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Fire station open house in Deux-Montagnes/Sainte-Marthe-sur-le-Lac



Page 3



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Worksite collapse in Blainville claims one life, injures two

NEWSFIRST MULTIMEDIA
info@newsfirst.ca

A tragic structural collapse at a construction site in Blainville, Quebec, on Tuesday, May 20th, resulted in one fatality and two injuries. The incident occurred on Michèle-Bohec Boulevard, where a commercial building was under construction.

Blainville police spokesperson Sara Tousignant reported that the body of the deceased worker was recovered from the rubble shortly after 8 p.m. The worker's identity has not been disclosed. Claude Deschuymer, the director of the Blainville fire department, noted that the ground, composed mainly of clay and sand, was highly unstable due to recent heavy rains.

The collapse was reported via a 911 call around 11 a.m., indicating a partial collapse of a retaining wall in a construction pit. Upon

arrival, first responders found a man in the pit with a leg injury, who was subsequently hospitalized. A trailer containing a woman also fell into the pit; she was rescued without injuries but was sent to the hospital for observation. A third worker sustained injuries but did not require hospitalization.

Photos from the scene depict twisted metal bars and wood scattered inside the pit, along

with three cars that had fallen in. The CSN union, representing some construction workers in Quebec, raised concerns about whether proper checks were conducted at the site, given the heavy rainfall over the weekend. Pierre-Olivier Parent, a CSN workplace safety representative, emphasized the impact of water-logged soil on the retaining wall's stability.

Quebec's labour minister, Jean Boulet,

expressed his condolences to the deceased worker's family and colleagues, and extended his thoughts to the injured workers. The Commission des normes, de l'équité, de la santé et de la sécurité au travail (CNESST) is investigating the incident, with two investigators deployed to secure the site and gather information. The Régie du bâtiment du Québec (RBQ) is also conducting an investigation.



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Fire, family & community spirit

Deux-Montagnes/Sainte-Marthe-sur-le-Lac fire station hosts open house

MARIA DIAMANTIS

Local Journalism Initiative Reporter
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A sun-drenched Sunday turned into a hands-on lesson in heroism and fire safety as hundreds of families descended on the Deux-Montagnes fire station for its first-ever open house event. With children in plastic helmets, wide-eyed toddlers exploring fire trucks, and crowds gathered around live demonstrations, the event offered a rare and memorable glimpse into the life of local firefighters.

Held on May 25 at 206 8th Avenue, the open house by the intermunicipal fire service of Deux-Montagnes and Sainte-Marthe-sur-le-Lac brought together citizens of all ages in a spirited celebration of public safety and

community connection.

From the start, the atmosphere was festive and engaging. A full ceremonial guard greeted dignitaries and visitors in a show of pride and tradition, setting a respectful tone for the day. The event was then quickly ignited — metaphorically — with hands-on activities and dramatic displays.

Among the biggest crowd-pleasers were the live vehicle extrication demonstrations, where firefighters simulated the rescue of crash victims using hydraulic cutting tools. As sparks flew and heavy tools snapped through metal, parents and children alike looked on in awe.

Meanwhile, children were delighted to meet the department's oversized firehouse mascot "Boucane," who handed out high-fives and

helped break the ice for the youngest visitors. Another standout moment was the firefighter training obstacle course, designed to let kids test their strength and agility — and, for some, fuel dreams of one day joining the brigade.

Inside the trucks, young guests put on helmets and climbed into the driver's seat while parents captured the moments with proud smiles and smartphones.

Beyond the thrills, the day was also deeply educational. Interactive booths, scale models, and a realistic smoke trailer gave visitors valuable insights into fire hazards, safe evacuation techniques, and the intense realities of an active fire scene.

Aerial ladder trucks towered over the crowd, food trucks hummed, and laughter echoed down 8th Avenue as families mingled with

firefighters who proudly explained their tools, routines, and commitment to protecting lives. More than just a showcase of gear and skill, the event served as a powerful reminder of the bond between emergency services and the communities they serve.

The fire service, which covers a population of nearly 40,000 across 16 square kilometers, responds to over 1,200 emergency calls each year — a statistic that underscores both the scale of their responsibility and the importance of public understanding.

Given the enthusiasm and turnout, many are already calling for the event to become an annual tradition — one that celebrates not only firefighting, but community, connection, and the everyday heroes who quietly keep their neighbours safe.



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OPINION & Editorial



Reforming Canada's trade remedy system for turbulent times

In four short months, Donald Trump's second presidency has disrupted the circulatory system of global trade.

In addition to the toll so far and potential further costs of his tariff war, which has closed off the US market to a large swath of Canadian products, is the exposure faced by Canadian manufacturers to a flood of foreign-made goods, also shut out of the United States, searching the globe for any port in a tariff storm.

The real danger is that many of these goods will be unfairly priced – dumped or subsidized by their home government – threatening even more commercial harm to Canadian companies.

Canada has laws that allow manufacturers redress in the form of anti-dumping and countervailing duties. Called trade remedies, those laws generally follow the provisions of the 1994 World Trade Organization Agreement, which incorporates the rules laid down in the 1947 General Agreement on Tariffs and Trade (GATT), as well as subsequent WTO agreements.

These laws – most enacted decades ago – now have to meet the new global reality; not only Trump's trade war but China's aggressive state-subsidized export policies. There is concern that the existing system may be too slow, too cumbersome, and too expensive for the Canadian companies that need to use it.

The question is how to equip it better while keeping within the basic strictures of the World Trade Organization Agreement, CUSMA and Canada's other trade agreements that incorporate those international rules.

Here's an overview of how Canada's trade remedy system works. It's governed by the Special Import Measures Act (SIMA) and starts with an investigation by the Trade and Anti-Dumping Programs Directorate within the

Canada Border Services Agency (CBSA) after it receives a "properly documented" industry complaint about dumped or subsidized imports entering the country. The CBSA has jurisdiction as the department collecting regular import duties and, over time, has inherited the added responsibility of dealing with anti-dumping and countervailing duty cases as well.

After a preliminary determination, the case goes to the Canadian International Trade Tribunal (CITT), which holds an inquiry to determine whether these imports are actually causing, or threatening to cause, material injury.

There are some fairly straightforward ways to improve the system, some of which I recently outlined, that would not depart from existing agreements. For example, the government could easily issue regulations to reduce complex technical and procedural hurdles that have evolved over years and have added substantially to the costs private parties have to bear.

Another fairly straightforward change would be to amend statutes such as SIMA to clarify that the overriding mandate of Canada's trade remedy agencies is to protect Canadian companies and their employees from low-priced imports flooding into the country, especially dumped and subsidized ones. Currently, there is no clear direction in the governing statutes.

There are, however, other more substantial changes to be considered to adapt Canada's trade law system to a radically changed global trading environment.

For example, the Department of Innovation, Science and Economic Development (ISED), which deals most directly with the manufacturing sector, is not involved in the trade remedy process directly or indirectly.

The government should consider moving the

Trade and Anti-Dumping Programs Directorate as the trade remedy investigation arm from the CBSA into ISED, which has the direct linkages to Canadian industry, as opposed to it being a kind of stand-alone orphan operating within the CBSA structure.

The other structural adjustment involves a bit of inside baseball but one that has a bearing on overall system effectiveness. Under changes legislated in 2014, the CITT is serviced by the Administrative Tribunals Support Service of Canada (ATSSC), an agency created 11 years ago to consolidate services to a number of federal tribunals, including the Canada Industrial Relations Board, the Canadian Cultural Property Export Review Board, the Canada Agricultural Review Tribunal among others.

While the ATSSC process has been working reasonably well and is staffed with dedicated professionals, the result is a bifurcation of functions, with the CITT as the central decision-maker having no control over the staff that provides the support so critical to its operations. That includes collecting and analyzing information from parties, issuing reports that backstop tribunal inquiries and providing general legal and technical advice.

To remedy this disconnect, all staffing functions and operations should be returned to the CITT – including all hiring – so it has direct staff control and can ensure that legal, economic and other support is geared to its particular needs.

Coupled with an effort to remove or simplify many process requirements that have accumulated over the years, these two structural changes would ensure the CITT can meet the challenges of a radically new trading environment.

Lawrence Herman

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Reimagining Rosemère

Residents called to help shape the town's next landmark district



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The Town of Rosemère is calling on its citizens to actively participate in a public consultation meeting scheduled for June 3, focusing on the future of the Pôle régional—the area surrounding Place Rosemère. This significant event will offer residents a chance to contribute to the development of a visionary urban plan aimed at transforming the space into a multifunctional, inclusive, and sustainable living environment.

The consultation will center on the proposed Plan particulier d'urbanisme (PPU) for the Pôle régional, which includes the quadrilateral defined by Labelle and Bouthillier boulevards, montée Sanche, and Highway 640. This area is currently home to the Place Rosemère shopping centre and surrounding infrastructure, but the town hopes to reshape it into a modern, community-focused hub that aligns with both local needs and broader regional guidelines.

The in-person event will take place on Tuesday, June 3, from 7:00 p.m. to 9:30 p.m. at the Lévis-Fortier Hall of the Externat Sacré-Cœur, located at 535 rue Lefrançois in Rosemère. Doors will open at 6:30 p.m. for participant check-in. Attendance is free, but registration is mandatory and must be completed by May 30 by emailing communications@ville.rosemere.qc.ca or by calling 450-621-3500, extension 1249.

The evening will include a formal presentation followed by interactive workshops where participants can share their views on key urban planning aspects. These will touch on the proposed layout of the regional hub, land use and building function, public spaces, mobility infrastructure, architectural integration, and the projected steps moving forward. Urban planning professionals and citizen engagement specialists will be on hand to guide and moderate the discussions, ensuring everyone's input is heard and documented.

Importantly, the Town of Rosemère is making a special effort to include younger voices in the conversation. Residents aged 12 to 17 are warmly encouraged to participate, with a designated "youth table" being set up during the

workshop segment to allow them to engage with the issues in a way that speaks to their experiences and expectations. For families attending with small children, a play area will be available upon request. This space will include toys and craft materials to entertain young ones while their parents take part in the consultation. However, the town advises that this is not a formal childcare service and that parents remain responsible for their children during the event.

For those unable to attend in person, the consultation process will also be made available online. Starting at 7:00 p.m. on June 3—the same time as the live meeting—and running until June 11, residents will be able to participate through a digital platform. The link to this online consultation will be posted on the town's official website and shared across its various digital platforms to ensure maximum accessibility.

Town officials emphasize that this consultation is not merely a symbolic gesture but a vital component of the planning process. "This is an opportunity for the people of Rosemère to take an active role in shaping a future neighbourhood that reflects their priorities—whether that's improved walkability, more green spaces, or better architectural cohesion," said a spokesperson for the municipality. "The Pôle régional has the potential to become a true hub of daily life, and we need the input of our community to make it happen."

As urban development continues to reshape cities and towns across Quebec, Rosemère's initiative stands out for its emphasis on community engagement, sustainability, and inclusivity. The consultation aims not only to present a vision but to co-create it—putting the power of planning into the hands of the people who will live, work, and raise families in the space being designed.

The Town invites all residents—young and old—to seize this opportunity to be heard and to help guide the future of one of the most important development areas in Rosemère. For more information, to register, or to participate online starting June 3, residents are encouraged to visit the Town of Rosemère's official website or follow the latest updates on social media.



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Saint-Eustache resident and screenwriter Kosta Kondilopoulos debuts movie Mob Cops

Premieres in Hollywood and releases on Amazon Prime Video

NEWSFIRST MULTIMEDIA
info@newsfirst.ca

The latest movie by Saint-Eustache resident screenwriter Kosta Kondilopoulos, *Mob Cops*, premiered at the Harmony Gold Theatre in Hollywood and has released on Amazon Prime Video for viewing in Canada and the US. The star-studded event was attended by guests including David Arquette, Guy Fieri, Mario

Lopez, Katie Cassidy and Emile Hirsch.

Mob Cops, directed by Danny A. Abeckaser, who also stars in the film, is based on the true story of two corrupt New York City Police Department detectives, played by David Arquette (*Scream*) and Jeremy Luke (*The Irishman*), who committed various crimes for the mafia.

"When Danny [the director] came to me with the idea for writing the story of these two dirty

cops, I was instantly captivated by the actions and motivations of these two men," said Kosta Kondilopoulos. "We tell their story by following the cops that tried to bring them to justice as they navigate, not only the mob world, but the NYPD too."

The movie also stars Kevin Connolly (*Entourage*), Joseph Russo (*The Irishman*), Bo Dietl (*The Wolf of Wall Street*), Lynn Adrianna Freedman (*Matlock*), Graham Sibley (*Sully*),

Nathaniel Buzolic (*The Vampire Diaries*) and Lorenzo Antonucci (*Jersey Bred*). The score was composed by Lionel Cohen, another Laval native who currently resides in Hollywood.

This movie is the fifth collaboration between Kondilopoulos and Abeckaser after *Bardejov* (2024) starring Robert Davi, *The Engineer* (2023) and *Inside Man* (2023) both starring Emile Hirsch, and *I Love Us* (2021) starring Katie Cassidy.



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Lorraine honours an exceptional volunteer

Yves Carrières receives city medal of distinction

The City of Lorraine has paid heartfelt tribute to one of its most devoted citizens, Mr. Yves Carrières, whose remarkable volunteer work and unwavering spirit of service have left a lasting impression on the community.

In a special ceremony, Mr. Carrières was awarded the City of Lorraine's Medal of Honour, a distinction reserved for individuals whose contributions significantly enrich civic life. As part of the celebration, he was also invited to sign the city's *livre d'or* (Golden

Book), a symbolic gesture that permanently inscribes his name into the town's legacy.

Mr. Carrières is widely recognized for his generosity, integrity, and community-minded leadership. Through years of tireless volunteerism, he has played a pivotal role in strengthening the social fabric of Lorraine, creating bridges between residents and nurturing a spirit of solidarity.

Mayor and council members expressed deep appreciation for his work, noting that Mr.

Carrières embodies the very best values of the city—compassion, dedication, and civic pride.

In honouring Mr. Carrières, Lorraine not only celebrates an individual but also reaffirms its commitment to recognizing those who make a difference through quiet acts of service. His impact serves as an inspiration to current and future generations, reminding all that true community is built on the efforts of those who give without expecting anything in return.



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Blainville shines a spotlight on unsung public works heroes during National Week



Sara Dufour with the employees of the city of Blainville.

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In honour of National Public Works Week, the City of Blainville opened the doors of its municipal workshops to showcase the essential yet often overlooked work of its public works professionals. With acclaimed singer-songwriter and TPQuébec spokesperson Sara Dufour in attendance, the weeklong celebration brought energy, gratitude, and public recognition to a sector vital to everyday life.

Exploring the trades behind the city's pulse

Visitors—including fellow municipal staff—were offered an immersive look into the many skilled roles that keep Blainville running. Demonstrations covered everything from aqueduct and sewer work to road maintenance, park and green space care, and foremanship. Those eager for hands-on experience had the rare opportunity to operate heavy vehicles under supervision, including snowplows and excavators.

In one particularly engaging moment, participants watched as a colleague carefully maneuvered a mechanical shovel—highlighting not only the skill but also the responsibility tied to the role. For many, it was a chance to gain a deeper appreciation of the day-to-day demands faced by their public works peers.

A celebration powered by music and admiration

Sara Dufour, known for her spirited performances and dynamic personality, brought her

signature warmth and authenticity to the event. As spokesperson for TPQuébec, she addressed attendees with heartfelt praise:

“You never quit—working in snowstorms, heatwaves, whatever comes your way. Because of you, people can get to work, have clean water, access public buildings and enjoy our parks. Honestly, you’re like behind-the-scenes superheroes.”

Dufour’s presence and praise resonated deeply, reaffirming the value of these workers in the public imagination—not merely as technicians, but as guardians of civic functionality.

Changing the narrative around public works

Roch Arbour, Director of Blainville’s Public Works Department and President of TPQuébec, emphasized the importance of visibility and appreciation for his sector:

“The image of public works is evolving. We see it across social media, where certain functions like roadwork and snow removal are gaining visibility. But there’s so much more to what we do—everything we touch impacts citizens’ well-being and the city’s efficiency.”

That broader understanding was echoed by Blainville’s mayor, Liza Poulin, who drew a powerful metaphor between public works and the human body:

“Public works is like the arms and legs of our city. Without these women and men, Blainville simply couldn’t function. They are essential to our quality of life.”

Inspiring the next generation

Beyond celebration, the event carried a strong recruitment component. With an aging workforce and increasing demand for skilled labor, Blainville hopes to inspire the next generation to consider careers in public works.

Chantal Gauvreau, the city’s Director General, underlined the importance of investing in the future:

“We need to prepare for succession, and our current employees are our best ambassadors—especially when it comes to showing young people the wide range of careers available in this field.”

The open house at the municipal workshops served as both an appreciation event and a dynamic career fair. Attendees were encouraged to engage with workers, ask questions, and explore various tools and technologies used daily.

A week to remember, a workforce to celebrate

From sweeping streets to laying underground pipes, maintaining green spaces, and clearing snow in the dead of winter, public works employees are the invisible force behind a city’s livability. Blainville’s tribute—marked by praise from artists, officials, and peers—sent a clear message: these workers are not just maintaining infrastructure, they are building community resilience.



Spokesperson and artist Sara Dufour, alongside Roch Arbour, Director of the Public Works Department for the City of Blainville.



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Support for seniors hits milestone

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The Quebec government is marking the one-year anniversary of its ambitious seniors action plan, *La fierté de vieillir* (The pride of aging), with what it calls concrete and measurable improvements in the lives of older adults across the province.

First launched in May 2024, the five-year, \$23.4 billion initiative is billed as one of the most comprehensive in provincial history — targeting everything from housing affordability and home care to community inclusion and labour retention.

Minister Sonia Bélanger, who serves as Minister responsible for Seniors as well as the Laurentides region, described the progress made over the past 12 months as “moving in the right direction.”

Impact across sectors

The plan's first year saw a range of initiatives rolled out, many of them tied to tangible outcomes in seniors' everyday lives. Nearly 400,000 individuals received at-home care services over the past year — part of a massive push that delivered more than 37.5 million hours of home support across the province.

In terms of housing, 2,555 affordable units intended for seniors have either been completed or are currently under construction. Long-term care also received a boost, with 3,168 new spots created in senior homes and alternative care facilities.

At the same time, the government focused on keeping older Quebecers active in the workforce. Changes to the Quebec Pension Plan contributed to the continued employment of over 12,000 seniors aged 65 to 69.

Financial support remained another cornerstone of the plan. Over 1.1 million seniors benefitted from the tax credit for older adults, aimed at easing cost-of-living pressures that remain top-of-mind in communities like Laval.

Local outreach

Beyond the numbers, the government emphasized its effort to reduce isolation and build stronger connections with older residents. Over 298,000 safety check-in calls

were made to seniors' homes, and 45,000 older Quebecers were reached through community outreach and geriatric social work.

The province also adapted or developed 61 small-scale infrastructure projects across Quebec, aimed at promoting social inclusion and enhancing the quality of life for older adults.

These efforts were paired with a push for public awareness. Throughout the past year, nearly 900 people took part in a series of webinars designed to elevate seniors' voices and promote the plan's core goals. A virtual town hall in April drew close to 1,200 participants — a turnout Bélanger says reflects the growing interest in aging-related issues.

“More than ever, society is mobilized to allow seniors to fully experience this stage of life,” Bélanger said. “To be recognized and valued in their communities.”

More to come in year two

The plan — which includes 102 distinct measures coordinated by 35 provincial ministries and agencies — also sets out 16 long-term targets to monitor progress.

So far, \$4.6 billion of the total budget has already been allocated. That funding has also gone toward developing new legal, digital, and financial tools tailored to seniors' needs, as well as launching public campaigns that challenge stereotypes around aging and highlight the contributions of older Quebecers.

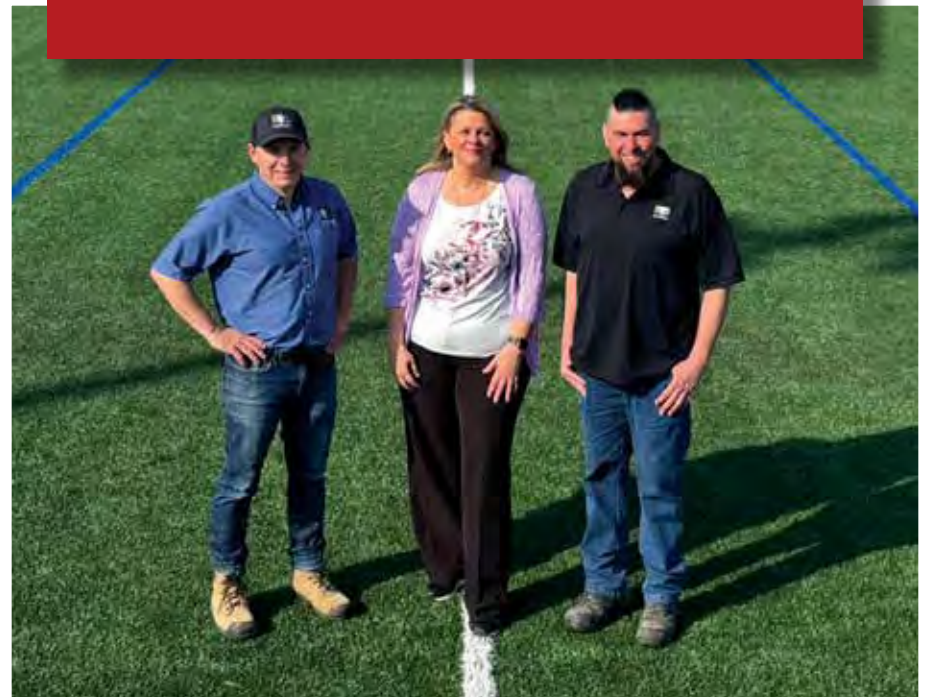
Additional investments are expected in year two, which will see a continued focus on long-term care reform, affordable housing development, and expanded outreach.

Initiatives tied to the province's Alzheimer's and neurocognitive disorders strategy will also take on greater visibility in the coming year, according to the ministry.

With the first year of implementation behind them, Bélanger says the government is well-positioned to move into the next phase of the plan. The early momentum, she argues, isn't just about statistics — it's about setting a lasting direction.

The ultimate goal, she emphasized, is to foster pride in aging and strengthen community support across the province. “We are definitely well-positioned for the next steps in carrying out our action plan,” she said.

New synthetic turf installed at Parc Régional soccer fields in Boisbriand



Pascal Beauregard, foreman of the Parks and Green Spaces Division of the Public Works Department, Mayor Christine Beaudette, and Jayson Desroches, Parks and Green Spaces Supervisor, inspect the newly installed synthetic turf at Parc Régional.

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The City of Boisbriand has completed a major upgrade to its recreational infrastructure with the full replacement of the synthetic turf at the Parc Régional soccer fields. After 15 years of heavy use, the aging surface reached the end of its lifecycle and was replaced in May 2025 as part of a \$750,000 investment under the city's three-year capital works program.

“This complete replacement was essential to maintaining the quality and safety of our sports facilities,” said Mayor Christine Beaudette. “We are committed to offering all users a secure environment for athletic activities. The municipal council and I extend our sincere thanks to the Public Works team—specifically the Parks

and Green Spaces division—for their dedication and efficiency throughout this project.”

The initiative not only enhances playability and safety for local athletes but also reflects Boisbriand's long-term commitment to sustainability. The materials used in the new surface, including rubber granules made from approximately 30,000 recycled tires, were selected with the environment in mind. These components can be reused for up to two or three additional field replacements, significantly reducing the environmental footprint of future upgrades.

This refurbishment project is one of the key actions outlined in Boisbriand's Parks and Green Spaces Master Plan for 2025–2035, which is available for consultation online at boisbriand.ca and in print at the municipal library.

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Q Last year I abruptly ended a relationship with my next-door neighbor because she used me as a convenience and did not treat me as a friend. Six months ago she sent a card explaining that she did not understand why I no longer talked to her. I did not respond.

Now she has employed the use of mutual acquaintances to get to me. I have not addressed this to them because, quite frankly, it didn't involve them. Unfortunately, now it does. How do I address this without coming off as the "bad guy."

Connie

A Connie, if your ultimate concern is what other people think, you are always going to lose because you don't control the thoughts of others. Whatever baggage, home life, and previous experience in this world they have will determine what they feel about you. Since you cannot change their beliefs, ideas, or experiences, you cannot determine how they will feel about anything they come into contact with.

A person you don't hold in high regard, or wish to have contact with, has now decided to enlist others to get what she wants. You took away her ability to use you, so she is now using others to get back to using you again.

If you are concerned what these mutual acquaintances think, you are going to put yourself under the control of others again. But

if you wish to have your own life and exercise your rights as an individual on this planet, you must put how you feel about yourself, and your actions, first. Simply tell those acquaintances, despite what this neighbor may have told them, you've made it clear you do not wish to have contact with her.

Make it clear you are under no obligation to explain why. If we wish to be free to have our own likes, friendships, and pursuits, then we can't allow others to impose their likes over ours. Any explanation you give will only elicit arguments from your neighbor about why she gets to have her way.

This is not a debate. This is your life, and this is your right. Users, abusers, and controllers do not take no for an answer. If you let them tie you up in justifying yourself, then they have succeeded. Simply make it clear you choose not to be around her and you are not going to let anyone else force you to.

This woman doesn't feel you are free to run your life according to your own wishes. That she is now telling others what you did not tell them, only validates your position.

Pretending to like what you don't like only gets you more of what you don't want. Pretending to like people you don't like allows users, abusers, and manipulators to use, abuse, and manipulate you. Why? Because that is their stock-in-trade. That is their cash crop.

Wayne & Tamara

EMOTIONALLY UNDERWEIGHT

Q After spending years in an emotionally abusive marriage, I finally, with the help of a therapist, was able to leave. Recently I met a man I am becoming fond of. He treats me with respect and caring. The only reservation I have is he is about 40 pounds overweight.

The night we met six months ago he told me he was in the process of losing weight, but he has not lost any so far. I'm trying to be honest with myself and ask if this is something I can overlook. If I decide to end the relationship, should I tell him

the truth or say I don't think we share the same active lifestyle?

Meagan

A Meagan, there is no reason to hurt his feelings or to elicit promises of change from him. When he fails to live up to his promises, you will first be angry and afterward heartbroken. Love is not piecemeal. The reason you can't be with him is that you don't love him.

Wayne & Tamara

WAYNE & TAMARA MITCHELL are the authors of YOUR OTHER HALF (www.yourotherhalf.com)

Send letters to: Direct Answers, PO 964 Springfield, MO 65801-0964

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What happened? The 2025 Canadian election post-mortem

continued from previous edition

DAVID COLETTO

The 2025 Canadian federal election serves as a clear example of how quickly voter sentiment can shift under the influence of external events and internal party dynamics. While the election was not exclusively about Donald Trump, it was undeniably shaped by his return to power and provocative interventions. Trump's threats of annexation and aggressive tariffs fundamentally altered the electoral landscape, swiftly transitioning Canadians from a scarcity mindset—concerned primarily with affordability and immediate economic pressures—to a precarity mindset, characterized by deeper anxieties over national security, long-term stability, and systemic reliability.

Useful insights

For anyone in public affairs, several useful insights emerge from this election:

Firstly, the resilience of leadership narratives cannot be overstated. Mark Carney's success demonstrates that in moments of crisis, voters prioritize perceived competence and stability above relatability. Despite being openly detached from everyday experiences—highlighted starkly by his own admission of not doing his grocery shopping—Carney triumphed because voters were searching not for a relatable figure but for a reassuring presence capable of managing threats and delivering systemic stability. The public's strong preference for Carney's leadership traits, such as "standing up to a bully" and effectively "captaining a ship through a bad storm," underscores the premium placed on decisive, authoritative leadership during precarious times.

Secondly, the dramatic shift in public opinion following Trudeau's resignation cannot be ignored. Abacus Data's hypothetical scenarios clearly illustrate that had Trudeau remained leader, the Liberals would have faced electoral disaster, polling at just 28% compared to the Conservatives' commanding 46%. This highlights how strongly Trudeau had become synonymous with voter frustration and dissatisfaction. The Liberals' recovery hinged on their ability to distance themselves from Trudeau's legacy, allowing Carney to reposition the party as credible guardians of national interest and stability. Carney would be wise to reflect on that and find ways to demonstrate this distance from the Trudeau era both in substance and process.

Thirdly, strategic framing of ballot questions significantly impacted voter alignment. Throughout the campaign, two dominant narratives competed: the existential threat posed by Trump's America versus the widespread desire for economic and political change domestically. Carney adeptly managed this duality by capturing a significant share of "change voters,"

despite the Liberals' incumbency. This indicates that effective campaign strategy involves not only addressing primary voter concerns but also skillfully positioning oneself as capable of managing multiple competing narratives simultaneously. Something the Conservatives failed to do sufficiently.

Moreover, the collapse of the NDP vote—down to a historic low of 6%—offers a critical lesson in electoral realignment driven by strategic voting. Progressive voters, alarmed by Trump's aggressive posture and anxious about the stability of Canadian society, overwhelmingly consolidated around the Liberals, abandoning the NDP. This underscores the volatility and fluidity of voter allegiance during periods of heightened insecurity,

revealing an opportunity and challenge for parties to effectively communicate relevance and urgency.

Finally, we should recognize the enduring significance of economic reassurance as a policy priority. Even post-election, voters remain deeply concerned about affordability, healthcare accessibility, and financial security. Policies aimed at addressing these areas—tax relief, dental care expansion, mental health funding—resonate strongly, reflecting the precarity mindset's emphasis on long-term systemic stability.

The 2025 election illustrates the potent interplay between external crises, leadership perception, and voter psychology. Anyone in

public affairs needs to be acutely aware of how rapidly shifting circumstances and targeted interventions by external actors—like Trump—can profoundly reshape electoral dynamics, redefining what voters demand from their leaders and their government.

Good research and the best public opinion advisors can help you navigate this complexity by providing timely insights into shifting voter priorities, clearly mapping the dynamics driving public sentiment, and identifying opportunities to effectively communicate your message.

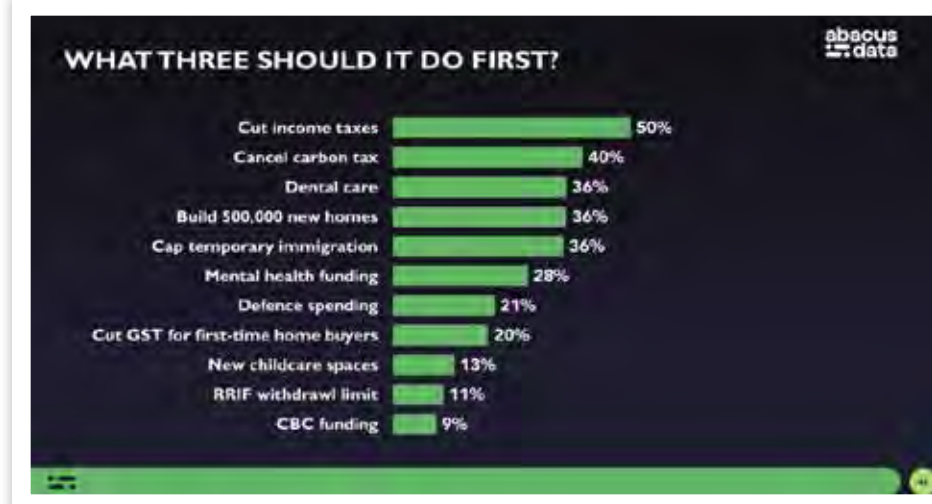
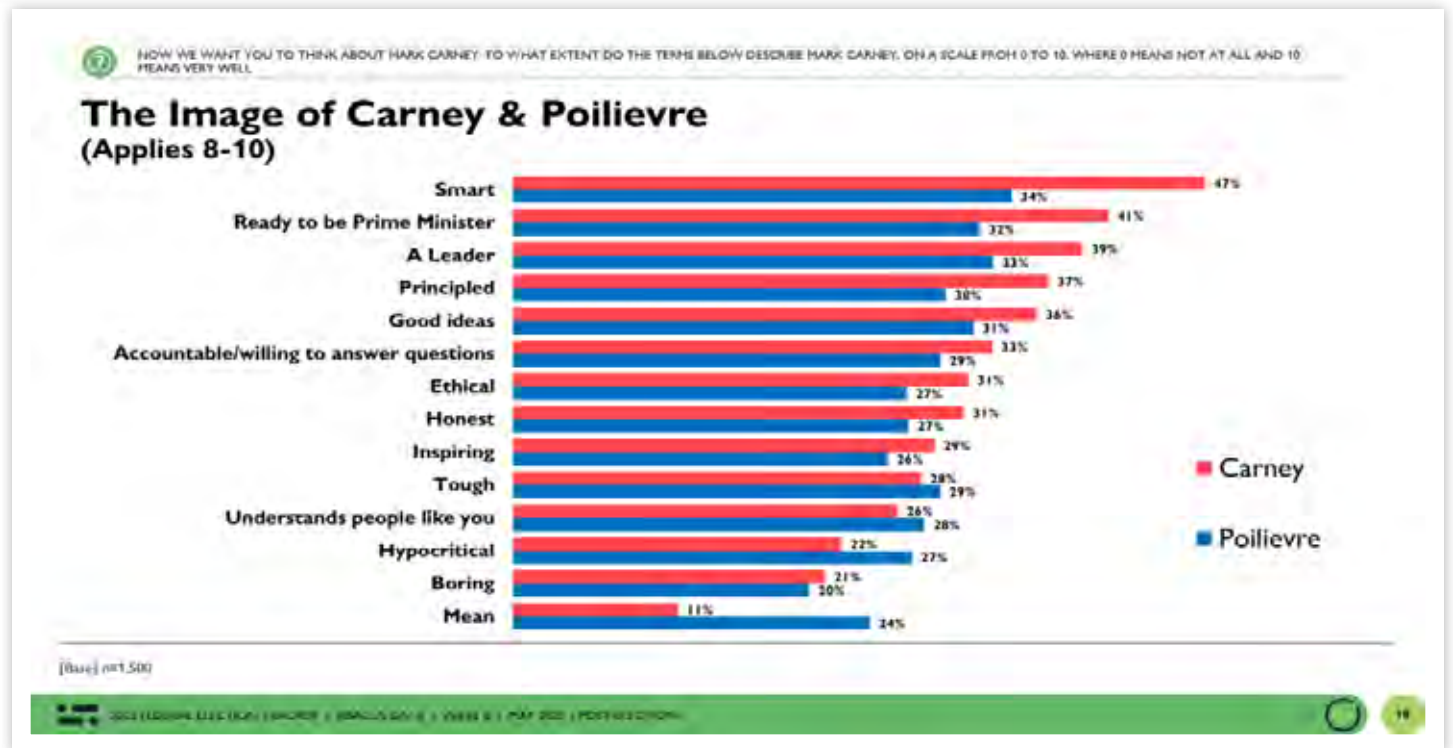
Team Abacus exactly this—trusted, influential, precise, and actionable insights that make us the best in the business and essential partners for understanding and responding to rapidly changing electoral landscapes.

Data in this analysis comes from...

A post-election survey conducted with 1,500 adult Canadians over the age of 18 from April 29 to May 2, 2025. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.6%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.





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Week of June 1 to 7, 2025

The luckiest signs this week:
SCORPIO, SAGITTARIUS AND CAPRICORN



ARIES

You'll be successful at work this week if you take the time to negotiate, ask questions and finalize agreements. The situation with the people sharing your home will improve once you set clear rules.



TAURUS

No matter what project you're working on, focus on fine-tuning the details and preparing thoroughly. You'll be surprised by the attention you receive on social media.



GEMINI

Your unique style will make you stand out from the crowd. You'll be admired by others. A comment you make could draw a lot of unexpected attention and turn all eyes on you.



CANCER

If you're considering a move, this could be the perfect opportunity to redecorate. The birth of a new family member could brighten your week. Participating in a training course could help you advance your career.



LEO

Your reliability and discretion will earn you the trust of those around you. Some people may confide in you unreservedly. Expect some surprising revelations that leave you astonished.



VIRGO

Your travel plans may prove to be more difficult than you expected. You may have to play chauffeur for your loved ones on various occasions. You'll show ingenuity on a project, which may cause you to be committed for the long term.



LIBRA

Before finalizing any major purchases, take a day or two to think things over. This pause could help you negotiate a better deal and potentially save you money.



SCORPIO

Prioritize rest this week! At work, drinking a second cup of coffee could help clear your mind and boost your productivity. You'll be more creative, so trust your intuition as it guides you toward successful outcomes.



SAGITTARIUS

Your plans may change unexpectedly. If your guests cancel on a planned activity, embrace the calm and enjoy some relaxation instead of stressing out.



CAPRICORN

At work, you'll take the lead in organizing a housewarming or birthday party for your team. The event will be a huge success. You'll become even more popular among your colleagues.



AQUARIUS

You'll discover vital information about a course or training program that could help you advance your career. Seize this opportunity to expand your professional horizons.



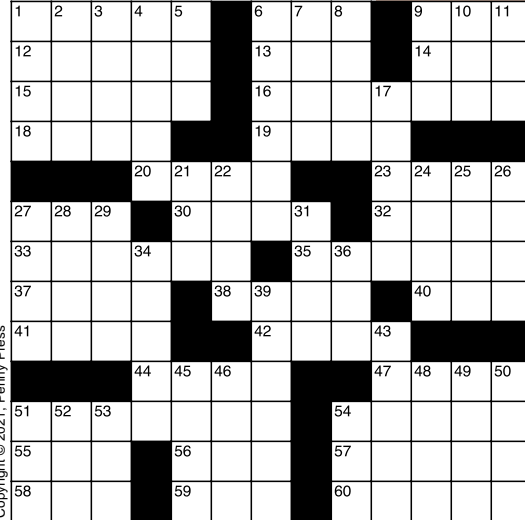
PISCES

Summer vacation is just around the corner! This may cause you some concern about your children's summer activities. Carefully choose a suitable day camp and involve them in the decision-making process to ensure they have a fun summer.

Coffee Break

CROSSWORDS

PUZZLE NO. 281



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ACROSS

1. Take a hike
6. Moreover
9. Subside
12. Scoundrel
13. Mama deer
14. Not me
15. Musical drama
16. Underground prison
18. Student's need
19. Toward the center
20. Knitting stuff
23. Try to persuade
27. Plant fluid
30. Apparel
32. Grand celebration
33. Readied for shipment
35. Fragments
37. Measure of land
38. Keep away from
40. So far
41. "_____ Came Bronson"
42. Footed vases

DOWN

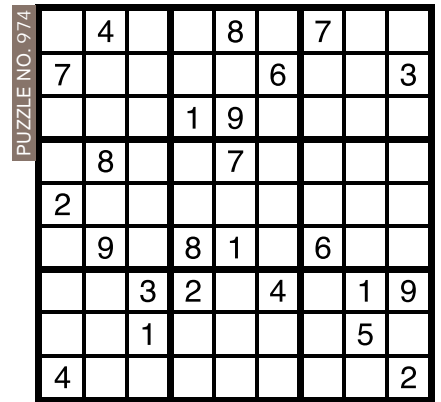
44. Sincere
47. Hail
51. Be magnetic
54. Outdoor-meal site
55. Mediterranean, e.g.
56. "_____-Devil"
57. Presses
58. Biddy
59. Patch of grass
60. Sorts
17. Dig out
21. Chowd down
22. Fishing sticks
24. Suggestive
25. Boundless joy
26. Sunrise direction
27. Shout to a cat
28. Curved structure
29. Cut back
31. Cowboy's prod
34. Opera voice
36. Tourist's stop
39. Pursued
43. Frightening
45. Mountain gap
46. Repeat
48. On the crest
49. String
50. Defeat
51. Fire remnant
52. _____ off (make angry)
53. Dark beige
54. Orchestra _____

Sudoku

HOW TO PLAY:

Fill in the grid so that every row, every column, and every 3x3 box contains the numbers 1 through 9 only once.

Each 3x3 box is outlined with a darker line. You already have a few numbers to get you started. Remember: You must not repeat the numbers 1 through 9 in the same line, column, or 3x3 box.

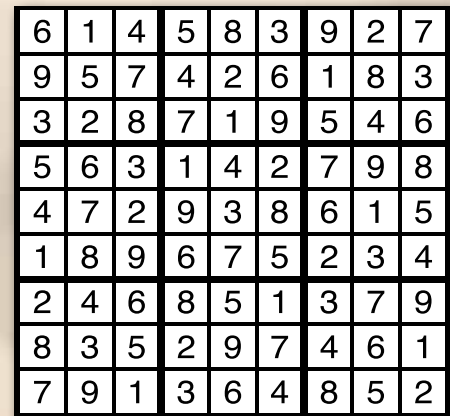


Last Issue's Answers

CROSSWORDS



Sudoku



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- Spinach (Mex/Cali)
- Cauliflower (Mex/Cali)
- Minis Peppers (bag) (Mexico)
- Strawberries (Mex/Cali)
- Sweet potatoes (3) (Mexico)
- Green Beans (Mexico)
- (Kumato) Tomatoes (pack) (Canada)
- Onions (2lbs) (Canada)
- Lettuce (Mex/Cali)
- Cucumber (Canada)
- Mushrooms (Canada)
- Eggplant (Mex/Cali)
- Orange (3) (Egypt)
- Pears (3) (Argentina)
- Apples (3) (Canada)
- Bananas (4-5) (Costa Rica)
- Pineapple (Honduras)
- Blueberries (organic) (Mexico)

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