



Canada Revenue
Agency

Agence du revenu
du Canada

UNCLASSIFIED

2022-2023 Official Language Minority Community (OLMC) Experiences with Canada Revenue Agency Programs and Services

Executive Summary

Prepared for the Canada Revenue Agency

Supplier Name: Nanos Research

Contract Number: CW2299416

Contract Value: \$112,858.75 (including HST)

Award Date: 2023-03-28

Delivery Date: 2023-08-09

Registration Number: POR 151-22

For more information on this report, please contact the Canada Revenue Agency at:

cra-arc.media@cra-arc.gc.ca

Ce rapport est aussi disponible en français.

Canada 



2022-2023 Official Language Minority Community (OLMC) Experiences with Canada Revenue Agency Programs and Services

Executive Summary

Prepared for the Canada Revenue Agency by Nanos Research

August 2023

Cette publication est aussi disponible en français sous le titre: *Expériences de la communauté de langue officielle en situation minoritaire avec les programmes et les services de l'Agence du revenu du Canada en 2022-2023*

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Canada Revenue Agency.

For more information on this report, please contact Canada Revenue Agency at: cra-arc.media@cra-arc.gc.ca

360 Albert St.
Ottawa, Ontario K1A 0S5
Canada

Catalogue Number: Rv4-196/2023E-PDF

International Standard Book Number (ISBN): 978-0-660-69012-4

Related publications (registration number: POR 151-22)

Catalogue Number: Rv4-196/2023F-PDF (Final Report, French)

International Standard Book Number (ISBN): 978-0-660-69013-1



Executive summary

A. Background and objectives

Canada Revenue Agency (CRA) retained Nanos Research to conduct focus groups among official language minority community (OLMC) members in Canada. The purpose of the research is to consult with OLMCs with regards to their needs related to service and program delivery in their first official language as well as to develop targeted action plans to address these needs, and to gauge the level of satisfaction OLMCs have with the CRA in how services and programs are made available to them in that language.

The specific research objectives are as follows:

- gain insight into the experiences of OLMCs when accessing CRA programs and services in their first official language;
- understand why some OLMCs prefer to access CRA programs and services in their second official language;
- determine whether the delivery method for CRA services and programs meet the needs of these communities; and,
- identify gaps in services and programs offered by the CRA and identify potential opportunities and solutions.

The research will enable the CRA to take into consideration the needs and/or concerns in the areas of service and program delivery to OLMCs, identify CRA services, program or benefits that could benefit from further review, and develop a more robust and long-term (overarching) CRA strategy that takes into account OLMCs.



B. Methodology

Nanos conducted 10 online focus groups among Canadians, 18 years of age and older, whose first official language (FOL) is not that of the majority in their province/territory of residence between June 20th and 28th, 2023. Eight (8) of the groups were conducted in French and two (2) were conducted in English. An official language minority was defined as Canadians over the age of 18 whose first official language is not that of the majority in the province or territory where they currently reside in (i.e., English in Quebec or French in Ontario, B.C., and the Atlantic Provinces). First official language of respondents was defined as the official language (English or French) they can speak well enough to conduct a conversation and in which the person is most comfortable and proficient. Those who did not speak English or French well enough to conduct a conversation were excluded.

The configuration of the groups was as follows:

- 2 groups of Atlantic Canada residents (FR)
- 2 groups of Ontario residents (FR)
- 2 groups of Prairie residents (FR)
- 2 groups of British Columbia residents (FR)
- 2 groups of Quebec residents (ENG)

Across all groups, 100 participants were recruited and 76 attended. Participants received a \$100 honorarium. Focus group sessions were about 90 minutes in duration.

Throughout the report, participants whose first official language was French were referred to as French-speaking participants, while those whose first official language was English (participants from the Quebec groups) were referred to as English-speaking participants.

Qualitative research is designed to reveal a rich range of opinions and interpretations rather than to measure what percentage of the target population holds a given opinion. These results must not be used to estimate the numeric proportion or number of individuals in the population who hold a particular opinion because they are not statistically projectable. The focus group research allowed Canada Revenue Agency to gauge the views and gather in-depth insights from these specific communities of interest.

For a detailed methodology, including the profile of participants, please see Appendix A.

C. Contract value

The total contract value was \$112,858.75 (HST included).

Supplier name: Nanos Research

PWGSC contract number: CW2230197

Original contract date: 2023-03-28

For more information, contact the Canada Revenue Agency at cra-arc.media@cra-arc.gc.ca



D. Political neutrality statement and contact information

This certification is to be submitted with the final report submitted to the Project Authority.

I hereby certify, as a Representative of Nanos Research, that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Government of Canada's Policy on Communications and Federal Identity and Directive on the Management of Communications. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, party standings with the electorate, or ratings of the performance of a political party or its leaders.



Nik Nanos
Chief Data Scientist and President
Nanos Research
nik@nanos.co
(613) 234-4666 x237



E. Key findings

Interacting with the CRA in preferred official language & preferences for accessing services

- A majority of participants report accessing CRA services, programs or benefits through the CRA website, followed by calling a CRA 1-800 number and using a CRA online portal like “My Account”. Participants preferred accessing CRA services online due to the convenience, speed, and availability of resources. However, some faced challenges with online access and resorted to other methods such as contacting the CRA by phone.
- When asked in which language the services, programs or benefits they accessed were provided to them, many participants, regardless of their first official language, stated that they accessed services in English either because they are more fluent in English, their spouse speaks English, or they find it easier to understand instructions and navigate English-language resources. They preferred using English for better communication and clarity, especially when dealing with accountants or when they have a specific language preference during phone interactions. Some participants mentioned accessing services in French because it is their preferred language or because they feel more comfortable communicating in French. They appreciated shorter wait times when accessing services in French, especially after moving to certain provinces like Nova Scotia or Quebec. Several participants mentioned using both English and French, depending on the situation or availability. They would switch between languages based on their browser settings, personal preference, or if they were assisting/assisted by someone who preferred a specific language. Some participants mentioned that certain documents or software were in English while their accounts or correspondence were in French.

Satisfaction with access of CRA services in preferred official language

- On average, French-speaking participants rated their ability to access services, programs, and benefits from the Canada Revenue Agency (CRA) in French a score of 7.6 out of 10, while English-speaking participants rated their ability to access them in English a score of 9.4 out of 10. Overall, participants most often mentioned finding the services accessible, clear, and easy to understand in their chosen language; however, French-speaking participants mentioned minor difficulties when accessing services in French, such as longer wait times for French-speaking agents or occasional challenges with terminology used.
- Regarding the quality of language in their preferred language for the services, programs, or benefits, French-speaking participants rated the quality a score of 8.0 out of 10, on average, while English-speaking participants gave a higher score of 8.8 out of 10. On the whole participants expressed satisfaction with the quality of the language and found the information accessible and comprehensible in both English and French. A majority of participants also feel the information provided, written or verbally, by the CRA in their preferred official language is clear in terms of the language used. Some participants mentioned that the clarity of the information was not necessarily a language issue but rather a problem of finding the information, particularly when it comes to accessing the website or the content itself lacked clarity.



- Participants emphasized the importance of clear instructions, accessibility in terms of website navigation, and the use of plain language to improve the clarity of information provided by the CRA in both written and verbal forms. Participants also recommended better marketing and communication about available programs and benefits, ensuring that the CRA hired agents that are proficient in the language they are serving (including administering a proficiency test upon hiring), and offering personalized assistance to those who require it (i.e., video calls).

Identifying gaps and opportunities for CRA services related to community needs/language needs

- When asked about the needs of the OLMC in their province related to CRA services, programs, and benefits compared to the needs of other people in their province, many participants said there were no significant differences in the needs of the minority language community compared to the rest of the province noting some portions remain untranslated, while some participants believed that additional explanations and assistance should be provided to Francophone individuals. A few participants also mentioned that language accessibility is a potential challenge in a majority English-speaking region, particularly in finding French-speaking representatives over the phone.
- Participants had mixed opinions regarding whether the services, programs, and benefits offered by the CRA took into account the needs of the minority language community, with some participants who felt that the CRA made efforts to accommodate both French and English speakers, offering services in both languages and having bilingual staff. French-speaking participants mentioned challenges in accessing services in their preferred language, especially over the phone when it came to accessing CRA services in French from their province.
- When asked how the CRA services, programs, and benefits can better meet their needs in terms of providing services to them in their preferred official language, French-speaking participants most often mentioned, increasing communication and promotion of services, collaborating with organizations promoting the French language, increasing bilingual staff, simplifying language and terminology, and enhancing sensitivity in customer service interactions. Both French and English-speaking participants also mentioned reducing wait times and providing a more organized presentation of information in both official languages .
- Participants also offered suggestions in terms of the design and implementation of CRA services, programs, and benefits to best serve official language minority communities in English or French. The suggestions included considering linguistic variations and styles within French-speaking regions especially in the Atlantic regions, ensuring clear and simplified language, offering language-specific guides for newcomers, simplifying language and terminology, incorporating features like callback options and chat support, improving the website interface and navigation, providing clearer instructions and step-by-step guides, increasing awareness and promotion of services, considering the needs of different age groups, including images and visuals to enhance comprehension, offering training in French for Anglophone employees, and ensuring accessibility of information.