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

Public Opinion Research on the CRTC's Consumer Protection Codes 2026

Final Report

Prepared for the Canadian Radio-television and Telecommunications Commission

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Ce rapport est également disponible en français.

Canada

Public Opinion Research on the CRTC's Consumer Protection Codes 2026
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This public opinion research report presents the results of a 15-minute random digit dialling (RDD) telephone survey of 3,151 Canadians aged 18 years of age and older. The fieldwork was conducted 21 November to 21 December 2025. Based on the sample size for this study, the results can be considered accurate to within ±1.9%, 19 times out of 20.

Cette publication est également disponible en français sous le titre : *Recherche sur l'opinion publique concernant les codes de protection des consommateurs du CRTC – 2026*.

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Executive Summary

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

1. Research Purpose and Objectives

This research was conducted to help the CRTC understand Canadians' awareness of and satisfaction with the Wireless Codes, TVSP Code, and Internet Code.

The specific objectives of this POR project were the following:

- To better understand issues that affect Canadians the most as they relate to their wireless, TV and Internet services;
- To obtain data to assess whether the Wireless Code, TVSP Code, and Internet Code are continuing to meet their objectives;
- To obtain data regarding awareness of the Internet Code; and
- To measure Canadians' perception of the CRTC and how it is changing over time.

These results will be used by the CRTC to inform the actions that it should take to ensure that Canadians have the tools they need to understand their wireless service contracts and related rights. The results will also be used to identify any potential gaps in the Consumer Protection Codes.

2. Methodology

An overlapping dual-frame probability survey was conducted with n=3, 151 Canadians aged 18 years and older using random digit dialling (RDD) for data collection. The design included an oversample of Canadians living in Atlantic Canada and the Territories. Interviews averaged 15 minutes to complete, and the fieldwork was conducted between November 21 and December 21, 2025. The results were weighted to adjust for the sample design and can be considered accurate to within ±1.9%, 19 times out of 20.

3. Highlights

Canadians' behaviours and experiences with wireless, TV and Internet service providers remain largely unchanged in 2026, with longer-term trends continuing.

Awareness of the Consumer Protection Codes is low and continues to decline.

Just over one in ten (14%) Canadians clearly or vaguely recalled hearing or seeing something about the Consumer Protection Codes. The majority (86%) did not. Awareness is higher among those who characterized themselves as informed about the mandate and role of the CRTC (22%, compared to 11% of those not informed).

Most Canadians bring their own device or purchase a new phone when signing up for a wireless plan; no single payment method dominates.

Most Canadians brought their own device (BYOD) (49%) or purchased a new phone from their wireless provider (35%) when they signed up for their most recent wireless plan. Relatively few (14%) rented or leased a new phone. Year-over-year results are largely unchanged, although the longer-term trend continues, with more Canadians bringing their own devices and fewer purchasing phones from their providers. At 30%, use of rental or return plans continues to increase, up 3% this year compared to 2025. Year over year, use of other types of payment arrangements is unchanged: 28% chose a tab balance contract, 25% got a price reduction on their phone, and 17% paid their service provider in full for their phone.

Individual wireless plans are more common than shared plans, the vast majority of subscribers are on postpaid plans, and plans with monthly data limits remain the most prevalent.

Sixty-two percent of Canadians use an individual wireless plan, while thirty-six percent use a shared plan. Over the past decade, the proportion with individual plans has declined slightly as shared plans have become more common. Postpaid plans remain the preferred billing model, with 91% of Canadians subscribed to a postpaid wireless service plan. Just over half (54%) have a wireless plan with a monthly data limit, including 19% whose plan includes up to 20 GB of data and 33% whose plan includes at least 21 GB. The amount of data included in plans continues to increase over time, reflecting a longer-term shift toward higher data allowances and growing adoption of unlimited data plans.

Many use Wi-Fi to manage their data, the vast majority find it easy to do so, and most have not paid data overage fees or experienced bill shock.

This year, 69% of Canadians with a wireless plan that includes data report using Wi-Fi when available to manage or limit their data use. Much smaller proportions take other actions: 20% reduce their data use after receiving a "nearing limit" notification and 10% use tools to track their data use. Nearly 9 in 10 (88%) say it is easy to manage their data each month, a result that is unchanged from last year. Most wireless service plan subscribers (86%), moreover, have not paid data overage fees in the last 12 months, and relatively few (17%) have experienced a surprisingly high bill, referred to as "bill shock," during the last year.

Most Canadians have not changed wireless service providers in the past two years, and among those who have, price incentives remain the primary driver of switching.

Almost three quarters of Canadians (73%) have not changed wireless service providers in the past two years, while 27% report having switched providers. Although unchanged from 2025, the proportion who have switched providers has increased gradually over time, rising from 16% in 2018 to 28% in 2025 and holding at 27% this year. Among those who changed wireless providers in the past two years, the most common reason for switching continues to be getting a better deal with another provider (69%). Eight in ten (81%) found it easy to do, with almost half (47%) saying it was extremely easy to switch providers.

Relatively few Canadians have filed a complaint with their wireless, TV, or Internet service providers in the last year, and among those who did, quality of service and billing concerns are the main reasons.

Unchanged from 2025, 15% of wireless subscribers report filing a complaint about their service in the past 12 months. Complaints about TV services remain relatively uncommon, declining from 27% nearly a decade ago to 19% this year. This year, 17% of Internet subscribers report filing a complaint, down steadily since 2022 from a high of 27%. Across all services, the most common reasons for complaints are inadequate quality of service and incorrect charges on bills. Among wireless subscribers, incorrect charges are the most common reason for complaints, followed by inadequate quality of service. In contrast, among TV and Internet subscribers, inadequate quality of service is the most frequently cited reason.

Most wireless, TV and home Internet service subscribers continue to find their service contracts clear and easy to understand.

Two thirds or more said their contract is clear and easy to understand: 67% said this about their wireless and TV contracts, and 69% about their Internet contract. Conversely, relatively few subscribers find these contracts unclear and difficult to understand: 16% for wireless, 14% for TV, and 13% for Internet.

Awareness of the CRTC's role and mandate is limited, and Canadians' impressions of the agency are neutral to positive.

Three in ten Canadians feel well (22%) or very well (7%) informed about the mandate and role of the CRTC, a result that is virtually unchanged from last year. Familiarity with the CRTC has not meaningfully increased over the past decade. In 2016, 33% were informed and 66% were not; this year, 29% are informed, while 69% are not. Consistent with previous years, impressions of the CRTC are more likely to be neutral (46%) or favourable (25%) than unfavourable (16%). Those familiar with the Consumer Protection Codes (39%) and the role and mandate of the CRTC (48%) are more likely to hold a favourable view.

I hereby certify as a Senior Officer of Phoenix SPI that the deliverables fully comply with the Government of Canada's political neutrality requirements outlined in the *Policy on Communications and Federal Identity* of the Government of Canada and Directive on the Management of Communications. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.

Alethea Woods
President
Phoenix Strategic Perspectives Inc.

The contract value was $145,177.72 (including applicable taxes).

Introduction

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

Background

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

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

To track the effectiveness of the Wireless Code and Canadians' opinions over time, the CRTC regularly conducts POR. In 2014, the CRTC conducted an initial POR on the Wireless Code to obtain preliminary data and establish a benchmark for future evaluations. This POR has been repeated every year since 2014 to gather data on how consumers' understanding of wireless service contracts and related rights has changed between the implementation of the Wireless Code and the review.

Since the initial POR in 2014, additional questions concerning Canadians' perception of the CRTC have been added to the survey, as well as questions to explore relevant topics on the CRTC's Television Service Provider (TVSP) Code (Broadcasting Regulatory Policy 2016-1) that came into effect on 1 September 2017, and the Internet Code (Telecom Regulatory Policy 2019-269), which came into effect on 31 January 2020. The inclusion of the topics that reach beyond the Wireless Code led to a new title for the study: *Public Opinion Research on the CRTC's Consumer Protection Codes*.

Purpose and Research Objectives

The main purpose of this research is to provide the CRTC with a deeper understanding of issues affecting Canadians with relation to the Wireless Code, such as wireless complaints, data usage, bill shock, and ease of switching service providers. The specific objectives of this year's survey are the following:

- to better understand issues that affect Canadians the most as they relate to their wireless, TV and Internet services;
- to obtain data to assess whether the Wireless Code, TVSP Code, and Internet Code (collectively referred to a "Consumer Protection Codes") are continuing to meet their objectives, which include ensuring that consumers are empowered to make informed decisions;
- to obtain data regarding awareness of the Internet Code; and

- to measure Canadians' perception of the CRTC and how it is changing over time.

This POR will help the CRTC to understand Canadians' awareness of and/or satisfaction with the Consumer Protection Codes (now and over time). The results will be used to: 1) inform the actions the CRTC should take to ensure that Canadians have the tools they need to understand their wireless service contracts and related rights; and 2) identify potential gaps in the Consumer Protection Codes.

Methodology

An overlapping dual-frame probability survey was conducted with n=3, 151 Canadians aged 18 years and older using random digit dialling (RDD) for data collection. The design included an oversample of Canadians living in Atlantic Canada and the Territories. The target population was Canadians with and without wireless plans, including cellphone only households, Canadians under contract with TVSP, and Canadians under contract with an Internet service provider. Interviews averaged 15 minutes to complete, and the fieldwork was conducted between 21 November and 21 December 2025. The results were weighted to adjust for the sample design and can be considered accurate to within ±1.9%, 19 times out of 20. The margins of error are greater for results pertaining to subgroups of the total sample.

Notes to readers

- In the report, survey respondents are referred to as "Canadians" and "respondents" interchangeably for clarity and readability. Citizenship, however, was not an eligibility requirement, which means that survey respondents may include Canadians citizens, landed immigrants or permanent residents as well as non-permanent residents.
- The question wording, the number of respondents, and the target population are shown under each figure in the report.
- All results are expressed as percentages unless otherwise noted. Throughout the report, percentages may not always add up to 100 due to rounding, multiple responses, or respondents electing to not respond.
- As noted, the total number of survey respondents is 3,151. At times, however, the number of respondents changes in the report because questions were asked of subsamples of the survey population. Accordingly, readers should exercise caution when interpreting results based on smaller numbers of respondents.
- This report discusses differences in survey responses by selected segments, or subgroups, of the survey sample. When reporting subgroup variations:
  - The only differences discussed in the report are those that are significant at the 95% confidence level and that pertains to a subgroup sample size of at least n=30.
  - If subgroup differences are not discussed for certain questions, it can be assumed that there were no significant differences to note.
- Tracking data is included in the analysis. As noted, this POR has been conducted annually since 2014. When reporting differences over time, the only differences that exceed the margin of

sampling error for the survey are reported. Data on impressions of the CRTC is available from 2008 to present.

- A full set of tabulated data is available under separate cover.
- The survey questionnaire can be found in the Appendix along with more information about the technical specifications of the research.

Detailed Findings

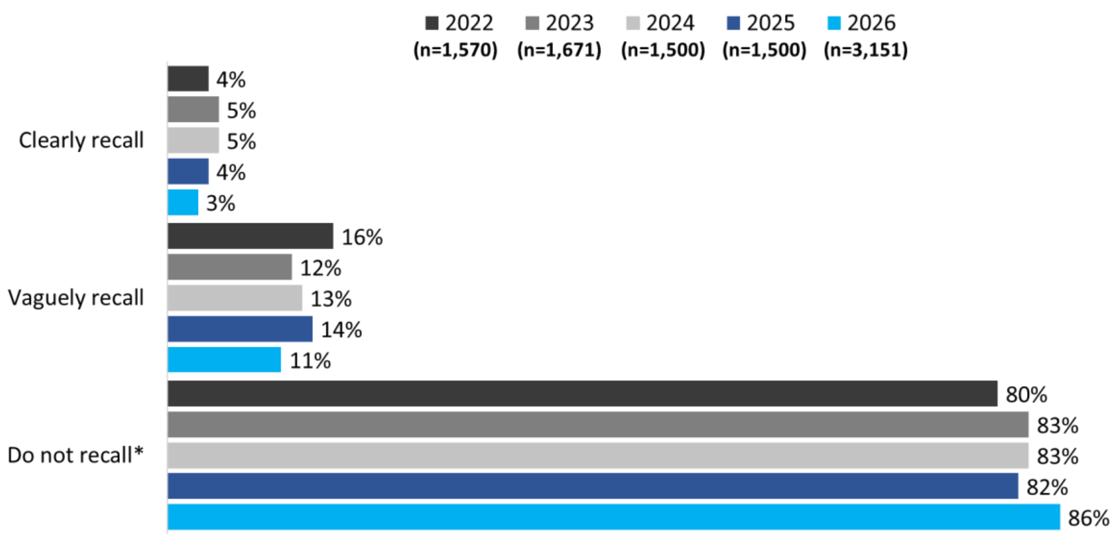
1. Awareness of the Consumer Protection Codes

Awareness of the Consumer Protection Codes remains low

Recall of the Wireless, Internet and TV Service Provider (TVSP) Codes, collectively referred to as the Consumer Protection Codes, continues to decline over time, from 20% during the baseline survey conducted in 2022 to 14% this year (3% clearly aware and 11% vaguely aware).

Respondents were informed that the Consumer Protection Codes were created to make contracts easier to understand and to contribute to a more dynamic marketplace before being asked whether they recalled hearing or seeing anything about these Codes.

Figure 1: Recall of consumer protection codes



*Includes those who said: "Don't know".
WC1. The Wireless Code, Internet Code, and TV Service Provider Code were created to make contracts easier to understand and to contribute to a more dynamic marketplace. To what extent, if any, would you say you recall hearing or seeing anything about these Codes? Would you say you clearly recall, vaguely recall or do not recall? Base: all respondents.

There were no consistent demographic trends with respect to of awareness of the Consumer Protection Codes. Awareness, however, is higher among respondents who characterized themselves as informed about the mandate and role of the CRTC (22%, compared to 11% of those not informed).

2. Wireless Code

Almost nine in ten (87%) surveyed Canadians reported owning a cell phone, smartphone, or other wireless device, while 7% have a device that is provided and paid for by the employer. Ownership of personal devices is highest in British Columbia (92%) and lowest in the Territories (77%). It is also more common among younger Canadians, reaching 92% among 18–34-year-olds, compared with

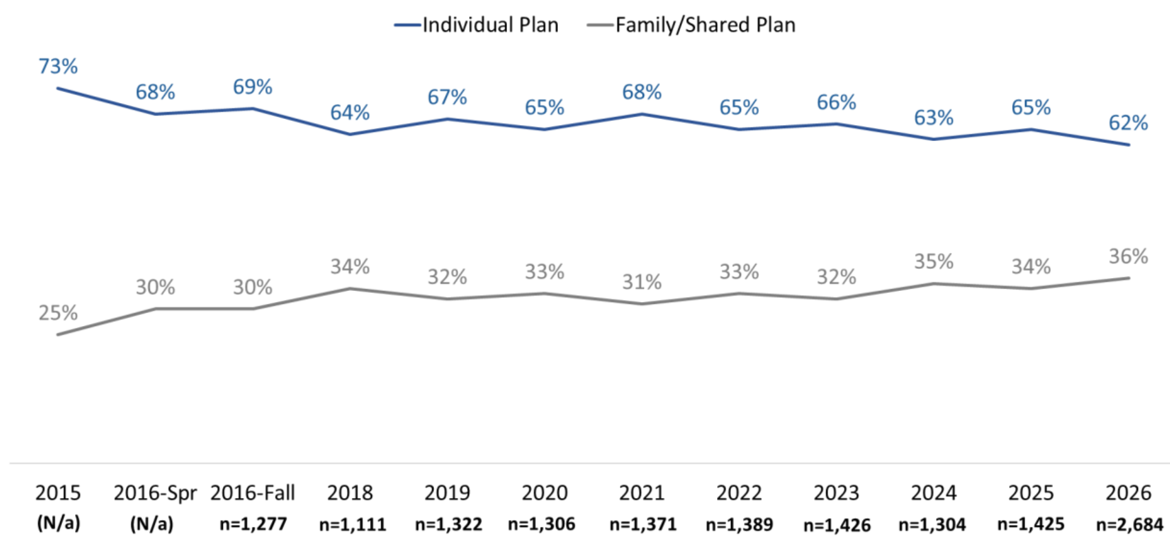
81% of those aged 65 and older. In addition, ownership is lower among households reporting annual incomes below $40,000 (81%, compared to 89% of those reporting higher income households).

2.1 Types of Wireless Plans

Most Canadians are on an individual wireless contract

About six in ten Canadians (62%) use an individual wireless plan, compared with slightly more than one third (36%) who use a family or shared plan. The trend over the last decade is a decline in individual wireless plans in favour of shared plans, with this year marking the lowest incidence of individual plans and the highest incidence of family plans since tracking began.

Figure 2: Account Type



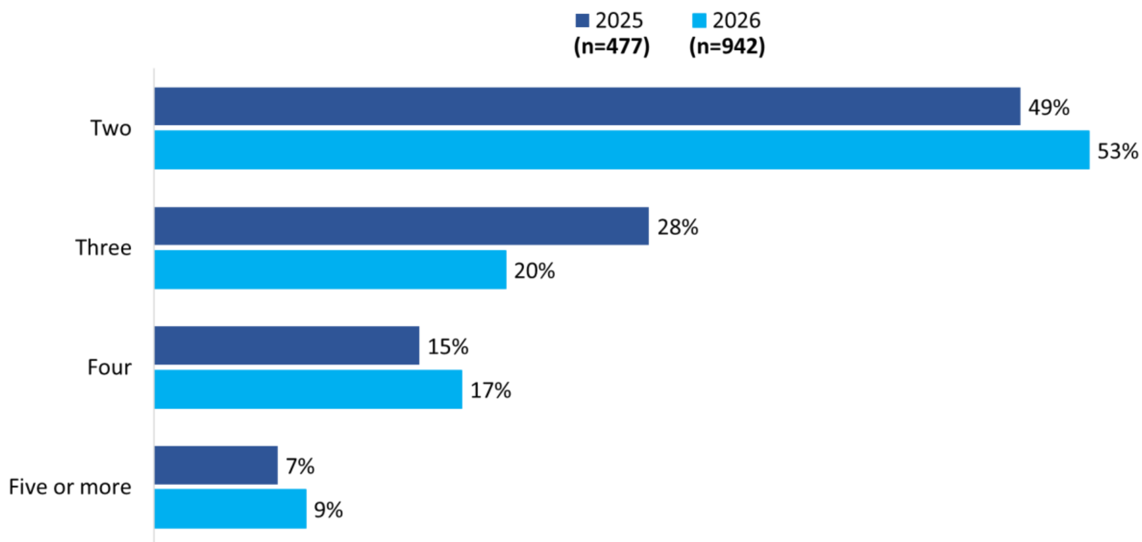
WC2. Is it an individual plan or a family or shared plan? Base: those with cell or wireless phone service contract or plan.

As household income rises, Canadians are less likely to be enrolled in an individual, declining from 72% among those with annual household incomes under $40,000 to 51% among those earning $100,000 or more. Conversely, enrollment in family or shared plans increases with income, from 27% among those earning under $40,000 to 48% among those earning $150,000 or more.
This pattern is partly influenced by differences in household composition, but it remains evident even among multi-person households.

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

Among Canadians on a shared wireless plan (n=942), approximately half (53%) share their plan with one other person. Among the remainder, similar proportions reported having three (20%) or four (17%) members on their plan, while one in ten (9%) reported five or more members.

Figure 3: Number of Members on the Shared Plan



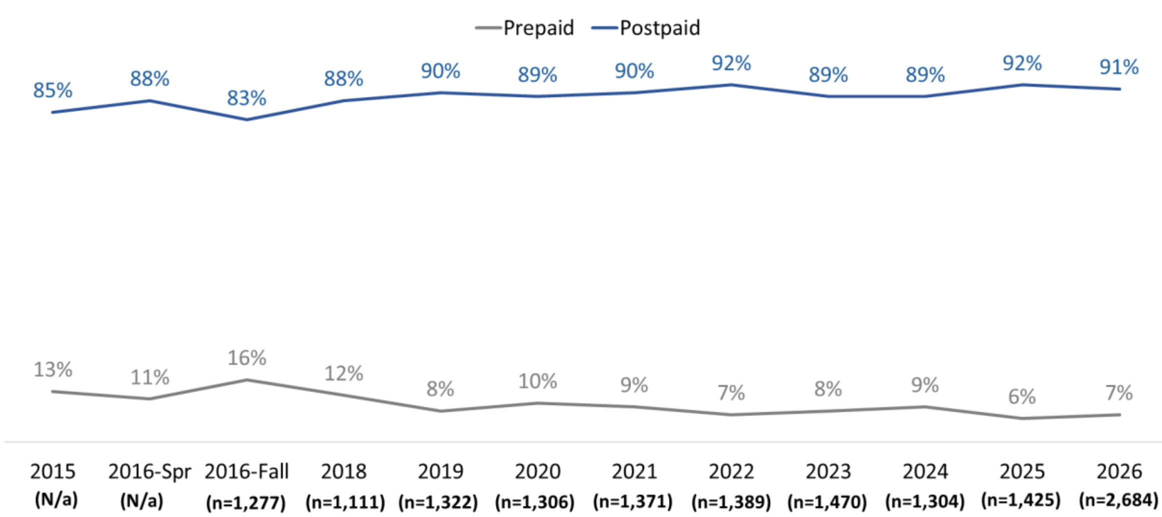
WC3. How many members are on your shared plan? Respondents with a shared plan.

Canadians aged 65 and older (76%) are most likely to share their plan with just one other person, likely due to life stage factors such as smaller households and fewer dependents.

Nine in ten Canadians are on a postpaid wireless service plan

Consistent with previous years, 91% of Canadians have chosen a postpaid wireless service plan, while 7% have a prepaid wireless plan.

Figure 4: Plan billing structure



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

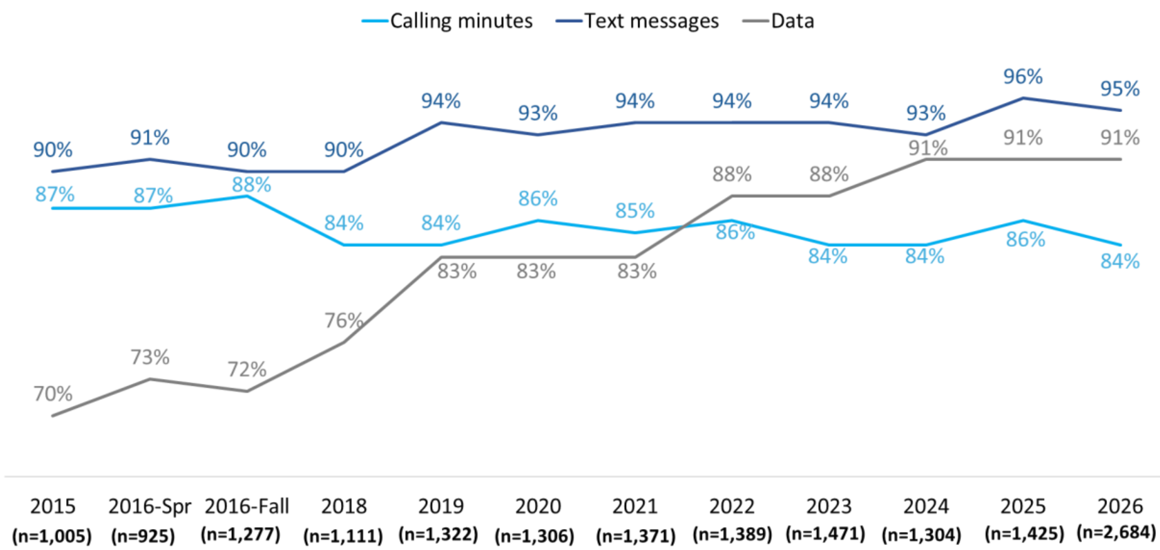
Canadians with annual household incomes of $60,000 or more (93%) are more likely than those earning under $40,000 (83%) to be enrolled in a monthly postpaid wireless plan.

2.2 Plan Features

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

Consistent with 2025, most wireless plans continue to include calling minutes (84%), data (91%), and text messaging (95%). Over the past decade, data inclusion has increased substantially, from 73% in spring 2016 to 91% between 2024 and 2026.

Figure 5: Wireless Plan Features



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

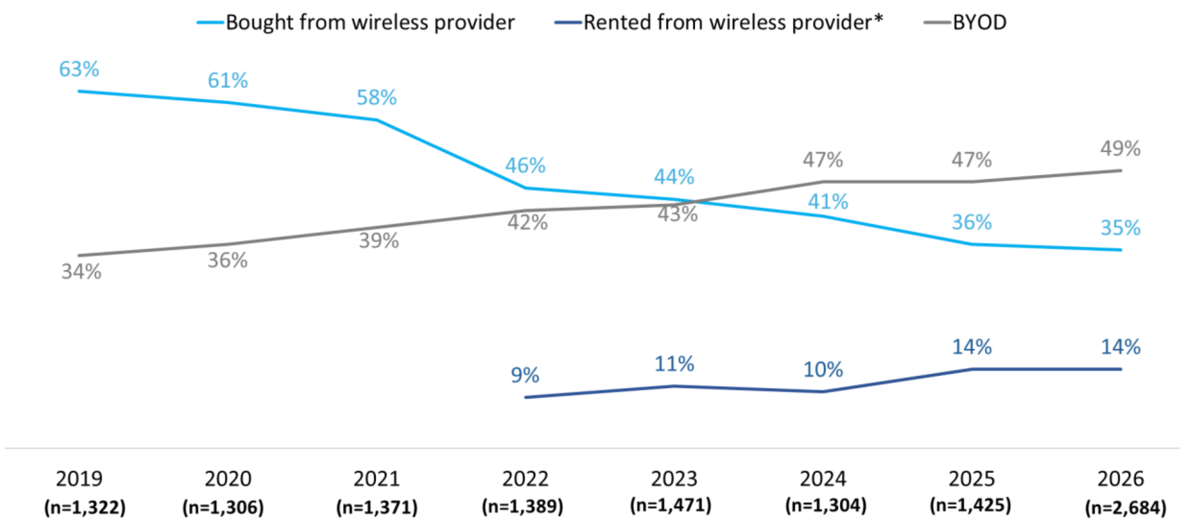
Canadians aged 65 and over are less likely to have calling minutes (80%), text messages (90%), and data (80%) included in their wireless plan. In addition, the likelihood of having data increases with household income, from 82% among those with incomes under $40,000 to 96% among those with household incomes of $150,000 or more.

2.3 Devices

Many bought a new phone or brought their own device when signing up for their wireless plan

Canadians are most likely to bring their own device (BYOD) (49%) or purchase a new phone from their wireless provider (35%) when signing up for a wireless plan. Relatively few (14%) are renting or leasing a new phone. While year-over-year results are largely unchanged, the longer-term trend continues, with more Canadians bringing their own devices and fewer purchasing phones from their provider.

Figure 6: Type of Device



WC6. When you signed up for your latest wireless plan, did you bring your own device, or did you buy, rent or lease a new phone from your wireless provider? Base: respondents subscribed to a wireless service plan

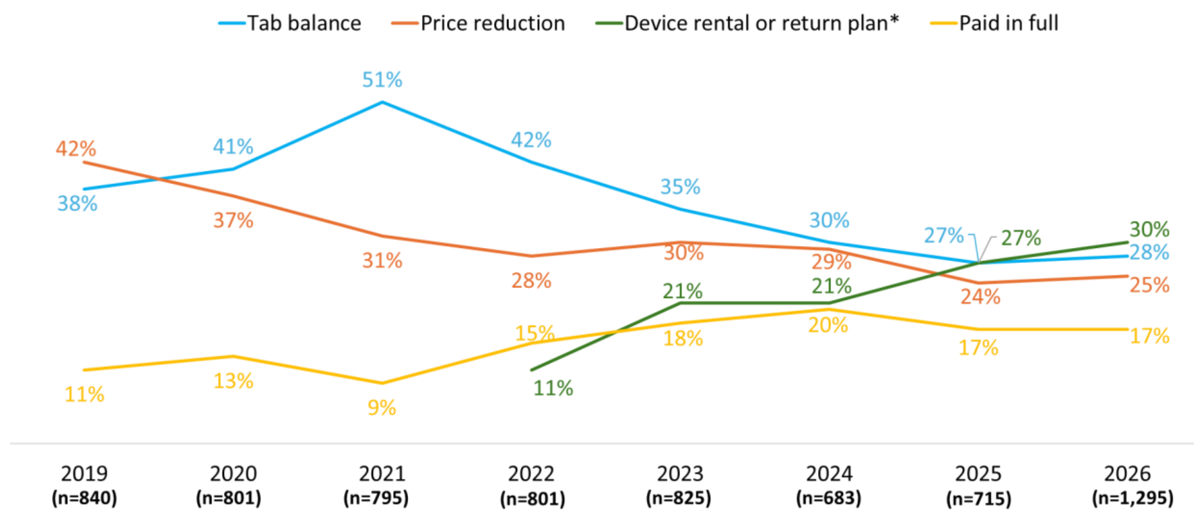
BYOD is higher among those living in British Columbia (54%) and Ontario (52%) than among those in the Prairies (45%) and Quebec (45%). On the other hand, those in British Columbia (9%) are less likely to rent a new phone from their service provider compared to those who reside in Ontario (14%), the Prairies (15%), or Quebec (16%).

Canadians aged 55–64 (38%) and aged 65 and over (37%) are more likely to purchase a new phone compared to those aged 18–34 (30%).

New phone purchase arrangements vary

Those who bought or rented their device from their wireless provider (n=1,295) were asked about the payment arrangement. The use of rental or return plans continues to increase, reaching 30% this year, up from 27% in 2025 and 11% in 2022. Year over year, use of other types of payment arrangements is unchanged: 28% chose a tab balance contract, 25% got a price reduction on their phone, and 17% paid their service provider in full for their phone.

Figure 7: Type of New Phone



WC7. Which of the following did you do: [Multiple responses accepted] Base: respondents who bought or rented a new phone from their wireless provider.

Regionally, those in Quebec (33%) and Ontario (33%) are more likely to subscribe to a device rental or return plan compared to those in British Columbia (24%). Conversely, residents of Quebec (15%) are the least likely to choose a tab balance contract.

Canadians under 55 (31% of 35–54-year-olds and 39% of 18–34-year-olds) are more likely to subscribe to a device rental or return plan than older Canadians (21% of 55–64-year-olds and 23% of those aged 65+). In contrast, the likelihood of paying full price for a phone or getting a price reduction is higher among those 55 years of age and older.

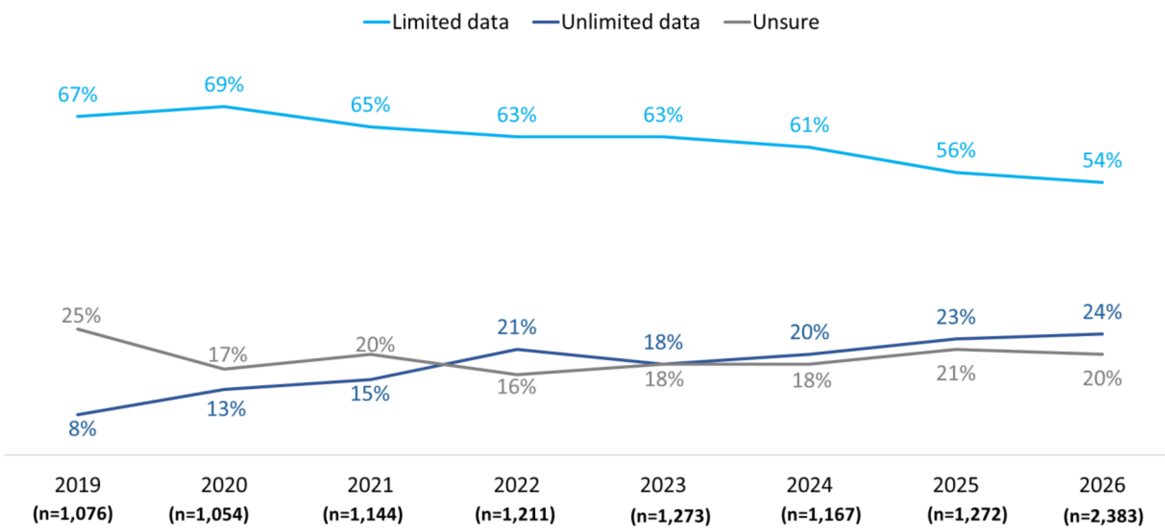
2.4 Data

Limited data is still the most common type of wireless data plan

Limited data plans continue to be the most common type of plan among Canadians with wireless plans that include data, with just over half (54%) reporting that their plan has a monthly data limit. However, the proportion of Canadians with a monthly data limit continues to decline, reflecting a gradual shift toward unlimited plans. While the use of unlimited plans is virtually unchanged year over year (24% in 2026 versus 23% in 2025), the longer-term trend shows growing adoption of unlimited data plans.

Canadians in the Prairies are more likely to have unlimited data plans (31%) than those in Quebec (20%), British Columbia (21%), or Ontario (24%), while members of racialized groups are less likely to have unlimited data (19%, compared with 27% of others). Conversely, the use of plans with a monthly data limit increases as age decreases, from 33% among those aged 65 and older to 67% among those aged 18–34.

Figure 8: Type of Data Included in Wireless Plans

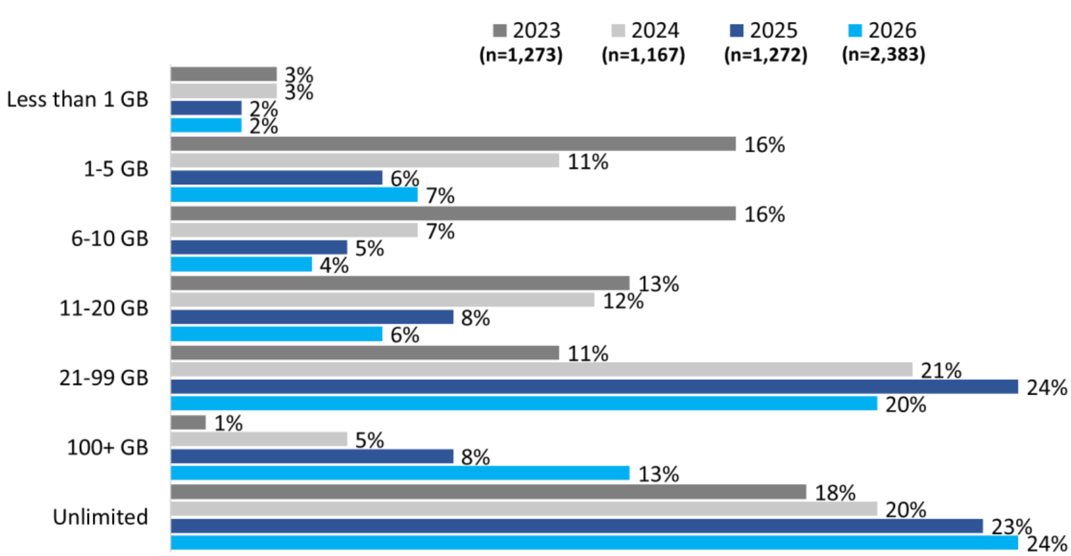


WC8. Some wireless plans have unlimited data and some have limited data. When a plan includes a monthly data limit, you may have to pay data overage fees if you use more data in a month than is included in your plan. How much data is currently included in your plan each month? Base: respondents subscribed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

The amount of data included in Canadians' plans continues to increase

Two in ten (19%) Canadians have up to 20 GB of data included in their wireless service plan, while one third (33%) have at least 21 GB of data. The amount of data included in plans continues to increase over time, with fewer Canadians reporting lower data allowances. The proportion reporting plans with up to 20 GB of data has declined steadily, from 48% in 2023 to 33% in 2024, 21% in 2025, and 19% this year.

Figure 9: Amount of Data Included in Monthly Plan



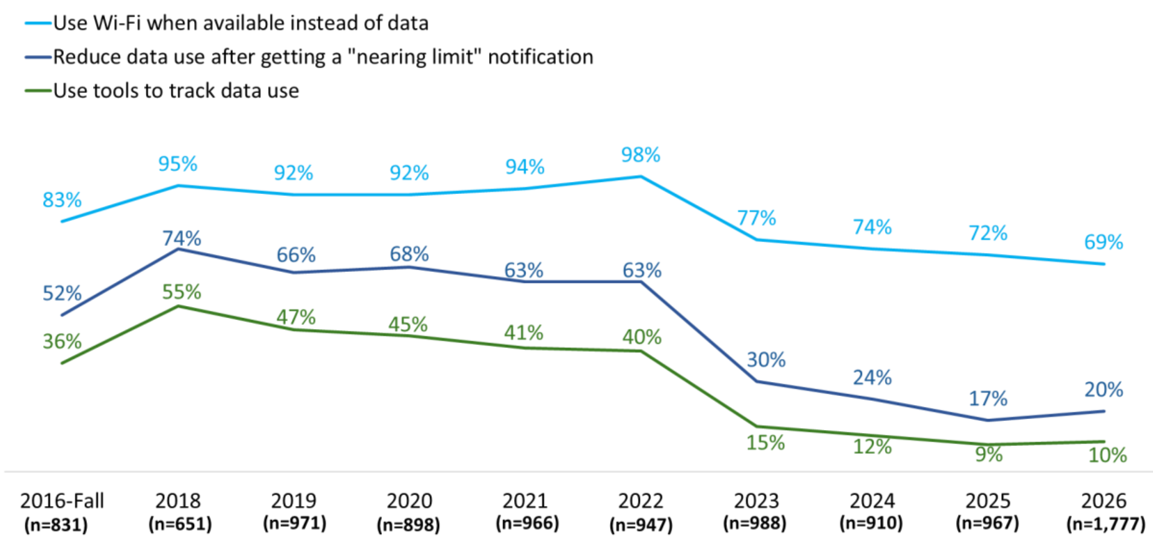
WC8. Some wireless plans have unlimited data and some have limited data. When a plan includes a monthly data limit, you may have to pay data overage fees if you use more data in a month than is included in your

plan. How much data is currently included in your plan each month? Base: respondents subscribed to a wireless service plan that includes data.

Many use Wi-Fi to manage or limit data, but few take other actions

As data packages increase in size and more Canadians have unlimited data packages, fewer people are actively managing data. This year, 69% of Canadians who have a wireless plan with data use Wi-Fi when available to manage or limit their data use. Twenty percent reduce their data use after getting a notification that they are nearing their limit, and ten percent use tools to track data use.

Figure 10: Activities to Manage or Limit Data Use



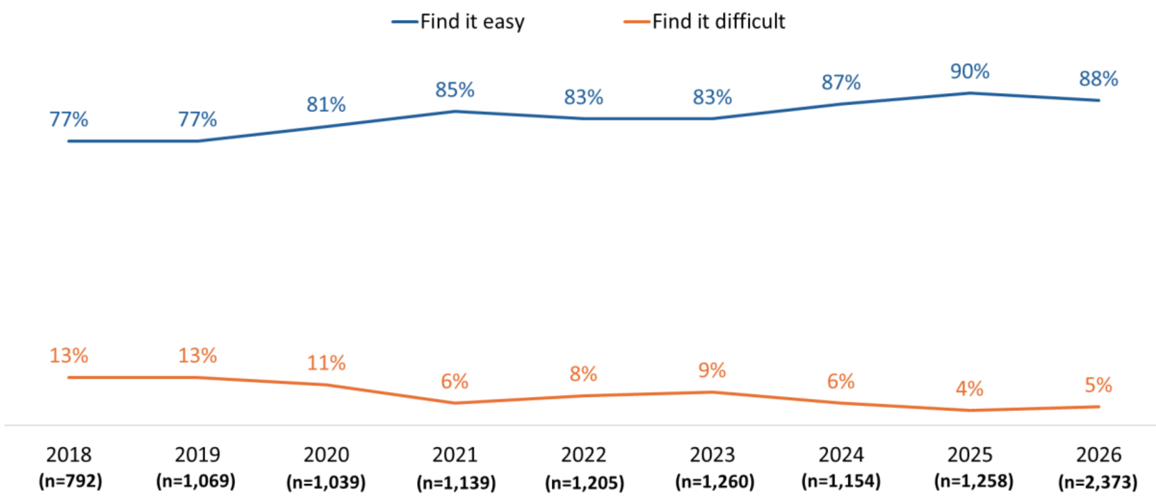
WC9. Which of the following activities, if any, do you use to manage or limit your data use? [Multiple responses accepted] Base: respondents subscribed to a wireless service plan and whose plan includes data.

Those in the Territories are less likely to use Wi-Fi when available (47%, compared to 74% in British Columbia, 70% in Ontario and 69% in Quebec), while residents of Quebec (15%) are the most likely to use tools to track their data usage. In addition, wireless users aged 65 and over are less likely to use Wi-Fi when available (63%) compared to those aged 18–34 (72%) and aged 35–54 (71%) and they are more likely to not limit their data use (27%, compared to 17% of those under 35).

Almost nine in ten Canadians find it easy to manage their data use

The vast majority (88%) of wireless plan subscribers continue to find it easy to manage their data each month. This measure has remained stable since 2024. Canadians aged 65+ are less likely to find it easy to manage their wireless data (83%, compared to 89% of younger Canadians).

Figure 11: Ease of Managing Data Use

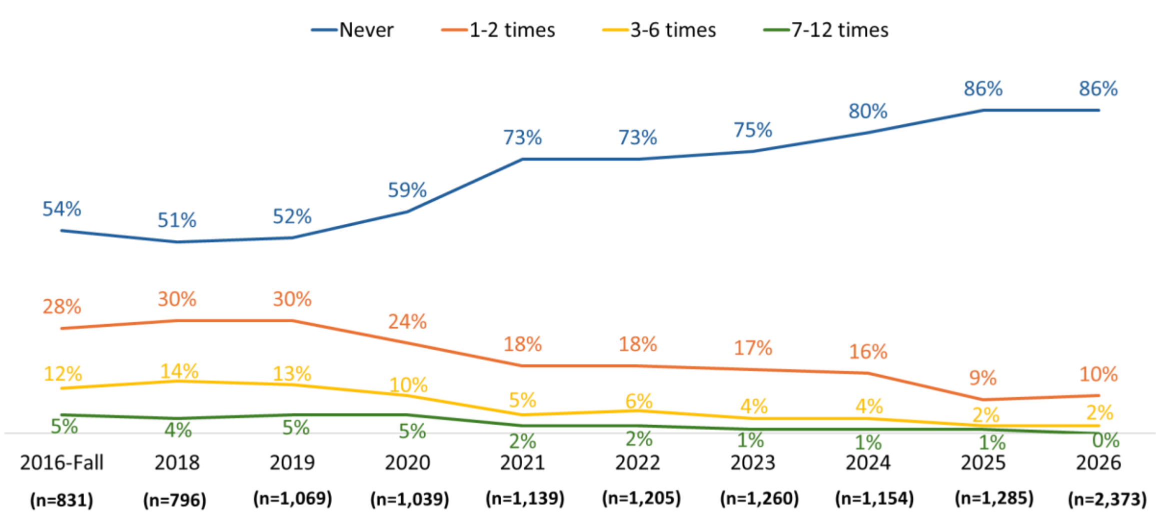


WC10. How easy do you find it to manage the data used by yourself and/or your family each month? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy. Base: respondents subscribed to a wireless service plan and whose plan includes data.

Data Overage Fees Appear to Be on the Decline

Most wireless service plan subscribers (86%) have not paid data overage fees in the last 12 months. This is unchanged from last year, though the longer-term trend shows a decline in the proportion of subscribers paying overage fees. A little more than one in ten (12%) have paid overage fees at least once but not more than six times.

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



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

Paying overage fees was more common among 18–34-year-olds: they were less likely to say they have not paid these fees in the last year (81%, compared to 88% of Canadians aged 35 and older).

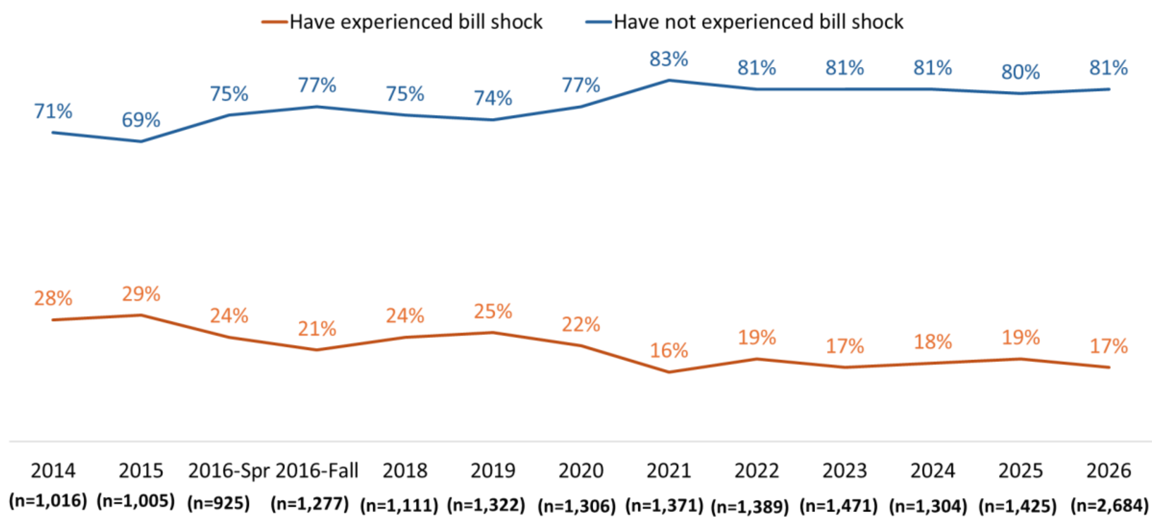
2.5 Bill Shock

Most Canadians have not experienced bill shock

Eighty-one percent of Canadians subscribed to a wireless service plan have not experienced a surprisingly high bill, referred to as "bill shock," during the last year. Few (17%) have experienced bill shock, with little change over the last several years.

The incidence of bill shock is slightly higher in British Columbia (22%) and Ontario (21%). It is also more common among younger adults aged 18–34 (22%, compared to 15% of Canadians aged 35 and older), university graduates (21%, compared to 15% of those with less education), and members of racialized groups (24%, compared to 14% of others).

Figure 13: Experience With Bill Shock

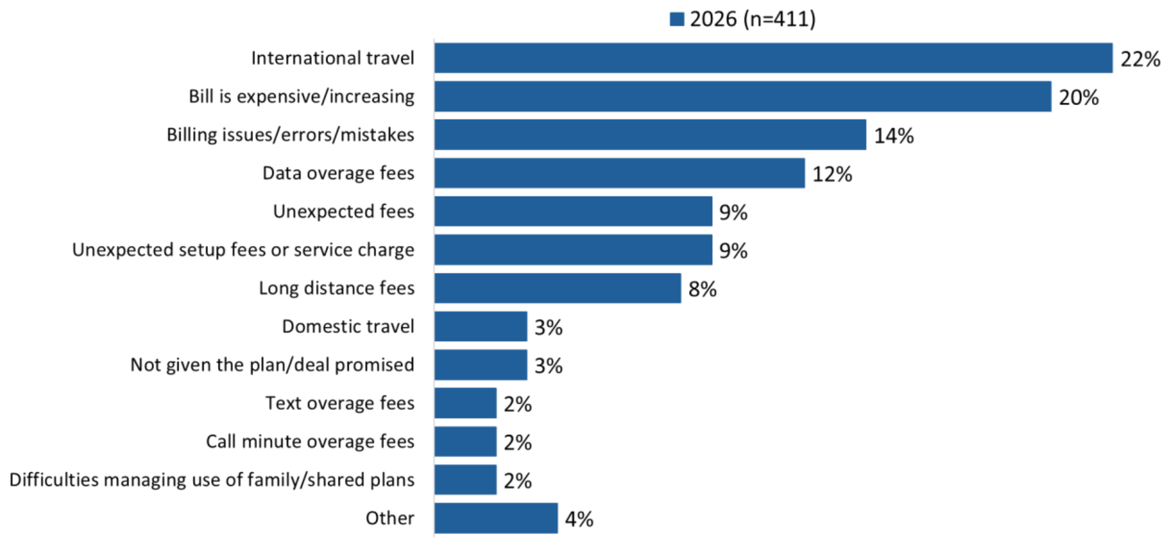


WC12. During the last year, have you experienced bill shock, meaning a surprisingly high bill? Base: respondents subscribed to a wireless service provider.

Roaming Fees Is a Top Reason for Bill Shock

This year, the top two reasons for bill shock are roaming fees associated with international travel (22%) and the perception that their bill is expensive or increasing (20%). Just over one in ten attributed their bill shock to billing issues, errors or mistakes (14%) or to data overage fees (12%). Other reasons for bill shock were mentioned in smaller portions as shown in Figure 14.

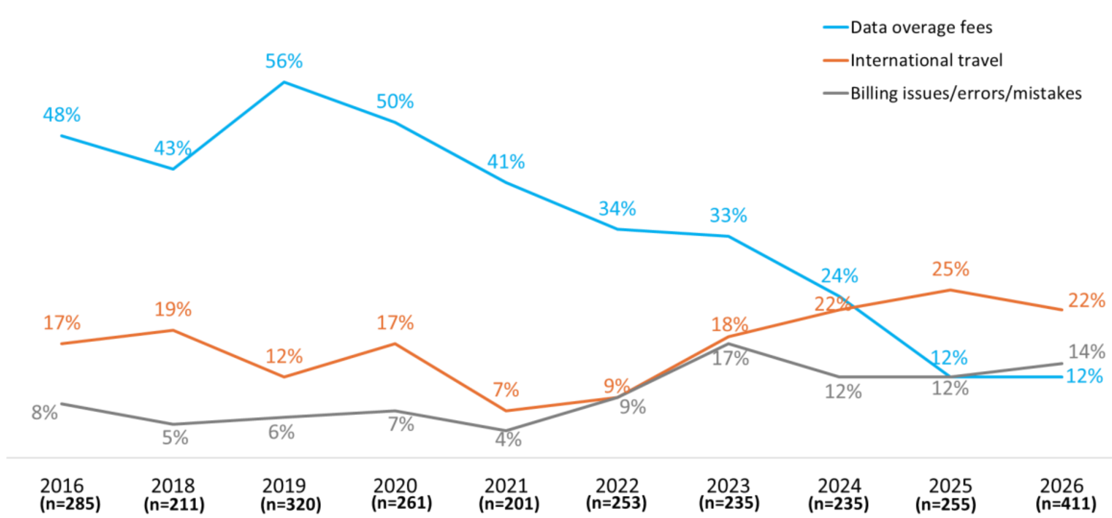
Figure 14: Reasons for Bill Shock



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

Over time, the proportion experiencing bill shock due to data overage fees has steadily declined. This year, however, the proportion remains unchanged at 12%. Bill shock due to international travel and billing, errors or mistakes are statistically unchanged this year.

Figure 15: Top Reasons for Bill Shock

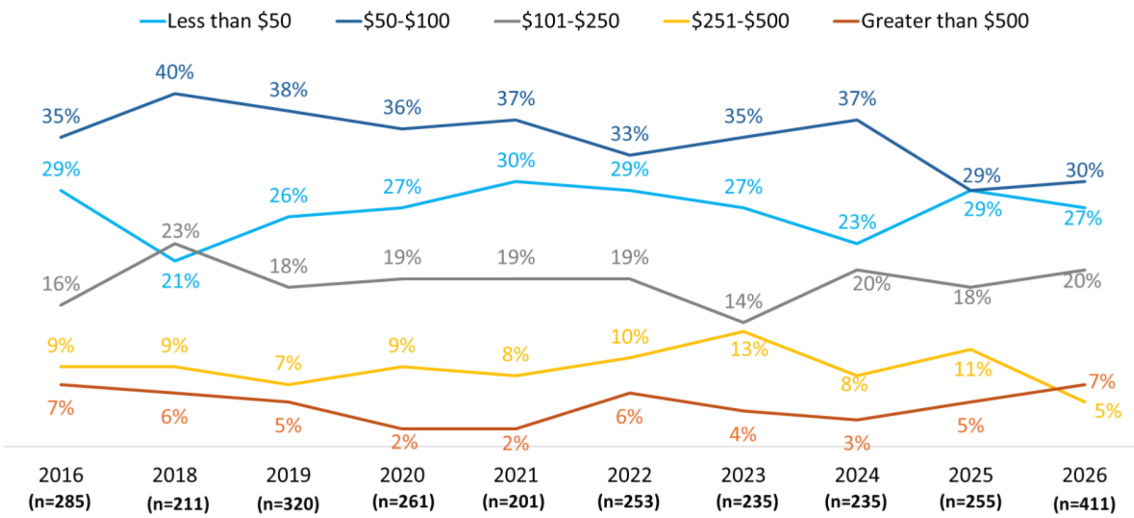


WC13. What was the main reason for the bill shock you experienced? [Multiple responses accepted]. Base: respondents subscribed to a wireless service provider and who experienced bill shock in the last 12 months.

Unexpected Data Charges Do Not Exceed $100

This year, just over half (57%) of those who experienced bill shock reported charges up to $100, while about one third (32%) said the charges exceeded $100. These results are virtually unchanged from a decade ago (in 2016), when 54% reported charges up to $100 and 32% reported charges over $100.

Figure 16: Amount of Unexpected Charges on Bills



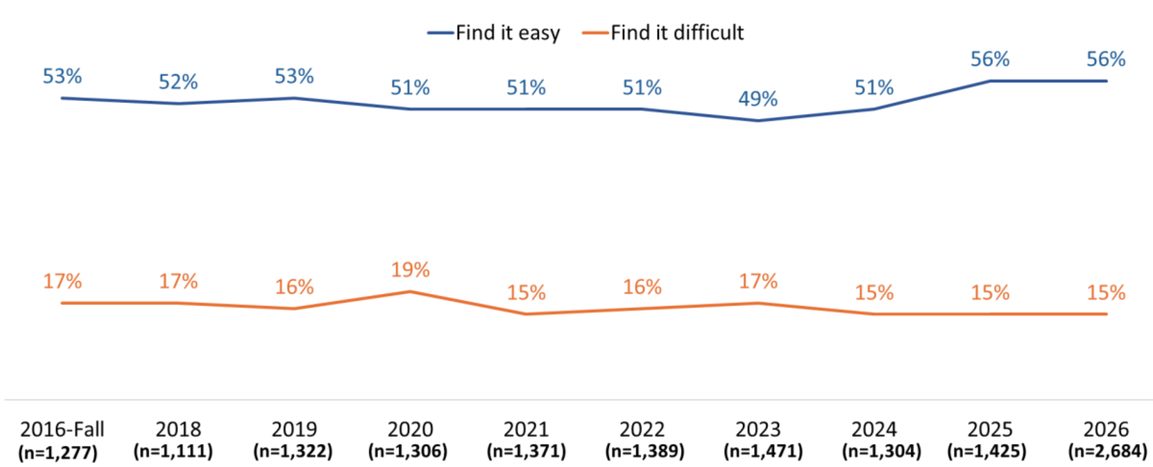
WC14. What was the amount of the unexpected charges on your bill? Base: respondents subscribed to a wireless service provider and who experienced bill shock in the last 12 months.

2.6 Roaming Fees

More than half find it easy to manage roaming charges

Results are unchanged from 2025:56% of Canadians with a wireless service subscription say it is easy to manage roaming charges when travelling, while relatively few (15%) say it is difficult.

Figure 17: Level of difficulty managing charges when travelling



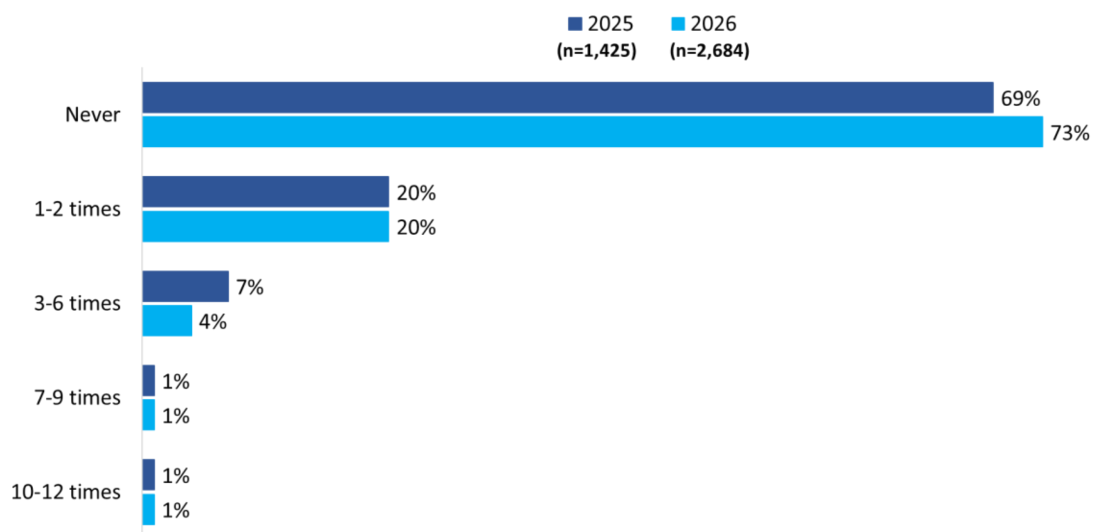
WC15. If you use your plan while travelling, you may be charged roaming fees. How easy do you find it to manage your roaming charges when you are travelling? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy. Base: respondents subscribed to a wireless service provider.

The likelihood of finding it easy to manage roaming charges increases with household income, from 43% among those earning under $40,000 to 65% among those reporting annual incomes of $150,000 or more. Canadians aged 65 and older are the most likely to say they do not travel with their phone (30%, compared to 16% of younger Canadians).

Most Canadians have not paid international roaming fees in the past 12 months

Nearly three quarters of Canadians subscribed to a wireless service provider (73%, up from 69% in 2025) have not paid international roaming fees in the last 12 months. The remainder have paid roaming fees at least once, including 20% who have paid roaming fees once or twice during this timeframe and 6% who have paid fees 3 to 12 times.

Figure 18: Number of times international roaming fees paid in the past 12 months



WC16. In the past 12 months, how often have you paid international roaming fees? Base: respondents subscribed to a wireless service provider.

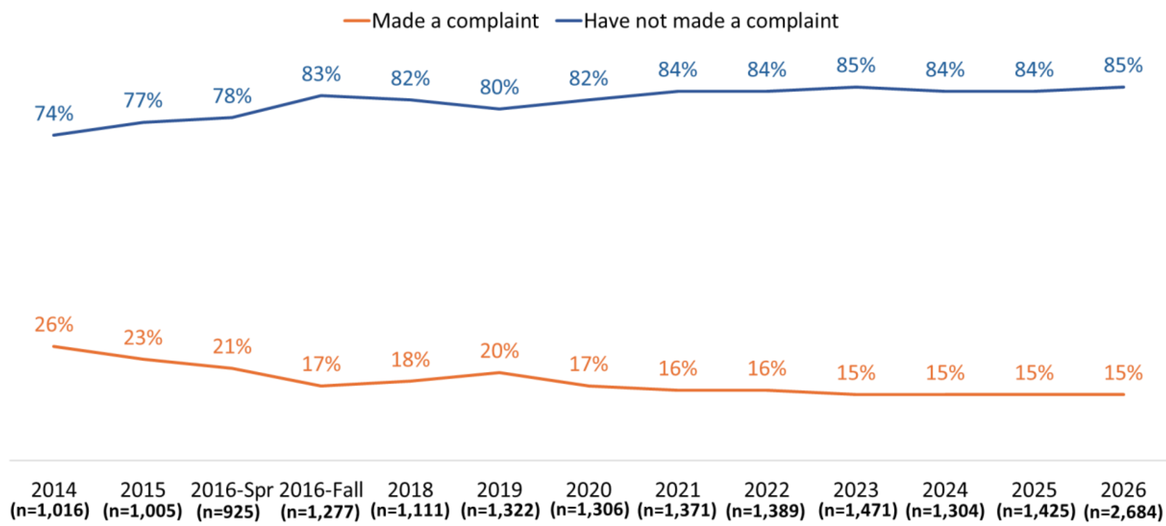
The likelihood of not paying international roaming fees increases with age, from 68% among those aged 18–34 to 83% among those aged 65 and older. Conversely, this likelihood decreases as household income increases, declining from 85% among those with household incomes under $40,000 to 59% among those reporting annual household incomes of $150,000 or more.

2.7 Complaints

Few complaints were made to wireless service provider in the past 12 months

The incidence of filing a complaint about wireless services has remained stable since 2020 and is unchanged since 2023, at 15%. Complaints are more common among parents (17%), members of racialized groups (19%), and those aged 18–34 (18%), compared with those aged 65 and older (12%). Regionally, complaints are less common among residents of Quebec (6%) than among those in the Territories, Ontario, and British Columbia (18%).

Figure 19: Wireless service complaints made in the past 12 months

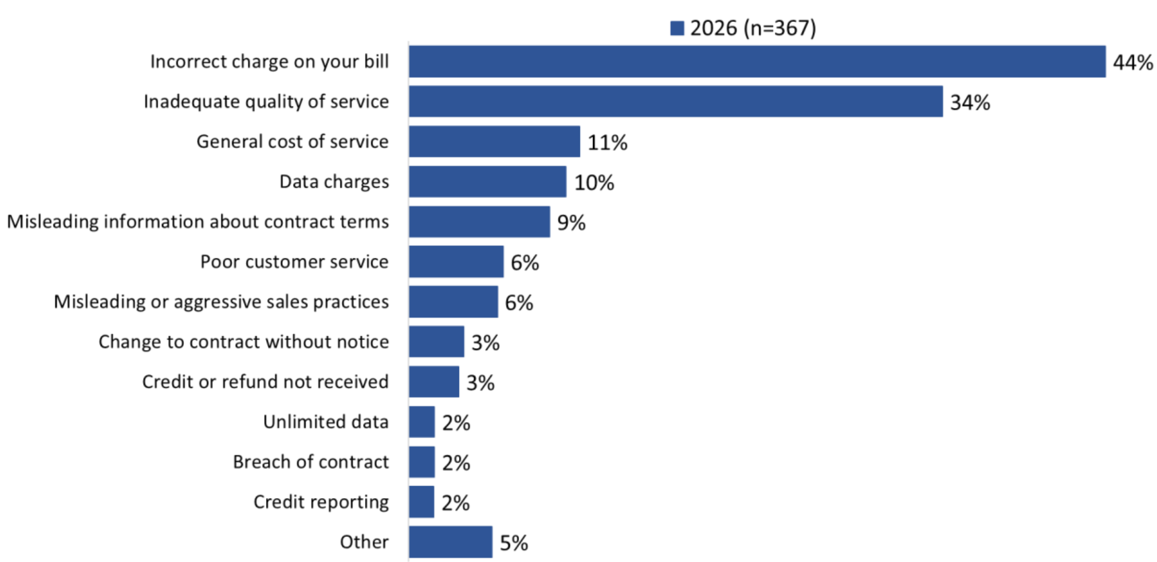


WC17. Have you made a complaint about your wireless services in the past 12 months? Base: respondents subscribed to a wireless service provider.

Complaints are often due to incorrect Charges or inadequate quality of Service

The two main reasons Canadians filed a complaint with their wireless service provider was incorrect charges on their bill (45%) and inadequate quality of service (37%). Other reasons were mentioned by small numbers and can be found in Figure 20.

Figure 20: Reasons for Complaints



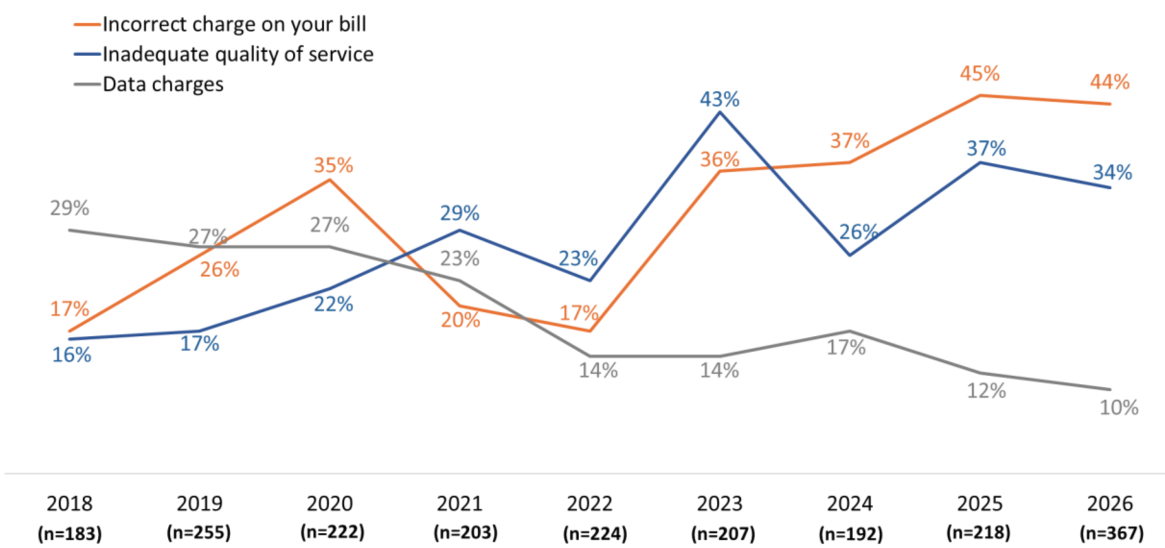
WC18. What was your complaint about? [Multiple responses accepted] Base: respondents subscribed to a wireless service provider who filed a complaint.

Of those who filed a complaint, respondents in British Columbia (52%) and Ontario (47%) are more likely than those in the Prairies (32%) to have filed a complaint about an incorrect charge. Younger respondents are also more likely to complain about an incorrect charge, with 55% of those aged 18–34 doing so, compared with 34% of those aged 35–54.

Over time, the top reasons for complaints are incorrect charges on bills, such as being billed a different price than advertised or being billed for services not used, inadequate quality of service, including unreasonable interruptions, and data charges, including disputes with a provider over data overage fees.

Historically, the proportion of Canadians pointing to the top three complaints against wireless service providers has varied significantly over time.[1] Results this year show a potential stabilizing, with the largest year-over-year change being 3% for inadequate quality of service.

Figure 21: Top Reasons for Complaints



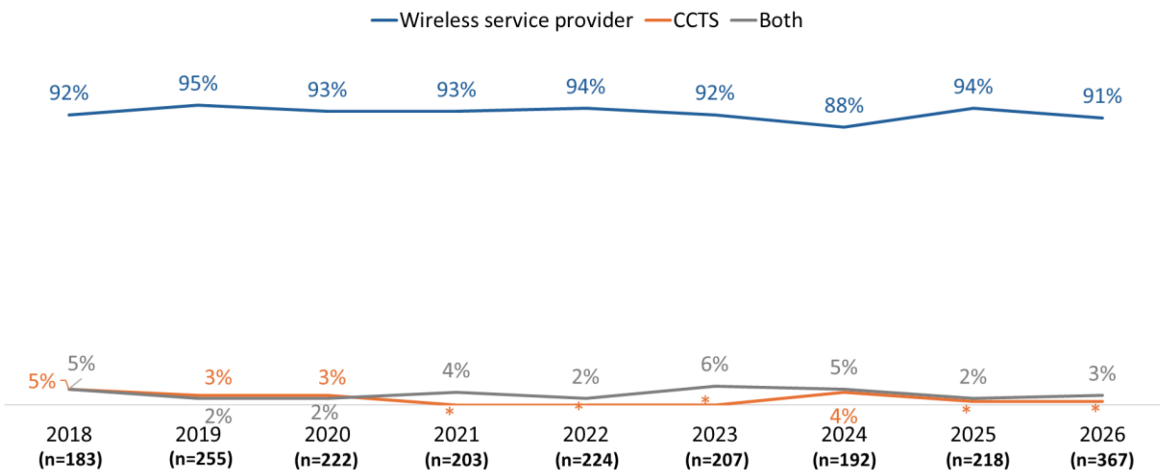
WC18. What was your complaint about? Base: respondents subscribed to a wireless service provider who filed a complaint.

Most who filed a complaint did so directly with their wireless service provider

Ninety-one percent of those who filed a complaint about their wireless services did so directly with their provider. Very few complained to the Commission for Complaints for Telecom-television Services (CCTS), and virtually no-one (1%) filed a complaint exclusively with the CCTS, which suggests that Canadians are aware that complaints first must be directed to their service provider before they can be escalated to the commission.

[1] Readers should keep in mind that these results are based on smaller sample sizes. Smaller sample sizes introduce more variability in the results, which is particularly noticeable when comparing results over time.

Figure 22: Complaints to Wireless Service Providers



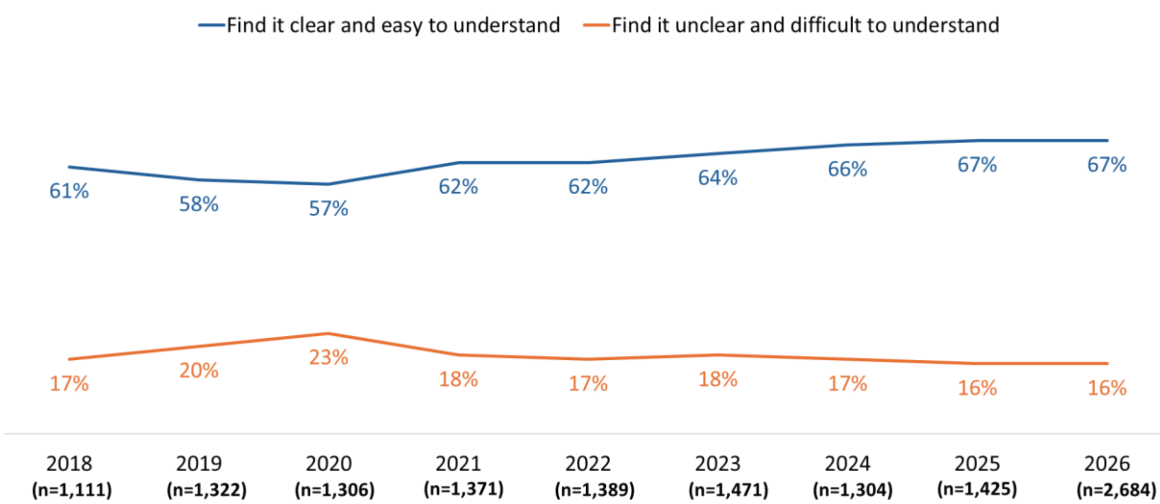
WC19. Who did you complain to? Was it your service provider, the Commission for Complaints for Telecom-television Services, also known as the CCTS, or both? Base: respondents subscribed to a wireless service provider who filed a complaint. **Low base; data suppressed.

2.8 Contract Clarity

Most say wireless contracts are clear

Consistent with last year, 67% of Canadians say their wireless contract is clear and easy to understand, while 16% say it is unclear.

Figure 23: Ease of understanding wireless contract



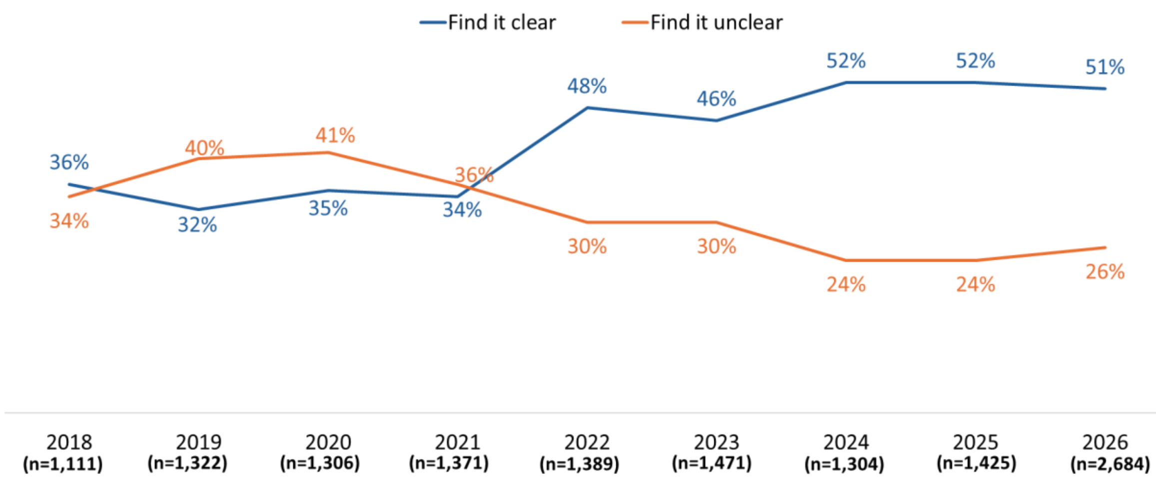
WC20. Do you find your contract clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand. Base: respondents subscribed to a wireless service provider.

Regionally, those in British Columbia (57%) are the least likely to find their contract clear and easy to understand.

Half say their service provider clearly explained the trial period for new contracts

The proportion of Canadians who consider the explanation of their trial period to be clear is virtually unchanged since 2024, with 52% saying their service provider clearly explained these measures to them. In contrast, one quarter (26%) found the explanation of the trial period for new contracts to be unclear.

Figure 24: Ease of Understanding Explanation of the Trial Period



WC21. The Wireless Code requires service providers to include a trial period for new contracts that include a device and to clearly explain any fees that would apply if you cancel your contract or agreement early. How clearly did your service provider explain these measures to you? Please use a 7-point scale where 1 means extremely unclear and 7 means extremely clear. Base: respondents subscribed to a wireless service provider.

Residents of Quebec are more likely to believe their service provider clearly explained the trial period to them (59%, compared to 48% in Ontario, 41% in British Columbia and 39% in the Territories), while those with a university degree are less likely to feel that it was clearly explained to them (44%, compared to 54% of college-educated respondents and 58% of those with a high school education or less).

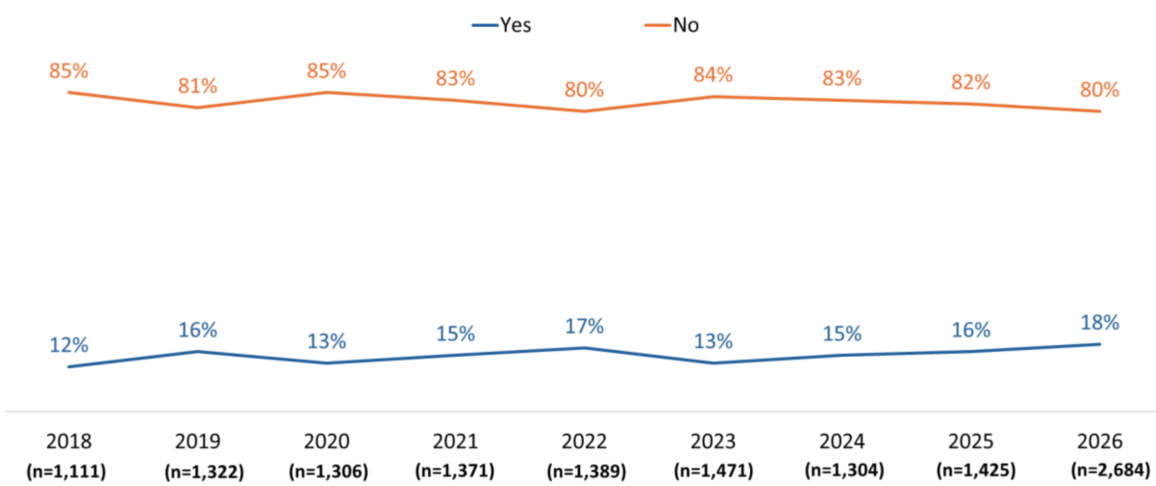
2.9 Changes to Contracts and Service Providers

Few Canadians report changes to their wireless contract without the required disclosure

Fewer than two in ten (18%) Canadians say their service provider made changes to their plan without expressly making them aware of the new terms and conditions. Over the last few years, the proportion of Canadians reporting changes of this nature has gradually increased, from 13% in 2023 to 18% this year.

Canadians aged 35–54 (24%), those with a university degree (22%), and members of racialized groups (20%) were more likely to report having experienced changes to their wireless contract without the required disclosure. Regionally, those in the Prairies (12%) were the least likely to report this experience.

Figure 25: Changes to Contract Without Disclosure

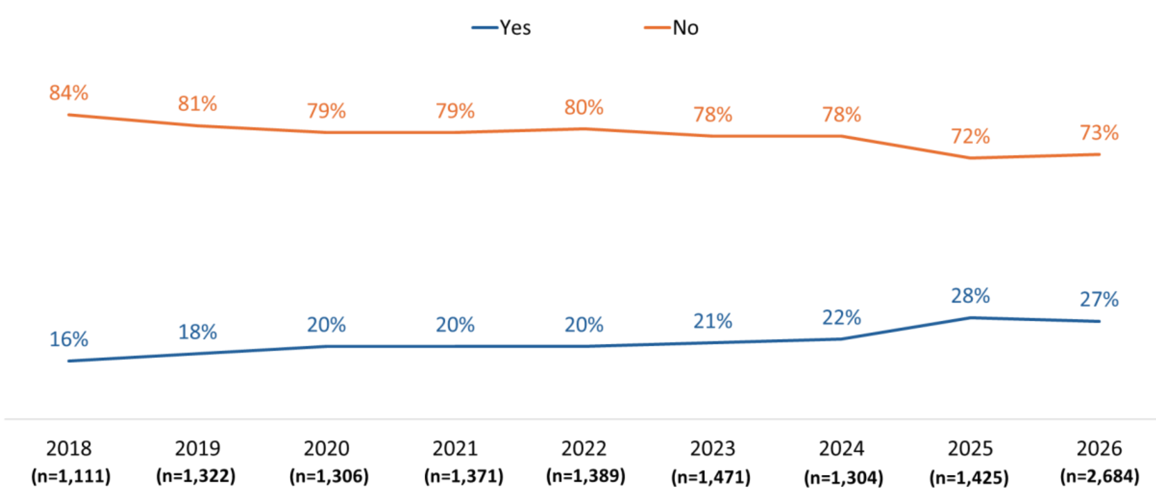


WC22. Have you ever become aware that your service provider changed your plan without expressly making you aware of how the terms and conditions had changed? Base: respondents subscribed to a wireless service provider.

Majority have been with their wireless service provider for two or more years

Most Canadians (73%) have not changed wireless service providers in the past two years. However, the proportion who have switched providers has increased gradually over time, rising from 16% in 2018 to 28% in 2025 and holding at 27% this year.

Figure 26: Changed wireless service providers in the last 2 years



WC23. Have you changed wireless service providers in the last two years? Base: respondents subscribed to a wireless service provider.

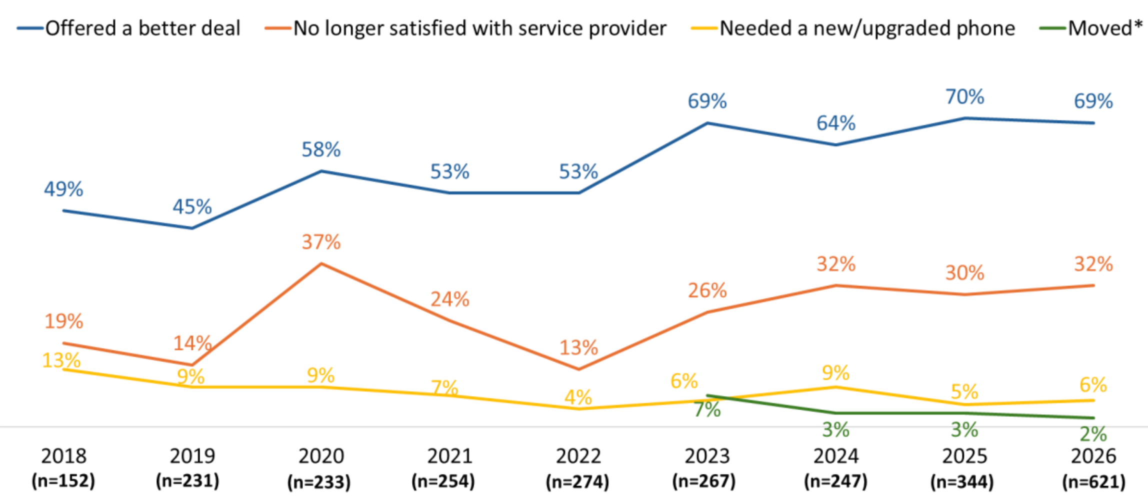
Those living in the Territories (91%) and Canadians aged 55 and older (75% of 55–64-year-olds and 79% of 65+ year olds) are more likely to have not changed wireless service providers in the last two years. University graduates (32%), parents (33%), and members of racialized groups (34%) are more likely to have switched providers.

Price incentives rather than broader service issues continue to drive provider switching

Among those who changed wireless providers in the last two years (n=621), the most common reason for switching continues to be getting a better deal with another provider (69%).

Consistent with recent years, nearly one third (32%) made the switch because they were no longer satisfied with their service provider. Much smaller proportions attributed the change to needing a new phone or wanting to upgrade an existing device (6%) or to a move (2%).

Figure 27: Reasons for Changing Wireless Service Provider



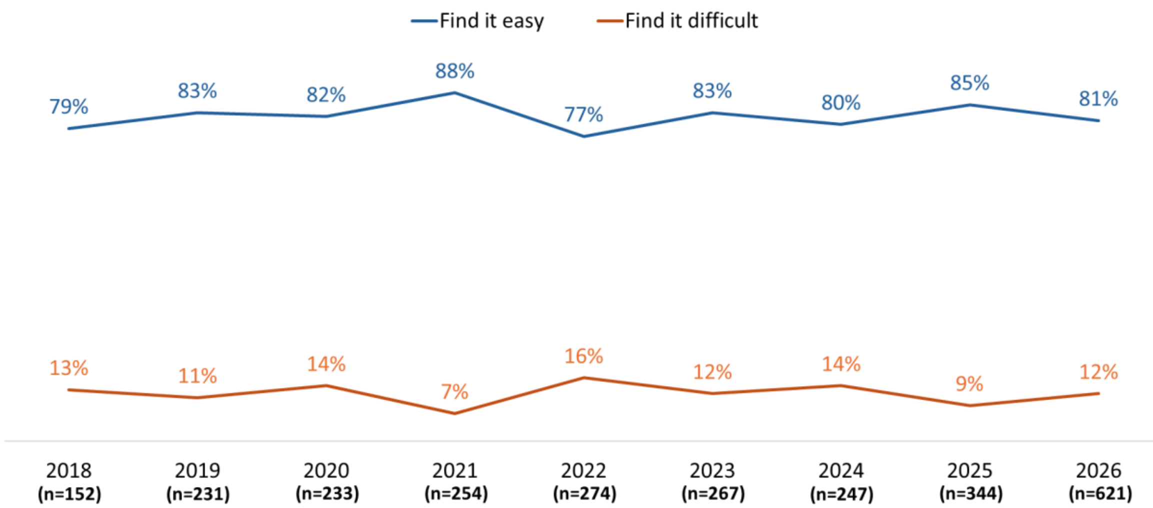
WC24. Why did you change service provider? [Multiple responses accepted] Base: respondents who changed service provider.[2]

Most Say Switching Wireless Providers Was Easy

Among those who switched service providers, 81% found it easy, with almost half (47%) saying it was extremely easy. University graduates (76%) were less likely to say it was easy to switch service providers. Approximately one in 10 (12%) reported that it was difficult to some extent and the reason offered most frequently for why it was difficult was that the service provider made it difficult.

[2] Readers should keep in mind that these results are based on smaller sample sizes. Smaller sample sizes introduce more variability in the results, which is particularly noticeable when comparing results over time.

Figure 28: Ease of Switching Wireless Service Providers



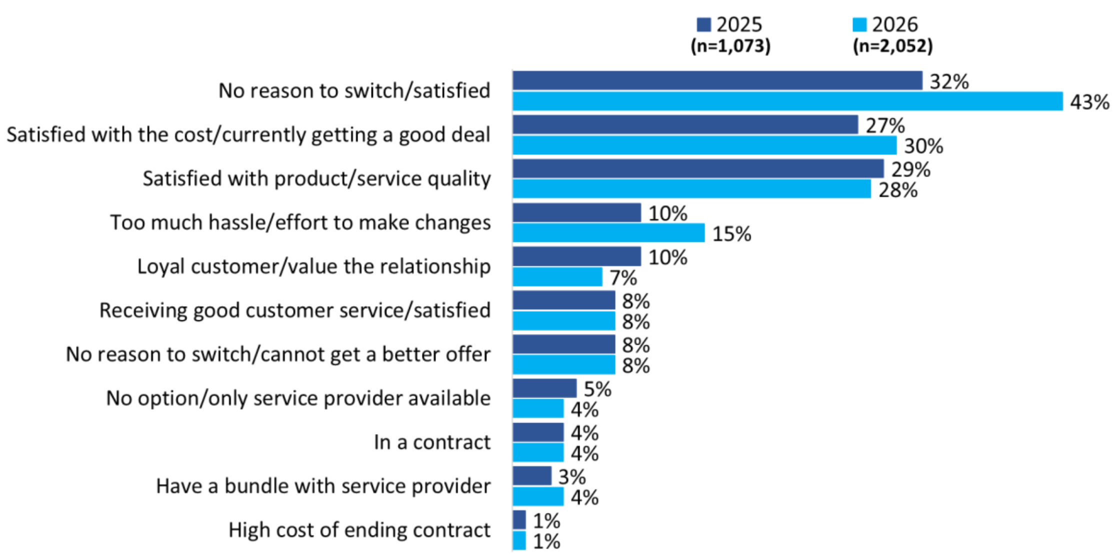
QWC25. How easy or difficult was it to switch service providers? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy. Base: respondents who switched service providers.

General satisfaction Is the primary Reason for Not Switching Service Providers

Those who did not switch service providers (n=2,052) tended to attribute this to not having a reason to change. Roughly four in ten (43%, up from 32% last year) pointed to general satisfaction with their provider, 30% to satisfaction with the cost and deal they have now, and 28% to satisfaction with the product and service quality to explain why.

Notably, 15% said they did not switch because it would be too much hassle. This is an increase from last year, when 10% pointed to hassle as the reason for staying with their current provider. Other reasons were cited in smaller proportions as shown in Figure 29.

Figure 29: Reasons for Staying With Service Providers



WC27. Why did you stay with your current service provider? [Multiple responses accepted] Base: respondents did not switch service providers.

Canadians aged 65+ (50%), those with up to a high school education (49%), and Canadians from lower-income households (44%) are more likely to report not switching service providers because they have no reason to do so, that is, they are generally satisfied with their provider.

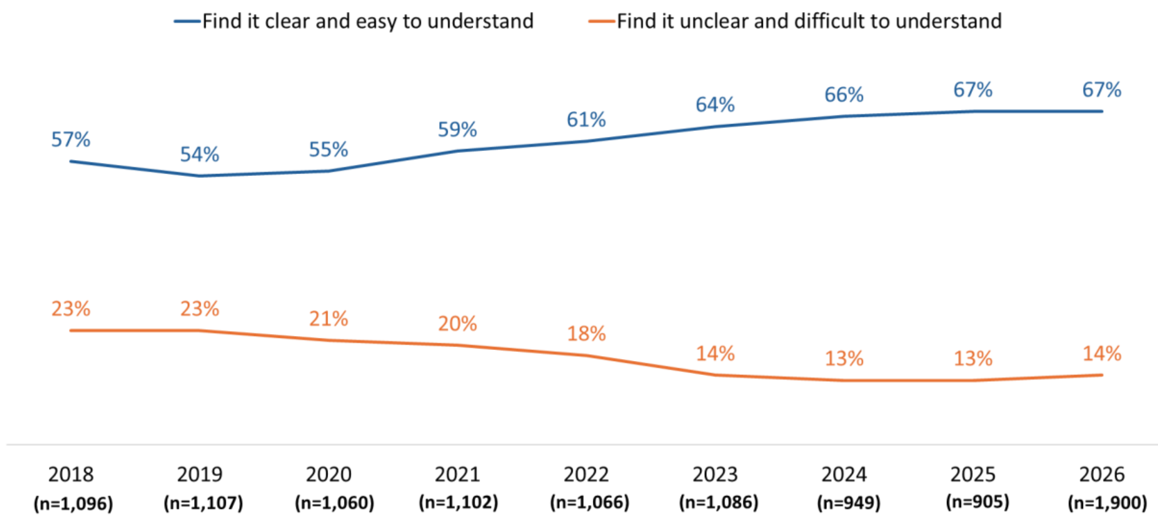
3. Television Service Provider Code

Fifty-five percent of Canadians surveyed subscribe to a cable, satellite or IPTV TV service. Subscriptions are most common in Quebec (67%) and least common in the Territories (26%). Incidence also increases markedly with age, rising from 28% among those aged 18–34 to 81% among Canadians aged 65 and older.

Two thirds find their TV contract clear and easy to understand

Unchanged from last year, two thirds (67%) of Canadians subscribed to a TV provider find their contract clear and easy to understand.

Figure 30: Clarity of TV contracts



TVSP1. To what extent do you find your TV contract clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand. Base: respondents subscribed to a TV provider.

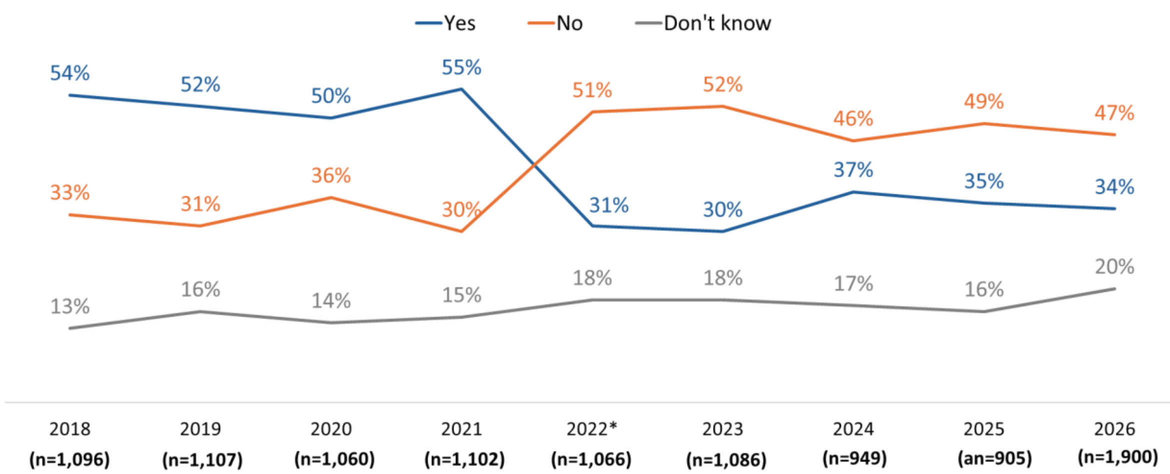
Regionally, those in Quebec are more likely to report that their TV contract was clear and easy to understand (75%, compared to 65% in Ontario, 68% in the Prairies, and 53% in British Columbia). So too were 18–34-year-olds (75%, compared to 65% to 69% of Canadians aged 55 and older). University graduates (62%) were less likely than college (68%) or high school (72%) level respondents to say their contract was easy to understand.

Awareness of TV service providers' entry-level offering remains low

Nearly half (47%) of surveyed Canadians say their service provider did not inform them about their basic service package, while two in ten (20%) are unsure whether they were informed. Only about one third (34%) report that their provider made them aware of the basic package. The TVSP Code requires television service providers to ensure that customers are aware of the availability, price, and content of their entry-level service offering (i.e., basic service package).

In 2022, this question was modified to clarify that the basic service package should not exceed $25 per month, which resulted in a significant decline in the number of Canadians reporting awareness.

Figure 31: Awareness of basic service package



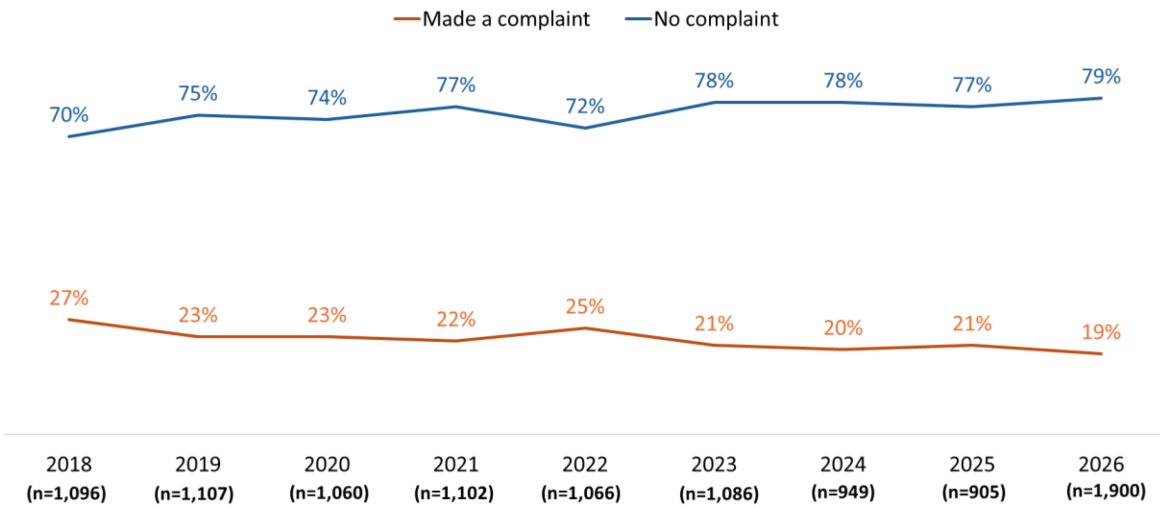
TVSP2. The TVSP Code requires television service providers to ensure that customers are aware of the availability, price and content of their entry-level service offering, also known as the basic service package. Has your service provider informed you about their entry-level offering, to be offered at no more than $25 per month? This may have been by email, on the phone or via your monthly billing. *QUESTION WORDING CHANGED in 2023. Base: respondents subscribed to a TV service provider.

At 47%, respondents in Quebec are the most likely to report being informed about their provider's entry-level offering. Conversely, Canadians aged 18–34 are less likely to report being informed (28%) compared with those aged 35 and older (49%). In addition, those aware of the Consumer Protection Codes (43%) are more likely than those who are not aware (32%) to recall being informed about their provider's basic service package.

Two in ten filed a complaint against their TV service provider; inadequate quality of service remains the top reason

The incidence of complaints about TV services remains low, and the longer-term trend shows a decline, from 27% nearly a decade ago to 19% this year. The likelihood of making a complaint is higher among those aged 65+ (25%) and aged 55-64 (20%). Conversely, respondents in Quebec (87%) are more likely to have not made a complaint about their TV services in the past 12 months.

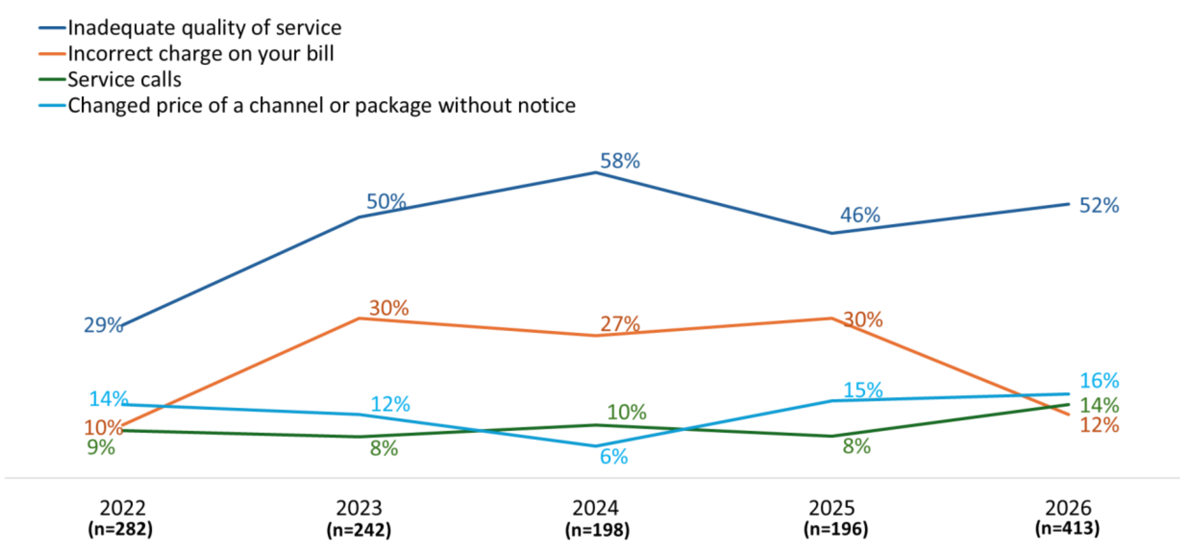
Figure 32: Complaints to TV service provider in the past 12 months



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

For those who filed a complaint with their TV provider (n=413), 52% complained of inadequate quality of service, while much smaller proportions complained of changes to pricing or channel package without notice (16%), service calls (14%), and incorrect charges on their bill (12%, down from 30% in 2025).[3]

Figure 33: Reasons for complaints to TV service provider



TVSP4. What was your complaint about? [Multiple responses accepted] Base: respondents subscribed to a TV service provider and filed a complaint.

[3] Readers should keep in mind that these results are based on smaller sample sizes. Smaller sample sizes introduce more variability in the results, which is particularly noticeable when comparing results over time.

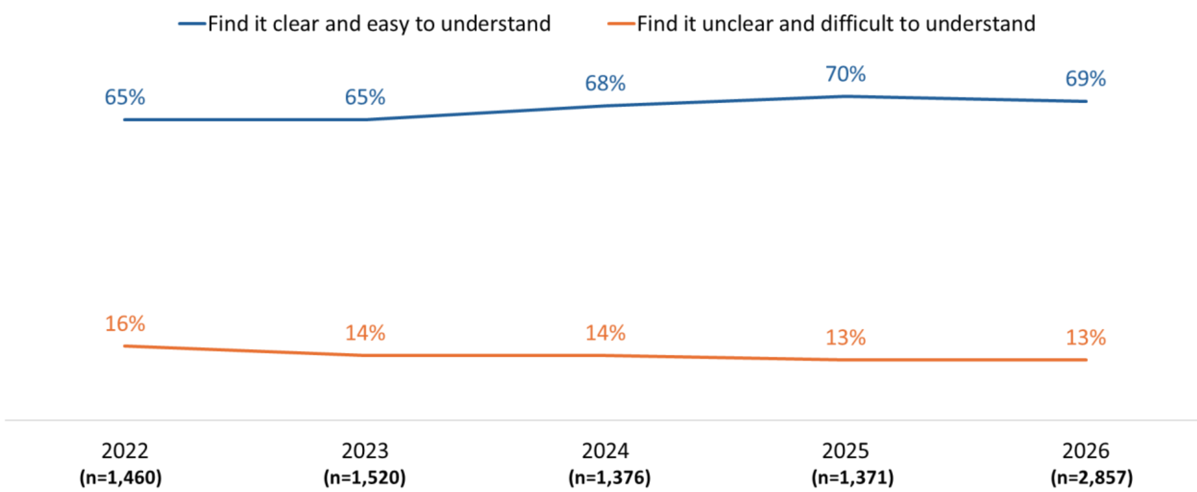
4. Internet Code

Ninety-two percent of Canadians said their household subscribes to a home Internet service. While overall subscription rates are very high, older Canadians and those from lower-income households are somewhat less likely to subscribe. Specifically, 88% of those aged 65 and older report having home Internet, compared with 94% of those aged 18–64. Similarly, 83% of households earning under $40,000 annually report subscribing to home Internet, compared with 95% of higher-income households.

Most found their Internet contract clear and easy to understand

Unchanged from 2025, seven in ten (69%) Canadians with an Internet service subscription say their contract is clear and easy to understand, while 13% say it is unclear and difficult to understand.

Figure 34: Ease of understanding Internet contract



IC1. To what extent do you find your Internet contract clear and easy to understand?
Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand. Base: respondents who subscribe to Internet service.

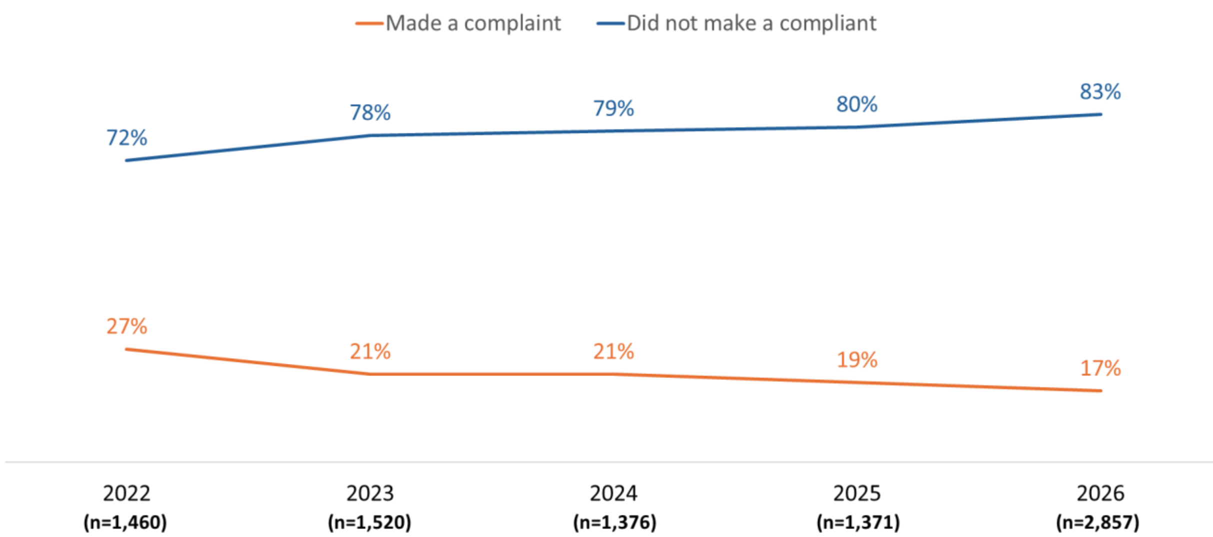
Respondents in British Columbia (59%, compared to 69% of those in Atlantic Canada, 78% in Quebec, 72% in the Prairies and 80% in the Territories) and those with a university degree (64%, compared to 72% of subscribers with less education) are less likely to report that their Internet contract was clear and easy to understand.

Two in ten have filed a complaint; inadequate quality of service was the top reason for filing a complaint

Consistent with what we have seen for the Wireless and TVSP Codes, the incidence of complaints is relatively low. This year, 17% report having made a complaint about their Internet services in the past 12 months. Since 2022, the proportion of subscribers reporting a complaint has declined steadily, from a high of 27% to this year's low of 17%.

As with the Wireless and TVSP Codes, complaints about Internet services are much less common in Quebec (7%). They are also more prevalent among parents (22%) and those who are part of a racialized group (21%).

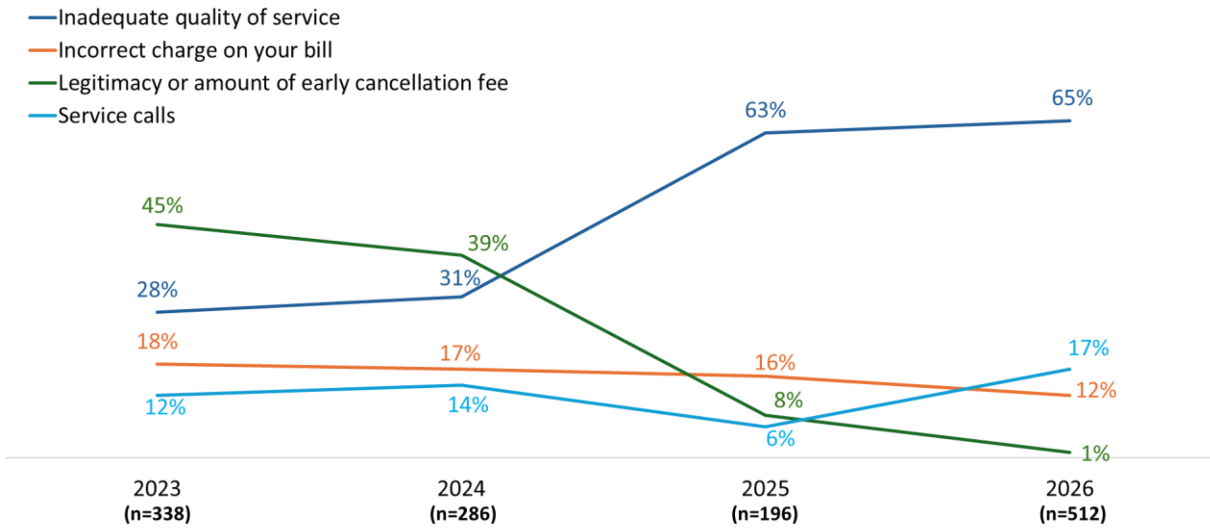
Figure 35: Complaints about Internet services in the past 12 months



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

Among those who filed a complaint about their Internet services (n=512), the most commonly cited reason is inadequate quality of service, mentioned by about two thirds of these respondents. This remains unchanged from last year. Complaints about service calls have increased by 11percentage points, from 6% last year to 17% this year. In contrast, complaints about early cancellation fees have declined, from 8% to just 1%.

Figure 36: Nature of Complaints About Internet Service



IC3. What was your complaint about? [Multiple responses accepted] Base: respondents subscribed to Internet service and filed a complaint.

5. Impressions of the CRTC

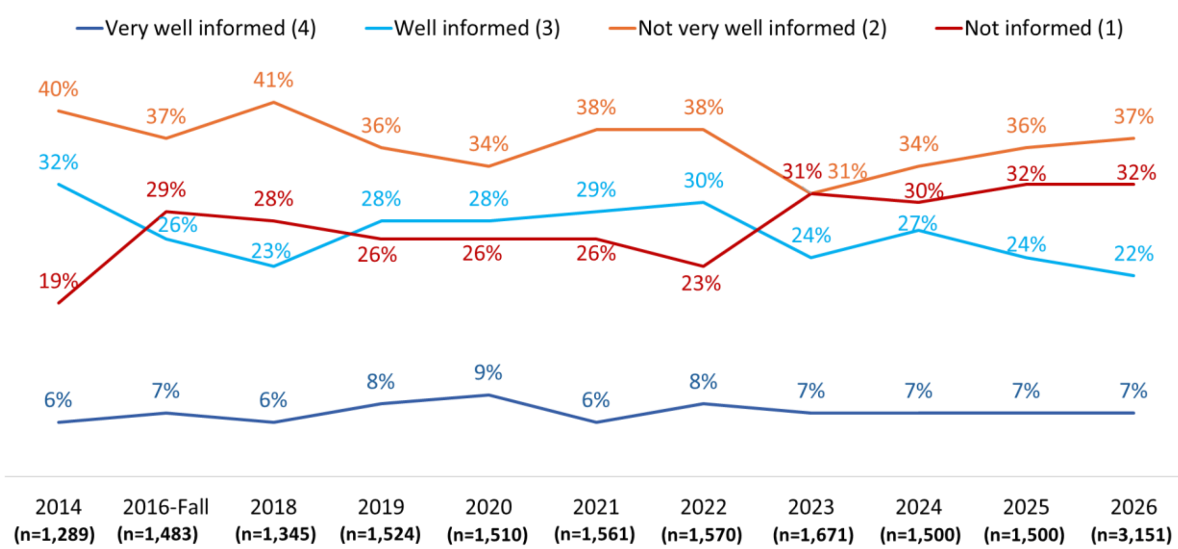
All respondents were asked a series of questions about the CRTC. By way of an introduction to the questions, respondents were told the following:

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

Level to which Canadians feel informed on the CRTC role and mandate have fluctuated over time

Three in ten Canadians feel well (22%) or very well (7%) informed about the mandate and role of the CRTC, a result that is virtually unchanged from last year. More broadly, despite minor year-to-year fluctuations, familiarity with the CRTC has not meaningfully increased over the past decade. In 2016, 33% said they were informed and 66% said they were not well informed; this year, 29% say they are informed, while 69% say they are not well informed.

Figure 37: Informed on CRTC Roles and Mandate



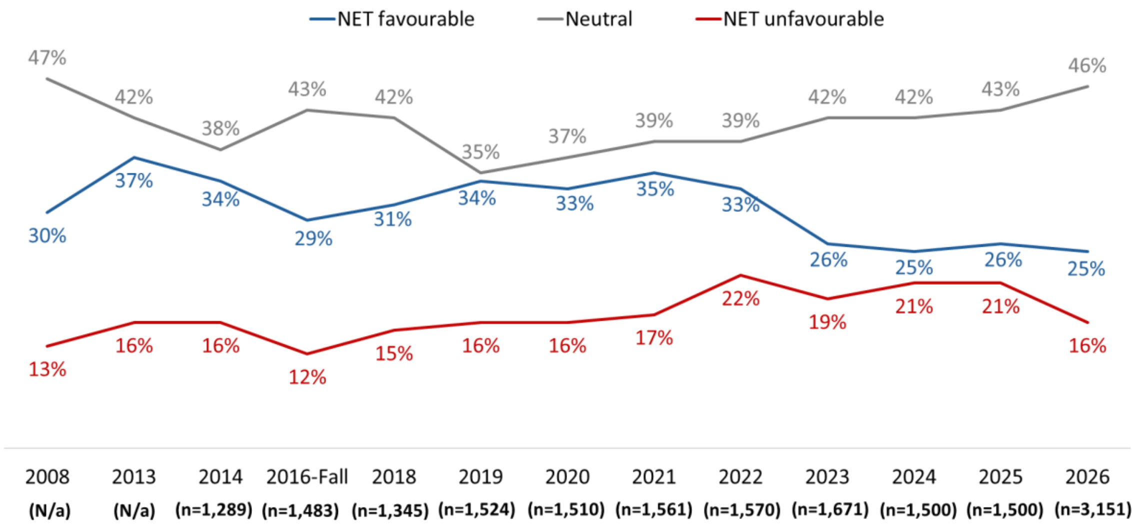
C1. Overall, how informed are you about the mandate and role of the CRTC? Base: all respondents.

The following groups are more likely to say they are not informed: 18- to 34-year-olds (82%), college (70%) and high school (70%) educated Canadians, those from lower-income households (74%), members of racialized populations (71%), those not aware of the Consumer Protection Codes (72%), and those with an unfavourable impression of the CRTC (64%).

Impressions of the CRTC skew neutral to positive

Consistent with previous years, a plurality (46%) reports a neutral impression of the CRTC and the proportion holding this view has gradually increased since 2019. In contrast, one quarter (25%) have a favourable impression and 16% an unfavourable impression.

Figure 38: Impressions of the CRTC



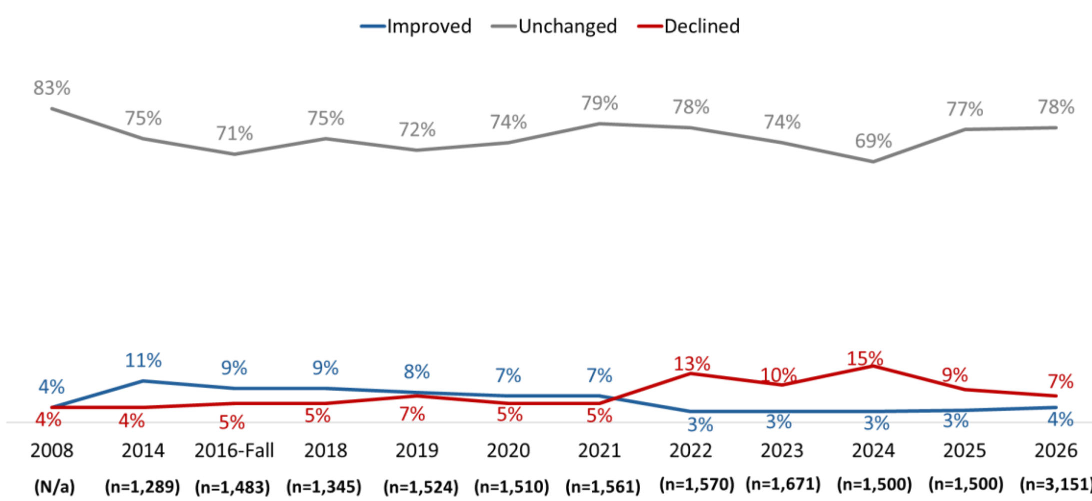
C2. What is your impression of the CRTC? Would you say it is…? Base: all respondents.

Respondents in Quebec are more likely to report a positive impression of the CRTC (31%) than those in British Columbia (23%), Ontario (24%), or the Prairies (24%). Positive impressions also increase with age, rising from 18% among those aged 18–34 to 34% among those aged 65 and older. University graduates (30%), those who recall the Consumer Protection Codes (39%), and those who report being informed about the CRTC (48%) are also more likely to hold a favourable view.

Most say their impressions of the CRTC have not changed over the past year

More than three quarters of Canadians (78%) say their impression of the CRTC has not changed over the past year. Among the remainder, 7% say their impression has declined and 4% that it has increased.

Figure 39: Impressions of the CRTC Over the Past Year



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

6. Profile of Survey Respondents

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

Province and territories	Percent
Ontario	39%
Quebec	23%
British Columbia	14%
Alberta	8%
Manitoba	5%
Saskatchewan	5%
Nova Scotia	2%
Prince Edward Island	1%
Newfoundland and Labrador	2%
New Brunswick	2%
Yukon	0.2%
Northwest Territories	0.1%
Nunavut	0.2%

Gender	Percent
Woman	51%
Man	48%
Another gender	1%
Prefer not to say	1%

Education	Percent
Less than a High School diploma or equivalent	4%
High School diploma or equivalent	21%
Registered Apprenticeship or other trades certificate or diploma	6%
College, CEGEP or other non-university certificate or diploma	22%
University certificate or diploma below bachelor's level	8%
Bachelor's degree	23%
Post graduate degree above bachelor's level	15%
Prefer not to say	2%

Household income	Percent
Under $20,000	5%
$20,000 to just under $40,000	9%
$40,000 to just under $60,000	11%
$60,000 to just under $80,000	11%
$80,000 to just under $100,000	13%
$100,000 to just under $150,000	16%
$150,000 and above	20%
Prefer not to say	17%

Age	Percent
18-24	8%
25-34	19%
35-44	15%
45-54	17%
55-64	12%
65+	29%

Members of racialized populations	Percent
Member of a racialized population	30%
Not a member of a racialized population	69%
Prefer not to say	1%

Service use	Percent
% that subscribe to a wireless plan	87%
% that subscribe to a cable, satellite or IPTV TV service	55%
% that subscribe to a home Internet service	92%

Appendix

Technical Specifications

The following specifications applied to this research:

- A 15-minute random digit dialling (RDD) telephone survey was administered to 3,151 Canadians, 18 years of age or older, between 21 November and 21 December 2025.
- To facilitate comparisons over time, survey questions were the same or similar to the ones first used in the 2014 Wireless Code public opinion research (POR) survey.
- The questionnaire was programmed using a computer-assisted telephone interviewing (CATI) system and pre-tested in advance of the fieldwork to ensure that it measured what it intended to measure and that respondents understood the questions.
    - The pre-test included 10 English interviews and 10 French interviews. No changes were made after the pre-test; therefore, the pre-test data were included in the final survey dataset.
- An overlapping dual frame (landline and cell phone) sample was used to minimize coverage error, which can occur when not all segments of the target population are included in the sample frame. The sample source was ASDE Survey Sampler.
    - Sixty percent of the sample frame contained cell phone numbers and the remainder landline telephone numbers.
    - This was a probability sample; therefore, the results can be generalized to the full population of Canadians.
- The sample frame was geographically disproportionate to improve the accuracy of regional results.
- Based on the sample size for this study, the overall results can be considered accurate to within ±1.9%, 19 times out of 20. The margins of error are greater for results pertaining to subgroups of the total sample.
- The following table presents information about the final call dispositions for this survey and calculation of the response rate:

	Total	Landline	Cell
Total Numbers Attempted	246,194	41,377	204,817
Out-of-scope - Invalid	121,215	16,737	104,478
Unresolved (U)	92,663	16,566	76,097
In-scope - Non-responding (IS)	32,316	8,074	24,242
Language barrier	614	163	451
Incapable of completing (ill/deceased)	231	123	108
Callback (Respondent not available)	2,398	464	1,934
Refusal	28,415	7,138	21,277
Termination	658	186	472
In-scope - Responding units (R)	3,536	1,438	2,098
Completed Interview	3,151	1,203	1,948
Quota Full	219	177	42

	Total	Landline	Cell
Not Qualified – Industry	124	36	88
Not Qualified – Age	27	17	10
Not Qualified – Refused to provide region	15	5	10

- The overall response rate was 3% (6% for the landline sample and 2% for the cell phone sample).
    - Using the numbers from the final call disposition table (the bullet above), the survey response rate is calculated as follows: [R=R/(U+IS+R)]. This means that the response rate is calculated as the number of responding units [R] divided by the number of unresolved [U] numbers plus in-scope [IS] non-responding households and individuals plus responding units [R].
- The survey data have been weighted by region, age and gender using population figures from Statistics Canada's 2021 census data. The weights correct for the disproportionate regional sampling. Any respondents who refused to provide their age and/or gender were given a neutral weight so as not to skew the weighting proportions.
- The table below shows the unweighted and weighted proportions for the variables used to create the weights:

	Unweighted	Weighted
Total sample size:	n=3,151	n=3,151
Region		
Atlantic Canada	300	210
Quebec	600	717
Ontario	800	1,215
Prairies	825	561
British Columbia	326	434
Territories	300	14
Age		
18 to 34	434	847
35 to 54	889	1,011
55 to 64	544	388
65 or older	1,284	905
Gender		
Man	1,590	1,516
Woman	1,518	1,592
Another gender[4]	23	23

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

[4] Sample counts are too small to include in the weighting. Cases were assigned a neutral value of 1.

and those aged 55 and older were over-represented in the survey sample. Weights were applied to adjust for the discrepancy between the survey sample and the population.

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

Survey Questionnaire

Section: Introduction and Screening

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

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

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

IF REQUESTED: The registration number is: 20251009-PH011 and the link to access the system is: https://www.canadianresearchinsightscouncil.ca/rvs/home/

[LANDLINE SAMPLE]

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

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

A1b. May I continue with this survey?

01. Yes [SKIP TO A3]
02. No

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

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

[CELL SAMPLE]

A2a. Are you 18 years of age or older?

01. Yes
02. No [THANK/TERMINATE]

A2b. Have I reached you on your cell phone?

01. Yes
02. No

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

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

01. Yes
02. No [SKIP TO A2e]

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

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

01. Yes [SKIP TO A2f]
02. No

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

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

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

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

[ASK ALL]

A3. [ADD FOR CELL SAMPLE: I know I reached you on a cell phone, but…] Do you have your own cell phone, smartphone or other wireless device or do you only have a device provided and paid for by your employer?

01. Have own cell phone, smartphone or other wireless device
02. Only have a device provided and paid for by your employer
03. Have neither
04. [DO NOT READ] Don't know/no response

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

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

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

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

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

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

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

A7. In what year were you born?

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

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

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

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

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

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

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

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

Section: Wireless Code

[ASK ALL]

I. RECALL OF CONSUMER PROTECTION CODES

WC1. The Wireless Code, Internet Code, and TV Service Provider Code were created to make contracts easier to understand and to contribute to a more dynamic marketplace. To what extent, if any, would you say you recall hearing or seeing anything about these Codes? Would you say you clearly recall, vaguely recall or do not recall?

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

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

II. TYPE OF WIRELESS CONTRACT

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

[INTERVIEWER NOTE: If respondent says: "I don't have a plan/I have a pay-as-you-go/month-to-month," say: "This question is about your service agreement or plan, regardless of whether you have signed a contract for a specific time period, are month-to-month or use prepaid cards."]

WC2. Is it an individual plan or a family or shared plan?

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

01. Individual plan [SKIP TO WC4]

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

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

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

WC4. And, is it a monthly plan, or a prepaid or pay-as-you-go plan?

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

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

III. SERVICES INCLUDED IN THE WIRELESS SERVICE PLAN

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

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

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

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

IV. DEVICES

WC6. When you signed up for your latest wireless plan, did you bring your own device, or did you buy, rent or lease a new phone from your wireless provider?

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

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

01. Bring your own device
02. Buy a new phone from your wireless service provider
03. Rent a new phone from your wireless service provider
04. [DO NOT READ] Don't Know

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

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

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

V. DATA SERVICES

[ASK IF WC5c=01]

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

WC8. Some wireless plans have unlimited data and some have limited data. When a plan includes a monthly data limit, you may have to pay data overage fees if you use more data in a month than is included in your plan. How much data is currently included in your plan each month? [DO NOT READ LIST]

[INTERVIEWER NOTE: If the respondent is unsure about the meaning of data, say: "This is what you need to browse the Internet, access applications or your emails with your wireless device when it is not connected to Wi-Fi."]

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

[INTERVIEWER NOTE: If respondent indicates a number under 100 MegaBytes, please ask them if they mean MegaBytes or GigaBytes. If there is confusion, please code as "Don't Know".]

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

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

WC10. [ASK IF WC5c=01 and WC8 ≠ 04] How easy do you find it to manage the data used by yourself and/or your family each month? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy.

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

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

WC11. [ASK IF WC5c=01 and WC8 ≠ 04] In the past 12 months, how often have you paid data overage fees? READ LIST

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

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

VI. BILL SHOCK

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

01. Yes

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

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

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

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

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

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

WC15. If you use your plan while travelling, you may be charged roaming fees. How easy do you find it to manage your roaming charges when you are travelling? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy.

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

WC16. In the past 12 months, how often have you paid international roaming fees? READ LIST

[INTERVIEWER NOTE: If the respondent is unsure about the meaning of international roaming fees, say: "This is any extra amount you paid to your current service providers to use your service while traveling outside the country."]

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

VII. COMPLAINTS

WC17. Have you made a complaint about your wireless services in the past 12 months?

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

WC18. [ASK IF WC17=01] What was your complaint about? PROMPT WITH LIST IF NEEDED; ACCEPT ALL THAT APPLY

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

NOTES TO INTERVIEWER: READ IF REQUIRED

- **Misleading information about terms**: Some examples are what is included in a contract or how the contract should be interpreted, or whether the providers conduct meets its contractual obligations, or misunderstandings about the particulars of a contract or term.
- **Misleading or aggressive sales practices**: Some examples include salespeople providing details of wireless products or services you are not interested in or which end up being false, promotional offers changing over the course of the term, rebate or discount offers where terms differ from the original information provided by the service provider, or technical support representatives trying to sell you products or services during the support call or interaction.

- **Incorrect charge**: Some examples include complaints about customers having agreed to one price and subsequently being charged more, being overcharged due to either a billing system error or a price that is different than originally advertised, or about being billed for per-use services which they claim they did not use.
- **Early cancellation fee**: This would be a complaint about the amount or the legitimacy of an early cancellation fee charged to the customer when they cancel their service.
- **Inadequate quality of service**: This can include the installation, repair or disconnection of service, including the quality of the service or unreasonable interruptions to service and transfers of service from one provider to another.
- **Credit or refund not received**: This is fairly straightforward – refunds would normally be due upon cancellation of a service.
- **Data charges**: Any complaints relating to a customer's data plan or data services, including disputes over data overage fees, the ability of multiple users on family or shared plans to consent to exceeding data overage caps.
- **Breach of contract**: This would include disputes about compliance with terms and conditions of a customer's contract.
- **Change to contract without notice**: This is when a service provider changes a material term in a customer's contract without providing notice.
- **Credit reporting:** This issue relates to a customer's credit score and/or debt collection. For example, a customer is overbilled in error and does not pay the outstanding amount, this may impact their credit or they may have to deal with debt collection agencies while the complaint is being addressed.
- **Unlimited data:** Any complaints related to the perceived definition of unlimited data or the way in which unlimited data is delivered.

WC19. [ASK If WC17=01] Who did you complain to? Was it your service provider, the Commission for Complaints for Telecom-television Services, also known as the CCTS, or both?

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

VIII. CLARITY AND EXPLANATIONS

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

WC20. Do you find your contract clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand.

01. 1 – Extremely unclear and difficult to understand
02. 2
03. 3
04. 4
05. 5
06. 6

07. 7 – Extremely clear and easy to understand
08. [DO NOT READ] Do not have a contract
09. [DO NOT READ] Never read the agreement
10. [DO NOT READ] Can't recall/do not remember
11. [DO NOT READ] Non-response/refusal

WC21. The Wireless Code requires service providers to include a trial period for new contracts that include a device and to clearly explain any fees that would apply if you cancel your contract or agreement early. How clearly did your service provider explain these measures to you? Please use a 7-point scale where 1 means extremely unclear and 7 means extremely clear.

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

IX. CHANGES

WC22. Have you ever become aware that your service provider changed your plan without expressly making you aware of how the terms and conditions had changed?

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

[ASK ALL]

WC23. Have you changed wireless service providers in the last two years?

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

WC24. [ASK IF WC23=01] Why did you change service provider? DO NOT READ LIST; ACCEPT ALL THAT APPLY

01. Your contract had ended
02. You were no longer satisfied with your service provider
03. Offered a better deal with a different provider
04. Needed a new phone/to upgrade phone
05. Other [SPECIFY]

06. Don't Know

WC25 [ASK IF WC23=01] How easy or difficult was it to switch service providers? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy.

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

WC26 [ASK IF WC25=01, 02, OR 03] Was there a reason why switching providers was difficult for you? DO NOT READ LIST; ACCEPT ALL THAT APPLY

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

WC27. [ASK IF WC23=02] Why did you stay with your current service provider? PROMPT WITH LIST IF NEEDED, ACCEPT ALL THAT APPLY

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

Section: TVSP Code

[ASK IF YES AT A4]

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

[INTERVIEWER INSTRUCTION: If respondent indicates they do not have cable, satellite or IPTV services skip this section]

TVSP1. To what extent do you find your TV contract clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand.

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

TVSP2. The TVSP Code requires television service providers to ensure that customers are aware of the availability, price and content of their entry-level service offering, also known as the basic service package. Has your service provider informed you about their entry-level offering, to be offered at no more than $25 per month? This may have been by email, on the phone or via your monthly billing.

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

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

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

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

01. Misleading information about the terms of your contract
02. Misleading or aggressive sales practices
03. Incorrect charge on your bill
04. Legitimacy or amount of early cancellation fee
05. Inadequate quality of service
06. Credit or refund not received
07. Breach of contract
08. Change to contract without notice
09. 30-day cancellation policy
10. Credit reporting
11. Installation

12. Service calls
13. Changed the price of a TV channel or package of channels without informing you in advance
14. Other [SPECIFY]
15. Don't Know

NOTES TO INTERVIEWER: READ IF REQUIRED

- **Misleading information about terms**: Some examples are what is included in a contract or how the contract should be interpreted, or whether the providers conduct meets its contractual obligations, or misunderstandings about the particulars of a contract or term.
- **Misleading or aggressive sales practices**: Some examples include salespeople providing details of television products or services you are not interested in or which end up being false, promotional offers changing over the course of the term, rebate or discount offers where terms differ from the original information provided by the service provider, or technical support representatives trying to sell you products or services during the support call or interaction.
- **Incorrect charge**: Some examples include complaints about customers having agreed to one price and subsequently being charged more, being overcharged due to either a billing system error or a price that is different than advertised, or about being billed for per-use services which they claim they did not use.
- **Early cancellation fee**: This would be a complaint about the amount or the legitimacy of an early cancellation fee charged to the customer when they cancel their service.
- **Inadequate quality of service**: This can include the quality of the service, unreasonable interruptions to service, disconnections, and issues transferring service from one provider to another.
- **Credit or refund not received**: This is fairly straightforward – refunds would normally be due upon cancellation of a service.
- **Breach of contract**: This would include disputes about compliance with terms and conditions of a customer's contract.
- **Change to contract without notice**: This is when a service provider changes a material term in a customer's contract without providing notice, including changes to television programming options (e.g. channels provided or rate increases).
- **Credit reporting**: issues related to a consumer's credit score and/or debt collection. For example, a customer is overbilled in error and does not pay the outstanding amount, this may impact their credit or they may have to deal with debt collection agencies while the complaint is being addressed.
- **Installation**: issues related to the installation of services.
- **Service calls**: issues related to service calls, including repair services, such as failure to arrive within the promised timeframe or charges related to service calls.

Section: Internet Code

[ASK IF YES AT A5]

IC1. To what extent do you find your Internet contract clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand.

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

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

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

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

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

Section: CRTC

[ASK ALL]

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

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

01. Very well informed
02. Well informed
03. Not very well informed

04. Not informed
05. [DO NOT READ] Don’t Know

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

[REPEAT CRTC DEFINITION, IF NECESSARY: The Canadian Radio-television and Telecommunications Commission or CRTC is an independent agency of government, responsible for regulating Canada's broadcasting and telecommunications systems.]

01. Very favourable
02. Somewhat favourable
03. Neutral
04. Somewhat unfavourable
05. Very unfavourable
06. [DO NOT READ] Don’t Know

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

[REPEAT CRTC DEFINITION, IF NECESSARY: The Canadian Radio-television and Telecommunications Commission or CRTC is an independent agency of government, responsible for regulating Canada's broadcasting and telecommunications systems].

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

Section: Demographics

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

D1. What is the highest level of formal education that you have completed? [READ LIST; STOP WHEN AN ANSWER IS SELECTED]

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

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

01. French
02. English

03. Other (SPECIFY)
04. [DO NOT READ] Prefer not to answer

D3. Including yourself, how many people currently live in your household?

01. [NUMBER: MIN=1]
02. Prefer not to answer

D4. [ASK IF D3 IS >1] Are you the parent or guardian of a child under 18 years of age living at home with you? [READ LIST]

01. Yes
02. No
03. [DO NOT READ] Prefer not to answer

D5. Which of the following best describes your total household income last year, before taxes, from all sources for all household members? [READ LIST]

01. Under $20,000
02. $20,000 to under $40,000
03. $40,000 to under $60,000
04. $60,000 to under $80,000
05. $80,000 to under $100,000
06. $100,000 to under $150,000
07. $150,000 and above
08. [DO NOT READ] Prefer not to answer

D6. Which of the following categories best describes your current employment status? Are you…? [READ LIST]

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

D7. Are you an Indigenous person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

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

D8. What is your ethnic or cultural background? [DO NOT READ; ACCEPT MULTIPLE RESPONSES]

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

D9. What are the first 3 characters of your postal code?

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

Finally,

D10. [ASK IF A3=01 OR 04] How many cellular phones are there in your household, not including any that are paid for by an employer? [READ LIST]

01. None [IF A3=02 OR 03]
02. 1
03. 2
04. 3
05. 4 or more
06. [DO NOT READ] Don't Know
07. [DO NOT READ] Prefer not to answer

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