



# CAV-ACS

2025 Canada VRS Satisfaction  
and Usage Research

January 2026

# Objectives and Methodology

## POPULATION



- Total registered individuals surveyed: **10,592**

- Evaluate satisfaction with the service
- Provide a deeper understanding of how the service is used
- Identify opportunities to improve accessibility the service
- Identify the barriers to using the service
- Compare to 2022, 2023 and 2024 results

- The ↑↓ arrows indicate significant differences compared to the previous year.
- The arrows for 2025 are vs. 2024, the arrows for 2024 are vs. 2023 and the arrows for 2023 are vs. 2022.

## DATA COLLECTION



- A **web survey** was conducted by Ad Hoc Research Inc. from **October 21 to November 13, 2025**:
- In total, **1,161** people completed the survey (859 ASL and 302 LSQ), resulting in a response rate of **11%**.

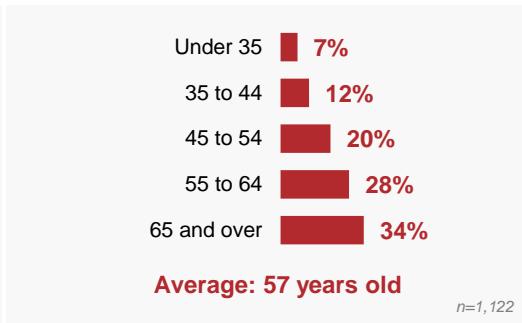
# Canada VRS Demographics



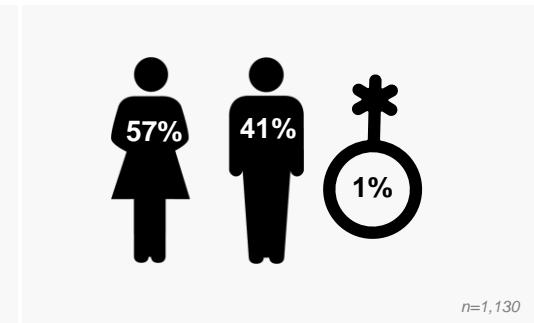
## Province



## Age



## Gender

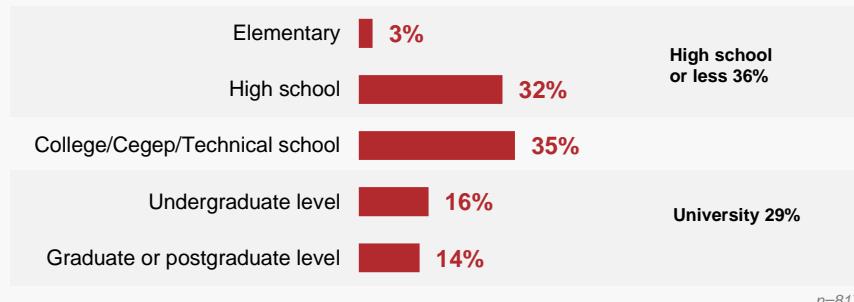


## Belong to the following groups

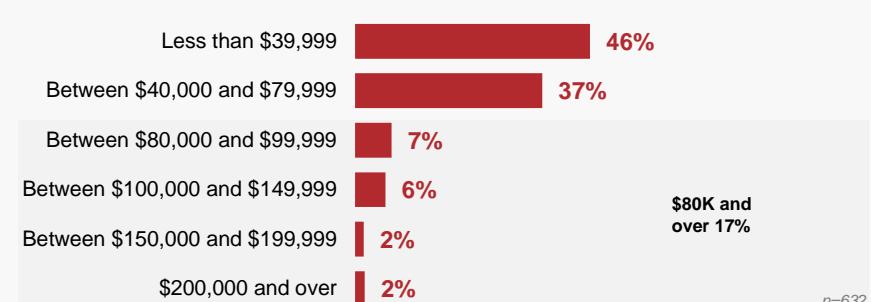


# Education, Employment & Income

## Education



## Annual Household Income



## Employment Status





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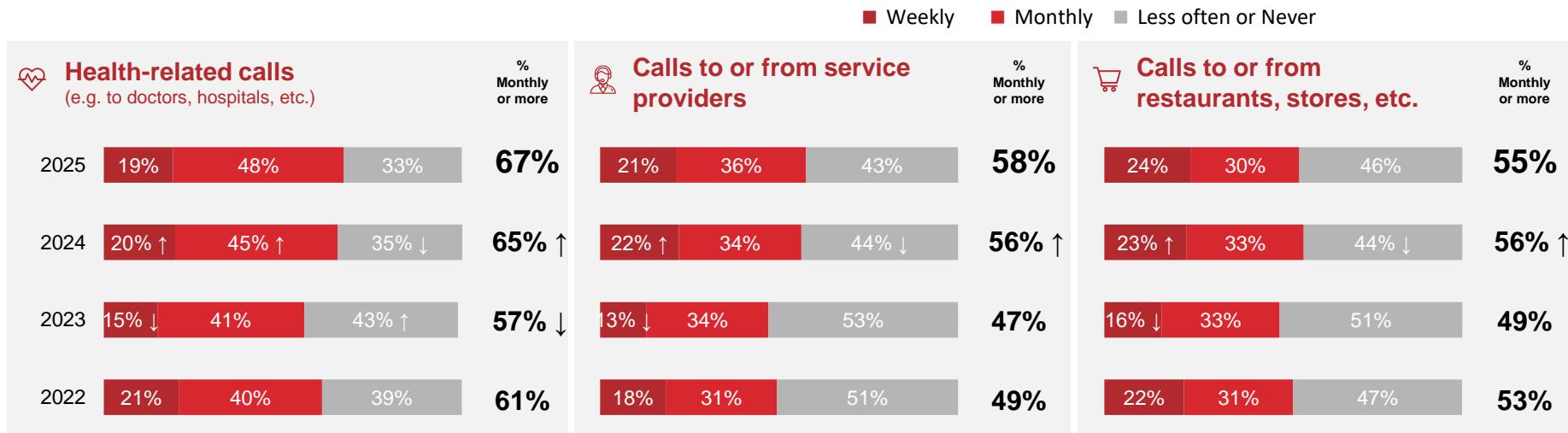
## RESULTS FOR REGISTERED USERS

Note: In this study, users are defined as individuals who say they have made or received at least one call with Canada VRS. Of the n=1,130 respondents surveyed, 92% defined themselves as users. Questions in the following section were only asked to users.

# Frequency of Various Types of Calls

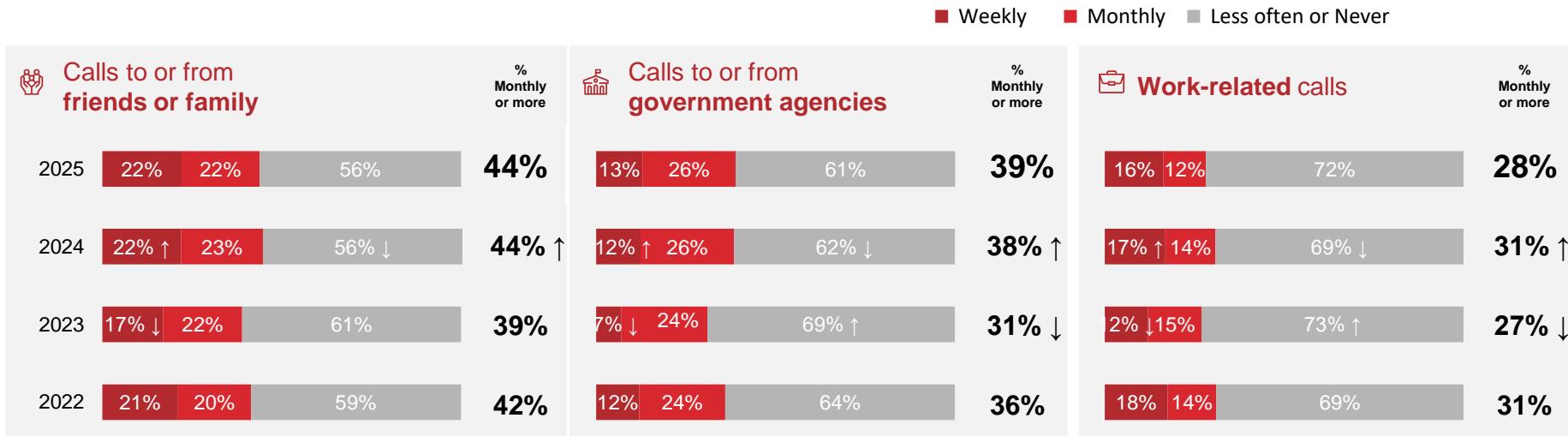
After last year's increase in call frequency, usage patterns have stabilized, with users making various types of weekly calls at consistent rates compared to 2024.

Canada VRS remains most frequently used for health-related calls “monthly or more often”. Calls to and from service providers now rank as the second most common usage of the service, having overtaken calls to restaurants and stores.



# Frequency of Various Types of Calls

The frequency of work-related calls is stable compared to 2024. Among those who work, over a half use Canada VRS “monthly or more often” for this purpose.



 <b>Monthly Work-related calls</b> Among those who work:	2025	<b>54%</b>
	2024	<b>57% ↑</b>
	2023	<b>49%</b>
	2022	<b>54%</b>

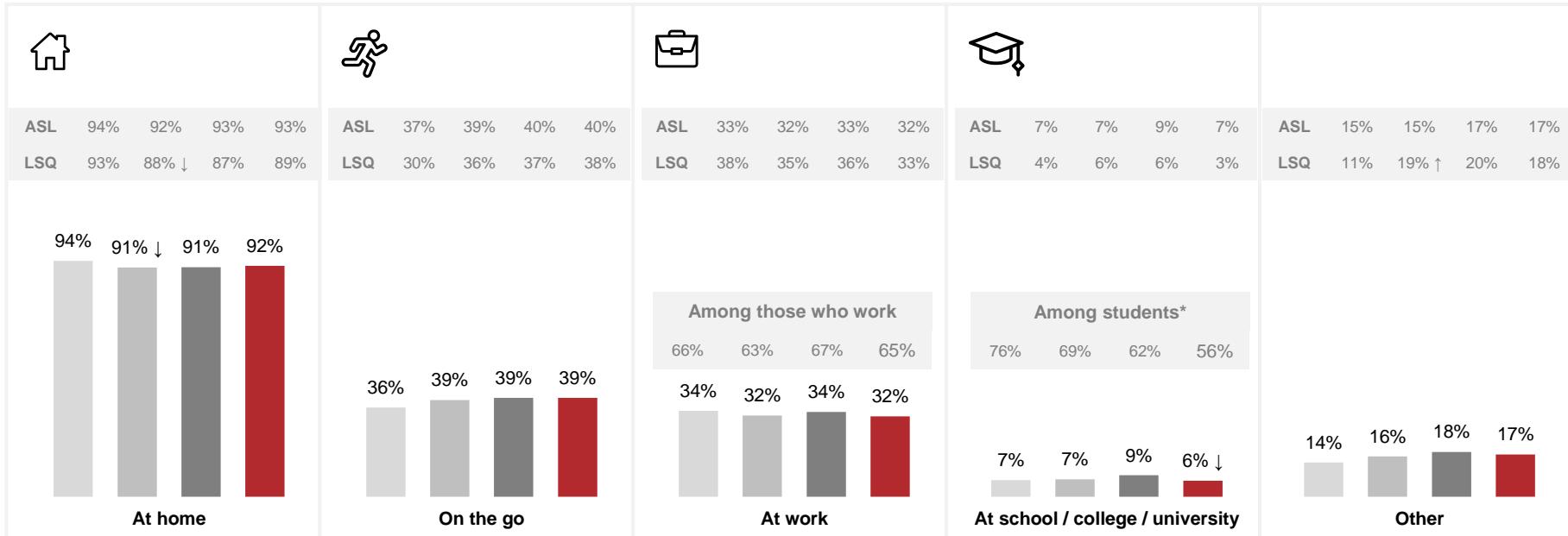
# Places Where Canada VRS Is Used

Home continues to be the main location for Canada VRS usage. Moreover, 51% of users report using Canada VRS in at least two different places, highlighting that usage is not limited to the home.

 2022

 2023

 2024

 2025


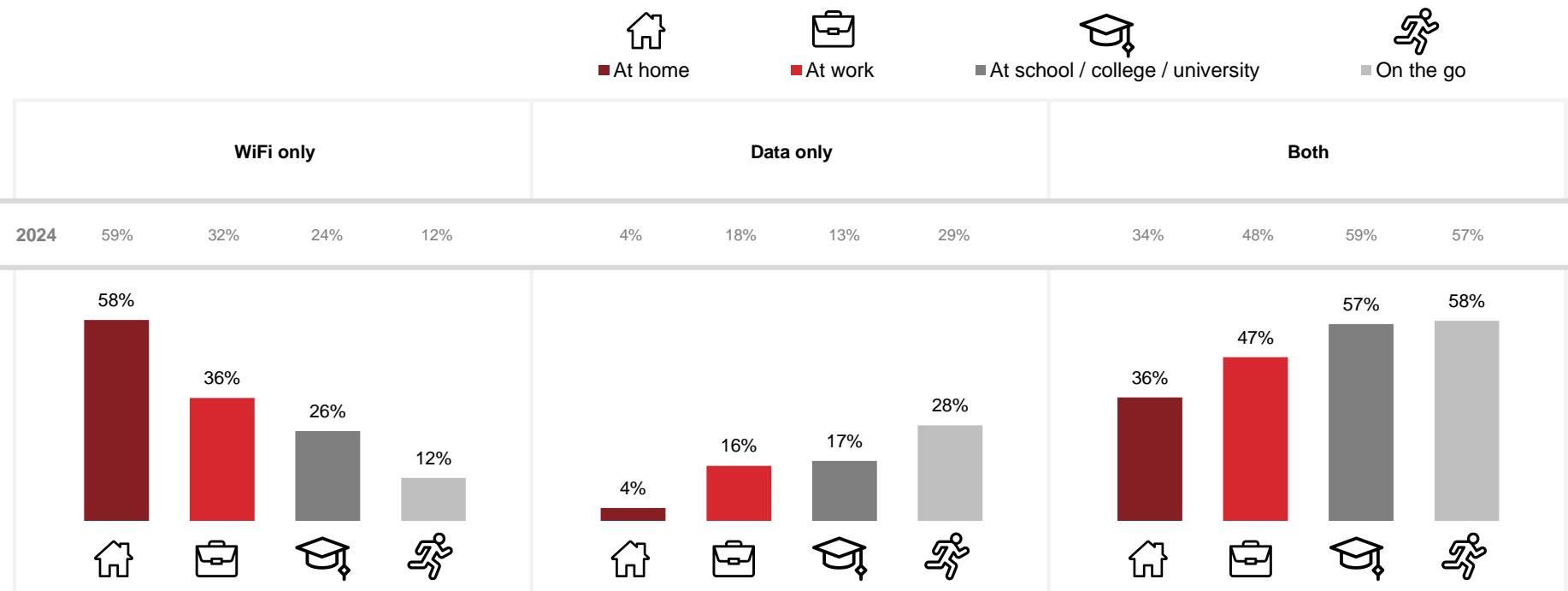
\*Interpret with caution due to small sample size (n<30).

Note: Total may exceed 100% since a respondent could have given more than one answer.

# Usage Methods for Canada VRS Across Different Locations



WiFi is the dominant method for using Canada VRS at home, while the combination of WiFi and data is the preferred choice in other settings.

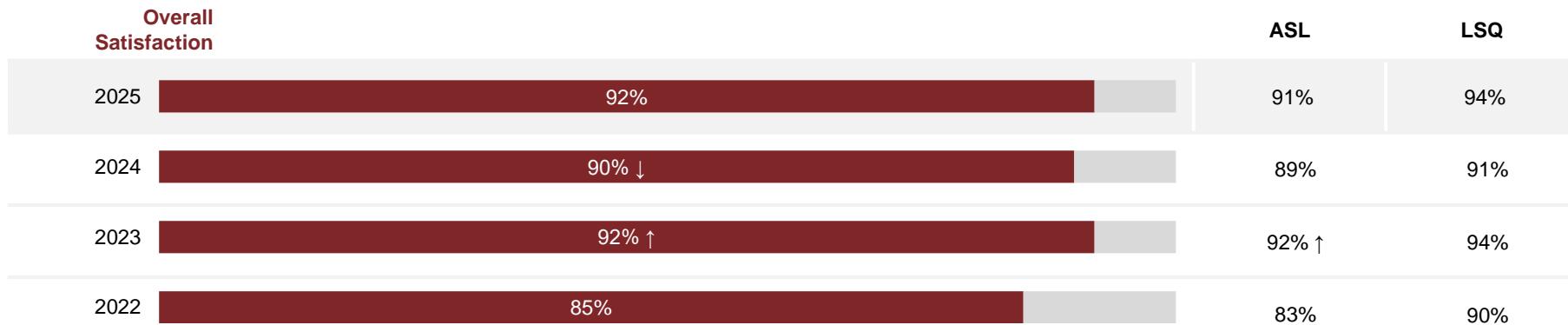


# Overall Satisfaction with Canada VRS

## % Excellent or Good



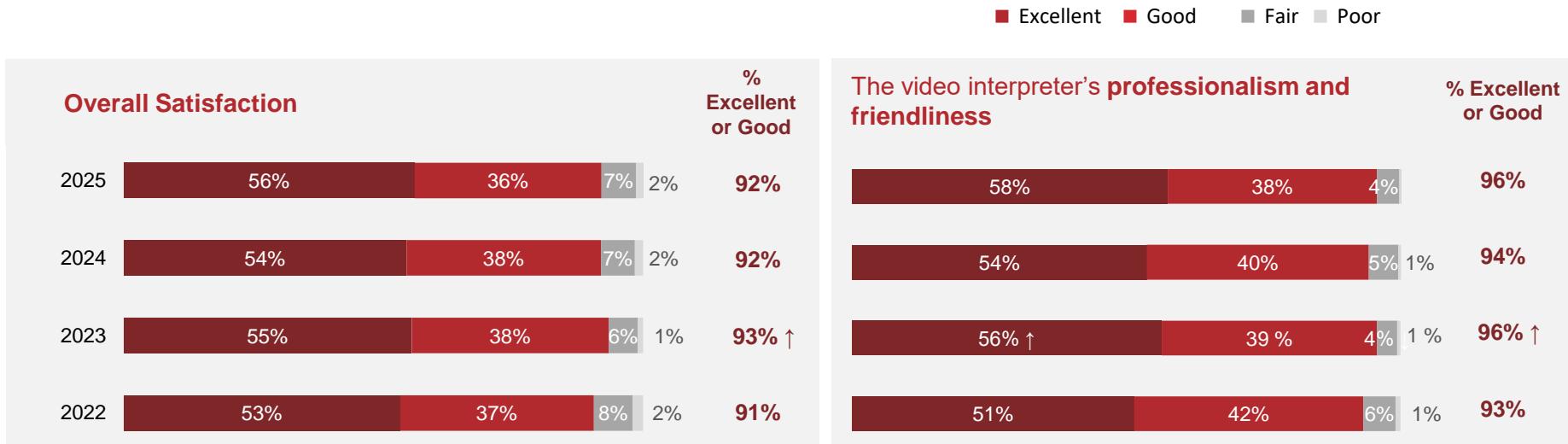
After a decline in 2024, Canada VRS overall satisfaction has returned to the higher level observed in 2023, with more than nine out of ten users rating their satisfaction “excellent or good”. Among both ASL and LSQ users, overall satisfaction is very favourable.



# Satisfaction with Video Interpreter Quality

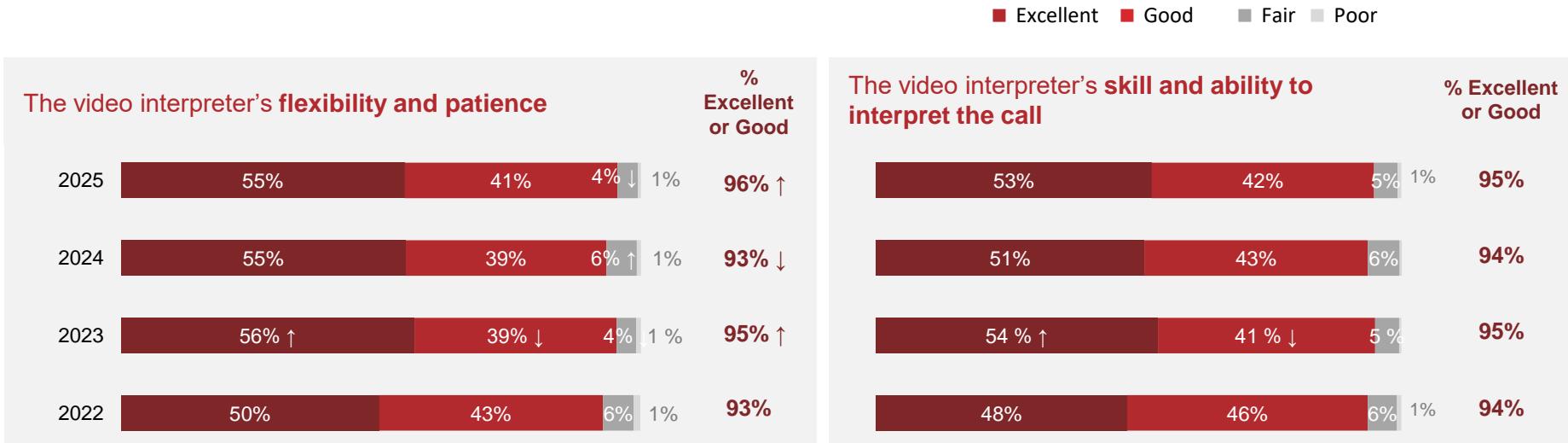


The vast majority of users continue to rate the video interpreter (VI) quality as “excellent or good”.



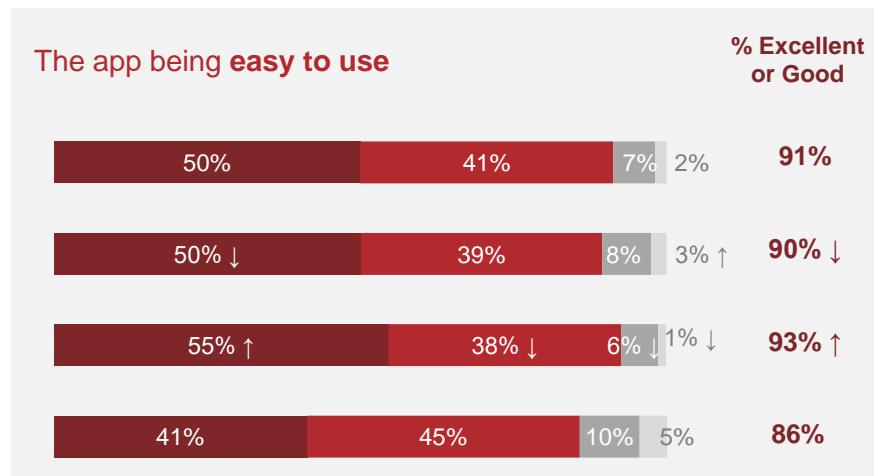
# Satisfaction with Video Interpreter Quality

Satisfaction across all subdimensions remains strong. Of particular note, satisfaction with video interpreter's flexibility and patience has increased this year.



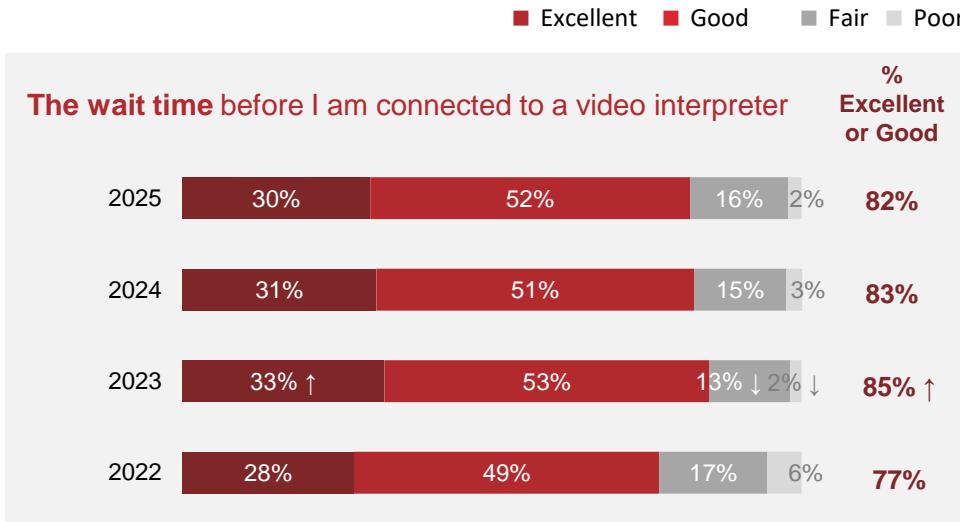
# Satisfaction with Technical Quality

The satisfaction scores for technical quality and its subdimensions are high.



# Satisfaction with Technical Quality

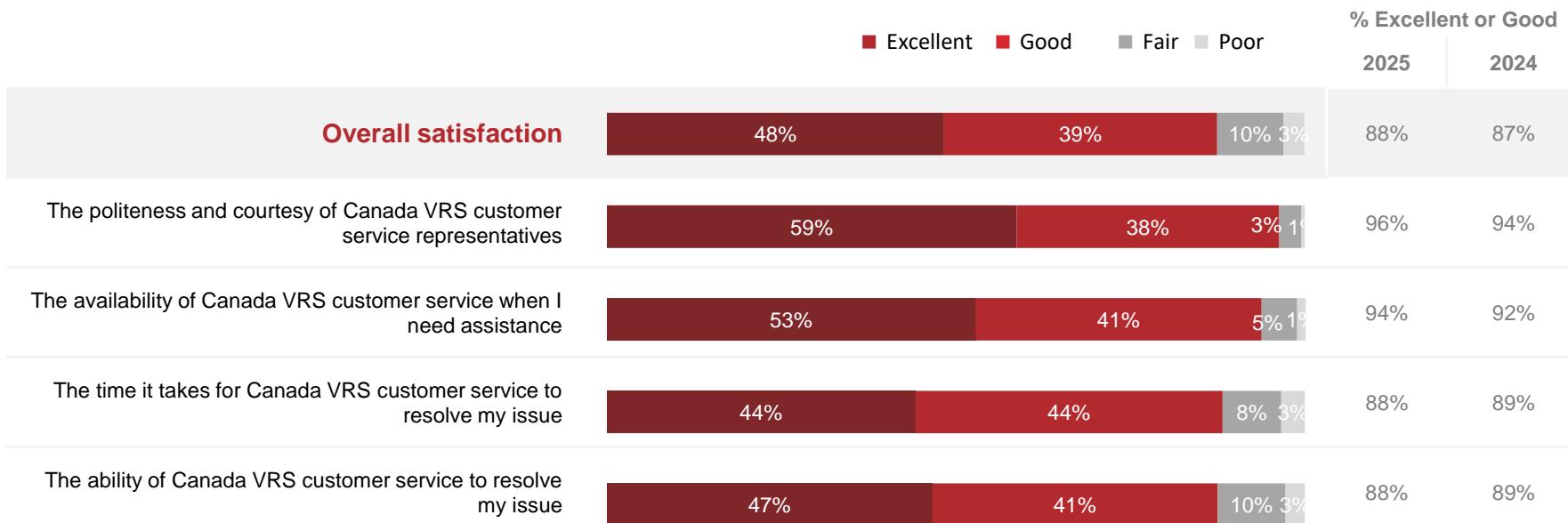
Satisfaction with the wait time before being connected to a video interpreter, while lower than for other dimensions, remains favourable.



# Satisfaction with Customer Service



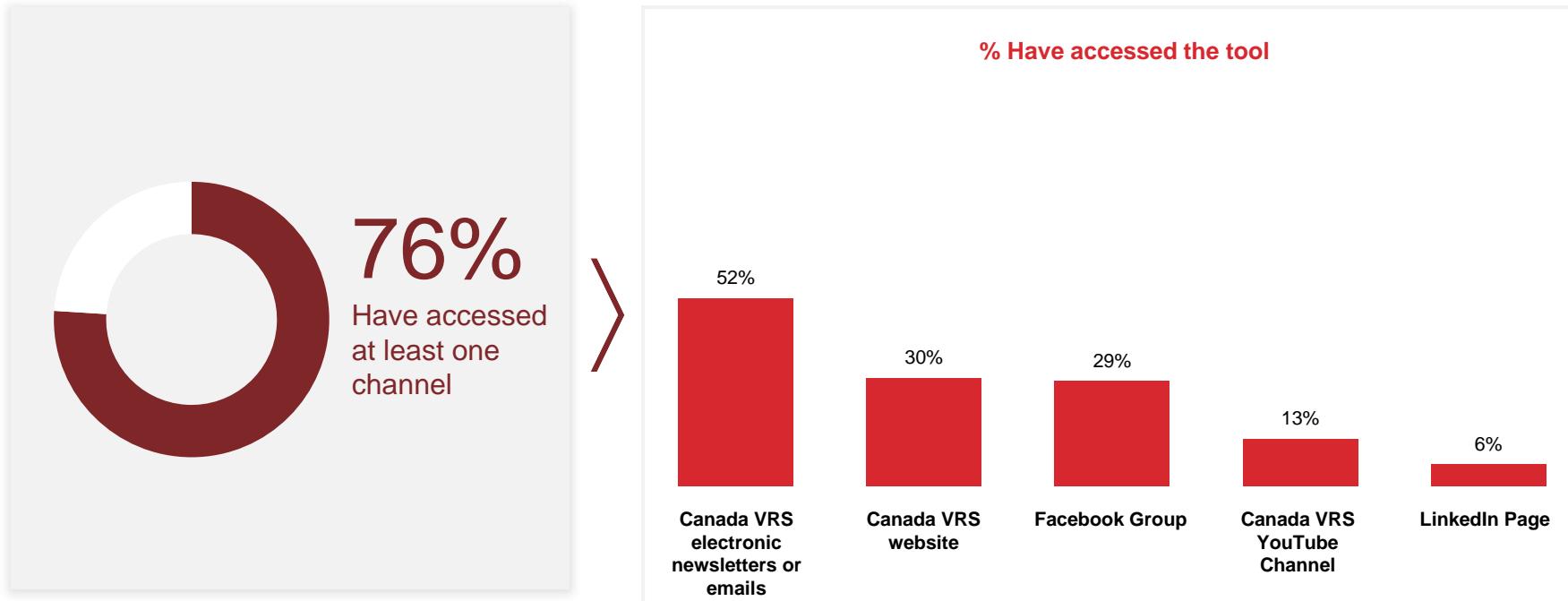
Satisfaction ratings with customer service and its subdimensions continue to reflect a very positive experience.



# Satisfaction with Canada VRS Communications Channels

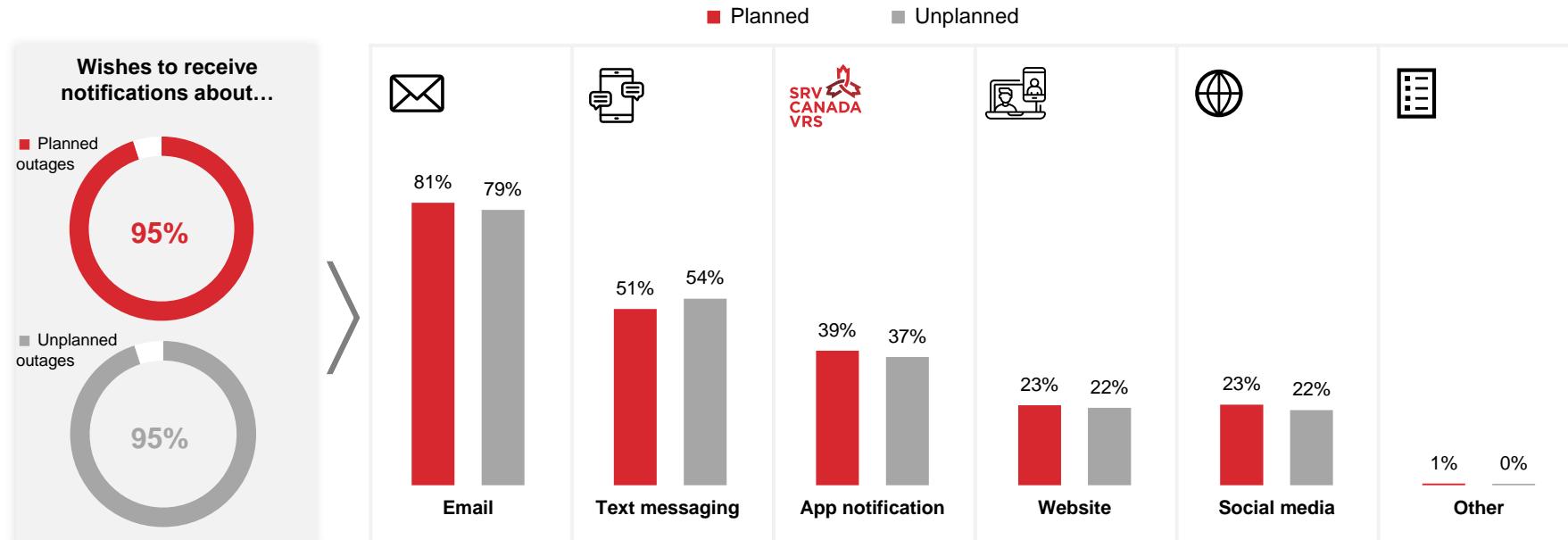


Over three-quarters of Canada VRS users have accessed at least one communication channel in the past 12 months, with e-newsletters or emails being by far the most accessed channel. Furthermore, satisfaction ratings of “excellent or good” range from 90% to 96% across all communication channels.



# Preferred Notification Channels for Planned and Unplanned Outages

Users show high interest in receiving notifications about both planned and unplanned service outages, with email emerging as the preferred communication channel. On average, they wish to be notified via two channels for both planned and unplanned outages, underscoring the value of using multiple communication methods.



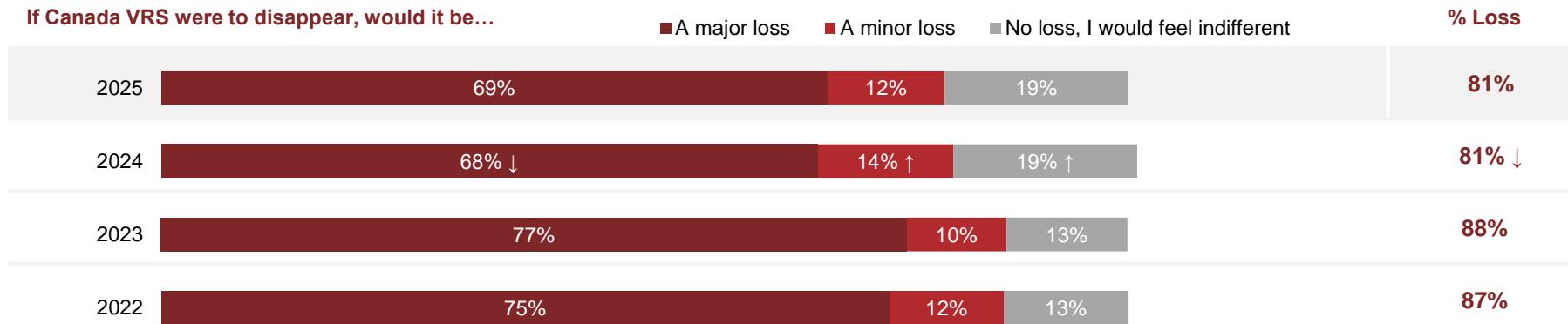
*Note: Total may exceed 100% since a respondent could have given more than one answer.*

# Attachment to Canada VRS



The attachment to Canada VRS remains strong, overall.

- Among users with low vision, BIPOC, Indigenous backgrounds and users under 35 years old, the attachment scores are somewhat lower compared to other demographics (ranging from 68% to 74%), suggesting a potential need to further engage and support these communities.



# Suggestions To Improve Accessibility

While the vast majority of users consider Canada VRS services sufficiently accessible, a little over a quarter did provide suggestions for further improving accessibility.



Areas for improvement		AI Summary
Fix technical problems (bugs, crashes, freezing, etc.)	32%	<ul style="list-style-type: none"><li>Address frequent technical issues (app crashes, freezing, slow performance, etc.).</li><li>Include regular updates, faster loading times, improved stability, and provide with a more reliable and modern platform with smooth service.</li></ul>
Improve / have more notifications for incoming calls	17%	<ul style="list-style-type: none"><li>Provide real-time alerts via text, email, pop-ups, or device flashes for incoming calls.</li><li>Add clearer missed call indicators.</li><li>Allow notifications on multiple devices and when the app is closed or the device is offline.</li></ul>
Increase interpreter availability and reduce waiting time	16%	<ul style="list-style-type: none"><li>Hire more interpreters, reduce waiting times, minimize interpreter transfers during calls, and offer more flexible hours for urgent needs.</li></ul>
More knowledgeable / professional / respectful interpreters	16%	<ul style="list-style-type: none"><li>Train more interpreters to ensure strong sign language and technical skills, as well as professional, patient and clear communication. Also, expand language options and allow users to select specific interpreters.</li></ul>
Improve technical quality of videos	13%	<ul style="list-style-type: none"><li>Provide more stable video quality, better lighting, and fix issues with blurry or freezing video.</li><li>Enable full screen mode, customizable backgrounds, and an updated interface for easier viewing and accessibility.</li></ul>
Update the app interface and provide more customization options	11%	<ul style="list-style-type: none"><li>Modernize the app interface, add more features, and allow users to customize settings for a more user-friendly experience (notifications, contact lists, visual design, interpreter preferences, etc.).</li></ul>
Add option of VRS calls for in-person communications	10%	<ul style="list-style-type: none"><li>Enable VRS calls for in-person situations, including face-to-face interactions, group meetings, public spaces, and real-time communication anywhere.</li></ul>

Notes: Only mentions 10% and higher are presented.

# In a Nutshell...

- 1** Canada VRS satisfaction scores (overall, VI quality, technical quality, and customer service) continue to remain highly favourable.
- 2** The attachment to Canada VRS continues to be strong.
- 3** Canada VRS is predominantly used at home, but over a half use it in at least two different locations.
- 4** Canada VRS is most frequently used for health-related calls.
- 5** WiFi is the dominant method for using Canada VRS at home, while the combination of WiFi and data is the preferred choice in other settings.
- 6** All communication channels receive high satisfaction ratings, with email and e-newsletters being the most accessed.
- 7** Almost all users express a wish to be notified about planned and unplanned outages, with email being the primary preference. Moreover, the desire to be notified on average through at least two channels highlights the need to continually improve all communication channels.
- 8** While the vast majority of users consider Canada VRS accessible, suggested areas for improvement include fixing technical problems, improving call notifications, and increasing interpreter availability and training.



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**For more information, please contact Customer Service.**

<b>Video:</b>	ASL or LSQ: Dial 9050 within the app.
<b>Email:</b>	<a href="mailto:support@SRVCanadaVRS.ca"><u>support@SRVCanadaVRS.ca</u></a>
<b>Telephone:</b>	English and French 1-800-958-5856 (9:00am to 6:00pm ET)
<b>Live Chat:</b> 	Live chat is available during Customer Service hours on all the latest version of the Canada VRS application.