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Canada Child Benefit Program: Satisfaction Survey

Final Report

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Prepared for: Canada Revenue Agency
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March 2020

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 1,150 Canada Child Benefit recipients between February 19 and March 6, 2020.

Cette publication est aussi disponible en français sous le titre: Rapport final - Programme de l'Allocation canadienne pour enfants : Sondage sur la satisfaction.

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I. Executive Summary

Executive Summary

A. Background and Objectives

Since 2000, the Canada Revenue Agency (CRA) has been continuously conducting studies to gauge client awareness and satisfaction with the Canada Child Benefit (CCB). 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 CRA continues to recognize the value in collecting recipients' feedback, in order to provide the Benefit Programs Directorate (BPD) team with useful data. The main objectives of the survey are two-fold: to gauge satisfaction with the overall and various stages/components of the CCB experience and to evaluate specific aspects of the delivery of the program.

B. Methodology

In past years, the CRA has undertaken surveys on the Canada Child Benefit using both online and telephone methodologies. Given the availability of telephone numbers for recipients and the track record of response rates, telephone methodology remained the most appropriate and efficient way of obtaining feedback from recipients.

The CRA provided The Strategic Counsel with a list of 31,875 CCB recipients. The list was separated into two contact lists based on the length of time the recipient had been receiving payments. The first included 15,375 first-time recipients and the second 16,500 long-time recipients. Each list included contact information such as the recipient's name, phone number(s), key demographic variables, and regional information (such as postal code, province).

The Strategic Counsel completed surveys with a total of 1,150 recipients across Canada (500 first-time recipients and 650 long-time recipients). In accordance with the original sample provided, soft quotas were established to ensure the final sample closely aligned to regional proportions reflected in the list provided by CRA. Otherwise, no additional quotas were set.

Further details on the methodology can be found in Section III of this report. The response rate calculation, and the English and French surveys are included in the Appendix (Section V).

C. Key Findings

Survey questions were crafted to gauge the experience and satisfaction of first-time and long-time CCB recipients across a range of service attributes and platforms (i.e., telephone, online, mail, etc.).

The structure of the survey was designed to assess the overall satisfaction of these recipients in respect of their interactions with CRA regarding the CCB, as well as the payment process and notifications. In addition, respondents were queried about the most recent contact with the CRA and asked to evaluate the experience. The analysis of these findings considers how the experience differs across service platforms and highlights some areas for improvement.

A short series of questions specifically probed views of the Child Custody Arrangement Questionnaire, among those recipients who recall receiving it. Finally, recipients offered some additional insights in terms of their preferred method of application for CCB if they were to apply for the Benefit again for another child, as well as their awareness of specific CCB protocols related to managing their online profile and the requirement to file tax returns yearly in order to maintain their CCB payments.

1. Satisfaction with CCB Services: Overall and on Specific Service Attributes and Processes

In general, CRA receives fairly high ratings of satisfaction on CCB services, both overall, and across specific service areas, processes and attributes. The table below summarizes the 'net' satisfaction scores in all areas for which this was measured, showing both the total (all recipients) and the break-out for first-time and long-time recipients. 'Net' satisfaction includes the combined percentage of respondents who gave a rating of 'very' or 'somewhat satisfied' on the measure being assessed. Note that the specific service area or attribute being rated may not apply to all respondents. In some cases, only those who had contacted the CRA about CCB services in the last 12 months were asked to assess their satisfaction on attributes including how quickly their issue was resolved, or the accuracy of the response they received. Similarly, only those who had contacted the CRA by telephone, regarding CCB services, rated their level of satisfaction with aspects of the interaction between themselves and the CRA agent.

The overall satisfaction rating, taking into account various interactions the recipient may have had with the CRA regarding the CCB, is very strong – almost nine-in-ten (87%). Fully half (50%) of recipients offered the highest rating of 'very satisfied.' The results on this measure are also fairly consistent for both first-time and long-time recipients suggesting that CRA offers a high level and quality of service for CCB recipients whether they are more recent applicants or have been receiving the benefit for a period of time.

There is, however, a fairly wide spread in satisfaction ratings across the key service attributes and processes which were assessed as part of this study. Ratings varied by 16-points with the highest being for the professionalism shown by the CRA agent (90%) – asked only of those who had specifically contacted CRA by telephone – and the lowest rating associated with how quickly an issue was resolved (74%) – asked only among recipients who had contacted CRA about CCB services in the last 12 months. The only other areas which received satisfaction ratings below the threshold of 80 percent (which is often set as the goal for many client or customer satisfaction programs) were the way that CRA agents resolved the issue (77%) and the accuracy of CCB notices (79%).

For the most part, satisfaction ratings varied only minimally between first-time and long-time recipients. However, in three specific areas, satisfaction ratings of long-time recipients were somewhat lower as compared to the ratings offered by first-time recipients:

- **How quickly the issue was resolved** (9-points lower among long-time recipients (68%) vs. first-time recipients (77%));
- **Professionalism shown by the CRA agent** (8-points lower among long-time recipients (84%) vs. first-time recipients (92%)); and
- **Accuracy of information on CCB notices** (6-points lower among long-time recipients (76%) vs. first-time recipients (82%)).

NET SATISFACTION WITH CCB SERVICES AND KEY SERVICE ATTRIBUTES (base sizes vary)

	TOTAL	First-time recipients	Long-time recipients
	%	%	%
Professionalism shown by the CRA agent*	90	92	84
Satisfaction with the overall experience, across all interactions with CRA regarding the CCB	87	87	87
Time it took to receive first CCB payment	85	85	N/A
Safeguards in place to protect personal and business information**	85	87	82
Ease of understanding information on last CCB notice	80	79	81
Accuracy of response of the response received**	80	80	79
Accuracy of information on CCB notices	79	82	76
Way that CRA agent resolved the issue*	77	78	77
How quickly issue was resolved**	74	77	68

*Asked of a sub-set of respondents – those who contacted CRA by telephone

**Asked of a sub-set of respondents – those who have contacted CRA about CCB services in the last 12 months

2. Contact with CRA Regarding CCB Services: Method and Reason for Contact

A relatively small percentage of those surveyed (19%) contacted CRA in regards to CCB services over the past 12 months. First-time recipients (30%) were much more likely to have contacted CRA compared to long-time recipients (11%).

The main issues or activities causing recipients to interact with CRA are to update their profile (49%), deal with their application in some way (27%) and issuance of payment (20%). Very few of the interactions were with respect to a service complaint (5%) and this is borne out in the fairly positive satisfaction ratings that CRA receives across the board with respect to CCB services and processes.

As noted in the table above, satisfaction ratings for those who had contacted CRA about CCB services were reasonably good with respect to perceptions of the privacy safeguards that have been put in place (85% are 'satisfied') and the accuracy of the response they received (80% are 'satisfied'). The one area that could be improved upon is the timeliness of issue resolution (74% 'satisfied').

Telephone is the primary method of contact (78%), followed by the use of CRA's online service platforms (23%). Very few contacted CRA by mail (11%). Recipients found accessing CCB services to be relatively easy overall (65%), although perceptions of ease of access was variable across service platforms: higher among those accessing CCB services online (78%) compared to those accessing services by telephone (60%).

Recipients' interactions with CRA agents by telephone are positive, based on satisfaction ratings, although as noted earlier, there may be some opportunities to review how agents resolve issues in order to boost the satisfaction rating on this particular metric. Ratings of online services are also fairly positive – three-quarters offer high marks (ratings of 'good/very good') in terms of the helpfulness, ease of understanding, accessibility and completeness of the information on CRA's online services.

3. Awareness of CCB Online Services

As noted, many recipients are interacting with CRA in order to update their profile, albeit most continue to utilize telephone over online. While awareness of the ability to update personal information for benefit and credit purposes online is fairly high (78%), awareness is lower with respect to understanding that recipients can also pay outstanding CCB balances online (60%) or that they can use the MyBenefits CRA web-based app to get a quick view of their benefit and credit details along with their eligibility information (54%). There are clear opportunities not only to redirect a larger proportion of recipients from telephone to the online platform, but also to raise awareness of the

various services and features offered online. Results suggest that for those recipients who have accessed the information on CRA's online services, the experience is generally a good one.

4. Awareness of the Need to File a Tax Return

The vast majority of recipients (88%) were aware of the need to file a tax return in order to continue receiving CCB benefits, although this was somewhat higher among long-time recipients (92%) compared to first-time recipients (84%). Although relatively few were not aware of this requirement (12%), this was higher among single-parent households (21%), younger recipients, aged 18 to 34 (16%), and those with high school education (16%). These findings are notable given that these groups are often found in higher proportions among the most financially insecure and for whom ongoing receipt of the CCB is particularly critical to their ability to care for their family.

5. Applying for CCB in the Future

Interestingly, about half (49%) of recipients indicated that, in future, if they were to apply for the CCB for another child, they would do so online, using the secure portal 'My Account.' First-time applicants (57%) are much more likely to cite this as their preferred method over registering at the hospital (29%). This finding could indicate that there is some momentum among the more recent cohort of applicants, and thus possibly those who will be applying in the near future, to make better use of CRA's online platform when accessing CCB services. Again, this underscores the value in continuing to raise awareness of the array of CCB services and information online and the ease of use of this platform both for registration as well as ongoing management of the recipient's profile and account.

Hospitals are a preferred source by about one-third (35%) of recipients, were they to apply again for the CCB for another child, although preference for this method is higher among long-time recipients (40%) compared to first-time recipients (29%). This finding is perhaps not that surprising given that hospitals and/or birthing centre staff are a common referral source (31%) and particularly for long-time recipients (38% vs. 22% among first-time recipients).

6. Evaluation of the Child Custody Questionnaire

The CRA may, from time to time, send a questionnaire to CCB recipients requesting that they confirm or correct the information with regards to child custody arrangements. When asked if they had received this questionnaire in the last 12 months, very few (6%, n=67) recipients said they had. Those who indicated they are divorced/separated or widowed (16%) and men (13%) were more likely to be among the group who had received the questionnaire.

While the base of those who had responded in the affirmative to this question is quite small, most (58%) said it was either 'somewhat' or 'very easy' to fill out. Over one-third (39%) did indicate having some difficulty, and this suggests that more work should be done to review the questionnaire with a view to simplifying the instrument, improving comprehension and clarity, or the process of completing it.

D. Conclusions

On the whole, the results are fairly positive and generally confirm that, among first-time and long-time recipients, many are satisfied with the information and processes related to obtaining information about and maintaining their CCB, as well as interacting with the CRA in regards to the CCB.

There are, however, a number of areas that CRA should examine further with the aim of better understanding recipients' needs or concerns, improving awareness, processes and efficiencies as well as the experience of CCB clients interacting with CRA on CCB-related issues:

- While recipients primarily access CCB services by telephone, there are **opportunities to continue to shift clients to the online platform**, especially given that the latter is viewed as easier to access relative to the former. Raising awareness among first-time applicants, but also among long-time recipients of the full range of features available online should be a priority. This aligns with clients' general preference for applying online. Presumably, once online they will begin to make use of the other features available on My Account and the My Benefits app. Moreover, awareness of the My Benefits CRA web-based app could be higher, so a particular marketing effort highlighting this app would be useful. The survey did not assess clients' media consumption patterns. But large proportions did indicate that they first heard about the CCB via friends or family members. A marketing strategy which is heavily focused on social media (i.e., Facebook, Twitter, etc.) could leverage and amplify 'word-of-mouth' referrals to the online platform.
- At the same time, the survey underscores that contact with the CRA about CCB services is predominantly undertaken over the phone. Thus, **continuing to improve telephone service is critical**. In this regard, more work needs to be done to determine what would help to make interactions by phone easier, as well as what clients' expectations are in terms of how quickly issues should be resolved.
- **Additional awareness-raising efforts regarding the need to file a yearly tax return** in order to continue receiving CCB benefits should be **highly targeted to key demographics** – single parent households and younger CCB recipients. While most are aware of this requirement, these particular groups are more vulnerable with respect to their financial security. It is worth noting that lone-parent families in Canada have been increasing in the last few years and that their household income tends to be among the lowest, certainly much lower than dual-earner couple families and lower as compared to single-earner male couple families.¹
- While relatively few respondents to the survey had received a questionnaire to confirm or update information on child custody arrangements, over one-third of those who did experienced some difficulty completing it. Given this, **the child custody arrangement questionnaire should be reviewed** in terms of overall ease of completion, specifically looking for ways to make it less onerous for CCB recipients.

¹ Single-earner and dual-earner census families by number of children
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1110002801>.

MORE INFORMATION

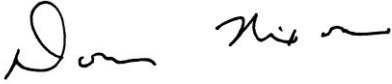
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Statement of Political Neutrality

I hereby certify as a 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:



II. Background and Objectives

Background and Objectives

A. Background

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, the Canada Revenue Agency (CRA) has been continuously conducting satisfaction studies to gauge client awareness and satisfaction with CCB and its predecessor programs. The CRA continues to recognize the value in collecting recipients' feedback in order to provide the Benefit Programs Directorate (BPD) team with useful data.

Over the years, the survey has transitioned between different methodologies as outlined below.

- The initial telephone survey of first-time Canada Child Tax Benefit (CCTB, now CCB) applicants was conducted in 2000. Additional telephone surveys of GST/HST clients, and regular recipients of the CCB were added in 2005 and 2006 respectively.
- In 2014, both CCB surveys (first-time and regular recipients) were moved to an online environment and clients were mailed invitations with a URL address to access the surveys. The GST/HST credit survey remained a telephone survey.
- In 2016, the GST/HST credit survey was conducted both via telephone and online. The rationale for keeping this survey available via telephone was based on the number of respondents that indicated they did not have access to the Internet (e.g., seniors).
- In 2018, The Strategic Counsel conducted a CCB survey of first-time applicants, reverting to a telephone methodology only. 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. Additionally, the number of respondents from the sample in previous years was proving to be too small for the results to be deemed statistically valid.
- In 2019, the CCB survey was again conducted solely by telephone. This survey targets all current recipients of the CCB, including both first-time and long-time recipients.

B. Objectives

The purpose of this study is to measure client satisfaction with the overall process, from application to receipt of the CCB payments. The survey provided an opportunity for program recipients to offer feedback in terms of:

- Their overall satisfaction with the program;
- Their satisfaction at various stages and components of the process; and
- Evaluations of specific aspects of program delivery and service, as defined by the program area.

The findings support CRA's continuous service improvement initiatives and will provide the Benefit Programs Directorate (BPD) with a better understanding of benefit and credit clients and direction to improve programs, services and communications. The data will also be used to populate results against a 'client satisfaction' indicator included in CRA performance reports.

III. Methodology

Methodology

In 2019, a telephone survey of 1,150 CCB recipients, including 500 first-time recipients and 650 long-time recipients, was undertaken utilizing contact lists provided by the Canada Revenue Agency.

A. Sample Design

The CRA provided The Strategic Counsel with a contact list of 31,875 CCB recipients, including 15,375 first-time recipients and 16,500 long-time recipients. The list included information such as their name, phone numbers, (including home and mobile, as applicable), gender, age, province, postal code, preferred language, year of receipt of first payment and type of recipient.

In accordance with the original sample provided, quotas were established to ensure the correct distribution of first-time recipients (n=500) and long-time recipients (n=650). Soft quotas were also put in place to ensure the sample included a representative cross-section by province against the original sample.

The table below outlines the percentage by type of recipient and province in the original client list, and the final completes achieved.

	Client List	Client List	Completes Achieved	Completes Achieved
	n	%		%
	31,875	100	n=1,150	100
Type of Recipient				
First-time recipient	15,375	-	500	-
Long-time recipient	16,500	-	650	-
Province				
AB	3974	12.5	139	12.1
BC	3822	12.0	134	11.7
MB	1267	4.0	43	3.7
NB	632	2.0	25	2.2
NL	379	1.2	16	1.4
NS	766	2.4	30	2.6
NT	40	0.1	2	0.2
NU	44	0.1	2	0.2
ON	12058	37.8	436	37.9
PE	134	0.4	7	0.6
QC	7624	23.9	277	24.1
SK	1100	3.5	37	3.2
YT	35	0.1	2	0.2

B. Fieldwork and Response Rates

In total 1,150 applicants completed the survey, with a response rate of 10%. 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 February 19 and March 6, 2020. The survey was intended to be no more than 10 minutes in length and the average duration was about 8 minutes.

In accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Telephone Surveys², the contact list provided by the CRA was destroyed upon completion of the fieldwork.

1. 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 a total of 20 (10 in English and 10 in French) recipients drawn randomly from the list provided by CRA. This was undertaken prior to commencing full field in order to obtain feedback with respect to length, ease of completion, and comprehension. Overall, the findings from the pre-test were very positive and The Strategic Counsel and the CRA agreed no additional changes needed to be made prior to the fieldwork.

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.

² <https://www.tpsgc-pwgsc.gc.ca/rop-por/telephone-eng.html>

IV. Detailed Findings from the Survey

Detailed Findings from the Survey

A. Overall Satisfaction

When recipients were asked to rate their overall satisfaction with their interactions with the CRA regarding the CCB, including the application, notices, and receipt of payments, the vast majority indicate they are satisfied (87%). In fact, one-half (50%) give the highest rating possible - 'very satisfied,' while over one-third (37%) say they are 'somewhat satisfied.' A small percentage are neutral, citing they are 'neither satisfied nor dissatisfied' (8%). In total, only four percent are dissatisfied with the overall experience, stating that they are either 'somewhat dissatisfied' (3%) or 'very dissatisfied' (1%).

First-time recipients are more likely to report stronger levels of satisfaction compared to long-time recipients (53% versus 47%, respectively, say they are 'very satisfied').

SATISFACTION WITH OVERALL INTERACTIONS WITH CRA, REGARDING THE CCB

	TOTAL	First-time recipients	Long-time recipients
n=	1150	500	650
	%	%	%
NET - SATISFIED	87	87	87
Very satisfied	50	53	47
Somewhat satisfied	37	34	40
Neither satisfied nor dissatisfied	8	8	8
Somewhat dissatisfied	3	4	2
Very dissatisfied	1	1	1
NET - DISSATISFIED	4	5	3
Don't know	1	<1	2

Q16. Thinking about all of your interactions with the CRA regarding the CCB, including the application, notices, receipt of payments, for example, how satisfied are you with the overall experience? Base: Total sample

Satisfaction scores are high across the country, but do vary to some extent:

- A higher proportion of recipients residing in Quebec (89%) and the Prairies (89%) are satisfied with their overall interactions with CRA.
- Notable, a higher percentage of those living in BC/North and in the Atlantic region report being 'very satisfied' (56% and 54%, respectively).

SATISFACTION WITH OVERALL CCB INTERACTIONS, By Region

	TOTAL	Atlantic	Ontario	Quebec	Prairies	BC/North
n=	1150	78	436	277	219	140
	%	%	%	%	%	%
NET - SATISFIED	87	88	84	89	89	87
Very satisfied	50	54	49	48	48	56
Somewhat satisfied	37	35	36	42	41	31
Neither satisfied nor dissatisfied	8	6	10	8	8	6
Somewhat dissatisfied	3	5	3	2	2	4
Very dissatisfied	1	-	2	<1	<1	-
NET - DISSATISFIED	4	5	5	2	2	4
Don't know	1	-	1	1	1	3

Q16. Thinking about all of your interactions with the CRA regarding the CCB, including the application, notices, receipt of payments, for example, how satisfied are you with the overall experience? Base: Total sample

Examining overall satisfaction by age of the recipient shows a fairly consistent pattern across all age groups.

SATISFACTION WITH OVERALL CCB INTERACTIONS, By Age

	TOTAL	Age 18-34	Age 35-49	Age 50+
n=	1150	415	606	120
	%	%	%	%
NET - SATISFIED	87	90	85	85
Very satisfied	50	52	49	49
Somewhat satisfied	37	39	37	36
Neither satisfied nor dissatisfied	8	7	10	7
Somewhat dissatisfied	3	1	3	6
Very dissatisfied	1	1	1	1
NET - DISSATISFIED	4	2	4	7
Don't know	1	1	1	-

Q16. Thinking about all of your interactions with the CRA regarding the CCB, including the application, notices, receipt of payments, for example, how satisfied are you with the overall experience? Base: Total sample

Overall satisfaction varies to some extent by the language spoken at home, with those speaking a language other than English or French expressing the highest levels of satisfaction with their interactions (90%), compared to Anglophones (85%). Nevertheless, rating across all three language groups are high, including among Francophones (89%) .

SATISFACTION WITH OVERALL CCB INTERACTIONS, By Language Spoken at Home

	TOTAL	English	French	Other
n=	1150	694	251	285
	%	%	%	%
NET - SATISFIED	87	85	89	90
Very satisfied	50	50	46	55
Somewhat satisfied	37	35	43	35
Neither satisfied nor dissatisfied	8	10	8	5
Somewhat dissatisfied	3	3	2	2
Very dissatisfied	1	1	-	1
NET - DISSATISFIED	4	4	3	3
Don't know	1	1	-	2

Q16. Thinking about all of your interactions with the CRA regarding the CCB, including the application, notices, receipt of payments, for example, how satisfied are you with the overall experience? Base: Total sample

Satisfaction levels do vary somewhat based on educational attainment and household income, although satisfaction is high across the board:

- Those with a high school education or less (91%) express higher levels of satisfaction compared to those with a university education (85%);
- Recipients with household incomes under \$100,000 offer higher overall ratings of satisfaction (89%), compared to those with household incomes of \$100,000 or more (82%).

SATISFACTION WITH OVERALL CCB EXPERIENCE, By Education and Income

	TOTAL	EDUCATION			HOUSEHOLD INCOME		
		High school or less	College/trades	University	<\$60K	\$60K-\$99K	\$100K+
n=	1150	264	338	530	479	288	254
	%	%	%	%	%	%	%
NET - SATISFIED	87	91	88	85	89	89	82
Very satisfied	50	53	48	50	53	48	47
Somewhat satisfied	37	38	40	35	36	41	35
Neither satisfied nor dissatisfied	8	6	8	9	6	8	11
Somewhat dissatisfied	3	2	2	3	3	1	4
Very dissatisfied	1	1	1	1	1	0	1
NET - DISSATISFIED	4	3	3	4	4	2	5
Don't know	1	1	1	2	1	1	2

Q16. Thinking about all of your interactions with the CRA regarding the CCB, including the application, notices, receipt of payments, for example, how satisfied are you with the overall experience? Base: Total sample

B. Satisfaction with CCB Payments

First-time recipients were asked to rate their level of satisfaction with the time it took to receive their first CCB payment. Overall satisfaction levels were high with just over four-in-five (85%) first-time recipients saying they were satisfied. Almost one-half (48%) of all first-time recipients are ‘very satisfied’ and just over one-third (36%) are ‘somewhat satisfied.’ About one-in-ten (9%), a relatively low rate, express some degree of dissatisfaction.

SATISFACTION WITH TIMELINESS OF FIRST CCB PAYMENT

	First-time recipients
n=	500
	%
NET – SATISFIED	85
Very satisfied	48
Somewhat satisfied	36
Neither satisfied nor dissatisfied	5
Somewhat dissatisfied	6
Very dissatisfied	3
NET - DISSATISFIED	9
Don't know	1

Q5A. How satisfied are you with each of the following aspects of the CCB? – “The time it took to get your first CCB payment”.

Base: First-time recipients

Satisfaction ratings do not vary significantly by region or across key demographic segments, nor is there any variation between those who reside in a prescribed Northern zone and those who do not. For the most part, overall satisfaction ratings across all sub-groups with respect to the timeliness of CCB payments were 80 percent or higher.

C. Satisfaction with and Understanding of CCB Notices

A series of questions were posed to assess recipients’ satisfaction with the accuracy of information on CCB notices and the relative ease of understanding of the information found on these notices.

1. Satisfaction with Accuracy of Information on CCB Notices

All respondents were asked about their satisfaction with the accuracy of information on the last CCB notice used to calculate their benefit. First-time recipients give a higher satisfaction rating (82%) compared to long-time recipients (76%).

The proportion of those who are ‘very satisfied’ is quite similar among both groups (46% among first-time recipients; 44% among long-time recipients). Differences between the two groups are more apparent among those who are ‘somewhat satisfied’ (higher among first-time recipients (37%) than long-time recipients (32%)) and those who say they are ‘neither satisfied nor dissatisfied’ (8% for first-time recipients; 14% for long-time recipients). A small percentage of both first-time recipients (5%) and long-time recipients (4%) are ‘dissatisfied’ with the accuracy of information on their last CCB notice.

SATISFACTION WITH ACCURACY OF INFORMATION ON LAST CCB NOTICE

	TOTAL	First-time recipients	Long-time recipients
n=	1150	500	650
	%	%	%
NET – SATISFIED	79	82	76
Very satisfied	45	46	44
Somewhat satisfied	34	37	32
Neither satisfied nor dissatisfied	11	8	14
Somewhat dissatisfied	3	3	3
Very dissatisfied	2	2	1
NET – DISSATISFIED	5	5	4
Don't know	5	5	5

Q5B. How satisfied are you with each of the following aspects of the CCB? – “The accuracy of the information on the last CCB notice which was used to calculate your benefit”. Base: Total sample

Satisfaction with the accuracy of information on the last CCB notice varies to some extent by:

- The language spoken at home – Among both first-time and long-time recipients, slightly lower levels of overall satisfaction are expressed by Anglophones (75%), compared to Francophones (81%) and those who primarily speak a language other than English or French at home (87%);
- Age – Older recipients, aged 55 years and older, tend to offer higher ratings (91%) compared to recipients aged 50 to 54 years (70%) and those aged 35 to 49 years (77%); and
- Region – Levels of satisfaction are significantly higher in Quebec (82%) and Ontario (80%) relative to the Prairies (73%). In other regions, satisfaction rates are reasonably consistent – Atlantic (81%) and BC/North (77%).

2. Ease of Understanding Last CCB Notice

The vast majority of recipients, both first-time and long-time, find the CCB notices ‘easy’ to understand. In fact, one-half of long-time recipients (50%) and just under one-half of first-time recipients (47%) say the information on their last CCB notice was ‘very easy’ to understand. About a third (31% of long-time recipients; 33% of first-time recipients) rate the information as ‘somewhat easy.’

Fewer than one-in ten (6%) say it was ‘difficult’ to comprehend (4% of long-time recipients; 8% of first-time recipients).

EASE OF UNDERSTANDING CCB NOTICES

	TOTAL	First-time recipients	Long-time recipients
n=	1150	500	650
	%	%	%
NET – EASY	80	79	81
Very easy	48	47	50
Somewhat easy	32	33	31
Neither easy nor difficult	8	8	9
Somewhat difficult	5	7	3
Very difficult	1	1	1
NET – DIFFICULT	6	8	4
Don't know	6	5	7

Q6. How easy or difficult was it to understand the information on your last CCB notice? Base: Total sample

Older recipients, aged 55 to 64 years, are more likely to say the information on their last CCB notice was easy to understand (91%), compared to those aged 35 to 49 (79%) and those aged 50 to 54 (74%).

D. Contact with and Ease of Accessing the CRA for CCB Services

CCB first-time and long-time recipients were queried about the extent and nature of contact they have had over the last 12 months with the CRA regarding CCB services.

1. Contact with the CRA Regarding CCB

Overall, about one-in-five (19%) respondents contacted the CRA regarding the CCB in the previous 12 months, although rates of contact were much higher among first-time recipients (30%) compared to long-time recipients (11%). The vast majority (81%) of those who completed the survey indicate having had no contact with the CRA during this period of time in regards to CCB services (70% of first-time recipients; 89% of long-time recipients).

CONTACTED THE CRA IN LAST 12 MONTHS REGARDING CCB

	TOTAL	First-time recipients	Long-time recipients
n=	1150	500	650
	%	%	%
Yes	19	30	11
No	81	70	89

Q7. In the past 12 months did you have to contact the CRA regarding the CCB? Base: Total sample

There were few variations across regions or demographic groups in response to this question, with three exceptions:

- Men (27%) are more likely than women (17%) to have contacted CRA within the last 12 months in regards to CCB services;
- This is also true of recipients who speak a language other than English or French at home (27%), relative to Francophones (18%) and Anglophones (16%); and

- Recipients with household incomes less than \$60,000 annually (24%), compared to those in higher income brackets (\$60,000-\$99,999 (16%); \$100,000 or more (9%)).

The primary method of contact was telephone (78%), regardless of whether the inquiry was made by first-time (78%) or long-time recipients (79%). Just under one-quarter (23%) contacted the CRA online – a slightly higher proportion of long-time recipients (27%) did so compared to first-time recipients (21%). Relatively few recipients, about one-in-ten (11%), contacted CRA by mail (13% among first-time recipients; 8% among long-time recipients).

METHOD OF CONTACT

	TOTAL	First-time recipients	Long-time recipients
n=	220	149	71
	%	%	%
Telephone	78	78	79
Online services	23	21	27
Mail	11	13	8

Q9. How did you contact the CRA? Base: Those who have contacted the CRA in past 12 months

Telephone was the predominant method of contact across the board. However, there is some variability by gender and education, and across the regions with certain sub-groups exhibiting a higher predisposition to have contacted CRA online. Contact via online services is more likely among:

- Men (37%), compared to women (20%);
- Recipients with a college education (30%) and those with a university education (24%), compared to recipients with a high school education (13%); and
- Those residing in B.C. (41%) and the Prairie provinces (35%).

About one-half (49%) of recipients who contacted CRA had done so in order to update their file. Other reasons for contact in the last 12 months included: having an issue or query with respect to their application (27%), issuance of payment (20%) or for general information (10%). Very few recipients contacted the CRA about a complaint regarding CCB (5%), in regards to a policy, ruling or interpretation (5%), or an appeal (2%).

The reasons for contact varied by type of recipient, with long-time recipients more likely to have contacted the CRA to update their file (54% vs. 46% among first-time recipients), while first-time recipients' concerns tended to be more with respect to their application (34% vs. 11% among long-time recipients).

REASONS FOR CONTACT (Multi-mention)

	TOTAL	First-time recipients	Long-time recipients
n=	220	149	71
	%	%	%
An update to your file	49	46	54
Your application	27	34	11
Issuance of payment	20	20	20
General information (specify)	10	8	14
Service complaint	5	4	6
Policy, ruling and interpretation	5	5	4
Appeal	2	2	3
Other	<1	1	-

Q8. Why did you contact the CRA? Base: Those who have contacted the CRA in past 12 months

Of note, and perhaps not surprisingly, a considerably higher proportion of separated/divorced/widowed recipients (79%) contacted the CRA with respect to updating their file, compared to recipients who are single (55%) or married/in a common-law arrangement (39%).

The findings also show that a significant proportion (67%) of recipients who have contacted the CRA using online services in the last 12 months have done so in order to update their file. This compares with about half (47%) who say they contacted CRA by telephone for the same reason.

2. Ease of Accessing CCB Services

Two-thirds (65%) of recipients say it was 'easy' to access CCB services, about equally split between those describing the services as 'very easy' (35%) and 'somewhat easy' (30%) to access. Nevertheless, about one-quarter (23%) indicate the services were 'difficult' to access. Results were similar for both first-time and long-time recipients.

EASE OF ACCESSING CCB SERVICES BASED ON LAST EXPERIENCE

	TOTAL	First-time recipients	Long-time recipients
n=	220	149	71
	%	%	%
NET – EASY	65	65	63
Very easy	35	33	39
Somewhat easy	30	32	24
Neither easy nor difficult	12	11	14
Somewhat difficult	13	14	11
Very difficult	10	9	10
NET – DIFFICULT	23	23	21
Don't know	1	1	1

Q10. Thinking about your last experience with the CRA/CCB service, how easy or difficult was it to access CCB services?
Base: Those who have contacted the CRA in past 12 months.

Findings on this question were generally consistent, although:

- Recipients residing in Atlantic Canada (84%) are most likely to describe access as ‘easy.’ Results in all other regions are nevertheless fairly positive on this measure (Ontario and Quebec (60%)); Prairies (67%) and B.C./North (70%); and
- A higher proportion of those living in a Prescribed Northern Zone (85%) describe access as ‘easy,’ relative to others (63%), keeping in mind that the percentage of respondents who fall into the former category is relatively small.

Ease of Accessing CCB Services by Method of Contact

Perceptions of the ease of accessing CRA in regards to CCB services varies by method of contact. Those recipients who contacted CRA online are most likely to say access was ‘easy’ (78%), compared to those who accessed CRA by telephone (60%).

Notably, just over one-quarter (27%) of recipients who accessed CCB services from CRA by telephone described the experience as ‘difficult,’ with about equal proportions saying it was ‘somewhat difficult’ (15%) as saying it was ‘very difficult’ (12%).

EASE OF ACCESSING CCB SERVICES, by Method of Contact

	TOTAL	Online	Telephone	Mail
n=	220	51	172	25c
	%	%	%	%
NET - EASY	65	78	60	68
Very easy	35	37	34	28
Somewhat easy	30	41	26	40
Neither easy nor difficult	12	12	12	16
Somewhat difficult	13	10	15	8
Very difficult	10	-	12	4
NET - DIFFICULT	23	10	27	12
Don't know	1	-	1	4

Q10. Thinking about your last experience with the CRA/CCB service, how easy or difficult was it to access CCB services?

Base: Those who have contacted the CRA in past 12 months.

Ease of Accessing CCB Services by Method of Contact

Perceptions of the ease or difficulty of accessing CCB services does not appear to be a factor of the nature or reason for contacting CRA, suggesting that the method of contact is the primary driver in this regard. The table below indicates that, regardless of the nature of the inquiry, recipients say it was easy to access CCB services.

EASE OF ACCESSING CCB SERVICES, by Reasons of Contact

	TOTAL	Your application	Update to your file	Issuance of payment	Service complaint	Appeal	Policy/ruling/interpretation	General information
n=	220	59	107	44c	10c	5c	10c	22c
	%	%	%	%	%	%	%	%
NET – EASY	65	68	63	64	50	80	60	68
Very easy	35	31	36	27	40	60	40	55
Somewhat easy	30	37	27	36	10	20	20	14
Neither easy nor difficult	12	14	13	11	20	20	30	9
Somewhat difficult	13	15	14	14	-	-	10	5
Very difficult	10	3	9	11	30	-	-	14
NET - DIFFICULT	23	19	23	25	30	-	10	18
Don't know	1	-	1	-	-	-	-	5

Q10. Thinking about your last experience with the CRA/CCB service, how easy or difficult was it to access CCB services?

Base: Those who have contacted the CRA in past 12 months

c Caution, small base size

E. Satisfaction and Experience with CCB Online Services

1. Satisfaction with CCB Online Services

Those recipients who had contacted CCB within the last 12 months, by any method and for a range of reasons, were asked to rate their satisfaction with respect to three areas of service from CRA: how quickly the issue was resolved, the safeguards that have been implemented to protect their privacy, and the accuracy of the information provided.

The table below shows the global results for ‘net satisfaction,’ that is the combined percentage of those who say they were ‘somewhat’ or ‘very satisfied’ across the three areas. Overall, the highest satisfaction ratings are in relation to the safeguards in place to protect personal and business information (85% for all respondents) and the accuracy of responses received (80% for all respondents). Ratings for first-time and long-time recipients do not vary markedly on these two measures.

Net satisfaction does, however, drop on the measure of how quickly the issue was resolved. About three-quarters (74%) are satisfied with the timeliness of resolution, with first-time recipients providing slightly higher satisfaction ratings (77%), compared to long-time recipients (68%).

NET SATISFACTION: TIMELINESS, PRIVACY SAFEGUARDS, ACCURACY OF INFORMATION

	TOTAL	First-time recipients	Long-time recipients
n=	220	149	71
TOP 2 BOX SCORES: ‘VERY’ AND ‘SOMEWHAT SATISFIED’ COMBINED	%	%	%
The safeguards in place to protect your personal and business information	85	87	82
The accuracy of the response you received	80	80	79
How quickly issue was resolved	74	77	68

Q11. And, how satisfied were you with each of the following service aspects?

Base: Those who have contacted the CRA in past 12 months

The detailed findings on each of these measures are shown in the charts that follow.

With respect to the timeliness of resolution, the following table highlights that a higher percentage of first-time recipients (47%) are more likely to say they are ‘very satisfied,’ as compared to long-time recipients (39%) which accounts for the variability in overall satisfaction ratings between these two groups of recipients.

SATISFACTION WITH TIMELINESS OF RESOLUTION

	TOTAL	First-time recipients	Long-time recipients
n=	220	149	71
	%	%	%
NET - SATISFIED	74	77	68
Very satisfied	45	47	39
Somewhat satisfied	29	30	28
Neither satisfied nor dissatisfied	5	5	3
Somewhat dissatisfied	10	11	7
Very dissatisfied	10	7	17
NET - DISSATISFIED	20	17	24
Don't know	2	1	6

Q11A. And, how satisfied were you with each of the following service aspects? – “How quickly your issue was resolved”.

Base: Those who have contacted the CRA in past 12 months

In terms of other variations across sub-groups, there are very few. Higher net satisfaction ratings on this measure are offered by:

- Recipients who speak a language other than English or French at home (89%), compared to Anglophones (71%) and Francophones (63%); and
- Those residing in the Prairies (88%), relative to B.C./North (78%), Ontario (72%), Quebec (72%) and the Atlantic region (53%).

As noted, overall ratings for satisfaction with the safeguards put in place to protect recipients’ privacy are quite strong (85%). In fact, almost two-thirds (63%) of first-time recipients say they are ‘very satisfied’ with this aspect of the service they received, much higher as compared to long-time recipients (46%).

SATISFACTION WITH PRIVACY SAFEGUARDS

	TOTAL	First-time recipients	Long-time recipients
n=	220	149	71
	%	%	%
NET - SATISFIED	85	87	82
Very satisfied	58	63	46
Somewhat satisfied	28	24	35
Neither satisfied nor dissatisfied	4	3	6
Somewhat dissatisfied	1	1	1
Very dissatisfied	2	1	3
NET - DISSATISFIED	3	3	4
Don't know	8	7	8

Q11B. And, how satisfied were you with each of the following service aspects? – “The safeguards that were in place to protect your personal and business information”. Base: Those who have contacted the CRA in past 12 months

Again, recipients who tend to speak a language other than English or French at home (89%), in addition to Anglophones (89%), offer higher ratings on this measure compared to Francophones (72%).

Satisfaction with the accuracy of the response provided to recipients is quite high (80%) with about one-half in each of the two groups offering the most positive rating of ‘very satisfied’ (50% of first-time recipients; 48% of long-time recipients). Just one-in-ten (10%) express any degree of dissatisfaction (10% among first-time recipients; 11% among long-time recipients).

SATISFACTION WITH ACCURACY OF THE RESPONSE PROVIDED

	TOTAL	First-time recipients	Long-time recipients
n=	220	149	71
	%	%	%
NET - SATISFIED	80	80	79
Very satisfied	50	50	48
Somewhat satisfied	30	30	31
Neither satisfied nor dissatisfied	8	9	6
Somewhat dissatisfied	4	4	4
Very dissatisfied	6	6	7
NET - DISSATISFIED	10	10	11
Don't know	2	1	4

Q11C. And, how satisfied were you with each of the following service aspects? – “The accuracy of the response you received”. Base: Those who have contacted the CRA in past 12 months

There are no variations of note across key demographic sub-groups or by region.

2. Ratings of CRA’s Online Services

Those who had accessed CCB services online within the last 12 months were asked to rate the information found there in terms of completeness, accessibility, ease of comprehension and helpfulness. The findings, summarized in the table below, indicate that about three-quarters or more of recipients, across both categories – first-time and long-time – rate these aspects of CRA’s online services as ‘good’ or ‘very good.’

While it is important to note that the number of recipients within the total sample who responded to these questions is relatively small, the scores are highest for completeness/thoroughness (82% ‘good/very good’). They drop slightly for the remaining service attributes including accessibility (76%), ease of understanding (75%) and helpfulness (75%).

RATINGS OF CCB ONLINE INFORMATION

% Good/Very Good	TOTAL	First-time recipients	Long-time recipients
	n= 51	32c	19c
	%	%	%
Completeness or thoroughness	82	81	84
Accessibility	76	81	68
How easy it was to understand	75	78	68
Helpfulness	75	72	79

Q12. How would you rate the information on CRA’s online services in terms of each of the following aspects?

Base:

Those who contacted the CRA through online services

c Caution, small base size

Given the relatively small proportion of recipients who indicated they had used CRA’s online services in the last 12 months, the results for these measures have not been analysed further - either in terms of breaking out the results from ‘very good’ to ‘poor’ or across demographic sub-groups and regions.

F. Satisfaction with CCB Telephone Services

Only those who had contacted the CRA by telephone in regards to CCB services were asked to rate their satisfaction with two key service aspects associated with the interaction between the CRA agent and themselves: professionalism and issue resolution.

Satisfaction with the professional demeanour of the CRA agent with whom the recipient dealt is very high (90% satisfied). And, while ratings are strong across both categories of recipients, they are somewhat higher for first-time recipients (92%) relative to long-time recipients (84%). Indeed, a significant share of first-time recipients (70%) say they are ‘very satisfied’ with this aspect of their interaction, compared with two-thirds (66%) of long-time recipients, although this also reflects a strongly positive rating.

SATISFACTION WITH PROFESSIONALISM OF AGENT

	TOTAL	First-time recipients	Long-time recipients
n=	220	149	71
	%	%	%
NET - SATISFIED	90	92	84
Very satisfied	69	70	66
Somewhat satisfied	21	22	18
Neither satisfied nor dissatisfied	6	5	7
Somewhat dissatisfied	3	2	5
Very dissatisfied	1	1	-
NET - DISSATISFIED	3	3	5
Don't know	1	-	4

Q11D. And, how satisfied were you with each of the following service aspects? – “The professionalism that the CRA agent showed”.
Base: Those who have contacted the CRA in past 12 months

Strong positive ratings are evident across the board, among all key demographic sub-groups and regions, although men (97%) are more likely to express satisfaction on this measure, compared to women (88%).

Satisfaction ratings regarding how the CRA agent resolved the issue are lower in comparison to ratings on the professionalism of the agent. Overall, just under four-in-five (77%) are satisfied with this aspect of the service received by telephone and this does not vary by type of recipient (78% among first-time recipients; 77% among long-time recipients).

This rating is likely linked to the timeliness with which issues are resolved (see earlier detailed findings for satisfaction on this measure) and thus may have less to do with how the agent handled the issue at the time, and more to do with the process involved in resolving an issue. And, while this rating is by no means worrisome in that one-half (51%) of recipients say they are ‘very satisfied’ with this aspect of service, there may be an opportunity to delve more deeply into differentiating between the impact and effect of agent interactions, CRA processes in overall issue resolution, as well as the outcome.

SATISFACTION WITH WAY AGENT RESOLVED THE ISSUE

	TOTAL	First-time recipients	Long-time recipients
n=	220	149	71
	%	%	%
NET – SATISFIED	77	78	77
Very satisfied	51	50	54
Somewhat satisfied	26	28	23
Neither satisfied nor dissatisfied	9	10	7
Somewhat dissatisfied	6	8	2
Very dissatisfied	7	4	13
NET – DISSATISFIED	13	12	14
Don't know	1	-	2

Q11E. And, how satisfied were you with each of the following service aspects? – “The way the CRA agent resolved your issue”.
Base: Those who have contacted the CRA in past 12 months

There are no significant variations in satisfaction on this measure across demographic sub-groups or by region.

G. Awareness of Online Options to Manage CCB

All respondents were asked whether they were aware of three specific features for managing or updating their CCB profile online.

Many (78%) are aware that they can update their personal information through the My Account portal. By contrast, fewer, although still three-in-five (60%) are aware that they can pay any CCB balances owed using the CRA online My Payment service or online banking. Awareness drops off significantly with regards to the MyBenefits CRA web-base app. Just over one-half (54%) know of this. Results do not vary significantly by type of recipient.

AWARENESS OF MANAGING CCB PROFILE ONLINE

% "Yes, aware"		TOTAL	First-time recipients	Long-time recipients
	n=	1150	500	650
		%	%	%
That you can update your personal information for benefit and credit purposes online through My Account. This includes changes to your address, marital status, caregiver status and direct deposit information		78	78	78
That you can pay any CCB balances owed using the CRA online My Payment service or online banking		60	62	59
That you can use the MyBenefits CRA web-based app to get a quick view of your benefit and credit payment details, and your eligibility information		54	53	55

Q18. 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? Base: Total sample

Younger (80%) and middle-aged (79%) recipients are more likely to be aware that personal information can be updated online through their CRA My Account.

Awareness varies only minimally across the regions as follows:

- Awareness of the ability to update personal information through My Account is higher among recipients in the Atlantic region (85%) and BC/North (84%);
- Recipients who reside in BC/North (73%), the Prairies (64%) and Ontario (61%) are more likely to be aware that you can pay CCB balances owed through My Account; and
- Awareness of the MyBenefits CRA app is highest among recipients who reside in the Atlantic region (64%), BC/North (58%) and the Prairies (57%).

H. Awareness of the Requirement to File a Tax Return

The vast majority (88%) of recipients are aware that they must file their annual tax returns in order to continue receiving CCB payments. Just over one-in-ten (12%) are unaware of this requirement.

Not surprisingly, awareness is higher among long-time recipients (92% saying ‘yes’), compared to first time recipients (84%).

AWARENESS OF REQUIREMENT TO FILE TAX RETURN

	TOTAL	First-time recipients	Long-time recipients
n=	1150	500	650
	%	%	%
Yes	88	84	92
No	12	16	8

Q17. Did you know that you, and if applicable, your spouse or common-law partner, must file a tax return every year to continue receiving CCB payments? Base: Total sample

Those groups which are more likely to say they are not aware of this requirement include:

- Recipients who identify as ‘single’ (21%);
- Younger, millennial recipients (16%); and
- Those with a high school education (16%).

I. Referrals to CCB and Future Method of Application

1. Referral Source for the CCB

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

Equal numbers say they heard about the CCB from either the hospital or birthing centre (31%) or from a friend or family member (31%). Notably, the hospital or birthing centre is more likely to be mentioned as a key referral source by long-time recipients (38%). By contrast, first-time recipients are more likely to say that they heard about the CCB through a family member or friend (36%).

Much smaller percentages attribute their awareness of the CCB to the CRA website (6%) or another professional, like an accountant (5%). Another one-in ten (9%) heard about the CCB through some alternative source.

REFERRAL SOURCE FOR THE CCB (multi-mention)

	TOTAL	First-time recipients	Long-time recipients
n=	1150	500	650
	%	%	%
From hospital or birthing centre staff	31	22	38
From a friend or a family member	31	36	27
By visiting the CRA web site	6	10	3
From a professional, like an Accountant	5	5	6
From your provincial social services office	3	4	2
By mail from the CRA	2	2	3
By visiting another federal government office	2	3	1
From social media (i.e. Facebook, Twitter)	2	2	2
From a free tax clinic hosted by the Community Income Tax Program	1	1	1
By other means	9	10	8
Don't remember	8	5	10

Q4. How did you first hear about the CCB? Base: Total sample

Referral sources vary as follows:

- Millennials are more likely to cite their primary referral source as friends/family (39%).
- Those living in the Atlantic region (40%) and Quebec (36%) are most likely to recall hearing about the CCB in hospital or a birthing centre. Recipients in Ontario are slightly more likely to report hearing about the CCB through the CRA website (8%) or from a provincial social services office (5%), although these are much less active referral sources compared to hospitals, birthing centres and word-of-mouth.

2. Method of Applying for CCB in the Future

There are a number of ways in which individuals may apply for the CCB including at the hospital when registering the birth of a newborn with the province (ABA), through the CRA 'My Account' secure online portal (BOA) or by completing a paper application (Form RC66, the Canada Child Benefits Application).

While only six percent of recipients became aware of the CCB through the CRA website (see above), the plurality (49%) say that they would apply for another child in the future using the CRA My Account online. Another one-third (35%) say they would apply at the hospital. Far fewer recipients would apply for the CCB for another child through a paper application (7%) or other means (3%).

First-time recipients are more likely to say they would apply online (57%), while two-in-five (40%) long-time recipients would apply at the hospital. These differences in preferences for the method of application generally align with referral sources, although they do suggest that with additional marketing of the online options, long-time recipients may shift online to the My Account portal.

METHOD OF APPLYING FOR CCB IN THE FUTURE

	n=	TOTAL	First-time recipients	Long-time recipients
		1150	500	650
		%	%	%
Online: using the secure portal 'My Account'		49	57	43
At the hospital: giving consent on the provincial birth registration		35	29	40
By paper: Form RC66		7	7	7
Other		3	2	3
Don't know		3	3	2
Not applicable		4	2	6

Q19. In the future, if you were to apply for the CCB for another child, how would you apply? Base: Total sample

Method for future application does vary across the regions:

- A higher proportion of those living in British Columbia/the Territories (58%) and Ontario (54%) are more likely to apply online, while recipients living on the Prairies (49%), in Atlantic region (49%), and Quebec (37%) are more likely to apply at the hospital.

There is also some variability across key demographic variables:

- Women are more likely to say they would apply at the hospital (36%) compared to men (30%).
- Those aged 18-34 (53%) are more likely to apply online, while a higher proportion of those 50 years of age and older (12%) say they would be likely to complete the paper Form RC66.
- A higher proportion of those who speak a language other than English or French are more likely to submit a paper application (10%).
- Those with post-secondary levels of education (52%) are also more likely to apply online, compared to those who with a high school education (41%).

J. Evaluation of the Child Custody Arrangement Questionnaire

The Canada Revenue Agency may, from time to time, send a questionnaire to CCB recipients to confirm the Agency has the most correct and up-to-date information with regards to the child's custody arrangements. This is to ensure each CCB recipient is getting the correct amount of benefits and credits.

When respondents were asked if they received a questionnaire from CRA in the last twelve months, asking to prove their custody arrangement, only six percent (6%) recalled receiving the questionnaire, while the majority (91%) had not. A very small proportion (2%) didn't remember.

First-time recipients are slightly more likely to recall receiving the questionnaire (8%).

RECALL RECEIVING CHILD CUSTODY QUESTIONNAIRE IN LAST 12 MONTHS

	TOTAL	First-time recipients	Long-time recipients
n=	1500	500	650
	%	%	%
Yes	6	8	4
No	91	87	94
Don't remember	3	5	2

Q13. In the past 12 months, have you received a questionnaire from the CRA asking you to prove your child's custody arrangement? Base: Total sample

Those more likely to say they recall receiving the questionnaire include:

- Those who identify as separated, divorced or widowed (16%) or single (9%);
- Men (13%);
- Recipients aged 50 years of age and older (9%); and
- Those residing in BC/North (9%) or Ontario (7%).

1. Ease of Completing Questionnaire

Those respondents who reported having received a questionnaire were then asked a follow-up question regarding how easy or difficult it was to complete.

The majority of applicants found it easy (58%) to complete the custody questionnaire, with over one-third (33%) stating that it was 'very easy' and another one-quarter (25%) stating it was at least 'somewhat easy.' Nevertheless, about two-in-five (39%) found it difficult (24% 'somewhat difficult'; 15% 'very difficult'), suggesting an opportunity for further improvements to be made. The remainder were either neutral (1%) or could not remember (1%).

The table below shows the breakout by type of recipient. However, as the sample sizes for this and other regional/demographic breaks are quite small this data should be considered directional only.

EASE OF COMPLETING QUESTIONNAIRE

	TOTAL	First-time recipients	Long-time recipients
n=	67	38c	29c
	%	%	%
NET - EASY	58	61	55
Very easy	33	37	28
Somewhat easy	25	24	28
Neither easy nor difficult	1	-	3
Somewhat difficult	24	29	17
Very difficult	15	11	21
NET - DIFFICULT	39	39	38
Don't know	1	-	3

Q14. How easy or difficult was it to complete the questionnaire you received? Base: Those who have received the questionnaire
c Caution, small base size

2. Suggestions for Improving Questionnaire

Those who responded anything other than 'very easy' to the previous question were asked to provide suggestions as to what could be improved.

Recipients recommendations centered on two specific areas:

- Reducing the length of the survey and the number of questions (34%); and
- Rewriting the information or instruction included in the questionnaire (32%).

One-in-ten recipients (11%) suggested changing the format of the questionnaire and just under one-third (30%) offered miscellaneous suggestions.

Note that due to the small base size of respondents answering this question, the above results should be interpreted with caution. Similarly, this precludes any further sub-level analysis of demographic or regional variations.

SUGGESTIONS FOR IMPROVING QUESTIONNAIRE (multi-mention)

	TOTAL	First-time recipients	Long-time recipients
n=	44c	24c	20c
	%	%	%
The number of questions be reduced	34	33	35
The information or instructions be rewritten	32	33	30
The format of the notice or the size of the print be adjusted	11	4	20
Other	30	29	30
Don't know	9	13	5

Q15. Which aspects of the questionnaire could be improved? Base: Those who said it was 'very difficult', 'somewhat difficult', 'neither', or 'somewhat easy' to complete the questionnaire

c Caution, small base size

V. Appendix: Research Instruments

Research Instruments

A. Response Rate Calculation

The response rate for the telephone survey was 10 percent. Details are shown below.

Call Dispositions

	N
Total numbers attempted	12969
UNRESOLVED NUMBERS (U)	9355
Busy /No answer/ Voicemail	
RESOLVED NUMBERS (Total minus U)	3614
<i>OUT OF SCOPE (invalid/non-eligible)</i>	994
Not-in-service (NIS)/ Non-resi/business/ Fax/modem/ Cell/pager/ Duplicates	
IN SCOPE NON-RESPONDING (IS)	1457
Refusals/ break-offs/language barrier/callback missed/respondent not available/illness/incapable	
IN SCOPE RESPONDING (R)	1163
Disqualified/Quote filled	13
Completed	1150
RESPONSE RATE [R / (U + IS + R)]	9.71%

The response rate 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) = **1163**
DIVIDED BY
- The sum of the unresolved numbers (9355) the in scope non-responding participants (1457) + the in scope responding participants (1163) = **11,975**

B. English Questionnaire

Benefit Programs Telephone Survey

[DO NOT READ] Introduction

Hello/Bonjour, my name is [REDACTED] 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 A FRENCH INTERVIEWER:

Nous vous rappellerons pour mener cette entrevue de recherche en français. Merci. Au revoir.

[RECORD LANGUAGE]

IF ENGLISH, CONTINUE:

On behalf of the Government of Canada, we are conducting a voluntary and confidential survey about the Canada child benefit, the tax-free monthly payment made to eligible families to help them with the cost of raising children under 18 years of age. It will take about 10 minutes to complete and 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 receives or has received the Canada child benefit. Would that be you or someone else in your household?

IF IT IS THE RECIPIENT:

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. **[PROCEED TO Q1].**

IF IT IS NOT THE RECIPIENT, BUT SOMEONE ELSE AT THIS NUMBER, ASK:

May I speak with that person, please?

IF YOU ARE REFERRED TO ANOTHER PERSON, START FROM THE TOP.

IF THAT PERSON IS NOT AVAILABLE, END THE CALL.

IF THE ANSWER IS DON'T KNOW, END THE CALL.

NOTES TO INTERVIEWERS

Some respondents may have concerns due to recent CRA scams.

ASSURE THEM THAT:

The purpose of this survey is to get your feedback on the CCB, and I will not be asking you for any personal tax information.

IF ASKED WHICH DEPARTMENT IS SPONSORING THE STUDY:

This research is being sponsored by the Canada Revenue Agency. Your participation will remain completely confidential and it will not affect your dealings with the Government of Canada, or the Canada Revenue Agency, in any way.

IF ASKED ABOUT THE TSC:

The Strategic Counsel is a professional research company hired by the Government of Canada to conduct this survey.

IF ASKED FOR A CONTACT TO VERIFY IF THE SURVEY IS LEGITIMATE:

You may contact Mike Way, Public Opinion Research Officer, Canada Revenue Agency at **613-957-8523** to verify the legitimacy of this survey.

[DO NOT READ] General

1. **[RECORD FROM CRA LIST]** Respondent has been receiving CRA payments for ...
 - Less than 12 months
 - More than 12 months

2. In which province/territory do you live? **[READ LIST. STOP ONCE RESPONDENT CONFIRMS CATEGORY. ACCEPT ONE RESPONSE ONLY]**
 - Alberta
 - British Columbia
 - Manitoba
 - New Brunswick
 - Newfoundland and Labrador
 - Northwest Territories
 - Nova Scotia
 - Nunavut
 - Ontario
 - Prince Edward Island
 - Quebec
 - Saskatchewan
 - Yukon

3. May I have the first 3 letters of your postal code? **[RECORD]**

4. How did you first hear about the CCB? **[READ LIST. STOP ONCE RESPONDENT CONFIRMS CATEGORY. ACCEPT ONE RESPONSE ONLY]**

- from hospital or birthing centre staff
- by visiting the CRA web site
- by mail from the CRA
- from a free tax clinic hosted by the Community Income Tax Program
- from your provincial social services office
- from a professional, like an Accountant
- by visiting another federal government office
- from a friend or a family member
- from social media (i.e. Facebook, Twitter)
- by other means
- [DO NOT READ]** Don't remember

[DO NOT READ] Satisfaction with timeliness and accuracy

5. How satisfied are you with each of the following aspects of the CCB? **[READ AND ROTATE Q.5a-b. ACCEPT ONE RESPONSE ONLY]** Are you ...

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- [DO NOT READ]** Don't know

- a. The time it took to get your first CCB payment. **[ONLY ASK IF Q1 IS LESS THAN 12 MONTHS]**
- b. The accuracy of the information on the last CCB notice which was used to calculate your benefit.

6. How easy or difficult was it to understand the information on your last CCB notice? 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

[DO NOT READ] Satisfaction with service quality

7. In the past 12 months did you have to contact the CRA regarding the CCB?

- Yes
- No **[GO TO Q.13]**

8. Why did you contact the CRA? Was it regarding ... **[READ LIST. ACCEPT MORE THAN ONE RESPONSE]**

- Your application
- An update to your file (i.e. change of address, marital status, custody arrangement)
- Issuance of payment
- Service complaint
- Appeal
- Policy, ruling and interpretation
- General information. Please specify _____
- [VOLUNTEERED]** Other: Please specify _____

9. How did you contact the CRA? Was it through ... **[READ LIST. ACCEPT MORE THAN ONE RESPONSE]**

- Online services, such as:
 - secure portals (i.e. My Account, My Benefits)
 - general web
 - social media
 - mobile apps
- Telephone
- Mail
- [VOLUNTEERED]** Other: Please specify _____

According to you, your last interaction was mainly through **[INSERT RESPONSE FROM Q.9]**.
It was regarding **[INSERT RESPONSE FROM Q.8]**.

[DO NOT READ] Process quality

10. Thinking about your last experience with the CRA/CCB service, how easy or difficult was it to access CCB services? Was it ... **[READ LIST. ACCEPT ONE RESPONSE ONLY]**

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

11. And, how satisfied were you with each of the following service aspects? **[READ AND ROTATE Q.11a-e. ACCEPT ONE RESPONSE ONLY. REPEAT SCALE AS NECESSARY]** Were you ...

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- [DO NOT READ]** Don't know

- a. How quickly your issue was resolved
- b. The safeguards that were in place to protect your personal and business information

[DO NOT READ] Information quality

- c. The accuracy of the response you received

[DO NOT READ] Inter-personal quality

[ONLY ASK Q.11D AND E, IF Q.9 = TELEPHONE]

- d. The professionalism that the CRA agent showed
- e. The way the CRA agent resolved your issue

[ONLY ASK Q.12, IF Q.9 = ONLINE]

12. How would you rate the information on CRA's online services in terms of each of the following aspects? The first one is **[READ AND ROTATE ITEMS A-D]**. Would you say it was very poor, poor, fair, good or very good?
- a. How easy it was to understand
 - b. Completeness or thoroughness
 - c. Accessibility
 - d. Helpfulness

[DO NOT READ] Fairness

13. In the past 12 months, have you received a questionnaire from the CRA asking you to prove your child's custody arrangement?

- Yes
- No **[GO TO Q.16]**
- [VOLUNTEERED]** Don't remember **[GO TO Q.16]**

14. **[ONLY ASK IF Q.13 = YES]** How easy or difficult was it to complete the questionnaire you received?

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

15. **[ONLY ASK IF Q.14 = SOMEWHAT EASY, NEITHER, SOMEWHAT DIFFICULT OR VERY DIFFICULT]** Which aspects of the questionnaire could be improved? Should ... **[READ LIST. ROTATE STATEMENTS. ACCEPT AS MANY RESPONSES AS APPLY]**

- The information or instructions be rewritten
- The number of questions be reduced
- The format of the notice or the size of the print be adjusted
- Other: Please specify _____
- [DO NOT READ]** Don't know

[DO NOT READ] Overall satisfaction with the experience

16. Thinking about all of your interactions with the CRA regarding the CCB, including the application, notices, receipt of payments, for example, how satisfied are you with the overall experience? Are you ...

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- [DO NOT READ]** Don't know

[DO NOT READ] General information/Enquiry

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

- Yes
- No

18. 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 STATEMENTS 18.A-C]**

- Yes
- No
- [DO NOT READ]** Not sure

- a. That you can update your personal information for benefit and credit purposes online through My Account. This includes changes to your address, marital status, caregiver status and direct deposit information.
- b. That you can use the MyBenefits CRA web-based app to get a quick view of your benefit and credit payment details, and your eligibility information.
- c. That you can pay any CCB balances owed using the CRA online My Payment service or online banking.

19. In the future, if you were to apply for the CCB for another child, how would you apply? **[READ LIST. ACCEPT ONE RESPONSE ONLY]**

- At the hospital: giving consent on the provincial birth registration **[NOTE TO ANALYSTS: ABA]**
- Online: using the secure portal 'My Account' **[NOTE TO ANALYSTS: BOA]**
- By paper: Form RC66
- Other: Please specify _____
- [DO NOT READ]** Don't know
- [DO NOT READ]** Not applicable

[DO NOT READ] GBA+ analysis

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.

[DO NOT READ] Socio-demographic factors

20. In what year were you born?

INTERVIEWER: RECORD YEAR [DO NOT READ]

Refused/ prefer not to answer **[ASK Q.21]**

21. **[ONLY ASK IF PREFER NOT TO ANSWER AT Q.20]** 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]** Prefer not to answer

22. 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

23. 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]** Prefer not to answer

24. What is your marital status? **[READ LIST. ACCEPT ONE RESPONSE ONLY]**

- Married
- Common-law
- Separated / divorced
- Widowed
- Single
- [DO NOT READ]** Prefer not to answer

[DO NOT READ] Socio-cultural factors

25. **[ONLY ASK IF Q.1 = ALBERTA, BRITISH COLUMBIA, MANITOBA, NOVA SCOTIA, ONTARIO, QUEBEC OR SASKATCHEWAN]** Do you live in a prescribed northern zone?

- Yes
- No
- [DO NOT READ]** Don't know

26. What language do you speak most often at home? **[READ LIST. ACCEPT ALL THAT APPLY]**

- English
- French
- Other
- [DO NOT READ]** Prefer not to answer

27. Are you ... **[READ LIST]**

- Yes
- No
- [DO NOT READ]** Prefer not to answer

- a. An Indigenous person
- b. A member of a visible minority
- c. A person with a disability

28. **RECORD GENDER [NOT ASKED]**

- Male
- Female

29. **RECORD LANGUAGE OF INTERVIEW [NOT ASKED]**

- English
- French

Thank you for your time. These are all the questions that I have for you.

C. French Questionnaire

Sondage téléphonique sur les programmes de prestations

[NE LISEZ PAS CETTE PARTIE] Introduction

Bonjour/hello, je m'appelle [REDACTED] et je travaille pour The Strategic Counsel, une société professionnelle de recherche sur l'opinion publique. Préférez-vous continuer en français ou en anglais? Would you prefer that I continue in English or French?

SI LA RÉPONSE EST « ANGLAIS », CONTINUEZ EN ANGLAIS OU DITES À LA PERSONNE QU'UN INTERVIEWEUR ANGLOPHONE LA RAPPELLERA :

We will call you back to conduct this research interview in English. Thank you. Goodbye.

[CONSIGNEZ LA LANGUE]

SI LA RÉPONSE EST « FRANÇAIS », CONTINUEZ :

Au nom du gouvernement du Canada, nous menons un sondage volontaire et confidentiel sur l'allocation canadienne pour enfants, un paiement mensuel non imposable versé aux familles admissibles pour les aider à subvenir aux besoins de leurs enfants de moins de 18 ans. Il vous faudra environ 10 minutes pour le remplir, et vos réponses resteront anonymes. Puis-je continuer? **SI VOUS N'ÊTES PAS EN MESURE DE LIRE L'INTRODUCTION EN ENTIER, VOUS DEVEZ INDIQUER LA DURÉE DE L'ENTREVUE À CHAQUE RÉPONDANT.**

SI LA RÉPONSE EST « OUI », CONFIRMEZ L'IDENTITÉ DE LA PERSONNE ET CONTINUEZ :

J'aimerais discuter avec la personne qui reçoit ou qui a reçu l'allocation canadienne pour enfants. Est-ce vous ou une autre personne de votre ménage?

SI LA PERSONNE EST LE BÉNÉFICIAIRE :

Avant de commencer, veuillez prendre note que cet appel peut être écouté ou enregistré aux fins de contrôle de la qualité. De plus, tout au long de ce sondage, j'utiliserai l'acronyme ACE pour faire référence à l'allocation canadienne pour enfants. **[PASSEZ À LA Q1].**

SI LA PERSONNE N'EST PAS LE BÉNÉFICIAIRE, MAIS QU'IL S'AGIT D'UNE AUTRE PERSONNE À CE MÊME NUMÉRO, DEMANDEZ :

Puis-je parler à cette personne, s'il vous plaît?

SI ON VOUS MET EN COMMUNICATION AVEC UNE AUTRE PERSONNE, RECOMMENCEZ DU DÉBUT.

SI CETTE PERSONNE N'EST PAS DISPONIBLE, METTEZ FIN À L'APPEL.

SI LA RÉPONSE EST « JE NE SAIS PAS », METTEZ FIN À L'APPEL.

REMARQUES À L'INTENTION DES INTERVIEWEURS:

Certains répondants peuvent exprimer des préoccupations liées aux arnaques dont l'Agence été victime récemment.

ASSUREZ LA PERSONNE QUE :

Le but de ce sondage est d'obtenir vos commentaires sur l'ACE, et je ne vous demanderai pas de fournir des renseignements fiscaux personnels.

SI LE RÉPONDANT DEMANDE QUEL MINISTÈRE PARRAINE L'ÉTUDE :

Cette recherche est parrainée par l'Agence du revenu du Canada. Votre participation demeurera strictement confidentielle et n'aura aucune incidence sur vos relations avec le gouvernement du Canada ou l'Agence du revenu du Canada.

SI LE RÉPONDANT VOUS POSE DES QUESTIONS AU SUJET DE THE STRATEGIC COUNSEL :

The Strategic Counsel est une société professionnelle de recherche à laquelle le gouvernement du Canada a fait appel pour mener ce sondage.

SI LE RÉPONDANT VOUS DEMANDE AVEC QUI IL PEUT COMMUNIQUER POUR VÉRIFIER LA LÉGITIMITÉ DU SONDAGE :

Vous pouvez communiquer avec Mike Way, agent de recherche sur l'opinion publique, Agence du revenu du Canada, au **613-957-8523** pour vérifier la légitimité de ce sondage.

[NE LISEZ PAS CETTE PARTIE] Généralités

1. **[CONSIGNEZ-LE DE LA BASE DE DONNÉES DE L'AGENCE]** Le répondant reçoit des paiements de l'Agence depuis :
 - Moins de 12 mois
 - Plus de 12 mois
2. Dans quelle province ou quel territoire vivez-vous? **[LISEZ LA LISTE. ARRÊTEZ UNE FOIS QUE LE RÉPONDANT AURA CONFIRMÉ LA CATÉGORIE. ACCEPTEZ UNE SEULE RÉPONSE]**
 - Alberta
 - Colombie-Britannique
 - Manitoba
 - Nouveau-Brunswick
 - Terre-Neuve-et-Labrador
 - Territoires du Nord-Ouest
 - Nouvelle-Écosse
 - Nunavut
 - Ontario
 - Île-du-Prince-Édouard
 - Québec
 - Saskatchewan
 - Yukon
3. Puis-je avoir les trois premières lettres de votre code postal? **[CONSIGNEZ]**

4. Comment avez-vous entendu parler de l'ACE pour la première fois? **[LISEZ LA LISTE. ARRÊTEZ UNE FOIS QUE LE RÉPONDANT AURA CONFIRMÉ LA CATÉGORIE. ACCEPTEZ UNE SEULE RÉPONSE]**

- Hôpital ou personnel du centre de naissance
- Site Web de l'Agence
- Lettre de l'Agence
- Comptoir d'information fiscale gratuit organisé par le Programme communautaire des bénévoles en matière d'impôt
- Bureau de services sociaux provincial
- Professionnel (p. ex., comptable)
- Autre bureau du gouvernement fédéral
- Ami ou d'un membre de votre famille
- Médias sociaux (p. ex., Facebook, Twitter)
- Autres moyens
- [NE LISEZ PAS CETTE PARTIE]** Je ne me souviens pas

[NE LISEZ PAS CETTE PARTIE] Satisfaction à l'égard de la rapidité et de l'exactitude

5. Dans quelle mesure êtes-vous satisfait des aspects suivants de l'ACE? **[LISEZ LES ÉNONCÉS EN ROTATION POUR LES Q5a ET b. ACCEPTEZ UNE SEULE RÉPONSE.]** Vous êtes :

- Très satisfait
- Plutôt satisfait
- Ni satisfait ni insatisfait
- Plutôt insatisfait
- Très insatisfait

[NE LISEZ PAS CETTE PARTIE] Je ne sais pas

- a. Le temps qu'il a fallu pour obtenir votre premier versement de l'ACE. **[POSEZ SEULEMENT CETTE QUESTION SI LA RÉPONSE À LA Q1 EST « MOINS DE 12 MOIS »]**
 - b. L'exactitude des renseignements sur le dernier avis de l'ACE, qui a été utilisé pour calculer votre prestation.
6. À quel point était-il facile ou difficile de comprendre les renseignements contenus dans votre dernier avis de l'ACE? **[LISEZ LA LISTE. ACCEPTEZ UNE SEULE RÉPONSE]**
- Très facile
 - Plutôt facile
 - Ni facile ni difficile
 - Plutôt difficile
 - Très difficile
 - [NE LISEZ PAS CETTE PARTIE]** Je ne sais pas

[NE LISEZ PAS CETTE PARTIE] Satisfaction à l'égard de la qualité du service

7. Au cours des 12 derniers mois, avez-vous eu à communiquer avec l'Agence au sujet de l'ACE?
- Oui
 - Non **[PASSEZ À LA Q13]**

8. Pourquoi avez-vous communiqué avec l'Agence? **[LISEZ LA LISTE. ACCEPTEZ PLUS D'UNE RÉPONSE]**

- Votre demande
- Mise à jour de votre dossier (p. ex., changement d'adresse, état civil, entente de garde)
- Émission du paiement
- Plainte liée au service
- Appel
- Politique, décision et interprétation
- Renseignements généraux : veuillez préciser _____
- [RÉPONSE FOURNIE VOLONTAIREMENT]** Autre : veuillez préciser _____

9. Comment avez-vous communiqué avec l'Agence? **[LISEZ LA LISTE. ACCEPTEZ PLUS D'UNE RÉPONSE]**

- Services en ligne, notamment :
 - Portails sécurisés (p. ex., Mon dossier, MesPrestations)
 - Web général
 - Médias sociaux
 - Applications mobiles
- Téléphone
- Courrier
- [RÉPONSE FOURNIE VOLONTAIREMENT]** Autre : veuillez préciser _____

D'après vous, votre dernière interaction a eu lieu principalement par **[INSÉREZ LA RÉPONSE À LA Q9]**.
Elle concernait **[INSÉREZ LA RÉPONSE À LA Q8]**.

[NE LISEZ PAS CETTE PARTIE] Qualité du processus

10. Lorsque vous pensez à votre dernière expérience avec le service de l'Agence et de l'ACE, à quel point était-il facile ou difficile d'accéder aux services de l'ACE? **[LISEZ LA LISTE. ACCEPTEZ UNE SEULE RÉPONSE]**

- Très facile
- Plutôt facile
- Ni facile ni difficile
- Plutôt difficile
- Très difficile
- [NE LISEZ PAS CETTE PARTIE]** Je ne sais pas

11. Quel était votre degré de satisfaction à l'égard de chacun des aspects liés aux services suivants? **[LISEZ LES ÉLÉMENTS EN ROTATION POUR LES Q11a ET b. ACCEPTEZ UNE SEULE RÉPONSE. RÉPÉTEZ L'ÉCHELLE SEULEMENT AU BESOIN]** Vous étiez :

- Très satisfait
- Plutôt satisfait
- Ni satisfait ni insatisfait
- Plutôt insatisfait
- Très insatisfait

[NE LISEZ PAS CETTE PARTIE] Je ne sais pas

- a. La rapidité de la résolution de votre problème.
- b. Les mesures de protection qui ont été mises en place pour protéger vos renseignements personnels et d'entreprise.

[NE LISEZ PAS CETTE PARTIE] Qualité de l'information

- c. L'exactitude de la réponse que vous avez reçue.

[NE LISEZ PAS CETTE PARTIE] Entregent

[POSEZ SEULEMENT LES Q11d ET e SI LA RÉPONSE À LA Q9 EST « TÉLÉPHONE »]

- d. Le professionnalisme dont l'agent de l'Agence a fait preuve.
e. La façon dont l'agent de l'Agence a réglé votre problème.

[POSEZ SEULEMENT LA Q12, SI LA RÉPONSE À LA Q9 EST « EN LIGNE »]

12. Comment évalueriez-vous les renseignements sur les services en ligne de l'Agence en ce qui a trait à chacun des aspects suivants? Le premier est **[LISEZ EN ROTATION LES ÉLÉMENTS a À d]**. Diriez-vous que la qualité est très faible, faible, acceptable, bonne ou très bonne?
- a. Facilité de compréhension
b. Exhaustivité ou rigueur
c. Accessibilité
d. Serviabilité

[NE LISEZ PAS CETTE PARTIE] Équité

13. Au cours des 12 derniers mois, avez-vous reçu un questionnaire de l'Agence vous demandant de prouver l'entente de garde de votre enfant?
- Oui
 Non **[PASSEZ À LA Q16]**
 [RÉPONSE FOURNIE VOLONTAIREMENT] Je ne me souviens pas **[PASSEZ À LA Q16]**
14. **[POSEZ CETTE QUESTION SEULEMENT SI LA RÉPONSE À LA Q13 EST « OUI »]** À quel point était-il facile ou difficile de remplir le questionnaire que vous avez reçu?
- Très facile
 Plutôt facile
 Ni facile ni difficile
 Plutôt difficile
 Très difficile
 [NE LISEZ PAS CETTE PARTIE] Je ne sais pas
15. **[POSEZ CETTE QUESTION SEULEMENT SI LA RÉPONSE À LA Q14 EST « PLUTÔT FACILE », « NI FACILE NI DIFFICILE », « PLUTÔT DIFFICILE » OU « TRÈS DIFFICILE »]** Quels aspects du questionnaire pourraient être améliorés? **[LISEZ LA LISTE. ROTATION LES ÉNONCÉS. ACCEPTEZ TOUTES LES RÉPONSES APPLICABLES]**
- Les renseignements ou les directives doivent être réécrits
 Le nombre de questions doit être réduit
 Le format de l'avis ou la taille de l'impression doit être ajusté
 Autre : veuillez préciser _____
 [NE LISEZ PAS CETTE PARTIE] Je ne sais pas

[NE LISEZ PAS CETTE PARTIE] Satisfaction globale à l'égard de l'expérience

16. Lorsque vous pensez à toutes vos interactions avec l'Agence au sujet de l'ACE, y compris la demande, les avis et la réception des paiements, par exemple, dans quelle mesure êtes-vous satisfait de l'expérience globale?
- Très satisfait
 - Plutôt satisfait
 - Ni satisfait ni insatisfait
 - Plutôt insatisfait
 - Très insatisfait
 - [NE LISEZ PAS CETTE PARTIE]** Je ne sais pas

[NE LISEZ PAS CETTE PARTIE] Renseignements généraux/demandes de renseignements

17. Saviez-vous que vous et votre conjoint ou conjoint de fait, s'il y a lieu, devez produire une déclaration de revenus chaque année pour continuer de recevoir les versements de l'ACE?
- Oui
 - Non
18. Je vais vous lire une liste de fonctions liées à la gestion de votre ACE en ligne et à la mise à jour de votre profil. Veuillez me dire si vous connaissez chacune d'entre elles. La première est **[LISE EN ROTATION LES ÉNONCÉS POUR LES Q18a À c]**
- Oui
 - Non
 - [NE LISEZ PAS CETTE PARTIE]** Je ne sais sûr
- a. Vous pouvez mettre à jour vos renseignements personnels aux fins de prestations et de crédits en ligne par l'intermédiaire de Mon dossier. Cela comprend les changements apportés à votre adresse, à votre état civil, à votre statut de responsable des soins et à vos renseignements du dépôt direct.
- b. Vous pouvez utiliser l'application Web MesPrestations ARC pour obtenir un aperçu des détails sur vos prestations et vos crédits ainsi que des renseignements sur l'admissibilité.
- c. Vous pouvez payer les soldes en souffrance de l'ACE au moyen du service en ligne Mon paiement de l'Agence ou des services bancaires en ligne.
19. À l'avenir, si vous deviez présenter une demande d'ACE pour un autre enfant, comment procéderiez-vous? **[LISEZ LA LISTE. ACCEPTEZ UNE SEULE RÉPONSE]**
- À l'hôpital : donner votre consentement sur le formulaire d'enregistrement de la naissance provincial **[REMARQUE À L'INTENTION DES ANALYSTES : DPA]**
 - En ligne : à l'aide du portail sécurisé « Mon dossier » **[REMARQUE À L'INTENTION DES ANALYSTES : DPL]**
 - Sur papier : formulaire RC66
 - Autre : veuillez préciser _____
 - [NE LISEZ PAS CETTE PARTIE]** Je ne sais pas
 - [NE LISEZ PAS CETTE PARTIE]** Ne s'applique pas

[NE LISEZ PAS CETTE PARTIE] Analyse de l'ACS+

Les quelques dernières questions suivantes sont posées à des fins statistiques seulement. Elles nous aideront à classer vos réponses. Soyez assuré que toutes vos réponses sont confidentielles.

[NE LISEZ PAS CETTE PARTIE] Facteurs sociodémographiques

20. En quelle année êtes-vous né?

INTERVIEWEUR : CONSIGNEZ L'ANNÉE [NE LISEZ PAS CETTE PARTIE]

Je refuse de répondre/je préfère ne pas répondre **[POSEZ LA Q21]**

21. **[POSEZ SEULEMENT CETTE QUESTION SI LA RÉPONSE À LA Q20 EST « JE NE PRÉFÈRE PAS RÉPONDRE »]**

Seriez-vous disposé à me dire à quel groupe d'âge vous appartenez?

- De 18 à 34 ans
- De 35 à 49 ans
- De 50 à 54 ans
- De 55 à 64 ans
- 65 ans et plus
- [NE LISEZ PAS CETTE PARTIE]** Je refuse de répondre

22. Quel est le niveau de scolarité le plus élevé que vous avez atteint? **[NE LISEZ PAS LA LISTE. ACCEPTEZ UNE SEULE RÉPONSE]**

- 8^e année ou moins
- Études secondaires non terminées
- Diplôme d'études secondaires ou équivalent
- Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
- Certificat ou diplôme d'un collège, d'un cégep ou d'une autre institution non universitaire
- Certificat ou diplôme universitaire inférieur à un baccalauréat
- Baccalauréat
- Diplôme d'études supérieures de niveau supérieur au baccalauréat
- [NE LISEZ PAS CETTE PARTIE]** Je préfère ne pas répondre

23. Laquelle des catégories suivantes décrit le mieux le revenu total de votre ménage? Autrement dit, laquelle représente le revenu total combiné, avant impôts, de tous les membres de votre ménage? Veuillez m'interrompre lorsque j'aurai nommé la bonne réponse. **[LISEZ LA LISTE. ARRÊTEZ UNE FOIS QUE LE RÉPONDANT AURA CONFIRMÉ LA CATÉGORIE. ACCEPTEZ UNE SEULE RÉPONSE]**

- Moins de 20 000 \$
- Entre 20 000 \$ et moins de 40 000 \$
- Entre 40 000 \$ et moins de 60 000 \$
- Entre 60 000 \$ et moins de 80 000 \$
- Entre 80 000 \$ et moins de 100 000 \$
- De 100 000 \$ à 150 000 \$
- 150 000 \$ et plus
- [NE LISEZ PAS CETTE PARTIE]** Je refuse de répondre

24. Quel est votre état civil? **[LISEZ LA LISTE. ACCEPTEZ UNE SEULE RÉPONSE]**

- Marié
- Conjoint de fait
- Séparé/divorcé
- Veuf
- Célibataire
- [NE LISEZ PAS CETTE PARTIE]** Je refuse de répondre

[NE LISEZ PAS CETTE PARTIE] Facteurs socioculturels

25. **[POSEZ SEULEMENT CETTE QUESTION SI LA RÉPONSE À LA Q1 EST « ALBERTA », « COLOMBIE-BRITANNIQUE », « MANITOBA », « NOUVELLE-ÉCOSSE », « ONTARIO », « QUÉBEC » OU « SASKATCHEWAN »]** Habitez-vous dans une zone nordique visée par règlement?

- Oui
- Non
- [NE LISEZ PAS CETTE PARTIE]** Je ne sais pas

26. Quelle langue parlez-vous le plus souvent à la maison? **[LISEZ LA LISTE. ACCEPTEZ TOUTES LES RÉPONSES QUI S'APPLIQUENT]**

- Anglais
- Français
- Autre
- [NE LISEZ PAS CETTE PARTIE]** Je ne sais pas/je refuse de répondre

27. Êtes-vous... **[LISEZ LA LISTE]**

- Oui
- Non
- Je préfère ne pas répondre

- d. Une personne autochtone
- e. Une personne qui fait partie des minorités visibles
- f. Une personne handicapée

28. **CONSIGNEZ LE SEXE [QUESTION NON POSÉE]**

- Homme
- Femme

29. **CONSIGNEZ LA LANGUE DE L'ENTREVUE [QUESTION NON POSÉE]**

- Anglais
- Français

Merci de votre temps. Je n'ai pas d'autres questions à vous poser.