



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

Final Report

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.



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

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

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



Table of Contents

Executive summary	iii
A. Background and objectives	iii
B. Methodology	iv
C. Contract value	iv
D. Political neutrality statement and contact information	v
E. Key findings	6
About this report.....	8
Detailed findings	9
Appendix A: Methodology	16
Appendix B: Qualitative Discussion Guide	26
Appendix C: Online Survey questionnaire.....	30
Appendix D: Reference Map of OLMCs	32



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.

A handwritten signature in blue ink, consisting of a stylized 'N' followed by a cursive 'n'.

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, ~~as~~, 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.

About this report

This report begins with an executive summary outlining key findings and conclusions, followed by a detailed analysis of the qualitative results.

Details of the methodology and sample characteristics can be found in Appendix A. The final survey instrument (handout) and discussion guide can be found in Appendix B.

Readers should note that focus group research is qualitative and directional in nature and must not be used to estimate the numeric proportion or number of individuals in the population who hold a particular opinion.

Detailed findings

Q – How do you usually access Canada Revenue Agency services, programs or benefits? Why? [PROMPT IF NOT SPECIFIED] Did you access these services online, by telephone, by email or in-person?

Most of the 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”.

1. **Online Portal:** Many participants stated that they access CRA services through the internet portal. They find it to be the quickest and easiest way to access information, services, and benefits. They appreciate the convenience and accessibility of online platforms like "Mon Dossier/My Account" and the CRA website.
2. **Phone:** Some participants mentioned using the phone to access general information or specific services. They found it helpful when they had questions or needed assistance, such as contacting for child benefits or updating their social insurance number. However, a few French-speaking participants mentioned that phone access can involve long wait times and they prefer online methods for that reason.
3. **Mail:** A few French-speaking participants mentioned using mail for submitting documents or receiving physical copies of bills and notices. They preferred this method because it aligns with their existing paper-based systems or when they faced difficulties accessing their online accounts.
4. **In-person:** A few participants mentioned visiting the CRA in person to find information or resolve issues. They found it helpful to have face-to-face interactions and get immediate assistance, especially when they couldn't find answers online or had specific questions. *Note: The CRA does not offer in-person services and Service Canada was mentioned by a few participants who indicated that they accessed services in-person.

Participants highlighted advantages of accessing CRA services online with English-speaking participants saying that it is faster, more convenient, and more efficient. French-speaking participants also mentioned convenience and faster service, and mentioned online services are accessible at any time, and allows them to complete tasks at their own pace. French-speaking participants said they find online platforms user-friendly and appreciate the availability of forms and resources. Some French-speaking participants mentioned facing difficulties or frustrations with accessing their online accounts, including issues with login credentials, receiving passwords by mail, or not being able to access their accounts. These challenges led them to resort to phone assistance or seek help from others.

Overall, French and English-speaking 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 by phone.

Q – In which language were the services, programs or benefits you accessed provided to you? [English or French] [If not in preferred official language] Why did you not access these services, programs or benefits in [French/English]?

When asked in which language the services, programs or benefits they accessed were provided to them, most English-speaking participants said that they accessed services in English either because they are more fluent in English and felt more comfortable using it, and felt English provided a clearer understanding for them and that they have difficulty processing or understanding some terms in French. Some English-speaking participants mentioned sometimes choosing French as they thought it may shorten their waiting time when contacting the CRA or because they were more familiar with some terms in French.

French speaking participants also said they accessed services in English because 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 French-speaking participants mentioned accessing services in French because it is their preferred language or because they feel more comfortable communicating in French. They noted there were shorter wait times when accessing services in French, especially after moving to certain provinces like Nova Scotia or Quebec. Several French-speaking participants said they accessed services in 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 French-speaking participants also mentioned that certain documents or software were in English while their accounts or correspondence were in French.

Participants who accessed services in their non-preferred language mentioned the following reasons for doing so:

Language Preferences and Wait Times: Some participants, both English and French-speaking, mentioned that they chose a specific language to minimize wait times. They would opt for the language with shorter wait times, even if their documents were in the other language. However, a few French-speaking participants expressed frustration when they couldn't receive assistance in their chosen language because despite choosing the French option for service over the phone, the person answering only spoke English..

Familiarity: Participants highlighted their personal comfort and familiarity with a particular language as the primary reason for accessing services in that language. French-speaking participants specifically mentioned that they are more familiar with technical terms related to the CRA in English which is why they chose to access the services in English.

Language and Location: Some French-speaking participants mentioned that when calling the CRA, finding someone who speaks English is easier than finding someone who speaks French in certain regions like B.C. and the Prairies provinces.

Overall, English and French-speaking participants said they accessed CRA services, programs, or benefits in the language that was most convenient to them, whether it was their first official language or not. They considered factors such as personal preference, language proficiency, ease of communication, and availability when choosing a specific official language.

Q – When interacting with the CRA, do you usually access services, programs, or benefits in French or English? Why? [PROBE – IF THEY ACCESS IN THEIR SECONDARY OFFICIAL LANGUAGE – WHY DO THEY ACCESS THEM IN THE OTHER LANGUAGE?]

Many participants stated that they accessed services in English either because they are more fluent in English (English-speaking participants), their spouse speaks English, or they find it easier to understand instructions and navigate English-language resources. Some French-speaking participants also mentioned accessing services in English for convenience and/or speed as it is easier to access English resources through the CRA.

Some French-speaking participants mentioned accessing services in French because it is their preferred language or because they feel more comfortable communicating in French. They appreciate being able to understand the information easily and having conversations in their preferred language.

A few French-speaking participants mentioned being comfortable in both English and French and choosing a language based on their personal preference, the availability of information, or the first language offered during interactions. They mentioned being able to switch between languages depending on the situation.

Satisfaction with access of CRA services in preferred official language

Q - On a scale from 0 to 10, where 0 is not accessible at all and 10 is completely accessible, how would you rate your ability to access CRA services, programs, or benefits in [ENGLISH/FRENCH] overall?

Q - Why did you rate it that way?

Most participants rated their ability to access CRA services, programs, or benefits in their preferred language positively (score of 7-10, out of 10), with all English-speaking participants mentioning they find services to be accessible. They mentioned finding the services in their chosen language to be accessible, clear, and easy to understand. Some participants mentioned minor difficulties, such as longer wait times for French-speaking agents or occasional challenges with terminology in the French language. However, they still considered the overall accessibility satisfactory. A few participants highlighted the user-friendliness of the CRA website as an area for improvement, mentioning difficulties in finding specific information.

Q - On a scale from 0 to 10, where 0 is not at all clear and very difficult to understand and 10 is very clear and easy to understand, how would you rate the clarity of the language (translation) of the CRA services, programs, or benefits in [ENGLISH/FRENCH] overall?

Q - Why did you rate it that way?

English and French-speaking participants generally rated the clarity of the language of CRA services, programs, or benefits positively (score of 7-10, out of 10). They found the language clear, well-written, and easy to understand. A few participants from both French and English-speaking groups mentioned minor issues such as occasional spelling errors or the use of complex legal terms that required further interpretation. However, overall, participants expressed satisfaction with the quality of the translation and found the information accessible and comprehensible in both English and French. English-speaking participants noted that they had no difficulties with the sentence structure or grammar.

Q – Do you feel the information provided, written or verbally, by the CRA in [ENGLISH/FRENCH] is clear in terms of the language used? Why or why not?

A majority of participants 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. They felt that the clarity could be improved in terms of website navigation and access. French-speaking participants mentioned that certain terms or vocabulary used by the CRA in French may not be commonly used in everyday language, which could lead to confusion. These participants suggested using more common language for better understanding.

A few French-speaking participants mentioned that the information provided by the CRA, particularly in French, could be excessively long. They felt that shorter, more concise explanations would improve clarity and make it easier to understand.

Q – How could the clarity of the information provided, written or verbally, be improved in terms of the language?

Participants provided the following suggestions on how the clarity of the information provided by the CRA in terms of language could be improved:

1. **Hiring and Training:** French-speaking participants suggested that the CRA should ensure that the agents they hire are proficient in the language they are serving. They recommended evaluating language skills during the hiring process and providing training to agents to improve their language proficiency in the language they offer the service in.

2. **Clear Instructions and Access:** French-speaking participants mentioned the need for clearer instructions and easier access to information. They suggested having a pre-portal with instructions, improving the login process, and providing a separate page for instructions on how to access specific services.
3. **Definitions and Glossary:** Some English-speaking participants proposed the inclusion of definitions and key terms alongside the main text, either as pop-ups or in a glossary format. They said this would help clarify legal and specific terminology used by the CRA.
4. **Improved Website Navigation:** English and French-speaking participants expressed the need for better website navigation, including improved keyword search functionality and reducing the number of links that are not helpful. They emphasized the importance of making the website more user-friendly and accessible, especially for mobile devices.
5. **Personalized Assistance:** Several English and French-speaking participants suggested having options for video calls, live chat, or customer service representatives reaching out to provide personalized assistance. They felt that these options would enhance clarity and provide immediate support.
6. **Plain Language and Everyday Language:** Both English and French-speaking participants highlighted the need for the CRA to use plain language and avoid excessive jargon. French-speaking participants specifically recommended writing in an everyday language style that is more accessible to the general public.
7. **Clear and Concise Content:** English-speaking participants mentioned the importance of making the content clearer and more concise, particularly in written materials. They suggested providing examples and calculations to help people better understand the information.

Overall, English and French-speaking participants emphasized the importance of clear instructions, accessible website navigation, and the use of plain language to improve the clarity of information provided by the CRA in both written and verbal forms.

Q – Overall, do you feel that the services, programs or benefits provided to you by the CRA meet your needs in the language you wish to receive them in? Why or why not?

Many English and French-speaking participants indicated that the CRA's services, programs, or benefits met their needs in terms of language, but there were areas noted for improvement in terms of user-friendliness and clearer technical information by both English and French-speaking participants. Some French-speaking participants recommended better marketing and communication about available programs and benefits, while a few French and English-speaking participants mentioned difficulties with signing in and finding specific information, suggesting that the CRA could provide examples and make the website more accessible and easier to navigate.

In general, participants appreciated the availability of bilingual options, such as being able to select their preferred language during interactions. They felt that having the choice to communicate in their preferred language was important.

Identifying gaps and opportunities for CRA services related to community needs

Q – Do you think the needs of the minority language community in your province [PROMPT: THOSE WHO ARE MORE PROFICIENT IN FR/ENG] related to CRA services, programs, and benefits, are different than the other people in the province? In what ways? Why or why not?

When asked about the needs of the minority language community in their province related to CRA services, programs, and benefits compared to the needs of other people in their province, there were differing opinions on whether there were significant differences between the two. Some participants felt that the services offered were equivalent in both languages, while others believed that additional explanations and assistance should be provided to Francophone individuals. Language accessibility was mentioned as a potential challenge, particularly in finding French-speaking representatives over the phone.

Participants also highlighted differences in language proficiency and technical terminology across different regions. Some participants emphasized the importance of assigning French-speaking personnel to serve specific regions or giving priority to certain areas. This was highlighted particularly by participants from the Atlantic provinces and from Ontario as expressions and accents in French differ from other regions such as Quebec. Some mentioned wanting CRA agents who could speak or were aware of the regional French in the province they were providing services in.

Q – To the best of your knowledge, do you think that the services, programs, and benefits as they currently offered/provided by the CRA take into account those needs (mentioned above)? Why or why not?

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. Others mentioned challenges in accessing services in their preferred language, especially in person or over the phone when it came to accessing CRA services in French from their province. There were suggestions for improving language accessibility, such as providing translations on the website, offering services in other languages, and leveraging the linguistic skills of immigrant employees. Participants also highlighted the importance of inclusivity and recognizing the diverse linguistic needs of different minority groups. Participants from the Atlantic provinces described experiences where their French accent was misunderstood or mistaken which resulted in them not being able to adequately communicate with CRA agents in French. One participant from the Atlantic region said they were transferred to an English agent because of their accent.

Q – What recommendations, if any, do you have for the CRA to improve their services, programs, or benefits to better meet those needs?

Participants offered several recommendations to the CRA for improving their services, programs, and benefits to better meet the needs of the minority language community, which included:

- Implementing language-specific codes for certain benefits so they can be easily found in both official languages (French-speaking participants);
- improving the accessibility and design of the website, providing video tutorials in both languages (English and French-speaking participants);
- ensuring bilingual staff availability (English and French-speaking participants);
- offering resources for translation assistance (French-speaking participants);
- hiring a greater number of bilingual or Francophone personnel to curb wait times for OLMs requesting service in their preferred official language (French speaking-participants);
- promoting French language services (French-speaking participants);
- conducting regular French language sensitivity training (related to the importance of providing French-speaking Canadians with services in French despite English being the dominant official language) (French-speaking participants);

- offering services in additional languages (such as Spanish) to cater to new immigrants (English-speaking participants);
- decentralizing call centers so people can talk to agents with similar language specificities; and,
- conducting regular French language awareness programs to ensure the CRA is familiar with the differing French accents across the regions in Canada (i.e. recognizing and serving French-speaking residents from the Atlantic provinces in French rather than transferring them to an English agent)(French-speaking participants).

There were also calls from English and French--speaking participants to recognize the linguistic diversity within the minority language community, such as accommodating speakers of international French and recognizing English-speaking minorities in Quebec.

Identifying gaps and opportunities for CRA services related to language needs

Q – How can CRA services, programs, and benefits better meet your needs in terms of providing services to you in [ENGLISH/FRENCH]? Anything else?

When asked how the CRA services, programs, and benefits can better meet their needs in terms of providing services to them in their first official language, both English and French-speaking participants most often mentioned simplifying language and terminology. Also mentioned by both French and English-speaking participants was reducing wait times and providing a more organized presentation of information in both official languages. French-speaking participants most often mentioned recommendations such as 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.

In addition, many English and French-speaking participants emphasized the importance of user-friendly interfaces, accessible information, and proactive communication to ensure that individuals can easily access and understand the services and benefits provided by the CRA.

Q – What should the CRA consider, if anything, in the design and implementation of their services, programs, and benefits to best serve [ONTARIANS/QUEBECERS/ETC] in [ENGLISH/FRENCH]? Why?

Participants shared their perspectives on what the CRA should consider in the design and implementation of their services, programs, and benefits to best serve official language minorities in English (Quebec participants) or French (rest). Suggestions included:

- considering linguistic variations and styles within French-speaking regions especially in the Atlantic regions (French-speaking participants);
- ensuring clear and simplified language (French-speaking participants);
- providing personalized and tailored services (French-speaking participants);
- offering language-specific guides for newcomers (French-speaking participants);
- using technology for easier communication and access to services (French-speaking participants);
- incorporating features like callback options and chat support (French-speaking participants);
- improving the website interface and navigation (English and French-speaking participants);
- providing clearer instructions and step-by-step guides (English-speaking participants);
- increasing awareness and promotion of services (English and French-speaking participants);
- considering the needs of different age groups including images and visuals to enhance comprehension (English and French-speaking participants);
- offering training in French for Anglophone employees (French-speaking participants); and,

- ensuring accessibility of information (French-speaking participants).

English and French-speaking participants emphasized the importance of user-friendly interfaces, clear communication, and efficient service delivery to meet the diverse needs of individuals in both English and French-speaking communities.

Appendix A: Methodology

Qualitative 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 (see Appendix D for the reference map used to target OLM communities) between June 20th and 28th, 2023.

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)

Eight (8) of the groups were conducted in French and two (2) were conducted in English. Each session was up to 90 minutes in length.

The sessions were distributed as follows:

Date and time	Location	Group Composition
Tuesday, June 20th at 5:00pm ET/6:00pm AT	Atlantic	9 French-speaking residents from the Atlantic provinces, aged 18 and over
Tuesday, June 20th at 6:45pm ET/7:45pm AT	Atlantic	8 French-speaking residents from the Atlantic provinces, aged 18 and over
Saturday, June 24th at 1pm ET/11am MT	Prairies	7 French-speaking residents from the Prairie provinces, aged 18 and over
Saturday, June 24th at 3pm ET/1pm MT	Prairies	5 French-speaking residents from the Prairie provinces, aged 18 and over
Sunday, June 25th at 2pm ET/11am PT	B.C.	7 French-speaking residents from British Columbia, aged 18 and over
Sunday, June 25th at 4pm ET/1pm PT	B.C.	7 French-speaking residents from British Columbia, aged 18 and over
Tuesday, June 27th at 5:15pm ET	Quebec	7 English-speaking residents from Quebec, aged 18 and over
Tuesday, June 27th at 7:00pm ET	Quebec	8 English-speaking residents from Quebec, aged 18 and over
Wednesday, June 28th at 5:15pm ET	Ontario	8 French-speaking residents from Ontario, aged 18 and over
Wednesday, June 28th at 7:00pm ET	Ontario	10 French-speaking residents from Ontario, aged 18 and over

*An official language minority was defined as Canadians over the age of 18 and over 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. 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.

Each group had between 5 to 10 participants (target of 6-8), with 10 being recruited per group to achieve this target. A total of 76 participants attended the focus groups out of a total of 100 individuals recruited.

Recruitment

Nanos Research developed the recruitment screener and provided it to Canada Revenue Agency for review prior to finalizing. Participants were screened to ensure they met the target age (18 and over) and were considered an official language minority as defined by the CRA.

Participants were also screened based on the number of interactions they have had with the CRA in the last three years and, where possible, only those with one or more interactions were invited to participate. Participants were also screened to ensure the groups included a mix of gender, education, age, and that they would be comfortable voicing their opinions in front of others. Normal focus group exclusions were in place (marketing research, media, and employment in the federal government, and recent related focus group attendance). All participants received \$100 in appreciation of their time.

Participants were recruited by telephone to specifically target communities with a higher prevalence of OLMCs (see Appendix D for the reference map used) and were administered the recruiting screener online. Only those who qualified were invited to participate in the group discussions.

All groups were video, and audio recorded only for use in subsequent analysis by the research team. During the recruitment process, participants provided consent to such recording and were given assurances of anonymity.

Moderation

Alexandra Apavaloae, Senior Researcher/Moderator, moderated 6 focus group sessions. Levy Muhizi, Intermediate Moderator, moderated 4 focus group sessions.

All qualitative research work was conducted in accordance with professional standards and applicable government legislation (e.g., PIPEDA).

Participant Profile

Profile	Number of Participations
Gender	
Men	37 participants
Women	36 participants
Other	2 participants
Age	
18 to 34 years old	21 participants
35 to 54 years old	36 participants
55 years and more	16 participants
Income	
< \$20,000	2 participants
\$20,000 to just under \$40,000	9 participants
\$40,000 to just under \$60,000	10 participants
\$60,000 to just under \$80,000	8 participants
\$80,000 to just under \$100,000	18 participants
\$100,000 to just under \$120,000	10 participants
\$120,000 to just under \$150,000	9 participants
\$150,000 or more	8 participants
Education	
Completed high school	8 participants
Some college or university	11 participants
Completed college	15 participants
Completed university	29 participants
Post-graduate degree	12 participants
Employment	
Employed, full-time	53 participants
Employed, part-time	5 participants
Self-employed	5 participants
Retired	5 participants
Student	4 participants
Unemployed/Other	4 participants
Ethnicity	
White	55 participants
Black	14 participants
Other	5 participants
Interaction with CRA	
Did not interact with the CRA in last 3 years	1 participant
1 to 3 times interacting with the CRA in last 3 years	43 participants
4 to 6 times interacting with the CRA in last 3 years	24 participants
7 or more times interacting with the CRA in last 3 years	8 participants

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

[ONLINE SURVEY DISTRIBUTED TO PARTICIPANTS AT THE BEGINNING OF THE SESSION]

[SURVEY] Q - Which services, programs or benefits offered by the Canada Revenue Agency (CRA) are you aware of? [UNPROMPTED] [OPEN]

Services, programs or benefits (unprompted)	French-Speaking (n=100)*	English-Speaking (n=35)*
Tax Credit/ Import taxes	17 mentions	3 mentions
Toll free phone support/ website services (i.e. change of address)/ payment plan	15 mentions	2 mentions
Employment Insurance	12 mentions	5 mentions
Income Tax return	12 mentions	3 mentions
Canada child benefit/CCB	11 mentions	2 mentions
Covid Benefits (CERB, CWB, CEWS)	8 mentions	4 mentions
GST/HST credit	7 mentions	2 mentions
Disability Tax Credit	1 mention-	4 mentions
Pension	3 mentions	2 mentions
Climate action incentive payment	3 mentions	1 mention
Canada Dental Benefit	3 mentions	-
Tax free savings Account (TFSA)	1 mention	2 mentions
Family support	1 mention	1 mention
One-time top-up to the Canada Housing Benefit	1 mention	1 mention
Scientific Research and Experimental Development (SRED) Credit	1 mention-	-
None of the above	2 mentions	1 mention
Other	2 mentions	1 mention
Unsure	-	1 mention

*Based on multiple mentions

[SURVEY] Q - Which services, programs or benefits offered by the Canada Revenue Agency (CRA) are you aware of? Select all that apply. [PROMPTED]

Services, programs or benefits*	French-Speaking (n=52)	English-Speaking (n=14)
Covid Benefits (CERB, CWB, CEWS)	40 participants	11 participants
Canada child benefit/CCB	35 participants	13 participants
Disability Tax Credit	27 participants	8 participants
Canada Dental Benefit	17 participants	7 participants
One-time top-up to the Canada Housing Benefit	9 participants	4 participants
Rental Benefit (Canada Housing Benefit)	8 participants	4 participants
Scientific Research and Experimental Development (SRED) Credit	6 participants	2 participants
Other	3 participants	1 participant
None	8 participants	1 participant

*Based on multiple selections

[SURVEY] Q – [IF AWARE – PROMPT FOR EACH] How did you learn about [INSERT SELECTION FROM PREVIOUS QUESTION]?

French-Speaking Participants

Sources of awareness (prompted for each service aware of)	Social Media	Newspaper	Radio	Television	From a friend/family member	Other
Canada child benefit/CCB (n=35)	2 participants	1 participant	-	3 participants	21 participants	8 participants
Covid Benefits (CERB, CWB, CEWS) (n=40)	9 participants	6 participants	3 participants	10 participants	9 participants	3 participants
Disability Tax Credit (n=22)	3 participants	1 participant	-	-	10 participants	8 participants
Canada Dental Benefit (n=21)	5 participants	-	2 participants	6 participants	4 participants	4 participants
Rental Benefit (n=11) (Canada Housing Benefit)	1 participant-	1 participant-	1 participant--	2 participants	participants-	2 participants
Scientific Research and Experimental Development (SRED) Credit (n=7)	-	2 participants	-	1 participant	2 participants	2 participants
One-time top-up to the Canada Housing Benefit (n=11)	1 participant	2 participants	-	1 participant	4 participants	3 participants
Other (n=3)	-	1 participant	-	-	2 participants	-

English-Speaking Participants

Sources of awareness (prompted for each service aware of)	Social Media	Newspaper	Radio	Television	From a friend/ family member	Other
Canada child benefit/CCB (n=13)	-	-	1 participant	-	8 participants	4 participants
Covid Benefits (CERB, CWB, CEWS) (n=11)	2 participants	-	3 participants	3 participants	2 participants	1 participant
Disability Tax Credit (n=13)	1 participant	1 participant	-	-3 participants	3 participants	5 participants
Canada Dental Benefit (n=2)	-	-	-	-	1 participant	1 participant
One-time top-up to the Canada Housing Benefit (n=2)	-	1 participant	-	-	1 participant	-
Rental Benefit (n=0) (Canada Housing Benefit)	-	-	-	-	-	-
Scientific Research and Experimental Development (SRED) Credit (n=0)	-	-	-	-	-	-
Other (n=1)	-	-	-	-	1 participant	-

[SURVEY] Q - Which services, programs or benefits have you consulted or used? [UNPROMPTED] [OPEN]

Services, programs or benefits (unprompted)	French-Speaking (n=74)*	English-Speaking (n=17)*
Covid Benefits (CERB, CWB, CEWS)	13 mentions	5 mentions
Canada child benefit/CCB	10 mentions	3 mentions
None	11 mentions	2 mentions
Telephone/website services	9 mentions	1 mention
Income tax/Income tax return	8 mentions	-
Employment Insurance (EI)	5 mentions	-
Disability Tax Credit	3 mentions	1 mention
Taxes	3 mentions	-
Self employment benefit program	2 mentions	1 mention
GST (business)	2 mentions	-
Family benefits	1 mention	1 mention
Scientific Research and Experimental Development (SRED) Credit	1 mention	-
One-time-top-up to the Canada Housing Benefit	1 mention	-
Pension	1 mention	-
Benefits for veterans	1 mention	-
Other	3 mentions	3 mentions

*Based on multiple mentions

[SURVEY] Q - Have you consulted or used any of the following? Select all that apply. [PROMPTED]

Services, programs or benefits*	French-Speaking (n=61)	English-Speaking (n=14)
Covid Benefits (CERB, CWB, CEWS)	23 participants	5 participants
Canada child benefit/CCB	15 participants	6 participants
Disability Tax Credit	5 participants	1 participant
Canada Dental Benefit	1 participant	-
Rental Benefit (Canada Housing Benefit)	1 participant	-
Scientific Research and Experimental Development (SRED) Credit	1 participant	-
One-time top-up to the Canada Housing Benefit	1 participant	-
Other	1 participant	-
None	25 participants	5 participants

*Based on multiple selections

[SURVEY] Q - What type of interaction(s) did you have with the CRA in the last 3 years or since January 2020?
(Select all that apply)

Services, programs or benefits (prompted)*	French-Speaking (n=74)	English-Speaking (n=14)
Accessed My Account	39 participants	10 participants
Payment of taxes or debts owing	27 participants	5 participants
Received email notifications	16 participants	8 participants
Called a CRA 1-800 number	16 participants	6 participants
Submitted documents	13 participants	8 participants
Registered for online services	13 participants	5 participants
Accessed My Business Account	8 participants	1 participant
Used online forms or documents to apply to a program or benefit	6 participants	2 participants
Interacted in person with a CRA employee (i.e. An auditor)	6 participants	-
Used the Progress Tracker	2 participants	3 participants
Investing (Claiming investment income, Trusts, RRSP, TFSA, RESP, RDSP)	2 participants	3 participants
Used Charlie the Chatbot, "Chat with Charlie" seen on main CRA web pages	2 participants	1 participant
Accessed Represent a Client	2 participants	-
Other	1 participant	1 participant
Prefer not to say	4 participants	-

*Based on multiple selections

[RECRUITMENT SCRIPT] Q - What type of interaction(s) did you have with the CRA in the last 3 years or since January 2020? (Select all that apply)

Services, programs or benefits*	French-Speaking (n=52)	English-Speaking (n=15)
I visited the CRA website	45 participants	14 participants
I have called a CRA 1-800 number	39 participants	8 participants
I have used a CRA online portal like My Account	36 participants	11 participants
I prepared and filed my taxes myself	27 participants	7 participants
I used online forms or documents to apply to a program or benefit	4 participants	7 participants
I have used the service of the online chat bot (Charlie)	9 participants	2 participants
I interacted in person with a CRA employee	6 participants	-
I have received a call or written correspondence from CRA requiring my action (i.e. not just a Notice of Assessment)	2 participants	3 participants

*Based on multiple selections

[RECRUITMENT SCRIPT] Q - What was the purpose of the interaction(s)? (Select all that apply)

Purpose*	French-Speaking (n=52)	English-Speaking (n=15)
Updating personal information	37 participants	8 participants
General filing information	26 participants	8 participants
Benefits and Credits (includes GST/HST credit, Canada child benefit/CCB, Covid Benefits (CERB, CWB, CEWS), Disability Tax Credit, Dental Benefit, Rental Benefit (Canada Housing Benefit), Scientific Research and Experimental Development (SRED) Credit)	24 participants	5 participants
Payment of taxes or debts owing	23 participants	3 participants
Registering for online services	17 participants	5 participants
Investing (Claiming investment income, Trusts, RRSP, TFSA, RESP, RDSP)	10 participants	-
Other	1 participants	-

*Based on multiple selections

Appendix B: Qualitative Discussion Guide

Discussion	Moderator Notes & Objectives	Time
<p>Introduction</p> <p>Moderator introduces self and defines his/her role, the role of the firm (hired by the Government of Canada to conduct focus groups), the discussion timeframe (90 minutes), encourages all participants to speak up.</p> <p>Audio/video recording announcement (and the presence of observers). The meeting will be recorded for research purposes only and all your feedback will remain anonymous.</p> <p>There are no right or wrong answers. I'm interested in your ideas as individuals.</p>	<p>To make participants feel at ease by clearly explaining the process.</p>	<p>1 min</p>
<p>Quick self-introduction – Let's go around the group and introduce ourselves with our first name and our favourite pastime. Participants introduce themselves to the group (e.g. first name and favourite personal hobby).</p> <p>Go through software functionality ("Raise hand" button) which can be found at the bottom of the screen under reactions. I recommend using the "raise hand" function so that everyone has their turn to share their views.</p> <p>I want to be respectful of your time and ensure the group is no longer than 90 minutes, so you might see me move things forward and ask a question to only one or two of you before moving on to the next question.</p>	<p>Respondent warm-up and group bonding.</p>	<p>3 min</p>
<p>Outline the purpose of the session.</p> <p>Tonight we are going to discuss your thoughts and experiences when interacting with the Canada Revenue Agency in [ENGLISH]. The research today is sponsored by the Canada Revenue Agency, which is part of the Government of Canada. Your opinion is valuable to the CRA.</p>	<p>To explain the broad subject topic.</p>	<p>1 min</p>

Discussion	Moderator Notes & Objectives	Time
<p><u>MODULE A: INTERACTING WITH THE CRA IN [ENGLISH] YOUR PREFERRED OFFICIAL LANGUAGE & PREFERENCES FOR ACCESSING SERVICES</u></p> <p>I will first ask you to complete a brief online questionnaire before we start our discussion. [DISTRIBUTE LINK TO SURVEY]</p> <p>[QUESTIONS IN SURVEY]</p> <p>Which services, programs or benefits offered by the Canada Revenue Agency (CRA) are you aware of?</p> <p>Are you aware or not aware of the following services, programs or benefits offered by the CRA?</p> <p>[IF AWARE – PROMPT FOR EACH] How did you learn about this service, program or benefit?</p> <p>[LIST]</p> <p>Which services, programs or benefits have you consulted or used?</p> <p>Have you consulted or used any of the following? [LIST]</p> <p>We will now discuss access to CRA services, programs, and benefits, specifically access to services in [ENGLISH].</p> <p>How do you usually access Canada Revenue Agency services, programs or benefits, Why?</p> <p>[PROMPT IF NOT SPECIFIED ABOVE] Did you access these services online, by telephone, by email or in-person?</p> <p>In which language were the services, programs or benefits you accessed provided to you? [English or French] [If not in preferred official language] Why did you not access these services, programs or benefits in [French/English]?</p> <p>When interacting with the CRA, do you usually access services, programs, or benefits in French or English? Why? [PROBE – IF THEY ACCESS IN THEIR SECONDARY OFFICIAL LANGUAGE – WHY DO THEY ACCESS THEM IN THE OTHER LANGUAGE?]</p>	<p>To gather experiences and preferences for access to CRA services in preferred official language.</p>	<p>25 min</p>

Discussion	Moderator Notes & Objectives	Time
<p><u>MODULE B: SATISFACTION WITH ACCESS OF CRA SERVICES IN [ENGLISH]</u></p> <p>We will now chat about your satisfaction with accessing CRA services in [ENGLISH / FRENCH]. It's important to note that we're not looking at satisfaction with the services, programs, or benefits CRA offers overall, but more specifically your satisfaction level with the service as it was provided in your preferred official language.</p> <p>[POLL] On a scale from 0 to 10, where 0 is not accessible at all and 10 is completely accessible, how would you rate your ability to access CRA services, programs, or benefits in [ENGLISH] overall?</p> <p>Why did you rate it that way?</p> <p>[POLL] On a scale from 0 to 10, where 0 is not at all clear and very difficult to understand and 10 is very clear and easy to understand, how would you rate the clarity of the language (translation) of the CRA services, programs, or benefits in [ENGLISH] overall?</p> <p>Why did you rate it that way?</p> <p>Do you feel the information provided, written or verbally, by the CRA in [ENGLISH] is clear in terms of the language used? Why or why not?</p> <p>How could the clarity of the information provided, written or verbally, be improved in terms of the language?</p> <p>Overall, do you feel that the services, programs or benefits provided to you by the CRA meet your needs in the language you wish to receive them in? Why or why not?</p>	<p>To explore satisfaction with access and availability of CRA services in preferred official language.</p>	<p>30 min</p>

Discussion	Moderator Notes & Objectives	Time
<p><u>MODULE C: IDENTIFYING GAPS AND OPPORTUNITIES FOR CRA SERVICES RELATED TO COMMUNITY NEEDS</u></p> <p><u>Let's talk about potential gaps and opportunities related to your minority language community (meaning those whose preferred official language is not that of the majority in their province) in which CRA services are offered or should be offered.</u></p> <p>Do you think the needs of the minority language community in your province [PROMPT: THOSE WHO ARE MORE PROFICIENT IN FR/ENG] related to CRA services, programs, and benefits, are different than the other people in the province? In what ways? Why or why not?</p> <p>To the best of your knowledge, do you think that the services, programs, and benefits as they currently offered/provided by the CRA take into account those needs (mentioned above)? Why or why not?</p>	<p>To identify gaps and opportunities related to CRA services offered related to specific community needs.</p>	<p>15 min</p>

What recommendations, if any, do you have for the CRA to improve their services, programs, or benefits to better meet those needs?		
--	--	--

Discussion	Moderator Notes & Objectives	Time
<p align="center"><u>MODULE D: IDENTIFYING GAPS AND OPPORTUNITIES FOR CRA SERVICES RELATED TO LANGUAGE NEEDS</u></p> <p>Lastly, we will talk about potential gaps and opportunities related to <u>the languages</u> in which CRA services, programs, and benefits are offered or should be offered.</p> <p>How can CRA services, programs, and benefits better meet your needs in terms of providing services to you in [ENGLISH]? Anything else?</p> <p>What should the CRA consider, if anything, in the design and implementation of their services, programs, and benefits to best serve [ONTARIANS/QUEBECERS/ETC] in [ENGLISH]? Why?</p>	To identify gaps and opportunities related to CRA services offered in preferred official languages.	10 min

Discussion	Moderator Notes & Objectives	Time
<p align="center"><u>MODULE E: WRAP UP</u></p> <p><u><i>Check in with observers to see if there are any follow-up items or clarification needed.</i></u></p> <p>Follow up questions for participants, if needed.</p> <p>Thank you everyone for your engagement in the discussion. In appreciation of your time, you will receive \$100 sent to you via e-transfer. We will follow up with you in the next two weeks with details on your incentive.</p>	To establish that objectives have been reached.	5 min

Appendix C: Online Survey questionnaire

You will have about 5-8 minutes to complete this very short survey.

1. Please enter your first and last name: _____
2. Which services, programs or benefits offered by the Canada Revenue Agency (CRA) are you aware of? List as many as apply.

[OPEN TEXT BOX]

3. Are you aware or not aware of the following services, programs or benefits offered by the CRA? Select all that apply.

Canada Child Benefit/CCB	2
Covid Benefits (CERB, CWB, CEWS)	3
Disability Tax Credit	4
Canada Dental Benefit	5
Rental Benefit (Canada Housing Benefit)	6
Scientific Research and Experimental Development (SRED) Credit	7
One-time top-up to the Canada Housing Benefit	8
Other, please specify: _____	20
None of the above	9 [EXCLUSIVE]

4. [IF AWARE – PROMPT FOR EACH] How did you learn about [INSERT FROM Q3]?

Social media	1
Newspaper	2
Radio	3
Television	4
From a friend/family member	5
Other (please specify)	20

5. Which services, programs or benefits have you consulted or used? List as many as apply.

[OPEN TEXT BOX]

6. Have you consulted or used any of the following? Select all that apply.

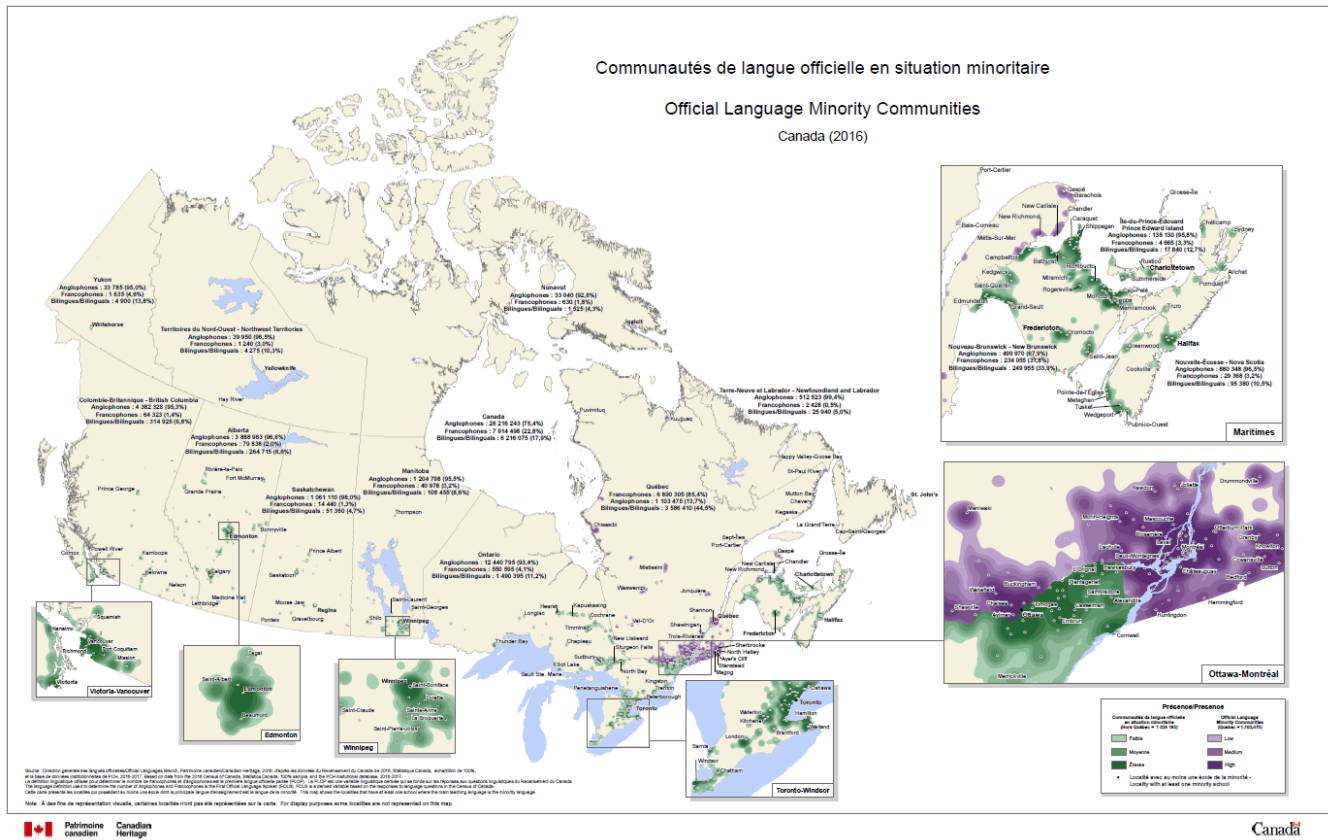
Canada child benefit/CCB	1
Covid Benefits (CERB, CWB, CEWS)	2
Disability Tax Credit	3
Canada Dental Benefit	4
Rental Benefit	5
Scientific Research and Experimental Development (SRED) Credit	6
One-time top-up to the Canada Housing Benefit	7
Other, please specify: _____	20
None of the above	8 [EXCLUSIVE]

7. What type of interaction(s) did you have with the CRA in the last 3 years or since January 2020? (Select all that apply)

Accessed My Account	1
Accessed My Business Account	2
Accessed Represent a Client	3
Used Charlie the Chatbot, "Chat with Charlie" seen on main CRA web pages	4
Submitted documents	5
Received email notifications	6
Used the Progress Tracker	7

Registered for online services 9
Investing (Claiming investment income, Trusts, RRSP, TFSA, RESP, RDSP) 10
Payment of taxes or debts owing 11
Called a CRA 1-800 number 12
Interacted in person with a CRA employee (i.e. An auditor) 13
Used online forms or documents to apply to a program or benefit 14
Other (please specify) 20
Prefer not to say 99

Appendix D: Reference Map of OLMCs



Source: <https://www.canada.ca/en/canadian-heritage/services/official-languages-bilingualism/publications/minority-communities.html>