Canadian Radio-television and Telecommunications Commission   Conseil de la radiodiffusion et des télécommunications canadiennes

Public Opinion Research on the CRTC's Consumer Protection Codes 2022

Final Report

Prepared for Canadian Radio-television and Telecommunications Commission

Supplier name: Kantar

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Canada

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The Canadian Radio-television and Telecommunications Commission (CRTC) commissioned Kantar to conduct a public-opinion research survey to obtain tracking data on how consumers understand their wireless service contracts and their related rights as well as to further explore a variety of topics such as wireless complaints, data usage, bill shock, and ease of switching service providers. This wave of research will again explore Canadians' perceptions of the CRTC as well as issues related to the TV Service Provider Code, and the Internet Code. This publication reports on the findings of this research.

Cette publication est aussi disponible en français sous le titre: Recherche sur l'opinion publique concernant les Codes de protection des consommateurs

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1. Foreword

1.1 Background

The Wireless Code, which was established in 2013 by the CRTC, is a mandatory code of conduct for wireless service providers. The Wireless Code serves two primary goals: to ensure consumers are empowered to make informed decisions about wireless services; and to make it easier for consumers to take advantage of competitive offers. The Wireless Code includes provisions that address clarity; contracts and related documents; changes to contracts; bill management; mobile device issues; and cancellation.

The Wireless Code applies to all retail mobile wireless voice and data services (wireless services) provided to individual and small business consumers in Canada. The Wireless Code applies to all wireless contracts as of June 3, 2015.

The CRTC committed to evaluating the effectiveness of the Wireless Code and to use the results in formal reviews. The first formal review was completed in 2017. The review of the Wireless Code over time assesses whether it meets and continues to meet its objectives, which includes ensuring that consumers are empowered to make informed decisions about wireless services. Benchmarks were collected in 2014 and further tracking was conducting from 2015 to 2020.

On June 15, 2017, the CRTC announced multiple changes to the Wireless Code. The information collected between 2017 and 2021 helped the CRTC assess whether Canadians were satisfied with the changes and whether further changes are required to ensure the objectives of the Wireless Code continue to be met. The Commission now needs to obtain an additional year of data to continue tracking the Wireless Code's effectiveness and Canadians' opinions over time.

The Television Service Provider Code (TVSP Code), which was established in 2016 by the CRTC, is a mandatory code of conduct for licensed TVSPs and exempt TVSPs that are affiliated with or controlled by a licensed TVSP. The TVSP Code serves two primary goals: to make it easier for Canadians to understand their television service agreements and to empower customers in their relationships with TVSPs.

The Internet Code, which was established in 2019 by the CRTC, is a mandatory code of conduct for large facilities-based retail fixed Internet service providers. The Internet Code serves three primary goals: to make it easier for Canadians to understand their Internet service contracts, to prevent bill shock from overage fees and price increases, and to make it easier for Canadians to switch Internet service providers (ISPs).

1.2 Research Objectives

The overall objective of this research was to obtain tracking data on how consumers understand their wireless service contracts and their related rights as well as to further explore a variety of topics such as wireless complaints, data usage, bill shock, and ease of switching service providers. This wave of research also explores Canadians' perceptions of the CRTC as well as issues related to the TVSP Code and the Internet Code.

To ensure consistent tracking and comparability over time, the survey used for the Wireless Code POR research in 2020 was used with minimal changes, including updating questions related to the Internet Code.

More specifically, the survey was designed to address the following objectives:

- Better understand some of the issues that affect Canadians the most as it relates to their wireless, TV, and Internet services;

- Obtain data to assess whether the Wireless Code continues to meet its objectives, which include ensuring that consumers are empowered to make informed decisions about wireless services; and
- Better understand Canadians' perceptions of the CRTC and how they are changing over time.

1.3 Methodological Overview

For tracking purposes and comparability over time, most questions remained the same or similar to the ones used for the 2021 Wireless Code POR survey, some changes were made to the Internet services section in order to obtain more clarity around contract understanding and complaints.

A telephone survey was conducted among 1,570 Canadians aged 18 years and older; 1,415 with those who have their own wireless plan and 155 with those who do not have a wireless plan. Included in this sample were Canadians who reside in cellphone only households (n=599). This sample also included Canadians that are under contract with TV service providers (n=1,000).

Interviews were conducted using a combination of random digit dialling (RDD) for the landline sample frame and pre-screened cellphone only households (CPO) sample. Since this survey included pre-screened sample, it is considered a non-probability sample and as such margin of error does not apply and conclusions from these results cannot be generalized to any population.

A pre-test consisting of 10 completed English interviews and 10 completed French interviews was undertaken on January 10, 2022. No changes were made after the pre-test and as such the data were included in the final data set. The survey was in field from January 11 – January 25, 2022.

A detailed methodology can be found in Chapter 4.1.

Please note: Analysis was undertaken to establish the extent of the relationship among variables such as gender, age, region, level of education attained, language spoken, household income, type of plan (family vs. individual; prepaid vs, postpaid; employee; limited vs. unlimited data; tab contract), ease of managing data, recall of Television Service Provider code, informed role of the CRTC, complaints, bill shock, CPO sample, Indigenous and ethnicity/cultural origins. Only differences significant at the 95% confidence level are presented in this report. Any differences that are statistically significant between subgroups are indicated with an uppercase letter to refer to the applicable column.

The numbers presented throughout this report are rounded to the closest full number. Due to this rounding, in some cases it may appear that ratings collapsed together are different by a percentage point from when they are presented individually, and totals may not add up to 100%. Also, the data for 2014 and 2015 was taken directly from the 2014 and 2015 Wireless Code Public Opinion Research reports. Kantar has incorporated these results as well as results from Spring and Fall 2016, 2017, 2018, 2019, and 2020 research into the 2021 report for year-over-year comparison where applicable.

1.4 Contract Value

The total contract value for the project was **$121,967.37** including applicable taxes.

1.5 Statement of Political Neutrality

I hereby certify as a representative of Kantar that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standing with the electorate or ratings of the performance of a political party or its leaders.

Tanya Whitehead
Kantar
Vice President, Public Practice Leader

2. Highlights and Strategic Implications

Awareness of the Wireless Code

After remaining at a steady level from 2018-2021, awareness of the Wireless Code has declined steeply in 2022. Three quarters of Canadians (76%) do not recall hearing anything about it, an increase of 26% over 2021.

Wireless Data Usage

The percentage of Canadians choosing plans with data remains high and continues to increase year-over year (+3% over 2021). Nearly nine-in-ten Canadians now have wireless plans that include data (88%). Limited data plans continue to be the most common type of plan (63%) with an increasing trend moving toward towards unlimited data (21%, up 6% over 2021 and more than double compared to 2019).

Consistent with previous years, the vast majority of Canadians who have data in their wireless plans try to manage or limit their data use (98%). The primary methods for doing this continues to be using Wi-Fi where available (94%), followed by reducing data when notified (63%), and/or using tools to monitor data usage (40%).

Canadians continue to find it easy to manage their data each month. More than four-in-five Canadians (83%) consider it easy (5, 6 or 7 on a scale of 1-7). This is further demonstrated by the proportion of Canadians paying data overage fees (27%). Paying overage fees has remained stable in 2022, with nearly three quarters (73%) never having paid an overage in the previous 12 months. Similar to last year, this continuation may be a function of COVID-19 restrictions, as Canadians are more likely to be at home using their home Internet connection

Bill Shock and Roaming Fees

The incidence of bill shock among Canadians has increased by 3% in 2022 to 19%. However, bill shock continues to trend down (-5%) from 2018 when changes to the Wireless Code were first introduced, suggesting a positive overall impact from the changes. Despite this, Canadians continue to experience a range of unexpected charges, varying from less than $50 to over $1,000 per billing cycle. As in previous years, most of the unexpected charges continue to be less than $50 (29%) or between $50 and $100 (33%).

Data overage fees continue to be the primary reason for bill shock (34%), though the downward trend in data overage fee has continued (-7% from 2021 and -16% from 2020). After an increase in 2021, we see long distance overages have reverted to 2020 levels, (now 8%) while international roaming fees continues to be lower than pre-pandemic levels (9% vs 17%). Billing errors however have increased (+5%) over 2021, now representing 9% of bill shock.

Understanding of Contracts

Canadians' understanding of their contracts has remained stable in 2022, with the majority (62%) continuing to find their wireless contract clear and easy to understand (5, 6 or 7 on a scale of 1-7).

Further, in 2022, Canadians are now much more likely (+14%) to consider the explanation of their trial period to be clear (48% 5, 6 or 7 on a scale of 1-7) compared to previous years (32-36%).

A small but significant portion of Canadians state that changes to wireless services were made without expressly making them aware of the new terms and conditions (17%), which has remained relatively steady over time (12-16%).

Changing Service Providers

The number of Canadians who have changed their service provider has remained steady at 20 per cent for the third year in a row. As in previous years, the most common reason stated for changing providers was being offered a better deal (53%). Cost is now the second most common reason (22%) followed by no longer being satisfied with a service provider (13%).

The ease of switching providers has declined significantly in 2022 (-11%) reverting levels found in 2018-2020. Just over three quarters (77%) of Canadians report being able to easily navigate the change process (5, 6 or 7 on a scale of 1-7). Among the 16 per cent of Canadians who found the process difficult (rated 1, 2 or 3 on a scale from 1-7); technical issues (23%), poor customer service (19%) and difficulty retaining a phone number (14%) were the primary reasons for the difficulty. On a more positive note, far fewer Canadians (-24%) report high costs of ending contracts creating difficulties.

Complaints

The number of Canadians who report having made complaints about their wireless services has remained stable, in-line with 2016 to 2021 results (16% vs. 16-21%) and continues to remain significantly lower than in 2014 (26%). The reasons for complaints have remained stable in 2022, with inadequate quality of service continuing to be the top complaint (23%), followed by incorrect charges (17%) and data charges (14%).

Canadians continue to understand the complaint process involves first reaching out to their service provider. No Canadians reported complaining only to the Commission for Complaints for Telecom-television Services (CCTS). Ninety-four per cent report making a complaint solely to their service provider while 2% made the complaint to both their provider and the CCTS.

Canadians' Wireless Plans and Devices

There continues to be a gradual increase in the number of Canadians who choose a post-paid plan. The majority purchased post-paid services in 2022 (94%) while pre-paid services have seen a slight decline again in 2022 (-2%) now representing seven percent.

Individual plans continue to be more popular (65%) however family plans continue gain increased use over 2015 (33% vs. 25%) but have remained fairly stable since 2018.

Bring your own device (BYOD) rates continue to increase (42%; +3% vs. 2021) in 2022. New phone purchases are on the decline (46%; down 12% over 2021[1]) and a small portion of Canadians are now renting their device (9%).

Among those who purchased or rented a new phone, few pay full price (15%), though this is increasing, (+6%) over 2021. Compared to the previous year, fewer Canadians are starting a tab balance to purchase a new phone (42%; -9%) and slightly fewer (28%) are being given a discount on their phone (-3%).

Demographic Differences

A number of additional demographic analyses were also undertaken, including age, gender, education, income, and language. Demographic differences were noted in the following areas:

Age

Younger and middle-aged Canadians (18-64) are more likely than their older counterparts (+65) to:

– Have data included in their wireless plans (81-94% vs. 54-81%);
– Experience bill shock (19-21% vs. 11-12%); and
– To have paid data overage fees at least once in the past year (27-30% vs. 10-16%).

Older seniors (75+) are less likely than their younger counterparts (18-74) to:

– To find the explanation of the trial period unclear (29-32% vs. 19% among those 75+);

[1] Note: Response list changed in 2022 to include rentals, as such declines may be due to change in answer list.

- To manage or limit data usage (90% vs 96-99%); and
- To be enrolled in a prepaid plan (14% vs. 5-8%)

Region:

A number of regional differences persist in 2022. More specifically:

- Canadians living in the Territories continue to be less likely to have data included in their wireless plans in compared to other regions (81% vs 90-91%) and are much more likely to pay overage fees compared to the rest of Canada (48% vs 33-19%);
- Quebeckers are also less likely to have data included in their plan compared to other regions (excluding the Territories) in Canada (82% vs 90-91%), less likely to experience bill shock (12% vs. 19-28%) and less likely to have made a complaint in the last 12 months compared to other Canadians (6% vs 16-24%);
- Quebeckers are also more likely to have individual plans than those who live elsewhere (72% vs 63-68%);
- Canadians living in Ontario and Alberta are more likely to bring their own device compared to those living in other regions (52% vs 32-34%); and
- Atlantic Canadians are more likely to have a tab balance compared to Canadians living in other regions of Canada (62% vs 34-52%).

Income

Income also plays a role in the differences between Canadians wireless plans and behaviours. In particular those with household incomes of less than $60K:

- Continue to be less likely to have data included in their plan (80-84% vs. 91-95%).
- Are more likely than those with higher household incomes to have individual plans (75-76% vs 60-63%) likely a function of having a smaller household and thus lower need for a family plan.

Ethnic and Cultural Origins:

Significant differences exist between racialized (Canadians who self-identify as belonging to a racial or cultural group that is not White) and non-racialized Canadians (Canadians who self-identify as White). Specifically, compared to their non-racialized counterparts, racialized Canadians:

- Are less likely to find data management easy (79% vs. 86%; 5, 6 or 7 on a scale of 1-7);
- Are more likely to have experienced bill shock (32% vs. 16%); and
- Are less likely to feel informed about the role and mandate of the CRTC (70% vs. 59%; not very well/not informed).

Indigenous people are similarly more likely to have experienced bill shock (33% vs. 18%) and are more likely to say their opinion of the CRTC has declined over the past year (25% vs. 13%) compared to their non-Indigenous counterparts.

Television Service Provider Code

Clarity of television service provider contracts has remained consistent over the last four years with over half of Canadians continuing to report they find their TV contracts clear and easy to understand (60%; rated 5, 6 or 7 on a scale from 1-7).

The number of Canadians who report being aware of the basic service package has fallen (-24%) with slightly less than one-third (31%) of Canadians reporting they are aware of the basic service package. We note that the question was modified this year to include the basic pricing parameters of $25 set by the CRTC in order to more accurately measure if Canadians were aware of these plans.

The level of complaints has increased slightly (+3%) with one-in-four reporting having made a complaint about the TV services in the past 12 months. The main reasons for complaint include inadequate quality of service (29%), followed by price change without consent (14%), service not working (13%), and incorrect charge (10%).

Internet Code

The large majority of Canadians subscribe to home Internet service (93%). Canadians that do not subscribe tend to be older (75+), with lower incomes (<40K), or Indigenous.

Two thirds of Canadians are continuing to report they find their Internet contracts clear and easy to understand (65%; rated 5, 6 or 7 on a scale from 1-7) though more than a quarter (27%) have made a complaint about their internet services within the last 12 months. The main reasons for complaint include inadequate quality of service (30%), followed by losing Internet connection / signal / poor reception (24%), Internet was slow / slow speed (19%), and Internet / Email not working (11%).

CRTC

Canadians' understanding of the mandate and role of the CRTC has increased slightly over the past year with 38 per cent considering themselves very well/well informed about the CRTC. Impressions of the CRTC have remained steady since 2019 and continue to remain more positive than in Fall 2016 (33% vs. 29%; rated 4 or 5 on a 1-5 scale), especially among those who are well informed (49-54% vs. 13-17%). Given that impressions of the CRTC have remained steady, it follows that most Canadians say their impression of the CRTC has not changed (78%). Where opinion has changed, it has declined significantly over previous year. Thirteen per cent report a decline in opinion in 2022 compared to 5% in 2021.

Strategic Implications

The results of this research continue to demonstrate that the Wireless Code continues to have positive impacts on Canadians, and that changes to the Wireless Code in 2017 and 2019 have addressed a number of issues identified in previous research. It also provides information to be considered for future updates of the Wireless Code, the Television Service Provider Code, and the Internet Code.

1. The majority of Canadians' wireless plans now include data, with an increasing number of Canadians now purchasing unlimited data plans. Among Canadians who continue to purchase limited data plans, managing data usage is nearly universal. This finding suggests that the Wireless Code is increasingly effective at supporting consumers manage their wireless data usage. Additional research may be required to understand why some demographic groups (18–64-year-olds) continue to pay data overages to understand if this is by choice (i.e., they purchase a package with lower data and choose to pay-as-you go on an as an when needed basis) or not. Further, understanding what drives reduced data inclusion in some regions (Quebec and the Territories) will also help CRTC to understand if this is an area which may need further attention.

2. Similar to last year, given the ongoing COVID-19 restrictions that began in March 2020, it is important to consider which factors may have been impacted by restrictions, rather than driven by changes to the

Wireless Code. Among significant differences year over year, the following are suggested as potentially impacted by COVID-19:

- A continued increase in perceptions related to the ease of data management along with a continued reduction in paying data overage fees in 2022 may be driven by Canadians increased time at home, where many Canadians are presumably able to use their home Internet rather than using their wireless data plan;
- A further reduction in the proportion of Canadians reporting data overage fees as a reason for bill shock is also likely driven by more time at home and increased use of home Internet rather than wireless data plan. Similarly, international roaming fees have decreased as a stated reason for bill shock, almost certainly due to travel restrictions.
- A number of changes have been noted that may be related to the economic hardships that many Canadians have experienced due to COVID-19. In particular, the increase in bill shock due to billing errors may be due to Canadians paying more attention to invoices, the increased importance of cost as a factor in changing providers and the increase rates of BYOD.

Thus, understanding which fluctuations are maintained in 2023 and beyond will be an important step in analyzing the ongoing effectiveness of the Wireless Code.

3. Improvements to understanding trial periods and associated cancellation fees have improved significantly but continue to be a source of confusion for many Canadians. This suggests that may continue to be an area for the Wireless Code to support consumers.
4. While clarity of contracts has remained stable over the last four years, a dramatic reduction in awareness of the basic service package was observed in 2022, based on a new approach to measurement, suggesting service providers could improve in ensuring Canadians are aware of basic service package including price or associated package. Further, complaints have increased slightly mainly due to service quality and costs/billing issues. Again, financial impacts of COVID-19 may be at play in relation to the complaints.
5. While overall impressions of the CRTC have remained stable in 2022, an increase in the number of Canadians reporting a decline has occurred. It will be important to watch this moving forward and should it continue, further research into what is driving the decline may be needed.

3. Awareness of the Consumer Protection Codes

3.1 Recall of the Consumer Protection Codes

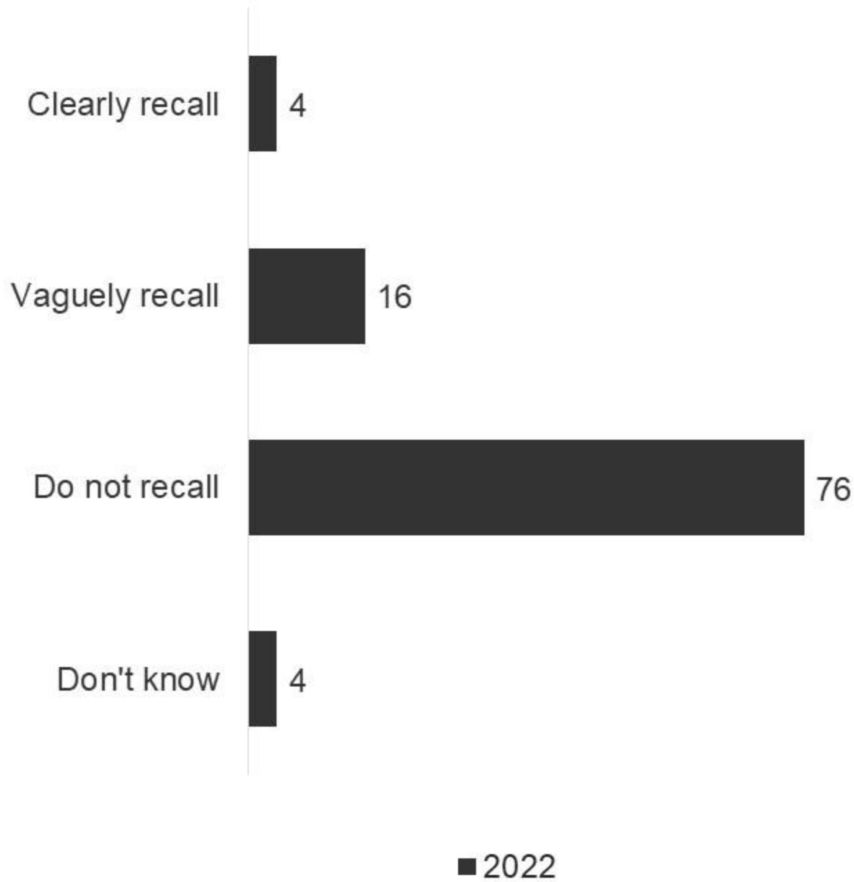
In 2022, respondents were asked about their recall of consumer protection codes, which include the Wireless Code, Television Service Provider (TVSP) Code, and Internet Code.

> *The Wireless Code came into effect in 2013 and was reviewed in 2017. As a result, the Wireless Code now ensures that customers will be provided with unlocked devices, gives families/share plans more control over data overages, sets minimum usage limits for the trial period that correspond to at least half of the monthly usage limits of the customer's plan, and clarifies that data is a key contract term that cannot be changed during the commitment period without the customer's consent.*
>
> *The TVSP Code came into effect in 2017 and requires television service providers to ensure that customers are aware of the availability, price, and content of their entry-level service offering (i.e., basic service package). The TVSP Code requires TVSPs to ensure written agreements and offers are clear. It also sets out new rules for trial periods for persons with disabilities, changes to programming options, service calls, service outages and disconnections.*
>
> *The Internet Code came into effect in 2020 and makes it easier for Canadians to understand their Internet service contracts, to prevent bill shock from overage fees and rate increases, and to make it easier for Canadians to switch Internet service providers (ISPs).*

Three quarters of Canadians (76%) say they do not recall hearing anything about these Codes. Low awareness may be a function of less media coverage in 2021; however, the question text was changed for the 2022 survey, combining the measure of awareness for the three consumer protection codes, and results are consequently not directly comparable with previous years. With this caveat in mind, in 2021, 50% did not recall the Wireless Code, 60% did not recall the TVSP Code, and 70% did not recall the Internet Code.

As outlined in Table 3.1.b, gender plays a factor in recall of Consumer Protection Codes, as awareness is higher among men than women (71% do not recall, vs. 80% respectively).

Exhibit 3.1.a Recall of Consumer Protection Codes



QWC1. The Wireless Code, Internet Code, and TV Service Provider Code were created to make contracts easier to understand and to contribute to a more dynamic marketplace. To what extent, if any, would you say you recall hearing or seeing anything about these Codes? Would you say you clearly recall, vaguely recall or do not recall?"

Base: Total respondents 2022 (n=1,570)

Table 3.1.b Recall of Consumer Protection Codes by gender

Recall of Consumer Protection Codes	Total (A)	Gender	
		Male (B)	Female (C)
Base = actual	**1570**	**858**	**696**
Do Not Recall	76	71	80B
Clearly Recall	4	5	4
Vaguely Recall	16	20C	11
Don’t know	4	4	5

QWC1. The Wireless Code, Internet Code, and TV Service Provider Code were created to make contracts easier to understand and to contribute to a more dynamic marketplace. To what extent, if any, would you say you recall hearing or seeing anything about these Codes?

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

4. Wireless Code and Contracts

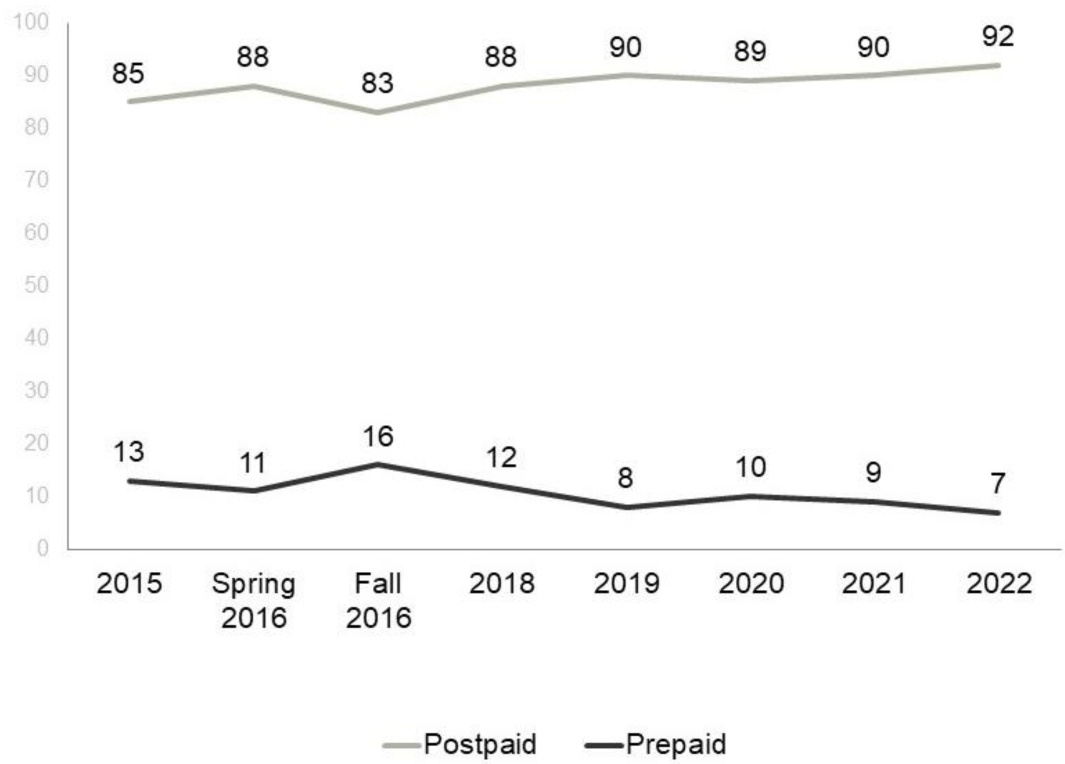
4.1 Canadian’s Wireless Plans

4.1.1 Type of Plan

We continue to see a gradual increase in the number of Canadians who choose a post-paid plan. The majority of Canadians purchase post-paid services in 2022 (94%). Pre-paid services have seen a slight decline again in 2022 (-2%) now representing seven percent. Complete details can be found Exhibit 4.1.1.a below.

As outlined in Table 4.1.1.b., older seniors (75+) are more likely to be enrolled in a prepaid plan (14% vs. 5-8% among those under 75) though this is also on the decline among this group as well (-6%).

Exhibit 4.1.1.a. Type of service plan



QB1c. And is it a monthly plan, or a prepaid or pay-as-you-go plan?

Base: Total respondents who own a cellphone, 2022 (n=1,389); 2021 (n-1,371); 2020 (n=1,306), 2019 (n=1,322), 2018 (n=1,111), fall 2016 (n=1,277)

Table 4.1.1.b. Type of service plan by age

Type of service plan		Age					
	Total (A)	18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)
Base=actual	**1389**	**202**	**507**	**668**	**273**	**276**	**112**
Monthly/post-paid (paying after)	92	90I	94I	92	94I	94I	82
Prepaid/pay-as-you-go (paying before)	7	8	5	7	6	5	14EGH
Other	*	-	*	-	-	-	-
Don't know	1	2	1	2	1	1	4E

QB1c. And is it a monthly plan, or a prepaid or pay-as-you-go plan?

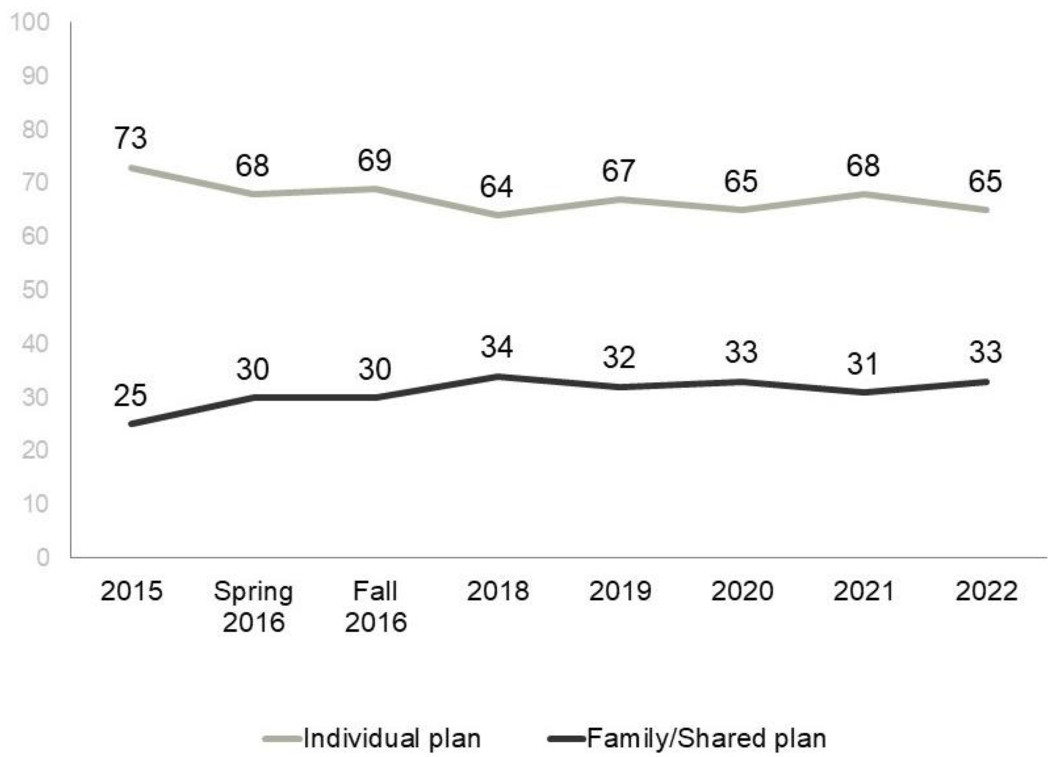
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*
- Denotes 0

Type of Plan

While the majority of Canadians still use an individual plan (65%), family plans continue to see increased use over 2015 (33% vs. 25%) but have remained fairly stable since 2018. Yearly details can be found in Exhibit 4.1.1.c. Not unexpectedly, those with lower household incomes <60K are more likely than those with higher household incomes to have individual plans (75-76% vs 60-63%), likely a function of having a smaller household and thus lower need for a family plan. Quebeckers are also more likely to have individual plans than those who live elsewhere (72% vs 63-68%). Details can be found in Table 4.1.1.d.

Exhibit 4.1.1.c. Individual or family/shared plan



Individual/Family Shared Plan

QB1a. Is it an individual plan or a family or shared plan?

Base: Respondents who own a cellphone, 2022 (n=1,389); 2021 (n=1,371); 2020 (n=1,306), 2019 (n=1,322), 2018 (n=1,111), fall 2016 (n=1,277)

Table 4.1.1.d. Individual of family plan by region and income

Individual plan or family/shared plan	Total (A)	Region						Household Income				
		Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Terri-tories (R)	Under $40K (E)	$40K to under $60K (F)	$60K to under $100K (G)	$100K to under $150K (H)	$150K + (I)
Base=actual	**1389**	**202**	**507**	**668**	**273**	**276**	**112**	**205**	**140**	**335**	**249**	**255**
Individual plan	65	63	72LM	63	60	68	67	76GHI	75GHI	63	60	60
Family/shared plan	33	37K	24	36K	39K	32	33	23	25	35E	39EF	39EF
Business/Corporate/ Work plan	*	-	1	*	*	-	-	-	-	1	1	*
Don't know	1	-	3	1	*	-	-	2	-	2	-	1

Individual/Family Shared Plan
QB1a. Is it an individual plan or a family or shared plan?

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

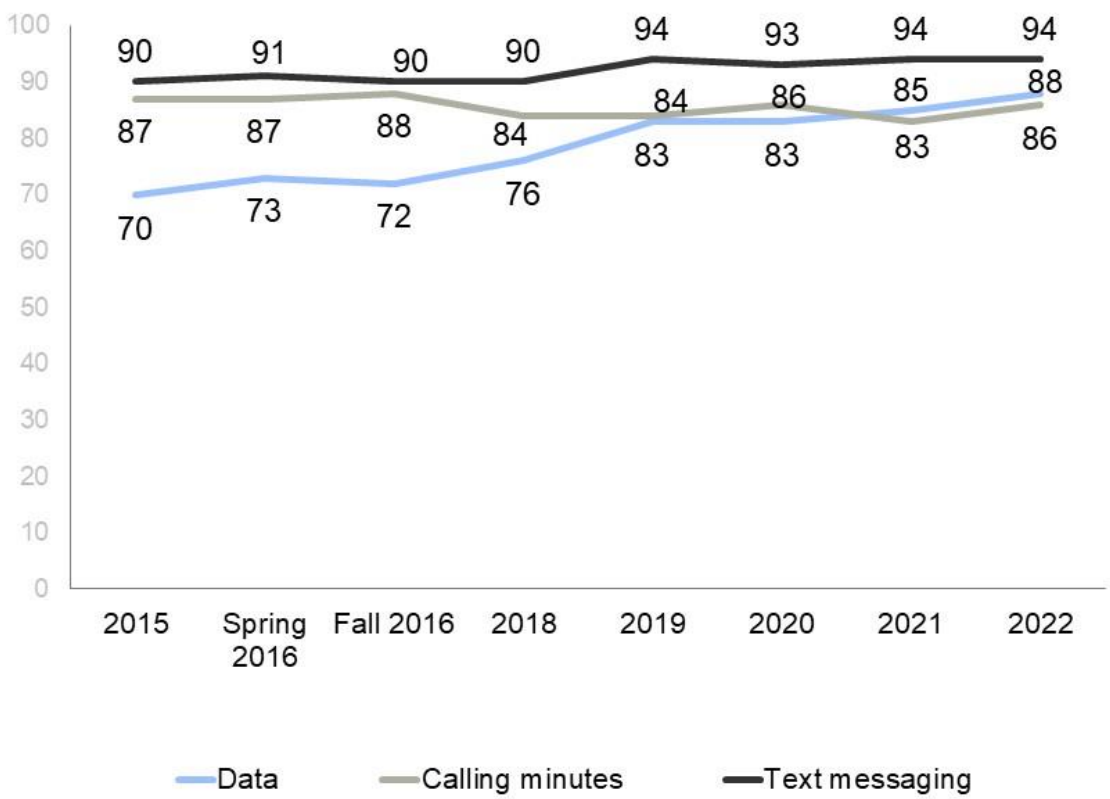
** Denotes less than 1%*
- Denotes 0

4.1.2 Plan Inclusions

Minutes, Texts and Data

The majority of wireless plans continue to include text messaging (94%). The number of wireless plans with data has increased again in 2022 (88%) and continues to overtake the number of plans with calling minutes (86%).

Exhibit 4.1.2.a. Service features



QB2a. Which of the following are included in your wireless plan?

Base: Respondents who own a cellphone, 2022 (n=1,389); 2021 (n=1,371); 2020 (n=1,306), 2019 (n=1,322), 2018 (n=1,111), Fall 2016 (n=1,277), Spring 2016 (n=925), 2015 (n=1,005)

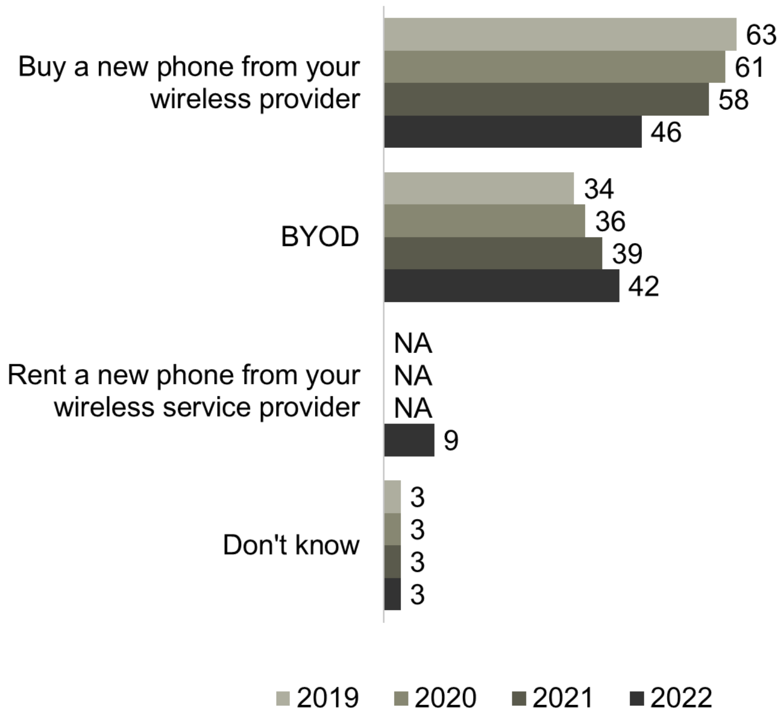
4.1.3 Devices

Phone included or Bring Your Own Device (BYOD)

BYOD rates continue to increase (42%; +3% vs. 2021) in 2022. New phone purchases are on the decline (46%; down 12% over 2021[2]) and a small portion of Canadians are now renting their device (9%).

As outlined in Table 4.1.3.b., regional differences exist in relation BYOD rates, Canadians living in Ontario are more likely to BYOD compared to those living in other regions (52% vs 32-37%).

Exhibit 4.1.3.a. Phone included with contract



WC4. And does your plan include a phone that was sold to you at a reduced price as part of your contract or did you bring your own device also known as a BYOD plan?

Base: Total respondents who own a cellphone, 2022 (n=1,389); 2021 (n=1,371); 2020 (n=1,306), 2019 (n=1,322)

[2] Note: Response list changed in 2022 to include rentals, as such declines may be due to change in answer list.

Table 4.1.3.b. Phone included with contract by region

Phone included with contract	Total (A)	Region					
		Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Territories (R)
Base=actual	**1389**	**129**	**256**	**415**	**385**	**154**	**50**
Buy a new phone from your wireless provider	46	51L	48L	40	54L	49	52
Bring your own device	42	36	34	52JKMR	37	42	32
Rent a new phone from your wireless service provider	9	12O	12LO	7	8O	6	9
Don't know	3	1	5M	2	1	3	7

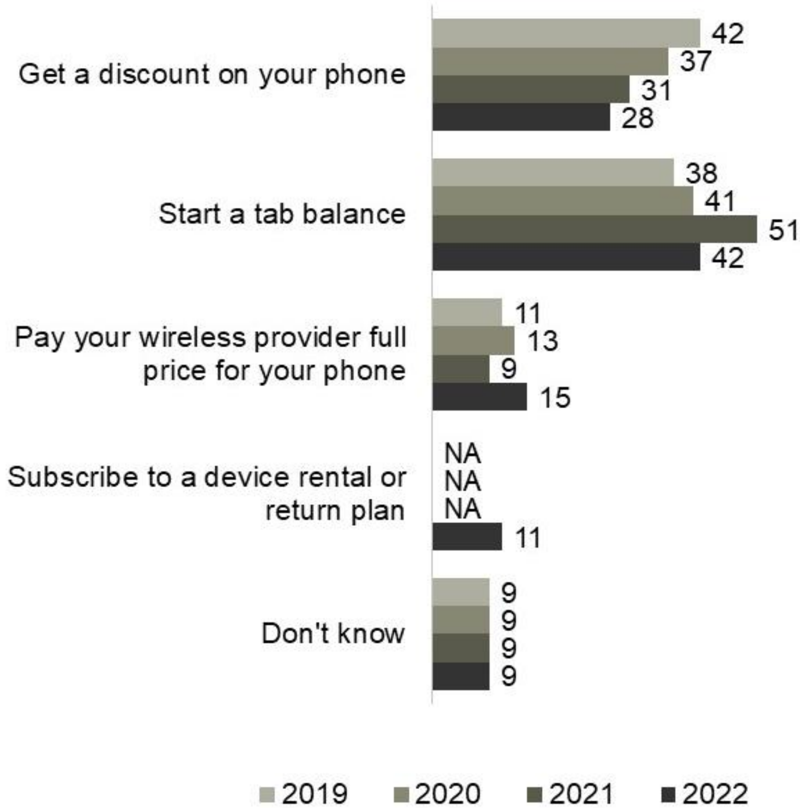
WC4. When you signed up for your latest wireless plan, did you bring your own device, or did you buy, rent or lease a new phone from your wireless provider?

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

Among those who purchased or rented a new phone, few pay full price (15%), though this is increasing (+6% over 2021). Compared to the previous year, fewer Canadians are starting a tab balance to purchase a new phone (42%; -9%). A tab balance involves the purchase of a phone at a reduced upfront cost, with the leftover cost added to an individual's monthly bill to pay down this balance. Slightly, fewer (28%) are being given a discount on their phone versus 2021 (-3%).

As noted in Table 4.1.3.d, tab balances continue to be more prevalent among younger Canadians (45-47% among 18-54 vs. 37% among those 55+) though this too is declining over 2021 (51-56%). Further, Atlantic Canadians are also more likely to have a tab balance compared to Canadians living in other regions of Canada (62% vs 34-52%).

Exhibit 4.1.3.c. Type of new phone purchase



WC4a. [IF QWC4 is Buy a new phone from your wireless provider] Did you:

Base: Total respondents who own a cellphone, 2022 (n=796); 2021 (n=801); 2020 (n=801), 2019 (n=840)

Table 4.1.3.d. Type of new phone purchase by age and region

Promotion through employer or association	Total (A)	Age						Region					
		18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)	Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Terri-tories (R)
Base=actual	**796**	**105**	**301**	**386**	**163**	**170**	**51**	**80**	**157**	**201**	**243**	**83**	**32**
Get a discount on your phone	28	28	27	29	30	31	21	23	23	32	36KN	20	23
Start a tab balance	42	45	47FHI	37	44	34	27	62KLM	40	40	38	52P	34
Pay your wireless provider full price for your phone	15	18	11	15	15	13	22	11	19	13	11	14	25
Subscribe to a device rental or return plan	11	11	9	14	14	15	10	11	11	11	13	11	4
Don't know	9	2	10DD	12D	7	13D	23DEG	3	12	8	7	9	19

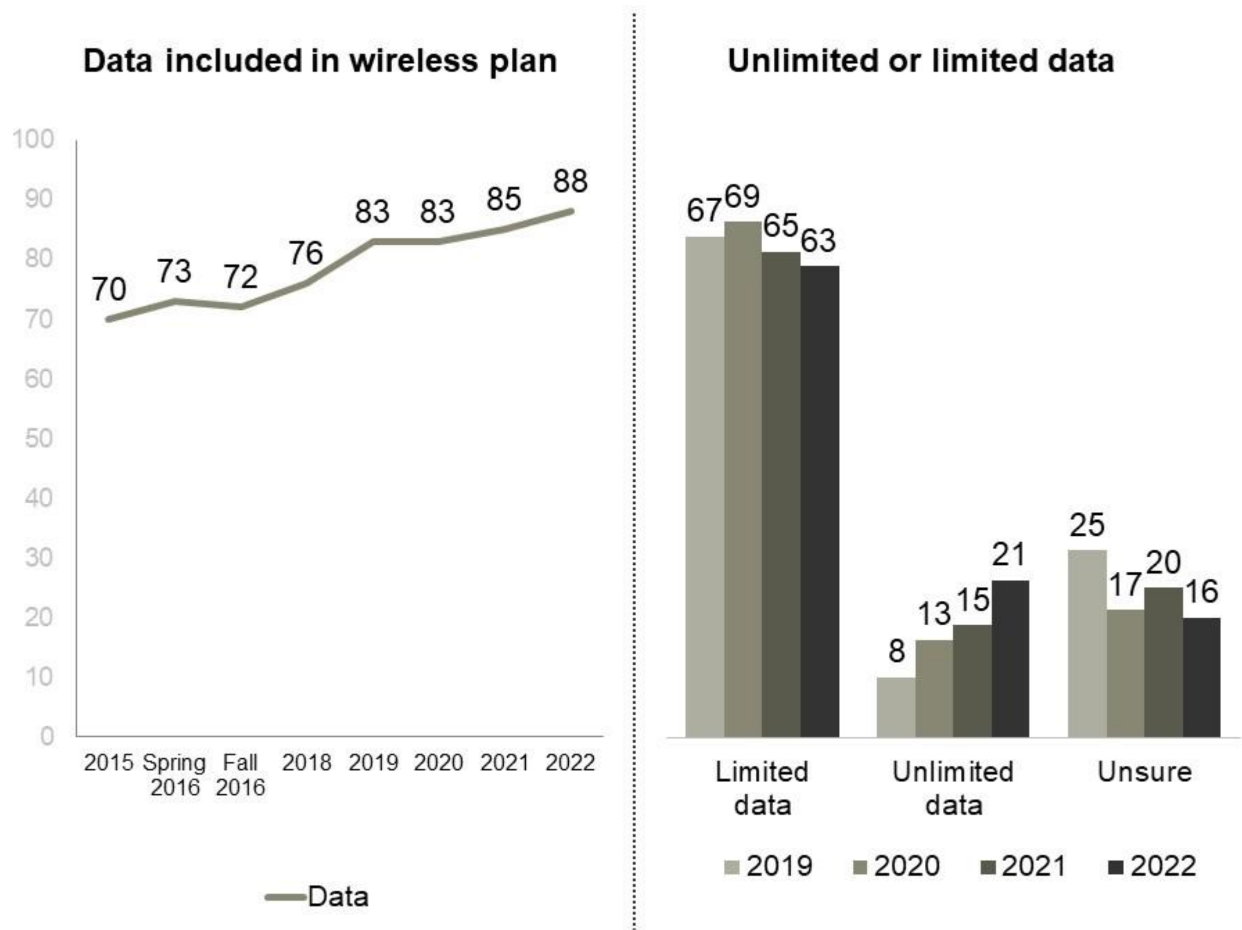
WC4a. [IF QWC4 is Buy a new phone from your wireless provider] Did you:

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

4.2 Wireless Data Usage

The percentage of Canadians choosing plans with data remains high and continues to increase year-over year (+3% over 2021). Nearly nine-in-ten Canadians now have wireless plans that include data (88%). Limited data plans continue to be the most common type of plan (63%) with an increasing trend towards unlimited data (21%, up 6% over 2021 and more than double compared to 2019).

Exhibit 4.2.a. Data included in wireless plans over time and limited or unlimited plans



QB2a. Which of the following are included in your wireless plan?

Base: Respondents who own a cellphone, 2022 (n=1,389); 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322)

QB4. Does your plan include unlimited or limited data?

Base: Respondents who have data included in the wireless plan, 2022 (n=1,211); 2021 (n=1,144); 2020 (n=1,054); 2019 (n=1,076)

As outlined in Tables 4.2.b and 4.2.c, a variety of demographic factors continue to influence whether or not Canadians have wireless plans that include data:

– **Age** – Younger and middle-aged Canadians (18-64) are more likely to have data included in their wireless plans than Canadians 65+ (90-94% vs. 54-81%). Not unexpectedly, those 75+ are less likely to have data included in their plans than any other age group (54% vs. 81-94%).

– **Region** –Regional differences are leveling out over previous years with the exception of the Territories, where having data on plan continues to be less likely (81% vs 90-91%). Interestingly, unlike previous years, Quebeckers are now less likely to have data included in their plan compared to other regions in Canada (82% vs 90-91%).

– **Income** – Similar to previous years, those with household incomes less than $60K continue to be less likely to have data included in their plan (80-84%) than those who make more than $60K (91-95%).

Table 4.2.b. Data included in wireless plan by age and region

Data included in wireless plan	Total (A)	Age 18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)	Region Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Terri-tories (R)
Base=actual	**1389**	**202**	**507**	**668**	**273**	**276**	**112**	**129**	**256**	**415**	**385**	**154**	**50**
Yes	88	93FHI	94FHI	80	90HI	81I	54	91K	82	91K	91K	90	81

QB2a. Which of the following are included in your wireless plan?

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

Table 4.2.c. Data included in wireless plan by income

Data included in wireless plan	Total (A)	Income Under $40K (E)	$40K to under $60K (F)	$60K to under $100K (G)	$100K to under $150K (H)	$150K + (I)
Base=actual	**1389**	**210**	**144**	**344**	**263**	**255**
Yes	88	80	84	91E	95EF	95EF

QB2a. Which of the following are included in your wireless plan?

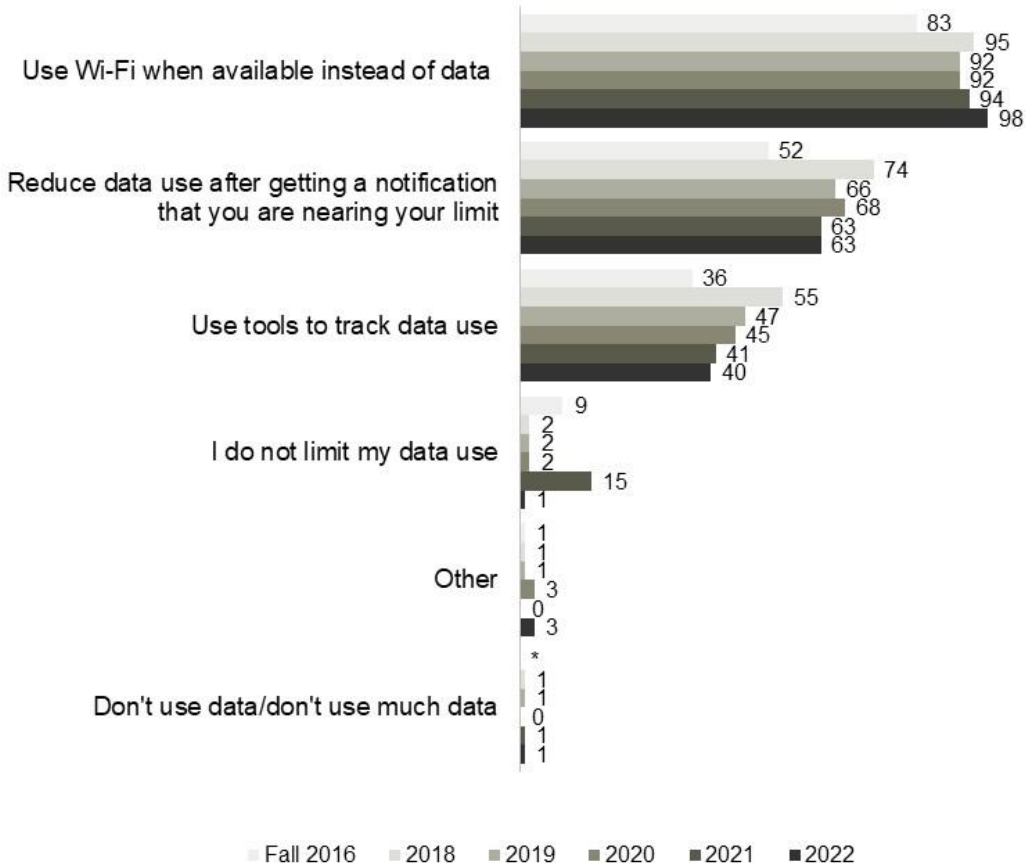
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

4.2.1 Activities to Manage or Limit Data Use

Consistent with previous years, the vast majority of Canadians who have data in their wireless plans try to manage or limit their data use (98%). The primary methods for doing this continue to be using Wi-Fi where available (94%), followed by reducing data when notified (63%), and/or using tools to monitor data usage (40%).

As outlined in Table 4.2.1.b, we now see that undertaking activities to manage or limit data usage is being undertaken at high rates regardless of age; however, those 75+ are less likely to manage data compared to their younger counter parts (90% vs 96-99%).

Exhibit 4.2.1.a. Activities to manage or limit data use



QB5a. [ASK If do not answer "Unlimited or None" to B4] Which of the following activities, if any, do you use to manage or limit your data use? Select all that apply.

Base: Respondents who have data included in the wireless plan, 2022 (n=947); 2021 (n=966), 2020 (n=898), 2019 (n=971), 2018 (n=651), fall 2016 (n=831)

Table 4.2.1.b. Activities to manage to limit data use by age

Activities to manage to limit data use	Total (A)	Age 18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)
Base=actual	**947**	**149**	**366**	**424**	**199**	**166**	**57**
At least one of the activities below.	98	99I	98I	96	97	96	90
Use Wi-Fi	94	95I	95I	92	95I	92	83
Don't use cellular data at all	1	*	*	1	-	2	1
Turn off data when reached data limit/Automatically block data when reached limit	2	3	1	1	2	-	-
Turn off data/Turn on airplane mode/Turn off phone	3	4	3	3	4	2	-
Avoid activities that use large amounts of cellular data (e.g., streaming video, games, etc.)	2	3	3	1	1	1	-
Monitor data usage using phone/Application on phone	40	49FHI	42FHI	30	38HI	27	14
Notifications when reached/close to data limit	*	1	1	*	*	-	-
Monitor data usage/Review bill	1	1	1	1	2	1	-
Use another device (e.g., computer) to access Internet	1	2	1	*	1	-	-
Purchase more data	*	-	1	*	-	1	-
Restrict social media (e.g., Facebook, etc.)	*	*	-	-	-	-	-
Reduce your data use after you get a notification that you are nearing your limit	63	73FGHI	65FHI	52	61I	50I	28
I do not limit my data use	1	*	1	2	1	1	7DEG
Other	3	3	4	2	2	2	1
None	2	1	2	4	3	4	10DE

QB5a. Which of the following activities, if any, do you use to manage or limit your data use? Select all that apply.

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

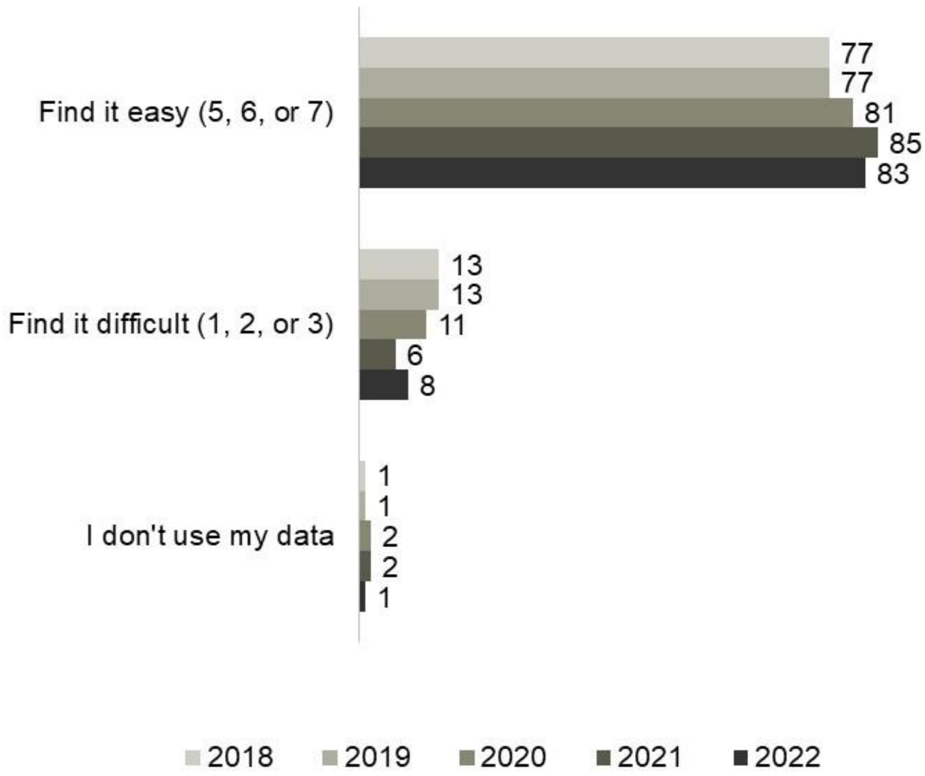
** Denotes less than 1%*
- Denotes 0

4.2.2 Ease of Managing Data Use

Canadians continue to find it easy to manage their data each month. More than four-in-five Canadians (83%) consider it easy (5, 6 or 7 on a scale of 1-7).

As outlined in Table 4.2.2.b, ethnicity plays a role in how easy Canadians find it to manage their data. Racialized Canadians are less likely to find data management easy than their non-racialized counter parts (79% vs. 86% consider it easy).

Exhibit 4.2.2.a. Level of difficulty managing data use each month among those with data



WC6. [ASK If answered "Data" to B2a and not code 3 (NO DATA) at B4]
How easy do you find it to manage the data used by yourself and/or your family each month?
Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy.

Base: Total respondents who have data included in their plan, 2022 (n=1,205); 2021 (n=1,139), 2020 (n=1,039), 2019 (n=1,069), 2018 (n=792)

Table 4.2.2.b. Level of difficulty managing data use each month among those with data by ethnicity

Level of difficulty managing data use each month among those with data	Total (A)	Ethnicity	
		Non-racialized (T)	Racialized (U)
Base = actual	**1244**	**981**	**172**
Find it Easy (5, 6 or 7)	83	86U	79
Find it Difficult (1, 2 or 3)	8	7	11
I don’t use my data	1	*	3T
Don’t know	2	2	2

WC6. [ASK If answered “Data” to B2a and not code 3 (NO DATA) at B4]
How easy do you find it to manage the data used by yourself and/or your family each month?
Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy.

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*

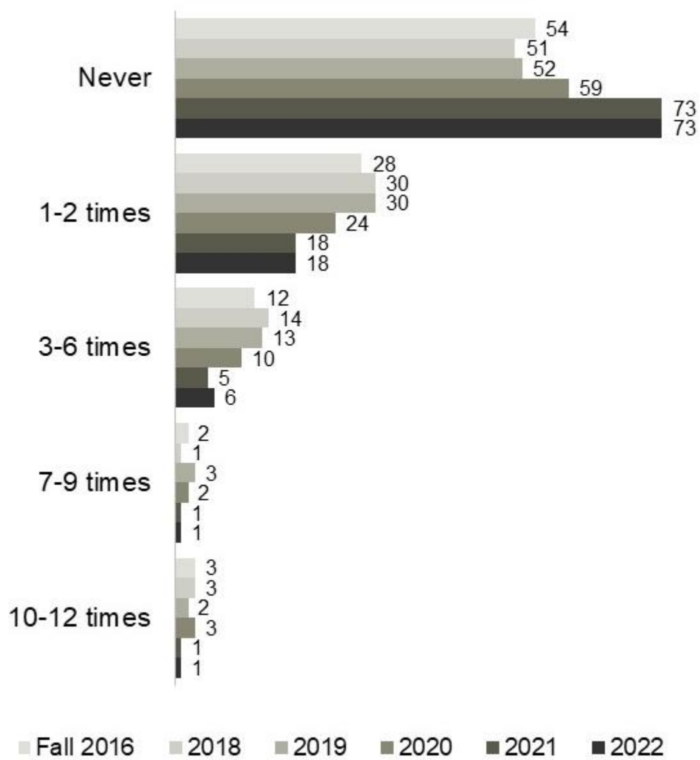
4.2.3 Data Overage Fees

The proportion of Canadians paying data overage fees remains stable in 2022, with nearly three quarters (73%) not having paid an overage in the previous 12 months. Similar to last year, this may be a function of COVID-19 restrictions, as Canadians are more likely to be at home using their home Internet connection.

As seen in Tables 4.2.3b and 4.2.3c, a number of demographics are related to paying overage fees:

- **Age:** Age differences in data overage fees continue to exist (see Table 4.2.3.b). Younger and middle-aged Canadians (18-54) remain more likely than their older (65+) counterparts to have paid data overage fees at least once in the past year (27-30% vs. 10-16% among those 65+). Given that younger Canadians are also more likely to manage their data, this could be a surprising finding or it could be the reason why they are taking a more active role in managing their data use;
- **Region:** Those in Territories are much more likely to pay overage fees compared to the rest of Canada (48% vs 33-19%);
- **Bill shock:** those who have experienced bill shock were more likely to have paid overage fees in the last 12 months compared to those who have not experienced bill shock (53% vs 20%);
- **Type of data plan:** Those who have limited data plans were more likely to have paid overage fees in the last 12 months compared to those who have unlimited data plans (34% vs 16%); and
- **Family or individual plan**: Those with family plans are also more likely to have paid overage fees (33% vs 22%), however the type of plan does not seem to play a role in how easy Canadians find data to manage. This suggests that those with family plans are more likely to consent to the overages and not find them shocking.

Exhibit 4.2.3.a. Data overage fees paid in the past 12 months



QB8. In the past 12 months, how often have you paid data overage fees?

Base: Respondents who have data included in their plan, 2022 (n=1,205); 2021 (n-1,139); 2020 (n=1,039), 2019 (n=1,069), 2018 (n=796), fall 2016 (n=831)

Table 4.2.3.b. Data overage fees paid in the past 12 months by age and region

Data overage fees paid in the past 12 months	Total (A)	Age 18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)	Region Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Terri-tories (R)
Base=actual	**1205**	**187**	**469**	**540**	**249**	**224**	**64**	**115**	**208**	**365**	**340**	**139**	**38**
Never	73	68	73	78D	73	82DE	87DEG	66	72R	74R	74R	80JR	46
1-2 times	18	21	18	16	19	13	10	25N	19	16	17	14	35LMNQ
3-6 times	6	8H	8FH	3	5	2	-	5	7	6	7	4	12
7-9 times	1	1	1	1	1	1	-	-	-	2	1	1	-
10-12 times	1	1	*	1	1	*	-	2	1	1	1	-	-
Don’t know	1	2	*	1	*	2E	3	1	2	1	1	1	6L

QB8. In the past 12 months, how often have you paid data overage fees?

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*
- Denotes 0

Table 4.2.3.c. Data overage fees paid in the past 12 months by plan, bill shock, and data

Data overage fees paid in the past 12 months	Plan Family (J)	Plan Individual (K)	Bill Shock Yes (N)	Bill Shock No (O)	Data Unlimited (D)	Data Limited (E)
Base=actual	**435**	**758**	**228**	**968**	**258**	**722**
Never	65	77J	46	79N	83E	69
1-2 times	22K	16	31O	15	7	22D
3-6 times	8	5	17O	4	5	7
7-9 times	2K	*	2	1	1	1
10-12 times	*	1	3O	*	2	*
Don’t know	2	1	1	1	1	1

QB8. In the past 12 months, how often have you paid data overage fees?

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B

** Denotes less than 1%*
- Denotes 0

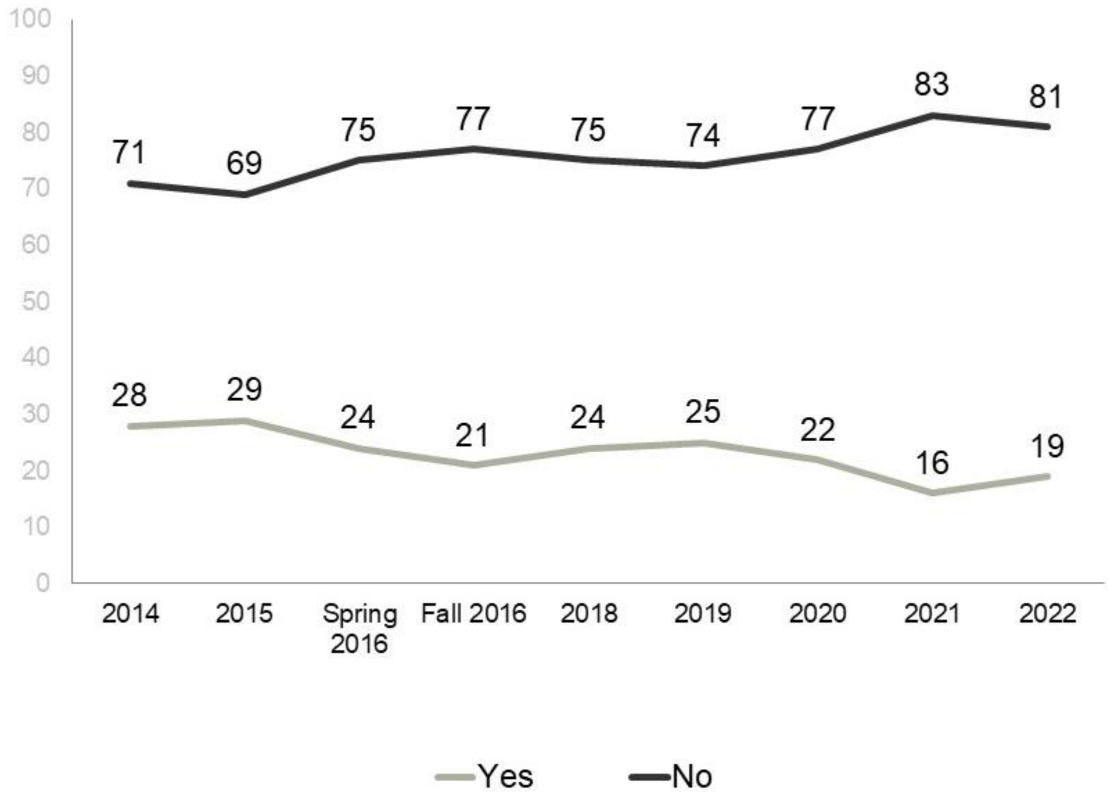
4.3 Bill Shock and Roaming Fees

4.3.1 Bill Shock

Incidence

The incidence of bill shock among Canadians has increased by 3% in 2021 to 19%. Despite this increase, bill shock, continues to trend down (-5%) from 2018 when changes to the Wireless Code were first introduced suggesting a positive overall impact from the changes.

Exhibit 4.3.1.a. Experienced bill shock



QB10. During the last year, have you experienced 'bill shock', meaning a surprisingly high bill?

Base: Respondents who own a cellphone, 2022 (n=1,389); 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322), 2018 (n=1,111), fall 2016 (n=1,277), total respondents winter 2016 (n=925), 2015 (n=1,005), 2014 (n=1,016)

As in previous years, younger and middle-aged Canadians (18-64) continue to be more likely to experience bill shock than their older counterparts (19-21% vs. 11-12% among those 65+). Further, those living in Quebec are less likely to experience bill shock compared to Canadians living elsewhere (12% vs. 19-28%). Additionally, those who are Indigenous or racialized are more likely to have experienced bill shock. One-third (33%) of Indigenous people have experience bill shock over the past year compared to one-in-five (18%) of their non-Indigenous counterparts. Similarly, racialized Canadians are more likely to have experienced bill shock than their non-racialized counterparts (32% vs. 16%). This is outlined in Table 4.3.1.b and Table 4.3.1.c.

Table 4.3.1.b. Experienced bill shock by age and region

Experienced Bill Shock		Age						Region					
	Total (A)	18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)	Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Terri-tories (R)
Base = actual	**1389**	**202**	**507**	**668**	**273**	**276**	**112**	**129**	**256**	**415**	**385**	**154**	**50**
Yes	19	21FH	21FHI	14	19H	11	12	22K	12	21K	19	18	28K
No	81	79	79	84E	80	87DE	86	78	87JLR	79	80	80	71
Don't Know	1	-	1	2	1	2D	2	1	1	1	1	2	2

QB10. During the last year, have you experienced 'bill shock', meaning a surprisingly high bill?

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

- Denotes 0

Table 4.3.1.c. Experienced bill shock by Indigenous and ethnicity

Experienced Bill Shock		Indigenous		Ethnicity	
	Total (A)	Yes (R)	No (S)	Non-racialized (T)	Racialized (U)
Base = actual	**1389**	**56**	**1304**	**1136**	**190**
Yes	19	33S	18	16	32T
No	81	67	81R	83U	65
Don't Know	1	-	1	1	2

QB10. During the last year, have you experienced 'bill shock', meaning a surprisingly high bill?

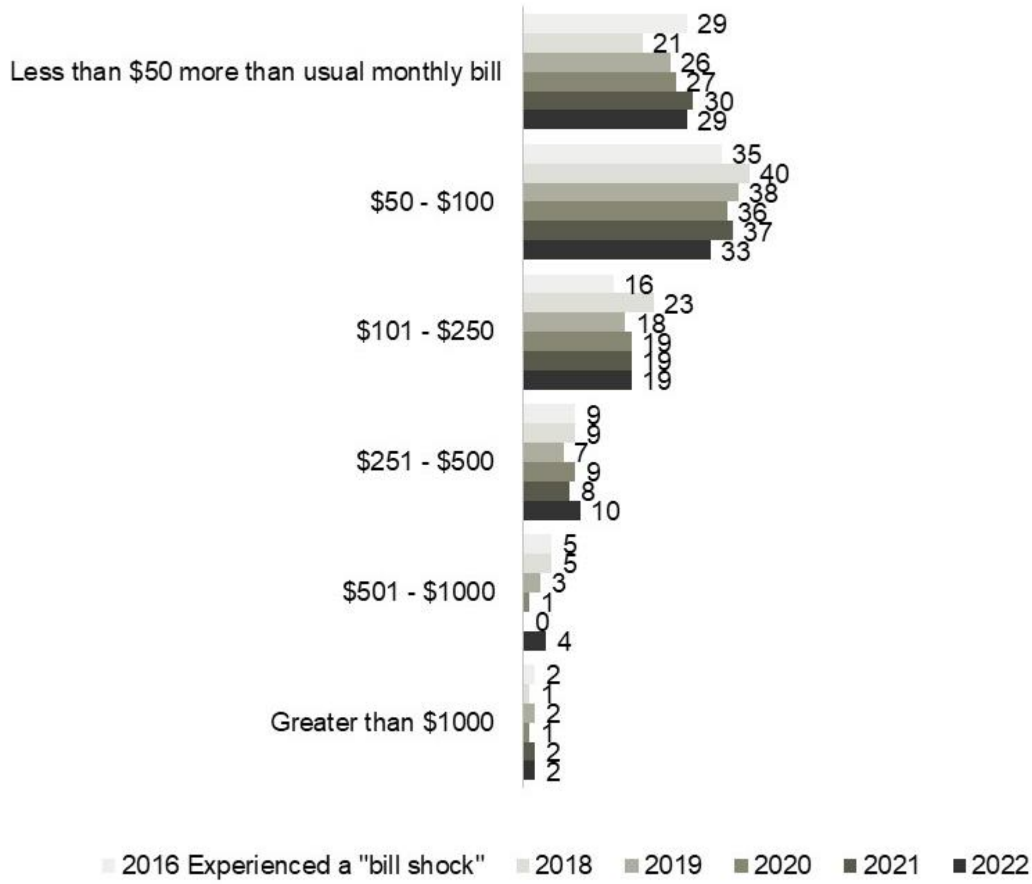
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

- Denotes 0

Amount

The Wireless Code mandates that providers must suspend data overage charges once they exceed $50 unless an authorized user consents to paying additional fees. Despite this, Canadians continue to experience a range of unexpected charges, varying from less than $50 to over $1,000 per billing cycle. As in previous years, most of the unexpected charges continue to be less than $50 (29%) or between $50 and $100 (33%).

Exhibit 4.3.1.d. Amount of unexpected charges on bill among those who have experienced a "bill shock"



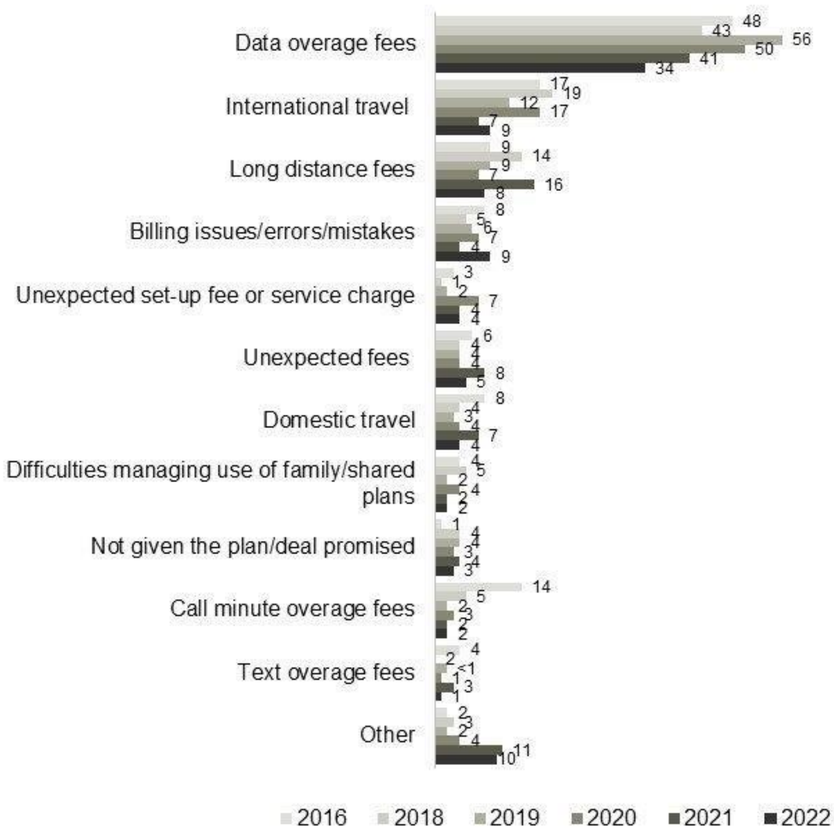
QB10b. What was the amount of the unexpected charges on your bill?

Base: Respondents who have experienced a "bill shock", 2022 (n=253); 2021 (n=201); 2020 (n=261); 2019 (n=320), 2018 (n=211); Fall 2016 (n=285)

Reason

Data overage fees continue to be the primary stated reason for bill shock (34%), though the downward trend continues (-7% from 2021 and -16% from 2020). After an increase in 2021, we see long distance overages have reverted to 2020 levels (now 8%) while international roaming fees continues to be lower than pre-pandemic levels (9% vs 17% in 2020). Billing errors, however, have increased (+5%) over 2021, now representing 9% of bill shock. Complete details can be found in Exhibit 4.3.1.e below.

Exhibit 4.3.1.e. Main reason for bill shock



QB10a. What was the main reason for the 'bill shock' you experienced?

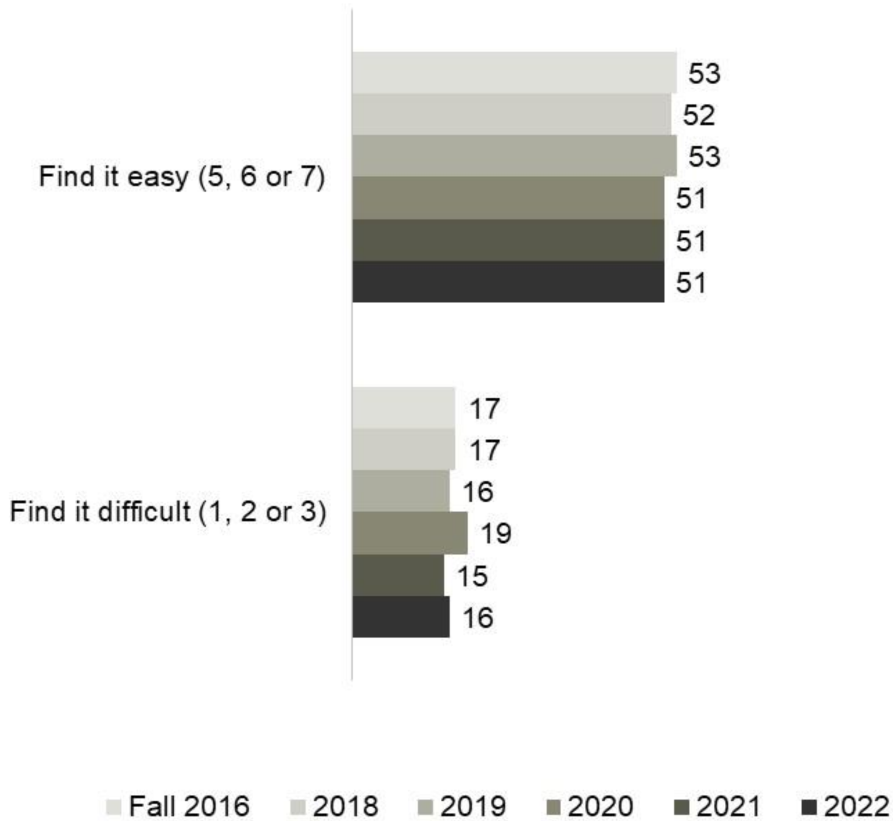
Base: Those who experienced 'bill shock', 2022 (n=253); 2021 (n=201); 2020 (n=261); 2019 (n=320), 2018 (n=211), fall 2016 (n=250), winter 2016 (n=208), 2015 (n=289), 2014 (n=282)

4.3.2 Roaming Fees

The Wireless Code requires service providers to notify customers when they are roaming and to cap data roaming fees at $100 per billing cycle unless the customer expressly consents to pay additional charges.

Most Canadians feel they are able to manage their roaming charges while travelling and little has changed since 2016. More than half of Canadians (51%) continue to find it easy to manage roaming fees (5, 6 or 7 on a scale of 1-7) while 16 per cent Canadians find it difficult (1, 2 or 3 on a scale of 1-7).

Exhibit 4.3.2.a. Level of difficulty managing roaming charges when travelling



QB9. If you use your plan while travelling, you may be charged roaming fees. How easy do you find it to manage your roaming charges when you are travelling? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy.

Base: Respondents who own a cellphone, 2022 (n=1,389); 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322), 2018 (n=1,111); fall 2016 (n=1,277)

Unsurprisingly, those who have made a complaint (31%) are more likely to find it difficult to manage roaming charges than those who have not (12%), as are those who have experienced bill shock compared to those who have not (33% vs. 11%).

4.4 Contract Clarity

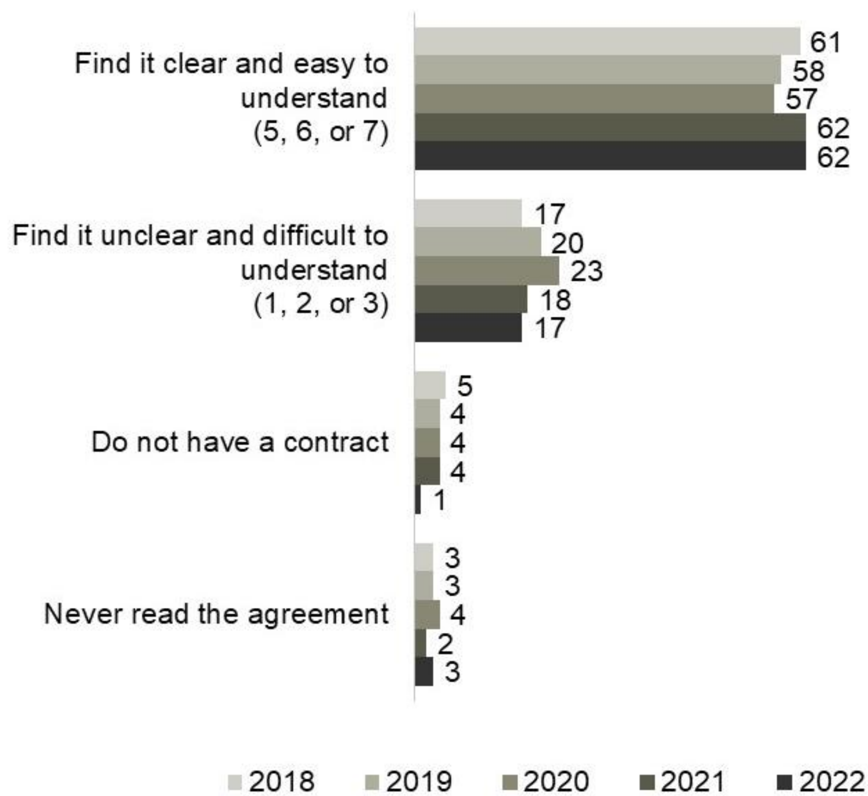
4.4.1 Understanding of Contract

The Wireless Code includes several rules related to contract clarity, including requiring service providers to give customers a critical information summary that highlights the most important terms of their contract.

Canadians understanding of their contracts has remained stable in 2022, with the majority (62%) continuing to find their wireless contract clear and easy to understand (5, 6 or 7 on a scale of 1-7).

As outlined in Table 4.4.1.b., those who have experienced bill shock in the past year are much more likely to state they find their contract difficult to understand (35% vs. 13%; 1,2 or 3 on a scale of 1-7) as are those who have made a complaint 35% vs 14% 1,2 or 3 on a scale of 1-7)

Exhibit 4.4.1.a. Level of ease of understanding wireless contract



WC10. Do you find your contract clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand.

Base: Total respondents who own a cellphone, 2022 (n=1,389); 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322), 2018 (n=1,111)

Table 4.4.1.b. Level of ease of understanding wireless contract by complaints and bill shock

Level of ease of understanding wireless contract	Total (A)	Complaints		Bill Shock	
		Made one (V)	Did not make one (W)	Yes (N)	No (O)
Base=actual	**1389**	**224**	**1158**	**253**	**1121**
Find it easy (5, 6 or 7)	62	45	66V	48	66N
Find it difficult (1, 2 or 3)	17	35W	14	35O	13

WC10. Do you find your contract clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand..

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

4.4.2 Trial Period

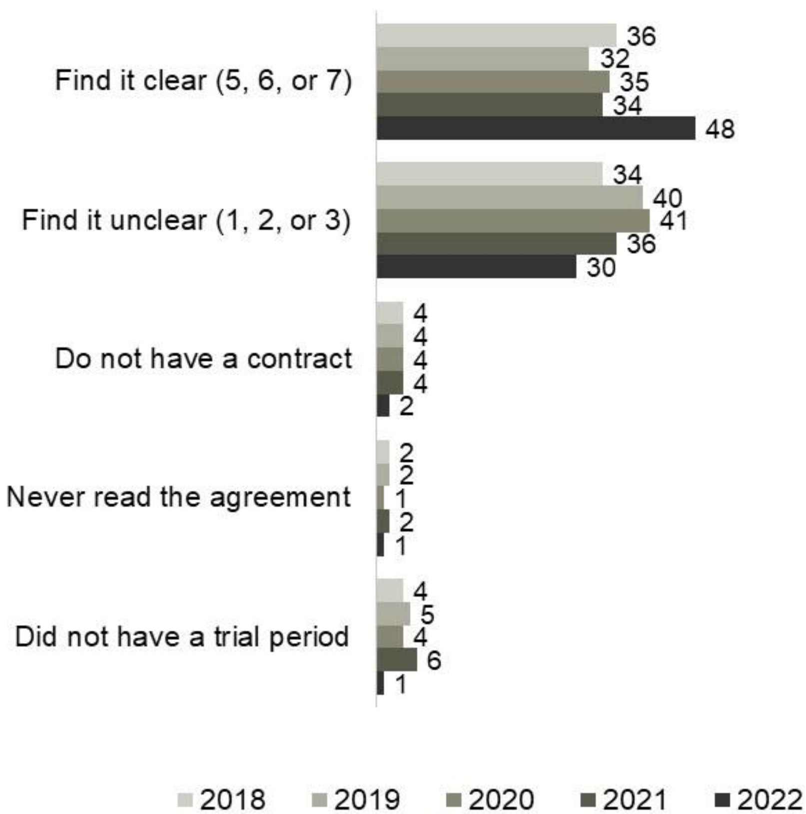
Since 2013, the Wireless Code has required service providers to include a trial period for new contracts. During the trial period, wireless contract holders can cancel their contract without penalty. The trial period must be a minimum of 15 days' service and as of December 1, 2017, it must permit the customer to use up to half the voice, text, and data usage amounts included in their monthly plan.

In 2022, Canadians are now much more likely (+14%) to consider the explanation of their trial period to be clear (48% 5, 6 or 7 on a scale of 1-7) compared to previous years (32-36%). This is largely the result of fewer Canadians finding it unclear (-6%) and fewer being unaware of the trail period (-5%). A minority continue to state they have not read their contract (1%) or they do not have a contract (2%) or trial period (1%).

As outlined in Table 4.4.2.b, younger Canadians (18-65) are more likely to find the explanation of the trial period unclear (29-32% vs. 19% among those 75+).

As with other aspects related to the ease of managing and understanding plans, Canadians who experienced bill shock are more likely to have found the explanation of the trial period unclear (49% vs. 26%), as are those who have filed a complaint in the past 12 months (47% vs. 27%). While improving, this signals that some confusion continues to exist among some Canadians related to both setting up and later managing their contracts.

Exhibit 4.4.2.a. Ease of understanding explanation of the trial period



WC8. The Wireless Code requires service providers to include a trial period for new contracts that include a device and to clearly explain any fees that would apply if you cancel your contract or agreement early.

How clearly did your service provider explain these measures to you?

Please use a 7-point scale where 1 means extremely unclear and 7 means extremely clear.

Base: Total respondents who own a cellphone, 2022 (n=1,389); 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322), 2018 (n=1,111)

**Denotes less than 1%*

Table 4.4.2.b. Ease of understanding explanation of the trial period by age, bill shock and complaints

Explanation of trial period	Total (A)	Age: 18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)	Complaints: Made one (V)	Did not make one (W)	Bill Shock: Yes (N)	No (O)
Base=actual	**1389**	**202**	**507**	**668**	**273**	**276**	**112**	**224**	**1158**	**253**	**1121**
Find it clear (5, 6 or 7)	48	48	49	48	49	46	49	33	51V	31	52N
Find it unclear (1, 2 or 3)	30	31I	32I	28	32I	29	19	47W	27	49O	26
Do not have a contract	2	2	3	2	1	1	7DGH	1	2	3	2
Never read the agreement	1	1	*	2	1	2E	*	-	1	-	1
Did not have a trial period	1	3	*	1	1	1	1	2	1	3O	1
Don't Know	8	5	7	11DE	8	12DE	18DE	6	9	7	8

WC8. The Code requires service providers to include a trial period for new contracts that include a device. During the trial period, you can cancel your contract without penalty. This trial period now has to be half of a month of service and include half the service included in your monthly plan.

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*
- Denotes 0

4.5 Change

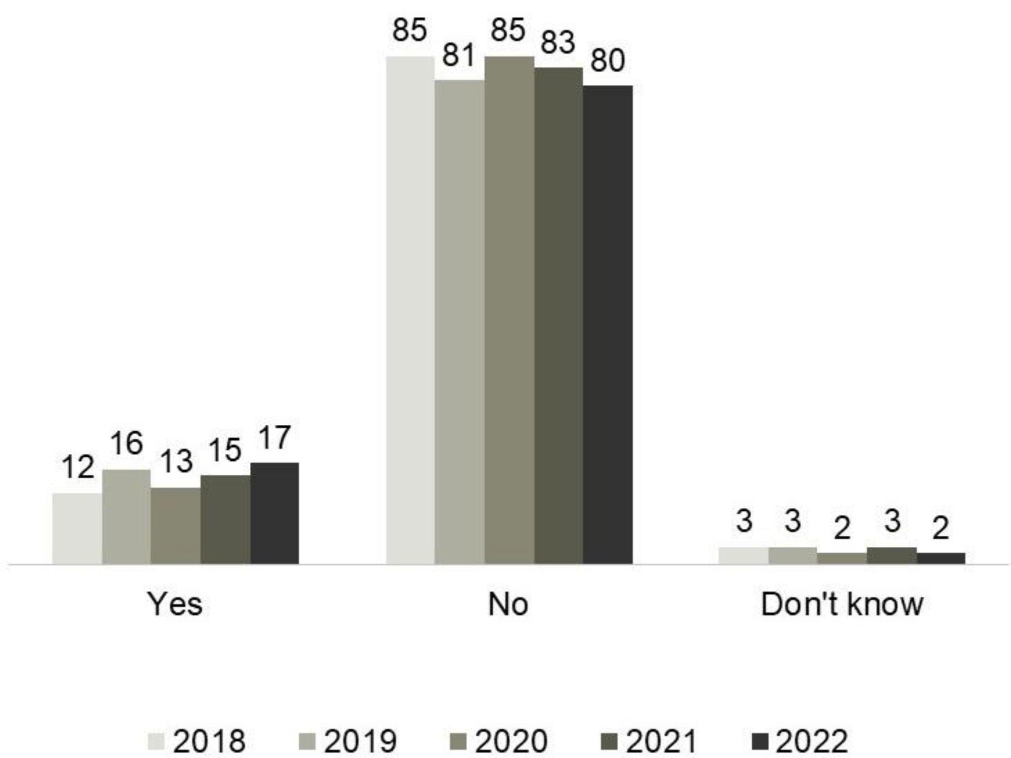
4.5.1 Changes to Contract

The Wireless Code prevents service providers from making changes to the key terms of postpaid contracts without the customer's express consent and requires providers to notify customers prior to making changes to non-key terms.

A small but significant portion of Canadians state that changes to wireless services were made without expressly making them aware of the new terms and conditions (17%), which has remained relatively steady over time (12-16%).

In-line with previous years, changes to wireless services without expressly making the consumer aware of the new terms and conditions is reported more often by those who have made a complaint in the last 12 months (37% vs. 14%), as well as by those who report bill shock (37% vs. 13%). This suggests that a common factor may underlie these issues, such as unexpected service changes or an unclear contract. Of note, racialized Canadians are more likely than non-racialized Canadians to say they experienced changes to their wireless services without being made expressly aware (25% vs. 16% respectively). This is outlined in Table 4.5.1.b.

Exhibit 4.5.1.a. Changes to contract without disclosure of changes in terms and conditions



WC11. Have you ever become aware that your service provider changed your plan without expressly making you aware of how the terms and conditions had changed?

Base: Total respondents who own a cellphone, 2022 (n=1,389); 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322), 2018 (n=1,111)

Table 4.5.1.b. Changes to contract without disclosure of changes in terms and conditions by bill shock and complaints

Changes to contract without disclosure of changes in terms and conditions	Total (A)	Complaints: Made one (V)	Complaints: Did not make one (W)	Bill Shock: Yes (N)	Bill Shock: No (O)	Ethnicity: Non-racialized (T)	Ethnicity: Racialized (U)
Base=actual	**1389**	**224**	**1158**	**253**	**1121**	**1136**	**190**
Yes	17	37W	14	37O	13	16	25T
No	80	60	85V	58	86N	82U	73
Don't know	2	3	2	5O	1	2	2

WC11. Have you ever become aware that your service provider changed your plan without expressly making you aware of how the terms and conditions had changed?

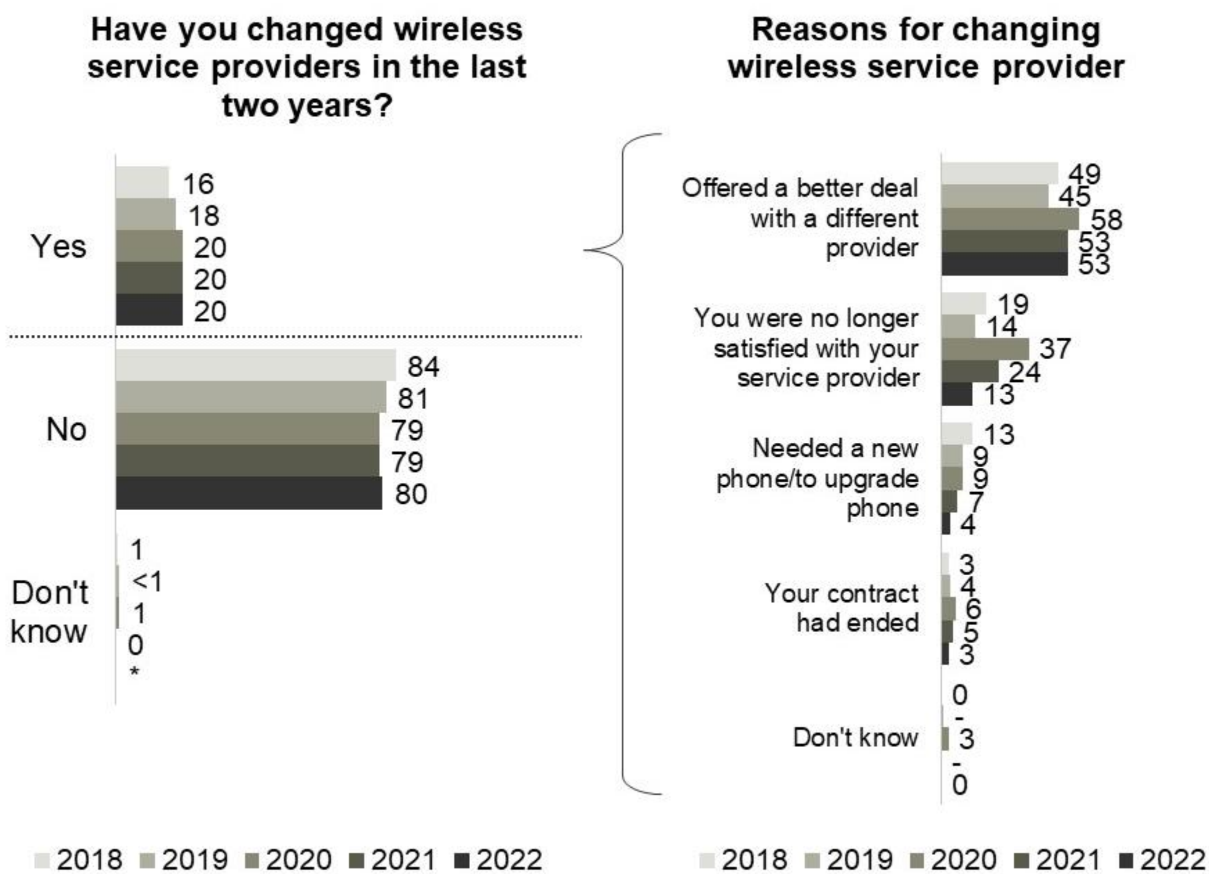
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

4.5.2 Changing Service Providers

When the Wireless Code was created in 2013, it prevented service providers from charging early cancellation fees after a period of 2 years, in the interest of making it easier for consumers to switch providers to take advantage of competitive offers.

The number of Canadians who have changed their service provider has remained steady at 20 per cent for the third year in a row. As in previous years, the most common reason stated for changing providers was being offered a better deal (53%). Cost is now the second most common reason (22%) followed by no longer being satisfied with a service provider (13%). Full details are outlined in Exhibit 4.5.2.a.

Exhibit 4.5.2.a. Switching wireless service providers and reasons for change



WC16. Have you changed wireless service providers in the last two years?

Base: Total respondents who own a cellphone, 2022 (n=1,389); 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322), 2018 (n=1,111)

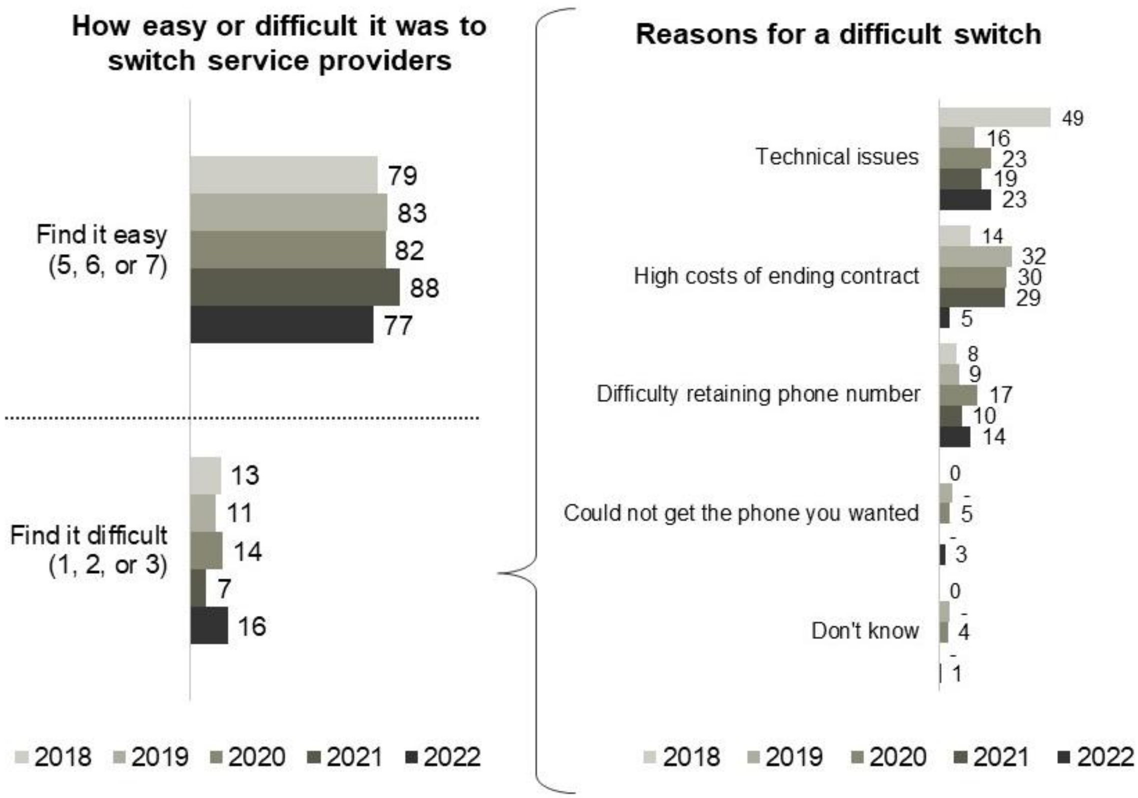
WC12. [If answered "Yes" to WC16] Why did you change service provider?

Base: Total respondents who changed their service provider in P2Y, 2022 (n=274); 2021 (n=254); 2020 (n=233), 2019 (n=231), 2018 (n=152)

The ease of switching providers has declined significantly in 2022 (-11%) reverting to 2018-2020 levels. Just over three quarters (77%) of Canadians report being able to easily navigate the change process (5, 6 or 7 on a scale of 1-7).

Among the 16 per cent of Canadians who found the process difficult (rated 1, 2 or 3 on a scale from 1-7); technical issues (23%) and difficulty retaining a phone number (14%) were the primary reasons for the difficulty. On a more positive note, far fewer Canadians (-24%) report high costs of ending contracts creating difficulties.

Exhibit 4.5.2.b. Ease of switching wireless service providers and reasons for difficulty



WC13. [If answered "Yes" to WC16] How easy or difficult was it to switch service providers? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy.

Base: Total respondents who changed their service provider in P2Y, 2022 (n=274); 2021 (n=254); 2020 (n=233), 2019 (n=231), 2018 (n=152)

WC14. [If answered 1,2 OR 3 at WC13] Was there a reason why switching providers was difficult for you?

*Base: Total respondents who find it difficult to switch, 2022 (n=40); 2021 (n=23)**; 2020 (n=29)**; 2019 (n=24)**, 2018 (n=19)***

*** Very Low Base < 30*

4.6 Complaints

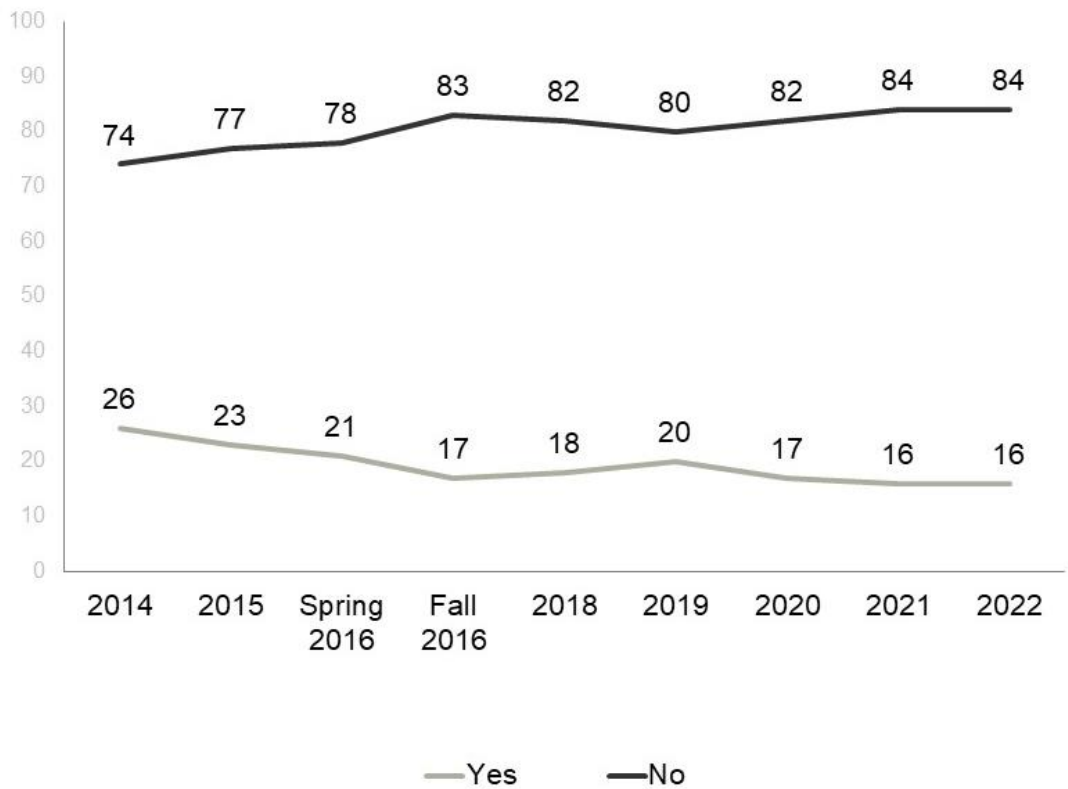
4.6.1 Complaints in the Last 12 Months

Incidence

The incidence of Canadians who report having made complaints about their wireless services has remained stable, in-line with 2016 to 2021 results (16% vs. 16-21%) and continues to remain significantly lower than in 2014 (26%).

Not unexpectedly, those who find managing data difficult are still more likely to have made a complaint over the past year (34% vs. 14%); see Table 4.6.1.b. Interestingly, those who are enrolled in family plans are now no more likely to have made a complaint than those with individual plans (17% vs. 15% respectively) suggesting Canadians are getting better at managing family plans and/or service providers may be providing better service or clearer contracts. Lastly, Quebeckers are now less likely to have made a complaint in the last 12 months compared to other Canadians (6% vs 16-24%)

Exhibit 4.6.1.a. Wireless service complaint made in the past 12 months



QB11a. Have you made a complaint about your wireless services in the past 12 months?

Base: Respondents who own a cellphone, 2022 (n=1,389); 2021 (n=1,371); 2020 (n=1,306); 2019 (1,322), 2018 (n=1,111), Fall 2016 (n=1,277), Winter 2016 (n=925), 2015 (n=1,005), 2014 (n=1,016)

Table 4.6.1.b. Wireless service complaint made in the past 12 months by region, plan type and data management

Wireless Service Complaint Made	Total (A)	Region						Plan		Manage Data	
		Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Terri-tories (R)	Family (J)	Individual (K)	Easy (F)	Difficult (G)
Base=actual	**1389**	**129**	**256**	**415**	**385**	**154**	**50**	**469**	**902**	**1002**	**103**
Yes	16	24KO	6	19K	17K	16K	17K	17	15	14	34F
No	84	76	94JLMR	80	82	83	81	82	84	85G	66
Don't know	*	-	*	*	1	*	2	1	*	*	-

QB11a. Have you made a complaint about your wireless services in the past 12 months?

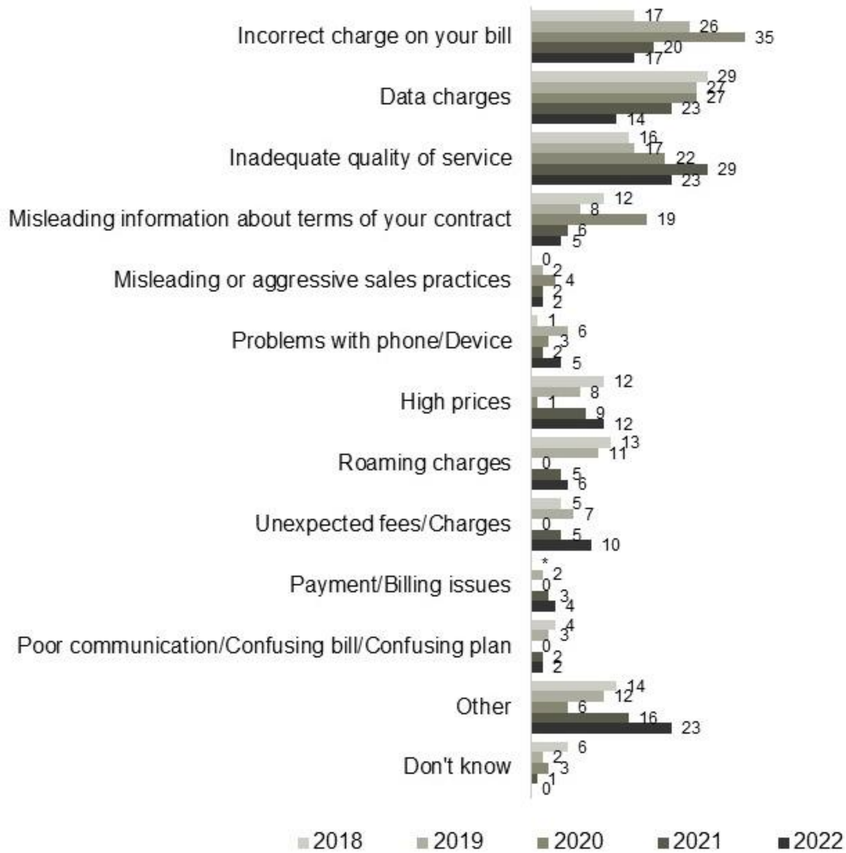
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*
- Denotes 0

Reasons for complaints

The reasons for complaints have remained stable in 2022, with inadequate quality of service continuing to be the top complaint (23%), followed by incorrect charges (17%) and data charges (14%). COVID-19 restrictions continue to be a likely factor in data overage charges, as Canadians have greater access to their home Internet access or alternative devices at home. Complete details can be found in Exhibit 4.6.1.c below.

Exhibit 4.6.1.c. Reason for complaints



B11b. [ASK If answered “Yes” to B11a] What was your complaint about?

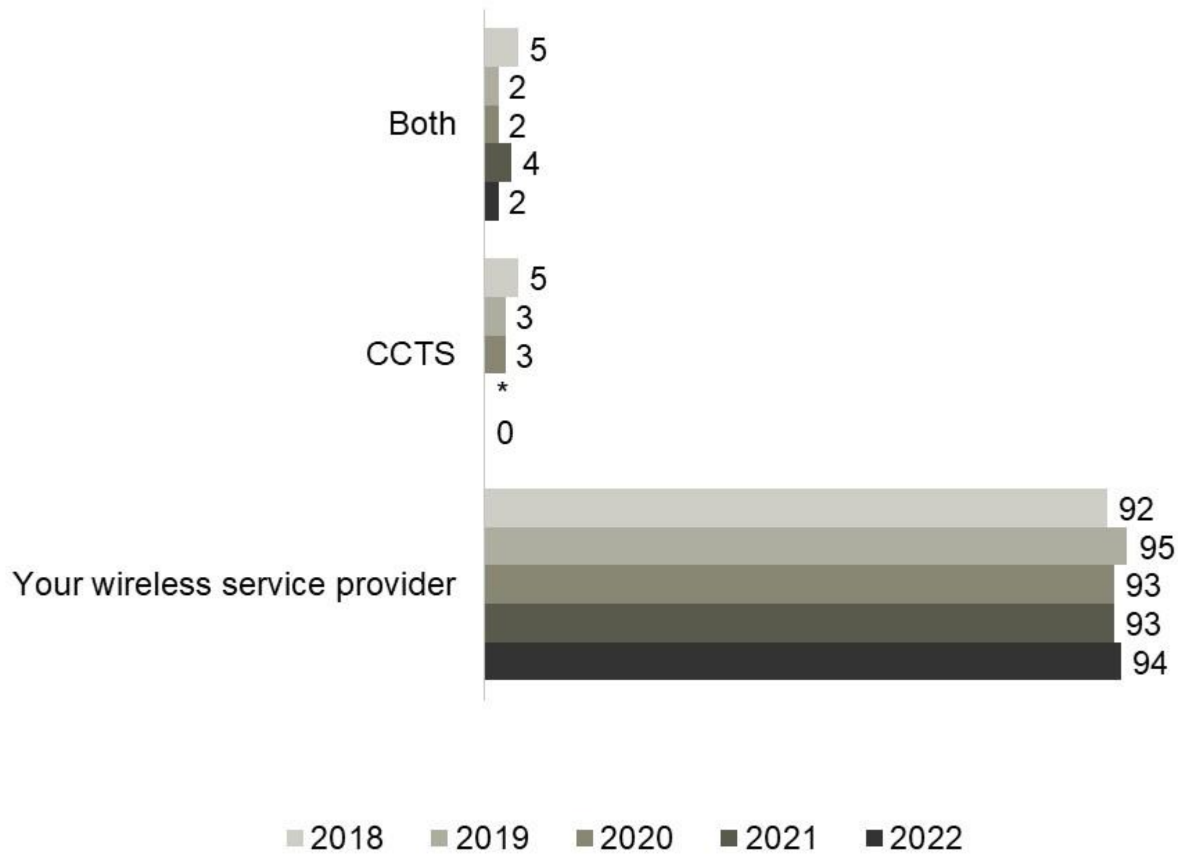
Base: Total respondents who made a complaint about the wireless services in the P12M, 2022 (n=224); 2021 (n=203); 2020 (n=222); 2019 (n=255), 2018 (n=183)

Complaint Issued to Service Provider

The CCTS is mandated to review complaints from customers who are unsatisfied with how their complaint was addressed by their service provider.

Consistent with previous years, more than nine-in-ten Canadians who have made a complaint made it solely to their service provider (94%), while 2% made the complaint to both their provider and the CCTS. No Canadians reported solely escalating complaints to the CCTS in 2022, signalling that they understand the process involves contacting their provider first.

Exhibit 4.6.1.d. Complaints to wireless service provider



WC7. [ASK If answered "Yes" to B11a] Who did you complain to? Was it your service provider, the Commission for Complaints for Telecom-television Services, also known as the CCTS, or both?

Base: Total respondents who made a complaint about the wireless services in the P12M, 2022 (n=224); 2021 (n=203); 2020 (n=222); 2019 (n=255), 2018 (n=183)

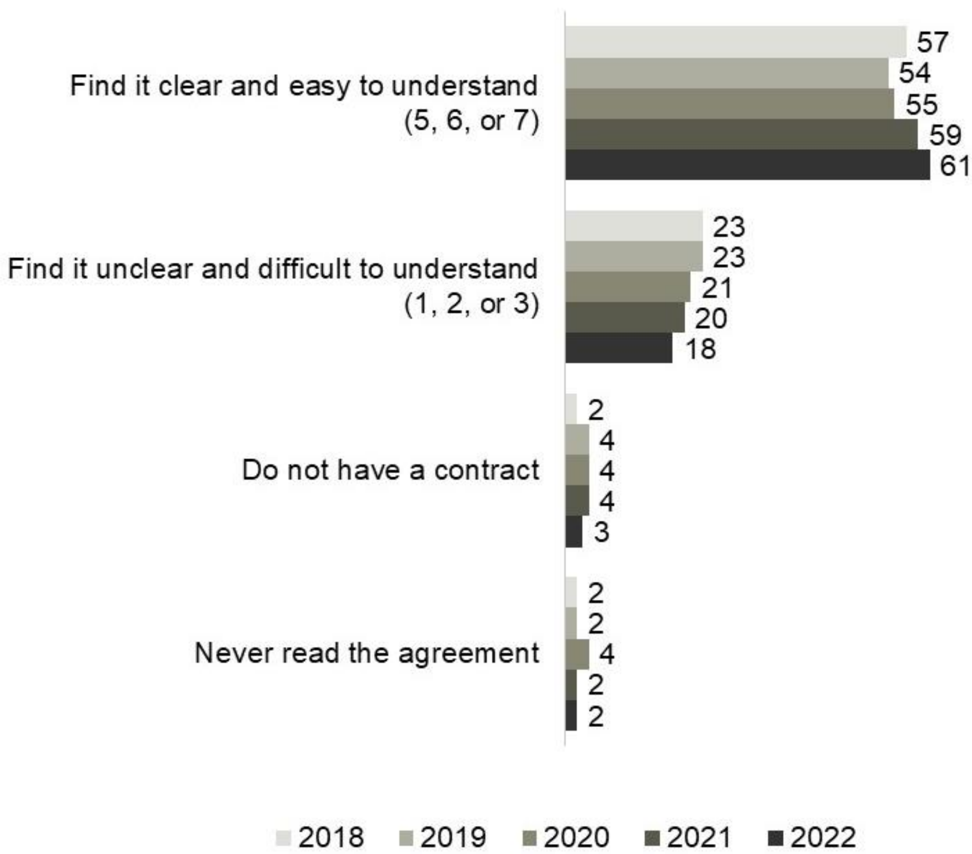
** Low Base < 100*

5. Television Provider Service Code

5.1 Clarity of TV Contracts

Clarity of contracts has remained consistent over the last four years. Over half of Canadians are continuing to report they find their TV contracts clear and easy to understand (61%; rated 5, 6 or 7 on a scale from 1-7) and only a small portion (18%; rated 1, 2 or 3 on a scale from 1-7) are finding contracts difficult to understand.

Exhibit 5.1.a. Clarity of TV contracts



TVSP2. To what extent do you find your TV contract clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand.

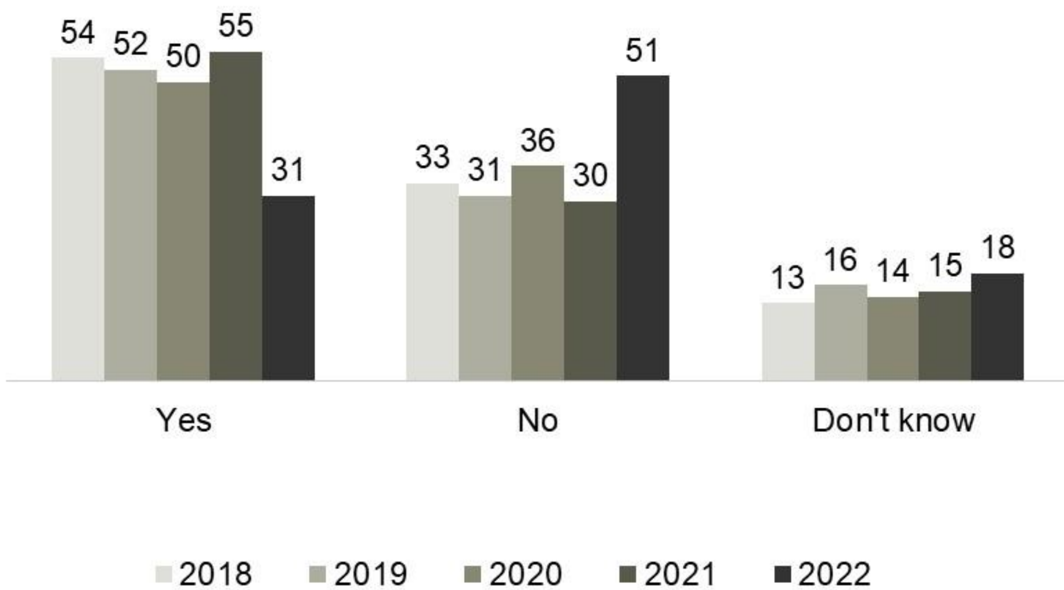
Base: Total respondents who subscribe to a TV service, 2022 (n=1,066); 2021 (n=1,102); 2020 (n=1,060); 2019 (n=1,107), 2018 (n=1,096)

5.2 Awareness of Basic Service Package

The TVSP Code requires television service providers ensure that customers are aware of the availability, price, and content of their entry-level service offering (i.e., basic service package). Reports of being aware of the basic service package remained steady from 2018-2021, with just over half of TV service subscribers reporting they were informed while close to one-third did not believe they were informed of the basic service package.

In 2022, the question was modified to clarify that the basic offer considered in this question should be not more than $25 per month. As a result, the number of Canadians who report being aware of the basic service package has fallen significantly (-24%) with slightly less than one-third (31%) of Canadians reporting they are aware of the basic service package. Service providers are required to inform new and old clients about the basic service, regardless of when their contracts were signed which suggests that consumer are not being actively directed to the information on the basic service package.

Exhibit 5.2.a. Awareness of basic service package



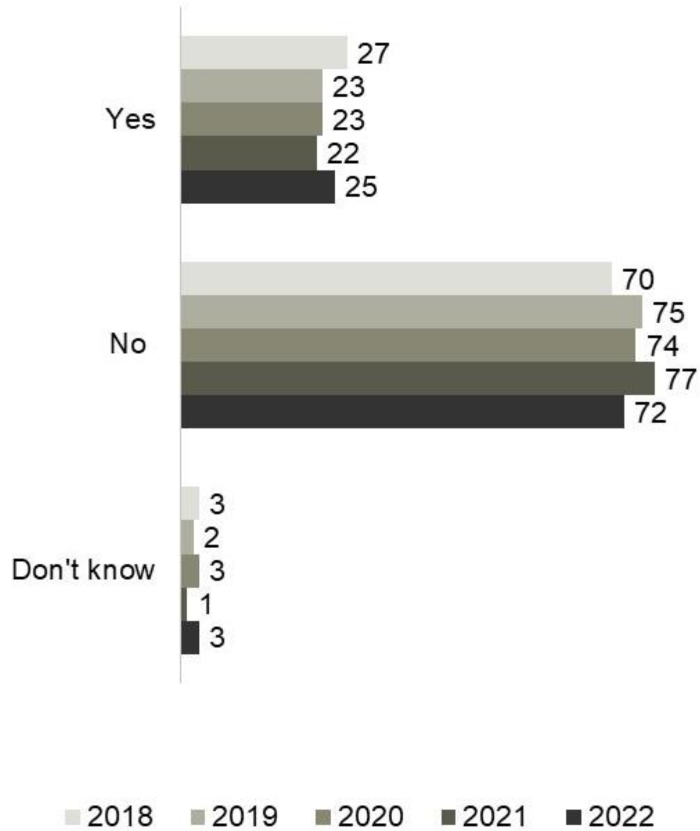
TVSP4. The TVSP Code requires television service providers to ensure that customers are aware of the availability, price, and content of their entry-level service offering, also known as the basic service package. Has your service provider informed you about their entry-level offering? This may have been by email, on the phone or via your monthly billing?

Base: Total respondents who subscribe to a TV service, 2022 (n=1,066); 2021 (n=1,102); 2020 (n=1,060), 2019 (n=1,107), 2018 (n=1,096)

5.3 Complaints

One-quarter (25%) of Canadians made a complaint about their TV services in the past 12 months. This represents a slight increase slightly (+3) over the past year. Complaints are higher among those living in the Atlantic region (40%) compared to those living in other regions of Canada (15-31%).

Exhibit 5.3.a. Complaints



TVSP6. Have you made a complaint about your TV services within the last 12 months?

Base: Total respondents who subscribe to a TV service, 2022 (n=1,066); 2021 (n=1,102); 2020 (n=1,060), 2019 (n=1,107), 2018 (n=1,096)

Table 5.3.b. Complaints by region

Complaints about TV services in P12M	Total (A)	Region Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Territories (R)
Base=actual	**1066**	**99**	**221**	**315**	**275**	**119**	**37**
Yes	25	40KMNR	15	31KR	25K	24	10
No	72	59	83JLM	66	71J	74J	90JLM
Don’t know	3	1	2	3	3	2	-

TVSP6. Have you made a complaint about your TV services within the last 12 months?

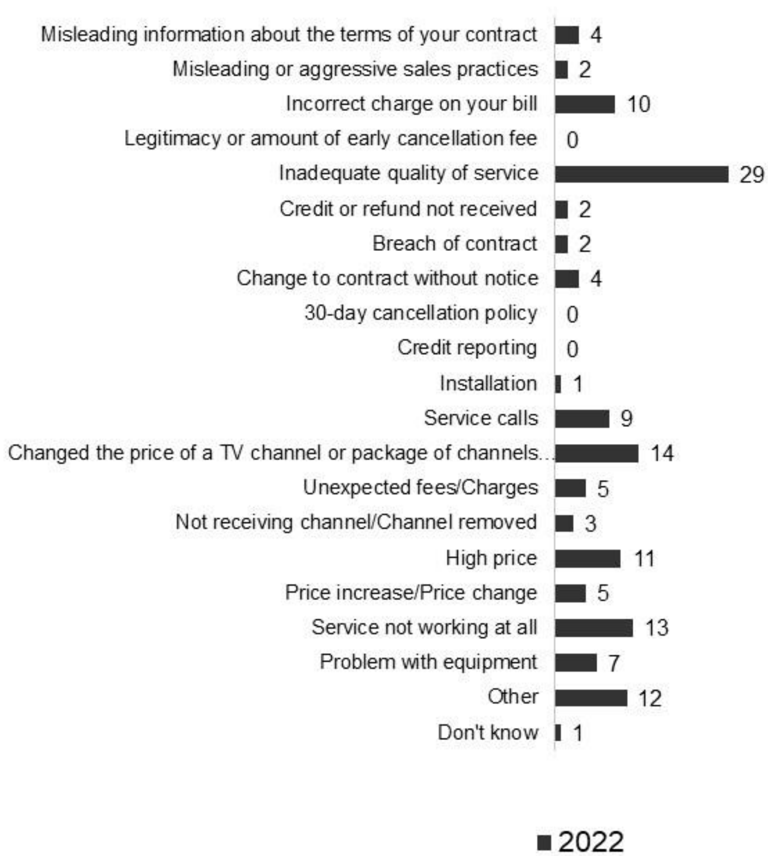
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

- Denotes 0

Reasons for complaints

The main reasons for complaints about TV services were inadequate quality of service (29%), followed by price change without consent (14%) service not working (13%) and incorrect charge (10%). Complete details can be found in Exhibit 5.3.c below.

Exhibit 5.3.c. Complaints



TVSP6b. Have you made a complaint about your TV services within the last 12 months?

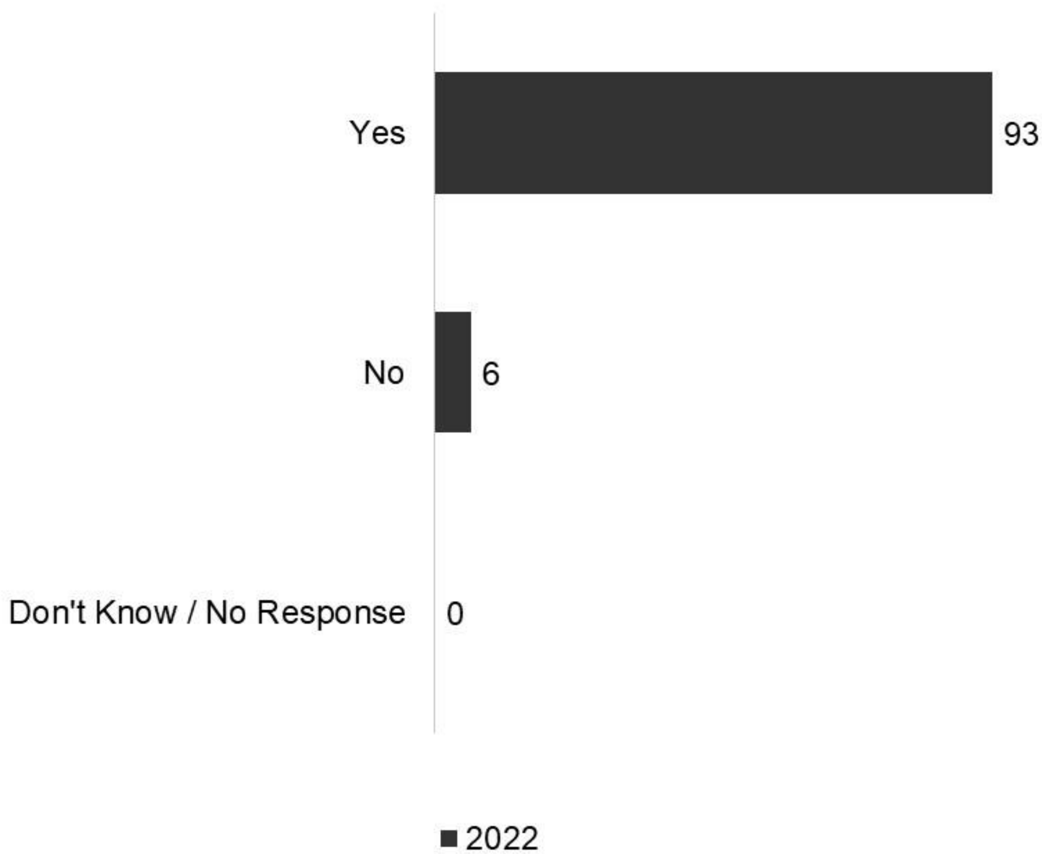
Base: Total respondents who made a complaint about TV service in the P12M, 2022 (n=282)

6. Internet Code

6.1 Subscribe to Home Internet

The large majority of Canadians subscribe to home internet service (93%). Canadians that do not subscribe tend to be older (75+), non-Indigenous, and with lower incomes (<40K). Details can be found in Table 6.1.b and Table 6.1.c below.

Exhibit 6.1.a. Subscribe to Home Internet service



QA1e. Does your household subscribe to a home Internet service?

Base: Total respondents, 2022 (n=1,570)

Table 6.1.b. Subscribe to Home Internet service by age

Subscribe to home internet service	Total (A)	Age 18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)
Base=actual	**1570**	**211**	**561**	**785**	**320**	**307**	**149**
Yes	93	94I	96FI	92	93I	94I	85
No	6	6	4	8E	7	6	14DEGH
Don’t know/No response (VOLUNTEERED)	*	-	-	*	*	-	1

QA1e. Does your household subscribe to a home Internet service?

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*
- Denotes 0

Table 6.1.c. Subscribe to Home Internet service by household income and Indigenous

Subscribe to home internet service	Total (A)	Household Income: Under $40K (E)	$40K to under $60K (F)	$60K to under $100K (G)	$100K to under $150K (H)	$150K + (I)	Indigenous: Yes (R)	No (S)
Base=actual	**1570**	**247**	**159**	**373**	**273**	**287**	**63**	**1474**
Yes	93	84	95E	96E	99E	97E	78	94
No	6	16FGHI	5	4	1	3	22S	6
Don’t know/No response (VOLUNTEERED)	*	1	-	-	-	-	-	*

QA1e. Does your household subscribe to a home Internet service?

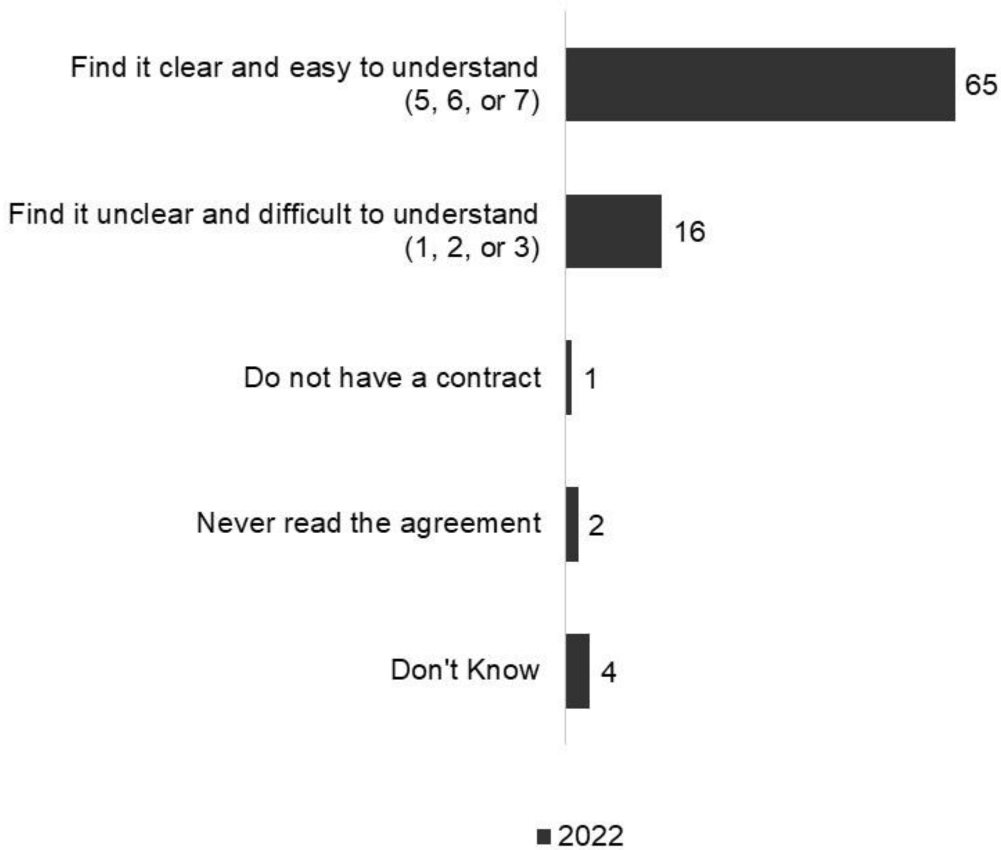
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*
- Denotes 0

6.2 Ease of Understanding Internet Contract

Two thirds of Canadians report they find their Internet contracts clear and easy to understand (65%; rated 5, 6 or 7 on a scale from 1-7) and only a small portion (16%; rated 1, 2 or 3 on a scale from 1-7) are finding contracts difficult to understand.

Exhibit 6.2.a. Ease of Understanding Internet Contract



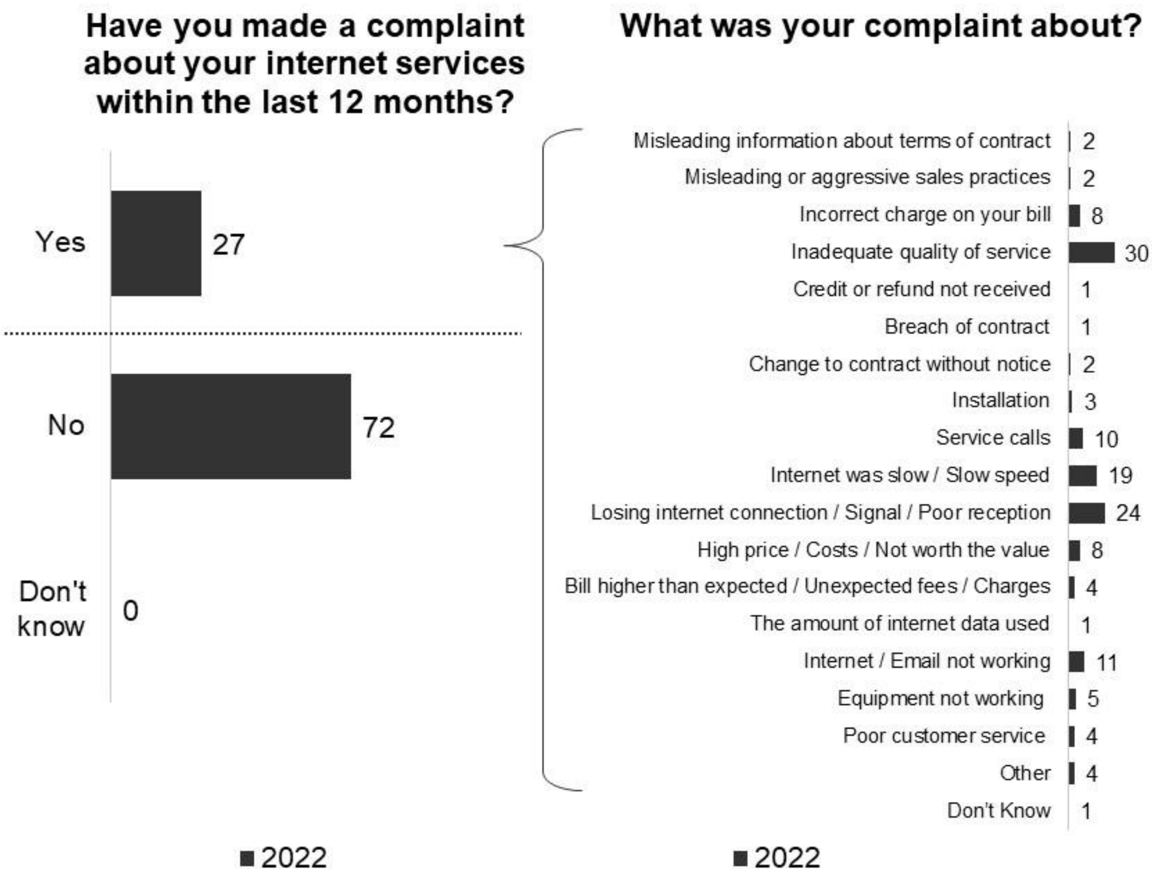
QIC3. To what extent do you find your Internet contract clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand.

Base: Total respondents who subscribe to home internet service, 2022 (n=1,460)

6.3 Complaints

More than a quarter (27%) of Canadians have made a complaint about their internet services within the last 12 months. Some demographic differences exist in relations to internet services complaints. More specifically, older seniors (+75) and those living in Quebec and the Territories are less likely to have made a complaint (15% vs 26-30% and 12% vs 8-12% vs 21-30%). Details can be found in Table 6.3.b and Table 6.3.c below. The main reasons for complaint include inadequate quality of service (30%), followed by losing Internet connection / signal / poor reception (24%), Internet was slow / slow speed (19%), and Internet / Email not working (11%).

Exhibit 6.3.a. Complaints



QIC4. Have you made a complaint about your internet services within the last 12 months?
Base: Total respondents who subscribe to home internet service, 2022 (n=1,460)

QIC5. [ASK If answered “Yes” to IC4] What was your complaint about? READ LIST IF NEEDED CHOOSE ALL THAT APPLY
Base: Base: Total respondents who subscribe to home internet service, 2022 (n=396)

Table 6.3.b. Complaints by age

Complaint about internet services in P12M	Total (A)	Age: 18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)
Base=actual	**1460**	**197**	**537**	**716**	**295**	**286**	**127**
Yes	27	26I	29I	26	30I	27I	15
No	72	73	71	74	69	73	85DEGH
Don't know	*	*	*	*	*	*	-

QIC4. Have you made a complaint about your internet services within the last 12 months?

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*
- Denotes 0

Table 6.3.c. Complaints by region and ethnicity

Complaint about internet services in P12M	Total (A)	Region: Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Territories (R)	Ethnicity: Non-racialized (T)	Racialized (U)
Base=actual	**1460**	**138**	**273**	**432**	**404**	**170**	**43**	**1209**	**187**
Yes	27	21K	12	37JKR	31KR	30KR	8	26	39
No	72	76	88JLMN	63	69	70	92JLMN	74U	61
Don't know	*	3L	1	*	*	-	-	1	-

QIC4. Have you made a complaint about your internet services within the last 12 months?

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*
- Denotes 0

7. CRTC

7.1 Canadians' Understanding of the CRTC Mandate

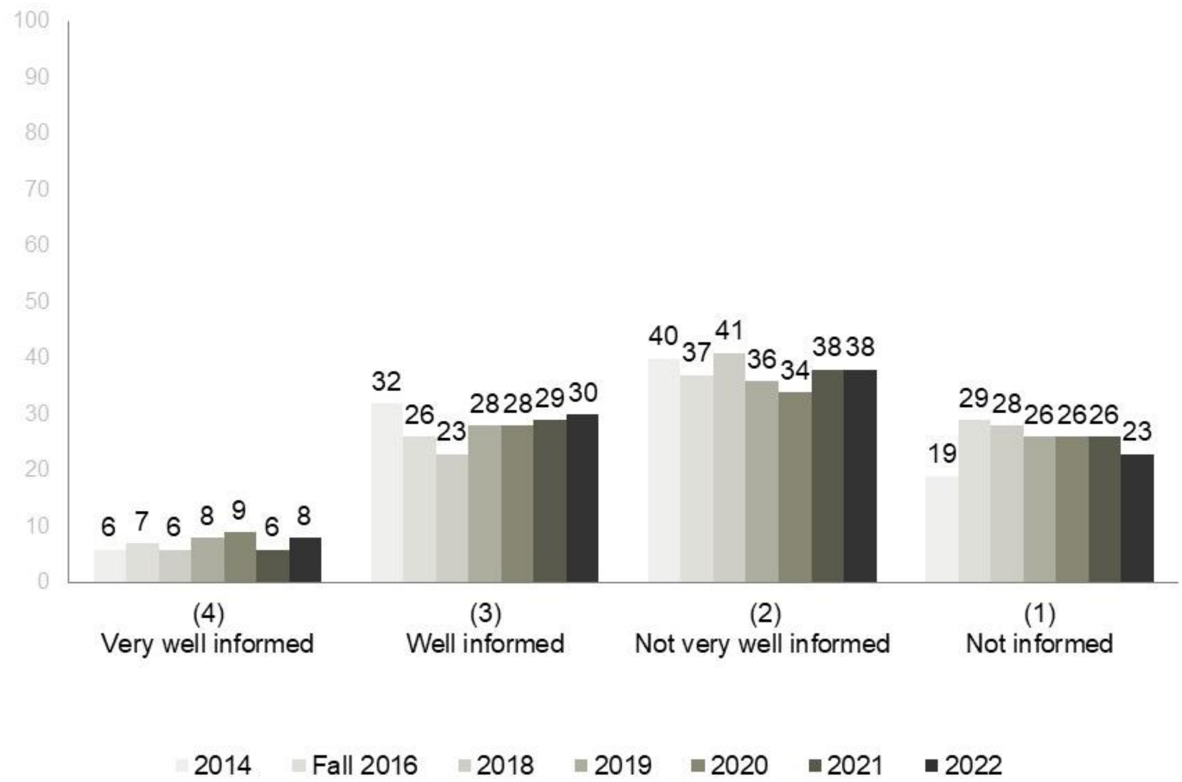
Canadians' understanding of the mandate and role of the CRTC has increased slightly over the past year. Thirty-eight per cent (38%) consider themselves very well/well informed about the CRTC.

A number of demographic factors play a role in how informed one considers themselves to be about the CRTC:

- Men continue to be more likely to consider themselves informed than women (43% vs. 33% very well/well informed);
- Those in the Territories and Quebec consider themselves better informed about the CRTC's mandate (45-56% vs. 29-37% in other regions);
- Those whose first language is not an official language are less likely to feel informed (73% vs. 52-61%; not very well/not informed); and
- Racialized Canadians are less likely to feel informed (70% vs. 59%; not very well/not informed).

Complete details can be found in Table 7.1.b below.

Exhibit 7.1.a. Level of informed with the mandate and role of the CRTC



Level of informed with the mandate and role of the CRTC

C1. Overall, how informed are you about the mandate and role of the CRTC?

Base: Total respondents, 2022 (n=1,570); 2021 (n=1,561); 2020 (n=1,510), 2019 (n=1,524), 2018 (n=1,345), fall 2016 (n=1,483), 2014 (n=1,289)

Table 7.1.b. Level of informed with the mandate and role of the CRTC by gender, region, language, and ethnicity

Level of informed with the mandate and role of the CRTC		Gender		Region						Language			Ethnicity	
	Total (A)	Male (A)	Female (B)	Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Terri-tories (R)	Eng (B)	Fr (C)	Other (D)	Non-racialized (T)	Racialized (U)
Base=actual	**1570**	**858**	**696**	**147**	**293**	**459**	**440**	**181**	**50**	**1089**	**280**	**201**	**1292**	**203**
Informed (4 and 3)	38	43C	33	29	45JLMN	37	35	31	56JLMN	38D	48BD	24	40U	28
Uninformed (2 and 1)	61	56	65B	68KR	53	62KR	64KR	67KR	43	61C	52	73BC	59	70T
Don't know	1	1	1	3M	1	1	*	1	2	1	1	3	1	3

QC1. Overall, how informed are you about the mandate and role of the CRTC?

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*

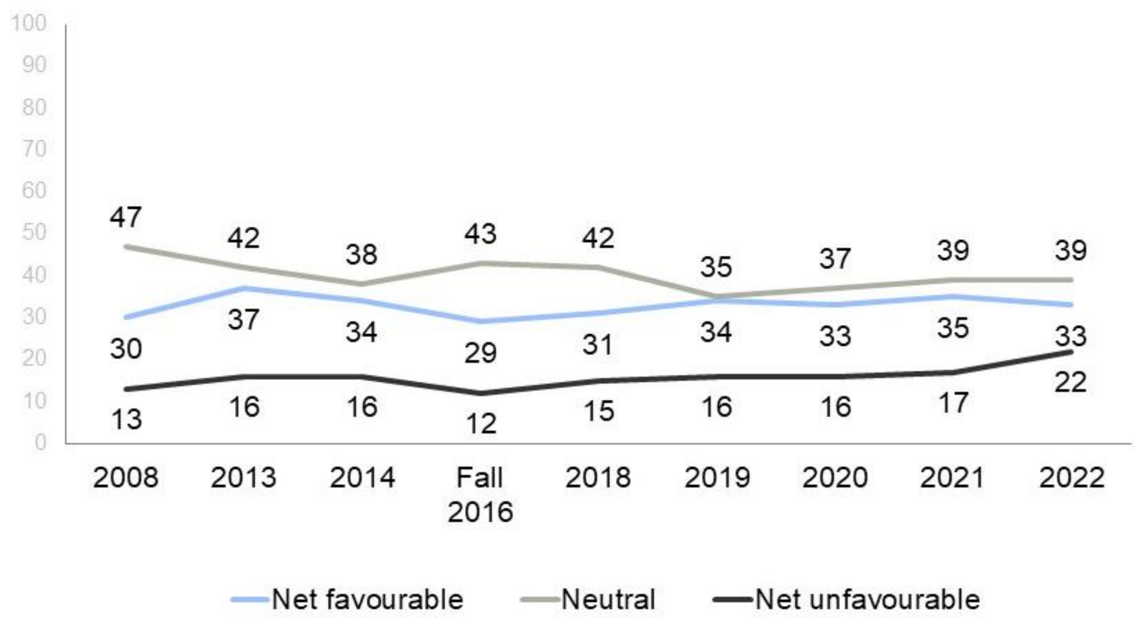
7.2 Impression of the CRTC

Canadians' impressions of the CRTC have remained steady since 2019 and continue to remain more positive than in Fall 2016 (33% vs. 29%; rated 4 or 5 on a 1-5 scale).

Not unexpectedly, those who consider themselves well informed (very well/ well) have more favourable impressions of the CRTC (49-54% vs. 13-17%).

Interestingly, Canadians whose mother tongue is French have more favourable opinion of the CRTC (44% vs 27-30%) compared to those whose mother tongue is English or another language.

Exhibit 7.2.a. Impression of the CRTC



QC2. What is your impression of the CRTC?

Base: Total respondents, 2022 (n=1,570); 2021 (n=1,561); 2020 (n=1,510), 2019 (n=1,524), 2018 (n=1,345), Fall 2016 (n=1,483), 2014 (n=1,289)

Table 7.2.b. Impression of the CRTC by language and informed about CRTC

Impression of the CRTC		Language			Informed CRTC			
	Total (A)	Eng (B)	Fr (C)	Other (D)	Very well (H)	Well (I)	Not very well (J)	Not (K)
Base=actual	**1570**	**1089**	**280**	**201**	**133**	**480**	**610**	**328**
VERY FAVOURABLE/ SOMEWHAT FAVOURABLE (NET)	33	30	44BD	27	54	49	27K	13
(5) Very favourable	11	9	17B	9	28I	18	6	3
(4) Somewhat favourable	22	21	27	18	25	31	22K	10
(3) Neutral	39	41C	30	40C	17	25	51	45
SOMEWHAT UNFAVOURABLE/ VERY UNFAVOURABLE (NET)	22	22	19	22	28	25	19	18
(2) Somewhat unfavourable	12	13	12	11	10	14	14	9
(1) Very unfavourable	9	9	8	12	18	11	5	9
Don't know	7	7	7	11	1	1	2	23J

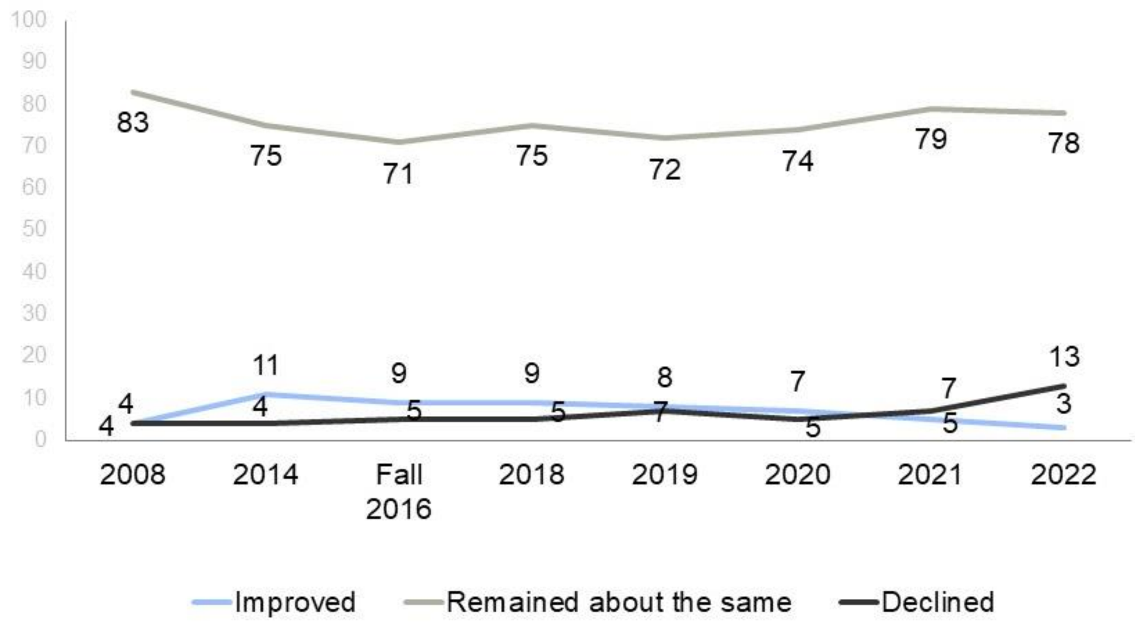
QC2. What is your impression of the CRTC?

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

Given that impressions of the CRTC have remained steady, it follows that most Canadians say their impression of the CRTC has not changed (78%). Where opinion has changed, it has declined significantly over previous year. Thirteen percent (13%) report a decline in opinion in 2022 compared to 5% in 2021.

Decline in opinion is more common among men (19% vs. 8%), those who are Indigenous (25% vs. 13%), and those who have difficulty managing their data (24% vs 12%). Details can be found in Table 7.2.d.

Exhibit 7.2.c. Impression of the CRTC over time



QC3. Over the past year, would you say your impression of the CRTC has:

Base: Total respondents, 2022 (n=1,570); 2021 (n=1,561); 2020 (n=1,510), 2019 (n=1,524), 2018 (n=1,345), Fall 2016 (n=1,483), 2014 (n=1,289)

Table 7.2.d. Impression of the CRTC over time by gender, ease of managing data, and ethnicity

Change of Impression of the CRTC in the P12M		Gender		Indigenous		Manage Data	
	Total (A)	Male (B)	Female (C)	Yes (R)	No (S)	Easy (F)	Difficult (G)
Base=actual	**1570**	**858**	**696**	**63**	**1474**	**1002**	**103**
Improved	3	4	2	3	3	3	2
Declined	13	19C	8	25S	13	12	24F
Remain about the same	78	72	83B	68	78	81G	66
Don’t know	6	5	7	5	6	4	8

QC3. Over the past year, would you say your impression of the CRTC has:

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

Appendix A: Methodology

8.1 Methodological Overview

Survey Administration

A telephone survey was conducted among 1,570 Canadians aged 18 years and older; 1,415 who have their own wireless plan and 155 with those who do not have their own wireless plan. Included in this sample were Canadians who reside in cellphone only households (n=599). This sample also included Canadians that are under contract with TV service providers (n=1,000).

Interviews were conducted using a combination of random digit dialling (RDD) for the landline sample frame and pre-screened cellphone only households (CPO) sample. Since this survey included pre-screened sample, it is considered a non-probability sample and as such margin of error does not apply and conclusions from these results cannot be generalized to any population.

A pre-test consisting of 10 completed English interviews and 10 completed French interviews was undertaken on January 10, 2022. No changes were made after the pre-test and as such the data were included in the final data set. The survey was in field from January 11th – January 25, 2022.

To allow for regional analyses, regional quotas were also set as follows:

Table 8.1.a: Survey Quotas

Region	Wireless	Quota	Completions
Territories	With wireless	50	50
	Without wireless	0	0
British Columbia	With wireless	153	154
	Without wireless	27	27
Alberta	With wireless	127	127
	Without wireless	18	19
Manitoba	With wireless	127	128
	Without wireless	18	18
Saskatchewan	With wireless	127	130
	Without wireless	18	18
Ontario	With wireless	356	415
	Without wireless	44	44
Quebec	With wireless	253	256
	Without wireless	37	37
Atlantic	With wireless	127	129
	Without wireless	18	18

Survey data were weighted using the 2016 Census statistics with regard to region, age, gender, and language. Further details about the methodology follow.

Questionnaire

This is a tracking survey and the overall objectives have not changed. Over time, some questions were removed or added to the survey to address a desire for more detailed information. Further in 2021 and 2022 questions related to the Internet Code have been included. CRTC provided Kantar with both English and French versions of the survey. The survey took approximately 15 minutes to complete.

Pre-test

A pre-test was undertaken on January 10, 2022, obtaining 10 English and 10 French completed interviews. The results were reviewed to ensure the survey was working as expected and that the questions were being interpreted as expected. Based on the results of the pre-test, no changes were required for the survey and as such the results of the 20 completes were included in the final data set.

Sample Design and Selection

A regionally stratified sample was drawn to achieve completions among Canadians who have a wireless plan that is not paid for by their employer and those who do not have any wireless plan. The sample was regionally stratified to ensure regional quotas were met.

A landline sample was provided by an internal random number generator that randomizes the last four digits of the phone number based on known area code/exchange combinations. Landline respondents were screened to ensure they qualified for the study. The person answering the phone was selected for the study if they were 18 years of age or older. Regional quotas were assigned by those with and without personal wireless plans.

Survey Administration

The telephone survey was conducted using computer assisted telephone interviewing (CATI) technology. CATI ensures the interview flows as it should with pre-programmed skip patterns. It also controls responses to ensure appropriate ranges and data validity. Sample is imported directly into the survey to ensure accurate recording of sample variables such as region. The system also controls automated scheduling and call-backs to ensure all appointments are adhered to.

Surveys were conducted in English or French as chosen by the respondent. Interviewing was conducted by fully trained interviewers and supervisors. A minimum of five per cent of all interviews were independently monitored and validated in real time.

All participants were informed of the general purpose of the research, they were informed of the sponsor and the supplier and that all of their responses would be confidential.

Margin of Errors

Since this survey included pre-screened sample, it is considered a non-probabilistic sample and as such margin of error does not apply and conclusions from these results cannot be generalized to any population.

Weighting

Data were weighted by region, age, gender, and language using 2016 Census Data.

Table 8.1.b. 2016 Census Data by Region, Age, Gender

Region	Age	Gender	Population (N)	Population (%)
Atlantic	18-34	Male	250,130	0.81
		Female	238,569	0.78
	35-54	Male	302,879	0.98
		Female	316,605	1.03
	55+	Male	435,925	1.42
		Female	480, 681	1.56
Quebec	18-34	Male	924,339	3.01
		Female	865,958	2.82
	35-54	Male	1,132,836	3.68
		Female	1,101,241	3.58
	55+	Male	1,411, 927	4.59
		Female	1,536,406	5.00
Ontario	18-34	Male	1,815,436	5.90
		Female	1,711,747	5.57
	35-54	Male	1,873,616	6.09
		Female	1,941,210	6.31
	55+	Male	2,179,075	7.09
		Female	2,450,045	7.97
Prairies	18-34	Male	849,249	2.76
		Female	798,603	2.60
	35-54	Male	947,930	3.08
		Female	926,924	3.01
	55+	Male	912,521	2.97
		Female	984,095	3.20
BC & Territories	18-34	Male	628,971	2.05
		Female	595,924	1.94
	35-54	Male	683,218	2.22
		Female	708,499	2.30
	55+	Male	833,060	2.71
		Female	917,268	2.98
Total			**30,754,887**	**100.00**

Table 8.1.c. 2016 Census Data by Language

Language	Population (N)	Population (%)
English	16,032,637	57.01
French	5,908,537	21.01
Other	6,181,326	21.98
Total	**34,766,911**	**100.00**

Response Rate

A total of 143,525 Canadian phone numbers were dialled, of which n=1570 completed the survey. The overall response rate achieved for the study was 2.0%. The following table outlines the sample disposition and response rate as per the MRIA guidelines.

Table 8.1.d: Response Rate Calculation

	Total	Cellphone Only (Pre-screened)	Landline (Random Digit Dialling)
Total Numbers Attempted	143,525	1034	1,424,91
Invalid	**51,110**	**0**	**51,110**
Not in Service	50,351	0	50,351
Fax/modem	647	0	647
Business/non-residential	112	0	112
Unresolved (U)	**85,797**	**150**	**85,647**
Busy	4,496	0	4,496
No answer	49,849	49	49,800
Answering machine	31,452	101	31,351
Unresolved (IS)	**4,760**	**250**	**4,510**
Language problem/illness, incapable	74	1	73
Selected respondent not available	205	76	129

Refusal	4,107	142	3,965
Qualified respondent break-off	374	31	343
In-scope - Responding units (R)	**1,858**	**634**	**1,224**
Quota Full	250	71	179
Other disqualify - No Device not paid by employer (NWT/NU/YK only)	1	0	1
Other disqualify - Occupation	37	22	15
Completed interviews	1,570	541	1,029
Response Rate = R/(U+IS+R)	**2.0%**	**61.3%**	**1.3%**

Non-response Bias

The response rate for this survey was 2.0%. In order to maximize response, the following procedures are undertaken:

- A minimum of 8 call-backs were made before retiring a number.
- Call backs are rescheduled at different times and days in order to maximize the possibility of an answer.
- Appointments and call backs are offered at flexible times so respondents may take the survey at the most convenient time.

Tabulated Data

Detailed tables are included under separate cover.

9. Appendix B: Survey Instrument

Survey Instrument

Background Information for the Interviewers

The Wireless Code came into effect in 2013 and was updated in 2017.

- **Here are the main points of the Wireless Service Code (2013):** The Wireless Code makes it easier for individual and small business consumers to get information about their contracts with wireless service providers and about their associated rights and responsibilities, establish standards for industry behaviour, and contribute to a more dynamic marketplace. The Wireless Service Code significantly limits the early cancellation fees that are currently sought by retail wireless service providers, which will enable consumers to take advantage of competitive offers at least every two years. The Wireless Code requires service providers to unlock wireless devices, to offer a trial period for wireless contracts, and to set default caps on data overage charges and data roaming charges.
- **Here are the main updates to the Wireless Code (2017):** The Wireless Service Code now ensures that customers will be provided with unlocked devices, gives families more control over data overages, sets minimum usage limits for the trial period that correspond to at least half of the monthly usage limits of the customer's plan, and clarifies that data is a key contract term that cannot be changed during the commitment period without the customer's consent.

The TV Service Provider Code came into effect in 2017.

- **Here are the main points of the TV Service Provider (TVSP) Code (2017):** The TVSP Code makes it easier for Canadians to understand their television service agreements and empowers customers in their relationships with TVSPs (i.e. your cable, satellite or IPTV provider). Among other things, the TVSP Code requires TVSPs to ensure written agreements and offers are clear. It also sets out new rules for trial periods for persons with disabilities, changes to programming options, service calls, service outages and disconnections.

The Internet Code came into effect in January 31 2020.

- **Here are the main points of the Internet Code (2020):** the Internet Code makes it easier for Canadians to understand their Internet service contracts, to prevent bill shock from overage fees and rate increases, and to make it easier for Canadians to switch Internet service providers (ISPs). The Internet Code, among other things, ensures that customers will benefit from increased clarity in their interactions with ISPs; from clearer prices, including for bundled services, promotions, and time-limited discounts; and from increased clarity around service calls, service interruptions, security deposits, and disconnections.

Section A: Introduction and Screening

Hello/Bonjour. The **Canadian Radio-television and Telecommunications Commission (CRTC), is conducting a survey among Canadian 18+ to understand their attitudes and opinions on communication issues.**

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

My name is _______________ from Kantar, the company commissioned to conduct this survey. The survey will take approximately 15 minutes. If you have any questions regarding the survey, please let us know and we will follow-up with CRTC. Your participation in this survey is voluntary and confidential. Your responses will be kept anonymous and the information provided will be protected according to the requirements of the Privacy Act, Access to Information Act and any other pertinent legislation.

Is now a good and safe time? May I continue?

Yes	CONTINUE
No, other time	SCHEDULE CALLBACK
No/Refused	THANK AND TERMINATE

[IF ASKED: Kantar is a professional research company hired by the Government of Canada to conduct this survey]

[ASK ALL] A1b. Do you have your own cell-phone, smartphone or other wireless device? In other words, a phone that is not paid for by your employer?

YES	1
NO	2

HV1. Hidden Variable: CPO Household

RECORD FROM SAMPLE

YES - CPO Household

NO

A1d. Does your household subscribe to a cable, satellite or IPTV TV service?

Yes	1
No	2
Don’t Know/No Response (VOLUNTEERED)	9

[IF ASKED: IPTV is a different way of getting traditional TV, similar to cable or satellite TV. IPTV is different from Netflix or other streaming services. (IPTV does not include Netflix)]

A1e. Does your household subscribe to a home Internet service?

Yes	1
No	2
Don’t Know/No Response (VOLUNTEERED)	9

A2. Are you or is any member of your household or immediate family employed in any of the following businesses? [READ LIST]

Market Research	1 [THANK AND TERMINATE]
Public or media relations or advertising	2 [THANK AND TERMINATE]
Any media company such as print, radio, TV	3 [THANK AND TERMINATE]
Media monitoring	4 [THANK AND TERMINATE]
Any telecommunications company	5 [THANK AND TERMINATE]
No	6 [CONTINUE]

Section: Wireless Code

[ASK ALL]

I. RECALL OF CONSUMER PROTECTION CODES

The Wireless Code, Internet Code, and TV Service Provider Code were created to make contracts easier to understand and to contribute to a more dynamic marketplace. To what extent, if any, would you say you recall hearing or seeing anything about these Codes? Would you say you clearly recall, vaguely recall or do not recall?"

Clearly Recall	1
Vaguely Recall	2
Do not recall	3
Don’t Know	99

PROGRAMMING INSTRUCTION:

IF NO AT A1B AND YES AT A1D SKIP TO SECTION TVSP Code

IF NO AT A1B AND NO AT A1D AND YES AT A1E SKIP TO INTERNET SECTION IC1

IF NOT AT A1B, AND A1D AND A1E SKIP TO CRTC SECTION

II. TYPE OF WIRELESS CONTRACT

The next few questions are about your cell or wireless phone service contract or plan.

[Interviewer note: If say "I don't have a plan/I have pay-as-you-go/month-to-month," say: "this question is about your service agreement or plan, regardless of whether you have signed a contract for a specific time period, are month-to-month or use pre-paid cards."]

INDIVIDUAL, FAMILY AND SHARED PLANS

B1a. Is it an individual plan or a family or shared plan?

[Interviewer note: If unsure about the difference, say "Do you pay only for one person (which is an individual plan) or do you share a plan with your family and pay together (which is a family plan)?"]

Individual plan	1
Family/shared plan	2
[DO NOT READ] Other [SPECIFY]	77
Don't Know (DO NOT READ)	99

WC2. *[ASK If answered "family/shared plan" to B1a]*

How many members are on your shared plan?

2	1
3	2
4	3
5+	4
Don't Know (DO NOT READ)	99

MONTHLY, PREPAID, AND PAY-AS-YOU-GO PLANS

B1c. And, is it a monthly plan, or a prepaid or pay-as-you-go plan?

[Interviewer note: If unsure about the difference, say “If you pay your bill *after* you use your wireless service, it’s a monthly or post-paid plan. If you pay *before* you use your wireless service, it’s a prepaid or pay-as-you-go plan.“]

Monthly/post-paid (paying after)	1
Prepaid/pay-as-you-go (paying before)	2
[DO NOT READ] Other [SPECIFY]	77
Don’t Know (DO NOT READ)	99

III. SERVICES INCLUDED IN THE WIRELESS SERVICE PLAN

(TEXT, VOICE, DATA)

DISPLAY: Now I would like to ask you a few questions about the services that are included in your wireless plan.

B2a. Which of the following are included in your wireless plan?

a) Calling minutes [Interviewer note: If the respondent is unsure about the meaning, say “This is what you need to make or receive phone calls.”]
b) Text messages [Interviewer note: If the respondent is unsure about the meaning, say “This can include both text messages and multimedia messages, like pictures or video sent via text.”]
c) Data [Interviewer note: If unsure about the meaning of data, say “This is what you need to browse the Internet, access applications or your emails with your wireless device.”]

PROGRAMMING NOTE: PLEASE ALLOW YES NO AND DON’T KNOW AS OPTIONS

IV. DEVICES

PHONE INCLUDED WITH CONTRACT (BYOD, TAB CONTRACTS, AND OTHER DEVICE SUBSIDIES)

WC4. When you signed up for your latest wireless plan, did you bring your own device, or did you buy, rent or lease a new phone from your wireless provider?

[Interviewer note: If the respondent is unsure about the meaning of bring your own device, say “bring your own device is where you already own your mobile device and are simply purchasing the cellular service from a wireless company.”]

[Interviewer note: if the respondent is unsure about the meaning of renting a phone, say “some wireless companies offer a monetary rebate upfront if you agree to return your device at the end of your contract.”

Bring your own device	1

Buy a new phone from your wireless service provider	2
Rent a new phone from your wireless service provider	3
Don’t Know (DO NOT READ)	99

PROGRAMMING INSTRUCTION: ONLY ASK QWC4A IF QWC4 is Buy or rent a new phone from your wireless service provider

QWC4A: Which of the following did you do:

INTERVIEWER INSTRUCTION: SELECT ALL THAT APPLY

Pay your wireless service provider full price for your phone	1
Get a reduction on the price of your phone	2
Choose a tab balance contract	3
Subscribe to a device rental or return plan	4
Don’t Know (DO NOT READ)	99

INTERVIEWER INSTRUCTION: If the respondent is unsure about the meaning of a tab balance, say “Tab balances are when you buy a phone at a reduced upfront cost and the leftover cost of the phone goes onto your account, creating a tab balance. Each month, a percentage of your bill is used to pay down your account balance”]

V. DATA SERVICES

[ASK If answered “Data” to B2a]

Now, I would like to ask you a few questions about the data services that are included in your wireless plan.

DATA PLANS

B4. Some wireless plans have unlimited data and some have limited data. When a plan includes a monthly data limit, you may have to pay data overage fees if you use more data in a month than is included in your plan.

How much data is currently included in your plan each month?

[Interviewer note: If the respondent is unsure about the meaning of data, say “This is what you need to browse the Internet, access applications or your emails with your wireless device when it is not connected to WiFi.”]

[DO NOT READ LIST]

PROGRAMMING INSTRUCTION: PLEASE PROGRAM TO ALLOW NUMERICAL ENTRY AS FOLLOWS

_____Mega Bytes (MB) – DO NOT ALLOW ENTRY UNDER 100

_____Giga Bytes (GB) – DO NOT ALLOW ENTRY OVER 100

Unlimited

None – no data in plan

Don’t Know

[Interviewer note: If respondent indicates a number under 100 MegaBytes please ask them if they mean MegaBytes or GigaBytes. If there is confusion, please code as Don’t Know”]

HOW TO MANAGE DATA USE

PROGRAMMING NOTE: PLEASE ALLOW YES NO AND DONT KNOW AS OPTIONS

B5a. *[ASK If do not answer “Unlimited or None” to B4]* Which of the following activities, if any, do you use to manage or limit your data use? Select all that apply.

Use tools to track your data use	1
Reduce your data use after you get a notification that you are nearing your limit	2
Use WIFI when available instead of data	3
Other (specify)	4
I do not limit my data use (DO NOT READ)*	5
Don’t Know (DO NOT READ)	99

EASE OF MANAGING DATA

WC6. *[ASK If answered “Data” to B2a and not code 3 (NO DATA) at B4]*

How easy do you find it to manage the data used by yourself and/or your family each month?

Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy.

[Interviewer note: If unsure about the meaning of data, say “This is what you need to browse the Internet, access applications or your emails with your wireless device.”]

7 – Extremely easy	07
6	06
5	05
4	04
3	03
2	02
1 – Extremely difficult	01
I DON’T USE MY DATA (DO NOT READ)	09
Don’t Know (DO NOT READ)	99

DATA OVERAGE FEES

B8. *[“Data” to B2a and not code 3 (NO DATA) at B4.]* In the past 12 months, how often have you paid data overage fees?

READ LIST

[Interviewer note: If the respondent is unsure about the meaning of data, say “This is what you need to browse the Internet, access applications or your emails with your wireless device.”]

Never	1
1-2 times	2
3-6 times	3
7-9 times	4
10-12 times	5
Don’t Know- DO NOT READ	99

VI. BILL SHOCK

B10. During the last year, have you experienced ‘bill shock, meaning a surprisingly high bill?

READ LIST

Yes	1
No	2
Don’t Know DO NOT READ	99

REASON FOR BILL SHOCK

B10a. [If answered “Yes” to B10] What was the main reason for the ‘bill shock you experienced?

DO NOT READ LIST – SELECT ALL THAT APPLY

INTERVIEWER NOTE: IF RESPONDENT SAYS ‘ROAMING/ROAMING FEES, CLARIFY WHETHER THIS WAS WITHIN CANADA OR IN ANOTHER COUNTRY

Family/shared plans – difficulties managing use	01
International travel – roaming fees	02
Domestic travel – roaming fees	03
Data overage fees	04
Call minute overage fees	05
Long distance fees	06
Text overage fees	07
Billing issues/errors/mistakes	08
Unexpected set-up fee or service charge	09
Unexpected fees (Network access fee/9-1-1, etc.)	10
I was not given the plan/deal I was promised	11
Other (Specify)	77
Don’t Know (DO NOT READ)	99

AMOUNT OF BILL SHOCK

B10b. [If answered “Yes” to B10] What was the amount of the unexpected charges on your bill?

READ LIST

Less than $50 more than your usual monthly bill	01
$50 - $100	02
$101 - $250	03
$251 - $500	04
$501 - $1000	05
Greater than $1000	06
Don't Know DO NOT READ	99

ROAMING FEES WHILE TRAVELING

B9. If you use your plan while traveling, you may be charged roaming fees. How easy do you find it to manage your roaming charges when you are traveling?

Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy.

7 – Extremely easy	07
6	06
5	05
4	04
3	03
2	02
1 – Extremely difficult	01
I don't travel with my phone (DO NOT READ)	08
Don't Know (DO NOT READ)	99

VII. COMPLAINTS

B11a. Have you made a complaint about your wireless services in the past 12 months?

Yes	1
No	2
Don't Know (DO NOT READ)	99

SUBJECT OF COMPLAINTS

B11b. [ASK If answered “Yes” to B11a] What was your complaint about? READ LIST IF NEEDED CHOOSE ALL THAT APPLY

Misleading information about the terms of your contract	1
Misleading or aggressive sales practices	13
Incorrect charge on your bill	2
Legitimacy or amount of early cancellation fee	3
Inadequate quality of service	4
Credit or refund not received	5
Data charges	6
Breach of contract	7
Change to contract without notice	8
30-day cancellation policy	9
Unlocking phone	10
Credit reporting	11
Unlimited data	12
Other [specify]	77
Don’t Know(Do not read)	99

NOTES TO INTERVIEWER: PLEASE FAMILIARIZE YOURSELF WITH THE FOLLOWING BEFORE INTERVIEW READ IF REQUIRED

- **Misleading information about terms**: Some examples are what is included in a contract or how the contract should be interpreted, or whether the providers conduct meets its contractual obligations, or misunderstandings about the particulars of a contract or term.
- **Misleading or aggressive sales practices**: Some examples include salespeople providing details of wireless products or services you are not interested in or which end up being false, promotional offers changing over the course of the term, rebate or discount offers where terms differ from the original information provided by the service provider, or technical support representatives trying to sell you products or services during the support call or interaction.
- **Incorrect charge**: Some examples include complaints about customers having agreed to one price and subsequently being charged more, being overcharged due to either a billing system error or a price that is different than originally advertised, or about being billed for per-use services which they claim they did not use.
- **Early cancellation fee**: This would be a complaint about the amount or the legitimacy of an early cancellation fee charged to the customer when they cancel their service.
- **Inadequate quality of service**: This can include the installation, repair or disconnection of service, including the quality of the service or unreasonable interruptions to service and transfers of service from one provider to another.
- **Credit or refund not received**: This is fairly straightforward – refunds would normally be due upon cancellation of a service.

- **Data charges**: Any complaints relating to a customer's data plan or data services, including disputes over data overage fees, the ability of multiple users on family or shared plans to consent to exceeding data overage caps.
- **Breach of contract**: This would include disputes about compliance with terms and conditions of a customer's contract.
- **Change to contract without notice**: This is when a service provider changes a material term in a customer's contract without providing notice.
- **Credit reporting:** This issue relates to a customer's credit score and/or debt collection. For example, a customer is overbilled in error and does not pay the outstanding amount, this may impact their credit or they may have to deal with debt collection agencies while the complaint is being addressed.
- **Unlimited data:** Any complaints related to the perceived definition of unlimited data or the way in which unlimited data is delivered.

WHO DID YOU COMPLAIN TO?

WC7. *[ASK If answered "Yes" to B11a]* Who did you complain to? Was it your service provider, the Commission for Complaints for Telecom-television Services, also knowns as the CCTS, or both?

Service provider	1
CCTS	2
Both	3
Don't Know (DO NOT READ)	99

VIII. CLARITY AND EXPLANATIONS

Now, I would like to ask you a few questions about how clear and easy you find your wireless contract to understand.

WC10. Do you find your contract clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand.

7 – Extremely clear and easy to understand	07
6	06
5	05
4	04
3	03
2	02
1 – Extremely unclear and difficult to understand	01
DO NOT READ: Do not have a contract	08
DO NOT READ: Never read the agreement	09
DO NOT READ: Don't Know	99

EXPLANATION OF TRIAL PERIOD AND CANCELLATION FEES

WC8. The Wireless Code requires service providers to include a trial period for new contracts that include a device and to clearly explain any fees that would apply if you cancel your contract or agreement early.

How clearly did your service provider explain these measures to you?

Please use a 7-point scale where 1 means extremely unclear and 7 means extremely clear.

7 – Extremely clear	07
6	06
5	05
4	04
3	03
2	02
1 – Extremely unclear	01
DO NOT READ: Do not have a contract	08
DO NOT READ: Never read the agreement	09
DO NOT READ: Did not have a trial period	10
DO NOT READ: Don’t Know	99

IX. CHANGES

CHANGES TO YOUR CONTRACT

WC11. Have you ever become aware that your service provider changed your plan without expressly making you aware of how the terms and conditions had changed?

Yes	1
No	2
Don’t Know	99

[ASK ALL]

CHANGING SERVICE PROVIDERS

WC16. Have you changed wireless service providers in the last two years?

Yes	1
No	2
Don’t Know	99

REASONS FOR CHANGING SERVICE PROVIDER

WC12. [If answered “Yes” to WC16] Why did you change service provider? (DO NOT READ LIST - SELECT ALL THAT APPLY)

Your contract had ended	1
You were no longer satisfied with your service provider	2
Offered a better deal with a different provider	3
Needed a new phone / to upgrade phone	4
Other [open ended]	77
Don’t Know	99

EASE OF SWITCHING

WC13 [If answered “Yes” to WC16] How easy or difficult was it to switch service providers? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy.

7 – Extremely easy	07
6	06
5	05
4	04
3	03
2	02
1 – Extremely difficult	01
DO NOT READ: Don’t Know	99

REASONS SWITCHING WAS DIFFICULT

WC14. [If answered 1,2 OR 3 at WC13] Was there a reason why switching providers was difficult for you? (DO NOT READ LIST – SELECT ALL THAT APPLY)

Technical issues	01
Difficulty retaining phone number	02
High costs of ending contract	03
Could not get the phone you wanted	04
Other [open ended]	77
Don’t Know	99

Section: TVSP Code

ASK TVSP CODE section if yes at A1d

The next few questions are about your TV service provider. By this we mean your cable, satellite or IPTV provider. Please do not include streaming services such as Netflix

INTERVIEWER INSTRUCTION: IF RESPONDENT INDICATES THEY DO NOT HAVE CABLE, SATELLITE OR IPTV SERVICES SKIP THIS SECTION

TVSP2. To what extent do you find your TV contract clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand.

7 – Extremely clear and easy to understand	07
6	06
5	05
4	04
3	03
2	02
1 – Extremely unclear and difficult to understand	01
DO NOT READ: Do not have a contract	08
DO NOT READ: Never read the agreement	09
DO NOT READ: Don't Know	99

TVSP4. The TVSP Code requires television service providers to ensure that customers are aware of the availability, price and content of their entry-level service offering, also known as the basic service package. Has your service provider informed you about their entry-level offering, to be offered at no more than $25 per month? This may have been by email, on the phone or via your monthly billing?

Yes	1
No	2
Don't Know	99

TVSP6. Have you made a complaint about your TV services within the last 12 months?

Yes	1
No	2

Don’t Know	99

SUBJECT OF COMPLAINTS

TVSP6b. [ASK If answered “Yes” to TVSP6] What was your complaint about? READ LIST IF NEEDED CHOOSE ALL THAT APPLY

Misleading information about the terms of your contract	1
Misleading or aggressive sales practices	2
Incorrect charge on your bill	3
Legitimacy or amount of early cancellation fee	4
Inadequate quality of service	5
Credit or refund not received	6
Breach of contract	7
Change to contract without notice	8
30-day cancellation policy	9
Credit reporting	10
Installation	11
Service calls	12
Changed the price of a TV channel or package of channels without informing you in advance	13
Other [specify]	77
Don’t Know(Do not read)	99

NOTES TO INTERVIEWER: PLEASE FAMILIARIZE YOURSELF WITH THE FOLLOWING BEFORE INTERVIEW READ IF REQUIRED

- **Misleading information about terms**: Some examples are what is included in a contract or how the contract should be interpreted, or whether the providers conduct meets its contractual obligations, or misunderstandings about the particulars of a contract or term.

- **Misleading or aggressive sales practices**: Some examples include salespeople providing details of television products or services you are not interested in or which end up being false, promotional offers changing over the course of the term, rebate or discount offers where terms differ from the original information provided by the service provider, or technical support representatives trying to sell you products or services during the support call or interaction.

- **Incorrect charge**: Some examples include complaints about customers having agreed to one price and subsequently being charged more, being overcharged due to either a billing system error or a price that is different than advertised, or about being billed for per-use services which they claim they did not use.

- **Early cancellation fee**: This would be a complaint about the amount or the legitimacy of an early cancellation fee charged to the customer when they cancel their service.

- **Inadequate quality of service**: This can include the quality of the service, unreasonable interruptions to service, disconnections, and issues transferring service from one provider to another.
- **Credit or refund not received**: This is fairly straightforward – refunds would normally be due upon cancellation of a service.
- **Breach of contract**: This would include disputes about compliance with terms and conditions of a customer's contract.
- **Change to contract without notice**: This is when a service provider changes a material term in a customer's contract without providing notice, including changes to television programming options (e.g. channels provided or rate increases).
- **Credit reporting**: issues related to a consumers credit score and/or debt collection. For example, a customer is overbilled in error and does not pay the outstanding amount, this may impact their credit or they may have to deal with debt collection agencies while the complaint is being addressed.
- **Installation**: issues related to the installation of services.
- **Service calls**: issues related to service calls, including repair services, such as failure to arrive within the promised timeframe or charges related to service calls.

Section: Internet Code

ASK INTERNET CODE section if yes at A1e

IC3. To what extent do you find your Internet contract clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand.

7 – Extremely clear and easy to understand	07
6	06
5	05
4	04
3	03
2	02
1 – Extremely unclear and difficult to understand	01
DO NOT READ: Do not have a contract	08
DO NOT READ: Never read the agreement	09
DO NOT READ: Don't Know	99

IC4. Have you made a complaint about your internet services within the last 12 months?

Yes	1
No	2
Don’t Know	99

SUBJECT OF COMPLAINTS

IC5. [ASK If answered “Yes” to IC4] What was your complaint about? READ LIST IF NEEDED CHOOSE ALL THAT APPLY

Misleading information about the terms of your contract	1
Misleading or aggressive sales practices	2
Incorrect charge on your bill	3
Legitimacy or amount of early cancellation fee	4
Inadequate quality of service	5
Credit or refund not received	6
Breach of contract	7
Change to contract without notice	8
30-day cancellation policy	9
Credit reporting	10
Installation	11
Service calls	12
Other [specify]	77
Don’t Know(Do not read)	99

Section CRTC: CRTC ASK ALL

The Canadian Radio-television and Telecommunications Commission or CRTC is an independent agency of government, responsible for regulating Canada's broadcasting and telecommunications systems.

C1. Overall, how informed are you about the mandate and role of the CRTC? (READ LIST)

Very well informed	1
Well informed	2
Not very well informed	3

Not informed	4
Don’t Know (do not read)	99

C2. What is your impression of the CRTC? Would you say it is: (READ LIST)

[Repeat CRTC definition, if necessary: The Canadian Radio-television and Telecommunications Commission or CRTC is an independent agency of government, responsible for regulating Canada's broadcasting and telecommunications systems.

Very favourable	1
Somewhat favourable	2
Neutral	3
Somewhat unfavourable	4
Very unfavourable	5
Don’t Know (Do not read)	99

C3. Over the past year, would you say your impression of the CRTC has: (READ LIST)

[Repeat CRTC definition, if necessary: The Canadian Radio-television and Telecommunications Commission or CRTC is an independent agency of government, responsible for regulating Canada's broadcasting and telecommunications systems].

Improved	1
Declined	2
Remained about the same	3
Don’t Know (Do not read)	99

Section: Demographics

Thank you, now we have a few questions for classifications purposes. Please be assured that your responses will remain confidential.

D1. What is your gender?

Male	1
Female	2

Other	3
[DO NOT READ] Prefer not to answer	9

D2. What is your year of birth?

_____________ [RECORD YEAR TO CALCULATE AGE] Don’t Know/refused ***D3 [IF D2 = Don’t Know/refused]*** For classification purposes, could you tell me whether your age is: [READ LIST]

Between 18 and 24	1
Between 25 and 34	2
Between 35 and 44	3
Between 45 and 54	4
Between 55 and 64	5
Between 65 or older	6
[DO NOT READ] Prefer not to answer)	9

[ASK ALL]

D4. What are the first 3 characters of your postal code?

The 1st 3 characters of your postal code	
[DO NOT READ] Prefer not to answer	

D5. What level of education have you completed? **[READ IF NECESSARY - CODE ONE ONLY]**

Less than a high school diploma or equivalent	1
High School diploma or equivalent	2
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelors level	6
Bachelor’s degree	7
Post graduate degree above bachelors level	8
[DO NOT READ] Prefer not to answer	99

D6. What is your mother tongue, (that is, the language you first learned at home)?

(DO NOT READ)

[CODE ONE ONLY]

French	2
English	1
Other (SPECIFY_____________)	8
Don’t Know/No Response (VOLUNTEERED)	99

D7. Which category is your total household income? That is, the total income of all persons in your household, before taxes? **[READ - CODE ONE ONLY]**

Under $20,000	1
$20,000 to under $40,000	2
$40,000 to under $60,000	3
$60,000 to under $80,000	5
$80,000 to under $100,000	6
$100,000 to under $150,000	7

$150,000 and above	8
[DO NOT READ] Refused	99

D8. Does your household subscribe to a residential telephone service, also referred to as a landline?

Yes	1
No	2
Don’t Know	3
[DO NOT READ] Prefer not to answer	99

D9. How many cellular phones are there in your household?

0	0
1	1
2	2
3	3
4 or more	4
Don’t Know	5
[DO NOT READ] Prefer not to answer	99

D10. Which of the following categories best describes your current employment status? Are you…? **[READ - CODE ONE ONLY]**

Working full-time (35 or more hours per week)	1
Working part-time (less than 35 hours per week)	2
Self-employed	3
Unemployed, but looking for work	4
Full-time student	5
Retired	6
Not in the workforce (Full-time homemaker or unemployed but not looking for work	7
Other employment status	8
[DO NOT READ] Refused	99

D11. Are you an Indigenous person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians?

Yes	1

No	2
Don't Know	3
[DO NOT READ] Prefer not to answer	99

D12. You may belong to one or more racial or cultural groups on the following list. Are you...?

White	1
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	2
Chinese	3
Black	4
Filipino	5
Latin American	6
Arab	7
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)	8
West Asian (e.g., Iranian, Afghan)	9
Korean	10
Japanese	11
Other [specify] (Do not read)	77
Don't Know/Prefer not to answer (Do not read)	99

Those are all the questions I have for you today. Thank you for your time on this important study! Once compiled, the results, will be made available on the Library and Archives Canada website. [IF ASKED: at https://www.bac-lac.gc.ca/].