



Canada Revenue
Agency

Agence du revenu
du Canada

2019 Service Experience and Canada Revenue Agency's Outcomes Research Study

Executive summary



Prepared for the Canada Revenue Agency

Supplier name: Ipsos Limited Partnership
Contract number: 46558-208879/001/C
Contract value: \$90,907.25, including HST
Award date: August 20, 2019
Delivery Date: March 23, 2020

Registration number: POR 044-19

For more information on this report, please contact the CRA at: cra-arc.media@cra-arc.gc.ca

Ce rapport est aussi disponible en français.

Canada 

2019 Service Experience and Canada Revenue Agency's Outcomes Research Study

Executive summary

Prepared for the Canada Revenue Agency by Ipsos Limited Partnership
March 2019

This public opinion research methodology report presents the results of a telephone and online survey conducted by Ipsos on behalf of Canada Revenue Agency. The research study was conducted among Canadian tax-filers and tax intermediaries between the months of August 2019 and December 2019.

Cette publication est aussi disponible en français sous le titre : Étude sur l'expérience de service et les résultats de l'Agence du revenu du Canada en 2019 - Sommaire

Permission to Reproduce

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from the Canada Revenue Agency. For more information on this report, please contact the Canada Revenue Agency at: cra-arc.media@cra-arc.gc.ca

Catalogue Number: Rv4-139/2020E-PDF

International Standard Book Number (ISBN): 978-0-660-35155-1

Related publications (registration number: POR 044-19):

Catalogue Number: Rv4-139/2020F-PDF (Summary, French)

ISBN: 978-0-660-35156-8

© Her Majesty the Queen in Right of Canada, as represented by the Minister of National Revenue, 2020

Table of Contents

TABLE OF CONTENTS 3

POLITICAL NEUTRALITY STATEMENT 4

EXECUTIVE SUMMARY 5

 RESEARCH PURPOSE AND OBJECTIVES 5

 METHODOLOGY 5

Political Neutrality Statement

I hereby certify as Senior Officer of Ipsos 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.

A handwritten signature in black ink, appearing to read "M. Colledge". The signature is stylized with a large loop at the end.

Mike Colledge
President
Ipsos Public Affairs

Executive Summary

Research Purpose and Objectives

The Canadian Revenue Agency (CRA) is conducting primary research among Canadian taxpayers and among tax intermediaries to identify the drivers of Client Experience and understand its role in achieving CRA's ultimate outcomes, namely satisfaction, trust and voluntary compliance. A theoretical model including advanced psychometric and statistical analysis that was developed internally by the CRA's Performance Measurement Centre of Expertise (PMCoE) will be used. This theoretical model is developed to meet the CRA's particular needs and the survey results will provide essential information on performance measurement that is aligned with the CRA's Departmental Results Framework (DRF).

Ipsos was engaged to conduct the data collection and tabulation in accordance with government-wide Public Opinion Research (POR) procedures. This project is a call-up for the POR standing offer Series A (Online Field and Tab Research) and Series B (Telephone Field and Tab Research).

Methodology

The research consists of quantitative surveys conducted both via telephone and online. Group 1 - Individual T1 self-filers and Groups 2a and 2b - Businesses were reached via telephone using a sample list provided by the CRA. Group 3 - Tax Intermediaries was reached using an online panel methodology (using a non-probability sample).

The research was conducted among the following client sub-groups:

- **Group 1. Individual T1 self-filers** with no business revenue – **total n=405**
- **Group 2. Businesses** – **total n=400** (comprised of n=200 T1 self-filers with business revenue of \$30,000 or more, and n=200 T2 self-filers who have incorporated and active businesses with no monetary limits (as long as the revenue is not zero), and
- **Group 3. Tax Intermediaries** (tax professionals) who prepare taxes for T1 and T2 filers – **total n=205.**
- **TOTAL SAMPLE = n=1010**

This project was conducted in two waves as fielding was stopped due to the federal election (writ dropped on September 11, 2019). Wave 1 was conducted from August 28, 2019 to September 11, 2019. Wave 2 was conducted from November 22, 2019 to December 30, 2019.

The survey was conducted in English and French.

How Results will be Used

PMCoE will use the results to: (1) identify the drivers that should be considered to improve service experience, (2) analyze the effect of improving each of the drivers on client experience and CRA's ultimate outcomes, (3) produce reports including strategic recommendations to senior management, and (4) develop meaningful performance indicators using robust scientific methodology.

Specifically, the data will allow the CRA to determine: (1) the extent to which each driver contributes in shaping client experience, (2) the contribution of client experience in achieving CRA's ultimate outcomes, and (3) isolating and quantifying the effect of external factors, such as GBA+.

For the first time, the CRA will have a service performance measurement and evaluation that will enable it to strategically target areas for improvement.

Extent to which Findings can be Extrapolated to a Broader Audience

The data for both Group 1 – Individual T1 Self-filers and Group 2a – T1 Self-filers with business revenue of \$30,000+ were weighted to represent their respective populations by age, gender and region, according to the averaged proportions of the sample list provided for T2017 and T2018. The data is representative by age, gender and region.

The data for Group 2b - T2 self-filers who have incorporated and active businesses with no monetary limits (as long as the revenue is not zero) was not weighted as the proportions fell within one percentage point of the Statistics Canada Census population. The data is representative by region.

The data for Group 3 – Tax Intermediaries was not weighted as the survey was conducted online and used a non-probability sampling approach. The data is not representative of all tax intermediaries in Canada.

The contract value for this project was \$90,907.25, including HST.