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Public Opinion Research to Enhance the Transparency of Information Provided to Broadband Consumers
Final Report

Prepared for the Canadian Radio-Television and Telecommunications Commission (CRTC)

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This public opinion research report presents the results of focus groups, interviews, and a survey conducted by Earnscliffe Strategy Group on behalf of the CRTC. The qualitative research was conducted in February 2024, and the quantitative research was in field from February 23rd to March 3rd, 2024.

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Executive summary

Earnscliffe Strategies (Earnscliffe) is pleased to present this report to the Canadian Radio-television and Telecommunications Commission (CRTC) summarizing the results of quantitative and qualitative research undertaken to better understand public opinion on strategies to enhance the transparency of information provided to broadband consumers.

Background

Earlier this year the Government of Canada issued a new policy direction to the CRTC to increase competition, improve affordability, enhance consumer rights, and universal access leading to lower prices and better telecommunications services for Canadian. The objective being to make it easier for customers to obtain and understand the information in their Internet service contracts.

To help achieve this objective, the CRTC undertook quantitative and qualitative research to inform policy development and to obtain a better understanding of consumer sentiment on the pre- and post-sale information currently provided for wireless and wireline broadband service offerings.

Research objectives

This research was undertaken to understand the views of members of the general population and a number of target audiences. These target audiences include seniors, Indigenous persons residing in Canada, and those who are blind, culturally Deaf, or deaf-blind.

The findings of this project will help inform the CRTC's future regulatory framework to ensure consumers are well-informed when choosing services that best meet their needs, to limit barriers faced by consumers in making those decisions, and to hold service providers accountable when the services do not align with their pre-sale descriptions.

The overall research objectives were to understand what information consumers need while selecting broadband wireline and wireless services. Within this overarching goal, the specific objectives for the research were to determine:

- the importance for pre-sale information to be provided in a standard format and contain the same information across different service providers;
- the importance for post-sale information to be provided in a standard format and contain the same information across different service providers;

- the information needs of consumers for selecting and comparing service offerings;
- and what barriers consumers face when selecting a service offering (such as understanding the terminology).

Methodological approach

To meet the objectives of this research, Earnscliffe employed a two-phased qualitative and quantitative research approach.

The first phase of this project was qualitative. As part of this, four focus groups were conducted on February 15, 2024. Three of these were done in English, while one was conducted in French. The target audiences for these focus groups were adults over the age of 65, adults over the age of 18 who are blind, and adults over the age of 18 who identify as Indigenous. In addition to these focus groups, 12 in-depth textual interviews. Eight of these were conducted with culturally Deaf adults (six in English and two in French) while four were done with adults who are deaf-blind (three in English and one in French). The process by which these interviews were completed is detailed in the methodological section at the end of this report.

It is important to note that qualitative research is a form of scientific, social, policy, and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences, and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn, and findings cannot be generalized.

For the quantitative phase, we conducted an online survey in collaboration with our quantitative subcontractor, Leger. The audience was a general population sample of Canadians over the age of 18 who had shopped for mobile wireless or home Internet service in the last 12 months. The survey was approximately 10 minutes in length and offered to respondents in English and French. This survey was in field from February 23rd to March 3rd, 2024.

Details about the design of the focus groups, the discussion guides used, and the target audiences can be found in the Qualitative Methodology Report in Appendix A. Similarly, the research design, details for the questionnaire, methodology, and sampling approach may be found in the Quantitative Methodology Report in Appendix B.

Key findings

Throughout the report, the term “respondents” refers to the results from the quantitative study whereas the term “participants” is used to refer to the results from the qualitative phases.

Study participant qualifications

- To participate in this study, respondents must have purchased new, changed, renewed, renegotiated, shopped for, or done research on, home Internet service or mobile wireless service in the past year.
    - It was noted in the focus groups that most do not tend to shop very often. Some do as they believe it is possible to get a better deal. Most indicated only doing research when their contract was up for renewal.
- Just over a quarter (27%) of respondents say that their mobile wireless services and home Internet are bundled together. A similar tendency was also found in the focus groups.

Pre-sale information needs

- When it comes to home Internet services, most Canadians feel that they are either very (28%) or moderately (44%) knowledgeable about what to look for and what they feel best suits their needs. A very similar pattern was noted with mobile wireless services, with a majority saying they are either very (28%) or moderately knowledgeable (48%).
    - The focus group discussions and interviews provided further nuance on this understanding, with participants expressing skepticism that they could ever be fully knowledgeable on this subject.
- Just over half of respondents say they will likely seek out information on different home Internet services (52%) or mobile wireless services (56%) in the next 12 months.
    - It is worth noting that these rates are likely informed by the preconditions for participating in this study – i.e., having done research within the past year – and the tendency noted in the focus groups to only search for new information at the end of a contract period.

- In terms of where participants describe going for more information, most cite family, friends, colleagues, and searching online. Some also indicated they seek out comparisons by third parties.
- A majority (63%) are at least somewhat satisfied with the pre-sale information available for home Internet services. A similar proportion (66%) are at least somewhat satisfied with the pre-sale information available to respondents when shopping for mobile wireless services.
  - The qualitative research provided more nuance. Many participants said that the pre-sale information they came across was hard to place a value on because they did not have enough context to appropriately value the information. Participants often described making a decision relying on advice rather than a deep understanding of the service.
- When asked about their satisfaction with their ability to get the information they really want when shopping, 56% say they were at least somewhat satisfied when shopping for home Internet services while 61% say the same of mobile wireless services.
- Three out of five (61%) are satisfied, or are at least somewhat satisfied, with the amount of information they are able to find when shopping for home Internet services. Slightly more (65%) are satisfied when measured for mobile wireless services.
- Half (49%) say they are at least somewhat satisfied with their ability to compare information provided by different home Internet providers and 22% are dissatisfied on this measure. Satisfaction is slightly higher with mobile service providers (56%) whereas dissatisfaction is at 19%.
  - Participants often described the information they get from providers to be biased in a marketing direction. Not that the information was necessarily inaccurate or misleading, but rather than differentiating aspects were highlighted to make it appear like that specification was important when they did not know if this was true for them.
- When it comes to ease of understanding the information provided, half or more say they are at least somewhat satisfied with that which is offered by home Internet services providers (55%) or mobile wireless services providers (63%).
  - Qualitative participants suggested that there are very few who feel like they are well versed in all aspects of pre-sale information outside of pricing.
  - For wireless mobile services, participants tended to say they understand things like minutes, long distance, rates for text messaging and geographic coverage.

Some found other things to not always be clear such as roaming charges or how much data they would personally need.

  - For home Internet, while some felt quite knowledgeable about what download speeds were suitable for their needs, some felt ill-equipped to judge, even as they acknowledged the information was usually readily available.

- Among those with accessibility needs, several offered comments about the unique requirements they have to make sure there is technology for communicating with the provider, as well as information about the compatibility of the services with applications or technology they may use. In many cases, this is solved most satisfactorily with direct one-on-one communication with providers rather than by accessing information posted anywhere.

- Most important information:

  - Price was deemed the most important criteria when shopping for home Internet services (85%) or mobile wireless services (85%). This was also found to be true in the focus groups.

  - When considering home Internet services, the length of contract (73%), how much data can be used each month (69%), and any costs associated with cancelling or changing the service (68%) were also seen by a majority of respondents to be absolutely necessary information. Policies for outages (35%) and metrics such as lagging or jittering (32%) were the least likely to be chosen as absolutely critical information.

  - For mobile wireless services, the most important criteria were the length of the contract (73%), how much data can be used each month (71%), and overage fees (68%). Far fewer respondents say the same about network performance metrics (30%) or policies for outages (27%).

  - The qualitative phases of the study echoed the findings above for both mobile wireless services and home Internet services. Few in the focus groups mentioned metrics such as lagging and/or jittering, with many saying that they were unfamiliar with these terms and what their implications were.

Post-sale information needs

- When asked about their satisfaction with the information available to them on home Internet services, nearly two-thirds (64%) report being either somewhat (43%) or very (22%) satisfied. For the post-sale environment with mobile wireless services, satisfaction is roughly the same with 69% being somewhat (45%) or very (24%) satisfied.
    - The lowest levels of overall satisfaction were found in British Columbia. This trend was noted across multiple different questions and is explored in more detail in the body of the report.
- When it comes to ease of understanding post-sale information for home Internet services just over half (53%) feel it is at least easy to understand. Again, slightly more respondents (58%) say it is at least easy (47%), if not very easy (11%), to understand the information offered by mobile wireless service providers.
- In terms of the availability of post-sale information, majorities say they have enough for home Internet services (67%) and mobile wireless services (69%).
- The focus groups provided some important caveats to these quantitative findings. Notably, it appears that very few participants actually ever referred back to their agreement or the post-sale information they received following the sale – except in instances when they are approaching the end of their term.
- The types of information consumers find most difficult to obtain about home Internet service providers are: policies for outages (26%), reliability (22%) and metrics on performance such as lagging or/or jittering (21%). For their mobile wireless service responses are: reliability and records of service outages (25%); policies for outages (25%); and policies for disconnection (21%); and network performance metrics such as jittering (21%).
    - The discussion of these items in the focus groups revealed that the same factors that were deemed to be missing from pre-sale information were the ones that often came up in the context of the post-sale environment.
- The focus groups also touched on satisfaction with the language of their current service agreement. Only a few were outright satisfied. Many interpreted this as being about the legal document and those who did tended to describe it as not being plain language and leaving them feeling like there must be some detail in there that could come back to haunt them. Others felt like information is provided but they are not necessarily equipped to evaluate its accuracy or value.

Reactions to proposed label concept

- Four-in-five (84%) say that it would be at least helpful (43%), if not very helpful (41%) when asked about if being provided with standardized information about home Internet services would be beneficial.
    - To this point, the ability to easily compare offers was a consistent pain point brought up in focus groups and interviews. Partly because it was not presented uniformly across providers, but even in some cases within a single provider's set of offers.
- When prompted specifically on the possibility of having something like a nutritional information label but for home Internet services, an almost equal number (81%) say that it would be at least helpful. Provided with an example, reactions were even more positive with four-in-five (87%) saying that it would be at least helpful with half (49%) saying that it would be very helpful.
    - This much was echoed in the focus groups, where the reaction was overwhelmingly positive. Participants indicated being familiar with the "nutrition label" style that was used for the concept and were nearly unanimously appreciative of the idea and thought of it as superior to their current experience.
- Support for introducing the label concept into Canada is strong at 79% with virtually no opposition (4%). Focus groups participants and interviewees were upbeat and offered constructive feedback on how to improve:
    - Participants wondered where this information would be displayed. It was easy to imagine hard copy material or physical packages having this displayed, but for shopping online, it was less clear how this would work.
    - There were many comments about the terminology used to describe some of the factors (e.g., jittering, latency) with some suggesting using qualified indicators of whether service was high, average, or low.
    - There was confusion as to how the "discounts and bundles" section would work – especially in relation to the "monthly price" displayed in bold at the top.
    - Those who are deaf and/or blind commented about making sure this label was accessible and worked well with any technology they use. It was suggested that this be available in a variety of formats, including a video with sign language and closed captioning as an example. There was significant discussion as well about

- the discounts provided to those with accessibility needs and how those were conveyed.
    - The “unique plan identifier” at the bottom of the label was unnerving for some. These people felt it looked like offers they have seen in other markets that tended to protect or serve the interests of the vendor rather than the consumer.
    - Some asked where any label they saw would be saved for posterity, in order to be able to prove this was the offer they had come across. At least one wanted information on how long an offer would be valid. Clearly, participants tended not to see the “unique plan identifier” as the actual evidence they could cite.
    - Perhaps more than any other comment, participants often indicated hope that there would be a centralized site where they could see and compare all of these labels at once.
- A strong majority (87%) of respondents say that it would be at least important, if not very important, to have access to this type of information so that they could compare what they purchased to what else is available to other consumers.

Research firm: Earnscliffe Strategy Group (Earnscliffe)
Contract number: CW2337614
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Award date: November 11, 2023

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

Signed: Date: April 12, 2024

Stephanie Constable
Principal, Earnscliffe

Introduction

Earnscliffe Strategies (Earnscliffe) is pleased to present this report to the Canadian Radio-television and Telecommunications Commission (CRTC) summarizing the results of quantitative and qualitative research undertaken to better understand public opinion on strategies to enhance the transparency of information provided to broadband customers.

Background

In early 2023 the Government of Canada issued a new policy direction to the CRTC for competition, affordability, consumer rights, and universal access leading to lower prices and better telecommunications services for Canadian. The objective being to make it easier for customers to obtain and understand the information in their Internet service contracts.

To help achieve this objective, the CRTC undertook quantitative and qualitative research to inform policy development and to obtain a better understanding of consumer sentiment on the pre- and post-sale information currently provided for wireless and wireline broadband service offerings.

Research objectives

This research was undertaken to understand both the views of members of the general population as well as those of a number of target audiences. These target audiences include seniors, Indigenous persons residing in Canada, and those who are blind, culturally Deaf, or deaf-blind.

The findings of this project will help inform the CRTC's future regulatory frameworks to ensure consumers are well-informed when choosing services that best meet their needs, to limit barriers faced by consumers in making those decisions, and to hold service providers accountable when the services do not align with their pre-sale descriptions.

The overall research objectives were to understand what information consumers need while selecting broadband wireline and wireless services. Within this overarching goal, the specific objectives for the research were to determine:

- the importance for pre-sale information to be provided in a standard format and contain the same information across different service providers;
- the importance for post-sale information to be provided in a standard format and contain the same information across different service providers;
- the information needs of consumers for selecting and comparing service offerings;
- and what barriers consumers face when selecting a service offering (such as understanding the terminology).

Methodological approach

To meet the objectives of this research, Earnscliffe employed a two-phased qualitative and quantitative research approach.

The first phase of this project was qualitative. As part of this, four focus groups were conducted on February 15, 2024. Three of these were done in English, while one was conducted in French. The target audiences for these focus groups were adults over the age of 65, adults over the age of 18 who are blind, and adults over the age of 18 who identify as Indigenous. In addition to these focus groups, 12 in-depth textual interviews. Eight of these were conducted with culturally Deaf adults (six in English and two in French) while four were done with adults who are deaf-blind (three in English and one in French). The process by which these interviews were completed is detailed in the methodological section at the end of this report.

It is important to note that qualitative research is a form of scientific, social, policy, and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences, and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn, and findings cannot reliably be generalized beyond their number.

For the quantitative phase, we conducted an online survey in collaboration with our quantitative subcontractor, Leger. The audience was a general population sample of Canadians over the age of 18 who had shopped for mobile wireless or home Internet service in the last 12 months. The survey was approximately 10 minutes in length and offered to respondents in English and French. This survey was in field from February 23rd to March 3rd, 2024.

Details about the design of the focus groups, the discussion guides used, and the target audiences can be found in the Qualitative Methodology Report in Appendix A. Similarly, the research design, details for the questionnaire, methodology, and sampling approach may be found in the Quantitative Methodology Report in Appendix B.

Detailed Findings

The following report presents the analysis of both the quantitative and qualitative research. Following a brief introductory section which discusses the screening procedures for participating in this study, the detailed findings are broken out into three sections: pre-sale information needs, post-sale information needs, and testing reactions to the broadband label concept. Within each section, the narrative of the results is presented based on the structure of the quantitative research with the insights of the qualitative research woven throughout. Throughout the report, the term “respondents” refers to the results from the quantitative study whereas the term “participants” is used to refer to the results from the qualitative phases.

On the tables, cells below percentages indicate whether a cell’s value is significantly higher than a comparable cell found in another column. Where the difference is significantly higher at the 95% confidence level, a capital letter indicates the column against which this difference is statistically significant. A lower case letter indicates the difference is significantly higher at the 90% confidence level. A hyphen means the cell is not significantly higher than the values measured in any other column of the table.

It is worth noting at the top that the findings across most different audiences remain remarkably consistent. This is true of both the quantitative and qualitative research. Where there are additional statistically significant differences not shown in the quantitative tables, they are noted below with bullet points. For the qualitative results, findings are consistent across all audiences interviewed unless otherwise noted. Where there was variation, it was often tied to needs stemming from different geographic realities (e.g., living in small, remote, or northern communities) or specific accommodation considerations, especially among those who are blind or deaf/blind.

This study began with a number of qualifying questions that determined eligibility for participating. Notably this included the condition that respondents must have purchased new, changed, renewed, renegotiated, shopped for, or done research on, home Internet service or mobile wireless service in the past year.

The breakdown for home Internet services is below, with a quarter (29%) having purchased new or different service; two-in-five (44%) having renewed or renegotiated a contract; and a third (34%) having shopped or done research. Another 15% did not do any of the above with home Internet services.

Exhibit 1: Q5. Please indicate which of the following, if any, you have done in the past year? (HOME INTERNET SERVICE)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Purchased new or different home Internet services for personal use and/or changed home Internet service providers	29%	23%	25%	25%	34%	28%	28%
	-[1]	-	-	-	-	-	-
Renewed or renegotiated a contract for home Internet services for personal use	44%	49%	44%	42%	40%	48%	43%
	-	-	-	-	-	-	-
Shopped for or done research on home Internet services	34%	32%	36%	29%	32%	39%	37%
	-	-	-	-	-	-	-
None of the above	15%	14%	17%	16%	15%	16%	14%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences:

- Students and respondents under 35 years of age were more likely to purchase new or different home internet services for personal use (48%).
- Respondents over 35 were more likely to say they have renewed or renegotiated a contract.

The breakdown for mobile wireless service providers is very similar, with a quarter (27%) having purchased new or different service; two-in-five (42%) having renewed or renegotiated a contract; and three-in-ten (31%) having shopped or done research. Another 17% did none of the above with regards to mobile wireless service but, as per the conditions for participating in this study mentioned above, will have shopped for home Internet service.

[1] In the tables cells below percentages indicate whether a cell's value is significantly higher than a comparable cell found in another column. Where the difference is significantly higher at the 95% confidence level, a capital letter indicates the column against which this difference is statistically significant. A lower case letter indicates the difference is significantly higher at the 90% confidence level. A hyphen, means the cell is not significantly higher than the values measured in any other column of the table.

Respondents from Atlantic Canada stand out as being the most likely to say they have done none of the above with regards to mobile wireless services in the last year at one third (32%).

Exhibit 2: Q6. Please indicate which of the following, if any, you have done in the past year? (MOBILE WIRELESS SERVICE)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Purchased new or different mobile wireless services for personal use and/or changed mobile wireless service providers	27%	28%	22%	26%	31%	26%	19%
	-	-	-	-	-	-	-
Renewed or renegotiated a contract for mobile wireless services for personal use	42%	37%	42%	33%	42%	47%	36%
	-	-	-	-	-	-	-
Shopped for or done research on mobile wireless services.	31%	28%	38%	25%	31%	34%	23%
	-	-	-	-	-	-	-
None of the above	17%	18%	14%	23%	15%	18%	32%
	-	-	-	-	-	-	ce
Sample size	1010	144	118	73	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Those who identify as students say they have purchased new or different mobile wireless services for personal use and/or changed mobile wireless service providers (46%) more than all other employment status categories. Respondents in all employment status categories, however, are more likely to say they have done any of the options than those who are not in the workforce/retired (71%).
- More respondents who identify as ethnocultural or visible minorities say they have purchased new or different mobile wireless services for personal use and/or changed mobile wireless service providers (40%) than those who do not (26%).
- Respondents living in urban (86%) and suburban (85%) areas were more likely to say they have done any than those in rural areas (74%).

Respondents were then asked about the diversity of services they have for their personal use. In line with the conditions for participating in this study, the vast majority had mobile wireless services (93%) and/or Internet at home (90%) – the latter of which was lowest in Quebec where only 84% say they do.

Among the other services tested, the only other significant variation was among the prevalence of land lines which ranged from a high of 43% in British Columbia and 35% in Ontario, to a low of 18% in Alberta.

Exhibit 3: Q7. Which of the following telecommunications and television services do you currently have for your personal use?

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Mobile wireless/Cellphone	93%	99%	90%	95%	93%	91%	90%
	-	-	-	-	-	-	-
Home phone/Land line	33%	43%	18%	35%	35%	29%	34%
	-	c	-	-	c	-	-
Internet at home	90%	94%	91%	86%	92%	84%	96%
	-	-	-	-	f	-	-
TV Service (e.g. Cable TV, satellite TV excluding online only TV services like Netflix, Crave TV and Club Illico)	55%	60%	50%	55%	52%	57%	64%
	-	-	-	-	-	-	-
None of the above	1%	0%	0%	1%	1%	0%	0%
	-	-	-	-	-	-	-
DK/NR	0%	0%	0%	1%	0%	0%	0%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- People who identify as not in the workforce/retired are more likely to say they have home phone/landlines (52%) and TV services (73%) than those in all other employment status categories.

Over two thirds (71%) of respondents noted that their mobile wireless and home Internet services were not bundled together.

Exhibit 4: Q8. Are your Internet and mobile wireless services part of a bundle together? (BOTH WIRELESS AND INTERNET SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Yes	27%	28%	25%	18%	29%	28%	16%
	-	-	-	-	-	-	-
No	71%	71%	74%	82%	68%	70%	84%
	-	-	-	-	-	-	-
DK/NR	2%	1%	1%	0%	3%	3%	0%
	-	-	-	-	-	-	-
Sample size	868	135	105	63	333	170	62
Column label	A	B	C	D	E	F	G

There are no other demographic differences.

Qualitative insights

Reflecting the same tendencies found in the survey data, most qualitative research participants had multiple broadband services, with some of them having bundled services together and others who had stand-alone contracts.

Section A: Pre-sale information needs

Following the introductory section, respondents were then asked a series of questions pertaining to their pre-sale information needs. That is to say, the information available prior to purchasing either mobile wireless services or home Internet services. In this initial part of this section, questions alternate between the two services.

When it comes to mobile wireless services, most Canadians feel that they are either very (28%) or moderately (48%) knowledgeable about what to look for and what they feel best suits their needs. Only very few respondents say they are not at all knowledgeable (3%).

Exhibit 05: Q9. When shopping for each of the following services, how knowledgeable do you consider yourself to be about what to look for and what best suits your needs? (MOBILE WIRELESS SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very knowledgeable	28%	25%	24%	23%	28%	32%	25%
	-	-	-	-	-	-	-
Moderately knowledgeable	48%	49%	49%	47%	50%	42%	43%
	-	-	-	-	-	-	-
A little knowledgeable	21%	21%	24%	23%	18%	21%	29%
	-	-	-	-	-	-	-
Not knowledgeable at all	3%	4%	2%	4%	3%	2%	3%
	-	-	-	-	-	-	-
DK/NR	1%	1%	1%	3%	1%	2%	1%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Those who are working fulltime are more likely to say they are very knowledgeable when it comes to shopping for mobile wireless services (33%).
- Males (79%) and those between ages 25-34 (83%) and 35-49 (80%) are the most likely to say they are at least moderately knowledgeable.

There is a very similar pattern noted with home Internet services, with a majority saying they are either very (28%) or moderately knowledgeable (44%) and only very few saying they are not at all knowledgeable (3%).

Exhibit 06: Q10. When shopping for each of the following services, how knowledgeable do you consider yourself to be about what to look for and what best suits your needs? (HOME INTERNET SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very knowledgeable	28%	21%	29%	20%	31%	31%	24%
	-	-	-	-	-	-	-
Moderately knowledgeable	44%	45%	50%	50%	43%	40%	49%
	-	-	-	-	-	-	-
A little knowledgeable	23%	31%	19%	23%	21%	25%	25%
	-	-	-	-	-	-	-
Not knowledgeable at all	3%	3%	1%	4%	4%	2%	0%
	-	-	-	-	-	-	-
DK/NR	1%	0%	1%	3%	1%	2%	1%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Those with high school education or less (7%), and those who have an income less than $60,000 (4%), are more likely to say they have no knowledge.
- Males (81%) say they are at least moderately knowledgeable.
- Respondents between 18-24 (41%) and over 65 years of age (33%) had the highest proportions rating themselves as being only a little or not at all knowledgeable.

As one of the criteria that qualified people for participating in the study, most respondents had researched different mobile wireless service options within the past year (71%). There was some regional variation, with those in Alberta being the least likely to say they had done research in the past six months (20%) and were instead the most likely to say they had done it within the past year (32%).

Exhibit 07: Q11. When was the most recent time that you researched different options available to you for each of the following services? (MOBILE WIRELESS SERVICE)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Within the past month	16%	16%	21%	19%	15%	18%	8%
	-	-	-	-	-	-	-
Within the past six months	31%	28%	20%	40%	34%	29%	39%
	-	-	-	c	c	-	c
Within the past year	24%	26%	32%	11%	23%	24%	24%
	-	-	d	-	-	-	-
Within the past 3 years	15%	18%	16%	12%	13%	18%	16%
	-	-	-	-	-	-	-
More than 3 years ago	10%	7%	9%	14%	11%	7%	6%
	-	-	-	-	-	-	-
DK/NR	3%	4%	2%	5%	3%	3%	7%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- University graduates (54%), those who make over $100,000 per year (52%), and those who identify as ethnocultural or visible minorities (58%) are more likely to say they have researched different mobile wireless services in the past month to six months.

A similar trend at the national level is witnessed with home Internet services where a majority of respondents say they had researched different options within the past year (69%). This time, however, there was no significant variation between regions.

Exhibit 8: Q12. When was the most recent time that you researched different options available to you for each of the following services? (HOME INTERNET SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Within the past month	11%	9%	7%	16%	11%	11%	11%
	-	-	-	-	-	-	-
Within the past six months	27%	24%	26%	30%	27%	28%	37%
	-	-	-	-	-	-	-
Within the past year	31%	34%	35%	29%	29%	30%	28%
	-	-	-	-	-	-	-
Within the past 3 years	15%	13%	19%	9%	16%	16%	9%
	-	-	-	-	-	-	-
More than 3 years ago	11%	12%	9%	5%	12%	12%	12%
	-	-	-	-	-	-	-
DK/NR	5%	8%	3%	12%	4%	2%	3%
	-	-	-	f	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- University graduates (44%) also say they have researched different home Internet services in the past month to six months.

Just over half (56%) say that they are likely to seek out information on different mobile wireless service options in the next 12 months.

Exhibit 9: Q13. And looking ahead, how likely do you think it is that you will research different options available to you over the next 12 months for each of the following services? (MOBILE WIRELESS SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Definitely will	19%	18%	20%	18%	16%	23%	23%
	-	-	-	-	-	-	-
Likely	37%	27%	43%	34%	39%	40%	28%
	-	-	-	-	-	-	-
Not likely	30%	34%	26%	35%	31%	23%	40%
	-	-	-	-	-	-	-
Definitely not	9%	13%	8%	6%	9%	10%	6%
	-	-	-	-	-	-	-
DK/NR	5%	8%	3%	7%	5%	4%	3%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Those with lower levels of formal education are less likely to research different mobile wireless service options in the future, with 50% of those having completed no more than high school responding definitely not or not likely, while 63% of those with a university degree say they definitely will or are likely to.
- Respondents who are working full time (64%) or are self-employed (59%) say they are at least likely to, while those who are not in the workforce/retired (53%) say they are not.

The same is true at the national level for home Internet services, where just over half (52%) of respondents say they will do research on different options in the next 12 months. However, those in British Columbia are the least likely to do so, with only a quarter (24%) saying they are likely to do so whereas 15% say they definitely will.

Exhibit 10: Q14. And looking ahead, how likely do you think it is that you will research different options available to you over the next 12 months for each of the following services? (HOME INTERNET SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Definitely will	15%	16%	19%	11%	14%	17%	12%
	-	-	-	-	-	-	-
Likely	37%	24%	35%	42%	41%	36%	42%
	-	-	-	-	b	-	-
Not likely	32%	42%	27%	32%	30%	29%	42%
	-	-	-	-	-	-	-
Definitely not	9%	9%	12%	4%	10%	11%	2%
	-	-	-	-	-	-	-
DK/NR	6%	9%	7%	11%	6%	6%	2%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Those who graduated university (59%) say they are at least likely to research different internet services in the future.
- Those who are over 65 years of age (56%) or not in the workforce/retired (52%) are more likely to say they are not likely to do so.

When it comes to satisfaction with the pre-sale information available to respondents when shopping for mobile wireless services, two thirds (66%) of respondents say they are at least somewhat satisfied. It is worth noting that far fewer say they are very satisfied (23%) than those who say they are somewhat satisfied (43%). Dissatisfaction is highest in British Columbia, where one-in-five (21%) say they are either somewhat (16%) or very (5%) dissatisfied.

Exhibit 11: Q15. Overall, how satisfied or dissatisfied would you say you are with the information you are able to find when shopping for each of the following services? (MOBILE WIRELESS SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very satisfied	23%	19%	23%	27%	27%	20%	21%
	-	-	-	-	-	-	-
Somewhat satisfied	43%	36%	40%	28%	45%	48%	44%
	-	-	-	-	-	-	-
Neither satisfied nor dissatisfied	21%	20%	21%	26%	20%	20%	19%
	-	-	-	-	-	-	-
Somewhat dissatisfied	8%	16%	12%	8%	6%	6%	8%
	-	e f	-	-	-	-	-
Very dissatisfied	2%	5%	2%	5%	1%	2%	4%
	-	e	-	e	-	-	-
DK/NR	2%	3%	2%	6%	1%	4%	3%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

There are no other demographic differences.

Levels of satisfaction with the pre-sale information available when shopping for home Internet services is much the same, with three-in-five (63%) saying they are at least somewhat satisfied. Again, those who are somewhat satisfied (41%) outweigh those who say they are very satisfied (22%). Overall levels of dissatisfaction are lower and there is no significant regional variation to speak of.

Exhibit 12: Q16. Overall, how satisfied or dissatisfied would you say you are with the information you are able to find when shopping for each of the following services? (HOME INTERNET SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very satisfied	22%	16%	23%	21%	24%	23%	23%
	-	-	-	-	-	-	-
Somewhat satisfied	41%	37%	39%	41%	41%	47%	34%
	-	-	-	-	-	-	-
Neither satisfied nor dissatisfied	22%	26%	22%	23%	21%	19%	28%
	-	-	-	-	-	-	-
Somewhat dissatisfied	10%	12%	13%	4%	10%	7%	10%
	-	-	-	-	-	-	-

Very dissatisfied	3%	4%	1%	5%	2%	2%	4%
	-	-	-	-	-	-	-
DK/NR	2%	4%	1%	6%	1%	1%	0%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

There are no other demographic differences.

When it comes to being able to get the information you really want to have when shopping for mobile wireless services, a majority (61%) are at least somewhat satisfied whereas one-in-five (22%) are neither satisfied nor dissatisfied.

Exhibit 13: Q17. Please rate how satisfied or dissatisfied you are with each of the following criteria when shopping for mobile wireless services - Being able to get the specific information you really want to have (MOBILE WIRELESS SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very satisfied	19%	14%	22%	17%	18%	21%	25%
	-	-	-	-	-	-	-
Somewhat satisfied	42%	37%	44%	40%	44%	41%	39%
	-	-	-	-	-	-	-
Neither satisfied nor dissatisfied	22%	23%	21%	19%	23%	22%	22%
	-	-	-	-	-	-	-
Somewhat dissatisfied	13%	18%	8%	16%	11%	14%	11%
	-	-	-	-	-	-	-
Very dissatisfied	3%	5%	4%	5%	2%	0%	3%
	-	f	f	f	-	-	-
DK/NR	2%	3%	2%	2%	2%	3%	1%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Those who are above 65 years (27%) and those who are not in the workforce/retired are more likely to say they are dissatisfied (26%), while those working full time are more likely to say they are satisfied (67%)

When it comes to the ease of understanding the information provided by mobile wireless providers, a similar percentage (63%) say they are at least somewhat satisfied or neutral (20%).

Exhibit 14: Q18. Please rate how satisfied or dissatisfied you are with each of the following criteria when shopping for mobile wireless services - How easy it is to understand the information provided by mobile wireless providers (MOBILE WIRELESS SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very satisfied	20%	13%	21%	16%	21%	21%	21%
	-	-	-	-	-	-	-
Somewhat satisfied	43%	41%	42%	49%	41%	47%	51%
	-	-	-	-	-	-	-
Neither satisfied nor dissatisfied	20%	24%	18%	14%	21%	18%	16%
	-	-	-	-	-	-	-
Somewhat dissatisfied	13%	16%	14%	15%	14%	10%	7%
	-	-	-	-	-	-	-
Very dissatisfied	2%	3%	3%	4%	2%	1%	4%
	-	-	-	-	-	-	-
DK/NR	2%	4%	2%	2%	1%	2%	1%
	-	-	-	-	-	-	-
Sample size	1010	141	117	73	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Those who are above 65 years of age (27%) and those who are not in the workforce/retired are also more likely to say they are dissatisfied (24%).

When it comes to the amount of information that they are able to find when shopping for mobile wireless services, respondents in Alberta are the most likely to say they are very satisfied (at 31%) – this compared with British Columbia and Quebec where only 15% and 16% say the same respectively.

Exhibit 15: Q19. Please rate how satisfied or dissatisfied you are with each of the following criteria when shopping for mobile wireless services - The amount of information you are able to find (MOBILE WIRELESS SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very satisfied	21%	15%	31%	20%	22%	16%	24%
	-	-	b f	-	-	-	-
Somewhat satisfied	44%	41%	39%	43%	42%	52%	47%
	-	-	-	-	-	-	-
Neither satisfied nor dissatisfied	21%	22%	19%	23%	22%	19%	21%
	-	-	-	-	-	-	-
Somewhat dissatisfied	10%	14%	8%	9%	10%	9%	6%
	-	-	-	-	-	-	-
Very dissatisfied	2%	3%	1%	2%	1%	2%	3%
	-	-	-	-	-	-	-
DK/NR	2%	3%	1%	3%	2%	2%	0%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

There are no significant demographic differences.

Overall levels of satisfaction with the ability to compare information provided by different mobile wireless providers is slightly lower at 56% whereas dissatisfaction is higher at 19%.

Exhibit 16: Q20. Please rate how satisfied or dissatisfied you are with each of the following criteria when shopping for mobile wireless services - The ability to compare information provided by different mobile wireless providers (MOBILE WIRELESS SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very satisfied	17%	12%	22%	12%	20%	15%	17%
	-	-	-	-	-	-	-
Somewhat satisfied	39%	36%	37%	40%	35%	47%	42%
	-	-	-	-	-	-	-
Neither satisfied nor dissatisfied	23%	25%	22%	18%	24%	21%	22%
	-	-	-	-	-	-	-
Somewhat dissatisfied	15%	19%	11%	20%	15%	13%	10%
	-	-	-	-	-	-	-
Very dissatisfied	4%	7%	6%	5%	3%	3%	4%
	-	-	-	-	-	-	-
DK/NR	2%	1%	3%	5%	3%	2%	5%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Those with a university degree (23%) and those who make between $60,000 and $100,000 (23%) more likely to say that they are at least somewhat dissatisfied.
- Those who are self-employed (23%) and those who are not in the workforce/retired (28%) are also more likely to say they are at least somewhat dissatisfied.

In this next set of questions, respondents were asked what criteria people might use when trying to decide which mobile wireless service to go with. The top item deemed to be most important by respondents was price, with 85% saying that this is absolutely necessary information. Following that, the length of the contract (73%), how much data can be used each month (71%), and overage fees (68%), round out the top four in terms of perceived importance.

The items least likely to be deemed absolutely essential information – though still seen to be helpful information – were policies for outages and network performance metrics such as latency or jitter. At 18%, the company brand was the item that respondents were most likely to select as not really important information.

As there were few significant regional differences, this table displays only the topline results. Where there are regional differences, they are noted in the other demographic points in the bullets below this table.

Exhibit 17: Q21-36. For each of the following, please indicate whether this is a criteria that is absolute necessary for you to know, helpful to know but not absolutely necessary or not really information that matters to you when trying to decide what mobile wireless service to go with. (MOBILE WIRELESS SERVICES)

Row %	Absolutely necessary information	Helpful to know	Not really information that matters	DK/NR
Price	85%	10%	3%	2%
	B C D	C D	D	-
Length of contract commitment	73%	20%	5%	2%
	B C D	C D	D	-
How much data can be used each month	71%	21%	5%	3%
	B C D	C D	D	-
Overage fees	68%	23%	6%	3%
	B C D	C D	D	-
What happens, if anything, for going over a data limit	66%	27%	5%	2%
	B C D	C D	D	-
Any costs associated with cancelling or changing the service or contract	66%	27%	4%	3%
	B C D	C D	-	-
The service agreement or contract	63%	29%	6%	3%
	B C D	C D	D	-
Coverage	61%	31%	5%	3%
	B C D	C D	D	-
When any limited time discounts expire	60%	32%	6%	3%
	B C D	C D	D	-
The existence and cost of any service deposits	57%	31%	7%	5%
	B C D	C D	-	-
Network Generation (e.g., 3G, 4G, 5G)	41%	45%	10%	4%
	C D	C D	D	-
Policies for disconnection	41%	46%	10%	4%
	C D	C D	D	-
Reliability (record of service outages)	37%	49%	11%	3%
	C D	A C D	D	-
The company or brand	35%	44%	18%	3%
	C D	a C D	D	-
Network performance metrics such as latency and/or jittering	30%	47%	16%	7%
	C D	A C D	D	-
Policies for outages	27%	58%	11%	4%
	C D	A C D	D	-

Additional demographic differences

- Those are not in the workforce/retired and those who are 65 and older are more likely to say the majority of the criteria are necessary to know.
- Also noted in the section below on home Internet services, female respondents are more likely to deem any piece of information as absolutely necessary. For example, with coverage, 69% of females say that it is critical information whereas only 53% of males say the same.
- Those over the age of 65 are the most likely to say that the network generation is not really information that matters at 15%.
- Typically older respondents are more likely to see overage fees as being absolutely necessary information, with 79% of those aged 50-64 saying so, as well as 73% of those over the age of 65 saying the same.
- Interestingly, those in rural areas are the least likely to say that reliability is absolutely necessary information (33%) but are the most likely to say that it is helpful to know (55%).
- There is a correlation with age and the importance attached to information surrounding the cost of cancellation with the older a respondent being the more likely they are to deem it absolutely necessary information.
- Respondents from Quebec are the most likely to say that what happens if going over a data limit is absolutely necessary information at 74%. They are also the least likely to say that policies for disconnection are absolutely necessary at 29%.
- 21% of those over the age of 65 are the most likely to say that network performance metrics are not really important information.
- The company or brand in question is least important for those aged 25-34 and those living in British Columbia, where 26% of each of these groups saying that this is not information that matters.

Respondents were then asked if, when shopping for mobile wireless services or doing research, if there was any information, broadly speaking that was difficult to understand or hard to find, to which, 18% of respondents said that there was indeed something difficult to understand, while 21% said they did not know or preferred not to respond.

Exhibit 18: Q37. When shopping for mobile wireless services and/or trying to decide what mobile wireless service provider (cellphone company) to use or what mobile wireless service option (cellphone plan) to purchase, is there any particular kind of information that you find particularly hard to find or difficult to understand? (MOBILE WIRELESS SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Yes (SPECIFY)	18%	20%	23%	29%	18%	12%	10%
	-	f	f	f g	-	-	-
NO	62%	53%	55%	50%	62%	73%	68%
	-	-	-	-	-	B c d e	-
DK/NR	21%	27%	22%	21%	20%	16%	22%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

There are no other demographic differences.

The respondents who said yes were prompted to type in what that was. Most declined to offer a response to this open-ended question, but the few who did provided a diverse array of responses, with costs and fees highlighted by many.

Exhibit 19: Q37. When shopping for mobile wireless services and/or trying to decide what mobile wireless service provider (cellphone company) to use or what mobile wireless service option (cellphone plan) to purchase, is there any particular kind of information that you find particularly hard to find or difficult to understand? (MOBILE WIRELESS SERVICES)

	%
Cost / Cost including fees/charges	3%
Extra fees / Hidden costs/charges (service, cancellation, transfer, connection etc.)	2%
Difficult to compare / price compare	1%
Amount of data / Data usage	1%
All of it	1%
Roaming fees	1%
Deals / Discounts	1%
Contract / Terms and conditions	1%
Coverage	1%
Variances between plans	1%
Service / Customer service	1%
Network / Reliability of network	1%
Other	5%
None / Nothing	62%
DK/NR	20%
Sample size	1010

Demographically, no individual response was selected by more than 3% of any subgroup.

This next set of questions now turns to home Internet services. First, respondents were asked about satisfaction with being able to get specific information that they really want to have while shopping for home Internet services. Just over half (56%) report being either very (16%) or somewhat satisfied (40%).

Foreshadowing a trend that will be picked up on throughout the report, those in British Columbia are the most likely to say that they are neither satisfied nor dissatisfied at 36%, as well as the most likely to say they are somewhat dissatisfied at 20%.

Exhibit 20: Q38. Please rate how satisfied or dissatisfied you are with each of the following criteria when shopping for home Internet services – Being able to get the specific information you really want to have. (HOME INTERNET SERVICES)

Column % Column Comparisons	CAN	BC	AB	MB/SK	ON	QC	ATL
Very satisfied	16%	9%	15%	24%	17%	18%	18%
	-	-	-	-	-	-	-
Somewhat satisfied	40%	33%	43%	33%	41%	42%	40%
	-	-	-	-	-	-	-
Neither satisfied nor dissatisfied	25%	36%	26%	23%	22%	22%	25%
	-	e f	-	-	-	-	-
Somewhat dissatisfied	14%	20%	9%	15%	14%	12%	13%
	-	-	-	-	-	-	-
Very dissatisfied	3%	1%	5%	2%	2%	3%	3%
	-	-	-	-	-	-	-
DK/NR	2%	1%	3%	2%	4%	3%	1%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Those who have completed university (21%) and those who are not in the workforce/retired (23%) are more likely to say they are at least somewhat dissatisfied.

When it comes to the ease of understanding the information provided by Internet service providers, again just over half (55%) say they are at least somewhat satisfied. British Columbians again distinguish themselves by being the most likely to choose the neutral option at 37% or that they are somewhat dissatisfied (20%).

Exhibit 21: Q39. Please rate how satisfied or dissatisfied you are with each of the following criteria when shopping for home Internet services - How easy it is to understand the information provided by Internet service providers? (HOME INTERNET SERVICES)

Column % Column Comparisons	CAN	BC	AB	MB/SK	ON	QC	ATL
Very satisfied	16%	11%	16%	19%	18%	17%	14%
	-	-	-	-	-	-	-
Somewhat satisfied	39%	30%	36%	42%	39%	45%	44%
	-	-	-	-	-	b	-
Neither satisfied nor dissatisfied	24%	36%	27%	18%	23%	19%	21%
	-	d e f	-	-	-	-	-
Somewhat dissatisfied	15%	20%	14%	12%	13%	15%	12%
	-	-	-	-	-	-	-
Very dissatisfied	3%	2%	5%	7%	2%	2%	7%
	-	-	-	-	-	-	-
DK/NR	2%	1%	2%	2%	4%	3%	2%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Females are more likely to say they are at least somewhat dissatisfied (21%).

When it comes to the amount of information consumers report being able to find, three-in-five (61%) say they are at least somewhat satisfied (42%), if not very satisfied (19%). As above, respondents from British Columbia are the most likely to say they are neither satisfied nor dissatisfied at one third (35%).

Exhibit 22: Q40 Please rate how satisfied or dissatisfied you are with each of the following criteria when shopping for home Internet services - The amount of information you are able to find? (HOME INTERNET SERVICES)

Column % Column Comparisons	CAN	BC	AB	MB/SK	ON	QC	ATL
Very satisfied	19%	13%	20%	24%	19%	17%	25%
	-	-	-	-	-	-	-
Somewhat satisfied	42%	35%	41%	35%	43%	49%	34%
	-	-	-	-	-	-	-
Neither satisfied nor dissatisfied	22%	35%	22%	22%	21%	16%	24%
	-	e F	-	-	-	-	-
Somewhat dissatisfied	13%	14%	10%	14%	11%	15%	13%
	-	-	-	-	-	-	-
Very dissatisfied	2%	2%	3%	3%	1%	0%	3%
	-	-	-	-	-	-	-
DK/NR	3%	1%	3%	2%	4%	2%	1%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Males (64%) are more likely to say they are very or somewhat satisfied than females (57%).
- Those aged 35-49 are the most likely to say they are at least somewhat satisfied (65%) compared to 54% of those aged 18-24 and 60% of those aged over 65.

When asked about their satisfaction with the ability to compare information provided by different service providers, half (49%) say they are at least somewhat satisfied – the lowest level of any metric tested for home Internet services.

Regionally, respondents in Manitoba, Saskatchewan (22%), Ontario (17%), and Quebec (16%), respondents are significantly more likely to say that they are very satisfied than those from British Columbia (6%).

Exhibit 23: Q41. Please rate how satisfied or dissatisfied you are with each of the following criteria when shopping for home Internet services- The ability to compare information provided by different Internet service providers? (HOME INTERNET SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very satisfied	15%	6%	16%	22%	17%	16%	12%
	-	-	-	b	b	b	-
Somewhat satisfied	34%	27%	29%	33%	36%	38%	35%
	-	-	-	-	-	-	-
Neither satisfied nor dissatisfied	25%	32%	31%	24%	22%	24%	26%
	-	-	-	-	-	-	-
Somewhat dissatisfied	17%	26%	13%	13%	15%	16%	15%
	-	-	-	-	-	-	-
Very dissatisfied	5%	7%	7%	6%	4%	3%	6%
	-	-	-	-	-	-	-
DK/NR	4%	2%	4%	2%	6%	3%	5%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Those over the age of 65 were the least likely to say that they were satisfied at 40% saying so.

The next questions asks respondents about various criteria people might use when trying to decide on what home Internet service to go with. The criteria most widely identified as absolutely necessary to know was price (85%), followed by the length of the contract (73%), how much data can be used each month (69%), and any costs associated with cancelling or changing the service or contract (68%).

Reliability (39%), policies for outages (35%), and metrics such as lagging or jittering (32%) were the criteria least likely to be considered absolutely necessary.

Given that there was very little regional variation along all of the measures tested, separate tables are not included for each variable. Instead, any significant differences are noted alongside the other demographic differences in the bullet points below.

Exhibit 24: Q42-56. For each of the following, please indicate whether this is a criteria that is absolute necessary for you to know, helpful to know but not absolutely necessary or not really information that matters to you when trying to decide what home Internet service to go with? (HOME INTERNET SERVICES)

Row%	Absolutely necessary information	Helpful to know	Not really information that matters	DK/NR
Price	85%	10%	3%	2%
	B C D	C D	d	-
Length of contract commitment	73%	20%	4%	3%
	B C D	C D	-	-
How much data can be used each month	69%	22%	7%	3%
	B C D	C D	D	-
Any costs associated with cancelling or changing the service or contract	68%	24%	5%	3%
	B C D	C D	d	-
The service agreement or contract	68%	24%	5%	3%
	B C D	C D	d	-
What happens, if anything, for going over a data limit	65%	25%	7%	3%
	B C D	C D	D	-
When any limited time discounts expire	63%	28%	6%	3%
	B C D	C D	D	-
The existence and cost of any service deposits	61%	28%	7%	4%
	B C D	C D	D	-
Speed for uploading and downloading data	56%	36%	6%	2%
	B C D	C D	D	-
Policies for disconnection	48%	40%	9%	4%
	b C D	C D	D	-
Policies for service calls	44%	44%	9%	4%
	C D	C D	D	-
The company or brand	40%	42%	16%	3%
	C D	C D	D	-
Reliability (record of service outages)	39%	49%	9%	3%
	C D	a C D	D	-
Policies for outages	35%	52%	10%	3%
	C D	A C D	D	-
Metrics such as lagging and/or jittering	32%	46%	14%	9%
	C D	A C D	D	-

Other demographic differences

- There are a number of difference when examined by age: those over the age of 50 are most likely to deem price as absolutely critical information (92%); those aged 18-24 are more likely than others to say reliability (22%) or policies on outages are not really information that matters (20%)
- Although only slightly higher than the national average, at 61%, respondents from Ontario were the most likely to say that the speed for uploading data was absolutely critical to know.
- Females are significantly more likely to say that something is absolutely critical information. For example, with the costs associated with cancelling a contract 75% of females say this is absolutely necessary whereas only 61% of males say the same.

As with mobile wireless services, respondents were asked if there was anything that they found difficult to understand and, if so, what they might be. Slightly fewer (13% versus 18%) say that there was information that they thought was particularly hard or difficult to find.

Exhibit 25: Q57. When shopping for home Internet services and/or trying to decide what Internet service provider (company) to use or what Internet option to purchase, is there any particular kind of information that you find particularly hard to find or difficult to understand? (HOME INTERNET SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Yes (SPECIFY)	13%	16%	12%	12%	13%	12%	13%
	-	-	-	-	-	-	-
No	66%	57%	65%	67%	65%	71%	74%
	-	-	-	-	-	-	-
DK/NR	21%	27%	23%	21%	21%	17%	13%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

There are no other demographic differences.

Echoing what was noted with mobile wireless services, the primary responses among the open-ended answers that were offered related to understanding costs and hidden fees, but also noted the speed of the service in question.

Exhibit 26: Q57. When shopping for home Internet services and/or trying to decide what Internet service provider (company) to use or what Internet option to purchase, is there any particular kind of information that you find particularly hard to find or difficult to understand? (HOME INTERNET SERVICES)

Row %	CAN
Speed (upload and download)	2%
Cost / Cost including fees/charges	2%
Service / Customer service	1%
Network / Reliability of network	1%
Extra fees / Hidden costs/charges (service, cancellation, transfer, connection etc.)	1%
Difficult to compare / price compare	1%
Amount of data / Data usage	1%
Contract / Terms and conditions	1%
Other	5%
DK/NR	21%
None / Nothing	66%
Sample Size	1010

Demographically, no individual response was selected by more than 3% of any subgroup.

Qualitative Insights

Qualitative research investigated whether there were differences in opinions or behaviours when considering home internet specifically or mobile wireless specifically. With few exceptions, conversations demonstrated the answers were the same for both types of broadband service. As a result, and in order to avoid repetition, this report highlights qualitative findings at the end of each of the first two chapters, keeping as closely as possible to the order in which the quantitative findings have been addressed.

Knowledge

While some participants felt comfortable, many remarked that their understanding of the metrics and how to value them is limited and they do not feel comfortable in their ability to use the information to make a decision.

Many said that the information they come across is a mix of things they understand and things they do not.

For the most part, participants understand pricing, including whether there may be discounts for bundling services.

Among those with accessibility needs, several offered comments about the unique need they have to make sure there is technology for communicating with the provider, as well as needing information about the compatibility of the services with applications or technology they may use. In many cases, direct communication is more important than accessing information posted anywhere.

Many consumers talked about coming across information they find hard to value when shopping for these services. Participants often described feeling like they go ahead and make a decision anyway, but sometimes relying on the advice they have received rather than a real understanding of the optimal values they need for their situation. It does leave a lot of participants disappointed that this is the case, but they described not really knowing how they can ever feel truly knowledgeable in making such purchase decisions.

Intentions

Most do not tend to research or shop very often, but some do periodically because they believe it could improve the deal they have, even if it does not require changing providers.

For the most part, those who do research or comparison shopping tend to do so when their contracts are expiring and/or up for renewal. For a few, it was due to moving to a place where they had no option but to seek a new provider.

The ways participants described getting information were common to virtually all, and included asking friends, family, colleagues, or searching online to find offers by providers. Some also said they take advantage of comparisons posted online by third parties.

Views on Information Available When Shopping

Many described seeking advice from friends, family, or experts. The advice is typically to help them determine whether to go with one provider or another, or about the optimal combination of specifications for their needs.

Participants often described the information they get from providers as serving a marketing purpose (and the provider’s interests) rather than focused on serving the consumer’s interest. The feeling was not that the information was inaccurate or misleading, but rather that specifications highlighted by providers are sometimes designed to convince consumers the differentiation is important to them, and consumers have difficulty determining the relative importance of one specification highlighted by one provider with a different specification highlighted by a competitor. Several commented that they assume providers accentuate features they know will excite or “lure” customers, potentially leaving the purchaser disappointed that another specification turned out to be a more important driver of their satisfaction and was not sufficient to meet their needs.

Participants felt that there is ample pre-sale information provided, but it is often not provided in a way that left consumers feeling truly informed enough to comparison shop with confidence.

The ability to easily compare offers across, and for some even within, suppliers was repeatedly cited as impacting their ability to satisfactorily get the specifics they want or more importantly, can use. This came across as perhaps the single biggest “pain point” for consumers and will be expanded upon later in this report.

As a result, many were reluctant to describe themselves as being “satisfied” with the information provided during the pre-sale stage. Instead, participants generally felt resigned to having to make the best out of the confusing array of specifications and offers presented to them.

Specific Types of Information Sought

In terms of what they seek, regardless of whether it was mobile broadband or home Internet, price is universally the most important piece of information consumers want. Secondarily, the types of information participants said they sought varied slightly depending on the type of broadband service in question.

For home Internet services, the key criteria tended to be download speed. While some were relatively knowledgeable about what speed was suitable for their needs, some felt ill-equipped to judge, despite acknowledging that some metrics were usually readily available. Even if they understand the nature of the metric and the relative comparison, their understanding of what threshold or range is best for their needs is often what makes the information provided feel lacking.

For mobile wireless, participants tended to say they understand things like minutes, long distance, rates for text messaging and geographic coverage. While participants said they understand what data limits are, many are unsure how much data they need, making it hard to judge whether an offer was sufficient or would result in dreaded overage charges. Coverage came up frequently and for those in more rural locations, was typically critical for their purchase decision, but not always easy to evaluate. Some noted that roaming charges are unclear to them.

In addition to the points above, a few other criteria were common across both services: overage fees, data limits, policies for outages, time-limits on discounts, reliability, cancellation charges, and what is included with the contract were often identified.

Those with accessibility requirements often talked about needing critical information on technology compatibility and many also cited the need to specifically know about discounts for people who are deaf and/or blind – which are offered by some providers but not others.

Few used metrics of lagging and/or jittering and many said they were unfamiliar with these terms or how they might be measured.

Section B: Post-sale information

Following the section on pre-sale information available to consumers for both mobile wireless services and home Internet services, the second part of the study focused on post-sale information – that is to say, the information provided to consumers after they purchase a service.

When asked about their satisfaction with the information available to them on mobile wireless services post-sale, two thirds (69%) report being somewhat (45%) or very (24%) satisfied. The lowest levels of overall satisfaction were found in British Columbia, where more instead reported being neither satisfied nor dissatisfied (27%) than any other region.

Exhibit 27: Q58. Overall, how satisfied or dissatisfied would you say are with the information your wireless service provider gives you or makes available to you? (MOBILE WIRELESS SERVICES)

Column % Column Comparisons	CAN	BC	AB	MB/SK	ON	QC	ATL
Very satisfied	24%	16%	26%	22%	28%	20%	31%
	-	-	-	-	-	-	-
Somewhat satisfied	45%	39%	40%	48%	42%	54%	52%
	-	-	-	-	-	-	-
Neither satisfied nor dissatisfied	18%	27%	18%	12%	19%	13%	11%
	-	f	-	-	-	-	-
Somewhat dissatisfied	9%	15%	8%	12%	8%	10%	6%
	-	-	-	-	-	-	-
Very dissatisfied	3%	2%	8%	6%	2%	2%	0%
	-	-	-	-	-	-	-
Prefer not to answer	1%	1%	0%	0%	1%	1%	0%
	-	-	-	-	-	-	-
Sample size	945	143	110	70	352	205	65
Column label	A	B	C	D	E	F	G

Other demographic differences

- There is a correlation between age and satisfaction with the information provided, with younger respondents being more likely to say they are neither satisfied nor dissatisfied whereas those over the age of 35 are the most likely to say they are very satisfied.

When it comes to ease of understanding, over half (58%) say that it is at least easy (47%) if not very easy (11%) to understand. Echoing the regional variation noted above, those in Alberta are the most likely to say that it is easy to understand (56%) – this compared with British Columbia where only 36% say the same.

Exhibit 28: Q59. Would you describe the information provided by your current wireless service provider as easy to understand or difficult to understand? (MOBILE WIRELESS SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very easy to understand	11%	9%	6%	7%	12%	14%	5%
	-	-	-	-	-	-	-
Easy to understand	47%	35%	56%	48%	46%	48%	53%
	-	-	b	-	-	-	-
Neither easy nor difficult to understand	29%	34%	29%	32%	30%	23%	31%
	-	-	-	-	-	-	-
Difficult to understand	9%	14%	5%	10%	8%	10%	11%
	-	-	-	-	-	-	-
Very difficult to understand	3%	3%	2%	3%	3%	3%	0%
	-	-	-	-	-	-	-
DK/NR	2%	4%	2%	0%	1%	2%	0%
	-	-	-	-	-	-	-
Sample size	945	143	110	70	352	205	65
Column label	A	B	C	D	E	F	G

Other demographic differences

- Older respondents are more likely to say that their current post-sale information is difficult to understand, with 16% of those over the age of 65 saying its difficult or very difficult to do so.

Most respondents (69%) are currently content with the amount of information they are receiving about their wireless service provider agreements and services, among the rest more say that they are not receiving enough information (18%) than those who say they are receiving more than enough (8%). At a quarter (25%), those in British Columbia are the most likely to say that they are not receiving enough information.

Exhibit 29: Q60. Would you say there is more than enough information, enough information or not enough information provided by your wireless service provider about agreements, contracts or the service they are providing you? (MOBILE WIRELESS SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
More than enough information	8%	5%	11%	7%	10%	8%	7%
	-	-	-	-	-	-	-
Enough information	69%	65%	64%	67%	68%	77%	73%
	-	-	-	-	-	-	-
Not enough information	18%	25%	21%	22%	18%	11%	13%
	-	f	-	-	-	-	-
DK/NR	4%	6%	4%	5%	4%	4%	7%
	-	-	-	-	-	-	-
Sample size	945	143	110	70	352	205	65
Column label	A	B	C	D	E	F	G

Other demographic differences

- At 14%, those aged 18-24 are the most likely to say that they have more than enough information.

When asked about the types of information that they found difficult to obtain about their wireless service, the top selected by respondents were: reliability and records of service outages (25%); policies for outages (25%); and policies for disconnection (21%); and network performance metrics such as jittering (21%).

There was some regional variation as well, with finding information on reliability (10%) and disconnection policies (9%) seen to be less of an issue in Atlantic Canada than other parts of the country. Respondents from Quebec were the most likely to say they had difficulty finding information on outage policies at 34% – this compared with only 13% of those in Atlantic Canada who say the same.

Exhibit 30: Q61. From the list below, please indicate any particular type of information you have found difficult to obtain from your current wireless service provider about your current service, agreement or contract? (MOBILE WIRELESS SERVICES)

Column % Column Comparisons	CAN	BC	AB	MB/SK	ON	QC	ATL
Price	22%	17%	23%	23%	19%	12%	10%
	-	-	-	-	-	-	-
Coverage	20%	21%	29%	20%	18%	18%	15%
	-	-	-	-	-	-	-
Length of contract commitment	12%	8%	18%	12%	13%	10%	15%
	-	-	-	-	-	-	-
Network Generation (e.g. 3G, 4G, 5G)	14%	10%	19%	15%	16%	12%	13%
	-	-	-	-	-	-	-
Overage fees	17%	19%	16%	21%	18%	13%	12%
	-	-	-	-	-	-	-
Reliability (record of service outages)	25%	28%	33%	19%	26%	22%	10%
	-	g	g	-	g	-	-
Any costs associated with cancelling or changing the service or contract	19%	20%	25%	12%	18%	19%	21%
	-	-	-	-	-	-	-
How much data can be used each month	13%	17%	13%	11%	13%	11%	11%
	-	-	-	-	-	-	-
What happens, if anything, for going over a data limit	15%	20%	15%	15%	14%	15%	12%
	-	-	-	-	-	-	-
The service agreement or contract	12%	11%	10%	16%	12%	12%	12%
	-	-	-	-	-	-	-
Policies for outages	25%	25%	28%	24%	21%	34%	13%
	-	-	-	-	-	e g	-
Policies for disconnection	21%	25%	27%	16%	16%	27%	9%
	-	g	e g	-	-	e g	-
The existence and cost of any service deposits	15%	20%	18%	10%	14%	16%	7%
	-	-	-	-	-	-	-
When any limited time discounts expire	18%	15%	24%	13%	18%	16%	19%
	-	-	-	-	-	-	-
Network performance metrics such as latency and/or jittering	21%	24%	29%	16%	20%	22%	15%
	-	-	-	-	-	-	-
The company or brand	9%	8%	15%	6%	9%	5%	8%
	-	-	-	-	-	-	-
DK/NR	27%	25%	24%	30%	29%	23%	36%
	-	-	-	-	-	-	-
Sample size	945	143	110	70	352	205	65

Column label	A	B	C	D	E	F	G

Other demographic differences

- Across a range of measures tested, those with a university education found it harder to access information.

Two thirds (65%) say they are very or somewhat satisfied with the information offered on home Internet services, mirroring that of mobile wireless services. Albertans are the most likely to be very satisfied (30%) whereas those from BC are the most likely to say they are neither satisfied nor dissatisfied (28%).

Exhibit 31: Q62. Overall, how satisfied or dissatisfied would you say are with the information your home Internet service provider gives you or makes available to you? (HOME INTERNET SERVICE)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very satisfied	22%	13%	30%	23%	24%	17%	22%
	-	-	b	-	-	-	-
Somewhat satisfied	43%	40%	34%	48%	39%	53%	43%
	-	-	-	-	-	c e	-
Neither satisfied nor dissatisfied	20%	28%	22%	16%	21%	13%	20%
	-	f	-	-	-	-	-
Somewhat dissatisfied	12%	14%	9%	9%	12%	13%	14%
	-	-	-	-	-	-	-
Very dissatisfied	3%	3%	5%	3%	2%	3%	1%
	-	-	-	-	-	-	-
Prefer not to answer	1%	1%	0%	0%	1%	0%	0%
	-	-	-	-	-	-	-
Sample size	916	136	109	65	350	189	67
Column label	A	B	C	D	E	F	G

Other demographic differences

- Those with university educations are more likely to be dissatisfied with the information provided to them at 17%.

Just over half (53%) of respondents say that the information provided for home Internet services is either easy or very easy to understand.

Exhibit 32: Q63. Would you describe the information provided by your current home Internet service provider as easy to understand or difficult to understand? (HOME INTERNET SERVICE)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very easy to understand	11%	6%	10%	12%	13%	12%	6%
	-	-	-	-	-	-	-
Easy to understand	42%	37%	47%	40%	38%	47%	59%
	-	-	-	-	-	-	e
Neither easy nor difficult to understand	34%	43%	33%	27%	34%	30%	28%
	-	-	-	-	-	-	-
Difficult to understand	8%	5%	6%	18%	10%	7%	4%
	-	-	-	-	-	-	-
Very difficult to understand	3%	4%	2%	2%	3%	2%	2%
	-	-	-	-	-	-	-
DK/NR	2%	5%	2%	1%	2%	3%	1%
	-	-	-	-	-	-	-
Sample size	916	136	109	65	350	189	67
Column label	A	B	C	D	E	F	G

Other demographic differences

- 13% of those over the age of 65 are the most likely to say that they find the information provided to be difficult to understand.

When asked about the availability of information on home Internet service providers two thirds (67%) say there is enough information. As was the case with mobile wireless services, among the remaining respondents more say that they do not currently have enough information (17%) than those who say that they have more than enough (8%).

Exhibit 33: Q64. Would you say there is more than enough information, enough information or not enough information provided by your home Internet service provider about agreements, contracts or the service they are providing you? (HOME INTERNET SERVICE)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
More than enough information	8%	7%	7%	4%	10%	7%	5%
	-	-	-	-	-	-	-
Enough information	67%	61%	73%	75%	63%	75%	66%
	-	-	-	-	-	-	-
Not enough information	17%	21%	17%	13%	17%	13%	24%
	-	-	-	-	-	-	-
DK/NR	8%	11%	3%	8%	10%	5%	5%
	-	-	-	-	-	-	-

Sample size	916	136	109	65	350	189	67
Column label	A	B	C	D	E	F	G

There are no other demographic differences.

The top subjects that respondents noted as having difficulty finding information on with their current home Internet service provider were: policies for outages (26%), reliability (22%), and metrics on performance such as lagging or/or jittering (21%).

In line with the trends noted in the same question with mobile wireless services, those in Atlantic Canada (10% saying so) are the least likely to point out reliability as an area where they would like more information. This compared with a third (35%) of those in Alberta who say they would. Another area where those in Atlantic Canada stood out was on wanting more information on metrics on lagging and/or jittering – at only 2% saying they wanted more information; this is significantly lower than any other region in Canada.

Exhibit 34: Q65. From the list below, please indicate any particular type of information you have found difficult to obtain your current home Internet service provider about your current service, agreement or contract? (HOME INTERNET SERVICE)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Price	16%	16%	19%	12%	19%	11%	14%
	-	-	-	-	-	-	-
Length of contract commitment	10%	9%	14%	15%	8%	10%	12%
	-	-	-	-	-	-	-
Speed for uploading and downloading data	17%	16%	16%	20%	17%	16%	17%
	-	-	-	-	-	-	-
Reliability (record of service outages)	22%	22%	35%	24%	19%	25%	10%
	-	-	e g	-	-	g	-
Any costs associated with cancelling or changing the service or contract	18%	21%	18%	18%	16%	18%	20%
	-	-	-	-	-	-	-
How much data you use each month	12%	16%	12%	17%	11%	11%	11%
	-	-	-	-	-	-	-
What happens, if anything, for going over a data limit	11%	16%	11%	10%	10%	10%	9%
	-	-	-	-	-	-	-
The service agreement or contract	12%	14%	12%	13%	13%	9%	12%
	-	-	-	-	-	-	-
Policies for service calls	20%	25%	28%	14%	19%	16%	14%
	-	-	-	-	-	-	-
Policies for outages	26%	22%	31%	30%	26%	26%	17%
	-	-	-	-	-	-	-

Policies for disconnection	18%	22%	14%	15%	15%	26%	14%
	-	-	-	-	-	e	-
The existence and cost of any service deposits	15%	21%	14%	11%	14%	16%	9%
	-	-	-	-	-	-	-
When any limited time discounts you have are set expire	16%	12%	25%	12%	16%	14%	13%
	-	-	-	-	-	-	-
Metrics on performance such as lagging and/or jittering	21%	28%	24%	32%	20%	20%	2%
	-	G	G	G	G	G	-
The company or brand	6%	1%	10%	5%	7%	5%	4%
	-	-	-	-	-	-	-
DK/NR	33%	29%	28%	32%	33%	34%	47%
	-	-	-	-	-	-	-
Sample size	916	136	109	65	350	189	67
Column label	A	B	C	D	E	F	G

Other demographic differences

- Echoing a trend noted above, those with a university education are the most likely to say they have difficulty finding particular types of information across a number of metrics measured.

Qualitative Insights

Habits Regarding Existing Contracts

Discussions in the qualitative research about existing contract or agreements revealed one interesting insight that may have been unexpected. There were some who expressed that they do not feel they have a contract because their service is month-to-month, indicating that the term itself may not be consistently interpreted appropriately. As a result, their sense was they have nothing to which they can refer that describes what they have paid for.

Few described ever referring back to an agreement once they have one. Those who do are usually doing it when they are nearing the end of their current term or when they come across an offer – particularly, one that is being advertised by their current provider.

As a result, when they are accessing their existing agreement, it is usually to compare the current terms to what they are finding available, whether from their current provider or from a competitor.

Satisfaction with Contract Information Available

In terms of satisfaction with the language in their current service agreement, the impressions were mixed and only a few were outright satisfied. Many interpreted this as being about the legal document and those who did tended to describe it as not being plain language and leaving them feeling like there must be some detail in there that could come back to haunt them at some point in the relationship.

Perceptions on Whether Contract Information is Understandable or Sufficient

In terms of the information participants were thinking of when asked to talk about their contract or agreement, several felt like information is provided in their contracts, but they are not necessarily equipped to evaluate its accuracy or value. As a result, these participants tended to feel that, although information is provided, it is not necessarily useful or enlightening.

However, the context of what form of information was being considered generated some very different impressions. Those who access their monthly statements online or via a provider's app tended to say their experiences have been much more helpful in this area, saying those formats do an excellent job of clearly stating what they are paying for.

It was clear that with the different approaches to documenting contractual arrangements or accessing statements, there are very different experiences in accessing contract information that satisfies their needs and is understandable.

Challenges with Contract Information

Discussions about experiences with contract information were not really distinguishable from the discussions about experiences in gathering pre-sale information. It was clear that it was because these experiences were typically all part of the same process. Since contract information was typically only sought when making purchase decisions, including whether to continue with their existing provider, the discussion about information challenges had already occurred.

Throughout all the discussions, the ability to easily compare offers was a consistent pain point. Partly because it was not presented uniformly – not only across different providers, but in some cases even within a single provider's set of offers – and partly because the criteria themselves are either poorly understood, or inconsistently measured. This included the ability to compare current terms of an existing agreement with new terms on offer.

Section C: Broadband Label Concept

In this final section, respondents were asked a series of questions on the possibility of implementing a broadband label concept that would help provide standardized information when looking for home Internet service providers. When asked about whether being provided with standardized information about home Internet services would be beneficial, four-in-five (84%) say that it would be at least helpful (43%) or very helpful (41%).

Exhibit 35: Q66. How helpful to you would it be, if at all, to require home Internet service providers to provide shoppers with a set of standardized information for any and all home Internet service options being sold or promoted? (HOME INTERNET SERVICE)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very helpful	41%	40%	42%	47%	40%	41%	36%
	-	-	-	-	-	-	-
Helpful	43%	42%	40%	35%	43%	48%	43%
	-	-	-	-	-	-	-
Neither	9%	8%	8%	5%	9%	8%	14%
	-	-	-	-	-	-	-
Unhelpful	2%	2%	2%	2%	4%	1%	1%
	-	-	-	-	-	-	-
Very unhelpful	1%	2%	2%	2%	1%	0%	0%
	-	-	-	-	-	-	-
DK/NR	4%	7%	6%	9%	4%	2%	6%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- The older a respondents age, the more likely they are to say that this would be very helpful – ultimately peaking at 54% of those over the age of 65.

When prompted specifically on the possibility of having something like a nutritional information label, but for home Internet services, an almost equal number (81%) say that it would be at least helpful. Of note, with the exception of a small minority in Alberta (6%), almost no one said that it would be very unhelpful.

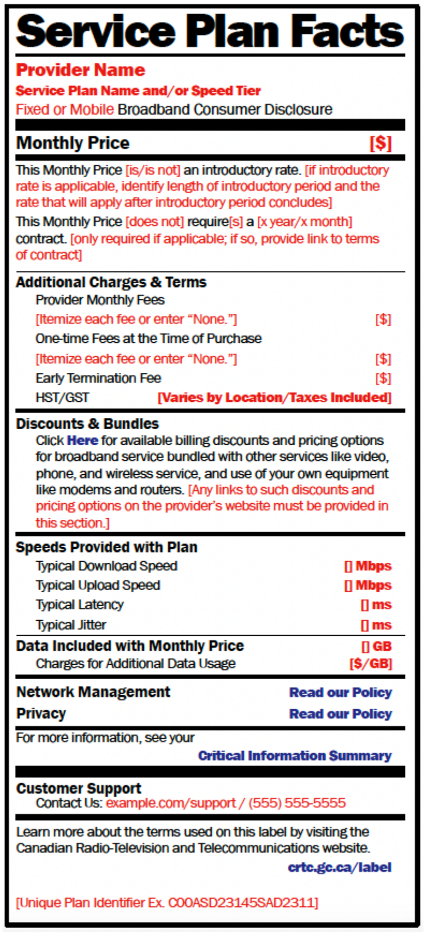
Exhibit 36: Q67. One approach might be to require home Internet service providers to use a common label, like a nutrition label found on packages of food, to provide a set of standardized information for any and all home Internet service options being sold or promoted so that Canadians could more easily compare options available to them. How helpful would it be to you, if at all, to have a common label like this? (HOME INTERNET SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very helpful	42%	37%	48%	43%	42%	42%	37%
	-	-	-	-	-	-	-
Helpful	39%	43%	31%	38%	40%	38%	45%
	-	-	-	-	-	-	-
Neither	11%	11%	11%	14%	9%	13%	12%
	-	-	-	-	-	-	-
Unhelpful	3%	3%	3%	1%	4%	2%	1%
	-	-	-	-	-	-	-
Very unhelpful	1%	2%	6%	0%	0%	2%	0%
	-	e	e	-	-	-	-
DK/NR	3%	4%	1%	4%	4%	3%	5%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- Echoing the trend noted above, older respondents are the most likely to say that this would be very helpful with 53% of those over the age of 65 saying so (compared with 36% of those aged 18-24).

Respondents were then prompted with this example of a label:


Service Plan Facts
Provider Name
Service Plan Name and/or Speed Tier
Fixed or Mobile Broadband Consumer Disclosure

Monthly Price [$]

This Monthly Price [is/is not] an introductory rate. [if introductory rate is applicable, identify length of introductory period and the rate that will apply after introductory period concludes]
This Monthly Price [does not] require[s] a [x year/x month] contract. [only required if applicable; if so, provide link to terms of contract]

Additional Charges & Terms
Provider Monthly Fees
[Itemize each fee or enter "None."] [$]
One-time Fees at the Time of Purchase
[Itemize each fee or enter "None."] [$]
Early Termination Fee [$]
HST/GST [Varies by Location/Taxes Included]

Discounts & Bundles
Click Here for available billing discounts and pricing options for broadband service bundled with other services like video, phone, and wireless service, and use of your own equipment like modems and routers. [Any links to such discounts and pricing options on the provider's website must be provided in this section.]

Speeds Provided with Plan
Typical Download Speed [] Mbps
Typical Upload Speed [] Mbps
Typical Latency [] ms
Typical Jitter [] ms
Data Included with Monthly Price [] GB
Charges for Additional Data Usage [$/GB]

Network Management Read our Policy
Privacy Read our Policy
For more information, see your
Critical Information Summary

Customer Support
Contact Us: example.com/support / (555) 555-5555

Learn more about the terms used on this label by visiting the Canadian Radio-Television and Telecommunications website.
crtc.gc.ca/label

[Unique Plan Identifier Ex. C00ASD23145SAD2311]

Reactions to the example prompt were even more positive than when not offered a visual aid, with four-in-five (87%) saying that it would be at least helpful with half (49%) saying that it would be very helpful.

Exhibit 37: Q68. Here is an example of what a common label might look like. Please review it and then indicate how helpful you would personally find this to be when shopping for home Internet services? (HOME INTERNET SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very helpful	49%	45%	50%	52%	48%	52%	47%
	-	-	-	-	-	-	-
Helpful	38%	35%	31%	35%	40%	38%	45%
	-	-	-	-	-	-	-
Neither	7%	11%	11%	4%	7%	6%	5%

	-	-	-	-	-	-	-
Unhelpful	2%	2%	4%	3%	2%	1%	1%
	-	-	-	-	-	-	-
Very unhelpful	2%	3%	4%	2%	2%	0%	0%
	-	-	-	-	-	-	-
DK/NR	2%	3%	0%	4%	2%	2%	2%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- While the number saying that this would be helpful increases across all age groups when given a visual prompt, it remains highest among older demographics. Those aged 18-24 are the most likely to say that it would be neither helpful nor unhelpful at 19%.

Qualitative Insights

Presented with the concept of a common label that could be provided with any offer for broadband service, reaction was overwhelmingly positive in the qualitative research. Some participants noted that such an initiative would represent “a good step” at a minimum, while some offered even more positive feedback.

Participants indicated being familiar with the “nutrition label” style that was used for the concept and were nearly unanimously appreciative of the idea.

Speaking to a pain point mentioned throughout the study – but notably explored in the focus groups – a majority of respondents (82%) say that requiring home Internet service providers to make this type of standardized information accessible would make it easier for them to compare providers.

Exhibit 38: Q69. Would requiring home Internet service providers to provide this sort of standardized information make it easier or more difficult for you to make the best decision over what provider or option to choose? (HOME INTERNET SERVICES)

Column % Column Comparisons	CAN	BC	AB	MB/SK	ON	QC	ATL
Much easier to compare	42%	39%	41%	45%	41%	46%	37%
	-	-	-	-	-	-	-
Easier to compare	40%	41%	39%	39%	41%	38%	46%
	-	-	-	-	-	-	-
	12%	12%	16%	9%	12%	10%	14%

Neither easier nor more difficult to compare	-	-	-	-	-	-	-
More difficult to compare	3%	3%	2%	4%	3%	3%	1%
	-	-	-	-	-	-	-
Much more difficult to compare	1%	2%	1%	0%	1%	0%	0%
	-	-	-	-	-	-	-
DK/NR	3%	4%	1%	3%	2%	4%	1%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- While support is strong across all age groupings, consistent with the above answers it is strongest in the over 65 crowd at 53% saying they strongly support it.

When asked about support for introducing a concept such as this for the consumer marketplace for home Internet services in Canada, support was strong with two-in-five (41%) saying they strongly support it with another 38% saying they support it. Of note, there is virtually no opposition (4%).

Exhibit 39: Q70. Regardless of how helpful you would personally find this kind of label to be, how strongly would you support or oppose something like this being introduced for all consumers to see when shopping for any home Internet services in Canada? (HOME INTERNET SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Strongly support	41%	36%	41%	43%	40%	50%	30%
	-	-	-	-	-	-	-
Support	38%	40%	35%	38%	40%	32%	51%
	-	-	-	-	-	-	-
Neutral	14%	18%	17%	11%	13%	14%	15%
	-	-	-	-	-	-	-
Oppose	3%	3%	6%	3%	3%	1%	1%
	-	-	-	-	-	-	-
Strongly oppose	1%	1%	0%	0%	1%	1%	0%
	-	-	-	-	-	-	-
DK/NR	3%	3%	1%	5%	3%	3%	2%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- The same trend is noted here, with the intensity of support being strongest among respondents aged 65 and older among whom 86% support, including 53% who strongly support this being introduced.

Qualitative Insights

The main reason this concept met with such positive reactions and widespread support was that it served to relieve the key pain point participants had repeatedly mentioned to this point in the discussions: the ability to easily compare terms across offers and providers. This was seen as an efficient way to compare key criteria and their respective values was seen as quite simple, clear, and easy to use.

When asked about the post-sale information environment, a strong majority (87%) of respondents say that it would be at least important, if not very important, to have access to this type of information so that they could compare what they purchased to what else is available to other consumers.

Exhibit 40: Q71. After agreeing to purchase home Internet services, how important would it be to you to have this sort of standardized information as a record of exactly what services you contracted in order to compare what you purchased to what else is available to consumers? (HOME INTERNET SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very important	41%	41%	42%	39%	41%	42%	39%
	-	-	-	-	-	-	-
Important	46%	42%	46%	45%	46%	49%	50%
	-	-	-	-	-	-	-
Not very important	7%	8%	9%	8%	6%	6%	6%
	-	-	-	-	-	-	-
Not at all important	1%	1%	1%	0%	2%	0%	1%
	-	-	-	-	-	-	-
DK/NR	5%	8%	2%	8%	5%	3%	4%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- At 13%, those aged 18-34 are the most likely to say that having a record is not important – although a majority in this age bracket still think it is at least important, if not very important.

Having the possibility of getting a record of exactly what services a consumer currently has under contract so that they might compare with other options in the future was seen to be helpful by four-in-five (88%) respondents. Of note, virtually no one (1%) said that it would be very unhelpful.

Exhibit 41: Q72. When shopping for each of the following services in the future, how helpful would it be to you to have this sort of standardized information as a record of exactly what services you have under a current contract in order to compare what you purchased to what else is available to consumers? (HOME INTERNET SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very helpful	44%	42%	46%	40%	42%	49%	42%
	-	-	-	-	-	-	-
Helpful	44%	42%	41%	47%	46%	38%	52%
	-	-	-	-	-	-	-
Neither	7%	10%	7%	6%	6%	9%	5%
	-	-	-	-	-	-	-
Unhelpful	1%	1%	1%	1%	2%	1%	0%
	-	-	-	-	-	-	-
Very unhelpful	1%	3%	0%	0%	1%	1%	0%
	-	-	-	-	-	-	-
DK/NR	3%	2%	4%	6%	2%	2%	1%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- At 59% saying it would be very helpful, those over the age of 65 are the most likely to say so.

An almost equal number (86%) say that having a record of this kind of information as a record would be helpful (42%) or very helpful (44%) – again with virtually no one (1%) saying that it would be very unhelpful.

Exhibit 42: Q73. When shopping for each of the following services in the future, how helpful would it be to you to have this sort of standardized information as a record of exactly what services you have under a current contract in order to compare what you purchased to what else is available to consumers? (MOBILE WIRELESS SERVICES)

Column %	CAN	BC	AB	MB/SK	ON	QC	ATL
Very helpful	44%	40%	50%	45%	40%	52%	47%
	-	-	-	-	-	-	-
Helpful	42%	45%	38%	41%	47%	35%	43%
	-	-	-	-	-	-	-
Neither	8%	9%	5%	6%	7%	9%	9%
	-	-	-	-	-	-	-
Unhelpful	2%	3%	1%	2%	3%	1%	1%
	-	-	-	-	-	-	-
Very unhelpful	1%	0%	1%	0%	2%	1%	0%
	-	-	-	-	-	-	-
DK/NR	2%	2%	5%	6%	2%	2%	0%
	-	-	-	-	-	-	-
Sample size	1010	144	118	74	377	227	70
Column label	A	B	C	D	E	F	G

Other demographic differences

- As noted above, there is a strong correlation to age with older respondents being the most likely to find this helpful. Three-in-five (59%) of those over the age of 65, for example, say it would be very helpful – this compared with a third (33%) of those 18-24 who say the same.

Qualitative Insights

As has been mentioned above, qualitative discussions tended to be positive and highly supportive. Participants were engaged and often enthusiastically offered suggestions for additional improvements to ensure they would reap the full benefit they anticipated this concept could provide. In addition, a few constructive criticisms were offered and some questions were raised that are worth considering if this concept is to move forward.

Many appreciated the links that were offered to find out more about certain aspects, but there were still a lot of comments about the terminology used to describe some of the factors. For these people, the hope was that maybe there could be a better explanation or alternative term used (latency or jitter as examples). A few offered the idea of some sort of qualified indication of whether this is high/average/low.

One practical question that came up frequently was where this information would be displayed. It was easy to imagine hard copy material or physical packages having this displayed, but for shopping online, it was less clear how this would work. Their experience with nutritional labels was generally with packages they could pick up and compare, but shopping for broadband services doesn't have this same tangibility.

Some were confused about the "Discounts & Bundles" section and how that would work. Some said this implied the "Monthly Price" displayed in bold at the top may not actually be the monthly price, but rather that it may relate or not to some discount. Further, some felt this looked like the provider might be hiding discounts.

There were a variety of comments offered by participants who were deaf and/or blind about making sure this label was accessible and worked well with any technology they use. It was suggested that this be available in a variety of formats, including a video with sign language and closed captioning as an example. Along these lines, it should be pointed out that some participants did volunteer that it would have been appreciated if an accessible version were available for this qualitative research specifically among people with accessibility needs.

Participants with accessibility needs were also particularly interested in the potential for discounts for subscribers in their situation, which is something that certain providers offer and would be very material to these consumers. Some thought the discounts unique to those with accessibility needs was so important, it was deserving of its own category to highlight on this label.

It was also the case that the "Unique Plan Identifier" at the bottom of the label was unnerving for some. These people felt it looked like offers they have seen in other markets that tended to protect or serve the interests of the vendor rather than the consumer.

Some asked where any label they saw would be saved for posterity, in order to be able to prove this was the offer they had come across. Clearly, participants did not tend to see the "Unique Plan Identifier" as the actual evidence they could cite.

Perhaps more than any other comment, participants often indicated hope that there would be a centralized site where they could see and compare all of these labels at once, rather than figure out how to collect them all and do the kind of comparison they all tended to appreciate being enabled to do.

Support for this concept was virtually universal and with the constructive criticism above, participants were of the view this would already be much better than what they currently experience.

Conclusions

Whether thinking about home internet or mobile wireless services, when Canadians think about the information they access when shopping for broadband services or when reviewing terms of their existing agreements, consumers appear to be resigned to a less than ideal experience. The responses are basically the same whether asked to specifically respond to home internet or mobile wireless services. And while there is minor regional variation – notably with lower levels of satisfaction with the status quo in British Columbia – there is little variance of opinion on the basis of other demographic characteristics.

Canadians with accessibility requirements have unique additional needs and are certainly no more satisfied with the pre-sale or post-sale information experiences. Many describe challenges that those without accessibility needs do not face. Often, the challenges are about compatibility with technology, but they are also about customers service support and vital discounts offered by some providers and not necessarily easily found when researching.

The most widespread pain point when it comes to pre-sale and post-sale information is the difficulty in clearly understanding everything any one offer or agreement represents and the ability to compare that with all other offers available – whether by the current provider or by other providers in either marketplace. The terms used are not necessarily common across all offers, nor are the same features highlighted. The sense is that providers highlight the features that put their offer in the most favourable light, but that marketing approach makes it difficult to see the drawbacks or to have a fully informed comparison shopping experience, leaving consumers confident they optimized their agreement.

Given all of this, perhaps it should not be surprising for this study to have found a fairly high level of appreciation for the nutrition label concept as tested. It was appreciated for addressing many of the specific aspects of comparison shopping that have been causing consumers to struggle to determine the best option for their situation and feel informed and confident in making a decision.

Even those who already feel fairly capable of gathering and evaluating both pre-sale and post-sale information were appreciative of what this label could enable. Further, the qualitative discussions elicited a variety of enthusiastic suggestions and constructive criticism that, if addressed, could only result in even greater appreciation for the introduction of a standardized label.

Appendix A: Qualitative Methodology Report

Methodology

The first phase of this research was qualitative. It consisted of four online focus groups that were conducted on February 15, 2024. These groups were conducted with seniors (one in English and one in French), Canadians who are blind, and Indigenous persons residing in Canada.

All were offered the opportunity to participate in their official language of choice irrespective of their location in Canada to accommodate those in official language minority communities (OLMCs).

The following table outlines the focus group schedule and turnout:

Group	Audience	Region/Language	No of recruits	No of participants
1	Adults 65 years of age and older	National (English)	8	8
2	Age 65 years of age and older	National (French)	8	6
3	Adults 18 years of age and older who are blind	National (English)	8	8
4	Adults 18 years of age and older who are Indigenous	National (English)	8	7
		Total	32	29

In addition, eleven in-depth interviews were conducted with Canadians who are culturally Deaf, and Canadians who are deaf-blind. All of these interviews were conducted by sending modified versions of the discussion guide that had been optimized for screen readers to the interviewees. After receiving and reviewing the initial set of responses, interviewers followed up where relevant by sending another set of questions to interviewees by email.

Recruitment

Participants were recruited using recruitment screeners (see Appendix C). Our field work subcontractor, Quality Response, and their selected suppliers, reached out to members of their respective databases first via email and followed up with telephone calls to pre-qualify participants.

A note about interpreting qualitative research results

It is important to note that qualitative research is a form of scientific, social, policy, and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences, and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn, and findings cannot reliably be generalized beyond their number.

Glossary of terms

The following is a glossary of terms which explains the generalizations and interpretations of terms used throughout the report to describe findings in the qualitative research. They are not necessarily applied the same way to quantitative research findings. These phrases are used when groups of qualitative research participants share a specific point of view and emerging themes can be reported. Unless otherwise stated, it should not be taken to mean that the rest of participants disagreed with the point; rather others either did not comment or did not have a strong opinion on the question.

Generalization	Interpretation
Few	Few is used when less than 10% of participants have responded with similar answers.
Several	Several is used when fewer than 20% of the participants responded with similar answers.
Some	Some is used when more than 20% but significantly fewer than 50% of participants respondents with similar answers.
Many	Many is used when nearly 50% of participants responded with similar answers.
Majority/Plurality	Majority or plurality are used when more than 50% but fewer than 75% of the participants responded with similar answers.
Most	Most is used when more than 75% of the participants responded with similar answers.
Vast majority	Vast majority is used when nearly all participants responded with similar answers, but several had differing views.
Unanimous/Almost all	Unanimous or almost all are used when all participants gave similar answers or when the vast majority of participants gave similar answers and the remaining few declined to comment on the issue in question.

Appendix B: Quantitative Methodology Report

Survey methodology

Earnscliffe Strategy Group's overall approach for this study was to conduct an online survey of a minimum of 1,010 Canadians aged 18 and older using an online panel sample. All respondents are Canadian adults aged 18 and older who had either purchased new, changed, renewed, renegotiated, shopped, or done research for home Internet services or mobile wireless services in the last year. A detailed discussion of the approach used to complete this research is presented below.

Questionnaire design

The questionnaire for this study was designed by Earnscliffe, in collaboration with the CRTC, and provided for fielding to Leger. The survey was offered to respondents in both English and French and completed based on their preferences. All questions were mandatory.

Sample design and selection

The sampling plans for the study were designed by Earnscliffe in collaboration with the CRTC, and the sample was drawn by Leger based on Earnscliffe's instructions. The surveys were completed using Leger's opt-in online research panel. Digital fingerprinting was used to help ensure that no respondent took the online survey more than once.

Data collection

The survey was conducted in English and in French on the basis of participants preferences from February 23rd to March 3rd, 2024.

Weighting

In addition to setting quotas, the data was weighted based on age, gender, and region as reported by Statistics Canada.

Unweighted and weighted sample distribution

Demographic	Unweighted	Weighted
Gender	%	%
Male	48%	51%
Female	51%	48%
Age	%	%
18-34	27%	30%
35-64	51%	51%
65+	22%	19%
Region	%	%
AC	7%	6%
QC	22%	22%
ON	37%	40%
MB/SK	7%	6%
AB	12%	12%
BC	14%	14%

Nonresponse

Respondents for the surveys were selected from among those who have volunteered to participate in surveys by joining an opt-in-panel. The notion of non-response is more complex than for random probability studies than begin with a sample universe that can, at least theoretically, include the entire population being studied. In such cases, non-response can occur at a number of points before being invited to participate in this particular survey, let alone in deciding to answer any particular question within the survey.

That being said, in order to provide some indication of whether the final sample is unduly influenced by a detectable nonresponse bias, we provide the table in the weighting section comparing the unweighted and weighted distribution of each sample's demographic characteristics.

Quality Controls

Prior to launching the survey, Earnscliffe tested the links to ensure programming matched the questionnaires. Leger conducted a pre-test of the surveys, and the data was reviewed by Earnscliffe prior to a full launch of the surveys. Upon completion of the pre-test, Earnscliffe reviewed the data to ensure all skip patterns were working and the questionnaire was easily understood by all respondents.

Additionally, Leger's panel is actively monitored for quality through a number of approaches (digital fingerprinting, in-survey quality measures, incentive redemption requirements, etc.) to ensure that responses are only collected from legitimate Canadian panel members.

Reporting

Results with upper-case script in the tables in this report, as well as those presented under a separate cover, indicate the difference between the demographic groups analysed are significantly higher than results found in other columns in the table. Uppercase letters indicate that the differences is significant at the 0.001 level, whereas lowercase letters indicate a difference at the 0.05 level. In the text of report, unless otherwise noted, demographic differences highlighted are statistically significant at the 95% confidence level. The statistical test used to determine the significance of the results was the Z-test.

Results

Final dispositions

A total of 1,701 individuals entered the online survey, of which 1,010 qualified as valid and completed the survey. The response rate for this survey was 11%.

Total entered survey: 1,701

Completed: 1,010
Not qualified/screen out: 493
Over quota: 80
Suspend/drop-off: 118
Unresolved (U): 7,712
Email invitation bounce-backs: 6
Email invitations unanswered: 7,706
In-scope non-responding (IS): 118

Qualified respondent break-off: 118

In-scope responding (R): 1,015
Completed surveys disqualified – quota filled: 0
Completed surveys disqualified – other reasons: 5
Completed surveys – valid:

Response rate = R/(U+IS+R): 11%

Margin of Error

Respondents for the online survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The data have been weighted to reflect the demographic composition of the Canadian population aged 18+. Because the online sample is based on those who initially self-selected for participation in panel, no estimates of sampling error can be calculated for the entire sample. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Governments of Canada Public Opinion Research for online surveys.

Appendix C: Recruitment Screener

Summary

- Conduct 4 focus groups and 12 in-depth interviews
- Recruit 8 participants per focus group
- Focus groups are 90 minutes in length / Interviews are 20 to 30 minutes in length
- 4 focus groups in total:
  - Two focus groups with adults 65 years of age and older (1 in English, 1 in French)
  - One focus group with adults 18 years of age and older who are Indigenous (English)
  - One focus group with adults 18 years of age and older who are blind (English)
- 12 in-depth interviews in total:
  - Eight interviews with adults 18 years of age and older who are deaf (6 English and 2 French)
  - Four interviews with adults 18 years of age and older who are deaf-blind (3 English and 1 French)
- Ensure good mix of other demos across focus groups and interviews (such as province, age, gender, income, education, urban/suburban/rural, ethnicity, etc.)

Focus groups	Audience	Region/Language	Time
Thursday, February 15, 2024			
1	Adults 65 years of age and older	National (English)	2:00 pm ET / 3:00 pm AT / 3:30 pm NT / 1:00 pm CT / 12:00 pm MT / 11:00 am PT
2	Adults 65 years of age and older	National (French)	4:00 pm ET / 5:00 pm AT / 5:30 pm NT / 3:00 pm CT / 2:00 pm MT / 1:00 pm PT
3	Adults 18 years of age and older who are blind	National (English)	6:00 pm ET / 7:00 pm AT / 7:30 pm NT / 5:00 pm CT / 4:00 pm MT / 3:00 pm PT
4	Adults 18 years of age and older who are Indigenous	National (English)	8:00 pm ET / 9:00 pm AT / 9:30 pm NT / 7:00 pm CT / 6:00 pm MT / 5:00 pm PT
Interviews	**Audience**	**Region/Language**	**Time**
Monday, February 12, 2024, to Friday, February 23, 2024			
8 interviews	Adults 18 years of age and older who are culturally Deaf	National (English and French)	At a mutually convenient time
4 interviews	Adults 18 years of age and older who are deaf-blind	National (English and French)	At a mutually convenient time

Respondent's name: Interviewer:

Respondent's phone number: (work) Date:
Respondent's phone number: (cell) Validated:
Respondent's email:

Hello/Bonjour, this is _______________ calling on behalf of Earnscliffe, a national public opinion research firm. Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais ?

Note: If at this point the respondent prefers to respond in French, then the interviewer must be able to either proceed with the interview in French or read the following statement: « Je vous remercie. Quelqu'un vous rappellera bientôt. »

We are organizing a series of discussion groups and interviews on behalf of the Canadian Radio-television and Telecommunications Commission (CRTC). The CRTC would like to gather your thoughts and views related to wireless mobile and/or home internet plans. We are looking for people who would be willing to participate in a 90-minute online discussion group / 20- to 30-minute interview. Participants will receive an honorarium for their time. May I continue?

Yes Continue
No Thank and terminate

Participation is voluntary. We are interested in having you share your opinions; no attempt will be made to sell you anything or change your point of view. The format is a 'round table' discussion or a one-on-one interview led by a research professional. All opinions expressed will not be attributed to any specific individual within the report. Views will be grouped together to ensure no particular individual can be identified. The information you provide will be administered according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other pertinent legislation.

I would like to ask you a few questions to see if you or someone in your household qualify to participate. This will take about five minutes. May I continue?

Yes Continue
No Thank and terminate

Monitoring text:

Read to all: "This call may be monitored or audio taped for quality control and evaluation purposes.
Additional clarification if needed:
To ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
To assess my (the interviewer) work for performance evaluation;
To ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we're asking the right questions to meet our clients' research requirements – kind of like pre-testing)
If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they are unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

1. Do you or does anyone in your immediate family or household work in any of the following areas?

	Yes	No
A marketing research firm	1	2
A magazine or newspaper, online or print	1	2
A radio or television station	1	2
A public relations company	1	2
An advertising agency or graphic design firm	1	2
An online media company or as a blog writer	1	2
A telephone/mobile phone, cable television, or internet provider	1	2
The government, whether federal, provincial or municipal	1	2

If "yes" to any of the above, thank and terminate.

2. Have you, within the past twelve months, subscribed to or shopped for a wireless mobile or home internet plan?

Yes	1	Continue
No	2	Thank and terminate

3. In which province or territory do you live?

Newfoundland and Labrador	1
Nova Scotia	2
New Brunswick	3
Prince Edward Island	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Nunavut	11
Northwest Territories	12

Yukon	13	

National groups in English aim for: 1 from Atlantic Canada, 1 from Quebec, 2 from Ontario, 2 from the Prairies, 1 from British Columbia, 1 from the North
National groups in French aim for: 1 from Atlantic Canada, 6 from Quebec, 1 from Ontario

4. Would you describe the area in which you live as… [Ensure good mix]

Urban	1
Suburban	2
Rural	3

5. Which of the following age categories do you fall in to? Are you…? [Ensure good mix]

Under 18 years	1	Thank and terminate
18-24 years	2	
25-29 years	3	
30-34 years	4	
35-44 years	5	
45-54 years	6	
55-64 years	7	
65+	8	

6. Do you identify as a person with a visual and/or hearing disability?

Yes	1	Continue
No	2	Skip to Q8 for groups with adults 65+ and Indigenous

7. Do you identify as a person who is…

	Yes	No
Blind	1	2
Deaf	1	2
Deaf-blind	1	2

8. What is your racial and/or ethnic background? [Select all that apply.]

Black (African, Afro-Caribbean, African-Canadian descent)	1
East Asian (Chinese, Korean, Japanese, Taiwanese descent)	2
Indigenous (First Nations, Inuit, Métis)	3
Latin American (Hispanic descent)	4
Middle Eastern (West Asian or North African descent, e.g. Afghan, Egyptian, Iranian)	5
South Asian (Indian, Pakistani, Sri Lankan, Indo-Caribbean descent)	6
Southeast Asian (Filipino, Vietnamese, Cambodian, Thai descent)	7
White (European descent)	8

9. What gender do you identify with? [Ensure good mix]

Male	1	
Female	2	
Non-binary person	3	
Two-spirit	4	
Another gender identify	5	
Prefer not to answer	9	Thank and terminate

10. What is the last level of education that you have completed? [Ensure good mix]

Some high school only	1	
Completed high school	2	
Some college/university	3	
Completed college/university	4	
Post-graduate studies	5	
Prefer not to answer	9	Thank and terminate

11. What is your current employment status? [Ensure good mix]

Working full-time	1	
Working part-time	2	
Self-employed	3	
Retired	4	
Unemployed	5	
Student	6	
Other	7	
Prefer not to answer	9	Thank and terminate

12. Which of the following categories best describes your total household income; that is, the total income of all persons in your household combined, before taxes? [READ LIST] [Ensure good mix]

Under $20,000	1	
$20,000 to under $40,000	2	
$40,000 to under $60,000	3	
$60,000 to under $80,000	4	
$80,000 to under $100,000	5	
$100,000 to under $150,000	6	
$150,000 or more	7	
Prefer not to answer	9	Thank and terminate

13. Have you participated in a research interview or discussion group before? (If needed: A discussion group brings together a few people in order to know their opinion about a given subject.)

Yes	1	Max 4 per group
No	2	Skip to Q16 (for groups), Q19 (for interviews)
Don’t know/Prefer not to answer	9	Thank and terminate

14. When was the last time you attended a research interview or discussion group?

If within the last 6 months	1	Thank and terminate
If not within the last 6 months	2	Continue
Don’t know/Prefer not to answer	9	Thank and terminate

15. How many of these sessions have you attended in the last five years?

If 4 or less	1	Continue
If 5 or more	2	Thank and terminate
Don’t know/Prefer not to answer	9	Thank and terminate

[For focus groups]
This research will require participating in a video call online.

16. Do you have access to a computer, smartphone or tablet with high-speed internet which will allow you to participate in an online discussion group?

Yes	Continue
No	Thank and terminate

17. Does your computer, smartphone, or tablet have a camera that will allow you to be visible during the online discussion group?

Yes	Continue
No	Thank and terminate

18. Do you have access to the technology necessary to participate in a discussion group online?

Yes	1	Skip to Q21
No	2	Ask Q20

[For interviews]
19. Would you prefer to do the interview by telephone or videoconference?

Telephone	1
Videoconference	2

[For all]
20. Is there anything we could do to ensure that you can participate? What specifically?

Interviewer to note participants/interviewees needs and consult with Earnscliffe on approach. For example, some may prefer to participate with the help of a care person or interpreter, which is perfectly acceptable so long as the opinions provided reflect the views and experiences of the participant. For interviews, the interview could be conducted by telephone or videoconference depending on their preference.

INVITATION

21. Participants in discussion groups / interviews are asked to share their opinions and thoughts. How comfortable are you in sharing your opinions? Are you…? (READ LIST)

Very comfortable	1	Minimum 4 per group
Fairly comfortable	2	Continue
Comfortable	3	Continue
Not very comfortable	4	Thank and terminate
Not at all comfortable	5	Thank and terminate
Don’t know/Prefer not to answer	9	Thank and terminate

22. Based on your responses, it looks like you have the profile we are looking for. I would like to invite you to participate in a small group discussion / interview we are conducting at [time], on [date].

It will last up to 90 minutes / 20- to 30-minutes and you will receive an incentive of [insert amount] as a thank you for your time. Would you be willing to attend?

Yes	1	Recruit
No	2	Thank and terminate
Don’t know/Prefer not to answer	9	Thank and terminate

Privacy Questions

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

P1) First, we will be providing a list of respondents’ first names and profiles (screener responses) to the moderator so that they can sign you into the group/interview. [If participating in a discussion group] Your first name will be visible to others in the group. Do we have your permission to share your first name?

Yes	1	Go to P2
No	2	Go to P1a

We need to provide the first names and background of the people attending the focus group because only the individuals invited are allowed in the session and this information is necessary for verification purposes. Please be assured that any background information will be kept strictly confidential. Go to P1a

P1a) Now that I’ve explained this, do I have your permission to provide your first name and profile to the moderator and that it is known/visible to others in the discussion group?

Yes	1	Go to P2
No	2	Thank & terminate

P2) A recording of the discussion/interview will be produced for research purposes. The recordings will be used by the research professional to assist in preparing a report on the research findings.

Do you agree to be recorded for research and reporting purposes only?

Yes	1	Thank & go to P3
No	2	Read info below & go to P2a

It is necessary for the research process for us to record the session as the researchers need this material to complete the report.

P2a) Now that I've explained this, do I have your permission for recording?

Yes	1	Thank & go to P3
No	2	Thank & terminate

P3) Employees from the CRTC may also be online to observe the discussion groups. They may be provided with a list of participants' first names and profiles for their reference during the groups.

Do you agree to be observed by CRTC employees?

Yes	1	Thank & go to invitation
No	2	Go to P3a

P3a) It is standard qualitative procedure to invite clients, in this case, CRTC employees, to observe the groups online. They will be there simply to hear your opinions firsthand although they may take their own notes and confer with the moderator on occasion to discuss whether there are any additional questions to ask the group.

Do you agree to be observed by CRTC employees?

Yes	1	Thank & go to invitation
No	2	Thank & terminate

Invitation

Wonderful, you qualify to participate in one of our discussion groups / interviews. As I mentioned earlier, the group discussion will take place on [date] at [time] for up to 90 minutes; the interview will take place on [date] at [time] for 20 to 30 minutes.

Focus groups	Audience	Region/Language	Time
Thursday, February 15, 2024			
1	Adults 65 years of age and older	National (English)	2:00 pm ET / 3:00 pm AT / 3:30 pm NT / 1:00 pm CT / 12:00 pm MT / 11:00 am PT
2	Adults 65 years of age and older	National (French)	4:00 pm ET / 5:00 pm AT / 5:30 pm NT / 3:00 pm CT / 2:00 pm MT / 1:00 pm PT
3	Adults 18 years of age and older who are blind	National (English)	6:00 pm ET / 7:00 pm AT / 7:30 pm NT / 5:00 pm CT / 4:00 pm MT / 3:00 pm PT
4	Adults 18 years of age and older who are Indigenous	National (English)	8:00 pm ET / 9:00 pm AT / 9:30 pm NT / 7:00 pm CT / 6:00 pm MT / 5:00 pm PT
Interviews	**Audience**	**Region/Language**	**Time**
Monday, February 12, 2024 to Friday, February 23, 2024			
8 interviews	Adults 18 years of age and older who are culturally Deaf	National (English and French)	At a mutually convenient time
4 interviews	Adults 18 years of age and older who are deaf-blind	National (English and French)	At a mutually convenient time

Can I confirm your email address so that we can send you the information about joining the discussion?

We ask that you login a few minutes early to be sure you are able to connect and to test your sound (speaker and microphone). If you require any accessories or devices, please make sure you have them handy as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at [insert phone number] at our office. Please ask for [name]. Someone will call you in the days leading up to the discussion to remind you.

So that we can call you to remind you about the discussion or contact you should there be any changes, can you please confirm your name and contact information for me?

First name
Last name
email
Daytime phone number
Evening phone number

If the respondent refuses to give their first or last name, email or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the discussion group. If they still refuse thank & terminate.

Appendix D: Discussion Guide

Introduction

Section time: 10 min / Cumulative time: 10 min

Moderator introduces herself/himself and her/his role: role of moderator is to ask questions, make sure everyone has a chance to express themselves, keep track of the time, be objective/no special interest.

- The name of the firm the moderator works for, and the type of firm that employs them (i.e., an independent marketing research firm).
- I would like to acknowledge that I am joining from the traditional, unceded territory of the Algonquin Anishinaabe nation. I recognize that we are all joining from different places and encourage you to share the Indigenous traditional territory you are joining from as part of your introduction later.
- Role of participants: speak openly and frankly about opinions, remember that there are no right or wrong answers and no need to agree with each other.
- Results are confidential (to be kept secret or private) and reported all together/individuals are not identified/participation is voluntary.
- The length of the session (1.5 hours).
- The presence of any observers, their role and purpose, and the means of observation (observers viewing and listening in remotely).
- The presence and purpose of any recording being made of the session.
- Confirm participants are comfortable with the platform and some of the specific settings such as: how to mute and unmute themselves; where the hand raise button is; and the chat box.
- As mentioned, when we invited you to participate in this discussion group, we're conducting research on behalf of the Canadian Radio-television and Telecommunications Commission (CRTC). The purpose is to explore your experience and understanding of mobile wireless and/or home internet plans in Canada.

Moderator will go around the table and ask participants to introduce themselves.

Introduction of participants: To get started, please tell us your first name, where you are joining us from, what you do during the day, and one of your favourite interests or hobbies.

Warm-up

Section time: 15 min / Cumulative time: 25 min

Today we will be talking about broadband (Internet) service. When we say broadband service, we are referring to access to the Internet, through either or both mobile wireless (cellphones) or home Internet. Throughout the discussion, when we talk about these services, we really only mean Internet or mobile wireless service for personal use or at home – not any experiences relating to those services being provided to your workplace or anywhere else.

To begin, I would like to understand which service you have (mobile wireless, home Internet or both) and how you went about acquiring those services/plans.

- To begin, can we go around the virtual table and have everyone tell us which broadband services they have? And whether these services are bundled with other services (cellphone, home phone, cable television)?
- How often do you research or shop for broadband services – whether Internet or wireless mobile?
- What are you trying to find out? Why?

Pre-sale information needs

Section time: 25 min / Cumulative time: 50 min

I would like to spend a bit of time to get a better understanding about your experience shopping for or researching options for broadband (Internet) service. We'd like to start by inviting you to think back on your past experiences purchasing new or different Internet services for personal use; changing providers; renewing or renegotiating a contract for Internet services for personal use; or shopping for or researching different Internet services.

[Moderator to ask the following questions for both wireless mobile and/or home Internet]:

- [Hands up] Now, if you had to purchase new or different services, how many of you feel you know enough information about your broadband service to comfortably make decisions about it?
    - How do you find information on the service? Do you research?
- Where do you search or who do you speak to, to find information on broadband (Internet) services?
    - Is the information you are looking for available or easy to access?
    - Is it clear and easy to understand?
- Are you satisfied with the information the broadband (Internet) service providers make available about different services they are selling? Why or why not?
    - How easy is it to find the kind of information you really want to have in order to make your decision?
    - Is there information that is missing or difficult to find? If so, what?
    - Is it presented in ways that make it easy to compare to other services/providers in order to make the best decision over which provider or option to select?
- [Chat] Now, we'd like to know what the most important factor you consider when deciding which provider/service to go with. Please type your response in the chat box.
- And what about these other factors? Please indicate which of the following you like to know when trying to decide which provider/service to go with:

    - Price
    - Length of contract
    - Reliability
    - Any costs associated with cancelling or changing the service or contract
    - How much data can be used each month
    - Overage fees
    - The service agreement or contract
    - Policies for service calls
    - Policies for outages
    - Policies for disconnection
    - The existence and cost of any service deposits

- Metrics such as lagging and/or jittering
- Speed of uploading and downloading
- Coverage
- What is included (e.g., phone, router, minutes, long distance, texting)
- When any limited time discounts expire
- The company or brand

- When shopping or researching are you satisfied with your ability to get the specifics you wanted when you were shopping or comparing?
  - If not, which ones are hardest to get? Which would you have really want to have? Why?

Post-sale information needs

Section time: 15 min / Cumulative time: 65 min

For people who have purchased, negotiated, or arranged [broadband (Internet) service/mobile wireless service] for personal use in the past year, I would like to take a little bit of time to understand how you feel about the information you got or get from your provider relating to that latest agreement.

[Moderator to ask the following questions for both wireless mobile and/or home Internet]:

- How often do you want or need information about your current service agreement or contract?
  - When do you want the information? What are you usually doing with it?
- Do you feel like you know enough about your current service agreement/contract? Why or why not?
  - What are the kinds of details you most need to know? (Probe: price, speed, data use, etc.) Do you have or know where to get this information?
  - Are there any things you don't know, but wish you did?
- Are you satisfied with the language in your current service agreement? Is it easy to read? To access? To understand? Why or why not?

- When you are trying to compare what you get in your current service agreement or contract with what you may be able to get with a new package – either with your current provider or with another provider – do you find what you need to feel comfortable you are making the right decision about whether or not to change and what to change to?
  - What kinds of challenges, if any, do you run into when doing this?

Reactions to the proposed label (concept)

Section time: 20 min / Cumulative time: 85 min

Now, I would like to show you an example of how information could be required to be displayed by broadband (Internet) service providers to provide shoppers with standardized information for broadband (Internet) service options being sold or promoted – whether home Internet or wireless mobile.

The goal is to ensure that Canadians can more easily compare options available to them and know what they bought if they did purchase a plan. One possible approach we'll discuss today is a common label, like a "nutrition" label one could find on food packaging, but about the broadband service being sold.

Please note, this draft is still early stages and is meant to give us something to talk about today. I want you to think about the idea of having standard information in a standard format and not to get caught up in the specific design/creative.

[Moderator to share image of label on screen. Participants will be given a few minutes to review/digest in silence. Group discussion would follow using the following prompts.

- Overall, what is your reaction to this idea?
  - What, if anything, do you like? What, if anything, do you dislike? Why?
  - Is there enough information? Too much?
  - Is there anything missing that you would find particularly helpful?
  - [Probe on which information feels "too much"?]
- How helpful would this be for you personally when shopping for broadband (Internet) services?
  - Now how helpful do you think this would be for others while shopping for broadband?
- Do you find the information presented in this way easy or hard to understand? Why?
- [For disability-focused focus groups or interviews] How could this information be conveyed in an accessible format that would be useful to you?
- How likely are you to actively use something like that when shopping for broadband services? Why?
- Would something like this make it easier for you to make the best decision over which provider or option to choose? Why or why not?
- Would you support or oppose something like this being available to consumers when shopping for any broadband (Internet) service in Canada? Why?
- Do you find the specific format of a "nutrition" label useful/helpful in this broadband (Internet) context?
  - Is there a better way to present this information?

Conclusion

Section time: 5 min / Cumulative time: 90 min

[Moderator to request additional questions are sent via the chat box directly to the moderator and probe on any additional areas of interest.]

- This concludes what we needed to cover today/tonight. We really appreciate you taking the time to share your views. Your input is very important and will be treated confidentially.
- Do you have any final thoughts or advice to pass along to the CRTC?
- And, again, all of your responses will be kept confidential.

Appendix

Concept

Service Plan Facts

Provider Name

Service Plan Name and/or Speed Tier

Fixed or Mobile Broadband Consumer Disclosure

Monthly Price	**[$]**

This Monthly Price [is/is not] an introductory rate. [if introductory rate is applicable, identify length of introductory period and the rate that will apply after introductory period concludes]

This Monthly Price [does not] require[s] a [x year/x month] contract. [only required if applicable; if so, provide link to terms of contract]

Additional Charges & Terms

Provider Monthly Fees	
[Itemize each fee or enter "None."]	[$]
One-time Fees at the Time of Purchase	
[Itemize each fee or enter "None."]	[$]
Early Termination Fee	[$]
HST/GST	**[Varies by Location/Taxes Included]**

Discounts & Bundles

Click **Here** for available billing discounts and pricing options for broadband service bundled with other services like video, phone, and wireless service, and use of your own equipment like modems and routers. [Any links to such discounts and pricing options on the provider's website must be provided in this section.]

Speeds Provided with Plan

Typical Download Speed	**[] Mbps**
Typical Upload Speed	**[] Mbps**
Typical Latency	**[] ms**
Typical Jitter	**[] ms**
Data Included with Monthly Price	**[] GB**
Charges for Additional Data Usage	**[$/GB]**

Network Management	**Read our Policy**
Privacy	**Read our Policy**

For more information, see your

Critical Information Summary

Customer Support

Contact Us: example.com/support / (555) 555-5555

Learn more about the terms used on this label by visiting the Canadian Radio-Television and Telecommunications website.

crtc.gc.ca/label

[Unique Plan Identifier Ex. C00ASD23145SAD2311]

Appendix E: Interview Guide

CRTC Broadband study

Introduction

As mentioned, when we invited you to participate, we are conducting research on behalf of the Canadian Radio-television and Telecommunications Commission (CRTC). The purpose is to explore your experience and understanding of mobile wireless and/or home internet plans in Canada.

Rest assured all of your responses are confidential (to be kept secret or private). We report all of the responses together. Individuals are not identified.

- Can you please take a moment to introduce yourself? Please tell us your first name, where you are joining us from, what you do during the day, and one of your favourite interests or hobbies.

  Insert response here.

Context

The focus of this study is on broadband (Internet) service. When we say broadband service, we are referring to access to the Internet, through either or both mobile wireless (cellphones) or home Internet. When we talk about these services, we really only mean Internet or mobile wireless service for personal use or at home – not any experiences relating to those services being provided to your workplace or anywhere else.

To begin, I would like to understand which service you have (mobile wireless, home Internet or both) and how you went about acquiring those services/plans.

- Can you please tell us which broadband services you have? And whether these services are bundled with other services (cellphone, home phone, cable television)?

  Insert response here.

- How often do you research or shop for broadband services – whether Internet or wireless mobile?

  Insert response here.

- What are you trying to find out? Why?

  Insert response here.

Pre-sale information needs

I would like to spend a bit of time to get a better understanding about your experience shopping for or researching options for broadband (Internet) service. Please think back on your past experiences purchasing new or different Internet services for personal use; changing providers; renewing or renegotiating a contract for Internet services for personal use; or shopping for or researching different Internet services.

- If you had to purchase new or different services, do you feel you know enough information about your broadband service to comfortably make decisions about it?
  - How do you find information on the service? Do you research?

  Insert response here.

- Where do you search or who do you speak to, to find information on broadband (Internet) services?
  - Is the information you are looking for available or easy to access?
  - Is it clear and easy to understand?

  Insert response here.

- Are you satisfied with the information the broadband (Internet) service providers make available about different services they are selling? Why or why not?

  Insert response here.

  - How easy is it to find the kind of information you really want to have in order to make your decision?

  Insert response here.

  - Is there information that is missing or difficult to find? If so, what?

  Insert response here.

  - Is it presented in ways that make it easy to compare to other services/providers in order to make the best decision over which provider or option to select?

  Insert response here.

- What is the most important factor you consider when deciding which provider/service to go with?

  Insert response here.
- And what about these other factors? Please indicate [by highlighting or using blue font] which of the following you like to know when trying to decide which provider/service to go with:

  - Price
  - Length of contract
  - Reliability

- Any costs associated with cancelling or changing the service or contract
    - How much data can be used each month
    - Overage fees
    - The service agreement or contract
    - Policies for service calls
    - Policies for outages
    - Policies for disconnection
    - The existence and cost of any service deposits
    - Metrics such as lagging and/or jittering
    - Speed of uploading and downloading
    - Coverage
    - What is included (e.g., phone, router, minutes, long distance, texting)
    - When any limited time discounts expire
    - The company or brand

- When shopping or researching are you satisfied with your ability to get the specifics you wanted when you were shopping or comparing?
    - If not, which ones are hardest to get? Which would you have really want to have? Why?

  Insert response here.

Post-sale information needs

If you have purchased, negotiated, or arranged [broadband (Internet) service/mobile wireless service] for personal use in the past year, I would like to take a little bit of time to understand how you feel about the information you got or get from your provider relating to that latest agreement.

- How often do you want or need information about your current service agreement or contract?
    - When do you want the information? What are you usually doing with it?

  Insert response here.

- Do you feel like you know enough about your current service agreement/contract? Why or why not?
    - What are the kinds of details you most need to know? (Probe: price, speed, data use, etc.) Do you have or know where to get this information?
    - Are there any things you don't know, but wish you did?

  Insert response here.

- Are you satisfied with the language in your current service agreement? Is it easy to read? To access? To understand? Why or why not?

  Insert response here.

- When you are trying to compare what you get in your current service agreement or contract with what you may be able to get with a new package – either with your current provider or with another provider – do you find what you need to feel comfortable you are making the right decision about whether or not to change and what to change to?
    - What kinds of challenges, if any, do you run into when doing this?

  Insert response here.

Reactions to the proposed label (concept)

Now, I would like to show you an example of how information could be required to be displayed by broadband (Internet) service providers to provide shoppers with standardized information for broadband (Internet) service options being sold or promoted – whether home Internet or wireless mobile.

The goal is to ensure that Canadians can more easily compare options available to them and know what they bought if they did purchase a plan. One possible approach is a common label, like a "nutrition" label one could find on food packaging, but about the broadband service being sold.

Please note, this draft is still early stages and is meant to give us something to talk about today. I want you to think about the idea of having standard information in a standard format and not to get caught up in the specific design/creative.

Service Plan Facts

Provider Name

Service Plan Name and/or Speed Tier

Fixed or Mobile Broadband Consumer Disclosure

Monthly Price	**[$]**

This Monthly Price [is/is not] an introductory rate. [if introductory rate is applicable, identify length of introductory period and the rate that will apply after introductory period concludes]

This Monthly Price [does not] require[s] a [x year/x month] contract. [only required if applicable; if so, provide link to terms of contract]

Additional Charges & Terms

Provider Monthly Fees	
[Itemize each fee or enter "None."]	[$]
One-time Fees at the Time of Purchase	
[Itemize each fee or enter "None."]	[$]
Early Termination Fee	[$]
HST/GST	**[Varies by Location/Taxes Included]**

Discounts & Bundles

Click **Here** for available billing discounts and pricing options for broadband service bundled with other services like video, phone, and wireless service, and use of your own equipment like modems and routers. [Any links to such discounts and pricing options on the provider's website must be provided in this section.]

Speeds Provided with Plan	
Typical Download Speed	**[] Mbps**
Typical Upload Speed	**[] Mbps**
Typical Latency	**[] ms**
Typical Jitter	**[] ms**
Data Included with Monthly Price	**[] GB**
Charges for Additional Data Usage	**[$/GB]**
Network Management	**Read our Policy**
Privacy	**Read our Policy**

For more information, see your **Critical Information Summary**

Customer Support

Contact Us: example.com/support / (555) 555-5555

Learn more about the terms used on this label by visiting the Canadian Radio-Television and Telecommunications website.

crtc.gc.ca/label

[Unique Plan Identifier Ex. C00ASD23145SAD2311]

- Overall, what is your reaction to this idea?

  Insert response here.

  - What, if anything, do you like? What, if anything, do you dislike? Why?

  Insert response here.

- Is there enough information? Too much? (If too much) What is too much?

  Insert response here.

- Is there anything missing that you would find particularly helpful?

  Insert response here.

- How helpful would this be for you personally when shopping for broadband (Internet) services?
  - Now how helpful do you think this would be for others while shopping for broadband?

  Insert response here.

- Do you find the information presented in this way easy or hard to understand? Why?

  Insert response here.

- How could this information be conveyed in an accessible format that would be useful to you?

  Insert response here.

- How likely are you to actively use something like that when shopping for broadband services? Why?

  Insert response here.

- Would something like this make it easier for you to make the best decision over which provider or option to choose? Why or why not?

  Insert response here.

- Would you support or oppose something like this being available to consumers when shopping for any broadband (Internet) service in Canada? Why?

  Insert response here.

- Do you find the specific format of a “nutrition” label useful/helpful in this broadband (Internet) context?
  - Is there a better way to present this information?

  Insert response here.

Conclusion

- This concludes what we needed to cover. We really appreciate you taking the time to share your views. Your input is very important and will be treated confidentially.
- Do you have any final thoughts or advice to pass along to the CRTC?

  Insert response here.

- And, again, all of your responses will be kept confidential. We will be in touch if with follow-up questions.

Appendix F: Survey Questionnaire

SURVEY QUESTIONNAIRE

CRTC 2023-24 Broadband Consumer Information Needs

Landing Page

Thank you for agreeing to take part in this short survey on consumer information. We anticipate that the survey will take approximately 10 minutes to complete.
[NEXT]

Please select your language. / Veuillez sélectionner votre langue. [English / Anglais OR Français / French]

Intro Page All Respondents

Background information
This research is being conducted by Earnscliffe Strategies, a Canadian public opinion research firm, on behalf of the Government of Canada.

The purpose of this online survey is to collect opinions and feedback from Canadians that will be used by the Canadian Radio-television and Telecommunications Commission (CRTC) to help inform CRTC's policies and practices relating to the information needs of Canadian consumers.

How does the online survey work?

- You are being asked to offer your opinions and experiences through an online survey.
- We anticipate that the survey will take 10 minutes to complete.
- Your participation in the survey is completely voluntary.
- Your decision on whether or not to participate will not affect any dealings you may have with the Government of Canada.

What about your personal information?

1. The personal information you provide is governed in accordance with the *Privacy Act* and in accordance with the *Treasury Board Directive on Privacy Practices*. We only collect the information we need to conduct the research project.
2. **Purpose of collection**: We require your personal information such as demographic information to better understand the topic of the research. However, your responses are always combined with the responses of others for analysis and reporting; you will never be identified.
3. **For more information:** This personal information collection is described in the standard personal information bank Public Communications – PSU 914, in Info Source, available online at infosource.gc.ca.
4. **Your rights under the *Privacy Act*:** In addition to protecting your personal information, the *Privacy Act* gives you the right to request access to and correction of your personal information. You also have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly.

What happens after the online survey?

The final report written by Earnscliffe Strategies will be available to the public from Library and Archives Canada (http://www.bac-lac.gc.ca) six months after the end of fieldwork.

If you have any questions about the survey, you may contact Earnscliffe Strategies at info@earnscliffe.ca.

Your input is greatly appreciated, and we look forward to receiving your feedback.

[CONTINUE]

Screening

1. Which gender do you identify as?

Male	1
Female	2
Other	3
Prefer not to answer	9

2. What is your age in years?

[IF YOUNGER THAN 18 YEARS, THANK & TERMINATE]

[IF RESPONDENT REFUSES TO PROVIDE AGE, ASK:] Into which of the following age categories do you fit?

Under 18	0
18-19	1
20-24	2
25-29	3
30-34	4
35-39	5
40-49	6
50-64	7
65-74	8
75+	9

[IF UNDER 18 OR STILL REFUSAL, THANK & TERMINATE]

3. Which of the following provinces or territories do you live in?

Newfoundland and Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9

British Columbia	10
Yukon	11
Nunavut	12
Northwest Territories	13
Prefer not to say [THANK & TERMINATE]	99

4. Do you or does someone in your household work in one of the following? Please select all that apply. [SELECT ALL]

   A company that provides Internet services
   Competition Bureau
   Innovation, Science and Economic Development Canada (ISED)
   Canadian Radio-television and Telecommunications Commission (CRTC)
   None of the above
   [UNLESS NONE OF THE ABOVE, THANK AND TERMINATE]

5. Throughout this study, the term **"home Internet service" refers to a service which provides you access to the Internet at your home,** such as via a coaxial cable or a fixed antenna**.** Please indicate which of the following, if any, you have done in the past year. Please select all that apply. [SELECT ALL]

   Purchased new or different home Internet services for personal use and/or changed home Internet service providers
   Renewed or renegotiated a contract for home Internet services for personal use
   Shopped for or done research on home Internet services
   None of the above

6. Throughout this study, the term **"mobile wireless service" refers to a service which provides you with mobile access to the Internet by being connected to a cellular network,** such as directly through your cellular device or indirectly using a mobile Internet hotspot device**.** Please indicate which of the following, if any, you have done in the past year. Please select all that apply. [SELECT ALL]

   Purchased new or different mobile wireless services for personal use and/or changed mobile wireless service providers
   Renewed or renegotiated a contract for mobile wireless services for personal use
   Shopped for or done research on mobile wireless services
   None of the above

   [IF NONE OF THE ABOVE TO **BOTH** Q2 AND Q3, THANK AND TERMINATE]

7. Which of the following telecommunications and television services do you currently have for your personal use? Please select all that apply. [SELECT ALL]

   Mobile wireless/Cellphone
   Home phone/Land line
   Internet at home
   TV Service (e.g. Cable TV, satellite TV excluding online only TV services like Netflix, Crave TV and Club Illico)

None of the above
Prefer not to answer 8
Don't know 9

8. [FOR THOSE WITH BOTH WIRELESS AND INTERNET SERVICES] Are your Internet and mobile wireless services part of a bundle together?

Yes
No
Prefer not to answer 8
Don't know 9

Section 1: Pre-sale information needs

When shopping for each of the following services, how knowledgeable do you consider yourself to be about what to look for and what best suits your needs? [RANDOMIZE]

9. Mobile wireless services
10. Home Internet services

Not knowledgeable at all	1
A little knowledgeable	2
Moderately knowledgeable	3
Very knowledgeable	4
Don't know	8
Prefer not to answer	9

When was the most recent time that you researched different options available to you for each of the following services? [RANDOMIZE]

11. Mobile wireless services
12. Home Internet services

Within the past month
Within the past six months
Within the past year
Within the past 3 years
More than 3 years ago
Prefer not to answer 8
Don't know 9

And looking ahead, how likely do you think it is that you will research different options available to you over the next 12 months for each of the following services? [RANDOMIZE]

13. Mobile wireless services
14. Home Internet services

Definitely not 1

Not likely	2
Likely	3
Definitely will	4
Prefer not to answer	8
Don't know	9

Overall, how satisfied or dissatisfied would you say you are with the information you are able to find when shopping for each of the following services? [RANDOMIZE]

15. Mobile wireless services
16. Home Internet services

Very dissatisfied	1
Somewhat dissatisfied	2
Neither satisfied nor dissatisfied	3
Somewhat satisfied	4
Very satisfied	5
Prefer not to answer	8
Don't know	9

The next questions focus specifically on when you are shopping for **mobile wireless services**. You will later be asked the same questions for home Internet services. Please rate how satisfied or dissatisfied you are with each of the following criteria when shopping for mobile wireless services. [RANDOMIZE]

17. Being able to get the specific information you really want to have
18. How easy it is to understand the information provided by mobile wireless providers
19. The amount of information you are able to find
20. The ability to compare information provided by different mobile wireless providers

Very dissatisfied	1
Somewhat dissatisfied	2
Neither satisfied nor dissatisfied	3
Somewhat satisfied	4
Very satisfied	5
Prefer not to answer	8
Don't know	9

There are a wide variety of criteria people might use when trying to decide what mobile wireless service to go with. For each of the following, please indicate whether this is a criteria that is absolute necessary for you to know, helpful to know but not absolutely necessary or not really information that matters to you when trying to decide what mobile wireless service to go with. [RANDOMIZE]

21. Price
22. Coverage
23. Length of contract commitment
24. Network Generation (e.g. 3G, 4G, 5G)
25. Overage fees
26. Reliability (record of service outages)

27. Any costs associated with cancelling or changing the service or contract
28. How much data can be used each month
29. What happens, if anything, for going over a data limit
30. The service agreement or contract
31. Policies for outages
32. Policies for disconnection
33. The existence and cost of any service deposits
34. When any limited time discounts expire
35. Network performance metrics such as latency and/or jittering
36. The company or brand

Absolutely necessary information	
Helpful to know	
Not really information that matters	
Prefer not to answer	8
Don't know	9

37. When shopping for Internet mobile wireless services and/or trying to decide what mobile wireless service provider (cellphone company) to use or what Internet mobile wireless service option (cellphone plan) to purchase, is there any particular kind of information that you find particularly hard to find or difficult to understand? [OPEN-END]

Yes (SPECIFY)	
No	
Prefer not to answer	8
Don't know	

The next questions focus specifically on when you are shopping for **home Internet services**. Please rate how satisfied or dissatisfied you are with each of the following criteria when shopping for mobile wireless services. [RANDOMIZE]

38. Being able to get the specific information you really want to have
39. How easy it is to understand the information provided by mobile wireless providers
40. The amount of information you are able to find
41. The ability to compare information provided by different mobile wireless providers

Very dissatisfied	1
Somewhat dissatisfied	2
Neither satisfied nor dissatisfied	3
Somewhat satisfied	4
Very satisfied	5
Prefer not to answer	8
Don't know	9

There are a wide variety of criteria people might use when trying to decide what home Internet service to go with. For each of the following, please indicate whether this is a criteria that is absolute necessary for you to know, helpful to know but not absolutely necessary or not really information that matters to you when trying to decide what home Internet service to go with. [RANDOMIZE]

42. Price
43. Length of contract commitment
44. Speed for uploading and downloading data
45. Reliability (record of service outages)
46. Any costs associated with cancelling or changing the service or contract
47. How much data can be used each month
48. What happens, if anything, for going over a data limit
49. The service agreement or contract
50. Policies for service calls
51. Policies for outages
52. Policies for disconnection
53. The existence and cost of any service deposits
54. When any limited time discounts expire
55. Metrics such as lagging and/or jittering
56. The company or brand

Absolutely necessary information	
Helpful to know	
Not really information that matters	
Prefer not to answer	8
Don't know	9

57. When shopping for home Internet services and/or trying to decide what Internet provider (company) to use or what Internet option to purchase, is there any particular kind of information that you find particularly hard to find or difficult to understand? [OPEN-END]

Yes (SPECIFY)	
No	
Prefer not to answer	8
Don't know	9

Section 2: Post-sale Information

[FOR THOSE WITH WIRELESS] The next questions specifically relate to your current **mobile wireless services** agreement, contract or provider.

58. [FOR THOSE WITH WIRELESS] Overall, how satisfied or dissatisfied would you say are with the information your wireless service provider gives you or makes available to you?

Very dissatisfied	1
Somewhat dissatisfied	2
Neither satisfied nor dissatisfied	3
Somewhat satisfied	4
Very satisfied	5
Prefer not to answer	8
Don't know	9

59. [FOR THOSE WITH WIRELESS] Would you describe the information provided by your current wireless service provider as easy to understand or difficult to understand?

Very easy to understand	
Easy to understand	
Neither easy nor difficult to understand	
Difficult to understand	
Very difficult to understand	
Prefer not to answer	8
Don’t know	9

60. [FOR THOSE WITH WIRELESS] Would you say there is more than enough information, enough information or not enough information provided by your wireless service provider about agreements, contracts or the service they are providing you?

More than enough information	
Enough information	
Not enough information	
Prefer not to answer	8
Don’t know	9

61. [FOR THOSE WITH WIRELESS] From the list below, please indicate any particular type of information you have found difficult to obtain from your current wireless service provider about your current service, agreement or contract. [RANDOMIZE]

Price	
Coverage	
Length of contract commitment	
Network Generation (e.g. 3G, 4G, 5G)	
Overage fees	
Reliability (record of service outages)	
Any costs associated with cancelling or changing the service or contract	
How much data can be used each month	
What happens, if anything, for going over a data limit	
The service agreement or contract	
Policies for outages	
Policies for disconnection	
The existence and cost of any service deposits	
When any limited time discounts expire	
Network performance metrics such as latency and/or jittering	
The company or brand	
Prefer not to answer	88
Don’t know	99

[FOR THOSE WITH INTERNET] The next questions specifically relate to your current **home Internet services** agreement, contract or provider.

62. [FOR THOSE WITH INTERNET] Overall, how satisfied or dissatisfied would you say are with the information your home Internet service provider gives you or makes available to you?

Very dissatisfied	1
Somewhat dissatisfied	2

Neither satisfied nor dissatisfied	3
Somewhat satisfied	4
Very satisfied	5
Prefer not to answer	8

63. [FOR THOSE WITH INTERNET] Would you describe the information provided by your current home Internet service provider as easy to understand or difficult to understand?

Very easy to understand	
Easy to understand	
Neither easy nor difficult to understand	
Difficult to understand	
Very difficult to understand	
Prefer not to answer	8
Don’t know	9

64. [FOR THOSE WITH INTERNET] Would you say there is more than enough information, enough information or not enough information provided by your home Internet service provider about agreements, contracts or the service they are providing you?

More than enough information	
Enough information	
Not enough information	
Prefer not to answer	8
Don’t know	9

65. [FOR THOSE WITH INTERNET] From the list below, please indicate any particular type of information you have found difficult to obtain your current home Internet service provider about your current service, agreement or contract. [RANDOMIZE]

Price	
Length of contract commitment	
Speed for uploading and downloading data	
Reliability (record of service outages)	
Any costs associated with cancelling or changing the service or contract	
How much data you use each month	
What happens, if anything, for going over a data limit	
The service agreement or contract	
Policies for service calls	
Policies for outages	
Policies for disconnection	
The existence and cost of any service deposits	
When any limited time discounts you have are set expire	
Metrics on performance such as lagging and/or jittering	
The company or brand	
Prefer not to answer	88
Don’t know	99

Section 3: Broadband label concept

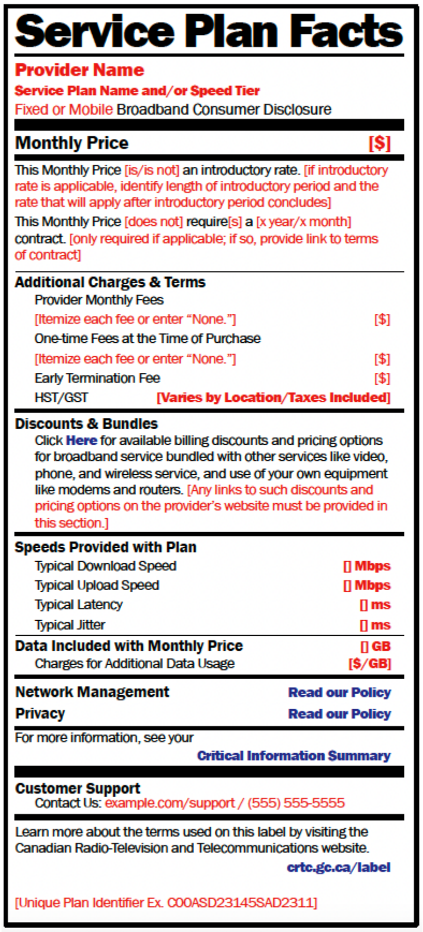
66. How helpful to you would it be, if at all, to require home Internet service providers to provide shoppers with a set of standardized information for any and all home Internet service options being sold or promoted?

Very helpful	
Helpful	
Neither	
Unhelpful	
Very unhelpful	
Prefer not to answer	8
Don’t know	9

67. One approach might be to require home Internet service providers to use a common label, like a nutrition label found on packages of food, to provide a set of standardized information for any and all home Internet service options being sold or promoted so that Canadians could more easily compare options available to them. How helpful would it be to you, if at all, to have a common label like this?

Very helpful	
Helpful	
Neither	
Unhelpful	
Very unhelpful	
Prefer not to answer	8
Don’t know	9

68. Here is an example of what a common label might look like. Please review it and then indicate how helpful you would personally find this to be when shopping for home Internet services?



Service Plan Facts

Provider Name
Service Plan Name and/or Speed Tier
Fixed or Mobile Broadband Consumer Disclosure

Monthly Price	**[$]**

This Monthly Price [is/is not] an introductory rate. [if introductory rate is applicable, identify length of introductory period and the rate that will apply after introductory period concludes]
This Monthly Price [does not] require[s] a [x year/x month] contract. [only required if applicable; if so, provide link to terms of contract]

Additional Charges & Terms

Provider Monthly Fees	
[Itemize each fee or enter "None."]	[$]
One-time Fees at the Time of Purchase	
[Itemize each fee or enter "None."]	[$]
Early Termination Fee	[$]
HST/GST	**[Varies by Location/Taxes Included]**

Discounts & Bundles
Click **Here** for available billing discounts and pricing options for broadband service bundled with other services like video, phone, and wireless service, and use of your own equipment like modems and routers. [Any links to such discounts and pricing options on the provider's website must be provided in this section.]

Speeds Provided with Plan

Typical Download Speed	**[] Mbps**
Typical Upload Speed	**[] Mbps**
Typical Latency	**[] ms**
Typical Jitter	**[] ms**
Data Included with Monthly Price	**[] GB**
Charges for Additional Data Usage	**[$/GB]**
Network Management	**Read our Policy**
Privacy	**Read our Policy**

For more information, see your
Critical Information Summary

Customer Support
Contact Us: example.com/support / (555) 555-5555

Learn more about the terms used on this label by visiting the Canadian Radio-Television and Telecommunications website.
crtc.gc.ca/label

[Unique Plan Identifier Ex. C00ASD23145SAD2311]

Very helpful
Helpful
Neither
Unhelpful
Very unhelpful
Prefer not to answer 8
Don't know 9

69. Would requiring home Internet service providers to provide this sort of standardized information make it easier or more difficult for you to make the best decision over what provider or option to choose?

Much easier to compare
Easier to compare
Neither easier nor more difficult to compare
More difficult to compare
Much more difficult to compare
Prefer not to answer 8
Don't know 9

70. Regardless of how helpful you would personally find this kind of label to be, how strongly would you support or oppose something like this being introduced for all consumers to see when shopping for any home Internet services in Canada?

Strongly support	
Support	
Neutral	
Oppose	
Strongly oppose	
Prefer not to answer	8
Don't know	9

71. After agreeing to purchase home Internet services, how important would it be to you to have this sort of standardized information as a record of exactly what services you contracted in order to compare what you purchased to what else is available to consumers?

Very important	
Important	
Not very important	
Not at all important	
Prefer not to answer	8
Don't know	9

When shopping for each of the following services in the future, how helpful would it be to you to have this sort of standardized information as a record of exactly what services you have under a current contract in order to compare what you purchased to what else is available to consumers?

72. When shopping for home Internet services
73. When shopping for mobile wireless services

Very helpful	
Helpful	
Neither	
Unhelpful	
Very unhelpful	
Prefer not to answer	8
Don't know	9

Section 3: Demographics

The last few questions are strictly for statistical purposes. All of your answers are completely confidential.

74. What is the language you speak most often at home?

English	1
French	2
Other (SPECIFY)	3
Prefer not to answer	9

75. In total, how many people (including you) live in your home?

1 (live alone)	1
2	2
3	3
4 or more	4
Prefer not to answer	9

76. What is the highest level of schooling that you have completed?

Less than a high school diploma or equivalent	1
High school diploma or equivalent	2
Registered apprenticeship or other trades certificate or diploma	3
College, CEGEP or other non-university certificate or diploma	4
University certificate or diploma below bachelor's level	5
Bachelor's degree	6
Post graduate degree above bachelor's level	7
Prefer not to answer	9

77. Which of the following categories best describes your total household income for the last year? That is, the total income of all persons in your household combined, before taxes?

Under $20,000	1
$20,000 to just under $40,000	2
$40,000 to just under $60,000	3
$60,000 to just under $80,000	4
$80,000 to just under $100,000	5
$100,000 to just under $150,000	6
$150,000 and above	7
Prefer not to answer	9

78. Which of the following best describes your current employment status?

Working full-time, that is, 30 or more hours per week	1
Working part-time, that is, less than 30 hours per week	2
Self-employed	3
Unemployed, but looking for work	4
A student attending school full-time	5
A student attending school part-time	6
Retired	7
Not in the workforce (full-time homemaker, unemployed, not looking for work)	8
Prefer not to answer	9

79. Which of the following best describes where you live?

An area with a population of less than 1,000	1
A small population centre (population between 1,000 and 29,999)	2
A medium population centre (population between 30,000 and 99,999)	3
A large urban population centre (population of 100,000 and over)	4

Prefer not to answer 9

80. Do you identify as any of the following? [SELECT ALL THAT APPLY]

An Indigenous person, that is, First Nations, Métis or Inuk (Inuit)	1
A member of an ethno-cultural or a visible minority group	2
A member of the 2SLGBTQi+ community	3
Deaf	4
Blind	5
None of the above	
Prefer not to answer	99

[PRE-TEST ONLY ADD QUESTIONS A THRU J]

A. Did you find any aspect of this survey difficult to understand? Y/N
B. [IF A=YES] If so, please describe what you found difficult to understand.
C. Did you find the way of the any of the questions in this survey were asked made it impossible for you to provide your answer? Y/N
D. [IF C=YES] If so, please describe the problem with how the question was asked.
E. Did you experience any difficulties with the language? Y/N
F. [IF E=YES] If so, please describe what difficulties you had with the language.
G. Did you find any terms confusing? Y/N
H. [IF G=YES] If so, please describe what terms you found confusing.
I. Did you encounter any other issues during the course of this survey that you would like us to be aware of? Y/N
J. [IF I=YES] If so, what are they?

This concludes the survey. Thank you for your participation!