



Wireless Code Public Opinion Research

Quantitative Research Report

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

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Ce rapport est aussi disponible en français sur demande.

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Executive Summary

Harris/Decima is pleased to present this report to the Canadian Radio-Television and Telecommunications Commission (CRTC) highlighting the findings from the “Wireless Code” research study.

The Commission established the Wireless Code, a mandatory code of conduct for wireless service providers, in *The Wireless Code*, Telecom Regulatory Policy CRTC 2013-271, June 3, 2013 (the Wireless Code Decision). The Wireless Code applies to all retail mobile wireless voice and data services (wireless services) provided to individual and small business consumers in Canada.

In the Wireless Code Decision, the Commission indicated that it will develop an evaluation plan to evaluate the effectiveness of the Wireless Code; the results of this evaluation will form part of a formal review of the Wireless Code following its implementation; and it intends to initiate a formal review of the Wireless Code within three years of its implementation.

The review of the Wireless Code will assess whether it is meeting its objectives, which include ensuring that consumers are empowered to make informed decisions about wireless services. To ensure the effectiveness of the review, the Commission needed reliable data on how consumers’ understanding of their wireless service contracts and related rights change between the implementation of the Wireless Code and the review.

In order to track opinions of the CRTC over time, the Commission also wanted to ask Canadians a number of questions that were used in a 2008 survey on perceptions of the CRTC.

To contribute to these objectives, a telephone survey was conducted with the Canadian population. The sample included both landline interviews and cell phone interviews. We aimed to complete at least 25% of the interviews by calling cell phone numbers in order to ensure that those people who primarily use their cell-phone (or live in a cell phone only household) were included in the sample pool. The final sample of 1,289 Canadian adults is made up of 27% cell phone interviews and 73% landline interviews.

Surveys were conducted between February 5 and March 4, 2014 (in English and French) and took an average of 7 minutes to complete. The sample was a probability sample and as such can be extrapolated to the Canadian population with a margin of error of +/-2.7%, 19 times out of 20.

The key findings based on the survey results are presented below.

Wireless Services - Complaints

- A quarter of Canadian cell phone owners (26%) have made a complaint about their wireless service in the past year.
 - For most wireless customers (95%), this meant calling their service provider.
- Complaints made in the past year were not resolved to everyone’s satisfaction.
 - Almost half of those who complained (47%) feel dissatisfied with how their complaint was resolved.
- The Commissioner for Complaints and Telecommunications Services (CCTS) is not highly recognized by Canadian cell phone owners as an avenue to launch complaints related to wireless services, with only 13% saying that they received information with their cell phone contract or agreement about how they could complain to the CCTS.

- Quite a few cell phone owners (28%) have experienced some form of bill shock in the past year, related to everything from high data usage and roaming charges to their child using their account without parents knowing about it.

Wireless Contracts

- Most Canadian cell phone owners (66%) find their contract or service agreement clear and easy to understand.
 - Moreover, half of Canadian cell phone owners (50%) say that their service provider gave a clear explanation of fees that would apply if they canceled their agreement early.
- One in five Canadian cell phone owners (19%) have become aware that their service provider changed their plans without informing them.
- Almost one in five Canadian cell phone owners (18%) have changed providers in the past two years.
 - Price was often a factor in this decision.
 - For the most part, it was easy to switch providers. Almost half (46%) say it was extremely easy, while another 28% say it was somewhat easy.

The Wireless Code

- One in five (22%) cell phone owners say they clearly recall hearing or seeing something about the Wireless Code coming into effect.
 - Another 30% vaguely recall it, while the remaining 46% did not hear about the Code.
 - Almost all awareness (83%) came from media announcements, while hearing from friends/family accounted for 11% of recall.

About the CRTC

- In general, Canadians do not feel well informed about the mandate and role of the CRTC. Only 6% of Canadians say they are very well informed, while another third (32%) are well informed.
 - That leaves more than half who are either not very well (40%) or not at all informed (19%).
- Most Canadians either support the CRTC (34%) or are neutral (38%) towards the Commission, while it has few detractors.
 - Three quarters of Canadians (75%) indicate that their impression of the CRTC has remained the same in the past year.

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I hereby certify as Senior Officer of Harris/Decima Inc that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.



Stephanie Constable, Senior Vice President

Harris/Decima Inc.

Sommaire

Harris/Décima a le plaisir de présenter au Conseil de la radiodiffusion et des télécommunications canadiennes (CRTC) le présent rapport mettant en lumière les conclusions de sa recherche relative au « Code sur les services sans fil ».

Le Conseil a établi le Code sur les services sans fil, un code de conduite obligatoire pour les fournisseurs de services sans fil, dans la Politique réglementaire de télécom CRTC 2013-271 du 3 juin 2013 intitulée *Le Code sur les services sans fil* (la décision relative au Code sur les services sans fil). Le Code sur les services sans fil s'applique à l'ensemble des services de téléphonie et de données sans fil mobiles de détail (services sans fil) offerts aux particuliers et aux petites entreprises au Canada.

Dans la décision relative au Code sur les services sans fil, le Conseil a indiqué qu'il élaborera un plan pour évaluer l'efficacité du Code; les résultats de la présente évaluation serviront dans le cadre de l'examen officiel du Code sur les services sans fil que le Conseil entend effectuer trois ans après sa mise en œuvre.

L'examen du Code sur les services sans fil permettra d'évaluer si le Code atteint ses objectifs, entre autres si les consommateurs disposent de l'information dont ils ont besoin pour prendre des décisions éclairées au sujet des services sans fil. Pour garantir l'efficacité de l'examen, le Conseil avait besoin de données fiables lui permettant de saisir comment change la compréhension que les consommateurs ont de leurs contrats de service sans fil et des droits connexes entre la mise en œuvre du Code sur les services sans fil et son examen.

Afin de suivre de près les opinions des Canadiens sur le CRTC au fil du temps, le Conseil souhaitait également que leur soient posées une série de questions utilisées dans le cadre d'un sondage effectué en 2008 sur la perception qu'avaient les Canadiens du CRTC.

Pour contribuer à l'atteinte de ces objectifs, un sondage téléphonique a été effectué auprès de la population canadienne. L'échantillonnage a regroupé des entrevues menées tant auprès des utilisateurs d'un téléphone traditionnel fixe que des utilisateurs d'un téléphone cellulaire. L'objectif était d'effectuer au moins 25 % des sondages en appelant à des numéros de téléphone cellulaire afin de garantir que les personnes qui utilisent principalement un tel appareil (ou qui vivent dans un foyer ne disposant que d'un téléphone cellulaire) soient incluses dans le même échantillonnage. L'échantillonnage définitif de 1 289 Canadiens adultes comprenait 27 % d'entrevues avec des utilisateurs d'un téléphone cellulaire et 73 % d'entrevues avec des utilisateurs d'un téléphone fixe.

Le sondage, d'une moyenne de sept minutes, a été effectué entre le 5 février et le 4 mars 2014 (en anglais et en français). L'échantillonnage a été tiré au hasard et peut donc être extrapolé à la population canadienne avec une marge d'erreur de plus ou moins 2,7 %, 19 fois sur 20.

Les principales conclusions des résultats du sondage sont présentées ci-après.

Plaintes relatives aux services sans fil

- Un quart des Canadiens détenteurs d'un téléphone cellulaire (26 %) ont formulé une plainte au sujet de leurs services sans fil au cours de la dernière année.
 - Pour la plupart des clients des services sans fil (95 %), cela voulait dire appeler leur fournisseur de services.
- Les plaintes formulées au cours de la dernière année n'ont pas été réglées à la satisfaction de tous.

- Près de la moitié des plaignants (47 %) étaient insatisfaits de la façon dont leur plainte avait été réglée.
- Les Canadiens qui ont un téléphone cellulaire ne savent pas vraiment qu'ils peuvent s'adresser au Commissaire aux plaintes relatives aux services de télécommunication (CPRST) pour déposer les plaintes relatives aux services sans fil, et seulement 13 % ont affirmé qu'ils avaient reçu de l'information avec leur contrat ou entente de téléphonie cellulaire sur la façon faire appel au CPRST.
- Plusieurs détenteurs d'un téléphone cellulaire (28 %) ont eu de mauvaises surprises en recevant leur facture au cours de la dernière année, p. ex., des frais d'itinérance et d'utilisation de données élevés ou encore constatation que les enfants utilisent le compte des parents à leur insu.

Contrats de service sans fil

- La plupart des Canadiens qui possèdent un téléphone cellulaire (66 %) estiment que leur entente ou contrat de services est clair et facile à comprendre.
 - En outre, la moitié des Canadiens détenteurs d'un téléphone cellulaire (50 %) affirment que leur fournisseur de services a clairement indiqué les frais qui s'appliqueront en cas de résiliation anticipée de leur contrat.
- Un Canadien sur cinq qui possède un téléphone cellulaire (19 %) a constaté que son fournisseur de services avait changé le forfait sans l'informer.
- Près d'un Canadien sur cinq qui possède un téléphone cellulaire (18 %) a changé de fournisseur au cours des deux dernières années.
 - Le prix a souvent été un élément de la décision.
 - Pour la plupart, changer de fournisseur a été facile. Près de la moitié (46 %) des répondants affirment que cela a été très facile, alors que 28 % des répondants déclarent que cela a été plutôt facile.

Le Code sur les services sans fil

- Un détenteur de téléphone cellulaire sur cinq (22 %) affirme se souvenir clairement d'avoir lu ou entendu quelque chose à propos de l'entrée en vigueur du Code sur les services sans fil.
 - Un autre 30 % des répondants se souvient vaguement avoir lu ou entendu quelque chose à ce sujet, alors que 46 % d'entre eux n'ont jamais entendu parler du Code.
 - Les annonces dans les médias ont joué un rôle prédominant dans la sensibilisation du public (83 %), alors que les amis et la famille ont représenté 11 %.

Le CRTC

- En règle générale, les Canadiens n'ont pas l'impression d'être bien renseignés au sujet du rôle et du mandat du CRTC. Seuls 6 % des Canadiens affirment qu'ils sont très bien informés, alors qu'un tiers (32 %) se disent bien renseignés.
 - Il reste donc plus de la moitié des Canadiens qui ont l'impression de ne pas être très bien renseignés (40 %) ou pas du tout (19 %).
- La plupart des Canadiens appuient le CRTC (34 %) ou sont neutres (38 %) à son égard; le Conseil a aussi quelques détracteurs.
 - Les trois quarts des Canadiens (75 %) indiquent que leur impression du CRTC n'a pas changé au cours de la dernière année.

Firme de recherche : Harris/Décima Inc.

Numéro de contrat : 82082-140023/001/CY

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Stephanie Constable, vice-présidente principale

Harris/Decima Inc.

Introduction

Harris/Decima is pleased to present this report to the Canadian Radio-Television and Telecommunications Commission (CRTC) highlighting the findings from the “Wireless Code” research study.

The Commission established the Wireless Code, a mandatory code of conduct for wireless service providers, in *The Wireless Code*, Telecom Regulatory Policy CRTC 2013-271, June 3, 2013 (the Wireless Code Decision). The Wireless Code applies to all retail mobile wireless voice and data services (wireless services) provided to individual and small business consumers in Canada.

The Wireless Code establishes new requirements for wireless service providers (service providers) that will ensure that consumers are empowered to make informed decisions about wireless services, and contribute to a more dynamic marketplace by making it easier for consumers to take advantage of competitive offers.

The Wireless Code came into effect on December 2, 2013 and applies to all new contracts signed as of that date, and all existing contracts that are amended, renewed, or extended on or after that date. The Wireless Code will apply to all wireless contracts as of June 3, 2015.

In the Wireless Code Decision, the Commission indicated that it will develop an evaluation plan to evaluate the effectiveness of the Wireless Code; the results of this evaluation will form part of a formal review of the Wireless Code following its implementation; and it intends to initiate a formal review of the Wireless Code within three years of its implementation.

The review of the Wireless Code will assess whether it is meeting its objectives, which includes ensuring that consumers are empowered to make informed decisions about wireless services.

To ensure the effectiveness of the review, the Commission needed reliable data on how consumers’ understanding of their wireless service contracts and related rights change between the implementation of the Wireless Code and the review.

In order to track opinions of the CRTC over time, the Commission also wanted to ask Canadians a number of questions that were used in a 2008 survey on perceptions of the CRTC.

More specifically, the objectives of this research were:

- To assess whether the Wireless Code is meeting its objectives, which include ensuring that consumers are empowered to make informed decisions about wireless services.
- To seek perceptions of the CRTC as an institution.

The results are designed to help inform the actions the Commission should take to ensure that Canadians have the tools they need to understand their wireless service contracts and related rights.

To contribute to these objectives, a telephone survey was conducted with the Canadian population. The sample included both landline interviews and cell phone interviews. We aimed to complete at least 25% of the interviews by calling cell phone numbers in order to ensure that those people who primarily use their cell-phone (or live in a cell phone only household) were included in the sample pool. The final sample of 1,289 Canadian adults is made up of 27% cell phone interviews and 73% landline interviews.

Surveys were conducted between February 5 and March 4, 2014 (in English and French) and took an average of 7 minutes to complete. The sample was a probability sample and as such can be extrapolated to the Canadian population with a margin of error of +/-2.7%, 19 times out of 20.

The detailed findings from this research are presented in subsequent chapters of this report. Appended to this report are the survey instruments (English and French) and detailed tabular tables (presented under separate cover).



Stephanie Constable, Senior Vice President

Harris/Decima Inc.

Detailed Findings

This report is divided into two main sections:

1. Results of questions for cell phone owners regarding the Wireless Code
2. Results of questions for the general population (cell phone owners and landline-only households) about the CRTC

The numbers presented throughout this report are rounded. In some cases, it may appear that ratings collapsed together are different by a percentage point from when they are presented individually and totals may not add up to 100%.

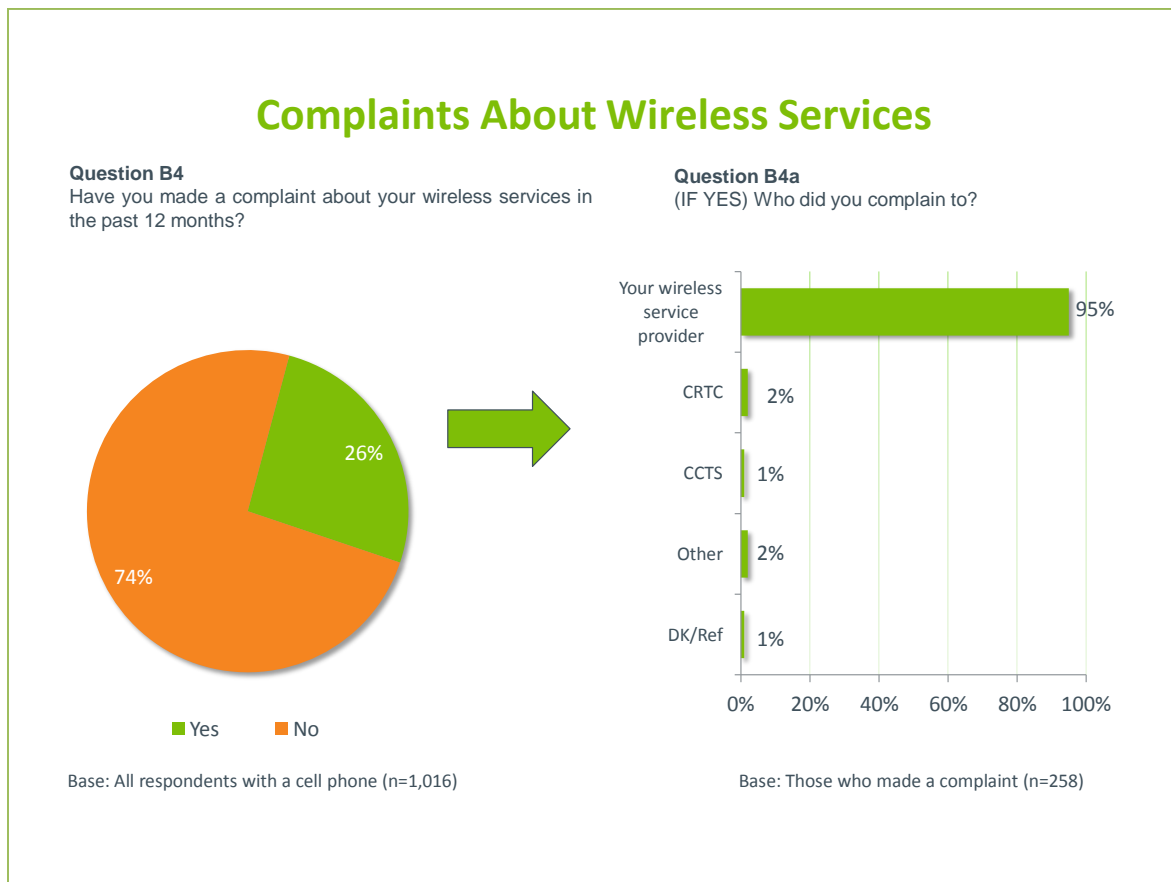
Part 1 – The Wireless Code

Wireless Services - Complaints

Launching a Complaint

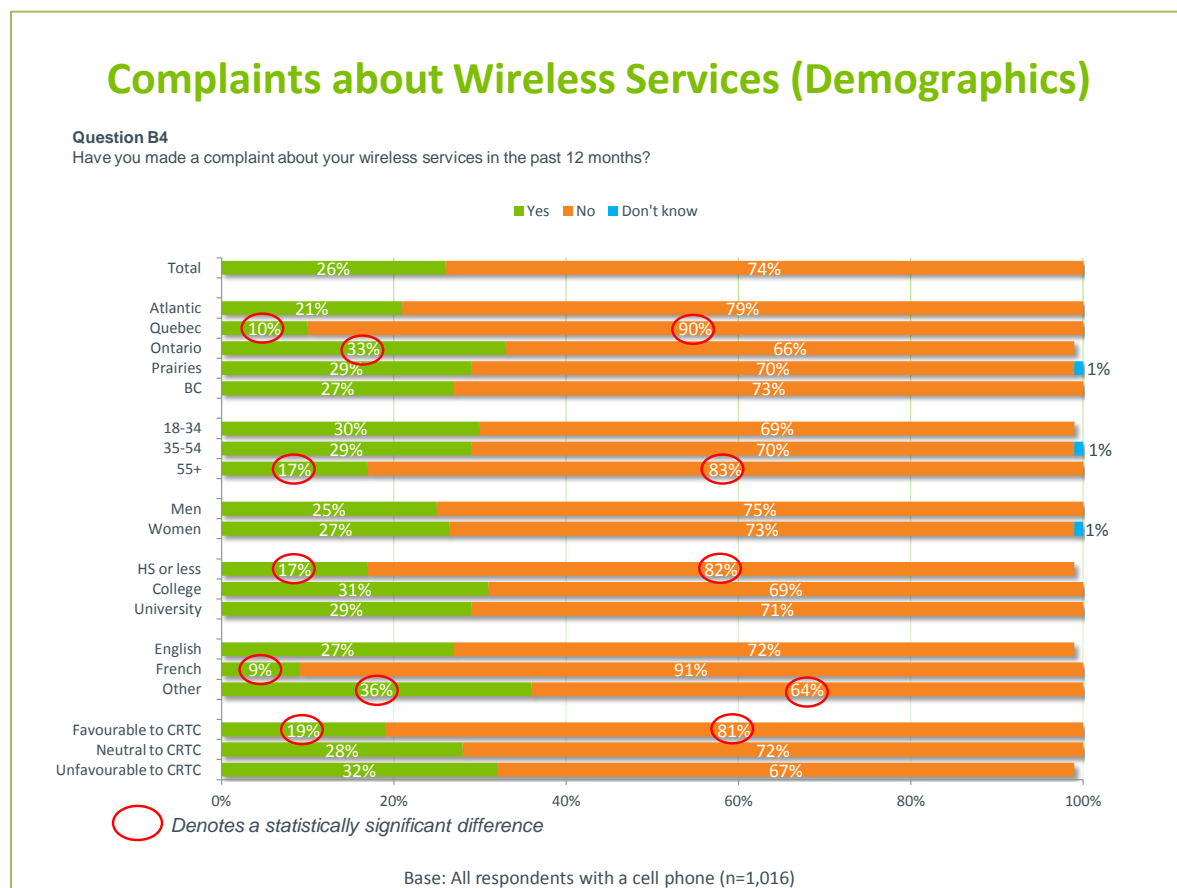
A quarter of Canadian cell phone owners have made a complaint about their wireless service in the past year. For most wireless customers, this meant calling their service provider.

When asked whether they made a complaint about their services in the past 12 months, 26% say they had. Of those, 95% had done so by complaining to their wireless service provider. Small numbers complained to the CRTC (2%), CCTS (1%) or somewhere else (3%).



Some regional and demographic differences are seen for the number of complaints:

- Regionally, Ontario stands out as the province where the level of complaints is highest (33%) while Quebec has the lowest level (10%).
- Older Canadians (55+) tend to be the least likely to complain about their service (17%, compared to 30% among those 18-34 and 29% among those 35-54).
- Canadian cell owners with a high school education or less are the least likely to have complained (17%, compared to 31% with a college education and 29% with a university education)
- Those whose mother tongue is something other than English or French (36%) were the most likely to complain, compared to those whose native language is French (9%) in particular.
- Attitudinally, the tendency to complain appears to vary according to Canadians' feelings towards the CRTC: Among those with favourable views of the CRTC, 19% complained; among those with neutral views, that percentage was 28%; and among those with unfavourable views, 32% complained.¹

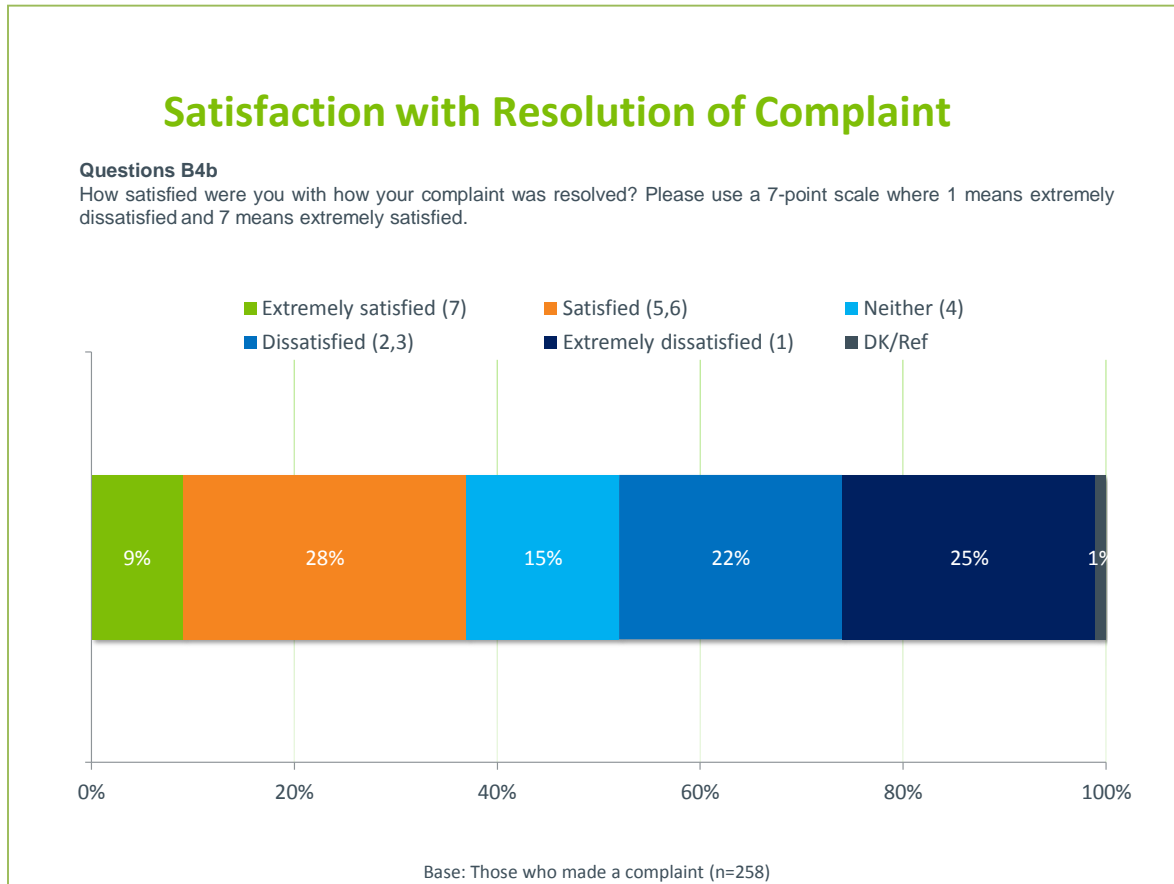


¹ Questions about opinions regarding the CRTC were asked of cell phone owners after they had been asked about the Wireless Code, which included questions on their service contract, complaints made, bill shock, switching providers and recollection of the Wireless Code.

Complaint Resolution

Complaints made in the past year were not resolved to everyone's satisfaction.

Almost half of those who complained (47%) feel dissatisfied with how their complaint was resolved, with a quarter (25%) feeling extremely dissatisfied. On the other hand, one in ten (9%) were extremely happy with the outcome and another 28% somewhat happy.



The Commissioner for Complaints and Telecommunications Services (CCTS) is not highly recognized by Canadian cell phone owners as an avenue to launch complaints related to wireless services.

Only 13% say that they received information with their cell phone contract or agreement about how they could complain to the CCTS. Three quarters (76%) say they did not receive any information about the CCTC and a further 12% doesn't know.

Those with the highest levels of awareness are generally those with less education (19% saying yes among those with high school or less, compared to 11% of college educated and 9% of university educated cell phone owners) and allophones (19%, compared to 12% among Anglophones and 11% among Francophones.)

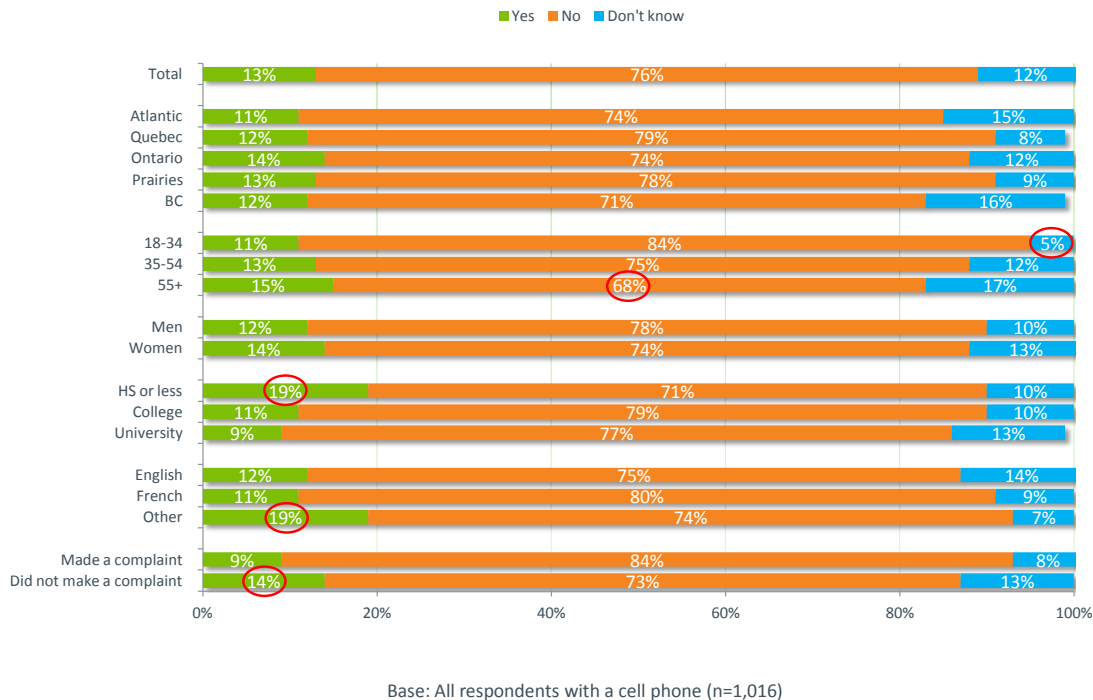
Moreover, and perhaps more importantly, only 9% of those who made a complaint say they heard about the CCTS when they signed their contract (compared to 14% among those who did not make

a complaint.) It is therefore not surprising that only 2% of those who made a complaint about their service did so through the CCTS.

Receiving Information about Contacting CCTS (Demographics)

Questions B5

When you signed your contract or made an agreement, did you receive information about how you could complain about wireless services to the Commissioner for Complaints for Telecommunications Services – the CCTS?



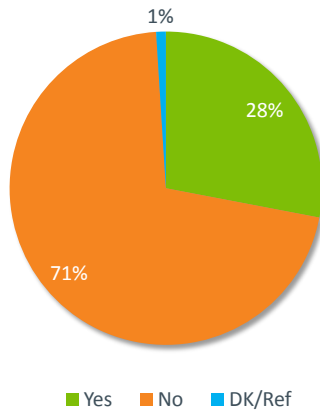
Quite a few cell phone owners have experienced some form of bill shock in the past year, related to everything from high data usage and roaming charges to their child using their account without parents knowing about it.

Almost three in ten (28%) say they have had a surprisingly high bill in the past 12 months. The top causes for this bill shock are high data usage (24%) and international roaming charges (21%), followed by unexplained airtime or data usage (12%), Canadian roaming charges (10%) or generally additional or unexpected fees (10%). For about one in twenty, long distance charges (6%), exceeding minutes (5%), billing issues, set-up or service charges or not getting the deal or plan they were promised (4% respectively) were the main reasons. Other issues mentioned by a few percent of those experiencing bill shock are high prices in general, having multiple services on one bill, new hardware or equipment fees, texting charges, unexpected price increases to their plan or changes to their plan, and their child using their account.

Experiencing Bill Shock

Question B6

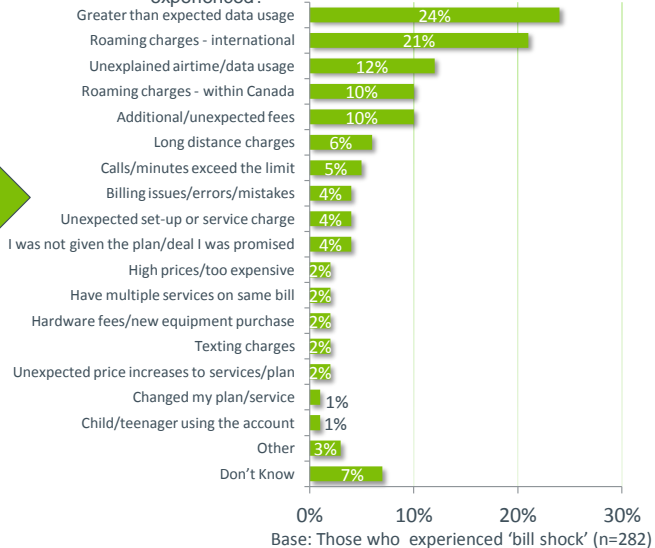
Have you experienced 'bill shock', meaning a surprisingly high bill, during the last year?



Base: All respondents with a cell phone (n=1,016)

Question B6a

(IF YES) What was the main reason for the 'bill shock' you experienced?



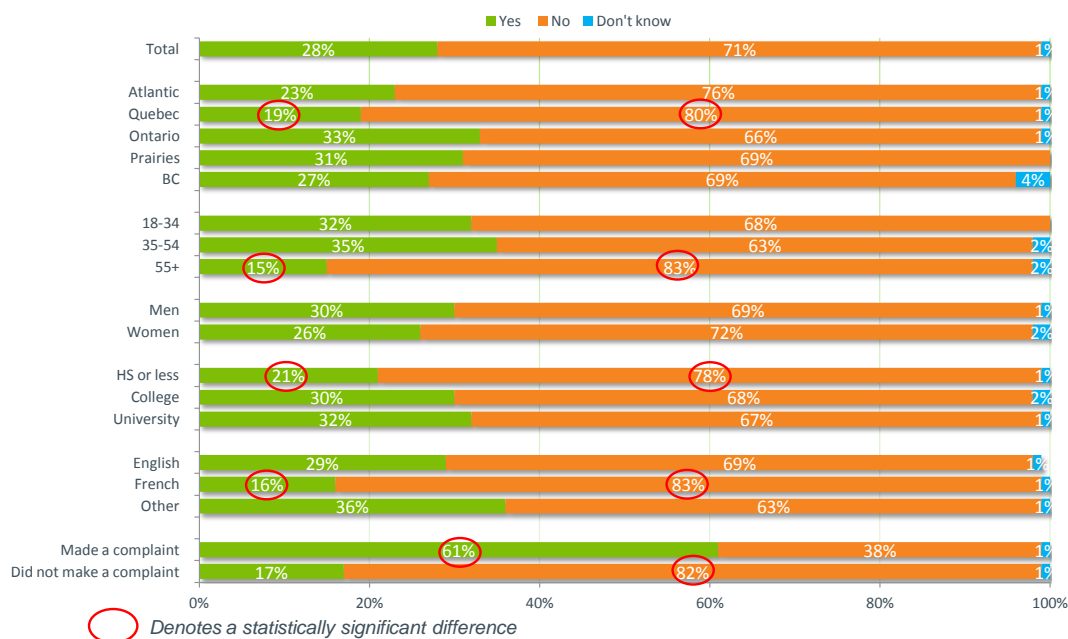
Bill shock is more common in Ontario (33%) and the Prairie provinces (31%) and lowest in Quebec (19%) and Atlantic Canada (23%). Older Canadians (55 and over) are about half as likely as younger Canadians to say they were surprised by their charges in the last year, with only 15% saying this was the case, compared to 32% among those 18-34 and 35% among those 35-54.

When looking at the link between making a complaint and experiencing bill shock, the results show that among those who made a complaint, 61% experienced bill shock, suggesting that many of the complaints would have been about a billing issue.

Experiencing Bill Shock (Demographics)

Question B6

Have you experienced 'bill shock', meaning a surprisingly high bill, during the last year?



Base: All respondents with a cell phone (n=1,016)

Wireless Contracts

Clarity of Contract

Most Canadian cell phone owners find their contract or service agreement² clear and easy to understand.

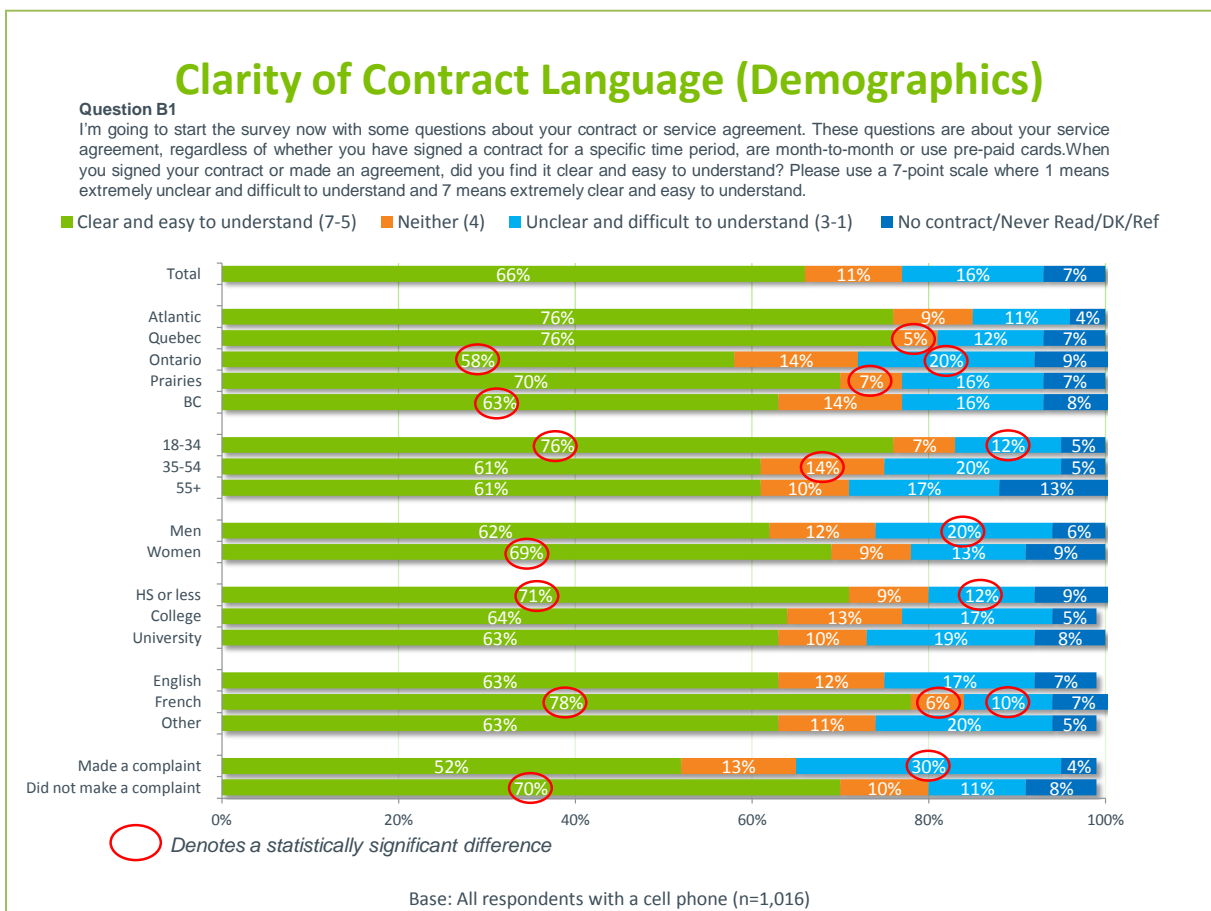
Two thirds (66%) say that their contract is clear and easy to understand, giving a score of 5, 6 or 7 on a 7-point scale. One in five (21%) gave it the highest mark of 7 out of 7 – indicating it is extremely clear. Only 16% describe their contract as unclear or difficult to understand (1, 2 or 3 on the 7-point scale), while 11% feel neutral about it (4). The remainder either say they do not have a contract (3%), aren't sure (3%) or admit to never reading the agreement (1%).

Not surprisingly, the clarity of one's contract is correlated with the propensity to make a complaint about wireless services: Of those who made a complaint, only half (52%) found their contract clear, with a mere 9% giving it top marks. At the same time, seven-in-ten (70%) of those who did not make a complaint found their contract clear, with 25% saying it is extremely clear. As we saw earlier in this report, almost all cell owners who launched a complaint about their service did so with their wireless service provider.

² For the purpose of this research, respondents were told that they were being asked about their service agreement, regardless of whether they signed a contract for a specific time period, are month-to-month or use pre-paid cards.

There are some demographic differences of note. This includes regional divergence, which could be linked to the availability and popularity of certain telecommunications providers who have different contracts for their clients:

- Agreements seem to be best-designed in Atlantic Canada and Quebec, and not as strong in terms of clarity in language in Ontario and BC: In Atlantic Canada and Quebec, three quarters (76%) find their agreements clear and easy to understand, compared to 63% in BC and 58% in Ontario.
 - When looking at who gives the highest score of 7, Quebecers, at 33%, are more than twice as likely as those in BC (15%) and Ontario (16%).
- Women (69%) are more likely than men (62%) to find their contracts understandable.
- Younger Canadians under the age of 35 tend to feel more positive about their contract clarity than those 35 and over (76% vs. 61%).
- As well, those with a college or university education (64% and 63% respectively) are less likely than those with high school education or less (71%) to find their contracts clear.



Related to the clarity of the contract, respondents were also asked about the explanation their service provider gave them about fees that would be incurred if cancelling a contract early.

Explaining Fees

Half of Canadian cell phone owners say that their service provider gave a clear explanation of fees that would apply if they canceled their agreement early.

Almost a quarter (23%) says this was done in an extremely clear manner (7 on the 7-point scale). Conversely, about half that number (12%) give their provider the lowest grade (1 out of 7), saying it was extremely unclear. Overall, a third (32%) gives their service provider a failing grade (1-3) for explaining cancellation fees. The remainder are either neutral (10%), say they don't have a contract (4%), never read the agreement (1%) or aren't sure (4%).

Once again, the correlation can be seen with making complaints: Among those who made a complaint, fully half (52%) indicate that this element of their contract is unclear and difficult to understand including one in five (20%) who say it is extremely unclear, while this percentage is less than half (24%) among those who did not complain (and 9% saying extremely unclear).

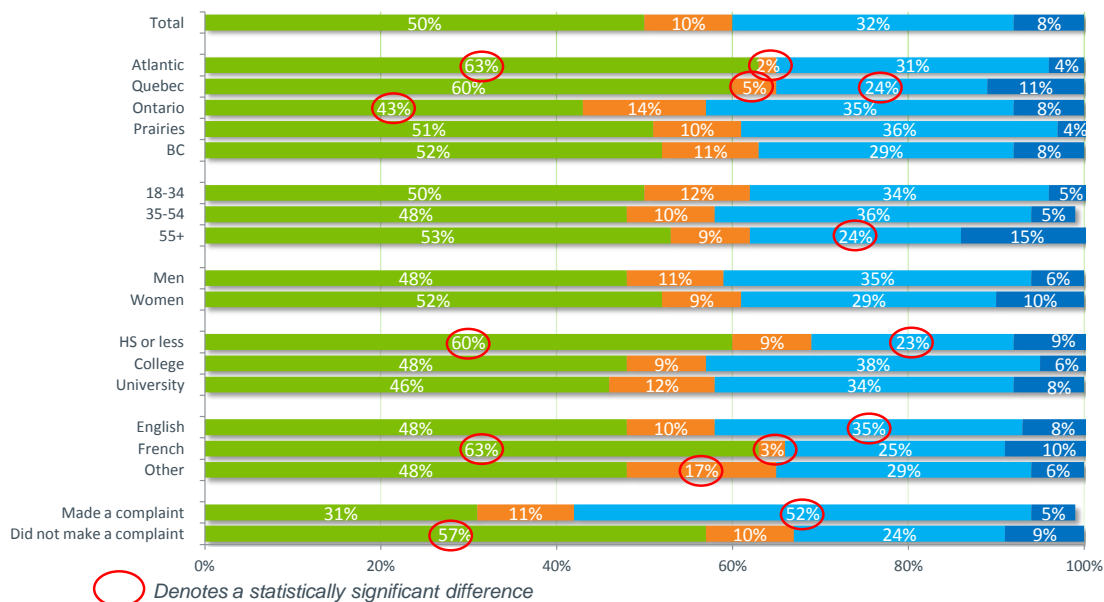
When looking regionally across the country, it appears that information about cancellation fees is clearest for residents of Atlantic Canada (63%) and Quebec (60%) and the least likely to be clear for Ontarians (43%).

Clarity of Explanations from Provider (Demographics)

Question B2

When you signed your contract or accepted your service agreement, how clearly did your service provider explain any fees that would apply if you cancel your contract or agreement early? Please use a 7-point scale where 1 means extremely unclear and 7 means extremely clear.

■ Clear and easy to understand (7-5) ■ Neither (4) ■ Unclear and difficult to understand (3-1) ■ No contract/Never read/DK/Ref



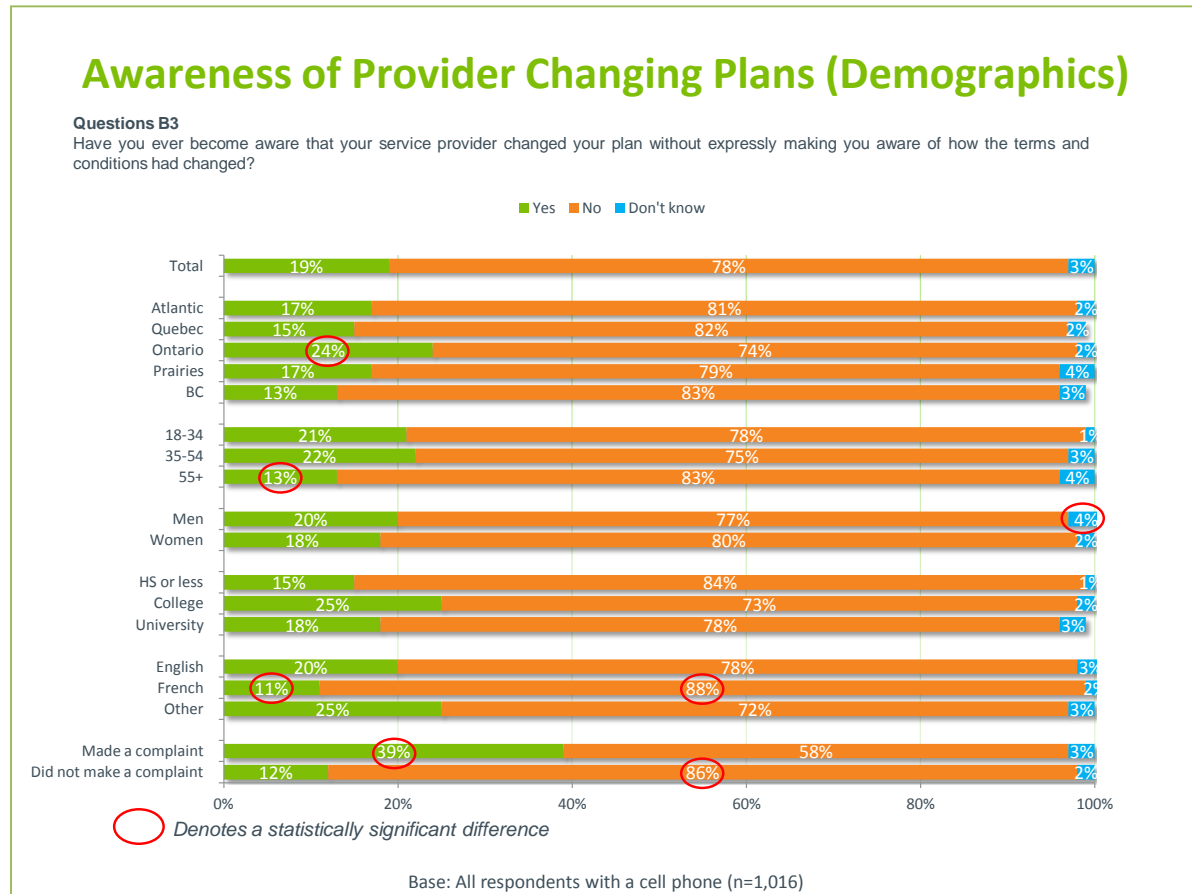
Base: All respondents with a cell phone (n=1,016)

Change of Plans

One in five Canadian cell phone owners have become aware that their service provider changed their plans without informing them.

While nationally, 19% say they have experienced this, that number is higher in Ontario (24%) than in BC (13%), Quebec (15%) and the Prairies and Atlantic provinces (17%). Among older Canadians (55+), only 13% reported changing plans, while this is the case for 21% of 18-34-year olds and 22% of those 35-55.

A big difference can be seen among those who made a complaint: among those, two in five (39%) say they are aware of their provider changing their plan without them being made aware, compared to 12% among those who have not made a complaint.



Change of Providers

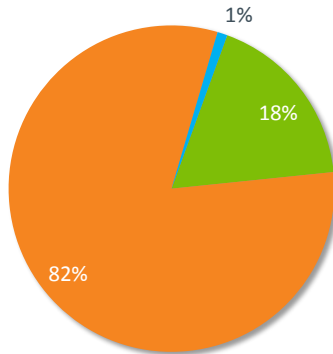
Almost one in five Canadian cell phone owners have changed providers in the past two years; price was often a factor in this decision.

Getting a better deal with another provider (38%) and the service generally being too expensive (11%) together were mentioned by almost half of all respondents among their reasons for switching. Also ranking high as a reason is general dissatisfaction with a provider at 30%. Hardware upgrades are a reason for 14% of switchers. Service issues such as poor network coverage (6%) and poor reception (4%) are also reasons to look elsewhere. Other issues mentioned that are provider-related are poor customer service (4%) or billing issues (3%). Some switched because their contract ended (4%), their personal situation changed (4%), they wanted a different type of contract (2%), or they moved (2%).

Changing Wireless Service Providers

Question B7

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

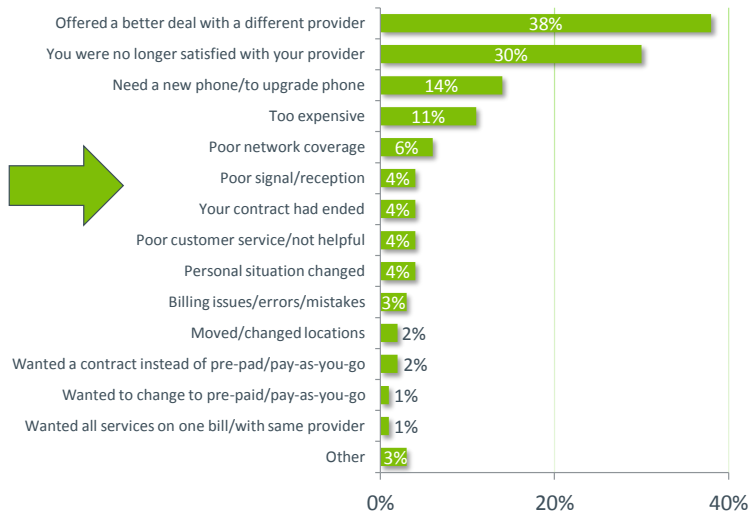


■ Yes ■ No ■ DK/Ref

Base: All respondents with a cell phone (n=1,016)

Question B7a

(IF YES) Why did you change service provider?



Base: Those who switched providers (n=172)

Nationally, 18% switched providers, which was similar across the country.

However, older Canadians (55+) are more likely to be content to stay with their provider. Among this group, only 12% switched, compared to 18% of those 35-54 and almost a quarter (23%) of those 18-34.

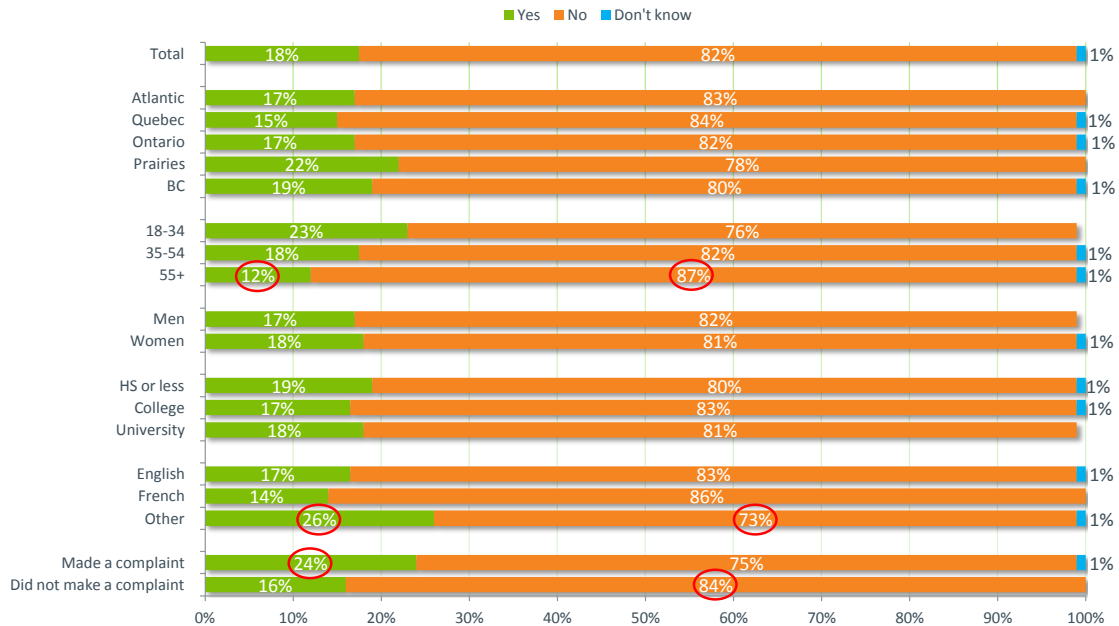
Most likely to have switched are those with a mother tongue other than French or English (26% - compared to 17% among Anglophones and 14% among Francophones).

Among those who had made a complaint, a quarter (24%) ended up switching, while that number is only 16% among those who did not complain.

Changing Wireless Service Providers (Demographics)

Question B7

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



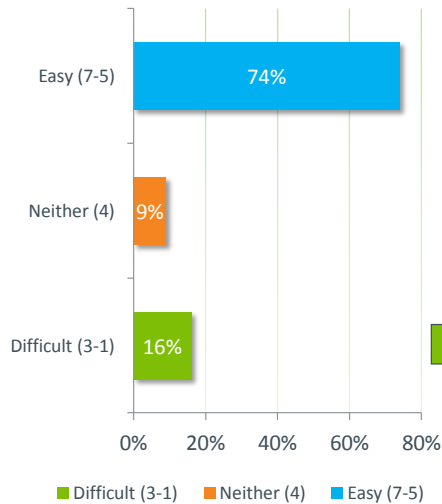
Base: All respondents with a cell phone (n=1,016)

For the most part, it was easy to switch providers. Almost half (46%) say it was extremely easy, while another 28% say it was somewhat easy. Only 16% say it was difficult. Among this group, the high cost of ending their contract was usually the barrier.

Ease in Switching Service Providers

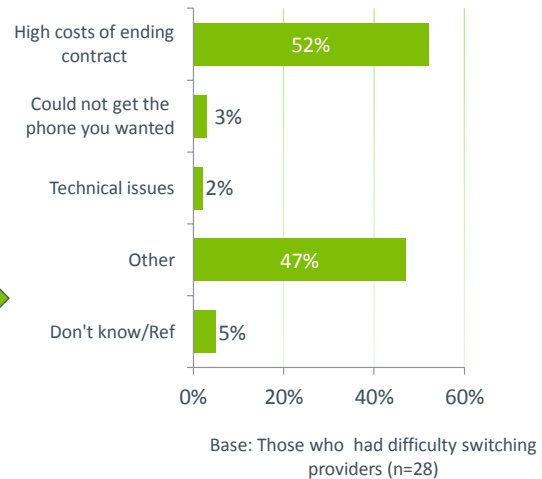
Question B7b

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.



Question B7c

(IF YES) Was there a reason why switching providers was difficult for you?



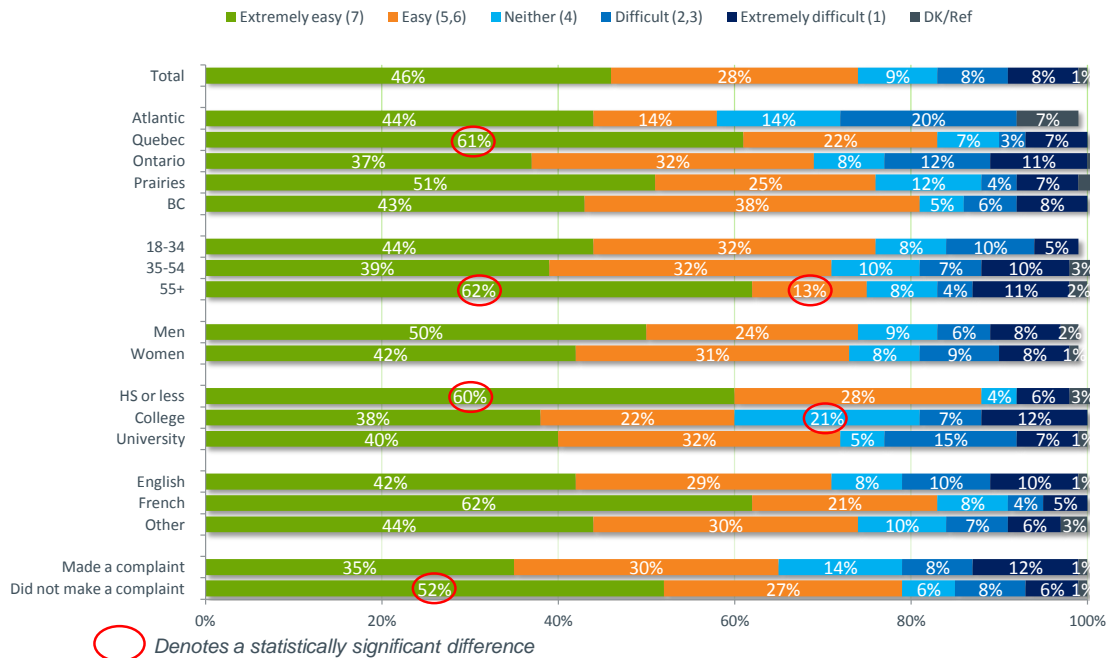
Switching is easiest in Quebec (61% saying “extremely easy”) while barriers appear highest in Ontario, where only 37% say it was extremely easy. Older switchers (55+) also appear to have had fewer issues, with 62% saying it was extremely easy. This compares to 39% among those 35-54 and 44% among those 18-34.

Among those who made a complaint, switching was more of a hassle than among those who did not (35% vs. 52% saying it was extremely easy and 20% vs. 14% saying it was difficult).

Ease in Switching Service Providers (Demographics)

Question B7b

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: Those who switched providers (n=172)

Wireless Contracts – Final Thoughts

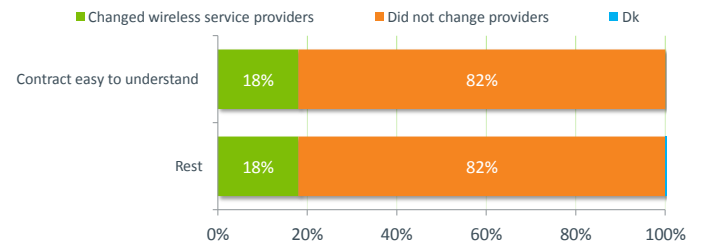
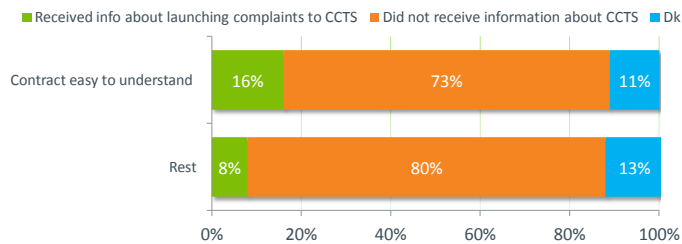
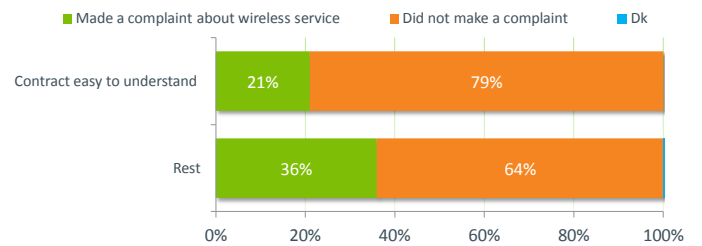
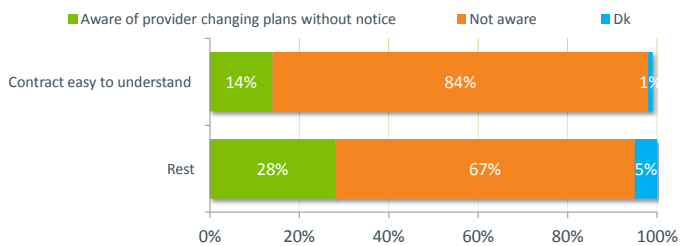
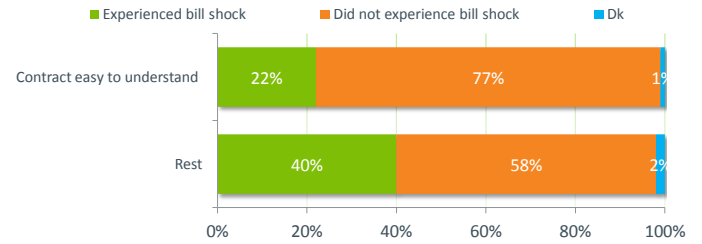
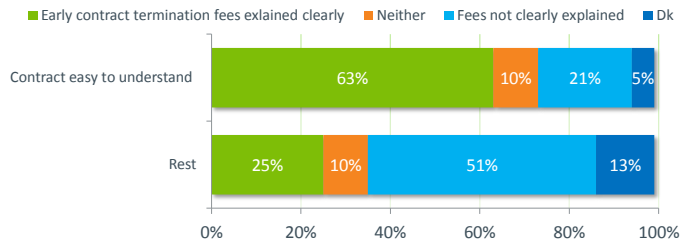
Analysis shows that there are some important attitudinal differences between those who say that their contract or service agreement is clear and easy to understand (5, 6 and 7 on the 7-point scale) and the “rest,” who were either neutral (4), said it was unclear (1, 2 or 3) or didn’t know, hadn’t read their contract or said they did not have a contract.

Looking at these two groupings reveals that those who say they their contracts are clear and easy to understand, are:

1. Much more likely to have been explained cancellation fees;
2. Much less likely to have seen their provider switch their plans without then being aware in advance;
3. More likely to have been made aware of the CCTS as a forum for complaints;
4. Much less likely to have experienced bill shock;
5. Much less likely to have complained about their service; and
6. Equally as likely as the “rest” to have switched providers.

This suggests that it is in the CRTC’s interest, as well as in providers’ interest, to ensure that contracts are clear and easy to understand.

Understanding of Contract



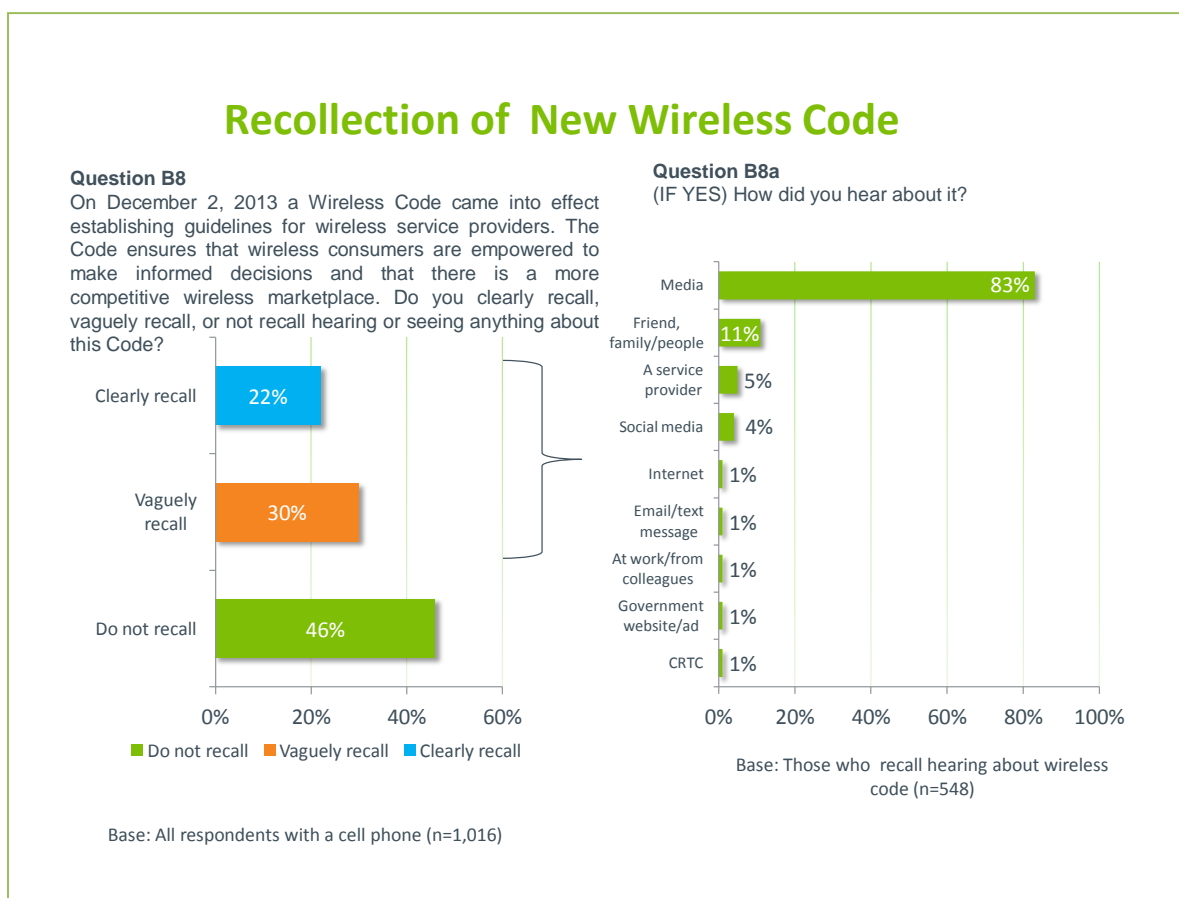
Base: All cell phone respondents (n=1,016)

Base: All cell phone respondents (n=1,016)

The Wireless Code

On December 2, 2013 a Wireless Code came into effect establishing guidelines for wireless service providers. The Code ensures that wireless consumers are empowered to make informed decisions and that there is a more competitive wireless marketplace.

After hearing this explanation of the Code, 22% of cell phone owners say they clearly recall hearing or seeing something about it. Another 30% vaguely recall it, while the remaining 46% did not hear about the Code. Almost all awareness (83%) came from media announcements, while hearing from friends/family accounted for 11% of recall.



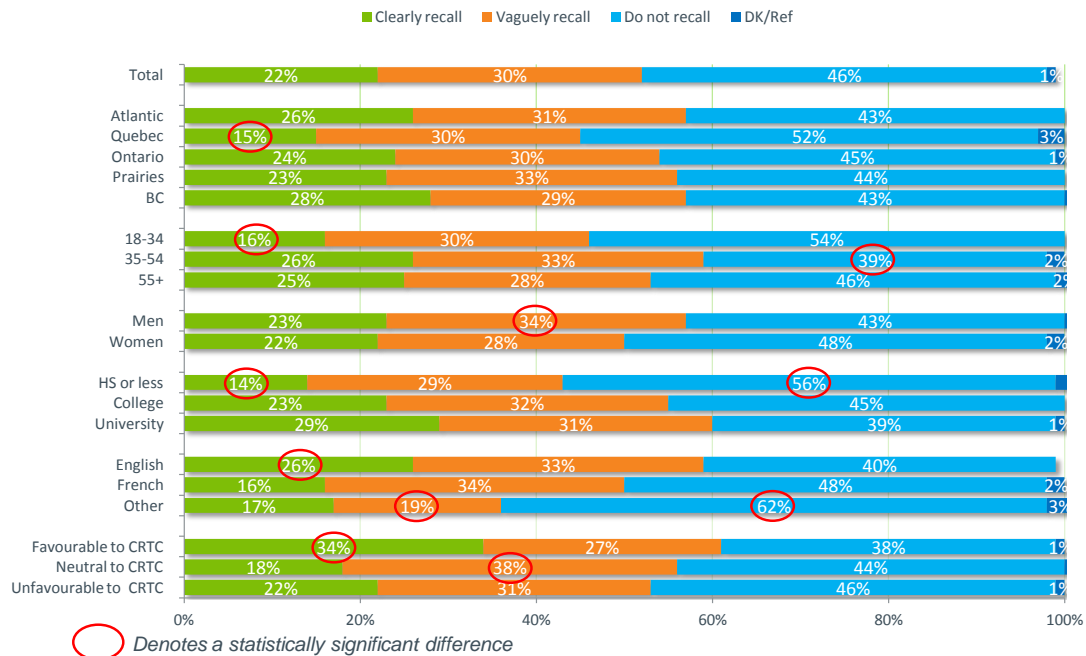
Across the country, clear recall is lower in Quebec (15%) than in any other region, with British Columbians reporting the highest level of clear recall (28%). Younger cell owners (18-34) are much less likely to have heard of it than older respondents; among this group, 16% recall news of the Code clearly and 30% vaguely, while these numbers are 26% and 33% among 35-54-year-olds, and 25% and 28% among the oldest cohort.

As well, those with a favourable view of the CRTC are more likely to clearly recall news of the Wireless Code (34%) compared to those neutral (18%) or negative (22%) towards the CRTC.

Recollection of New Wireless Code (Demographics)

Question B8

On December 2, 2013 a Wireless Code came into effect establishing guidelines for wireless service providers. The Code ensures that wireless consumers are empowered to make informed decisions and that there is a more competitive wireless marketplace. Do you clearly recall, vaguely recall, or not recall hearing or seeing anything about this Code?



Base: All respondents with a cell phone (n=1,016)

As the Wireless Code came into effect only shortly prior to this survey, it is unlikely that the announcement and launch of the awareness campaign about the Code had an influence on how cell owners feel about their contract and whether they complained, as the vast majority of contracts would have been in place before the Code came into effect. However, in future waves of this study, the level of awareness of the Wireless Code should be investigated when looking at how Canadian cell phone owners feel about their service and the level and nature of complaints.

Part 2 – Canadians and the CRTC

All respondents (including non-cell owners) were asked about their knowledge of the CRTC mandate, their impression of the CRTC and how that impression may have changed over time.

Knowledge of Mandate

To level the playing field, the following short description of the CRTC was put to participants: *The Canadian Radio-television and Telecommunications Commission or CRTC is an independent agency of government, responsible for regulating Canada's broadcasting and telecommunications systems.*

In general, Canadians do not feel well informed about the mandate and role of the CRTC.

Only 6% of Canadians say they are very well informed, while another third (32%) are well informed. That leaves more than half who are either not very well (40%) or not at all informed (19%).

That picture is largely consistent across the country. Older Canadians (55+) are more likely to be very well acquainted with the CRTC (9% - compared to 4-6% among those younger).

Of note is the relationship between knowledge and impressions: Among those with favourable impressions of the CRTC, much more than half (62%) are (very) well informed; among those with neutral opinions, that drops by half to 31%, with a further drop off to 24% among those with negative views.

The Wireless Code announcement also contributed to Canadians feelings of understanding what the CRTC does: Among those (cell phone owners only) who recall the Wireless Code, 48% say they are knowledgeable about the CRTC's mandate, compared to only 21% among those who did not hear news about the Code.

There is also a difference in the level of knowledge among those cell owners who complained about their service (26% saying they are informed) and those who did not (39%).

Knowledge of the CRTC (Demographics)

Question C1

The Canadian Radio-television and Telecommunications Commission or CRTC is an independent agency of government, responsible for regulating Canada's broadcasting and telecommunications system. Overall, would you say that you feel you are very well informed, well informed, not very well informed or not informed about the mandate and role of the CRTC?



Impression of the CRTC

Most Canadians either support the CRTC or are neutral towards the Commission, while it has few detractors.

Opinions about the CRTC are quite soft, with only 10% saying they have a very favourable impression and only 6% on the opposite side of the spectrum, having a very unfavourable impression.

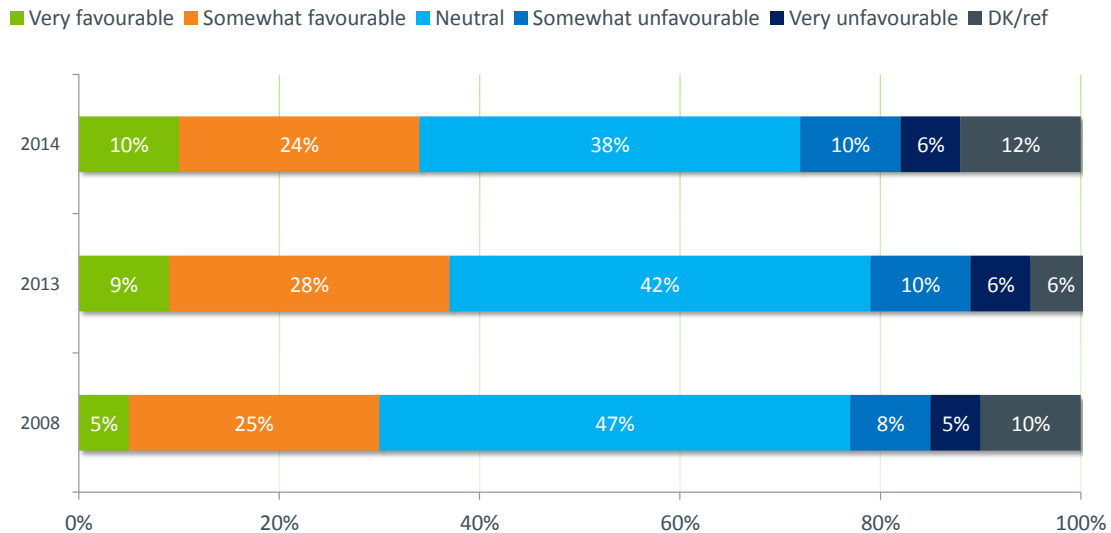
Overall, positive impressions outnumber negative ones by more than 2:1. A quarter (24%) are somewhat favourable, bringing the positive count to 34%, while one in ten (10%) are somewhat unfavourable, bringing negative opinions to 16%. The plurality (38%) has a neutral impression while another 12% has no opinion of the CRTC.

This same question was asked in 2008 and again in 2013. In the 2013 survey, one in ten (9%) were also very favourable and 28% were somewhat favourable, with the percentage being unfavourable identical to the 2014 results. In 2008, the results showed that 30% had favourable impressions, 47% neutral and 13% unfavourable.

Impression of the CRTC

Question C2

Overall, do you have a very favourable, somewhat favourable, neutral, somewhat unfavourable, or very unfavourable impression of the CRTC?



Base: All respondents (n=1,289)

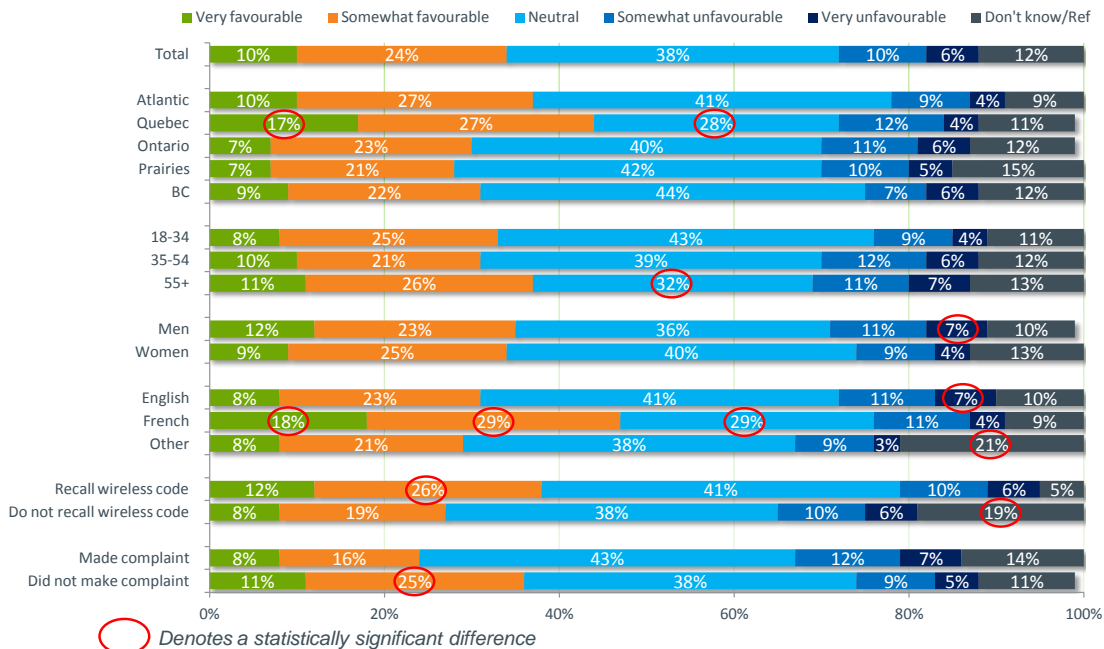
Quebecers tend to be more favourable than the rest of the country, with 17% very and 27% somewhat favourable. They are less likely to be neutral (28%) but equally as likely to have negative impressions than the rest of the country. Men (19%) are more likely than women (14%) to hold negative impressions, as are older Canadians (18%, compared to 12% among those 18-34 years old.)

Those recalling the Wireless Code are not only more likely to be knowledgeable about the CRTC, they are also more positive in their opinions (38%) compared to those who do not (27%). As well, cell phone owners who launched a complaint are less likely to hold favourable views of the CRTC than those who did not launch a complaint (24% favourable vs. 37% favourable.)

Impression of the CRTC (Demographics)

Question C2

Overall, do you have a very favourable, somewhat favourable, neutral, somewhat unfavourable, or very unfavourable impression of the CRTC?



Base: All respondents (n=1,289)

Changing Views

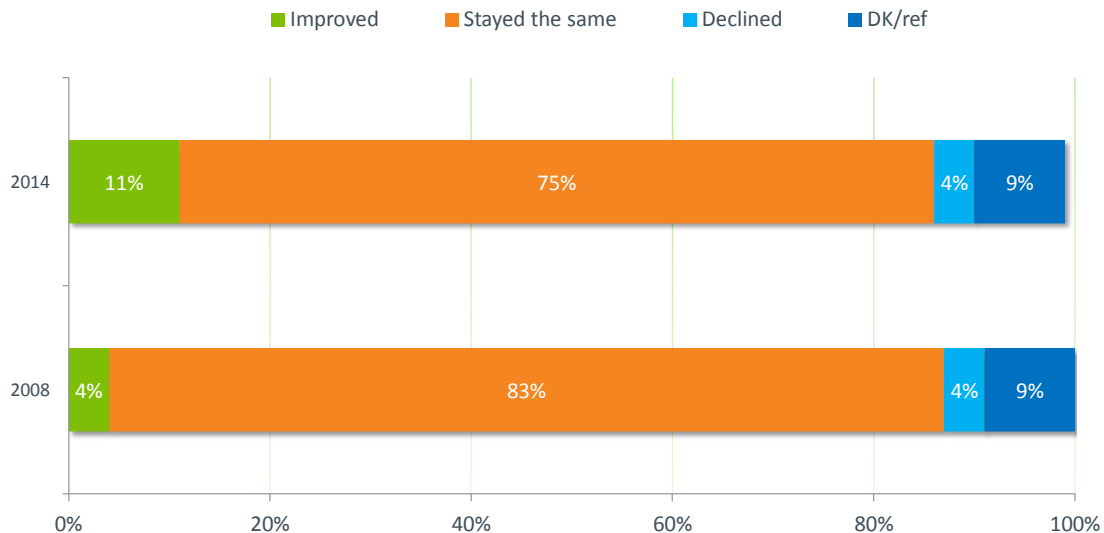
Lastly, respondents were asked whether their opinion of the CRTC has changed in the past year, and how. **Not surprisingly, and consistent with 2008 results, opinions by and large stayed the same.**

Three quarters of Canadians indicate that their impression of the CRTC has remained the same. This percentage was somewhat higher in 2008 (83%). A positive shift has occurred however since then: While in 2008, 4% said their opinions became more positive, that percentage is now 11%. In both surveys, 4% of respondents said their impressions declined, and 9% had no opinion either way.

Impression of the CRTC over Time

Question C3

Over the past year, would you say your impression of the CRTC has improved, declined or remained about the same?



Base: All respondents (n=1,289)

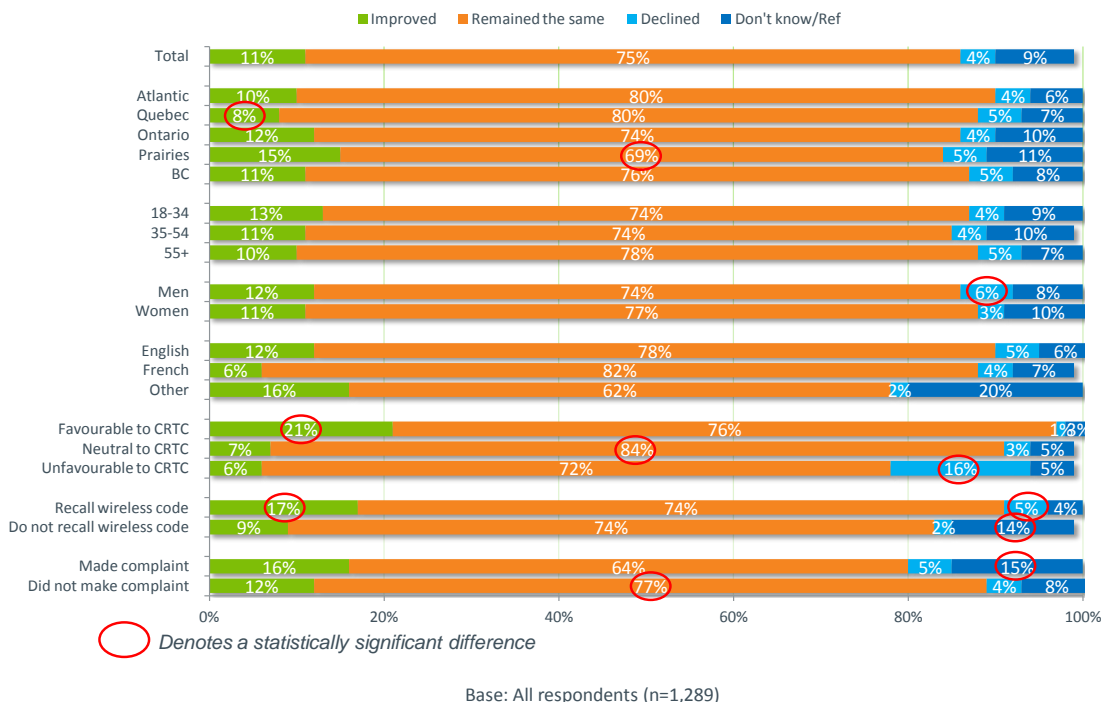
Across the country, opinions are quite similar, with only Quebec standing out as the region where opinions are less likely improved (8%), in particular compared to 15% in the Prairie provinces.

Those with a favourable impression are the most likely to say their impression has improved in the past year (21%). Recall of the Wireless Code also appears to play a role: while 17% of those who recall the Code have improved opinions, only 9% of those who do not recall it, say the same.

Impression of the CRTC Over Time (Demographics)

Question C3

Over the past year, would you say your impression of the CRTC has improved, declined or remained about the same?



Impressions of the CRTC and Awareness of the Wireless Code – Final Thoughts

Additional analysis provides some insights into the link between awareness of the Wireless Code and knowledge and impressions of the CRTC.

For the purpose of this analysis, and in keeping with standard research practices, “aware” is seen as those who *clearly* recall hearing about the Wireless Code.

Awareness of the Wireless Code was only asked of cell phone owners in the survey – those who are categorized as “landline only” did not receive this question. Therefore, the level of awareness of this latter group is unknown, but it is reasonable to expect that there is a mix of those who would clearly, vaguely or not have a recollection of the Code announcement.

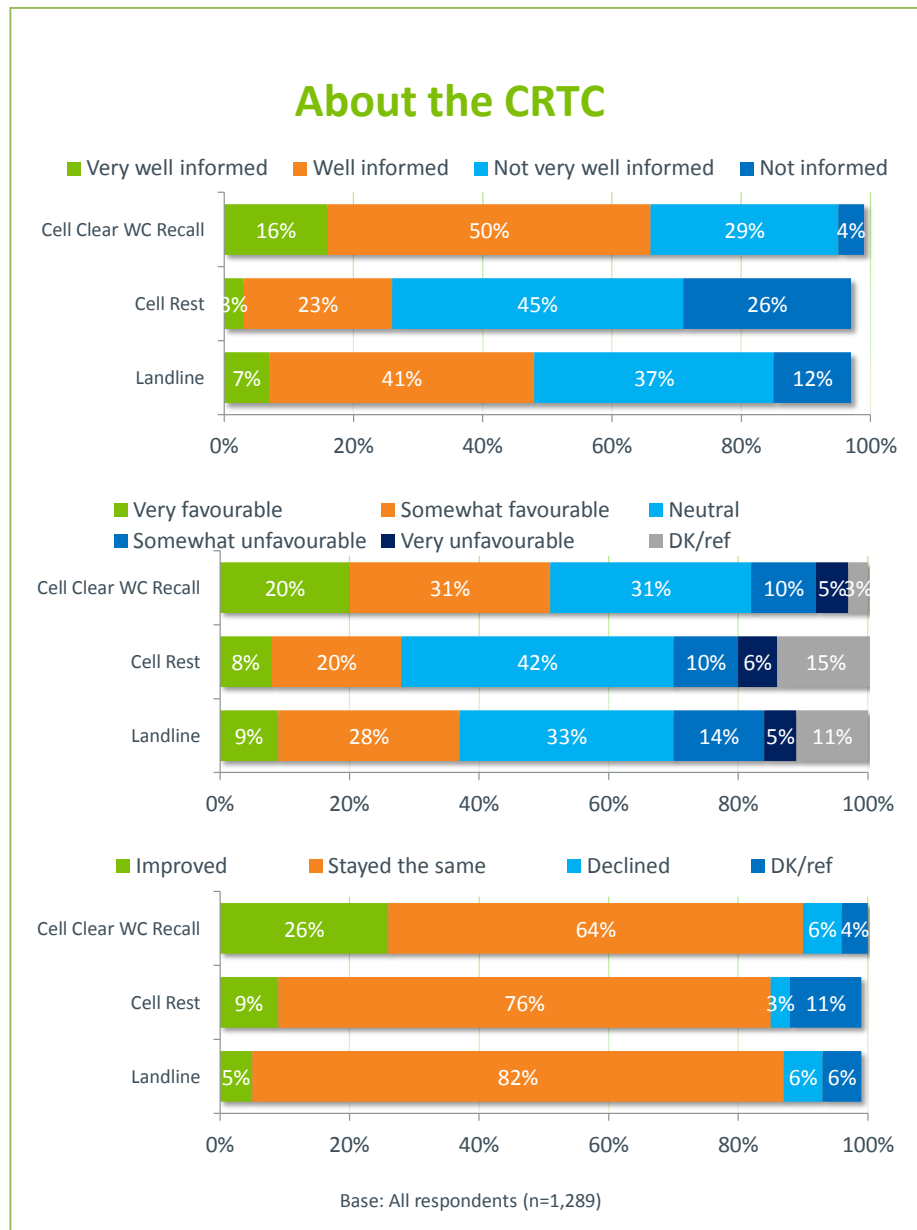
Three groupings were created in order to capture the full sample of respondents:

1. Cell phone owners with clear recall of the Wireless Code (18%)
2. The rest of cell phone owners (with vague or no recall of the Code) (61%)
3. Landline only respondents (21%)

Analysis shows that those who have a clear recall of news about the Wireless Code:

1. Feel more informed about the mandate and role of the CRTC
2. Hold more favourable views of the CRTC
3. Are more likely to have improved views of the CRTC

This is further evidence that awareness (clear recall) of the Wireless Code results in more informed and more positive opinions about the CRTC. Ultimately, this is the category in which the CRTC should strive to have the greatest number of Canadians in, and its communications goals should be to move people into the realm of *definitely* having heard about the Code.



Survey Methodology

Harris/Decima undertook a telephone survey with Canadian adults.

Overview of Methodology

This research consisted of a telephone survey with Canadian adults aged 18 years and older. Specifically, 1,289 Canadians were interviewed by telephone using a random sampling approach and therefore utilized probability sampling. A sample of this size drawn from the Canadian population would be expected to provide results accurate to within $\pm 2.7\%$, 19 times out of 20 samples.

The sample included both landline interviews and cell phone interviews. We aimed to complete at least 25% of the interviews by calling cell phone numbers in order to ensure that those people who primarily use their cell-phone (or live in a cell phone only household) were included in the sample pool. The final sample of 1,289 Canadian adults is made up of 27% cell phone interviews and 73% landline interviews.

Surveys were conducted between February 5 and March 4, 2014 (in English and French) and took an average of 7 minutes to complete.

In order to ensure that we received a robust sample size of respondents who would qualify to answer the *Wireless Code* section, a minimum of $n=1,000$ surveys were targeted with respondents who said they own their own cell phone. In the end, a total of $n=1,016$ qualified cell phone owners were surveyed. In order to ensure that the responses to the questions in the *CRTC* section were representative of everyone (*i.e.* they contained responses from those who do not have a cell phone) it was necessary to interview those who did not have a cell phone as well. After an initial phase of 1,000 interviews (in which no controls were in place as to whether people qualified for the *Wireless Code* section or not) was done, the remainder of the interviews were done only with those who owned a cell phone. A total of $n=273$ respondents who did not own their cell phone are included in the sample as a result of this approach.

The sampling plan aimed to ensure that there was a representative sample of people qualifying for the *Wireless Code* section so minimum regional and demographic quotas were set:

Spec	Minimum Quota	Total
Region		
Atlantic Canada	100	1,000
Quebec	200	
Ontario	385	
Prairies	200	
British Columbia/Territories	115	
Gender		
Male	500	1,000
Female	500	
Age		
18-34	240	1,000
35-54	420	

55 and over	340	
Sample		
Landline Sample	680	1,000
Cell Phone Sample	320	

Further details regarding the approach used for completing this research are outlined below.

Questionnaire Design

Harris/Decima reviewed the questionnaire provided by the CRTC to ensure all questions were appropriately worded and new questions were added to meet The CRTC's objectives. The overall length of the survey was around 7 minutes.

Survey Pre-tests

Prior to being finalized, the telephone survey was pre-tested on February 5, 2014 in both official languages to ensure it elicited the required information. In total, 10 interviews were conducted in English and 10 interviews were conducted in French. On average, the study took 7 minutes to complete during the pre-tests, and only minor wording changes were made to the instructions given to interviewers before launching full field.

Following the pretest, the data was reviewed by checking frequencies and skip logic to ensure the survey instrument was programmed properly. The pre-test completes are included in the final dataset as no substantive changes to the questionnaire were made. All calling was completed from Harris/Decima's Ottawa and Montreal call-centers.

Sample Design and Selection

The sample for this survey was designed to complete a minimum of 1,000 interviews with Canadian adults who own their own cell phone, while including those who did not for the CRTC section as well. The sample was stratified by region, age and gender to allow for meaningful sub-group analysis and to ensure that weighting factors stayed within the acceptable research standards.

The landline telephone sample was drawn using SurveySampler technology, which ensures that all residential listings in Canadian provinces have an opportunity to be selected for inclusion in the survey. Within those households selected, respondents were screened to ensure they were eligible for the study.

SurveySampler also provided cell phone sample. Cell phone numbers are not provided from directories, but are randomly generated with known cell-phone pre-fixes. The person answering the cell phone was selected for the study if they were 18 years of age or over and not driving a vehicle at the time of the survey.

Survey Administration

The telephone survey was conducted with a total of 1,289 respondents in English or French using computer-assisted-telephone-interviewing (CATI) technology, from Harris/Decima's facilities in Ottawa and Montreal. The survey was completed between February 5 and March 4, 2014. The average length of time required to complete the survey was approximately 7 minutes. All interviewing was conducted by fully trained and supervised interviewers, and a minimum of 5 percent of all completed interviews were independently monitored and validated in real time, with 75 percent of the survey needing to be monitored to count towards the 5 percent.

Harris/Decima informed all survey participants of the general purpose of the research, identified both the sponsor (Government of Canada) and the research supplier, and informed participants that their responses would be kept confidential. Furthermore, the survey was registered with the National Survey Registration System.

Harris/Decima used Conformat's Horizons CATI program for data collection. The software provided complete control over entry flow, including skips, valid ranges, and logical error-trapping. The system imported sample directly from databases – no need for re-entry and no entry errors. Moreover, the system automated all scheduling and call-back tasks, ensuring that every appointment was set within project time limitations and that an interviewer was available for every call-back.

Sample Distribution

A sample of 1,289 drawn from the Canadian adult population would be expected to provide results accurate to within plus or minus 2.7 percent in 95 out of 100 samples. Sub-groups have larger margins of error, as presented below:

Spec	Completes (Unweighted)	Margin of Error ³
Region		
Atlantic Canada	125	+/-8.8
Quebec	272	+/-5.9
Ontario	492	+/-4.4
Prairies	245	+/-6.3
British Columbia/Territories	155	+/-7.9
Gender		
Male	655	+/-3.8
Female	634	+/-3.9
Age		
18-34	277	+/-5.9
35-54	527	+/-4.3
55 and over	485	+/-4.5
Sample		
Landline	943	+/-3.2
Cell phone	346	+/-5.3
Total	1,289	+/-2.7

Data were then weighted by region, age, gender and cell phone penetration, using 2011 Census data:

Spec	Completes (Unweighted)	Completes (Weighted)
Region		
Atlantic Canada	125	92
Quebec	272	309

³ In percentage points, nineteen times out of 20

Ontario	492	494
Prairies	245	221
British Columbia/Territories	155	173
Gender		
Male	655	625
Female	634	664
Age		
18-34	277	359
35-54	527	477
55 and over	485	453
Sample		
Landline Only	255	271
Cell Only	176	174
Both	858	844
Total	1,289	1,289

Sample Disposition and Response Rate

A total of 32,234 Canadian households were dialed for this study, of which n=1,289 completed the survey (adult Canadians 18 years and older). The overall response rate achieved for the telephone study was 7.32%. The following report on sample disposition and response rate follows MRIA guidelines, which are set up to establish consistency in reporting across the market research industry.

A (1-14)	Total Attempted	32,234
1	Not in service (Confermit Dispo 6,10,11,26)	9,191
2	Fax (Confermit Dispo 8,9)	192
3	Invalid #/Wrong# (Confermit Dispo 29,30,35,36,44,45,38)	175
B (4-14)	Total Eligible	22,676
4	Busy (Confermit Dispo 2)	356
5	Answering machine (Confermit Dispo 7,33,27)	3,835
6	No answer (Confermit Dispo 3,12,15,25)	10,272
7	Language barrier (Confermit Dispo 34)	613
8	Ill/Incapable (Confermit Dispo 37)	375
9	Eligible not available/Callback (Confermit Dispo 1,31,32,43)	1,017
C (10-14)	Total Asked	6,208
10	Household/Company Refusal (Confermit Dispo 5,39)	538
11	Respondent Refusal (Confermit Dispo 17,40,41,46)	3,778
12	Qualified Termination (Confermit Dispo 42)	232
D (13-14)	Co-operative Contact	1,660
13	Not Qualified (Confermit Dispo 4,14)	371
14	Completed Interview (Confermit Dispo 13)	1,289
	REFUSAL RATE	73.26%

$(10+11+12) / C$		
	RESPONSE RATE	7.32%
$D (13-14) / B (4-14)$		

Non-response bias

The calculated response rate of this survey was 7.32%. The expected response rate for a telephone survey of this type with a similar field length is between 5% and 10%. The following steps were taken in order to maximize the response rate while undertaking the study given the constraints of field time, sample size and budget, the following steps were taken:

- A minimum of eight callbacks were made to each listing before it was retired; 49% answered on the first call attempt;
- Callback scheduling was varied to maximize the possibility of finding someone at home; and
- Flexible callbacks and appointments were offered to respondents so they could respond to the survey at their most convenient time.

Response rates for telephone surveys in Canada and elsewhere have been steadily declining for many years and the trend appears to be continuing. Research has thus far indicated that response rates are a poor indicator of survey quality, yet there remains a valid concern that the universe of individuals ultimately providing responses has an increasing chance of being different from those who are not included in the final dataset. Fundamentally, once a household's phone number is drawn into the sample frame, there are only three ways that the number ends up as a non-response:

- The phone number is not attempted at a time when the potential respondent is available;
- The survey sample is completed before the phone number needs to be attempted or re-attempted; or
- The respondent chooses not to answer or participate.

By implementing the callback measures described above, the risk of failing to provide a viable opportunity for an interview is mitigated. However, the concern remains that the high percentage of households that are ultimately non-participants in a study may be different from the survey sample in a way that influences the results of the survey.

In order to investigate whether non-response bias may be having an impact on the results, we compare the sample collected to population it was drawn from.

Comparing Sample Profile to Universe Profile

Using the 2011 Canadian Census data as the factual description of the universe being sampled, the demographic characteristics of the weighted final sample were examined in order to identify any differences and where any may exist, and to examine whether these had a statistically significant impact on the findings.

The profile of the final sample (both weighted and unweighted) of Canadians was compared to the latest Canadian Census data (2011). Although the sample of respondents gathered in this study broadly matches the larger Canadian population with respect to region, age and gender, as is typical with telephone surveys in Canada, the final sample over-represents those with higher levels of education. Without specifically targeting education levels when doing randomized public opinion polling, our sample is very unlikely to match the census distribution.

There appear to be some minor differences in the responses based on level of education level - mostly between those with a high school education or less and the other groups above that. Those with a higher education were slightly more likely to have complained about their wireless service, to have received info about the CCTS and more likely to see their contracts as being clear. The proportions of the individual education levels are not far off the National numbers, however, so the effect on the overall numbers would be very small. A slight skew in education levels is a common feature of Canadian telephone interviewing and it is largely accepted that it is not considered a significant factor affecting the representativeness of a random sample.

Most of the striking and consistent differences occur between regions and age groups, both variables which were controlled for using quotas and/or weighting. Due to this, the overall impressions and analysis of the data would not have changed if the sample would have more closely mirrored the universe in terms of education levels. Weighting the results on education levels (in addition to the existing weighting for province, age and gender) or setting quotas in order to boost the number of completions among lower educated Canadians would not have substantially changed the overall survey results or the study conclusions.

Non-Response Bias Data

The following table presents a profile of the final weighted and unweighted sample and how it compares to the Canadian population (18 years and older) on measured regional and demographic characteristics, based on the most recent Canadian census and the 2011 National Household Survey.

Characteristics	Sample Size (unweighted)	Unweighted Sample % ¹	Weighted Sample % ¹	2011 Census %
Region				
Atlantic	125	9.7%	7.1%	7.1%
Quebec	272	21.1%	24.0%	24.0%
Ontario	492	38.2%	38.3%	38.3%
Prairies	245	19.0%	17.1%	17.1%
BC	155	12.0%	13.4%	13.4%
Gender				
Male	655	50.8%	48.5%	48.5%
Female	634	49.2%	51.5%	51.5%
Age group²				
18-34 years	277	21.5%	27.8%	27.8%
35-54 years	527	40.9%	37.0%	37.0%
55 years plus	485	37.6%	35.2%	35.2%
Education²				
No certificate, diploma or degree	135	10.6%	10.8%	12.7%
High School diploma or equivalent	287	22.6%	22.4%	23.2%
Registered Apprenticeship or other trades certificate or diploma	35	2.8%	2.5%	12.1%
College, CEGEP or other non- university certificate or diploma	320	25.2%	25.7%	21.3%
University certificate or diploma below bachelor's level	109	8.6%	8.4%	4.9%

Characteristics	Sample Size (unweighted)	Unweighted Sample % ¹	Weighted Sample % ¹	2011 Census %
Bachelor's degree	236	18.6%	19.0%	16.5%
Post graduate degree above bachelor's level	148	11.7%	11.45	9.4%

¹ Among those providing valid responses.

² Excludes dk/na responses.

Conclusion

The findings suggest that, despite finding some differences of statistical significance, non-response to this survey has not affected the final weighted sample to the extent that any different conclusions would have been drawn from this study.

Data Analysis

Upon completion of data collection, Harris/Decima cleaned, coded, and weighted the data. As requested by the CRTC, a weighted data file (in SPSS) and set of cross-tabulation banners were provided. Our data analysis procedures are outlined below:

Data Validity and Integrity Checks: Our custom system immediately identifies cases where the interview length is unrealistically short, contradicts established facts or presents patterns of response deserving attention. As a result, we can determine whether a case should be excluded from the final sample if necessary. All of these checks are performed manually and cleaned out of the data in the back end of the project. Harris/Decima uses a checklist to ensure all data that is delivered to the client has gone through a rigorous quality control process.

Data Cleaning: Harris/Decima analysts have considerable experience in cleaning data files, conducting statistical routines, producing tabular output, and weighting data to provide an accurate measure of the population as a whole.

The following are the basic steps taken when cleaning data files:

- Ensure that all coded questions have updated codes and multiple mentions do not have duplicate codes;
- Create all new variables as a result of programming;
- Confirm that all relevant variables are included in the data file;
- Final frequency check (for out-of-range values) and recodes created, including those for outliers;
- Verify that variable names and question numbers match the final version of the questionnaire; and
- Create and verify new variable creations (against source variables) as outlined in the analysis plan and perform spell check on all variables.

In addition to these generic rules, project specific requirements are also taken into account. It is also noteworthy that because the CATI software controls the questionnaire flow and data entry, data are typically quite clean from the outset.

Coding Procedures: The following details our coding procedures, which were performed on this study. The coding department takes the verbatim responses and creates a numeric code list of

common answers. Our head coder, in close conjunction with the consulting team, collapses lists of responses to open-ended variables into categories. A single coder is used to maximize consistency on this task. The rough frequencies obtained from this exercise are used to develop a code list. Once final approval is granted, the code list is annotated with specific examples so that accurate coding is assured.

The annotated code list is provided to our coding team, which attaches codes directly to the electronic coding file. This exercise can also be performed in a two-pass format, by two different coders. The head coder reconciles inconsistencies, guaranteeing consistent and accurate reporting of open-ended responses. In general, Harris/Decima aims for less than 10% of responses remaining under an 'other specify' code category, creating codes for any mentions that add up to 1% or more of total responses. The resulting data file is exported to the statistical package to quantify the responses for statistical analysis.

Weighting: At the conclusion of the data collection and cleaning, Harris/Decima weighted the data by each stratum (in this case, region, age, gender and cell phone penetration) to reflect the actual percentages found in the Canadian adult population, according to 2011 Census data. This ensured the findings from the research could be extrapolated to the entire population with accuracy. Harris/Decima uses a standard procedure for calculating weighting factors, based on established methodological standards and extensive experience in sample weighting over literally hundreds of projects (including many for the Government of Canada).

This procedure involves calculating the actual population within each segment and the true percentage of the sample that would fall into each segment if the survey were conducted on strictly a random basis. Into this number is divided the actual segment sub-sample to produce a weighting factor that is then used to "weight" the data for that segment. While there are various ways of accomplishing this task, this procedure is the most straightforward and effective.

The strata selected for the project were as follows:

- Region (Atlantic, Quebec, Ontario, Prairies, British Columbia and Territories);
- Gender (male and female);
- Age (18 to 34, 35 to 54, and 55 plus); and
- Cell phone penetration (Landline Only/Landline and Cell Phone/Cell Phone Only)

The following tables outline the weighting scheme targets used for this study.

Province/Region	Age	Gender	Number in Population (N)	Percentage in Population (%)
Atlantic	18-34	Male	228,320	0.862%
		Female	234,725	0.886%
	35-54	Male	335,755	1.267%
		Female	357,695	1.350%
	55+	Male	343,570	1.296%
		Female	392,280	1.480%
Quebec	18-34	Male	860,990	3.249%
		Female	854,445	3.224%
	35-54	Male	1,142,730	4.312%
		Female	1,148,560	4.334%

	55+	Male	1,082,900	4.086%
		Female	1,266,890	4.780%
Ontario	18-34	Male	1,395,435	5.265%
		Female	1,423,510	5.371%
	35-54	Male	1,863,840	7.033%
		Female	1,966,580	7.420%
	55+	Male	1,622,190	6.121%
		Female	1,886,380	7.118%
Man./Sask.	18-34	Male	255550	0.964%
		Female	252285	0.952%
	35-54	Male	302030	1.140%
		Female	306090	1.155%
	55+	Male	280155	1.057%
		Female	321670	1.214%
Alberta	18-34	Male	465800	1.758%
		Female	452505	1.707%
	35-54	Male	544385	2.054%
		Female	534620	2.017%
	55+	Male	393860	1.486%
		Female	427830	1.614%
B.C.	18-34	Male	478,060	1.804%
		Female	477,680	1.802%
	35-54	Male	629,520	2.375%
		Female	670,325	2.529%
	55+	Male	616,880	2.328%
		Female	686,230	2.589%
Total 18+			26,502,270	100.000%

Province/Region	Phone	Number in Population (N)	Percentage in Population (%)
Newfoundland	<i>Cell Only</i>	14,634	0.109%
	<i>LL only</i>	50,195	0.372%
	<i>Mixed</i>	140,288	1.040%
PEI	<i>Cell Only</i>	6,680	0.050%
	<i>LL only</i>	15,544	0.115%
	<i>Mixed</i>	35,326	0.262%
Nova Scotia	<i>Cell Only</i>	34,561	0.256%
	<i>LL only</i>	99,221	0.736%
	<i>Mixed</i>	258,553	1.918%
New Brunswick	<i>Cell Only</i>	34,698	0.257%
	<i>LL only</i>	84,759	0.629%
	<i>Mixed</i>	195,083	1.447%
Quebec	<i>Cell Only</i>	379,194	2.812%

	<i>LL only</i>	1,033,689	7.667%
	<i>Mixed</i>	1,965,198	14.576%
Ontario	<i>Cell Only</i>	662,540	4.914%
	<i>LL only</i>	935,862	6.941%
	<i>Mixed</i>	3,471,586	25.748%
Manitoba	<i>Cell Only</i>	75019	0.556%
	<i>LL only</i>	99567	0.738%
	<i>Mixed</i>	288862	2.142%
Saskatchewan	<i>Cell Only</i>	48233	0.358%
	<i>LL only</i>	68795	0.510%
	<i>Mixed</i>	290116	2.152%
Alberta	<i>Cell Only</i>	224240	1.663%
	<i>LL only</i>	175996	1.305%
	<i>Mixed</i>	1001575	7.429%
British Columbia	<i>Cell Only</i>	334,160	2.478%
	<i>LL only</i>	296,212	2.197%
	<i>Mixed</i>	1,162,454	8.622%
Total Households		13,482,840	100%

Data Analysis: Harris/Decima prepared an analysis plan that included key banner breaks as required. Once the survey data had been collected and cleaned Harris/Decima ran a series of data tables that provided results for all questions in the survey, both overall and broken down by selected “banners.” This permitted the comparison of results from various sub-group segments of interest; statistical significance testing was shown between all banner points in the data tables. Independent T-Tests were conducted for means (equal variances) and Independent Z-Tests for percentages. The analysis plan included two banners for the key segments, outlined as follows:

- Banner 1: Region, gender, age, income and education.
- Banner 2: CRTC impression, awareness of the Wireless Code, wireless service complaint, change of wireless provider, HH phone ownership, mother tongue and interview language.

Appendix A: Survey Instruments

English Questionnaire

Wireless Code + CRTC
Questionnaire
February 2014

Section A: Introduction and Screening

Hello/Bonjour. My name is _____ and I am calling from Harris Decima on behalf of the Government of Canada. We are conducting a survey with Canadians to get their attitudes and opinions towards issues of importance to Canadians. Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

Your participation in this survey is voluntary. Please be assured that your responses are confidential and will not be reported individually nor attributed to you personally. The survey will take about 7 minutes to complete. May I continue?

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

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

A1. And, just to confirm, have I reached you on a landline phone or a cell phone?

Landline	CONTINUE to A1D
Cell phone	CONTINUE
Don't know/Refused	THANK AND TERMINATE

[IF CELL PHONE AT A1] A1a. For your safety, are you currently driving?

Yes	SCHEDULE CALLBACK
No	CONTINUE
Don't know/Refused	THANK AND TERMINATE

[IF CELL PHONE AT A1] A1b. Is the cell phone, smartphone or other wireless device we have reached you on yours? In other words, a phone that is not paid for entirely by your employer?

YES	CONTINUE
NO	CONTINUE

A1c. **[IF CELL PHONE AT A1]** Does your household have a landline?

Yes	1
No	2
DK/NR (VOLUNTEERED)	9

[IF LANDLINE AT A1] A1c. Do you have your own cell phone, smartphone or other wireless device?
In other words, a phone that is not paid for by your employer?

YES	CONTINUE
NO	ONLY ASK Section C

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

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

A3. Record gender [DO NOT ASK]

Male	1
Female	2

A4. Can you tell me, in what year were you born?

_____ [RECORD YEAR TO CALCULATE AGE]

DK/refused

A4.1 [IF QA = DK/refused]

For classification purposes, could you tell me whether your age is: [READ LIST]

between 18 and 34	1
between 35 and 54	2
or 55 or older	3

A5. Before we begin, can you please confirm that you live in [PROVINCE FROM SAMPLE]? [IF NECESSARY, INTERVIEWER SAYS:] This information will be used for classification purposes only.

Yes	1
No	2

A51. [IF A4=2] In which province or territory do you live?

Alberta	1
British Columbia	2
Manitoba	3
New Brunswick	4
Newfoundland	5
Nova Scotia	6
Ontario	7
Prince Edward Island	8
Quebec	9
Saskatchewan	10
Yukon	11
Nunavut	12
Northwest Territories	13

IF QUALIFIED CELL OWNER (A1B=1): Thank you, you have qualified for the survey. The first few questions are about your cell or wireless phone service. [CONTINUE TO B1]

IF QUALIFIED NON-CELL OWNER (A1C=No): Thank you, you have qualified for the survey. I have some questions for you about the CRTC [CONTINUE TO C1]

IF NOT QUALIFIED: Thank you very much for your time, unfortunately you are not selected to participate in this study, Have a good evening! [TERMINATE]

Section B: Wireless Code

I'm going to start the survey now with some questions about your contract or service agreement. These questions are about your service agreement, regardless of whether you have signed a contract for a specific time period, are month-to-month or use pre-paid cards.

B1. When you signed your contract or made an agreement, did you find it clear and easy to understand? Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand.

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

B2. When you signed your contract or accepted your service agreement, how clearly did your service provider explain any fees that would apply if you cancel your contract or agreement early? Please use a 7-point scale where 1 means extremely unclear and 7 means extremely clear.

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

B3. Have you ever become aware that your service provider changed your plan without expressly making you aware of how the terms and conditions had changed?

Yes	1
No	2
DK	99

B4. Have you made a complaint about your wireless services in the past 12 months?

Yes	1
No	2
DK	99

B4a. [If answered “Yes” to B4] Who did you complain to? DO NOT READ LIST

Commissioner for Complaints for Telecommunications Services (CCTS)	1
Canadian Radio-television and Telecommunications Commission (CRTC)	2
Your wireless service provider	3
Other [open ended]	77
DK	99

B4b. [If answered “Yes” to B4] How satisfied were you with how your complaint was resolved? Please use a 7-point scale where 1 means extremely dissatisfied and 7 means extremely satisfied.

7 – Extremely satisfied	07
6	06

5	05
4	04
3	03
2	02
1 – Extremely dissatisfied	01
DO NOT READ: Still in process	08
DO NOT READ: Don't Know	99

B5. When you signed your contract or made an agreement, did you receive information about how you could complain about wireless services to the Commissioner for Complaints for Telecommunications Services – the CCTS?

Yes	1
No	2
DK	99

B6. Have you experienced 'bill shock', meaning a surprisingly high bill, during the last year?

Yes	1
No	2
DK	99

B6a. [If answered "Yes" to B6] What was the main reason for the 'bill shock' you experienced?
DO NOT READ LIST – SELECT ALL THAT APPLY

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

Roaming charges – Within Canada	01
Roaming charges – International	02
Additional / Unexpected fees (Network access fee/911, etc.)	03
Greater than expected data usage	04
Unexplained airtime / data usage	05
Unexpected set-up fee or service charge	06
Other (Specify)	77
Don't Know	99

B7. Have you changed wireless service providers in the last two years?

Yes	1
No	2
DK	99

B7a. [If answered “Yes” to B7] Why did you change service provider? (DO NOT READ LIST - SELECT ALL THAT APPLY)

Your contract had ended	1
You were no longer satisfied with your service provider	2
Offered a better deal with a different provider	3
Needed a new phone / to upgrade phone	4
Other [open ended]	77
DK	99

B7b [If answered “Yes” to B7a] How easy or difficult was it to switch service providers? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy.

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

B7c. [If answered “Somewhat/Very Difficult” to B7b (B7b = 3, 2 or 1)] Was there a reason why switching providers was difficult for you? (DO NOT READ LIST – SELECT ALL THAT APPLY)

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

B8. On December 2, 2013 a Wireless Code came into effect establishing guidelines for wireless service providers. The Code ensures that wireless consumers are empowered to make informed decisions and that there is a more competitive wireless marketplace. Do you clearly recall, vaguely recall, or not recall hearing or seeing anything about this Code?

Clearly Recall	3
Vaguely Recall	2
Do not recall	1
DK	99

B8a. [If answered “Clearly recall or vaguely recall” to B8] how did you hear about it? (DO NOT READ – SELECT ALL THAT APPLY)

Media (newspaper, online news, tv news, radio)	1
Social media (twitter, facebook)	2
Friend, family or other person	3
A service provider	4
The Commissioner for Complaints for Telecommunications Services (CCTS)	5
The Canadian Radio-television and Telecommunications Commission (CRTC)	6
Other [open ended]	77
DK	99

Section C: CRTC

[Read] *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, would you say that you feel you are very well informed, well informed, not very well informed or not informed about the mandate and role of the CRTC?

Very well informed	1
Well informed	2
Not very well informed	3
Not informed	4
DK	99

C2. Overall, do you have a very favourable, somewhat favourable, neutral, somewhat unfavourable, or very unfavourable impression of the CRTC?

Very favourable	1
Somewhat favourable	2
Neutral	3
Somewhat unfavourable	4
Very unfavourable	5
DK	99

C3. Over the past year, would you say your impression of the CRTC has improved, declined or remained about the same?

Improved	1
Declined	2
Remained about the same	3
DK	99

Section D: Demographics

Thank you, we now just have a couple of other questions about you and your household. Please be assured that your responses will remain confidential.

D3. What is the highest level of formal education that you have completed? **[READ IF NECESSARY - CODE ONE ONLY]**

Grade 8 or less	1
Some high school	2
High School diploma or equivalent	3
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Post graduate degree above bachelor's level	8
[DO NOT READ] Prefer not to answer	99

D4. What is your mother tongue, that is, the language you first learned at home? **[CODE ONE ONLY]**

English	1
French	2
Other (SPECIFY_____)	8
DK/NR (VOLUNTEERED)	99

D5. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes? **[READ - CODE ONE ONLY]**

Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	5
\$80,000 to just under \$100,000	6
\$100,000 to just under \$150,000	7
\$150,000 and above	8
[DO NOT READ] Refused	99

Those are all the questions I have for you today. Thanks, and have a great evening!

French Questionnaire

Code sur les services sans fil + CRTC

Questionnaire

Février 2014

Section A : Introduction et vérification

Hello / Bonjour. Je suis _____ de Harris/Décima et j'appelle au nom du gouvernement du Canada. Nous réalisons un sondage auprès des Canadiens pour déterminer vos attitudes et vos opinions relatives à des questions d'importance pour les Canadiens. Préférez-vous continuer en français ou en anglais? Would you prefer that I continue in English or French?

La participation à ce sondage est volontaire.. Soyez assurés que vos réponses seront traitées en toute confidentialité et ne seront utilisées que de façon regroupée et anonyme. Le sondage prendra environ sept minutes. Voulez-vous continuer?

Oui	CONTINUER
Non – pas maintenant	PRÉVOIR UN RAPPEL
Non – refus	REMERCIER ET METTRE FIN À L'APPEL

[SI L'INTERLOCUTEUR LE DEMANDE : Harris-Décima est une firme de recherche professionnelle engagée par le gouvernement du Canada pour effectuer le sondage.]

A1. Pouvez-vous me dire si je vous ai rejoint sur un téléphone fixe ou un téléphone cellulaire?

Ligne fixe	PASSER À A1D
Téléphone cellulaire	CONTINUER
Ne sait pas ou refus	REMERCIER ET METTRE FIN À L'APPEL

[Si A1 = TÉLÉPHONE CELLULAIRE] A1a. Pour assurer votre sécurité, êtes-vous au volant?

Oui	PRÉVOIR UN RAPPEL
Non	CONTINUER
Ne sait pas ou refus	REMERCIER ET METTRE FIN À L'APPEL

[Si A1 = TÉLÉPHONE CELLULAIRE] A1b. Est-ce le téléphone cellulaire, le téléphone intelligent ou autre appareil sans fil au moyen duquel vous me parlez vous appartient? C'est-à-dire que ne n'est pas un téléphone payé complètement par votre employeur?

Oui	CONTINUER
Non	CONTINUER

A1C. **[SI A1 = TÉLÉPHONE CELLULAIRE]** Avez-vous une ligne téléphonique terrestre à la maison?

Oui	1
Non	2
Ne sait pas ou pas de réponse	9

[SI A1 = LIGNE FIXE] A1D. Avez-vous votre propre téléphone cellulaire, téléphone intelligent ou autre appareil sans fil? C'est-à-dire, un téléphone qui n'est pas payé par votre employeur?

Oui	CONTINUER
Non	FAIRE SEULEMENT LA SECTION C

A2. Est-ce que vous ou un membre de votre ménage ou de votre famille immédiate travaillez dans un des domaines suivants? [LIRE LA LISTE]

Études de marché L'APPEL]	1	[REMERCIER ET METTRE FIN À
Relations publiques ou avec les médias, ou publicité L'APPEL]	2	[REMERCIER ET METTRE FIN À
Entreprise médiatique (impression, radio, télévision) L'APPEL]	3	[REMERCIER ET METTRE FIN À
Surveillance des médias L'APPEL]	4	[REMERCIER ET METTRE FIN À
Toute entreprise de télécommunications L'APPEL]	5	[REMERCIER ET METTRE FIN À
Non	6	[CONTINUER]

A3. Consigner le sexe de l'interlocuteur [NE PAS LE DEMANDER]

Homme	1
Femme	2

A4. Pouvez-vous m'indiquer votre année de naissance?

_____ [CONSIGNER L'ANNÉE POUR PERMETTRE LE CALCUL DE L'ÂGE]

Ne sait pas ou refus

A4.1 **[Si A4 = Ne sait pas ou refus]**

Aux fins de classement, pouvez-vous m'indiquer votre tranche d'âge? [LIRE LA LISTE]

de 18 à 34	1
de 35 à 54	2
55 ou plus	3

A5. Avant de commencer, pouvez-vous confirmer que vous habitez au/en/à [PROVINCE DE L'ÉCHANTILLON]? [AU BESOIN, INDIQUER QUE :] Ce renseignement sera utilisé uniquement aux fins de classement.

Oui	1
Non	2

A5.1. [Si A5=2] Dans quelle province ou territoire habitez-vous?

Alberta	1
Colombie-Britannique	2
Manitoba	3
Nouveau-Brunswick	4
Terre--Neuve--et--Labrador	5
Nouvelle-Écosse	6
Ontario	7
Île-du-Prince-Édouard	8
Québec	9
Saskatchewan	10
Yukon	11
Nunavut	12
Territoires du Nord-Ouest	13

S'IL S'AGIT D'UN DÉTENTEUR ADMISSIBLE D'UN TÉLÉPHONE CELLULAIRE [A1B = 1] : Merci beaucoup, vous répondez aux critères du sondage. Les premières questions portent sur votre service cellulaire ou sans fil. [PASSER À B1]

S'IL S'AGIT D'UNE PERSONNE ADMISSIBLE QUI N'A PAS SON PROPRE TÉLÉPHONE CELLULAIRE [A1C = Non] : Merci beaucoup, vous répondez aux critères du sondage. Mes questions portent sur le CRTC [PASSER À C1]

[SI NON ADMISSIBLE] Merci d'avoir pris le temps de répondre à mes questions. Malheureusement, vous ne répondez pas aux critères du sondage. Bonsoir. [METTRE FIN À L'APPEL]

Section B : Code sur les services dans fil

Pour commencer, voici quelques questions au sujet de votre contrat ou entente de service. Il peut s'agir d'un contrat pour une période déterminée, d'un service mensuel ou de cartes prépayées.

B1. Lorsque vous avez conclu un contrat ou une entente, est-ce que c'était clair et facile à comprendre? Veuillez utiliser une échelle à sept points, 1 étant pas clair du tout et difficile à comprendre et 7 étant très clair et facile à comprendre.

7 – Très clair et facile à comprendre	07
6	06
5	05
4	04
3	03
2	02
1 – Pas clair du tout et difficile à comprendre	01
NE PAS LIRE : N'a pas de contrat	08
NE PAS LIRE : N'a pas lu le contrat	09
NE PAS LIRE : Ne sait pas	99

B2. Lorsque vous avez signé votre contrat ou accepté votre entente de service, le fournisseur de services a-t-il expliqué clairement les frais qui s'appliquent si vous annulez prématurément le contrat ou l'entente? Veuillez utiliser une échelle à sept points, 1 étant pas clair du tout et 7 étant très clair.

7 – Très clair	07
6	06
5	05
4	04
3	03
2	02
1 – Pas clair du tout	01
NE PAS LIRE : N'a pas de contrat	08
NE PAS LIRE : N'a pas lu le contrat	09
NE PAS LIRE : Ne sait pas	99

B3. Vous êtes-vous déjà aperçu que votre fournisseur de service avait modifié votre forfait sans vous aviser directement des modifications apportées aux modalités?

Oui	1
Non	2
Ne sait pas	99

B4. Au cours des 12 derniers mois, avez-vous porté plainte au sujet de vos services sans fil?

Oui	1
Non	2
Ne sait pas	99

B4a. [Si B4 = Oui] Après de qui avez-vous déposé votre plainte? [NE PAS LIRE LA LISTE]

Commissaire aux plaintes relatives aux services de télécommunications (CPRST)	1
---	---

Conseil de la radiodiffusion et des télécommunications canadiennes (CRTC)	2
Votre fournisseur de services sans fil	3
Autre [ouvert]	77
Ne sait pas	99

B4b. [B4 = Oui] Êtes-vous satisfait de la manière dont votre plainte a été traitée? Veuillez utiliser une échelle à sept points, 1 étant pas du tout satisfait et 7 étant très satisfait.

7 – Très satisfait	07
6	06
5	05
4	04
3	03
2	02
1 – Pas du tout satisfait	01
NE PAS LIRE : Plainte encore en cours	08
NE PAS LIRE : Ne sait pas	99

B5. Lorsque vous avez signé votre contrat ou conclu votre entente, vous a-t-on avisé que vous pouviez déposer une plainte au sujet des services sans fil auprès du Commissaire aux plaintes relatives aux services de télécommunications (CPRST)?

Oui	1
Non	2
Ne sait pas	99

B6. Au cours de la dernière année, avez-vous reçu une facture-surprise, c'est-à-dire une facture étonnamment très élevée?

Oui	1
Non	2
Ne sait pas	99

B6a. [Si B6 = Oui] Quelle était la principale raison des frais élevés de la facture-surprise que vous avez reçue? NE PAS LIRE LA LISTE. SÉLECTIONNER TOUTES LES RÉPONSES QUI S'APPLIQUENT.

NOTE À L'INTERVIEWEUR : SI LE RÉPONDANT INDIQUE LES FRAIS D'ITINÉRANCE, DÉTERMINER S'IL S'AGIT D'ITINÉRANCE AU CANADA OU À L'ÉTRANGER.

Frais d'itinérance - Au Canada	01
Frais d'itinérance – À l'étranger	02
Autres frais non prévus (frais d'accès au réseau, service 911, etc.)	03
Utilisation de données supérieure aux attentes	04

Temps d'antenne ou utilisation de données non expliqué	05
Frais de configuration ou de service non prévus	06
Autre (préciser)	77
Ne sait pas	99

B7. Avez-vous changé de fournisseur de services sans fil au cours des deux dernières années?

Oui	1
Non	2
Ne sait pas	99

B7a. [Si B7 = Oui] Pourquoi avez-vous changé de fournisseur de services? [NE PAS LIRE LA LISTE. SÉLECTIONNER TOUTES LES RÉPONSES QUI S'APPLIQUENT.]

Fin du contrat	1
Non satisfait du fournisseur de services	2
Un autre fournisseur a présenté une meilleure offre	3
Besoin de remplacer le téléphone	4
Autre [ouvert]	77
Ne sait pas	99

B7b. [Si B7 = Oui] A-t-il été facile de changer de fournisseur de services? Veuillez utiliser une échelle à sept points, 1 étant très difficile et 7 étant très facile.

7 – Très facile	07
6	06
5	05
4	04
3	03
2	02
1 – Très difficile	01
NE PAS LIRE : Ne sait pas	99

B7c. [Si réponse B7b = « Quelque peu ou très difficile » (B7b =03, 02 ou 01)] Pourquoi vous a-t-il été difficile de changer de fournisseur de services? [NE PAS LIRE LA LISTE. SÉLECTIONNER TOUTES LES RÉPONSES QUI S'APPLIQUENT.]

Problèmes techniques	01
Problème pour garder le numéro de téléphone	02
Coût de résiliation de contrat élevé	03
Ne pouvait obtenir le téléphone voulu	04
Autre [ouvert]	77

Ne sait pas	99
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B8. Le 2 décembre 2013, le **Code sur les services sans fil** est entré en vigueur et a établi des lignes directrices à l'intention des fournisseurs de services. Ce Code aide les consommateurs à prendre des décisions éclairées et à assurer un marché des services sans fil concurrentiel. Vous rappelez-vous clairement, vaguement, ou pas du tout si vous avez entendu ou lu quelque chose au sujet de ce Code?

S'en rappelle clairement	3
S'en rappelle vaguement	2
Ne s'en rappelle pas	1
Ne sait pas	99

B8a. [Si réponse B8 : « S'en rappelle clairement ou vaguement »] Comment en avez-vous entendu parler? [NE PAS LIRE LA LISTE. SÉLECTIONNER TOUTES LES RÉPONSES QUI S'APPLIQUENT.]

Médias (journaux, nouvelles en ligne, télévision, radio)	1
Médias sociaux (Twitter, Facebook)	2
Un ami, parent ou autre connaissance	3
Un fournisseur de services	4
Commissaire aux plaintes relatives aux services de télécommunications (CPRST)	5
Conseil de la radiodiffusion et des télécommunications canadiennes (CRTC)	6
Autre [ouvert]	77
Ne sait pas	99

Section C : CRTC

[Lire ce qui suit :] Le Conseil de la radiodiffusion et des télécommunications canadiennes, ou CRTC, est un organisme indépendant du gouvernement chargé de réglementer les systèmes de radiodiffusion et de télécommunications du Canada.

C1. Dans l'ensemble, pensez-vous que vous êtes très bien informé, bien informé, peu informé ou pas du tout informé au sujet du mandat et du rôle du CRTC?

Très bien informé	1
Bien informé	2
Peu informé	3
Pas du tout informé	4
Ne sait pas	99

C2. Dans l'ensemble, avez-vous une impression très favorable, quelque peu favorable, neutre, quelque peu défavorable ou très défavorable du CRTC?

Très favorable	1
Quelque peu favorable	2
Neutre	3
Quelque peu défavorable	4
Très défavorable	5
Ne sait pas	99

C3. Au cours de la dernière année, est-ce que votre impression du CRTC s'est améliorée, a empiré ou est restée sensiblement la même?

Amélioré	1
Empiré	2
Est restée sensiblement la même	3
Ne sait pas	99

Section D : Renseignements démographiques

Merci beaucoup. Voici quelques dernières questions à votre sujet et au sujet de votre ménage. Soyez assuré que vos réponses demeureront confidentielles.

D3. Quel niveau de scolarité avez-vous atteint? **[LIRE LA LISTE AU BESOIN – N'INSCRIRE QU'UNE RÉPONSE]**

École primaire	1
Secondaire, sans obtenir de diplôme	2
Diplôme d'études secondaires ou l'équivalent	3
Permis d'apprentissage ou autre diplôme ou certificat de métier manuel	4
Collège, CÉGEP ou autre certificat ou diplôme non universitaire	5
Diplôme ou certificat universitaire inférieur au baccalauréat	6
Baccalauréat	7
Diplôme d'études supérieures	8
[NE PAS LIRE] Préfère ne pas répondre	99

D4. Quelle est votre langue maternelle, c'est-à-dire la première langue que vous avez apprise à la maison? **[Inscrire une seule réponse]**

Anglais	1
Français	2
Autre (PRÉCISER : _____)	8

Ne sait pas ou pas de réponse

99

D5. Le revenu total de votre ménage appartient à laquelle des catégories suivantes? Il s'agit du revenu combiné de tous les membres de votre ménage, avant les impôts. **[LIRE LA LISTE – INSCRIRE UNE SEULE RÉPONSE]**

Moins de 20 000 \$	1
de 20 000 \$ à moins de 40 000 \$	2
de 40 000 \$ à moins de 60 000 \$	3
de 60 000 \$ à moins de 80 000 \$	4
de 80 000 \$ à moins de 100 000 \$	5
de 100 000 \$ à moins de 150 000 \$	6
150 000 \$ ou plus	7
[NE PAS LIRE] Refusé	99

Je n'ai plus d'autres questions pour vous. Je vous remercie de votre collaboration et du temps que vous nous avez accordé. Bonne journée!