégantic-type incidents).
- Transportation of dangerous goods through population centers.

Widespread impression that road transportation is less safe than other modes of transportation

Participants widely believed that, compared to other modes of transportation such as air, rail, and water, road transportation is less safe. Reasons informing this impression included the following:

- Empirical evidence, such as data and statistics that shows there is a higher rate of accidents on roads and highways than in the air, on railways, and on waterways.
- There is more traffic on roads and highways (i.e., many vehicles sharing the same space at the same time), and therefore a greater possibility of accidents. Moreover, because of the amount of traffic, there is a greater likelihood of multi-vehicle accidents on roads and highways.
- Vehicles on roads are operated by individuals with varying degrees of skill and judgment, varying degrees of respect for rules and regulations, and a relatively limited amount of operational training. As a result, people's safety depends not only on their own skills and judgment but also on those of others.
- Adverse weather conditions are more likely to impact the safety of road transportation because vehicle operators may not be deterred from their travel plans. By contrast, planes and trains will be delayed or cancelled because of adverse weather conditions.

Transportation of hazardous materials in Canada considered safe

There was a widespread impression that the transportation of hazardous materials in Canada is safe. There was recognition that accidents can happen, but a sense that this happens rarely, which is evidence to some that it is safe to transport hazardous materials in Canada. When it came to the comparative safety of various modes of transporting hazardous materials, there was once again general agreement that road transportation is the least safe.

The perceived safety of other modes of transportation, such as rail, water, air, and pipeline, was based mainly on their safety records. The possibility of accidents with these modes was acknowledged (e.g., Lac Mégantic, Exxon Valdez), but such examples were considered rare or exceptional. Rail travel, in particular, tended to be considered safe, not only because of its safety record, but also because trains do not usually encounter traffic or obstacles on their routes, do not run through densely populated areas, and accidents are easier to contain and clean-up if they occur.

The perception that road transportation is less safe than other modes when it comes to transporting hazardous materials was not attributed to data or statistics showing that this is the case. Rather, it was based on the same kinds of reasons informing perceptions that road travel is generally less safe than other modes (e.g., the amount of traffic on roads, the greater likelihood of accidents caused by human error, and adverse weather conditions).

4. New Technologies

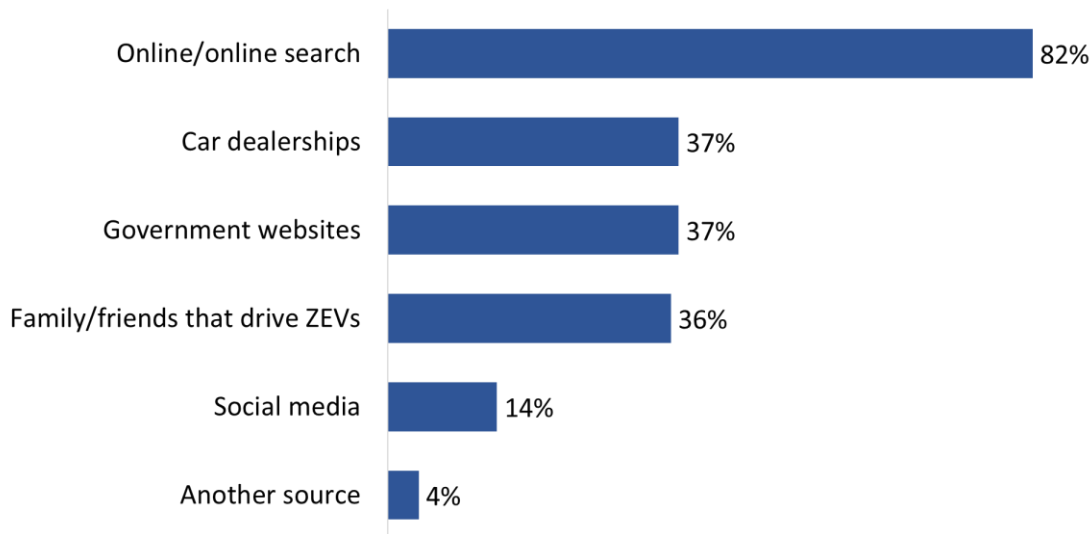
These next questions present Canadians' views on new technologies and Canada's transportation system. The survey findings are presented first, followed by the focus group findings.

4.1 Survey Findings

Most would search online if they needed information on zero-emission vehicles (ZEVs)

If respondents needed information on ZEVs, such as vehicle performance, incentives or availability, 82% would look online. Smaller proportions would look to car dealerships (37%), government websites (37%), and family or friends that drive ZEVs (36%) for this type of information. Additionally, 14% would look to social media, and 4% to other sources.

Figure 19: Sources of information on ZEVs



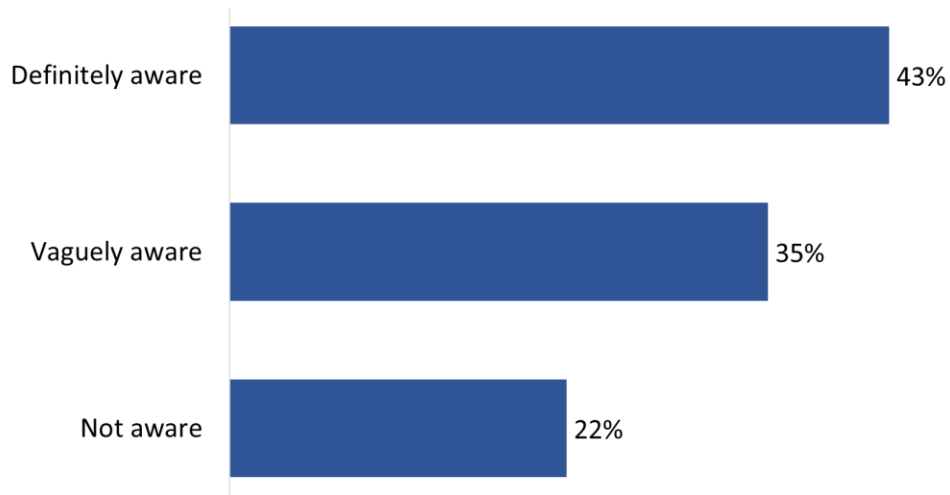
Q26. If you needed information on zero-emission vehicles, such as vehicle performance, incentive options or availability, where would you look? [Multiple responses accepted] Base: n=1,587; all respondents, excluding "don't know".

Older adults (42% of those 55 and older) and women (39%) were more likely to say they would rely on government websites for information on ZEVs, while Prairie residents (27%) were less likely to think they would do so.

Majority are aware that vehicles sold in Canada must be zero-emission by 2035

Just over three-quarters (78%) of respondents are aware that the Government of Canada will require all new cars and light trucks sold in Canada to be zero-emission by 2035, with 43% being definitely aware and 35% vaguely aware. Meanwhile, 22% are not aware of this requirement.

Figure 20: Awareness that cars and light trucks sold in Canada must be zero-emission by 2035



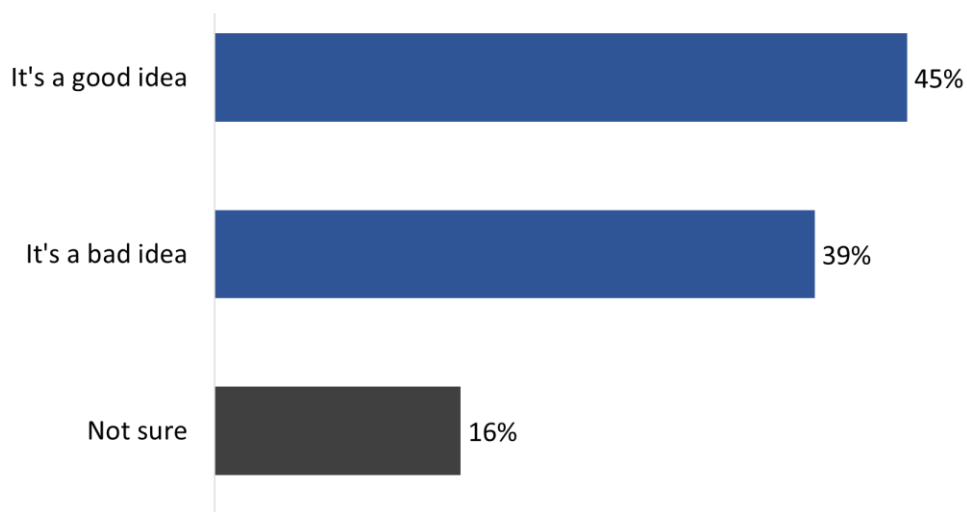
Q27. Are you aware that the Government of Canada will require all new cars and light trucks sold in Canada to be zero-emission by 2035? Base: n=1,587; excluding "don't know".

Awareness of the 2035 zero-emission mandate is higher among non-Indigenous respondents (78%), men (84%), Quebec residents (88%), and those aged 65 and older (87%). Conversely, individuals earning less than \$40,000 per year (67%) are less likely to be aware compared to higher-income groups.

No clear consensus on the 2035 zero-emission mandate

Forty-five percent of surveyed Canadians believe that the requirement for all new cars and light trucks sold in Canada to be zero-emission by 2035 is a good idea, while 39% consider it a bad idea. The remaining 16% were uncertain.

Figure 21: Views on the 2035 zero-emission mandate



Q28. What do you think about the requirement that all new cars and light trucks sold in Canada be zero-emission by 2035? Base: n=1,227; those aware.

Residents of the Prairies (31%), rural and northern Canadians (28%), and Indigenous Peoples (37%) are less likely to view this as a good idea. Conversely, university graduates (54%) and individuals earning less than \$40,000 per year (57%) are more likely to support it.

4.2 Focus Group Findings

Different views on the Government of Canada's zero-emission vehicle mandate

There were differing opinions on the Government of Canada's zero-emission vehicle mandate. Most participants supported the idea, some expressed concerns or did not think it was a good idea, and a few were unsure. Those who supported the mandate provided the following reasons to explain why:

- It will help preserve the environment by reducing greenhouse gas emissions.
- It will improve the health of Canadians.
- It will spur research and development and new industries.
- It sends a clear signal to industry to begin gearing up for this transition.
- It will lead to lower energy costs, with electricity being less expensive than gas.
- It will be more convenient because it will no longer be necessary to go to gas stations.

Participants who did not support the mandate or who had doubts about it tended to identify the following types of concerns, usually with a focus on electric vehicles:

- Concerns about infrastructure and service capacity, including concerns about the number of recharge stations, range anxiety, and the capacity of the power grid to support EVs.
- Environmental concerns, including concern that this does nothing to remove cars from the roads (which should be the priority), that EVs will introduce a whole new set of environmental problems (e.g., disposing of batteries), and that this will increase the use of electricity when people are being asked to manage consumption of electricity for environmental reasons.
- Safety concerns, including the possibility of battery fires, concern about the effectiveness of EVs in Canadian conditions such as extreme cold or severe winter storms, and the greater weight of electric vehicles which makes them more dangerous if involved in accidents.

Additionally, it was suggested that this is a single solution approach to solving complex problems, with an arbitrary deadline, when what is needed is a more multi-faceted approach.

Participants divided about the effect of cost on their support for zero-emissions vehicles

Participants were divided on whether the higher cost of zero-emissions vehicles would affect their level of support, with some saying yes and others saying no. It was also suggested that zero-emissions vehicles no longer necessarily cost more.

5. Supply Chains

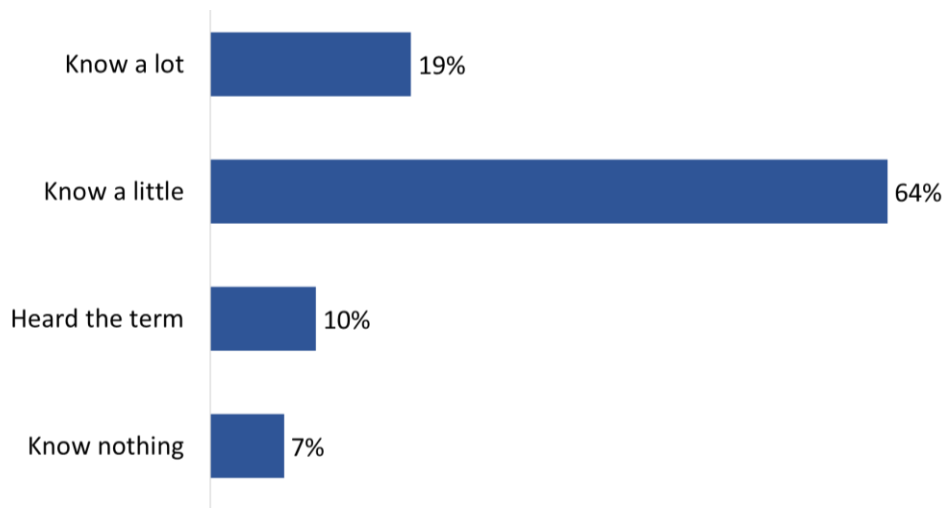
This section of the report presents Canadians' views on supply chains and the transportation of goods. The survey findings are presented first, followed by the focus group findings.

5.1 Survey Findings

Few 'know a lot' about supply chains

Two in 10 (19%) surveyed Canadians said they 'know a lot' about supply chains, while two-thirds (64%) 'know a little'. Ten percent have heard the term 'supply chain' and 7% have no knowledge of supply chains.

Figure 22: Self-assessed knowledge of supply chains



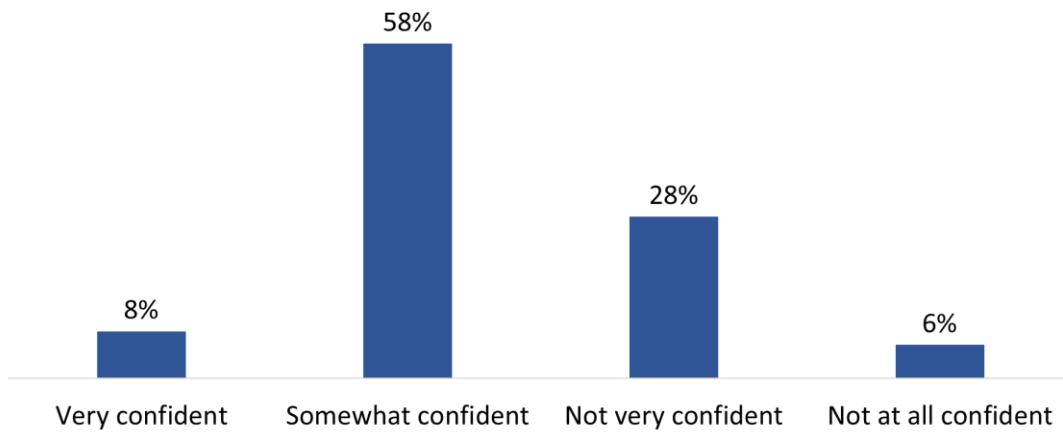
Q29. How much do you know about supply chains? Base: n=1,587; all respondents.

Men (89%) were more likely to say they know a little or a lot about supply chains, as were respondents from the West (87%) and Ontario (84%), compared to 77% of Quebec residents. Knowledge also increased with education, from 71% of those with a high school education or less to 86% of university graduates.

Two-thirds have at least some confidence in the strength of Canada's supply chains

Fifty-eight percent of respondents are somewhat confident in the strength of Canada's supply chains, while 8% are very confident. In contrast, 28% are not very confident, and 6% are not confident at all.

Figure 23: Confidence in the strength of Canada's supply chains



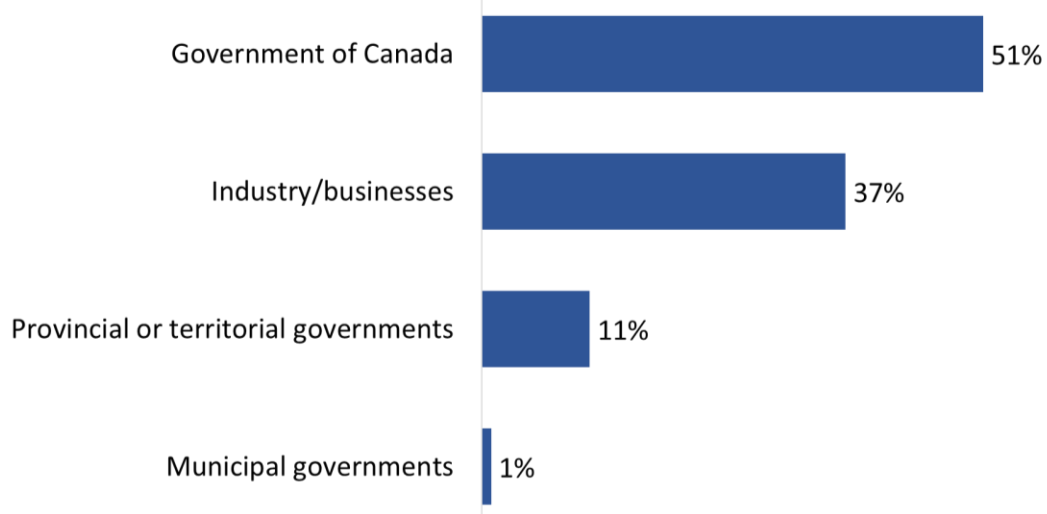
Q30. How confident are you in the strength of Canada's supply chains? Base: n=1,587; all respondents, excluding "don't know".

Confidence in Canada's supply chains is higher among Quebec residents (76%), women (70%), and those living in urban areas (69%).

Government viewed as most responsible for Canada's supply chains

When asked who they think is most responsible for managing Canada's supply chains, half (51%) of respondents chose the Government of Canada, while 37% said industry and businesses. Eleven percent pointed to provincial or territorial governments, and 1% said municipal governments.

Figure 24: Actor most responsible for Canada's supply chains



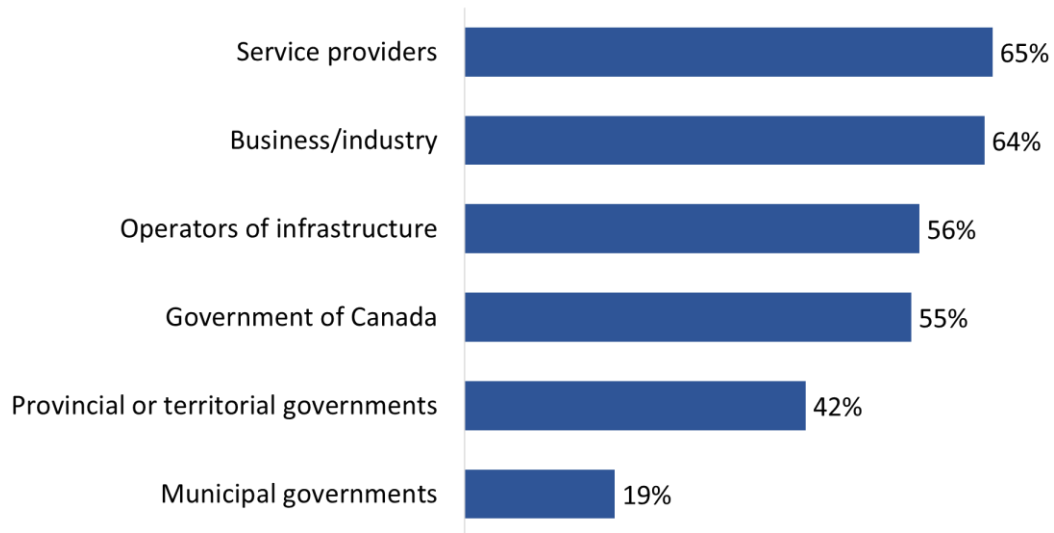
Q31. Who do you think is most responsible for managing Canada's supply chains? Base: n=1,587; all respondents, excluding "don't know".

University graduates (41%) were more likely to consider business and industry to be responsible for managing Canada's supply chains, while women (56%) and residents of Atlantic Canada (61%) and the Prairies (58%) were more likely to believe that the Government of Canada is most responsible for supply chain management.

Private sector seen as playing a critical role in Canada's supply chain success

While the largest proportion of respondents said that the Government of Canada is most responsible for managing Canada's supply chains, many also believe the private sector plays a critical role. Specifically, 65% said service providers like railways, air operators and couriers play a critical role in ensuring Canada's supply chains deliver goods where they need to go, and another 64% said the same about businesses and industries. Following this, 56% identified infrastructure operators, such as ports and airports, as key players, along with 55% who pointed to the Government of Canada. Fewer respondents mentioned other levels of government—42% cited provincial or territorial governments, and 19% mentioned municipal governments.

Figure 25: Key players in Canada's supply chain success

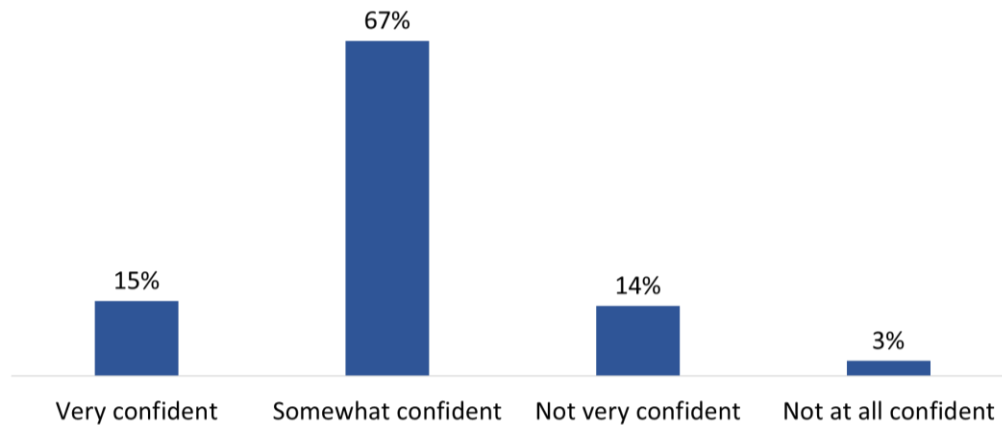


Q32. Who do you think plays a critical role in ensuring Canada's supply chains deliver goods where they need to go? [Multiple responses apply] Base: n=1,587; all respondents, excluding "don't know".

8 in 10 have at least some confidence in the reliability of Canada's supply chains

Sixty-seven percent of respondents are somewhat confident that Canada's supply chains can reliably deliver the goods they need, while 15% are very confident. In contrast, 14% are not very confident, and 3% are not confident at all.

Figure 26: Confidence in the reliability of Canada's supply chains



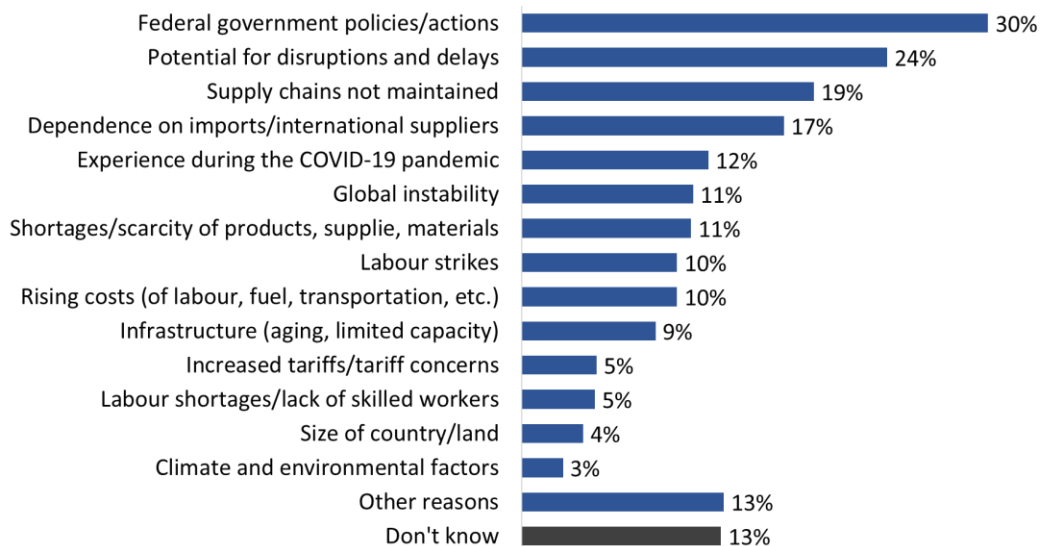
Q33. How confident are you that Canada's supply chains can reliably deliver the goods you need? Base: n=1,587; all respondents, excluding "don't know".

Respondents living in urban areas (85%), women (86%), and residents of Atlantic Canada (88%) and Quebec (88%) were more likely than their counterparts to say they have confidence in the reliability of Canada's supply chains.

Respondents offer a variety of reasons for lacking confidence in Canada's supply chains

Respondents who are not confident in the ability of Canada's supply chains to reliably deliver the goods they need (n=271) were asked to explain their concerns in an open-ended format. In response, 30% cited federal government actions and policies, 24% mentioned the risk of disruptions and delays, 19% expressed concerns about inadequate supply chain maintenance, and 17% pointed to Canada's reliance on imports. The full list of reasons is shown in figure 27.

Figure 27: Reasons for lacking confidence in the reliability of Canada's supply chains

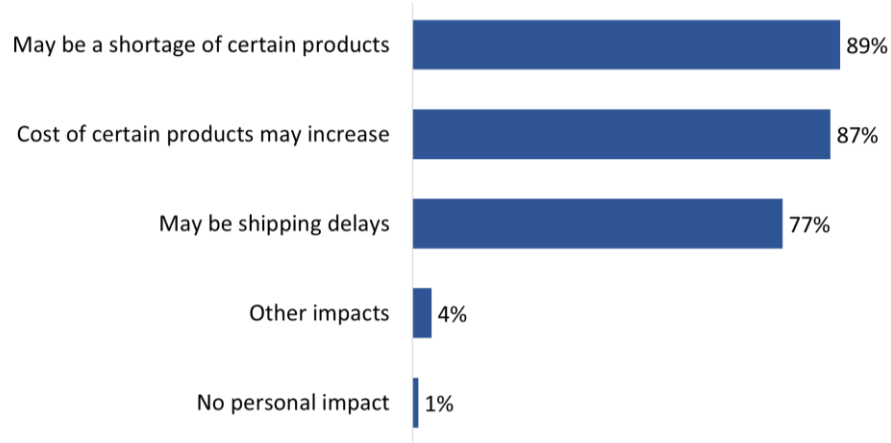


Q34. Why are you [not confident] that Canada's supply chains can reliably deliver the goods you need? [Multiple responses apply] Base: n=271; those not confident.

Virtually everyone thinks supply chain disruptions will affect them

Most surveyed Canadians think a supply chain disruption could affect them. Specifically, 89% anticipate product shortages, 87% expect price increases, and 77% foresee shipping delays. Additionally, 4% volunteered other potential impacts. Only 1% believe supply chain disruptions will have no personal impact.

Figure 28: Personal impact of a supply chain disruption



Q35. How, if at all, do you think a disruption in a supply chain might affect you? Base: n=1,587; all respondents, excluding "don't know".

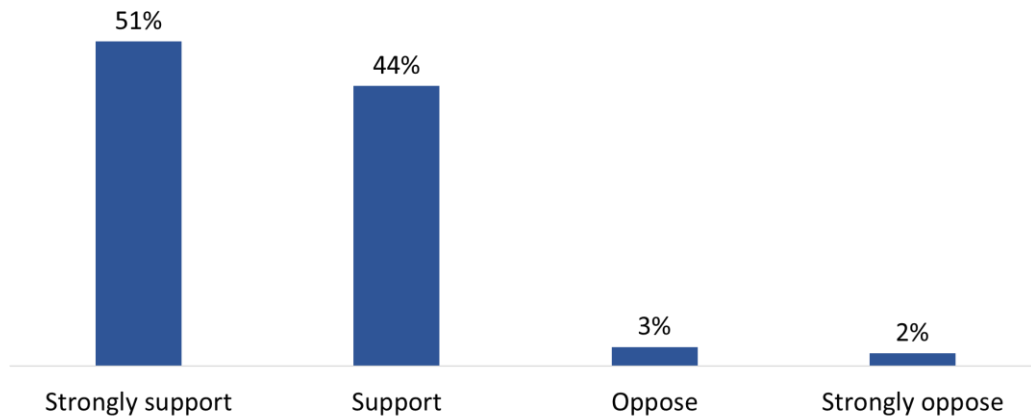
Individuals from households earning \$150,000 or more were more likely to point to product shortages (93%), price increases (92%) and shipping delays (83%). Younger Canadians were more likely to think that shipping delays might affect them (84% of 18- to 34-year-olds), while residents of the West were more likely to cite price increases (92%) and delays (82%) than those in Ontario and Quebec.

Widespread support for Government of Canada efforts to build supply chain infrastructure

More than nine in 10 (95%) respondents support or strongly support the Government of Canada's efforts to build the necessary supply chain infrastructure. In contrast, 5% oppose these efforts.

Before responding to this question, respondents were informed that strengthening Canada's supply chains could mean making costly investments in new transportation infrastructure and that transportation infrastructure refers to the network of roads, bridges, railways, airports and shipping ports that support the safe movement of people and goods.

Figure 29: Views on building supply chain infrastructure

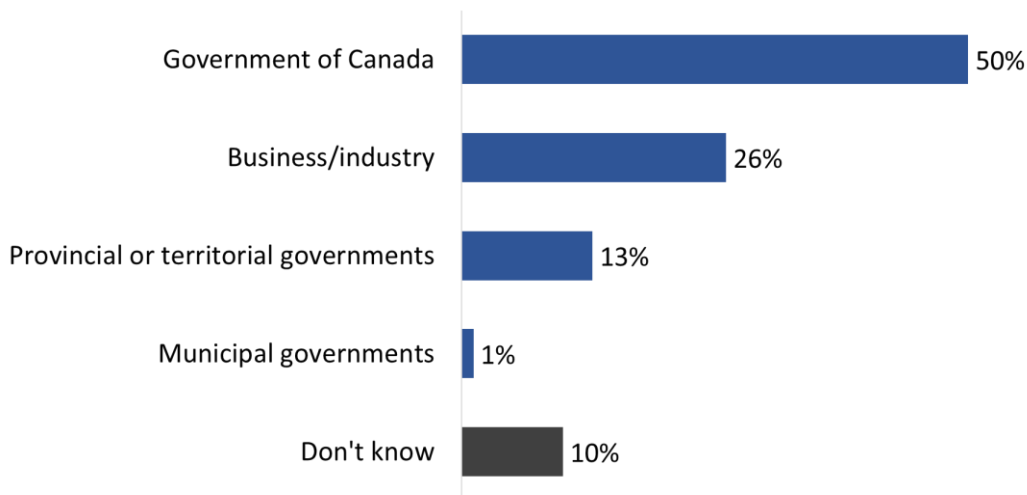


Q36. How much do you support or oppose Government of Canada efforts to build the necessary supply chain infrastructure? Base: n=1,587; all respondents, excluding "don't know".

Most think government should pay for supply chain infrastructure

Sixty-four percent of surveyed Canadians think government should pay for supply chain infrastructure, with 50% saying the Government of Canada, 13% provincial or territorial governments, and 1% municipal governments. Apart from government, 26% believe businesses and industries should be responsible for funding. The remaining 10% were unsure.

Figure 30: Views on who should fund supply chain infrastructure



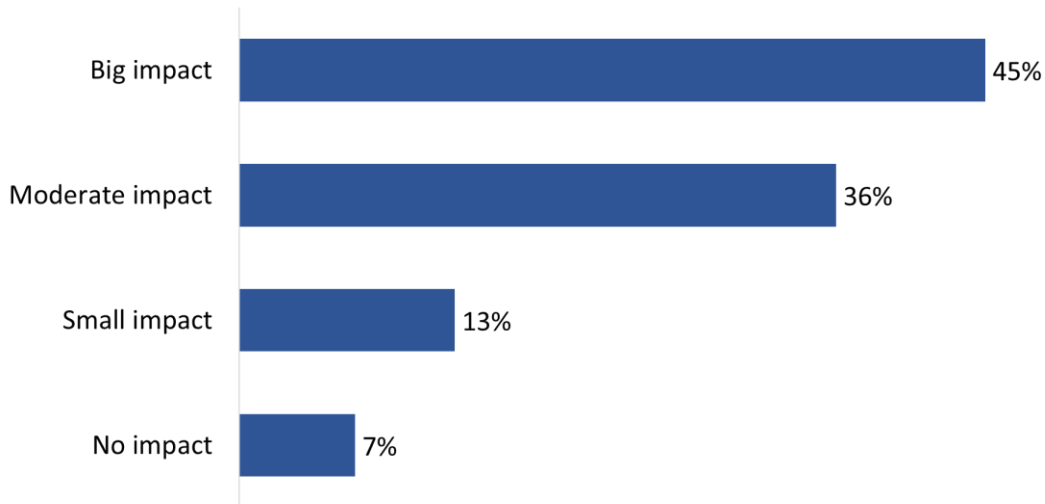
Q37. Who do you think should pay for supply chain infrastructure? Base: n=1,587; all respondents.

Those living in the West (54% compared to 49% of Atlantic Canadians and 46% of Quebec residents) were more likely to say that the Government of Canada should fund this infrastructure.

Vast majority think that marine shipping has at least a small impact on their daily life

Eighty-eight percent of respondents believe marine shipping has some impact on their daily life. Of these, 45% think it has a big impact, 36% a moderate impact, and 13% a small impact. In contrast, 7% said marine shipping has no impact, and 6% were unsure of its impact, if any.

Figure 31: Perceived impact of marine shipping on daily life



Q38. What impact, if any, do you think marine shipping has on your daily life? Base: n=1,587; all respondents, excluding "don't know".

Residents of Atlantic Canada (88%) and British Columbia (88%) were more likely to think that marine shipping has a moderate or big impact on their daily life.

5.2 Focus Group Findings

Limited awareness of news about supply chains

Most participants did not recall seeing or hearing anything recently about supply chains. Those who did, recalled seeing or hearing about the impact of the rail and port strikes on supply chains in Canada, the potential impact of tariffs, the effect of the just-in-time (JIT) inventory management strategy, and supply chains recovering from the pandemic years.

Most understand, at least generally, what constitutes a supply chain

Participants did not have any difficulty explaining what, according to them, constitutes or characterizes a supply chain. Explanations included variations on the following:

- Everything in the process extending from the production of goods to their sale.
- The various components and logistics involved in producing and moving goods.
- The entire chain from production to end-user.
- The interconnectedness of elements in the production and distribution of goods, such as procurement, transportation, storage, distribution, and consumption.
- The interdependence of parts that come together to make a finished product in sufficient amounts.

No consensus on the strength of Canada's supply chains

Opinions on Canada's supply chains were mixed. Similar numbers described Canada's supply chains as strong or somewhere in between strong and weak, while smaller numbers characterized them as weak. Reasons informing these various impressions are provided below.

- Reasons for describing Canada's supply chains as strong included the following:
 - Canada is a large country with a small, dispersed population, that has learned by experience how to meet the challenges of this reality.
 - Canada has a well integrated multi-modal transportation system.
 - Canada has been able to count on our supply chains so far, and there is no evidence to suggest that they are not resilient (e.g., no alerts or warnings, store shelves are not depleted, and no evidence of shortages or delays).
- Reasons for describing Canada's supply chains as 'in-between' strong and weak included the following:
 - Canada's supply chains work well, but there is over-reliance on monopoly entities, such as Amazon, which means supply chains could be disrupted if problems occur with these monopoly entities.
 - There have been no major issues to date, but Canada's supply chains depend on other countries and are therefore subject to the vagaries of politics.
 - Supply chains work well ordinarily, but serious weather events can affect them for days.
 - Overall, supply chains work effectively, but JIT manufacturing leads to low levels of stored inventory. As a result, disruptions to the JIT system can quickly affect supply chains.

- Their effectiveness can vary depending on where one lives in Canada—for example, it can be very expensive and complicated to get goods into northern and remote communities.
- Reasons for describing Canada's supply chains as weak included the following:
 - Heavy resource extraction in Canada and weakness of the secondary sector, in particular, manufacturing.
 - Reliance on the United States for trade.
 - Internal trade barriers.
 - Witnessing the impact of severe weather events—for example, the impact of the atmospheric river on activities in Vancouver's port.

Strengthening the domestic economy is key to strengthening Canada's supply chains

The most frequently made suggestion for strengthening Canada's supply chains was strengthening the country's domestic economy, with a focus on strengthening the manufacturing sector and other secondary industries, becoming more self-sufficient by purchasing more domestically produced products, and reducing or eliminating interprovincial trade barriers. Other suggestions included:

- Maintaining and improving the country's transportation infrastructure, including improving its resiliency (e.g., its ability to withstand severe weather events).
- Relying less on JIT supply management.
- Ensuring more efficiency at the border (e.g., reducing bottlenecks, processing cross-border shipments more effectively).
- Ensuring better and accessible telecommunications systems and IT connectedness between Canadians.

6. Green initiatives

This section presents Canadians' views on green transportation. The survey findings are presented first, followed by the focus group findings.

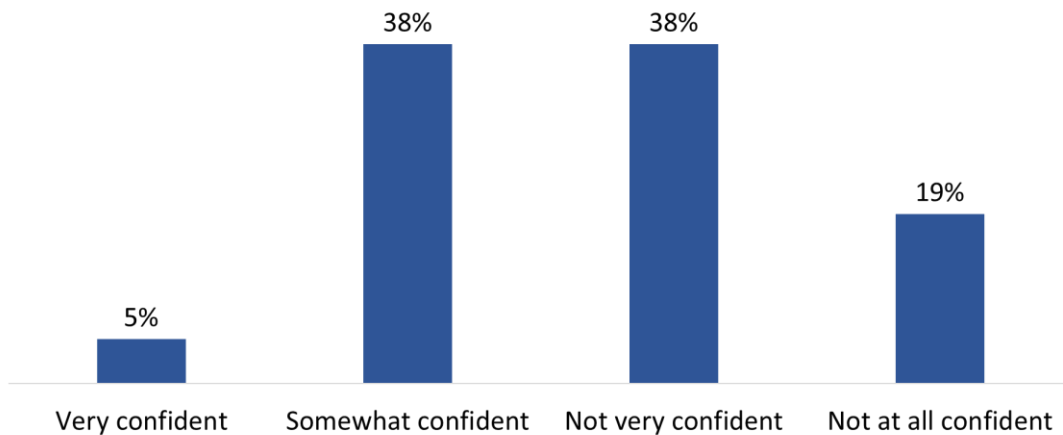
6.1 Survey Findings

Before being presented these questions, survey respondents were informed that green transportation systems are ways of moving people and goods that are better for the environment because they use less energy, produce less pollution, and often rely on renewable energy sources.

4 in 10 have at least some confidence the government can create green transportation systems

Thirty-eight percent of respondents are somewhat confident in the Government of Canada's ability to create green transportation systems, while 5% are very confident. In contrast, the majority are not very confident (38%) or not at all confident (19%).

Figure 32: Confidence in the Government's ability to create green transportation system



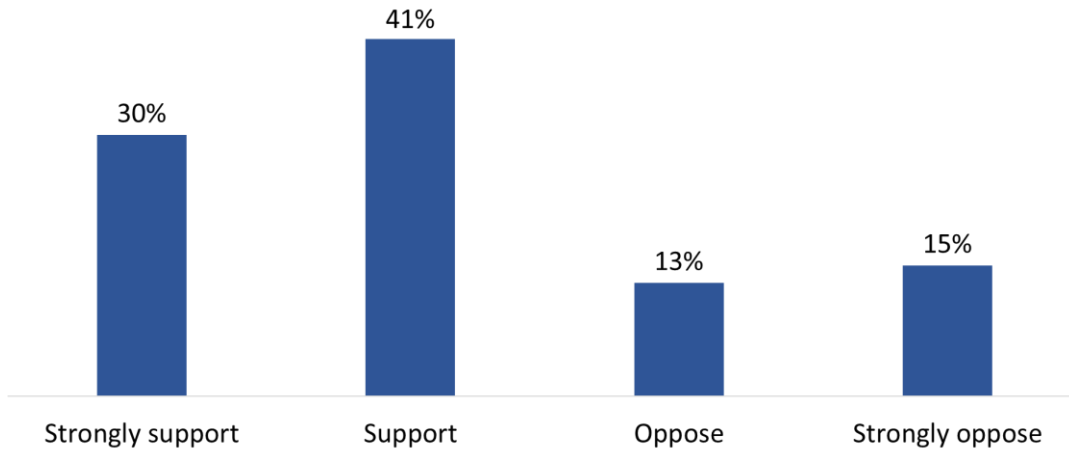
Q39. How confident are you in the ability of the Government of Canada to create green transportation systems? Base: n=1,587; all respondents, excluding "don't know".

Confidence in the Government of Canada's ability to create green transportation systems is higher among older Canadians (51% of those 65+), women (48%), urban residents (46%), and Quebec residents (49%, compared to 39% in the West).

Seven in 10 support greening transportation even if it costs more money

Seventy-one percent of surveyed Canadians support or strongly support the Government of Canada's efforts to create green transportation systems, even if it costs more money. In contrast, 28% oppose these efforts, including 15% who strongly oppose them.

Figure 33: Views on greening transportation systems



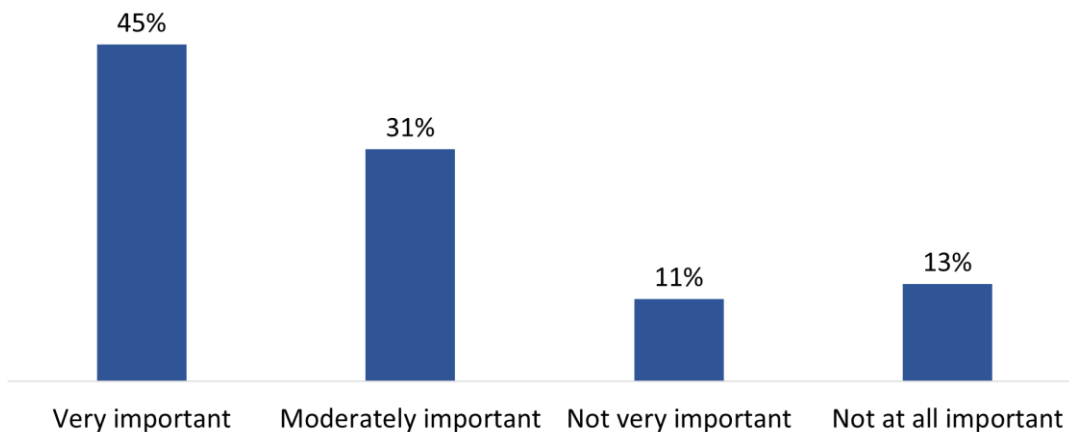
Q40. If making transportation systems more environmentally friendly will cost more money, how much do you support or oppose the Government of Canada's efforts to create green transportation systems? Base: n=1,587; all respondents, excluding "don't know".

Support for greening transportations systems is higher among 18- to 34-year-olds (76%) and those aged 65 and older (76%), residents of Quebec (84%), women (79%), non-Indigenous respondents (73%), university graduates (80%), and those from urban areas of the country (76%).

Most think Government of Canada investment in green transportation initiatives is important

Three-quarters (76%) of respondents think it is moderately (31%) or very (45%) important that the Government of Canada invests in green transportation initiatives. On the other hand, 24% believe it is not very or not at all important.

Figure 34: Perceived importance of Government investments in green transportation



Q41. How important is it that the Government of Canada invests in green transportation initiatives? Base: n=1,587; all respondents, excluding "don't know".

Indigenous respondents (31%), men (32%), rural and northern residents (41%), and those aged 35–54 (29%) were more likely to say that investing in these initiatives is not important. Meanwhile, Quebec residents (87%) were the most likely to consider it important.

6.2 Focus Group Findings

Reducing the environmental impact of transportation is the biggest environmental concern

Reducing the environmental impact of Canada's transportation system, including its contribution to air pollution, carbon emissions, and climate change, tended to be seen as the most pressing environmental concern related to transportation in Canada. Specific points made in this regard included the following:

- Incentivising green and environmentally friendly vehicles.
- Building a public mode of transportation, such as high-speed rail, that will help reduce the pollution and emissions caused by air travel and cars.
- Reducing the environmental waste generated by the transportation system (e.g., tire disposal).
- Limiting habitat disturbance caused by highway construction.

Additional environmental concerns related to transportation that were identified as pressing included the following:

- Transporting hazardous materials by land and sea.
- Improving the resilience of the transportation system to major weather events.
- Enforcing environmental regulations related to transportation.
- Ensuring that environmentally friendly modes of transportation are realistic and feasible, given Canada's weather and geography.
- Effectively transitioning away from fossil fuels, with a focus on alternatives that do not generate serious environmental problems.
- Having a broad vision or comprehensive approach to green transportation (i.e., focusing on a piecemeal approach instead of a coordinated and multifaceted approach).
- Lack of serious action (e.g., high-speed rail has been discussed in Canada for decades, but nothing has been done¹).
- Ensuring proper ventilation on buses.

Greening transportation associated mainly with electric vehicles and common transportation

Participants routinely described green transportation as environmentally friendly options that reduce reliance on fossil fuels. This tends to be associated concretely with two things: electric vehicles and public modes of transportation. A few participants also associated green transportation with the use of hydrogen and liquified petroleum gas as alternative fuel options.

¹ On February 19, 2025, the Government of Canada announced the development of a high-speed rail network in the Toronto-Quebec City corridor.

Widespread impression that greening of transportation will reduce greenhouse gas emissions

Nearly all participants felt that the greening of transportation will reduce greenhouse gas emissions. In explaining why, participants routinely observed that fuel consuming vehicles are a significant contributor to greenhouse gas emissions, and referred to evidence, data and statistics showing that emissions can be reduced by greening transportation.

The few participants who did not think that the greening of transportation would have an impact on reducing greenhouse gas emissions (or who had their doubts) emphasized the following things to explain their point of view:

- Any reductions achieved through the greening of transportation in Canada would be outweighed by countries, such as China and India, that are the biggest contributors to global greenhouse gas emissions.
- The problem of climate change is now so serious that we may have reached the point where reductions in greenhouse gases, even if achievable, will not significantly change the overall situation.
- The costs associated with the greening of transportation, particularly the cost of electric vehicles (EVs), may be too expensive for many, preventing them from making the switch.
- EVs come with their own environmental impact issues, including disposal of batteries, environmental impact of resourcing components, such as lithium).

Mixed views on government efforts to improve the environmental impact of transportation

Opinions varied on how well the Government of Canada is improving the environmental impact of transportation. Some participants described the federal government's record as good or moving in the right direction, while others described its efforts as poor, and some were unsure. Those who thought the Government of Canada was performing well sometimes added caveats and qualifications or focused more on the government's intentions than on actual results. Their reasons included the following:

- Its initiatives are moving in the right direction (though they could be bolder).
- It takes a comprehensive approach to greening, rather than focusing on one solution.
- It is trying to incentivise the transition to green modes of transportation.
- It instituted carbon pricing.
- It is doing more than previous governments have done.
- It is collaborating with Indigenous communities in various initiatives.
- It is trying to build consensus among provincial and territorial governments, who have primary jurisdiction over some environmental matters.

Participants who felt that the Government of Canada is doing a poor job of improving the environmental impact of transportation provided the following reasons to explain why:

- Canada is not meeting its emission targets.
- The Government of Canada has instituted processes that are too bureaucratic and too focused on regulations instead of encouraging market forces.

- There are insufficient incentives to transition to EVs.
- The Government of Canada has not been publicizing any achievements in this regard.
- The environment is not the Government of Canada's main priority.
- There is a lack of public education on the issue/lack of awareness raising.
- There is no comprehensive approach/it tends to be fragmented and piecemeal.
- The Government of Canada is sending mixed signals (i.e., it promotes greening but purchases a pipeline).
- The biggest emitters are not subject to a carbon pricing regime.
- The Government of Canada is not leveraging the power of hydroelectricity.
- The exhaust gas recirculation (EGR) technique does not work well.

Almost all the Indigenous participants felt that the Government of Canada's performance has not been good when it comes to including traditional knowledge from Indigenous partners as part of its efforts to reduce greenhouse gas emissions.

Several barriers to electric/hydrogen-powered transportation cited by participants

Perceived barriers to transitioning to electric or hydrogen-powered transportation in Canada fell into three categories:

- Political barriers, particularly lack of agreement about the desirability of moving away from fossil fuels. Resistance to this transition was associated with the oil industry and provincial governments whose economies depend on fossil fuels. This was related to the challenge of changing the views of people who believe economic prosperity depends on fossil fuel development. Additionally, resistance to transitioning was linked to loyalty to North America's 'Big Three' automakers.
- Lack of incentives for transitioning, which included the perceived high cost of EVs along with impediments to transitioning, such as surcharges on electric vehicles.
- Challenges related to infrastructure for EVs, with an emphasis on an adequate number of charging stations and the reliability of these stations.

7. Indigenous Communities

This section focuses on transportation issues faced by Indigenous communities, and the role of Indigenous communities in the development of transportation infrastructure. This topic was covered in the focus groups only.

Remoteness is the main transportation challenge faced by Indigenous communities

Participants identified remoteness as the primary transportation challenge facing Indigenous communities. This included the following:

- The high cost of travel to and from remote communities.
- Limited transportation services, including medical transportation.
- The need to travel long distances for essential services (e.g., renewing a driver's license).
- The high cost of living due to the cost of transporting goods into these communities.
- Multi-modal challenges such as the need to coordinate transportation by air, water, and road.
- Maintaining infrastructure, such as road conditions.
- The high cost of servicing infrastructure in remote communities.
- Reliance on ice roads, adversely impacted by climate change.

The financial aspect of the transportation challenges faced by Indigenous communities (i.e., the high cost of travel, living, and infrastructure maintenance) was described as even more significant because of the limited financial resources of many of these communities.

Indigenous participants were asked how well current transportation policies consider the needs of Indigenous communities. Almost everyone agreed that current transportation policies do not consider the needs of Indigenous communities.

Indigenous communities should be involved in developing transportation infrastructure

There was widespread agreement that Indigenous communities should be directly and fully involved in transportation planning and infrastructure development for their communities, as they have the best understanding of their own needs. Because they know their communities best, it was also suggested that they should take the lead in these efforts. Examples of such involvement included consultations, collaboration, and economic arrangements such as joint ventures and partnerships.

8. Communications issues

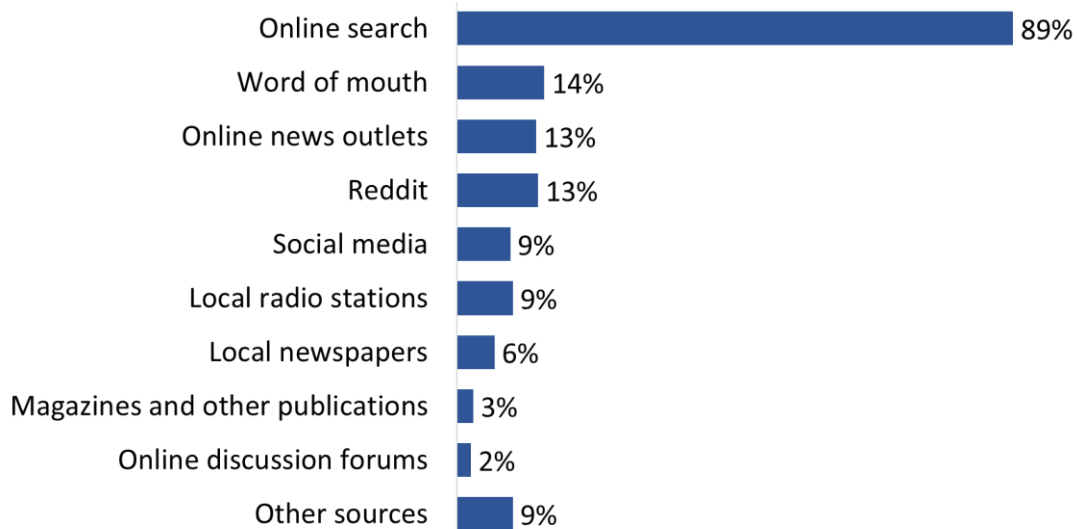
This section presents Canadians' views on information sources and transportation information. The survey findings are presented first, followed by the focus group findings.

8.1 Survey Findings

Online searches are the top source for transportation-related information

Surveyed Canadians were asked where they would look if they wanted information on transportation. In response, most (89%) said online searches. All other sources were mentioned by 14% of respondents or fewer, as shown in Figure 35.

Figure 35: Sources of information on transportation



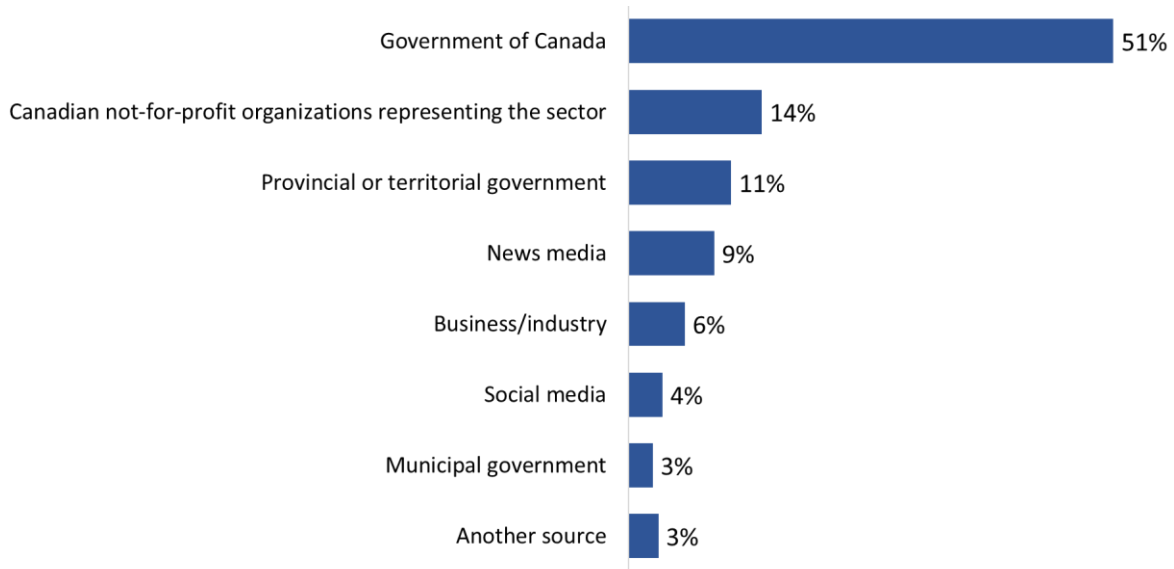
Q42. If you wanted information on transportation, where would you look? [Multiple responses accepted] Base: n=1,587; all respondents, excluding "don't know".

Younger Canadians were more likely to say they would rely on word of mouth (20% of 18- to 34-year-olds), Reddit (29%), and social media (12%), while older Canadians (65+) were more likely to point to local newspapers (12%).

For half, the federal government is the most trusted source for transportation information

When asked who they would trust the most to provide information about Canada's transportation system, the largest proportion (51%) said the Government of Canada. Other sources were mentioned by 14% or fewer, as shown in Figure 36.

Figure 36: Trusted sources for transportation information

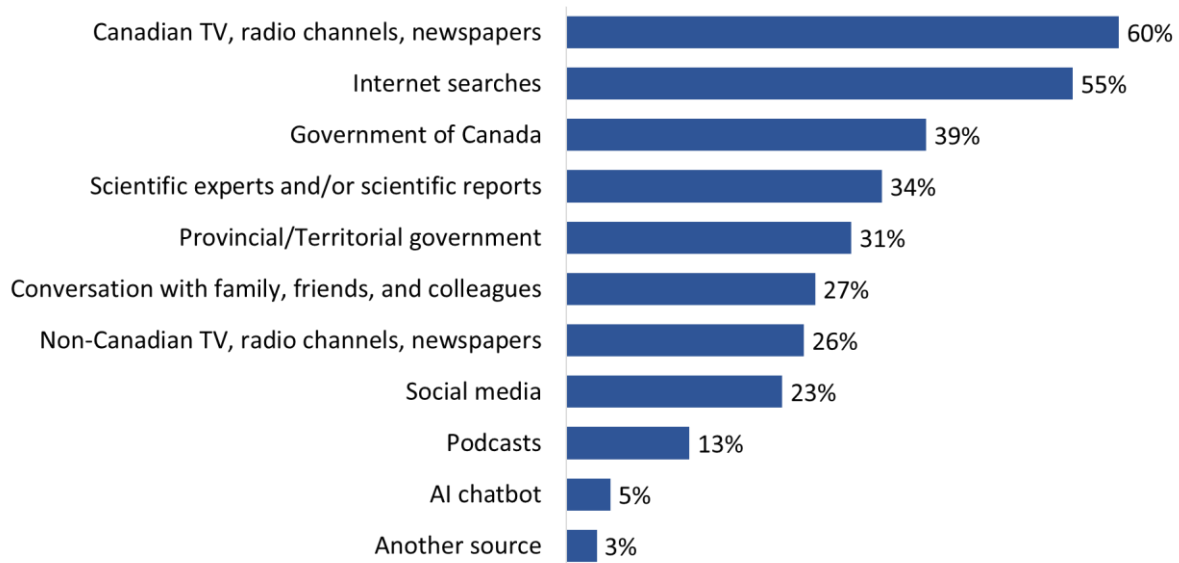


Q43. Who would you trust the most to provide information about Canada's transportation system? Base: n=1,587; all respondents, excluding "don't know".

Majorities rely on Canadian media and internet searches the most for information or news

Just over half of respondents rely most often on Canadian TV, radio channels, and newspapers (60%) as well as internet searches (55%) for information or news. Following these, 39% rely on the Government of Canada, 34% on scientific experts and reports, and 31% on provincial and territorial governments. The full list of sources can be found in Figure 37.

Figure 37: Information and news sources



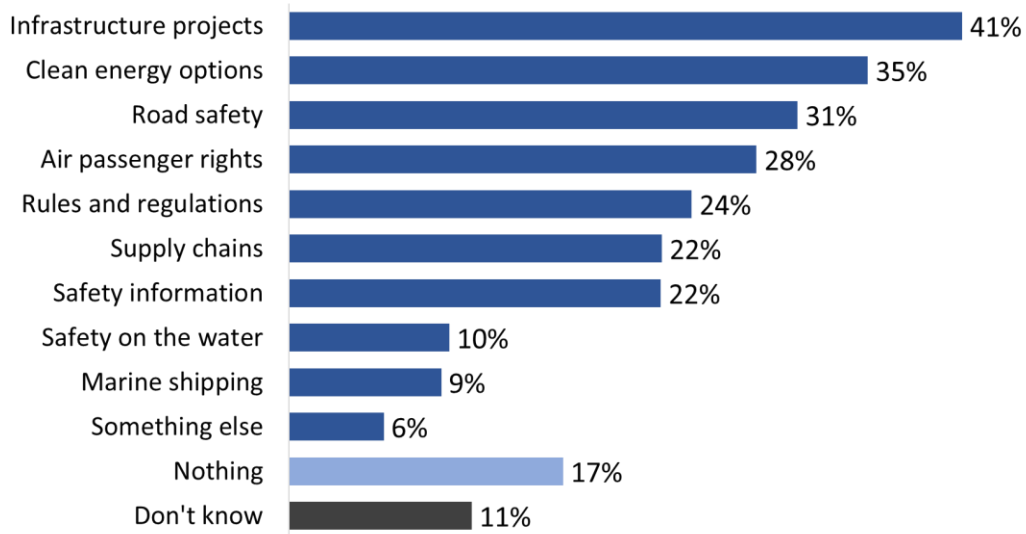
Q44. Which of the following sources do you rely on most often for information or news? [Multiple responses accepted] Base: n=1,587; all respondents, excluding "don't know".

University graduates (65%), residents of Atlantic Canada (71%) and Ontario (61%), women (64%), and those aged 65 and older (70%) are more likely to rely most often on Canadian TV, radio, and newspapers.

Canadians are interested in a variety of transportation topics

When asked what, if anything, they would like to know more about in relation to Canada's transportation system, 41% mentioned infrastructure projects, 35% clean energy options, and 31% road safety. Additionally, 28% would like to know more about air passenger rights, 24% about rules and regulations, and 22% each about supply chains or safety information. The full list of topics can be found in Figure 38.

Figure 38: Transportation-related topics of interest to Canadians



Q45. Thinking about Canada's transportation system, what, if anything, would you like to know more about? [Multiple responses accepted] Base: n=1,587; all respondents.

8.2 Focus Group Findings

Participants consult various news sources for various reasons

Participants collectively identified a variety of sources they tend to rely on for information and news. These included 'traditional' Canadian media sources (e.g., CBC, CTV, Global), international sources (e.g., BBC, CNN, Reuters), independent sources (e.g., Substack), and local or regional sources (e.g., Tye, Journal de Montreal), social media (e.g., X/Twitter, Reddit), and news aggregators (e.g., Ground News, Flipboard, Google News). Reasons for relying on these included wanting neutral or balanced reporting (i.e., absence of bias), a range of opinions or points of view, or a good curation of sources, along with interest in a specific level of focus (i.e., local, national, international), a preference for independent sources (i.e., not publicly or corporately funded), and thoughtful commentary.

A number of factors are used to differentiate between reliable and unreliable sources

According to participants, the following factors allow them to distinguish a reliable news source from an unreliable one:

- Use of verifiable sources, including whether other news organizations use the same sources.
- Adherence to recognized journalistic standards.
- Absence of sensationalism, embellishment, exaggeration, and inflammatory language.
- Absence of commentary and editorializing.
- A balanced approach that considers different perspectives.
- An established or proven track record (i.e., consistency).
- Funding transparency.
- Not funded by government.
- Absence of mistakes, errors or misrepresentation.

Government of Canada is trusted as an information source for Canada's transportation system

The Government of Canada was routinely identified as the most trusted source of information about Canada's transportation system. This trust was occasionally accompanied by qualifications, including ensuring accessibility to such information, providing supporting data, and allowing third parties, such as investigative journalists or industry stakeholders, to examine or verify information. Reasons for trusting the government of Canada included the following:

- Canada's transportation system is the responsibility of the Government of Canada, and therefore it is most knowledgeable about it.
- The government's reputation is at risk if it reveals itself as untrustworthy in such an important area.
- The Government of Canada should be trusted until it is evident that this trust is misplaced.

Generally, participants believed that all Government of Canada communications channels are trustworthy for receiving information about Canada's transportation system, provided it is clear the information comes directly from the Government of Canada. Government of Canada websites were often identified as the most trusted communication channel because they are repositories for comprehensive and detailed information and individuals can search them for specific information.

By way of comparison, it was observed that social media 'pushes' information to individuals, whereas websites require people to seek out information themselves. While this does not necessarily make social media a less trustworthy source of government information, some noted that when governments use social media to push information, it can have a public relations aspect to it—for example, promoting a certain agenda or highlighting their achievements.

Some participants linked the communications channel to the substance or subject-matter. For example, it was suggested that government websites are the best source for information that is detailed and/or comprehensive, while social media is an effective vehicle for short government communications such as advisories, alerts, updates, press releases, and awareness-raising campaigns.

List of suggestions offered to improve the accessibility and clarity of Government of Canada communications

Participants identified various ways in which the Government of Canada could improve accessibility and clarity in its communications. Suggestions included the following:

- Make government websites more user-friendly and easier to navigate.
- Ensure that information is available through a variety of channels (e.g., do not assume that everyone uses the internet or has good internet access).
- Make low cost internet access available to Canadians so they can communicate online with the Government of Canada.
- Use clear and easy-to-understand language on government websites and in communications.
- Institute a system of recognition for government departments that communicate clearly (as determined by members of the general public).
- Keep government communications sober and balanced (i.e., eliminate 'hype' and 'spin').
- Use cryptography to ensure that Government of Canada communications are authentic.
- Make it clear when artificial intelligence (AI) is used in government communications.
- Respond to queries/questions more quickly.
- Provide more opportunities to reach/speak to a live person, including hiring more front-line staff to interact with the general public.
- Streamline application processes for documents like passports.

Appendix

1. Technical specifications

1.1 Online survey

The following specifications applied to the survey:

- An online survey was administered to 1,587 Canadians, 18 years of age and older, including an oversample of 220 Indigenous Peoples. A profile of the survey respondents can be found in this [table](#).
- The survey averaged 15 minutes to complete.
- The margin of error for a sample of this size, accounting for the design effect of the oversample, is ± 2.9 percentage points, 19 times out of 20.
- The sample was drawn from Advanis' proprietary General Population Random Sample (GPRS) which has been developed using probability-based recruitment. This panel of more than 600,000 individuals can be considered representative of the general public in Canada.
- A pre-test was conducted on January 8, 2025, with 26 individuals. Seven surveys were completed in French and the rest in English. The average length of the survey was 18.6 minutes. On January 9, changes to the questionnaire were implemented to reduce the survey length (the target length was 15 minutes). Changes involved the removal of questions only; there were no changes to the wording or structure of any questions. As a result, the pre-test data were retained as part of the final survey data.
- The fieldwork began in full on January 10 and was completed January 26, 2025.
- The fieldwork was conducted by Advanis using a phone-to-web methodology (which is standard for all surveys administered to GPRS panellists). All survey respondents were called at least once over the telephone. On contact, panellists were asked if they would be willing to participate in the survey. Upon agreement, they were sent the survey invitation either by text messaging or email (the method is based on the panelist's preference which is established with they join the panel). Two reminders were issued to those who had not responded to the survey. Reminders were sent three days apart.
- A total of 18,103 panellists were recruited to participate in the survey, with 1,587 panellists completing the survey.
- The response rate was 9%, calculated as follows:

	Total (n)
Total phone numbers attempted = I + U + IS + R	18,103
Out-of-scope - Invalid (I)	646
Unresolved (U)	10,234
In-scope - Non-responding (IS)	5,616
Language problem, illness, incapable	4
Household refusal	427
Respondent refusal	5,100

	Total (n)
Qualified respondent break-off/partial complete	85
In-scope - Responding units (R)	1,607
Completed the survey	1,587
Terminate, prefer not provide province/territory or gender	1
Terminate, not 18 years of age	19
Response rate = R / (U + IS + R)	9.2%

- The survey data has been weighted by age, gender and region using population figures from Statistics Canada's 2021 census data. The tables below present the unweighted and weighted proportions for the variables used to create the weights.

Variable	% Unweighted	% Weighted
Gender		
Men	50%	49%
Women	50%	51%
Region²		
Atlantic Canada	8%	7%
Quebec	20%	23%
Ontario	38%	39%
West	34%	31%
Age		
18-34	20%	27%
35-54	36%	32%
55+	44%	41%
Indigenous		
Indigenous	15%	5%
Not Indigenous	85%	95%

- A non-response analysis was conducted to assess the potential for non-response bias. Survey non-response can bias results when there are systematic differences between survey respondents and non-respondents. The survey sample (the unweighted percentages in the tables above) very closely mirrors the distribution of the population by gender and region (the weighted percentages in the tables above). Differences are evident for age, however, which is often the case for surveys of the general public—specifically, the survey underrepresented 18- to 34-year-olds (20% unweighted versus 27% weighted). This was corrected by weighting, along with the oversampling of Indigenous Peoples.

1.2 Focus groups

The following specifications applied to the survey:

- A set of five online focus groups was conducted with Canadians aged 18+ as follows:

² The Territories have been incorporated in the West. This was done because the sample sizes were not large enough to create a separate category for weighting purposes.

February 18	February 18	February 19	February 19	February 20
Group 1	Group 2	Group 3	Group 4	Group 5
English-language Ontario	English-language West	English-language Atlantic	French-language Quebec	Indigenous Peoples
6:00 pm Eastern	8:00 pm Eastern	5:00 pm Eastern	7:00 pm Eastern	7:00 pm Eastern

- Recruitment adhered to the Government of Canada's *Standards for the Conduct of Government of Canada Public Opinion Research – Qualitative Research*. Participants were recruited by telephone and online methods using CRC Research's opt-in database of 450,000 adults aged 18+ as well as Advanis's proprietary GPRS of more than 600,000 Canadians.
- The Government of Canada was identified as the sponsor of the research study.
- All individuals recruited were fluent in the language in which the focus group was conducted.
- Ten individuals were recruited for each group, with the expectation that seven to eight would attend the session. In total, 38 individuals took part in this research.
- All groups included a mix of participants by age and education. A profile of the participants can be found in this [table](#).
- The platform used to conduct the focus group sessions was Zoom webinar.
- The fieldwork took place from February 18 to 20, 2025.
- All participants were paid an honorarium of \$125 to thank them for taking part in the research.
- The data analysis included a review of the video-recordings of each session, the transcripts, and the notes taken by the moderator during each session. First, common words and concepts in the videos, transcripts and notes were identified for each area of investigation. Following the content analysis, the same approach was used to identify patterns or broader themes in the qualitative data. Unlike the content analysis, however, the moderators were looking for patterns across questions and by audience. The intent was to find similarities (majority views) and differences (minority views) in the data. No data analytical software was used as part of this analysis. All data were reviewed and analyzed by members of the research team.

2. Profile of research participants

The tables in this section present profiles of the research participants.

2.1 Online survey

Province/Territory	Weighted percentage of the survey sample
Atlantic Canada	7%
Quebec	23%
Ontario	39%
Prairies	16%
British Columbia	15%

Territories	<0.5%
-------------	-------

Gender	Weighted percentage of the survey sample
Men	47%
Women	50%
Another gender	2%
Prefer not to answer	1%

Age	Weighted percentage of the survey sample
18 to 24 years old	2%
25 to 34 years old	24%
35 to 54 years old	32%
55 years old or older	41%

Education	Weighted percentage of the survey sample
Elementary school or less	2%
Secondary school	9%
Registered Apprenticeship or other trades certificate or diploma	7%
College, CEGEP or other non-university certificate or diploma	22%
University certificate or diploma below bachelor's level	8%
Undergraduate university program	28%
Post graduate degree above bachelor's level	23%
Prefer not to answer	2%

Household income	Weighted percentage of the survey sample
Under \$40,000	10%
\$40,000 to just under \$60,000	9%
\$60,000 to just under \$80,000	10%
\$80,000 to just under \$100,000	15%
\$100,000 to just under \$150,000	23%
\$150,000 and above	22%
Prefer not to answer	10%

Disability	Weighted percentage of the survey sample
No disability	
Living with a disability	
No response	

Indigenous person	Weighted percentage of the survey sample
Indigenous	4%

Non-Indigenous	91%
Prefer not to answer	5%

Language spoken at home *Multiple responses accepted	Weighted percentage of the survey sample
English	78%
French	18%
Other languages	4%
Prefer not to answer	1%

Location	Weighted percentage of the survey sample
Urban	78%
Rural and north	6%
Prefer not to answer	16%

2.2 Focus groups

Region	Number of focus group participants
West and Territories	14
Ontario	9
Quebec	9
Atlantic	6

Indigenous	Number of focus group participants
Indigenous	9
Non-Indigenous	29

Age	Number of focus group participants
18 to 35	8
35 to 54	10
45 to 64	13
65+	7

Gender	Number of focus group participants
Man	21
Woman	17

Education	Number of focus group participants
High school or less	6
College, trades, some university	6
University graduates	26

3. Research instruments

1. Online survey

Survey Introduction

Thank you for agreeing to take part in this survey being conducted by Phoenix Strategic Perspectives (Phoenix SPI) on behalf of the Government of Canada. Si vous préférez répondre au sondage en français, veuillez cliquer sur « Français » dans le coin supérieur droit.

This survey is designed to collect information on issues of importance to Canadians. The survey should take no more than 15 minutes to complete, is voluntary, and your responses will be kept completely confidential. The information provided will be administered according to the requirements of the *Privacy Act*. Your responses will not be used to identify you, and none of your opinions will be attributed to you personally in any way. To view Phoenix SPI's privacy policy, click [here](#).

This survey is registered with the Canadian Research Insights Council's Research Verification Service. The project verification code is INSERT. Click [here](#) to verify the legitimacy of this survey.

The survey conforms with the Web Content Accessibility Guidelines designed to ensure websites and digital content are more accessible for people with disabilities. Should you require an alternate method of completing this survey, please click [here](#) to contact us.

Screeners

1. Which of the following age groups do you fall into?

- 01. Under 18 [TERMINATE]
- 02. 18-24
- 03. 25-34
- 04. 35-44
- 05. 45-54
- 06. 55-64
- 07. 65-74
- 08. 75 or older
- 09. Prefer not to answer [TERMINATE]

2. Where are you located?

- 01. Alberta
- 02. British Columbia
- 03. Manitoba
- 04. New Brunswick
- 05. Newfoundland and Labrador
- 06. Northwest Territories
- 07. Nova Scotia
- 08. Nunavut
- 09. Ontario

10. Prince Edward Island
 11. Quebec
 12. Saskatchewan
 13. Yukon
 14. Prefer not to answer [TERMINATE]
3. For the purposes of this survey, will you please provide your gender?
01. Woman
 02. Man
 03. Another gender
 04. Prefer not to answer
4. Are you First Nations, Métis, or Inuk (Inuit)?
- Select all that apply**
01. No, not an Indigenous Person
 02. Yes, First Nations
 03. Yes, Metis
 04. Yes, Inuk (Inuit)
 05. Prefer not to answer

Transportation Profile

These next questions are about the types of transportation you use for any reason, like your daily activities, work or school, vacations, or anything else.

5. Which of the following have you done in the last 12 months?
- Select all that apply**
01. Travelled by commercial airline within Canada
 02. Travelled by rail
 03. Travelled by ferry in Canada
 04. None of the above [EXCLUSIVE]
6. In the last 12 months, how many times did you use the following methods of transportation?
- [INSERT ITEMS FROM Q5]
- a) Travel by commercial airline within Canada
 - b) Travel by rail
 - c) Travel by ferry in Canada
- [RESPONSE OPTIONS]
01. Once
 02. Twice
 03. 3 to 5 times
 04. 6 to 8 times
 05. 9 to 11 times
 06. 12 or more times
 07. I can't recall

7. [IF Q6A, B OR C = 06] On average, how frequently do you use the following methods of transportation in a typical month?

[INSERT ITEMS FROM Q6]

- a) Commercial airline within Canada
- b) Rail
- c) Ferry in Canada

[RESPONSE OPTIONS]

- 01. Daily
- 02. Several times a week
- 03. Several times a month
- 04. Once a month
- 05. I can't recall

8. Do you live within 25 kms of any of the following?

Select all that apply

[RANDOMIZE LIST]

- 01. A port (i.e., a place where ships can dock to load and unload cargo)
- 02. A rail crossing
- 03. A rail station
- 04. An airport
- 05. A border crossing
- 06. None of the above [ANCHOR; EXCLUSIVE]
- 07. I don't know [ANCHOR; EXCLUSIVE]

9. What is your main way of getting around on a typical day?

[RANDOMIZE LIST]

- 01. Car (driver)
- 02. Car (passenger)
- 03. Public transportation (e.g., bus, train, subway, ferry)
- 04. Bicycle
- 05. Walking
- 06. Rideshare service (e.g., Uber, Lyft)
- 07. Motorcycle/scooter
- 08. Other (please specify): _____ [ANCHOR]

10. [IF Q9=01] What type of energy source powers your vehicle?

[RANDOMIZE LIST]

- 01. Gas
- 02. Diesel
- 03. Hybrid
- 04. Electric
- 05. I don't know [ANCHOR]

11. [IF Q9=01] Is your next new vehicle going to be:

[RANDOMIZE ITEMS]

- 01. A gas-powered car
- 02. A zero-emissions car
- 03. A hybrid
- 04. I don't know [ANCHOR]

12. Which, if any, of the following apply to you?

Select all that apply

- 01. I own a boat that I use at least once a year
- 02. I rent a boat to go out on the water at least once a year
- 03. I go out as a passenger in a recreational boat* at least once a year [SKIP TO Q15]
- 04. None of the above [EXCLUSIVE] [SKIP TO Q15]

*This does not include boats used for commercial purposes, such as fishing boats, tour boats, ferries, or cruise ships.

13. [IF Q12=01, 02] Do you use your boat for...?

- 01. Personal purposes
- 02. Commercial purposes
- 03. Both personal and commercial purposes

14. [IF Q12=01, 02] What type of boat do you own or rent?

Select all that apply

[RANDOMIZE LIST]

- 01. Yacht, power boat, motorboat or speedboat
- 02. Sailboat
- 03. Personal watercrafts (e.g., WaveRunners/Sea-Doos/Jet Skis)
- 04. Canoe
- 05. Kayak (includes inflatable crafts)
- 06. Rowboat
- 07. Paddleboard (includes inflatable crafts)
- 08. Dinghy
- 09. Houseboat
- 10. Pontoon
- 11. Commercial fishing boat
- 12. Other (please specify): _____ [ANCHOR; EXCLUSIVE]

Perceptions of Transport Canada and its initiatives

These next questions are about Canada's transportation system. By transportation system, we are referring to roads, bridges, railways, airports, and ports that support the movement of people and goods within Canada.

15. Who is **most** responsible for a safe and secure transportation system in Canada?

[RANDOMIZE ITEMS]

- 01. The Government of Canada
- 02. The provinces and territories

- 03. Canadians
- 04. Industry/businesses
- 05. All of the above [ANCHOR]
- 06. I don't know [ANCHOR]

Transport Canada is the department within the federal government responsible for overseeing the federally regulated transportation system in Canada. This includes transportation policies, programs, and safety regulations across all modes of transportation that support the movement of people and goods within Canada.

16. What's your overall impression of Transport Canada?

- 01. Very positive
- 02. Somewhat positive
- 03. Somewhat negative
- 04. Very negative
- 05. I don't know enough about Transport Canada to offer an impression

Safety and Security

17. These next questions are about safety and security in Canada's transportation system. How confident are you in the overall safety of Canada's transportation system? By transportation system, we are referring to bridges, railways, airports, and ports that support the movement of people and goods within Canada.

- 01. Very confident
- 02. Somewhat confident
- 03. Not very confident
- 04. Not at all confident
- 05. I don't know

18. Overall, how safe do you think it is to travel within Canada, whether by road, rail, air or water?

- 01. Very safe
- 02. Generally safe
- 03. Generally unsafe
- 04. Very unsafe

19. How would you rate the overall safety of each of the following?

[RANDOMIZE ITEMS]

- a) Travel by train
- b) Travel on a plane
- c) Travel on the water (boat, ferry, etc.)
- d) Driving on the road

[RESPONSE OPTIONS]

- 01. Very safe
- 02. Generally safe
- 03. Generally unsafe

04. Very unsafe

20. Please rate Transport Canada's* performance in the following areas:

[RANDOMIZE ITEMS]

- a) Rail safety
- b) Air safety
- c) Water safety
- d) Road safety

*Transport Canada is the department within the federal government responsible for overseeing the federally regulated transportation system in Canada. This includes transportation policies, programs, and safety regulations across all modes of transportation that support the movement of people and goods within Canada.

[RESPONSE OPTIONS]

- 01. Very good
- 02. Good
- 03. Fair
- 04. Poor
- 05. Very poor
- 06. I don't know enough about Transport Canada's work in this area to rate its performance

21. What do you believe is the biggest threat to road safety in Canada?

[RANDOMIZE ITEMS]

- 01. Speeding
- 02. Distracted driving (e.g., texting)
- 03. Driving under the influence
- 04. Poor road conditions
- 05. New technologies (i.e. batteries, automated driving, etc.)
- 06. Other (please specify) [ANCHOR]
- 07. I don't know [ANCHOR]

22. Hazardous materials are substances that could be dangerous to health, safety, property or the environment, such as pesticides, fireworks, chemicals, or gasoline. How safe do you think it is to transport these things within Canada?

- 01. Very safe
- 02. Generally safe
- 03. Generally unsafe
- 04. Very unsafe
- 05. I don't know

23. Based on what you know or may have heard, will automated vehicles, or self-driving cars, make roads safer or more dangerous for everyone?

- 01. Much safer
- 02. Somewhat safer
- 03. Somewhat more dangerous

- 04. Much more dangerous
- 05. Not sure

24. If you noticed a safety defect with a vehicle, tires on a vehicle, or a child car seat, who would you report this issue to?

Select all that apply

[RANDOMIZE ITEMS]

- 01. The Government of Canada
- 02. Transport Canada
- 03. Your province or territory
- 04. The manufacturer
- 05. Local law enforcement
- 06. Other, please specify [ANCHOR]
- 07. I don't know [ANCHOR; EXCLUSIVE]
- 08. I wouldn't report it [ANCHOR; EXCLUSIVE]

25. Did you know that you can report a safety defect to Transport Canada about vehicles, tires, or child car seats?

- 01. Yes, definitely aware of this
- 02. Yes, vaguely aware of this
- 03. No, not aware
- 04. I'm not sure

New Technologies

These next questions are about technology and Canada's transportation system.

26. If you needed information on zero-emission vehicles, such as vehicle performance, incentive options or availability, where would you look? Zero-emission vehicles, or ZEVs, refer to vehicles that typically rely on alternative power sources like electricity, hydrogen, or other renewable energy.

Select all that apply

[RANDOMIZE LIST]

- 01. Government websites
- 02. Car dealerships
- 03. Family/friends that drive zero-emission vehicles
- 04. Social media
- 07. Online/online search
- 05. Other – specify [ANCHOR]
- 06. I don't know [ANCHOR, EXCLUSIVE]

27. Are you aware that the Government of Canada will require all new cars and light trucks sold in Canada to be zero-emission by 2035?

- 01. Yes, definitely aware of this
- 02. Yes, vaguely aware of this
- 03. No, not aware

04. I'm not sure

28. [If Q31=01, 02] What do you think about the requirement that all new cars and light trucks sold in Canada be zero-emission by 2035?

01. I think it's a good idea

02. I think it's a bad idea

03. I'm not sure

Supply Chains

These next questions are about the transportation of goods.

29. How much do you know about supply chains?

01. I know nothing about supply chains

02. I've heard the term "supply chains", but I don't know what they are

03. I know a little about supply chains

04. I know a lot about supply chains

A supply chain is a path that products take to get from where they are made to where they are sold. Depending on the product, this path may include multiple countries and companies, with materials and parts coming from all over the world.

30. How confident are you in the strength of Canada's supply chains?

01. Very confident

02. Somewhat confident

03. Not very confident

04. Not at all confident

05. I don't know

31. Who do you think is **most** responsible for managing Canada's supply chains?

09. The Government of Canada

10. Provincial or territorial governments

11. Municipal governments

12. Business/industry

13. I don't know

32. Who do you think plays a critical role in ensuring Canada's supply chains deliver goods where they need to go?

Select all that apply

[RANDOMIZE LIST]

01. The Government of Canada

02. Provincial or territorial governments

03. Municipal governments

04. Business/industry

05. Operators of infrastructure (i.e. ports, airports)

06. Service providers (i.e. railways, air operators, couriers)

07. I don't know [ANCHOR, EXCLUSIVE]

33. How confident are you that Canada's supply chains can reliably deliver the goods you need?

- 01. Very confident
- 02. Somewhat confident
- 03. Not very confident
- 04. Not at all confident
- 05. I don't know

34. [IF Q37=03, 04] Why are you not very or not at all confident that Canada's supply chains can reliably deliver the goods you need?

- 01. [OPEN TEXT]
- 02. I don't know

35. How, if at all, do you think a disruption in a supply chain might affect you?

Select all that apply

[RANDOMIZE LIST]

- 01. There may be a shortage of certain products
- 02. The cost of certain products may increase
- 03. There may be shipping delays
- 04. Other – specify [ANCHOR]
- 05. A disruption won't affect me [ANCHOR, EXCLUSIVE]
- 06. I don't know [ANCHOR, EXCLUSIVE]

36. Strengthening Canada's supply chains could mean making costly investments in new transportation infrastructure. Transportation infrastructure refers to the network of roads, bridges, railways, airports and shipping ports that supports the safe movement of people and goods. How much do you support or oppose Government of Canada efforts to build the necessary supply chain infrastructure?

- 01. Strongly support
- 02. Support
- 03. Oppose
- 04. Strongly oppose
- 05. I don't know

37. [IF Q40=03, 04] Why do you not support Government of Canada efforts to build the transportation infrastructure needed to strengthen Canada's supply chains?

- 01. [OPEN TEXT]
- 02. I don't know

38. Who do you think should pay for supply chain infrastructure?

Select all that apply

[RANDOMIZE LIST]

- 01. The Government of Canada
- 02. Provincial and territorial governments

- 03. Municipal governments
 - 04. Industry/businesses
 - 05. I don't know [ANCHOR, EXCLUSIVE]
39. 'Marine shipping' refers to moving goods by ship from one place to another across seas and rivers, and along coastlines. What impact, if any, do you think marine shipping has on your daily life?
- 01. A big impact
 - 02. A moderate impact
 - 03. A small impact
 - 04. No impact
 - 05. I don't know

Green initiatives

These next questions are on green transportation. Green transportation systems are ways of moving people and goods that are better for the environment because they use less energy, produce less pollution, and often rely on renewable energy sources.

40. How confident are you in the ability of the Government of Canada to create green transportation systems?
- 01. Very confident
 - 02. Somewhat confident
 - 03. Not very confident
 - 04. Not at all confident
 - 05. I don't know
41. If making transportation systems more environmentally friendly will cost more money, how much do you support or oppose the Government of Canada's efforts to create green transportation systems?
- 01. Strongly support
 - 02. Support
 - 03. Oppose
 - 04. Strongly oppose
 - 05. I don't know
42. How important is it that the Government of Canada invests in green transportation initiatives?
- 01. Very important
 - 02. Moderately important
 - 03. Not very important
 - 04. Not at all important
 - 05. I don't know

Communications issues

You're almost finished this survey. Thank you for sharing your views.

43. If you wanted information on transportation, where would you look? This could include information on transportation policies, programs, and safety regulations across air, rail, water, and road systems in the country.

Select all that apply

[RANDOMIZE LIST]

01. Online search
02. Online news outlets – please specify
03. Social media (FB, X, LinkedIn, etc.) - please specify
04. Word of mouth
05. Local radio stations – please specify
06. Local news papers – please specify
07. Online discussion forums – please specify
08. Reddit
09. Magazines and other publications – please specify
10. Other – please specify [ANCHOR]
11. I don't know [ANCHOR, EXCLUSIVE]

44. Who would you trust the **most** to provide information about Canada's transportation system? This could include information on transportation policies, programs, and safety regulations across the air, rail, water, and road systems in the country.

[RANDOMIZE LIST]

01. The Government of Canada
02. Your provincial or territorial government
03. Your municipal government
04. Business/industry
05. Canadian not-for-profit organizations representing the sector
06. News media
07. Social media
08. Other – specify [ANCHOR]
09. I don't know [ANCHOR]

45. Which of the following sources do you rely on most often for information or news? news or information?

Select all that apply

[RANDOMIZE LIST]

01. Canadian TV, radio channels, and/or newspapers, including their websites
02. Non-Canadian TV, radio channels, and/or newspapers, including their websites
03. Government of Canada information and/or websites
04. Provincial/Territorial government information and/or websites
05. Scientific experts and/or scientific reports
06. Conversation with family, friends, and colleagues
07. Social media platforms
08. Internet searches (e.g., Google)
09. Artificial Intelligence (AI) chatbots (e.g., ChatGPT)
10. Podcasts
11. Other – specify [ANCHOR]

46. Thinking about Canada's transportation system, what, if anything, would you like to know more about?

Select all that apply

[RANDOMIZE LIST]

- 01. Nothing
- 02. Supply chains
- 03. Clean energy options
- 04. Safety information
- 05. Rules and regulations
- 06. Marine shipping
- 07. Road safety
- 08. Safety on the water
- 09. Air passenger rights
- 10. Infrastructure projects
- 11. Other – specify [ANCHOR]
- 12. I don't know [ANCHOR, EXCLUSIVE]

Demographics

These last few questions are for background purposes. All responses will remain confidential.

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

- 01. Less than a High School diploma or equivalent
- 02. High School diploma or equivalent
- 03. Registered Apprenticeship or other trades certificate or diploma
- 04. College, CEGEP or other non-university certificate or diploma
- 05. University certificate or diploma below bachelor's level
- 06. Bachelor's degree
- 07. Post graduate degree above bachelor's level
- 08. Prefer not to answer

48. Which of the following best describes your total household income last year, before taxes, from all sources for all household members?

- 01. Under \$20,000
- 02. \$20,000 to just under \$40,000
- 03. \$40,000 to just under \$60,000
- 04. \$60,000 to just under \$80,000
- 05. \$80,000 to just under \$100,000
- 06. \$100,000 to just under \$150,000
- 07. \$150,000 and above
- 08. Prefer not to answer

49. What language do you speak most often at home?

Select all that apply

- 01. English
- 02. French

03. Other

04. Prefer not to answer

50. What are the first three characters of your postal code?

01. TEXT

02. Prefer not to answer

Closing page

That concludes the survey. This survey was conducted on behalf of Transport Canada. In the coming months, a report with the findings from this study will be available to the public on the Library and Archives Canada website ([Library and Archives Canada](#)). Thank you very much for taking part. Your participation is appreciated.

2. Recruitment Screener

Introduction

Hello/Bonjour, my name is [INSERT]. I'm calling from Phoenix Strategic Perspectives, a Canadian public opinion research firm. Would you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais?

Intro1. Language:

- 01. English
- 02. French

[RECRUITER NOTE: FOR ENGLISH GROUPS, IF THE INDIVIDUAL WOULD PREFER TO CONTINUE IN FRENCH, PLEASE CONTINUE IN FRENCH AND RECRUIT FOR THE FRENCH GROUP. FOR THE FRENCH GROUP, IF THE INDIVIDUAL WOULD PREFER TO CONTINUE IN ENGLISH, PLEASE CONTINUE IN ENGLISH. CONFIRM THAT THE SESSION TIME IS ACCEPTABLE AND THEN RECRUIT FOR AN OPEN ENGLISH GROUP.

Intro2. We are organizing a series of discussion groups on issues of importance to Canadians on behalf of the Government of Canada. We are looking for people aged 18 and older who would be willing to participate in an online discussion group. Are you at least 18 years of age?

- 01. No [ASK IF THERE IS SOMEONE ELSE IN THE HOUSEHOLD THAT IS 18+]
 - a. If there is someone else, ask to speak to the individual
 - i. Repeat "[Introduction](#)"
 - b. If not available, schedule a call-back
- 02. Yes [CONTINUE]

Information

The online focus groups are being conducted on behalf of the Government of Canada to collect input from [Canadians / Indigenous Peoples] on Canada's transportation system. Participation is completely voluntary and your decision to participate or not will not affect any dealings you may have with the Government of Canada. We are interested in hearing your opinions; no attempt will be made to sell you anything or change your point of view. Those who participate will receive a cash gift to thank them for their time.

May I continue?

- 01. Yes
- 02. [No](#)* [THANK AND TERMINATE]

Thank you. The format is an online discussion with up to 8 participants led by a research professional from Phoenix Strategic Perspectives. All opinions will remain anonymous, and views will be grouped together to ensure that no individual can be identified. The information collected as part of this focus group will be used for research purposes only and handled according to the Privacy Act of Canada. In addition to protecting your personal information, the Privacy Act gives you the right to request access to and correction of your personal information. You also have the

right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly. If you wish to confirm the validity of this study, I can provide you a project identification number.**

Recruiter notes:

- A. *IF A POTENTIAL PARTICIPANT INDICATES THAT PARTICIPATING ONLINE IS NOT POSSIBLE, SAY:
Thank you for letting us know. You yourself do not need to have a computer and internet connection to participate. If you have a friend or family who could provide you with access to a computer, a high-speed internet connection, and a Webcam for the online session, you would be able to participate. Would this be possible?
- B. **IF ANYONE QUESTIONS THE VALIDITY OF THE RESEARCH, INVITE THEM TO GO ONLINE TO CRIC RESEARCH VERIFICATION SERVICE AND ENTER PROJECT NUMBER: 20250122-PH535.

EN: <https://www.canadianresearchinsightscouncil.ca/rvs/home/>

FR: <https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=fr>

Questions

The focus group will take place online on February **[INSERT DATE]** at **[TIME]** and will last up to **an hour and a half**.

- 1. Would you be interested in taking part in this study?
 - 01. Yes
 - 02. No [THANK AND TERMINATE]
- 2. Before we invite you to attend, I need to ask you a few questions to ensure that we get a good mix of participants. This will take 5 minutes. May I continue?
 - 01. Yes
 - 02. No [THANK AND TERMINATE]
- 3. Are you First Nations, Métis, or Inuk (Inuit)?
 - 01. No, not an Indigenous person
 - 02. Yes, First Nations →GROUP 5
 - 03. Yes, Metis →GROUP 5
 - 04. Yes, Inuk (Inuit) →GROUP 5
 - 05. Prefer not to answer
- 4. The focus groups are going to be online sessions held over the internet. Participants will need to have access to a computer, a high-speed internet connection, and a Webcam to participate in the group. The Webcam will need to be turned on for the duration of the session. Would you be able to participate under these conditions?
 - 01. Yes
 - 02. No [THANK AND TERMINATE]
 - 03. Prefer not to answer [THANK AND TERMINATE]

5. We've been asked to speak to participants of all different ages. May I have your age please?
[AIM FOR A MIX FOR EACH GROUP]
 01. 18 to 24
 02. 25 to 34
 03. 35 to 44
 04. 45 to 54
 05. 55 to 64
 06. 65 or older
 07. Prefer not to answer [THANK AND TERMINATE]
6. In which province or territory do you live? This information is needed to make sure you are assigned to a focus group that takes place in your time zone. [DO NOT READ LIST]
 01. British Columbia
 02. Alberta
 03. Saskatchewan
 04. Manitoba
 05. Ontario
 06. Quebec
 07. New Brunswick
 08. Nova Scotia
 09. Prince Edward Island
 10. Newfoundland and Labrador
 11. Yukon
 12. Northwest Territories
 13. Nunavut
 14. Prefer not to answer [THANK AND TERMINATE]
7. Which gender do you identify as? [RECRUIT A MIX IN EACH GROUP]
 01. Man
 02. Woman
 03. Another gender
 04. Prefer not to answer [THANK AND TERMINATE]
8. What is the highest level of formal education that you have completed? [RECRUIT A MIX IN EACH GROUP]
 01. Less than a High School diploma or equivalent
 02. High School diploma or equivalent
 03. Registered Apprenticeship or other trades certificate or diploma
 04. College, CEGEP or other non-university certificate or diploma
 05. University certificate or diploma below bachelor's level
 06. Bachelor's degree
 07. Post graduate degree above bachelor's level
 08. Prefer not to answer [THANK AND TERMINATE]

9. Which of the following best describes your total household income last year, before taxes, from all sources for all household members? [READ LIST; STOP READING WHEN A CATEGORY IS SELECTED. RECRUIT A MIX IN EACH GROUP]
- 01. Under \$20,000
 - 02. \$20,000 to just under \$40,000
 - 03. \$40,000 to just under \$60,000
 - 04. \$60,000 to just under \$80,000
 - 05. \$80,000 to just under \$100,000
 - 06. \$100,000 to just under \$150,000
 - 07. \$150,000 and above
 - 08. Prefer not to answer
10. [ASK IF Q3=02-04] Do you live on a reserve?
- 01. Yes
 - 02. No

Industry screening and consent

11. Have you ever attended a discussion group or taken part in an interview on any topic that was arranged in advance and for which you received money for your participation?
- 01. Yes
 - 02. No [GO TO Q15]
 - 03. Prefer not to answer [THANK AND TERMINATE]
12. [IF Q11=01] When did you last attend one of these discussion groups or interviews?
- 01. Within the last 6 months [THANK AND TERMINATE]
 - 02. Over 6 months ago
 - 03. Prefer not to answer [THANK AND TERMINATE]
13. Thinking about the groups or interviews that you have taken part in, what were the main topics discussed?
- RECORD: _____ [TERMINATE IF RELATED TO TRANSPORTATION]
14. How many discussion groups have you attended in the past 5 years?
- 01. Fewer than 5
 - 02. 5 or more [THANK AND TERMINATE]
 - 03. Prefer not to answer [THANK AND TERMINATE]
15. The discussion group will be recorded. The recordings will be used only by the research professional to assist in preparing a report on the findings and they will be destroyed once the report is final. Do you agree to be recorded for research purposes only?
- 01. Yes [GO TO Q17]
 - 02. No
 - 03. Prefer not to answer

16. [IF Q15=02 OR 03] It is necessary for the analysis process for us to record the session as the moderator needs this material to complete the report. The recordings will be used only by the research firm to assist with writing the report and will not be shared. Now that I've explained this, do you agree to be recorded for research purposes?
- 01. Yes
 - 02. No [THANK AND TERMINATE]
 - 03. Prefer not to answer [THANK AND TERMINATE]
17. There may be some people from the Government of Canada observing the groups. They will not take part in the discussion. They will be attending to hear your opinions firsthand although they may take their own notes and confer with the moderator to discuss additional questions to ask the group. Do you agree to be observed by employees of the Government of Canada?
- 01. Yes
 - 02. No [THANK AND TERMINATE]
 - 03. Prefer not to answer [THANK AND TERMINATE]
18. We will provide the focus group moderator with a list of participants' names so that they can sign you into the group. We will provide your first name and the first letter of your last name as well as your responses to this questionnaire. Do we have your permission to do this? I assure you it will be kept strictly confidential.
- 01. Yes [GO TO [INVITATION TO PARTICIPATE](#)]
 - 02. No
 - 03. Prefer not to answer
19. [IF Q18=02 OR 03] We need to provide the focus group moderator with the names of the people attending the focus group because only the individuals invited are allowed in the session and the moderator must have this information for verification purposes. Only your first name will be visible when you join the focus group session. Now that I've explained this, do I have your permission to provide your name and profile to the moderator?
- 01. Yes
 - 02. No [THANK AND TERMINATE]
 - 03. Prefer not to answer [THANK AND TERMINATE]

Invitation to participate

You qualify to participate in one of our virtual discussion groups. The discussion will be led by a researcher from the public opinion research firm, Phoenix Strategic Perspectives. The group will take place on [DAY OF WEEK], [DATE], at [TIME], and will last **an hour and a half** [1.5 hours]. If you participate, you will receive an honorarium of **\$125** for your time.

20. Are you willing to attend?
- 01. Yes
 - 02. No [THANK AND TERMINATE]
 - 03. Prefer not to answer [THANK AND TERMINATE]
21. May I have your email address so that we can also send you an email message with the information you will need about the focus group?

ENTER EMAIL ADDRESS: _____

Information regarding how to participate will be sent to you by email in the coming days. You will be asked to log into the online session 10 minutes prior to the start time. **If you do not log in on time, you may not be able to participate and you will not receive an honorarium.**

As we are only inviting a small number of people to attend, your participation is very important to us. If for some reason you are unable to attend, please call us so that we can get someone to replace you. You can reach us at [INSERT NUMBER] at our office. Please ask for [INSERT NAME].

Someone will call you the day before to remind you about the session. Will you please confirm your name and contact information for me?

First name: _____

Last Name: _____

Phone number: _____

Thank you very much for your time and willingness to participate in this research.

3. Moderator's Guide

Introduction

5 minutes

→ Introduce moderator/firm and welcome participants to the focus group.

TECHNICAL CHECK; CONFIRM SOUND AND VIDEO QUALITY.

- Thank you for attending/we value you being here.
- Tonight, we're conducting research on behalf of the Government of Canada to discuss issues related to Canada's transportation system.
- The discussion will last up to 90 minutes.
- I'd like you to leave your camera on for the duration of the session.
 - Cameras turning on and off is distracting.

→ Describe focus group.

- This is a "virtual" organized discussion.
- My job is to facilitate the discussion, keeping us on topic and on time.
- Your job is to offer your opinions. There are no right or wrong answers.
- I'd like to hear from everyone, so we have a range of opinions.
- Please be considerate and try not to interrupt others.
- Feel free to use the "raise hand" function to let me know that you'd like to say something.

→ Explanations.

- Comments are treated in confidence.
 - Anything you say during these groups will be kept anonymous.
 - Our report summarizes the findings but will not mention anyone by name.
 - We encourage you to avoid providing any identifiable information about yourself.
 - The final report will be available through the Library and Archives Canada's (www.bac-lac.gc.ca/).
- The session is being recorded on video.
 - Recording is for report writing purposes/to verify feedback.
 - Recordings remain in our possession and will not be released to anyone, even to the Government of Canada, without your written consent.
- There are employees of the Government of Canada involved in this project who will be observing tonight's online session.
 - Purpose: to oversee the research process and see your reactions first-hand.
 - They may also take their own notes on tonight's session, but these notes will not mention anyone by name.

→ Any questions?

→ Roundtable introduction: Let's start with everyone introducing themselves, first name only, please, and letting us know which province or territory you are from.

General Perceptions and Knowledge

20 minutes

1. Using one word, what's the first thing that comes to mind when you think about transportation and Canada's transportation system? ROUNDTABLE.
2. [ADJUST BASED ON RESPONSES TO Q1] To the best of your knowledge, what specifically does a transportation system refer to? What does it include?
 - a. PROMPTS IF NEEDED: infrastructure (roads, highways, ports, airports, etc.) / modes of transportation (land [cars, buses, trains], air, water) / safety and security systems (traffic laws, emergency services)
3. Who is most responsible for a safe and secure transportation system in Canada?
4. [ADJUST IF TRANSPORT CANADA HAS BEEN MENTIONED] With just a show of hands, who has heard of Transport Canada? What do you know about Transport Canada? WAIT FOR TOP-OF-MIND RESPONSES, AND THEN ASK: Have you seen or heard anything in the news media lately about Transport Canada? If so, what?

Transportation in Canada is a shared responsibility among the different levels of government. Transport Canada is the department of the federal government that is responsible for transportation policies and programs to promote safe, secure, efficient and environmentally responsible transportation in Canada.

5. What type of things do you think Transport Canada is responsible for when it comes to transportation in Canada?
 - PROMPTS IF NEEDED:
 - Transportation safety and security
 - Aviation (air travel, drones, pilot licensing)
 - Rail (railways, grade crossings, accident investigations)
 - Marine (licensing and certification, pollution, protecting navigable waters)
 - Road (recalls, driver assistance technologies)
6. In your opinion, what are the most important transportation issues facing Canada today? Anything else?
7. Thinking about these issues, which ones should Transport Canada focus on the most...? GO THROUGH THE ISSUES MENTIONED MOST FREQUENTLY THAT FALL WITHIN TC'S MANDATE AND ASK THE FOLLOWING QUESTIONS.
 - a. Why is this a priority/what makes this so important?
 - b. What is the Government of Canada currently doing to address this issue?
8. What, if anything, do you know about Canada's transportation laws?
9. Do you think current transportation laws and regulations are effective? Why do you say that?

- a. PROMPTS AS NEEDED: support/impede trade and commerce, keep Canadians safe, support/impede innovation

Green Transportation

15 minutes

- 10. What are the most pressing environmental concerns related to transportation in Canada?
 - a. PROMPTS AS NEEDED: air pollution, climate change, land use/habitat disturbance
- 11. What, if anything, do you know about green transportation?
- 12. Do you think the greening of transportation has an impact on reducing greenhouse gas emissions? Why do you say that?
- 13. Do you think the Government of Canada is doing a good job improving the environmental impact of transportation? Why is that?
- 14. Considering what you know about transportation rules and regulations, are they an impediment to greening transportation?
- 15. [GROUP 5] How would you rate the Government of Canada's performance when it comes to including Traditional Knowledge from Indigenous partners as part of efforts to reduce greenhouse gas emissions?
- 16. What barriers exist in transitioning to electric or hydrogen-powered transportation in Canada?
- 17. The Government of Canada will require all new cars and light trucks sold in Canada to be zero-emission by 2035. Do you think this is a good or bad idea and why?
- 18. If more environmentally friendly transportation, like zero emissions vehicles, cost more, what is your level of support for them?

Safety

10 minutes

- 19. What, if anything, have you read or heard recently related to transportation safety in Canada?
- 20. What are the biggest transportation safety concerns in Canada today?
 - a. PROMPTS AS NEEDED: transportation of dangerous goods/hazardous materials, infrastructure maintenance, climate change, cyber-security threats, non-compliance with regulations
- 21. How do different modes of transportation compare in terms of safety?
 - a. PROBE: air, rail, road, and waterways – and reasons.
- 22. [ADJUST AS NEEDED BASED ON PREVIOUS RESPONSES] Hazardous materials are substances that could be dangerous to health, safety, property or the environment, such as gasoline, fireworks,

pesticides and other chemicals. How safe or unsafe do you think it is to transport them within Canada?

23. Which ways of transporting hazardous materials do you think are the safest and why? And which ones are the most unsafe and why?

a. PROBE: Truck, Rail, Pipeline, ship, air

Supply Chains

15 minutes

Now let's talk about supply chains.

24. What have you read or heard recently about supply chains, if anything?

25. To the best of your understanding, what is a supply chain?

a. What are the different components?

A **supply chain** is the journey a product or service takes from start to finish...so from getting the raw materials to delivering the final product or service to the consumer. Along this journey, people, businesses and processes work together to make, transport and deliver the final product or service as efficiently as possible.

26. Do you think Canada's supply chains are strong, weak or somewhere in between and why is that?

27. What would you say are the biggest challenges to ensuring efficient supply chains in Canada?

a. PROMPTS AS NEEDED: pandemics, labour issues/strikes, natural disasters, cyberattacks

28. How can Canada strengthen its supply chains to reduce reliance on international markets?

a. PROMPTS AS NEEDED: help increase domestic production, improve infrastructure, invest in technology, diversify trade

29. What role do you think the Government of Canada plays when it comes to responding to supply chain disruptions?

a. PROMPTS AS NEEDED: policy leadership, funding, infrastructure support, and emergency management

30. Is anyone aware of any Government of Canada or Transport Canada initiatives designed to improve supply chains? If yes, which ones?

a. Probe: Anyone heard of the National Trade Corridors Fund, or NTCF?

Indigenous Peoples

10 minutes

31. What are the biggest transportation challenges faced by Indigenous communities?
32. [GROUP 5] How well do current transportation policies consider the needs of Indigenous communities?
33. [GROUP 5] How can Indigenous knowledge and leadership be incorporated into transportation planning?
34. What role should Indigenous communities play in the development of transportation infrastructure?

Communications

10 minutes

The last topic I'd like to cover tonight is communications.

35. What sources do you tend to rely on for information or news and why?
 - a. Probe: How do you differentiate between reliable and unreliable sources?
36. Who would you trust the most to provide information about Canada's transportation system and why?
 - a. PROMPTS AS NEEDED: Government of Canada, P/T government, industry, news organizations, etc.
37. Which communication channels would you trust the most to receive information from the Government of Canada about Canada's transportation system? Why is that?
 - a. PROMPTS AS NEEDED: websites, social media, email, printed materials
38. What, if anything, can the Government of Canada do to improve accessibility and clarity in its communication?

Conclusion

5 minutes

We've covered a lot tonight and I really appreciate you taking the time to share your opinions. Does anyone have any last thoughts or feedback to share with Transport Canada about the topic?

On behalf of the Government of Canada, I would like to thank you for your time and participation today. The honorarium will be available through the recruiter.

You can all log out now. Have a great evening!