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Canada Child Benefit Program: 2023-2024 Satisfaction Survey

Final Report

Prepared for the Canada Revenue Agency

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Canada 

2023-2024 Canada Child Benefit Satisfaction Survey

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May 2024

This public opinion research report presents the results of an online survey conducted by The Strategic Counsel on behalf of Canada Revenue Agency. The research study was conducted with 1,001 Canada child benefit (CCB) recipients between January 18th and January 29th, 2024.

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I. Executive Summary

Executive Summary

A. Background and Objectives

1. 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 can also include the child disability benefit and any related provincial or territorial programs.

Eligible recipients of the CCB must meet the following criteria:

- Living with the child, and the child must be under 18 years of age;
- Primarily responsible for the care and upbringing of the child;
- A resident of Canada for tax purposes; and
- They, their spouse or common-law partner must be:
 - o A Canadian citizen
 - o A permanent resident
 - o A protected person
 - o A temporary resident who has lived in Canada for the previous 18 months, and who has a valid permit in the 19th month
 - o An Indigenous person who meets the definition of “Indian” under the *Indian Act*

Other factors such as household income, as well as the age and number of children can determine the amount that one receives.

2. Study Objectives

The primary objective of the study is to gauge client awareness and satisfaction with program initiatives and deliverables and to populate results against a ‘client satisfaction’ indicator in departmental performance reports. The results will also be used by various program areas within the Benefit Programs Directorate (BPD) to improve programs, services, and communications based on a better understanding of benefit and credit clients.

B. Methodology

A 10-minute online survey was administered to 1,001 direct CCB recipients, aged 18 and older.

To ensure the sample was representative of the Canadian population, an online probability-based panel was employed with quotas set by region. Given the lower incidence of CCB recipients within the adult population, no formal quotas were set by gender, age, size of household or household income.

Based on a population of 3.44 million CCB recipients in Canada, a confidence interval and confidence level of 95%, the margin of error is 3%. The fieldwork was conducted between January 18th and 29th, 2024.

C. Summary of Key Findings

While CCB recipients generally rate the CRA positively on various aspects of their experience related to the CCB, these levels of satisfaction do vary considerably (a difference of 30 points between the highest and lowest satisfaction scores).

Higher satisfaction scores are associated with the overall experience from application through to receipt of payments, as well as the timeliness of the first CCB payment, CRA’s efforts to safeguard recipients’ personal information, and the accuracy of responses received for those who contacted the CRA over the last year. Somewhat lower satisfaction scores were given regarding the accuracy of information provided in the last CCB notice which was used to calculate the benefit amount. And the lowest satisfaction rating is associated with the timeliness of issue resolution for those recipients who had been in touch with CRA regarding CCB services. On this aspect of service delivery just over one-quarter indicate being dissatisfied, well above levels of dissatisfaction registered in the other areas examined.

Satisfaction with CCB and Related Services

Satisfaction with CCB and Related Services	Net Satisfied (% Somewhat/Very Satisfied)	Net Dissatisfied (% Somewhat/Very Dissatisfied)
The time it took to get your first CCB payment (n=45)*	84	4
The safeguards that were in place to protect your personal and business information (n=71)**	76	7
Overall interactions with the CRA regarding the CCB (including the application, notices, receipt of payments) (n=1,001)	72	4
Accuracy of the response you received (n=71)**	72	14
The accuracy of the information on the last CCB notice which was used to calculate your benefit (n=1,001)	69	6
How quickly your issue was resolved (n=71)**	54	27

*Asked only of first-time recipients.

**Recipients who contacted CRA regarding CCB services within the past 12 months.

While just over **two-thirds (69%) are satisfied with the accuracy of information on their last CCB notice**, slightly more concur that the information is clear and comprehensible. Just under **three-quarters (72%) describe the information on CCB notices as being easy to understand**.

By comparison, far **fewer (52%) of those who contacted CRA within the last 12 months (just 7% of the total sample or n=71 respondents) say that accessing CCB services is easy**, based on their most recent interaction. In fact, almost one-third (31%) described this experience as difficult. It is notable that most who had contacted the CRA within the last 12 months had done so either by telephone (59%) or online (46%), while relatively few connected with the CRA by mail (8%). Most commonly, these recipients indicated that their main reason for reaching out to CRA was to update information on their file, such as their address or marital status, for example (46%).

CRA’s **online and telephone services are rated reasonably well** by the small proportion of CCB recipients who had used these services over the last year. About six-in-ten (61%) of those who went online to contact the CRA rate each of four aspects of CRA’s online services as good or very good: ease of understanding, completeness/thoroughness, accessibility, and helpfulness. By comparison, positive ratings of two specific

aspects of CRA’s telephone services are similar or slightly higher – 74% of those who contacted the CRA are somewhat or very satisfied with the professionalism of the agent, and 69% are satisfied with the way the agent resolved their issue.

Recipients were asked a series of questions to gauge their awareness of various aspects of and requirements related to the CCB, as well as options for managing and accessing their CCB online. Results show **a high degree of variability in levels of awareness, from just 3% who recall receiving a questionnaire about their child’s custody arrangement to 95% who are aware of the requirement to complete and file a tax return in order to be able to receive CCB payments.**

As the chart below illustrates, awareness levels of some aspects of CRA’s online services related to CCB are fairly modest (i.e., the MyBenefits web-based app, the ability to pay CCB balances owing online through CRA or at a bank, and the fact that the CCB is adjusted yearly to keep pace with the cost of living).

Awareness and Recall of Various Features and Requirements Related to the CCB

Awareness and Recall of Various Features and Requirements Related to the CCB	Awareness/Recall (% Yes)*
The requirement to file a tax return to continue receiving CCB payments	95
You can update your personal information for benefit and credit purposes online through My Account	79
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	62
You can pay any CCB balances owed using the CRA online My Payment service or online banking	57
The CCB amount is raised each July to keep up with the cost of living	50
Recall having received a questionnaire from the CRA in the past 12 months asking for proof of child’s custody arrangement	3**

*These questions were asked of the full sample of respondents (n=1,001)

**Of the small number (n=31) who received the questionnaire, about as many said it was easy to complete (42%) as said it was difficult (39%). The volume of information requested was a concern for those who did not feel it was very easy to fill out.

Notably, many respondents indicate that they first heard about the CCB through staff at the hospital or birthing centre (23%) and/or word-of-mouth (18%) via a friend or family member. In future, **while the hospital remains a key channel for a significant portion of respondents (38%), there is a strong preference to shift online for any subsequent applications** – fully 42% say they would use the secure portal My Account.

Finally, recipients overwhelmingly believe the CCB makes a difference in their lives. With respect to the overall impact of the CCB, most (74%) say it has had at least a moderate impact on their monthly budget, including 54% who indicate it has had a high to significant impact. This is particularly the case for racialized groups, persons with a disability, single parents, and lower income households (with annual incomes under \$60,000).

D. Conclusions

Overall, the results with respect to recipients' awareness and understanding of CCB and their experiences interacting with CRA regarding the CCB are reasonably good, although there are evident opportunities to improve in certain areas. Specifically, a push on communications regarding the online platform, both for applying for the benefit and for managing CCB benefits and credits on an ongoing basis is warranted to boost general awareness. There is also an opportunity to enhance recipients' awareness of yearly cost of living increases to the CCB. Doing so would likely reinforce the perceived impact of the CCB and, indirectly, could have an ameliorative effect on general satisfaction with the program and experience.

In developing communications related to the CCB, differences across regions, by language and other socio-economic factors with respect to aspects of the experience should be taken into account. For example, CCB recipients who speak French and/or who reside in Quebec are less positive in their ratings of the CRA in areas such as ease of understanding of information on CCB notices. Quebec-based recipients also exhibit lower levels of awareness of some aspects of the CRA's online service offering related to the CCB although they are among those who express a greater preference for applying online.

E. Note to Reader

No weighting procedures were applied to the final data. 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. Throughout the report, unless otherwise noted, significance is indicated at the 95% confidence level based on the Z-test.

In some cases throughout the report, the findings reported are based on responses from a small number of recipients. In these cases, caution should be used when interpreting the results and should be considered directional in nature. In some cases, due to the absence of any statistically significant differences or as a result of small sample sizes, no additional regional or demographic reporting has been included.

F. Contract Value

The contract value was \$101,468.35 including any applicable taxes.

MORE INFORMATION

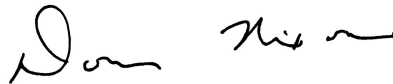
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Statement of Political Neutrality

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

Signed:



Donna Nixon, Partner

II. Detailed Findings

Detailed Findings from the Survey

A. Overall Satisfaction with and Impact of CCB

Asked to rate their overall level of satisfaction with their interactions with the CRA regarding the CCB (including the application, notices, and receipt of payments, etc.), the majority of CCB recipients indicate they are satisfied (72%). A plurality of recipients (38%) gives the highest rating of *'very satisfied'* while just over one-third (34%) say they are *'somewhat satisfied.'* A further one-in-five (20%) are neutral, citing they are *'neither satisfied nor dissatisfied.'* Very few (4%) reporting being dissatisfied with the interactions they have had with the CRA related to receipt of the CCB.

Across the regions, there are a few significant differences to note:

- Those living in the Atlantic provinces (81%) are most likely to report being satisfied (*'very/somewhat satisfied'*) with their overall experience, relative to those in Ontario (71%), Quebec (70%), and British Columbia/North (67%);
- A greater proportion of recipients residing in the Prairies (44%) and Ontario (41%) offer a rating of *'very satisfied'* as compared to those living in Quebec (31%); and
- Conversely, those in Quebec (39%) are more likely to say they are *'somewhat satisfied'* with their interactions with the CRA relative to those in Ontario (31%).

SATISFACTION WITH OVERALL INTERACTIONS WITH CRA, REGARDING THE CCB

SATISFACTION	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	75	251	400	175	100
Percentage	%	%	%	%	%	%
NET - SATISFIED	72	81	70	71	74	67
Very satisfied	38	43	31	41	44	29
Somewhat satisfied	34	39	39	31	30	38
Neither satisfied nor dissatisfied	20	16	20	20	19	24
Somewhat dissatisfied	2	3	1	4	1	4
Very dissatisfied	2	-	2	2	3	1
NET - DISSATISFIED	4	3	3	5	5	5
Don't know	4	-	8	4	3	4

Q14. 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.

By key demographics, those more likely to say they are satisfied (very/somewhat) are women (73%), relative to men (65%).

Moreover, respondents who are more likely to report the top rating of *'very satisfied'* include:

- University educated (41%), relative to those with a college-level education or trades certification (33%); and
- Recipients who most often speak English at home (40%), compared to Francophones (30%).

Conversely, a greater proportion of those who speak French most often at home (40%) say they are ‘*somewhat satisfied*’, relative to Anglophones (32%). Additionally, a higher proportion of recipients aged 35 to 49 (35%) also report being ‘*somewhat satisfied*’, relative to those who are 50 years of age or older (28%).

When asked what level of impact the CCB has on their monthly budget, over half of recipients (54%) report a relatively high impact (a rating of ‘7-10’ on a 10-point scale of impact). A further one-in-five (20%) say the CCB has a moderate impact (‘4-6’) on their budget while a quarter (26%) indicate that it has little to no impact (‘0-3’) on their monthly budget.

Regionally, no significant differences are noted.

IMPACT OF CCB ON MONTHLY BUDGET

IMPACT	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	75	251	400	175	100
Percentage	%	%	%	%	%	%
NET – HIGH IMPACT (7, 8, 9, 10)	54	63	53	51	56	58
9/10	33	37	29	31	39	37
7/8	21	25	24	20	17	21
4/5/6	20	16	20	21	18	21
2/3	13	9	16	14	13	9
0/1	12	11	11	14	13	11
NET – LOW IMPACT (0, 1, 2, 3)	26	20	27	28	25	20
Unsure	1	1	1	1	1	1

Q15. On a scale from 0 to 10, where 0 is no impact at all and 10 is a significant impact, what level of impact does the CCB have on your monthly budget? Base: Total sample.

Those more likely to report a high level of impact (a rating of ‘7-10’) include:

- Those with a household income of less than \$60,000 (84%) when compared to recipients with a household income of \$60,000 to under \$100,000 (68%) and those with an income of \$100,000 or more a year (36%). Furthermore, a greater proportion of this group provide the highest rating of 9/10 (68%), relative to those with a household income of \$60,000 to under \$100,000 (42%) and \$100,000 or more (18%);
- Recipients who are single (82%) or separated, divorced or widowed (74%), relative to those who are married or living common-law (49%);
- Those who identify as a person with a disability (65%), relative to the average (54%); and
- Those who identify as belonging to a racialized community (61%) as compared to the average (54%).

B. Satisfaction with CCB Payments

First-time recipients, defined as those who have been receiving the CCB for less than 12 months, were asked to rate their level of satisfaction with the time it took to receive their first CCB payment. It should be noted that the proportion of respondents who indicated they had been receiving the CCB for less than 12 months is quite small (n=45) as a proportion of the total sample. As such, results should be interpreted

with caution and considered more directional in nature. For more details on the methodology, please refer to [Section III: Methodology](#).

The vast majority (84%) of first-time recipients say they are satisfied, either 'somewhat' (31%) or 'very' (53%), with the time it took to get their first CCB payment. Very few (4%) report dissatisfaction.

Given the small base size, further analysis by region and key demographics was not undertaken.

SATISFACTION WITH TIMELINESS OF FIRST CCB PAYMENT

SATISFACTION	TOTAL
	n= 45c
	Percentage %
NET – SATISFIED	84
Very satisfied	53
Somewhat satisfied	31
Neither satisfied nor dissatisfied	9
Somewhat dissatisfied	4
Very dissatisfied	-
NET – DISSATISFIED	4
Don't know	2

Q3A. 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, c = Caution, small base size.

C. Satisfaction and Understanding of CCB Notices

A series of questions were posed to all recipients to assess their level of satisfaction with respect to the accuracy of information on their last CCB notice and their ease of understanding of this information.

Over two-thirds (69%) of recipients are satisfied with the accuracy of information used to calculate their benefit and included on their last CCB notice – either 'somewhat' (30%) or 'very' (39%). One-in-five (19%) report they were 'neither satisfied nor dissatisfied' while very few (6%) say they were dissatisfied.

Satisfaction levels do not vary significantly by region.

SATISFACTION WITH ACCURACY OF INFORMATION ON LAST CCB NOTICE

SATISFACTION	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
	n= 1001	75	251	400	175	100
	Percentage %	%	%	%	%	%
NET – SATISFIED	69	73	68	69	73	62
Very satisfied	39	41	37	39	44	37
Somewhat satisfied	30	32	31	30	29	25
Neither satisfied nor dissatisfied	19	15	20	19	18	21
Somewhat dissatisfied	3	4	3	3	3	6
Very dissatisfied	2		1	3	3	3
NET - DISSATISFIED	6	4	4	6	6	9
Don't know	6	8	8	6	2	8

Q3B. How satisfied are you with each of the following aspects of the CCB? – “The accuracy of information on the last CCB notice which was used to calculate your benefit.” Base: Total sample.

By key demographics, satisfaction levels vary to some extent by:

- Household income – Those with incomes under \$60,000 (74%) or between \$60,000 and \$100,000 (77%) are more satisfied (*‘very/somewhat’*) than those residing in higher income households earning \$100,000 or more annually (65%);
- Age – Recipients who are 50 years of age or older (30%) are less likely to say they are *‘very satisfied’* when compared with results for those who are younger (41% among those aged 35 to 49; 48% among those between the ages of 18 and 34); and
- Marital status – A higher proportion of recipients who are separated, divorced or widowed (49%) are *‘very satisfied’* relative to those who are married or living common-law (38%).

Similar to the proportion who indicate they are satisfied with the accuracy of information on their last CCB notice, just under three-quarters (72%) of recipients report that the information contained in their last CCB notice was easy to understand. An almost equal number of recipients say the information was *‘very easy’* (37%) to understand as say it was *‘somewhat easy’* (35%). Over one-in-ten (15%) are neutral, indicating the information was *‘neither easy nor difficult’* while a small percentage (6%) say they found the information difficult to interpret. A further 7% expressed some uncertainty in response to this question, saying that they *‘don’t know.’*

The ease of understanding varies to some degree regionally. Recipients residing in Quebec (29%) are less likely to say the information was *‘very easy’* to understand, relative to those in the Atlantic (49%), the Prairies (41%), and Ontario (38%). Conversely, Quebec recipients (43%) are more likely to report the information was *‘somewhat easy’* to interpret compared to other provinces and territories (ranging from 30% in British Columbia/North to 33% in Ontario).

EASE OF UNDERSTANDING CCB NOTICES

EASE OF UNDERSTANDING	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	75	251	400	175	100
Percentage	%	%	%	%	%	%
NET - EASY	72	80	72	72	74	64
Very easy	37	49	29	38	41	34
Somewhat easy	35	31	43	33	33	30
Neither easy nor difficult	15	9	16	14	18	18
Somewhat difficult	5	4	3	6	3	4
Very difficult	1	-	1	1	1	3
NET - DIFFICULT	6	4	4	8	4	7
Don't know	7	7	8	7	4	11

Q4. How easy or difficult was it to understand the information on your last CCB notice? Base: Total sample.

Ease of understanding varies by:

- Marital status – Recipients who are separated, divorced or widowed (80%) are significantly more likely to say they found the information *‘easy’* to interpret, when compared to those who are married or living common-law (71%);
- Education – Those with a college level education or trades certification (42%) say the information was *‘somewhat easy’* to understand with greater frequency than those with a university level education (33%); and

- Language spoken most often at home – Those who speak English most often at home (40%) are more likely to report the information was ‘*very easy*’ to understand, relative to those who speak French (27%). By contrast, a large proportion of recipients who most often speak French at home (46%) say the information was ‘*somewhat easy*’ to understand, relative to those who speak English (32%).

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

The survey included several questions aimed at assessing recipients’ interactions with the CRA in the last 12 months. The questions focused on eliciting feedback regarding their reasons for contacting the CRA, methods used to contact the CRA, as well as perceptions related to the ease of accessing CCB services.

Fewer than one-in-ten (7%) report having contacted the CRA regarding the CCB in the past 12 months. The vast majority (93%) say they have not.

CONTACTED THE CRA IN LAST 12 MONTHS REGARDING CCB

CONTACTED THE CRA	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	75	251	400	175	100
Percentage	%	%	%	%	%	%
Yes	7	4	6	8	8	10
No	93	96	94	93	92	90

Q5. In the past 12 months did you have to contact the Canada Revenue Agency (CRA) regarding the CCB? Base: Total sample.

Recipients more likely not to have contacted the CRA include:

- Those living in households with an annual income of \$100,000 or more annually (96%), relative to those in households with a lower annual income (90% - \$60,000 to less than \$100,000; 86% - less than \$60,000); and
- Recipients who do not identify as belonging to an equity-deserving group (95%), relative to those who do (i.e., Indigenous peoples, members of a racialized community, and persons with a disability) (88%).

Recipients who reported having contacted the CRA in the past 12 months regarding the CCB were asked a follow-up question about why they contacted the CRA. The reasons reported by recipients varied with almost half (46%) saying it was to update their file. About one-in-five (18%) indicate the matter was related to an issuance of payment while one-in-ten or more say it was related to their application (15%), a policy, ruling and interpretation (10%) or general information (10%). A small percentage say their reason for contacting the CRA was related to a service complaint or an appeal (7% in each case).

Further regional and demographic analysis was not undertaken due to small base sizes.

REASONS FOR CONTACT (Multi-mention)

REASONS FOR CONTACT	TOTAL
	n= 71
	Percentage %
An update to your file (i.e. change of address, marital status, custody arrangement)	46
Issuance of payment	18
Your application	15
Policy, ruling and interpretation	10
General information	10
Service complaint	7
Appeal	7
Other	13

Q6. Why did you contact the CRA? Base: Those who have contacted the CRA in the last 12 months.

Telephone is the primary method of contacting the CRA, identified by about three-in-five (59%) recipients who have contacted the CRA in the past 12 months. A somewhat smaller, but still significant, proportion of recipients (46%) say they contacted the CRA through its online services, including secure portals such as My Account and My Benefits or via the general web, social media and mobile apps. Less than one-in-ten (8%) report having interacted with CRA via mail.

Further regional and demographic analysis was not undertaken due to small base sizes at the sub-cell level.

METHOD OF CONTACT (Multi-mention)

METHOD OF CONTACT	TOTAL
	n= 71
	Percentage %
Telephone	59
Online services, such as secure portals (i.e. My Account, My Benefits), general web, social media, mobile apps	46
Mail	8
Other	3

Q7. How did you contact the CRA? Base: Those who have contacted the CRA in the last 12 months.

Ratings with respect to recipients' last experience with the CRA and their ease of accessing CCB services are mixed. Just over half (52%) say it was easy to access CCB services with almost one-in-five (18%) saying it was *'very easy'* and one-third (34%) reporting it was *'somewhat easy.'* However, about one-third (31%) say accessing CCB services was difficult – either *'somewhat'* (17%) or *'very'* (14%). Just under one-in-five (17%) are indifferent or neutral with respect to their last experience indicating that it was *'neither easy nor difficult'* to access CCB services.

Small base sizes preclude any further regional and demographic analysis.

EASE OF ACCESSING CCB SERVICES BASED ON LAST EXPERIENCE

EASE OF ACCESSING CCB SERVICES	TOTAL
n=	71
Percentage	%
NET – EASY	52
Very easy	18
Somewhat easy	34
Neither easy nor difficult	17
Somewhat difficult	17
Very difficult	14
NET – DIFFICULT	31

Q8. 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 the last 12 months.

E. Satisfaction and Experience with Specific Service Aspects

Recipients who had contacted CRA regarding CCB services within the past 12 months, by any method and for a range of reasons, were asked to rate their satisfaction with respect to three areas of service:

- The safeguards in place to protect their personal and business information;
- The accuracy of the response they received; and
- How quickly the issue was resolved.

The below table outlines the findings regarding ‘net satisfaction,’ that is the combined percentage of those who say they were either ‘*somewhat*’ or ‘*very*’ satisfied. Three-quarters (76%) of respondents who have contacted the CRA report being satisfied with the safeguards in place to protect their privacy while just slightly fewer (72%) are satisfied with the accuracy of the response they received. Satisfaction levels regarding how quickly the issue was resolved drop off relative to the other service areas, although more than half (56%) of respondents say they were ‘*very/somewhat satisfied*’ with the timeliness of the resolution.

Given the small base sizes additional regional and demographic analysis pertaining to each of the above-noted service areas was not undertaken.

NET SATISFACTION: TIMELINESS, PRIVACY SAFEGUARDS, ACCURACY OF INFORMATION

NET SATISFACTION	TOTAL
n=	71
TOP 2 BOX SCORES: ‘VERY’ AND ‘SOMEWHAT SATISFIED’ COMBINED	%
The safeguards in place to protect your personal and business information	76
The accuracy of the response you received	72
How quickly issue was resolved	56

Q9A-C. And, how satisfied were you with each of the following service aspects? Base: Those who have contacted the CRA in the last 12 months.

CCB recipients who have contacted the CRA in the last 12 months express the highest levels of satisfaction with respect to the safeguards CRA has in place to protect their privacy relative to the other service areas assessed. Overall, just over three-quarters (76%) are satisfied, and just under half (45%) provide the top rating of *'very satisfied'* on this measure while one-third (31%) say they are *'somewhat satisfied.'* One-in-ten (11%) report they were *'neither satisfied nor dissatisfied'* and very few say they were *'somewhat dissatisfied'* (7%).

SATISFACTION WITH PRIVACY SAFEGUARDS

SATISFACTION	TOTAL
	n= 71
	Percentage %
NET - SATISFIED	76
Very satisfied	45
Somewhat satisfied	31
Neither satisfied nor dissatisfied	11
Somewhat dissatisfied	7
Very dissatisfied	-
NET - DISSATISFIED	7
Don't know	6

Q9B. 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 the last 12 months.

Overall ratings for satisfaction with the accuracy of the response provided are also relatively strong with similar proportions who say they are *'very satisfied'* (34%) as say they are *'somewhat satisfied'* (38%). Just over one-in-ten (14%) indicate some level of dissatisfaction with the accuracy of the response they received – either *'somewhat'* (10%) or *'very'* (4%). An additional one-in-ten (13%) rate their satisfaction as neutral reporting they were *'neither satisfied nor dissatisfied.'*

SATISFACTION WITH ACCURACY OF THE RESPONSE PROVIDED

SATISFACTION	TOTAL
	n= 71
	Percentage %
NET – SATISFIED	72
Very satisfied	34
Somewhat satisfied	38
Neither satisfied nor dissatisfied	13
Somewhat dissatisfied	10
Very dissatisfied	4
NET – DISSATISFIED	14
Don't know	1

Q9C. 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 the last 12 months.

A majority (56%) of recipients surveyed report satisfaction with how quickly their issue was resolved with equal proportions who say they are *'very satisfied'* (28%) as reporting being *'somewhat satisfied'* (28%). Just over a quarter (27%) of respondents report a certain degree of dissatisfaction with the timeliness of

their issue resolution – the highest level of dissatisfaction across the three service areas. Over one-in-ten indicate being ‘*somewhat dissatisfied*’ (15%) and a similar proportion report being ‘*very dissatisfied*’ (11%). Similar to the other service areas noted above (i.e., accuracy of response and privacy safeguards) more than one-in-ten (17%) are neutral in their rating, providing a response of ‘*neither satisfied nor dissatisfied*.’

SATISFACTION WITH HOW QUICKLY THE ISSUE WAS RESOLVED

SATISFACTION	TOTAL
n=	71
Percentage	%
NET – SATISFIED	56
Very satisfied	28
Somewhat satisfied	28
Neither satisfied nor dissatisfied	17
Somewhat dissatisfied	15
Very dissatisfied	11
NET – DISSATISFIED	27
Don't know	-

Q9A. 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 the last 12 months.

F. Ratings of CRA’s Online Services

Recipients who had contacted the CRA within the last 12 months via any one or more of its online service offerings were asked to rate the information in terms of ease of comprehension, completeness or thoroughness, accessibility, and helpfulness. Results are summarized in the table below and have been broken out by the top three response options of ‘*very good*,’ ‘*good*,’ and ‘*fair*.’ Note that the overall number of respondents answering this set of questions is small (n=33) and, as such, some caution should be taken when interpreting their answers.

The majority of respondents provide a rating of ‘*very good/good*’ for the ease of understanding, completeness, accessibility, and helpfulness of CRA’s online services (61% for each). Furthermore, three-in-ten (30%) provide the top rating of ‘*very good*’ with respect to how easy the online service was to understand while at least one-in-five (or more) provide the top rating (i.e., ‘*very good*’) with respect to completeness/thoroughness (24%), accessibility (24%), and helpfulness (21%).

RATINGS OF CCB ONLINE INFORMATION

RATINGS OF CCB ONLINE INFORMATION	TOP 2 BOX	Very good	Good	Fair
n=	33c	-	-	-
Percentage	%	%	%	%
How easy it was to understand	61	30	30	30
Completeness or thoroughness	61	24	36	30
Accessibility	61	24	36	21
Helpfulness	61	21	39	24

Q10. How would you rate the information on CRA’s online services in terms of each of the following aspects? Base: Those who have contacted the CRA through online services in the last 12 months, c = Caution, small base size.

Given the small number of respondents who indicated they had used CRA's online services within the last 12 months, results have not been broken out further (e.g., from 'very good' to 'very poor') and have not been analysed regionally or across demographic groups.

G. Ratings of CRA's Telephone Services

Those who contacted CRA by telephone were asked to rate their satisfaction with two key service aspects:

- The professionalism of the CRA agent; and
- The way in which the agent resolved their issue.

Three quarters (74%) say they are satisfied ('very/somewhat') with the professionalism of the CRA agent and in fact a plurality (45%) report they were 'very satisfied' with this aspect. Satisfaction levels regarding the way in which the agent resolved their issue is slightly lower with just over two-thirds (69%) providing a rating of 'very/somewhat' satisfied. On this measure about equal proportions of respondents say they are 'very satisfied' (33%) as say they are 'somewhat satisfied' (36%).

RATINGS OF CRA'S TELEPHONE SERVICES

RATINGS OF CRA'S TELEPHONE SERVICES	TOTAL	Very satisfied	Somewhat satisfied
n=	42c	-	-
Percentage	%	%	%
The professionalism that the CRA agent showed	74	45	29
The way the CRA agent resolved your issue	69	33	36

Q9D-E. And, how satisfied were you with each of the following service aspects? Base: Those who have contacted the CRA in the last 12 months, c = Caution, small base size.

Small base sizes preclude any further analysis by region or key demographics.

H. Awareness of Online Options to Manage the CCB

All respondents were asked whether they were aware of three specific online features related to managing their CCB or updating their profile. Levels of awareness are highest with respect to online features permitting recipients to update their personal information such as address, marital status, caregiver status and direct deposit information through My Account. Almost four-in-five (79%) are aware of this feature. Three-in-five (62%) say that they know that the CRA web-based app MyBenefits can be used to view benefit and credit payment details and personalized eligibility information. Awareness levels drop off somewhat with respect to paying CCB balances owed via the CRA online My Payment service or through online banking, although over half (57%) of recipients surveyed do report being aware of this feature.

By region, those residing in the Atlantic provinces are more likely to say they are aware of:

- The ability to update their profile through My Account (88%), relative to Quebec (78%) and Ontario (78%); and
- That MyBenefits can be used to view benefit and credit payment (75%), relative to Quebec (53%) and Ontario (63%).

Regarding levels of awareness with respect to paying CCB balances through online banking or CRA’s online My Payment service, those residing in Quebec (49%) are also less likely to know of this feature relative to recipients in Ontario (59%) and the Prairies (65%).

AWARENESS OF MANAGING THE CCB ONLINE

AWARENESS OF MANAGING THE CCB ONLINE	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C./North
n=	1001	75	251	400	175	100
%Yes	%	%	%	%	%	%
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.	79	88	78	78	79	84
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.	62	75	53	63	65	66
That you can pay any CCB balances owed using the CRA online My Payment service or online banking.	57	56	49	59	65	59

Q18. For each of the following 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.

Awareness that My Account can be used to update their personal information is higher among recipients who are single (88%), relative to those who are married or living common-law (78%).

Across other key demographics, CCB recipients who speak English most often at home, relative to those who speak French, are more likely to be aware of the following:

- The ability to use MyBenefits to view payment details and eligibility information (65% vs. 52%); and
- The ability to pay any owing CCB balances through CRA’s My Payment service or online banking (60% vs. 49%).

I. Awareness of the Requirement to File a Tax Return

Well over nine-in-ten respondents (95%) are aware of the requirement to file a tax return every year in order to continue receiving CCB payments.

While awareness is high across the board, respondents residing in the Prairies (98%) are more likely to say they are aware of this requirement relative to those residing in Ontario (93%).

AWARENESS OF THE REQUIREMENT TO FILE TAX RETURN

AWARENESS OF THE REQUIREMENT TO FILE TAX RETURN	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C./North
n=	1001	75	251	400	175	100
Percentage	%	%	%	%	%	%
Yes	95	97	95	93	98	97
No	5	3	5	7	2	3

Q16. 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.

Levels of awareness do not vary significantly across demographic sub-groups.

J. Awareness of CCB Adjustments for Inflation

All respondents were asked if they were aware of CCB adjustments for inflation. Awareness levels are modest with half (50%) of CCB recipients reporting they are aware that the CCB amount is raised each July to keep up with the cost of living. Just under half (45%) say they are not aware of this adjustment while a small percentage, 5% say they are unsure. This suggests there is an opportunity for CRA to improve its communications on this front.

By region, those residing in Ontario (49%) are more likely to say they are unaware of this adjustment relative to those in Quebec (40%).

AWARENESS OF CCB ADJUSTMENTS TO KEEP UP WITH THE COST OF LIVING

AWARENESS OF CCB ADJUSTMENTS TO KEEP UP WITH THE COST OF LIVING	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	75	251	400	175	100
Percentage	%	%	%	%	%	%
Yes	50	49	51	47	54	48
No	45	49	40	49	43	42
Unsure	5	1	8	5	3	10

Q17. Are you aware or not aware that the CCB amount is raised each July to keep up with the cost of living? Base: Total sample.

Similar to the requirement to file a tax return, awareness does not vary by key demographics.

K. Referrals to CCB and Future Method of Application

To better understand how recipients initially became aware of the CCB, respondents were asked to identify (from a list which was shown to them in the online survey) the source via which they had first heard about the program.

Respondents report hearing about the benefit primarily from hospital or birthing centre staff (23%) or a friend/family member (18%). Smaller proportions of respondents attribute CRA resources or communications such as the website (8%) or mail (8%) as their referral source. A similar proportion of respondents report hearing about the CCB from a professional, such as an accountant (7%). It is important to note that just over one quarter (26%) of respondents, the plurality, were unable to recall where they had first heard about the CCB.

Regionally, those residing in the Prairies (28%) are more likely to recall hearing about the CCB from hospital or birthing centre staff relative to those in Ontario (20%).

REFERRAL SOURCE FOR THE CCB (Multi-mention)

REFERRAL SOURCE FOR THE CCB	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C./North
n=	1001	75	251	400	175	100
Percentage	%	%	%	%	%	%
From hospital or birthing centre staff	23	20	25	20	28	21
From a friend or a family member	18	21	19	17	18	17
By visiting the CRA web site	8	12	3	10	5	18
By mail from the CRA	8	5	7	8	11	8
From a professional, like an account	7	1	6	10	8	4
From your provincial social services office	2	3	1	2	3	2
From social media (i.e. Facebook, Twitter)	1	-	<1	1	1	-
From a free tax clinic hosted by the Community Volunteer Income Tax Program	1	-	-	1	1	2
By visiting another federal government office	<1	1	<1	1	-	1
By other means	6	8	4	9	6	2
Don't remember	26	28	33	23	20	25

Q2. How did you first hear about the CCB? Base: Total sample.

Referral sources and overall levels of recall regarding how they were first referred vary across the following key demographics:

- Recipients with a college level education or trades certification (30%) are more likely to report having heard about the benefit through the hospital or birthing centre staff, relative to those with a university level education (19%).
- Older recipients, aged 50 years of age or older (37%), are more likely to say they do not remember from who or where they heard about the CCB relative to those who are between the ages of 35 and 49 (24%).
- Recipients who speak French most often at home (32%) are most likely to indicate they do not recall where they first heard about the benefit when compared to those who most often speak English at home (25%).

Given that there are several ways in which individuals can apply for the CCB, respondents were asked to identify the method they would use to apply for the CCB should they have another child in the future. Similar proportions report they would apply online through My Account (42%) or at the hospital by providing consent on the provincial birth registration (38%). Applying by paper (Form RC66) is cited much less frequently with only 2% of respondents reporting it as the method they would use in the future.

Significant differences by region are as follows:

- Recipients residing in British Columbia/North (56%), Ontario (45%) and Quebec (41%) are more likely to say they would apply online compared to those in the Prairies (31%); and
- Respondents residing in the Atlantic (48%) and the Prairies (47%) are more likely to cite the hospital or birthing centre staff as their future method of applying, relative to those in Ontario (36%).

METHOD OF APPLYING FOR CCB IN THE FUTURE

METHOD OF APPLYING FOR CCB IN THE FUTURE	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	75	251	400	175	100
Percentage	%	%	%	%	%	%
Online: using the secure portal 'My Account'	42	39	41	45	31	56
At the hospital: giving consent on the provincial birth registration	38	48	39	36	47	25
By paper: Form RC66	2	-	3	2	3	2
Other	1	-	2	1	1	-
Don't know	6	5	6	6	6	8
Not applicable	10	8	8	10	12	9

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

Sub-group analysis across key demographics highlights that those more likely to cite online as their future method of applying are:

- Recipients who identify as a member of a racialized community (51%), when compared to the average (42%); and
- University educated recipients (46%), relative to those with a college level education or trades certification (34%); and

Respondents, aged 35 to 49 (40%) are more likely to say they would apply at the hospital by giving consent on the provincial birth registration, as compared to those who are 50 years of age or older (30%).

L. Evaluation of the Child Custody Arrangement Questionnaire

To ensure each CCB recipient is receiving the correct amount of benefits and credits, from time to time, CRA may send a questionnaire to confirm the recipient's information with regards to the child's custody arrangements.

As part of this survey recipients were asked whether they recall receiving a questionnaire from CRA within the past 12 months asking to prove their child's custody arrangement. The vast majority (94%) of respondents say they had not received such a questionnaire, relative to those who report they did (3%). An extremely small proportion do not recall one way or another (3%).

Regionally, those residing in the Prairies (97%) are more likely to report they had not received the questionnaire, relative to those in Quebec (91%).

RECALL RECEIVING CHILD CUSTODY QUESTIONNAIRE IN THE LAST 12 MONTHS

RECALL	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	75	251	400	175	100
Percentage	%	%	%	%	%	%
Yes	3	1	6	2	2	2
No	94	93	91	95	97	95
Don't remember	3	5	3	3	1	3

Q11. 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.

By key demographics, recall varies according to marital status. Recipients who are married or living common-law (96%) are more likely to recall not having received the questionnaire, relative to those who are single (85%).

As a follow-up for those who did recall receiving a questionnaire (n=31), respondents were asked about the ease of completing the questionnaire. Responses were mixed with similar proportions reporting the questionnaire was easy (42%) or difficult (39%) to complete (combining the proportion who describe it as being either 'very/somewhat easy' or 'very/somewhat difficult'). One-in-five (19%) were indifferent, reporting the questionnaire was 'neither easy nor difficult' to complete. As the sample size for this and other regional/demographic breaks is quite small this data should be considered directional only.

EASE OF COMPLETING THE QUESTIONNAIRE

EASE OF COMPLETING THE QUESTIONNAIRE		TOTAL
	n=	31c
	Percentage	%
NET - EASY		42
	Very easy	19
	Somewhat easy	23
	Neither easy nor difficult	19
	Somewhat difficult	13
	Very difficult	26
NET - DIFFICULT		39

Q12. How easy or difficult was it to complete the questionnaire you received? Base: Those who have received the questionnaire, c = Caution, small base size.

Those who responded anything other than 'very easy' to the above question (n=25) were given an opportunity to provide suggestions (from a list shown which included an 'other' option) on how the questionnaire could be improved. The top suggestion provided by recipients, chosen by just under half (48%), was to reduce the number of questions included in the questionnaire. About three-in-ten (28%) suggested the information or instructions in the questionnaire be rewritten while fewer (8%) felt the questionnaire could be improved by adjusting the format or size of the print. One quarter (24%) offered miscellaneous suggestions while a further 16% had no opinion regarding improvements to the questionnaire (i.e., responding 'don't know').

The small base size of respondents answering this question precludes any further regional or demographic analysis. As such, the results for this question should be interpreted with caution.

SUGGESTIONS FOR IMPROVING THE QUESTIONNAIRE (Multi-mention)

SUGGESTIONS FOR IMPROVING THE QUESTIONNAIRE		TOTAL
	n=	25c
	Percentage	%
	The number of questions be reduced	48
	The information or instructions be rewritten	28
	The format of the notice or the size of the print be adjusted	8
	Other	24
	Don't know	16

Q13. 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.

III. Methodology

Methodology

A. Sample Design

The target audience for this survey consisted of current direct CCB recipients. Screening criteria was used to ensure each individual responding to the survey was the direct recipient of the CCB. In other words, eligible respondents had to identify as the parent or caregiver directly receiving the monthly payment (and not just a parent or caregiver whose family or household was receiving the benefit). During the screening process, if a respondent identified another member of their household as the direct recipient of the CCB, efforts were made to conduct the survey with the direct recipient. This was done by continuing the survey with the direct recipient via the panellist's link or through a unique survey link sent via e-mail to the direct recipient.

It was noted that in Canada there are approximately 3.44 million CCB recipients across Canada (representing about 12% of the adult Canadian population). To ensure the sample was representative of the Canadian population, an online probability-based panel was employed with quotas set by region. Given the lower incidence of CCB recipients within the adult population, no formal quotas were set by gender, age, size of household or household income.

A total of n=1,001 direct recipients of the CCB, aged 18 years of age or older completed the survey. The following regional quotas were set to ensure a representative distribution:

Region	% of population	Sample Size (n)
Atlantic	7.5%	75
Quebec	25%	251
Ontario	40%	400
Manitoba/Saskatchewan	7.5%	75
Alberta	10%	100
British Columbia/North	10%	100
Total	100%	1,001

No weighting was applied to the final sample.

Additional Information on Online Probability-Based Panel

The online probability-based panel is composed of Canadians aged 18 and older who are recruited using a random sampling methodology from a telephone database that includes most adult people in the population. The panel is recruited by drawing random samples of telephone numbers or residential addresses and via IVR or 'robo-calls' reaching out to individuals to obtain their interest in joining the panel and collecting some very basic information on them. Each individual who expresses interest in joining the panel is verified by a live agent before they are formally invited to join the panel online. Once invited, panel members are required to complete a set of profiling questions (i.e., demographics).

B. Questionnaire Design

The Strategic Counsel worked with CRA to draft screening questions to filter out non-recipients and ensure the respondent met the criteria of a direct recipient. The CRA provided TSC with a draft questionnaire based on previous iterations of the CCB Satisfaction Survey. Once the English survey was approved, CRA translated the questionnaire for TSC to review. All research materials can be found in the Appendix.

C. Pre-test

Following the [Government of Canada's Standards for Public Opinion Research for Online Surveys](#), The Strategic Counsel conducted a pre-test on January 18th and 19th, 2024, prior to launching the survey. The survey was pre-tested among n=22 respondents in a soft launch (10 in English and 12 in French) prior to running live.

Based on the 22 completes from the pre-test, the average length of completion was approximately 8 minutes.

Overall, the findings from the pre-test were very positive. All respondents surveyed agreed, either somewhat or strongly, that:

- The questions asked were easy to complete;
- The questions were straightforward and easy to understand; and
- The length of the survey was reasonable.

Given the positive findings, TSC recommended to CRA that the online survey be fully launched with no additional changes.

D. Fieldwork and Length of Survey

The fieldwork for this survey was conducted from January 18th to January 29th, 2024. On average, the survey took 10 minutes to complete.

E. Dispositions

A total of 4,442 entered the survey online. Among those, 1,001 individuals qualified and completed the survey. The overall completion rate was 93% and the overall participation rate was 41%, according to the calculations shown below.

ONLINE DISPOSITIONS

Disposition	N
Total Entered Survey	4,442
Completed	1,001
Not Qualified/Screen Outs	266
Quota Full	2872
Suspend/Drop-Off	303

Response Rate =	$\frac{\text{Interviews Started}}{\text{Respondents E-mailed}}$	Completion Rate =	$\frac{\text{Completes + Screen outs + Quota full}}{\text{Total \# of Click Ins}}$
41% =	$\frac{4,442}{10,917}$	93% =	$\frac{(1,001 + 266 + 2,872) = 4,139}{4,442}$

F. Margin of Error and Confidence Interval

Based on a population of 3.44 million CCB recipients in Canada, a confidence interval and confidence level of 95%, the margin of error is 3%. Please note that the results for subgroups have a larger margin of sampling error than for the overall sample because of their smaller sample sizes.

G. Study Limitations

Given the relatively low incidence of CCB recipients within the Canadian population, it is difficult to set strict quotas for specific sub-groups of CCB recipients such as first-time recipients. As such, some of the results reported within this document reflect the views of a small subset of CCB recipients and caution should be used when making inferences to the broader population.

Additionally, nonresponse bias can exist when respondents refuse, are unable, or unwilling to complete the survey. In many studies, some respondents may drop off from the survey or refuse to proceed through the screening process. With nonresponse bias, those who willingly participate in a survey and nonrespondents may differ in their attitudes and behaviours.

Furthermore, online surveys by nature only include respondents with the basic literacy skills to navigate the Internet. Those without Internet access or even reduced internet access would have been excluded from this survey.

IV. Appendix

Appendix

A. Questionnaire

On behalf of the Government of Canada, **The Strategic Counsel** is conducting a survey about Government of Canada benefits that households receive. Si vous préférez répondre au sondage en français, veuillez cliquer sur français **[Direct the respondent to the French language version]**. The survey takes **about 12 minutes** to complete, and your participation is voluntary and confidential.

Your answers will not be attributed to you and the information you provide will be administered according to the requirements of the *Privacy Act*, the *Information Act*, and any other pertinent legislation. Your decision to participate or not is yours alone and there will be no consequences if you decide not to participate.

This research project is registered with the Canadian Insights Research Council (CRIC) Research Verification Service that allows you to verify its legitimacy and share your feedback. If you have feedback on this research, you can share it by going to <https://canadianresearchinsightscouncil.ca/rvs> and using the RVS code: 20240109-TH551. Should you wish to verify the authenticity of this survey you may also visit www.canada.ca/por-cra or contact Angela Muma, Public Opinion Research Officer, Canada Revenue Agency, at PABPOPRESG@cra-arc.gc.ca.

If you would like an alternative format of the survey, please contact:

Trista Heney
Phone: 416-975-4465 ext. 272
Email: theney@thestrategiccounsel.com

- S1. In which age category do you fall?
- Under 18 [TERMINATE]
 - 18 to 34
 - 35 to 49
 - 50 to 54
 - 55 to 64
 - 65 or older
- S2. Do you have children in your household in any of the following age categories? Please select all that apply.
- Under age 12 [CONTINUE]
 - 12-17 years of age [CONTINUE]
 - 18 years of age or older [CONTINUE ONLY IF 'UNDER AGE 12' OR '12-17 YEARS' ALSO SELECTED]
 - I do not have any children [PN: EXCLUSIVE, TERMINATE]
 - Prefer not to answer [PN: EXCLUSIVE, TERMINATE]
- S3. Does your household currently receive any of the following Government of Canada benefits? Please select all that apply. [PN: RANDOMIZE. IF CCB NOT SELECTED, TERMINATE.]
- Old Age Security (OAS) [PN: DEFINITION TO BE PROVIDED IN A POPUP - The Old Age Security (OAS) pension is a monthly payment you can get if you are 65 and older. ([Old Age Security - Canada.ca](http://OldAgeSecurity-Canada.ca))]
 - Canada Pension Plan (CPP) [PN: DEFINITION TO BE PROVIDED IN A POPUP - The Canada Pension Plan (CPP) retirement pension is a monthly, taxable benefit that replaces part of your income when you

retire. If you qualify, you'll receive the CPP retirement pension for the rest of your life. ([Canada Pension Plan - Overview - Canada.ca](#))

- Canada Child Benefit (CCB) [PN: DEFINITION TO BE PROVIDED IN A POPUP - The Canada Child Benefit (CCB) is administered by the Canada Revenue Agency (CRA). It is a tax-free monthly payment made to eligible families to help with the cost of raising children under 18 years of age. ([Canada Child Benefit \(CCB\) - Canada.ca](#))]
- Employment Insurance (EI) [PN: DEFINITION TO BE PROVIDED IN A POPUP - The Employment Insurance (EI) program provides temporary income support to unemployed workers while they look for employment or to upgrade their skills. The EI program also provides special benefits to workers who take time off work due to specific life events. ([Employment Insurance \(EI\) - Canada.ca](#))]
- Canada Workers Benefit (CWB) [PN: DEFINITION TO BE PROVIDED IN A POPUP - The Canada Workers Benefit (CWB) is a refundable tax credit to help individuals and families who are working and earning a low income. ([Canada Workers Benefit - Canada.ca](#))]
- None of the above [PN: EXCLUSIVE, TERMINATE]
- Prefer not to answer [PN EXCLUSIVE, TERMINATE]

- S4. You said your household currently receives the Canada Child Benefit (CCB). Are you the direct recipient of the CCB payments, by which we mean the payment goes directly to you and not someone else in your household?
- Yes, I am the direct recipient. [SKIP TO S7]
 - No, someone else in my household receives the CCB payments. [CONTINUE]
 - Unsure [TERMINATE]

- S5. We are looking to conduct this survey with the person in your household who is the direct recipient of the CCB payments. Would that person be available to complete the survey now or at a later time?
- Yes, the direct recipient will complete the survey now. [SKIP TO S1a]
 - Yes, the direct recipient would be willing to provide their email and complete the survey at a later time. [CONTINUE]
 - No, the direct recipient is not available to continue the survey right now and will not provide their email to complete the survey at a later date. [TERMINATE]

- S6. Please provide an email address and first name for the direct recipient. Note that their email address will only be used for the purposes of completing this survey. We will send an email with a unique link to access the survey and we kindly ask that the survey be completed by January 29, 2024.

First Name: _____ Email address: _____

[PN: IF 'YES, DIRECT RECIPIENT WILL COMPLETE THE SURVEY NOW' AT S5, SHOW THE FOLLOWING BEFORE S1A:

Thank you for your participation thus far. The remaining questions relate to the direct recipient of the CCB. Please ensure only the direct recipient proceeds with the rest of the survey. For more information on this survey, click here **[link to information provided in the introduction]**

- S1a. In which age category do you fall?

- Under 18 [TERMINATE]
- 18 to 34
- 35 to 49
- 50 to 54
- 55 to 64
- 65 or older

57. What gender do you identify as?
- Male
 - Female
 - Another gender, please specify _____
 - Prefer not to answer

58. In which province or territory do you currently reside?
- Alberta
 - British Columbia
 - Manitoba
 - New Brunswick
 - Newfoundland and Labrador
 - Northwest Territories
 - Nova Scotia
 - Nunavut
 - Ontario
 - Prince Edward Island
 - Quebec
 - Saskatchewan
 - Yukon

1. For how long have you been receiving CCB payments?
- | | |
|---|----|
| Less than 12 months [NEW RECIPIENT]..... | 1 |
| 12 months or more [REGULAR RECIPIENT] | 2 |
| Unsure | 77 |
2. How did you first hear about the CCB? **[RANDOMIZE][SELECT ONE][TRACKING]**
- | | |
|---|----|
| From hospital or birthing centre staff | 1 |
| By visiting the CRA web site | 2 |
| By mail from the CRA | 3 |
| From a free tax clinic hosted by the Community Volunteer Income Tax Program | 4 |
| From your provincial social services office..... | 5 |
| From a professional, like an Accountant | 6 |
| By visiting another federal government office | 7 |
| From a friend or a family member | 8 |
| From social media (i.e. Facebook, Twitter) | 9 |
| By other means..... | 20 |
| Don't remember | 77 |
3. How satisfied are you with the following aspects of the CCB? **[ROTATE Q.3a-b][TRACKING]**
- a. **[NEW RECIPIENTS ONLY]** 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.
- | | |
|--|---|
| Very satisfied | 1 |
| Somewhat satisfied | 2 |
| Neither satisfied nor dissatisfied | 3 |
| Somewhat dissatisfied..... | 4 |
| Very dissatisfied | 5 |

- Don't know77
4. How easy or difficult was it to understand the information on your last CCB notice? Was it ... **[TRACKING]**
- Very easy1
 - Somewhat easy2
 - Neither easy nor difficult.....3
 - Somewhat difficult4
 - Very difficult5
 - Don't know77
5. In the past 12 months did you have to contact the Canada Revenue Agency (CRA) regarding the CCB?
[TRACKING]
- Yes1
 - No [GO TO Q11].....2
6. [IF CONTACTED THE CRA IN LAST 12 MONTHS] Why did you contact the CRA? Was it regarding ...
[RANDOMIZE][SELECT ALL THAT APPLY] [TRACKING]
- Your application 1
 - An update to your file (i.e. change of address, marital status, custody arrangement)..... 2
 - Issuance of payment 3
 - Service complaint 4
 - Appeal..... 5
 - Policy, ruling and interpretation..... 6
 - General information. Please specify _____ 7
 - Other: Please specify _____ 20
7. [IF CONTACTED THE CRA IN LAST 12 MONTHS] How did you contact the CRA? Was it through ...
[RANDOMIZE][SELECT ALL THAT APPLY] [TRACKING]
- Online services, such as secure portals (i.e. My Account, My Benefits), general web,
social media, mobile apps 1
 - Telephone 2
 - Mail 3
 - Other: Please specify _____ 20

According to you, your last interaction was mainly through **[INSERT RESPONSE FROM Q7]**.
It was regarding **[INSERT RESPONSE FROM Q6]**.

8. [IF CONTACTED THE CRA IN LAST 12 MONTHS] Thinking about your last experience with the CRA/CCB service, how easy or difficult was it to access CCB services? Was it... **[TRACKING]**
- Very easy1
 - Somewhat easy2
 - Neither easy nor difficult.....3
 - Somewhat difficult4
 - Very difficult5
 - Don't know77
9. [IF CONTACTED THE CRA IN LAST 12 MONTHS] And, how satisfied were you with each of the following service aspects? **[RANDOMIZE Q.9a-e.]** Are you ...**[TRACKING]**
- a. How quickly your issue was resolved
 - b. The safeguards that were in place to protect your personal and business information

- c. The accuracy of the response you received
[ONLY ASK Q.9D AND E, IF Q.7 = TELEPHONE]
- d. [IF CONTACTED CRA BY TELEPHONE] The professionalism that the CRA agent showed
- e. [IF CONTACTED CRA BY TELEPHONE] The way the CRA agent resolved your issue

Very satisfied1
 Somewhat satisfied2
 Neither satisfied nor dissatisfied3
 Somewhat dissatisfied4
 Very dissatisfied5
 Don't know77

[ONLY ASK Q.10, IF Q.7 = ONLINE]

10. [IF CONTACTED CRA ONLINE] How would you rate the information on CRA's online services in terms of each of the following aspects? Would you say it was very poor, poor, fair, good or very good? **[RANDOMIZE]**

[TRACKING]

- a. How easy it was to understand
- b. Completeness or thoroughness
- c. Accessibility
- d. Helpfulness

Very poor1
 Poor2
 Fair3
 Good4
 Very good5
 Unsure77

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

Yes1
 No [GO TO Q.14]2
 Don't remember [GO TO Q.14]3

12. **[ONLY ASK IF Q.11 = YES]** How easy or difficult was it to complete the questionnaire you received?

[TRACKING]

Very easy1
 Somewhat easy2
 Neither easy nor difficult3
 Somewhat difficult4
 Very difficult5
 Don't know77

13. **[ONLY ASK IF Q.12 = SOMEWHAT EASY, NEITHER, SOMEWHAT DIFFICULT OR VERY DIFFICULT]** Which aspects of the questionnaire could be improved? **[RANDOMIZE][SELECT ALL THAT APPLY] [TRACKING]**

The information or instructions be rewritten 1
 The number of questions be reduced 2
 The format of the notice or the size of the print be adjusted 3
 Other: Please specify _____ 20
 Don't know 77

14. 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 ...**[TRACKING]**
- Very satisfied1
 Somewhat satisfied2
 Neither satisfied nor dissatisfied3
 Somewhat dissatisfied.....4
 Very dissatisfied5
 Don't know77
15. On a scale from 0 to 10, where 0 is no impact at all and 10 is a significant impact, what level of impact does the CCB have on your monthly budget? **[TRACKING]**
- 0 – no impact at all
 1
 2
 3
 4
 5
 6
 7
 8
 9
 10 – significant impact
 Unsure
16. 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? **[TRACKING]**
- Yes1
 No2
17. Are you aware or not aware that the CCB amount is raised each July to keep up with the cost of living?
- Aware1
 Not aware2
 Unsure77
18. For each of the following features related to managing your CCB online and updating your profile, please tell me whether or not you are aware of each. **[RANDOMIZE] [TRACKING]**
- 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.
- Yes1
 No2
 Not sure77
19. In the future, if you were to apply for the CCB for another child, how would you apply?
[RANDOMIZE][SELECT ONE] [TRACKING]
- At the hospital: giving consent on the provincial birth registration [NOTE TO ANALYSTS: ABA] 1

Online: using the secure portal 'My Account' [NOTE TO ANALYSTS: BOA]	2
By paper: Form RC66	3
Other: Please specify _____	20
Don't know	77
Not applicable	99

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.

20. In what year were you born?
21. For verification purposes only, please enter the first three digits of your postal code: ____ [Note to programmer: create over code for prescribed zone]
22. What is the highest level of formal education that you have completed?
- | | |
|--|----|
| Grade 8 or less | 1 |
| Some high school..... | 2 |
| High school diploma or equivalent..... | 3 |
| Registered Apprenticeship or other trades certificate or diploma | 4 |
| College, CEGEP or other non-university certificate or diploma..... | 5 |
| University certificate or diploma below bachelor's level | 6 |
| Bachelor's degree | 7 |
| Post graduate degree above bachelor's level..... | 8 |
| Prefer not to answer | 99 |
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?
- | | |
|------------------------------------|----|
| Under \$20,000..... | 1 |
| \$20,000 to under \$40,000 | 2 |
| \$40,000 to under \$60,000 | 3 |
| \$60,000 to under \$80,000 | 4 |
| \$80,000 to under \$100,000 | 5 |
| \$100,000 to under \$150,000 | 6 |
| \$150,000 and over..... | 7 |
| Prefer not to answer | 99 |
24. What is your marital status?
- | | |
|----------------------------|----|
| Married..... | 1 |
| Common-law | 2 |
| Separated / divorced | 3 |
| Widowed | 4 |
| Single | 5 |
| Prefer not to answer | 99 |
25. What language do you speak most often at home?
- | | |
|----------------------------|----|
| English | 1 |
| French..... | 2 |
| Other | 20 |
| Prefer not to answer | 99 |
26. Are you ... [ROTATE]

- a. An Indigenous person
- b. A member of a visible minority
- c. A person with a disability (for example, vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental-related impairment issues)

Yes1
No2
Prefer not to answer99

Thank you for sharing your views.