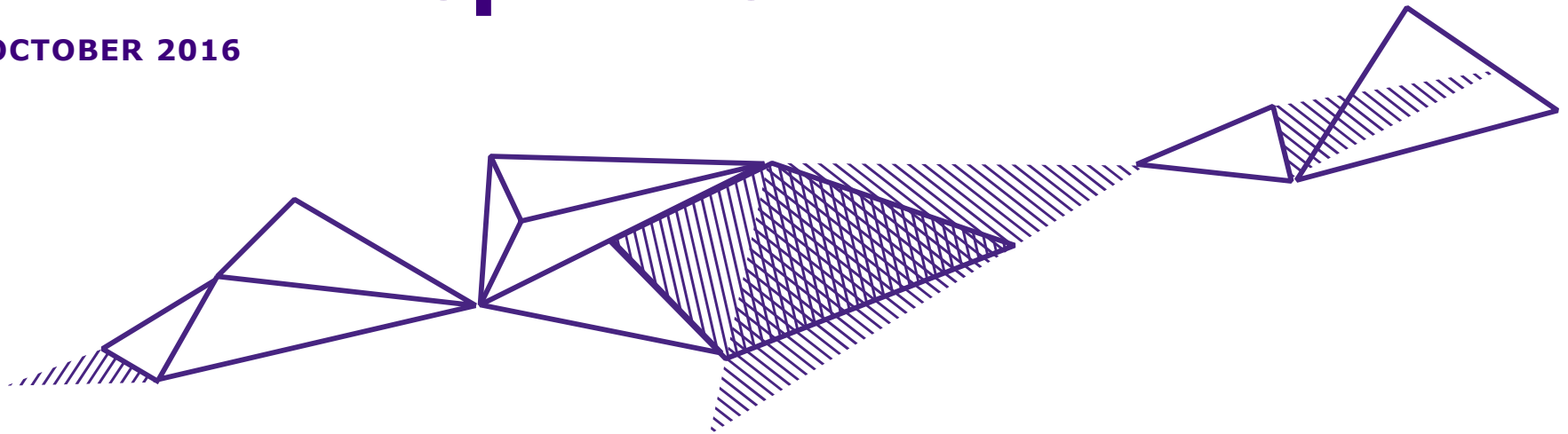


CRA

2016 Annual Corporate Survey

General Population Results

OCTOBER 2016



OBJECTIVES

The CRA requires data on corporate-wide issues to provide public opinion context for:

- Strategic planning and reporting; and
- Tailoring of corporate communications.

Research was designed and conducted with the general public, business decision makers and tax intermediaries to gauge:

- overall perceptions of the CRA;
- experience with income tax filing;
- perceptions of contacts and dealings with the CRA
- methods of contact; and
- demographics.

METHODOLOGY

- 1,600 telephone interviews with Canadians
 - 1,120 conducted via landline and 480 conducted using cellphone sample
- Conducted from July 15 and August 2, 2016
- Weighted to most recently available Statistics Canada information (region, age and gender).
- Margin of error for n=1,600 is +/- 2.8 percentage points (larger for subgroups)
- This report is of findings from the general public survey
 - Findings from the business surveys are presented under separate cover

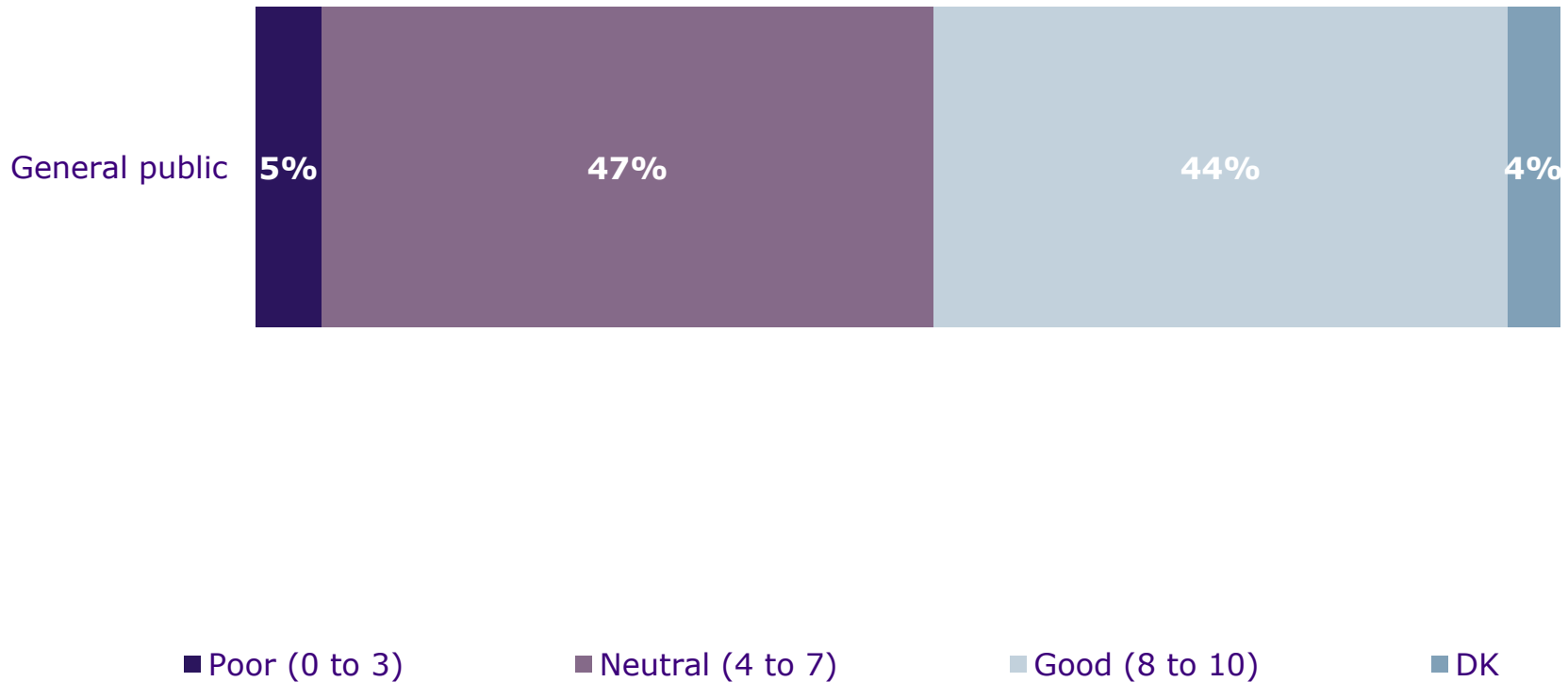


Overall Perceptions of CRA

OVERALL PERFORMANCE OF CRA

QB1 How would you rate the overall performance of the CRA? Please use a scale from 0 to 10, where 0 means "terrible" and 10 means "excellent".

Base: all respondents (n=1,600)



REASONS FOR PERFORMANCE RATING

QB2 Why do you rate the performance of the CRA as [INSERT RATING] out of 10?

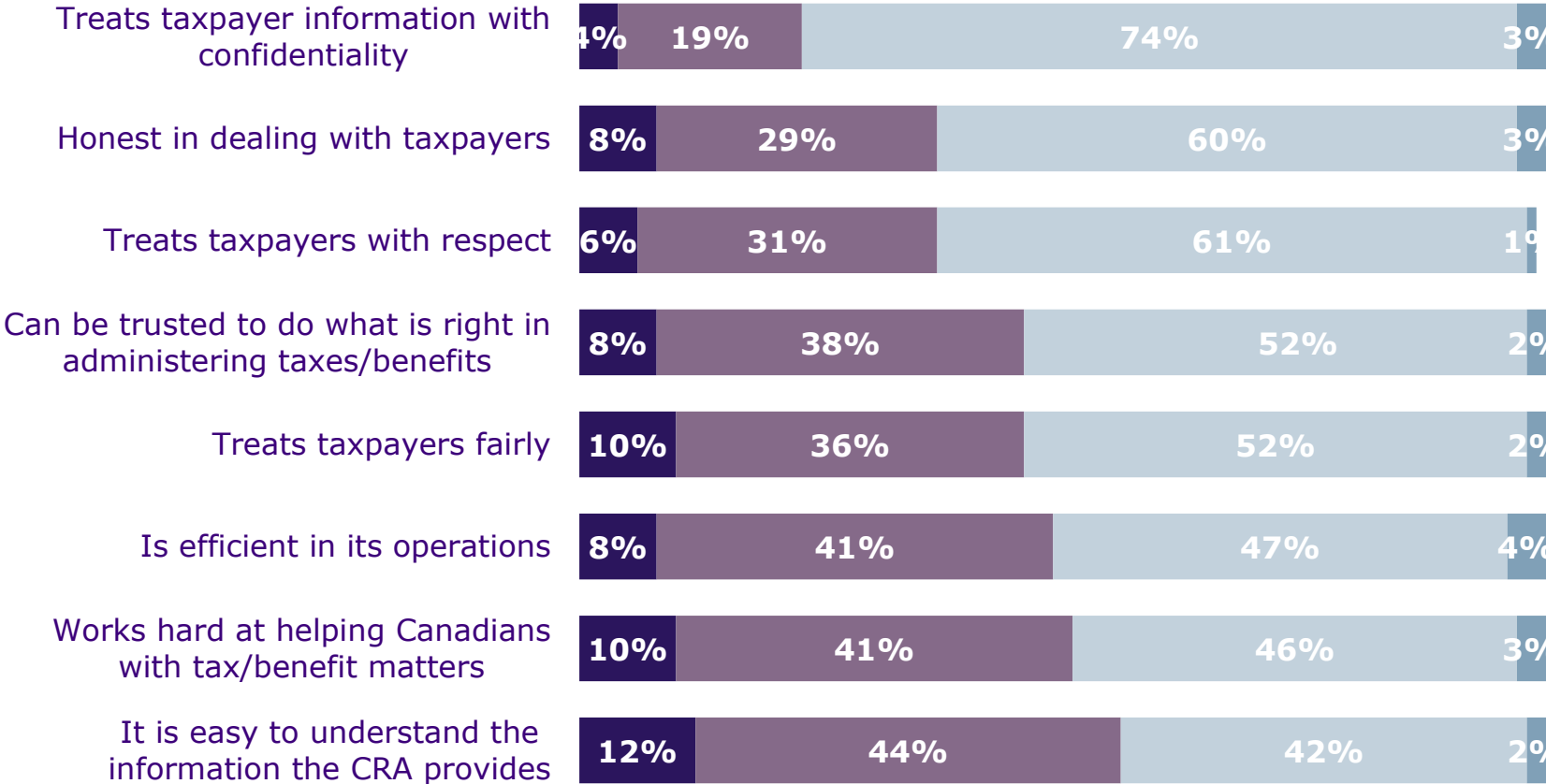
Base: all respondents who provided a valid response at QB1 (n=1,537)

	Good (8 to 10)	Neutral (4 to 7)	Poor (0 to 3)
Have never had a problem	51%	14%	--
Always room for improvement	13%	16%	4%
Dislike government organizations	2%	12%	28%
Not satisfied with interactions	2%	10%	21%
Not familiar with them/not a lot of interaction	3%	10%	1%
Poor service – difficult to contact	3%	8%	13%
Dislike paying taxes	2%	8%	19%
Poor service – too slow	2%	7%	13%
Good service from employees	6%	1%	--
Efficient/easy/simple process	6%	1%	--

AGREEMENT WITH ATTRIBUTES: GENERAL PUBLIC

QB3 I would now like you to rate the CRA on a series of statements. Please use a scale of 0 to 10, where 0 means completely disagree and 10 means completely agree.

Base: all respondents (n=1,600)



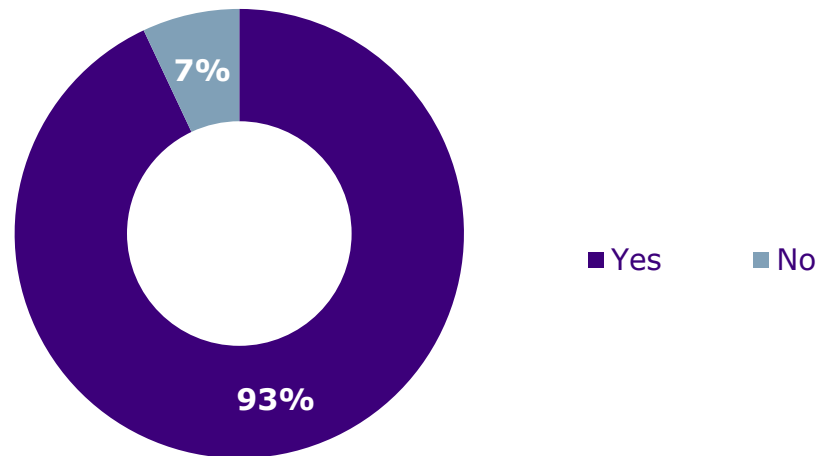
Disagree (0 to 3)
 Neutral (4 to 7)
 Agree (8 to 10)
 DK

Experience with CRA – Income Tax Filing

COMPLETION OF 2015 TAX RETURN

QC1 Have you sent in your personal [QUEBEC ONLY: federal] income tax return for 2015?

Base: all respondents (n=1,600)



ASSISTANCE WITH COMPLETING RETURN

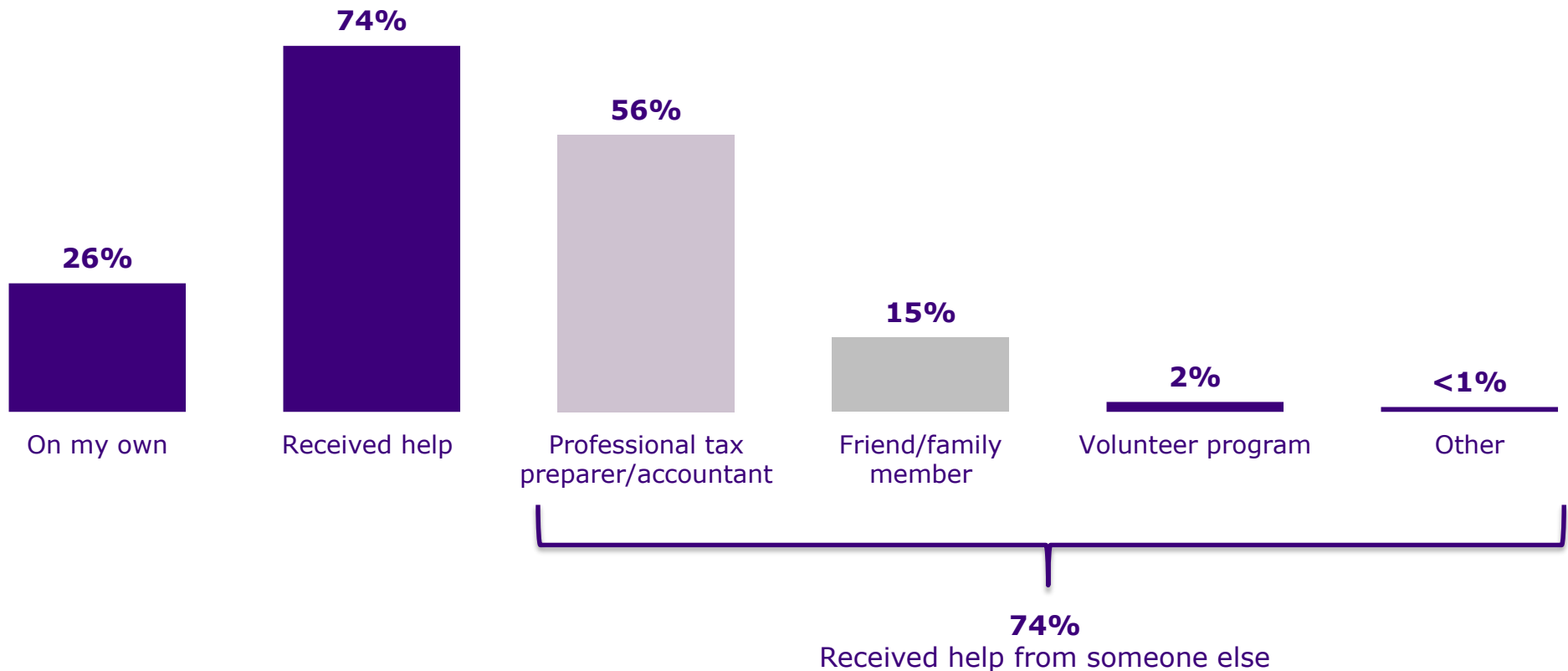
QC2 Did you complete your 2015 tax return on your own, or did you receive help from someone else? (USING TAX SOFTWARE DOES NOT COUNT AS RECEIVING HELP)

SUBSAMPLE: Those who filed their 2015 return (n=1,488)

QC3 From whom did you get help?

SUBSAMPLE: Those who received help to file their return (n=1,106)

**Percentages shown are calculated out of the total who filed a 2015 return (n=1,488)*



HOW DID YOU FILE YOUR TAXES

QC4a How did you file your taxes? [IF NEEDED: That is, for example, did you file by mail or online?]
[IF FILED BY SOMEONE ELSE]: Do you know how they filed your taxes? [IF NEEDED: That is, for example, did the individual/tax preparer file your taxes by mail or online?]
SUBSAMPLE: Those who filed their 2015 return (n=1,488)

Percentages shown are based on those who filed a tax return in 2015



13%

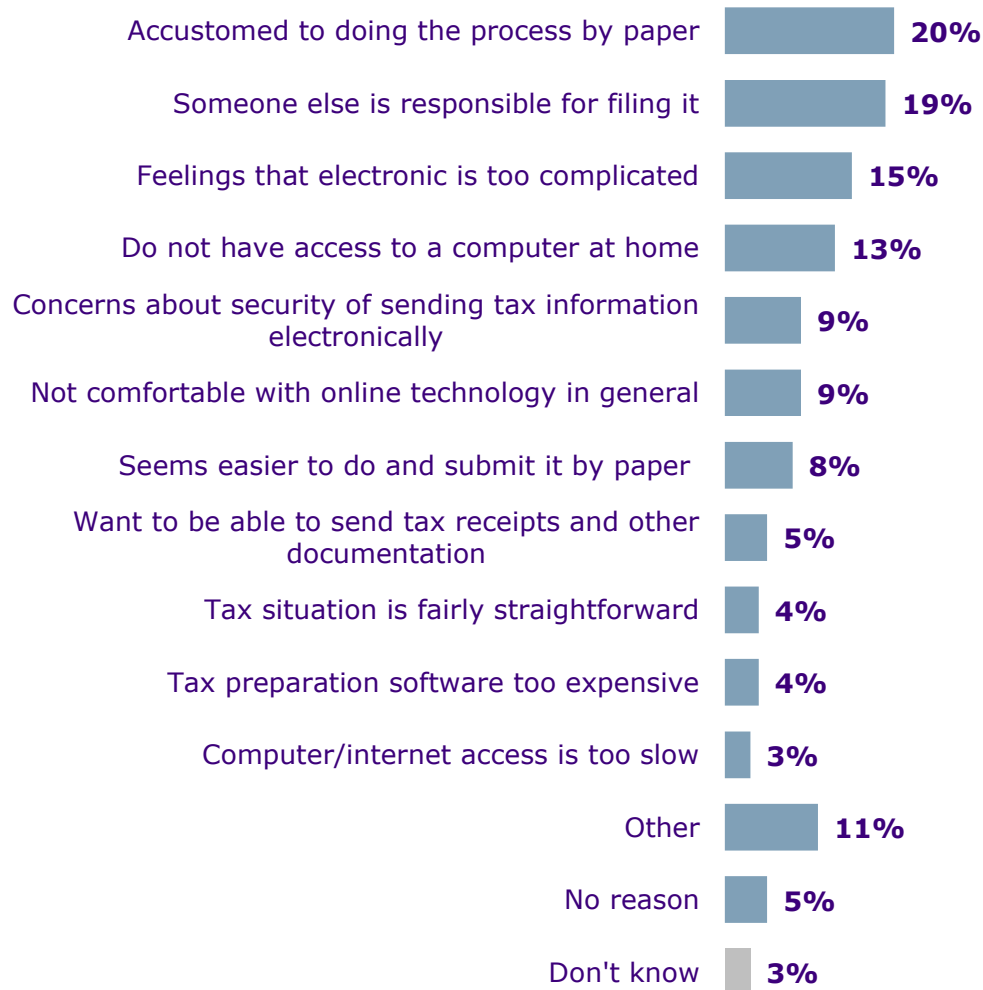


80%

5% do not know how they filed their taxes
2% say they filed in another way

REASONS FOR NOT FILING TAXES ONLINE

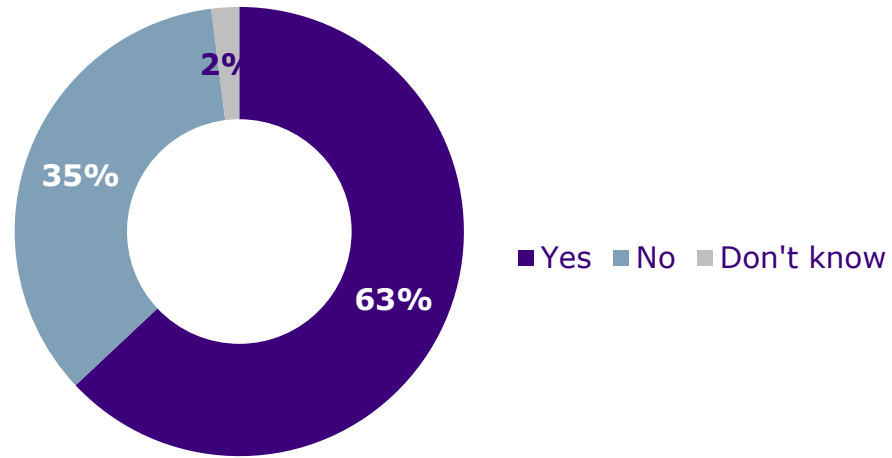
QC5 What would you say is the main reason you did not file your 2015 return online
SUBSAMPLE: Those who filed their return by mail (n=203)



RECENT SHIFT TO ONLINE FILING

QC7 Did you start filing your tax return online within the past three years?

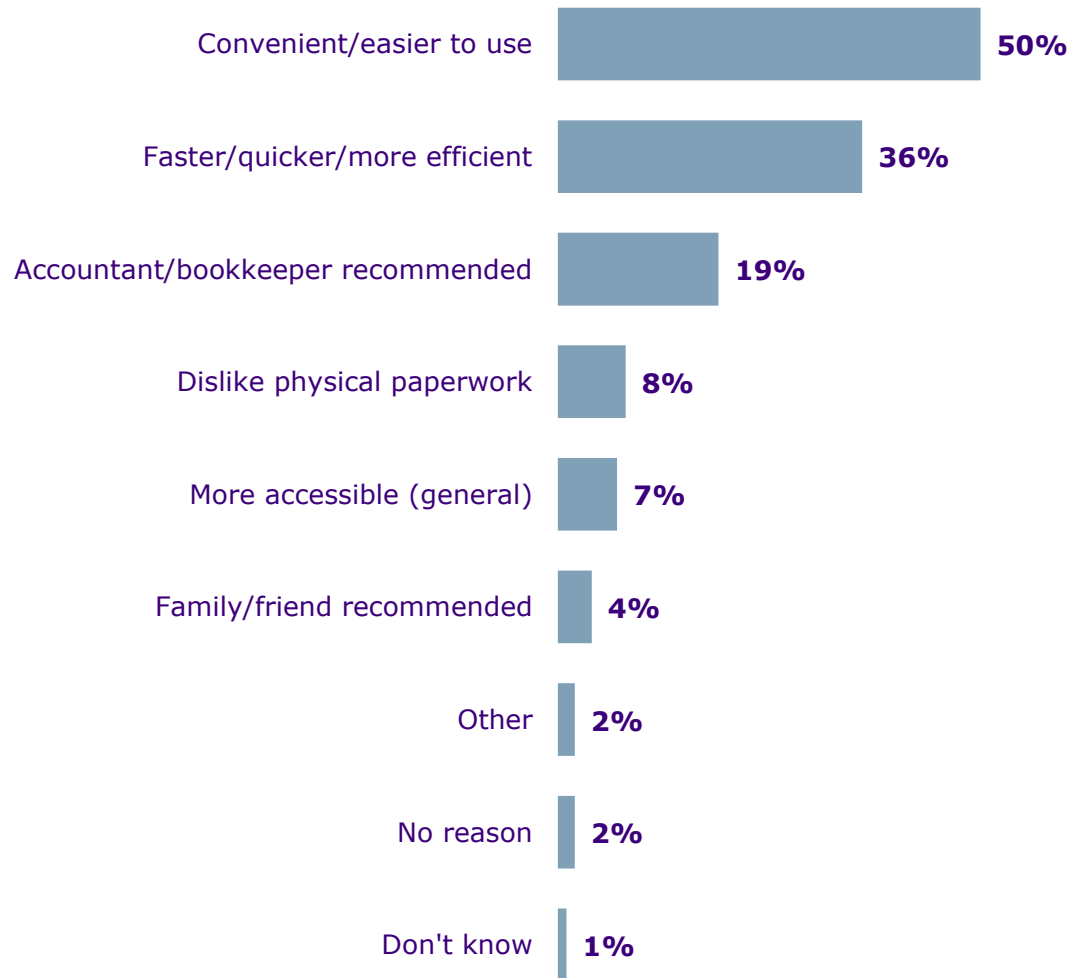
SUBSAMPLE: Those who filed their return online (n=1,184)



MAIN REASON FOR CHANGING TO ONLINE FILING

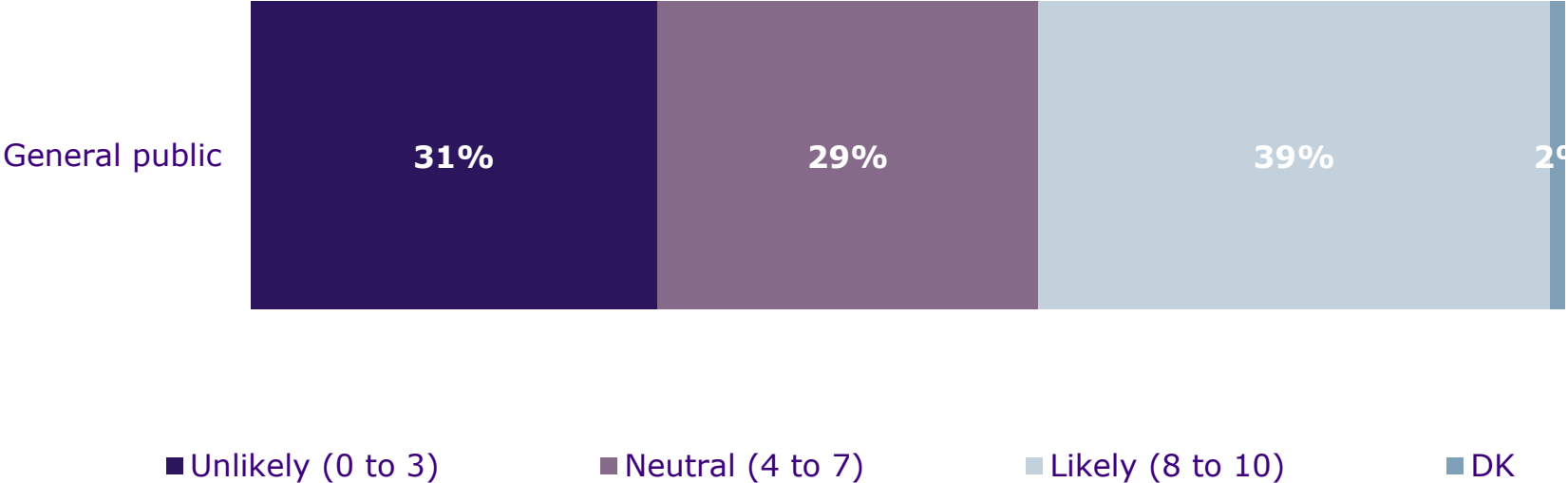
QC7B What would you say is the main reason that you changed to online filing?

SUBSAMPLE: Those who began filing online in past 3 years (n=737)



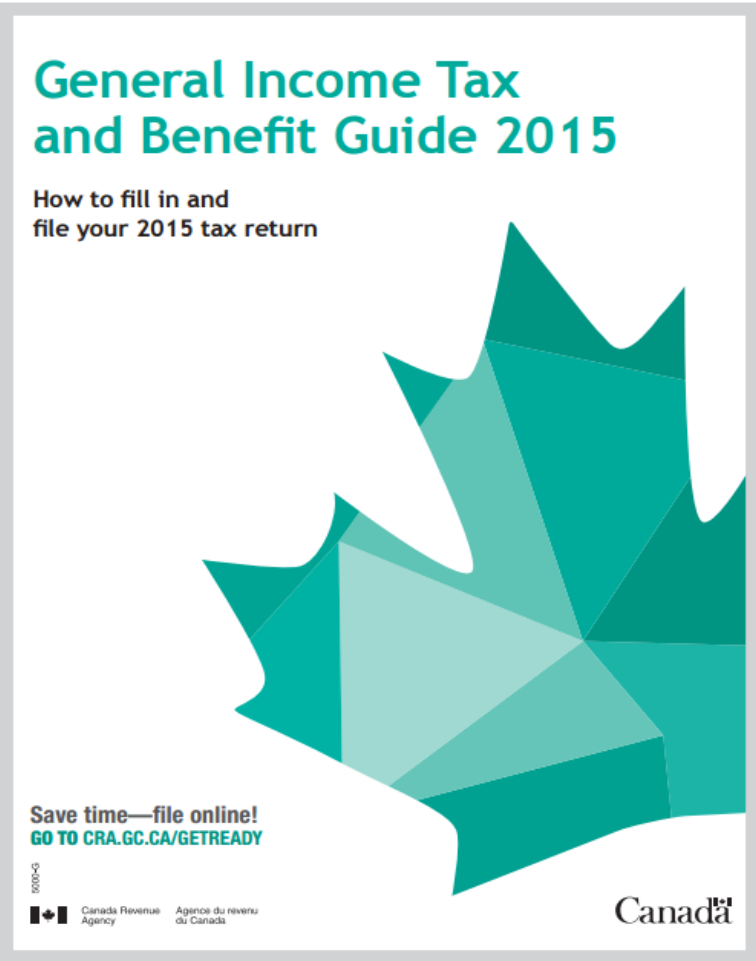
LIKELIHOOD OF MOVING TO ONLINE IN FUTURE

QC6 On a scale of 0 to 10, with 0 meaning “not at all likely” and 10 meaning “very likely,” how likely are you to start sending your returns into the CRA online within, say, the next three years?
SUBSAMPLE: Those who filed their return by mail (n=203)



PICKED UP COPY OF GENERAL INCOME TAX GUIDE

QC4b Did you pick up a paper copy of this year's General Income Tax and Benefits Guide to help you complete your 2015 income tax and benefit return?
SUBSAMPLE: Those who filed their 2015 return (n=1,488)



26% picked it up

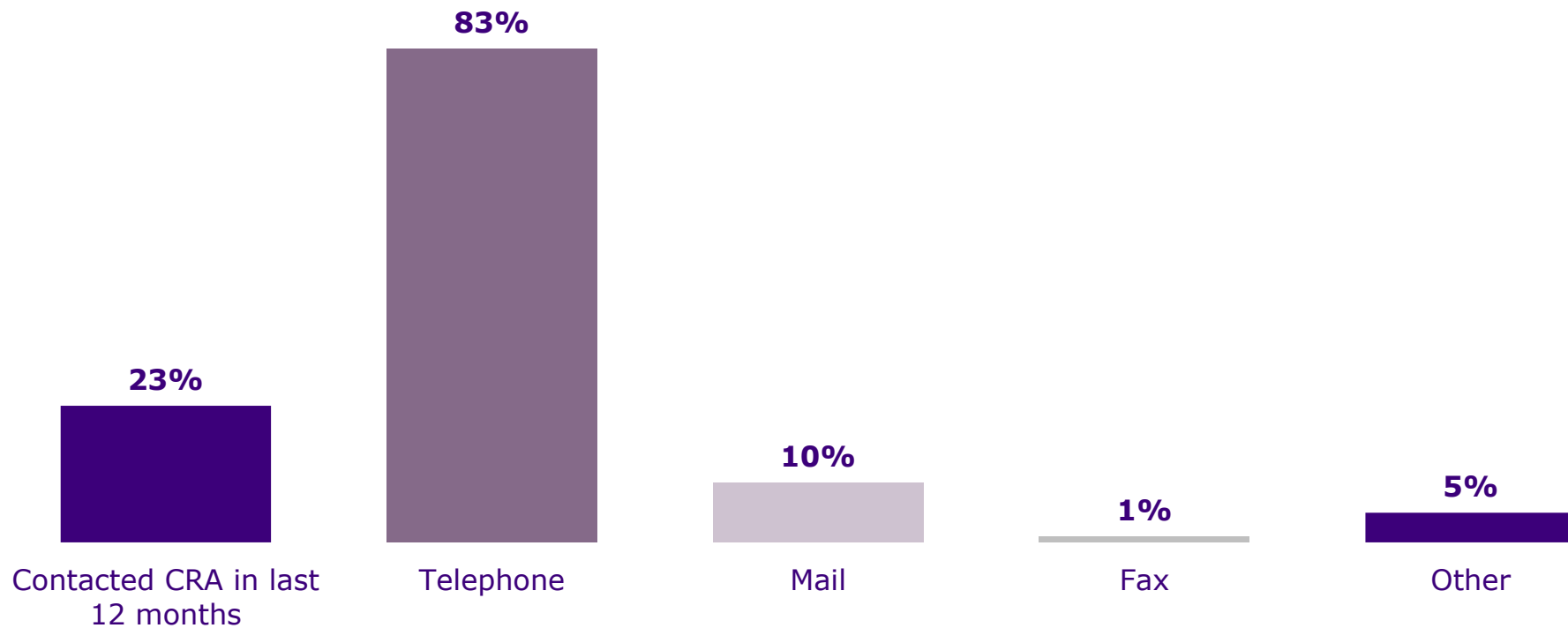


Experience with CRA - Contacts

CONTACTED CRA LAST 12 MONTHS AND METHOD

QD1 In the last 12 months, have you contacted the CRA, other than for sending in personal or business tax returns? (CONTACT INCLUDES SEEKING INFORMATION; BUSINESS REFERS TO CORPORATE, GST/HST, OR PAYROLL)

QD1a In which way have you most recently contacted the CRA in the past 12 months?
SUBSAMPLE: Those who contacted the CRA in the past 12 months (n=353)



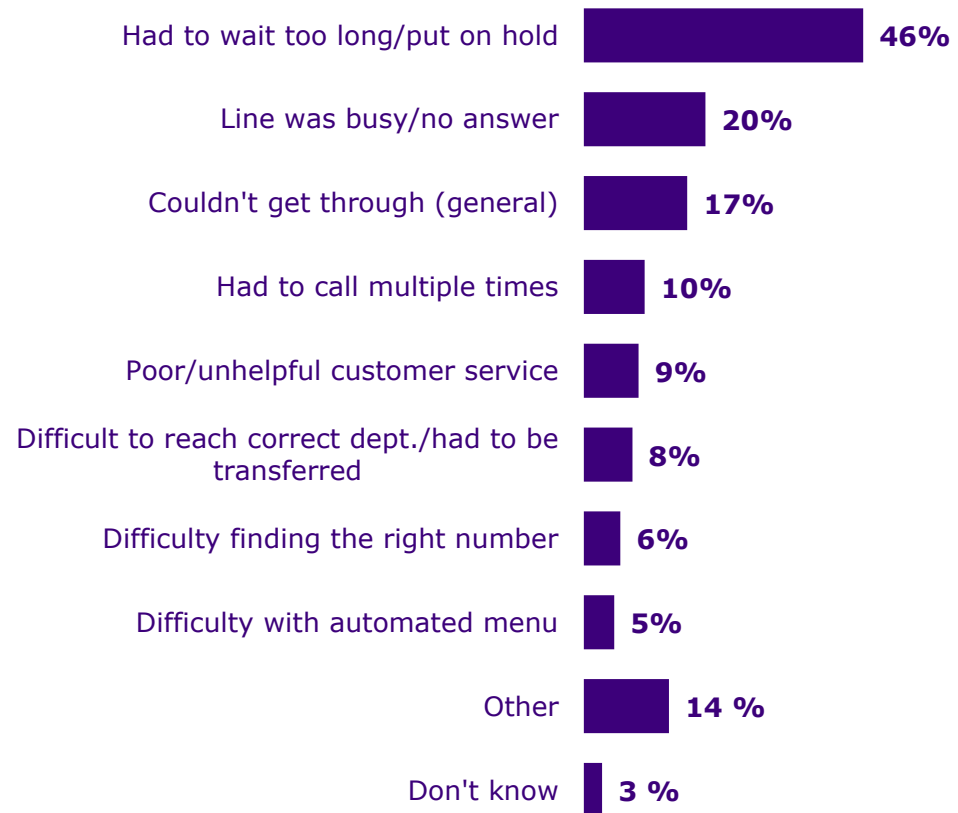
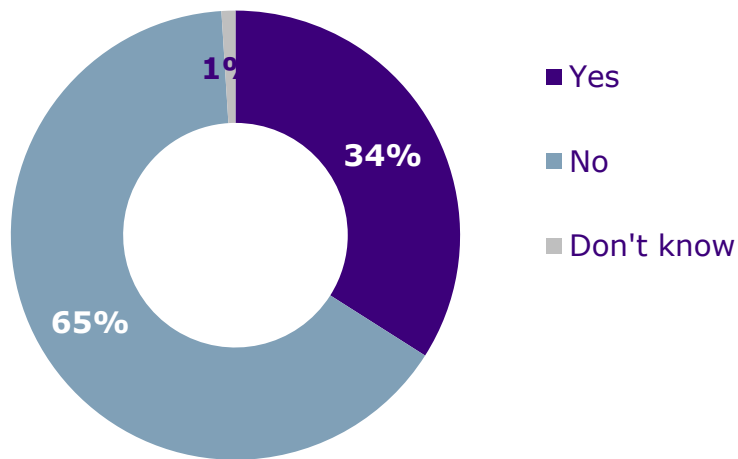
PROBLEMS ENCOUNTERED ACCESSING THE CRA

QSM1 Did you have any problems accessing the CRA during your most recent contact?

SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone, fax, or mail (n=330)

QSM2 What problem did you encounter?

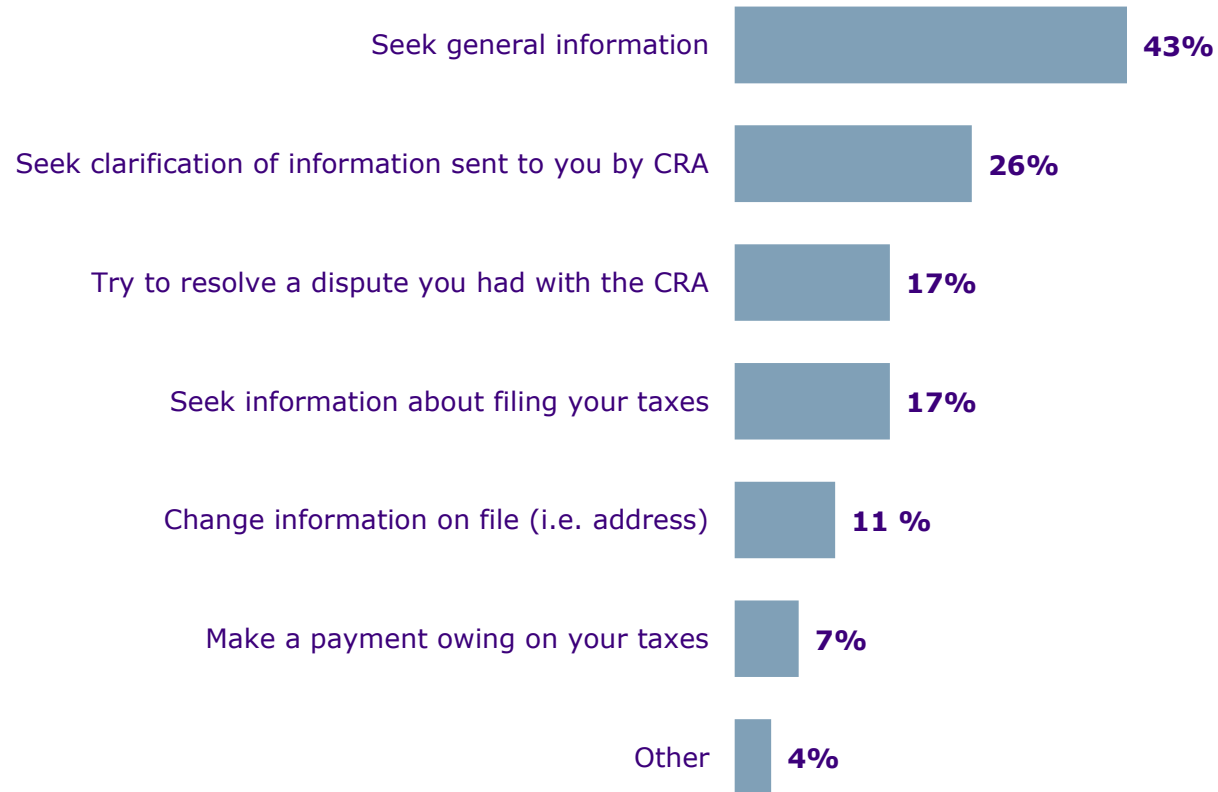
SUBSAMPLE: Those who encountered a problem contacting the CRA in the past 12 months (n=112)



PURPOSE OF MOST RECENT CONTACT

QD3 Was the purpose of your MOST RECENT contact to...?

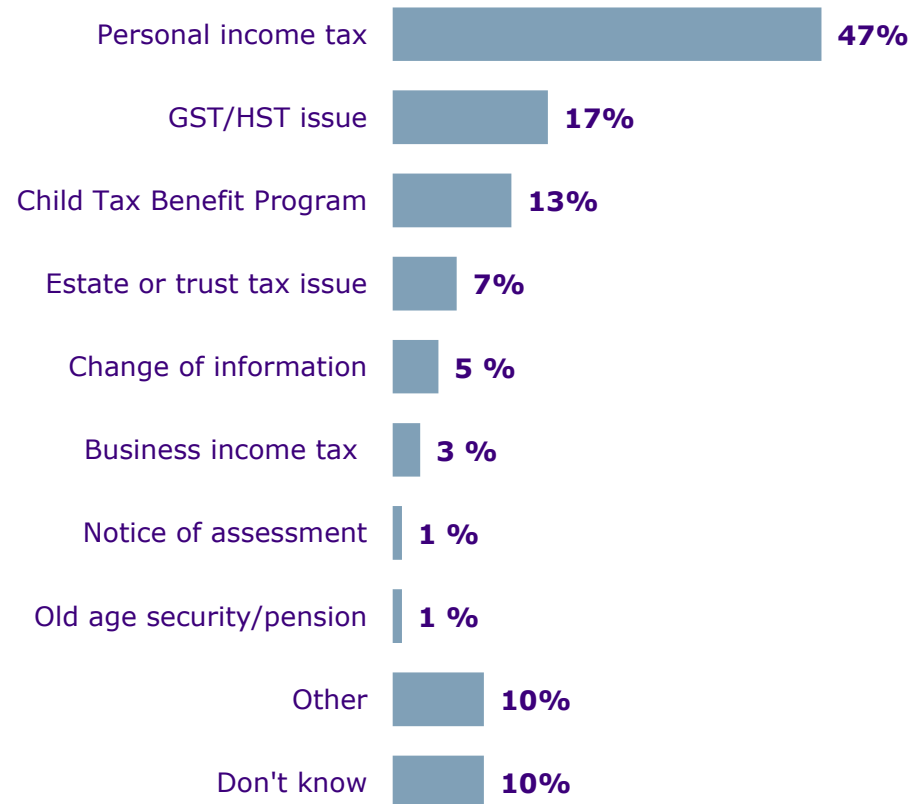
SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone, fax or mail (n=330)



GENERAL REASON FOR MOST RECENT CONTACT

QSM3 Was this most recent contact with CRA concerning:

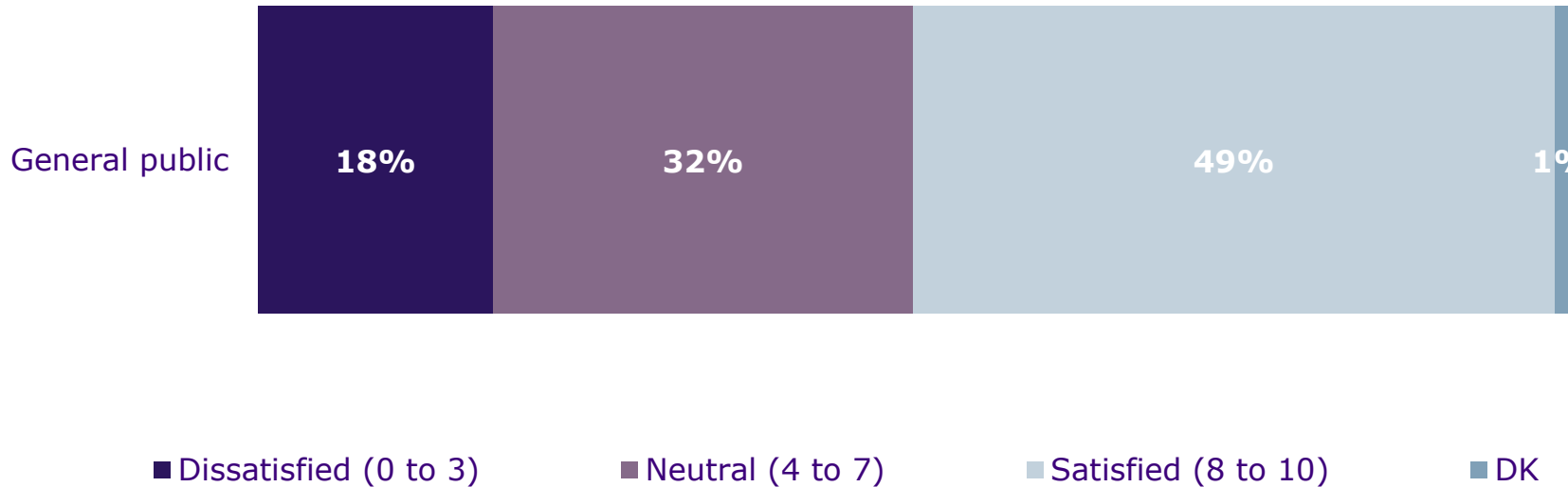
SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone, fax or mail (n=330)



SATISFACTION WITH TIME TO OBTAIN SERVICE

QSM4 And how satisfied are you with the amount of time it took to get service during this most recent contact with CRA (INSERT FIRST RESPONSE FROM D2A)? Please use a scale from 0 to 10 where 0 means that you are completely dissatisfied and 10 means that you are completely satisfied.

SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone, fax or mail (n=330)



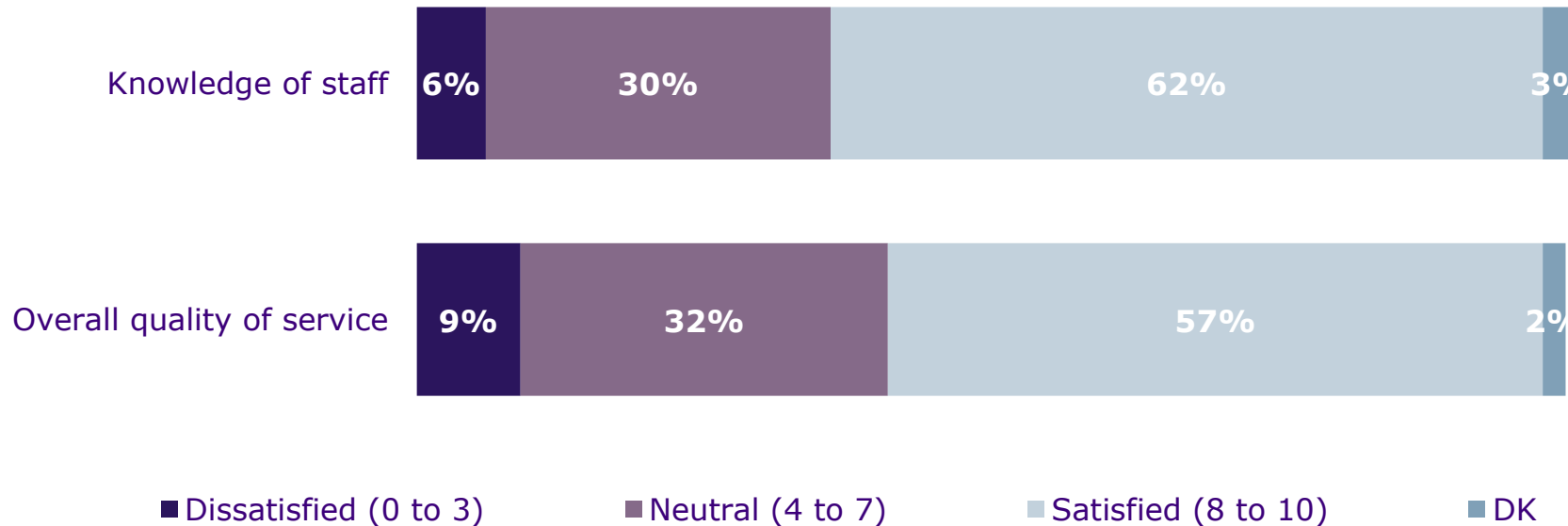
KNOWLEDGE OF STAFF: PHONE

QSM5 Level of knowledge: using a scale from 0 to 10, where 0 means the CRA employees are not at all knowledgeable, and 10 means they are extremely knowledgeable, how would you rate the CRA's employees you spoke to?

SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone (n=289)

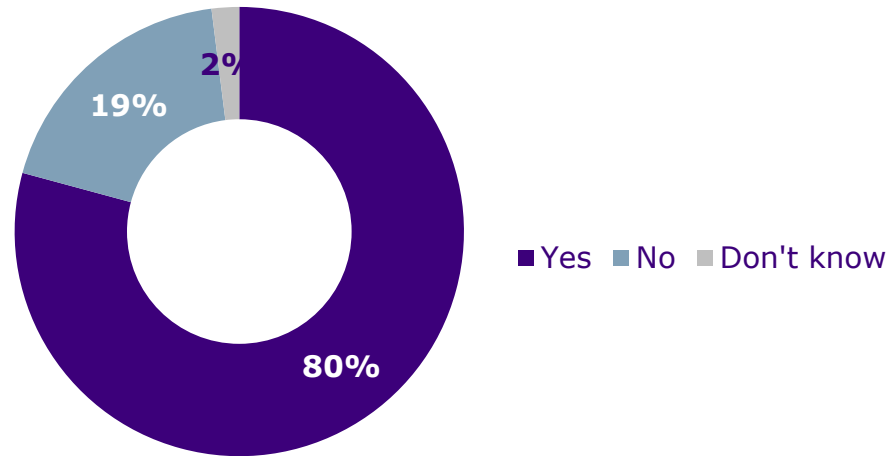
QD4 How satisfied are you with the overall quality of the service you received when you contacted the CRA (FIRST RESPONSE FROM D2A) on this most recent occasion? Please use a scale from 0 to 10, where 0 means completely dissatisfied and 10 means completely satisfied.

SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone (n=289)



RECEIVED WHAT THEY NEEDED

QD5 Did you get what you needed from the CRA on this particular occasion?
SUBSAMPLE: Those who contacted the CRA in the past 12 months by telephone (n=289)



HOW WOULD OBTAIN INFORMATION FROM CRA

QSM6 I would like to read you a list of situations where you may have to deal with the CRA. For each one, please tell me how you would PREFER to receive service or information from the CRA.

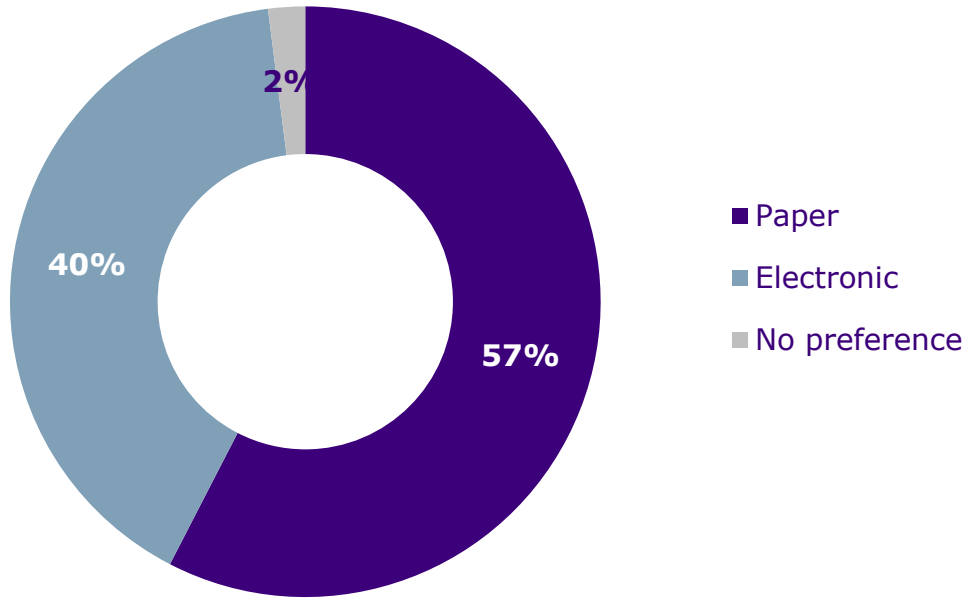
Base: all respondents (n=1,600)

	Seeking basic information	Needed clarification on document	Needed advice on personal tax matter	Information on how to pay income tax bill
CRA website	48%	11%	16%	35%
Call CRA	28%	64%	57%	39%
Send CRA a fax	1%	<1%	<1%	1%
Mail CRA	5%	5%	4%	4%
Email CRA	9%	14%	11%	11%
Other	1%	1%	1%	1%

PREFERRED METHOD FOR RECEIVING INFORMATION

QSM7 What about communications from the CRA to you? Would you prefer traditional paper-based communications, such as a letter in the mail, or an email indicating you have CRA correspondence within My Account, CRA's secure online portal?

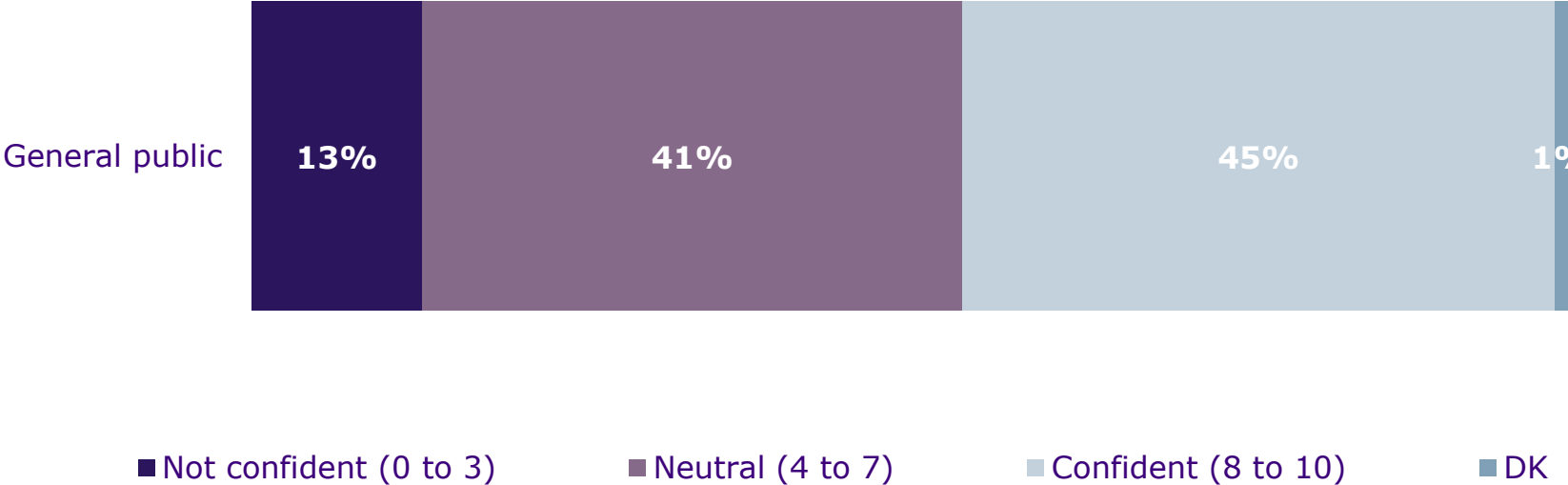
Base: all respondents (n=1,600)



CONFIDENCE IN CRA TO RESOLVE ISSUE

QSM8 If you had a disagreement with the CRA about your taxes, how confident are you that you would be able to get it resolved? Please use a scale from 0 to 10 where 0 means that you are not at all confident and 10 means that you are extremely confident.

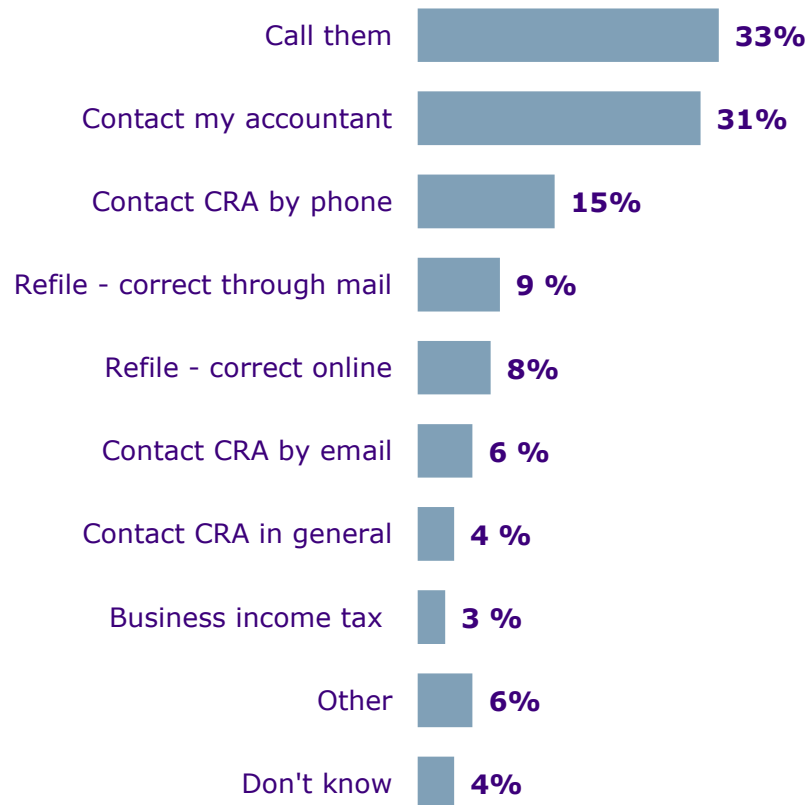
Base: all respondents (n=1,600)



HOW YOU WOULD CORRECT ERROR

QSM9 If you wanted to fix an error in your taxes, what would you do?

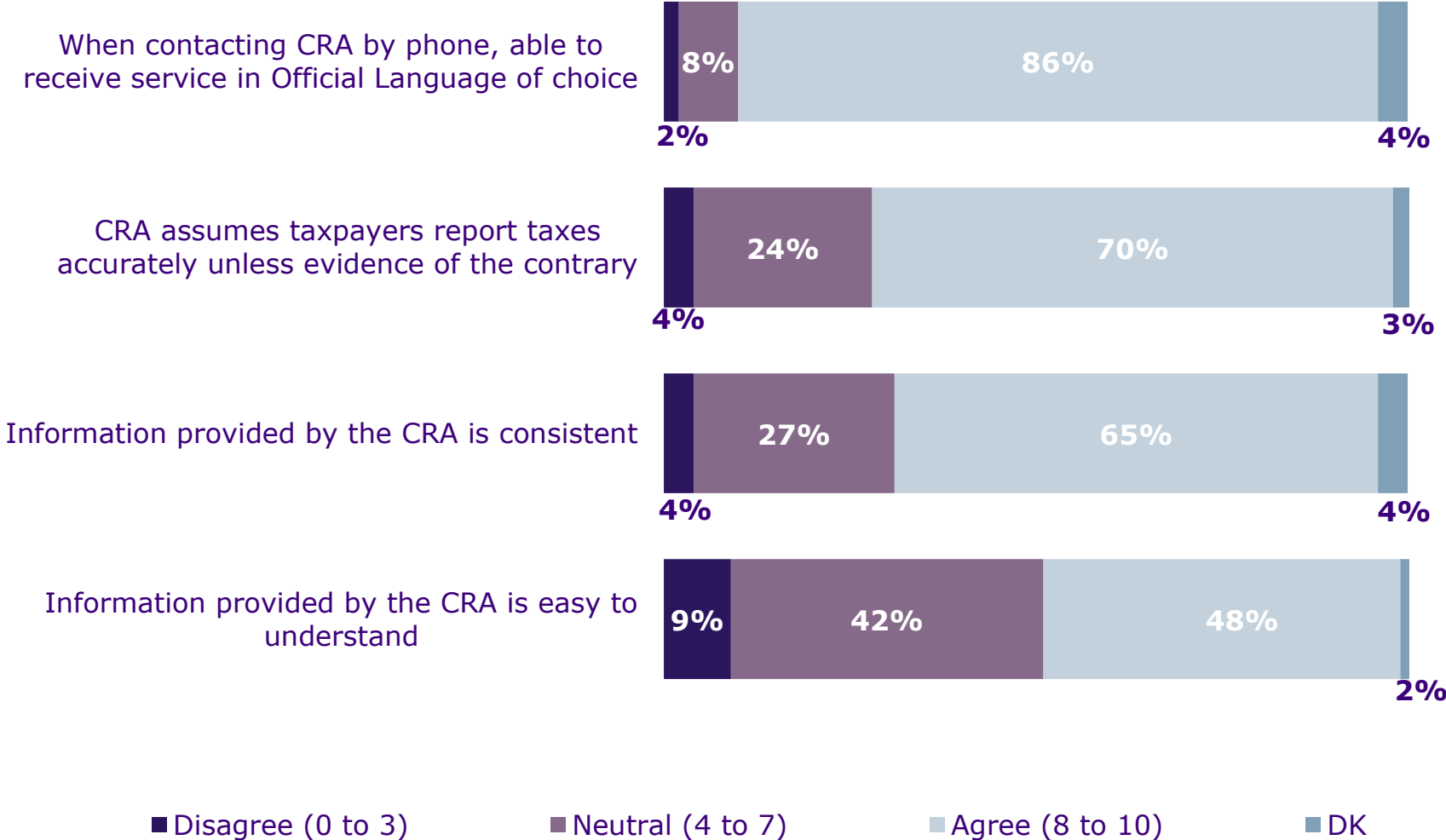
Base: all respondents (n=1,600)



AGREEMENT WITH STATEMENTS

QSM10 I would now like to read you a list of statements. For each one, please use a scale from 0 to 10, where 0 means you completely disagree, and 10 means you completely agree.

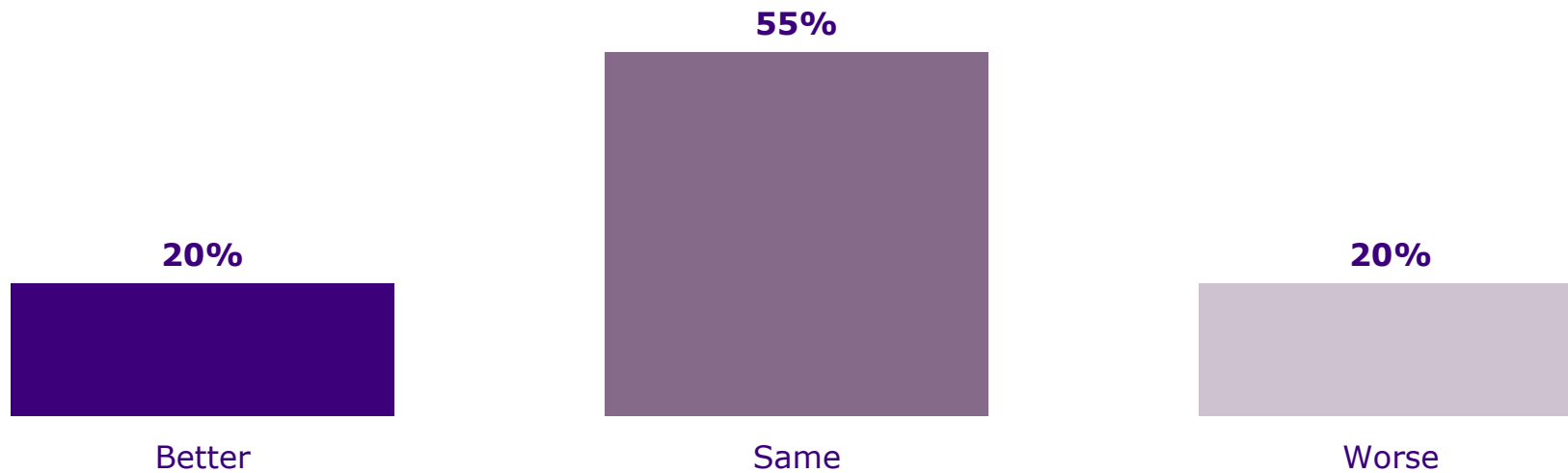
Base: all respondents (n=1,600)



SERVICE COMPARISON

QD6 Based on your experience, would you say the level of customer service provided by the CRA is better, about the same, or worse than the service you might receive from financial institutions with which you currently do business.

Base: all respondents (n=1,600)





FOR FURTHER INFORMATION OR QUESTIONS CONTACT:



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