



Canada Revenue  
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du Canada

# Benefit Programs Annual Client Satisfaction Survey

## Final Report

Prepared for the Canada Revenue Agency

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Canada

# Benefit Programs Annual Client Satisfaction Survey

## Final Report

**Prepared for:** Canada Revenue Agency  
June 2025

This public opinion research report presents the results of two surveys conducted by The Strategic Counsel on behalf of Canada Revenue Agency. The research study consisted of an online survey conducted with 1,000 Canada child benefit (CCB) recipients between February 10<sup>th</sup> and February 25<sup>th</sup>, 2025, and a mail-to-online survey with 386 Advanced Canada Workers Benefit (ACWB) recipients between March 5<sup>th</sup> and 24<sup>th</sup>, 2025.

Cette publication est aussi disponible en français sous le titre: **Sondage annuel sur la satisfaction de la clientèle à l'égard des programmes de prestations.**

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## I. Executive Summary

## Executive Summary

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### 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 19<sup>th</sup> 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.

The **Canada Workers Benefit (CWB)** is a refundable tax credit to help individuals and families who are working and earning a low income. The CWB has two parts: a basic amount and a disability supplement. Individuals can claim the CWB when filing their income tax and benefit return. For those who are entitled to the CWB on their income tax return, advance payments of up to 50% of the CWB will be issued under the **Advanced Canada workers benefit (ACWB)**.

While this survey program’s methodology has changed over time, the Benefit Programs Directorate (BPD) has traditionally exclusively targeted CCB recipients. The 2024-25 survey program will include these recipients, as well as recipients of the ACWB.

#### 2. Study Objectives

The primary objective of the study is to gauge client awareness and satisfaction with the CCB and the ACWB program initiatives and deliverables and to populate results against a ‘client satisfaction’ indicator in departmental performance reports. 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. The CCB results will track back to the 2023-24 study.

## B. Methodology

### 1. Canada Child Benefit (CCB)

A 10-minute online survey was administered to 1,000 direct CCB recipients, aged 18 and older, between February 10<sup>th</sup> and 25<sup>th</sup>, 2025.

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 3.47 million CCB recipients in Canada, a confidence interval and confidence level of 95%, the margin of error is +/- 3%.

### 2. Advanced Canada Workers Benefit (ACWB)

A 6-minute mail-to-online survey was administered to 386 ACWB recipients, aged 18 and older, between March 5<sup>th</sup> (the date mailing of invitations began) and 24<sup>th</sup>, 2025. Due to the federal election called on March 24<sup>th</sup>, 2025, the CRA suspended the survey and fieldwork was closed one week in advance of originally planned timelines for this survey.

Based on a population of 2.3 million ACWB recipients in Canada, a confidence interval and confidence level of 95%, the margin of error is +/- 4.99%.

## C. Summary of Key Findings

### 1. Canada Child Benefit (CCB)

As in 2024, CCB **recipients generally rate the CRA positively on various aspects of their experience related to the CCB**, although, as per the table below, these levels of satisfaction do vary considerably across different aspects.

High satisfaction scores associated with one's **overall experience with the CCB** (from application through to receipt of payments), **CRA's efforts to safeguard recipients' personal information** and the **accuracy of responses received** (for those who contacted the CRA over the last year) continued in 2025. Satisfaction scores related to the time it took for recipients to receive their first CCB payment remain strong in 2025 (70%). While there has been a decline on this metric by 14 points (from 84% in 2024), this difference is not statistically significant.

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 timeliness of issue resolution for those recipients who had been in touch with CRA regarding CCB services. On this last aspect of service delivery, similar to 2024, one quarter indicate being dissatisfied, above levels of dissatisfaction registered in the other areas examined.

## Satisfaction with CCB and Related Services

	Net Satisfied (% Somewhat/Very Satisfied)	Net Satisfied (% Somewhat/Very Satisfied)	Net Dissatisfied (% Somewhat/Very Dissatisfied)	Net Dissatisfied (% Somewhat/Very Dissatisfied)
	2024	2025	2024	2025
The safeguards that were in place to protect your personal and business information (n=71 in 2024, n=99 in 2025)**	76	80	7	4
<b>Overall interactions with the CRA regarding the CCB (including the application, notices, receipt of payments) (n=1,001 in 2024, n=1000 in 2025)</b>	<b>72</b>	<b>72</b>	<b>4</b>	<b>5</b>
Accuracy of the response you received (n=71 in 2024, n=99 in 2025)**	72	70	14	20
The time it took to get your first CCB payment (n=45 in 2024, n=53 in 2025)*	84	70	4	9
The accuracy of the information on the last CCB notice which was used to calculate your benefit (n=1,001 in 2024, n=1000 in 2025)	69	69	6	6
How quickly your issue was resolved (n=71 in 2024, n=99 in 2025)**	56	63	27	25

\*Asked only of first-time recipients.

\*\*Asked of recipients who contacted CRA regarding CCB services within the past 12 months.

While just over **two thirds (69%) continue to be satisfied with the accuracy of information on their last CCB notice**, as in 2024, slightly more **(72%) agree that the information on CCB notices is easy to understand**.

Slightly **more (65%, up from 52% in 2024) of those who contacted CRA within the last 12 months , compared to the previous year, say that accessing CCB services is easy**, based on their most recent interaction. Almost one quarter (23%, versus 31% in 2024), describe this experience as difficult.

The ways in which recipients are contacting the CRA have not changed significantly year over year. In 2025, most CCB recipients who had contacted the CRA within the last 12 months had done so either by telephone (63%) or online (45%), while fewer connected with the CRA by mail (17%). Most commonly, these recipients continue to indicate that their main reason for reaching out to CRA is to update information on their file, such as their address or marital status, for example (52%).

CRA's **online and telephone services continue to be rated reasonably well in 2025** by the small proportion of CCB recipients who had used these services over the last year (just 9% of the total sample or n=99 respondents). Three in five or more of those who went online to contact the CRA rate each of four aspects of CRA's online services as good or very good: completeness/thoroughness (67%), ease of understanding (64%), accessibility (64%), and helpfulness (60%). All of these ratings, with the exception of the last

measure, have increased slightly since 2024. By comparison, positive ratings of two specific aspects of CRA’s telephone services are similar or slightly higher – 76% (74% in 2024) of those who contacted the CRA are somewhat or very satisfied with the professionalism of the agent and 60% (69% in 2024) are satisfied with the way the agent resolved their issue.

Recipients were asked a series of questions to gauge their awareness related to various aspects of the CCB such as the requirement to file a tax return to continue receiving CCB payments, options for managing and accessing their CCB online, and the annual indexation of the CCB. **Levels of awareness continue to be variable, from 95% who are aware of the requirement to complete and file a tax return in order to be able to receive CCB payments to just 6% who recall receiving a questionnaire about their child’s custody arrangement.**

As the chart below illustrates, in line with 2024 results, awareness levels continue to be fairly modest in 2025 in terms of the ability to use the MyBenefits web-based app to view benefit details, the option to pay any CCB balances owing online (via My Payment Service or online banking), and the fact that the CCB is adjusted yearly to keep up with the cost of living.

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

	Awareness/Recall (% Yes)	Awareness/Recall (% Yes)
	2024	2025
The requirement to file a tax return to continue receiving CCB payments	95	95
You can update your personal information for benefit and credit purposes online through My Account	79	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	65
You can pay any CCB balances owed using the CRA online My Payment service or online banking	57	61
The CCB amount is raised each July to keep up with the cost of living	50	54
Recall having received a questionnaire from the CRA in the past 12 months asking for proof of child’s custody arrangement	3	6*

\*Of the small number (n=59) who received the questionnaire, a majority of respondents said it was easy to complete (58%).

In 2025, respondents continue to identify friends or family members (21%) and hospital/birthing centre staff as their top referral sources for the CCB (19%). However, staff at hospitals and birthing centres are no longer the top referral source as there has been a 4-point decline since the last wave, with 19% of respondents who say they first heard about the CCB from hospital or birthing centre staff, down from 23% in 2024. When asked how they would apply for the CCB in the future, **respondents continue to demonstrate a strong preference for online applications through My Account (43%) and at the hospital using the Automated Benefits Application when completing the birth registration of their newborn (34%).**

Finally, with respect to the overall impact of the CCB, **a majority (51%) say it has a high to significant impact (rated 7 or higher out of 10) on their monthly budget.** This is particularly the case for lower income households (with annual incomes under \$60,000), single parents, persons with a disability, younger recipients and those who identify as belonging to a racialized community.

## 2. Advanced Canada Worker’s Benefit (ACWB)

### Evaluation of the ACWB Overall Experience, Payments and Notices

ACWB recipients generally **rate the CRA positively on various aspects of their experience related to the ACWB. Relatively high satisfaction scores** are associated with the **timeliness of payments (73%)** and the **overall experience (67%) encompassing all interactions with the CRA regarding the ACWB**. Additionally, almost two thirds (63%) of ACWB recipients say they are satisfied with the accuracy of information provided on their last ACWB notice used to calculate the benefit amount. Dissatisfaction levels remain low across all three of these metrics (ranging between 5-6%).

However, within the overall sample there is a high proportion of ACWB recipients (13%) who answered ‘don’t know’ in terms of their overall satisfaction, particularly highest among those who are ‘unsure’ how long they have been receiving the ACWB for (28%). It is this group in particular that appears to be dampening overall satisfaction scores, in addition to satisfaction on the various specific aspects and features of the ACWB. For example, just 51% of those who are unsure saying they are satisfied overall, compared to regular recipients (81%) and new recipients (75%).

### Satisfaction with the ACWB, Payments and Notices

n=386	Net Satisfied (% Somewhat/Very Satisfied)	Net Dissatisfied (% Somewhat/Very Dissatisfied)
The timeliness of ACWB payments (n=386)	73	6
<b>Overall interactions with the CRA regarding the ACWB (including notice and receipt of payments)</b> (n=386)	<b>67</b>	<b>6</b>
The accuracy of the information on the last ACWB notice which was used to calculate your benefit (n=386)	63	5

While almost two thirds (63%) are satisfied with the accuracy of information on their last ACWB notice, slightly fewer **(58%) agree that the information on ACWB notices is easy to understand**.

### Contacting the CRA for ACWB Related Services

Among the few recipients who had contacted the CRA regarding ACWB services within the past 12 months (n=22, or just 6% of the total sample), most had done so by telephone (45%) or through CRA’s online services (41%), while fewer used mail (36%) or another method (9%). Reasons for contacting the CRA include to update information on their file (36%) or for an issuance of payment (27%).

Thinking of their last experience with the CRA/ACWB service, **two in five respondents say it was ‘easy’ to access ACWB services (41%), and over a quarter (27%) said it was difficult to do so**. CRA’s **online and**

**telephone services are rated moderately well overall** by the very small proportion of ACWB recipients (n=9 and n=6, respectively) who had used these services over the last year.

For those recipients who had contacted the CRA, satisfaction ratings with regards to specific aspects of the services received were modest. However, given the small sample size (n=22\*), it is important to underscore that these results should be interpreted with caution and considered directional in nature. Roughly half are satisfied with the safeguards in place to protect their personal/business information and the accuracy of the response received. However, over a third of recipients who had contacted the CRA said they were dissatisfied with the how quickly their issue was resolved, keeping in mind this represents a small number of respondents in total (n=7).

#### Satisfaction with Specific Service Aspects of ACWB

n=22*	Net Satisfied (% Somewhat/Very Satisfied)	Net Dissatisfied (% Somewhat/Very Dissatisfied)
The safeguards that were in place to protect your personal and business information**	55	14
Accuracy of the response you received**	50	23
How quickly your issue was resolved**	32	36

\*Caution: base size is small

\*\*Asked of recipients who contacted CRA regarding CCB services within the past 12 months.

#### Awareness of Features Related to ACWB and Filing Requirements

Awareness varies across the specific features of the ACWB and one’s ability to manage it online. While the vast majority of ACWB recipients are aware that they can update their personal information through My Account (78%), only half know they can use the MyBenefits CRA app to get a quick view of their benefit/credit payment details and eligibility information (53%). Similar numbers are aware that only one spouse received the advance payments for the family (51%). Awareness is lower in terms of being able to use the CRA child and family benefit calculator on the CRA website to estimate advanced payments for the ACWB, with less than a third of recipients (31%) saying they are aware of this feature.

## D. Conclusions

Overall satisfaction with both benefit programs is reasonably high, with roughly similar results for the CCB (72% somewhat/very satisfied) and ACWB (67%). This is also the case with respect to respondents' perceptions of the impact that the benefit has on their financial situation/purchasing power – 54% of ACWB recipients say it is a significant help in terms of helping them with the cost of living, similar to the proportion of CCB recipients (51%) who say the benefit has had a significant impact on their monthly budget.

However, there are opportunities to further improve recipient experience and satisfaction for each program. For the ACWB in particular, improving satisfaction scores both overall and on individual aspects of service is likely a factor of enhanced awareness. Results show that a considerable proportion of recipients appear to be unaware they are receiving it (39%). Their lack of familiarity with the benefit results in a higher proportion among this group who respond 'don't know' to subsequent questions about their views and experience with CRA, thereby dampening satisfaction and other ratings. CRA should consider targeted communications strategies to ACWB recipients aimed at raising overall awareness and understanding of the benefit, its purpose, and the process for applying for and receiving it. At the same time, this could also provide an opportunity to enhance awareness of the digital tools and features of the ACWB such as the MyBenefits web-based app and the ability to estimate advanced payments for the ACWB using the benefit calculator on the CRA website. For the CCB, there continues to be opportunity to increase awareness of the fact that the CCB is typically increased each July as it is indexed to inflation based on data from Statistics Canada. Awareness of this fact continues to be moderate.

Additionally, and while the sample size is quite small, among those who have contacted the CRA regarding the ACWB, almost equal proportions have done so by telephone (45%), online (41%) and mail (36%). This is different from the pattern reported by CCB recipients who have contacted CRA. Results show that it skews more towards contact by telephone and online, with far fewer interacting via mail. Although the small base sizes preclude further in-depth analysis, the reliance of some recipients on mail could be negatively impacting overall satisfaction levels. This is an area for further exploration either qualitatively or quantitatively given that 41% of those who contacted the CRA about the ACWB described their last experience with the CRA as easy, well below the 65% of CCB recipients who said the same. Any further outreach to recipients could include messaging which underscores the multi-channel options by which to contact the CRA, with special emphasis on online and telephone methods.

## E. Note to Reader

Weights were not 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 this report, the findings shown are based on responses from a small number of recipients. In these cases, caution should be used when interpreting the results. They 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 \$124,986.48 including any applicable taxes.

### MORE INFORMATION

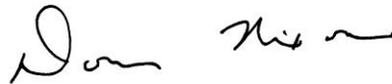
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For more information on this report, please contact the Canada Revenue Agency at: [cra-arc.media@cra-arc.gc.ca](mailto:cra-arc.media@cra-arc.gc.ca)

### 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 – Canada Child Benefit (CCB)

## Detailed Findings from the Canada child benefit (CCB) Survey

### A. Overall Satisfaction with and Impact of CCB

Overall levels of satisfaction are consistent with 2024 results. Satisfaction with the CCB based on all related interactions with the CRA (including the application, notices, and receipt of payments, etc.) continues to be high with the majority of recipients indicating they are satisfied (72% for each year). The proportion of those who say they are ‘very satisfied’ and ‘somewhat satisfied’ are identical year over year, with almost two in five (38%) giving the highest rating of ‘very satisfied’ and just over a third (34%) indicating they are ‘somewhat satisfied’ in each year. A further one in five (20% in each year) are neutral, citing they are neither ‘satisfied nor dissatisfied’. Very few (5% in 2025 and 4% in 2024) reported being ‘dissatisfied’ with the interactions they have had with the CRA related to receipt of the CCB.

Across the regions, notable differences include:

- Those living in the Atlantic provinces (76%), Quebec (74%), and Ontario (72%) are most likely to report being ‘very/somewhat’ satisfied with their overall experience, relative to recipients in British Columbia/North (61%);
- A greater proportion of recipients residing in the Prairies (43%) and Ontario (42%) offer a rating of ‘very satisfied’ as compared to those in Quebec (30%) and British Columbia/North (30%); and
- Quebec-based recipients (44%) are more likely to say they are ‘somewhat satisfied’ with their interactions with the CRA relative to those in British Columbia/North (31%), Ontario (30%), and the Prairies (29%).

#### SATISFACTION WITH OVERALL INTERACTIONS WITH CRA, REGARDING THE CCB

	TOTAL 2024	TOTAL 2025	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	1000	74	250	401	175	100
	%	%	%	%	%	%	%
<b>NET – SATISFIED</b>	<b>72</b>	<b>72</b>	<b>76</b>	<b>74</b>	<b>72</b>	<b>72</b>	<b>61</b>
Very satisfied	38	38	41	30	42	43	30
Somewhat satisfied	34	34	35	44	30	29	31
Neither satisfied nor dissatisfied	20	20	19	18	21	16	26
Somewhat dissatisfied	2	4	4	2	4	6	3
Very dissatisfied	2	2	-	1	<1	4	4
<b>NET – DISSATISFIED</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>10</b>	<b>7</b>
Don't know	4	3	1	5	3	2	6

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

Across demographics, men are more likely to indicate being satisfied (78% are somewhat/very satisfied), relative to women (70%). The reverse was true in 2024, where women (73%) were more satisfied than men (65%).

Additionally, recipients who are more likely to report the top rating of ‘very satisfied’ include those:

- With a university education (41%), relative to those with a high school education or less (30%);
- Who most often speak English at home (40%), compared to Francophones (30%); and

- Who do not identify as part of an equity deserving community, including Indigenous peoples, members of a racialized community, and persons with a disability, (40%), relative to those who do (33%).

While overall levels of satisfaction are similar between new and regular recipients (74% and 72% respectively), a greater proportion of new recipients (49%) say they are ‘somewhat satisfied’, relative to regular recipients (33%) who have been receiving the CCB for a year or more. Additionally, a higher proportion of recipients aged 18-34 (47%) also report being ‘somewhat satisfied’, relative to those who are 35 years of age or older (32% aged 35-49 and 29% aged 50+).

In 2025, over half of recipients (51%) report that the CCB has a ‘relatively high impact’ (a rating of ‘7-10’ on a 10-point scale of impact) on their monthly budget. This is consistent with findings from 2024 (54%). Over one in five (21% in 2025 vs. 20% in 2024) say the CCB has a ‘moderate impact’ (a rating of ‘4-6’) on their budget. A smaller, but still significant proportion of recipients (28% vs. 26% in 2024) indicate that it has ‘little to no impact’ (a rating ‘0-3’) on their monthly budget.

The only regional difference to note is that Atlantic Canada residents (61%) are more likely to indicate the CCB has a high impact on their budget, relative Ontario residents (49%).

#### IMPACT OF CCB ON MONTHLY BUDGET

	TOTAL 2024	TOTAL 2025	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	1000	74	250	401	175	100
	%	%	%	%	%	%	%
<b>NET – HIGH IMPACT (7, 8, 9, 10)</b>	<b>54</b>	<b>51</b>	<b>61</b>	<b>50</b>	<b>49</b>	<b>50</b>	<b>57</b>
9/10	33	30	32	27	28	33	34
7/8	21	21	28	23	21	17	23
<b>4/5/6</b>	<b>20</b>	<b>21</b>	<b>18</b>	<b>21</b>	<b>22</b>	<b>21</b>	<b>17</b>
2/3	13	15	9	14	16	15	14
0/1	12	13	12	14	12	14	12
<b>NET – LOW IMPACT (0, 1, 2, 3)</b>	<b>26</b>	<b>28</b>	<b>22</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>26</b>
Unsure	1	1	-	2	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 recipients who:

- Report a household income of less than \$60,000 (81%), compared to those with a household income of \$60,000 to under \$100,000 (67%) and those with an income of \$100,000 or more a year (36%). Furthermore, a greater proportion of this group provides the highest rating of 9/10 (62%), relative to those with a household income of \$60,000 to under \$100,000 (37%) and \$100,000 or more (16%);
- Are single (72%) or separated, divorced, or widowed (62%), relative to those who are married or living common-law (47%);
- Identify as a person with a disability (66%), relative to the average (51%);
- Have lower levels of educational attainment – those who are college/trade educated (63%) or whose highest level of education is high school (57%), relative to those who are university educated (45%);
- Are younger (61%), aged 18-34, relative to older recipients (50% for those aged 35-49 and 45% for those aged 50+); and

- Identify as belonging to an equity deserving community (58%) as compared to those who are not (48%).

## B. Satisfaction with CCB Payments

New 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 this group represents a small proportion of all respondents (n=53 in 2025 and n=45 in 2024). As such, results should be interpreted with caution and are considered to be more directional in nature. For more details on this, please refer to [Section III: Methodology](#).

The majority (70%) of new recipients in 2025 say they are satisfied with the time it took to get their first CCB payment. While this represents a 14 point drop overall since the previous year (84% in 2024), this is not a significant difference.

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

### SATISFACTION WITH TIMELINESS OF FIRST CCB PAYMENT

	TOTAL 2024	TOTAL 2025
n=	45c	53
	%	%
<b>NET – SATISFIED</b>	<b>84</b>	<b>70</b>
Very satisfied	53	30
Somewhat satisfied	31	40
Neither satisfied nor dissatisfied	9	17
Somewhat dissatisfied	4	8
Very dissatisfied	-	2
<b>NET – DISSATISFIED</b>	<b>4</b>	<b>9</b>
Don't know	2	4

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

All recipients were asked a series of questions 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.

Results on this question in 2025 were similar to those in 2024. Over two thirds (69% in each year) of recipients are satisfied with the accuracy of information used to calculate their benefit and included on their last CCB notice – either ‘somewhat’ (30% for in each year) or ‘very’ (40% in 2025 vs. 39% in 2024) satisfied. One in five (20% in 2025 vs. 19% in 2024) report they were ‘neither satisfied nor dissatisfied’, while very few (6% in each year) were dissatisfied.

Satisfaction levels do not vary significantly by region, with one exception – recipients in Quebec (74%) are more likely to express satisfaction with the accuracy of information on their CCB notice, compared to those in British Columbia/North (60%).

## SATISFACTION WITH ACCURACY OF INFORMATION ON LAST CCB NOTICE

	TOTAL 2024	TOTAL 2025	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	1000	74	250	401	175	100
	%	%	%	%	%	%	%
<b>NET – SATISFIED</b>	<b>69</b>	<b>69</b>	<b>73</b>	<b>74</b>	<b>68</b>	<b>67</b>	<b>60</b>
Very satisfied	39	40	36	38	41	45	33
Somewhat satisfied	30	30	36	36	27	23	27
Neither satisfied nor dissatisfied	19	20	18	16	20	21	27
Somewhat dissatisfied	3	4	1	3	4	5	5
Very dissatisfied	2	2	3	2	2	3	1
<b>NET - DISSATISFIED</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>8</b>	<b>6</b>
Don't know	6	5	5	5	5	3	7

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

Demographically, satisfaction levels vary by:

- Age – Recipients aged 18-34 (80%) are more likely to be satisfied (very/somewhat), compared to those who are older, including those aged 35 to 49 years old (67%) or aged 50+ (68%); and
- Household income – Those with incomes between \$60,000 and \$100,000 (76%) are more satisfied (very/somewhat) than those residing in households earning \$100,000 or more annually (66%);

Additionally, those who feel that the CCB has a ‘significant’ impact (giving a rating of 7-10) on their monthly budget (75%) are more likely to be satisfied with the accuracy of the information provided on their last CCB notice, compared to those who rate it as having ‘little to no impact’ (59%) or a ‘moderate impact’ (67%).

As in 2024, almost three quarters (72%) of recipients report that the information contained in their last CCB notice was easy to understand. A similar proportion say the information was ‘very easy’ (37% in 2024 and 2025) or ‘somewhat easy’ (34% in 2025 vs. 35% in 2024). One in five recipients (16% in 2025 vs. 15% in 2024) are neutral, indicating the information was ‘neither easy nor difficult’, while the small percentage who say they found the information ‘difficult’ to interpret has remained consistent year over year at 6%. 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 (32%) are less likely to say the information was ‘very easy’ to understand, relative to those in the Prairies (43%) and Ontario (40%). While many Quebec recipients say the notice was easy to understand, a larger share (47%) rate the information in the notice as being somewhat easy to interpret compared to other provinces and territories (ranging from 23% in the Prairies to 34% in British Columbia/North).

## EASE OF UNDERSTANDING CCB NOTICES

	TOTAL 2024	TOTAL 2025	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	1000	74	250	401	175	100
	%	%	%	%	%	%	%
<b>NET – EASY</b>	<b>72</b>	<b>72</b>	<b>74</b>	<b>79</b>	<b>71</b>	<b>66</b>	<b>61</b>
Very easy	37	37	41	32	40	43	27
Somewhat easy	35	34	34	47	31	23	34
Neither easy nor difficult	15	16	15	14	14	21	20
Somewhat difficult	5	5	3	3	4	7	9
Very difficult	1	1	-	-	1	2	2

<b>NET – DIFFICULT</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>9</b>	<b>11</b>
Don't know	7	7	8	4	10	4	8

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

A higher proportion of those who most often speak French at home (80%) are more likely to say that it was 'easy' to understand the information on their last CCB notice, compared to those who speak English (69%).

While results do not vary overall by age or education, in terms of those who say the information is easy to understand, there are differences with respect to the proportion who rate it as 'very' versus 'somewhat' easy.

- Younger recipients, aged 18-34 (42%), are more likely to say that the information was 'somewhat easy' to understand, compared to those who are older including those aged 35 to 49 years old (34%) or 50 years of age or older (30%).
- Those with a college (41%) or university level (37%) of education say the information was 'very easy' to understand with greater frequency than those with a high school or lower level of education (26%).

## 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.

There has been a significant increase overall in terms of recipients who have contacted the CRA regarding the CCB compared to the previous year. While one in ten (10% in 2025; 7% in 2024) say they have contacted the CRA regarding the CCB in the past 12 months, the vast majority (90% in 2025; 93% in 2024) have not.

There are no significant differences by region.

### CONTACTED THE CRA IN LAST 12 MONTHS REGARDING CCB

	TOTAL 2024	TOTAL 2025	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	1000	74	250	401	175	100
	%	%	%	%	%	%	%
Yes	7	10	14	10	10	7	12
No	93	90	86	90	90	93	88

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 who

- Say the CCB has 'little to no' (96%) or a 'moderate' (91%) impact on their budget, compared to those who say the CCB has a 'significant' impact on their budget (86%);
- Live in households with an annual income of \$100,000 or more annually (95%), relative to those in households with –a household income of less than \$100,000 (82%);
- Are older (94% for those aged 50+) and middle-aged (92% for those aged 35-49), compared to younger recipients (79% among those aged 18-34);
- Are women (92%), compared to men (84%);

- Are married/common-law (92%), relative to those who are separated, divorced or widowed (86%), or single (80%); and
- Do not identify as belonging to an equity-deserving group (92%), relative to those who do (85%).

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 given vary as they did in 2024. In 2025, over half of respondents (52% vs. 46% in 2024) say it was to update their file. Over one in five indicate the matter was related to an issuance of payment (27% in 2025 vs. 18% in 2024) or related to their application (21% in 2025 vs. 15% in 2024). Fewer recipients say their reason for contacting was related to a policy, ruling and interpretation (11% in 2025 vs. 10% in 2024) or related to a service complaint or an appeal (7-8% for each of these issues in both years). A small percentage continue to say their reason for contacting the CRA was for general information (3% in 2025 vs. 10% in 2024).

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

#### REASONS FOR CONTACT (Multi-mention)

	TOTAL 2024	TOTAL 2025
n=	71	99
	%	%
An update to your file (i.e. change of address, marital status, custody arrangement)	46	52
Issuance of payment	18	27
Your application	15	21
Policy, ruling and interpretation	10	11
Appeal	7	8
Service complaint	7	7
General information	10	3
Other	13	9

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

Telephone continues to be the primary method of contacting the CRA, identified by almost two thirds of recipients (63% in 2025 vs. 59% in 2024) who have contacted the CRA in the past 12 months. A somewhat smaller, but still significant, proportion of recipients (45% in 2025 vs. 46% in 2024) 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. Fewer - less than one in five (17% in 2025 vs. 8% in 2024)- 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)

	TOTAL 2024	TOTAL 2025
n=	71	99
	%	%
Telephone	59	63
Online services, such as secure portals (i.e. My Account, My Benefits), general web, social media, mobile apps	46	45
Mail	8	17
Other	3	1

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 have improved slightly in the last year, although the differences are not statistically significant. Almost two thirds (65%) say it was 'easy' to access CCB services, compared to half of recipients (52%) in 2024. Over a quarter (28% in 2025 vs. 18% in 2024) of respondents say it was 'very easy', up 10 points from the previous year, while over one third (36 in 2025 vs. 34% in 2024) continue report it was 'somewhat easy'. Under a quarter (23% in 2025 vs. 31% in 2024) say accessing CCB services was difficult and just over one in ten (12% in 2025 vs. 17% in 2024) are indifferent or neutral with respect to their last experience indicating that it was 'neither easy nor difficult' to access services.

Small base sizes preclude any further regional and demographic analysis.

#### EASE OF ACCESSING CCB SERVICES BASED ON LAST EXPERIENCE

	TOTAL 2024	TOTAL 2025
n=	71	99
	%	%
<b>NET – EASY</b>	<b>52</b>	<b>65</b>
Very easy	18	28
Somewhat easy	34	36
Neither easy nor difficult	17	12
Somewhat difficult	17	12
Very difficult	14	11
<b>NET – DIFFICULT</b>	<b>31</b>	<b>23</b>

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 table included below shows the results for those expressing satisfaction – that is the combined percentage of those who say they were either 'somewhat' or 'very' satisfied. Similar to 2024 results, the vast majority (80% in 2025 vs. 76% in 2024) of respondents who have contacted the CRA report being satisfied with the safeguards in place to protect their privacy. Slightly fewer (70% in 2025 vs. 72% in 2024) 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. Almost two thirds (63%) of respondents say they were 'very/somewhat satisfied' with the timeliness of the resolution, compared to just over half in 2024 (56%).

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

	TOTAL 2024	TOTAL 2025
n=	71	99
<b>'VERY' AND 'SOMEWHAT' SATISFIED</b>	%	%
The safeguards in place to protect your personal and business information	76	80
The accuracy of the response you received	72	70
How quickly issue was resolved	56	63

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

CBB recipients who have contacted the CRA in the last 12 months continue to express high levels of satisfaction with respect to the safeguards that are in place to protect their privacy. Overall, four in five recipients (80% in 2025 vs. 76% in 2024) say they are satisfied. In 2025, over one third (34% vs. 45% in 2024) provide the top rating of 'very satisfied' on this measure, while more recipients say they are 'somewhat satisfied' (45% in 2025 vs. 31% in 2024). One in ten (11% in each year) report they were 'neither satisfied nor dissatisfied' and very few say they were 'somewhat dissatisfied' (4% in 2025 vs. 7% in 2024).

## SATISFACTION WITH PRIVACY SAFEGUARDS

	TOTAL 2024	TOTAL 2025
n=	71	99
	%	%
<b>NET – SATISFIED</b>	<b>76</b>	<b>80</b>
Very satisfied	45	34
Somewhat satisfied	31	45
Neither satisfied nor dissatisfied	11	11
Somewhat dissatisfied	7	2
Very dissatisfied	-	2
<b>NET – DISSATISFIED</b>	<b>7</b>	<b>4</b>
Don't know	6	5

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 continue to remain relatively strong with similar proportions who say they are satisfied in 2025 (70%) as in 2024 (72%). Almost equal proportions are 'very satisfied' (35% in 2025 vs. 34% in 2024), as say they are 'somewhat satisfied' (34% in 2025 vs. 38% in 2024). Still, one in five (20% in 2025 vs. 14% in 2024) recipients indicate some level of dissatisfaction with the accuracy of the response they received – either 'somewhat' (10%) or 'very' (10%). About one in ten (9% in 2025 vs. 13% in 2024) rate their satisfaction as neutral.

### SATISFACTION WITH ACCURACY OF THE RESPONSE PROVIDED

	TOTAL 2024	TOTAL 2025
n=	71	99
	%	%
<b>NET – SATISFIED</b>	<b>72</b>	<b>70</b>
Very satisfied	34	35
Somewhat satisfied	38	34
Neither satisfied nor dissatisfied	13	9
Somewhat dissatisfied	10	10
Very dissatisfied	4	10
<b>NET – DISSATISFIED</b>	<b>14</b>	<b>20</b>
Don't know	1	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

Reported satisfaction with how quickly a respondent’s issue was resolved has seen a slight increase with almost two thirds (63%) of recipients now indicating they are satisfied, compared to just over half (56%) in 2024. Although this difference is not statistically significant, the increase is mostly attributable to the proportion who say they are ‘very satisfied’ (34% in 2025 vs. 28% in 2024), while those who report being ‘somewhat satisfied’ has remained consistent (28% in each year). A quarter (25% in 2025 vs. 27% in 2024) of respondents report being dissatisfied with the timeliness of issue resolution – the highest level of dissatisfaction across the three service areas examined. Over one in ten indicate being ‘somewhat dissatisfied’ (12% in 2025 vs. 15% in 2024) and a similar proportion report being ‘very dissatisfied’ (13% in 2025 vs. 11% in 2024). Similar to the other service areas noted above (i.e., accuracy of response and privacy safeguards) one in ten (10% in 2025 vs. 17% in 2024) are neutral in their rating, providing a response of ‘neither satisfied nor dissatisfied’.

### SATISFACTION WITH HOW QUICKLY THE ISSUE WAS RESOLVED

	TOTAL 2024	TOTAL 2025
n=	71	99
	%	%
<b>NET – SATISFIED</b>	<b>56</b>	<b>63</b>
Very satisfied	28	34
Somewhat satisfied	28	28
Neither satisfied nor dissatisfied	17	10
Somewhat dissatisfied	15	12
Very dissatisfied	11	13
<b>NET – DISSATISFIED</b>	<b>27</b>	<b>25</b>
Don't know	-	2

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 one or more of its online service offerings were asked to rate the information provided online in terms of ease of comprehension, completeness or thoroughness, accessibility, and helpfulness. Results are summarized in the table below.

The 2025 results have been broken out by the top three response options of ‘very good,’ ‘good,’ and ‘fair.’ The first two columns of the table show the totals for those who gave a response of either ‘very good’ or ‘good’. Note that the overall number of respondents answering this set of questions is small (n=45 in 2025 and n=33 in 2024) and, as such, some caution should be taken when interpreting their answers.

Three in five or more respondents provide a rating of ‘very good/good’ for the completeness (67%), ease of understanding (64%), accessibility (64%), and helpfulness (60%) of CRA’s online services. Compared to 2024, most ratings of CCB’s online information have increased slightly (by 3-6 points), with the exception of ‘helpfulness’ which is unchanged (60% in 2025 vs. 61% in 2024). Furthermore, about one in four recipients provides the top rating of ‘very good’ with respect to accessibility (29%), how easy the online service was to understand (27%), and helpfulness (24%). By contrast, slightly fewer (22%) offer the top rating for completeness/thoroughness.

### RATINGS OF CCB ONLINE INFORMATION

	TOTAL VERY GOOD/GOOD 2024	TOTAL VERY GOOD/GOOD 2025	Very good 2025	Good 2025	Fair 2025
n=	33c	45c	-	-	-
	%	%	%	%	%
Completeness or thoroughness	61	67	22	44	20
Accessibility	61	64	29	36	20
How easy it was to understand	61	64	27	38	22
Helpfulness	61	60	24	36	27

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.

Similar to 2024 results, about three quarters (76% in 2025 vs. 74% in 2024) say they are satisfied (‘very/somewhat’) with the professionalism of the CRA agent and a plurality (45%) report they were ‘very satisfied’ with this aspect of the service provided by phone. Satisfaction levels regarding the way in which the agent resolved their issue are slightly (but not significantly) lower than in 2024, with three in five (60%) respondents providing a rating of ‘very/somewhat’ satisfied. On this measure, higher proportions of respondents say they are ‘very satisfied’ (35%), relative to those who say they are ‘somewhat satisfied’ (24%).

## RATINGS OF CRA'S TELEPHONE SERVICES

	TOTAL SATISFIED 2024	TOTAL SATISFIED 2025	Very satisfied 2025	Somewhat satisfied 2025
n=	42c	62	-	-
	%	%	%	%
The professionalism that the CRA agent showed	74	76	45	31
The way the CRA agent resolved your issue	69	60	35	24

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, regardless of whether they had interacted with the CRA in the past 12 months, were asked about their awareness of three specific online features related to managing their CCB or updating their profile. Since 2024, awareness levels have not increased or decreased significantly. Recipients are most aware of the feature permitting them to update their personal information online through My Account, with almost four in five (79% in both years) who say they are aware of this feature. Just under two thirds (65% in 2025 vs. 63% in 2024) are aware that the CRA web-based app MyBenefits can be used to view benefit and credit payment details and personalized eligibility information, while three in five (61% in 2025 vs. 57% in 2024) say they know that any CCB balances owed can be paid via the CRA online My Payment service or through online banking.

By region, those residing in Quebec are least likely to say they are aware of each of the three features:

- 73% say they are aware of the ability to update their profile through My Account, relative to 88% for those residing in the Atlantic provinces and 81% in Ontario.
- 53% are aware that MyBenefits can be used to view benefit and credit payment, relative to 74% in the Atlantic provinces, 72% in the Prairies, and 69% in Ontario.
- 51% indicate they are aware that you can pay CCB balances using My Payment or online banking, relative to 72% in the Atlantic provinces, 64% in British Columbia/North, 63% in Ontario, and 62% in the Prairies.

## AWARENESS OF MANAGING THE CCB ONLINE

	TOTAL 2024	TOTAL 2025	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	1000	74	250	401	175	100
	%	%	%	%	%	%	%
<b>% Yes</b>							
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	79	88	73	81	78	82
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	65	74	53	69	72	61

That you can pay any CCB balances owed using the CRA online My Payment service or online banking.	57	61	72	51	63	62	64
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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.

Across demographics, levels of awareness vary by:

- Equity-deserving status: Those who identify as belonging to an equity-deserving group (70%) are more likely to report being aware of the ability to use MyBenefits to view payment details and eligibility information, relative to those who do not (63%); and
- Age: Younger recipients (68%), aged 18-34, are more likely to be aware of the ability to pay CCB balances via My Payment or online banking, relative to those who are 50 years of age or older (57%).

## I. Awareness of the Requirement to File a Tax Return

Awareness of the requirement to file a tax a return continues to be high. In line with results from 2024, well over nine in ten respondents (95%) report that they 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 (97%) 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

	TOTAL 2024	TOTAL 2025	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	1000	74	250	401	175	100
	%	%	%	%	%	%	%
Yes	95	95	97	95	93	97	96
No	5	5	3	5	7	3	4

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.

Those more likely to be aware of this requirement are:

- Recipients who report the CCB has a 'significant' impact on their monthly budget (97%), relative to those who say it has a 'moderate' impact (93%) or 'little to no' impact (94%); and
- Between the ages of 35 and 49 (96%), relative to those who are between the ages of 18 and 34 (89%).

## J. Awareness of CCB Adjustments for Inflation

Similar to results in 2024, respondent awareness of CCB adjustments for inflation is modest. Just over half of CCB recipients surveyed (54% in 2025 vs. 50% in 2024) report they are aware that the CCB amount is raised each July to keep up with the cost of living. Two in five (41% in 2025 vs. 45% in 2024) say they are not aware of this adjustment while a small percentage (6%) are unsure.

By region, those residing in Ontario (44%) are more likely to say they are unaware of this adjustment relative to those in Quebec (35%).

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

	TOTAL 2024	TOTAL 2025	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	1000	74	250	401	175	100
	%	%	%	%	%	%	%
Yes	50	54	53	56	52	54	54
No	45	41	43	35	44	39	44
Unsure	5	6	4	10	4	7	2

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.

Recipients who are more likely to say they are not aware of CCB adjustments include:

- Those who report that the CCB has ‘little to no’ impact on their monthly budget (45%), relative to those who indicate the CCB has a ‘significant impact’ (37%); and
- Women (43%), relative to men (33%).

## 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 provided) the source via which they had first heard about the program.

The primary sources identified by respondents in 2025 continue to be a friend or family member (21%) and from hospital or birthing centre staff (19%). However, there has been a decline in the proportion of respondents who say they first heard about the CCB from hospital or birthing centre staff, relative to 2024 (dropped by 4 points from 23% in 2024 to 19% in 2025). Fewer respondents attribute the CRA web site (9%), mail from the CRA (8%), or a professional such as an accountant (7%) as their referral source. Of note and in line with 2024, the plurality (25%) say they do not recall where they first heard about the CCB.

Due to small cell sizes, regional differences have not been reported.

#### REFERRAL SOURCE FOR THE CCB (Multi-mention)

	TOTAL 2024	TOTAL 2025	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	1000	74	250	401	175	100
	%	%	%	%	%	%	%
From a friend or a family member	18	21	32	22	19	20	13
From hospital or birthing centre staff	23	19	28	21	16	22	11
By visiting the CRA web site	8	9	7	5	11	6	13
By mail from the CRA	8	8	3	5	9	9	16
From a professional, like an Accountant	7	7	4	8	6	9	10
From your provincial social services office	2	2	3	2	3	3	1
From social media (i.e. Facebook, Twitter)	1	1		1	2	1	2
By visiting another federal government office	<1	1	1	1	1	-	-

From a free tax clinic hosted by the Community Volunteer Income Tax Program	1	1	-	1	<1	1	-
By other means	6	6	4	5	7	6	10
Don't remember	26	25	18	29	24	24	24

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

Referral sources vary by age with younger respondents, aged 18 to 34, more likely to cite a friend or family member as their referral source (41%), relative to those between the ages of 35 and 49 (18%).

There are several ways in which individuals can apply for the CCB including at the hospital, online, or by paper form. To better understand respondents' preferred method of applying, recipients were asked to identify the method they would use to apply for the CCB should they have another child in the future.

Similar to 2024, just over two in five (43% in 2025 vs. 42% in 2024) report they would apply online using their secure personal CRA account. This year, just over one third (34%) say they would apply at the hospital when registering the birth of their newborn with their province/territory, a 4-point decline from 2024 (38%). A very small proportion (3% in 2025 vs. 2% in 2024) cite paper (Form RC66) as the method they would use in the future.

By region, respondents residing in Quebec (50%) are more likely to say they would apply for the CCB online in the future, relative to those in the Prairies (36%).

#### METHOD OF APPLYING FOR CCB IN THE FUTURE

	TOTAL 2024	TOTAL 2025	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	1000	74	250	401	175	100
	%	%	%	%	%	%	%
Online: using the Benefits Online Application (BOA) in My Account (my secure personal CRA account) (2024: Online: using the secure portal 'My Account')	42	43	36	50	43	36	38
At the hospital: using the Automated Benefits Application (ABA) to apply for child and family benefits when I register the birth of my newborn with my province/territory (2024: At the hospital: giving consent on the provincial birth registration)	38	34	38	32	34	39	24
By paper: Form RC66	2	3	7	3	3	1	3
Other	1	1	1	0	1	1	3
Don't know	6	6	4	4	6	6	8
Not applicable	10	14	14	10	12	17	24

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 the hospital as their future method of applying include:

- Women (36%), relative to men (27%); and

- Those who report the CCB has a ‘significant’ impact on their monthly budget (38%), relative to those who say it has ‘little to no’ impact (29%).

Men (50%) are more likely to say they would apply online through My Account, compared to women (40%).

## L. Evaluation of the Child Custody Arrangement Questionnaire

From time to time, CRA may send a questionnaire to confirm that it has the most up-to-date information for recipients. This is to ensure recipients are receiving the right amount of benefits and credits. 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. Despite a 3-point decline from 2024 (94%), the vast majority (91%) of respondents continue to say they have not received such a questionnaire in the last 12 months. Less than one in ten (6% in 2025 vs. 3% in 2024) recall receiving a child custody questionnaire while an extremely small proportion do not recall one way or another (3% in both years).

Regionally, recall is low across the board and does not vary significantly.

### RECALL RECEIVING CHILD CUSTODY QUESTIONNAIRE IN THE LAST 12 MONTHS

	TOTAL 2024	TOTAL 2025	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1001	1000	74	250	401	175	100
	%	%	%	%	%	%	%
Yes	3	6	9	6	5	6	7
No	94	91	86	90	91	93	90
Don’t remember	3	3	4	3	4	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, recipients more likely to indicate not having received the questionnaire include those:

- Those with household incomes of \$100,000 or more (95%), relative to those with a household income of \$60,000-\$99,999 (87%) and a household income of less than \$60,000 (82%);
- Those who say the CCB has ‘little to no’ impact on their monthly budget (95%), relative to those who say it has a ‘significant impact’ (88%);
- Women (94%), relative to men (81%);
- Older respondents (94% for those aged 35-49 and 89% for those 50 and older) when compared to those who are younger (80% for those aged 18-34);
- Recipients who are married or living common-law (92%), relative to those who separated, divorced, or widowed (83%) and those who are single (83%); and
- Those who do not identify as belonging to an equity-deserving group (92%), when compared to those who do (87%).

Among those who recalled receiving a questionnaire, a follow-up question was asked regarding the ease of completing the questionnaire. A majority (58%) of respondents report the questionnaire was easy to complete – a higher proportion than 2024 (42%), although not significantly different. About one in five (19% in each year) say it was ‘very easy’ and, the plurality, about two in five (39% in 2025 vs. 23% in 2024) say it was ‘somewhat easy’. Under one in five (17% in 2025 vs. 19% in 2024) were indifferent, reporting the

questionnaire was ‘neither easy nor difficult’ to complete, while just over one in five (22%) indicate the questionnaire was ‘somewhat difficult’ (15%) or ‘very difficult’ (7%) to complete.

#### EASE OF COMPLETING THE QUESTIONNAIRE

	TOTAL 2024	TOTAL 2025
n=	31c	59
	%	%
<b>NET - EASY</b>	<b>42</b>	<b>58</b>
Very easy	19	19
Somewhat easy	23	39
Neither easy nor difficult	19	17
Somewhat difficult	13	15
Very difficult	26	7
<b>NET - DIFFICULT</b>	<b>39</b>	<b>22</b>
Don't know	-	3

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

To better understand opportunities for CRA to improve the child custody questionnaire, those who responded anything other than ‘very easy’ to the above question (n=46) were asked to provide suggestions (from a list provided, which included an ‘other’ option) on which aspects of the questionnaire could be improved. Over one third of respondents suggested improvements related to adjusting the format or size of the print (39% in 2025 vs. 8% in 2024) and reducing the number of questions (37% in 2025 vs. 48% in 2024). Just over one quarter (26%) of respondents suggested the questionnaire could be improved by rewriting the information or instructions. Similar proportions had miscellaneous suggestions (13%) or were unsure (15% responded ‘don’t know’) in terms of their feedback on the questionnaire.

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 considered directional in nature only.

#### SUGGESTIONS FOR IMPROVING THE QUESTIONNAIRE (Multi-mention)

	TOTAL 2024	TOTAL 2025
n=	25c	46c
	%	%
The format of the notice or the size of the print be adjusted	8	39
The number of questions be reduced	48	37
The information or instructions be rewritten	28	26
Other	24	13
Don't know	16	15

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. Detailed Findings – Advanced Canada Workers Benefit (ACWB)

## Detailed Findings from the Advanced Canada Workers Benefit Survey

### A. Extent To Which The ACWB Helps With the Cost of Living

Respondents were initially asked about the extent to which the ACWB helps with the cost of living. Using a scale of 0 to 10, with 10 indicating it helps a great deal, and 0 is not at all, a majority responded that it is a 'significant' help (54% rating its as 7-10). About one quarter (23%) say it is a 'moderate' help, rating it as 4-6, and another 16% say it is 'little to no' help (a rating of 0-3). Another 7% were unsure about the impact of the ACWB in this regard.

Results do not vary significantly across the regions with a majority or near majority of residents in all regions across the country who feel that that the ACWB has a high impact in terms of helping them with the cost of living.

#### EXTENT TO WHICH THE ACWB HELPS WITH THE COST OF LIVING

	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	49	52	141	75	69
	%	%	%	%	%	%
<b>NET – HIGH IMPACT (7, 8, 9, 10)</b>	<b>54</b>	<b>49</b>	<b>58</b>	<b>57</b>	<b>53</b>	<b>48</b>
9/10	37	31	40	36	37	39
7/8	17	18	17	21	16	9
<b>4/5/6</b>	<b>23</b>	<b>27</b>	<b>21</b>	<b>21</b>	<b>24</b>	<b>28</b>
2/3	6	10	6	5	7	6
0/1	10	8	10	9	12	12
<b>NET – LOW IMPACT (0, 1, 2, 3)</b>	<b>16</b>	<b>18</b>	<b>15</b>	<b>14</b>	<b>19</b>	<b>17</b>
Unsure	7	6	6	9	4	7

Q11. On a scale from 0 to 10, where 0 is 'not at all' and 10 is 'a great deal', to what extent does the ACWB help you with the cost of living? Base: Total sample

There are no statistically significant differences across demographic groups or by recipient type.

### B. Overall Satisfaction with ACWB

Two thirds (67%) of respondents are satisfied with their overall experience regarding the ACWB. This includes all interactions with the CRA, including notices and receipt of payments. Among this group 42% are 'very satisfied' and 25% are 'somewhat satisfied'. Of the remainder, an equal percentage say they are 'neither satisfied nor dissatisfied' (13%) or say they 'don't know' (13%). Very few (6%) are 'dissatisfied'.

Results are not significantly different across the regions – overall satisfaction ranges from 62% in Ontario to 76% in Atlantic Canada.

## SATISFACTION WITH OVERALL INTERACTIONS WITH CRA, REGARDING THE ACWB

	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	49	52	141	75	69
	%	%	%	%	%	%
<b>NET - SATISFIED</b>	<b>67</b>	<b>76</b>	<b>75</b>	<b>62</b>	<b>67</b>	<b>67</b>
Very satisfied	42	47	35	41	43	46
Somewhat satisfied	25	29	40	21	24	20
Neither satisfied nor dissatisfied	13	8	4	17	15	13
Somewhat dissatisfied	3	-	4	3	4	1
Very dissatisfied	4	4	4	5	3	1
<b>NET - DISSATISFIED</b>	<b>6</b>	<b>4</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>3</b>
Don't know	13	12	13	13	12	17

Q10. Thinking about all of your interactions with the CRA regarding the ACWB, including notices, and receipt of payments, for example, how satisfied are you with the overall experience? Base: Total sample

Overall satisfaction varies by:

- Recipient Type – Respondents were asked whether they were new recipients (i.e., have been receiving ACWB payments for less than 12 months) or regular recipients (i.e., have been receiving ACWB payments for 12 months or more) of the ACWB. Among the total sample, over a third were unsure of their status (n=152 of 386 or 39%). It is this group in particular that are dampening overall satisfaction scores, with just 51% of those who are unsure saying they are satisfied, compared to regular recipients (81%) and new recipients (75%).
- Perceived Impact on Monthly Budget – Those who say the ACWB is a ‘significant help’ with the cost of living are more likely to be satisfied (85%), compared to those who feel it is a ‘moderate help’ (68%).

## C. Satisfaction with Timeliness of ACWB Payments

When asked about their satisfaction with the timeliness of ACWB payments, almost three quarters of respondents (73%) say they are satisfied – 48% say they are ‘very satisfied’ and 25% say they are ‘somewhat satisfied’. A small proportion (6%) report being ‘dissatisfied’, while equal proportions (10%) say they are ‘neither satisfied nor dissatisfied’ or don’t have an opinion.

Across regions, satisfaction with the timeliness of ACWB payments is high with at least seven in ten who report they are ‘somewhat/very satisfied’.

### SATISFACTION WITH TIMELINESS OF ACWB PAYMENTS

	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	49	52	141	75	69
	%	%	%	%	%	%
<b>NET – SATISFIED</b>	<b>73</b>	<b>82</b>	<b>77</b>	<b>70</b>	<b>75</b>	<b>71</b>
Very satisfied	48	53	46	46	52	48
Somewhat satisfied	25	29	31	23	23	23
Neither satisfied nor dissatisfied	10	10	10	9	13	9
Somewhat dissatisfied	4	-	-	6	3	4
Very dissatisfied	3	2	2	4	1	3
<b>NET – DISSATISFIED</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>10</b>	<b>4</b>	<b>7</b>
Don't know	10	6	12	11	8	13

Q2A. How satisfied are you with the following aspects of the ACWB? a. The timeliness of payments? Base: Total sample

Overall satisfaction with the timeliness of payments differs by recipient type. Recipients who are unsure of how long they have been receiving ACWB payments for (59%) are least likely to report satisfaction (very/somewhat satisfied), compared to new recipients (81%) and regular recipients (83%).

## D. Satisfaction and Understanding of ACWB Notices

ACWB recipients were then asked a series of questions to better understand satisfaction levels with information on their last ACWB notice.

Almost two thirds (63%) are satisfied with the accuracy of the information on their last ACWB notice used to calculate their benefit. Exactly two in five (40%) recipients indicate they are ‘very satisfied’ with this aspect, while a smaller proportion – almost a quarter (23%) – say they are ‘somewhat satisfied’. Over one in ten (13%) recipients are neutral, indicating the information was ‘neither satisfied nor dissatisfied’ and only a small percentage (5%) say they are ‘dissatisfied’ with the accuracy of information on the last notice. Notably, almost one in five (18%) are unsure of how to rate their satisfaction with this aspect of ACWB service.

### SATISFACTION WITH ACCURACY OF INFORMATION ON LAST ACWB NOTICE

	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	49	52	141	75	69
	%	%	%	%	%	%
<b>NET – SATISFIED</b>	<b>63</b>	<b>67</b>	<b>73</b>	<b>59</b>	<b>60</b>	<b>67</b>
Very satisfied	40	51	37	35	41	43
Somewhat satisfied	23	16	37	23	19	23
Neither satisfied nor dissatisfied	13	10	8	16	20	9
Somewhat dissatisfied	2	-	-	4	4	1
Very dissatisfied	3	8	-	3	1	3
<b>NET - DISSATISFIED</b>	<b>5</b>	<b>8</b>	<b>-</b>	<b>6</b>	<b>5</b>	<b>4</b>
Don't know	18	14	19	19	15	20

Q2B. How satisfied are you with the following aspects of the ACWB? b. The accuracy of the information on the last ACWB notice which was used to calculate your benefit? Base: Total sample

Key differences include:

- Those who say the ACWB is a ‘significant’ (80%) or ‘moderate’ (63%) help with the cost of living are more likely to be satisfied with the accuracy of the information on their last ACWB notice, relative to those who say it is ‘little to no help’ (32%) with the cost of living.
- Recipients who are ‘unsure’ of how long they have been receiving the ACWB for (34%) are more likely to say they ‘don’t know’ how satisfied they are on this aspect of the ACWB service, compared to the average (18%).

The majority (58%) of recipients say that the last ACWB notice they received was ‘somewhat’ (26%) or ‘very’ (32%) easy to understand. Equal proportions (13%) report that information on their ACWB notices as ‘neither easy nor difficult’ or ‘difficult’ to understand. Over one in ten (16%) recipients are unsure with the ease of understanding the information on their last ACWB notice.

### EASE OF UNDERSTANDING ACWB NOTICES

	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	49	52	141	75	69
	%	%	%	%	%	%
<b>NET - EASY</b>	<b>58</b>	<b>59</b>	<b>60</b>	<b>56</b>	<b>61</b>	<b>58</b>
Very easy	32	37	23	33	33	35
Somewhat easy	26	22	37	23	28	23
Neither easy nor difficult	13	10	12	12	17	13
Somewhat difficult	8	6	10	7	11	6
Very difficult	5	4	6	6	3	4
<b>NET - DIFFICULT</b>	<b>13</b>	<b>10</b>	<b>15</b>	<b>13</b>	<b>13</b>	<b>10</b>
Don't know	16	20	13	18	8	19

Q3. How easy or difficult was it to understand the information on your last ACWB notice? Base: Total sample

Recipients who are more likely to say the information on their last ACWB notice was 'easy' to understand include:

- Those who feel the ACWB is a 'significant' (73%) or 'moderate' (59%) help with the cost of living, relative to those who say it is 'little to no help' (24%) with the cost of living.
- Regular (73%) and new (65%) recipients report being more satisfied, relative to recipients who are unsure how long they have been receiving the benefit for (41%).

## E. Contact with and Ease of Accessing the CRA for ACWB Services

As with the survey conducted among CCB recipients, respondents were asked about their interactions, if any, with the CRA in the last 12 months.

The vast majority of respondents (94%) say they have not contacted the CRA regarding the ACWB in the past 12 months. Only a small proportion (6%; n=22 respondents) indicate they have and as such, the follow-up questions below regarding their interactions, experience and satisfaction related to contacting the CRA are reported as totals only and do not include any demographic differences. Given the small sample size, the results should be interpreted with caution and considered directional in nature only.

### CONTACTED THE CRA IN LAST 12 MONTHS REGARDING ACWB

	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	49	52	141	75	69
	%	%	%	%	%	%
Yes	6	6	8	4	4	9
No	94	94	92	96	96	91

Q4. In the past 12 months did you have to contact the Canada Revenue Agency (CRA) regarding the ACWB? Base: Total sample

Recipients who are more likely to report not having contacted the CRA in the past 12 months include:

- Those who say the ACWB is 'little to no help' with the cost of living (98%), relative to those who say the ACWB is a 'significant help' with the cost of living (93%);

- Those aged 50 and older (97%), compared to those who are between the ages of 35 and 49 (92%); and
- Regular recipients (97%) versus new recipients (91%).

Among those who reported they had contacted the CRA in the last 12 months, a follow-up question was asked to ascertain why they had contacted the CRA. Making an update to their file was reported by 36% (n=8) of respondents while 27% (n=6) say the matter was related to the issuance of payment. Only a small proportion of respondents indicate the matter pertained to a service complaint, a policy, ruling, and interpretation, or obtaining general information (9% each; n=2). Of note, about one quarter of respondents (27%; n=6) reported the matter was related to something ‘other’ than the predefined list of reasons included in the survey.

#### REASONS FOR CONTACT (Multi-mention)

	TOTAL
	n= 22c
	%
An update to your file (i.e. change of address, marital status, custody arrangement)	36
Issuance of payment	27
Service complaint	9
Policy, ruling and interpretation	9
General information	9
Other	27

Q5. Why did you contact the CRA? Base: Those who have contacted the CRA in the last 12 months. c= Caution small base size

The method with which respondents used to contact CRA varies. About equal proportions say they contacted the CRA via telephone (45%; n=10) or online services (41%; n=9). Mail was cited as the method of contact by over one third of respondents (36%; n=8) while a small proportion (9%; n=2) say they contacted the CRA through some other method.

#### METHOD OF CONTACT (Multi-mention)

	TOTAL
	n= 22c
	%
Telephone	45
Online services, such as secure portals (i.e. My Account, My Benefits), general web, social media, mobile apps	41
Mail	36
Other	9

Q6. How did you contact the CRA? Was it through ...? Base: Those who have contacted the CRA in the last 12 months. c = Caution small base size

Respondents’ experience related to their last interaction with the CRA/ACWB service is mixed. About two in five (41%; n=9) say it was ‘easy’ to access ACWB services – with 18% (n=4) who say it was ‘very easy’ and 23% (n=5) who say it was ‘somewhat easy’. About one quarter (27%; n=6) report accessing the ACWB services was ‘difficult’ – with equal proportions who say it was ‘somewhat difficult’ or ‘very difficult’ (14% each; n=3 each). A small proportion (14%; n=3) indicate it was ‘neither easy nor difficult’ while 18% (n=4) were unsure.

#### EASE OF ACCESSING ACWB SERVICES BASED ON LAST EXPERIENCE

	TOTAL
n=	22c
	%
<b>NET – EASY</b>	<b>41</b>
Very easy	18
Somewhat easy	23
Neither easy nor difficult	14
Somewhat difficult	14
Very difficult	14
<b>NET – DIFFICULT</b>	<b>27</b>
Don't know	18

Q7. Thinking about your last experience with the CRA/ACWB service, how easy or difficult was it to access ACWB services?  
Base: Those who have contacted the CRA in the last 12 months. c = Caution small base size

## F. Satisfaction and Experience with Specific Service Aspects

ACWB recipients who had contacted the CRA regarding ACWB services within the past 12 months 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.

Just over half of recipients (55%; n=12) say they are satisfied with the safeguards in place to protect their personal and business information – with 36% (n=8) who say they are ‘very satisfied’ and 18% (n=4) who say they are ‘somewhat satisfied.’ About one quarter (27%; n=6) were indifferent, reporting they were ‘neither satisfied nor dissatisfied.’ A small proportion (14%; n=3) report dissatisfaction, all of whom say they are ‘very dissatisfied’ with the safeguards in place to protect their information.

#### SATISFACTION WITH PRIVACY SAFEGUARDS

	TOTAL
n=	22c
	%
<b>NET - SATISFIED</b>	<b>55</b>
Very satisfied	36
Somewhat satisfied	18
Neither satisfied nor dissatisfied	27
Somewhat dissatisfied	-
Very dissatisfied	14
<b>NET - DISSATISFIED</b>	<b>14</b>
Don't know	5

Q8B. 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. c = Caution small base size

Half of respondents (50%; n=11) who had contacted the CRA in the last 12 months say they were satisfied with the accuracy of the response they received – with about equal proportions who say they are ‘very satisfied’ (23%; n=5) or ‘somewhat satisfied’ (27%; n=6). About two in five (18%; n=4) rate their satisfaction

as neutral, reporting they are ‘neither satisfied nor dissatisfied.’ Dissatisfaction with the accuracy of their response is reported by about one quarter (23%; n=5) of recipients who had contacted the CRA – with 9% (n=2) who say they are ‘somewhat dissatisfied’ and 14% (n=3) who say they are ‘very dissatisfied.’

#### SATISFACTION WITH ACCURACY OF THE RESPONSE PROVIDED

	TOTAL
n=	22c
	%
<b>NET - SATISFIED</b>	<b>50</b>
Very satisfied	23
Somewhat satisfied	27
Neither satisfied nor dissatisfied	18
Somewhat dissatisfied	9
Very dissatisfied	14
<b>NET - DISSATISFIED</b>	<b>23</b>
Don't know	9

Q8C. 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. c = Caution small base size

Overall satisfaction related to the timeliness with which their issue was resolved is mixed. About equal proportions report they are satisfied (32%; n=7) with how quickly their issue was resolved as those who say are dissatisfied (36%; n=8). Among those who report satisfaction, 18% (n=4) report the highest level of ‘very satisfied’ while 14% (n=3) say they are ‘somewhat satisfied.’ The plurality of respondents (23%; n=5) say they are ‘very dissatisfied’ with the timeliness of their issue resolution. Similar to the results noted above for the service area related to the accuracy of the response, 18% (n=4) are neutral in their rating, providing a response of ‘neither satisfied nor dissatisfied.’

#### SATISFACTION WITH HOW QUICKLY THE ISSUE WAS RESOLVED

	TOTAL
n=	22c
	%
<b>NET - SATISFIED</b>	<b>32</b>
Very satisfied	18
Somewhat satisfied	14
Neither satisfied nor dissatisfied	18
Somewhat dissatisfied	14
Very dissatisfied	23
<b>NET - DISSATISFIED</b>	<b>36</b>
Don't know	14

Q8A. 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. c = Caution small base size

## G. Ratings of CRA’s Online and Telephone Services

Recipients who had contacted the CRA in the last twelve months through its online service offerings (n=9) or by telephone (n=10), were then asked to rate their experience across several aspects of the service provided. Given the sample sizes are very small, data tables have not been provided for these results. Instead, qualitative analysis is provided below which summarizes the findings.

The majority of recipients rate the information on CRA’s online services as ‘very good’ or ‘good’ in term of it’s helpfulness. Roughly half provide the same ratings (very good/good) for the ease of understanding and completeness of the information. Ratings are slightly lower overall in terms of the information on CRA’s online services being accessible. Among those who contacted CRA by telephone in the past 12 months, a majority are ‘very’ or ‘somewhat’ satisfied with the professionalism of the CRA agent and the way in which the agent resolved their issue.

## H. Awareness of Features Related to ACWB

To better understand respondents’ awareness related to specific features of the ACWB and managing it online, all respondents, regardless of whether they had previously interacted with the CRA, were asked if they were aware of the following four features related to the ACWB and updating their profile:

- Updating their personal information through My Account;
- Using MyBenefits to view benefit payment details and eligibility information;
- That only one spouse can receive ACWB payments for the family; and
- That ACWB payments can be estimated using the child and family benefit calculator on the CRA website.

ACWB recipients are most aware of the ability to update personal information for benefit and credit purposes online through My Account (78%). About half are aware that the web-based CRA MyBenefits app can be used to quickly view their eligibility information and benefit and credit payment details (53%) and that only one spouse can receive ACWB payments for the family (51%). Awareness around estimating advanced payments for the ACWB using the benefit calculator on the CRA website is lower, with only three in ten (31%) recipients indicating awareness of this feature.

Across regions, awareness levels vary for each of the features with the exception of estimating payments with the benefit calculator on the CRA website. Although differences are not significant, those residing in Quebec are least aware of each feature.

### AWARENESS OF ACWB FEATURES

	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	49	52	141	75	69
	%	%	%	%	%	%
<b>%Yes</b>						
That you can update your personal information, such as your address and direct deposit details, for benefit and credit purposes online through My Account	78	88	60	80	83	75
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	53	57	40	58	51	51
That only one spouse will receive the advanced payments for the family	51	61	37	52	49	54
That you can estimate your advanced payments for the ACWB by using the child and family benefit calculator on the CRA website	31	37	29	29	28	35

Q13. Are you aware of each of the following features related to the ACWB and updating your profile? Base: Total sample

Across demographics, those more likely to be aware of the ability to update personal information via My Account are those with:

- Household incomes between \$40,000 and just under \$60,000 (94%), relative to those with a household income of \$20,000 to just under \$40,000 (81%) and less than \$20,000 (71%); and
- A university education (83%) or college education, apprenticeship or trades certification (86%) compared to those with a high school education or less (72%).

Additionally, recipients who are unsure of how long they have been receiving the ACWB, are least likely to be aware of all four features, relative to new and regular recipients. This ranges from 24% who are aware of estimating payments using the benefit calculator to 66% who say they are aware of using My Account to update personal information.

## I. Awareness of the Requirement to File a Tax Return

In order to continue receiving ACWB payments, the CRA requires that individuals and if applicable, their spouse or common-law partner, file a tax return every year. The vast majority (81%) of recipients indicate they are aware of this requirement. However, almost one in five (19%) say they are unaware that they must file their taxes every year to continue receiving ACWB payments.

Awareness across regions does not vary significantly.

### AWARENESS OF THE REQUIREMENT TO FILE TAX RETURN

	TOTAL	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	49	52	141	75	69
	%	%	%	%	%	%
Yes	81	90	75	82	80	77
No	19	10	25	18	20	23

Q12. Did you know that you, and if applicable, your spouse or common-law partner, must file a tax return every year to continue receiving ACWB payments? Base: Total sample

Recipients who are unsure of how long they have been receiving the ACWB (69%) are least likely to be aware of this requirement, relative to those who are new (89%) or regular (88%) recipients.

## IV. Methodology

## Methodology

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### A. Canada Child Benefit (CCB)

#### 1. 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 panelist'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 3.47 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=1,000 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. No weighting was applied to the final sample.

Region	% of population	Proposed Completes (n)	Actual Completes (n)
Atlantic	7.5%	75	74
Quebec	25%	250	250
Ontario	40%	400	401
Manitoba/Saskatchewan	7.5%	75	75
Alberta	10%	100	100
British Columbia/North	10%	100	100
<b>Total</b>	<b>100%</b>	<b>1,000</b>	<b>1,000</b>

#### 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).

## 2. 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.

## 3. Pre-test

Following the [Government of Canada's Standards for Public Opinion Research for Online Surveys](#), The Strategic Counsel conducted a pre-test on February 10<sup>th</sup> and 11<sup>th</sup>, 2025, prior to launching the survey. The survey was pre-tested among n=20 respondents in a soft launch (10 in English and 10 in French) prior to running live. Based on the completes from the pre-test, the average length of completion was approximately 9 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.

## 4. Fieldwork and Length of Survey

The fieldwork for this survey was conducted from February 10<sup>th</sup> to 25<sup>th</sup>, 2025. On average, the survey took 10 minutes to complete.

## 5. Dispositions

A total of 3,466 entered the survey online. Among those, 1,000 individuals qualified and completed the survey. The overall response rate was 8% and the overall completion rate was 95%, according to the calculations shown below.

### ONLINE DISPOSITIONS

Disposition	N
Respondents Emailed	46,009
Total Entered Survey	3,466
Completed	1,000
Not Qualified/Screen Outs	2,081
Quota Full	213
Suspend/Drop-Off	172

$$\text{Response Rate} = \frac{\text{Interviews Started}}{\text{Respondents E-mailed}}$$

$$\text{Completion Rate} = \frac{\text{Completes + Screen outs + Quota full}}{\text{Total \# of Click Ins}}$$

$$8\% = \frac{3,466}{46,009} \qquad 95\% = \frac{(1,000 + 2,081 + 213) = 3,294}{3,466}$$

## 6. Margin of Error and Confidence Interval

Based on a population of 3.47 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.

## 7. 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 new 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.

## B. Combined Advanced Canada Worker's Benefit (ACWB) and Canada Child Benefit (CCB)

### 1. Sample Design

The target audience for this mail-to-online survey was current recipients of the ACWB. Survey invitations were addressed and mailed to the direct recipients of the ACWB and no additional screening criteria was implemented within the questionnaire. Respondents were provided the following information at the start of the survey:

- They were invited to participate because they are currently receiving the ACWB;
- To protect their privacy, the CRA sent an invitation letter directly to them; and
- A description of what the ACWB is and how it is issued to recipients.

A total of n=386 direct recipients of the ACWB, aged 18 years of age or older, completed the survey. Given the low incidence of ACWB recipients within the adult population, no formal quotas were set by gender, age, region or otherwise. Additionally, no weighting was applied to the final sample.

There are approximately 2.3 million ACWB recipients across Canada, representing about 8% of the adult Canadian population. To conduct this study, recipients of the ACWB were randomly selected, on a stratified basis (by province/territory) from the population to generate a sample to invite to complete the survey. Below describe this two-staged sampling process in detail.

## Initial Random Selection

The Identification, Business Intelligence and Support division in the Benefit Programs Directorate generated the initial mailing sample, as follows.

- Typically when sampling from the population at random uniformly across all provinces/territories, every 77th (2,297,013/30,000) record in the dataset would have been selected. However, in order to aim to achieve a minimum of 30 completes per province/territory, a proportionally larger number of records for smaller provinces/territories was required to be drawn.
- As per the table below, records were stratified by province/territory, then sorted alphabetically by last name, and every nth record per province/territory was selected.
- The 'desired sample frame' provided in the table below estimates the number of records needed from each province/territory, assuming an expected 3% response rate.

	NFLD/ LAB	PEI	NS	NB	QC	ON	MB
Estimated ACWB population size*	31,540	10,065	61,575	48,345	504,474	902,145	79,653
Desired sampling frame	900	900	900	900	6,000	10,500	900
Draw every nth from province /territory	35	11	68	54	84	86	88
	SK	AB	BC	YK	NWT	NU	Total
Estimated ACWB population size*	65,141	261,320	326,034	2,601	2,363	1,757	2,297,013
Desired sampling frame	900	2,400	3,000	900	900	900	30,000
Draw every nth from province /territory	72	109	109	3	3	2	77

\*The ACWB population size per province/territory was estimated by multiplying the total ACWB recipient population size (n=2,297,013) by the proportion of adult Canadians living in each province/territory. For example, for NFLD/LAB, estimated ACWB population was 2,297,013 x 0.0137.

The records were extracted on November 6, 2024, and were current as of November 2, 2024. The total number of records extracted was 31,313, with the following regional distribution (oversampling for the Atlantic provinces and Northern territories). Data was further cleaned to ensure that the mailing address did not exceed 40 characters, per system requirements for printing and mailing.

Region	% of total sampling frame (n=31,313)
Atlantic	13%
Quebec	13%
Ontario	37%
Prairies	8%
Alberta	8%
BC/North	21%

### Reduction of Mailing Sample

Due to budget constraints with regards to mailing costs, the mailing sample was required to be further reduced to approximately 20,000 records. In coordination with TSC, CRA reduced the mailing sample while maintaining both the random stratified selection and the same regional distribution as the initial sample pull. The resulting number of records to be used for mailing invitations was 20,012.

## 2. Questionnaire Design

The Strategic Counsel worked with CRA to develop an ACWB questionnaire that included questions related to satisfaction, ease of understanding and awareness - overall and with specific aspects/features - of ACWB services. The questionnaire ensured all research objectives were met and that it adhered to Government of Canada standards for public opinion research. Once the English survey was approved, CRA translated the questionnaire for TSC to review. All research materials can be found in the Appendix.

## 3. Pre-test

Given the mail-to-online methodology used for this survey, The Strategic Counsel did not conduct a formal pre-test for this survey. The survey was thoroughly tested in English and French, both internally at TSC and by the CRA, prior to the invitations being mailed. Additionally, data checks were completed early on in the fieldwork to ensure accuracy of programming.

## 4. Fieldwork and Length of Survey

Invitations were mailed to ACWB recipients on March 5<sup>th</sup>, 2025. The fieldwork for this survey was conducted from March 5<sup>th</sup> to 24<sup>th</sup>, 2025. Due to a snap federal election called on March 24<sup>th</sup>, 2025, the CRA suspended the survey and fieldwork was closed one week in advance of originally planned timelines for this survey. On average, the ACWB took 6 minutes to complete.

## 5. Dispositions

A total of 1,114 respondents entered the survey online via the mail invitation. Among those, 386 individuals qualified and completed the ACWB survey.

The overall response rate for those who completed the ACWB survey was 1.98% and the overall completion rate was 26%, according to the calculations shown below.

**MAIL TO ONLINE DISPOSITIONS**

Disposition	N
Invitations mailed	20,012
Completes	386
Partials	1,114
Refusals	2
Non-contact and unknown eligibility	18,510
e = Estimated proportion of eligible cases among unknowns*	0.972

\*It is unknown how many invitations may have been undelivered/returned to sender as they are destroyed at the post office upon return. However, every mailing must have an address accuracy report run on the data as part of the mailing process. The mailing list provided had an address accuracy of 97.2%.

$$\begin{array}{lcl}
 \text{Response Rate} = & \frac{\text{Completes}}{\text{Completes} + \text{Partials} + e \times (\text{Refusals} + \text{Non-contact} + \text{Unknown Eligibility})} & \text{Completion Rate} = \frac{\text{Completes}}{\text{Completes} + \text{Partials}} \\
 \\ 
 1.98\% = & \frac{386}{(386+1,114) + 0.972 \times (2 + 18,510)} & 25.73\% = \frac{386}{(386 + 1114)}
 \end{array}$$

The low resulting response rate is likely due to the survey fieldwork having been suspended early, due to the snap federal election. The resulting completion rate suggests that many ACWB recipients had entered the survey, but did not proceed to complete the survey. While there could be multiple reasons for these partial completes, given the high proportion of recipients who are ‘unsure’ about how long they had been receiving the benefit for in the main sample, it may be that once respondents entered the online survey they felt they did not have enough awareness or knowledge of the ACWB to finish completing it.

**6. Additional Completes for the Canada child benefit (CCB) Survey**

This year’s survey was run as a pilot which aimed to ascertain response rates for mail-to-online methodology among ACWB recipients, where it is likely that there is considerable overlap with CCB eligibility. Upon completion of the ACWB survey, respondents were asked a series of screening questions to understand if they were also a direct recipient of the CCB. Those who qualified then proceeded to complete the CCB portion of the questionnaire (n=62). This resulted in a response rate of 16% of ACWB recipients who were also the direct recipient of the CCB. Results from this sample need to be analyzed separately first to determine if the completes should be combined with the panel sample (n=1000). These completes have not been included in the main sample in the 2025 study due to timing issues. These additional completes were collected after the panel portion of the CCB survey and the draft report was already being written.

## 7. Margin of Error and Confidence Interval

Based on a population of 2.3 million ACWB recipients in Canada, a confidence interval and confidence level of 95%, the margin of error is +/- 4.99%. 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.

## 8. Study Limitations

Given the relatively low incidence of ACWB recipients within the Canadian population, it is difficult to set any quotas for specific sub-groups of ACWB recipients. As such, some of the results reported within this document reflect the views of a small subset of ACWB 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.

## V. Appendix

## Appendix

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### A. English Questionnaires

#### 1. Canada Child Benefit

## Benefit Programs Online Survey CCB Survey – Online Probability-Based Panel Version December 16, 2024

#### **[DO NOT SHOW]** Introduction

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 10 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: 20250115-TH455. Should you wish to verify the authenticity of this survey you may also visit [www.canada.ca/por-cra](http://www.canada.ca/por-cra) or contact Angela Muma, Public Opinion Research Officer, Canada Revenue Agency, at [PABPOPRESG@cra-arc.gc.ca](mailto: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](mailto:theney@thestrategiccounsel.com)

## [DO NOT SHOW] Screening

- 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 6 [CONTINUE]
  - 6-17 years of age [CONTINUE]
  - 18 years of age or older [CONTINUE ONLY IF 'UNDER AGE 6' OR '6-17 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](#))]
  - 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 is a refundable tax credit to help individuals and families who are working and earning a low income. The benefit is issued quarterly. ([Canada Workers Benefit - Canada.ca](#))]
  - Advanced Canada workers benefit (ACWB) [PN: DEFINITION TO BE PROVIDED IN A POPUP - The Advanced Canada workers benefit (ACWB) is an advanced payment of the Canada Workers Benefit. It is a refundable tax credit to help individuals and families who are working and earning a low income. The benefit is issued in 3 equal payments. ([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 February 28, 2025.

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

S7. What gender do you identify as?

- Male
- Female
- Another gender, please specify \_\_\_\_\_
- Prefer not to answer

S8. 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

**[DO NOT SHOW] Length of time receiving the CCB**

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

**[DO NOT SHOW] Satisfaction with timeliness and accuracy**

3. How satisfied are you with the following aspects of the CCB? **[ROTATE Q3a-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 know .....77
  
4. How easy or difficult was it to understand the information on your last CCB notice? Was it ... **[TRACKING]**
  - Very easy .....1
  - Somewhat easy .....2
  - Neither easy nor difficult .....3
  - Somewhat difficult .....4
  - Very difficult .....5
  - Don't know .....77

**[DO NOT SHOW] Satisfaction with service quality**

5. In the past 12 months did you have to contact the Canada Revenue Agency (CRA) regarding the CCB? **[TRACKING]**

Yes .....1  
 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]**.

**[DO NOT SHOW] Process quality**

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 easy .....1  
 Somewhat easy .....2  
 Neither easy nor difficult.....3  
 Somewhat difficult .....4  
 Very difficult .....5  
 Don't know .....77

9. [IF CONTACTED THE CRA IN LAST 12 MONTHS] And, how satisfied were you with each of the following  
 service aspects? **[RANDOMIZE Q9a-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

**[DO NOT SHOW] Information quality**

- c. The accuracy of the response you received

**[DO NOT SHOW] Inter-personal quality**

**[ONLY ASK Q9D AND E, IF Q7 = 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 satisfied .....1  
 Somewhat satisfied .....2

Neither satisfied nor dissatisfied .....	3
Somewhat dissatisfied .....	4
Very dissatisfied .....	5
Don't know .....	77

**[ONLY ASK Q10, IF Q7 = 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 poor .....	1
Poor .....	2
Fair .....	3
Good .....	4
Very good .....	5
Unsure .....	77

**[DO NOT SHOW] Fairness**

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

Yes .....	1
No [GO TO Q14] .....	2
Don't remember [GO TO Q14] .....	3

12. **[ONLY ASK IF Q11 = YES]** How easy or difficult was it to complete the questionnaire you received?

**[TRACKING]**

Very easy .....	1
Somewhat easy .....	2
Neither easy nor difficult .....	3
Somewhat difficult .....	4
Very difficult .....	5
Don't know .....	77

13. **[ONLY ASK IF Q12 = 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

**[DO NOT SHOW] Overall satisfaction with the experience**

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 satisfied .....	1
Somewhat satisfied .....	2
Neither satisfied nor dissatisfied .....	3

Somewhat dissatisfied.....4  
 Very dissatisfied .....5  
 Don't know .....77

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

**[DO NOT SHOW] General information/Enquiry**

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]**
- Yes .....1  
 No .....2
17. Are you aware or not aware that the CCB amount is raised each July to keep up with the cost of living?
- Aware .....1  
 Not aware .....2  
 Unsure .....77
18. Please indicate whether or not you are aware of each of the following features related to managing your CCB online and updating your profile. **[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.
- Yes .....1  
 No .....2  
 Not sure .....77
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: using the Automated Benefits Application (ABA) to apply for child and family benefits when I register the birth of my newborn with my province/territory ..... 1  
 Online: using the Benefits Online Application (BOA) in My Account (my secure personal CRA account).2  
 By paper: using Form RC66 ..... 3

Other: Please specify .....	20
Don't know .....	77
Not applicable .....	99

**[DO NOT SHOW] 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 SHOW] Socio-demographic factors**

- 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

**[DO NOT SHOW] Socio-cultural factors**

- 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)
- Yes .....1  
 No .....2  
 Prefer not to answer .....99

**Thank you for sharing your views.**

**PRETEST EVALUATION [10 ENG/10FR]**

PQ.1 We'd like to get your feedback on your experience completing this survey. Please indicate your level of agreement with each of the following statements. [RANDOMIZE]

- a) This survey was easy to complete.
  - b) The questions asked were straightforward and easy to understand.
  - c) The length of the survey was reasonable.
- Strongly agree .....1  
 Somewhat agree.....2  
 Somewhat disagree .....3  
 Strongly disagree .....4  
 Unsure .....77

PQ.2 Do you have any other comments about this survey or your experience completing the survey? [OPEN-ENDED]

- No other comments

**Thank you for sharing your views.**

## 2. Combined Advanced Canada Workers Benefit (ACWB) and Canada Child Benefit (CCB)

# Benefit Programs Online Survey

## Combined ACWB/CCB Survey – Mail-to-Online Version

December 16, 2024

### [DO NOT SHOW] Introduction

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 10 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: 20250115-TH455. Should you wish to verify the authenticity of this survey you may also visit [www.canada.ca/por-cra](http://www.canada.ca/por-cra) or contact Angela Muma, Public Opinion Research Officer, Canada Revenue Agency, at [PABPOPRESG@cra-arc.gc.ca](mailto: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](mailto:theney@thestrategiccounsel.com)

**[DO NOT SHOW] Screening**

**[DO NOT SHOW] Length of time receiving the ACWB**

1. You are invited to participate in this survey because you are currently receiving the Advanced Canada workers benefit (ACWB). To protect your privacy, the Canada Revenue Agency sent an invitation letter directly to you. [PN: DEFINITION TO BE PROVIDED IN A POPUP]. The ACWB is an advanced payment of the Canada workers benefit. It is a refundable tax credit to help individuals and families who are working and earning a low income. The benefit is issued in three equal payments. ([Canada Workers Benefit - Canada.ca](http://Canada Workers Benefit - Canada.ca))
- For about how long have you been receiving ACWB payments?
- |                           |    |
|---------------------------|----|
| Less than 12 months ..... | 1  |
| 12 months or more .....   | 2  |
| Unsure .....              | 77 |

**[DO NOT SHOW] Satisfaction with timeliness and accuracy**

2. How satisfied are you with the following aspects of the ACWB? [ROTATE Q.2a-b]
- a. The timeliness of payments.
- b. The accuracy of the information on the last ACWB 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 know .....                         | 77 |
3. How easy or difficult was it to understand the information on your last ACWB notice? Was it ...
- |                                  |    |
|----------------------------------|----|
| Very easy .....                  | 1  |
| Somewhat easy .....              | 2  |
| Neither easy nor difficult ..... | 3  |
| Somewhat difficult .....         | 4  |
| Very difficult .....             | 5  |
| Don't know .....                 | 77 |

**[DO NOT SHOW] Satisfaction with service quality**

4. In the past 12 months did you have to contact the Canada Revenue Agency (CRA) regarding the ACWB?
- |                      |   |
|----------------------|---|
| Yes .....            | 1 |
| No [GO TO Q10] ..... | 2 |
5. [IF CONTACTED THE CRA IN LAST 12 MONTHS] Why did you contact the CRA? Was it regarding ...
- [RANDOMIZE][SELECT ALL THAT APPLY]
- |  |    |
|--|----|
| An update to your file (i.e. change of address, marital status, custody arrangement) ..... | 1  |
| Issuance of payment .....  | 2  |
| Service complaint .....  | 3  |
| Appeal .....   | 4  |
| Policy, ruling and interpretation .....  | 5  |
| General information. Please specify _____ .....  | 6  |
| Other: Please specify _____ .....  | 20 |

6. [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 Q6]**.  
 It was regarding **[INSERT RESPONSE FROM Q5]**.

**[DO NOT SHOW] Process quality**

7. [IF CONTACTED THE CRA IN LAST 12 MONTHS] Thinking about your last experience with the CRA/ACWB service, how easy or difficult was it to access ACWB services? Was it...
- |                                 |    |
|---------------------------------|----|
| Very easy .....                 | 1  |
| Somewhat easy .....             | 2  |
| Neither easy nor difficult..... | 3  |
| Somewhat difficult .....        | 4  |
| Very difficult .....            | 5  |
| Don't know .....                | 77 |
8. [IF CONTACTED THE CRA IN LAST 12 MONTHS] And, how satisfied were you with each of the following service aspects? **[RANDOMIZE Q8A-E]** Are you ...
- How quickly your issue was resolved
  - The safeguards that were in place to protect your personal and business information

**[DO NOT SHOW] Information quality**

- The accuracy of the response you received

**[DO NOT SHOW] Inter-personal quality**

**[ONLY ASK Q8D AND E, IF Q6 = TELEPHONE]**

- [IF CONTACTED CRA BY TELEPHONE] The professionalism that the CRA agent showed
  - [IF CONTACTED CRA BY TELEPHONE] The way the CRA agent resolved your issue
- |  |    |
|--|----|
| Very satisfied .....                     | 1  |
| Somewhat satisfied .....                 | 2  |
| Neither satisfied nor dissatisfied ..... | 3  |
| Somewhat dissatisfied.....               | 4  |
| Very dissatisfied .....                  | 5  |
| Don't know .....                         | 77 |

**[ONLY ASK Q9, IF Q6 = ONLINE]**

9. [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 Q9A-D]**
- How easy it was to understand
  - Completeness or thoroughness
  - Accessibility
  - Helpfulness

Very poor.....	1
Poor .....	2
Fair.....	3
Good.....	4
Very good .....	5
Unsure.....	77

**[DO NOT SHOW] Overall satisfaction with the experience**

10. Thinking about all of your interactions with the CRA regarding the ACWB, including notices, and receipt of payments, for example, how satisfied are you with the overall experience? Are you ...
- |  |    |
|--|----|
| Very satisfied .....                     | 1  |
| Somewhat satisfied .....                 | 2  |
| Neither satisfied nor dissatisfied ..... | 3  |
| Somewhat dissatisfied.....               | 4  |
| Very dissatisfied .....                  | 5  |
| Don't know .....                         | 77 |
11. On a scale from 0 to 10, where 0 is 'not at all' and 10 is 'a great deal', to what extent does the ACWB help you with the cost of living?
- 0 – not at all
  - 1
  - 2
  - 3
  - 4
  - 5
  - 6
  - 7
  - 8
  - 9
  - 10 – a great deal
  - Unsure

**[DO NOT SHOW] General information/Enquiry**

12. Did you know that you, and if applicable, your spouse or common-law partner, must file a tax return every year to continue receiving ACWB payments?
- |           |   |
|-----------|---|
| Yes ..... | 1 |
| No.....   | 2 |
13. Are you aware of each of the following features related to the ACWB and updating your profile?
- [RANDOMIZE]**
- a. That you can update your personal information, such as your address and direct deposit details, for benefit and credit purposes online through My Account.
  - 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 estimate your advanced payments for the ACWB by using the child and family benefit calculator on the CRA website.
  - d. That only one spouse will receive the advanced payments for the family.
- |           |   |
|-----------|---|
| Yes ..... | 1 |
|-----------|---|

No .....2  
 Not sure .....77

**[DO NOT SHOW] Regional and 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 SHOW] Regional factors**

14. 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
- Prefer not to answer

**[DO NOT SHOW] Socio-demographic factors**

15. What gender do you identify as?

- Male
- Female
- Another gender, please specify \_\_\_\_\_
- Prefer not to answer

16. In what year were you born?

17. 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

18. 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 and over.....4  
 Prefer not to answer .....99

19. What is your marital status?  
 Married.....1  
 Common-law .....2  
 Separated / divorced .....3  
 Widowed .....4  
 Single .....5  
 Prefer not to answer .....99

**[DO NOT SHOW] Socio-cultural factors**

20. What language do you speak most often at home?  
 English .....1  
 French.....2  
 Other .....20  
 Prefer not to answer .....99

21. Are you ... **[ROTATE]**  
 d. An Indigenous person  
 e. A member of a visible minority  
 f. A person with a disability (for example, vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental-related impairment issues)  
 Yes .....1  
 No .....2  
 Prefer not to answer .....99

**[DO NOT SHOW] Additional Questions to Screen for Eligibility to Participate in CCB Survey**

S1. In which age category do you fall?

- Under 18 **[THANK AND 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 6 **[CONTINUE]**
- 6-17 years of age **[CONTINUE]**
- 18 years of age or older **[CONTINUE ONLY IF 'UNDER AGE 6' OR '6-17 YEARS' ALSO SELECTED]**
- I do not have any children **[PN: EXCLUSIVE. THANK AND TERMINATE]**
- Prefer not to answer **[PN: EXCLUSIVE. THANK AND 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, THANK AND 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](#))]
- 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](#))]
- None of the above [PN: EXCLUSIVE, THANK AND TERMINATE]
- Prefer not to answer [PN EXCLUSIVE, THANK AND 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 PREFACE TO S1A, SKIP S1A-S7, GO DIRECTLY TO Q22]
- No, someone else in my household receives the CCB payments. [CONTINUE]
- Unsure [THANK AND TERMINATE]

S5. We have a few questions for 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 PREFACE TO S1A, CONTINUE AT 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. [THANK AND 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 February 28, 2025.

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 Canada child benefit (CCB). Please ensure only the direct recipient proceeds with the rest of the survey which should only take about 7-10 minutes of their time. 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

S7. What gender do you identify as?

- Male
- Female
- Another gender, please specify \_\_\_\_\_
- Prefer not to answer

22. How long have you been receiving CCB payments?  
Less than 12 months [NEW RECIPIENT]..... 1  
12 months or more [REGULAR RECIPIENT] ..... 2  
Unsure ..... 77

23. 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

**[DO NOT SHOW] Satisfaction with timeliness and accuracy**

24. How satisfied are you with the following aspects of the CCB? [ROTATE Q24a-b][TRACKING]

- a. [NEW RECIPIENTS ONLY] The time it took to get your first CCB payment. [ONLY ASK IF Q22 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 know .....77

25. How easy or difficult was it to understand the information on your last CCB notice? Was it ... [TRACKING]

- Very easy .....1
- Somewhat easy .....2
- Neither easy nor difficult.....3
- Somewhat difficult .....4
- Very difficult .....5
- Don't know .....77

**[DO NOT SHOW] Satisfaction with service quality**

26. In the past 12 months did you have to contact the Canada Revenue Agency (CRA) regarding the CCB?  
**[TRACKING]**

- Yes .....1
- No [GO TO Q32].....2

27. [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

28. [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 Q28]**.  
 It was regarding **[INSERT RESPONSE FROM Q27]**.

**[DO NOT SHOW] Process quality**

29. [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 easy .....1
- Somewhat easy .....2
- Neither easy nor difficult.....3
- Somewhat difficult .....4
- Very difficult .....5
- Don't know .....77

30. [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

**[DO NOT SHOW] Information quality**

- c. The accuracy of the response you received

**[DO NOT SHOW] Inter-personal quality**

**[ONLY ASK Q30D AND E, IF Q28 = 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 satisfied .....	1
Somewhat satisfied .....	2
Neither satisfied nor dissatisfied .....	3
Somewhat dissatisfied .....	4
Very dissatisfied .....	5
Don't know .....	77

**[ONLY ASK Q31, IF Q28 = ONLINE]**

31. [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 poor .....	1
Poor .....	2
Fair .....	3
Good .....	4
Very good .....	5
Unsure .....	77

**[DO NOT SHOW] Fairness**

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

Yes .....	1
No [GO TO Q35] .....	2
Don't remember [GO TO Q35] .....	3

33. **[ONLY ASK IF Q32 = YES]** How easy or difficult was it to complete the questionnaire you received?

**[TRACKING]**

Very easy .....	1
Somewhat easy .....	2
Neither easy nor difficult .....	3
Somewhat difficult .....	4
Very difficult .....	5
Don't know .....	77

34. **[ONLY ASK IF Q33 = 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

**[DO NOT SHOW] Overall satisfaction with the experience**

35. 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 satisfied .....	1
----------------------	---

- Somewhat satisfied .....2
- Neither satisfied nor dissatisfied .....3
- Somewhat dissatisfied.....4
- Very dissatisfied .....5
- Don't know .....77

36. 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

**[DO NOT SHOW] General information/Enquiry**

37. 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]**
- Yes .....1
  - No .....2
38. Are you aware or not aware that the CCB amount is raised each July to keep up with the cost of living?
- Aware .....1
  - Not aware .....2
  - Unsure .....77
39. Please indicate whether or not you are aware of each of the following features related to managing your CCB online and updating your profile. **[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.
- Yes .....1
  - No .....2
  - Not sure .....77
40. 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: using the Automated Benefits Application (ABA) to apply for child and family benefits when I register the birth of my newborn with my province/territory ..... 1

Online: using the Benefits Online Application (BOA) in My Account (my secure personal CRA account).	2
By paper: using Form RC66 .....	3
Other: Please specify .....	20
Don't know .....	77
Not applicable .....	99

**[DO NOT SHOW] GBA+ analysis**

[ASK Q41-47 ONLY IF QS5 = 'DIRECT RECIPIENT WILL COMPLETE SURVEY NOW.' IF S4 = 'I AM DIRECT RECIPIENT' THANK AND TERMINATE as they have already responded to demographic questions.] 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 SHOW] Socio-demographic factors**

- 41. In what year were you born?
  
- 42. For verification purposes only, please enter the first three digits of your postal code: \_\_\_\_ [Note to programmer: create over code for prescribed zone]
  
- 43. 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
  
- 44. 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
  
- 45. What is your marital status?
  - Married.....1
  - Common-law .....2
  - Separated / divorced .....3
  - Widowed .....4
  - Single .....5
  - Prefer not to answer .....99

**[DO NOT SHOW] Socio-cultural factors**

- 46. What language do you speak most often at home?
  - English .....1

French.....2  
Other .....20  
Prefer not to answer .....99

47. Are you ... [ROTATE]

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

Yes .....1  
No .....2  
Prefer not to answer .....99

## B. ACWB Mail Invitations



Canada Revenue  
Agency

Agence du revenu  
du Canada

February 2025

To access your online questionnaire, visit:

**CRAsurveyACWB.com**

Or, scan the static QR code with your mobile device:



**Subject: Advanced Canada Workers Benefit (ACWB) research survey – The CRA wants to hear from you!**

The Canada Revenue Agency (CRA) is conducting a short survey to help us better understand Canadians' awareness of, and satisfaction with the ACWB. The ACWB is an **advanced** payment of the Canada Workers Benefit (CWB).

**Your thoughts help us improve our service**

Your feedback will help us improve our services and explore ways to make the process simpler for future applicants and recipients.

Your participation is **voluntary** and **confidential**. The survey will take about 10 minutes to complete. The CRA will not know what feedback you give.

If you have any questions about this letter, please contact the CRA's Public opinion research team at **PABPOPRESG@cra-arc.gc.ca**. To see a list of the CRA's active research projects, visit **www.canada.ca/por-cra**.

**Privacy**

The CRA has hired The Strategic Counsel, an independent research firm, to conduct and host this survey. Your responses will remain completely anonymous. Participating in this survey will not affect your current standing with the CRA. Personal information is collected under the authority of the Canada Revenue Agency Act. The collection, use, and disclosure of your personal information is in accordance with the federal Privacy Act. Under the Privacy Act, you have a right of protection, access to and correction or notation of your personal information.

Thank you in advance,

Benefit Programs Directorate

**Canada**