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Canada Child Benefit Program: Satisfaction Survey

Final Report

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February 2019

This public opinion research report presents the results of a telephone survey conducted by The Strategic Counsel on behalf of Canada Revenue Agency. The research study was conducted with 800 Canada child benefit first time applicants between October and November 2018.

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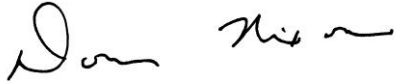
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Statement of Political Neutrality

I hereby certify as Senior Officer of *The Strategic Counsel* that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:



Donna Nixon, Partner

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I. Executive Summary

Executive Summary

The Strategic Counsel is pleased to present this report to the Canada Revenue Agency (CRA) measuring the experience of first-time applicants for the Canada Child Benefit (CCB).

A. Background and Research Objectives

The CCB is a tax-free monthly payment made to eligible families to help them with the cost of raising a child under 18 years of age. The CCB may also include the child disability benefit and any related provincial or territorial programs.

The initial survey of first-time CCB applicants was conducted in 2000. Additional surveys of GST/HST clients, and regular recipients of the CCB were added in 2005 and 2006 respectively. All of these surveys were used to gauge client awareness and satisfaction with the programs as well as to populate results against a 'client satisfaction' indicator included in the CRA performance reporting.

The purpose of the proposed study of first-time applicants is to support CRA's continuous service improvement initiatives, providing an opportunity for program recipients to offer feedback in terms of:

- Their overall client satisfaction; and
- Specific aspects of program delivery and service, as defined by the program area.

Results from the survey will also be used to assist CRA in better understanding benefit and credit applicants, and to improve program, services and communications.

B. Methodology

In previous years, the CRA surveys have been undertaken using both online and telephone methodologies. In line with general trends in the market research industry, declining response rates for client surveys have become an issue.

Given the availability of telephone numbers for first-time applicants and the ability to take a more targeted approach, it was decided that a telephone methodology remained the most appropriate and efficient way of obtaining feedback from clients.

CRA provided The Strategic Counsel with a list of 10,000 first-time applicants. Lists included the contact's name, telephone number, location (i.e., province) and the method by which they applied for the CCB. It should be noted that the list (and the final sample of those surveyed) contains a small percentage (4%) of those who are currently not in receipt of CCB payments (i.e., their application had not been approved at the time the survey was conducted). As such, the final sample includes first-time applicants and recipients of the CCB.

From the list, The Strategic Counsel completed surveys with a total of 800 clients across Canada. Soft quotas were set to ensure the final sample reflected a reasonable proportion across regions and by method of application, closely aligned with the proportion in which they appear in the list provided by the CRA. Otherwise, no additional quotas were set for gender, age or education of clients. This approach meant that no additional weighting of the data was required.

Further details on the methodology can be found in a later section of this report. The response rate calculation, and the English and French surveys are included in the Appendix.

C. Key Findings

1. Client Experience Applying for and Receiving the CCB

Based on information provided by the CRA for clients surveyed, the vast majority (68%) applied for the CCB at the time of registering their newborn's birth. This is known internally as the Automated Benefits Application (ABA). One-third as many (24%) completed a paper application and relatively few (8%) filled out an application online via CRA's My Account secure portal (BOA).

Correlating this data with the information provided by respondents based on their recollection of how they applied shows a discrepancy between the actual method and what they recall. Further analysis indicates that a higher proportion of clients in Quebec misstated the method by which they applied (42%). The discrepancy appears to stem from some degree of confusion between the Automated Benefits Application process (ABA), at the time of registering a newborn's birth, but confused this with the My Account Secure portal (BOA).

While this discrepancy has no bearing on the applicant's eligibility for the CCB, it does suggest that the options for applying for the CCB, and the labels or terminology used to describe these options, may be confusing or unclear to prospective applicants.

Notably, although very few of those surveyed applied through the My Account portal, many (64%) are aware of this option. Even among those who submitted a paper application, almost two-thirds (64%) are aware of the option to apply online through the portal.

Interestingly, although respondents who submitted a paper application recall the application processing time being longer as compared to those who applied through ABA or BOA (44% of the latter received a response in 7 weeks or less, compared to 63% of those who applied by ABA or BOA), all respondents, regardless of how they applied, are generally satisfied. Across the entire client group surveyed:

- 88% were satisfied with all aspects of the application process (51% 'very satisfied' and 38% 'somewhat satisfied'); and
- 84% were satisfied with the application response time (53% 'very satisfied' and 32% 'somewhat satisfied').

It is the case, however, that satisfaction levels do decline with longer processing times, but the correlation between satisfaction and processing time is more clearly evident among those who applied via ABA or BOA methods. Among this group, satisfaction drops off markedly at the 8 or 9 week mark (67%, versus 95% for those who received a response within 4-5 weeks). By contrast, satisfaction levels among those who submitted a paper application are less affected by response times and remain quite high even for those who recall receiving a response 11 weeks after applying (80%, versus 97% for those who received a response within 4-5 weeks).

A partial explanation of the relative lack of variability in satisfaction according to response time can be found in respondents' answers to a question about what is most important to them in terms of CCB service. Respondents focus primarily on on-time delivery of payments (37%) and payment accuracy (23%). They place far less importance on application processing time (15%).

2. Client Experience Updating and Managing CCB Information

Most of those surveyed are currently receiving CCB payments (94%), but relatively few among them (24%) have updated their personal CCB information (slightly higher among those who applied by BOA or paper). Among the group who have updated their information, the most common ways of doing so were by calling the 1-800 Benefits enquiries line or through the My Account option (38%). Satisfaction levels with all of the means of updating

information were high, with lower satisfaction ratings associated with those who updated information by writing a letter to their tax centre (78%) and somewhat higher satisfaction levels for all other options (My Account (84%), 1-800 Benefits enquiries line (85%), MyCRA App (95%) and MyBenefits CRA App (100%)).

Most clients indicated that their preferred means for updating would be online via My Account, although for those who submitted a paper application, a significant proportion would prefer to call the CRA. For this group, the opportunity to interact with a CRA representative holds some value.

Clients expressed high levels of awareness of the ability to update their personal information and view their benefit/credit details through the My Account portal (83% and 76%, respectively). Awareness of the MyBenefits CRA mobile app was considerably lower (43%). This accounts for the fact that very few clients (3%) indicated that they would likely use this method to update their personal information. Clearly there is a significant opportunity to raise awareness of the various means for updating and managing clients' CCB profiles, including the MyCRA and MyBenefits Apps.

Many clients hear about the CCB through friends or family (48%) or at the hospital after their child's birth (26%). Very few are hearing about it from the government, including directly from the CRA.

3. Use of Canada.ca

Over half of clients have used Canada.ca to search for information about the CCB online. Not surprisingly, this is more common among those who applied via the My Account portal (74%). Clients give Canada.ca high marks in terms of ease of use:

- Easy to understand the CCB information (80%); and
- Easy to find the CCB information (76%).

4. Awareness of Other Facts about the CCB

Most clients are aware that filing their tax returns every year is required in order to continue to receive the CCB (84%), although there is some opportunity to boost understanding of this requirement in certain provinces: British Columbia, Ontario and Alberta where almost one-in-five were unaware of this.

Far fewer clients are aware that by applying for the CCB, the CRA automatically determines their eligibility for related provincial and territorial child benefits and credits (56%). There is a real opportunity to get this message out more broadly in virtually all regions of the country.

D. Conclusions

Based on the views and experiences of clients a number of opportunities surface for the CRA. They tend to fall within two areas:

Awareness-Raising

- CRA may wish to review how it describes the various options for applying for the CCB. In particular there could be a greater distinction made between the ABA and BOA options to clarify this for clients.
- Driving more clients towards the BOA option (the My Account portal) may lead to greater efficiencies, including:

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- improving the currency of client information/profiles, as those who applied via BOA are both more inclined to update their profiles and to do so through the My Account portal, and
 - application response times.
- Actively promoting the various methods for applying for the CCB, and ensuring sponsorship is clearly linked back to the Government of Canada or the CRA, may have beneficial effects as many clients are generally satisfied with the application process.
- Additionally, there are opportunities to encourage CCB recipients to keep their profiles up-to-date and to:
 - Ensure they know they can view their benefit/credit details through the My Account portal; and
 - Make them aware that they can download the MyBenefits CRA mobile app which will make it easier for them to get a quick view of their benefit/credit details.
- Finally, the message that CRA automatically determines eligibility for related provincial and territorial benefits should be more actively communicated.

Improving Application Response Times

- Although it is not a top priority for clients, improving response times for those who submit a paper application could improve overall satisfaction.

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II. Background and Research Objectives

Background and Research Objectives

The Canada child benefit (CCB) is a tax-free monthly payment made to eligible families to help them with the cost of raising a child under 18 years of age. The CCB may also include the child disability benefit and any related provincial or territorial programs.

Since 2000, Canada Revenue Agency has been conducting satisfaction studies to gauge client awareness and satisfaction with CCB. The initial survey of first-time CCB applicants was conducted in 2000. Additional surveys of GST/HST clients, and regular recipients of the CCB were added in 2005 and 2006 respectively. In addition to measuring satisfaction levels, these surveys were used to populate results against a 'client satisfaction' indicator included in the CRA performance reporting.

The purpose of the proposed study of first-time applicants is to support CRA's continuous service improvement initiatives, providing an opportunity for program recipients to offer feedback in terms of:

- Their overall client satisfaction; and
- Specific aspects of program delivery and service, as defined by the program area.

Results provide a better understanding of benefit and credit applicants, and will provide direction to improve programs, services and communications.

III. Methodology

Methodology

A telephone survey of 800 first time CCB applicants was undertaken utilizing lists with contact information provided by the Canada Revenue Agency.

Sample Design

The Canada Revenue Agency provided The Strategic Counsel with a list of 10,000 CCB first time applicants. The list included information such as their name, phone number, postal code, province, language and application method.

In accordance with the original sample provided, soft quotas were established to ensure the sample included a cross-section by language and province. Quotas were also put in place to ensure a sufficient number of responses from each application method.

The chart below outlines the percentage by language, province, and application method in the original client list and the final completes achieved.

QUOTAS: CLIENT SAMPLE VERSUS ACTUAL COMPLETES

	Client List	Client List	Actual Completes
	n	%	%
	10000	100	n=800
Language			
English	7646	76	79
French	2354	24	21
Province			
AB	1189	12	16
BC	1135	11	7
MB	425	4	4
NB	203	2	2
NL	122	1	2
NS	243	2	4
NT	13	<1	<1
NU	11	<1	<1
ON	3598	36	36
PE	44	<1	1
QC	2635	26	25
SK	372	4	4
YT	10	<1	<1
Application Method			
ABA - Automated Benefits Application (Through birth registration)	7317	73	68
BOA – Online through MyAccount	819	8	9
PAPER- Paper Application	1864	19	24

Fieldwork and Response Rates

In total 800 applicants completed the survey, with a response rate of 14%. The response rate was calculated using the Empirical Method formula and details on the call dispositions can be found in Section A of the Appendix.

The telephone survey was conducted between October 29 and November 20, 2018. The survey was intended to be no more than 10 minutes in length and the average duration was about 8 minutes.

Pretesting

As per Government of Canada Standards for Public Opinion Research, pre-testing was undertaken prior to launching the survey. The survey was pre-tested by telephone among n=20 (10 in English and 10 in French) first time applicants prior to commencing full field in order to obtain feedback with respect to length, ease of completion, and comprehension.

During the pre-test, a few areas for improvement were noted. The Strategic Counsel recommended the following minor revisions to the questionnaire, which were approved by CRA and implemented prior to launch.

- Q1: The method of application is asked both to the respondent in Q1 and is pre-coded in the client database provided by CRA. CRA confirmed that Q1 should still take precedence and any inconsistencies would be reviewed and analyzed during data quality control.
- Q1: One pre-test respondent mentioned registering by “filling out paperwork at the hospital.” This response overlaps two answer categories (Automated Benefits Application and Paper Application Form). In this case, the interview is to reconfirm (“so while registering the birth at the hospital”) and record as an Automated Benefits Application.
- Q21: Question should be updated to include those who do not have a spouse or partner.
- Q27: Add a response category for “Parental/maternity leave”. Given the nature of the respondents, this was a common response in the pre-test.

Partial Data and Discrepancies

Following the pre-test, a series of interim data tables was provided to the client. Upon review of the data tables, The Strategic Counsel discovered a number of discrepancies between the pre-coded application method from the client database and what respondents were reporting in response to Q1 “How did you apply for the CCB?”. At this time there were n=78 instances of discrepancies accounting for 31% of the sample.

Given issues with client recall, and some degree of confusion, a decision was taken to continue to ask respondents how they recall applying for the CCB, but to base any skip patterns in the survey on the actual method of application as provided by CRA. Please refer to the Detailed Findings for a more in-depth analysis of the comparison between Q1 and the pre-coded application method in the final data.

Note to Reader

Unless otherwise noted, results shown in this report are expressed as percentages and may not add up to 100% due to rounding and/or multiple responses to a given question.

IV. Detailed Findings from the Survey

Detailed Findings from the Survey

A. Applying for the CCB

The Canada Child Benefit (CCB) is a tax-free monthly payment made to eligible families to assist them with the costs associated with raising children under 18 years of age. Information from annual income tax and benefit returns is used to calculate the amount of the CCB. Prospective applicants are instructed to follow a three-step process: first, find out if they are eligible, then apply for the CCB and, finally, keep their information up to date. This information is available on the Canada Revenue Agency (CRA) website at <https://www.canada.ca/en/revenue-agency/services/child-family-benefits/canada-child-benefit-overview/canada-child-benefit-apply.html>.

1. Method of Application

There are a number of ways in which applicants may apply for the CCB: by completing the Automated Benefits Application (ABA) when registering the birth of a newborn, via the 'My Account' secure online portal (BOA), or by completing a paper application Form RC66, the Canada Child Benefits Application.

When asked how they applied for the CCB, the largest share of respondents (39%) indicated they had done so by registering their newborn's birth with the province or territory using the Automated Benefits Application, followed by those who completed an application via the My Account secure online portal (30%), and those completing a paper application Form RC66 (25%).

These figures, based on respondents' recollection, do not fully align with the information CRA provided regarding the actual method of application which was included on the client list, along with client contact information, for the purposes of reaching out to clients. According to the information provided, over two-thirds (68% or n=544) of clients surveyed had applied via the ABA, while about one-quarter (24% or n=188) had completed a paper application and just under one-in-ten (8% or n=68) had applied through the My Account portal. As the table below indicates, just over half (53%) of clients who used the ABA correctly recalled how they had applied. However, over one-quarter of this group (28%) indicated they had applied via My Account. Similarly, among those who completed a paper application, just over two-thirds (68%) correctly identified this as the method of application, but one-in-five (20%) cited the My Account portal as the method by which they recalled having applied for the CCB. Although, few in number, those who in fact did apply using My Account were more likely to correctly recall this as their method of application (78%).

The data tables throughout this report include a breakout (banner) by the actual application method provided by CRA.

**RECALLED METHOD OF APPLICATION.
BY ACTUAL APPLICATION METHOD**

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	800	544	188	68
	%	%	%	%
Using "Apply for child benefits" via My Account, the CRA secure portal (BOA)	30	28	20	78
Completing a paper application (Form RC66)	25	12	68	10
When you registered your newborn's birth with your province or territory (ABA)	39	53	9	7
Don't know / don't remember	6	7	4	4

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Q1. How did you apply for the CCB?

The discrepancy between 'actual' and 'recalled' method of application suggests there is some confusion among clients particularly among those applying by registering their newborn's birth with the province/territory using the Automated Benefits Application (ABA) or completing a paper application. A significant proportion of respondents applying by these methods (28% and 20% respectively) believe they submitted their application via the My Account online portal.

In all, 284 CCB clients surveyed incorrectly identified the method by which they applied, which represents 35 percent of the total sample. Another 48 respondents did not recall the method by which they applied, representing 6 percent of the total sample. A closer look at the discrepancy reveals that this issue is more prevalent in Quebec (42% of respondents from this province identified a method of application which varied from the actual). Among Quebec clients surveyed who mistakenly recalled the method by which they applied, slightly more than half (52%) actually applied when they registered their newborn's birth with the province (ABA), but answered in the survey that they had done so using the My Account secure portal (BOA). Although a smaller proportion of Ontario respondents incorrectly recalled how they had applied (36%), confusion among those who thought they had applied via ABA but had actually applied via BOA (66%) also represented the largest share of all discrepancies. The same was true in British Columbia where this issue accounted for over three-quarters (77%) of all discrepancies identified among clients surveyed in that province.

2. Awareness of Online Application

Regardless of how they recall applying for the CCB, those respondents who had completed a paper application according to the information provided by the CRA were asked if they were aware that they could apply using the CRA's My Account Service. Just under two-thirds (64%) are aware of the My Account Service, while the remainder (36%) are not.

AWARENESS OF MY ACCOUNT SERVICE. BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	207	30 ^c	175	2 ^c
	%	%	%	%
Yes	64	63	64	100
No	36	37	36	-

Q2. Did you know you could apply for child benefits online using the CRA's My Account Service? Asked only of those who applied by paper application, according to the information provided by CRA.

^c Caution, small base size

Across demographic groups, women (72%) exhibited higher levels of awareness, compared to men (54%). There were no significant differences across regions.

3. Application Response Time

Respondents were asked how long it took after they had applied for the CCB to receive a response from the CRA. Because response times vary depending on the method of application, two separate questions were included in the survey to evaluate CRA's responsiveness. Based on the actual method of application, not what respondents recalled, those who submitted their application via My Account or at the time of their newborn's birth through their province or territory were streamed to one question. Those who submitted a paper application were streamed to a different question.

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The majority (63%) of respondents who applied either through My Account or at the time of their newborn's birth through their province or territory received a response within 7 weeks (45% within 4 to 5 weeks; 18% within 6 to 7 weeks). For just under one-in-five (17%) the response time was 8 weeks or more (9% within 8 to 9 weeks; 8% over 9 weeks). About the same number (19%) could not remember how long it took to receive a response and just one percent have not yet received a response.

Notably, response times appear to be slightly faster for those who applied through My Account (BOA). A larger proportion of those who applied by this method, versus those who registered their newborn's birth with their province or territory (ABA), received a response within 4 to 5 weeks (59% vs. 43%, respectively). By contrast, for close to one-in-five (19%) of those who applied via ABA the response took 8 weeks or more, compared to just under one-in-ten (8%) of those who of those who applied via BOA who received a response within the same timeframe.

RESPONSE TIME FOR THOSE WHO APPLIED VIA MY ACCOUNT OR REGISTERING AT TIME OF NEWBORN'S BIRTH. BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	570	504		66
	%	%	n/a	%
4-5 weeks	45	43	n/a	59
6-7 weeks	18	18	n/a	18
8-9 weeks	9	10	n/a	2
Over 9 weeks	8	9	n/a	6
Have not yet received a response	1	2	n/a	-
Don't know / don't remember	19	19	n/a	15

Q3. Once you applied for the CCB, how long did it take for you to receive a response about your application? Asked only of those who applied by My Account or registered at the time of newborn's birth, according to the information provided by CRA

Response times did vary somewhat across the regions. Most notably, a higher proportion of clients in Quebec (55%) indicated they had received a response within 4 to 5 weeks, compared to the average (45%).

Those who had applied by completing a paper application were asked the same question, although the response categories varied to reflect the differing response times depending on the method of application. Among this group just under half (44%) received a response within 7 weeks (30% within 4 to 5 weeks; 14% within 6 to 7 weeks). The remainder received a response within 8 weeks or more (22% within 8 to 9 weeks; 4% within 10 to 11 weeks; 18% in over 11 weeks). A small proportion (10%) could not recall how long it took to receive a response and just one percent have not yet received a response.

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RESPONSE TIME FOR THOSE WHO APPLIED VIA A PAPER APPLICATION. BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	175		175	
	%	n/a	%	n/a
4-5 weeks	30	n/a	30	n/a
6-7 weeks	14	n/a	14	n/a
8-9 weeks	22	n/a	22	n/a
10-11 weeks	4	n/a	4	n/a
Over 11 weeks	18	n/a	18	n/a
Have not yet received a response	1	n/a	1	n/a
Don't know / don't remember	10	n/a	10	n/a

Q4. Once you applied for the CCB, how long did it take for you to receive a response about your application? Asked only of those who completed a paper application, according to the information provided by CRA.

There were no significant variations across key demographic groups or by region.

4. Satisfaction with Application Response Time

The vast majority of clients were satisfied with the application response time. Over four-in-five (84%) were satisfied, with just over half (53%) saying they were very satisfied. About a third (32%) were somewhat satisfied. Of the remainder, one-in-ten (9%) were neutral, that is neither satisfied nor dissatisfied, and just six percent were dissatisfied.

Satisfaction levels vary by mode of application – satisfaction is higher among those who submitted a paper application (91%, with 60% being ‘very satisfied’) relative to those who applied through the My Account portal (85%, with 57% being ‘very satisfied’) or who completed their application by registering their newborn’s birth (82%, with 49% being ‘very satisfied’). But, regardless of the method of application, about half or more, gave the highest rating possible in terms of the response time – very satisfied.

SATISFACTION WITH TIME TO PROCESS APPLICATION. BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	790	536	186	68
	%	%	%	%
NET - SATISFIED	84	82	91	85
Very satisfied	53	49	60	57
Somewhat satisfied	32	33	31	28
Neither satisfied nor dissatisfied	9	11	2	10
Somewhat dissatisfied	4	4	6	1
Very dissatisfied	2	2	-	1
NET - DISSATISFIED	6	6	6	3
[DO NOT READ] Don't know	1	1	2	1
No Answer	10	8	2	-

Q5. How satisfied are you with the time it took to process your application and receive a response to your CCB application?

Across key demographic groups and regions, there is some variability in satisfaction:

- Clients who were born outside of Canada (88%) tend to be somewhat more satisfied compared to those who were born in Canada (82%);
- Clients residing in Quebec (89%) exhibit higher levels of satisfaction overall with the time to process their application, relative to those residing in other regions or provinces, particularly the Prairies (79%) and British Columbia (78%). This result is perhaps not too surprising given that a higher proportion of Quebec clients, compared to clients living in other parts of the country, said they received a response to their application within 4-5 weeks.

Satisfaction also varies dramatically by response time, particularly among the group who applied online through My Account or at the time of registering the birth of a newborn. Those who received a response within 4-5 weeks expressed higher levels of satisfaction (95%), compared to those who received a response at a later date: within 6-7 weeks (80%), within 8-9 weeks (67%) or more than 9 weeks later (52%). These findings clearly show the degree to which satisfaction drops off after 7 weeks have elapsed between the time of application and receiving a response.

Among those who completed a paper application, satisfaction by time to respond does not vary to the same extent. A higher percentage of those who received a response rate within 4-5 weeks (97%) were satisfied with the time to respond, compared to those who received a response with 6-7 weeks (94%), 8-9 weeks (87%), 10-11 weeks (88%) or over 11 weeks from the time of application (80%). As these results indicate, net satisfaction levels are still reasonably high among those for whom it took almost 3 months to receive a response.

5. Satisfaction with Application Process

When asked to rate their satisfaction with all aspects of the application process, overwhelmingly clients indicate they are satisfied (88%). In fact, fully half (51%) say they are 'very satisfied,' while well over one-third (38%) are 'somewhat satisfied.' Small percentages report being 'neither satisfied nor dissatisfied' (5%), 'somewhat dissatisfied' (3%) or 'very dissatisfied' (2%). In total then, just five percent (5%) were dissatisfied with the process and two percent (2%) were uncertain or could not answer this question.

There is little variability by application method and, regardless of the method of application, about nine-in-ten in each case say they were satisfied with the application process.

SATISFACTION WITH ALL ASPECTS OF THE APPLICATION PROCESS. BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	800	544	188	68
	%	%	%	%
NET - SATISFIED	88	87	91	87
Very satisfied	51	49	54	53
Somewhat satisfied	38	38	37	34
Neither satisfied nor dissatisfied	5	6	3	4
Somewhat dissatisfied	3	3	3	6
Very dissatisfied	2	2	1	1
NET - DISSATISFIED	5	5	4	7
Don't know	2	1	3	1

Canada Child Benefit Program: Satisfaction Survey

Q6. Thinking about all aspects of the application process, how satisfied are you with the process overall?

As the chart below shows, levels of satisfaction with all aspects of the application process do not vary greatly by age. Across virtually all age groups, about nine-in-ten respondents expressed satisfaction.

SATISFACTION WITH ALL ASPECTS OF THE APPLICATION PROCESS, BY AGE

	TOTAL	Age 18 to 34	Age 35 to 49	Age 50 to 54	Age 55 to 64	Age 65+
	800	506	266	9c	7c	5c
	%	%	%	%	%	%
NET - SATISFIED	88	88	89	89	71	100
Very satisfied	51	50	50	56	57	100
Somewhat satisfied	38	38	39	33	14	-
Neither satisfied nor dissatisfied	5	6	4	-	14	-
Somewhat dissatisfied	3	3	3	11	14	-
Very dissatisfied	2	2	2	-	-	-
NET - DISSATISFIED	5	5	5	11	14	-
Don't know	2	1	2	-	-	-

Q6. Thinking about all aspects of the application process, how satisfied are you with the process overall?

c Caution small base size

Satisfaction does vary across the regions although it is reasonably high among clients in all parts of the country:

- A higher percentage of clients residing in Quebec (94%) and the Atlantic region (92%) were satisfied with all aspects of the application process.
- Satisfaction ratings are lowest in British Columbia (79%).

SATISFACTION WITH ALL ASPECTS OF THE APPLICATION PROCESS, BY REGION

	TOTAL	NL	PE	NS	NB	QC	ON	MB	SK	AB	BC	NORTH
	800	12c	5c	29c	18c	199	285	31c	33c	131	53	4c
	%	%	%	%	%	%	%	%	%	%	%	%
NET - SATISFIED	88	100	100	83	100	94	89	84	88	81	77	100
Very satisfied	51	50	80	52	50	49	53	45	45	48	51	100
Somewhat satisfied	38	50	20	31	50	45	36	39	42	33	26	-
Neither satisfied nor dissatisfied	5	-	-	3	-	4	5	13	-	8	9	-
Somewhat dissatisfied	3	-	-	3	-	2	4	3	3	5	6	-
Very dissatisfied	2	-	-	7	-	-	1	-	6	2	4	-
NET - DISSATISFIED	5	-	-	10	-	2	5	3	9	8	9	-
Don't know	2	-	-	3	-	-	2	-	3	3	4	-

Q6. Thinking about all aspects of the application process, how satisfied are you with the process overall?

c Caution, small base size

Canada Child Benefit Program: Satisfaction Survey

Satisfaction does not vary greatly by language. Francophone clients (92%) were about equally satisfied as Anglophone clients (87%).

SATISFACTION WITH ALL ASPECTS OF THE APPLICATION PROCESS, BY LANGUAGE

	TOTAL	English	French
	800	631	169
	%	%	%
NET - SATISFIED	88	87	92
Very satisfied	51	51	47
Somewhat satisfied	38	36	44
Neither satisfied nor dissatisfied	5	5	6
Somewhat dissatisfied	3	4	2
Very dissatisfied	2	2	-
NET - DISSATISFIED	5	6	2
Don't know	2	2	-

Q6. Thinking about all aspects of the application process, how satisfied are you with the process overall?

B. Factors that are Important to CCB Applicants and Recipients

Respondents were asked to consider a range of service attributes related to applying for and receiving the CCB, and identify those attributes that are most important to them.

Just under two-in-five (37%) respondents indicated that the delivery of payment on time is what is most important to them, followed by the accuracy of the payment (23%), a pplication processing time (15%), the accuracy of account information (11%) and the method of contacting someone about their CCB account (7%). One percent (1%) each mentioned knowledgeable staff to provide help and 'all of the above.' Results vary minimally by method of application.

MOST IMPORTANT TO SERVICE ATTRIBUTE. BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	800	544	188	68
	%	%	%	%
Delivery of payment on time	37	38	36	35
Accuracy of payment	23	23	21	22
Application processing time	15	14	18	15
Accuracy of account information	11	11	12	15
Method of contacting someone about your CCB account	7	7	7	7
Knowledge of the people providing the help/Extra help/Extra info	1	1	1	1
All of the above/Everything is important	1	<1	1	-
Ease of application/Convenience	<1	<1	-	-
Other	1	1	1	-
[DO NOT READ] Don't know	5	6	5	4

Canada Child Benefit Program: Satisfaction Survey

Q19. What is the most important thing to you as a CCB recipient or as someone who has applied for the CCB?

Across demographic groups, women are more likely to place greater importance on the on-time delivery of payment (39%), while application processing time (22%) is of greater importance to men.

Regionally:

- Respondents in Quebec (24%) and Atlantic Canada (22%) put a higher priority on application processing time.
- Those in Ontario (39%) were just slightly more likely to cite delivery of payment on time as the most important attribute.

As a follow-up, all respondents were asked to identify what the second most important attribute was. Notably, a large percentage of clients and applicants (43%) did not identify an additional attribute beyond that which they had mentioned was of utmost importance. Those who did, most frequently cited delivery of payment time (23%), accuracy of payment (21%) and application processing time (20%) in about equal numbers. Slightly fewer mentioned the accuracy of account information (17%) or the method of contacting someone about their CCB account (15%). All other mentions were minimal (1% or less) and a small proportion (3%) responded 'don't know' to this question.

Again, there was little variability in responses to this question by method of application.

SECOND MOST IMPORTANT SERVICE ATTRIBUTE, BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	757	513	179	65
	%	%	%	%
Delivery of payment on time	23	23	23	26
Accuracy of payment	21	22	20	22
Application processing time	20	20	20	18
Accuracy of account information	17	16	20	14
Method of contacting someone about your CCB account	15	16	10	14
Ease of application/Convenience	<1	<1	1	-
All of the above/Everything is important	<1	-	1	-
Knowledge of the people providing the help/Extra help/Extra info	<1	<1	1	-
Other	1	1	1	-
[DO NOT READ] Don't know	3	2	4	6
No Answer	43	31	9	3

Q20. What is the second most important thing to you as a CCB recipient or as someone who has applied for the CCB?

Across the regions:

- Atlantic Canadians (36%) were more likely to cite accuracy of payment.
- By comparison to respondents in Atlantic Canada (8%), those in Quebec (23%), Ontario (22%), British Columbia (22%) and the Prairies (17%) were all more likely to cite application processing time as the second most important attribute.

C. Client Experience Updating and Managing CCB Information

Clients were asked a series of question to better understand their experience receiving the CCB, including their satisfaction with the various methods of updating their CCB information.

1. Proportion of Clients Surveyed Currently in Receipt of CCB Payments

The applicant list provided by CRA included those who had applied for the Canada child benefit, but may or may not have been eligible for the benefits or approved to receive CCB payments.

Among those surveyed the vast majority (94%) say they are currently in receipt of CCB payments. A very small proportion (4%) are not as yet receiving payments. Results are consistent across the three methods of application.

CURRENTLY RECEIVING CCB PAYMENTS, BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	800	544	188	68
	%	%	%	%
Yes	94	94	96	94
No	4	4	3	4
Don't know	2	2	1	1

Q7. Are you currently receiving CCB payments?

While there are few differences across the regions, although among those surveyed a higher percentage of clients in Quebec (99%) and the Atlantic Region (97%) indicated they were in receipt of benefits compared to those residing on the Prairies (90%).

2. Clients Who Have Updated Their CCB Information

Approximately one-quarter (24%) of those who are currently receiving CCB payments report having had to update their personal information with the CRA, such as their address, marital status or a change in child custody arrangements. Those who applied online through My Account (38%) or submitted a paper application (36%) were twice as likely to have updated their information compared to those who applied at the time of registering their newborn (18%).

INCIDENCE OF UPDATING CCB INFORMATION WITH THE CRA, BY ACTUAL APPLICATION METHOD (Among those who are currently receiving CCB payments)

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	755	511	180	64
	%	%	%	%
Yes	24	18	36	38
No	76	82	63	63
Don't know	<1	<1	1	-

Q8. Have you ever had to update your CCB information with the CRA, such as a change of address, a change in marital status or a change in custody for your child?

Canada Child Benefit Program: Satisfaction Survey

Base: Those currently receiving CCB payments

Those more likely to have updated their information include:

- Men (31%), versus women (21%)
- Parents aged 35-49 (29%), versus those in a younger age bracket, 18-34 (21%)

There was also a notable difference between those earning less than \$100,000 annual household income and those earning \$100,000 or more in terms of the proportion who have updated their information (27% versus 15%, respectively).

Regionally, Atlantic Canadians were more likely to have updated their information (32%) than those from all other regions of the country (ranging from 21%-25%).

3. Method of Updating CCB Information

Most of those who updated their information with the CRA report doing so by calling the 1-800 benefits enquiries line (38%) or by making the change via My Account (38%). Other methods were less commonly used, including using the MyCRA App (11%), writing a letter to their tax centre (10%) or the MyBenefits CRA App (4%). A range of other methods, combined, account for 15 percent of the total and a small percentage (3%) do not recall how they updated their information.

The mode typically used to update CCB information does, to a large extent, reflect the way in which clients applied for CCB. About equal numbers of those who applied at the time of registering their newborn's birth (ABA) or who submitted a paper application indicated they update their CCB information by calling the 1-800 Benefits enquiries line (44% and 43%, respectively). About one third or more of these two groups said they typically update their information through MyAccount (37% and 31%, respectively). However, while two-in-five (20%) of those who originally submitted a paper application update their information by writing to their tax centre, this compares with just six percent (6%) of those who applied via ABA. By contrast, those who applied through My Account (63%) are significantly more likely to use this method as a means of updating their CCB information. Some, albeit far fewer in number, use the MyCRA App (17%).

**METHOD OF UPDATING CCB INFORMATION,
BY ACTUAL APPLICATION METHOD**
(Among those who have updated their CCB information with the CRA)

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	179	90	65	24c
	%	%	%	%
By calling the 1-800 Benefits enquiries line	38	44	43	-
By using the MyBenefits CRA App	4	6	2	4
By using the MyCRA App	11	11	8	17
Through MyAccount	38	37	31	63
By writing a letter to your tax centre	10	6	20	-
Other	15	16	15	8
[DO NOT READ] Don't know / don't remember	3	2	2	8

Q9. What method or methods did you use to update your CCB information?

Base: Among those who have updated their CCB information with the CRA

c Caution, small base size

The relatively small sample size of those who have updated their CCB information by various methods precludes further analysis of any demographic or regional variations.

4. Satisfaction with Method of Updating CCB Information

Regardless of how they updated their information, most clients are satisfied with the method they used. Satisfaction levels (i.e., those saying they are 'very' or 'somewhat satisfied' with the method they used) range from over three-quarters (78% satisfied with writing a letter) to over nine-in-ten (95% satisfied with using the MyCRA App). Just over four-in-five were satisfied with updating through My Account (84%) and calling the 1-800 Benefits enquiry line (85%).

The table below shows the breakout of satisfaction levels with each method of updating by the original method of application. However the sample sizes for this level of analysis are quite small and, as such, this data should be considered directional only.

NET SATISFACTION WITH PERSONAL INFORMATION UPDATE METHOD, BY ACTUAL APPLICATION METHOD
(Among those who have updated their CCB information with the CRA)

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	%	%	%	%
	179	90	65	24c
Using the MyBenefits CRA App as a way to update your CCB information	100	100	100	100
Using the MyCRA App as a way to update your CCB information	95	100	100	75
Calling the 1-800 Benefits enquiry line as a way to update your CCB information	85	88	82	-
Updating your CCB information through MyAccount	84	85	85	80
Writing a letter to your tax centre as a way to update your CCB information	78	80	77	-

Q10. TOP 2 BOX SUMMARY - How satisfied are you with...

Base: Among those who have updated their CCB information with the CRA

c Caution, small base size

5. Preferred Methods of Updating CCB Information

Those clients who indicated they have used more than one method of updating their CCB information were asked to identify their preferred method. The sample size for this group is quite small. As such, results should be considered directional only, but so suggest that these clients tend to prefer calling the 1-800 Benefits enquiry line and the My Account option (38% and 33%, respectively).

Canada Child Benefit Program: Satisfaction Survey

PREFERRED METHOD OF UPDATING CCB INFORMATION, BY ACTUAL APPLICATION METHOD

(Among those who have used more than one method)

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	24c	14c	10c	-
	%	%	%	%
By calling the 1-800 Benefits enquiries line	38	43	30	-
Through MyAccount	33	29	40	-
By using the MyCRA App	8	7	10	-
By writing a letter to your tax centre	8	-	20	-
By using the MyBenefits CRA App	4	7	-	-
Other	4	7	-	-
Don't know / don't remember	4	7	-	-

Q11. You've had experience using different methods to update your CCB information. What is your preferred method?

c Caution, small base size

Those who have not yet had to update their information with the CRA were asked to identify their preferred means of doing so, should the need arise. Just over two-thirds (68%) reported that they would likely go online using the My Account option. About one-quarter (23%) said they would be likely to call the CRA. Other options were far less popular, including using the MyCRA App (3%), writing a letter (2%) or using the My Benefits App (1%). A small percentage (1%) suggested other options than those listed and another three percent (3%) were uncertain how they would go about updating their CCB information.

There is some variability in the preferred method for updating CCB information, depending on how clients had applied in the first place. Although the sample size of those applying via My Account is relatively small, about four-in-five (83%) said this was how they would be likely to update their CCB information, a higher percentage as compared to those who applied via ABA (72%) or submitted a paper application (46%).

ANTICIPATED METHOD OF UPDATING CCB INFORMATION, BY ACTUAL APPLICATION METHOD

(Among those who have not updated their information with the CRA)

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	626	456	124	46c
	%	%	%	%
By going online (My Account)	68	72	46	83
By calling the CRA	23	20	35	15
By using the MyCRA App	3	3	5	-
By writing a letter	2	1	6	2
By using the MyBenefits App	1	1	1	-
Other	1	1	3	-
Don't know / not sure	3	2	5	-

Q12. If you had to update your CCB information with the CRA, how would you do it?

Base: Among those who have not updated their information with the CRA

c Caution, small base size

The relatively small sample size of those who have updated their CCB information by various methods precludes further analysis of any demographic or regional variations.

6. Awareness of Features Related to Managing Online CCB Profile

All respondents were asked whether they were aware of three specific features for managing or updating their CCB profile online. Awareness of the ability to update their personal information (83%) and to view their benefit and credit details (76%) through the My Account portal was quite high. By contrast, awareness of the ability to use the MyBenefits CRA web-based mobile app to obtain a quick view of their benefit and credit payment details and eligibility information was much lower (43%).

Not surprisingly, those who applied through the My Account portal exhibit higher levels of awareness of the features available through the portal (97% aware of ability to update personal information, versus 83% overall; 84% aware of ability to view benefit and credit details, versus 77% overall). It is also notable that a significant percentage of those who submitted a paper application are aware of these features available through the My Account portal (78% aware of ability to update personal information; 74% aware of ability to view benefit and credit details). This suggests that barriers other than lack of awareness may be limiting take-up of the My Account option both for applying for the CCB as well as updating information.

Regardless of the mode of application, across the board, fewer than half of clients indicated they were aware of the ability to view benefit and credit payment details, and eligibility information, via the MyBenefits CRA web-based mobile app.

**% SAYING THEY ARE AWARE OF FEATURES,
BY ACTUAL APPLICATION METHOD**

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	800	544	188	68
	%	%	%	%
That you can update your personal information such as your address, marital status, change your caregiver status and direct deposit information for benefit and credit purposes through the My Account portal	83	83	78	97
That you can view your benefit and credit details through the My Account portal, including children under your care, payment dates, and amounts	76	76	74	84
That you can use the MyBenefits CRA web-based mobile app to get a quick view of your benefit and credit payment details, and your eligibility information	43	41	48	46

Q22. I'm going to read you a list of features related to managing your CCB online and updating your profile. Please tell me whether or not you are aware of each. The first is ...

There is some variability in awareness, across the country and by key demographic groups, of the various online features:

- Those with lower levels of educational attainment exhibited higher awareness of the MyBenefits CRA App (51% among those with high school education; 47% among college/trade school graduates; 38% among university graduates).
- Awareness of the MyBenefits CRA App was also slightly higher among clients living on the Prairies (50%).
- Awareness of the ability to update personal information and view benefit/credit details via the My Account portal was much higher in Quebec (87% and 85%, respectively), compared to Ontario (78% and 68%, respectively).

D. Finding Out About the Canada Child Benefit

The survey included a number of questions aimed at better understanding how clients first came to hear about the CCB and their experience using Canada.ca to search for information about the CCB, as relevant.

1. CCB Referral Sources

To better assess how applicants first become aware of the Canada child benefit, respondents were provided a list of choices and were asked to select how they initially heard about the program.

The plurality of applicants heard about the Canada child benefit through referrals from friends or family members (48%). The hospital, after the birth of a child, is also mentioned as a key source by another one in four (25%) applicants. A very small percentage of applicants recall hearing about this program either online (6%), in a communications from a Government of Canada department, other than the CRA (4%), or in printed materials, such as a poster or fact sheet (2%). Just one percent (1%) heard about the CCB from a CRA Outreach Officer or from a communication or letter from the CRA.

Notably, referral sources do vary by application method. Those who applied via the Automated Benefits Application (33%) and those who applied online through My Account (24%) were more likely to cite hearing about the CCB through the hospital after giving birth. Applicants who completed a Paper Application form were more likely to say that they heard about the CCB through a government source, such as communications from a government department (11%), communications from CRA (3%) or from a CRA Outreach Officer (3%).

Canada Child Benefit Program: Satisfaction Survey

REFERRAL SOURCE FOR THE CCB, BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	800	544	188	68
	%	%	%	%
Through a family member or friend	48	46	51	50
In the hospital after your child's birth	26	33	8	24
Online	6	6	7	9
A communication or letter you received from another government department	4	2	11	1
In print (e.g., fact sheet, poster, etc.)	2	1	4	-
Through my work/Job	1	2	-	-
From a CRA Outreach Officer	1	1	3	1
From a communication or letter from CRA	1	1	3	-
Common knowledge/Already knew about it	1	1	1	-
Media/News	1	1	-	-
Social worker	1	<1	2	-
School/Class/Course	1	<1	2	-
On the radio	1	<1	-	3
Accountant	<1	<1	1	1
Lawyer	<1	-	1	1
Other	2	1	4	1
Don't know / don't remember	4	4	3	7

Q16. How did you first hear about the CCB?

As might be expected, referral sources vary across sub-groups of CCB applicants, with key demographic differences as follows:

- Millennials (34%), aged 18-34, and women (28%) are more likely to cite their primary referral source as being in the hospital after giving birth.
- Those aged 35-49 are more likely to cite communications from a department (7%), other than CRA, as their primary referral source compared to the other age cohorts.

Referral sources also vary considerably by province:

- Quebec residents (52%) are the most likely to report hearing about the CCB through a family member or friend.
- Those living in the Atlantic (34%) and Prairie (30%) provinces are most likely to recall hearing about the CCB in hospital.

Canada Child Benefit Program: Satisfaction Survey

The very small percentage of respondents who cited their primary referral source as a CRA Outreach Officer were then asked if they felt that the Officer had provided them with the information they needed. Most (90% or n=9 of 10 respondents answering this question) responded in the affirmative.

ABILITY TO GET INFORMATION FROM A CRA OUTREACH OFFICER, BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	10c	3c	6c	1c
	%	%	%	%
Yes	90	100	83	100
No	10	-	17	-

Q17. Did the CRA outreach officer provide you with the information you needed? Asked only of those who responded 'CRA Outreach Officer' at Q16.

c Caution, small base size

Given the small sample size, there are no significant differences to report by demographics or provinces.

2. Use of Canada.ca

A slim majority (55%) of clients and applicants have searched for information about the CCB at Canada.ca. Just over two-in-five (43%) had not and another two percent (2%) don't remember whether they have searched for information about the CCB online at Canada.ca.

Not surprisingly, those who had applied online through My Account (74%), were more likely to have also searched for CCB information online at Canada.ca, compared to those who submitted a paper application (61%) or who applied automatically with their newborn's birth registration (51%).

SEARCHED FOR CCB INFORMATION ON CANADA.CA, BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	800	544	188	68
	%	%	%	%
Yes	55	51	61	74
No	43	46	39	25
Don't remember	2	3	1	1

Q13. Have you ever searched for information about the CCB online at Canada.ca?

Those more likely to have searched online at Canada.ca include:

- Those residing in Nova Scotia (79%), and British Columbia (62%)
- University educated respondents (60%)
- Those with lower household incomes, under \$60,000 annually (59%)

Canada Child Benefit Program: Satisfaction Survey

Those least likely to have searched online are:

- Older adults, over 65 years of age (100%) – *Caution small base size (n=5)*
- New Brunswick residents (67%)
- Francophones (50%)

3. Evaluation of Canada.ca

Those respondents who reported having searched for CCB information at Canada.ca were then asked two follow up questions on how easy or difficult it was to find and understand the information provided on the website.

The majority of applicants found it easy (76%) to search for information on the CCB, with over one-third (34%) stating that it was 'very easy' and a slightly higher percentage (42%) stating it was at least 'somewhat easy.' Just over one-in-ten (12%) found it difficult (9% 'somewhat difficult'; 3% 'very difficult'). Very few (2%) responded 'don't know' to this question. Responses were relatively consistent regardless of how the applicant subsequently applied for the CCB.

**EASE OF FINDING CCB INFORMATION AT CANADA.CA,
BY ACTUAL APPLICATION METHOD**

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	442	278	114	50
	%	%	%	%
NET - EASY	76	73	82	76
Very easy	34	30	42	38
Somewhat easy	42	43	39	38
Neither easy nor difficult	10	9	11	12
Somewhat difficult	9	11	4	10
Very difficult	3	4	3	-
NET - DIFFICULT	12	15	7	10
Don't know	2	3	-	2

Q14. How easy or difficult was it to find information about the CCB online at Canada.ca? Was it...

Asked only of those who said they had searched for information about the CCB online at Canada.ca. 'Yes' at Q13.

Responses to this question vary more by demographic characteristics than by region.

- Those born outside of Canada (86%), younger respondents (79%) aged 18-34, and Anglophones (78%) were more likely to find it easy to find information online.
- Those with higher annual household incomes (over \$100,000) (18%) and those born in Canada (15%) were more likely to find searching for information more difficult.

Those in the Atlantic (87%) and Prairie (84%) provinces were more likely to say they found it easy to search for information online, relative to those residing in other regions.

Canada Child Benefit Program: Satisfaction Survey

Among those who had searched online at Canada.ca, eight-in-ten (80%) found it easy to understand the information that was provided on the CCB (38% said it was 'very easy'; 41% said it was 'somewhat easy').

Results did not vary significantly by method of application.

EASE OF UNDERSTANDING CCB INFORMATION AT CANADA.CA, BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	442	278	114	50
	%	%	%	%
NET - EASY	80	78	82	82
Very easy	38	36	39	50
Somewhat easy	41	42	42	32
Neither easy nor difficult	7	7	7	8
Somewhat difficult	9	10	9	4
Very difficult	2	2	3	4
NET - DIFFICULT	12	12	11	8
Don't know	2	2	-	2

Q15. How easy or difficult was it to understand the CCB information online at Canada.ca? Was it...

Asked only of those who said they had searched for information about the CCB online at Canada.ca. 'Yes' at Q13

Demographic analysis shows the difficulty of understanding the information increases with age, with Millennials (aged 18-34) reporting the highest level of ease (84%).

Regionally, those in Atlantic Canada, specifically Nova Scotia (96%) state high levels in terms of their ease of understanding.

Of note, those who reported that they were 'satisfied with the process overall' were more likely to say that they found the Canada.ca website easy to navigate (78%) and understand (83%).

E. Awareness of Other Facts about the CCB

Over four-in-five (84%) were aware that they must file their annual tax returns in order to continue receiving CCB payments. Just over one-in-ten (16%) were not aware of this requirement.

Applicants who had applied through a paper application (90%) report higher levels of awareness when compared to other application methods.

% AWARE THAT FILING TAX RETURNS IS REQUIRED TO CONTINUE RECEIVING CCB PAYMENTS, BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	800	544	188	68
	%	%	%	%
Yes	84	83	90	82
No	16	17	10	18

Q21. Did you know that you, your spouse or common-law partner, if applicable, must file tax returns every year to continue receiving CCB payments?

Regional results indicate that clients, applicants, and potential applicants living in British Columbia (21%), Ontario (18%) and Alberta (17%) could be more educated on the annual tax filing requirement.

Far fewer respondents (56%) were aware that applying for the CCB also determines their eligibility to receive provincial and territorial child benefits and credits.

% AWARE THAT APPLYING FOR CCB DETERMINES ELIGIBILITY FOR PROVINCIAL/TERRITORIAL BENEFITS, BY ACTUAL APPLICATION METHOD

	TOTAL	Automated Benefits Application (Birth registration)	Paper Application	Online Application through My Account
	800	544	188	68
	%	%	%	%
Yes	56	54	61	53
No	44	46	39	47

Q18. Did you know that by applying for the CCB, the CRA automatically determines your eligibility for related provincial and territorial child benefits and credits?

Awareness varies only minimally across the regions: (Atlantic Canada (60%), the Prairies (59%), British Columbia (56%), Quebec (55%) and Ontario (52%).

V. Appendix: Research Instruments

Appendix: Research Instruments

A. Response Rate Calculation

The response rate for the telephone survey was 14 percent. Details are shown below.

Call Dispositions

	N
Total numbers attempted	8336
UNRESOLVED NUMBERS (U) Busy /No answer/ Voicemail	5992
RESOLVED NUMBERS (Total minus U)	2344
<i>OUT OF SCOPE (invalid/non-eligible)</i> Not-in-service (NIS)/Non-resi/business/ Fax/modem/ Cell/pager/ Duplicates	846
IN SCOPE NON-RESPONDING (IS) Refusals/ break-offs/language barrier/callback missed/respondent not available/illness/incapable	509
IN SCOPE RESPONDING (R)	989
Disqualified/Quote filled	189
Completed	800
RESPONSE RATE [R / (U + IS + R)]	13.95%

This was calculated according to using the standard Empirical Method of response rate calculation, as follows:

- The number of in scope responding participants (completed, disqualified, and over-quota respondents) = **989**

DIVIDED BY

- The sum of the unresolved numbers (5992) the in scope non-responding participants (509) + the in scope responding participants (989) = **7090**

B. English Questionnaire

BENEFIT PROGRAMS TELEPHONE SURVEY – FINAL

INTRODUCTION:

Hello/Bonjour, my name is INSERT NAME from The Strategic Counsel, a professional public opinion research company. Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais? **[IF FRENCH, CONTINUE IN FRENCH OR ARRANGE A CALL BACK WITH FRENCH INTERVIEWER:** Nous vous rappellerons pour mener cette entrevue de recherche en français. Merci. Au revoir].

[Record Language]

We are conducting a survey on behalf of the Government of Canada about your opinions of the Canada child benefit application process. It should take no longer than 10 minutes to complete. Your participation is voluntary and completely confidential. Your answers will remain anonymous. May I continue? **IF UNABLE TO READ ENTIRE INTRODUCTION INTERVIEWER MUST PROVIDE LENGTH OF INTERVIEW TO EVERY RESPONDENT.**

IF YES, QUALIFY AND CONTINUE. I would like to speak with the person who applied for the Canada child benefit. Would that be you or someone else in your household?

IF NO, BUT SOMEONE ELSE AT THIS NUMBER, ASK: May I speak with that person, please?

IF REFERRED TO ANOTHER PERSON, START FROM THE TOP. IF PERSON IS NOT AVAILABLE, TERMINATE.

IF DON'T KNOW, TERMINATE.

Before I begin, please note this call may be monitored or recorded for quality control purposes. Also, throughout this survey I will be referring to the Canada Child Benefit as the CCB and to the Canada Revenue Agency as the CRA.

NOTES TO INTERVIEWERS:

SOME RESPONDENTS MAY HAVE CONCERNS DUE TO RECENT CRA SCAMS. PLEASE ASSURE THEM THE PURPOSE OF THIS SURVEY IS TO GET THEIR FEEDBACK ON THE CANADA CHILD BENEFIT. WE WILL NOT BE ASKING FOR ANY PERSONAL INFORMATION OR INFORMATION ABOUT THEIR PERSONAL TAXES.

IF ASKED DEPARTMENT SPONSORING THE STUDY: This research is sponsored by the Canada Revenue Agency. Note that your participation will remain completely confidential and it will not affect your dealings with the Government of Canada, including the Canada Revenue Agency, in any way.

IF ASKED ABOUT TSC: The Strategic Counsel is a professional research company hired by the Government of Canada to conduct this survey.

IF ASKED FOR CONTACT TO VERIFY SURVEY: You may contact Stephanie Jacques-Marhue, Senior Public Affairs Advisor, CRA at 613-957-8523 to verify the legitimacy of this survey.

APPLYING FOR THE CCB

The first few questions are about applying for the CCB.

1. How did you apply for the CCB? Was it ... (READ LIST. ACCEPT ONE RESPONSE ONLY.)

Using "Apply for child benefits" via MyAccount, the CRA secure portal
Completing a paper application (Form RC66)
When you registered your newborn's birth with your province or territory
[DO NOT READ] Don't know / don't remember **[Go to Q5]**

INTERVIEWER NOTE: If the respondent mentions "hospital" please confirm "so while registering the birth at the hospital" and code as #3 "When you registered your newborn's birth with your province or territory"

PROGRAMMING NOTE: FOR QAPP

BOA = Online through My Account

PAPER = Paper application

ABA = Automated Benefits Application (Through birth registration)

2. **[Only ask if QAPP = PAPER]** Did you know you could apply for child benefits online using the CRA's My Account Service?

Yes
No

3. **[Only asked if QAPP = BOA or ABA]** Once you applied for the CCB, how long did it take for you to receive a response about your application? Was it ... (READ LIST. ACCEPT ONE RESPONSE ONLY.)

4 - 5 weeks

6 – 7 weeks

8 – 9 weeks

Over 9 weeks

Have not yet received a response [\[Go to Q6\]](#)

[\[DO NOT READ\]](#) Don't know / don't remember

4. [\[Only ask if QAPP = PAPER\]](#) Once you applied for the CCB, how long did it take for you to receive a response about your application? Was it ... (READ LIST. ACCEPT ONE RESPONSE ONLY.)

4 – 5 weeks

6 – 7 weeks

8 – 9 weeks

10 – 11 weeks

Over 11 weeks

Have not yet received a response [\[Go to Q6\]](#)

[\[DO NOT READ\]](#) Don't know / don't remember

5. How satisfied are you with the time it took to process your application and receive a response to your CCB application? Are you ... (READ LIST. ONE RESPONSE ONLY.)

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied

[\[DO NOT READ\]](#) Don't know

6. Thinking about all aspects of the application process, how satisfied are you with the process overall? Are you ... (READ LIST. ONE RESPONSE ONLY.)

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied

[\[DO NOT READ\]](#) Don't know

RECEIVING THE CCB

The next few questions pertain to CCB payments and information about the CCB.

7. Are you currently receiving CCB payments?

Yes

[\[Continue\]](#)

No [\[Go to Q12\]](#)
[\[DO NOT READ\]](#) Don't know [\[Go to Q12\]](#)

8. Have you ever had to update your CCB information with the CRA, such as a change of address, a change in marital status or a change in custody for your child?

Yes [\[Continue\]](#)
 No [\[Go to Q12\]](#)
[\[DO NOT READ\]](#) Don't know [\[Go to Q12\]](#)

9. [\[Only ask if Q8 = Yes\]](#) What method or methods did you use to update your CCB information? Was it ... (READ LIST. ACCEPT AS MANY RESPONSES AS APPLY.)

By calling the 1-800 Benefits enquiries line
 By using the MyBenefits CRA App
 By using the MyCRA App
 Through MyAccount
 By writing a letter to your tax centre
 Other

[\[DO NOT READ\]](#) Don't know/ don't remember [\[Go to Q12\]](#)

10. How satisfied are you with the [pipe in method(s) from Q.9] as a way to update your CCB information? Are you ... (READ LIST. ONE RESPONSE ONLY IN EACH COLUMN. IF MORE THAN ONE METHOD AT Q.9, REPEAT QUESTION FOR EACH METHOD.)

	Calling 1-800 Benefits enquiry line	Using MyBenefits CRA App	Using MyCRA App	Through MyAccount	Writing a letter to your tax centre
Very satisfied					
Somewhat satisfied					
Neither satisfied nor dissatisfied					
Somewhat dissatisfied					
Very dissatisfied					

Don't know [DO NOT READ]					
--------------------------------	--	--	--	--	--

IF ONLY ONE METHOD USED AT Q.9, SKIP TO Q.13. ALL OTHERS, ASK Q.11.

11. You've had experience using different methods to update your CCB information. What is your preferred method? Is it [pipe in responses given at Q.9]. (ONE RESPONSE ONLY.)

SKIP TO Q.13.

12. If you had to update your CCB information with the CRA, how would you do it? (READ LIST. ONE RESPONSE ONLY.)

- By calling the CRA
- By going online (My Account)
- By writing a letter
- By using the MyBenefits App
- By using the MyCRA App
- Other, specify: _____
- [DO NOT READ]** Don't know/ not sure

13. Have you ever searched for information about the CCB online at Canada.ca?

- Yes
- No **[Go to Q16]**
- [VOLUNTEERED]** Don't remember **[Go to Q16]**

14. How easy or difficult was it to find information about the CCB online at Canada.ca? Was it ... (READ LIST. ONE RESPONSE ONLY.)

- Very easy
- Somewhat easy
- Neither easy nor difficult
- Somewhat difficult
- Very difficult
- [DO NOT READ]** Don't know

15. How easy or difficult was it to understand the CCB information online at Canada.ca? Was it ... (READ LIST. ONE RESPONSE ONLY.)

- Very easy

Somewhat easy
Neither easy nor difficult
Somewhat difficult
Very difficult
[DO NOT READ] Don't know

16. How did you first hear about the CCB? Was it ... (READ LIST. ONE RESPONSE ONLY. RANDOMIZE.)

From a CRA Outreach Officer
In the hospital after your child's birth
From a communication or letter from CRA
A communication or letter you received from another government department
Through a family member or friend
Online
In print (e.g., fact sheet, poster, etc.)
On the radio
Other, specify: _____
[DO NOT READ] Don't know / don't remember

17. **[Only ask if Q16 = CRA outreach officer]** Did the CRA outreach officer provide you with the information you needed? (READ LIST. ONE RESPONSE ONLY.)

Yes
No
[DO NOT READ] Don't know

18. Did you know that by applying for the CCB, the CRA automatically determines your eligibility for related provincial and territorial child benefits and credits?

Yes
No

19. What is the most important thing to you as a CCB recipient or as someone who has applied for the CCB? Is it ... (RANDOMIZE. READ LIST. ACCEPT ONE RESPONSE ONLY.)

Application processing time;
Delivery of payment on time;
Accuracy of payment;
Method of contacting someone about your CCB account;
Accuracy of account information;
Other, specify: _____
[DO NOT READ] Don't Know **[Go to Q21]**

20. What is the second most important thing to you as a CCB recipient or as someone who has applied for the CCB? Is it...(RANDOMIZE. READ LIST-OMIT RESPONSE OPTION IN Q19- ACCEPT ONE RESPONSE ONLY.)

Application processing time;
 Delivery of payment on time;
 Accuracy of payment;
 Method of contacting someone about your CCB account;
 Accuracy of account information;
 Other, specify: _____

[DO NOT READ] Don't Know

21. Did you know that you, your spouse or common-law partner, if applicable, must file tax returns every year to continue receiving CCB payments?

Yes

No

22. I'm going to read you a list of features related to managing your CCB online and updating your profile. Please tell me whether or not you are aware of each. The first is ... (READ AND ROTATE.)

ROTATE STATEMENTS A-C	Yes	No	Not sure (VOLUNTEERED)
a. That you can update your personal information such as your address, marital status, change your caregiver status and direct deposit information for benefit and credit purposes through the My Account portal.			
b. That you can view your benefit and credit details through the My Account portal, including children under your care, payment dates, and amounts.			
c. That you can use the MyBenefits CRA web-based mobile app to get a quick view of your benefit and credit payment details, and your eligibility information.			

DEMOGRAPHICS

These final few questions are for statistical purposes only and will help us to classify your responses. Please be assured that all of your responses are confidential.

23. In what year were you born?

INTERVIEWER: RECORD YEAR [DO NOT READ]

Refused/ Prefer not to answer **[ASK Q24]**

24. **[Only ask if Prefer not to answer at Q23]** Would you be willing to tell me in which of the following age categories you belong?

18 to 34

35 to 49

50 to 54

55 to 64

65 or older?

[DO NOT READ] Refused

25. What is the highest level of formal education that you have completed? **[DO NOT READ LIST. ACCEPT ONE RESPONSE ONLY.]**

Grade 8 or less

Some high school

High school diploma or equivalent

Registered Apprenticeship or other trades certificate or diploma

College, CEGEP or other non-university certificate or diploma

University certificate or diploma below bachelor's level

Bachelor's degree

Post graduate degree above bachelor's level

[DO NOT READ] Prefer not to answer

26. In what country were you born? **[ACCEPT ONE RESPONSE ONLY.]**

Canada

Other, specify: _____

DK/REF

27. Which of the following categories best describes your current employment status?

Please stop me when I have reached the correct response. Are you ... **[READ LIST IN SEQUENCE. STOP ONCE RESPONDENT CONFIRMS CATEGORY. ACCEPT ONE RESPONSE ONLY]**

Working full-time, that is, 35 or more hours per week

Working part-time, that is, less than 35 hours per week

Self-employed

Unemployed, but looking for work

A student attending school full-time

Retired

On parental/maternity leave, or
Not in the workforce [Full-time homemaker, unemployed, not looking for work]
[DO NOT READ] Other
[DO NOT READ] Refused

28. Which of the following best describes your total household income? That is, the total income of all persons in your household combined, before taxes? Please stop me when I have reached the correct response. **(READ LIST. STOP ONCE RESPONDENT CONFIRMS CATEGORY. ACCEPT ONLY ONE RESPONSE)**

Under \$20,000
\$20,000 to under \$40,000
\$40,000 to under \$60,000
\$60,000 to under \$80,000
\$80,000 to under \$100,000
\$100,000 to \$150,000
\$150,000 and over
[DO NOT READ] Refused

29. Record Gender **[DO NOT ASK]**

Male
Female

THANK YOU FOR YOUR TIME! THESE ARE ALL THE QUESTIONS THAT I HAVE FOR YOU.