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

Wireless Code Public Opinion Research – Spring 2021

Final Report

Prepared for Canadian Radio-television and Telecommunications Commission

Supplier name: Kantar

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Canada

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February 2021

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

Cette publication est aussi disponible en français sous le titre: Recherche sur l'opinion publique concernant le Code sur les services sans fil – printemps 2021.

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1. Foreword

1.1 Background

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

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

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

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

1.2 Research Objectives

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

To ensure consistent tracking and comparability over time, the survey used for the Wireless Code POR research in 2019 was used with minimal changes, aside from two additional questions related to the Internet Code.

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

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

– Obtain data to assess whether the Wireless Code continues to meet its objectives, which include ensuring that consumers are empowered to make informed decisions about wireless services; and

– Better understand Canadians' perceptions of the CRTC and how they are changing over time.

1.3 Methodological Overview

For tracking purposes and comparability over time, most questions remained the same or similar to the ones used for the 2020 Wireless Code POR survey, with the addition of two new questions related to the Internet Code.

A telephone survey was conducted among 1,561 Canadians aged 18 years and older; 1,353 with those who have their own wireless plan and 208 with those who do not have a wireless plan. Included in this sample were Canadians who reside in cell-phone only households (n=526). This sample also included Canadians that are under contract with TV service providers (n=1,102).

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

A pre-test consisting of 10 completed English interviews and 10 completed French interviews was undertaken on January 11, 2021. No changes were made after the pre-test and as such the data were included in the final data set. The survey was in field from January 20 – January 31, 2021.

A detailed methodology can be found in Chapter 4.10.

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

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

1.4 Contract Value

The total contract value for the project was **$121,848.54** including applicable taxes.

1.5 Statement of Political Neutrality

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

TWhitehead

Tanya Whitehead

Kantar

Senior Director, Public Practice Leader

2. Highlights and Strategic Implications

Wireless Data Usage

The percentage of Canadians who choose wireless plans with data remains high (85%) and has continued to trend upward since 2015. A small but increasing number of Canadians are now opting for unlimited data plans (15%). Among those who have data in their wireless plans, the vast majority (97%) take steps to manage or limit their data use.

Those with data plans feel increasingly confident in their ability to manage their data (85% vs. 81% in 2020), with the majority reporting they find it easy. As a result, fewer Canadians paid data overage fees in 2021 compared to any other year tracked (73% paid no overage fees vs. 51-59% from 2016-2020).

Bill Shock and Roaming Fees

Given that fewer Canadians are paying overage fees overall, it follows that fewer Canadians are reporting bill shock in 2021 than in any other tracked year (16% reported bill shock vs. 21-29% from 2014-2020). This trend suggests that changes to the Wireless Code are having a positive impact on Canadians' ability to understand and manage their contracts in a way that prevents bill shock. However, given that many Canadians were more likely to spend more time at home due to COVID-19 restrictions and that many of these also have a home Internet connection it is possible that this is a mitigating factor to them facing overage charges they could have incurred if they spent more time outside the home.

Among the 16 per cent that experienced bill shock in 2021, data overage fees continue to be the primary stated reason (41%), though this has decreased since 2020 (50%). Long distance fees have increased as a stated reason versus last year (16% vs. 7%) while international roaming fees have decreased (7% vs. 17%), likely reflecting the impact of COVID-19 restrictions that have limited travel.

However, the number of unexpected charges among those who have experienced bill shock has remained steady since 2019. The Wireless Code mandates that providers must suspend data overage charges once they exceed $50 unless an authorized user consent to paying additional fees. Despite this, more than two-thirds (70%) of those who experienced bill shock continue to report they have had charges in excess of $50 during the past year, with most of these falling in the $50 to $100 range (67%).

Understanding of Contracts

Canadians are finding their wireless contracts increasingly easy to understand, with the majority (62%) saying they find their wireless contract clear and easy to understand (5, 6 or 7 on a scale of 1-7). This reflects a five per cent increase over 2020.

However, little has changed since 2020 regarding Canadians' understanding of trial periods, with only half (51%) finding the explanation clear and easy to understand. Similarly, half continue to find the explanation for cancellation of contract clear and easy to understand (51%), consistent with 2020. This may signal that general confusion continues to exist among some Canadians related to trial periods and cancellation of contracts.

Changing Service Providers

The number of Canadians who have changed their service provider over the past two years remains steady at 20 per cent. As in previous years, most Canadians who switched providers cite being offered a better deal (53%). Among those that switched, few experienced difficulties switching service providers (7%).

Complaints

The incidence of Canadians who report having made complaints about their wireless services has remained stable over the past year (16%) and remain below 2014 levels (26%), suggesting the Wireless Code is having a positive impact for wireless consumers.

There have been a number of shifts in the reasons behind complaints over the past year. Inadequate quality of service is now the top stated reason (29% vs. 22% in 2020). As expected, given lower incidence of bill shock, complaints regarding incorrect charges have decreased (20% vs. 35% in 2020). However, as noted previously, COVID-19 restrictions could be a new factor that is impacting the number of customers experiencing overages.

The Commission for Complaints for Telecom-television Services (CCTS) responds to complaints from consumers if the consumer believes the complaint remains unresolved by the service provider. Consistent with previous years, more than nine-in-ten Canadians who have made a complaint made it solely to their service provider (93%), while 4% made the complaint to both their provider and the CCTS. Almost no Canadians reported solely escalating complaints to the CCTS (<1%), signalling that they understand the process involves contacting their provider first.

Canadians' Wireless Plans

Little has changed over the past year regarding the type of plans Canadians purchase. Most continue to purchase post-paid services in 2021 (90%), with few purchasing pre-paid services (9%). Consistent with the previous two years, many also continue to use an individual plan (68%), with one-third (31%) opting for a family plan.

Demographic Differences

A number of additional demographic analyses were also undertaken, including age, gender, education, income and language. Compared to previous years, regional differences have dissipated except where noted. Demographic differences were noted in the following areas:

Age:

Canadians aged 18-54 continue to differ than their older counterparts (55+) in a number of ways:

- Younger Canadians (18-54) are more likely to actively manage or limit data usage than their older counterparts (55+; 99-100% among the youngest two age groups vs. 82-96% among age groups over 55).
- Younger Canadians (18-54) remain more likely than their older (55+) counterparts to have paid data overage fees at least once in the past year (30% of those 18-34 have paid no overage fees vs. 19-21% among age groups 55+).
- As in previous years, younger and middle-aged Canadians (18-54) continue to be more likely to experience bill shock than their older counterparts (18-20% vs. 10-13% among those 55+).

As in 2020, an in-depth analysis of older Canadians (55+) was undertaken to identify whether there are any significant differences between those 55-64, 65-74, and 75+ and their younger counterparts (18-54). In 2020, the analysis found that while there is some variation between the 55-64, 65-74, and 75+ age groups, overall, those 55-64, 65-74, and 75+ consistently vary in the same manner, thus age was reported as one older cohort (55+) for clarity. In 2021, greater discrepancy exists between the 75+ age group and other groups, thus the full breakdown is reported on to allow this nuance.

Canadians in the older age cohort (75+) differ from those 18-74 in the following areas:

- Canadians 75+ are less likely to own a cell-phone (74% vs. 88-92% among those 18-74);
- Canadians 75+ that do own a cell-phone are less likely to have data included in their plans than any other age group (57% vs. 70-93%);
- Canadians 75+ who have data in their plans are less likely to actively manage their data (82% vs 95-100%);

- Canadians 75+ are least likely to report reducing data usage when notified (28% vs. 45-72%) and monitoring data usage with tools (5 % vs. 29-51%);
- Canadians 75+ are more likely to be enrolled in a prepaid plan (20% vs. 6-11%);
- Canadians 75+ are more likely to bring their own device when enrolling in a new wireless plan (56% vs. 35-41%); and
- Canadians 75+ are less likely to be informed about the role of the CRTC (29%) than those 35-74 (39-43%).

Language:

A few notable differences exist among Canadian's whose primary spoken language is not an official language:

- Those whose primary language is not an official language are more likely to report difficultly managing roaming charges than those whose first language is French or English (24% vs. 11-15%; 1, 2 or 3 on a scale of 1-7);
- Those whose primary language is not an official language are also less likely to recall the Television Service Provider (TVSP) Code (79% vs. 58-59%; do not recall);
- Those whose primary language is not an official language are more likely to have experienced problems related to service calls (27% vs. 6-14%);
- Those whose first language is not an official language are less likely to feel informed about the mandate of the CRTC (78% vs. 57-62%; not very well/not informed); and
- Those whose primary language is not an official language are also less likely to recall the Internet Code (82% do not recall vs. 64-69%).

Region:

Canadian residents in the territories differ from those in the provinces in the following ways:

- Fewer Canadians in the territories (76%) and Atlantic provinces (79%) have data included in their plans compared to the rest of Canada (84-89%);
- Those in the territories are less likely to say they were made aware of the basic service package (24% vs. 47-64% among other regions);
- Those who live in the territories are less likely to recall the Internet Code (53% vs. 66-76% in other regions); and
- Those in the territories consider themselves better informed about the CRTC's mandate (51% vs. 32-38% in other regions).

Television Service Provider Code

Despite coming into effect more than three years ago, awareness remains low and has declined since the Television Service Provider (TVSP) Code was initially introduced. In 2021, few (11%) clearly recall the TVSP Code while most do not recall it at all (60%). This is likely a function of the reduced media attention on the TVSP Code as time goes on.

In-line with previous years, only half of TV subscribers (55%) believe they have been informed of the basic service package, despite the requirement that all customers should have been informed by their service provider. Given that this has remained steady over time, it may signal issues with the way in which the information is being disseminated to Canadians.

At an overall level, most Canadians continue to find their TV contracts clear and easy to understand (59%) and few (13%) have experienced difficulties related to TV service calls. The number of Canadians who have made a complaint about their TV services in the past 12 months has remained steady (22%) but remains lower than in 2018 (27%). Most Canadians continue to say they have not experienced an uninformed price change to their channels or package (76%).

Internet Code

The Internet Code is administered by the CCTS and applies to the largest national and regional Internet Services Providers (ISP), thought the CRTC expects all ISPs to behave in a manner that is consistent with the principles of the Internet Code.

Just over one quarter of Canadians (28%) recall hearing about the Internet Code. However, of those who recall, most vaguely recall it (21%), while a few clearly recall it (7%). Among those who recall the Internet Code, most recall comes from television (33%), followed by ISPs (23%), or print media (21%).

CRTC

Canadians' understanding of the mandate and role of the CRTC has remained stable over the past year. Thirty-five per cent consider themselves very well/well informed about the CRTC.

Canadians' impressions of the CRTC are similar to 2020 and are more positive than in fall 2016 (35% net favourable vs. 29%). Given that impressions of the CRTC have remained steady, it follows that most Canadians say their impression of the CRTC has not changed. Few report an improved (7%) or worsened (5%) opinion, with most remaining the same (79%).

Strategic Implications

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

1. The majority of Canadians' wireless plans includes data, with a small but increasing cohort now opting for unlimited data plans. Among Canadians with limited data plans, virtually all take steps to manage their data usage. This suggests that the Wireless Code is effectively supporting consumers in this area; however, greater attention may be warranted for demographic groups that experience more difficulty managing roaming charges and overage fees, including those whose primary spoken language is not an official language and those 18-54.

2. Given the ongoing COVID-19 restrictions that began in March 2020, it is important to consider which factors may have been impacted by restrictions, rather than driven by changes to the Wireless Code. Among significant differences year over year, the following are suggested as potentially impacted by COVID-19:

    - An increase in ease of data management and lower rates of bill shock may be driven by increased time at home, where many Canadians are presumably able to use their home Internet access to access the Internet rather than using their wireless data plan;
    - A decrease in data overage fees as a reason for bill shock is also likely driven by more time at home and increased use of home Internet rather than wireless data plan. The higher incidence of long-distance charges may be a function of Canadians connecting with friends and family during lockdown restrictions. Similarly, international roaming fees have decreased as a stated reason for bill shock, almost certainly due to travel restrictions.

    Thus, determining which fluctuations are maintained in 2022 will be an important step in analyzing the ongoing effectiveness of the Wireless Code.

3. Trial periods and cancellation fees continue to be a source of confusion for many Canadians. This suggests that this is a key area for the Wireless Code to support consumers, particularly as Canadians are increasingly opting for tab plans or device financing plans that were starting to be offered by the large service providers in summer 2019.

4. Little has changed regarding awareness of the TVSP Code. Awareness continues to be low, but few are having difficulty understanding contracts or issues with service calls suggesting the low awareness may not be critical. Many Canadians continue to be unaware of the basic service package and as such, service providers should draw attention to this as it may be beneficial to Canadians.
5. Awareness of the Internet Code is above awareness of the TVSP Code, likely due to increased media attention since it was introduced in 2019 and came into effect in 2020. However, understanding of what the Internet Code is meant to achieve is likely low, as most only vaguely recall hearing about it. As with the TVSP Code, encouraging service providers to draw attention to this may be beneficial to Canadians, particularly as rates of working from home have increased in light of COVID-19 and the measures put in place to combat it.
6. Canadians' impressions of the CRTC remain positive; however, most continue to say they are not well informed about the role of the CRTC. This signals an opportunity to further educate consumers so that they understand their rights as consumers.

3. Wireless Code

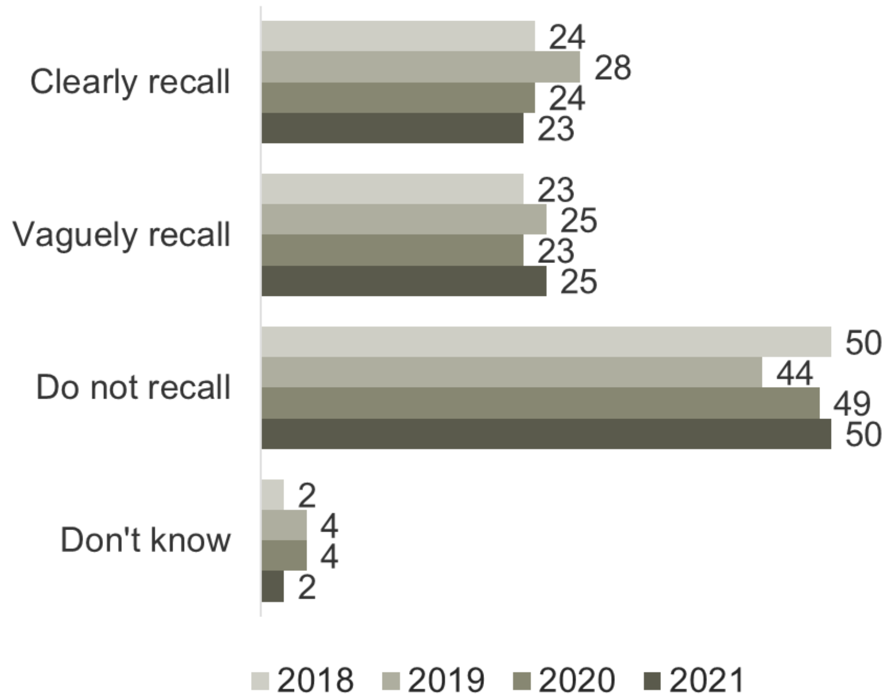
3.1 Recall of the Wireless Code

The Wireless Code came into effect in 2013 and was reviewed in 2017. As a result, the Wireless Code now ensures that customers will be provided with unlocked devices, gives families/share plans more control over data overages, sets minimum usage limits for the trial period that correspond to at least half of the monthly usage limits of the customer’s plan, and clarifies that data is a key contract term that cannot be changed during the commitment period without the customer’s consent.

Awareness of the Wireless Code has remained steady since 2020, with half (50%) of Canadians saying they do not recall hearing anything about it.

As outlined in Table 4.1.b, gender plays a factor in recall of the Wireless Code, as awareness is higher among men than women (45% do not recall, vs. 54% respectively). As in previous years, age continues to play a factor in awareness of the Wireless Code, as recall is higher among middle-aged Canadians (35-54) than their younger (18-34) or older (55+) counterparts (clearly recall 30% vs. 10-25%). Additionally, university or college graduates are more likely to recall the Wireless Code than those who have a high school education or less (clearly recall 25-27% vs. 17% respectively).

Exhibit 3.1.a Recall of the Wireless Code



QWC1. In 2013 a Wireless Code was created to make wireless contracts clearer, limit early cancellation fees, and to contribute to a more competitive wireless marketplace. In 2017, the Code was updated to end unlocking fees. To what extent, if any would you say you recall hearing or seeing anything about this Code? Would you say you clearly recall, vaguely recall or do not recall?

Base: Total respondents 2021 (n=1,561); 2020 (n=1,510); 2019 (n=1,524); 2018 (n=1,345)

Table 3.1.b Recall of the Wireless Code by gender and age and education

Recall of the Wireless Code		Gender		Age						Education		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)	HS or less (S)	College (T)	Univ. or more (U)
Base = actual	**1561**	**799**	**744**	**229**	**518**	**788**	**327**	**276**	**163**	**362**	**416**	**738**
Do Not Recall	50	45	54B	54E	42	54E	48	51E	69DEGH	54	49	48
Clearly Recall	23	27C	20	22I	30FHI	20	25I	19I	10	17	27S	25S
Vaguely Recall	25	26	24	23	27I	25	26I	28I	16	24	22	27
Don’t know	2	2	2	1	2	2	1	1	5DEGH	2	*	2

QWC1. In 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. The Code was updated in 2017 to end unlocking fees and offer longer trial periods for new contracts. To what extent, if any would you say you recall hearing or seeing anything about this Code? Would you say you clearly recall, vaguely recall or do not recall?

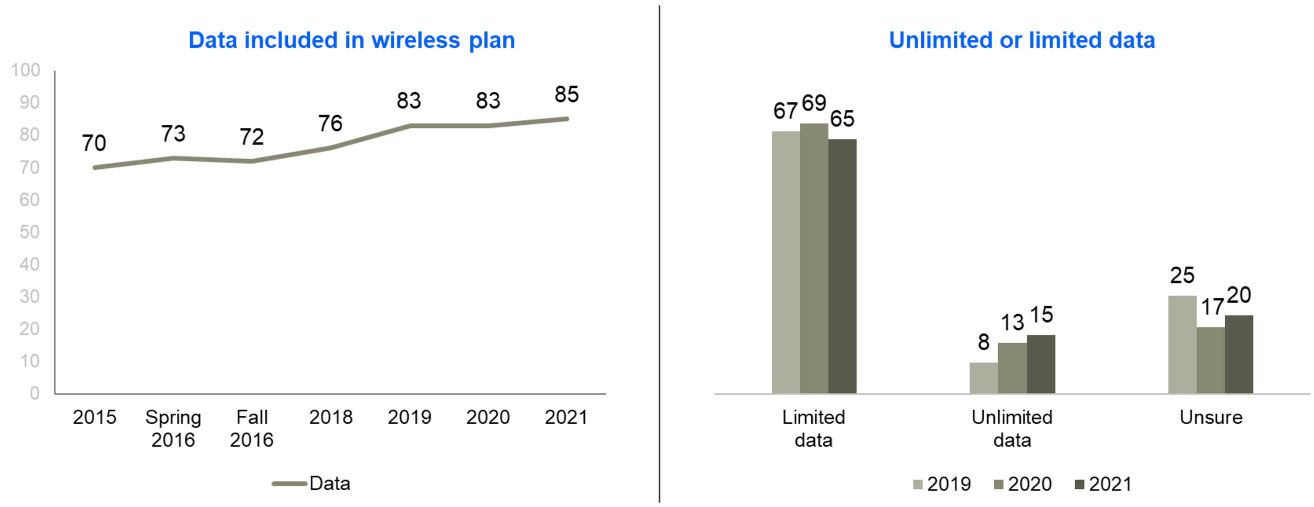
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*

3.2 Wireless Data Usage

The percentage of Canadians choosing plans with data remains high and has increased slightly since 2020. Over eighty per cent of Canadians have wireless plans that include data (85%, vs. 83% in 2019 and 2020). Limited data plans continue to be the most common type of plan (65%), though there has been a positive trend in the number of Canadians with unlimited data plans (15%) and incidence is now almost double that of the rate in 2019 (+7%).

Exhibit 3.2.a. Data included in wireless plans over time and limited or unlimited plans



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

Base: Respondents who own a cell-phone, 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322)

QB4. Does your plan include unlimited or limited data?

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

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

– **Age** – Younger and middle-aged Canadians (18-64) are more likely to have data included in their wireless plans than Canadians 65+ (87-93% vs. 57-70%). Not unexpectedly, those 75+ are less likely to have data included in their plans than any other age group (57% vs. 70-93%).

– **Region** – Fewer Canadians in Atlantic Canada and the territories (76-79%) have data included in their plans compared to the rest of Canada (84-89%).

– **Income** – Those with household incomes less than $60K are less likely to have data included in their plan (76-77%) than those who make more than $60K (86-95%).

Table 3.2.b. Data included in wireless plan by age and region

Data included in wireless plan	Total (A)	Age						Region					
		18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)	Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Terri-tories (R)
Base=actual	**1371**	**209**	**465**	**679**	**299**	**241**	**119**	**130**	**266**	**384**	**387**	**154**	**50**
Yes	85	93 FGHI	90 FHI	75	87 HI	70 I	57	79	84	86	89 JR	89 J	76

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

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

Table 3.2.c. Data included in wireless plan by income

Data included in wireless plan	Total (A)	Income				
		Under $40K (E)	$40K to under $60K (F)	$60K to under $100K (G)	$100K to under $150K (H)	$150K + (I)
Base=actual	**1371**	**154**	**136**	**286**	**189**	**199**
Yes	98	77	76	86 EF	93 EF	95 EFG

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

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

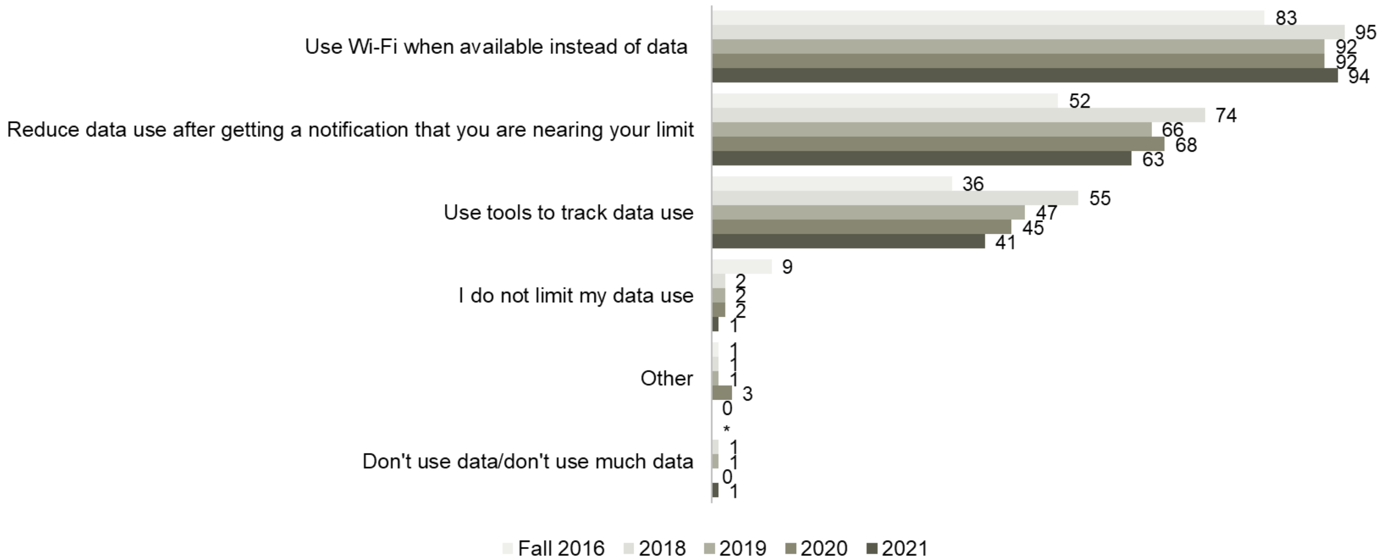
3.2.1 Activities to Manage or Limit Data Use

Consistent with previous years, the vast majority of Canadians who have data in their wireless plans try to manage or limit their data use (97%). The primary methods for doing this continues to be using Wi-Fi where available (94%), followed by reducing data when notified (63%), and/or using tools to monitor data usage (41%).

As outlined in Table 4.2.1.b, younger Canadians (18-54) are more likely to employ activities to manage or limit data usage than their older counterparts (55+) (99-100% vs. 82-96%). Those 75+ are least likely to employ activities to manage their data (82%). More specifically, they are less likely to switch to Wi-Fi when available (96-99% for 18-54 vs. 76-92% for 55+), reduce data usage when notified (67-72% for 18-54 vs. 45-61% among those 55-65, and 28% among those 75+), and monitor data usage with tools (45-51% for 18-54 vs. 29-37% for 55-64, and 5% for 75+).

As expected, those who have experienced bill shock in the past are more likely to reduce data usage when notified (72% vs. 60%). This is outlined in Table 4.2.1.b.

Exhibit 3.2.1.a. Activities to manage or limit data use



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

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

Table 3.2.1.b. Activities to manage to limit data use by age and past bill shock

Activities to manage to limit data use	Total (A)	Age 18-34 (D)	Age 35-54 (E)	Age 55+ (F)	Age 55-64 (G)	Age 65-74 (H)	Age 75+ (I)	Bill Shock Yes (P)	Bill Shock No (Q)
Base=actual	**966**	**153**	**356**	**445**	**222**	**151**	**60**	**159**	**796**
ANY (NET)	97	100FHI	99FGHI	94	96I	95I	82	98	97
Use Wi-Fi	94	99FGHI	96FGHI	88	92I	88	76	94	94
Don't use cellular data at all	1	*	1	1	2	*	-	1	*
Turn off data when reached data limit/Automatically block data when reached limit	2	2	2	1	1	-	-	1	2
Turn off data/Turn on airplane mode/Turn off phone	3	3	2	3	3	3	-	4	2

Avoid activities that use large amounts of cellular data (e.g. streaming video, games, etc.)	1	1	2	1	1	1	2	3	1
Monitor data usage using phone/Application on phone	42	51FGHI	47FGHI	30	37I	29I	5	45	42
Notifications when reached/close to data limit	1	4EF	*	*	*	-	-	-	2
Monitor data usage/Review bill	*	-	*	1	1	2	-	1	*
Use another device (e.g. computer) to access Internet	2	*	3	3	2	3	2	2	2
Purchase more data	-	-	-	-	-	-	-	-	-
Restrict social media (e.g. Facebook, etc.)	*	-	*	*	1	-	-	-	*
Reduce your data use after you get a notification that you are nearing your limit	63	72FHI	67FHI	50	61HI	45	28	72Q	60
I do not limit my data use	*	*	-	1	-	2	2	-	1
Other	*	*	-	*	-	1	-	1	*
None	3	*	1	6DE	4E	5DE	18DEGH	2	3

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

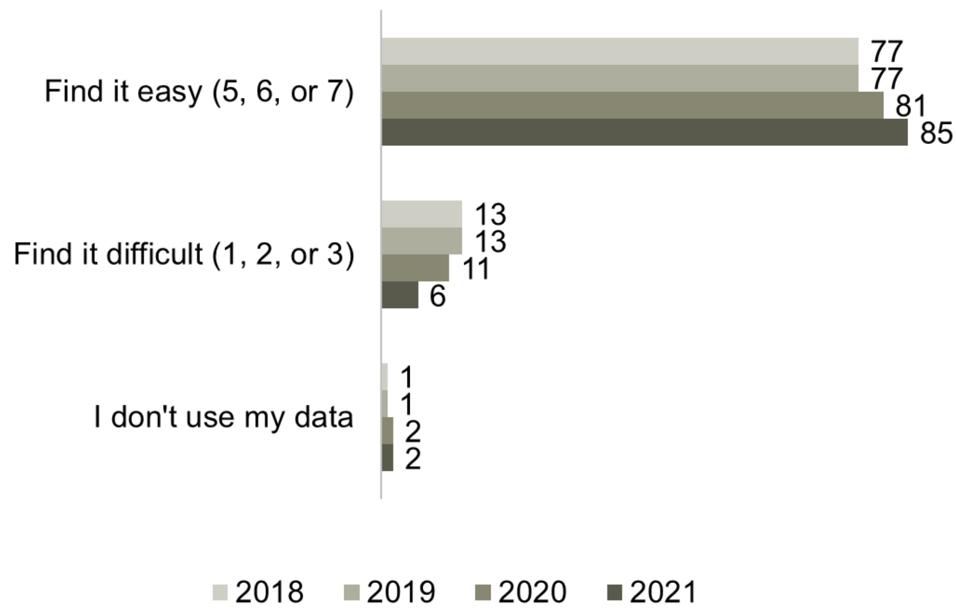
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*
- Denotes 0

3.2.2 Ease of Managing Data Use

Canadians are increasingly likely to find it easy to manage their data each month. More than four-in-five Canadians (85%) consider it easy (vs. 81% in 2020; 5, 6 or 7 on a scale of 1-7)

Exhibit 3.2.2.a. Level of difficulty managing data use each month among those with data



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

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

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

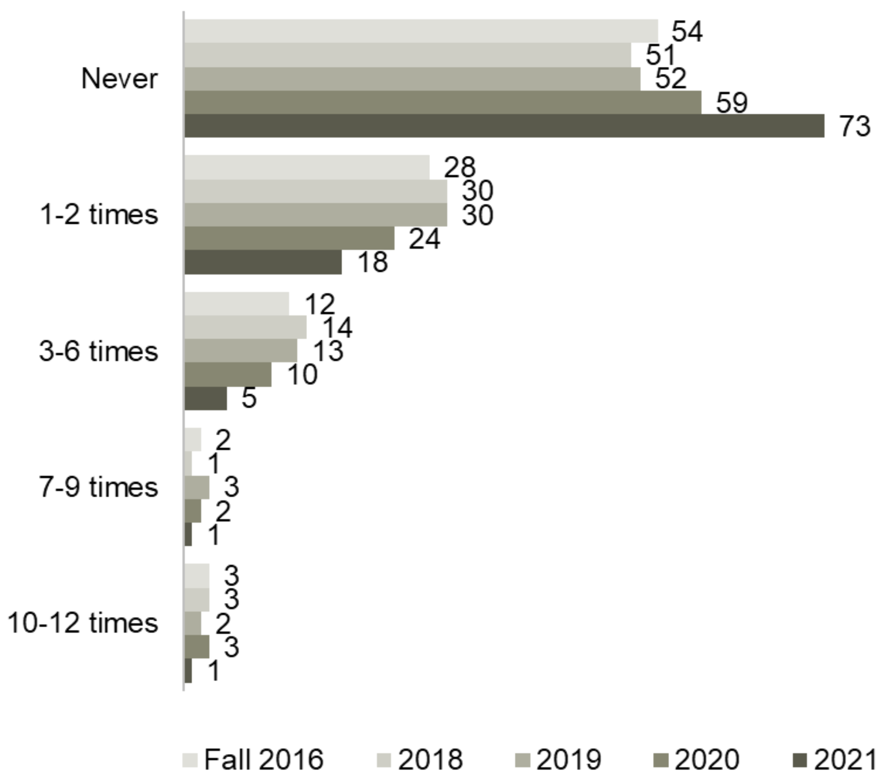
Base: Total respondents who have data included in their plan, 2021 (n=1,139), 2020 (n=1,039), 2019 (n=1,069), 2018 (n=792)

3.2.3 Data Overage Fees

Fewer Canadians are paying data overage fees compared to previous years. One-quarter (27%) have paid data overages in the past 12 months, compared to nearly half (41-49%) from 2018-2020. However, as noted previously, this may be a function of COVID-19 restrictions, as Canadians are more likely to be at home using their home Internet connection.

However, age differences in data overage fees continue to exist (see Table 4.2.3.b). Younger and middle-aged Canadians (18-54) remain more likely than their older (55+) counterparts to have paid data overage fees at least once in the past year (30% vs. 19-21% among those 55+). Given that younger Canadians are also more likely to manage their data, this could be a surprising finding or it could be the reason why they are taking a more active role in managing their data use.

Exhibit 3.2.3.a. Data overage fees paid in the past 12 months



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

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

Table 3.2.3.b. Data overage fees paid in the past 12 months by age

Data overage fees paid in the past 12 months	Total (A)	Age					
		18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)
Base=actual	**1139**	**191**	**417**	**516**	**258**	**173**	**69**
Never	73	70	70	80DE	79E	81DE	80
1-2 times	18	21F	21FG	13	14	14	10
3-6 times	5	8	5	4	5	2	4
7-9 times	1	1	1	*	*	-	-
10-12 times	1	1	1	1	1	1	-
Don’t know	2	*	2	2	1	2	5D

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

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

** Denotes less than 1%*
- Denotes 0

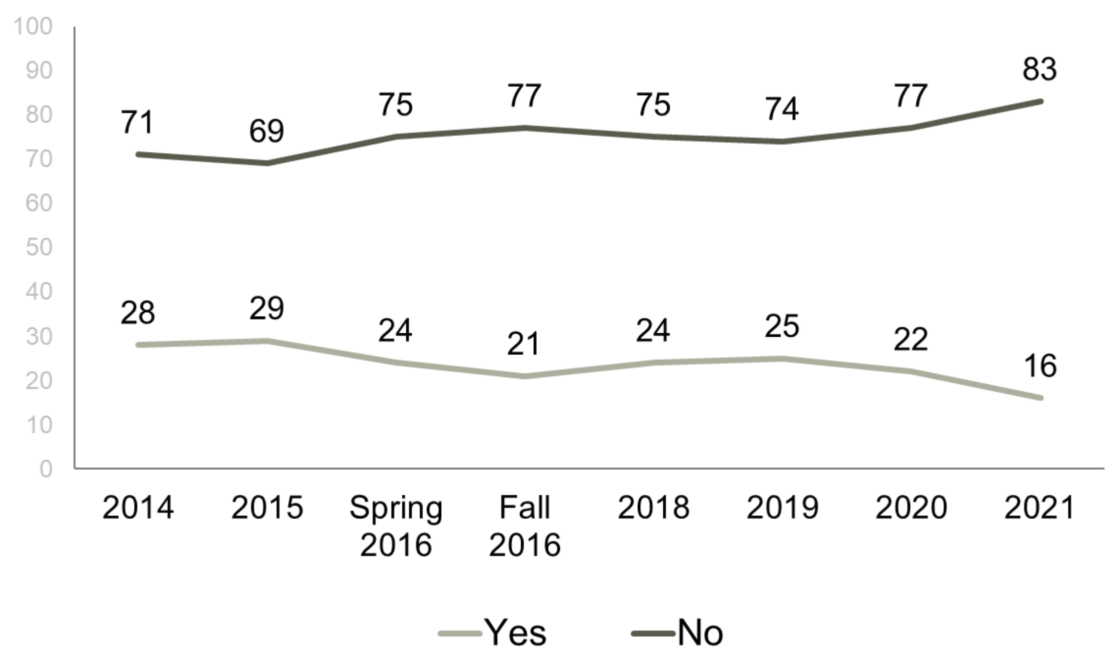
3.3 Bill Shock and Roaming Fees

3.3.1 Bill Shock

Incidence

Fewer Canadians are experiencing bill shock than in previous years (16% vs. 22% in 2020 and 25% in 2019), signalling a positive trend after changes were made to the Wireless Code in 2017. However, as noted these results will need to be re-examined in 2022 to determine if COVID-19 restrictions are a factor, as Canadians are more likely to be using their home Internet access and travelling less often.

Exhibit 3.3.1.a. Experienced bill shock



QB10/B6. During the last year, have you experienced 'bill shock', meaning a surprisingly high bill?

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

As in previous years, younger and middle-aged Canadians (18-54) continue to be more likely to experience bill shock than their older counterparts (18-20% vs. 10-13% among those 55+). Those with a university or college education are also less likely to experience bill shock than those with a high school education or less (14% vs. 22% respectively). This is outlined in Table 4.3.1.b.

Not unexpectedly, those who find it difficult to manage their data each month are more likely to experience bill shock than those who find it easy (38% vs. 14% respectively). This is outlined in Table 4.3.1.c.

Table 3.3.1.b. Experienced bill shock by age and education

Experienced Bill Shock	Total (A)	Age						Education		
		18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)	HS or less (S)	College (T)	Univ. or more (U)
Base = actual	**1371**	**209**	**465**	**679**	**299**	**241**	**119**	**298**	**378**	**660**
Yes	16	20FH	18FH	12	13	11	10	22TU	14	14
No	83	78	81	87DE	85	88DE	89	76	85S	84S
Don't Know	1	2	1	1	2	1	1	2	1	1

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

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

- Denotes 0

Table 3.3.1.c. Experienced bill shock by data management

Experienced Bill Shock	Total (A)	Manage Data	
		Easy (F)	Difficult (G)
Base = actual	**1371**	**958**	**77**
Yes	16	14	38F
No	83	85G	62
Don't Know	1	1	-

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

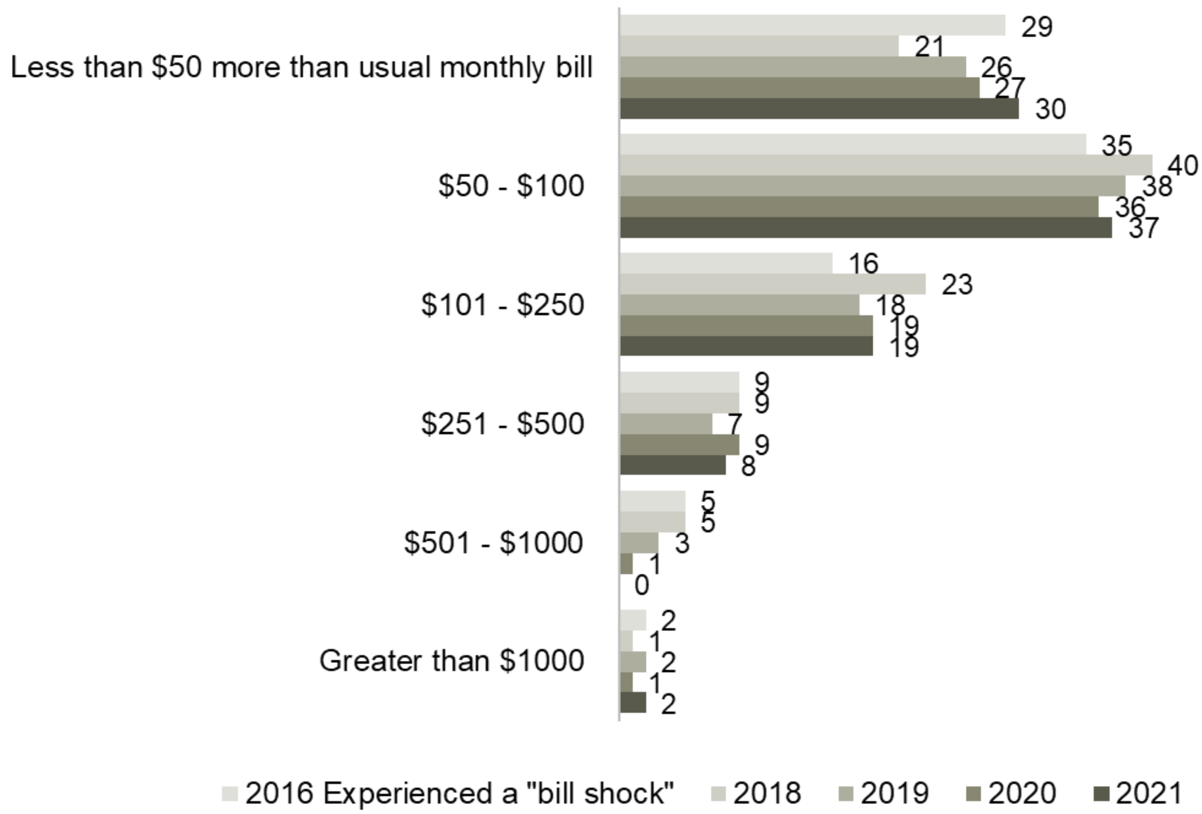
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

- Denotes 0

Amount

The Wireless Code mandates that providers must suspend data overage charges once they exceed $50 unless an authorized user consents to paying additional fees. Despite this, Canadians continue to experience a range of unexpected charges, varying from less than $50 to over $1,000 per billing cycle. As in previous years, most of the unexpected charges continue to be less than $50 (30%) or between $50 and $100 (37%).

Exhibit 3.3.1.d. Amount of unexpected charges on bill among those who have experienced a “bill shock”



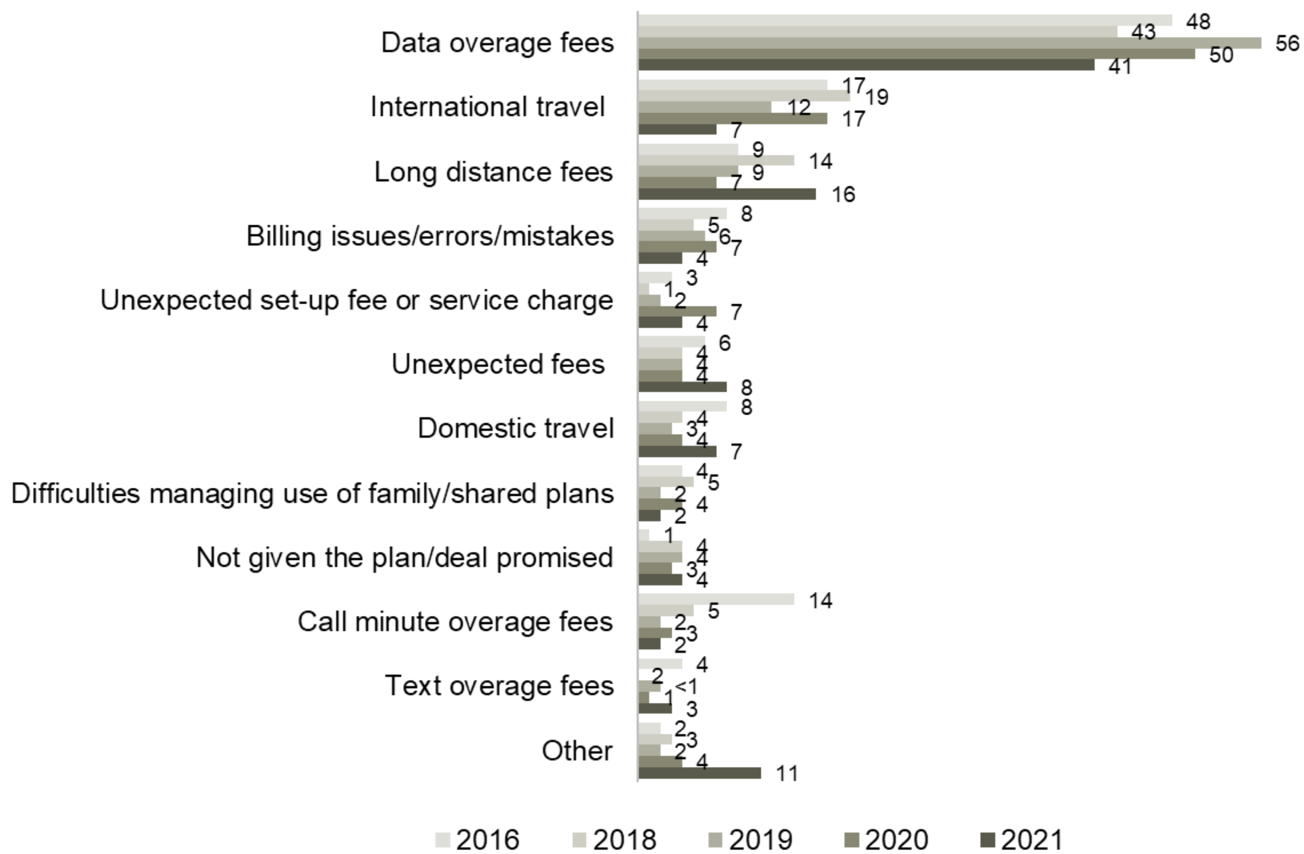
Q10b. What was the amount of the unexpected charges on your bill?

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

Reason

Data overage fees continue to be the primary stated reason for bill shock (41%), though this has decreased since 2020 (50%). Long distance fees have increased as a stated reason (16% vs. 7% in 2020) while international roaming fees have decreased (7% vs. 17%). However, it is possible this trend reflects the impact of COVID-19 restrictions, are Canadians are less likely to travel and may be more likely to spend time connecting with others via phone. Complete details can be found in Exhibit 4.3.1.e below.

Exhibit 3.3.1.e. Main reason for bill shock



QB10a/B6a. What was the main reason for the 'bill shock' you experienced?

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

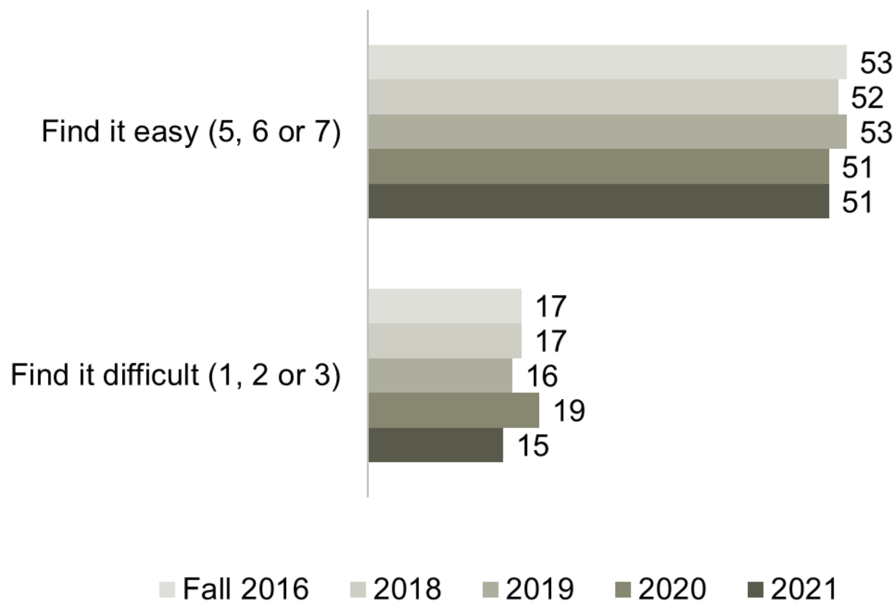
3.3.2 Roaming Fees

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

Most Canadians feel they are able to manage their roaming charges while travelling and little has changed since 2016. More than half of Canadians (51%) continue to find it easy to manage roaming fees (5, 6 or 7 on a scale of 1-7) while 15 per cent Canadians find it difficult (1, 2 or 3 on a scale of 1-7).

As outlined in Table 4.3.2.b, those whose first language is not an official language are more likely to report difficultly managing roaming charges than those whose first language is French or English (24% vs. 11-15%; 1, 2 or 3 on a scale of 1-7).

Exhibit 3.3.2.a. Level of difficulty managing roaming charges when travelling



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

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

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

Table 3.3.2.b. Level of difficulty managing roaming charges by language

Level of difficulty managing roaming charges when travelling	Language		
	Eng (B)	Fr (C)	Other (D)
Base = actual	**960**	**254**	**157**
Find it easy (5,6,7)	53D	52D	37
Find it difficult (1, 2, 3)	15	11	24BC

QB9. If you use your plan while travelling, you may be charged roaming fees. How easy do you find it to manage your roaming charges when you are travelling?

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

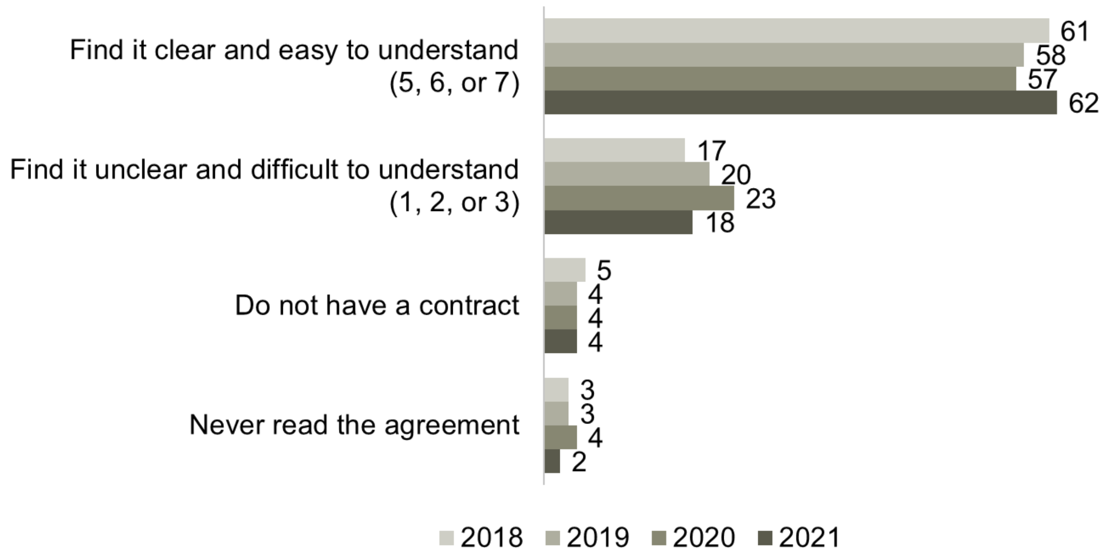
3.4 Contract Clarity

3.4.1 Understanding of Contract

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

Canadians' understanding of their contracts has increased over the past year (+5%), with the majority (62%) continuing to find their wireless contract clear and easy to understand (5, 6 or 7 on a scale of 1-7). As outlined in Table 4.4.1.b., those who have experienced bill shock in the past year are much more likely to state they find their contract difficult to understand (32% vs. 15%; 1,2 or 3 on a scale of 1-7).

Exhibit 3.4.1.a. Level of ease of understanding wireless contract



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

Base: Total respondents who own a cell-phone, 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322), 2018 (n=1,111)

Table 3.4.1.b. Level of ease of understanding wireless contract by bill shock

Level of ease of understanding wireless contract	Total (A)	Bill Shock Yes (P)	Bill Shock No (Q)
Base=actual	**1371**	**201**	**1153**
Find it easy (5, 6 or 7)	62	46	65P
Find it difficult (1, 2 or 3)	18	32Q	15

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

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

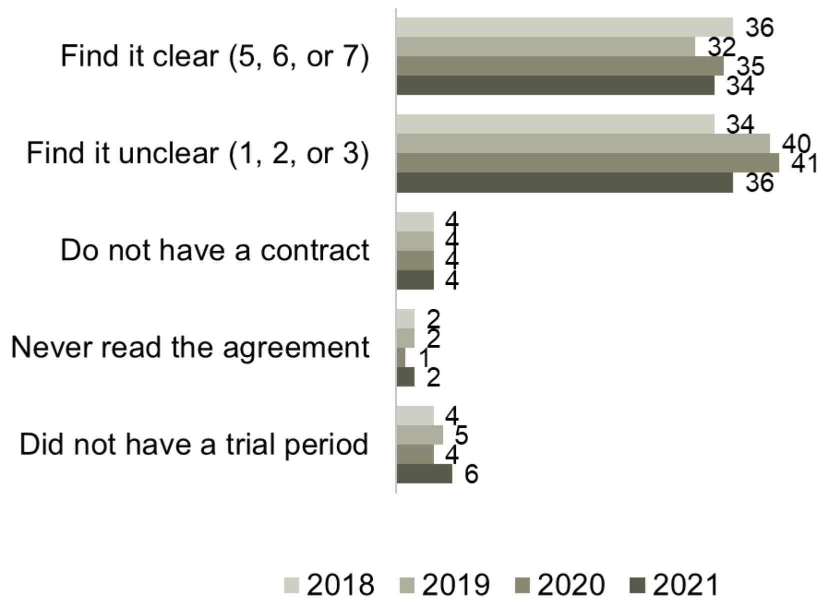
3.4.2 Trial Period

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

Little has changed over the past year regarding how clear Canadians found the explanation of the trial period when they took out their wireless contract. Slightly more found it unclear (36%; 1, 2 or 3 on a scale of 1-7) than clear (34%; 5, 6 or 7 on a scale of 1-7). A minority continues to state they have not read their contract (2%) or they do not have a contract (4%) or trial period (6%).

As outlined in Table 4.4.2.b, younger Canadians (18-54) are more likely to find the explanation of the trial period unclear (41-39% vs. 23-30% among those 55+). As with other aspects related to the ease of managing and understanding plans, Canadians who experienced bill shock are more likely to have found the explanation of the trial period unclear (53% vs. 33%), as are those who have filed a complaint in the past 12 months (54% vs. 32%). This may signal that general confusion continues to exist among some Canadians related to both setting up and later managing their contracts.

Exhibit 3.4.2.a. Ease of understanding explanation of the trial period



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

How clearly did your service provider explain the trial period to you?

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

Base: Total respondents who own a cell-phone, 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322), 2018 (n=1,111)

**Denotes less than 1%*

Table 3.4.2.b. Ease of understanding explanation of the trial period by age, bill shock and complaint

Explanation of trial period		Age						Complaints		Bill Shock	
	Total (A)	18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)	Made one (V)	Did not make one (W)	Yes (P)	No (Q)
Base=actual	**1371**	**209**	**465**	**679**	**299**	**241**	**119**	**203**	**1160**	**201**	**1153**
Find it clear (5, 6 or 7)	34	33	32	36	37	38	31	22	36 V	24	36 P
Find it unclear (1, 2 or 3)	36	41FGHI	39FGHI	28	30	28	23	54 W	32	53 Q	33
Do not have a contract	4	2	3	5	4	2	12DEGH	3	4	3	4
Never read the agreement	2	3	2	2	1	3	2	2	2	3	2
Did not have a trial period	6	4	4	9E	8	8	11DE	5	7	5	7
Don't Know	12	9	12	15	13	14	18D	7	13V	5	13P

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

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

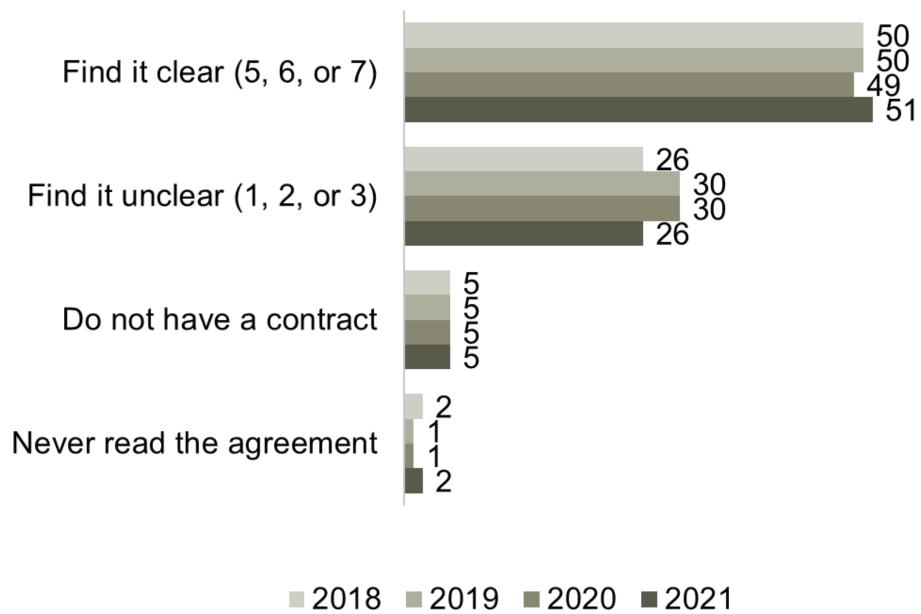
** Denotes less than 1%*
- Denotes 0

3.4.3 Cancellation Fees

The Wireless Code includes several rules on cancellation fees, establishing formulas for calculating the maximum cancellation fee that a service provider may charge, requiring disclosure of any fees in the contract and critical information summary, and limiting cancellation fees to two years.

Most service providers require customers to pay a cancellation fee if they cancel their contracts before the agreed upon end date. This needs to be carefully explained to the consumer for them to be fully aware of the implications of early cancellation. Consistent with 2020, half (51%) of Canadians who have wireless plans find the explanation to be clear, while close to one quarter find it unclear (26%; rated 1, 2 or 3 on a scale from 1-7). Given that this has not changed over the past four years, this signals a need for service providers to provide greater clarity around cancellation fees, or that current contracts may continue be difficult for many consumers to understand.

Exhibit 3.4.3.a. Clear explanation of early cancellation of contract



WC9. 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.

Base: Total respondents who own a cell-phone, 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322), 2018 (n=1,111)

3.5 Change

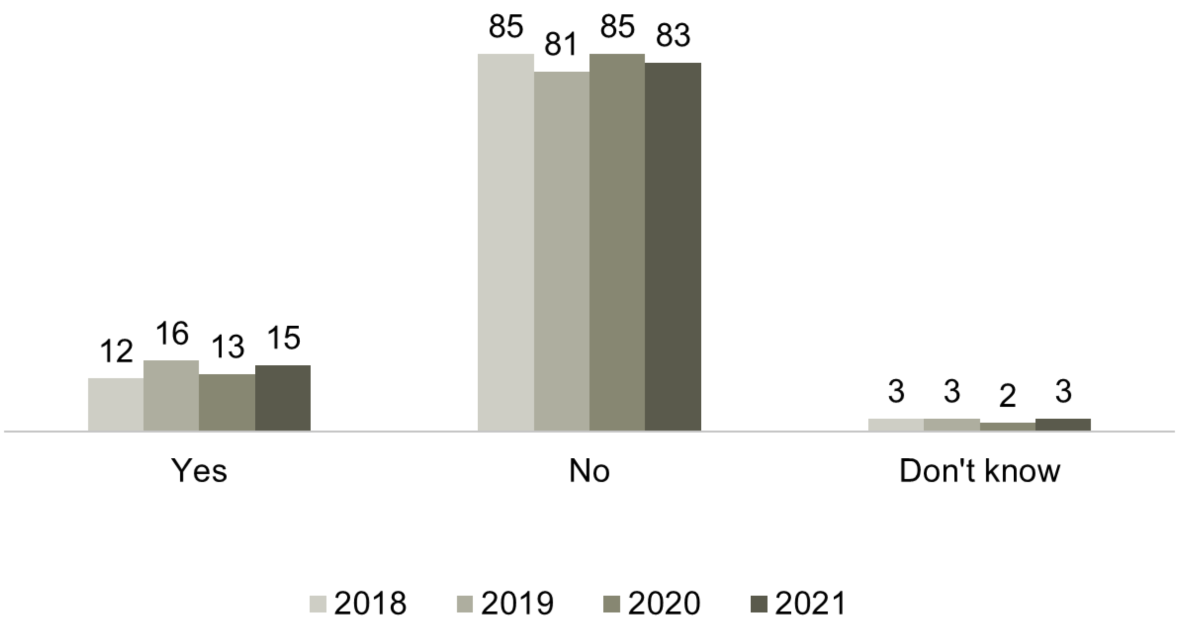
3.5.1 Changes to Contract

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

A small but significant portion of Canadians state that changes to wireless services were made without expressly making them aware of the new terms and conditions (15%), which has remained steady over the previous three years (12-16%).

In-line with previous years, changes to wireless services without expressly making the consumer aware of the new terms and conditions is reported more often by those who have made a complaint in the last 12 months (26% vs. 12%), as well as by those who report bill shock (27% vs. 12%). This suggests that a common factor may underlie these issues, such as unexpected service changes or an unclear contract. This is outlined in Table 4.5.1.b.

Exhibit 3.5.1.a. Changes to contract without disclosure of changes in terms and conditions



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

Base: Total respondents who own a cell-phone, 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322), 2018 (n=1,111)

Table 3.5.1.b. Changes to contract without disclosure of changes in terms and conditions by bill shock and complaints

Changes to contract without disclosure of changes in terms and conditions		Complaints		Bill Shock	
	Total (A)	Made one (V)	Did not make one (W)	Yes (P)	No (Q)
Base=actual	**1371**	**203**	**1160**	**201**	**1153**
Yes	15	26W	12	27Q	12
No	83	70	85V	68	86P
Don't know	3	3	3	5	2

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

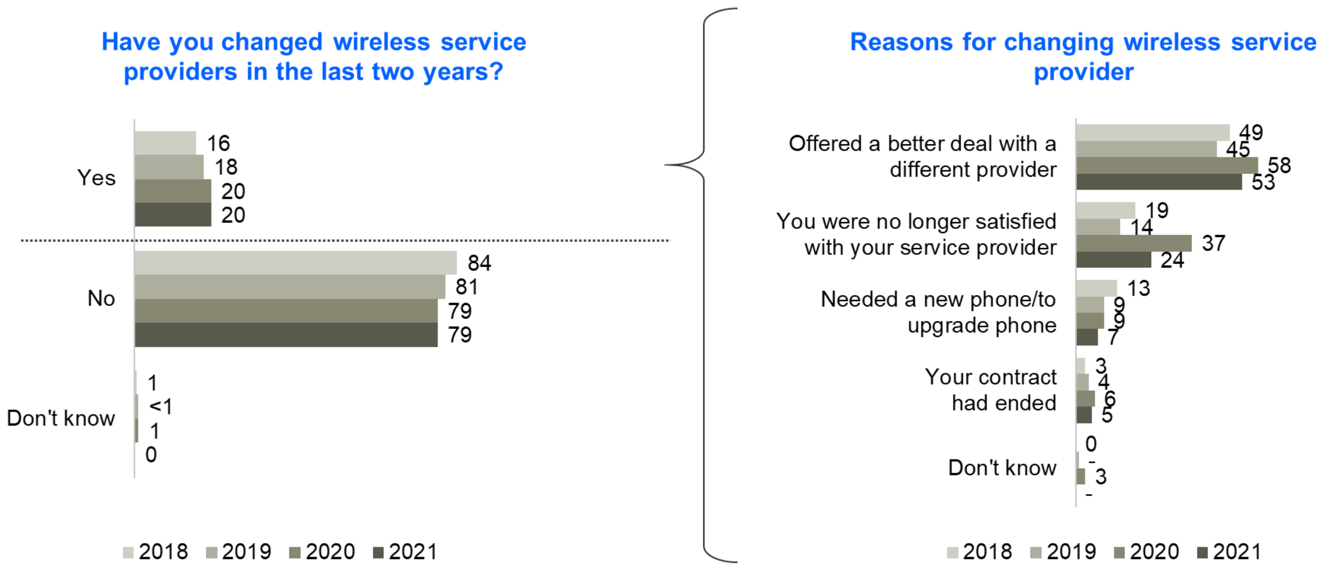
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

3.5.2 Changing Service Providers

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

The number of Canadians who have changed their service provider remains steady at 20 per cent. As in previous years, the most common reasons stated for changing providers include being offered a better deal (53%), no longer being satisfied with a service provider (24%) and/or needing an upgrade (7%). Full details are outlined in Exhibit 4.5.2.a.

Exhibit 3.5.2.a. Switching wireless service providers and reasons for change



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

Base: Total respondents who own a cell-phone, 2021 (n=1,371); 2020 (n=1,306); 2019 (n=1,322), 2018 (n=1,111)

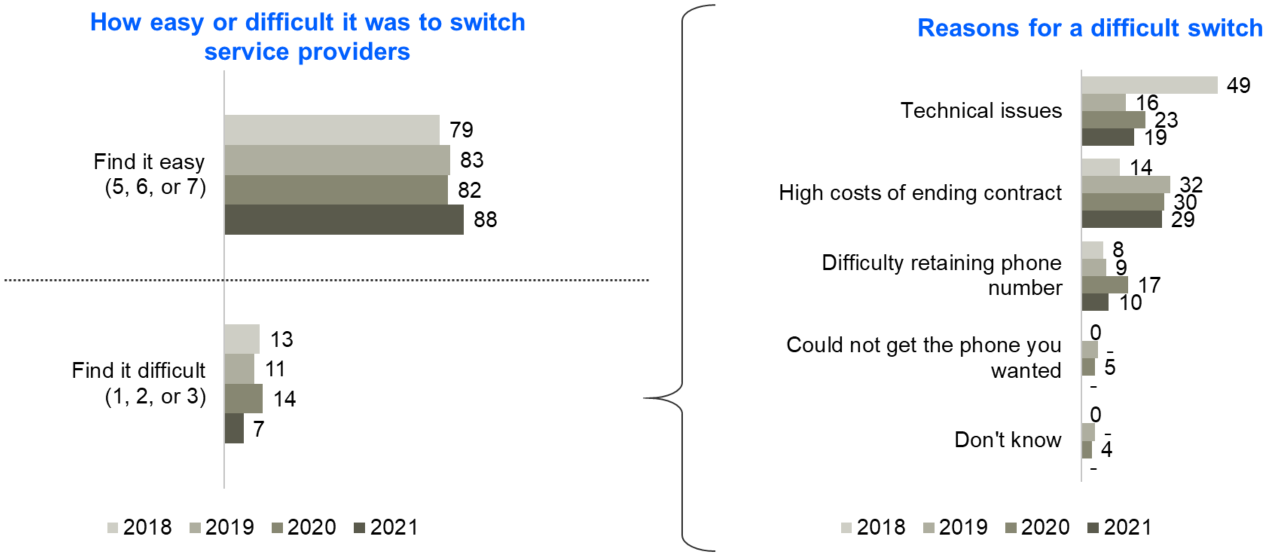
WC12. [If answered "Yes" to WC16] Why did you change service provider?

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

The vast majority (88%) say they were easily able to navigate the change process (5, 6 or 7 on a scale of 1-7). This reflects a significant increase over the previous three years (79-83% in 2018 – 2020).

Among the seven per cent of Canadians who found the process difficult (rated 1, 2 or 3 on a scale from 1-7); the high cost of ending their contract (29%), technical issues (19%), or difficulty retaining a phone number (10%) continued to be the main reasons for difficulties.

Exhibit 3.5.2.b. Ease of switching wireless service providers and reasons for difficulty



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

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

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

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

*** Very Low Base < 30*

3.6 Complaints

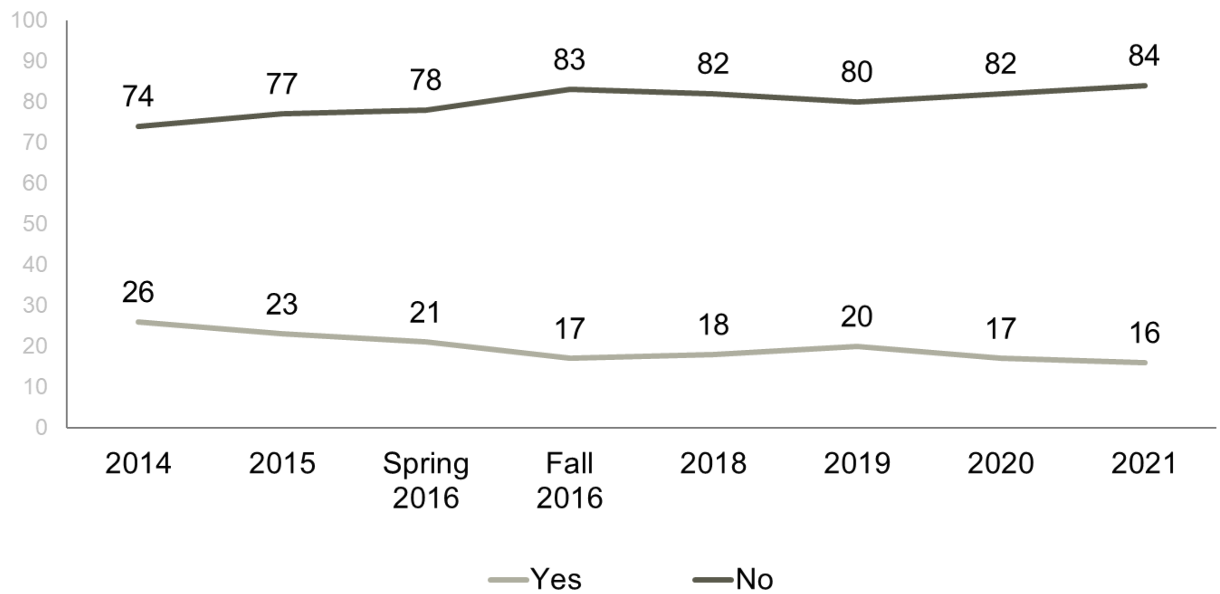
3.6.1 Complaints in the Last 12 Months

Incidence

The incidence of Canadians who report having made complaints about their wireless services has remained stable, in-line with 2016 to 2020 results (16% vs. 17-21%) and continues to remain significantly lower than in 2014 (26%).

Not unexpectedly, those who find managing data difficult are still more likely to have made a complaint over the past year (32% vs. 14%); see Table 4.6.1.b. Those who are enrolled in family plans are also more likely to have made a complaint than those with individual plans (20% vs. 14% respectively).

Exhibit 3.6.1.a. Wireless service complaint made in the past 12 months



QB11a/QB11/QB4 Have you made a complaint about your wireless services in the past 12 months?

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

Table 3.6.1.b. Wireless service complaint made in the past 12 months by plan and data management

Wireless Service Complaint Made	Total (A)	Plan		Manage Data	
		Family (J)	Individual (K)	Easy (F)	Difficult (G)
Base=actual	**1371**	**426**	**925**	**958**	**77**
Yes	16	20K	14	14	32F
No	84	79	85J	85G	68
Don't know	1	1	*	1	-

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

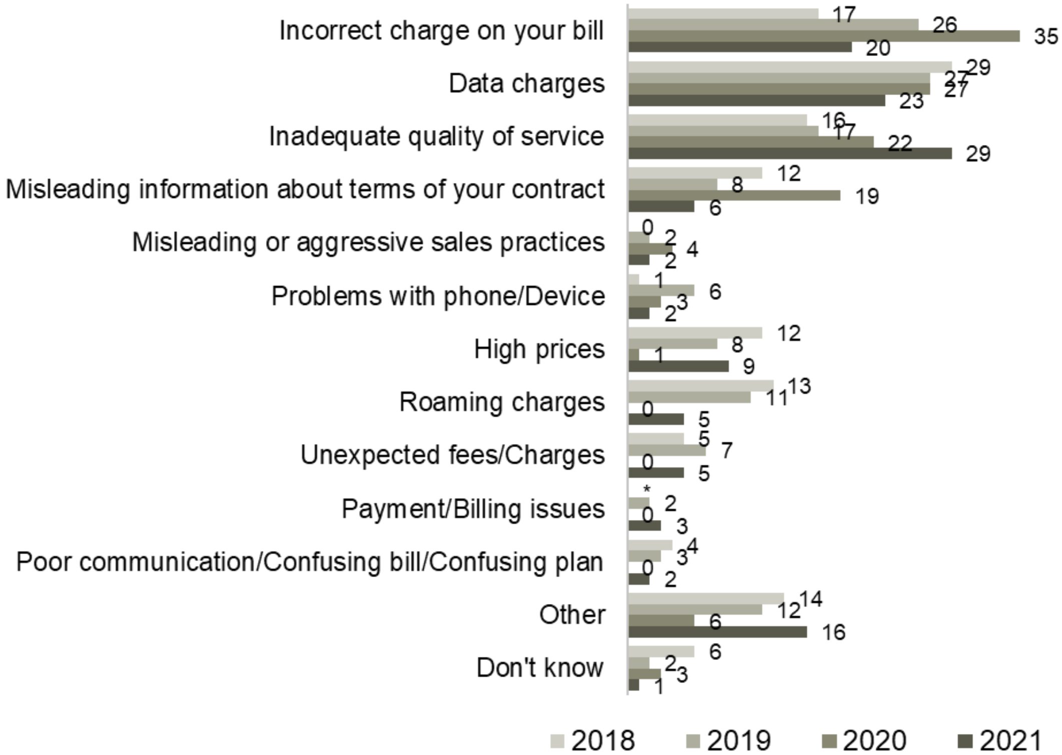
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*
- Denotes 0

Reasons for complaints

There have been a number of shifts in the reasons behind complaints over the past year. Inadequate quality of service is now the top stated reason (29% in 2021 vs. 22% in 2020). Complaints regarding incorrect charges have decreased (20% in 2021 vs. 35% in 2020). However, as mentioned previously, COVID-19 restrictions are likely a factor in data overage charges, as Canadians have greater access to their home Internet access or alternative devices at home. Complete details can be found in Exhibit 4.6.1.c below.

Exhibit 3.6.1.c. Reason for complaints



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

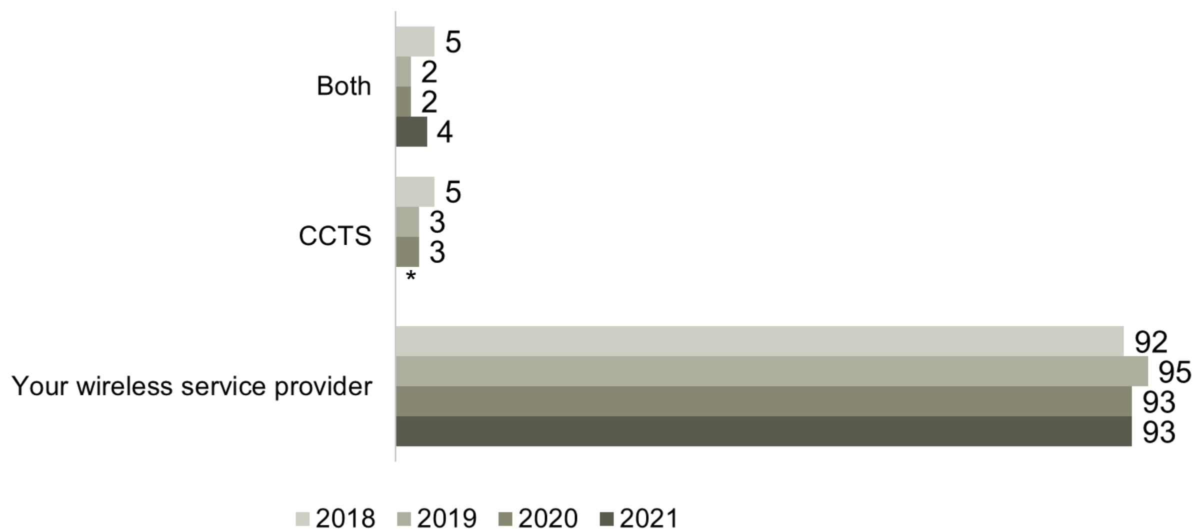
Base: Total respondents who made a complaint about the wireless services in the P12M, 2021 (n=203); 2020 (n=222); 2019 (n=255), 2018 (n=183)

Complaint Issued to Service Provider

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

Consistent with previous years, more than nine-in-ten Canadians who have made a complaint made it solely to their service provider (93%), while 4% made the complaint to both their provider and the CCTS. Almost no Canadians reported solely escalating complaints to the CCTS (<1%), signalling that they understand the process involves contacting their provider first.

Exhibit 3.6.1.e. Complaints to wireless service provider



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

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

** Low Base < 100*

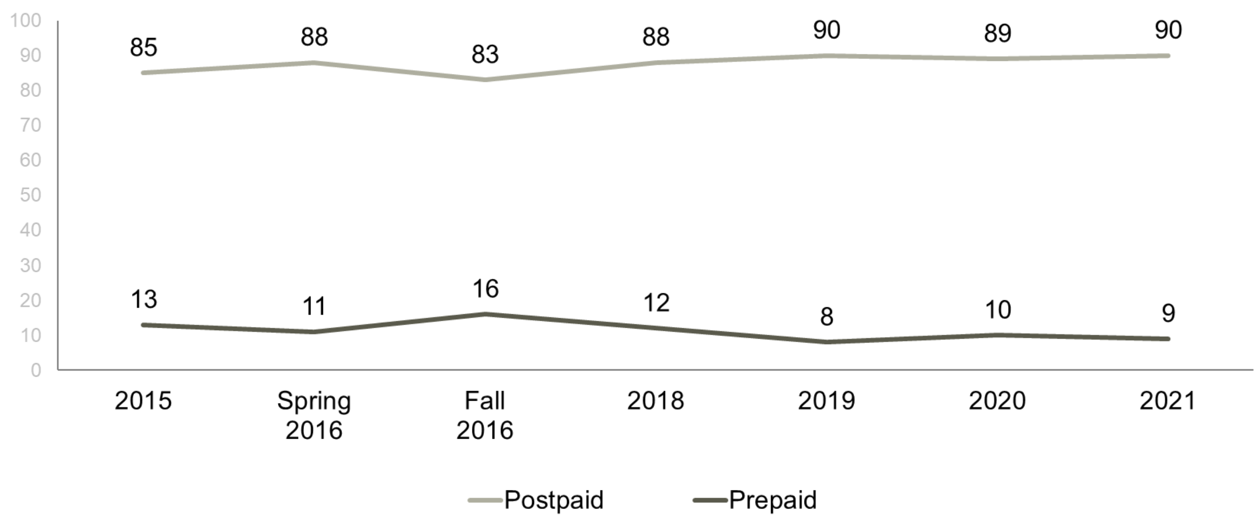
3.7 Canadian's Wireless Plans

3.7.1 Type of Plan

The majority of Canadians continue to purchase post-paid services in 2020 (90%). Pre-paid services are in-line with 2020 levels (9% vs 10%) but continue to be below 2015 levels (-4%). Complete details can be found Exhibit 4.7.1.a below.

As outlined in Table 4.7.1.b., older seniors (75+) are more likely to be enrolled in a prepaid plan (20% vs. 6-11% among those under 75).

Exhibit 3.7.1.a. Type of service plan



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

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

Exhibit 3.7.1.b. Type of service plan by age

Type of service plan	Total (A)	Age 18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)
Base=actual	**1371**	**209**	**465**	**679**	**299**	**241**	**119**
Monthly/post-paid (paying after)	90	87I	92FI	88	92I	89I	78
Prepaid/pay-as-you-go (paying before)	9	11	6	10E	7	10	20DEGH
Other	-	-	-	-	-	-	-
Don’t know	1	2	1	1	1	1	2

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

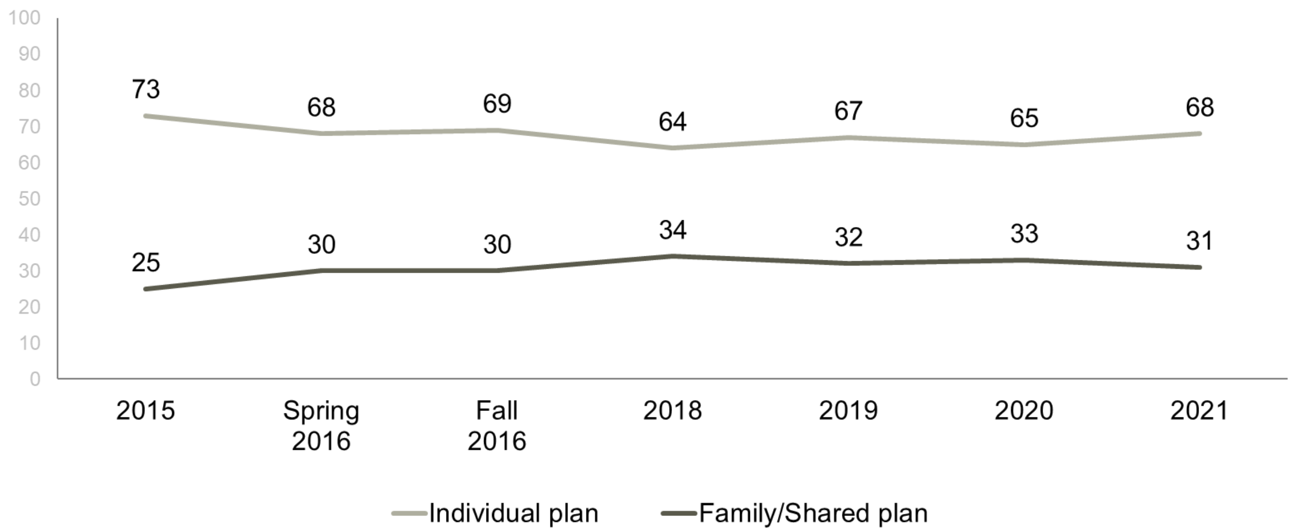
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

- Denotes 0

Type of Plan

While the majority of Canadians still use an individual plan (68%), family plans continue to see increased use over 2015 (31% vs. 25%) but have remained fairly stable since 2018 – yearly details can be found in Exhibit 4.7.1.c.

Exhibit 3.7.1.c. Individual or family/shared plan



Individual/Family Shared Plan

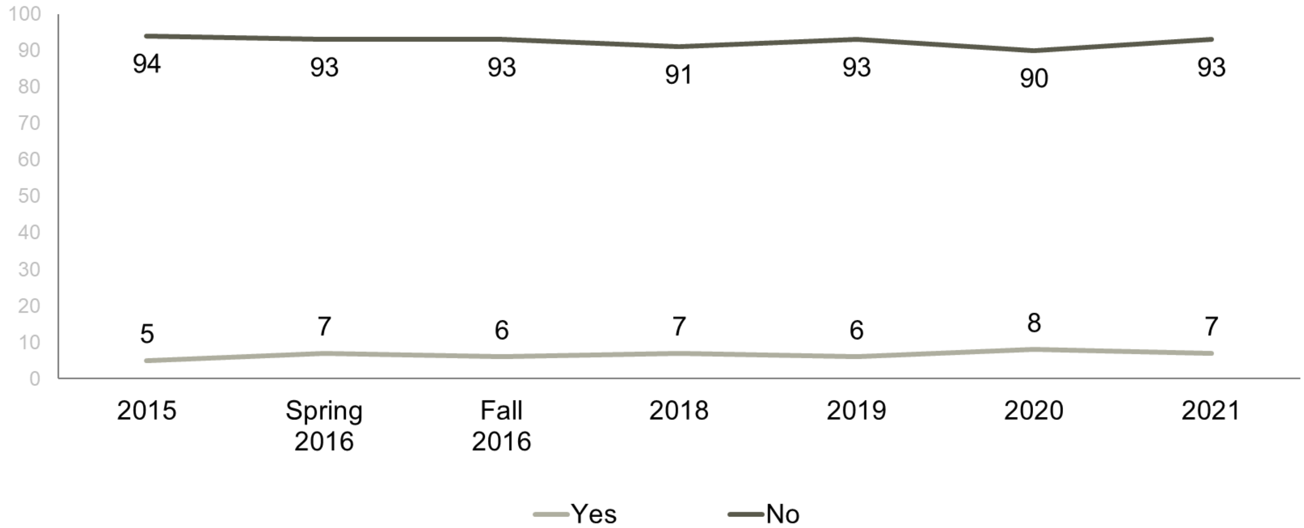
QB1a. Is it an individual plan or a family or shared plan?

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

Promotion through Employer or Association

Only a small number of Canadians (7%) have a wireless plan that is part of a promotion through their employer or an association they belong to, which has remained relatively stable from year to year. Full details can be found in Exhibit 4.7.1.d below.

Exhibit 3.7.1.d. Promotion through employer or association



QB1d. Is your plan part of a promotion through your employer or an association you belong to, sometimes also called an employee purchase plan?

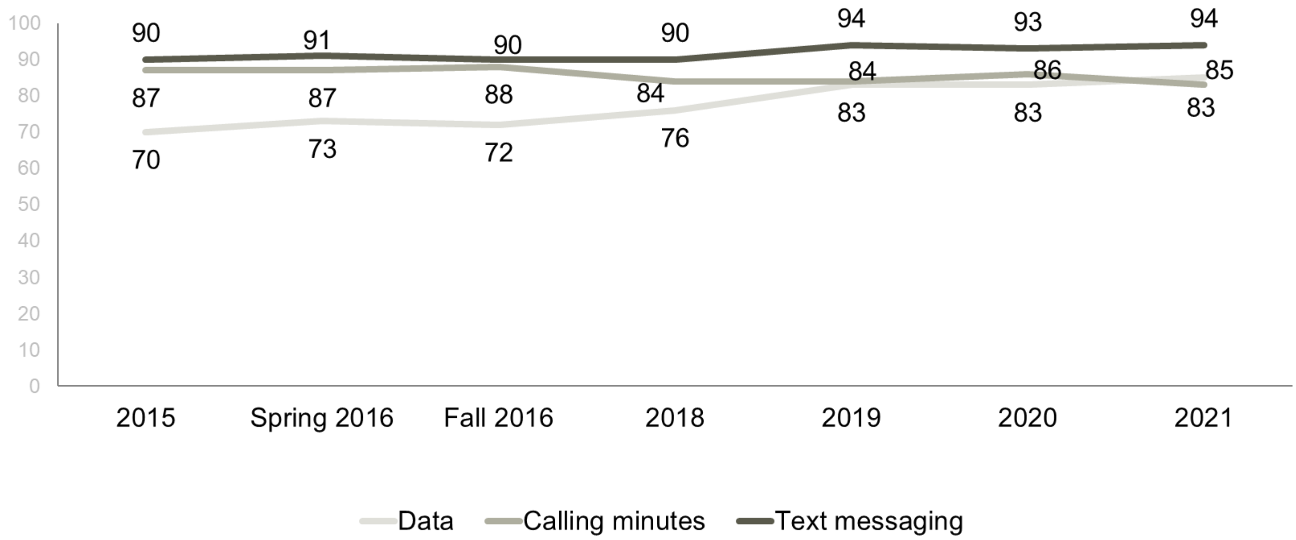
Base: Respondents who own a cell-phone, 2021 (n=1,371); 2020 (n=1,306), 2019 (n=1,322), 2018 (n=1,111), fall 2016 (n=1,277)

3.7.2 Plan Inclusions

Minutes, Texts and Data

The majority of wireless plans continue to include text messaging (94%). The number of wireless plans with data (85%) has overtaken the number of plans with calling minutes (83%) for the first time.

Exhibit 3.7.2.a. Service features



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

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

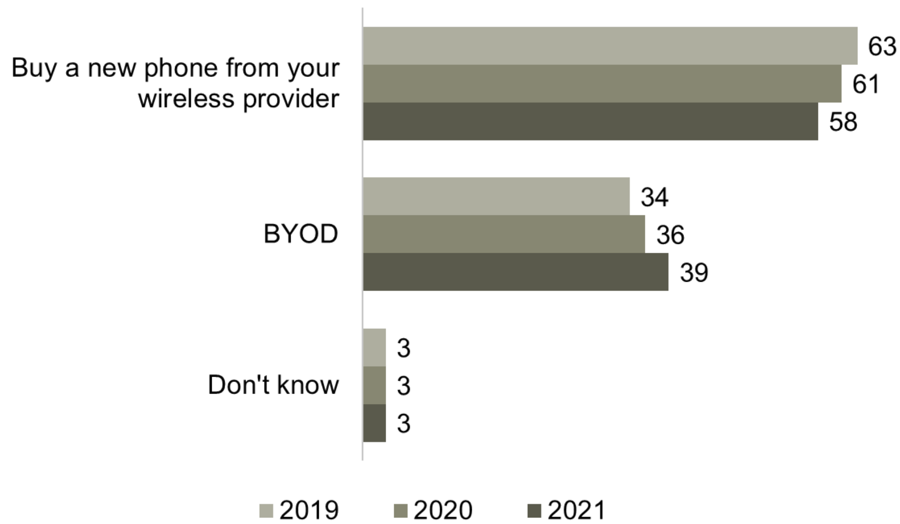
3.7.3 Devices

Phone included or Bring Your Own Device (BYOD)

BYOD rates have increased slightly over the past two years (39%; +5% vs. 2019).

As outlined in Table 4.7.3.b., older Canadians (75+) are most likely to bring their own device (56% vs. 35-41% among those under 75). Canadians who have individual and/or prepaid plans are also more likely to BYOD (43% vs 31%), as are those who have a pre-paid plan (71% vs. 36% among those with a monthly plan).

Exhibit 3.7.3.a. Phone included with contract



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

Base: Total respondents who own a cell-phone, 2021 (n=1,371); 2020 (n=1,306), 2019 (n=1,322)

Table 3.7.3.b. Phone included with contract by age, plan sharing and plan type

Phone included with contract	Total (A)	Age						Plan		Wireless Plans	
		18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)	Family (J)	Individual (K)	Monthly (L)	Pre-paid (M)
Base=actual	**1371**	**209**	**465**	**679**	**299**	**241**	**119**	**426**	**925**	**1234**	**119**
Buy a new phone from your wireless provider	58	60I	63FI	52	56I	56I	39	65K	55	62M	26
Bring your own device	39	39	35	44E	41	41	56DEGH	31	43J	36	71L
Don't know	3	1	2	4D	4	3	5D	3	2	2	3

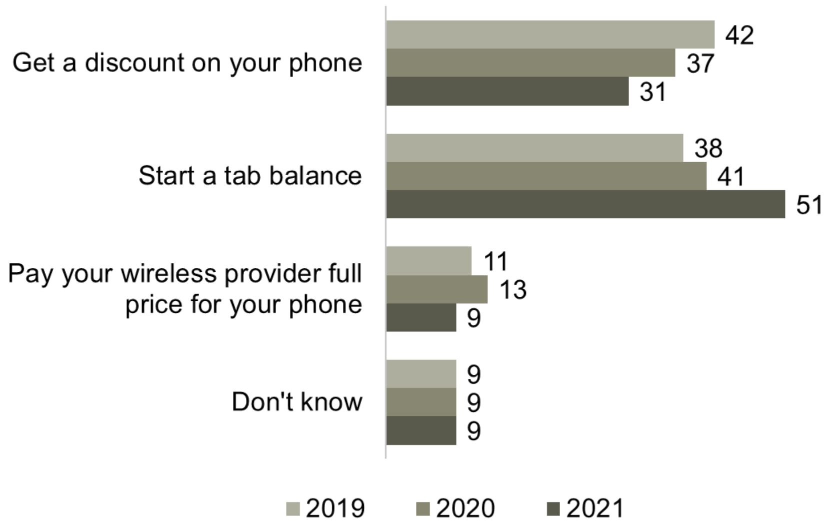
WC4. When you signed up for your latest wireless plan, did you bring your own device, or did you buy a new phone from your wireless provider?

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

Among those who purchased a new phone, few pay full price (9%). Compared to the previous year, more Canadians are starting a tab balance to purchase a new phone (51%; +10%). A tab balance involves the purchase of a phone at a reduced upfront cost, with the leftover cost added to an individual's monthly bill to pay down this balance. Fewer (31%) are being given a discount on their phone versus 2020 (-6%).

As noted in Table 4.7.3.d, tab balances continue to be more prevalent among younger Canadians (18-54; 51-56%) than older Canadians (55+; 32-49%). Those 75+ are more likely to pay full price than those 18-74 (28% vs. 5-11%).

Exhibit 3.7.3.c. Type of new phone_purchase



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

Base: Total respondents who own a cell-phone, 2021 (n=801); 2020 (n=801), 2019 (n=840)

Table 3.7.3.d. Type of new phone purchase by age

Promotion through employer or association	Total (A)	Age					
		18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)
Base=actual	**801**	**128**	**295**	**366**	**171**	**138**	**49**
Get a discount on your phone	31	32	33	29	32	30	19
Start a tab balance	51	56I	51I	46	49	47	32
Pay your wireless provider full price for our phone	9	5	10	11	9	6	28DEGH
Don’t know	9	7	6	15E	10	17DE	21DE

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

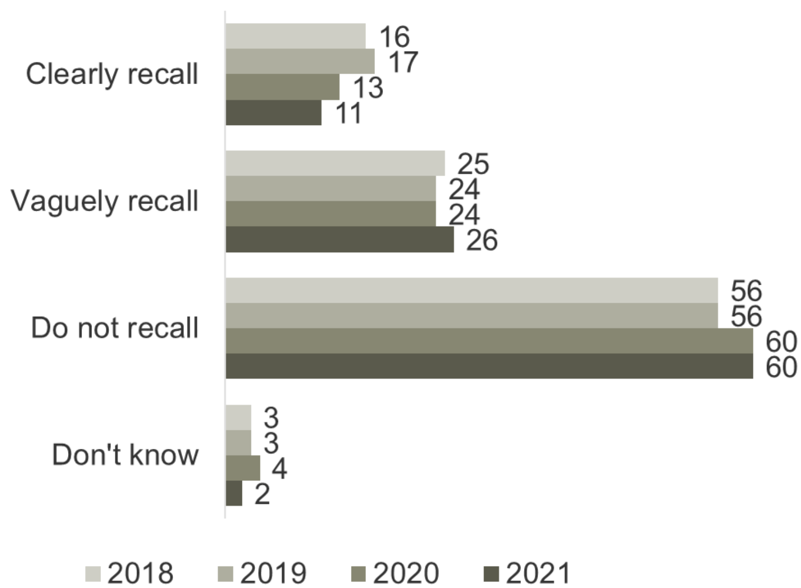
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

3.8 Television Service Provider Code

3.8.1 Recall of Television Service Provider Code

In September 2017, the Television Service Provider (TVSP) Code came into effect establishing guidelines for television service providers. The TVSP Code ensures that television consumers are empowered to make informed decisions and that there is a more competitive television marketplace. Despite having been introduced more than three years ago, awareness remains low and has declined since the TVSP Code was initially introduced. In 2021, few (11%) clearly recall the TVSP Code while most do not recall it at all (60%). This is likely a function of the reduced media attention on the TVSP Code as time goes on.

Exhibit 3.8.1.a. Recall of TV Service Provider Code



TVSP1. In September 2017, a Television Service Provider Code came into effect establishing guidelines for television service providers. The Code ensures that television consumers are empowered to make informed decisions and that there is a more competitive wireless marketplace. To what extent, if any would you say you recall hearing or seeing anything about this Code? Would you say you clearly recall, vaguely recall or do not recall?

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

As outlined in Table 4.8.1.b, demographics continue to play a role in recall of the TVSP Code, as Canadians aged 18-34 are still less likely to be aware of the TVSP Code (73% do not recall vs. 52-65% among those 35+), as are those with no tertiary education (70% vs. 56-59%). Those whose primary language is not an official language are also more likely to not recall the TVSP Code (79% vs. 58-59% among English or French speakers).

Table 3.8.1.b. Recall of TV Service Provider Code by age, education and language

Type of new phone purchase		Age						Education			Language		
	Total (A)	18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)	HS or less (S)	College (T)	Univ. or more (U)	Eng (B)	Fr (C)	Other (D)
Base=actual	**1102**	**97**	**342**	**646**	**264**	**231**	**135**	**245**	**306**	**522**	**746**	**248**	**108**
Do not recall	60	73EFGH	59	56	54	52	65H	70TU	56	59	59	58	79BC
Vaguely Recall	26	20	27	29	30	32	25	22	28	28	27D	31D	12
Clearly Recall	11	7	11	13	14I	14I	6	6	14S	12S	13	8	8
Don't Know	2	*	3	3	2	2	4	3	2	2	2	3	1

TVSP1. In September 2017, a Television Service Provider Code came into effect establishing guidelines for television service providers. The Code ensures that television consumers are empowered to make informed decisions and that there is a more competitive wireless marketplace. To what extent, if any would you say you recall hearing or seeing anything about this Code? Would you say you clearly recall, vaguely recall or do not recall?

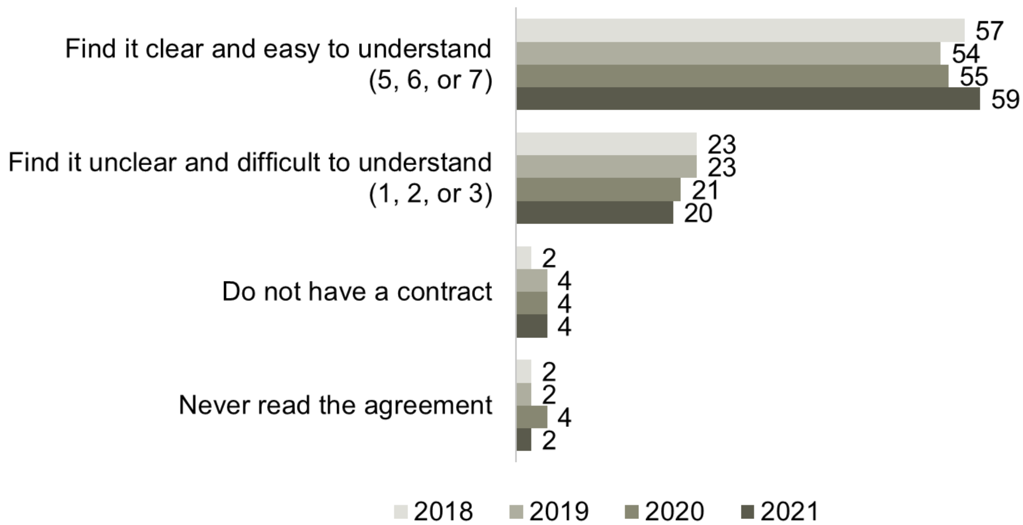
Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

** Denotes less than 1%*

3.8.2 Clarity of TV Contracts

Clarity of contracts has remained consistent over the last three years. Over half of Canadians are continuing to report they find their TV contracts clear and easy to understand (59%; rated 5, 6 or 7 on a scale from 1-7) and only a small portion (20%; rated 1, 2 or 3 on a scale from 1-7) are finding contracts difficult to understand.

Exhibit 3.8.2.a. Clarity of TV contracts



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

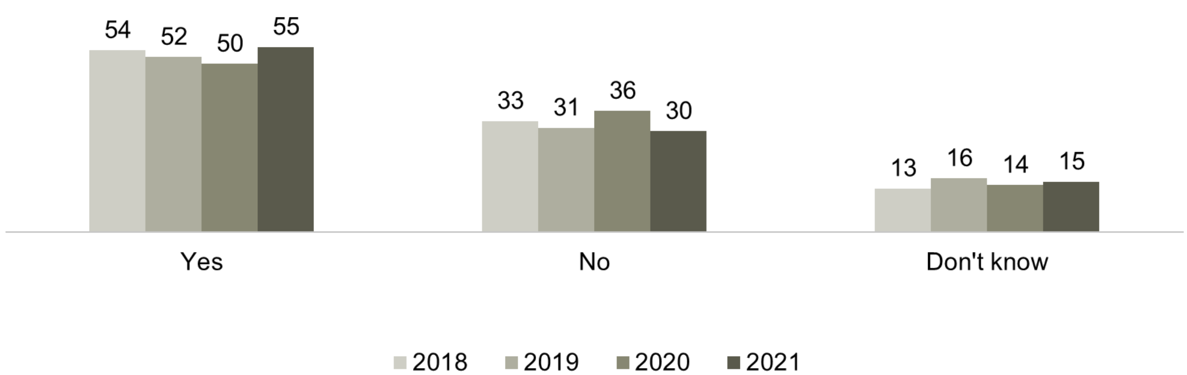
Base: Total respondents who subscribe to a TV service, 2021 (n=1,102); 2020 (n=1,060); 2019 (n=1,107), 2018 (n=1,096)

3.8.3 Awareness of Basic Service Package

The TVSP Code requires television service providers to ensure that customers are aware of the availability, price and content of their entry-level service offering (i.e., basic service package). Reports of being aware of the basic service package have remained steady since 2018, with just over half of TV service subscribers reporting they were informed (55%) while close to one-third (30%) do not believe they were informed of the basic service package. Service providers are required to inform new and old clients about the basic service, regardless of when their contracts were signed which suggests that consumer are still not being actively directed to the information on the basic service package.

Notably, as outlined in Table 4.8.3.b., those in the territories are less likely to say they were made aware of the basic service package (24% vs. 47-64% among other regions).

Exhibit 3.8.3.a. Awareness of basic service package



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

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

Table 3.8.3.b. Awareness of basic service package by region

Awareness of basic service package	Total (A)	Region Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Territories (R)
Base=actual	**1102**	**99**	**258**	**290**	**296**	**122**	**37**
Yes	55	47R	62JMR	55R	51R	60R	24
No	30	45KLMN	24	30	33K	24	59KLMMN
Don't Know	15	7	14	16	16	16	17

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

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

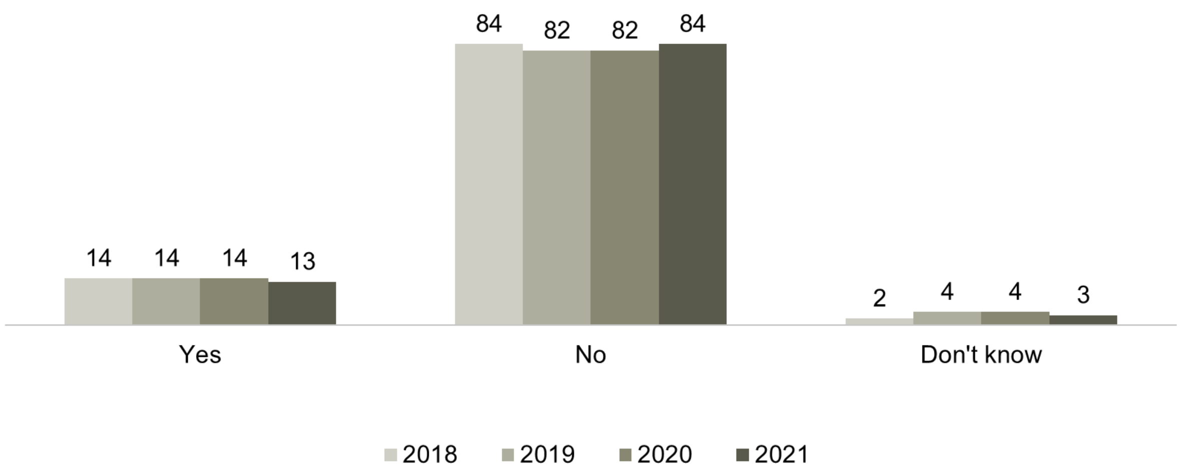
3.8.4 Service calls

The TVSP Code requires television service providers to provide customers with a timeframe for when a service call to a residence will begin, explain potential charges associated with the service call, and explain how they may cancel or reschedule the service call. This requirement continues to work well, as few Canadians report problems related to service calls (13%).

As in 2020, some regional differences exist regarding service call related problems. Those living outside Atlantic Canada or Quebec were more likely to have experienced problems (14-22% vs. 5-8%). Those whose primary language is not an official language were also more likely to have experienced problems (27% vs. 6-14%).

Complete details can be found in Table 4.8.4.b below.

Exhibit 3.8.4.a. Service calls



TVSP3. The TVSP Code requires television service providers to provide a customer with a timeframe for when a service call to a residence will begin, explain potential charges associated with the service call, and explain how you may cancel or reschedule the service call. Have you experienced problems related to service calls?

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

Table 3.8.4.b. Service calls by region and language

Experienced issues related to service calls	Total (A)	Region						Language		
		Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Terri-tories (R)	Eng (B)	Fr (C)	Other (D)
Base=actual	**1102**	**99**	**258**	**290**	**296**	**122**	**37**	**746**	**248**	**108**
Yes	14	5	8	16JK	14J	22JK	9	14C	6	27BC
No	84	93LMN	87N	82	84N	74	87	84D	90D	68
Don't Know	3	2	5	2	2	3	4	2	4	5

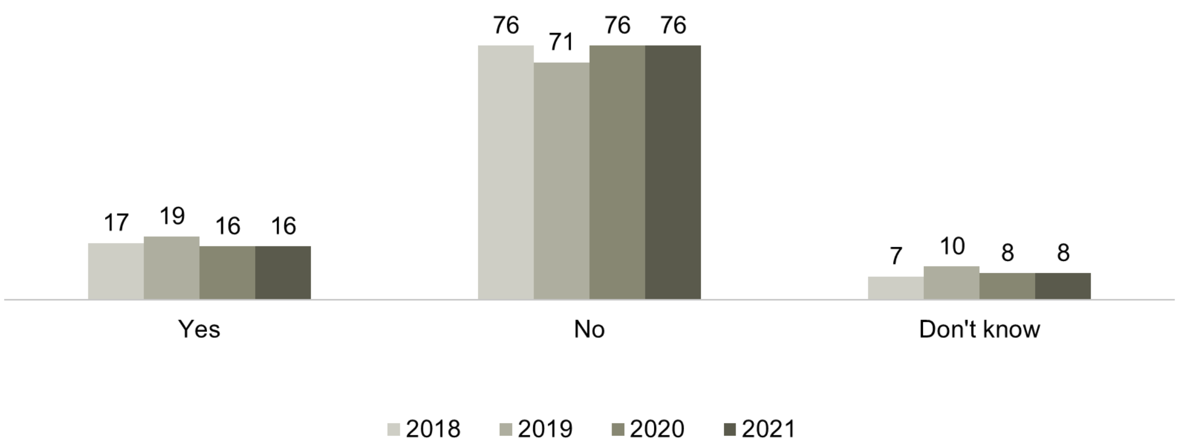
TVSP3. The TVSP Code requires television service providers to provide a customer with a timeframe for when a service call to a residence will begin, explain potential charges associated with the service call, and explain how you may cancel or reschedule the service call. Have you experienced problems related to service calls?

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

3.8.5 Changes in Price

Service providers can't change the price of a TV channel or package of channels without informing their customers. When asked if their service provider had changed the price of their channels or packages without informing them, most Canadians continue to say they have not experienced an uninformed price change (76%). However, a small but significant minority (16%) continue to report uninformed price changes continue to occur.

Exhibit 3.8.5.a. Changes in price



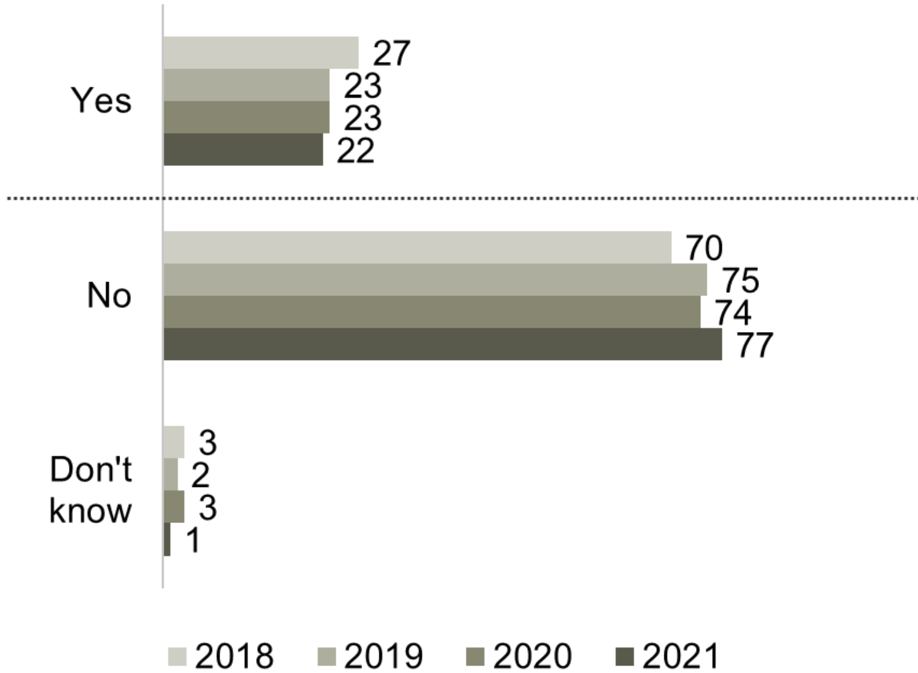
TVSP5. In the past twelve months, has your TV service provider changed the price of a TV channel or package of channels without informing you in advance?

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

3.8.6 Complaints

The number of Canadians who have made a complaint about their TV services in the past 12 months has remained steady over the past year (22%).

Exhibit 3.8.6.a. Complaints



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

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

3.9 Internet Code

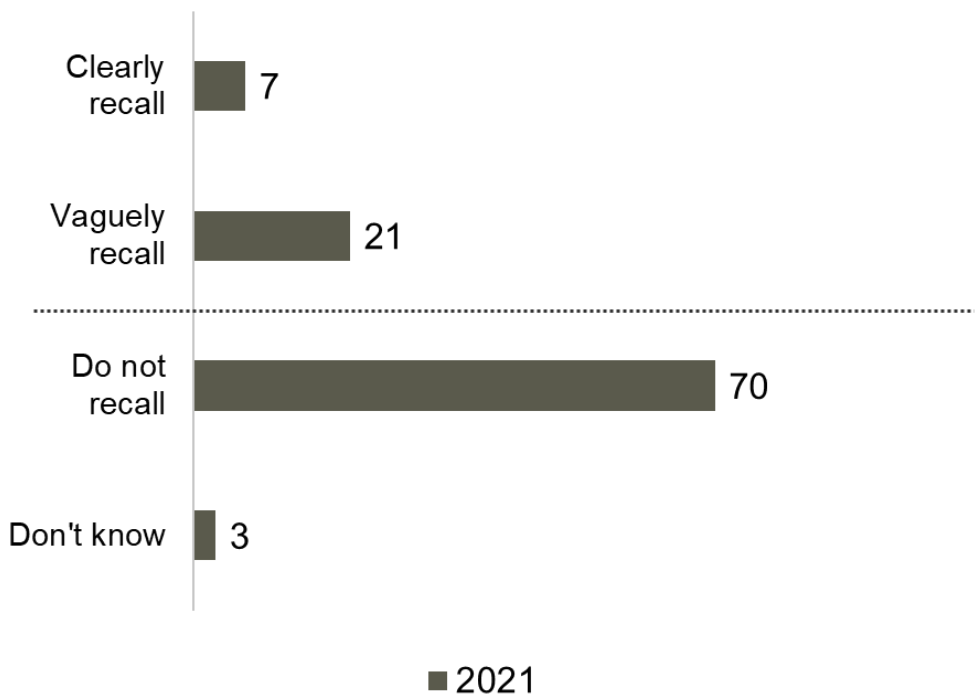
3.9.1 Recall of Internet Code

The Internet Code is administered by the CCTS and applies to the largest national and regional Internet Services Providers (ISP), though the CRTC expects all ISPs to behave in a manner that is consistent with all the principles set out in the Internet Code. The Internet Code makes it easier for Canadians to understand their Internet service contracts, aims to prevent bill shock from overage fees and rate increases, and makes it easier for Canadians to switch ISPs. The Internet Code, among other things, ensures that customers will benefit from increased clarity in their interactions with ISPs; from clearer prices, including for bundled services, promotions, and time-limited discounts; and from increased clarity around service calls, service interruptions, security deposits, and disconnections.

Close to one-in-three (30%) recall hearing about the Internet Code. Of those who recall the Internet Code, most vaguely recall it (21%), while a few clearly recall it (7%).

As outlined in Table 4.9.1.b., those who live in the Territories are less likely to recall the Internet Code (53% vs. 66-76% in other regions). Those whose primary language is not an official language are also less likely to recall the Internet Code (82% do not recall vs. 64-69% among those whose first language is French or English).

Exhibit 3.9.1.a. Recall of Internet Code



QIC1. In 2019, the CRTC created an Internet Code to make it easier to understand Internet service contracts. The code also aims to better protect Canadians against bill shock and to offer subscribers greater flexibility in their choice of Internet service providers. To what extent, if any, would you say you recall hearing or seeing anything about the Internet Code? Would you say you clearly recall, vaguely recall or do not recall?

Base: Total respondents, 2021 (n=1,561)

Table 3.9.1.b. Recall of Internet Code by region and language

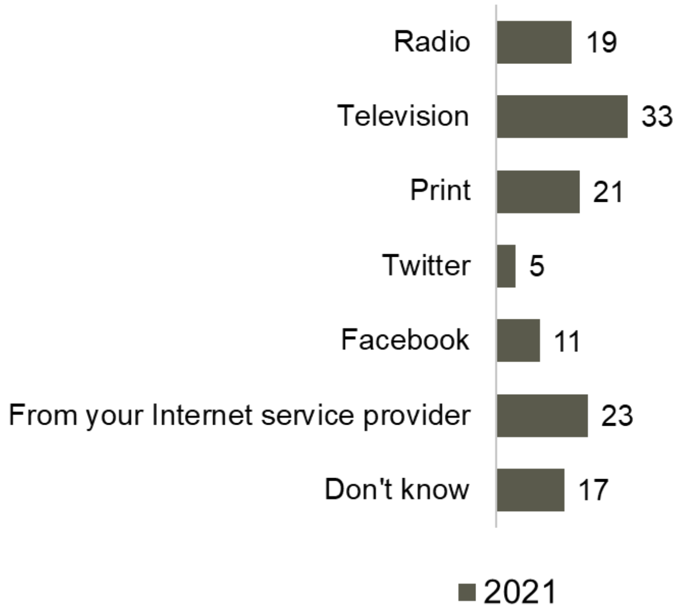
Recall of Internet Service Code	Total (A)	Region						Language		
		Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Terri-tories (R)	Eng (B)	Fr (C)	Other (D)
Base=actual	**1561**	**148**	**307**	**431**	**443**	**181**	**51**	**1074**	**294**	**193**
Clearly Recall	7	6	5	7	8	8	7	8	5	4
Vaguely Recall	21	16	24	20	21	20	32J	21D	27D	10
Do not recall	70	76KR	66	72R	69R	70R	53	69	64	82BC
Don't Know	3	1	5M	2	1	1	8LM	2	4	4

QIC1. In 2019, the CRTC created an Internet Code to make it easier to understand Internet service contracts. The code also aims to better protect Canadians against bill shock and to offer subscribers greater flexibility in their choice of Internet service providers. To what extent, if any, would you say you recall hearing or seeing anything about the Internet Code? Would you say you clearly recall, vaguely recall or do not recall?

3.9.2 Recall of Internet Code (source)

Among those who recall the Internet Code, most recall comes from television (33%), followed by ISPs (23%), or print media (21%). Full details can be found in Exhibit 4.9.2.a. below:

Exhibit 3.9.2.a. Where recalled seeing or hearing about Internet Code



IC2. [If answered "Clearly Recall" or "Vaguely Recall" to IC1] Where do you recall hearing or seeing anything about the Internet Service Code? (READ LIST AND CHOOSE ALL THAT APPLY)?

Base: Total respondents, 2021 (n=447)

3.10 CRTC

3.10.1 Canadians' Understanding of the CRTC Mandate

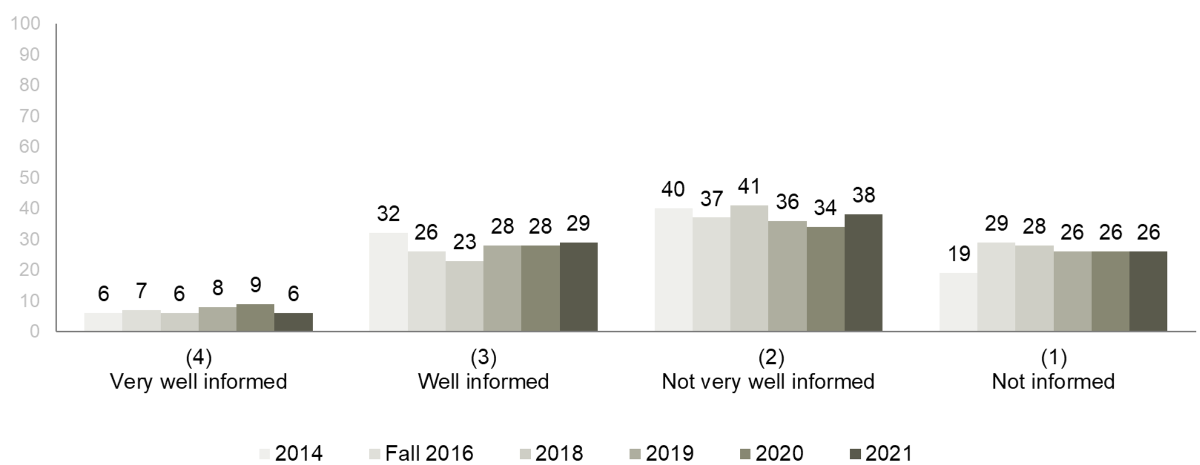
Canadians' understanding of the mandate and role of the CRTC has remained stable over the past year. Thirty-five per cent (35%) consider themselves very well/well informed about the CRTC.

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

- Men are more likely to consider themselves informed than women (39% vs. 20% very well/well informed);
- Canadians aged 35-74 consider themselves better informed (39-43%) than those 18-34 or those 75+ (23-29%; very well/well informed);
- Those in the Territories consider themselves better informed about the CRTC's mandate (51% vs. 32-38% in other regions).
- Those whose first language is not an official language are less likely to feel informed (78% vs. 57-62%; not very well/not informed); and
- Those who have a high school education or less consider themselves less informed about the CRTC's mandate (70% vs. 61% among those with college or university degrees).

Complete details can be found in Tables 4.10.1.b and 4.10.1.c below.

Exhibit 3.10.1.a. Level of informed with the mandate and role of the CRTC



informed with the mandate and role of the CRTC

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

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

Table 3.10.1.b. Level of informed with the mandate and role of the CRTC by gender, age and region

Level of informed with the mandate and role of the CRTC		Gender		Age							Region					
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	55-64 (G)	65-74 (H)	75+ (I)	Atlantic (J)	Quebec (K)	Ontario (L)	Prairies (M)	B.C. (N)	Terri-tories (R)
Base=actual	**1561**	**799**	**744**	**229**	**518**	**788**	**327**	**276**	**163**	**148**	**307**	**431**	**443**	**181**	**51**
Informed (4 and 3)	35	39C	30	23	41DI	38D	43DI	39DI	29	32	38	32	32	38	51JLM
Uninformed (2 and 1)	63	60	66B	76EFGH	57	59	55	58	68EG	68R	60R	67R	65R	60R	31

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

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

Table 3.10.1.c. Level of informed with the mandate and role of the CRTC by language and education

Level of informed with the mandate and role of the CRTC		Language			Education		
	Total (A)	Eng (B)	Fr (C)	Other (D)	HS or less (S)	College (T)	Univ. or more (U)
Base=actual	**1561**	**1074**	**294**	**193**	**362**	**416**	**738**
Informed (4 and 3)	35	35D	42D	19	28	36S	37S
Uninformed (2 and 1)	63	62	57	78BC	70TU	61	61

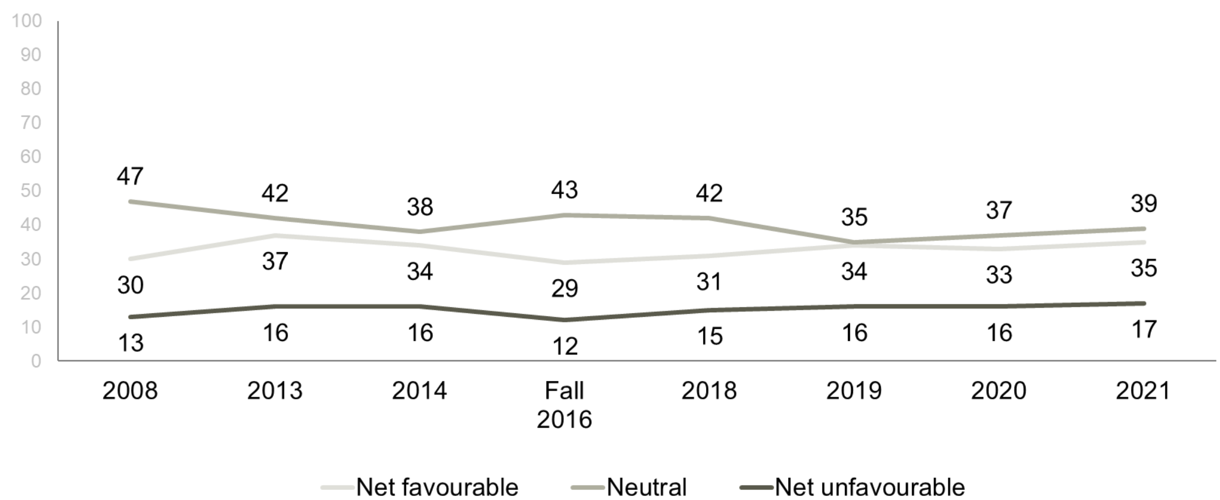
QC1. Overall, how informed are you about the mandate and role of the CRTC?

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

3.10.2 Impression of the CRTC

Canadians' impressions of the CRTC have remained steady since 2019, and remain more positive than in Fall 2016 (35% vs. 29%; rated 4 or 5 on a 1-5 scale).

Exhibit 3.10.2.a. Impression of the CRTC

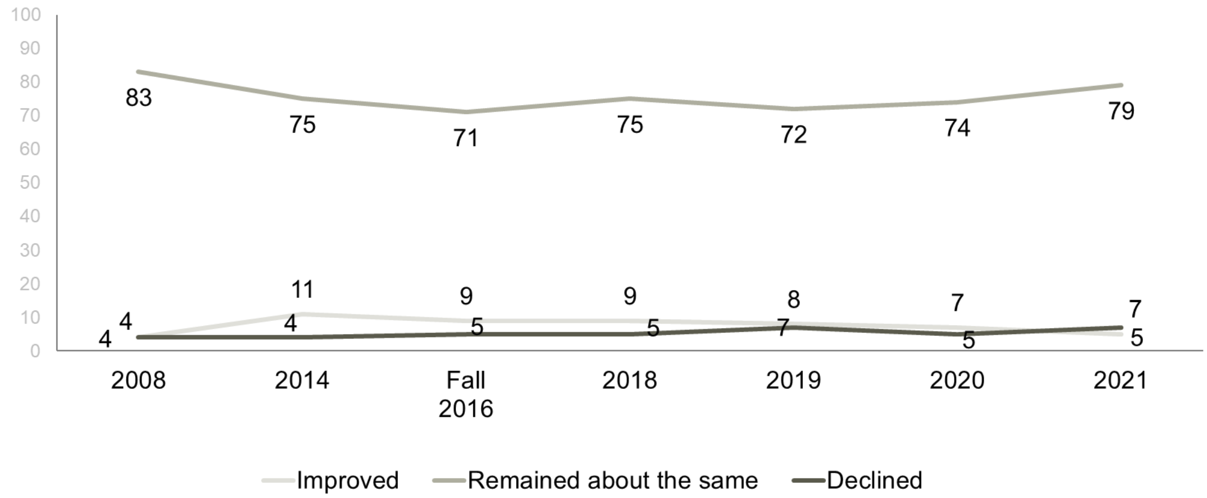


QC2. What is your impression of the CRTC?

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

Given that impressions of the CRTC have remained steady, it follows that most Canadians say their impression of the CRTC has not changed. Few report an improved (7%) or worsened (5%) opinion, with most remaining the same (79%).

Exhibit 3.10.2.b. Impression of the CRTC over time



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

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

Appendix A: Methodology

4.1 Methodological Overview

Survey Administration

A telephone survey was conducted among 1,561 Canadians age 18 years and older; 1,387 who have their own wireless plan and 174 with those who do not have their own wireless plan. Included in this sample were Canadians who reside in cell-phone only households (n=526). This sample also included Canadians that are under contract with TV service providers (n=1,042).

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

A pre-test consisting of 10 completed English interviews and 10 completed French interviews was undertaken on January 11, 2021. No changes were made after the pre-test and as such the data were included in the final data set. The survey was in field from January 20th – January 31, 2021.

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

Table 4.1.1.a: Survey Quotas

Region	Wireless	Quota	Completions
Territories	With wireless	50	50
	Without wireless	0	0
British Columbia	With wireless	150	150
	Without wireless	30	31
Alberta	With wireless	125	128
	Without wireless	20	20
Manitoba	With wireless	125	125
	Without wireless	20	20
Saskatchewan	With wireless	125	125
	Without wireless	20	21
Ontario	With wireless	350	350
	Without wireless	50	50
Quebec	With wireless	250	251
	Without wireless	40	40
Atlantic	With wireless	125	128
	Without wireless	20	20

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

Questionnaire

This is a tracking survey and the overall objectives have not changed, although some questions were removed or added to the survey since the fall 2016 wave, and questions related to the Internet Code were added in 2021. CRTC provided Kantar with both English and French versions of the survey. The survey took approximately 15 minutes to complete.

Pre-test

A pre-test was undertaken on January 11, 2021, obtaining 10 English and 10 French completed interviews. The results were reviewed to ensure the survey was working as expected and that the questions were being interpreted as expected. Based on the results of the pre-test, minimal changes were required for the survey and as such the results of the 20 completes were included in the final data set.

Sample Design and Selection

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

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

Survey Administration

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

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

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

Margin of Errors

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

Weighting

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

Table 4.1.1.b. 2016 Census Data by Region, Age, Gender

Region	Age	Gender	Population (N)	Population (%)
Atlantic	18-34	Male	222,130	0.79
		Female	223,220	0.79
	35-54	Male	307,195	1.09
		Female	328,985	1.17
	55+	Male	392,955	1.40
		Female	441,700	1.57
Quebec	18-34	Male	848,250	3.02
		Female	842,360	3.00
	35-54	Male	1,098,175	3.90
		Female	1,097,760	3.90
	55+	Male	1,259,920	4.48
		Female	1,434,415	5.10
Ontario	18-34	Male	1,488,215	5.29
		Female	1,483,160	5.27
	35-54	Male	1,791,645	6.37
		Female	1,916,435	6.81
	55+	Male	1,904,450	6.77
		Female	2,182,830	7.76
Prairies	18-34	Male	782,730	2.78
		Female	762,790	2.71
	35-54	Male	874,845	3.11
		Female	870,205	3.09
	55+	Male	803,335	2.86
		Female	877,060	3.12
BC & Territories	18-34	Male	524,675	1.87
		Female	517,040	1.84
	35-54	Male	627,710	2.23
		Female	668,600	2.38
	55+	Male	734,570	2.61
		Female	815,140	2.90
Total			**28,122,500**	**100.00**

Table 4.1.1.c. 2016 Census Data by Language

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

Response Rate

A total of 116,827 Canadian phone numbers were dialled, of which n=1524 completed the survey. The overall response rate achieved for the study was 2.79%. The following table outlines the sample disposition and response rate as per the MRIA guidelines.

Table 4.1.1.d: Response Rate Calculation

	Total	Cell-phone Only (Prescreened)	Landline (Random Digit Dialling)
Total Numbers Attempted	**126725**	**966**	**125759**
Invalid	**36404**	**7**	**36397**
Not in Service	33122	7	33115
Fax/modem	2657	0	2657
Business/non-residential	625	0	625
Unresolved (U)	**82850**	**145**	**82705**
Busy	3866	3	3863
No answer	51952	119	51833
Answering machine	27032	23	27009
Unresolved (IS)	**5653**	**204**	**5449**
Language problem/illness, incapable	315	9	306
Selected respondent not available	267	25	242

Refusal	4727	119	4608
Qualified respondent break-off	344	51	293
In-scope - Responding units (R)	**1818**	**610**	**1208**
Quota Full	192	48	144
Other disqualify - No Device not paid by employer (NWT/NU/YK only)	1	0	1
Other disqualify - Occupation	64	36	28
Completed interviews	1561	526	1035
Response Rate = R/(U+IS+R)	**2.0%**	**63.6%**	**1.4%**

Non-response Bias

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

– A minimum of 8 callbacks were made before retiring a number.

– Call backs are rescheduled at different times and days in order to maximize the possibility of an answer.

– Appointments and call backs are offered at flexible times so respondents may take the survey at the most convenient time.

Tabulated Data

Detailed tables are included under separate cover.

5. Appendix B: Survey Instrument

Survey Instrument

Background Information for the Interviewers

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

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

The TV Service Provider Code came into effect in 2017.

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

The Internet Code came into effect in January 31 2020.

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

Section A: Introduction and Screening

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

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

My name is _______________ from Kantar, the company commissioned to conduct this survey. The survey will take approximately 15 minutes. If you have any questions regarding the survey, I can provide you with contact details of someone at the CRTC. Your participation in this survey is voluntary and confidential. Your responses will be kept anonymous and the information provided will be protected according to the requirements of the Privacy Act, Access to Information Act and any other pertinent legislation.

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

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

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

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

YES	1
NO	2

HV1. Hidden Variable: CPO Household

RECORD FROM SAMPLE

YES - CPO Household

NO

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

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

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

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

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

Section: Wireless Code

[ASK ALL]

I. RECALL OF WIRELESS CODE

WC1. In 2013 a Wireless Code was created to make wireless contracts clearer, limit early cancellation fees, and to contribute to a more competitive wireless marketplace. In 2017, the Code was updated to end unlocking fees. To what extent, if any would you say you recall hearing or seeing anything about this Code? Would you say you clearly recall, vaguely recall or do not recall?

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

PROGRAMMING INSTRUCTION:

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

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

II. TYPE OF WIRELESS CONTRACT

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

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

INDIVIDUAL, FAMILY AND SHARED PLANS

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

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

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

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

How many members are on your shared plan?

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

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

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

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

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

CORPORATE CONTRACTS (EMPLOYEE PURCHASE PLANS)

B1d. Is your plan part of a promotion through your employer or an association you belong to, sometimes also called an employee purchase plan?

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

III. SERVICES INCLUDED IN THE WIRELESS SERVICE PLAN

(TEXT, VOICE, DATA)

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

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

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

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

IV. DEVICES

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

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

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

Bring your own device	1
Buy a new phone from your wireless service provider	2
Don’t Know (DO NOT READ)	99

PROGRAMMING INSTRUCTION: ONLY ASKWC4A IF QWC4 is Buy a new phone from your wireless service provider

QWC4A: Did you:

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

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

V. DATA SERVICES

[ASK If answered “Data” to B2a]

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

DATA PLANS

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

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

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

[DO NOT READ LIST]

PROGRAMMING INSTRUCTION: PLEASE PROGRAM TO ALLOW NUMBERICAL ENTRY AS FOLLOWS

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

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

Unlimited

None – no data in plan

Don't Know

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

HOW TO MANAGE DATA USE

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

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

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

EASE OF MANAGING DATA

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

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

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

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

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

DATA OVERAGE FEES

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

READ LIST

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

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

VI. BILL SHOCK

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

READ LIST

Yes	1
No	2
Don’t Know DO NOT READ	99

REASON FOR BILL SHOCK

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

DO NOT READ LIST – SELECT ALL THAT APPLY

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

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

AMOUNT OF BILL SHOCK

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

READ LIST

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

ROAMING FEES WHILE TRAVELING

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

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

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

VII. COMPLAINTS

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

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

SUBJECT OF COMPLAINTS

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

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

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

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

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

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

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

- **Inadequate quality of service**: This can include the installation, repair or disconnection of service, including the quality of the service or unreasonable interruptions to service and transfers of service from one provider to another.

- **Credit or refund not received**: This is fairly straightforward – refunds would normally be due upon cancellation of a service.

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

WHO DID YOU COMPLAIN TO?

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

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

VIII. CLARITY AND EXPLANATIONS

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

EXPLANATION OF TRIAL PERIOD

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

How clearly did your service provider explain the trial period to you?

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

7 – Extremely clear	07
6	06
5	05

4	04
3	03
2	02
1 – Extremely unclear	01
DO NOT READ: Do not have a contract	08
DO NOT READ: Never read the agreement	09
DO NOT READ: Did not have a trial period	10
DO NOT READ: Don't Know	99

EXPLANATION OF CANCELLATION FEES

WC9. 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

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

7 – Extremely clear and easy to understand	07
6	06
5	05
4	04
3	03

2	02
1 – Extremely unclear and difficult to understand	01
DO NOT READ: Do not have a contract	08
DO NOT READ: Never read the agreement	09
DO NOT READ: Don’t Know	99

IX. CHANGES

CHANGES TO YOUR CONTRACT

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

Yes	1
No	2
Don’t Know	99

[ASK ALL]

CHANGING SERVICE PROVIDERS

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

Yes	1
No	2
Don't Know	99

REASONS FOR CHANGING SERVICE PROVIDER

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

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

EASE OF SWITCHING

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

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

REASONS SWITCHING WAS DIFFICULT

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

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

Section: TVSP Code

ASK TVSP CODE section if yes at A1D

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

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

TVSP1. In September 2017, a Television Service Provider Code came into effect establishing guidelines for television service providers. The Code ensures that consumers of television services are empowered to make informed decisions and that there is a more competitive wireless marketplace. To what extent, if any would you say you recall hearing or seeing anything about this Code? Would you say you clearly recall, vaguely recall or do not recall?

Clearly Recall	1
Vaguely Recall	2
Do not recall	3
Don't Know(DO NOT READ)	99

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

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

TVSP3. The TVSP Code requires television service providers to provide a customer with a timeframe for when a service call to a residence will begin, explain potential charges associated with the service call, and explain how you may cancel or reschedule the service call. Have you experienced problems related to service calls?

Yes	1
No	2
Don’t Know	99

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

Yes	1
No	2
Don’t Know	99

TVSP5. In the past twelve months, has your TV service provider changed the price of a TV channel or package of channels without informing you in advance?

Yes	1
No	2
Don’t Know	99

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

Yes	1
No	2
Don’t Know	99

SUBJECT OF COMPLAINTS

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

Misleading information about the terms of your contract	1
Misleading or aggressive sales practices	2
Incorrect charge on your bill	3
Legitimacy or amount of early cancellation fee	4
Inadequate quality of service	5
Credit or refund not received	6
Breach of contract	7

Change to contract without notice	8
30-day cancellation policy	9
Credit reporting	10
Installation	11
Service calls	12
Other [specify]	77
Don’t Know(Do not read)	99

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

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

Section: Internet Code ASK ALL

IC1. In 2019, the CRTC created an Internet Service Code to make it easier to understand internet service contracts. The code also aims to better protect Canadians against bill shock and to offer subscribers greater flexibility in their choice of Internet service providers. To what extent, if any, would you say you recall hearing or seeing anything about the Internet Code? Would you say you clearly recall, vaguely recall or do not recall?

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

IC2. *[If answered "Clearly Recall" or "Vaguely Recall" to IC1]* Where do you recall hearing or seeing anything about the Internet Service Code? (READ LIST AND CHOOSE ALL THAT APPLY)

Radio	1
Television	2
Print	3
Twitter	4
Facebook	5
From your Internet service provider	6
Don't Know	99

Section CRTC: CRTC ASK ALL

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

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

Very well informed	1
Well informed	2
Not very well informed	3
Not informed	4
Don't Know (do not read)	99

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

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

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

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

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

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

Section: Demographics

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

D1. What is your gender?

Male	1
Female	2
Other	3
[DO NOT READ] Prefer not to answer	9

D2. What is your year of birth?

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

Between 18 and 24	1

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

[ASK ALL]

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

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

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

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

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

(DO NOT READ)

[CODE ONE ONLY]

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

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

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

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

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

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

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

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

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

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

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