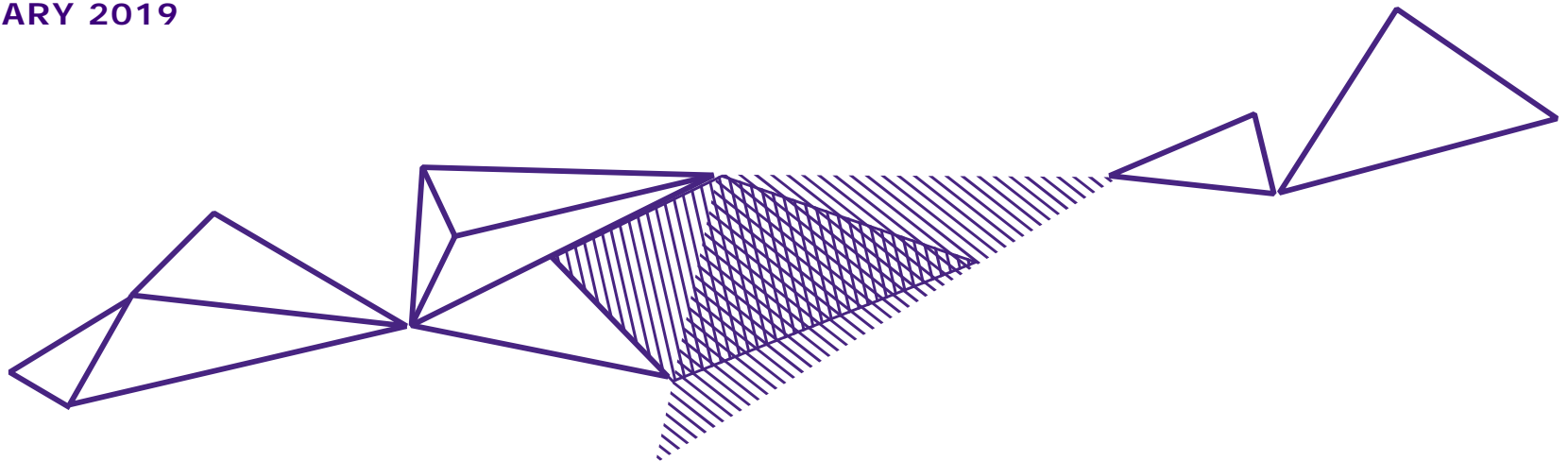


# Canada Revenue Agency 2018 Annual Corporate Research Topline Quantitative Results -- General Population

FEBRUARY 2019



# OBJECTIVES

---

The Canada Revenue Agency (CRA) requires data on corporate-wide issues to provide public opinion context for:

- Strategic planning and reporting; and
- Tailoring of corporate communications.

Research was designed and conducted with the general public, business decision makers and tax intermediaries to gauge:

- overall perceptions of the CRA;
- experience with income tax filing;
- perceptions of contacts and dealings with the CRA
- methods of contact; and
- demographics.

# METHODOLOGY

---

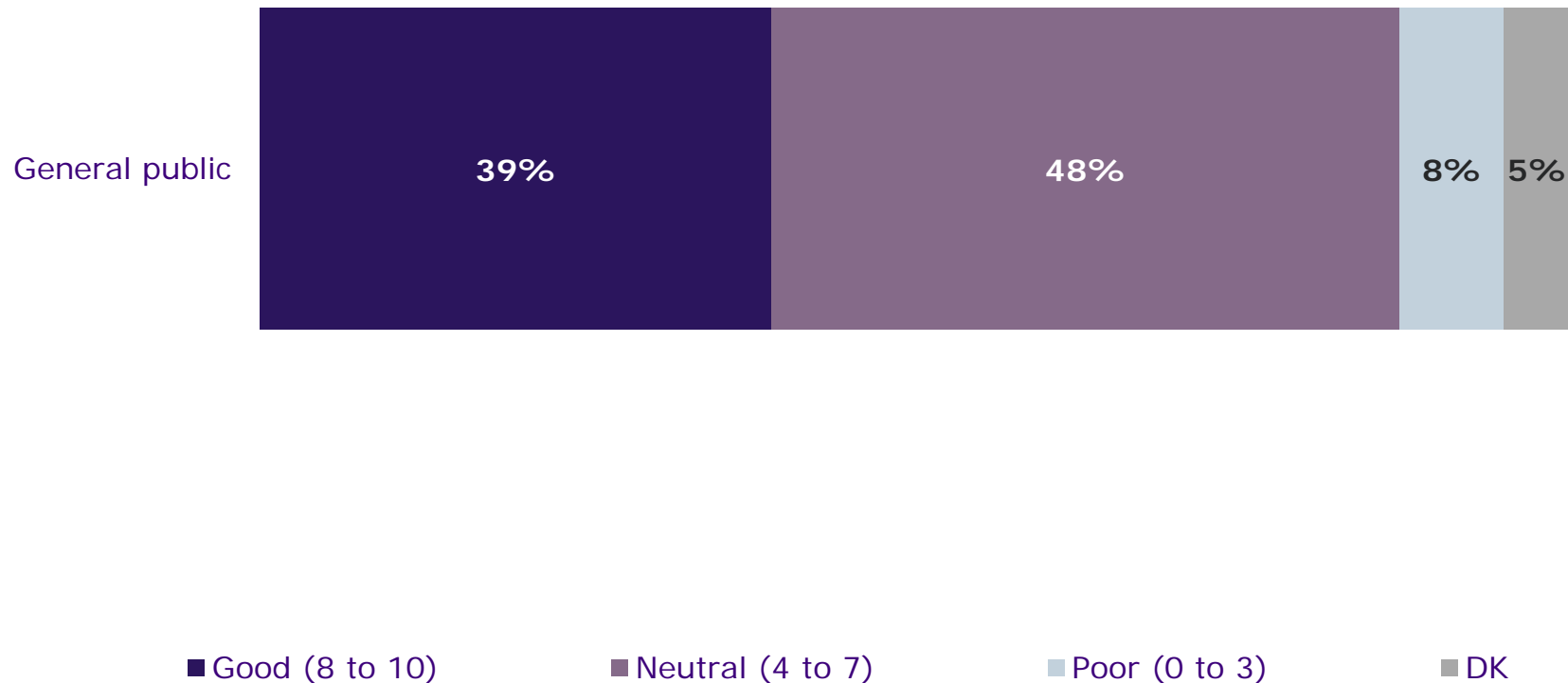
- 1,600 telephone interviews with Canadians
  - The survey was conducted with both landline (n=790) and cellphone sample (n=864; n=495 interviews with people in cell phone only households)
- Conducted from January 24 – February 16, 2019
- Weighted to most recently available Statistics Canada information (region, age and gender)
- Margin of error for n=1,600 is +/- 2.4 percentage points at 95% confidence level (larger for subgroups)
- This report presents findings from the general public survey
  - Findings from the business survey are presented under separate cover

# Overall Perceptions of CRA

# OVERALL PERFORMANCE OF CRA

**QB1** How would you rate the overall performance of the CRA? Please use a scale from 0 to 10, where 0 means "terrible" and 10 means "excellent".

*Base: all respondents (n=1,600)*



# TOP REASONS FOR PERFORMANCE RATING

**QB2** Why do you rate the performance of the CRA as [INSERT RATING] out of 10?

*Base: all respondents who provided a valid response at QB1 (n=1,529)*

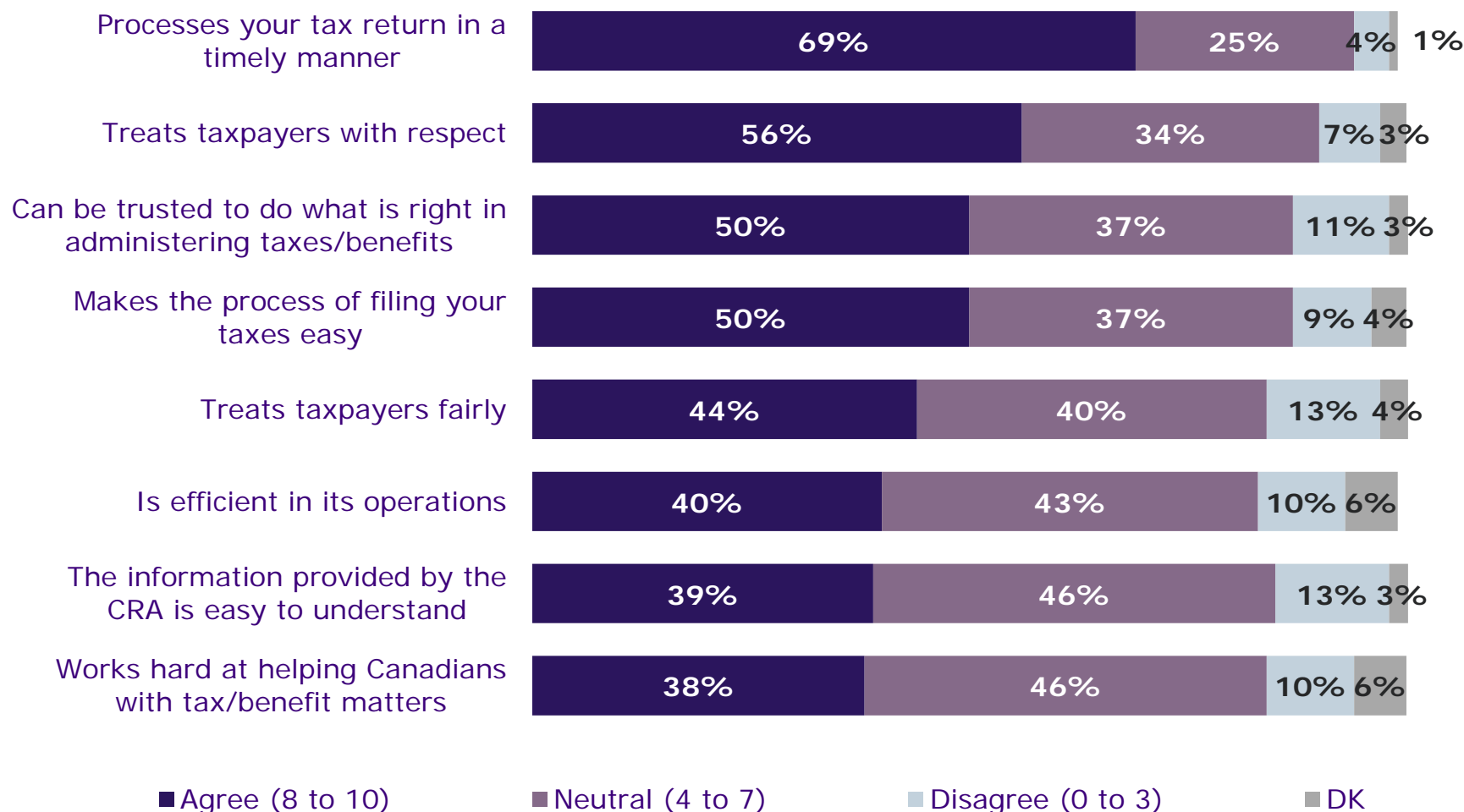
	Good (8 to 10)	Neutral (4 to 7)	Poor (0 to 3)
<b>Positive mentions (net)</b>	<b>64%</b>	<b>19%</b>	<b>2%</b>
Satisfied/no problems	38%	8%	1%
Do a good job	21%	8%	<1%
Helpful customer service (general)	7%	1%	-
Responsive	7%	1%	-
<b>Negative mentions (net)</b>	<b>26%</b>	<b>56%</b>	<b>88%</b>
Tax system/feel overtaxed	3%	10%	31%
Difficult to contact/poor communication	5%	11%	16%
Room for improvement	7%	8%	1%
Experienced personal issues/difficulties	1%	7%	22%
Slow service/takes too long	3%	7%	13%
Unhelpful/poor customer service	2%	4%	24%
Info not clear/processes complicated	3%	5%	6%
Poor problem resolution	1%	4%	14%
Lack of efforts re: tax evasion/corruption	2%	5%	9%
Privacy concerns	<1%	2%	5%

# AGREEMENT WITH ATTRIBUTES: GENERAL PUBLIC

**QB3** I would now like you to rate the CRA on a series of statements. For each one, please tell me whether you agree or disagree using a scale of 0 to 10, where 0 means “completely disagree” and 10 means “completely agree”.

Base: all respondents (n=1,600)

## The CRA ...



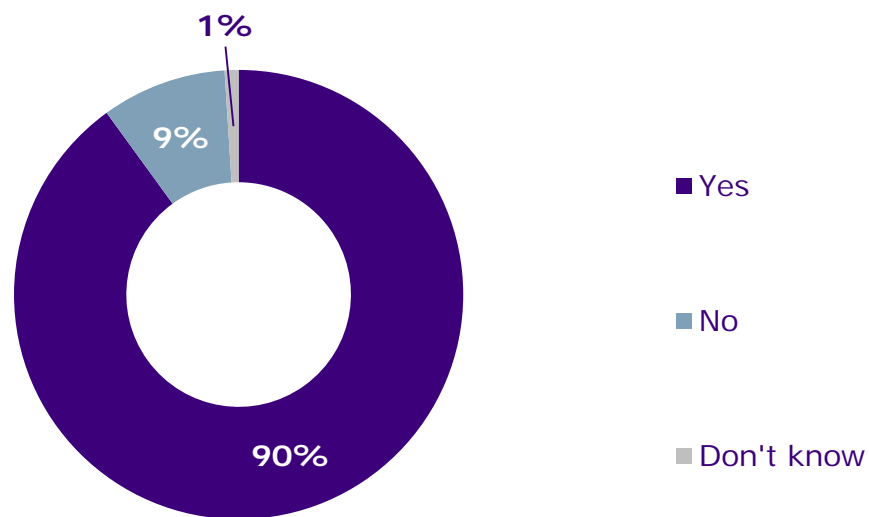
# Experience with CRA – Income Tax Filing



# COMPLETION OF 2017 TAX RETURN

QC1 Have you sent in your personal [QUEBEC ONLY: federal] income tax return for 2017?

Base: all respondents (n=1,600)



# ASSISTANCE WITH COMPLETING RETURN

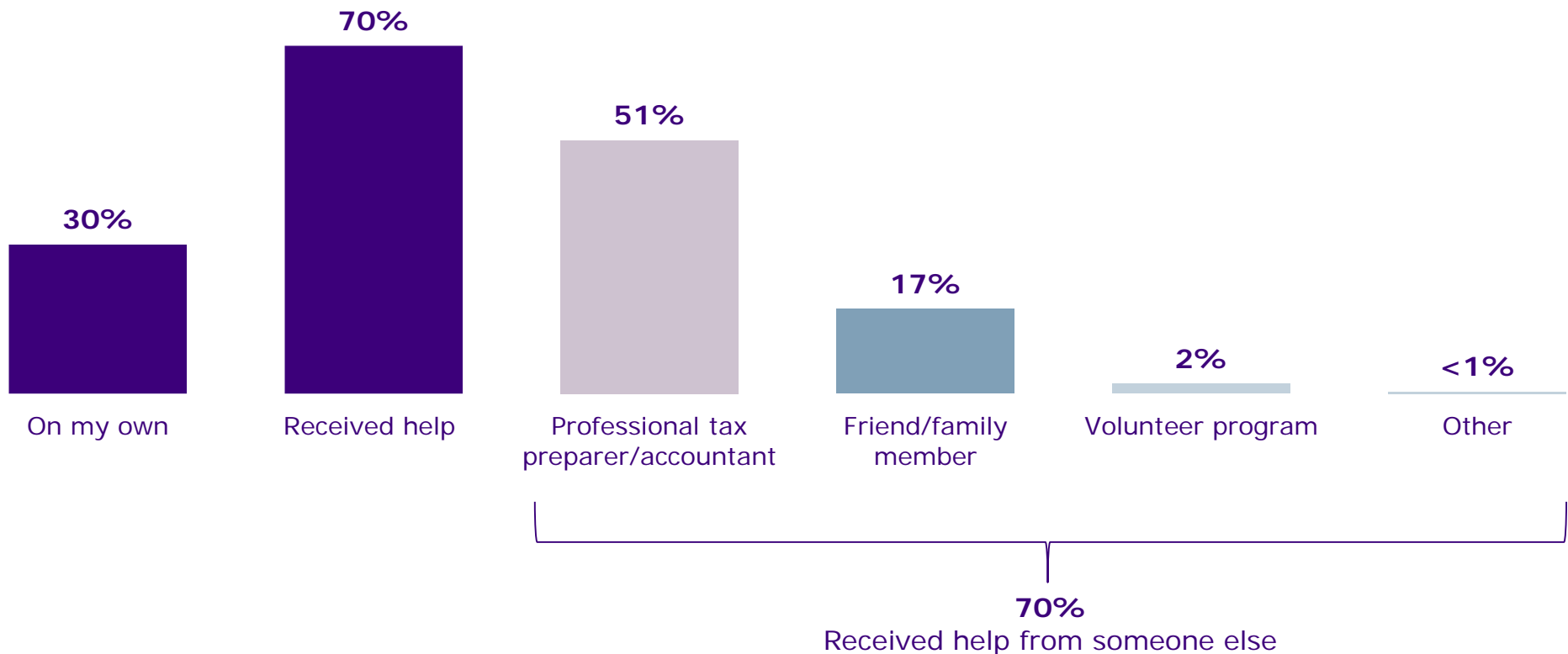
**QC2** Did you prepare your 2017 tax return on your own, or did you receive help from someone else? (USING TAX SOFTWARE DOES NOT COUNT AS RECEIVING HELP)

*SUBSAMPLE: Those who filed their 2017 return (n=1,453)*

**QC3** From whom did you get help?

*SUBSAMPLE: Those who received help to file their return*

*Percentages shown are calculated out of the total who filed a 2017 return (n=1,453)*



# HOW DID YOU FILE YOUR TAXES

QC4a How was your tax return sent in? [IF NEEDED: That is, for example was it sent in by mail or online?]

*SUBSAMPLE: Those who filed their 2017 return (n=1,447)*



16%



78%

3% do not state how they filed their taxes  
3% say they filed in another way

# Experience with CRA - Contacts

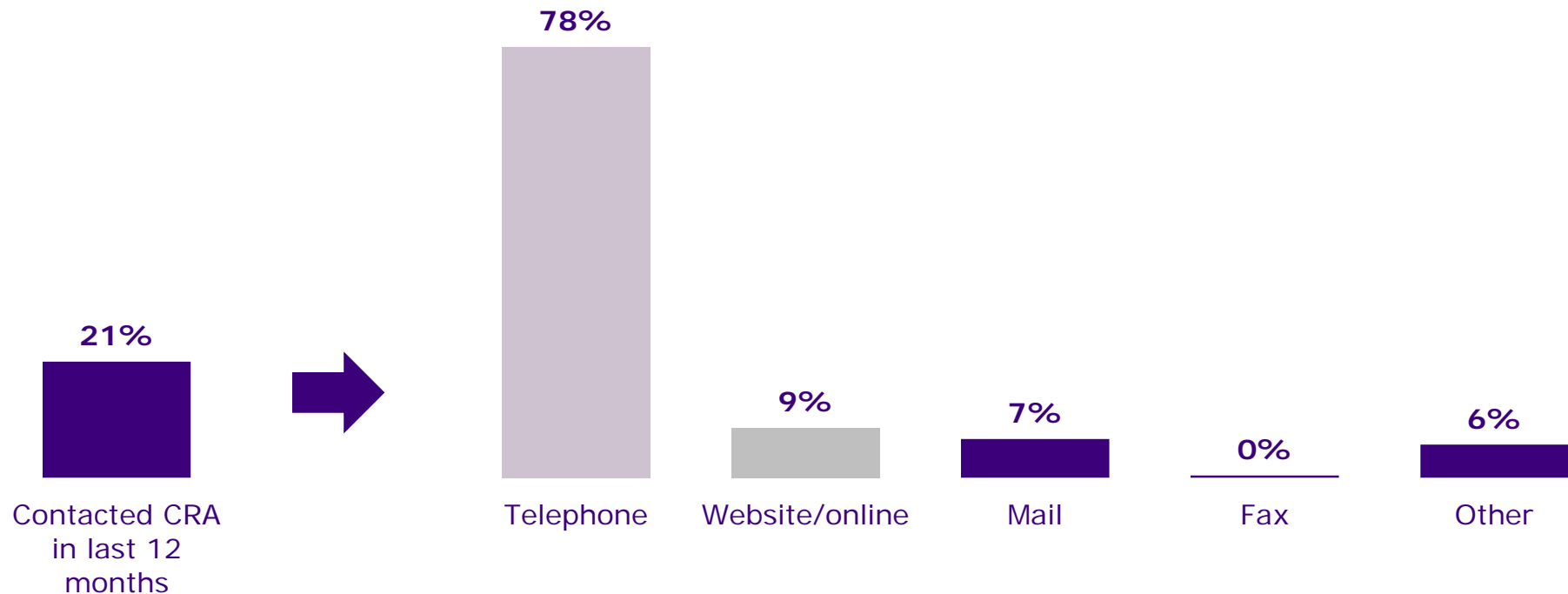
# CONTACTED CRA LAST 12 MONTHS AND METHOD OF CONTACT

**QD1** In the last 12 months, have you contacted the CRA, other than for sending in personal or business tax returns? (CONTACT INCLUDES SEEKING INFORMATION; BUSINESS REFERS TO CORPORATE, GST/HST, OR PAYROLL)

*Base: all respondents (n=1,600)*

**QD2a** In which way did you most recently contact the CRA?

*SUBSAMPLE: Those who contacted the CRA in the past 12 months (n=326)*



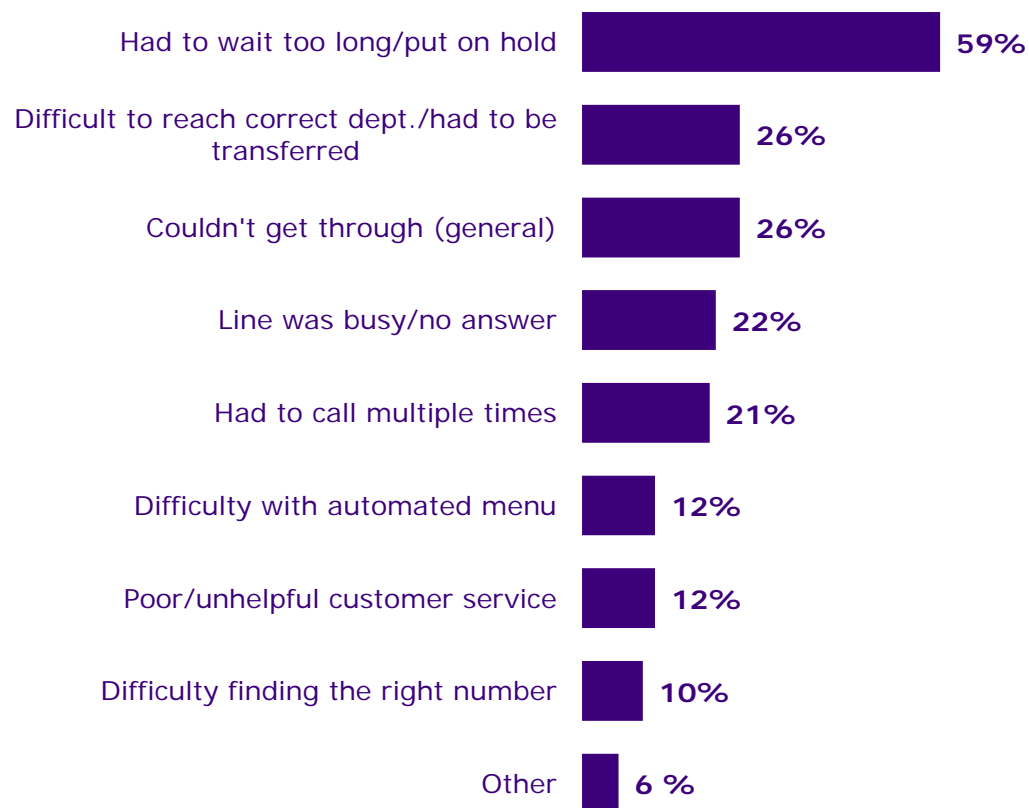
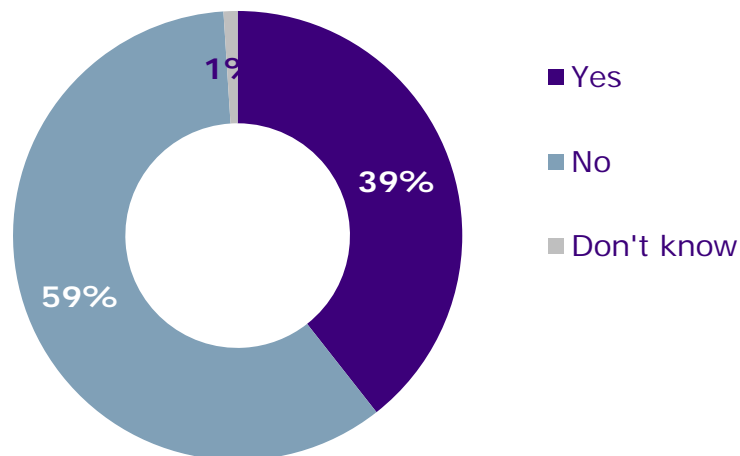
# PROBLEMS ENCOUNTERED ACCESSING THE CRA

**QSM1 Did you have any problems accessing the CRA during your most recent contact by phone?**

*SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone (n=251)*

**QSM2 What problem did you encounter?**

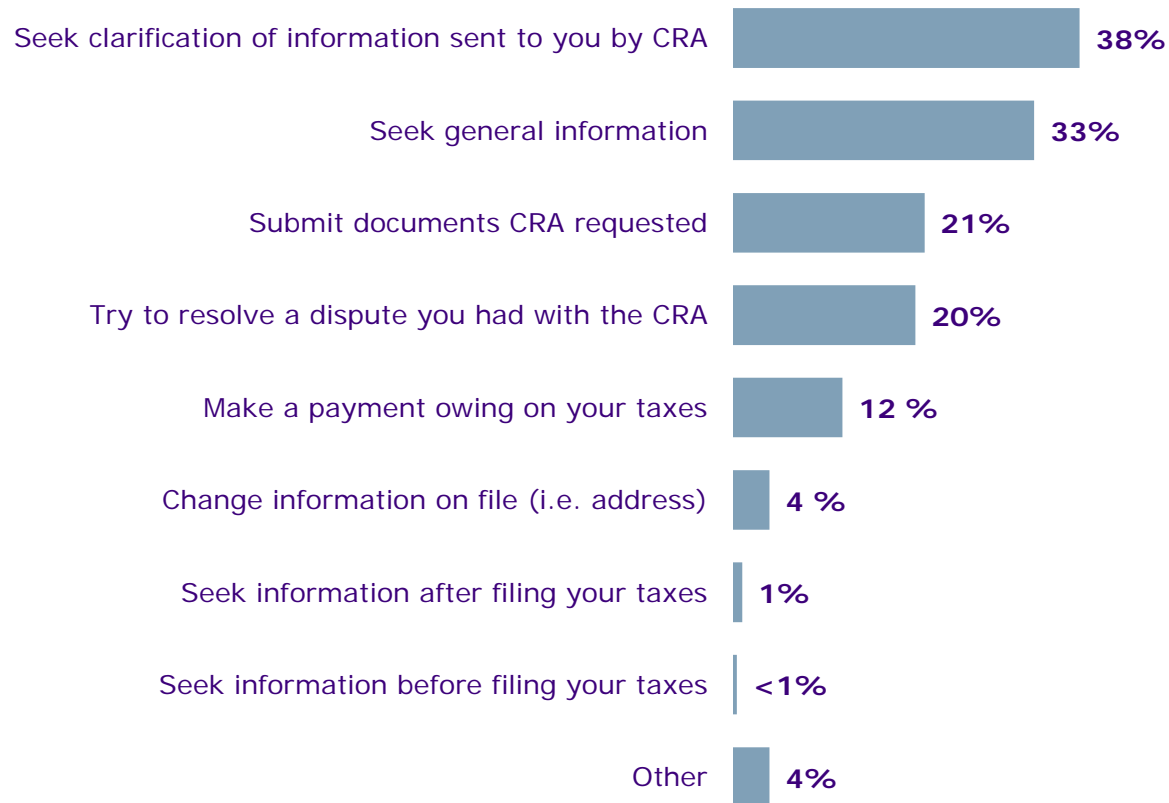
*SUBSAMPLE: Those who encountered a problem contacting the CRA in the past 12 months by phone (n=100)*



# PURPOSE OF MOST RECENT CONTACT

## QD3 Was the purpose of your MOST RECENT contact to...?

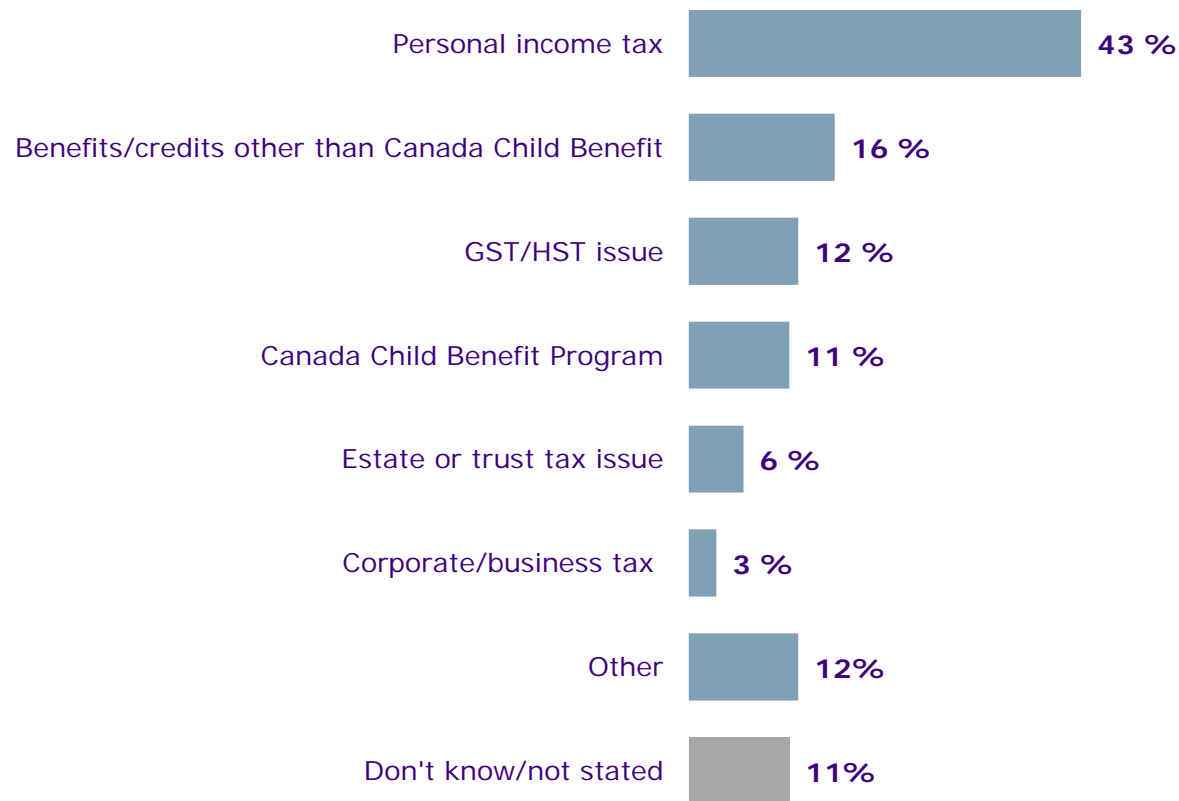
*SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone (n=251)*



# GENERAL REASON FOR MOST RECENT CONTACT

**QSM3 Was this most recent contact with the CRA concerning:**

*SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone (n=251)*

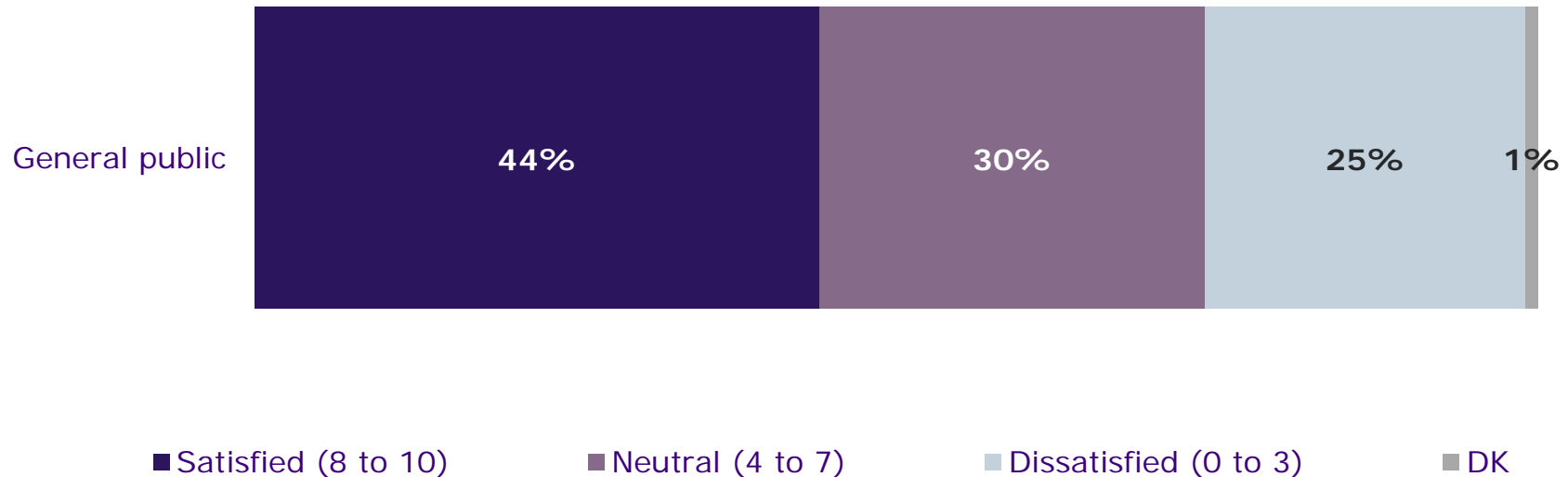




# SATISFACTION WITH TIME TO OBTAIN SERVICE

QSM4 How satisfied are you with the amount of time it took to get service during this most recent contact by phone? Please use a scale from 0 to 10 where 0 means that you are “completely dissatisfied” and 10 means “completely satisfied”.

*SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone (n=251)*



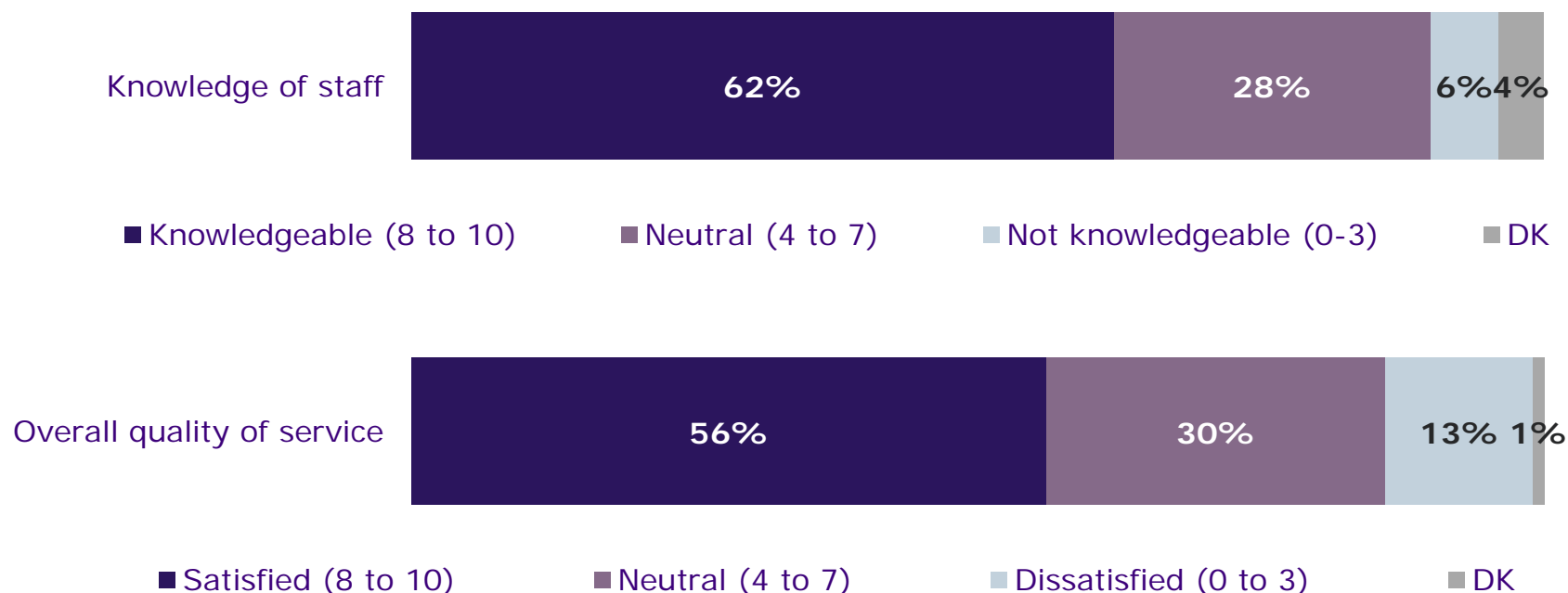
# STAFF KNOWLEDGE AND QUALITY OF SERVICE

**QSM5** Using a scale from 0 to 10, where 0 means “not at all knowledgeable” and 10 means “extremely knowledgeable”, how would you rate the level of knowledge of the CRA’s employee(s) you spoke to?

*SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone (n=251)*

**QD4** How satisfied are you with the overall quality of the service you received when you last contacted the CRA by phone? Please use a scale from 0 to 10, where 0 means “completely dissatisfied” and 10 means “completely satisfied”.

*SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone (n=251)*



# RECEIVED WHAT WAS NEEDED

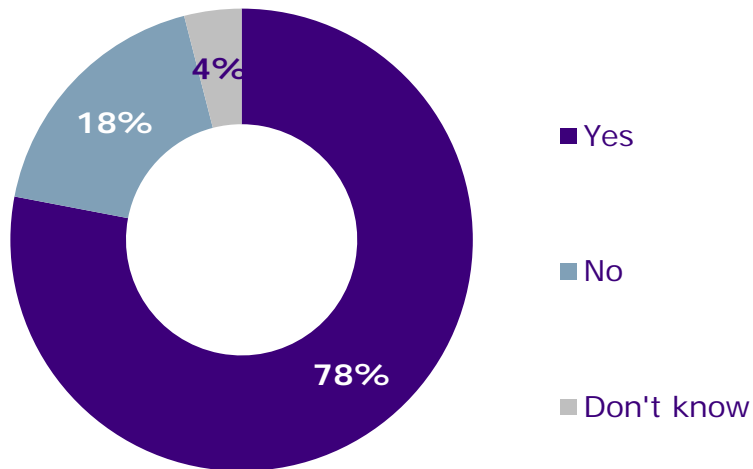
**QD5 Did you get what you needed from the CRA on this particular occasion?**

*SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone (n=251)*

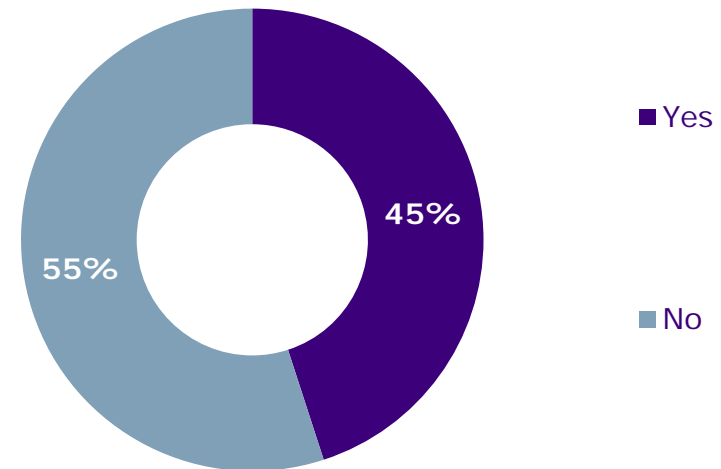
**QSM6 IF YES AT QD5: Did you have to call more than once to get what you needed?**

*SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone and got what they needed (n=194)*

Got what was needed



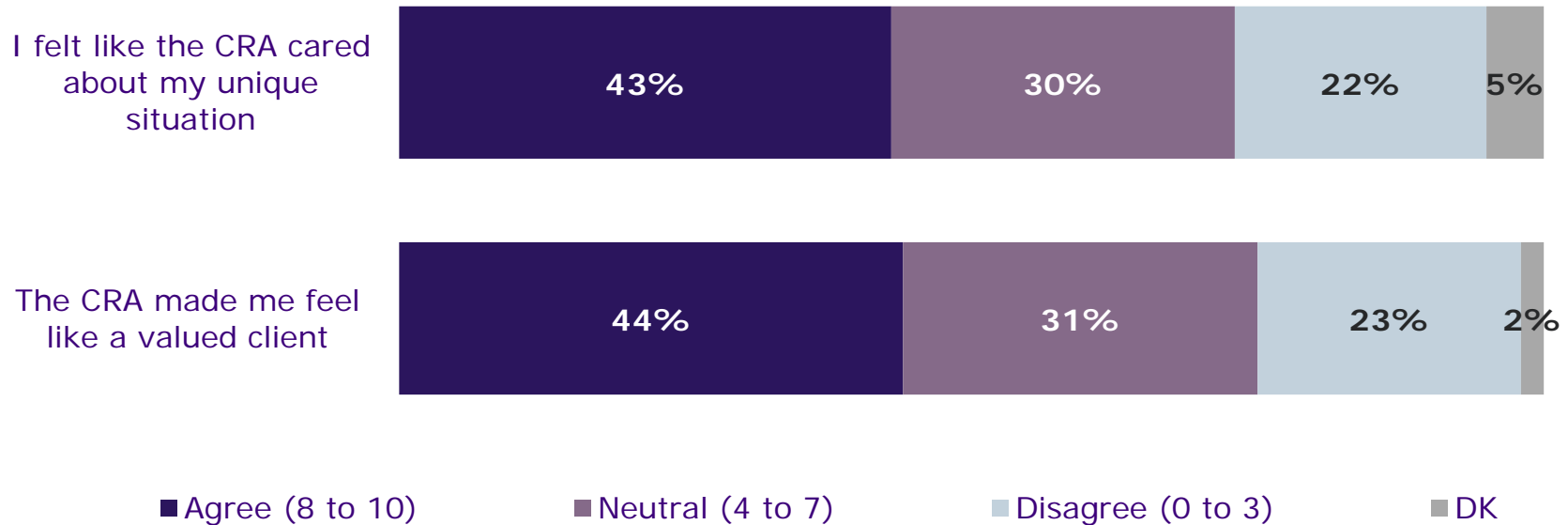
Had to call more than once



# IMPRESSIONS OF TELEPHONE SERVICE

**QSM7** Following your most recent contact with the CRA by phone, to what extent do you agree or disagree with the following statements? Please use a scale from 0 to 10 where 0 means “completely disagree” and 10 means “completely agree”.

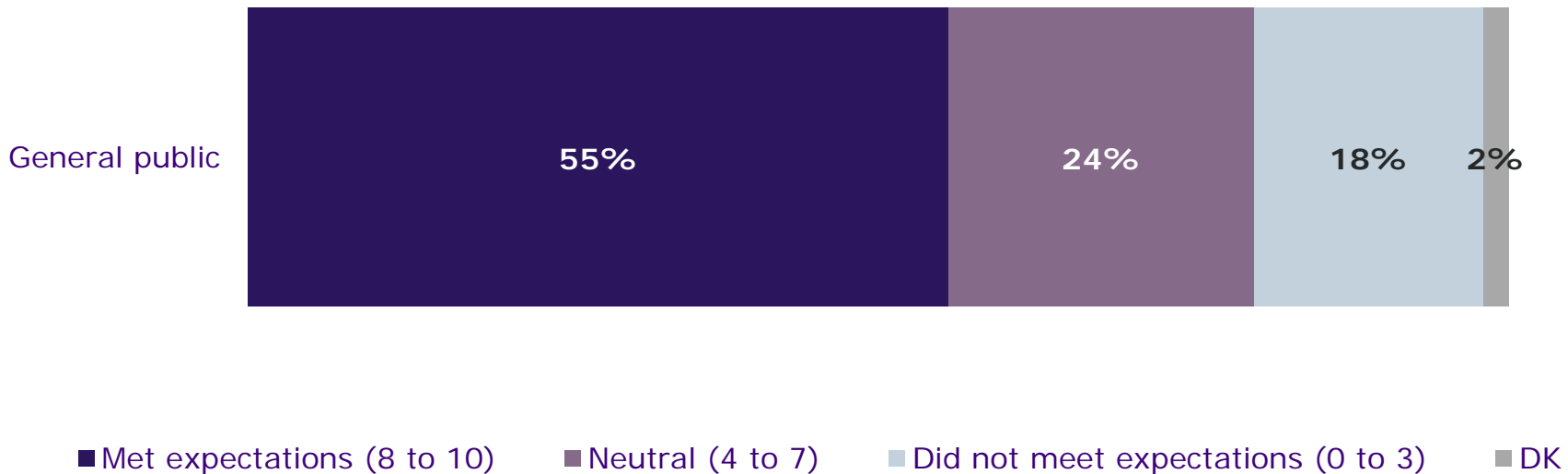
*SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone (n=251)*



# IF TELEPHONE SERVICE MET EXPECTATIONS

**QSM8** And to what extent would you say the service you received met your expectations? Please use a scale from 0 to 10 where 0 means “not at all” and 10 means “completely.”

*SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone (n=251)*



# HOW WOULD OBTAIN INFORMATION FROM CRA

**QSM10** I would like to read you a list of situations where you may have to deal with the CRA. For each one, please tell me how you would PREFER to receive service or information.

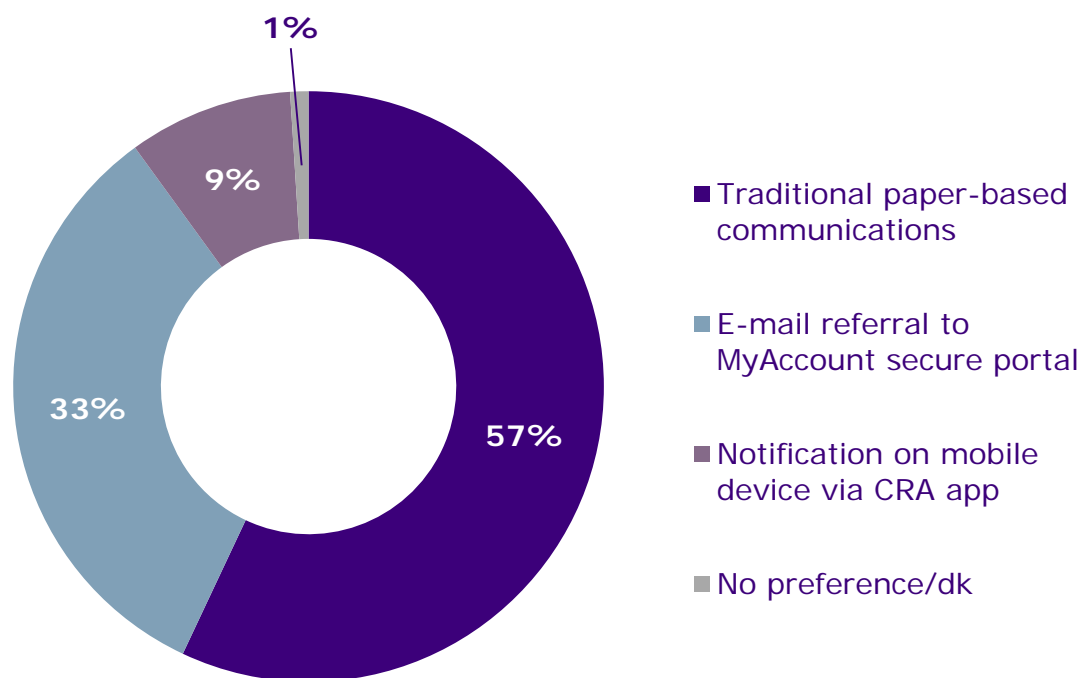
*Base: all respondents (n=1,600)*

	Seeking basic information	Needed clarification on document	Needed assistance on personal tax matter
CRA website	<b>48%</b>	11%	16%
Call CRA	29%	<b>63%</b>	<b>57%</b>
Email CRA	9%	14%	12%
Mail CRA	4%	6%	5%
Via accountant	5%	3%	8%
Send CRA a fax	<1%	<1%	<1%
Other method	3%	2%	2%

# PREFERRED METHOD FOR RECEIVING INFORMATION

QSM11 If the CRA needed to send you information, would you prefer to receive...?

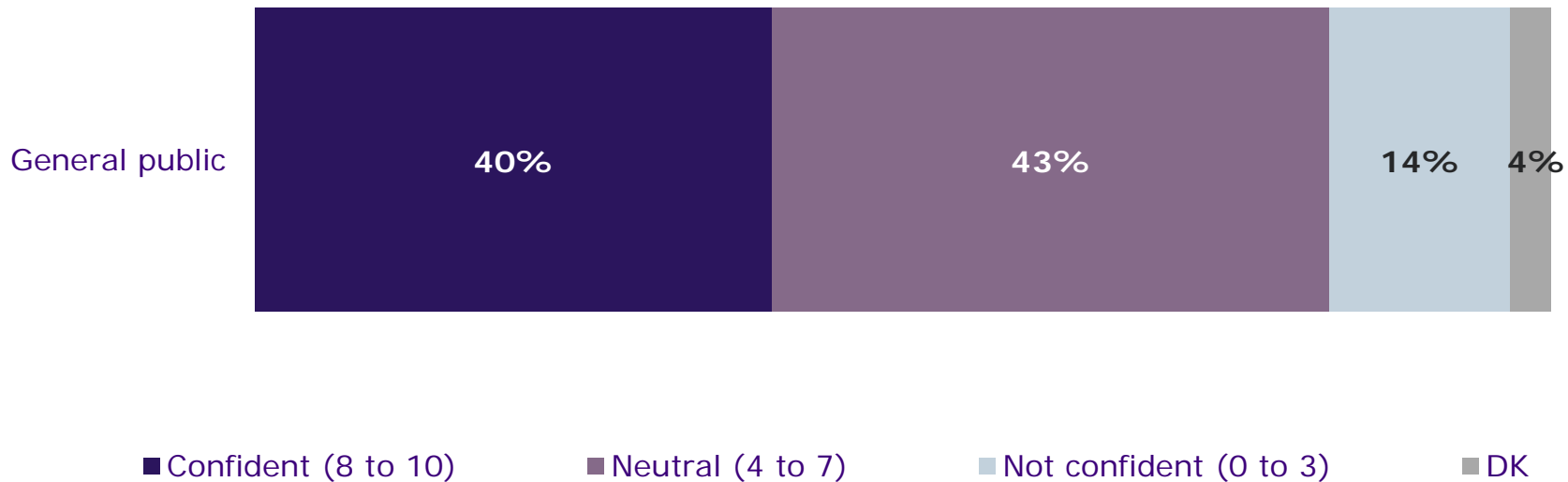
Base: all respondents (n=1,600)



# CONFIDENCE IN CRA TO RESOLVE ISSUE

**QSM12** If you had a disagreement with the CRA about your taxes, how confident are you that you would be able to get it resolved? Please use a scale from 0 to 10 where 0 means “not at all confident” and 10 means “extremely confident”.

*Base: all respondents (n=1,600)*

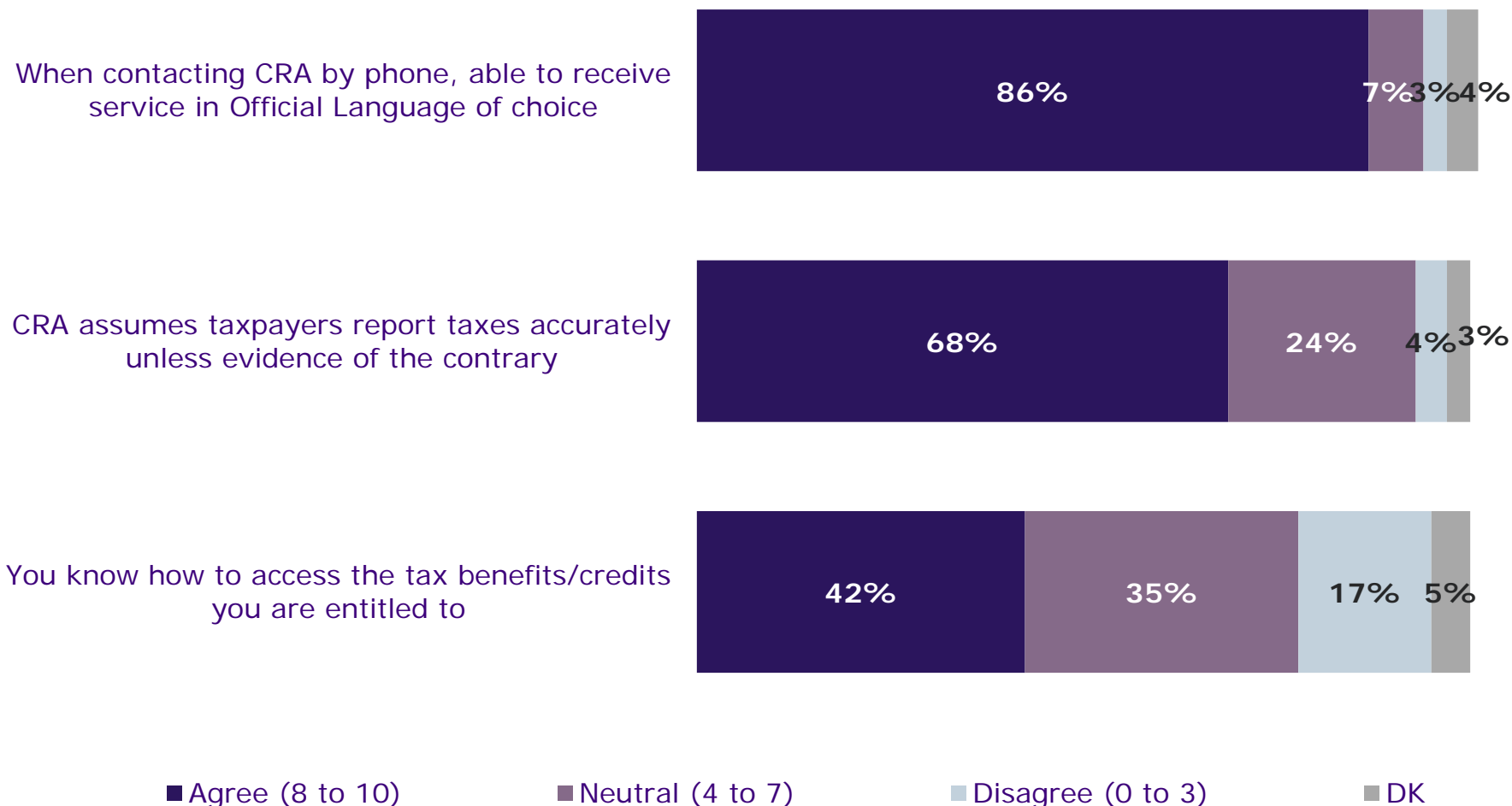




# AGREEMENT WITH STATEMENTS

**QSM14** I will now read you a list of statements. For each one, please tell me whether you agree or disagree using a scale from 0 to 10, where 0 means “completely disagree” and 10 means “completely agree”.

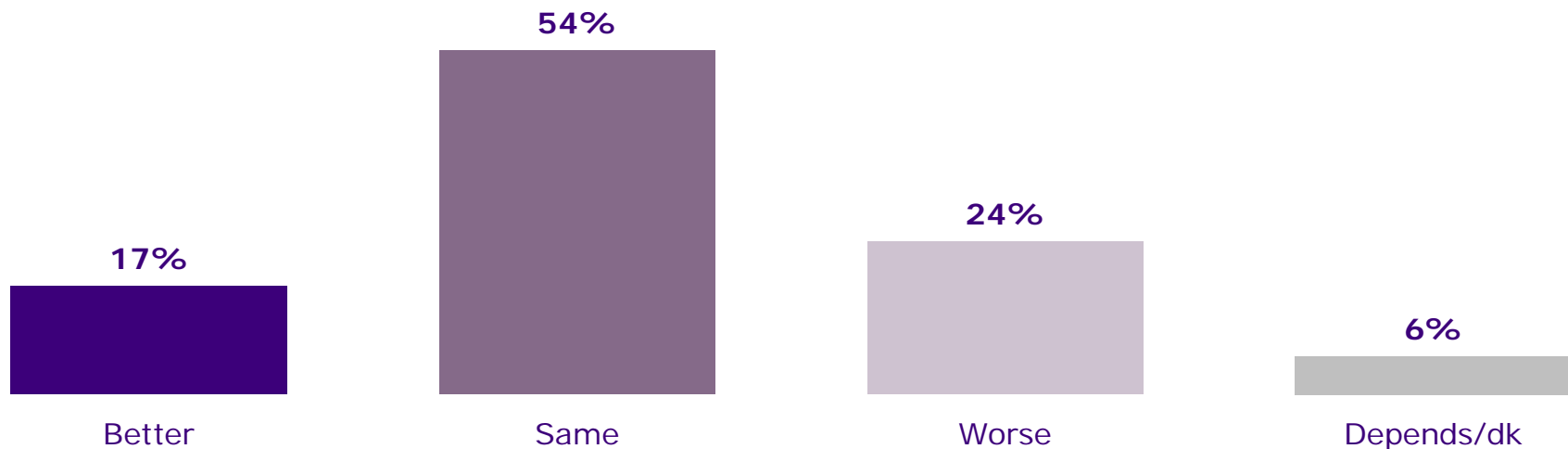
*Base: all respondents (n=1,600)*



# SERVICE COMPARISON TO FINANCIAL INSTITUTIONS

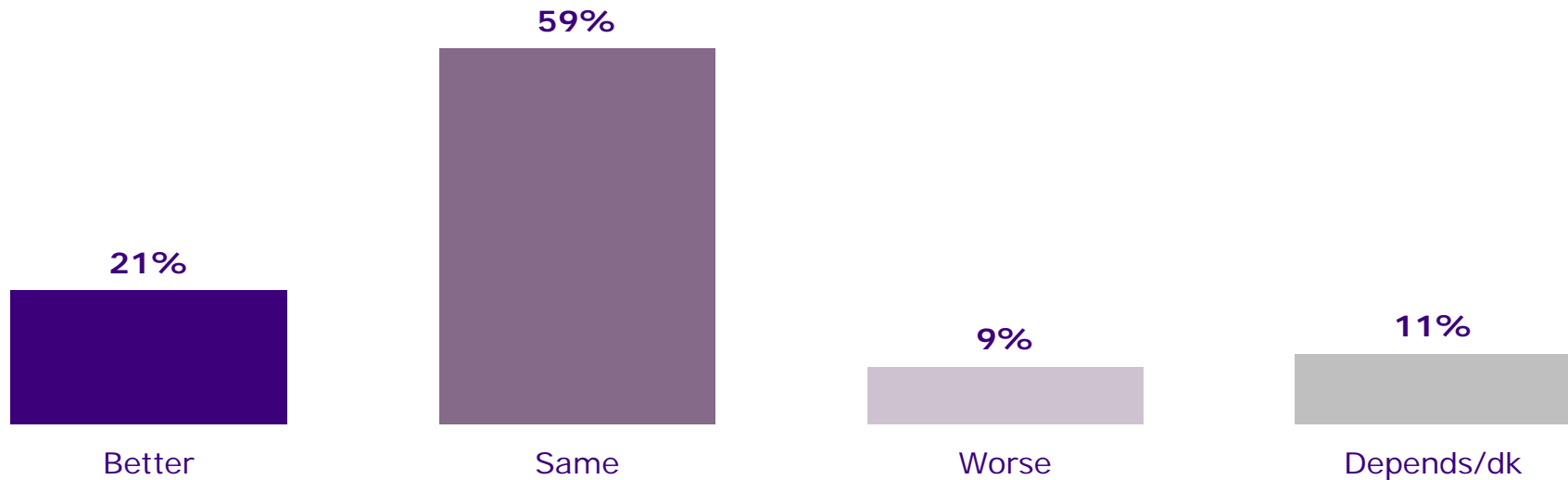
**QD6** Based on your experience, would you say the level service provided by the CRA is better, about the same, or worse than the service you might receive from financial institutions with which you currently do business?

*Base: all respondents (n=1,600)*



# SERVICE COMPARISON TO CRA 2-3 YEARS AGO

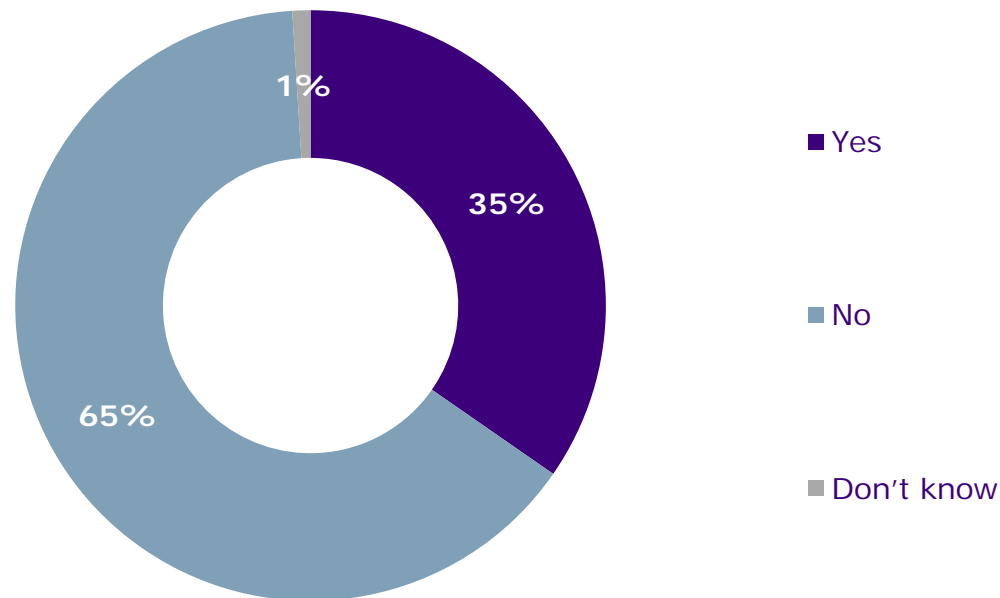
QD7 And compared to two or three years ago, would you say that the level of service provided by the CRA is better, about the same or worse?  
Base: all respondents (n=1,600)



# CRA website and secure portal

# If visited the tax pages of the canada.Ca website in past year

QE1 In the past 12 months, have you visited the tax pages of the Canada.ca website to search for information on tax-related matters?  
Base: all respondents (n=1,600)



# Agreement with statements about canada.ca tax information pages

QE2 I will now read you a list of statements about the tax pages of the Canada.ca website. For each one, please tell me whether you agree or disagree using a scale from 0 to 10, where 0 means “completely disagree” and 10 means “completely agree”.

Base: Visited Canada.ca for tax information in past year (n=545)

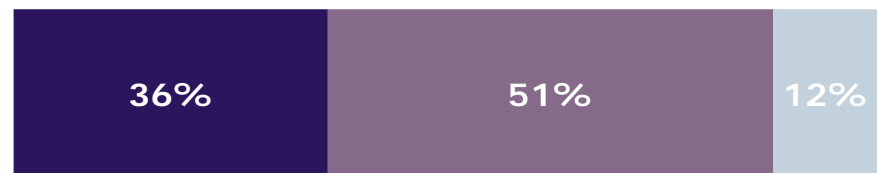
The website provides you with the information you need



The information provided on the tax pages of the Canada.ca website is easy to understand



It is easy to find the information you are looking for



■ Agree (8 to 10)

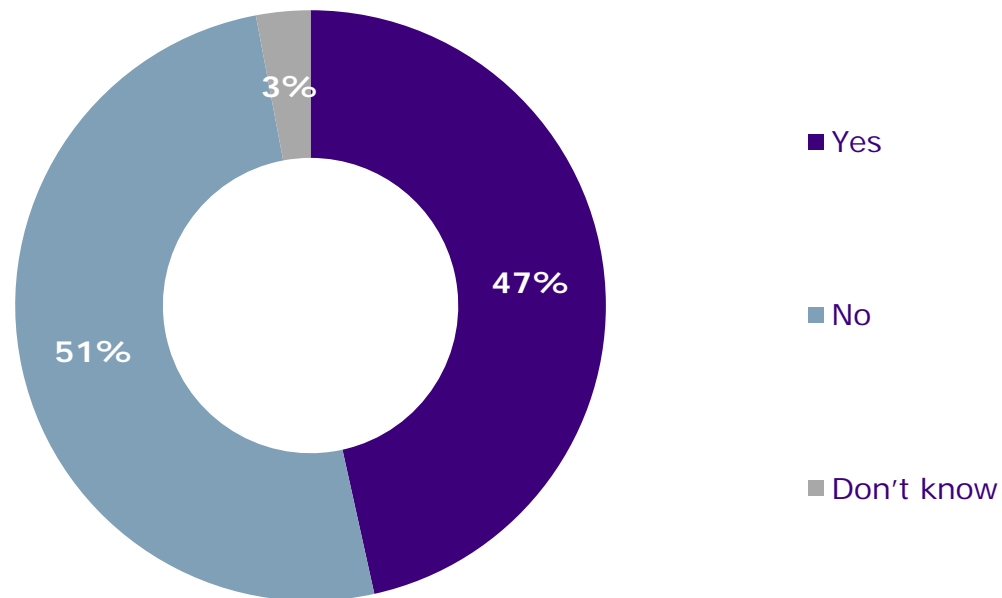
■ Neutral (4 to 7)

■ Disagree (0 to 3)

■ DK

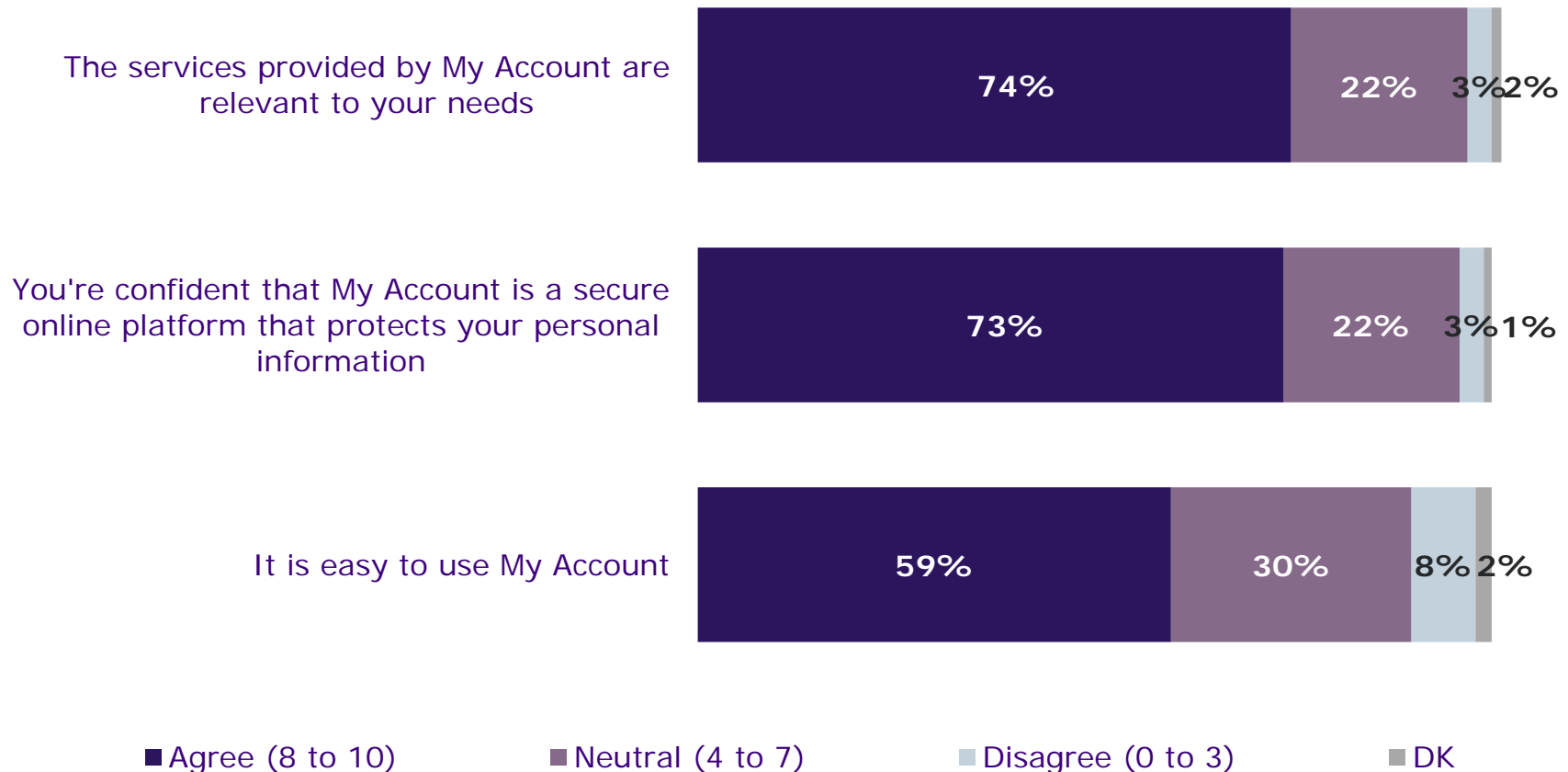
# If registered with my account online services

QE3 Have you registered with the CRA's My Account online service?  
Base: all respondents (n=1,600)



# AGREEMENT WITH STATEMENTS ABOUT MY ACCOUNT

QE4 For each of the following statements about My Account, please tell me whether you agree or disagree, using a scale from 0 to 10, where 0 means “completely disagree” and 10 means “completely agree”.  
Base: Have registered with My Account (n=722)





**FOR FURTHER INFORMATION OR QUESTIONS CONTACT:**



**Sarah Robertson**

VICE PRESIDENT, CORPORATE AND  
PUBLIC AFFAIRS

613-699-6884  
[Sarah.roberton@environics.ca](mailto:Sarah.roberton@environics.ca)