



CAV-ACS

**2023 Canada VRS Satisfaction
and Usage Research**

January 2024

Objectives and Methodology

POPULATION



- Total registered individuals surveyed: **9,651**

OBJECTIVES



- Evaluate satisfaction with the service
- Provide a deeper understanding of how the service is used
- Identify the barriers to using the service
- Compare to 2021, 2022 and 2023 results
 - The ↑ ↓ arrows indicate significant differences compared to the previous year.
 - The arrows for 2023 are vs. 2022, the arrows for 2022 are vs. 2021 and the arrows for 2021 are vs. 2020.

DATA COLLECTION



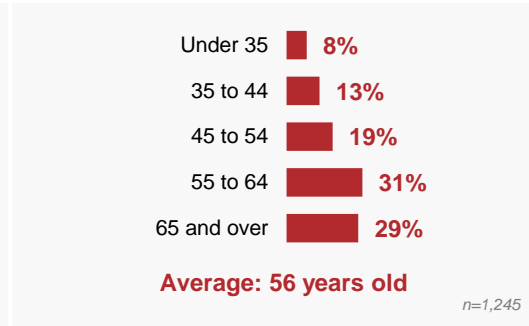
- A **web survey** was conducted by Ad Hoc Research Inc. from **November 3 to November 20, 2023**:
- In total, **1,276** completed the survey (976 ASL and 300 LSQ), resulting in a response rate of **13%**.

Canada VRS Demographics

Province



Age

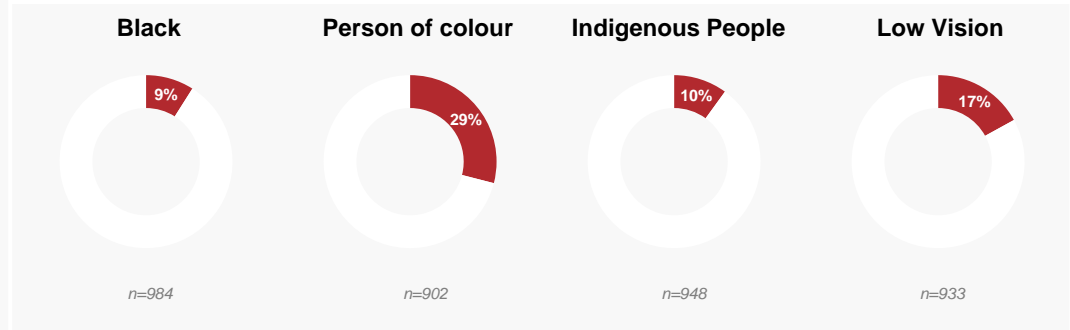


Gender



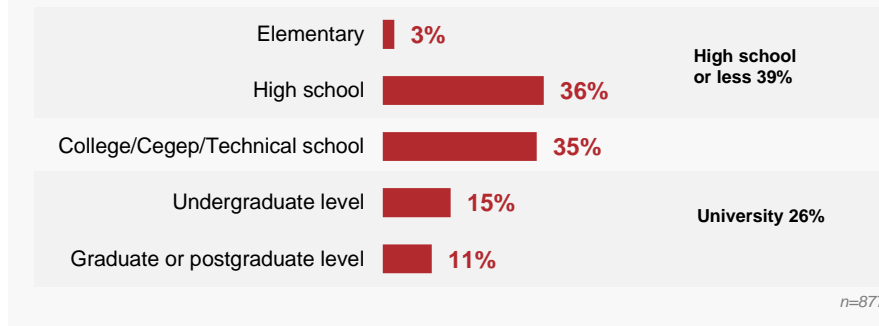
Belong to the following groups

(% Yes)

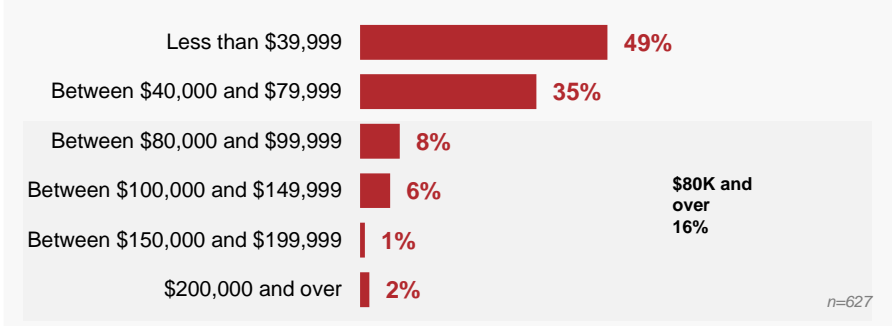


Education, Employment & Income

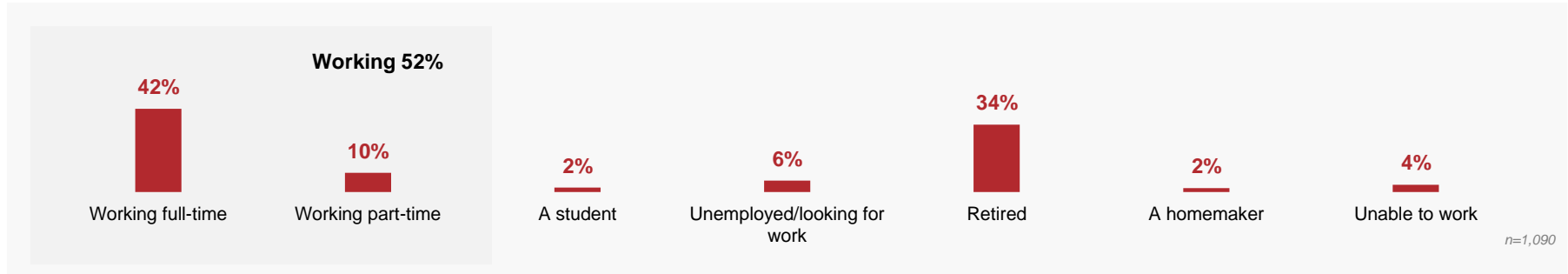
Education



Annual Household Income



Employment Status





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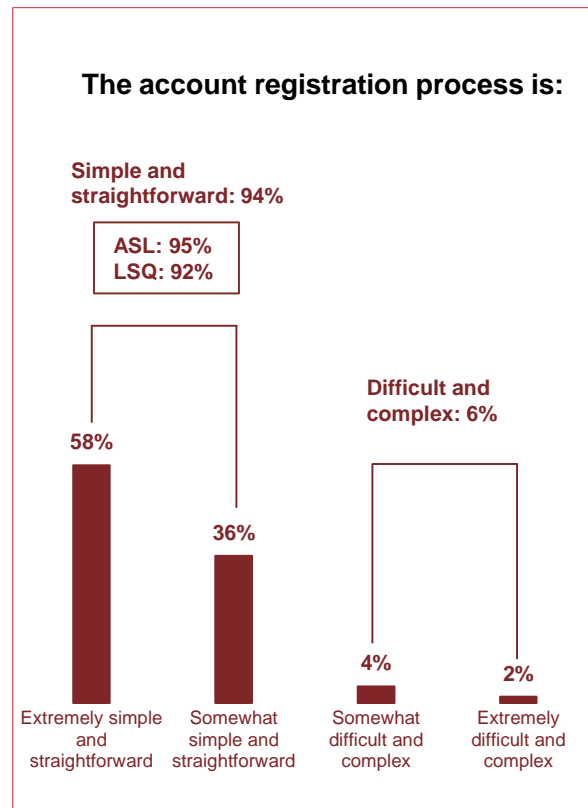
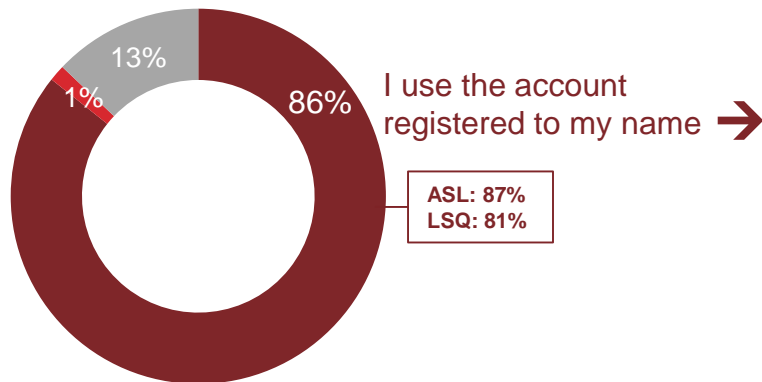
RESULTS FOR REGISTERED USERS

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=1,256 respondents surveyed, 92% defined themselves as users. Questions in the following section were only asked to users.

Account Registration Process

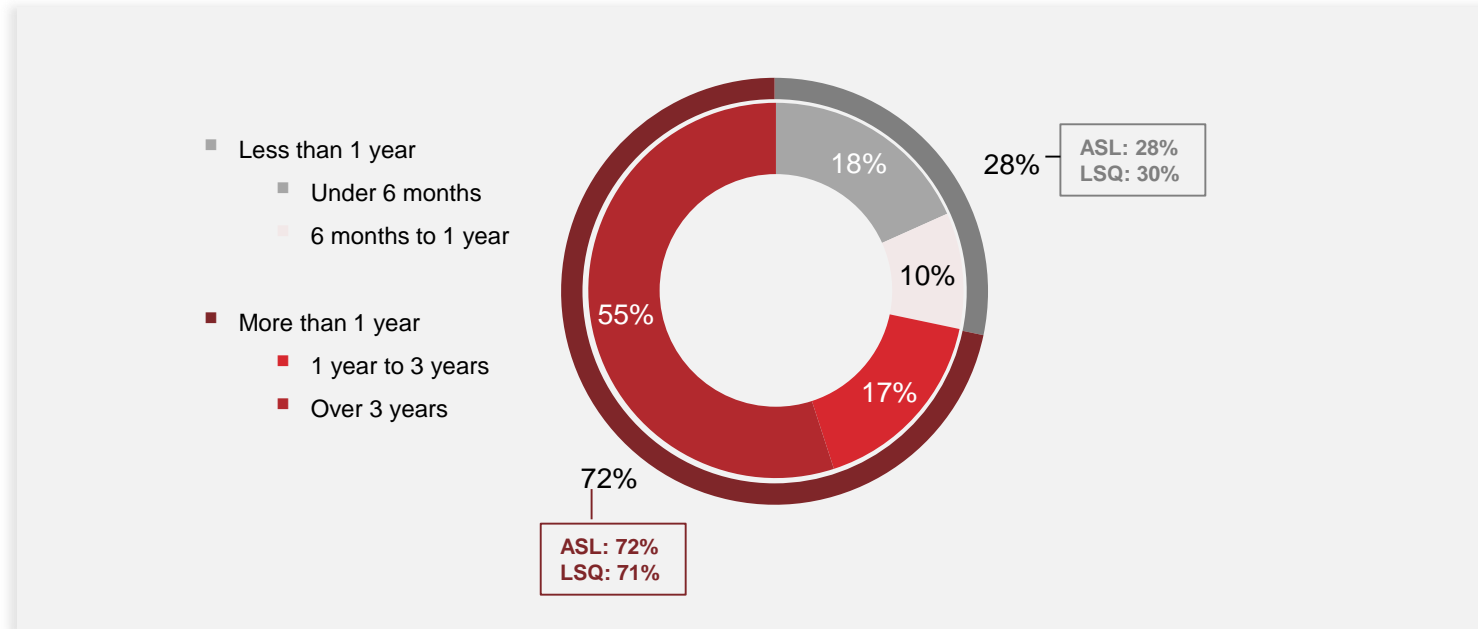
The vast majority of Canada VRS users use an account registered to their name. Among this group, almost all describe the registration process as simple and straightforward.

- I use the account registered to my name
- I use an account registered to someone else's name
- I do both of the above



Usage Tenure in Years

While nearly three-quarters have been using the service for over a year, a sizeable minority are newcomers, having used it for less than a year.



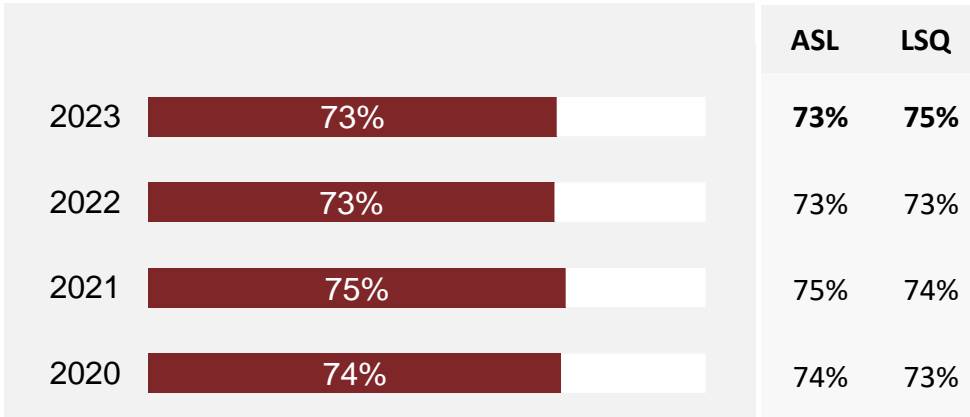
Incoming and Outgoing Call Frequency



There has been fairly little change in usage over time.

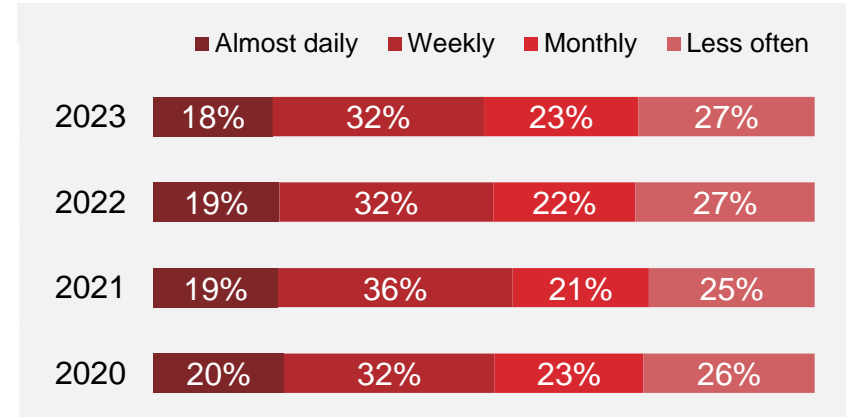
Make or receive calls monthly or more

I use Canada VRS to make or receive calls...



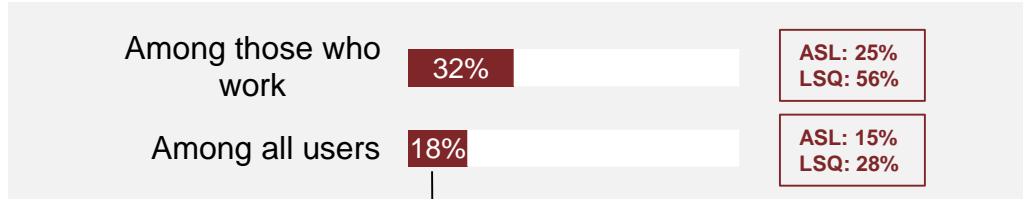
Frequency of Calls

I use Canada VRS to make or receive calls...

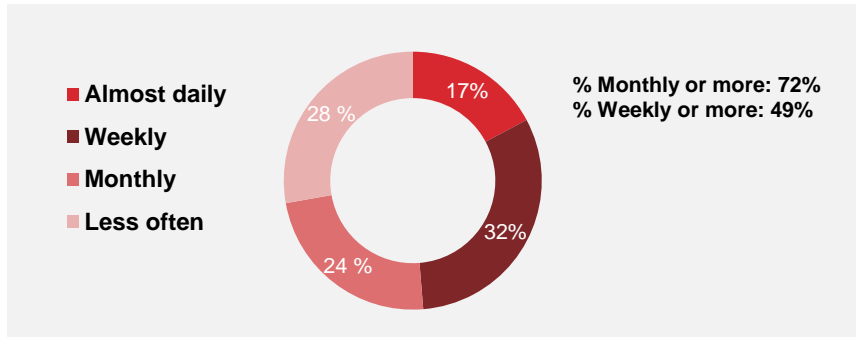


Call Frequency by Account Type

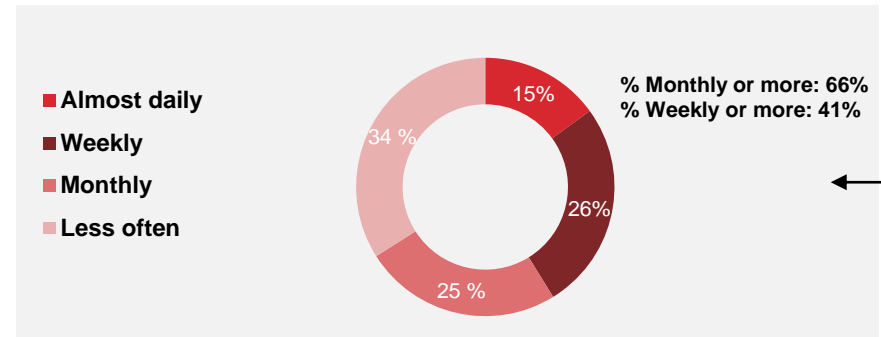
Approximately one in five Canada VRS users have a Work account, which represents one-third of employed users.



I use Canada VRS to make or receive calls with my Personal account...



I use Canada VRS to make or receive calls with my Work account...



Frequency of Various Types of Calls

While the frequency of monthly calls has slightly decreased for some types of calls, the popularity order of the different types of calls has been consistent since 2020.

■ Weekly ■ Monthly ■ Less often or Never



Frequency of Various Types of Calls

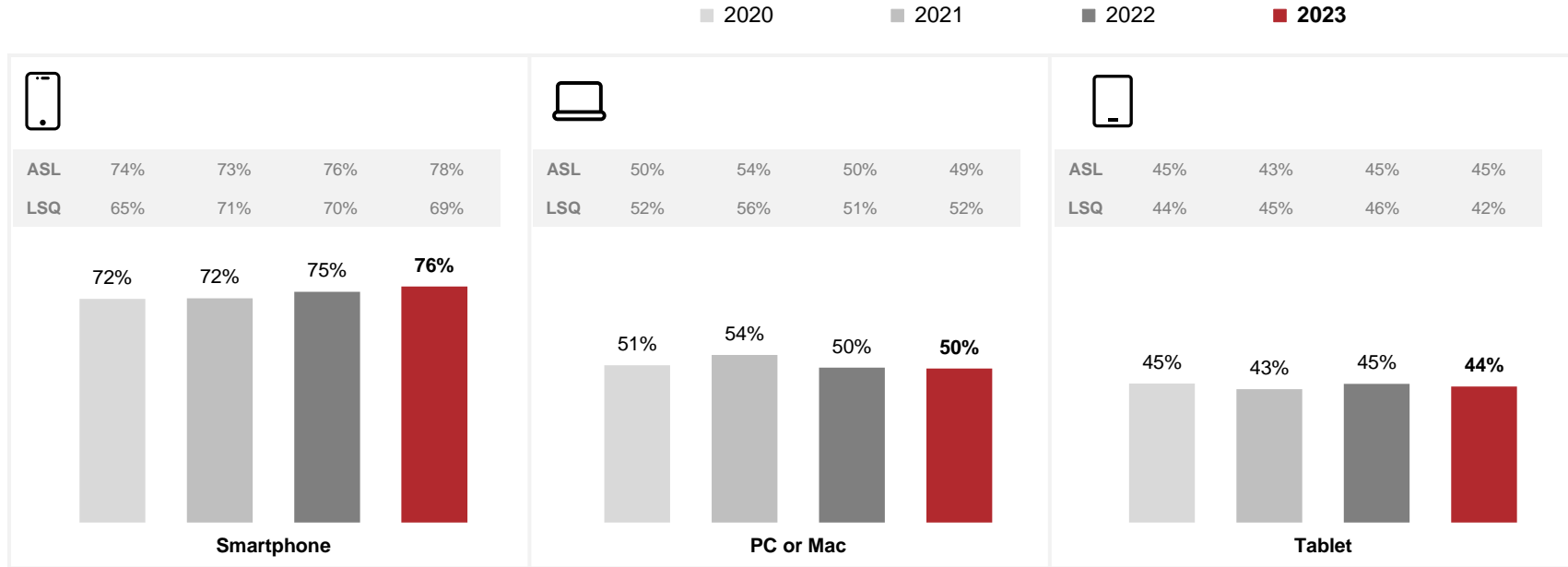
A little over one-quarter of all users utilize Canada VRS monthly or more often for work-related calls. Among those who work, almost half use the service monthly or more often for this purpose.

■ Weekly ■ Monthly ■ Less often or Never



Devices Used for Canada VRS

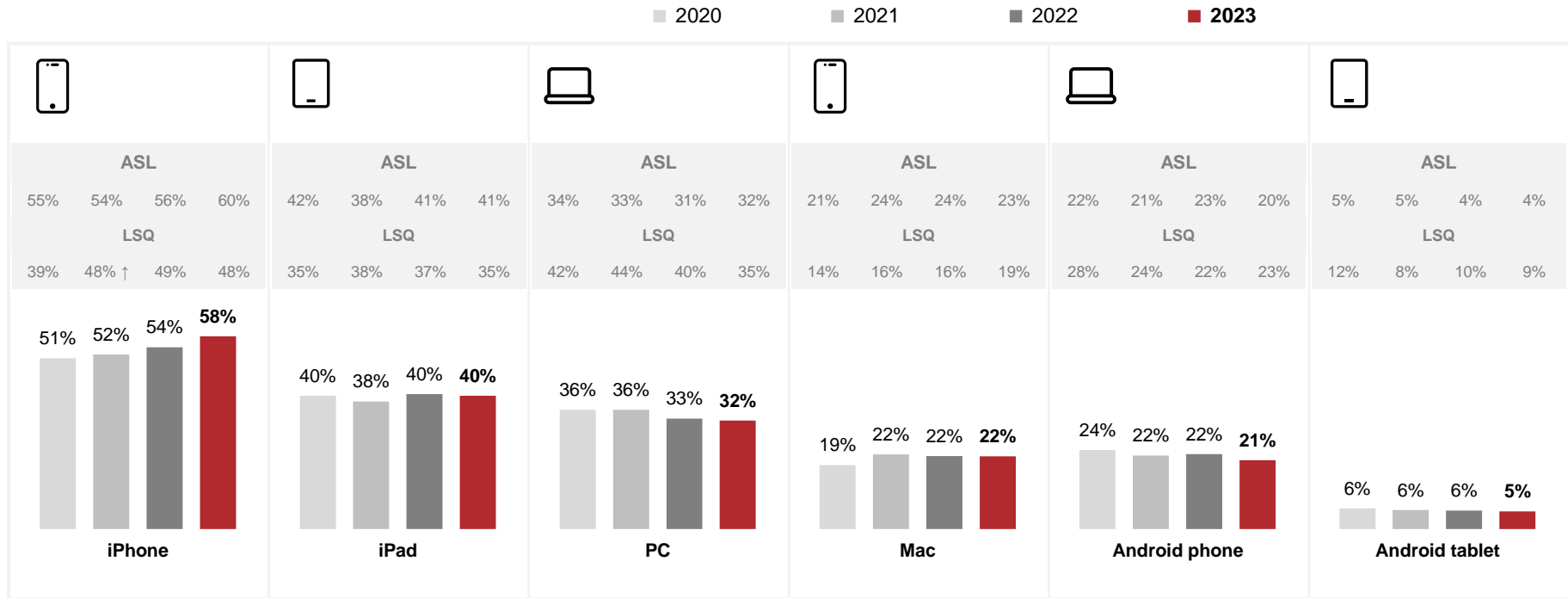
Three-quarters of Canada VRS users use the service on a smartphone, and slightly more for PC/Mac over tablets.



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

Devices Used for Canada VRS

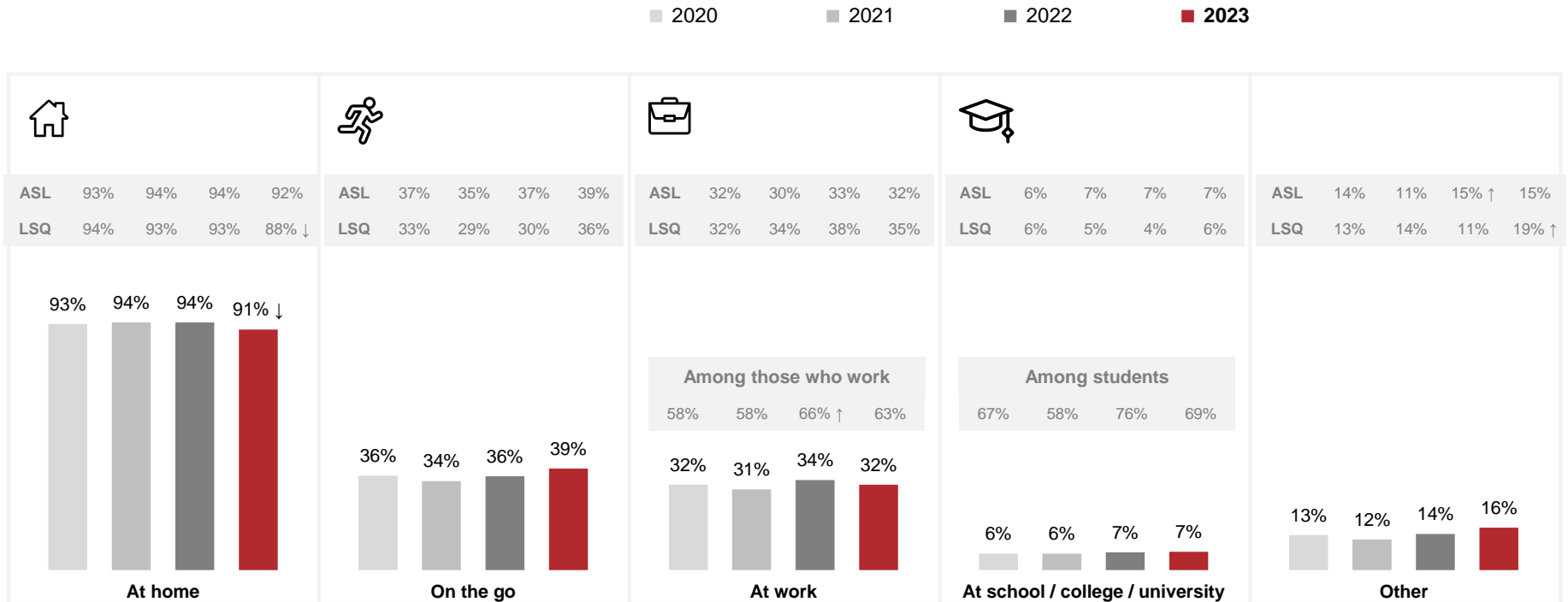
Apple products, particularly the iPhone and iPad, continue to dominate device preferences.



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

Places Where Canada VRS Is Used

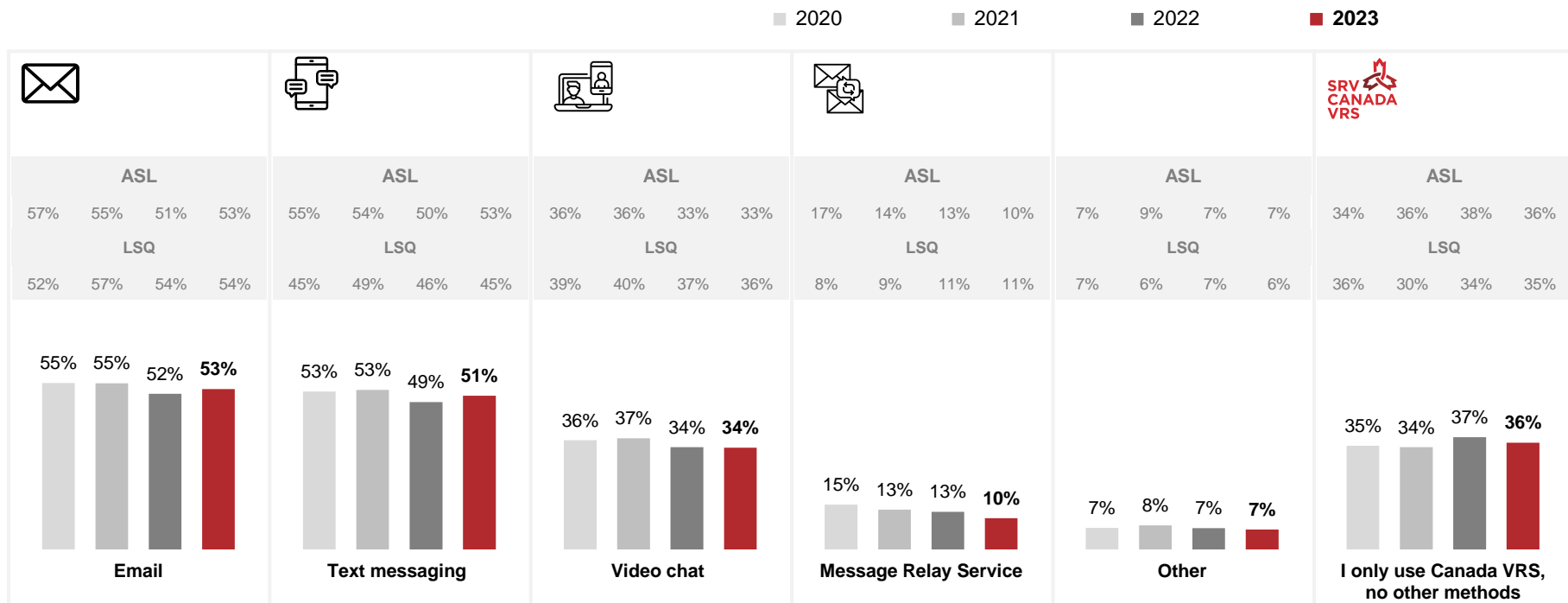
The primary location for Canada VRS users to make or receive calls is at home, although there has been a slight decrease from last year.



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

Communication Services Used

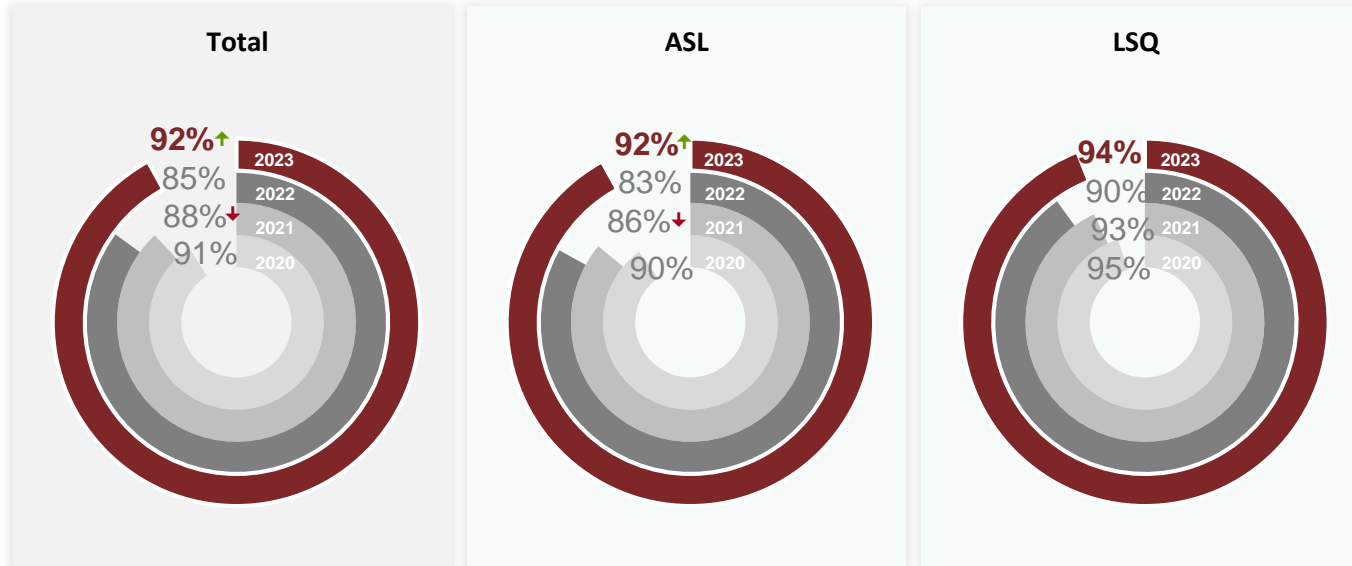
There has been no significant change in alternate communication methods.



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

Overall Satisfaction with Canada VRS % Excellent or Good

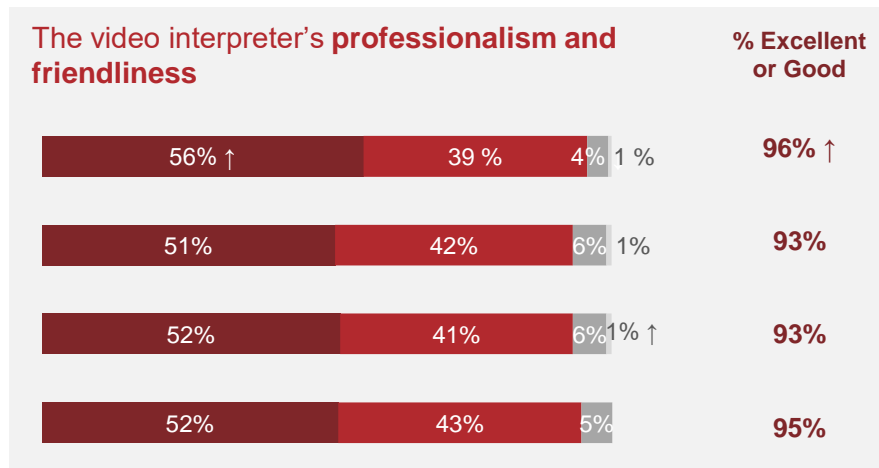
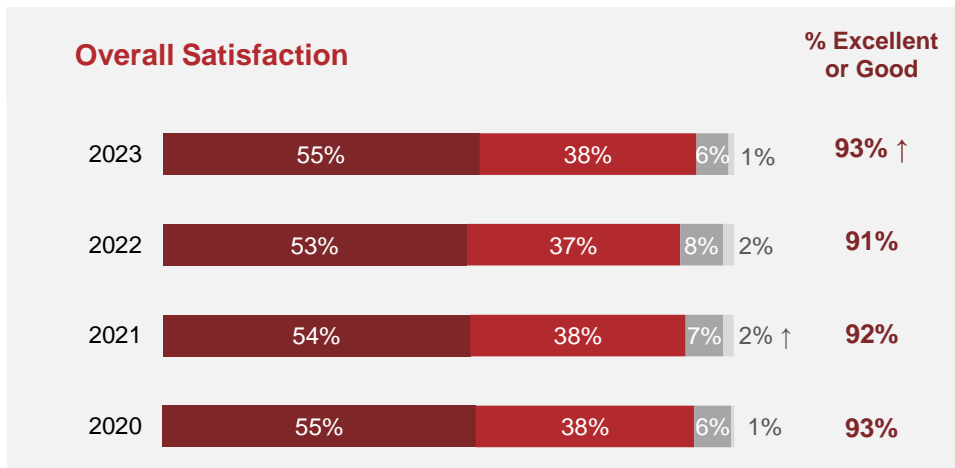
Canada VRS's overall satisfaction reaches a new high with a significant increase compared to last year.



Satisfaction with Video Interpreter Quality

Ratings of “excellent or good” for video interpreter (VI) quality are extremely favourable this year, marking the highest overall satisfaction score recorded in three years.

■ Excellent ■ Good ■ Fair ■ Poor

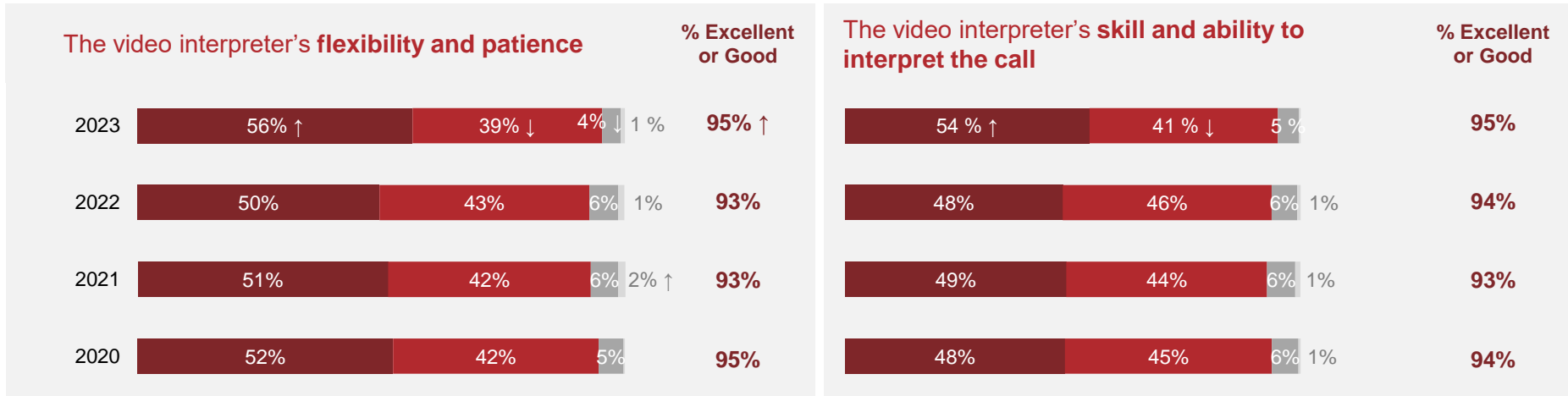


Satisfaction with Video Interpreter Quality



The scores of all VI quality subdimensions have reached their highest levels since 2020.

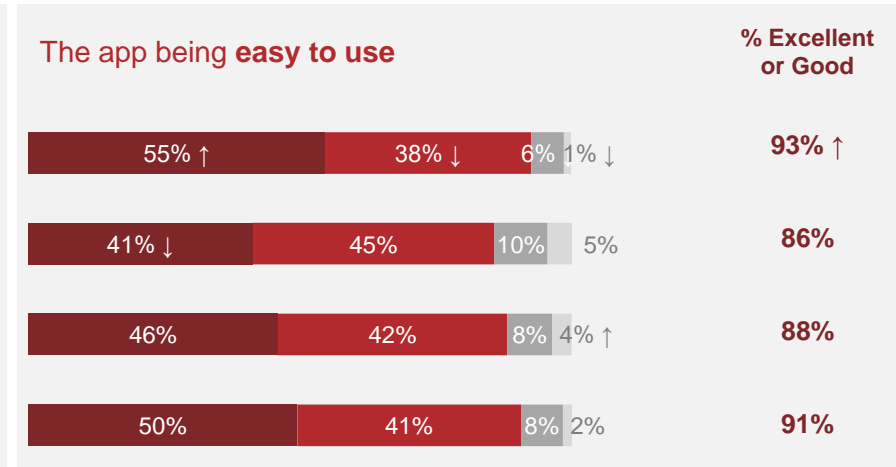
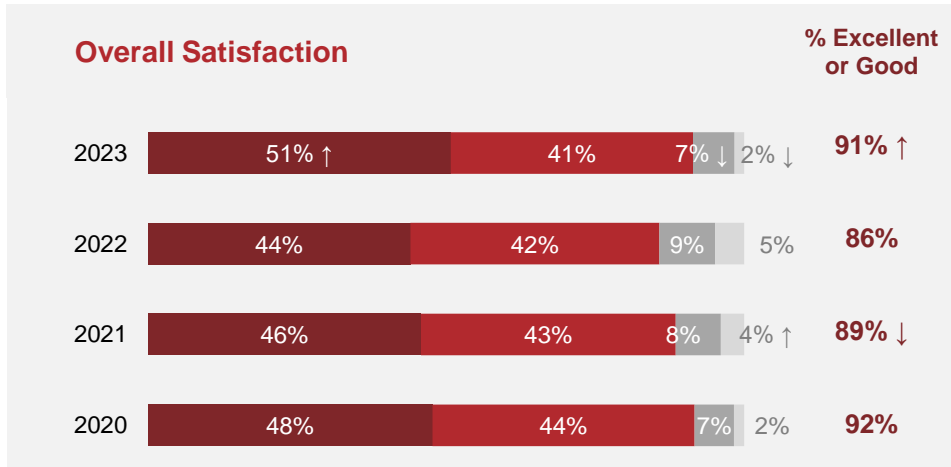
■ Excellent ■ Good ■ Fair ■ Poor



Satisfaction with Technical Quality

Overall satisfaction with technical quality has notably improved since last year.

■ Excellent ■ Good ■ Fair ■ Poor



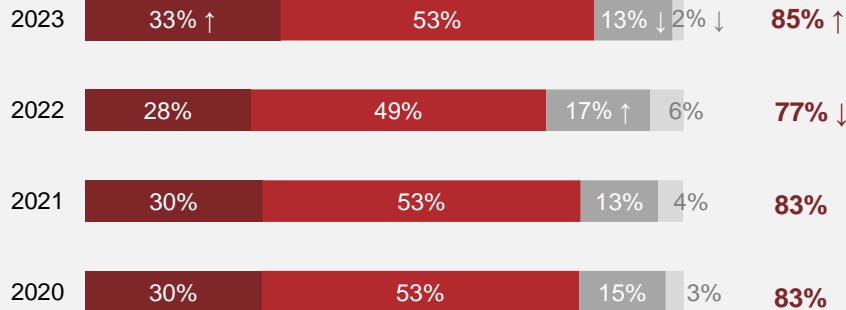
Satisfaction with Technical Quality

Satisfaction with all subdimensions of technical quality have also increased compared to last year.

■ Excellent ■ Good ■ Fair ■ Poor

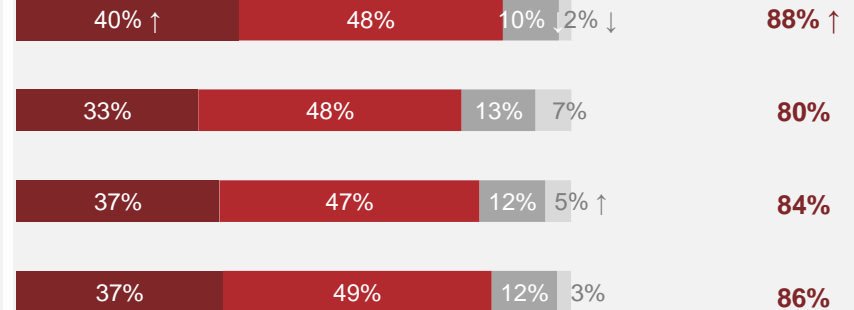
The wait time before I am connected to a video interpreter

% Excellent or Good



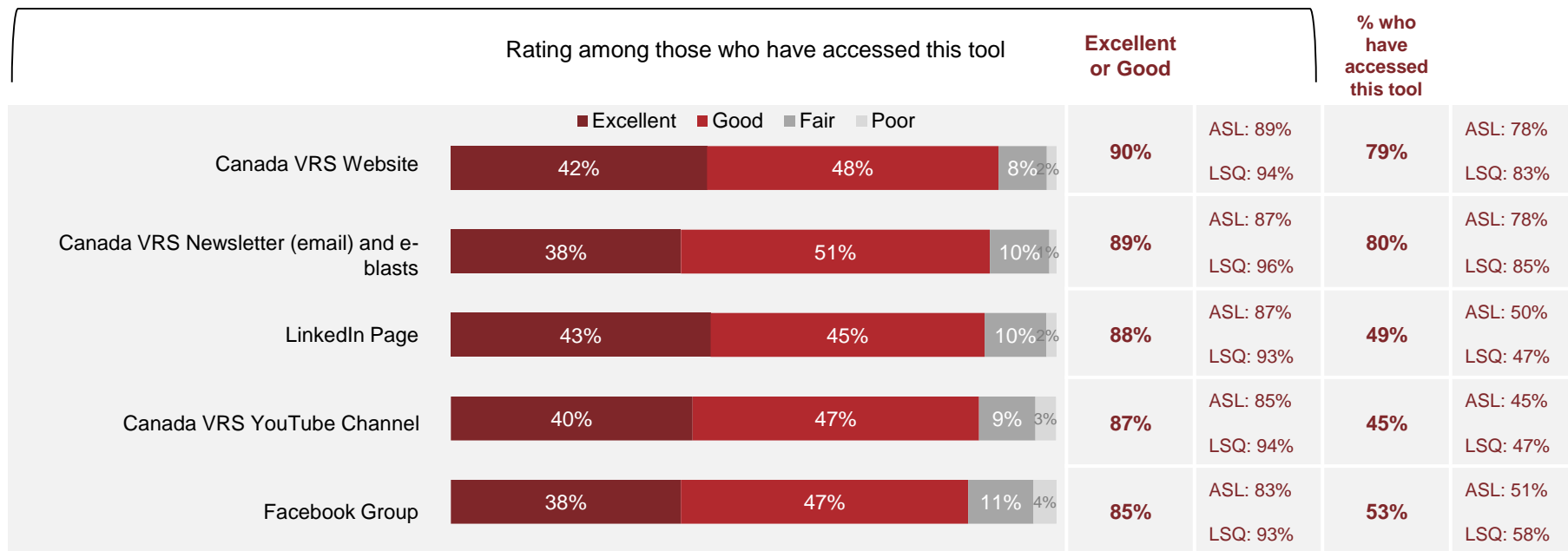
Any technical issues I have are resolved to my satisfaction

% Excellent or Good



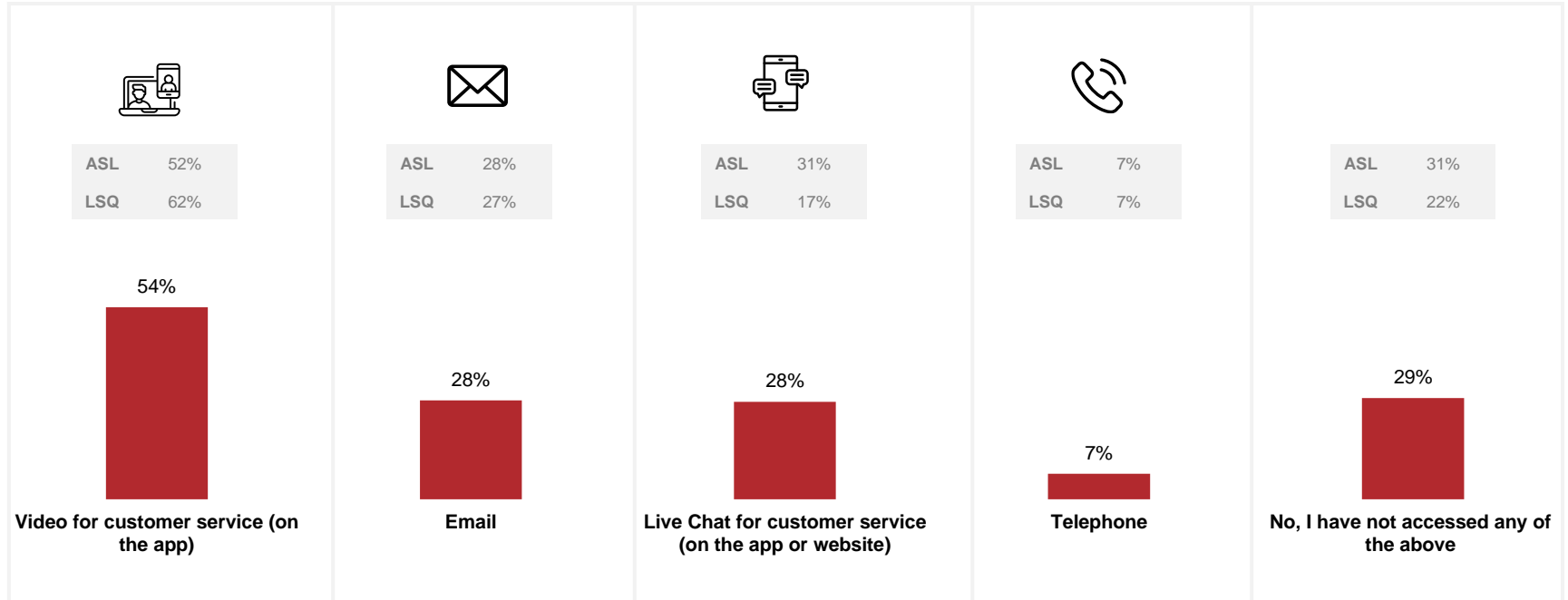
Satisfaction with Canada VRS Communications Tools

The vast majority are satisfied with Canada VRS communication tools.



Usage of Customer Service Resources

A large proportion of users have accessed at least one Canada VRS customer service resource (71%), with video being the most popular method.



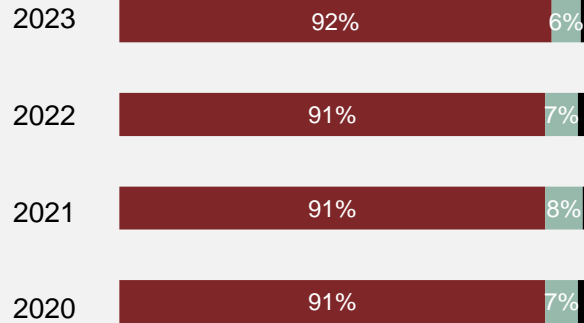
Notes: Total may exceed 100% since a respondent could have given more than one answer.

Impact of Canada VRS

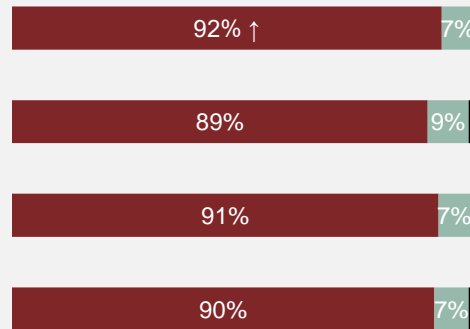
The positive impact that Canada VRS has had on the lives of its users is generally as strong this year as it has been in the past.

■ Agree ■ Neither ■ Disagree

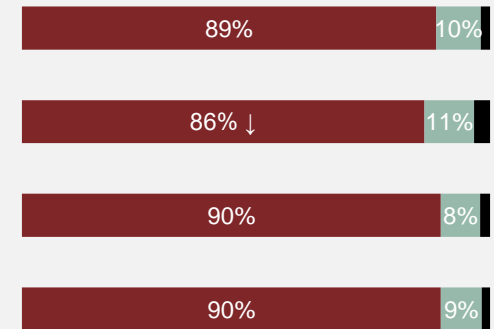
Can communicate in the language I am most comfortable



Able to communicate more easily with others

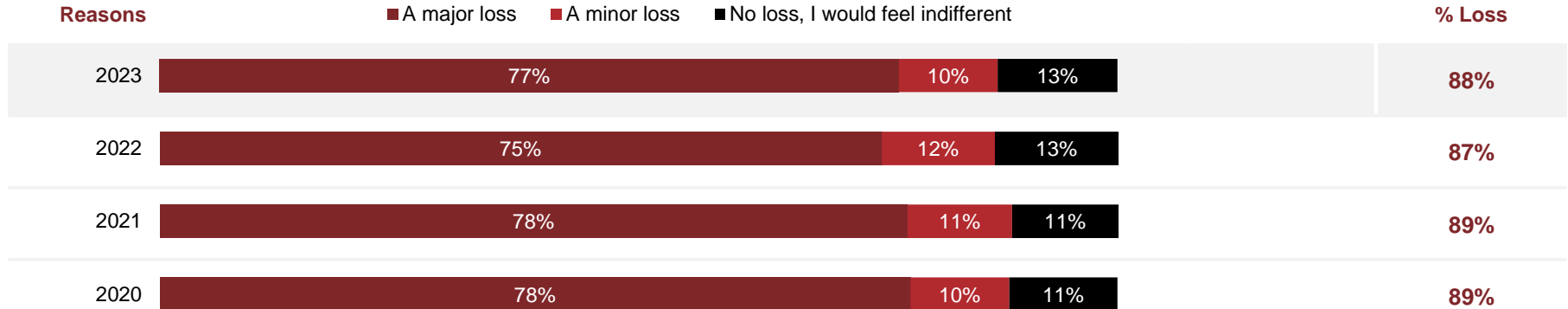


Access to more people / services



Attachment to Canada VRS


Attachment to Canada VRS has been stable since 2020.





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For more information, please contact Customer Service.

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