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

Public Opinion Research on the CRTC's Consumer Protection Codes 2023

Final Report

Prepared for the Canadian Radio-television and Telecommunications Commission

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Ce rapport est aussi disponible en français.

Canada

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This public opinion research report presents the results of a 15-minute random digit dialing (RDD) telephone survey of 1,671 Canadians aged 18 years of age and older. The fieldwork was conducted from December 1 to December 22, 2022.

Cette publication est aussi disponible en français sous le titre: *Recherche sur l'opinion publique concernant les Codes de protection des consommateurs du CRTC 2023*

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Executive Summary

The Canadian Radio-television and Telecommunications Commission (CRTC) commissioned Phoenix Strategic Perspectives (Phoenix SPI) to conduct quantitative public opinion research (POR) with Canadians on the consumer protection codes.

1. Research Purpose and Objectives

The purpose of this research was to track Canadians' awareness of and satisfaction with the Wireless Codes, TVSP Code, and Internet Code. The specific objectives of this POR were to: better understand issues that affect Canadians the most as they relate to their wireless, TV and Internet services; obtain data to assess whether the Wireless Code, TVSP Code, and Internet Code are continuing to meet their objectives; obtain data regarding awareness of the three Consumer Protection Codes; and measure Canadians' perceptions of the CRTC.

2. Methodology

A 15-minute random digit dialling (RDD) telephone survey was administered to 1,671 Canadians[1], 18 years of age or older, between December 1 and 22, 2022. The sample frame was geographically disproportionate to improve the accuracy of specific regional results. Based on a sample of this size, the overall results can be considered accurate within ±2.7%, 19 times out of 20 (adjusted to reflect the geographically disproportionate sampling). The margins of error are greater for results pertaining to subgroups of the total sample.

3. Key Findings and Implications

Consumer Protection Codes

Recall of the Wireless, Internet and TV Service Provider Codes, collectively referred to as consumer protection codes, largely remains unchanged from last year. Overall, 17% of Canadians either clearly or vaguely recalled hearing or seeing something about these Codes as compared to 20% in 2022.

Wireless Plans

Two-thirds (66%) of Canadians use an individual wireless plan and one-third (32%) use a family or shared plan. Eighty-nine percent of Canadians have chosen a postpaid wireless service plan (down slightly from 2022 when 92% reported having such a plan). The incidence of prepaid service plans holds steady (8% compared to 7% in 2022 and 9% in 2021).

Wireless Data Usage

After a small increase between 2021 and 2022, the number of wireless plans with data has not changed year over year: almost nine in 10 (88%) Canadians have a service plan that includes data.

[1] Citizenship was not an eligibility requirement, which means that survey respondents may include Canadians citizens, landed immigrants or permanent residents as well as non-permanent residents. In the report, survey respondents are referred to as 'Canadians' and 'respondents' interchangeably for clarity and readability.

Limited data plans continue to be the most common type of plan reported by Canadians, with 63% (unchanged from 2022) saying there is a monthly data limit attached to their plan.

More than three-quarters (77%) of Canadians who have a wireless plan with data said they use Wi-Fi when available to manage or limit their data use. Following this, three in 10 (30%) reduce their data use after getting a notification that they are nearing their limit, while significantly fewer (15%) use tools to track their data use. This year marks a large decline in the proportion of Canadians taking these actions to manage or limit data.

Managing Wireless Data

Most Canadians (83%) continue to find it easy to manage their data. Underscoring this, very few (9%) Canadians have paid data overage fees in the past 12 months and just two in 10 (17%) have experienced an unexpectedly high bill ('bill shock') during the last year. Exactly one-third of those who experienced bill shock said this was due to data overage fees (down from 56% in 2019). Consistent with previous years, the majority of those who experienced bill shock were charged less than $50 (27%) or between $50 and $100 (35%).

Wireless Complaints

The incidence of filing a complaint about wireless services has been consistent over the past few years, ranging from 15% this year to 17% in 2020, and is significantly lower than in 2014 when 26% reported making a complaint. For those who filed a complaint, the single largest proportion (43%) pointed to inadequate service, followed by incorrect charges on their bill (36%), and data changes (14%).

Ninety-two percent of those who filed a complaint did so directly with their service provider. Very few (6%) made the complaint to both their provider and the Commission for Complaints for Telecom-television Services (CCTS).

Wireless Contracts

Over time, the proportion of Canadians who understand their contract is increasing, from a low of 57% in 2020 to this year's high of 64%. Consistent with 2022, fewer Canadians (46%) have a clear understanding of their trial period.

Just over one in 10 (13%) Canadians have had their service provider make changes to their plan without expressly making them aware of new the terms and conditions. Although this represents a small decline since 2022 (down 4%), over time, the proportion of Canadians reporting changes of this nature has remained relatively consistent, from a low of 12% in 2018 to a high of 17% in 2022.

Television Service Provider Code

Nearly two-thirds (64%) of Canadians subscribed to a TV provider find their contract clear and easy to understand. Over the last five years, the proportion of Canadians who found their contract clear and easy to understand has gradually increased, from 54% in 2019 to 59% in 2021 to 64% in 2023. Consistent with 2022, three in 10 (30%) Canadians subscribed to a TV service said they were informed about their provider's basic service package (down from a high of 55% recorded in 2021).

Two in 10 (21%) Canadians subscribed to a TV service filed a complaint about their TV services in the last 12 months. This represents a slight decrease since last year when 25% reported having file a complaint over the past year. For those who filed a complaint against their TV provider, exactly half complained of inadequate quality of service. Beyond this, others complained of incorrect charges on their bill (30%), and changes to pricing or channel package without notice from their provider (12%).

Internet Code

Two-thirds (65%) of Canadians subscribed to a home Internet service reported that their contract is clear and easy to understand. This is unchanged from 2022. Two in 10 (21%; down from 27% last year) Canadians filed a complaint about their Internet services in the last 12 months. Among those who filed a complaint about their internet services, nearly half (45%) questioned the legitimacy or amount they were charged for early cancellation of their contract. Other reasons included inadequate quality of service (28%), followed by incorrect charges on their bill (18%), and service calls (12%).

CRTC

Approximately one-third of Canadians feel well (24%) or very well (7%) informed about the mandate and role of the CRTC. This represents a decline since 2022 when 38% of considered themselves informed about the CRTC. After remaining stable since 2019, Canadians' impressions of the CRTC have declined this year, with one-quarter (26%) holding a somewhat or very favourable view of the CRTC (compared to 33% in 2022).

Concluding Observations

- Recall of the consumer protection codes has not changed in the last year. Though awareness is unchanged, it is quite low. There is an important opportunity for the CRTC to position itself as a source of education for Canadians, better equiping them with the knowledge needed to make informed decisions when selecting providers.
- A large number of Canadians are also uninformed about the CRTC. Although awareness of the CRTC's mandate and role has fluctuated over time, this year recorded the most significant drop since 2018. Moreover, just a quarter of Canadians report a positive impression of the CRTC, with most who do not report a positive impression being neutral towards the CRTC. Limited understanding of the role and mandate of the CRTC and generally neutral to moderately favourable impressions of the agency present an opportunity for the CRTC to raise awareness of its role as an advocate for Canadians.
- Understanding of contracts across wireless, TV, and Internet providers is relatively high among Canadians and has continued to remain stable in recent years. However, there is an opportunity to better educate Canadians on their rights. Specifically, the number of Canadians aware of their TV service providers' entry-level offering has declined over 2022, suggesting that service providers need to improve information sharing when it comes to ensuring customers are aware of the availability, price, and content of their entry-level service offering (i.e., basic service package). Moreover, when it comes to wireless service providers, a significant minority of Canadians found the explanation of the trial period and cancellation fees to be unclear. More work is needed on the part of providers to help Canadians better understand this aspect of

their contracts. Additionally, this may be an area for which the Wireless Code can better support consumers.

- Canadians tend to stay with their wireless service providers for two or more years. For the few customers who decided to change providers, most found the process easy. Additionally, the number of Canadians purchasing a new phone from their wireless service provider has continued to decline over time, with many bringing their own devices rather than opting for a new phone. Moreover, even among customers who have opted to purchase a new device from their provider, the proportion of those who enter a tab balance contract with their wireless service provider has decreased significantly in recent years, since the introduction of device rental or return plans.
- Most Canadians continue to subscribe to a wireless plan with limited data, find it easy to manage their data use, and have not paid data overage fees in the last year. Though the incidence of bill shock is relatively low, data overage fees remain the biggest reason for an unexpectedly high bill. Additionally, there has been an increase in Canadians experiencing bill shock due to international travel fees. The increase, both in data overage fees and international travel fees, may be attributed to a return to prior patterns of behaviour as COVID-19 restrictions were eased with more Canadians opting to travel again and/or spending less time at home. Ideally, this will need to be monitored over time for implications for the Wireless Code.

4. Intended Use of the Results

The results will be used to: 1) inform the actions the CRTC should take to ensure that Canadians have the tools they need to understand their wireless service contracts and related rights; 2) identify potential gaps in the Wireless Code; and 3) serve as a measure of Canadians' awareness and satisfaction with the Wireless Code, TVSP Code, and Internet Code over time.

5. Contract Value

The contract value was $113,466.13 (including applicable taxes).

6. Statement of Political Neutrality

I hereby certify as a Senior Officer of Phoenix Strategic Perspectives 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 contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.

AWoods

Alethea Woods
President
Phoenix Strategic Perspectives Inc.

Introduction

Background

In June 2013, the CRTC established the Wireless Code, a mandatory code of conduct for providers of retail mobile wireless voice and data services. The purpose of the Wireless Code is to make it easier for Canadians to understand their mobile contracts, to switch service providers, and to prevent bill shock.

The CRTC indicated in the Wireless Code Decision that it would evaluate the effectiveness of the Code over time and that the results of this evaluation would form part of a formal review of the Wireless Code. According to the Wireless Code Decision, the formal review would be initiated within three years of the implementation of the Code. In June 2017, the CRTC completed a formal review and announced multiple changes to the Wireless Code.

In order to track the effectiveness of the Wireless Code and Canadians' opinions over time, the CRTC regularly conducts public opinion research (POR). In 2014, the CRTC conducted baseline POR on the Wireless Code; the preliminary data collected was used to establish benchmarks for future evaluations. This POR has been repeated every year since 2014 to gather data on how Canadians' understanding of wireless service contracts and related rights has changed between the implementation of the Wireless Code and the review.

Since the baseline POR in 2014, additional questions concerning Canadians' perception of the CRTC have been added to the survey, as well as questions to explore relevant topics, such as the CRTC's Television Service Provider (TVSP) Code (Broadcasting Regulatory Policy CRTC 2016-1) that came into effect on September 1, 2017 (added in the spring 2018 POR); and the Internet Code (Telecom Regulatory Policy CRTC 2019-269), which came into effect on January 31, 2020 (added to the POR in 2021. In addition, questions related to the TVSP Code and Internet Code have been modified to address changing information needs and questions related to the Wireless Code have been added as needed to, for example, measure the adoption of "device rental plans" by Canadians (also added to the 2021 POR).

Research objectives

The purpose of this research is to collect data will help the CRTC to understand Canadians' awareness of and satisfaction with the Wireless Code, TVSP Code, and Internet Code. The specific objectives of this year's POR were to: better understand issues that affect Canadians the most as they relate to their wireless, TV and Internet services; obtain data to assess whether the Wireless Code, TVSP Code, and Internet Code are continuing to meet their objectives, which include ensuring that consumers are empowered to make informed decisions; measure Canadians' perceptions of the CRTC and how it is changing over time; and obtain data regarding awareness of the three Consumer Protection Codes.

To meet these objectives, this POR targeted the following population subgroups: Canadians with wireless plans; Canadians without wireless plans; Canadians under contract with a TV service provider; and Canadians under contract with an Internet service provider (ISP). The results will be used to: 1) inform the actions the CRTC should take to ensure that Canadians have the tools they need to understand their wireless service contracts and related rights; 2) identify potential gaps in the Wireless Code; and 3) serve as a measure of Canadians' awareness and satisfaction with the Wireless Code, TVSP Code, and Internet Code over time.

Methodology

A random digit dialling (RDD) telephone survey was administered to 1,671 Canadians, 18 years of age or older, between December 1 and 22, 2022. The survey averaged 15 minutes to complete. An overlapping dual-frame (landline and cell phone) sample was used to minimize coverage error.[2] The sample frame was geographically disproportionate to improve the accuracy of regional results. Based on a sample of this size, the overall results can be considered accurate within ±2.7%, 19 times out of 20 (adjusted to reflect the geographically disproportionate sampling). The margins of error are greater for results pertaining to subgroups of the total sample. For a more complete description of the methodology, refer to the Appendix: 1. Technical Specifications.

Notes to reader

- In the report, survey respondents are referred to as 'Canadians' and 'respondents' interchangeably for clarity and readability. Citizenship, however, was not an eligibility requirement, which means that survey respondents may include Canadians citizens, landed immigrants or permanent residents as well as non-permanent residents.
- All results are expressed as percentages, unless otherwise noted. Throughout the report, percentages may not always add to 100 due to rounding and/or multiple responses being offered by respondents.
- At times, the number of respondents changes in the report because questions were asked of sub-samples of the survey population. Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- Where base sizes are reported in graphs, they reflect the actual number of respondents who were asked the question.
- When reporting subgroup variations, the only differences discussed in the report are those that are significant at the 95% confidence level, that exceed the margin of sampling error for the overall sample, and that pertain to a subgroup sample size of at least n=30. The only exception regarding the sample size criterion for subgroup variations is significant differences that are part of a pattern or trend. These *may* be reported even when a subgroup sample size falls below the reporting threshold of n=30.
- Tracking data is included in the analysis. As noted, this POR has been conducted annually since 2014. When reporting differences over time, only differences that exceed the margin of sampling error for the survey are reported.
- The survey questionnaire is appended: 1. Survey Questionnaire.

[2] Coverage error occurs when not all segments of the target population are included in the sample frame. If only landlines were included in the sample frame for this survey, Canadians who only have a cell phone would not have an opportunity to participate in the survey. The survey results, therefore, would only reflect the views of Canadians who have a landline in their household.

Detailed Findings

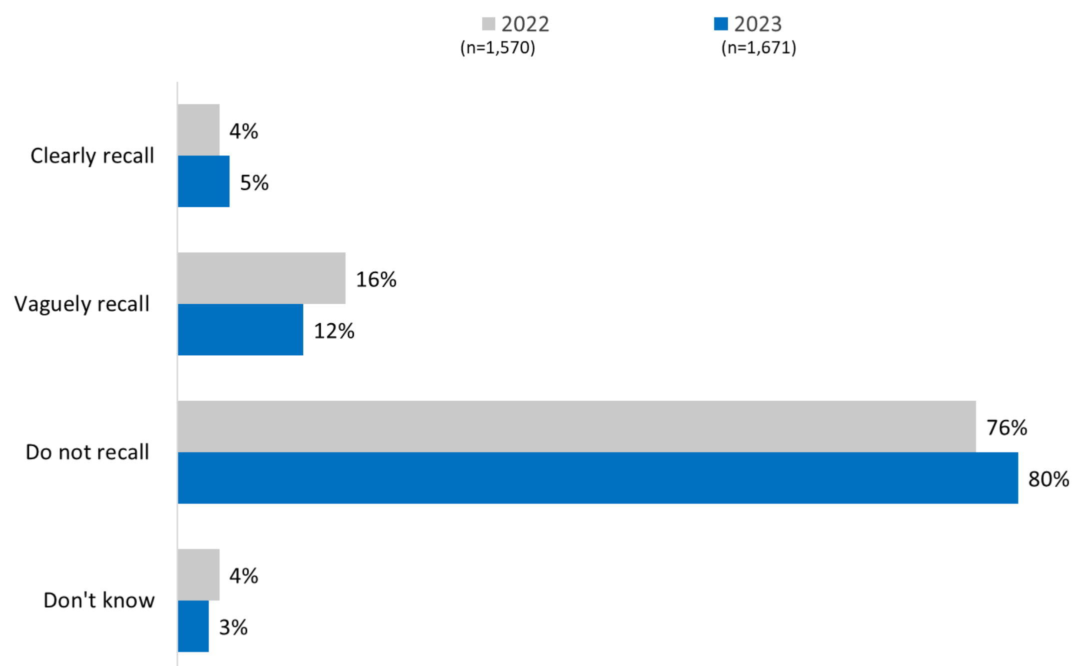
1. Awareness of the Consumer Protection Codes

Low awareness of the Consumer Protection Codes

Recall of the Wireless, Internet and TV Service Provider Codes, collectively referred to as consumer protection codes, largely remains unchanged from 2022. Overall, 17% of respondents either clearly or vaguely recalled hearing or seeing something about these Codes as compared to 20% in 2022. Eighty percent of respondents did not recall having seen or heard about these Codes, up from 76% recorded in 2022.

Respondents were informed that 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 before being asked whether they recalled hearing or seeing anything about these Codes.

Figure 1: Recall of consumer protection codes



WC1. 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: all respondents

Gender, level of education and ethnicity play a factor in recall of the consumer protection codes. Specifically, awareness is lower among women (82% do not recall versus 79% of men), respondents with a high school diploma or less (86% do not recall versus 78% of those who have completed at least some post-secondary education), and members of racialized communities (84% do not recall versus 78% of non-racialized respondents).

2. Wireless Code

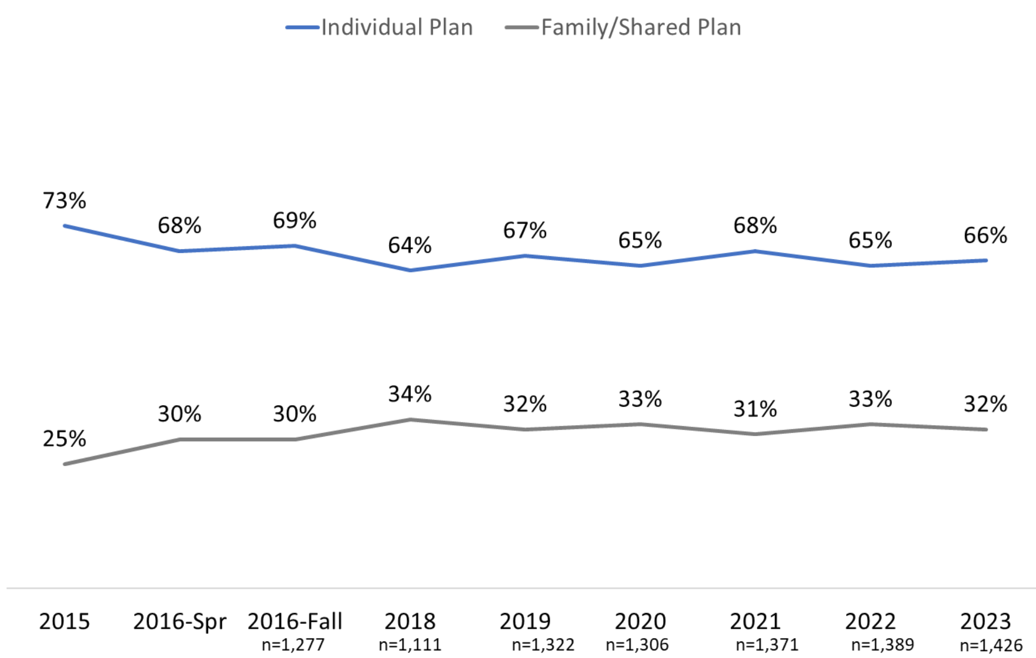
Nearly nine in 10 (88%) Canadians reported owning a cell phone, smartphone, or other wireless device. Ownership was higher among those living in Ontario (92% versus 84% to 88% of those living elsewhere in the country), respondents under the age of 65 (90% versus 84% of respondents aged 65+), and higher income households (94% of households with annual incomes of $100,000 to just under $150,000 versus 82% of households with an annual income under $40,000).

2.1 Type of Wireless Plan

The majority of Canadians surveyed are on an individual wireless contract.

Two-thirds (66%) of Canadians use an individal wireless plan and one-third (32%) use a family or shared plan. Usage has been fairly stable since 2018, with the proportion of Canadians using each type of plan varying by three percent or less year over year.

Figure 2: Type of wireless plan: individual vs. family/shared



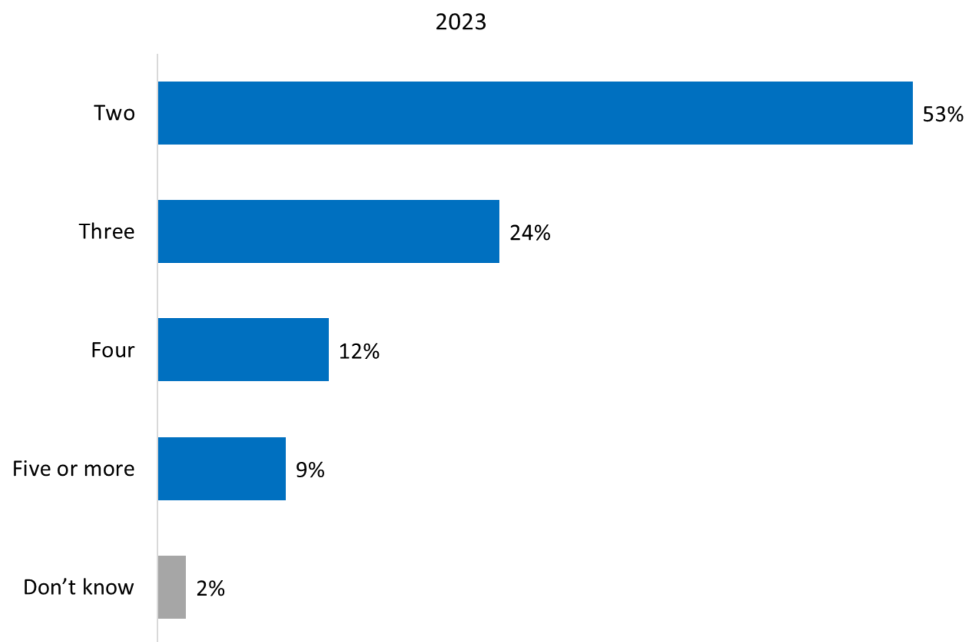
WC2. Is it an individual plan or a family or shared plan? Base: n=1,426; respondents with cell or wireless phone service contract or plan

As annual household income increased, the likelihood of being enrolled in an individual plan decreased, from 76% of Canadians reporting a household income of under $40,000 to 53% of those with incomes of $150,000 and above. This is consistent with 2022, when lower income households were more likely to have individual plans. In addition, the following groups of respondents are more likely to have individual plans: those who live in Quebec (73%) compared to Atlantic Canada (58%), Ontario (65%) and the Prairies (61%); 18- to 34-year-olds (72%) and those aged 65+ (72%); and men (69%).

Half of Canadians on a shared plan are sharing between two members.

For Canadians on a shared wireless plan, half (53%) said their shared plan includes two members. Possibly a function of stage of life, the likelihood of having two members increased with age, from 41% of 18- to 34-year-olds to 75% of those aged 65+. Among the rest, one-quarter (24%) reported three members on their shared plan and smaller numbers have four (12%) or five or more (9%) members.

Figure 3: Number of members on the shared plan

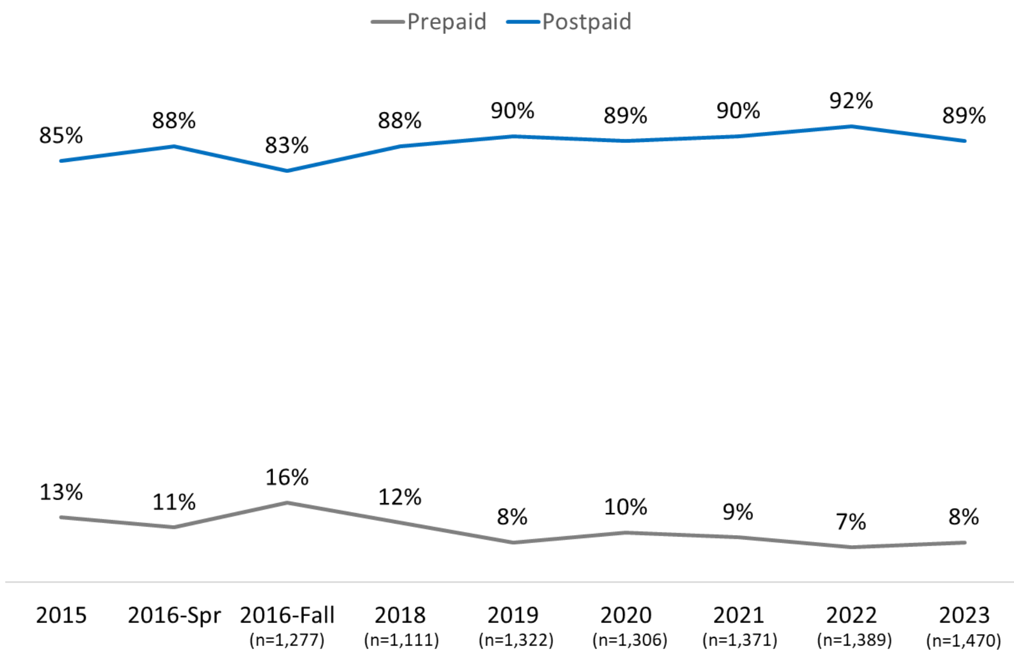


WC3. How many members are on your shared plan? Base: n=486; respondents with a shared plan

Nine in 10 Canadians are on a postpaid wireless service plan.

Eighty-nine percent of Canadians have chosen a postpaid wireless service plan (down slightly from 2022 when 92% reported having such a plan). Over time, this figure has remained largely unchanged since 2018. Prepaid services also hold steady (8% compared to 7% in 2022 and 9% in 2021). Consistent with the previous year, seniors aged 65+ are more likely to be enrolled in a prepaid plan (14% compared to 9% of 18- to 34-year-olds).

Figure 4: Type of wireless plan: prepaid vs. postpaid



WC4. And, is it a monthly plan, or a prepaid or pay-as-you-go plan? Base: respondents who are subscribed to a wireless service plan

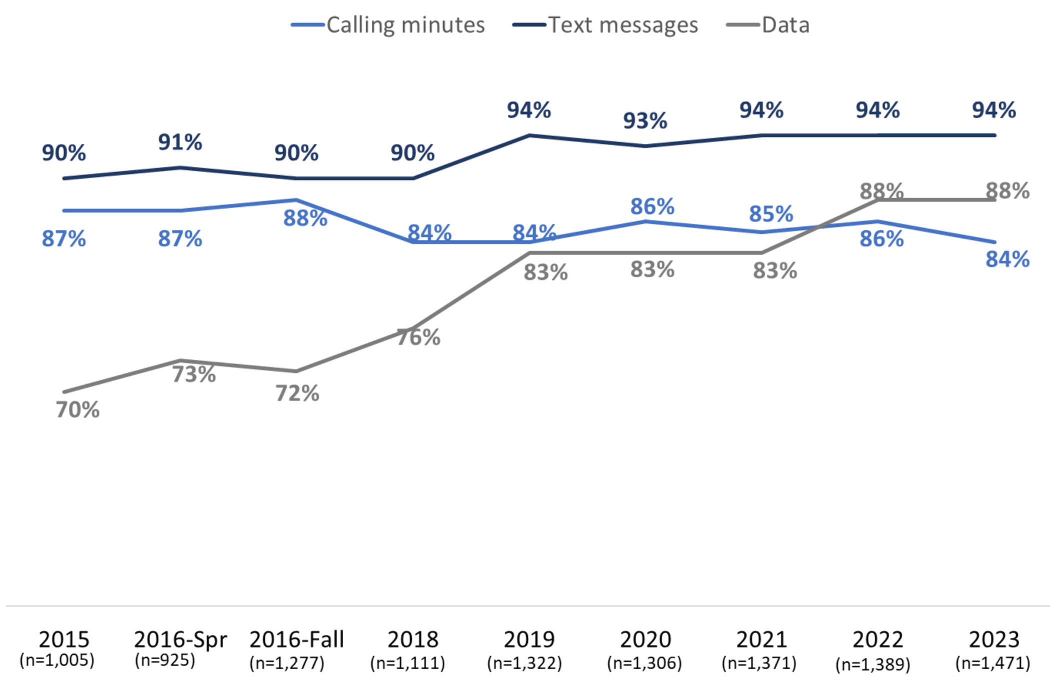
When it comes to postpaid plans, as household income increased so too did the likelihood of being enrolled in a monthly plan, from 84% of those with a household income of under $40,000 to 96% of those with a household income of $150,000 and over.

2.2 Services included in Canadians' Wireless Plans

Most Canadians' wireless plans include calling minutes, text messaging, and data.

The majority of wireless plans continue to include calling minutes (84%), data (88%), and text messaging (94%). The inclusion of text messaging in wireless plans has remained steady since 2019. After a small increase between 2021 and 2022, the number of wireless plans with data has not changed year over year and continues to surpass the number of plans with calling minutes (84%).

Figure 5: Wireless plan features



WC5. Which of the following are included in your wireless plan? [Multiple responses accepted] Base: respondents who are subscribed to a wireless service plan.

The following demographic differences are noteworthy:

- Respondents with higher education, specifically those with college, apprenticeship, or a university certificate below a bachelor's level and those with a bachelor's degree or higher were more likely than those with a high school diploma or less to have calling minutes (87% and 85%, respectively, versus 78%) and text messages (96% and 95%, respectively, versus 89%) as part of their plans. Additionally, the likelihood of having data as part of their plan increased with education, from 81% of those with a high school diploma or less to 91% of those with a bachelor's degree or higher.
- Seniors (aged 65+) were less likely than younger respondents to have text messages (87% versus 96% of 18- to 64-year-olds) and data (70% versus 94% of 18- to 64-year-olds) as part of their wireless plan.
- The likelihood of having text messages and data increased with household income. Eighty-nine percent of households with an annual income under $40,000 reported having text messages as part of their plan compared to 98% of households with an annual income of

$150,000 and above. Likewise, seventy-nine percent of households with incomes under $40,000 reported having data compared to 97% of those from households reporting annual incomes of $150,000 and above.

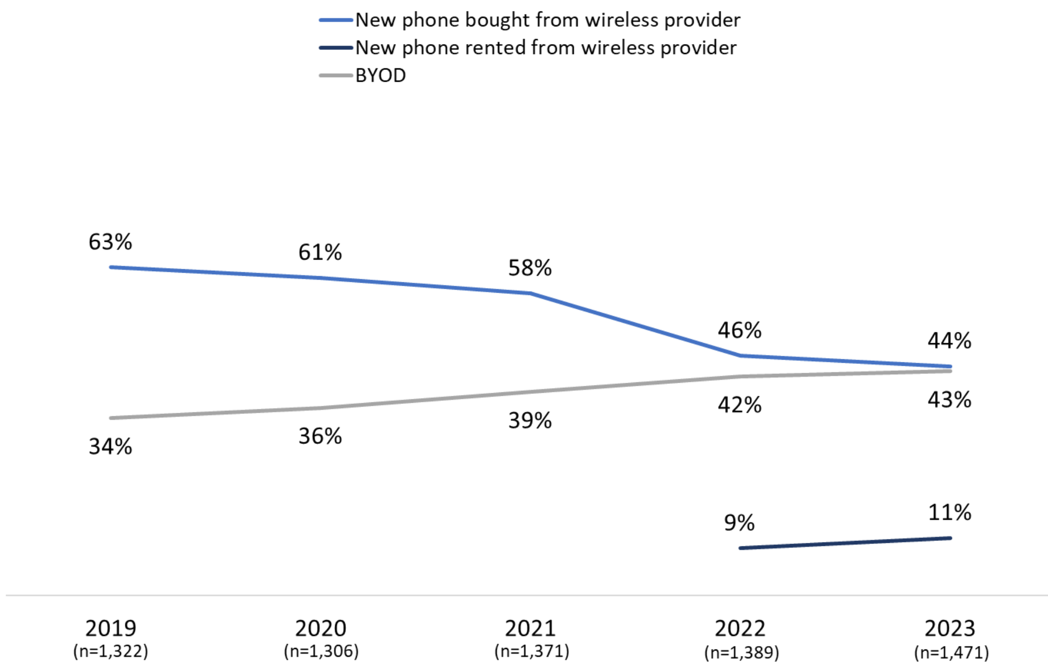
- Members of racialized communities (92%) were more likely than those who are not (87%) to report having data as part of their wireless plan.

2.3 Devices

Most Canadians reported buying a new phone or bringing their own device when signing up for their wireless plan.

Phone acquisition remains consistent year over year, with Canadians evenly split between purchasing a new phone from their wireless service provider (44% versus 46% in 2022) and bringing their own device (BYOD; 43% versus 42% in 2022). Eleven percent said they rented or leased their phone from their provider (versus 9% in 2022). While the data suggests that new phone purchases are on the decline in favour of rentals and BYOD[3], more time is needed to confirm such a trend.

Figure 6: Type of device



WC6. 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? Base: respondents subscribed to a wireless service plan

[3] In 2022, the response options were changed to include rentals. As such, the decline in new phone purchases that accelerated in 2022 may reflect this change rather than a change in Canadians' preferences. When phone rentals (the new response option) are added to phone purchases, the proportion of Canadians not bringing their own device is more in line with reported rates from 2021.

The following demographic differences are noteworthy:

- Those living in Ontario (46%) were more likely than those in Quebec (36%) to BYOD when signing up for their latest wireless plan. Conversely, those from Quebec (49%) and the Prairies (50%) were more likely than respondents from Ontario (40%) to buy a new phone from the service provider.
- Respondents aged 18 to 34 (46%) and aged 65+ (47%) were more likely than 35- to 54-year-olds (37%) to BYOD. Those aged 35 to 54 were more likely to have purchased a new phone from their provider (49% versus 41% each of those under 35 and those aged 65+).
- Lower income respondents were more likely to BYOD (50% of those from households reporting annual incomes of under $40,000 and 48% of those with incomes of $40,000 to just under $60,000), while the likelihood of purchasing a new phone generally increased with household annual income, from 35% of those from households earning under $40,000 to 51% of those from households reporting an annual income of $150,000 or more.
- Members of racialized communities were *more* likely to BYOD (51% versus 38% of non-racialized respondents) and *less* likely to buy a phone outright from their service provider (36% versus 48% of non-racialized respondents).
- Those living in urban areas were *more* likely to BYOD (44% versus 32% of those from rural communities) and *less* likely to buy their phone from their provider (43% versus 52% of those from rural areas).

Type of new phone purchase is varied.

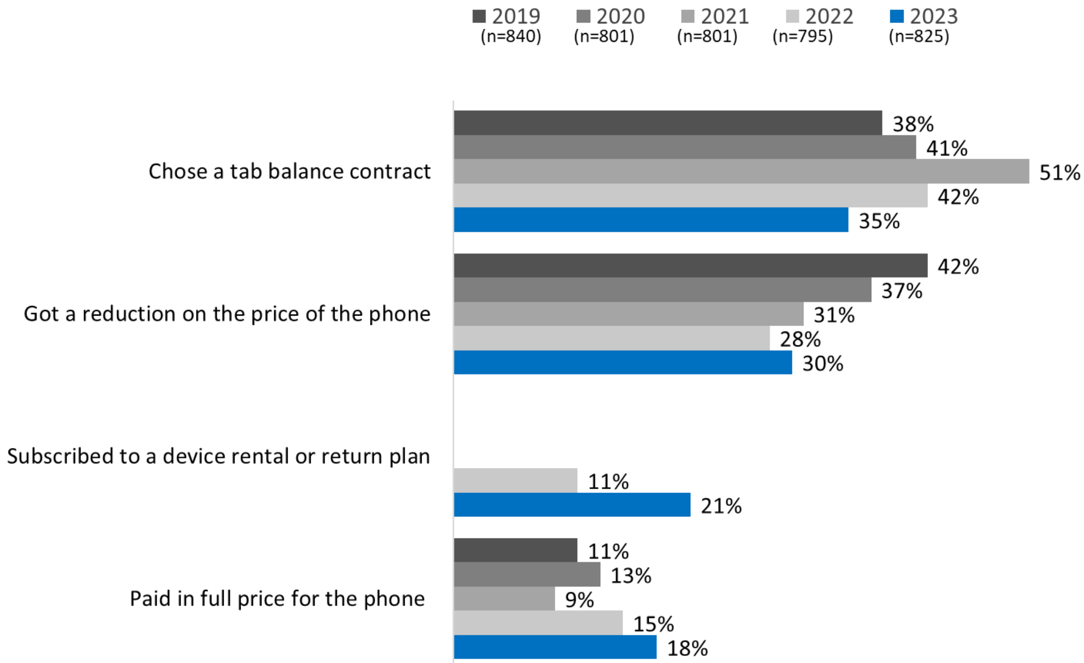
Among those who bought or rented a new phone, approximately two in 10 (18%) paid full price and this proportion continues to increase (up slightly from 15% in 2022 and significantly from 9% in 2021). Those aged 65+ (22%) were more likely than 35- to 54-year-olds (14%) to have paid their service provider full price for their phone.

The number of Canadians choosing to start a tab balance to purchase a new phone continues to decline, from a high of 51% in 2021 to 42% in 2022 to 35% this year. Those living in Quebec were less likely to choose a tab balance contract (18% compared to 34% to 45% of Canadians living elsewhere), as were seniors aged 65+ (22% versus 33% of 55- to 64-year-olds, 37% of 35- to 54-year-olds and 44% of 18- to 34-year-olds).

Three in 10 (30%) are receiving a reduction off the price of a new device when purchasing from their wireless provider (virtually unchanged from 28% in 2022). Compared to those from Ontario (26%) and the Prairies (29%), respondents from Quebec (40%) were more likely to report having received a discount.

The proportion of Canadians subscribing to a device rental or return plan has nearly doubled this year, from 11% in 2022 to 21% in 2023.

Figure 7: Type of new phone acquisition



***Not a response option in 2019, 2020, 2021

WC7. Which of the following did you do: …? [Multiple responses accepted] Don't Know: 9% 2019, 2020, 2021, 2022-Jan; 10% 2022-Dec. Base: respondents who bought or rented a new phone from their wireless provider.

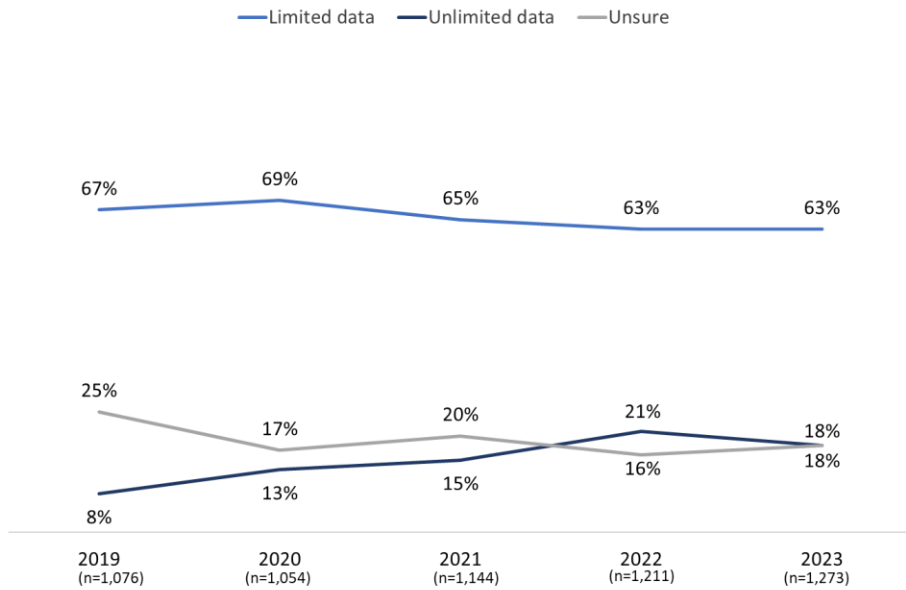
2.4 Wireless Data

Limited data continued to be the most common type of data included in Canadians' wireless plan.

As reported earlier, almost nine in 10 (88%) Canadians subscribe to a wireless service plan that has data.

Among those with data included in their plan, limited data plans continue to be the most common type of plan reported by Canadians, with 63% (unchanged from 2022) saying there is a monthly data limit attached to their plan. The increasing trend towards unlimited data reported in 2022 has halted, with 18% (down 3% year over year) saying they are subscribed to a wireless service plan with unlimited data. Those living in the Prairies (25%), aged 55+ (22%) and from non-racialized communities (20%) were more likely to report having a wireless plan with unlimited data.

Figure 8: Type of data included in wireless plan

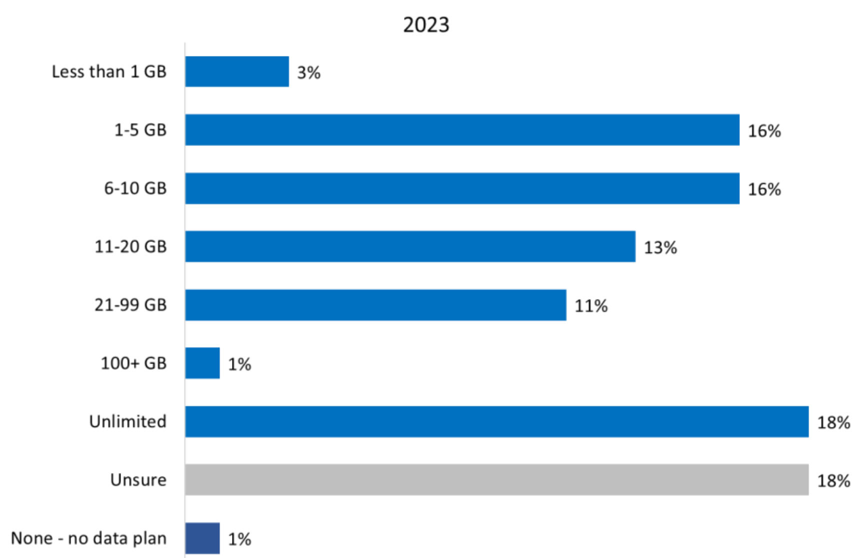


WC8. Some wireless plans have unlimited data and some have limited data. When a plan includes a monthly data limit, you may have to pay data overage fees if you use more data in a month than is included in your plan. How much data is currently included in your plan each month? Base: respondents subscribed to a wireless service plan that includes data.

The amount of data included in plans varies.

Very few (3%) respondents have less than 1 GB of data included in their plan, and even fewer (1%) have 100 GB or more included. One-third reported having a limited data plan that includes 1-5 GB (16%) or 6-10 GB (16%) while one-quarter said they have a limit of 11-20 GB (13%) or 21-99 GB (11%).

Figure 9: Amount of data included in monthly plan



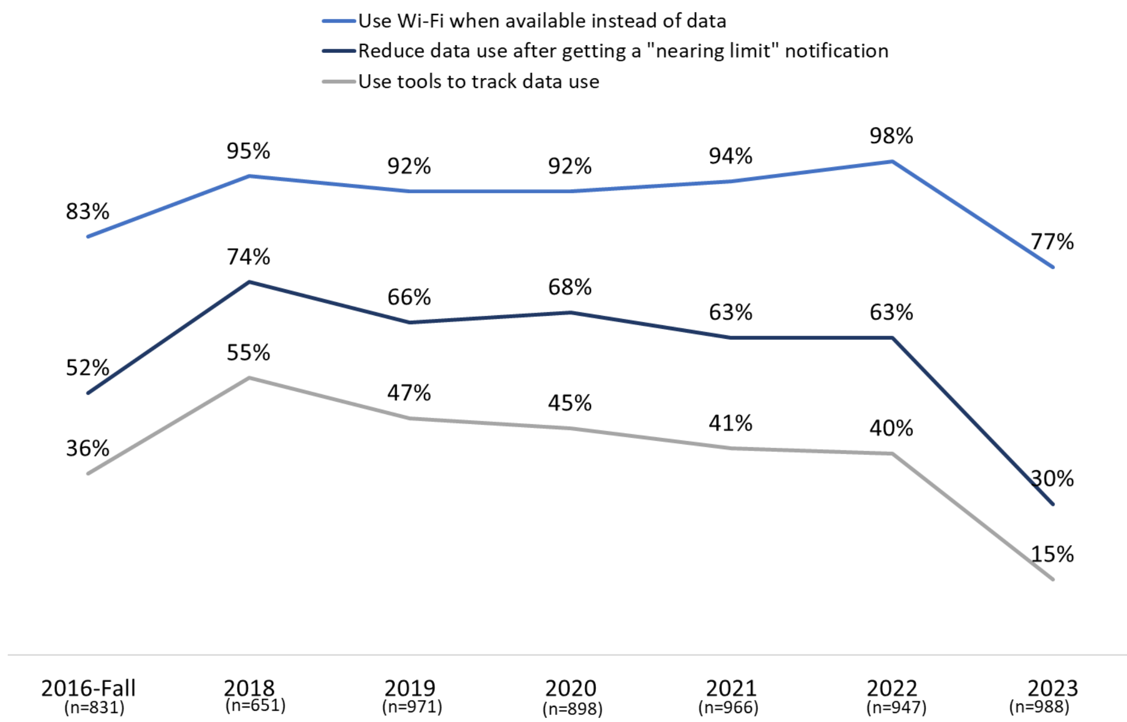
WC8. Some wireless plans have unlimited data and some have limited data. When a plan includes a monthly data limit, you may have to pay data overage fees if you use more data in a month than is included in your plan. How much data is

currently included in your plan each month? Base: n=1,273; respondents subscribed to a wireless service plan that includes data.

Fewer report taking actions to manage or limit data use this year.

More than three-quarters (77%) of Canadians who have a wireless plan with data said they use Wi-Fi when available to manage or limit their data use. Following this, three in 10 (30%) reduce their data use after getting a notification that they are nearing their limit, while significantly fewer (15%) use tools to track their data use. This year marks a large decline in the proportion of Canadians taking these actions to manage or limit data.

Figure 10: Activities to manage or limit data use



WC9. Which of the following activities, if any, do you use to manage or limit your data use? [Multiple responses accepted] Base: respondents subscribed to a wireless service plan and whose plan includes data.

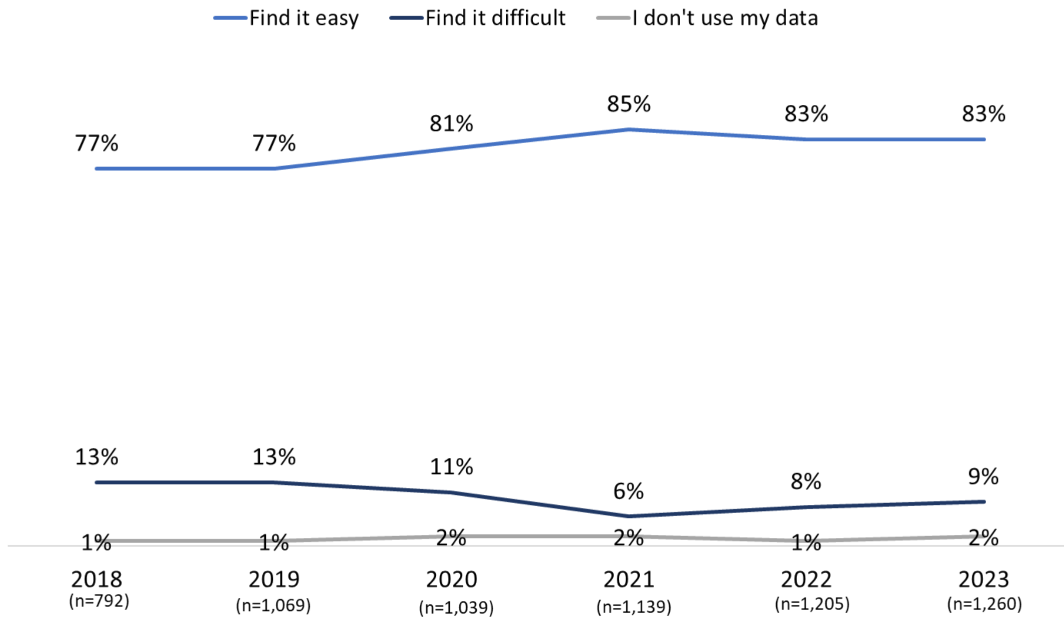
Respondents age 55+ were less likely than younger respondents to report using Wi-Fi when available (70%), reducing data use after receiving a notification (22%) and using tools to track their data use (9%).

The majority of Canadians find it easy to manage their data use.

Canadians continue to find it easy to manage their data each month. Just over eight in 10 (83%) consider this easy (scores of 5, 6 or 7 on a 7-point scale).

Those living in British Columbia (66%) were more likely to say they found it 'extremely easy' to manage their data usage each month when compared to those from Ontario (55%) and the Prairies (52%).

Figure 11: Ease of managing data use



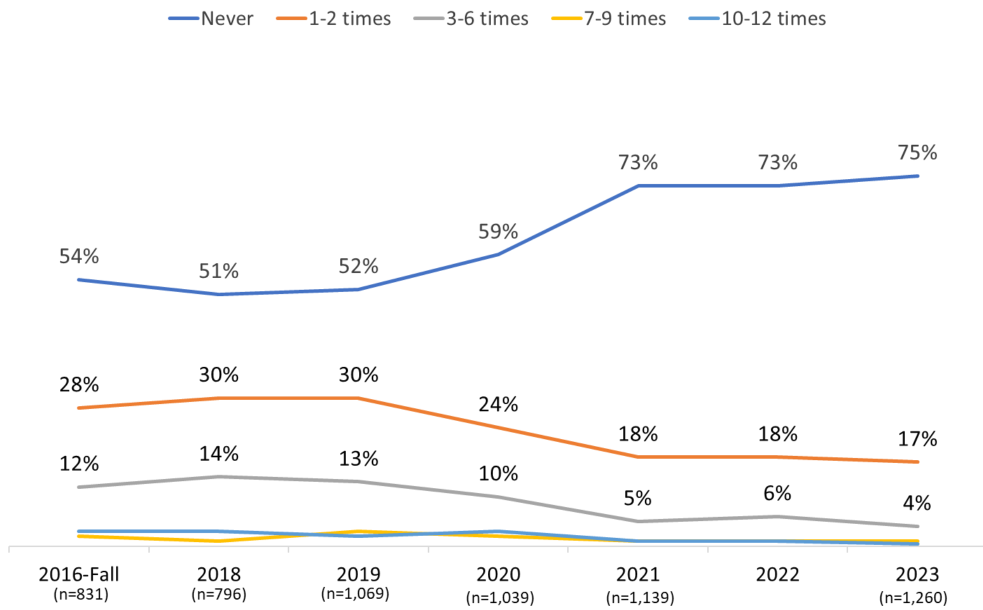
WC10. How easy do you find it to manage the data used by yourself and/or your family each month? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy. Base: respondents subscribed to a wireless service plan and whose plan includes data.

Most Canadians have not paid data overage fees in the past 12 months.

Three-quarters of Canadians subscribed to a wireless service plan that includes data have not paid any data overage fees in the past 12 months. This extends the trend that started in 2021, when the proportion of respondents not paying data overage fees increased significantly, from 59% in 2020 to 73% in 2021. Although relatively few have paid data overage fees, most who have, have done so one to two times (17%).

Those aged 55+ (81% compared to 72% of those under the age of 55) were more likely to say they have never paid data overage fees. Conversely, the following were less likely to report having never paid these fees: members of racialized communities (70%); those who have experienced 'bill shock' (45%); and those who have filed a complaint about their wireless (65%) or Internet (68%) services.

Figure 12: Number of times data overage fees paid in the past 12 months



WC11. In the past 12 months, how often have you paid data overage fees? Base: respondents subscribed to a wireless service plan and whose plan includes data.

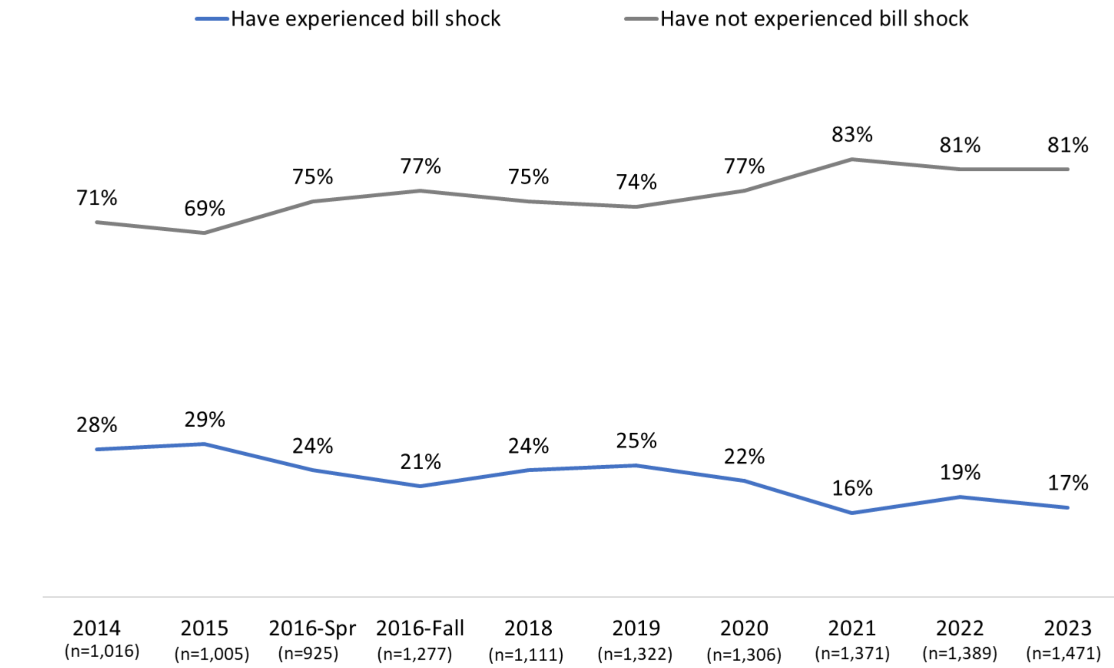
2.5 Bill Shock

Most Canadians have not experienced 'bill shock'.

Eight in 10 (81%) Canadians subscribed to a wireless service plan have not experienced a surprisingly high bill ('bill shock') during the last year. The proportion of Canadians who have experienced bill shock (17%) continues to trend down, despite a very small increase in 2022.

Consistent with previous years, younger and middle-aged respondents were more likely to experience bill shock (19% of 18- to 34-year-olds and 21% of 35- to 54-year-olds) compared to those aged 55 and older (13%). In addition, members of a racialized community were more likely to report bill shock in the last year (23% versus 14% of others). Regionally, those from Ontario (19%) and the Prairies (18%) were more likely to have experienced bill shock than those from Quebec (12%). Households reporting annual incomes of $150,000 or more (25%) were also more likely to have experienced this compared to middle income households (10% of those from households with incomes of $40,000 to just under $60,000 and 17% from households with incomes of $60,000 to just under $100,000).

Figure 13: Experience with 'bill shock'



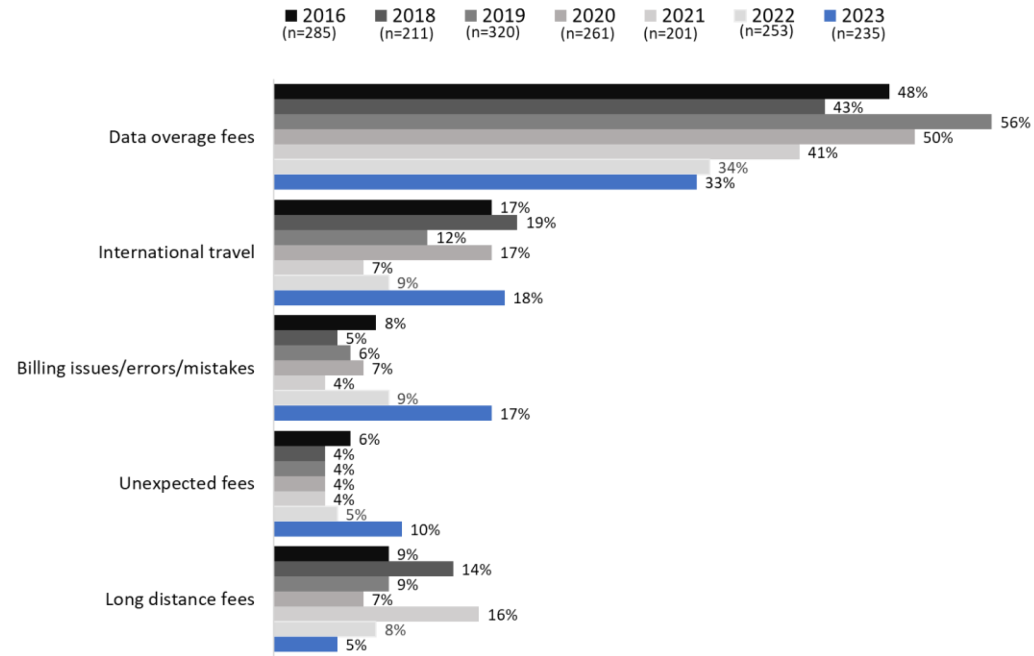
WC12. During the last year, have you experienced 'bill shock, meaning a surprisingly high bill? Base: respondents subscribed to a wireless service provider.

Bill shock due to data overage fees has significantly decreased over time, but it remains the top reason for bill shock.

Exactly one-third of those who experienced bill shock in the past year said this was due to data overage fees. Although the number of individuals experiencing bill shock due to data overage fees has not changed in the past year, changes over time have been more significant. The number of Canadians reporting data overage fees peaked in 2019 and then began a downward trend the following year (-6% in 2020; -9% in 2021; -7% in 2022). Compared to 2019, the proportion of Canadians attributing their bill shock to data overage fees has declined 23 percent, from 56% to 33% in 2023.

Following this, others experienced higher than typical bills due international travel (18%; up from 7% in 2020 and 9% in 2022 during the height of the COVID-19 global pandemic), billing issues (17%; up from 9% in 2022), and/or unexpected fees (10%; up from 5% in 2022). Long distance overages continue to decline from the high of 16% in 2021 to 5% in 2023.

Figure 14: Top reasons for 'bill shock'

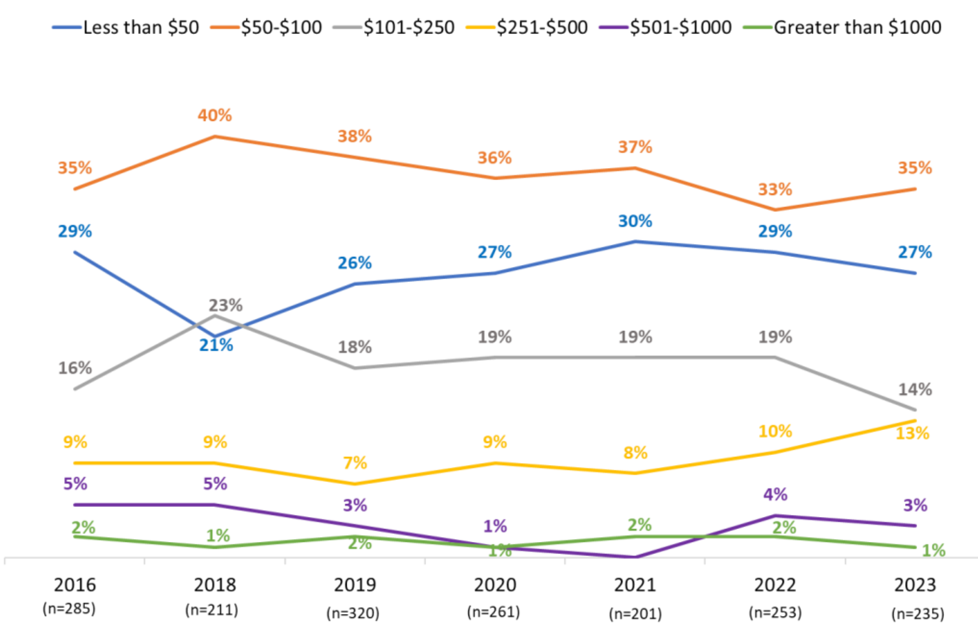


WC13. What was the main reason for the 'bill shock' you experienced? [Multiple responses accepted]
Base: respondents subscribed to a wireless service provider and who experienced 'bill shock' in the last 12 months.

Most of the unexpected data charges do not exceed $100.

For those who experienced bill shock, the majority were charged less than $50 (27%) or between $50 and $100 (35%). This is consistent with previous years.

Figure 15: Amount of unexpected charges on bill



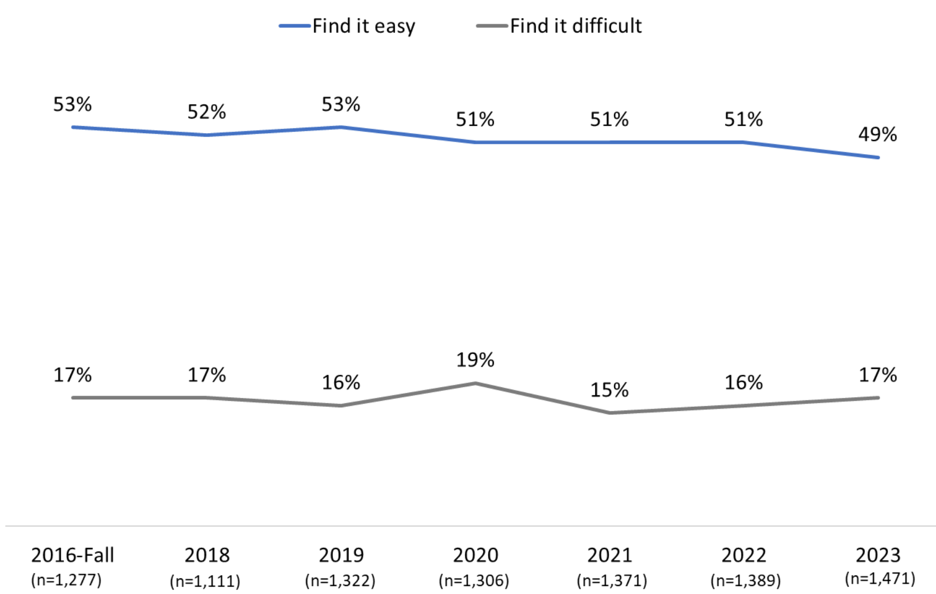
WC14. What was the amount of the unexpected charges on your bill? Base: respondents subscribed to a wireless service provider and who experienced bill shock in the last 12 months.

2.6 Roaming Fees

Half find it easy to manage roaming charges while they are travelling.

Roughly half (49%) of those subscribed to a wireless service provider find it easy (scores of 5, 6, or 7 on a 7-point scale) to manage roaming charges when travelling. This is virtually unchanged from 2022, when 51% reported being able to manage roaming fees. Though many find managing roaming charges easy, nearly two in 10 (17%) find it difficult (scores of 1, 2, or 3 on a 7-point scale).

Figure 16: Level of difficulty managing charges when travelling



WC15. 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 subscribed to a wireless service provider.

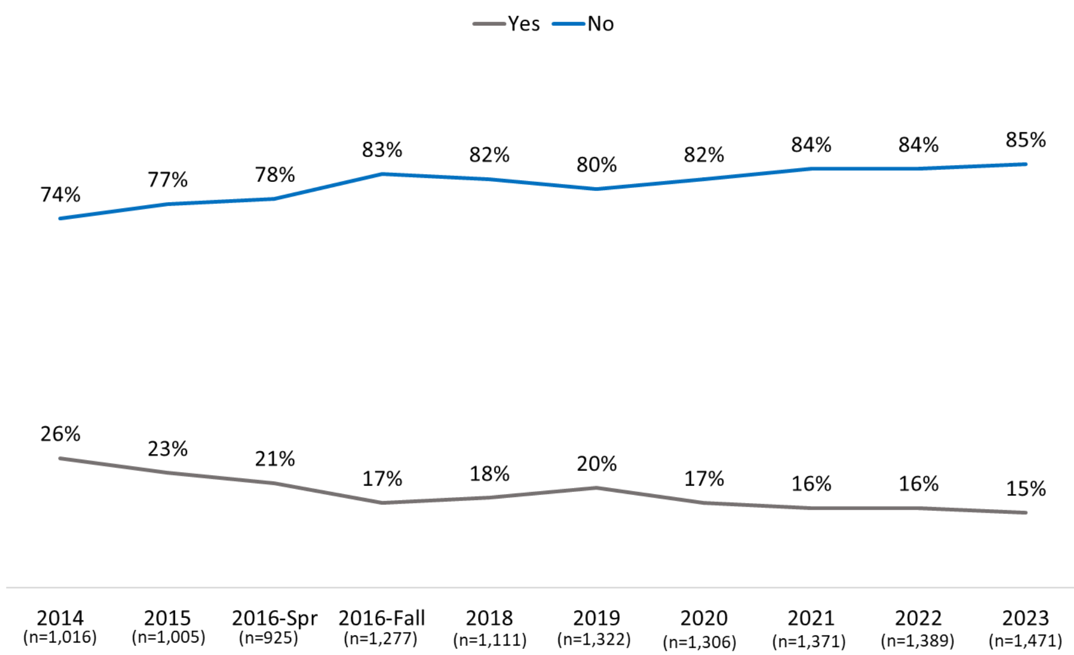
Younger and middle-aged respondents were more likely to find it easy to manage their roaming charges (54% of 18- to 34-year-olds and 51% of 35- to 54-year-olds compared to 43% of those aged 55+). This was also the case for those from households reporting annual incomes of $60,000 or more (55% said it is easy compared to 39% of those from households reporting annual incomes of under $40,000). Not surprisingly, those who have experienced bill shock (33% versus 14% of those who have not) or who have made a complaint about their wireless service (34% versus 14%) were more likely to find it difficult to manage roaming charges.

2.7 Complaints

Few Canadians have filed a complaint with their wireless service provider in the past 12 months.

The incidence of filing a complaint about wireless services has been consistent over the past few years, ranging from 15% this year to 17% in 2020, and is significantly lower than in 2014 when 26% reported making a complaint.

Figure 17: Wireless service complaints made in the past 12 months



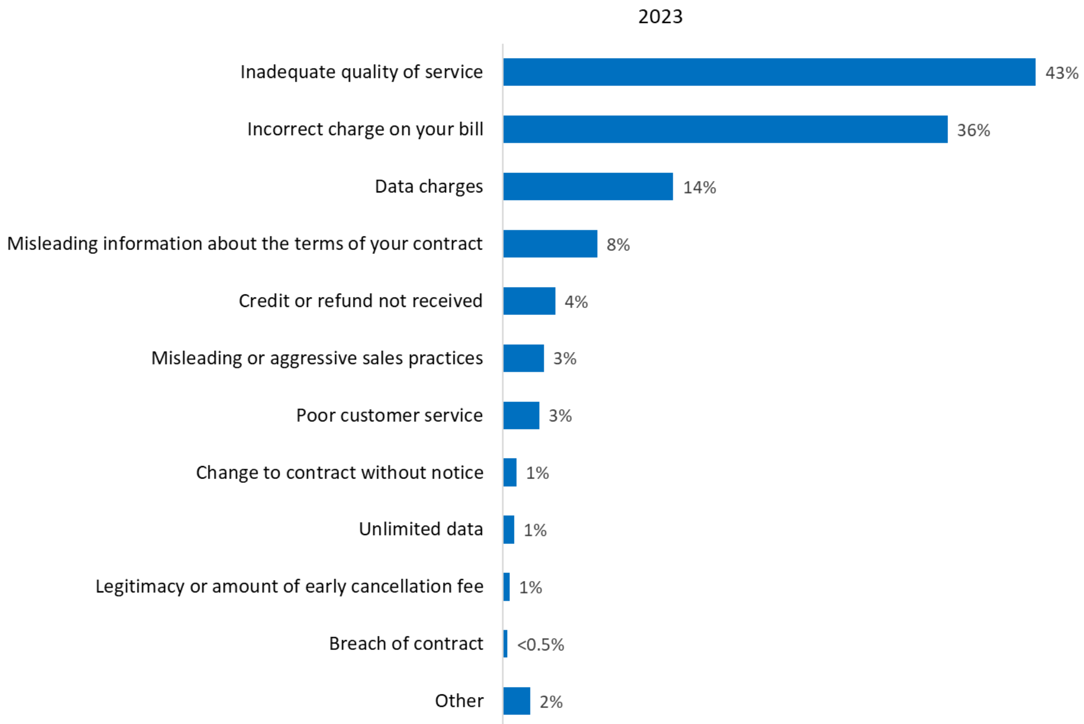
WC16. Have you made a complaint about your wireless services in the past 12 months? Base: respondents subscribed to a wireless service provider.

Members of racialized communities (21% versus 12% of others) and those living in urban areas (16% versus 8% of those living in rural areas) were more likely to have made a complaint. Regionally, respondents from Quebec (95%) were more likely to have *not* filed a complaint in the last year. Not surprisingly, those who experienced bill shock (37% versus 10% of those who have not), as well as those who filed a complaint about TV (25% versus 10%) or Internet (35% versus 10%) services were more likely to have also made a complaint about their wireless services in the last year.

Complaints are often due to inadequate quality of service or incorrect charges on bills.

The single largest proportion of respondents who filed a complaint with their wireless service provider pointed to inadequate quality of service (43%) as the reason for the complaint. This was followed by just over one-third (36%) who filed a complaint due to incorrect charges on their bill. Other reasons were mentioned by small numbers and can be found in figure 18.

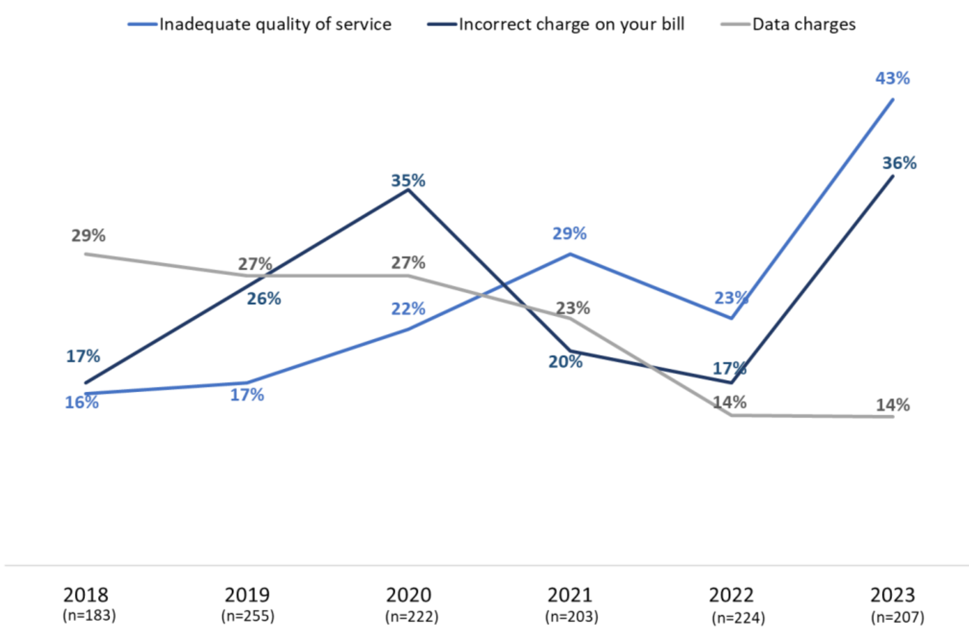
Figure 18: Reasons for complaints



WC17. What was your complaint about? [Multiple responses accepted] Base: n=207; respondents subscribed to a wireless service provider who filed a complaint. Don't know: 2%

The proportion of respondents pointing to the top three complaints against wireless service providers varies significantly over time.

Figure 19: Top reasons for complaints: Over Time



WC17. What was your complaint about? Base: respondents subscribed to a wireless service provider who filed a complaint.

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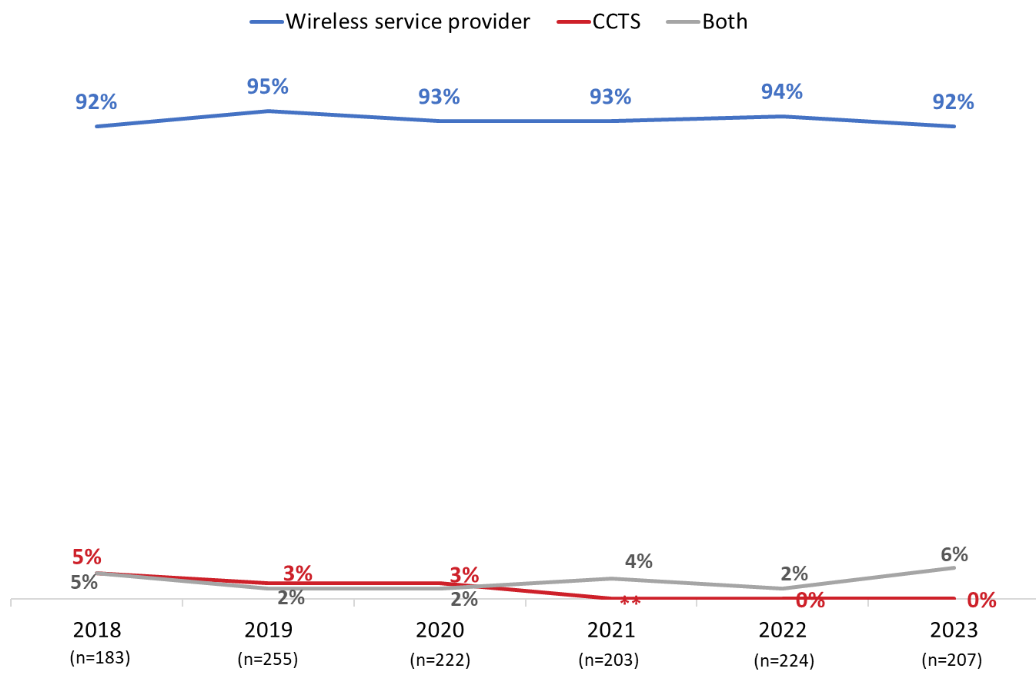
Nine in 10 who filed a complaint did so directly with their wireless service provider.

Consistent with previous years, most (92%) of those who filed a complaint against their wireless service provider did so directly with their provider. Very few (6%; up 4% since 2022) made the complaint to both their provider and the Commission for Complaints for Telecom-television Services (CCTS). Once again, no one filed a complaint only to the CCTS. The role of the CCTS is to review complaints from those not satisfied with the response from the service provider.

Figure 20: Complaints to wireless service provider



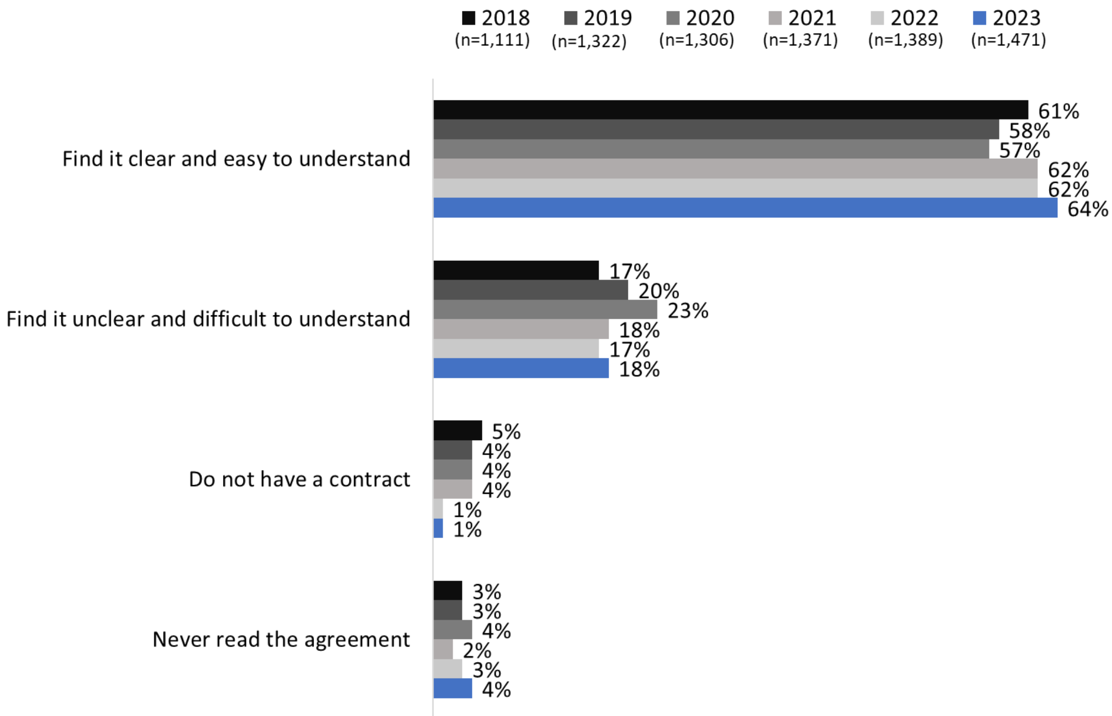
WC18. Who did you complain to? Was it your service provider, the Commission for Complaints for Telecom-television Services, also known as the CCTS, or both? Base: respondents subscribed to a wireless service provider who filed a complaint. **Low base; data suppressed.

2.8 Contract Clarity

Two-thirds find their wireless contract clear and easy to understand.

Nearly two-thirds (64%) of Canadians find their wireless contract clear and easy to understand (scores of 5, 6 or 7 on a 7-point scale). Over time, the proportion of Canadians who understand their contract is increasing, from a low of 57% in 2020 to this year's high of 64%. In contrast, approximately two in 10 (18%) Canadians found their contract unclear. Very few volunteered that they never read the agreement (4%) or do not have a contract (1%).

Figure 21: Ease of understanding wireless contract



WC19. 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: respondents subscribed to a wireless service provider.

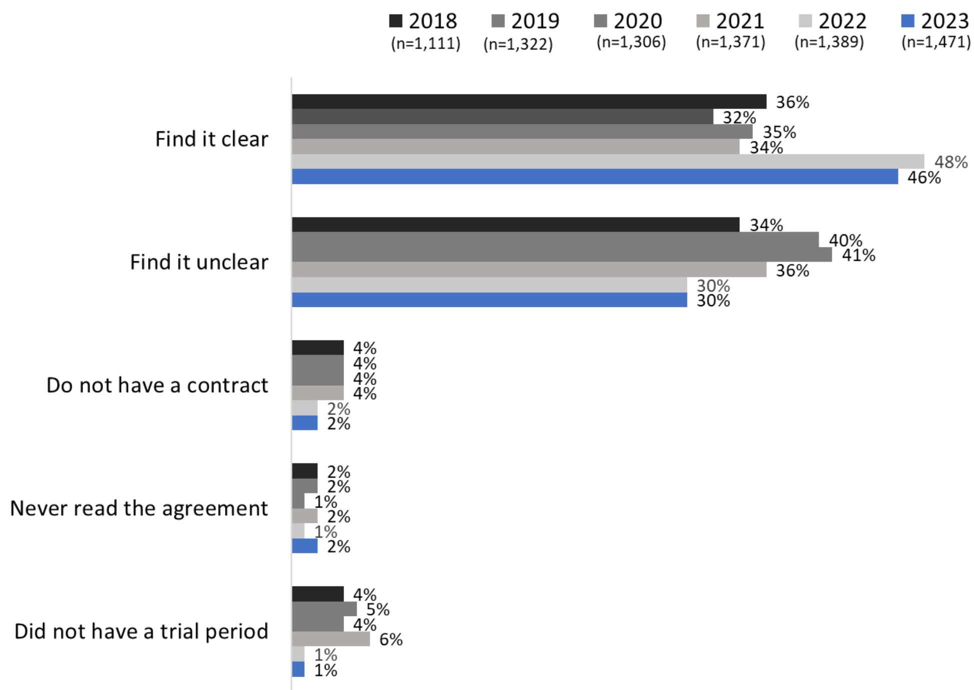
Those who have a shared plan (22% versus 16% of those with an individual plan) as well as those who find managing their data difficult (43% versus 15% of those who find it easy) were more likely to say their contract is unclear and difficult to understand. In addition, those who experienced bill shock (35% versus 14% of those who have not) or who filed a complaint about their wireless provider (34% versus 15% of those who have not), TV (25% versus 16%) or Internet (26% versus 16%) services were also more likely to find their contract unclear and difficult to understand.

Nearly half had a clear understanding of their trial period.

The proportion of Canadians who consider the explanation of their trial period to be clear (46%; scores of 5, 6 or 7 on a 7-point scale) is virtually unchanged since 2022. In contrast, a significant minority (30%) found the explanation of the trial period to be unclear. Very few volunteered that they never read the agreement (2%) or do not have a contract (2%) or trial period (1%).

As with other related measures, those who find managing their data difficult (58% versus 28% of those who find it easy) were more likely to have found their service provider's explanation of the trial period to be unclear, as did those who experienced bill shock (44% versus 27%) or who filed a complaint about their wireless (46% versus 27%), TV (36% versus 27%) or Internet (40% versus 28%) services in the last year.

Figure 22: Ease of understanding explanation of the trial period



WC20. 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: respondents subscribed to a wireless service provider.

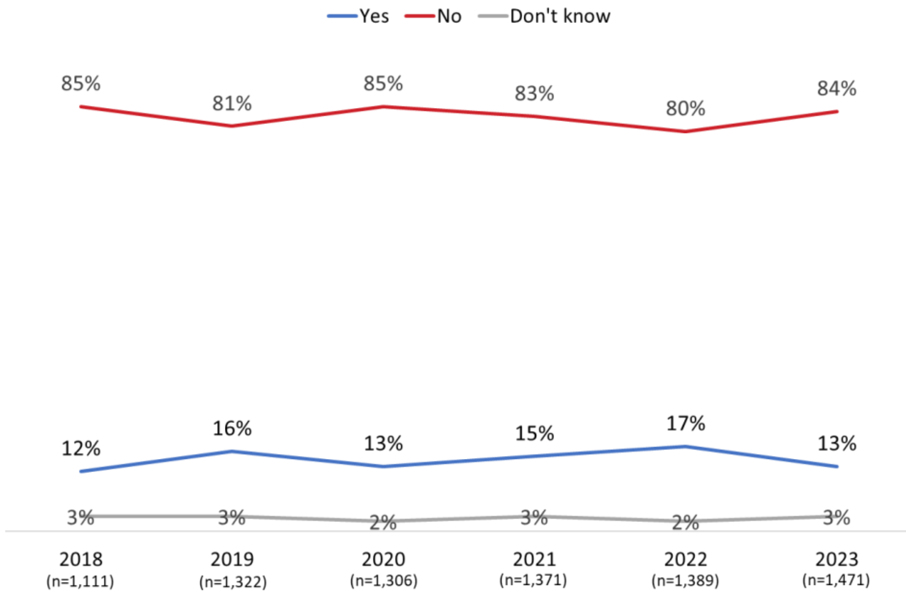
Few have had changes to their wireless contract without the mandated disclosure.

Just over one in 10 (13%) respondents have had their service provider make changes to their plan without expressly making them aware of the new terms and conditions. Although this represents a small decline since 2022 (down 4%), over time, the proportion of Canadians reporting changes of this nature has remained relatively consistent, from a low of 12% in 2018 to a high of 17% in 2022.

Those living in the Territories were most likely to report that their service provider changed their plan without expressly making them aware of how the terms and conditions had changed (32% versus 8% to 14% of those living elsewhere in Canada).

As with other areas related to ease of managing and understanding plans, the following were more likely to report having changes made to their plan without disclosure: those who experienced bill shock (23% versus 11%) as well as those who filed a complaint about their wireless (24% versus 11%) or Internet (19% versus 12%) services in the last year.

Figure 23: Changes to contract without disclosure



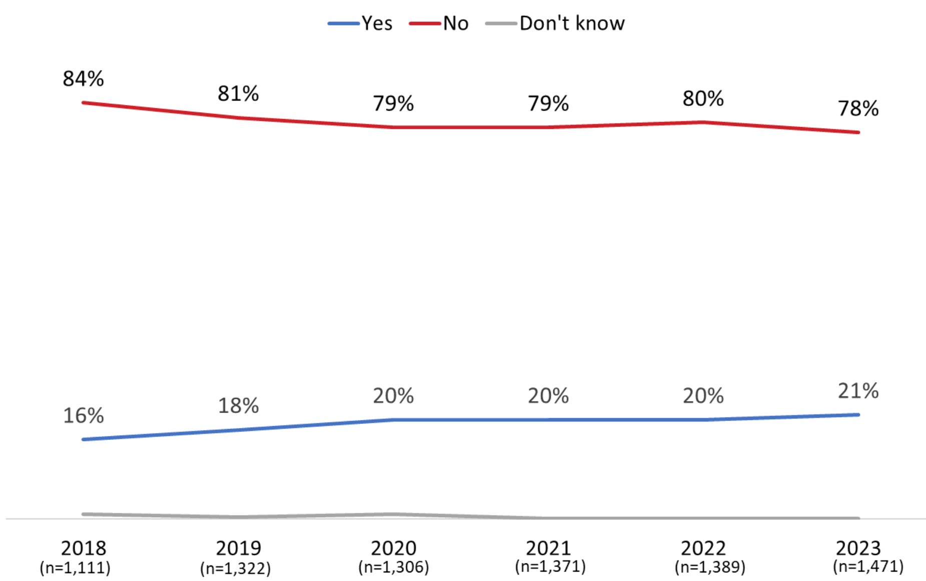
WC21. Have you ever become aware that your service provider changed your plan without expressly making you aware of how the terms and conditions had changed? Base: respondents subscribed to a wireless service provider.

2.9 Changing Service Providers

Most have been with their wireless service provider for two or more years, and those who have changed providers did so for a better deal.

The number of Canadians who have changed their service provider in the last two years has remained steady since 2020.

Figure 24: Changed wireless service providers in the last 2 years



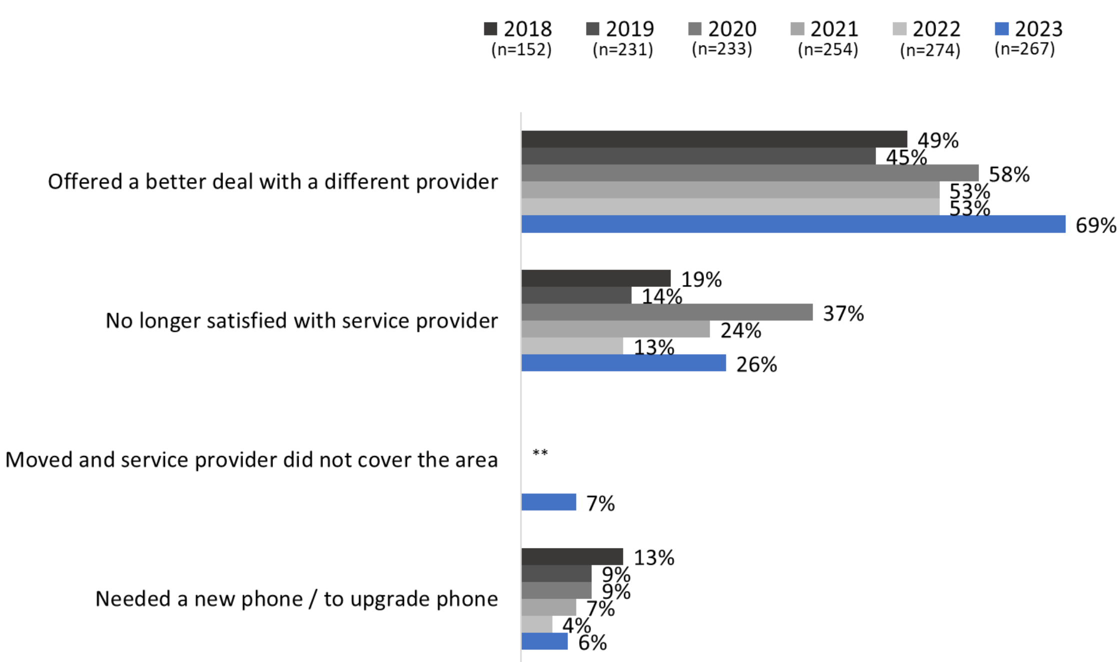
WC22. Have you changed wireless service providers in the last two years? Base: respondents subscribed to a wireless service provider.

Those who experienced bill shock were more likely to report having changed wireless providers (28% versus 20% of those who have not experienced bill shock), as were 18- to 34-year-olds (30% versus 21% of 35- to 54-year-olds and 16% of those aged 55+), members of racialized communities (29% versus 18% of others), and those living in urban areas of the country (23% versus 15% of those living in rural areas). Those living in the Territories were least likely to have changed providers in the last two years, likely a result of few alternative providers.

Among those who changed wireless providers in the last two years, the majority (69%) were offered a better deal with another provider. While this continues to be the most common reason for switching, the proportion offered a better deal has increased significantly (+16%) since 2022 and 2021 when approximately half each (53%) said they switched providers to get a better deal.

One-quarter (26%) made the switch because they were no longer satisfied with their service provider. This is 13 percent higher than the 13% who reported changing providers for this reason in 2022. Beyond this, smaller numbers attributed the change to a move (7%) or to needing a new phone or wanting to upgrade an existing device (6%).

Figure 25: Reasons for changing wireless service provider

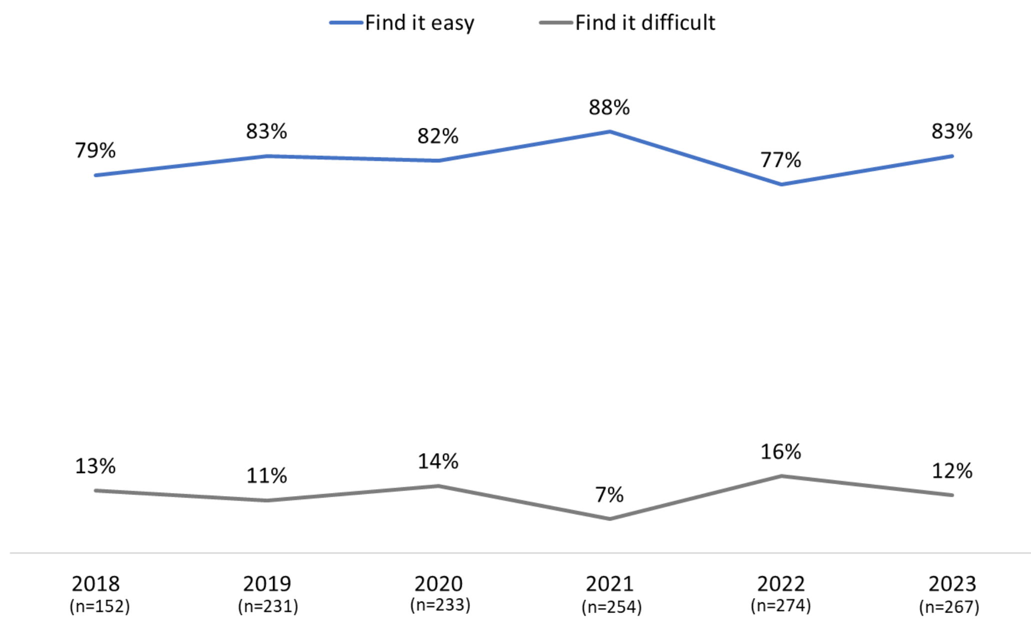


**Not a response option in previous iterations of the survey.
WC23. Why did you change service provider? Base: respondents who changed service provider.

The majority found switching wireless providers to be easy, and those who had difficulty pointed to the service provider.

The proportion of Canadians who found the process of switching service providers easy (scores of 5, 6 or 7 on a 7-point scale) has increased six percentage points, from 77% in 2022 to 83% in 2023.

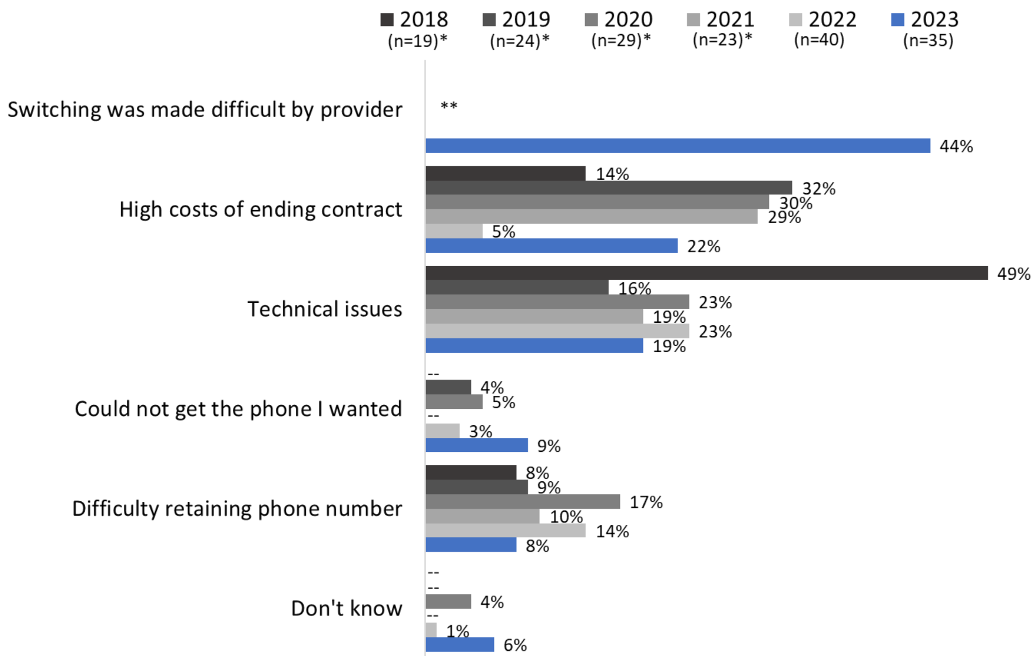
Figure 26: Ease of switching wireless service providers



QWC24. 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: respondents who switched service providers.

Twelve percent found the process difficult (scores of 1, 2 or 3 on a 7-point scale). The top reason for the difficulty was the service provider (44%), who reportedly made it difficult. Following this, two in 10 found that ending their contract came with high costs (22%; up from a low of 5% in 2022) or created technical issues (19%; down from 23% in 2022).

Figure 27: Reasons for difficulties switching service providers



*Very low base [<n=30]
**Not a response option in previous iterations of the survey.
WC25. Was there a reason why switching providers was difficult for you? [Multiple responses accepted] Base: respondents who switched service providers and found it difficult.

3. Television Provider Service Code

Six in 10 (61%) Canadians reported that their household subscribes to a cable, satellite, or IPTV TV service. Those living in Quebec were more likely to subscribe to a TV service (70% versus 45% to 62% of those living in other provinces or territories). In addition, the likelihood of subscribing to a TV service increased with age, from 32% of 18- to 34-year-olds to 82% of those aged 65+, and it was higher among households reporting annual incomes of $150,000 and above (72% versus 56% to 66% for the lower income household brackets).

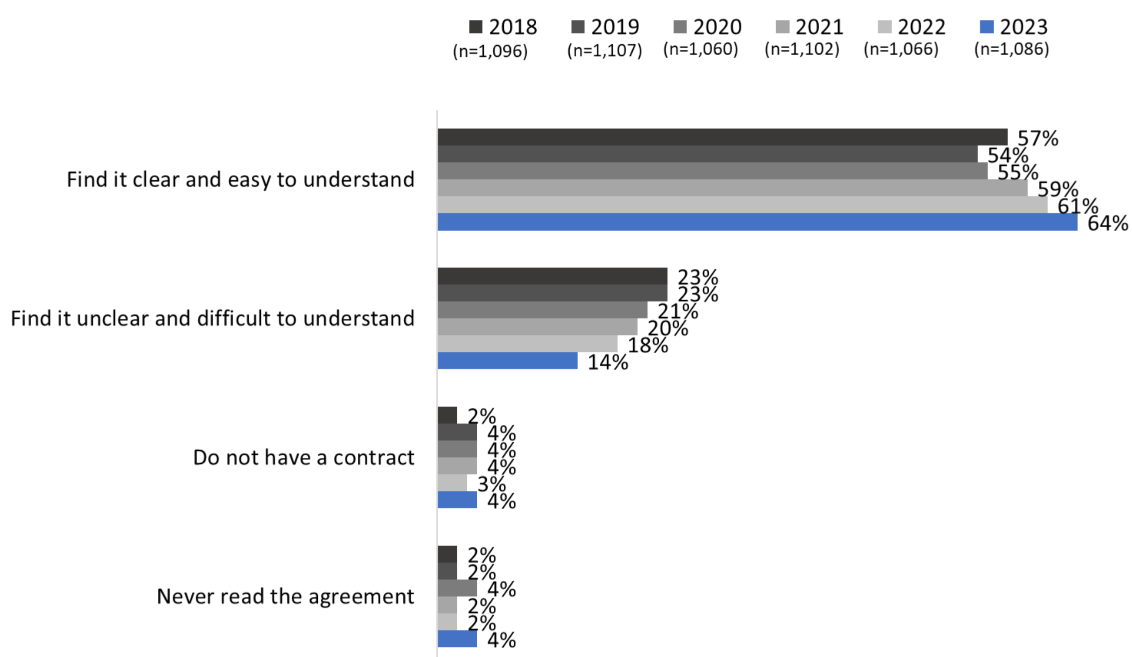
3.1 Contract Clarity

Two-thirds find that their TV contract is clear and easy to understand.

Nearly two-thirds (64%) of respondents subscribed to a TV service find their contract clear and easy to understand (scores of 5, 6, or 7 on a 7-point scale). Over the last five years, the proportion of respondents saying their contract is clear and understandable has gradually increased, from 54% in 2019 to 59% in 2021 to 64% in 2023.

In contrast, just over one in 10 (14%) found their contract unclear and difficult to understand (scores of 1, 2, or 3 on a 7-point scale), while very few do not have a contract (4%) or never read the agreement (4%).

Figure 28: Clarity of TV contracts



TVSP1. 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: respondents subscribed to a TV service.

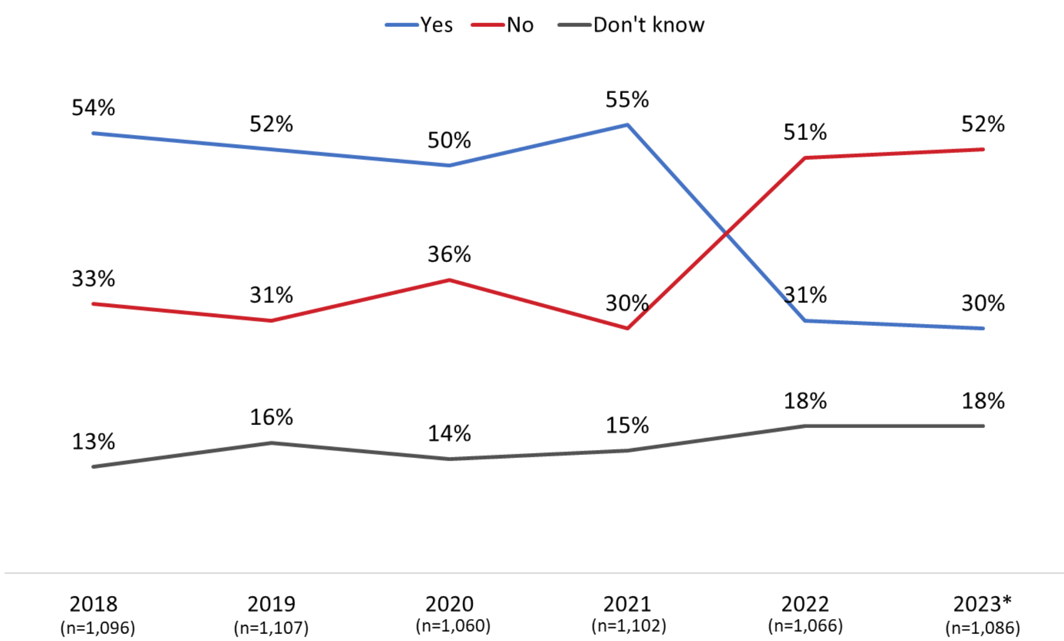
The likelihood of finding their TV contract unclear and difficult to understand was higher among those who have experienced bill shock (24% versus 13% of those who have not), as well as among those who have filed complaints about their wireless (24% versus 13%), TV (24% versus 11%) or Internet (23% versus 12%) services.

3.2 Basic TV Service Package

Canadians' awareness of providers' basic TV service package is down significantly in recent years.

Consistent with 2022, three in 10 (30%) Canadians subscribed to a TV service said they were informed about their provider's basic service package (down from a high of 55% recorded in 2021). In 2022, this question was modified to clarify that the basic service package should not exceed $25 per month. This resulted in a significant decline in the number of respondents reporting awareness.

Figure 29: Awareness of basic service package



*Question wording changed this year

TVSP2. 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. Base: respondents subscribed to a TV service.

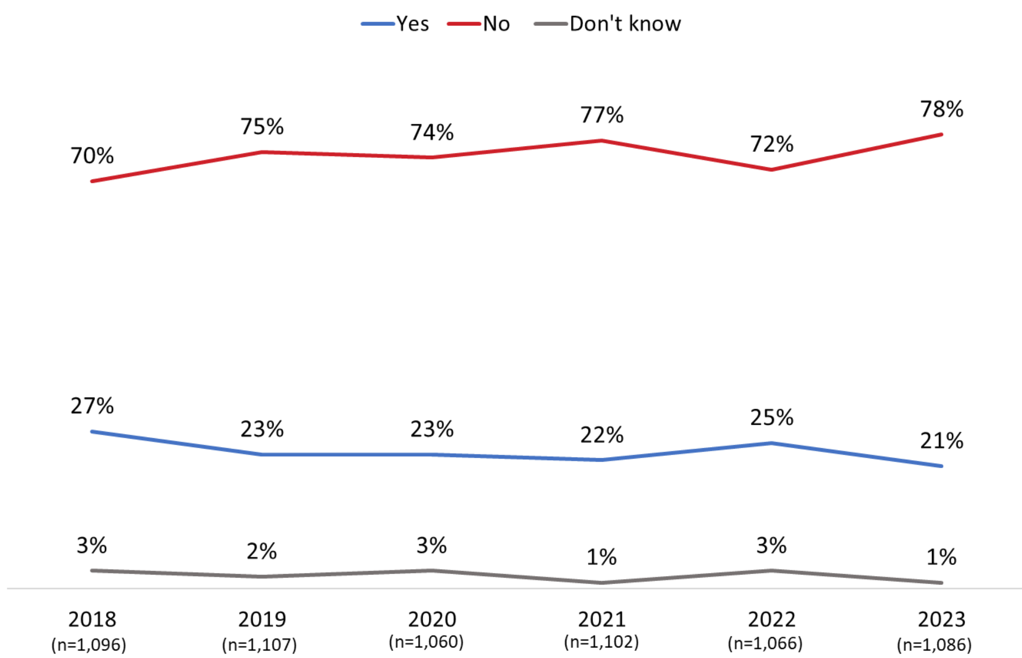
Residents of Quebec were most likely to say their service provider informed them about their entry-level offering (43% compared to a range of 21% to 34% in other provinces or territories). In addition, as age increased the likelihood of saying they were informed increased (from 19% of 18- to 34-year-olds to 33% of those 55 and older).

3.3 Complaints

Two in 10 Canadians who subscribe to TV services filed a complaint against their provider, and among those who did, quality of service is the top reason.

Two in 10 (21%) Canadians subscribed to a TV service filed a complaint about their TV services in the last 12 months. This represents a slight decrease since 2022 when 25% reported having filed a complaint over the past year. Complaints are lower in Quebec than elsewhere in the country, with nine in 10 (88%) in Quebec saying they have not made a complaint. In addition, Canadians who made complaints about wireless (39%) or Internet (51%) services were more likely than those who had not to have filed a complaint about their TV services.

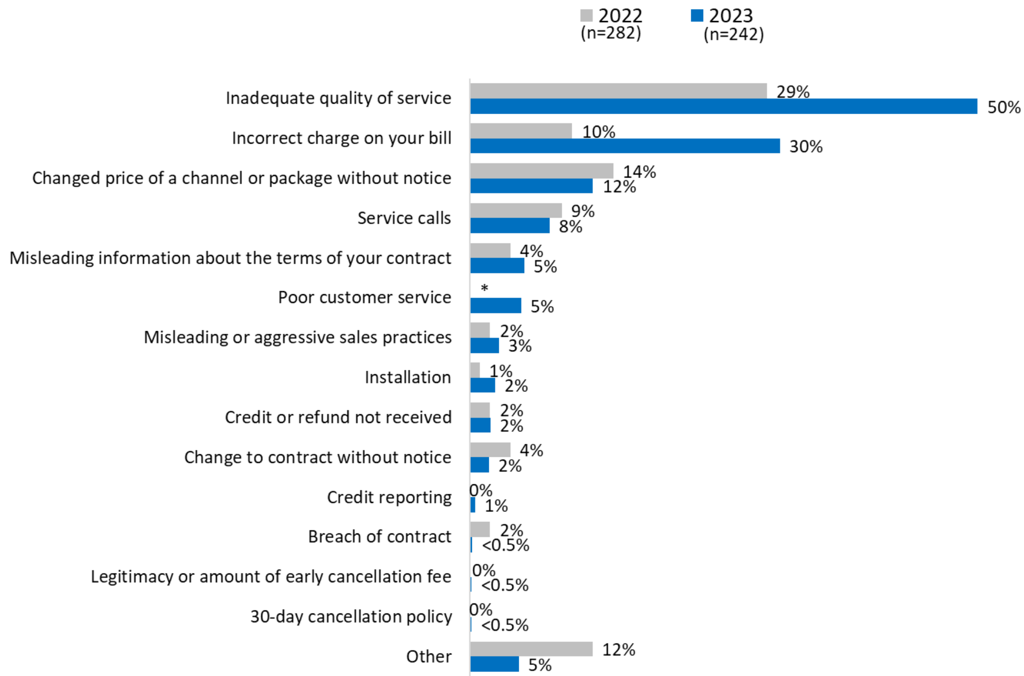
Figure 30: Complaints to TV service provider in the past 12 months



TVSP3. Have you made a complaint about your TV services within the last 12 months? Base: respondents subscribed to a TV service provider.

For those who filed a complaint about their TV services, exactly half complained of inadequate quality of service (up from 29% in 2022). Beyond this, 30% complained of incorrect charges on their bill (up from 10% in 2022), and 12% complained of changes to pricing or channel package without notice. The full range of complaints can be found in figure 31.

Figure 31: Reasons for complaints to TV service provider



*Response volunteered by respondents [2023; no corresponding set of responses for 2022.

TVSP4. What was your complaint about? [Multiple responses accepted] Base: respondents subscribed to a TV service provider and filed a complaint. Don't know: 1% both waves

4. Internet Code

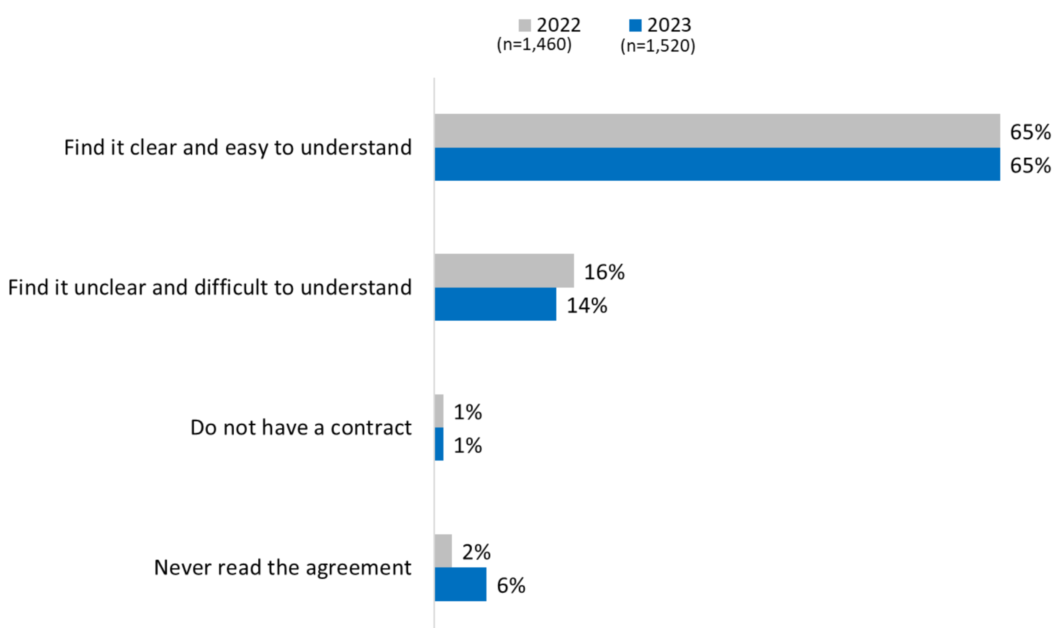
Nine in 10 (92%) households in Canada subscribe to a home Internet service. Canadians who do not subscribe are more likely to be aged 65+ (12%), have an annual household income of under $40,000 (14%), and have no more than a high school education (13%).

4.1. Contract Clarity

Two-thirds of Canadians subscribed to home Internet service said their contract is clear and easy to understand.

Consistent with 2022, two-thirds (65%) of Canadians subscribed to an Internet service provider find their Internet contract clear and easy to understand (scores of 5, 6 or 7 on a 7-point scale). Fourteen percent find their contract unclear and difficult to understand (scores of 1, 2 or 3 on a 7-point scale), while very few never read the agreement (6%) and reportedly do not have a contract (1%).

Figure 32: Ease of understanding Internet contract



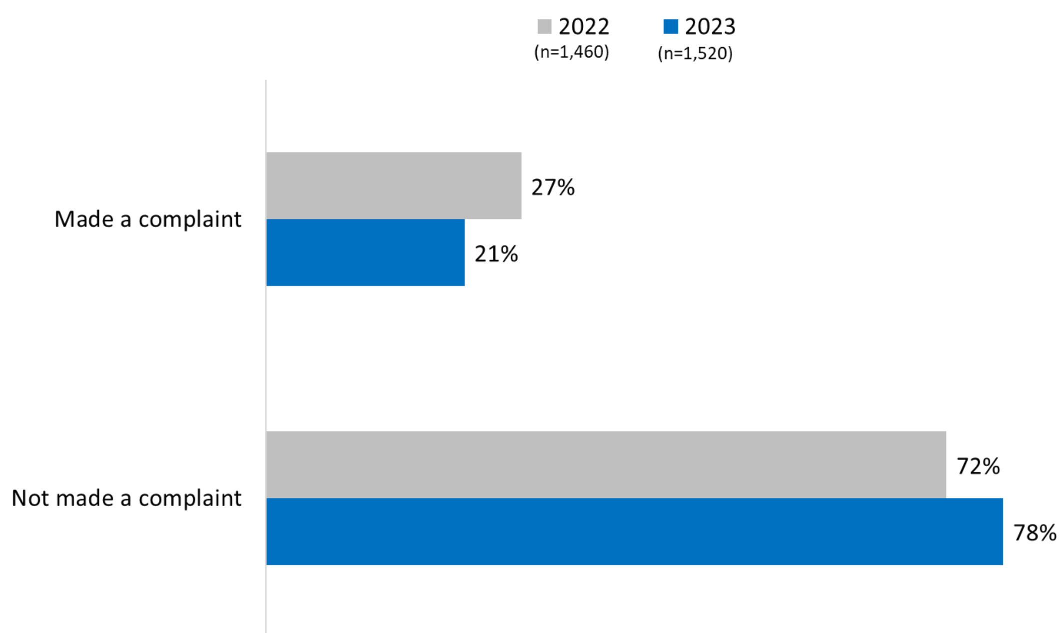
IC1. To what extent do you find your Internet contract clear and easy to understand?
Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand. Base: n= 1,520; respondents who subscribe to Internet service. Don't know: 4% both waves

4.2 Complaints

Two in 10 have filed a complaint about their Internet services, and among those who have, early cancellation charges were the main reason.

Two in 10 (21%; down from 27% in 2022) Canadians with home Internet service filed a complaint about their services in the last 12 months. As was the case with TV service, complaints about Internet services are lower in Quebec than elsewhere in the country, with nine in 10 (90%) respondents from Quebec saying they have not made a complaint. Canadians who made complaints about wireless (50%) or TV (52%) services were more likely than those who had not to have also filed a complaint about their Internet services.

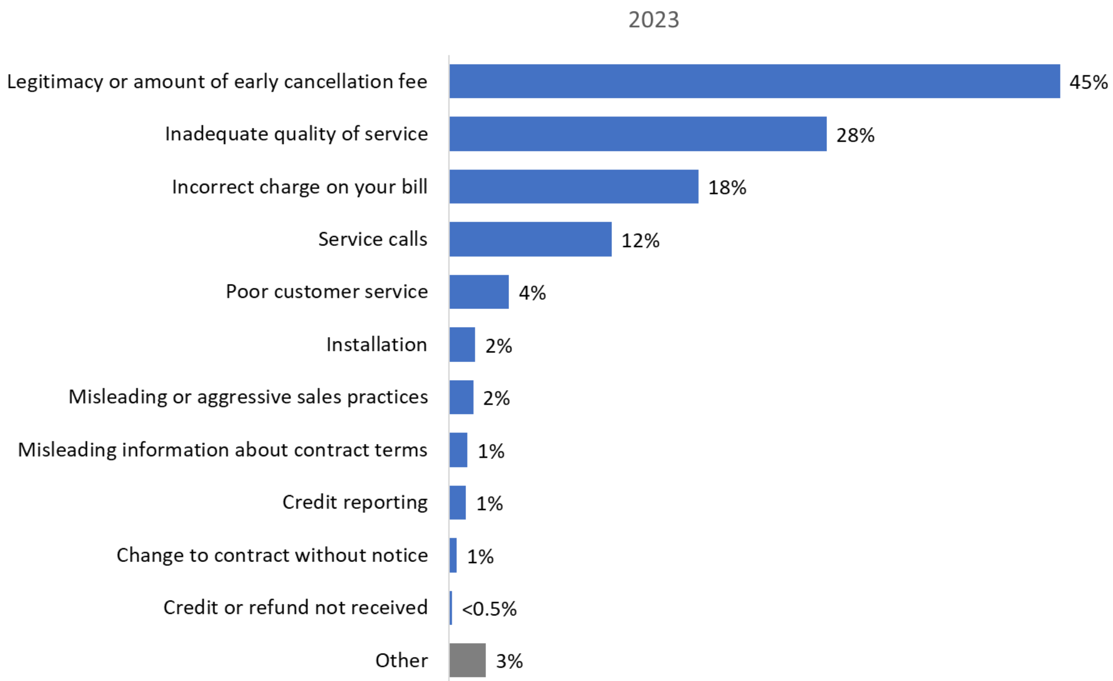
Figure 33: Complaints about Internet services in the past 12 months



IC2. Have you made a complaint about your Internet services within the last 12 months? Base: respondents who subscribe to Internet service.

Among those who filed a complaint about their Internet services, a significant minority (45%) questioned the legitimacy or amount they were charged for early cancellation of their contract. Additionally, more than one-quarter (28%) complained of inadequate quality of service, followed by incorrect charges on their bill (18%), and service call complaints (12%). The full range of complaints can be found in figure 34.

Figure 34: Nature of complaint about Internet service



IC3. What was your complaint about? [Multiple responses accepted] Base: n=338; respondents subscribed to home Internet service and who filed a complaint. Don't know: 1%; Data from 2022 wave are not comparable.

5. Views of the CRTC

All respondents were asked a series of questions about the CRTC. By way of an introduction to the questions, respondents were told the following:

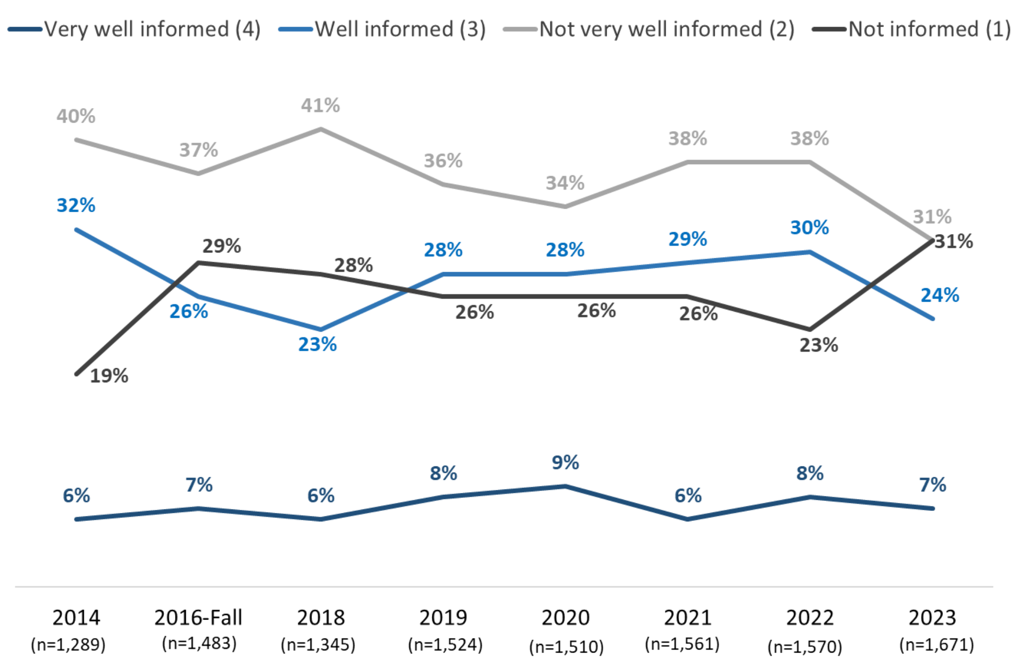
> The Canadian Radio-television and Telecommunications Commission or CRTC is an independent agency of government, responsible for regulating Canada's broadcasting and telecommunications systems.

5.1 Informed about the mandate and role of the CRTC

The proportion of Canadians who feel informed about the CRTC's role and mandate has declined since last year.

Approximately one-third of Canadians feel well (24%) or very well (7%) informed about the mandate and role of the CRTC. This represents a decline since 2022 when 38% of Canadians considered themselves informed about the CRTC.

Figure 35: Informed on CRTC role and mandate



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

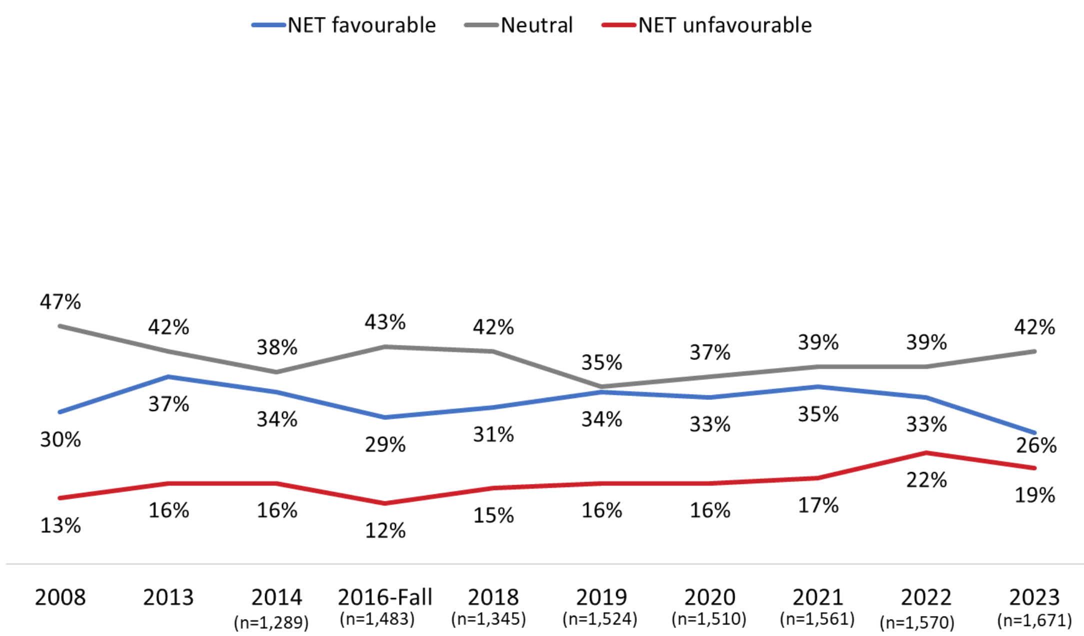
As age and education increased, so too did the likelihood of feeling informed about the mandate and role of the CRTC. Additionally, members of racialized communities (76%) were more likely than their counterparts (63%) to feel not very well informed or not informed about the CRTC.

5.2 Impressions of the CRTC

Canadians' impressions of the CRTC skew neutral to positive.

After remaining stable since 2019, Canadians' impressions of the CRTC have declined this year, with one-quarter (26%) holding a somewhat or very favourable view of the CRTC. This represents a decrease of seven percent over this past year and the lowest favourability rating since the previous low of 29% recorded in Fall 2016. Canadians very (47%) or well (46%) informed about the CRTC's role and mandate were more likely than those not very (22%) or not (10%) informed to hold a favourable impression of the agency.

Figure 36: Impressions of the CRTC



C2. What is your impression of the CRTC? Would you say it is? Base: all respondents.

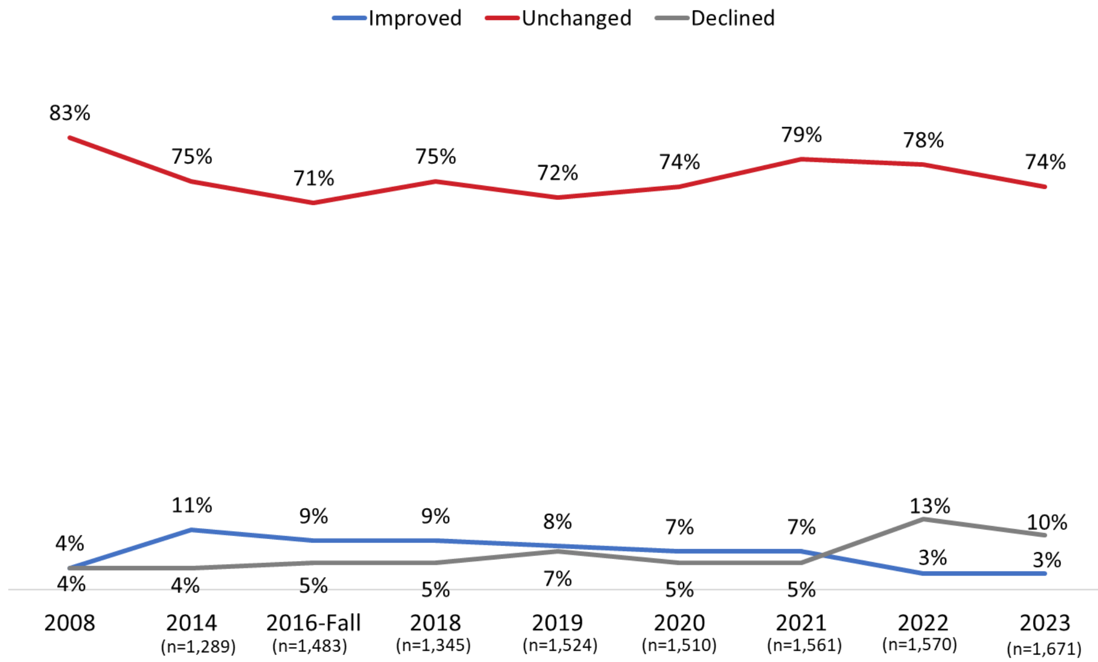
As age and education increased, so too did the likelihood of having a favourable impression of the CRTC. In addition, those from Quebec (33% compared to 23% of respondents from Ontario and 21% of those from the Prairies) as well as those who have not experienced bill shock in the last year (27% versus 18% of those who have experienced bill shock) were more likely to hold a favourable impression of the CRTC.

5.3 Impressions of the CRTC over the Past Year

The majority of Canadians said their impressions of the CRTC has remained unchanged over the past year.

Three-quarters of Canadians (74%) said their impression of the CRTC has not changed over the past year. This is down four percent from 2022, which is not unexpected given the changes in favourability ratings this year.

Figure 37: Impressions of the CRTC over the past year



C3. Over the past year, would you say your impression of the CRTC has: Base: all respondents.

6. Profile of Survey Respondents

The following tables present the characteristics of respondents (using weighted data).

Province and territories	Percent
Ontario	38%
Quebec	23%
British Columbia	14%
Alberta	7%
Manitoba	6%
Saskatchewan	5%
Nova Scotia	2%
Prince Edward Island	2%
Newfoundland and Labrador	2%
New Brunswick	1%
Yukon	<0.5%
Northwest Territories	<0.5%
Nunavut	<0.5%

Gender	Percent
Woman	51%
Man	48%
Another gender	1%

Education	Percent
Less than a High School diploma or equivalent	4%
High School diploma or equivalent	18%
Registered Apprenticeship or other trades certificate or diploma	5%
College, CEGEP or other non-university certificate or diploma	24%
University certificate or diploma below bachelor's level	7%
Bachelor's degree	24%
Post graduate degree above bachelor's level	16%

Household income	Percent
Under $20,000	6%
$20,000 to just under $40,000	12%
$40,000 to just under $60,000	12%
$60,000 to just under $80,000	12%
$80,000 to just under $100,000	11%
$100,000 to just under $150,000	16%
$150,000 and above	16%
Don't know / No response	16%

Age	Percent
18-24	8%
25-34	19%
35-44	16%
45-54	16%
55-64	14%
65+	27%

Appendix

1. Technical Specifications

The following specifications applied to this research:

- A 15-minute random digit dialling (RDD) telephone survey was administered to 1,671 Canadians, 18 years of age or older, between December 1 and 22, 2022.
- To facilitate comparisons over time, survey questions were the same or similar to the ones used for the 2022 Wireless Code POR survey.
- The questionnaire was programmed using a computer assisted telephone interviewing (CATI) system and pre-tested in advance of the fieldwork to ensure that it measured what it intended to measure and that respondents understood the questions.
    - The pre-test included 10 English interviews and 10 French interviews. No changes were made after the pre-test; therefore, the pre-test data were included in the final survey dataset.
- An overlapping dual-frame (landline and cell phone) sample was used to minimize coverage error.[4] The sample source was ASDE Survey Sampler.
    - Sixty percent of the sample frame contained cell phone numbers and the remainder landline telephone numbers.
    - This was a probability sample; therefore, the results can be generalized to the full population of Canadians.
    - The same random selection process was used for both the landline and cell phone sample, thereby ensuring the integrity of the probability sample.
- The sample frame was geographically disproportionate to improve the accuracy of regional results.
- Based on the sample size for this study, the overall results can be considered accurate to within ±2.7%, 19 times out of 20 (adjusted for sample stratification). The margins of error are greater for results pertaining to subgroups of the total sample.
- The following table presents information about the final call dispositions for this survey and calculation of the response rate:

	Total	Landline	Cell
Total Numbers Attempted	**84,134**	**22,835**	**61,271**
Out-of-scope - Invalid	**27,146**	**3,401**	**23,745**
Unresolved (U)	**30,500**	**8,740**	**21,760**
No answer/Answering machine	30,500	8,740	21,760
In-scope - Non-responding (IS)	**24,467**	**9,867**	**14,600**
Language barrier	486	203	283

[4] Coverage error occurs when not all segments of the target population are included in the sample frame. If only landlines were included in the sample frame for this survey, Canadians who only have a cell phone would not have an opportunity to participate in the survey. The survey results, therefore, would only reflect the views of Canadians who have a landline in their household.

	Total	Landline	Cell
Incapable of completing (ill/deceased)	193	129	64
Callback (Respondent not available)	1189	356	833
Refusal	22,278	9,090	13,188
Termination	321	89	232
In-scope - Responding units (R)	**2,021**	**836**	**1,185**
Completed Interview	1,671	660	1,011
Quota full	243	150	93
Not Qualified – Employment exclusions	69	15	54
Not Qualified – Age	28	9	19
Not Qualified – Refused to provide region	10	2	8

- The overall response rate was 4% (4% for the landline sample and 3% for the cell phone sample).
    - Using the numbers from the final call dispositions table (the bullet above), the survey response rate is calculated as follows: [R=R/(U+IS+R)]. This means that the response rate is calculated as the number of responding units [R] divided by the number of unresolved [U] numbers plus in-scope [IS] non-responding households and individuals plus responding units [R].
- The survey data have been weighted by region, age and gender using population figures from Statistics Canada's 2021 census data. The weights correct for the disproportionate regional sampling. Any respondents who refused to provide their age and/or gender were given a neutral weight so as not to skew the weighting proportions. The table below shows the unweighted and weighted proportions for the variables used to create the weights:

	Unweighted	Weighted
Base	n=1,671	n=1,671
Region		
Atlantic Canada	151	113
Quebec	302	381
Ontario	403	643
Prairies	481	298
British Columbia	182	230
Territories	152	5
Age		
18 to 34	295	446
35 to 54	499	540
55 or older	877	684
Gender		
Male	879	808
Female	778	849
Another gender[5]	-	-

[5] Sample counts are too small to include.

- A non-response analysis was conducted to assess the potential for non-response bias. Survey non-response can bias results when there are systematic differences between survey respondents and non-respondents. As displayed in the table above, the survey sample differs from the population in terms of age (as is often the case with telephone surveys of the general population). Canadians under 55 were under-represented in the survey sample and those aged 55 and older were over-represented in the survey sample. Weights were applied to adjust for the discrepancy between the survey sample and the population.

All steps of this POR complied with market research industry standards, including *The Standards for the Conduct of Government of Canada Public Opinion Research – Telephone Surveys*.

2. Survey Questionnaire

Section: Introduction and Screening

Hello/Bonjour, my name is ___________. I'm calling on behalf of Phoenix, a public opinion research firm. We're doing a survey for the Government of Canada to explore issues of interest to Canadians. Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

This survey should take up to 15 minutes to complete. Your participation is voluntary and completely confidential. Your answers will remain anonymous and will be protected according to the requirements of the *Privacy Act, Access to Information Act* and any other related legislation.

This survey is registered with the Canadian Research Insights Council's survey validation system. [ACCESSIBILITY NOTE: If an alternative method of taking part in the survey is needed offer this to respondents.]

IF REQUESTED:
The registration number is: 20221120-PH015.

[LANDLINE SAMPLE]

A1a. I'd like to speak to someone in your household who is 18 years of age or older. Is that you?

01. Yes
02. No [ASK TO SPEAK TO THAT PERSON; REPEAT INTRODUCTION AS NEEDED]

A1b. May I continue with this survey?

01. Yes [SKIP TO A3]
02. No

A1c. When would be a good time for me to call back?

01. Schedule call-back if possible (time/day): _______________
02. No/refused [THANK/TERMINATE]

[CELL SAMPLE]

A2a. Are you 18 years of age or older?

01. Yes
02. No [THANK/TERMINATE]

A2b. Have I reached you on your cell phone?

01. Yes

02. No

TERMINATION MESSAGE: Thank you for your willingness to take part in this survey. Unfortunately, you do not meet the eligibility requirements of this study.

A2c. Are you in a place where you can safely talk on the phone and answer my questions?

01. Yes
02. No [SKIP TO A2e]

INTERVIEWER NOTE: If you think respondents' setting may endanger them (e.g., driving a vehicle), hinder their participation (e.g., background distractions), or hamper their ability to respond openly (e.g., lack of privacy), suggest rescheduling the interview.

A2d. Is this a good time to answer this survey?

01. Yes [SKIP TO A2f]
02. No

A2e. When would be a good time for me to call back?

01. Schedule call-back if possible (time/day): _______________
02. No/refused [THANK/TERMINATE]

A2f. Does your household subscribe to a home phone service, also known as a landline?

01. Yes [DUAL USE]
02. No [CODE AS CPO]
03. Don't know/no response

[ASK ALL]

A3. [ADD FOR CELL SAMPLE: I know I reached you on a cell phone, but…] 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.

01. Yes
02. No
03. [DO NOT READ] Don't know/no response

A4. Does your household subscribe to a cable, satellite or IPTV TV service?

01. Yes
02. No
03. [DO NOT READ] Don't know/no response

[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)]

A5. Does your household subscribe to a home Internet service?

01. Yes
02. No
03. [DO NOT READ] Don't know/no response

A6. Are you or is any member of your household or immediate family employed in any of the following businesses? [READ LIST]

01. Market Research [THANK/TERMINATE]
02. Public or media relations or advertising [THANK/TERMINATE]
03. Any media company such as print, radio, TV [THANK/TERMINATE]
04. Media monitoring [THANK/TERMINATE]
05. Any telecommunications company [THANK/TERMINATE]
06. None of these [CONTINUE]
07. [DO NOT READ] Don't know/no response [THANK/TERMINATE]

A7. In what year were you born?

01. Record year: ____________
02. [DO NOT READ] Prefer not to answer

A7a. [IF A7=02] Would you be willing to tell me in which of the following age categories you belong? [READ; STOP WHEN A SELECTION IS MADE]

01. 18 to 24
02. 25 to 34
03. 35 to 44
04. 45 to 54
05. 55 to 64
06. 65 or older
07. [DO NOT READ] Prefer not to answer

A8. How do you identify your gender? [READ]

01. Woman
02. Man
03. Another gender
04. [DO NOT READ] Prefer not to answer

A9. In which province or territory do you live? [DO NOT READ]

01. Newfoundland and Labrador
02. Prince Edward Island
03. Nova Scotia
04. New Brunswick
05. Quebec
06. Ontario

07. Manitoba
08. Saskatchewan
09. Alberta
10. British Columbia
11. Yukon
12. Northwest Territories
13. Nunavut
14. [DO NOT READ] Prefer not to answer

Section: Wireless Code

[ASK ALL]

I. RECALL OF CONSUMER PROTECTION CODES

WC1. 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?"

01. Clearly Recall
02. Vaguely Recall
03. Do not recall
04. [DO NOT READ] Don't Know

PROGRAMMING INSTRUCTIONS:

IF NO OR DON'T KNOW/NO RESPONSE AT A3 AND YES AT A4, SKIP TO SECTION TVSP Code.
IF NO OR DON'T KNOW/NO RESPONSE AT A3 AND NO OR DON'T KNOW/NO RESPONSE AT A4 AND YES AT A5, SKIP TO INTERNET SECTION IC1.
IF NO OR DON'T KNOW/NO RESPONSE AT A3, A4 AND A5, SKIP TO CRTC SECTION.
EVERYONE ELSE, CONTINUE.

II. TYPE OF WIRELESS CONTRACT

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

[INTERVIEWER NOTE: If respondent says: "I don't have a plan/I have a 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 prepaid cards."]

WC2. 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)?"]

01. Individual plan [SKIP TO WC4]
02. Family/shared plan
03. [DO NOT READ] Other [SPECIFY] [SKIP TO WC4]
04. [DO NOT READ] Don't Know [SKIP TO WC4]

WC3. [ASK IF WC2=02] How many members are on your shared plan?

01. 2
02. 3
03. 4
04. 5+
05. [DO NOT READ] Don't Know

WC4. 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."]

01. Monthly/post-paid (paying after)
02. Prepaid/pay-as-you-go (paying before)
03. [DO NOT READ] Other [SPECIFY]
04. [DO NOT READ] Don't Know

III. SERVICES INCLUDED IN THE WIRELESS SERVICE PLAN

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

WC5. Which of the following are included in your wireless plan? READ ITEMS AND RESPONSE OPTIONS.

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."]

RESPONSE OPTIONS
01. Yes
02. No
03. Don't Know

IV. DEVICES

WC6. 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."]

01. Bring your own device [SKIP TO WC8 IF WC5c=03; ELSE GO TO WC12]
02. Buy a new phone from your wireless service provider
03. Rent a new phone from your wireless service provider
04. [DO NOT READ] Don't Know

WC7. [ASK IF WC6=02 OR 03] Which of the following did you do: [READ LIST; ROTATE ITEMS; ACCEPT ALL THAT APPLY]

01. Pay your wireless service provider full price for your phone
02. Get a reduction on the price of your phone
03. Choose a tab balance contract
04. Subscribe to a device rental or return plan
05. [DO NOT READ] Don't Know

[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 WC5c=01]

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

WC8. 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? [DO NOT 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 when it is not connected to Wi-Fi."]

01. _____Mega Bytes (MB) – ALLOW NUMERIC ENTRY; DO NOT ALLOW ENTRY UNDER 100
02. _____Giga Bytes (GB) – ALLOW NUMERIC ENTRY;
03. Unlimited
04. None – no data in plan
05. 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".]

WC9. [ASK IF WC8=01, 02 or 03] Which of the following activities, if any, do you use to manage or limit your data use? [READ LIST; ACCEPT ALL THAT APPLY]

01. Use tools to track your data use
02. Reduce your data use after you get a notification that you are nearing your limit
03. Use WIFI when available instead of data
04. Other [SPECIFY]
05. [DO NOT READ] I do not limit my data use
06. [DO NOT READ] Don't Know

WC10. [ASK IF WC5c=01 and WC8 ≠ 04] 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."]

01. 1 – Extremely difficult
02. 2
03. 3
04. 4
05. 5
06. 6
07. 7 – Extremely easy
08. [DO NOT READ] I don't use my data
09. [DO NOT READ] Don't Know

WC11. [ASK IF WC5c=01 and WC8 ≠ 04] 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."]

01. Never
02. 1-2 times
03. 3-6 times
04. 7-9 times
05. 10-12 times
06. [DO NOT READ] Don't Know

VI. BILL SHOCK

WC12. During the last year, have you experienced 'bill shock, meaning a surprisingly high bill? READ LIST

01. Yes
02. No [SKIP TO WC15]
03. [DO NOT READ] Don't Know

WC13. [ASK IF WC12=01] What was the main reason for the 'bill shock you experienced? DO NOT READ LIST; ACCEPT ALL THAT APPLY

[INTERVIEWER NOTE: If respondent says 'roaming/roaming fees, clarify whether this was within Canada or in another country.]

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

WC14. [ASK IF WC12=01] What was the amount of the unexpected charges on your bill? READ LIST

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

WC15. 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.

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

VII. COMPLAINTS

WC16. Have you made a complaint about your wireless services in the past 12 months?

01. Yes
02. No [SKIP TO WC19]
03. [DO NOT READ] Don't Know [SKIP TO WC19]

WC17. [ASK IF WC16=01] What was your complaint about? PROMPT WITH LIST IF NEEDED; ACCEPT ALL THAT APPLY

01. Misleading information about the terms of your contract
02. Misleading or aggressive sales practices
03. Incorrect charge on your bill
04. Legitimacy or amount of early cancellation fee
05. Inadequate quality of service
06. Credit or refund not received
07. Data charges
08. Breach of contract
09. Change to contract without notice
10. 30-day cancellation policy
11. Unlocking phone
12. Credit reporting
13. Unlimited data
14. Other [SPECIFY]
15. Don't Know

NOTES TO INTERVIEWER: 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.

WC18. [ASK If WC16=01] 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?

01. Service provider
02. CCTS
03. Both
04. [DO NOT READ] Don't Know

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.

WC19. 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.

01. 1 – Extremely unclear and difficult to understand
02. 2
03. 3
04. 4
05. 5
06. 6
07. 7 – Extremely clear and easy to understand
08. [DO NOT READ] Do not have a contract
09. [DO NOT READ] Never read the agreement
10. [DO NOT READ] Can't recall/do not remember
11. [DO NOT READ] Non-response/refusal

WC20. 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.

01. 1 – Extremely unclear

02. 2
03. 3
04. 4
05. 5
06. 6
07. 7 – Extremely clear
08. [DO NOT READ] Do not have a contract
09. [DO NOT READ] Never read the agreement
10. [DO NOT READ] Did not have a trial period
11. [DO NOT READ] Can't recall/do not remember
12. [DO NOT READ] Non-response/refusal

IX. CHANGES

WC21. 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?

01. Yes
02. No
03. [DO NOT READ] Don't Know

[ASK ALL]

WC22. Have you changed wireless service providers in the last two years?

01. Yes
02. No
03. [DO NOT READ] Don't Know

WC23. [ASK IF WC22=01] Why did you change service provider? DO NOT READ LIST; ACCEPT ALL THAT APPLY

01. Your contract had ended
02. You were no longer satisfied with your service provider
03. Offered a better deal with a different provider
04. Needed a new phone / to upgrade phone
05. Other [SPECIFY]
06. Don't Know

WC24 [ASK IF WC22=01] 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.

01. 1 – Extremely difficult
02. 2
03. 3
04. 4
05. 5
06. 6
07. 7 – Extremely easy

08. [DO NOT READ] Don't Know

WC25 [ASK IF WC24=01, 02, OR 03] Was there a reason why switching providers was difficult for you? DO NOT READ LIST; ACCEPT ALL THAT APPLY

01. Technical issues
02. Difficulty retaining phone number
03. High costs of ending contract
04. Could not get the phone you wanted
05. Other [SPECIFY]
06. Don't Know

WC26. [ASK IF WC22=02] Why did you stay with your current service provider? PROMPT WITH LIST IF NEEDED, ACCEPT ALL THAT APPLY

01. No reason to switch / I am satisfied (general)
02. I am satisfied with the product quality / service (general)
03. I am satisfied with the cost / currently getting a good deal
04. Too much hassle to switch / making changes takes too much effort
05. High costs of ending contract
06. I am in a contract
07. I am receiving good customer service / satisfied with the staff
08. I am a loyal customer / value the relationship
09. I have no option / they are the only provider available
10. No reason to switch / I cannot get a better offer from another service provider
11. I have a bundle with my service provider and it would be complicated to change just my wireless service
12. Other [SPECIFY]
13. Don't Know

Section: TVSP Code

[ASK IF YES AT A4]

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]

TVSP1. 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.

01. 1 – Extremely unclear and difficult to understand
02. 2
03. 3
04. 4

05. 5
06. 6
07. 7 – Extremely clear and easy to understand
08. [DO NOT READ] Do not have a contract
09. [DO NOT READ] Never read the agreement
10. [DO NOT READ] Don't Know

TVSP2. 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.

01. Yes
02. No
03. [DO NOT READ] Don't Know

TVSP3. Have you made a complaint about your TV services within the last 12 months?

01. Yes
02. No
03. [DO NOT READ] Don't Know

TVSP4. [ASK If TVSP3=01] What was your complaint about? PROMPT WITH LIST IF NEEDED; ACCEPT ALL THAT APPLY

01. Misleading information about the terms of your contract
02. Misleading or aggressive sales practices
03. Incorrect charge on your bill
04. Legitimacy or amount of early cancellation fee
05. Inadequate quality of service
06. Credit or refund not received
07. Breach of contract
08. Change to contract without notice
09. 30-day cancellation policy
10. Credit reporting
11. Installation
12. Service calls
13. Changed the price of a TV channel or package of channels without informing you in advance
14. Other [SPECIFY]
15. Don't Know

NOTES TO INTERVIEWER: 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 consumer'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.
- **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 IF YES AT A5]

IC1. 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.

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

IC2. Have you made a complaint about your internet services within the last 12 months?

01. Yes
02. No [SKIP TO C1, CRTC SECTION]
03. [DO NOT READ] Don't Know [SKIP TO C1, CRTC SECTION]

IC3. [ASK IF IC2=01] What was your complaint about? PROMPT WITH LIST IF NEEDED; ACCEPT ALL THAT APPLY

01. Misleading information about the terms of your contract
02. Misleading or aggressive sales practices
03. Incorrect charge on your bill
04. Legitimacy or amount of early cancellation fee
05. Inadequate quality of service
06. Credit or refund not received
07. Breach of contract
08. Change to contract without notice
09. 30-day cancellation policy
10. Credit reporting
11. Installation
12. Service calls
13. Other [SPECIFY]
14. Don't Know

Section: 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]

01. Very well informed
02. Well informed
03. Not very well informed
04. Not informed
05. [DO NOT READ] Don't Know

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.]

01. Very favourable
02. Somewhat favourable

03. Neutral
04. Somewhat unfavourable
05. Very unfavourable
06. [DO NOT READ] Don't Know

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].

01. Improved
02. Declined
03. Remained about the same
04. [DO NOT READ] Don't Know

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 the highest level of formal education that you have completed? [READ LIST; STOP WHEN AN ANSWER IS SELECTED]

01. Less than a High School diploma or equivalent
02. High School diploma or equivalent
03. Registered Apprenticeship or other trades certificate or diploma
04. College, CEGEP or other non-university certificate or diploma
05. University certificate or diploma below bachelor's level
06. Bachelor's degree
07. Postgraduate degree above bachelor's level
08. [DO NOT READ] Prefer not to answer

D2. What is the language you first learned at home as a child and still understand? [READ LIST]

01. French
02. English
03. Other (SPECIFY____________
04. [DO NOT READ] Prefer not to answer

D3. Which of the following best describes your total household income last year, before taxes, from all sources for all household members? [READ LIST]

01. Under $20,000
02. $20,000 to under $40,000
03. $40,000 to under $60,000
04. $60,000 to under $80,000
05. $80,000 to under $100,000

06. $100,000 to under $150,000
07. $150,000 and above
08. [DO NOT READ] Prefer not to answer

D4. Which of the following categories best describes your current employment status? Are you…? [READ LIST]

01. Working full-time (35 or more hours per week)
02. Working part-time (less than 35 hours per week)
03. Self-employed
04. Unemployed, but looking for work
05. Full-time student
06. Retired
07. Not in the workforce (Full-time homemaker or unemployed but not looking for work)
08. [DO NOT READ] Other employment status
09. [DO NOT READ] Prefer not to answer

D5. Are you an Indigenous person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians?

01. Yes
02. No
03. [DO NOT READ] Don't Know
04. [DO NOT READ] Prefer not to answer

D6. [SKIP IF D5=01] What is your ethnic or cultural background? [DO NOT READ; ACCEPT MULTIPLE RESPONSES]

01. White
02. South Asian (e.g., East Indian, Pakistani, Sri Lankan)
03. Chinese
04. Black
05. Filipino
06. Latin American
07. Arab
08. Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
09. West Asian (e.g., Iranian, Afghan)
10. Korean
11. Japanese
12. Other
13. Prefer not to answer

D7. What are the first 3 characters of your postal code?

01. 1st 3 characters of postal code
02. [DO NOT READ] Prefer not to answer

Finally,

D8. How many cellular phones are there in your household? [READ LIST]

01. None
02. 1
03. 2
04. 3
05. 4 or more
06. [DO NOT READ] Don't Know
07. [DO NOT READ] Prefer not to answer

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/].