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Benefit Programs Annual Client Satisfaction Survey – 2025-26

Final Report

Prepared for the Canada Revenue Agency

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Canada

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Prepared for: Canada Revenue Agency
June 2026

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 11th and February 27th, 2026, and a mail-to-online survey with 499 Advanced Canada workers benefit (ACWB) recipients between March 13th and April 13th, 2026.

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 – 2025-26**

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I. Executive Summary

Executive Summary

A. Background and Objectives

1. Background

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

Eligible recipients of the CCB must meet the following criteria:

- Living with the child, and the child must be under 18 years of age;
- Primarily responsible for the care and upbringing of the child;
- A resident of Canada for tax purposes; and
- They, their spouse or common-law partner must be:
 - A Canadian citizen
 - A permanent resident
 - A protected person
 - A temporary resident who has lived in Canada for the previous 18 months, and who has a valid permit in the 19th month
 - 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) had previously surveyed only CCB recipients. ACWB recipients were first included in the survey program in 2025.

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. Both the CCB and the ACWB results will track back to the 2025 study.

B. Methodology

1. Canada child benefit (CCB)

An 8-minute online survey was administered to 1,000 direct CCB recipients, aged 18 and older, between February 11th and 27th, 2026.

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 3.48 million CCB recipients in Canada, a confidence level of 95%, the margin of error is 3%.

2. Advanced Canada workers benefit (ACWB)

A 5-minute mail-to-online survey was administered to 499 ACWB recipients, aged 18 and older, between March 13th (the date mailing of invitations began) and April 13th, 2026.

Based on a population of 2.5 million ACWB recipients in Canada, a confidence interval and confidence level of 95%, the margin of error is 5%.

C. Summary of Key Findings

1. Canada child benefit (CCB)

Satisfaction with the CCB and Related Services

Overall, CCB recipients continue to **report positive experiences with the CRA across most aspects of the program delivery**. Satisfaction levels **remain strong and largely stable year over year**, although ratings vary depending on the specific aspect of service delivery being evaluated.

The highest satisfaction levels continue to be associated with recipients' **overall experience** interacting with the CRA regarding the CCB and specifically with the **safeguards in place to protect one's information**. In 2026, over four in five recipients (82%) who contacted the CRA report being satisfied with privacy safeguards, while overall satisfaction with interactions related to the CCB program remains steady at just over seven in ten recipients (72%). Satisfaction with the accuracy of the information on the last CCB notice also remains relatively strong (70%).

While still favourable overall, somewhat lower satisfaction scores are reported for certain operational aspects of the service delivery. Among recipients who contacted the CRA, over two thirds indicate satisfaction with the accuracy of the response received from CRA (66%) and the timeliness of issue resolution (64%).

Notably, satisfaction with the time it took new recipients to receive their first CCB payment (60%) has dropped off (a ten-point decrease from 2025). Although the year-over-year change is not statistically

significant, satisfaction on this measure has declined 24 points since 2024 (84%), suggesting a longer-term shift that may warrant further examination.

Satisfaction with CCB and Related Services

	Net Satisfied (% Somewhat/Very Satisfied)		Net Dissatisfied (% Somewhat/Very Dissatisfied)	
	2025	2026	2025	2026
Safeguards that were in place to protect your personal and business information (n=99 in 2025, n=121 in 2026) *	80	82	4	5
Overall interactions with the CRA regarding the CCB (including the application, notices, receipt of payments) (n=1,000 in 2025 and 2026)	72	72	5	7
Accuracy of the information on the last CCB notice which was used to calculate your benefit (n=1,000 in 2025 and 2026)	69	70	6	6
Accuracy of the response you received (n=99 in 2025, n=121 in 2026) *	70	66	20	19
How quickly your issue was resolved (n=99 in 2025, n=121 in 2026) *	63	64	25	21
Time it took to get your first CCB payment (n=53 in 2025, n=48 in 2026) **	70	60	9	17

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

**Asked only of first-time recipients.

Beyond satisfaction measures, most recipients report that the information contained in their CCB notices is clear and understandable – seven in ten (70%) recipients indicate that the information on their most recent notice was easy to interpret.

Methods of Contacting the CRA Regarding the CCB and Overall Service Experience

In terms of contacting the CRA regarding the CCB, methods remain broadly similar to last year, although there are signs of a shift in channel use. Telephone (55%) continues to be the most used method of contact but represents an eight-point decline since 2025 (63%). At the same time, the proportion of recipients reporting that they used online services (52%) has increased by seven points (up from 45% in 2025). A smaller proportion (21%) report having contacted the CRA by mail. As in previous years, updating personal information on one's file (46%) continues to be the most frequently cited reason for contacting the CRA.

Among those recipients who contacted the CRA in the past 12 months (12% of the total sample or n=121 respondents), perceptions of service accessibility remain generally consistent with the previous wave. Three in five (60%) say that accessing CCB services was easy based on their most recent interaction, while just over one quarter (27%) describe the experience as difficult. This suggests opportunities for improvement on this aspect of service.

Telephone and online services continue to receive generally positive evaluations from those who used them. Ratings of telephone services are particularly strong, with 84% of respondents satisfied with the professionalism of CRA agents and 69% satisfied with how their issue was resolved. Although these figures

represent increases of eight and nine points respectively since 2025, the changes are not statistically significant. Among recipients who interacted with CRA online services, roughly half rate the information provided as *good* or *very good* across several measures, including ease of understanding (59%), helpfulness (57%), completeness or thoroughness (52%), and accessibility (52%). Online ratings have declined slightly compared with 2025, though the differences are not significant.

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

Recipients were also asked about their awareness of several features related to accessing and managing their CCB online, as well as other program requirements and the annual indexation of the benefit. Overall, awareness levels are variable.

Consistent with 2025, nearly all recipients (95% for both years) are aware of the requirement to file a tax return annually in order to continue receiving CCB payments. Awareness is also relatively high when it comes to managing the CCB online. More than eight in ten recipients (82%) are aware that they can update their personal information through CRA's My Account service, and the same proportion are aware that they can use My Account to view benefit/credit details and eligibility information. Awareness of the latter has increased significantly since 2025, rising by 17 points. However, this increase in awareness that recipients can view benefit/credit details and eligibility information online should be interpreted with caution, as the 2026 questionnaire was updated to refer to CRA's My Account rather than the now-phased-out MyBenefits app used in 2025.

Awareness remains more modest for other features. In 2026, over six in ten recipients (62%) say they are aware that any CCB balances owing can be paid online through the CRA My Payment service or online banking, and slightly more than half (55%) are aware that the CCB amount is adjusted annually to reflect changes in the cost of living.

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

	Awareness/Recall (% Yes)	
	2025	2026
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	82
You can use My Account to get a quick view of your benefit and credit payment details, and your eligibility information	65	82
You can pay any CCB balances owed using the CRA online My Payment service or online banking	61	62
The CCB amount is raised each July to keep up with the cost of living	54	55
Recall having received a questionnaire from the CRA in the past 12 months asking for proof of child's custody arrangement	6*	5*

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

Awareness Sources and Preferred Application Methods

Recipients most commonly report first learning about the CCB through hospital or birthing centre staff (23%) or through friends or family members (18%). Notably, awareness from hospital or birthing centre staff has increased slightly since the previous wave (19% in 2025), bringing results more in line with 2024 levels (23%).

When asked how they would apply for the CCB in the future, recipients continue to show a strong preference for digital options. Applying online through My Account (44%) remains the most frequently cited method, followed by applying at the hospital through the Automated Benefits Application when registering the birth of a child (36%).

Overall Impact of the CCB on Monthly Budgets

Lastly, the CCB continues to play an important role in household finances for many recipients. More than half (55%, up four points from 51% in 2025) indicate that the benefit has a high impact on their monthly budget (giving a rating of ‘7–10’ on a 10-point scale). This impact is especially pronounced among lower-income households earning less than \$60,000 annually (81%), recipients who are single (70%), and those who identify as part of an equity-seeking group (64%).

2. Advanced Canada workers benefit (ACWB)

Evaluation of the Overall Experience, Payments and Notices

ACWB recipients continue to report generally **positive experiences** with the CRA overall and across key aspects of program delivery. Just over half of recipients (51%) report that the ACWB has a *significant* impact on helping with the cost of living, consistent with 2025 (54%).

In 2026, satisfaction is highest for the **timeliness of payments (69%)** and the **overall interactions with CRA (65%)**, while 61% report satisfaction with the accuracy of information on their last ACWB notice. Although there are no statistically significant changes since the previous wave, both satisfaction and dissatisfaction levels are slightly lower compared to 2025, indicating a shift toward more neutral responses this year. Notably, dissatisfaction remains low across all three measures (in the range of 3-5%).

Satisfaction with the ACWB, Payments and Notices

(n=386 in 2025, n=499 in 2026)	Net Satisfied (% Somewhat/Very Satisfied)		Net Dissatisfied (% Somewhat/Very Dissatisfied)	
	2025	2026	2025	2026
The timeliness of ACWB payments	73	69	6	3
Overall interactions with the CRA regarding the ACWB (including the notices and receipt of payments)	67	65	6	4
Accuracy of the information on the last ACWB notice which was used to calculate your benefit (n=386 in 2025)	63	61	5	5

While almost two thirds (63%) are satisfied with the accuracy of information on their last ACWB notice, **ease of understanding the notices is somewhat lower (57%)** and remains consistent with 2025 (58%).

Awareness that one is receiving the ACWB plays a key role in shaping satisfaction – notably, a sizeable proportion of recipients remain unaware or unsure of their status as an ACWB recipient (36%; n=180). This segment of respondents reports significantly lower overall satisfaction (e.g., 42% satisfied overall vs. 78% among those aware). Lower satisfaction is also reported on key measures (e.g., 49% satisfied with timeliness vs. 80% among those aware), indicating that lack of understanding of one’s status as an ACWB recipient has a dampening effect on ratings.

Contacting the CRA for ACWB Related Services

Similar to 2025, only a small proportion of recipients sampled (5%; n=27) report contacting the CRA regarding the ACWB in the past 12 months. Given this small sample size, findings in this section have been interpreted with caution and should be considered directional in nature.

Among those who did contact the CRA, telephone remains the most commonly used method (44%), followed by online services (33%). Far fewer use mail (19%). The most frequently cited reasons for contact include to update information on file (22%) and issues related to payments (19%).

Perceptions of access are moderately positive overall, with 56% describing their most recent experience as *easy*. A further 22% report it was *neither easy nor difficult*, while 22% say it was *difficult*. CRA’s telephone and online services are generally well rated by those who used them though results are based on small sample sizes (n=10 and n=9, respectively).

Among those who contacted the CRA, satisfaction is highest for privacy safeguards (70%). By contrast, accuracy of response (63%) and timeliness of resolution (59%) are both rated positively albeit with smaller numbers indicating they are satisfied with these aspects of service. While directional, results suggest a slight overall improvement in satisfaction and decline in dissatisfaction across these service aspects compared to 2025.

Satisfaction with Specific Service Aspects of ACWB

(n=22 in 2025, n=27 in 2026) *	Net Satisfied (% Somewhat/Very Satisfied)		Net Dissatisfied (% Somewhat/Very Dissatisfied)	
	2025	2026	2025	2026
The safeguards that were in place to protect your personal and business information**	55	70	14	4
Accuracy of the response you received**	50	63	23	22
How quickly your issue was resolved**	32	59	36	22

*Caution: base size is small

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

Awareness of Features Related to ACWB and Filing Requirements

Awareness of ACWB features remains uneven, with clear implications for experience and satisfaction. Most recipients continue to be aware they can update personal information through My Account (77% in 2026 vs. 78% in 2025). Awareness of the ability to view information about benefit and credit payment information online through My Account has increased significantly since 2025 (69%, up from 53%). However, this increase should be interpreted with caution, as the 2026 questionnaire was updated to refer to CRA's "My Account" rather than the now-phased-out "MyBenefits web-based app" used in 2025. Awareness is more limited for other features, including that only one spouse receives payments (47% in 2026 vs. 51% in 2025) and the ability to estimate payments using the benefit calculator (29% in 2026 vs. 31% in 2025).

Consistent with the findings in 2025, a strong majority (78%) are aware of the requirement to file an annual tax return in order to continue receiving ACWB payments.

D. Conclusions

Overall, satisfaction with both benefit programs remains positive and broadly stable year-over-year. Recipients continue to report favourable experiences with the CRA across most aspects of service delivery, particularly overall interactions with the CRA (72% somewhat/very satisfied for CCB and 65% for ACWB), the timeliness of payments, and the safeguards in place to protect personal information. In addition, both the CCB and ACWB continue to play an important financial support role for many recipients. More than half of CCB recipients (55%) indicate that the benefits have a significant impact on their household budget, while 51% of ACWB recipients' say the benefit significantly helps with managing the cost of living. The positive impact of CCB is especially felt among lower-income households and other financially vulnerable groups.

At the same time, the findings point to several opportunities to further strengthen recipients' experience. For the ACWB in particular, awareness continues to emerge as a key driver of overall satisfaction. A sizeable proportion – over a third of recipients (36%) – are unaware or unsure that they are receiving the benefit, and these individuals consistently report lower satisfaction across many of the key experience or service delivery measures. This suggests that CRA initiatives to increase broader awareness and understanding of the ACWB – including eligibility, payment process and how the benefit is delivered – could help strengthen overall perceptions of the program. Awareness of ACWB features remain modest, but somewhat lower for the ability for recipients to estimate advanced payments for the ACWB benefit calculator on the CRA website.

For the CCB, satisfaction levels remain strong overall, although results continue to underscore ongoing opportunities to improve awareness and clarity in select areas. Awareness that the CCB is indexed annually to inflation remains moderate, suggesting potential for more proactive communications around how benefit amounts are adjusted over time. Improving awareness in this area may help reinforce perceptions of the program's responsiveness to rising household costs and the overall value it provides to recipients. Notably, perceptions of service accessibility among those contacting the CRA continue to trail broader overall satisfaction measures. At the same time, channel usage patterns suggest a continued shift toward

digital interaction, with increasing use of online services among CCB recipients and significantly higher awareness of CRA's portals and tools across both programs.

Taken together, the 2026 findings indicate several areas of focus for CRA specifically related to boosting wider awareness of the benefits – particularly the ACWB – as well as enhancing recipients' service experience via the use of digital services and self-serve tools.

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. Caution should be used when interpreting these 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 \$130,803.84 including any applicable taxes.

MORE INFORMATION

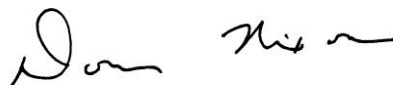
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Statement of Political Neutrality

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

Signed:



Donna Nixon, Partner



II. Detailed Findings – 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 unchanged from 2025. 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 - a majority of recipients are satisfied (72%). The proportion saying they are *very* satisfied and *somewhat* satisfied has also remained relatively stable, with almost two in five (37%) giving the highest rating of *very* satisfied and just over a third (34%) indicating they are *somewhat* satisfied, similar to findings in 2025 (38% and 34%, respectively). About one in five (18%) continue to report that they are *neither satisfied nor dissatisfied*, reflecting little change since 2025 (20%). Relatively few express dissatisfaction with the interactions they have had with the CRA related to receipt of the CCB, although the proportion providing this rating indicates a statistically significant increase from 5% in 2025 to 7% in 2026.

Across the regions, some differences were evident:

- As was the case in 2025, those living in the Atlantic provinces (79%) and Quebec (75%) express higher levels of satisfaction with their overall experience, relative to recipients in British Columbia/North (63%); and
- While recipients in Ontario are more likely than those in Quebec to be *very* satisfied (40% vs. 32%, respectively), Quebec-based recipients (44%) are more likely to say they are *somewhat* satisfied with their interactions with the CRA relative to those in the Prairies (32%) and Ontario (30%).

SATISFACTION WITH OVERALL INTERACTIONS WITH CRA, REGARDING THE CCB

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1000	1000	76	250	400	174	100
	%	%	%	%	%	%	%
NET – SATISFIED	72	72	79	75	71	70	63
Very satisfied	38	37	43	32	40	39	34
Somewhat satisfied	34	34	36	44	30	32	29
Neither satisfied nor dissatisfied	20	18	16	17	20	17	20
Somewhat dissatisfied	4	5	4	3	4	9	8
Very dissatisfied	2	3		1	3	3	5
NET – DISSATISFIED	5	7	4	4	7	11	13
Don't know	3	3	1	4	3	2	4

Q14. Thinking about all of your interactions with the CRA regarding the CCB, including the application, notices, receipt of payments, for example, how satisfied are you with the overall experience? Base: Total sample

Levels of satisfaction are similar across demographic groups, with one exception:

- Recipients with a university education are more likely to be satisfied compared to those with a high school education or less (74% vs. 60%).

Of note, recipients who are more likely to report the top rating of *very* satisfied include:

- Women (39%) relative to men (31%);
- Middle-aged recipients (39% - aged 35-49), compared to younger recipients (30% - aged 18-34); and
- Anglophones (39%) versus Francophones (30%).

In line with previous results, there is no difference in the overall levels of satisfaction between new and regular recipients (73% and 72%, respectively).

When asked about the impact of the CCB on their monthly budget, the results show little change over 2025. Over half of recipients (55%) report it has a relatively *high impact* (a rating of '7-10' on a 10-point scale of impact), compared to 51% in the previous year. Just over one in five (21% in both years) say the CCB has a *moderate impact* (a rating of '4-6') on their budget. A similar proportion of recipients (23% vs. 28% in 2025) indicate that it has *little to no impact* (a rating '0-3') on their monthly budget.

In line with findings in 2025, recipients in Atlantic Canada are more likely to report that the CCB has a *high impact* on their budget (66%), particularly when compared to those living in the Prairies (49%).

IMPACT OF CCB ON MONTHLY BUDGET

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1000	1000	76	250	400	174	100
	%	%	%	%	%	%	%
NET – HIGH IMPACT (7, 8, 9, 10)	51	55	66	54	55	49	58
9/10	30	33	46	28	32	33	39
7/8	21	22	20	26	23	16	19
4/5/6 – MODERATE IMPACT	21	21	18	24	21	19	18
2/3	15	13	11	11	14	17	10
0/1	13	10	4	9	10	13	12
NET – LITTLE TO NO IMPACT (0, 1, 2, 3)	28	23	14	20	24	30	22
Unsure	1	1	1	2	1	2	2

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* on their monthly budget (a rating of '7-10') include:

- Recipients in households earning less than \$60,000 annually (81%), compared to those with a household income of \$60,000 to under \$100,000 (67%) and those earning \$100,000 or more (41%). Notably, a significantly larger proportion of those earning under \$60,000 provide the highest rating of '9/10' (67%), relative to those earning \$60,000 to under \$100,000 (41%) and \$100,000 or more (18%);
- Recipients who are single (70%) or separated, divorced, or widowed (63%), relative to those who are married or living common-law (52%). Roughly half of single and separated, divorced or widowed recipients (54% and 49%, respectively) report the CCB has a very high impact (a rating of 9/10) compared to under a third among those who are married or living in a common-law relationship (28%);
- Recipients who classify as a member of an equity-seeking group (64%) versus others (51%) – just over two in five of this group gave the highest rating of 9/10 (44%) compared to 29% for others;
- Those with lower levels of educational attainment - high school (64%) or a college education (61%) - compared to those who are university educated (51%); and
- Women (57%) compared to men (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=48 in 2026 and n=53 in 2025). 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 (60%) of new recipients in 2026 say they are satisfied with the time it took to get their first CCB payment. While this represents a ten-point drop from 2025 (70%), the year-over-year difference is not statistically significant. However, satisfaction has decreased more notably compared with 2024 (84%), representing a 24-point decline over the two-year period.

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

SATISFACTION WITH TIMELINESS OF FIRST CCB PAYMENT

	TOTAL 2025	TOTAL 2026
n=	53	48 ^c
	%	%
NET – SATISFIED	70	60
Very satisfied	30	29
Somewhat satisfied	40	31
Neither satisfied nor dissatisfied	17	19
Somewhat dissatisfied	8	8
Very dissatisfied	2	8
NET – DISSATISFIED	9	17
Don't know	4	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 to assess their level of satisfaction with the accuracy of information on their last CCB notice and their ease of understanding of this information.

Results in 2026 remain broadly consistent with the previous year. Seven in ten (70% vs. 69% in 2025) are satisfied with the accuracy of information used to calculate their benefit and included on their last CCB notice. Almost two in five (39%) say they are *very* satisfied and three in ten (31%) indicate they are *somewhat* satisfied. Nearly one in five recipients (19% vs. 20% in 2025) report a neutral rating, saying they are *neither satisfied nor dissatisfied*, while very few (6% in each year) express dissatisfaction.

Satisfaction levels do not vary significantly by region, with one exception. Similar to 2025 results, recipients in Quebec (77%) are more likely to express satisfaction with the accuracy of information on their CCB notice, compared to those in Ontario (68%) and British Columbia and the North (61%).

SATISFACTION WITH ACCURACY OF INFORMATION ON LAST CCB NOTICE

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1000	1000	76	250	400	174	100
	%	%	%	%	%	%	%
NET – SATISFIED	69	70	74	77	68	69	61
Very satisfied	40	39	50	38	39	37	35
Somewhat satisfied	30	31	24	39	29	32	26
Neither satisfied nor dissatisfied	20	19	14	14	19	20	31
Somewhat dissatisfied	4	4	3	2	5	4	1
Very dissatisfied	2	3		3	3	2	3
NET - DISSATISFIED	6	6	3	5	8	6	4
Don't know	5	5	9	3	5	5	4

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

Satisfaction levels also vary across several demographic groups. Higher levels of satisfaction are observed among:

- Francophones (76%) relative to Anglophones (69%) - consistent with regional results;
- Those with household incomes between \$60,000 and \$100,000 (75%), relative to households earning \$100,000 or more annually (68%); and
- Recipients who say the CCB payment has a *significant* impact on their monthly budget (75% - rating of '7-10') or a *moderate* impact (71% - rating of '4-6'), compared to those who report it has *little to no impact* (61% - rating of '0-3').

Similar to 2025, the majority of recipients report that the information contained in their most recent CCB notice was easy to understand. Seven in ten recipients (70% vs. 72% in 2025) indicate that the notice is easy to interpret, with almost equal proportions who say it is *very easy* (36%) or *somewhat easy* (35%). Over one in five recipients (16% in each year) provide a neutral rating, indicating that the information is *neither easy nor difficult* to understand. A small proportion of respondents (6% in both years) report that they find the information *difficult* to interpret, while a further 7% indicate they are unsure.

Ease of understanding varies somewhat by region. Recipients in Quebec (75%) are more likely than those in Ontario (68%) to say the information on their CCB notice was easy to understand overall. Quebec recipients are more likely to describe the notice as *somewhat easy* to understand (46%), compared with those in the Prairies (33%) and Ontario (28%).

EASE OF UNDERSTANDING CCB NOTICES

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1000	1000	76	250	400	174	100
	%	%	%	%	%	%	%
NET – EASY	72	70	76	75	68	70	65
Very easy	37	36	37	30	40	37	31
Somewhat easy	34	35	39	46	28	33	34
Neither easy nor difficult	16	16	17	16	17	14	19
Somewhat difficult	5	5	1	4	5	6	7
Very difficult	1	1	-	<1	2	1	2
NET – DIFFICULT	6	6	1	4	7	7	9
Don't know	7	7	5	4	8	9	7

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

Ease of understanding also varies across several demographic groups. Higher levels of reported ease are found among:

- Those with a college (74%) or university-level (71%) education, compared to those with a high school education or less (56%);
- Recipients who say the CCB payment has a *significant* impact on their monthly budget (75% - rating of '7-10') compared to those who report it has *little to no impact* (61% - rating of '0-3'); and
- Those who classify as part of an equity-seeking group (73%), compared to others (65%).

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

The survey included several questions designed to better understand recipients' interactions with the CRA over the past 12 months. These questions explored whether recipients contacted the CRA regarding the CCB, reasons for contacting, the methods used to do so, and their perceptions of the ease of accessing CCB-related services.

Just over one in ten recipients (12% in 2026 vs. 10% in 2025) report that they contacted the CRA regarding the CCB in the past 12 months, while the vast majority (88% in 2026 vs. 90% in 2025) say they did not.

There are no significant differences by region.

CONTACTED THE CRA IN LAST 12 MONTHS REGARDING CCB

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1000	1000	76	250	400	174	100
	%	%	%	%	%	%	%
Yes	10	12	8	15	11	10	16
No	90	88	92	85	89	90	84

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

Recipients who are less likely to have contacted the CRA in the past 12 months tend to include:

- Those who say the CCB payment has a *little to no* impact on their monthly budget (93% - rating of '0-3'), compared to those who report it has a *significant* impact (86% - rating of '7-10');
- Those living in households earning an annual income of \$100,000 or more (92%), relative to those earning \$60,000 to \$100,000 (85%) or less than \$60,000 (78%);
- Older (91% – aged 50+) and middle-aged recipients (90% – aged 35–49), compared with those who are younger (73% – aged 18–34);
- Women (90%) versus men (81%); and
- Those with a university education (89%) compared to those with a high school education or less (79%).

Recipients who reported having contacted the CRA regarding the CCB within the past 12 months were asked a follow-up question about the reason for their contact. As in previous years, respondents cite a range of reasons. In 2026, the most common reason cited continues to be updating information on their file (46% in 2026 vs. 52% in 2025), such as changes to address, marital status, or custody arrangements.

About one quarter of respondents indicate their contact was related to an issuance of payment (24% in 2026 vs. 27% in 2025), while a similar proportion say it concerned their application (22% in 2026 vs. 21% in 2025). Fewer recipients report contacting the CRA regarding policy, rulings, or interpretations (14% vs. 11% in 2025) or an appeal (12% vs. 8% in 2025). Seven percent (7%) say their contact related to a service complaint (unchanged from 2025), and a similar proportion indicate they were seeking general information (7% vs. 3% in 2025). A further 10% (vs. 9% in 2025) cite other reasons for contacting the CRA.

Due to the relatively small base size, additional analysis by region or demographic characteristics was not undertaken.

REASONS FOR CONTACT (Multi-mention)

	TOTAL 2025	TOTAL 2026
n=	99	121
	%	%
An update to your file (i.e. change of address, marital status, custody arrangement)	52	46
Issuance of payment	27	24
Your application	21	22
Policy, ruling and interpretation	11	14
Appeal	8	12
Service complaint	7	7
General information	3	7
Other	9	10

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

Telephone remains the most commonly used method for contacting the CRA among recipients who reached out in the past 12 months. Over half (55% in 2026 vs. 63% in 2025) report contacting the CRA by telephone. Online channels are also widely used, with a similar proportion of respondents (52% in 2026 vs. 45% in 2025) indicating they contacted the CRA through online services, including secure portals such as My Account, the GenAI chatbot, live online chat, through the general web, or social media. Smaller proportions - just over one in five (21% in 2026 vs. 17% in 2025) - report contacting the CRA by mail while very few indicate using other methods (3% vs. 1% in 2025).

Due to the relatively small base size, additional analysis by region or demographic characteristics was not undertaken.

METHOD OF CONTACT (Multi-mention)

	TOTAL 2025	TOTAL 2026
n=	99	121
	%	%
Telephone	63	55
Online services, such as secure portals (i.e. My Account), GenAI chatbot, live online chat, general web, social media*	45	52
Mail	17	21
Other	1	3

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

*2025 Wording: Online services, such as secure portals (i.e. My Account, My Benefits), general web, social media, mobile apps

Ratings related to recipients' most recent experience accessing CCB services remain fairly consistent with the previous year. Three in five recipients (60% vs. 65% in 2025) indicate that it was *easy* to access CCB services. This includes 21% who say it was *very easy* and 38% who say it was *somewhat easy*.

Meanwhile, just over one quarter (27% vs. 23% in 2025) report that it was *difficult* to access services, including 12% who say it was *somewhat difficult* and 15% who say it was *very difficult*. Just over one in ten recipients (11% vs. 12% in 2025) indicate that accessing services was *neither easy nor difficult* and very few (2%) were unsure.

Small base sizes preclude any further regional and demographic analysis.

EASE OF ACCESSING CCB SERVICES BASED ON LAST EXPERIENCE

	TOTAL 2025	TOTAL 2026
n=	99	121
%	%	%
NET – EASY	65	60
Very easy	28	21
Somewhat easy	36	38
Neither easy nor difficult	12	11
Somewhat difficult	12	12
Very difficult	11	15
NET – DIFFICULT	23	27
Don't know	-	2

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 contacted CRA regarding CCB services within the past 12 months, through any channel and for a range of reasons, were asked to rate their satisfaction across 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 below presents the combined percentage of respondents who report being either *very* or *somewhat* satisfied. Overall satisfaction levels in 2026 remain broadly consistent with those reported in 2025. The vast majority of respondents who have contacted the CRA report being satisfied with the safeguards in place to protect their privacy (82% in 2026 vs. 80% in 2025). Satisfaction levels are somewhat lower for the other two service areas. Over two thirds of recipients are satisfied with the accuracy of the response they received (66% in 2026 vs. 70% in 2025) and the timeliness of issue resolution (64% in 2026 vs. 63% in 2025).

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 2025	TOTAL 2026
n=	99	121
VERY AND SOMEWHAT SATISFIED	%	%
The safeguards that were in place to protect your personal and business information	80	82
The accuracy of the response you received	70	66
How quickly your issue was resolved	63	64

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

Among CCB recipients who contacted the CRA in the past 12 months, satisfaction with the safeguards in place to protect personal and business information remains strong. This year, over four in five respondents (82% vs. 80% in 2025) report being satisfied with this aspect. The proportion providing the highest rating has increased slightly (although not statistically significant), with nearly half (45% vs. 34% in 2025) now indicating that they are *very satisfied*. Meanwhile, over one third say they are *somewhat satisfied* (36% vs. 45% in 2025). Consistent with previous years, about one in ten respondents report feeling neither *satisfied* nor *dissatisfied* (10% vs. 11% in 2025), and very few indicate they are *dissatisfied* (5% vs. 4% in 2025).

SATISFACTION WITH PRIVACY SAFEGUARDS

	TOTAL 2025	TOTAL 2026
n=	99	121
	%	%
NET – SATISFIED	80	82
Very satisfied	34	45
Somewhat satisfied	45	36
Neither satisfied nor dissatisfied	11	10
Somewhat dissatisfied	2	2
Very dissatisfied	2	2
NET – DISSATISFIED	4	5
Don't know	5	3

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

Satisfaction with the accuracy of the response provided by the CRA remains relatively strong and stable in 2026. Two thirds of recipients (66% vs. 70% in 2025) say they are satisfied with the accuracy of the response provided. The proportion who are *very satisfied* has increased slightly (though not statistically significant) (38% vs. 35% in 2025), while fewer indicate they are *somewhat satisfied* (28% vs. 34% in 2025).

In 2026, almost one in five recipients express some level of dissatisfaction with the accuracy of the response they received (19% vs. 20% in 2025), including 12% who say they are *somewhat dissatisfied* and 7% who report being *very dissatisfied*. Over one in ten (12% vs. 9% in 2025) provide a neutral rating.

SATISFACTION WITH ACCURACY OF THE RESPONSE PROVIDED

	TOTAL 2025	TOTAL 2026
n=	99	121
	%	%
NET – SATISFIED	70	66
Very satisfied	35	38
Somewhat satisfied	34	28
Neither satisfied nor dissatisfied	9	12
Somewhat dissatisfied	10	12
Very dissatisfied	10	7
NET – DISSATISFIED	20	19
Don't know	1	3

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

Satisfaction with the timeliness of issue resolution also remains generally consistent with the previous year. Nearly two thirds of recipients (64% vs. 63% in 2025) report being satisfied with how quickly their issue was resolved. However, the distribution of responses has shifted slightly in 2026, with fewer respondents now indicating they are *very satisfied* (29% vs. 34% in 2025), while a larger proportion say they are *somewhat satisfied* (35% vs. 28% in 2025).

Just over one in five respondents (21% vs. 25% in 2025) report some level of dissatisfaction with the speed of resolution, including 7% who say they are *somewhat dissatisfied* and 14% who are *very dissatisfied*. Similar to the other service areas examined, roughly one in ten respondents (11% vs. 10% in 2025) provide a neutral rating, indicating they are *neither satisfied nor dissatisfied*.

SATISFACTION WITH HOW QUICKLY THE ISSUE WAS RESOLVED

	TOTAL 2025	TOTAL 2026
n=	99	121
	%	%
NET – SATISFIED	63	64
Very satisfied	34	29
Somewhat satisfied	28	35
Neither satisfied nor dissatisfied	10	11
Somewhat dissatisfied	12	7
Very dissatisfied	13	14
NET – DISSATISFIED	25	21
Don't know	2	5

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 through one or more of its online service channels were asked to rate the information provided online in terms of ease of understanding, overall helpfulness, completeness or thoroughness, and accessibility. The results are summarized in the table below. For 2026, responses are presented by the top three rating categories: *very good*, *good*, and *fair*. The first two columns display the combined proportion of respondents who rated each aspect as either *very good* or *good*. It should be noted that the number of respondents answering this set of questions is relatively small (n=63 in 2026 and n=45 in 2025), therefore, some caution should be taken when interpreting the findings.

Half of respondents or more provide a rating of *very good* or *good* for the ease of understanding (59%), helpfulness (57%), completeness or thoroughness (52%), and accessibility (52%) of CRA’s online information related to the CCB. Compared to 2025, ratings have declined across all four measures (by 3-15 points), however these decreases are not statistically significant. It should also be noted that the earlier definition of "online services" was updated in the 2026 survey to reflect changes in CRA's digital service offerings, including the removal of the "My Benefits application" and "mobile apps" and the addition of the "GenAI chatbot" and "live online chat" services. As a result, comparisons with previous years should be interpreted with some caution.

In terms of top ratings, approximately one quarter or more recipients rate these aspects as *very good* with respect to helpfulness (30%), completeness (27%), accessibility (27%), how easy the online service was to understand (24%).

RATINGS OF CCB ONLINE INFORMATION

	TOTAL VERY GOOD/GOOD 2025	TOTAL VERY GOOD/GOOD 2026	Very good 2026	Good 2026	Fair 2026
n=	45c	63	-	-	-
	%	%	%	%	%
How easy it was to understand	64	59	24	35	24
Helpfulness	60	57	30	27	25
Completeness or thoroughness	67	52	27	25	29
Accessibility	64	52	27	25	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 past 12 months, the results have not been further disaggregated (e.g., across the full range of response options from *very good* to *very poor*) and have not been analysed by region or across demographic subgroups.

G. Ratings of CRA’s Telephone Services

Those who contacted the CRA by telephone within the past 12 months were asked to rate their satisfaction with two key aspects of the service:

- The professionalism of the CRA agent; and

- The way in which the agent resolved their issue.

Overall satisfaction with CRA’s telephone services remains high in 2026. While ratings have increased slightly over the past year, these differences are not statistically significant. This year, more than four in five respondents (84% vs. 76% in 2025) report being satisfied (*very* or *somewhat*) with the professionalism of the CRA agent. Just over half (51%) say they are *very* satisfied with this aspect of the service provided by phone (up six points from 2025), while one third (33%) indicate they are *somewhat* satisfied.

Satisfaction with the way the CRA agent resolved their issue is also slightly (but not significantly) higher in 2026, with over two thirds (69% vs. 60% in 2025) of respondents providing a rating of *very* or *somewhat* satisfied. On this measure, higher proportions of respondents say they are *very* satisfied (40%, up five points from 2025), relative to those who say they are *somewhat* satisfied (28%, up four points from 2025).

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

RATINGS OF CRA’S TELEPHONE SERVICES

	TOTAL SATISFIED 2025	TOTAL SATISFIED 2026	Very satisfied 2026	Somewhat satisfied 2026
n=	62	67	-	-
	%	%	%	%
The professionalism that the CRA agent showed	76	84	51	33
The way the CRA agent resolved your issue	60	69	40	28

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.

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. Overall awareness remains high in 2026.

Recipients are most aware of the feature allowing them to update their personal information online through My Account, with more than four in five (82% in 2026 vs. 79% in 2025) indicating that they are aware of this capability. Awareness of the ability to use My Account to view benefit and credit payment details and personalized eligibility information is also high and has increased significantly since 2025, rising by 17 points from 65% to 82% in 2026. This could be due to an update to the 2026 questionnaire reflecting that this feature is available in “My Account”, rather than the “MyBenefits app” (in the 2025 and earlier questionnaires), which has since been phased out. Awareness that any CCB balances owed can be paid using the CRA online My Payment service or through online banking remains largely unchanged (62% in 2026 vs. 61% in 2025).

Results do vary significantly by region:

- Residents of Atlantic Canada (91%) are more likely to indicate they are aware that they can update personal information online compared to those residing in Ontario (83%), the Prairies (80%) and Quebec (76%).

- Residents living in Atlantic provinces (89%) are also more likely to be aware they can view their benefit and credit payment details and eligibility information using My Account, relative to those in Quebec (77%).
- Quebec residents are least likely (47%) to be aware that CCB balances can be paid using the CRA online My Payment service or online banking, compared with residents in other regions (ranging from 64-71%).

AWARENESS OF MANAGING THE CCB ONLINE

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1000	1000	76	250	400	174	100
	%	%	%	%	%	%	%
% Yes							
That you can update your personal information for benefit and credit purposes online through My Account. This includes changes to your address, marital status, caregiver status and direct deposit information.	79	82	91	76	83	80	83
That you can use My Account to get a quick view of your benefit and credit payment details, and your eligibility information. *	65	82	89	77	83	82	82
That you can pay any CCB balances owed using the CRA online My Payment service or online banking.	61	62	71	47	65	69	64

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.

*2025 Wording: 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.

Across demographics, levels of awareness vary by:

- Marital status: Recipients who are single (90%) are more likely to be aware that they can view their benefit/credit details and eligibility information in My Account, relative to those who are married or living common-law (80%). Those who are separated, divorced, or widowed (87%) are more likely to be aware that personal information can be updated online through MyAccount, compared to those who are married or living common-law (80%).
- Language: Anglophones (65%) are more likely than Francophones (49%) to be aware that recipients can pay any CCB balances owed using the CRA online My Payment service or online banking.

I. Awareness of the Requirement to File a Tax Return

Awareness of the requirement to file a tax return continues to be very high. In line with results from 2025, the vast majority (95% for both years) report that they are aware of the requirement to file a tax return every year to continue receiving CCB payments.

While awareness is high across the board, respondents residing in Atlantic Canada (99%) are more likely to say they are aware of this requirement relative to those residing in British Columbia and the North (93%).

AWARENESS OF THE REQUIREMENT TO FILE TAX RETURN

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1000	1000	76	250	400	174	100
	%	%	%	%	%	%	%
Yes	95	95	99	95	96	95	93
No	5	5	1	5	5	5	7

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.

- Older (97% - aged 50+) and middle-aged (96% - aged 35-49) recipients are more likely to be aware of this requirement, relative to those who are younger (89% - aged 18-34).

J. Awareness of CCB Adjustments for Inflation

Awareness that the CCB is indexed annually to inflation remains moderate. In 2026, just over half of recipients (55%) report that they are aware the benefit amount is increased each July to reflect changes in the cost of living - a proportion very similar to 2025 (54%). Four in ten (40% vs. 41% in 2025) indicate they were not aware of this adjustment, while a small minority (5% vs. 6% in 2025) are unsure.

By region, those residing in the Atlantic provinces (64%), Ontario (57%) and Quebec (56%) are more likely to say they are aware of this adjustment relative to those in British Columbia and the North (43%).

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

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1000	1000	76	250	400	174	100
	%	%	%	%	%	%	%
Yes	54	55	64	56	57	53	43
No	41	40	30	35	40	43	54
Unsure	6	5	5	8	4	5	3

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.

Awareness of the CCB adjustments for inflation vary across demographics. Those who are more likely to be unaware of these adjustments include:

- Those who report that the CCB has *little to no impact* on their monthly budget (49%), relative to those who indicate the CCB has a *significant impact* (35%);
- Recipients with a household income of \$100,000 or more (43%), compared to those with a household income less than \$60,000 (31%); and
- Women (42%), relative to men (33%).

K. Referrals to CCB and Future Method of Application

To better understand how recipients first learned about the CCB, respondents were asked to identify the source through which they initially became aware of the program from a provided list.

Hospital or birthing centre staff emerge as the most cited source of CCB awareness in 2026 by just under one quarter of respondents (23%), this is up four points over 2025 (19%). The second most common source, mentioned by just under one in five (18% vs. 21% in 2025), is friends or family members. Other referral sources mentioned by a smaller proportion of recipients include the CRA web site (8%), professionals such as accountants (8%), and mail from the CRA (7%). Very few say they first heard about the CCB through provincial social services (2%), social media (1%), visiting federal government offices (<1%), or a free tax clinic (<1%). Notably, and in line with 2025, about one quarter of recipients surveyed (26% vs. 25% in 2025) say they do not recall where they first heard about the benefit.

Due to small regional sub-cell sizes, further detailed analysis across regions has not been reported.

REFERRAL SOURCE FOR THE CCB (Multi-mention)

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1000	1000	76	250	400	174	100
	%	%	%	%	%	%	%
From hospital or birthing centre staff	19	23	26	26	23	22	13
From a friend or a family member	21	18	18	18	18	16	21
By visiting the CRA web site	9	8	4	4	9	10	10
From a professional, like an Accountant	7	8	7	6	9	8	7
By mail from the CRA	8	7	4	8	8	3	13
From your provincial social services office	2	2	-	4	2	3	1
From social media (i.e. Facebook, Twitter)	1	1	4	2	1	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	-
By other means	6	7	5	6	8	7	5
Don't remember	25	26	32	26	24	28	27

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

Looking across demographics, one variation can be noted:

- Respondents with a college level education or trades certification are more likely to cite hospital or birthing centre staff as their referral source (31%), relative to those with a university level education (18%).

Respondents were also asked how they would apply for the CCB if they were to have another child in the future. The 2026 results are largely consistent with those observed in 2025.

Applying online through CRA's My Account remains the most widely cited option, with 44% indicating they would use this method. A further 36% say they would apply through the Automated Benefits Application (ABA) when registering their newborn at the hospital. Paper applications remain rare, with just 2% indicating they would use Form RC66.

Regional differences are evident in preferred future application channels:

- Recipients residing in British Columbia and the North are most likely to cite a preference for applying online in My Account (55%) compared to those living in Quebec (43%) and the Prairies (37%). Furthermore, Ontario respondents (48%) are more likely to say they would apply using this method as well relative to those living in the Prairies (37%).
- Respondents residing in the Atlantic provinces (54%) are much more likely to say they would apply at the hospital using the ABA compared to those living in other provinces (ranging from 26% to 40%).

METHOD OF APPLYING FOR CCB IN THE FUTURE

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1000	1000	76	250	400	174	100
	%	%	%	%	%	%	%
Online: using the My Account secure portal*	43	44	29	43	48	37	55
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	34	36	54	34	35	40	26
By paper: Form RC66	3	2	4	3	1	2	2
Using an Accountant	-	1	-	<1	1	1	-
During tax filing	-	<1	-	<1	<1	-	1
Other	1	1	-	2	1	1	1
Don't know	6	4	1	4	4	5	6
Not applicable	14	13	12	15	11	15	10

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

*2025 Wording: Online: using the Benefits Online Application (BOA) in My Account (my secure personal CRA account)

As in 2025, men (52% vs. 42% among women) are more likely to say they would apply online in the future, whereas women are more likely to cite the hospital as their future method of applying (39% vs. 26% among men).

L. Evaluation of the Child Custody Arrangement Questionnaire

To ensure CCB recipients are receiving the appropriate amount of benefits and credits, CRA from time to time may send a questionnaire to confirm that it has the most up-to-date information for an individual. As part of this survey, respondents were asked whether they recall receiving this questionnaire from the CRA in the past 12 months requesting confirmation of their child's custody arrangement.

The vast majority of respondents (92% vs. 91% in 2025) continue to report that they have not received such a questionnaire in the past year. Only a small proportion (5% vs. 6% in 2025) recall receiving one, while 4% are unsure.

Regional results are broadly consistent, with 6% or fewer in each region who recall receiving this questionnaire.

RECALL RECEIVING CHILD CUSTODY QUESTIONNAIRE IN THE LAST 12 MONTHS

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	1000	1000	76	250	400	174	100
	%	%	%	%	%	%	%
Yes	6	5	3	3	6	6	4
No	91	92	93	92	92	89	94
Don't remember	3	4	4	5	2	5	2

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.

Several demographic patterns emerge in relation to recall. Recipients more likely to indicate they do not recall receiving a child custody questionnaire include:

- Respondents who say the CCB has *little to no* impact on their monthly budget (96%), as compared to those who say it has a *significant impact* (90%);
- Those with a household income of \$60,000 or more (95% - \$100,000 or more; 90% - \$60,000 to less than \$100,000), compared to those with a household income of less than \$60,000 (83%);
- Women (94%) versus men (83%);
- Respondents aged 35 and older (94% - aged 35-49; 92% - aged 50+), relative to those who are younger (82%); and
- Those who are married or living common-law (93%), relative to those who are separated, divorced, or widowed (84%).

Among the small proportion of recipients who recall receiving the questionnaire (n=48), views on the ease of completing it are mixed. A slight majority (56% vs. 56% in 2025) indicate that the questionnaire was easy to complete overall, including one quarter (25%) who describe it as *very easy* and 31% who say it was *somewhat easy*. However, more than one third (35% vs. 25%) report that completing the questionnaire was difficult, including 19% who found it *somewhat difficult* and 17% who found it *very difficult*. Notably, the proportion of those who describe their experience completing the questionnaire as difficult has increased by 13 points since the previous year, although the difference is not statistically significant. Under one in ten (8% vs. 17% in 2025) were indifferent, reporting that the questionnaire was *neither easy, nor difficult* to complete.

Given the relatively small number of respondents answering this question, the results should be interpreted with caution.

EASE OF COMPLETING THE QUESTIONNAIRE

	TOTAL 2025	TOTAL 2026
n=	59	48c
	%	%
NET - EASY	58	56
Very easy	19	25
Somewhat easy	39	31
Neither easy nor difficult	17	8
Somewhat difficult	15	19
Very difficult	7	17
NET - DIFFICULT	22	35
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, respondents who indicated that the questionnaire was anything other than *very easy* to complete (n=36) were asked to suggest ways it could be improved.

The most commonly suggested improvement relates to reducing the number of questions, cited by just under half (47% vs. 37% in 2025) of recipients. Over one third (36% vs. 26% in 2025) suggest that the information or instructions be rewritten, while nearly one third (31% vs. 39% in 2025) note that changes to the format or print size could be improved for usability. Miscellaneous suggestions are mentioned by 22% of respondents, and a further 14% are unsure of specific suggestions for making improvements to the questionnaire.

The small base size (n=36) precludes any further regional or demographic analysis and findings should be considered directional in nature.

SUGGESTIONS FOR IMPROVING THE QUESTIONNAIRE (Multi-mention)

	TOTAL 2025	TOTAL 2026
n=	46c	36c
	%	%
The number of questions be reduced	37	47
The information or instructions be rewritten	26	36
The format of the notice or the size of the print be adjusted	39	31
Other	13	22
Don't know	15	14

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. Awareness of Receiving the ACWB (Q1A)

At the outset of the survey, ACWB recipients were asked if they were aware they were receiving the benefit. This question was introduced in 2026 – prompted by the 2025 results which showed a relatively high portion of respondents answering *don't know* or *unsure* to many of the questions included in the survey.

Findings suggest that there is an awareness gap – more than one-third of recipients (36%) are *not aware* (30%) or *unsure* (6%) whether they are receiving the ACWB. While two-thirds (64%) report being *aware*, half of this group are only *somewhat aware* (32%). Overall, one-third of recipients responding to the survey report a high level of awareness – 32% are *very aware*. This measure is used throughout the report to better understand how awareness – particularly among those who are unaware – relates to perceptions of the benefit program, including overall satisfaction.

Awareness levels vary by region. Recipients in the Prairies report the highest awareness (76%), while those in Quebec report the lowest (51%).

AWARENESS OF RECEIVING THE ADVANCED CANADA WORKERS BENEFIT

	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	499	85	97	161	70	86
	%	%	%	%	%	%
NET – VERY/SOMEWHAT AWARE	64	66	51	67	76	62
Very aware	32	28	29	35	30	35
Somewhat aware	32	38	22	32	46	27
Not very aware	16	13	21	16	9	19
Not at all aware	14	15	21	12	11	13
NET – NOT AWARE	30	28	41	28	20	31
Don't know	6	6	8	5	4	7

Q1A. Before today, how aware were you that you are receiving the Advanced Canada workers benefit (ACWB) (NEW QUESTION IN 2026)

Levels of awareness vary across key groups:

- Recipient type: Regular recipients (those who indicated being in receipt of the ACWB for a period of at least 12 months) report higher awareness, compared to new recipients (respondents receiving the benefit for under a year) – 81% vs. 62%, respectively. Those unsure of their status are the least aware (48%).
- Marital status: Respondents who are divorced, separated, or widowed (70%) or single (68%) also report higher awareness, compared to those who are married or common-law (57%).

B. Extent To Which the ACWB Helps with the Cost of Living

Respondents were asked to rate the extent to which the ACWB helps with the cost of living, on scale of 0 to 10, where 10 means it helps a great deal, and 0 means it does not help at all.

In 2026, just over half (51%) say the benefit provides *significant* help (ratings of 7-10) with the cost of living, broadly in line with 2025 results (54%). A further 22% (vs. 23% in 2025) describe the impact as *moderate* (a rating of 4-6) and another 19% (vs. 16% in 2025) say it is *little to no* help (a rating of 0-3). Another 8% (vs. 7% in 2025) are *unsure* about the impact of the ACWB in this regard.

At a regional level, perceptions are generally consistent across the country, with a majority or near-majority in most regions reporting the benefit has a significant impact in helping with the cost of living.

EXTENT TO WHICH THE ACWB HELPS WITH THE COST OF LIVING

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	499	85	97	161	70	86
	%	%	%	%	%	%	%
NET – SIGNIFICANT IMPACT (7, 8, 9, 10)	54	51	41	51	55	53	49
9/10	37	34	31	32	39	30	33
7/8	17	17	11	19	17	23	16
4/5/6 – MODERATE IMPACT	23	22	27	28	14	23	24
2/3	6	9	9	5	10	10	8
0/1	10	11	13	7	14	9	8
NET – LITTLE TO NO IMPACT (0, 1, 2, 3)	16	19	22	12	24	19	16
Unsure	7	8	9	9	7	6	10

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

By recipient type, regular recipients are more likely to report that the ACWB has *significantly* helped with the cost of living (56% rating it 7–10), compared to recipients who are unsure how long they had been receiving the benefit (45%). No other significant differences are reported across demographic groups.

C. Overall Satisfaction with ACWB

Similar to 2025, the current results show that almost two-thirds of respondents (65%) are satisfied with their overall experience regarding the ACWB. This includes all interactions with the CRA, such as notices and receipt of payments. Relative to 2025, there has been a slight, although not statistically significant, decline in those who are *very satisfied* (from 42% in 2025 to 37% in 2026). Another 28% (vs. 25% in 2025) are *somewhat* satisfied, 17% are *neither satisfied nor dissatisfied* and 14% *don't know*. Very few (4% vs. 6% in 2025) are *dissatisfied*.

Residents of Atlantic Canada report higher overall satisfaction with the ACWB compared to the national average. Across the rest of the country, satisfaction levels are relatively consistent, ranging from 61% in Ontario and Quebec to 70% in the Prairies.

SATISFACTION WITH OVERALL INTERACTIONS WITH CRA, REGARDING THE ACWB

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	499	85	97	161	70	86
	%	%	%	%	%	%	%
NET - SATISFIED	67	65	74	61	61	70	62
Very satisfied	42	37	40	29	37	41	38
Somewhat satisfied	25	28	34	32	25	29	23
Neither satisfied nor dissatisfied	13	17	9	25	18	20	14
Somewhat dissatisfied	3	2	2	-	2	3	2
Very dissatisfied	4	2	4	1	2	-	5
NET - DISSATISFIED	6	4	6	1	4	3	7
Don't know	13	14	11	13	16	7	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 across several demographic groups, and is higher among:

- Recipients who are aware they are receiving the benefit (78%), compared to those who are not (44%).
- New (78%) or regular (72%) recipients compared to those who are *unsure* how long they have been in receipt of the ACWB (50%).
- Those who are divorced, separated, or widowed (74%), compared to those who are married or common-law (61%).

D. Satisfaction with Timeliness of ACWB Payments

Regarding the timeliness of ACWB payments, almost seven in ten recipients (69%) report being satisfied. This represents a slight, though not statistically significant, decrease of 4 points from 2025. Overall, 42% (vs. 48% in 2025) are *very* satisfied and 27% (vs. 25% in 2025) are *somewhat* satisfied with this aspect of the benefit. A small proportion (3% vs. 6% in 2025) report being *dissatisfied*, while almost equal proportions say they are *neutral* (13%) or are *unsure* (15%).

Across regions, respondents' satisfaction with the timeliness of ACWB payments remains consistent and relatively strong with about two-thirds or more in each region reporting satisfaction. Levels range from 64% in British Columbia/the North to 76% in Quebec, with no meaningful regional differences reported.

SATISFACTION WITH TIMELINESS OF ACWB PAYMENTS

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	499	85	97	161	70	86
	%	%	%	%	%	%	%
NET – SATISFIED	73	69	71	76	66	71	64
Very satisfied	48	42	42	43	39	46	44
Somewhat satisfied	25	27	28	33	27	26	20
Neither satisfied nor dissatisfied	10	13	11	12	12	14	17
Somewhat dissatisfied	4	2	4	-	4	-	1
Very dissatisfied	3	1	1	1	2	-	-

NET – DISSATISFIED	6	3	5	1	6	-	1
Don't know	10	15	14	10	16	14	17

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 is higher among:

- Those who speak a language other than French or English (77%), compared to Francophones (74%) or Anglophones (66%); and
- Those who are aware that they are receiving the ACWB (80%) compared to those who are not aware (53%).

E. Satisfaction and Understanding of ACWB Notices

Respondents were then asked a series of questions to assess their level of satisfaction with the information provided in their most recent ACWB notice.

Over six in ten (61%) are satisfied with the accuracy of the information on their last ACWB notice used to calculate their benefit – consistent with findings in 2025 (63%). This includes 36% who are *very* satisfied and 24% who are *somewhat* satisfied. A smaller proportion (16% vs. 13% in 2025) are *neutral*, while just 5% report being *dissatisfied*, unchanged from last year. One in five (18%) are *unsure*, unchanged from 2025.

SATISFACTION WITH ACCURACY OF INFORMATION ON LAST ACWB NOTICE

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	499	85	97	161	70	86
	%	%	%	%	%	%	%
NET – SATISFIED	63	61	60	68	58	63	56
Very satisfied	40	36	34	37	32	41	41
Somewhat satisfied	23	24	26	31	26	21	15
Neither satisfied nor dissatisfied	13	16	15	13	17	17	17
Somewhat dissatisfied	2	4	5	2	2	6	5
Very dissatisfied	3	2	2	-	2	-	3
NET - DISSATISFIED	5	5	7	2	4	6	8
Don't know	18	18	18	16	20	14	19

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

Those who report higher satisfaction with the accuracy of information on their last notice include recipients who are aware of being in receipt of the benefit (72%) compared to those who are not (43%), as well as new and regular recipients (72% and 70%, respectively) relative to those who are unsure of their tenure (44%).

The majority of recipients (57% vs. 58% in 2025) continue to indicate that the information on their last ACWB notice was easy to understand, describing it as either *very* (30%) or *somewhat* (27%) easy to understand. Notably, there has been a shift away from those reporting having difficulty toward more neutral perceptions. The proportion describing the information as *neither easy nor difficult* has increased significantly to 18% (up 5 points from 13% in 2025), while those reporting it as *difficult* has declined to 9% (down 4 points from 13% in 2025). This suggests that some recipients in 2026 may view the information as

somewhat clearer, if not necessarily *easy* to understand. A further 16% are unsure about the ease of understanding, unchanged from last year.

There are no significant regional differences in responses to this question.

EASE OF UNDERSTANDING ACWB NOTICES

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	499	85	97	161	70	86
	%	%	%	%	%	%	%
NET - EASY	58	57	61	54	57	60	55
Very easy	32	30	28	29	33	23	33
Somewhat easy	26	27	33	25	24	37	22
Neither easy nor difficult	13	18	13	26	15	20	17
Somewhat difficult	8	6	6	8	7	4	5
Very difficult	5	3	2	4	2	6	3
NET - DIFFICULT	13	9	8	12	9	10	8
Don't know	16	16	18	8	19	10	20

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

The subgroups who are more likely to say the information on their last ACWB notice was *easy* to understand include:

- Those aware they are receiving the ACWB (71%), compared to those who are not (33%);
- Regular (71%) and new (64%) recipients, relative to those who are unsure how long they have been receiving the benefit for (39%); and
- Recipients who identify as part of an equity-seeking group (61%) versus others (46%).

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

As with the survey conducted among CCB recipients, ACWB recipients were asked about their interactions with the CRA in the past 12 months.

The proportion who say they have contacted the CRA in the past 12 months remains virtually unchanged year-over-year. The vast majority (95% in 2026 vs. 94% in 2025) indicate they have not contacted the CRA, while a very small proportion (5% (n=27) in 2026 vs. 6% in 2025) report doing so.

As a result, the findings below related to interactions, experience and satisfaction with the CRA are reported at the total level only, with no regional or demographic breakdowns. 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 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	499	85	97	161	70	86
	%	%	%	%	%	%	%
Yes	6	5	5	5	4	6	8
No	94	95	95	95	96	94	92

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

Among those who reported contacting the CRA in the past 12 months, a follow-up question explored the reasons for their contact. The two most commonly cited reasons included: making an update to their file (22%; n=6) and questions or concerns related to the issuance of payment (18%; n=5). Fewer indicated their contact was related to a policy, ruling, or interpretation (15%; n=4), obtaining general information (11%; n=3), an appeal (7%; n=2), or a service complaint (4%; n=1). Notably, over one-quarter of respondents (26%; n=7) reported that their reason for contact was related to something other than the predefined list of reasons included in the survey.

REASONS FOR CONTACT (Multi-mention)

	TOTAL 2025	TOTAL 2026
n=	22c	27c
	%	%
An update to your file (i.e. change of address, marital status, custody arrangement)	36	22
Issuance of payment	27	19
Policy, ruling and interpretation	9	15
General information	9	11
Appeal	-	7
Service complaint	9	4
Other	27	26

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 used to contact the CRA varies with telephone remaining the most used channel. In 2026, 44% (n=12) of those who contacted the CRA regarding the ACWB did so by phone. Another one-third (33%; n=9) used online services. Contact by mail was cited by fewer than one in five recipients (19%; n=5), while a very small number of respondents (7%; n=2) indicate using another method.

METHOD OF CONTACT (Multi-mention)

	TOTAL 2025	TOTAL 2026
n=	22c	27c
	%	%
Telephone	45	44
Online services, such as secure portals (i.e. My Account), GenAI chatbot, live online chat, general web, social media*	41	33
Mail	36	19
Other	9	7

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

*2025 Wording: Online services, such as secure portals (i.e. My Account, My Benefits), general web, social media, mobile apps

The experience accessing ACWB services during respondents' most recent interaction with the CRA is reported to be generally positive, though not uniformly so. In 2026, over half (56%; n=15) say it was easy to access services, including 33% saying it was *very* easy and 22% describing it as *somewhat* easy.

However, about one in five (22%; n=6) describe the experience as *difficult*, with equal proportions who say it was *somewhat* or *very difficult* (11%; n=3 each). A similar proportion (22%; n=6) are neutral in their assessment, saying it was *neither easy nor difficult*.

EASE OF ACCESSING ACWB SERVICES BASED ON LAST EXPERIENCE

	TOTAL 2025	TOTAL 2026
n=	22c	27c
	%	%
NET – EASY	41	56
Very easy	18	33
Somewhat easy	23	22
Neither easy nor difficult	14	22
Somewhat difficult	14	11
Very difficult	14	11
NET – DIFFICULT	27	22
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

G. 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
- The timeliness of issue resolution.

Overall, seven in ten (70%; n=19) report being satisfied with safeguards CRA has implemented to protect their information, including 41% (n=11) who are *very satisfied* and 30% (n=8) *somewhat satisfied*. Almost one in five (19%; n=5) were indifferent (i.e., *neither satisfied nor dissatisfied*), while 4% (n=1) report being dissatisfied.

SATISFACTION WITH PRIVACY SAFEGUARDS

	TOTAL 2025	TOTAL 2026
n=	22c	27c
	%	%
NET - SATISFIED	55	70
Very satisfied	36	41
Somewhat satisfied	18	30
Neither satisfied nor dissatisfied	27	19
Somewhat dissatisfied	-	4
Very dissatisfied	14	-
NET - DISSATISFIED	14	4
Don't know	5	7

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

Among ACWB recipients who contacted the CRA in the past 12 months, approximately six in ten (63%; n=17) are satisfied with the accuracy of the response received – 37% are *very satisfied* and 26% are *somewhat satisfied*.

A smaller proportion (11%; n=3) indicate they are *neither satisfied nor dissatisfied*, while just over one in five (22%; n=6) report some level of dissatisfaction (11% *somewhat dissatisfied* and 11% *very dissatisfied*). A further 4% (n=1) are unsure.

SATISFACTION WITH ACCURACY OF THE RESPONSE RECEIVED

	TOTAL 2025	TOTAL 2026
n=	22c	27c
	%	%
NET - SATISFIED	50	63
Very satisfied	23	37
Somewhat satisfied	27	26
Neither satisfied nor dissatisfied	18	11
Somewhat dissatisfied	9	11
Very dissatisfied	14	11
NET - DISSATISFIED	23	22
Don't know	9	4

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 with the timeliness with which issues were resolved is generally positive, with almost six in ten (59%; n=16) indicating satisfaction. Among this group 26% (n=7) offer the highest rating of *very satisfied*, while 33% (n=9) are *somewhat satisfied*. A smaller proportion – less than one quarter (22%) – express dissatisfaction, while 15% are neutral in their response and 4% don’t know.

SATISFACTION WITH HOW QUICKLY THE ISSUE WAS RESOLVED

	TOTAL 2025	TOTAL 2026
n=	22c	27c
	%	%
NET - SATISFIED	32	59
Very satisfied	18	26
Somewhat satisfied	14	33
Neither satisfied nor dissatisfied	18	15
Somewhat dissatisfied	14	11
Very dissatisfied	23	11
NET - DISSATISFIED	36	22
Don't know	14	4

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

H. Ratings of CRA’s Online and Telephone Services

Recipients who contacted the CRA in the past 12 months via online services (n=9) or by telephone (n=10) were asked to rate their experience across several aspects of the service provided. Given the very small sample sizes, detailed data tables are not included. The findings were reviewed through a more qualitative

lens and show that most rate the information as *good* or *very good* in term of accessibility, helpfulness and completeness. Ratings are somewhat lower for ease of understanding.

Among those who contacted CRA by telephone, many express satisfaction with the professionalism of the CRA agent. Ratings are somewhat lower when assessing the way in which the agent resolved their issue.

I. Awareness of Online Options to Manage ACWB

To assess awareness of specific ACWB features and online account management tools, all respondents, regardless of whether they had previously interacted with the CRA, were asked about their awareness of the following:

- The ability to update their personal information through My Account;
- Using My Account 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.

The summary chart below shows that ACWB recipients continue to exhibit higher levels of awareness of the ability to update personal information through My Account (77% in 2026 vs. 78% in 2025). Awareness of using My Account to be able to view payment details and eligibility information has increased significantly to 69%, up 14 points from 53% in 2025. However, this increase should be interpreted with caution, as the question wording was revised in 2026 to reference “My Account” instead of the “My Benefits CRA web-based app” (used in 2025 and previous waves). About half of recipients (47%, down slightly from 51% in 2025) are aware that only one spouse can receive ACWB payments for the family. Awareness of the ability to estimate ACWB payment using the benefits calculator remains much lower at 29% (vs. 31% in 2025).

Across the regions, levels of awareness vary somewhat by feature, however only one statistically significant difference is reported. Residents of Atlantic Canada are more likely than average to be aware that only one spouse will receive advance payments for the family (58%).

AWARENESS OF ACWB FEATURES

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	499	85	97	161	70	86
%	%	%	%	%	%	%	%
%Yes							
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	77	75	74	75	81	80
That you can use My Account to get a quick view of your benefit and credit payment details, and your eligibility information*	53	69	65	68	68	73	71
That only one spouse will receive the advanced payments for the family	51	47	58	45	40	54	48

That you can estimate your advanced payments for the ACWB by using the child and family benefit calculator on the CRA website	31	29	27	28	28	26	35
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Q13. Are you aware of each of the following features related to the ACWB and updating your profile? Base: Total sample
 *2025 Wording: 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

Across demographic subgroups, the following report *higher* awareness of various ACWB features:

The ability to update personal information via My Account:

- Those who earn an annual household income of \$20,000 to just under \$40,000 (85%) and \$40,000 to just under \$60,000 (84%), compared to those earning less than \$20,000 (66%);
- Females (82%) versus males (72%); and
- Recipients who are university educated (81%) relative to those with a high school education or less (71%).

Use of My Account to get a quick view of benefit/credit information:

- Recipients who are university educated (75%) relative to those with a high school education or less (62%); and
- Those who say the ACWB has had a *significant* impact on helping with the cost of living (77%), compared to those who say it has had *little to no* impact (64%).

Only one spouse can receive the advanced payments for the family:

- Those who are married or common-law (61%) compared to those who are single (36%); and
- Older (58%; aged 50+), relative to middle-aged (45%; aged 35-49) and younger recipients (29%; aged 18-34).

Recipients who know they are receiving the ACWB are more aware of the four features (ranging from 35%-88%) compared to those who are unaware they are in receipt of the benefit (awareness of the four features ranges from 16%-59%).

Additionally, recipients expressing uncertainty as to how long they have been receiving the ACWB are consistently the least aware of all four features, compared to both regular and new recipients. Among the group of those who are unsure of their tenure, awareness ranges from 23% for estimating payments using the benefit calculator to 65% for updating personal information through My Account. By comparison, awareness among regular recipients ranges from 33% to 89% and among new recipients from 31% to 77%.

J. Awareness of the Requirement to File a Tax Return

In order to continue receiving ACWB payments, the CRA requires individuals – and where applicable, their spouse or common-law partner – to file a tax return every year. Consistent with 2025 results, a strong majority (78% in 2026 vs. 81% in 2025) report being aware of this requirement. However, almost one-quarter (22% in 2026 vs. 19% in 2025) indicate they are unaware that annual tax filing is necessary to continue receiving ACWB payments.

Awareness across regions does not vary significantly on this question.

AWARENESS OF THE REQUIREMENT TO FILE TAX RETURN

	TOTAL 2025	TOTAL 2026	Atlantic	Quebec	Ontario	Prairies	B.C/North
n=	386	499	85	97	161	70	86
	%	%	%	%	%	%	%
Yes	81	78	84	82	76	73	76
No	19	22	16	18	24	27	24

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

Those who are aware of this requirement tend to be:

- Regular recipients (86%) and new recipients (83%), relative to those who are unsure about how long they have been receiving the benefit for (67%);
- Those aware they are receiving the ACWB (85%), compared to those who are not aware (67%);
- Those who earn an annual household income of \$40,000-\$60,000 (84%) or \$20,000-\$40,000 (83%), compared to those earning less than \$20,000 (70%); and
- Middle-aged (83%; aged 35-49) and older (82%; aged 50+), compared to younger recipients (62%; aged 18-34).

IV. Methodology

Methodology

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	76
Quebec	25%	250	250
Ontario	40%	400	400
Prairies	17.5%	175	174
British Columbia/North	10%	100	100
Total	100%	1,000	1,000

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

CRA provided The Strategic Counsel with a draft questionnaire based on previous iterations of the CCB Satisfaction Survey. CRA and The Strategic Counsel made a few minor updates to the questionnaire before finalizing it for fielding. The main updates from the 2025 questionnaire included:

- Updating Q.7, response category a;

Q.7	2025	2026
Response (a)	Online services, such as secure portals (i.e. My Account, My Benefits), general web, social media, mobile apps	Online services, such as secure portals (i.e. My Account), GenAI chatbot, live online chat, general web, social media

- Updating Q.18, response category b;

Q.18	2025	2026
Response (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	That you can use My Account to get a quick view of your benefit and credit payment details, and your eligibility information

- Updating Q.19, response category b;

Q.19	2025	2026
Response (b)	Online: using the Benefits Online Application (BOA) in My Account (my secure personal CRA account)	Online: using the My Account secure portal

- Updating the included gender question (S7) and response categories to reflect updated POR standards; and

S.7	2025	2026
Question:	What gender do you identify as?	What is your gender?
Responses:	Male Female Another gender, please specify Prefer not to answer	Man Woman Or, please specify Prefer not to answer

- Updating other administrative details such as the survey close date, CRIC verification code and contact information.

Once the English survey was approved, CRA translated the questionnaire for The Strategic Counsel 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 11th, 2026 prior to launching the survey. The survey was pre-tested among n=20 respondents (10 in English and 10 in French) prior to running live.

Overall, the results from the pre-test were positive. All respondents agreed, either somewhat or strongly, that the questions were easy to complete (100%), straightforward and easy to understand (100%), and that the survey length was reasonable (100%).

Based on the pre-test completes, the average length of interview (LOI) was approximately five minutes, shorter than the initial estimate of ten minutes. Upon review of the survey data, this was likely due to the small pre-test sample and that most respondents did not select 'Yes' at Q5 or Q11, resulting several downstream questions being skipped.

Given that the questionnaire had remained largely unchanged since the 2025 wave, TSC conducted an additional soft launch of approximately n=100 respondents to reassess the LOI. Results from this soft launch indicated an average LOI of eight minutes. Based on these findings, the survey was launched with no further changes to the questionnaire.

4. Fieldwork and Length of Survey

The fieldwork for this survey was conducted from February 11th to 27th, 2026. On average, the survey took 8 minutes to complete.

5. Dispositions

A total of 4,137 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 96%, according to the calculations shown below.

ONLINE DISPOSITIONS

Disposition	N
Respondents Emailed	50,758
Total Entered Survey	4,137
Completed	1,000
Not Qualified/Screen Outs	2,438
Quota Full	530
Suspend/Drop-Off	169

Response Rate =	$\frac{\text{Interviews Started}}{\text{Respondents E-mailed}}$	Completion Rate =	$\frac{\text{Completes + Screen outs + Quota full}}{\text{Total \# of Click Ins}}$
8% =	$\frac{4,137}{50,758}$	96% =	$\frac{(1,000 + 2,438 + 530) = 3,968}{4,137}$

6. Margin of Error and Confidence Interval

Based on a population of 3.48 million CCB recipients in Canada and a 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 workers benefit (ACWB) to 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=499 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 2.5 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. The sample was designed to achieve broad regional representation while oversampling the smaller provinces and territories to ensure sufficient numbers of completed surveys for analysis.

Initial Selection

Unlike previous years, the 2026 sample was drawn using actual counts (rather than estimates) of ACWB recipients by province and territory provided by the Business Intelligence, Identification, Services, and Systems Division. This resulted in a more accurate and regionally representative sampling frame. A total of 20,000 recipients were randomly selected from the population and invited to participate in the survey.

Province/Territory	Actual population counts (as of Jan 3, 2026)	Desired sample	% of mailing sample	Draw every nth (population/desired sample)
AB	337,360	1,900	9.5%	178
YT	2,440	400	2.0%	6
NB	60,450	600	3.0%	101
NT	2,740	400	2.0%	7
PE	13,130	600	3.0%	22
NU	4,040	400	2.0%	10
NS	78,530	600	3.0%	131
MB	117,600	600	3.0%	196
ON	1,113,210	7,500	37.5%	148
QC	394,590	3,200	16.0%	123
NL	34,480	600	3.0%	57
SK	85,810	600	3.0%	143
BC	362,000	2,600	13.0%	139
Total	2,606,380	20,000	100%	

Result

The data was extracted on January 5, 2026, and was current as of January 3, 2026. The total number of records extracted was 20,000, with the following regional distribution (oversampling for the Atlantic provinces and Northern territories).

Region	% of total sampling frame n=20,000	% of total actual population
--------	------------------------------------	------------------------------

Atlantic	12%	7%
Quebec	16%	15%
Ontario	37%	43%
Prairies	6%	8%
Alberta	9%	13%
BC/North	19%	14%

Data was further verified to ensure that the mailing address did not exceed 40 characters, per system requirements for printing and mailing. All records extracted complied with the character limit, so none were removed as a result of this verification. The final number of letters mailed was 20,000.

2. Questionnaire Design

CRA provided The Strategic Counsel with a draft questionnaire based on previous iterations of the ACWB Satisfaction Survey. CRA and The Strategic Counsel made a few minor updates to the questionnaire before finalizing it for fielding. The main updates from the 2025 questionnaire included:

- Addition of Q.1A;

Q.1A	2025	2026
Question	Not asked	Before today, how aware were you that you are receiving the Advanced Canada workers benefit (ACWB)?
Responses	Not asked	Very aware Somewhat aware Not very aware Not at all aware Don't know

- Updating Q.6, response category a;

Q.6	2025	2026
Response (a)	Online services, such as secure portals (i.e. My Account, My Benefits), general web, social media, mobile apps	Online services, such as secure portals (i.e. My Account), GenAI chatbot, live online chat, general web, social media

- Updating Q.13, response category b;

Q.13	2025	2026
Response (b)	That you can use the MyBenefits CRA web-based app to get a quick view of your benefit and credit payment	That you can use My Account to get a quick view of your benefit and credit payment details, and your eligibility information

	details, and your eligibility information	
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- Updating the included gender question (Q.15) and response categories to reflect updated POR standards; and

Q.15	2025	2026
Question	What gender do you identify as?	What is your gender?
Responses	Male Female Another gender, please specify Prefer not to answer	Man Woman Or, please specify Prefer not to answer

- Updating other administrative details such as the survey close date, CRIC verification code and contact information.

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 13th, 2026. The fieldwork for this survey was conducted from March 13th to April 13th, 2026. Given the slow down in traffic in the last week or more leading up to April 13th, it was decided to close the survey after four weeks in field. On average, the ACWB took 5 minutes to complete.

5. Dispositions

A total of 2,272 respondents entered the survey online via the mail invitation. Among those, 499 individuals completed the ACWB survey.

The overall response rate for those who completed the ACWB survey was 2.45% and the overall completion rate was 22%, according to the calculations shown below.

MAIL TO ONLINE DISPOSITIONS

Disposition	N
Invitations mailed	20,000
Completes	499
Partials	1,773

Refusals	3
Non-contact and unknown eligibility	18,510
e = Estimated proportion of eligible cases among unknowns*	0.976

*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 97.6%.

	$\frac{\text{Completes}}{\text{Completes} + \text{Partials} + e \times (\text{Refusals} + \text{Non-contact} + \text{Unknown Eligibility})}$		$\frac{\text{Completes}}{\text{Completes} + \text{Partials}}$
Response Rate =		Completion Rate =	
	$\frac{499}{(499+1,773) + 0.976 \times (3 + 18,510)}$		$\frac{499}{(499+1,773)}$
2.45% =		21.96% =	

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

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=61). This resulted in a response rate of 12% 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=1,000). These completes have not been included in the main sample in the 2026 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 2.5 million ACWB recipients in Canada, a confidence interval and confidence level of 95%, the margin of error is 5%. 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

A. English Questionnaires

1. Canada child benefit

Benefit Programs Online Survey CCB Survey – Online Probability-Based Panel Version

February 20, 2026

[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: 20260106-TH843. Should you wish to verify the authenticity of this survey you may also visit www.canada.ca/por-cra or contact Angela Muma, Public Opinion Research Officer, Canada Revenue Agency, at PABPOPRESG@cra-arc.gc.ca.

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

Ashley Mac Donell
Phone: 416-975-4465 ext. 288
Email: support@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 27, 2026.

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 is your gender?
- ☐ Man
 - ☐ Woman
 - ☐ Or 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]**
 - 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]**
 - 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 ...
 - 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?
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]
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]
Online services, such as secure portals (i.e. My Account), GenAI chatbot, live online chat, general web, social media 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...
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 ...
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]**

- 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?

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?

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]**

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 ...
- 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?
- ☐ 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?
- 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]**
- 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 My Account 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 My Account secure portal.....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.

2. Combined Advanced Canada workers benefit (ACWB) to Canada child benefit (CCB)

Benefit Programs Online Survey

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

February 24, 2026

[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: 20260106-TH841. Should you wish to verify the authenticity of this survey you may also visit www.canada.ca/por-cra or contact Angela Muma, Public Opinion Research Officer, Canada Revenue Agency, at PABPOPRESG@cra-arc.gc.ca.

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

Ashley Mac Donell
Phone: 416-975-4465 ext. 288
Email: support@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 you an invitation letter directly. [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](https://www.canada.ca/en/revenue-agency/services/advanced-canada-workers-benefit.html))

Approximately how long have you been receiving ACWB payments?

Less than 12 months 1
12 months or more 2
Unsure 77

- 1A. Before today, how aware were you that you are receiving the Advanced Canada workers benefit (ACWB)?

Very aware 1
Somewhat aware.....2
Not very aware 3
Not at all aware 4
Don't know 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), GenAI chatbot, live online chat, general web, social media 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 ...
 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 Q8D AND E, IF Q6 = 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 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]**
- 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] 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 My Account 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 is your gender?

- ☐ Man
- ☐ Woman
- ☐ Or 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 April 10, 2026.

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 is your gender?

- ☐ Man
- ☐ Woman
- ☐ Or 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), GenAI chatbot, live online chat, general web, social media	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 My Account 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 My Account secure portal.....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 Invitations

March 2026

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). CRA records indicate that you are a recipient of this benefit – so we are reaching out to invite you to share your thoughts by completing this survey.

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**. Please note the Public Opinion Research team cannot help with any personal tax matters. 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