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Public Opinion Research on the CRTC's Consumer Protection Codes 2025

Final Report

Prepared for the Canadian Radio-television and Telecommunications Commission

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Canada

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This public opinion research report presents the results of a 15-minute random digit dialing (RDD) telephone survey of 1,500 Canadians aged 18 years of age and older. The fieldwork was conducted October 24 to November 24, 2024. Based on the sample size for this study, the results can be considered accurate to within ±2.5%, 19 times out of 20.

Cette publication est aussi disponible en français sous le titre: *2025 Recherche sur l'opinion publique concernant les Codes de protection des consommateurs*

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Executive Summary

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

1. Research Purpose and Objectives

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

The specific objectives of this POR project were the following:

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

These results will be used by the CRTC to inform the actions that the Commission should take to ensure that Canadians have the tools they need to understand their wireless service contracts and related rights, and to identify any potential gaps in the Wireless Code.

2. Methodology

An overlapping dual-frame probability survey was conducted with n=1,500 Canadians aged 18 years of age and older using random digit dialing (RDD) for data collection. The design included an oversample of Canadians living in Atlantic Canada and the Territories. Interviews averaged 15 minutes to complete, and the fieldwork was conducted between October 24 and November 20, 2024. The results were weighted to adjust for the sample design and can be considered accurate to within ±2.5%, 19 times out of 20.

3. Highlights

Awareness of the Wireless, Internet and TV Service Provider Codes, collectively referred to as the consumer protection codes, is low and largely remains unchanged since the baseline survey conducted in 2022.

Eighteen percent of Canadians either clearly or vaguely recalled hearing or seeing something about the consumer protection codes. The majority (80%) did not. Age and education affect recall, with awareness lower among 18- to 34-year-olds and Canadians with a high school diploma or less education.

Most wireless subscribers either bought a new phone or brought their own device when signing up for their wireless plan.

Canadians are most likely to bring their own device (BYOD) (47%) or purchase a new phone from their wireless provider (36%). Since 2019, new phone purchases have been decreasing steadily, while BYOD has been increasing during this same period. Fourteen percent (up from 10% last year) rented or leased their phone. Among those who opted for a new device, use of tab balance

contracts continues to decline, from a high of 51% in 2021 to 27% in 2025. In contrast, the proportion of Canadians subscribing to a device rental or return plan continues to increase, from 11% in 2022 to 27% in 2025. Additionally, 24% received a reduction on the price of a new phone and 17% paid full price for their new device.

The majority of wireless subscribers are on an individual wireless plan, nearly all subscribers have a postpaid plan, and most subscribers have calling minutes, text messaging, and/or data in their plans.

Two-thirds (65%) of Canadians use an individual wireless plan and one-third (34%) a shared wireless service plan. The proportion of Canadians using each type of plan has been relatively stable since 2018. Postpaid plans are preferred to prepaid plans, with 92% of Canadians (up from 89% last year) having chosen a postpaid wireless service plan. Most wireless plans include text messaging (96%), data (91%), and calling minutes (86%). Data as a feature included in wireless service plans has fluctuated the most throughout the years, from a low of 70% in 2015 to a high of 91% in 2024 (and again this year).

Most Canadians subscribe to a limited data plan, but the incidence of unlimited data plans continues to increase along with the amount of data included in limited data plans.

Limited data plans continue to be the most common type of plan reported by Canadians with wireless plans that include data. Fifty-six percent have a monthly data limit attached to their plan while 23% have an unlimited data plan (up from 18% in 2023 and 20% in 2024). Among those with limited data plans, the amount of data included continues to increase. This year, 32% of Canadians reported having at least 21 GB of data, up from 26% last year and 12% in 2023.

Fewer wireless subscribers are taking actions to manage or limit data, and the vast majority find it easy to manage their data use.

Seventy-two percent use Wi-Fi when available to manage their data, 17% reduce their data use after getting a notification that they are nearing their limit, and 9% use tools to track their data use. This is the third consecutive year in which the proportion of Canadians taking these actions to manage or limit data has declined. Not only are fewer wireless plan subscribers taking steps to manage their data use, 90% of subscribers find it easy to manage their data each month and 86% have not paid data overage fees in the last year.

Most have not experienced 'bill shock' and among those who have, international travel is the top reason.

Eighty percent of Canadians have not experienced a surprisingly high bill ('bill shock') during the last year. For the 19% who have experienced bill shock, the majority were charged less than $50 (28%) or between $50 and $100 (29%), which is consistent with previous years. The top reason for bill shock is international travel (25%), while smaller proportions experienced bill shock due to their bill increasing (15%), billing issues (12%), and/or data overage fees (12%, down from 24% last year and 33% in 2023). While international travel is the most common reason for bill shock, 56% find it easy to manage roaming charges when travelling and 69% have not paid international roaming fees in the last 12 months.

The majority of survey respondents have not filed a complaint with their wireless, TV, or Internet service providers in the last year and most said they found their contracts clear and easy to understand.

Fifteen percent of wireless subscribers filed a complaint about their service in the past 12 months. Complaints were slightly more common for TV (21%) and Internet (19%) services. Across all services, the most common reasons for complaints were inadequate quality of service and incorrect charges on their bills. Two-thirds or more found their contracts clear and easy to understand: 67% said this about their wireless and TV contracts, and 70% about their Internet contract.

Awareness of the CRTC's role and mandate continues to be fairly limited, while impressions of the agency are generally neutral to positive.

Approximately one-third of Canadians feel well (24%) or very well (7%) informed about the mandate and role of the CRTC. The proportion of Canadians saying they are not informed has been gradually increasing, from 61% in 2022 to 68% this year. Impressions of the CRTC are more likely to be neutral (43%) or positive (26%) than unfavourable (21%).

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



Alethea Woods
President
Phoenix Strategic Perspectives Inc.

The contract value was $96,368.38 (including applicable taxes).

Introduction

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

Background

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

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

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

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

Purpose and Research Objectives

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

The specific objectives of the POR project are the following:

- to better understand issues that affect Canadians the most as they relate to their wireless, TV and Internet services;
- to obtain data to assess whether the Wireless Code, TVSP Code, and Internet Code (collectively referred to as the Consumer Protection Codes) are continuing to meet their objectives;

- to measure perceptions of the CRTC and how they are changing over time; and
- to obtain data regarding awareness of the consumer protection codes.

Methodology

An overlapping dual-frame probability survey was conducted with n=1,500 Canadians aged 18 years of age and older using random digit dialing (RDD) for data collection. The design included an oversample of Canadians living in Atlantic Canada and the Territories. The target population was Canadians with and without wireless plans, including cellphone only households, Canadians under contract with TV service providers, and Canadians under contract with an Internet service provider. Interviews averaged 15 minutes to complete, and the fieldwork was conducted between October 24 and November 20, 2024. The results were weighted to adjust for the sample design and can be considered accurate to within ±2.4%, 19 times out of 20. The margins of error are greater for results pertaining to subgroups of the total sample.

Notes to readers

- In the report, survey respondents are referred to as 'Canadians' and 'respondents' interchangeably for clarity and readability. Citizenship, however, was not an eligibility requirement, which means that survey respondents may include Canadians citizens, landed immigrants or permanent residents as well as non-permanent residents.
- The question wording, the number of respondents, and the target population is show under each figure in the report.
- All results are expressed as percentages, unless otherwise noted. Throughout the report, percentages may not always add to 100 due to rounding and/or multiple responses being offered by respondents.
- As noted, the total number of survey respondents is 1,500. At times, however, the number of respondents changes in the report because questions were asked of sub-samples of the survey population. Accordingly, readers should exercise caution when interpreting results based on smaller numbers of respondents.
- This report discusses differences in survey responses by selected segments, or subgroups, of the survey sample. When reporting subgroup variations:
    - The only differences discussed in the report are those that are significant at the 95% confidence level, that exceed the margin of sampling error for the overall sample, and that pertain to a subgroup sample size of at least n=30. The only exception regarding the sample size criterion for subgroup variations is significant differences that are part of a pattern or trend. These *may* be reported even when a subgroup sample size falls below the reporting threshold of n=30.
    - If subgroup differences are not discussed for certain questions, it can be assumed that there were no significant differences of note.
- Tracking data is included in the analysis. As noted, this POR has been conducted annually since 2014. When reporting differences over time, only differences that exceed the margin of sampling error for the survey are reported. Data on impressions of the CRTC is available from 2008 to present.

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

Detailed Findings

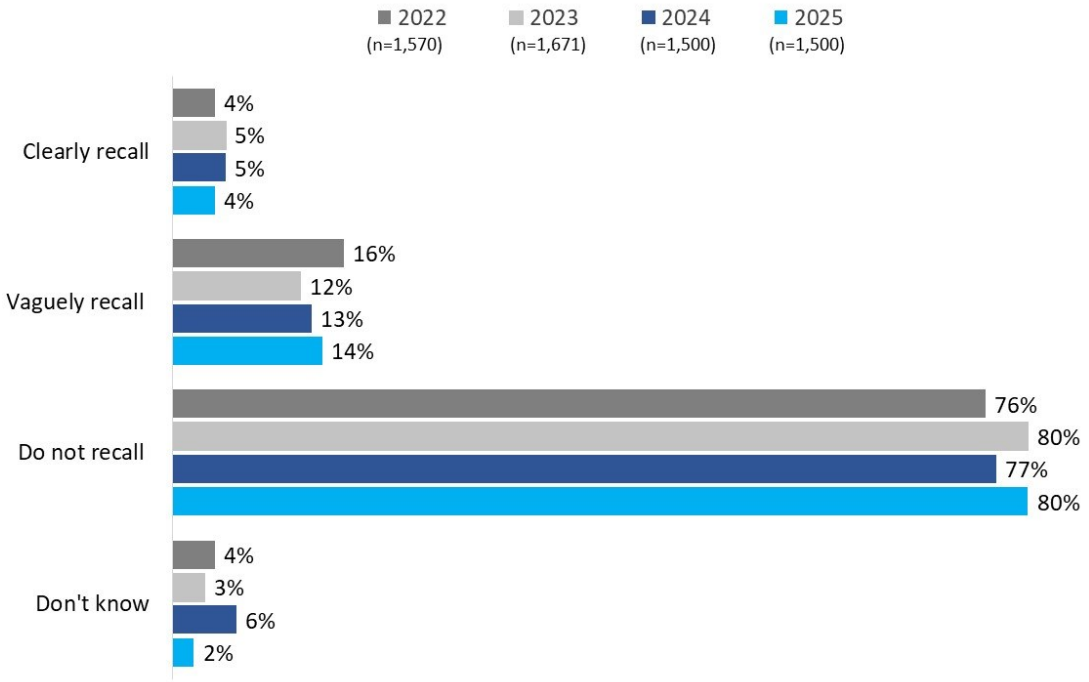
1. Awareness of the Consumer Protection Codes

Low awareness of the Consumer Protection Codes

Recall of the Wireless, Internet and TV Service Provider Codes, collectively referred to as the Consumer Protection Codes, largely remains unchanged since the baseline survey conducted in 2022. Only 18% of Canadians either clearly or vaguely recalled hearing or seeing something about these Codes, which is unchanged from 2024.

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

Figure 1: Recall of consumer protection codes



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

Age and level of education play a factor in recall of the consumer protection codes. Specifically, awareness is lower among Canadians aged 18 to 34 years old (84% do not recall versus 77% of those age 55 and older) and Canadians with a high school diploma or less (85% do not recall versus 77% of those who completed a Bachelor's degree or higher).

2.Wireless Code

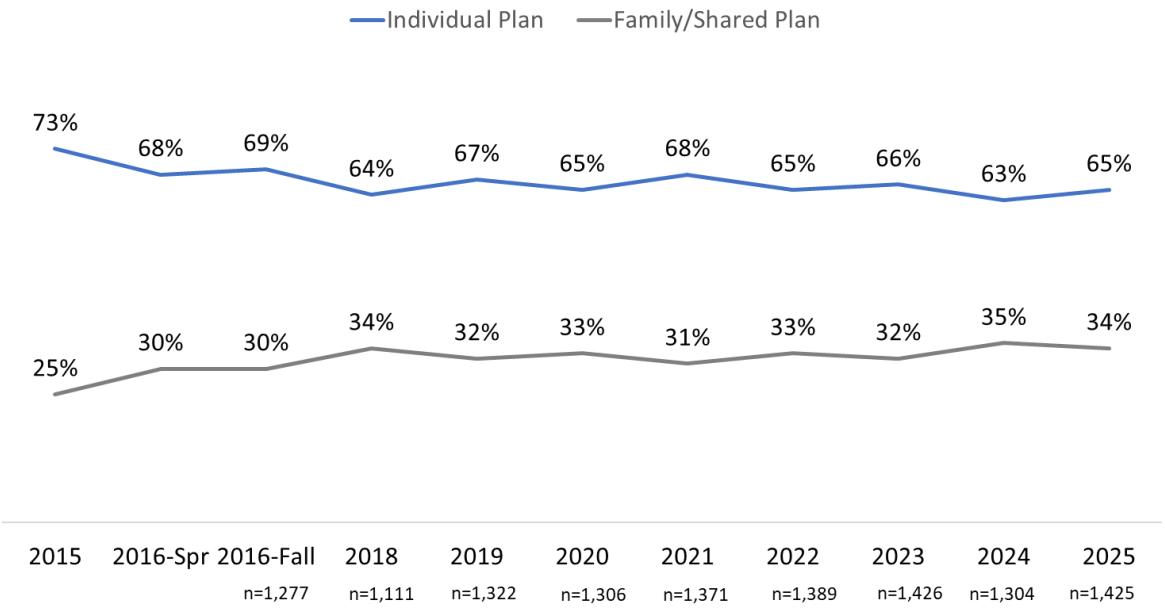
Nearly all (97%) surveyed Canadians reported owning a cell phone, smartphone, or other wireless device. Three percent have a device that is provided and paid for by the employer. Ownership was lower among Quebec residents (93% versus 99% of Ontarians, 98% of those living in British Columbia and 97% of those living in the Prairies) and among higher income households (91% of households with annual incomes of $150,000 and above versus 98% of households with an annual income less than $150,000).

2.1 Type of Wireless Plan

Most Canadians are on an individual wireless contract.

Two-thirds (65%) of Canadians use an individual wireless plan and one-third (34%) use a family or shared plan. Usage has been relatively stable since 2018, with the proportion of Canadians using each type of plan varying by three percent or less year over year.

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



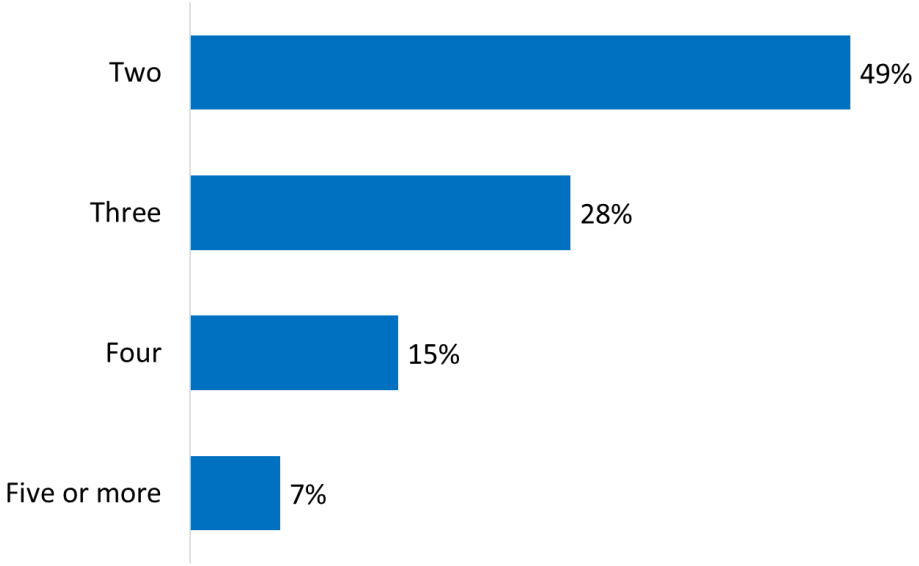
WC2. Is it an individual plan or a family or shared plan? Base: n=1,425; respondents with cell or wireless phone service contract or plan

As household income increases, the likelihood of being enrolled in an individual plan decreases, from 84% of Canadians reporting a household income of under $40,000 to 53% of those with incomes of $100,000 and above. In addition, the following groups of Canadians are more likely to have individual plans: those who live in Quebec (73%) compared to Atlantic Canada (60%), Ontario (62%), the Prairies (64%), and British Columbia (61%); those aged 65+ (69%) compared to 35- to 54-year olds (60%) and 55- to 64-year olds (61%); and those who identify as a member of a racialized population (70% compared to 63% of other Canadians).

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

For Canadians on a shared wireless plan (n=477), half (49%) said they their shared plan includes two members. The likelihood of having two members increased with age, from 32% of 18- to 34-year-olds to 73% of those aged 65+. Among the rest, approximately one-quarter (28%) reported three members on their shared plan and smaller proportions have four (15%) or five or more (7%) members.

Figure 3: Number of members on the shared plan



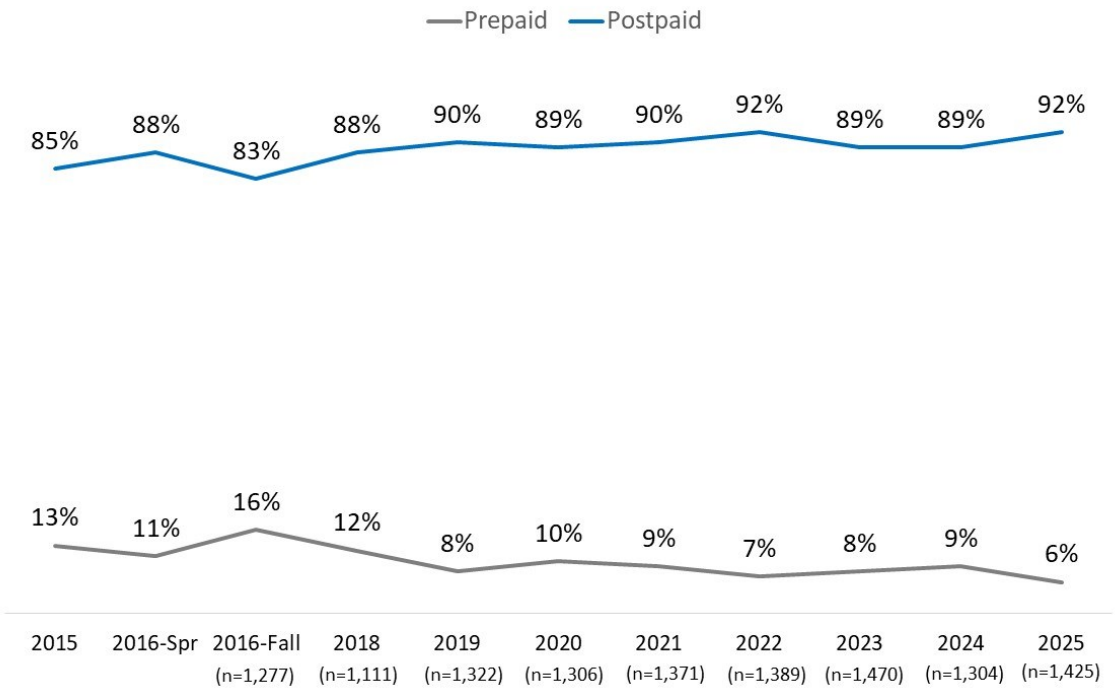
WC3. How many members are on your shared plan? Base: n=477; respondents with a shared plan. Don't know: 1%.

Canadians aged 65 and older (73%) were the most likely to share their plan with just one other person, likely due to life stage factors such as smaller households and fewer dependents.

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

Ninety-two percent of Canadians have chosen a postpaid wireless service plan. Although it had been stable in recent years, this year saw a slight increase in the proportion using postpaid plans (92% compared to 89% in 2024). Six percent have a prepaid wireless plan.

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



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

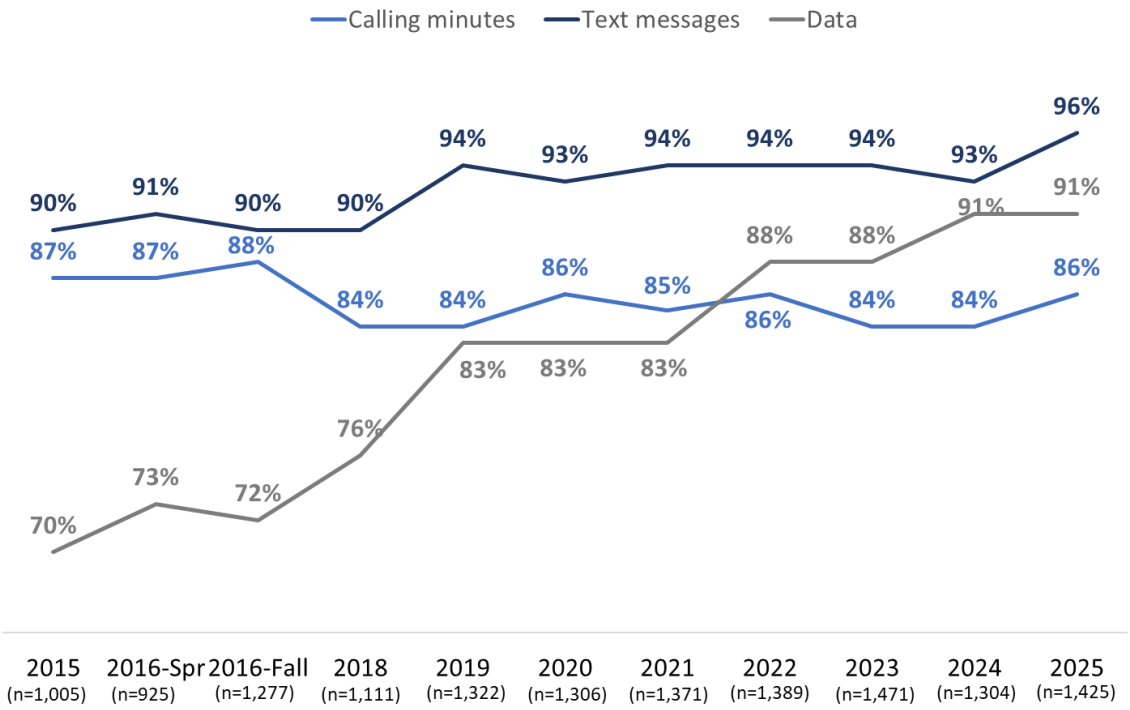
Canadians with household incomes of $60,000 or more a year were more likely to be enrolled in a monthly postpaid wireless plan (94% compared to 85% of those with a household income of under $40,000). Additionally, residents of Quebec were more likely to have postpaid plans (96% compared to 92% of those from Ontario, 91% of those from the Prairies, and 88% of those from British Columbia). Those 55- to 64-years old were most likely to have postpaid plans (97% compared to 90% of 18- to 34-years old, 93% of 35- to 54-years old, 90% of those aged 65 and over).

2.2 Services included in Canadians' Wireless Plans

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

The vast majority of wireless plans continue to include calling minutes (86%), data (91%), and text messaging (96%). The inclusion of text messaging in wireless plans has remained steady since 2019, with a slight increase this year (96% compared to 93% in 2024). After a small increase between 2021 and 2022, the number of wireless plans with data is unchanged year over year (91% in both 2024 and 2025) and continues to surpass the number of plans with calling minutes (86%).

Figure 5: Wireless plan features



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

The following demographic differences are noteworthy:

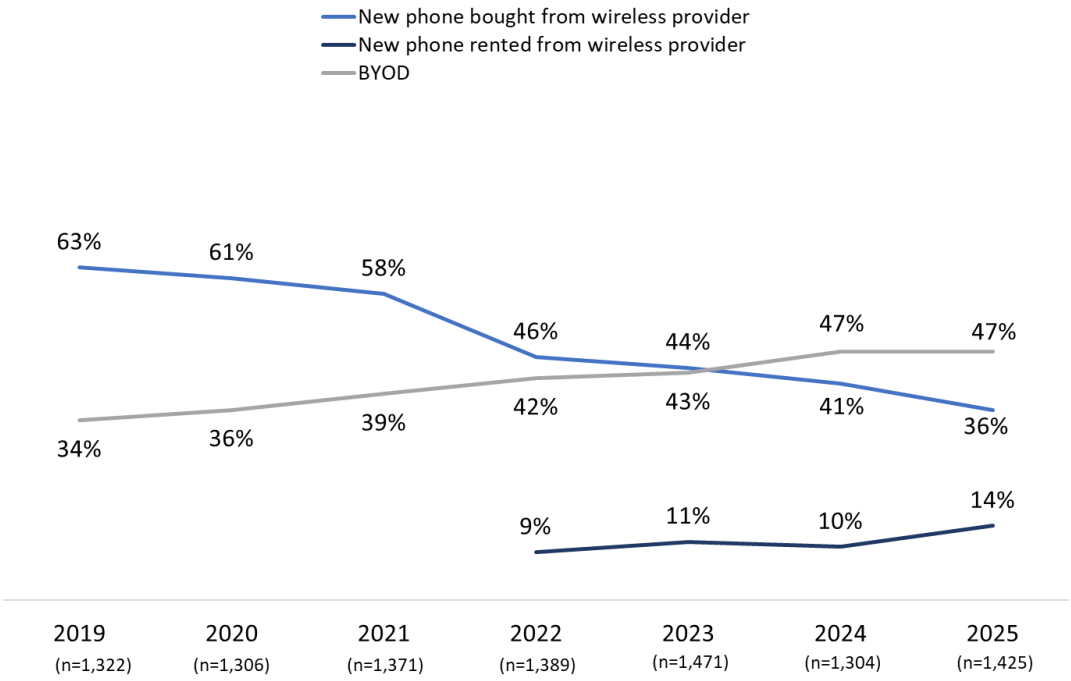
- At 58%, respondents from the Territories were the least likely to have calling minutes included in their wireless plan.
- Canadians aged 65 and older were less likely than younger Canadians to have data (78%) and calling minutes (80%) in their plan.
- The likelihood of having data increased with household income. Eighty-two percent of households with an annual income under $40,000 reported having data as part of their plan compared to 99% of households with an annual income of $150,000 and above.
- Canadians with a high school education or less were less likely than university graduates to have calling minutes (77% vs. 88%) and data (88% vs. 93%) in their wireless plans.

2.3 Devices

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

Canadians are most likely to bring their own device (BYOD) (47%) or purchase a new phone from their wireless provider (36%). Purchasing a new phone from their wireless service provider has been decreasing steadily since 2019, when 63% reported purchasing a new phone. Conversely, BYOD has been increasing since 2019, when 34% reported doing so. Fourteen percent said they rented or leased their phone from their provider (versus 10% in 2024).

Figure 6: Type of device



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

The following demographic differences are noteworthy:

- Those living in British Columbia (56%) and Ontario (51%) were more likely than those in the Prairies (42%) and Quebec (38%) to BYOD when signing up for their latest wireless plan. Conversely, residents of Quebec were more likely to buy a new phone (42% compared to 33% of Ontarians and 30% of those from British Columbia) or rent a phone (19% compared to 13% of Ontarians) from their service provider.
- Canadians aged 18 to 34 (53%) were more likely than 35- to 54-year-olds (44%) and 55- to 64-year-olds (40%) to BYOD.
- Canadians from racialized communities were more likely to BYOD (53% versus 45% of non-racialized Canadians) and less likely to buy a phone outright from their service provider (31% versus 39% of non-racialized Canadians).

- Those living in urban areas were more likely to BYOD (49% versus 39% of those from rural communities) and less likely to buy their phone from their provider (33% versus 48% of compared to those from rural areas).

Type of new phone purchase is varied.

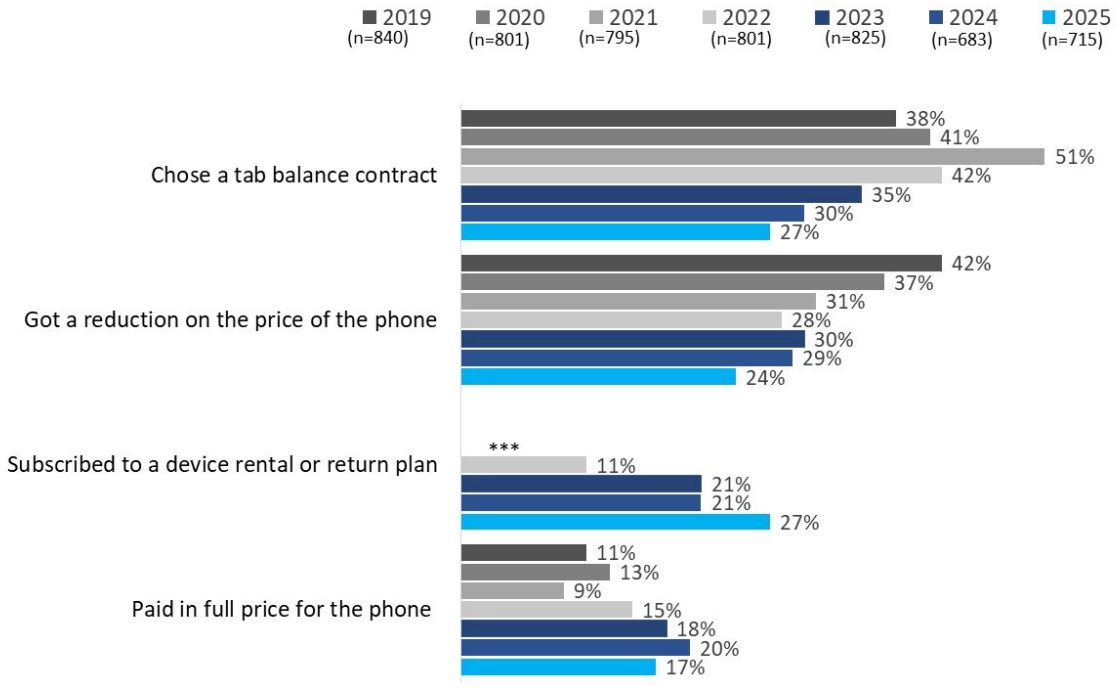
The number of Canadians choosing to start a tab balance to purchase a new phone continues to decline, from a high of 51% in 2021 to 42% in 2022 to 27% in 2025. Those living in Ontario were more likely to choose a tab balance contract (37% compared to 24% in the Prairies, 21% in British Columbia and 18% in Quebec), as were those aged 35 to 54 (38% versus 25% of 18- to 34-year- olds, 23% of 55- to 64-year-olds, and 18% of seniors 65+).

One-quarter (24%) are receiving a reduction off the price of a new device when purchasing from their wireless provider. Compared to those from Ontario (20%), residents of Quebec (29%) were more likely to report having received a discount from their wireless provider.

The proportion of Canadians subscribing to a device rental or return plan continues to increase, from 11% in 2022, to 21% in both 2023 and 2024, to 27% in 2025. Seniors 65+ were less likely than younger Canadians to subscribe to one of these plans (18% compared to 29% of 18- to 34-year-olds and 33% of 35- to 54-year-olds).

Seventeen percent of Canadians who bought or rented a new phone from the wireless provider paid the full price. This is unchanged over time.

Figure 7: Type of new phone



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

WC7. Which of the following did you do: …? [Multiple responses accepted] Base: respondents who bought or rented a new phone from their wireless provider. Don't know 2025: 14%.

2.4 Wireless Data

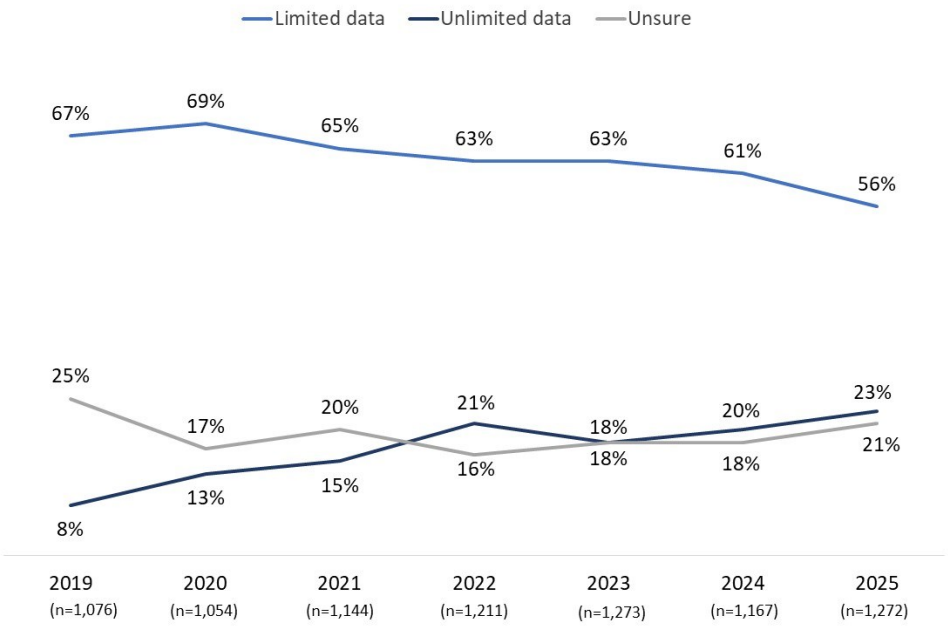
As reported earlier, nine in 10 (91%) Canadians subscribe to a wireless service plan that has data.

Limited data still the most common type of data included in Canadians' wireless plan.

Limited data plans continue to be the most common type of plan reported by Canadians with wireless plans that include data. Just over half (56%; down from 61% in 2024) reported having a monthly data limit attached to their plan. The incidence of limited data plans has been declining since the high of 69% in 2020.

Since 2023, unlimited data plans have grown slightly from 18% to 23% in 2025. Those living in the Prairies (29%) compared to residents of Quebec and Ontario (21% each) were more likely to report having a wireless plan with unlimited data.

Figure 8: Type of data included in wireless plan

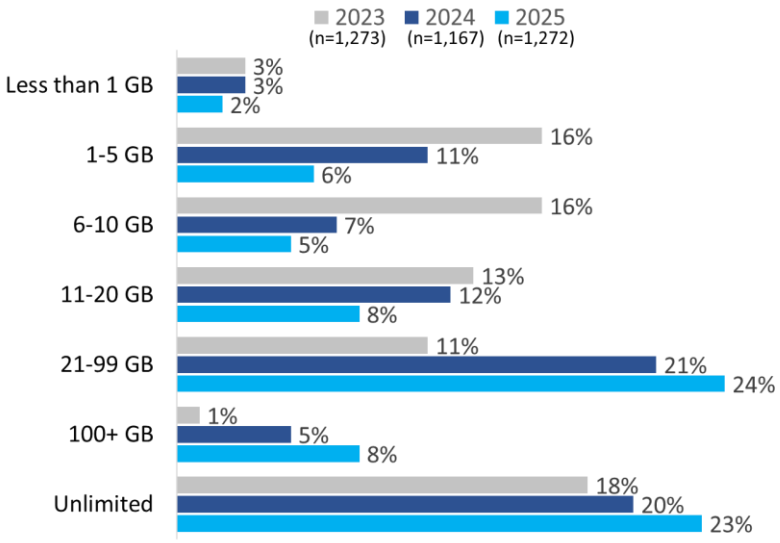


WC8. Some wireless plans have unlimited data and some have limited data. When a plan includes a monthly data limit, you may have to pay data overage fees if you use more data in a month than is included in your plan. How much data is currently included in your plan each month? Base: respondents subscribed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

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

Two in 10 (21%) Canadians have up to 20 GB of data included in their wireless service plan, while one-third (32%) have at least 21 GB of data. The amount of data continues to increase. Last year, only 26% reported having a plan that includes at least 21 GB of data and in 2023 even fewer (12%) had 21 or more GBs in their plan.

Figure 9: Amount of data included in monthly plan

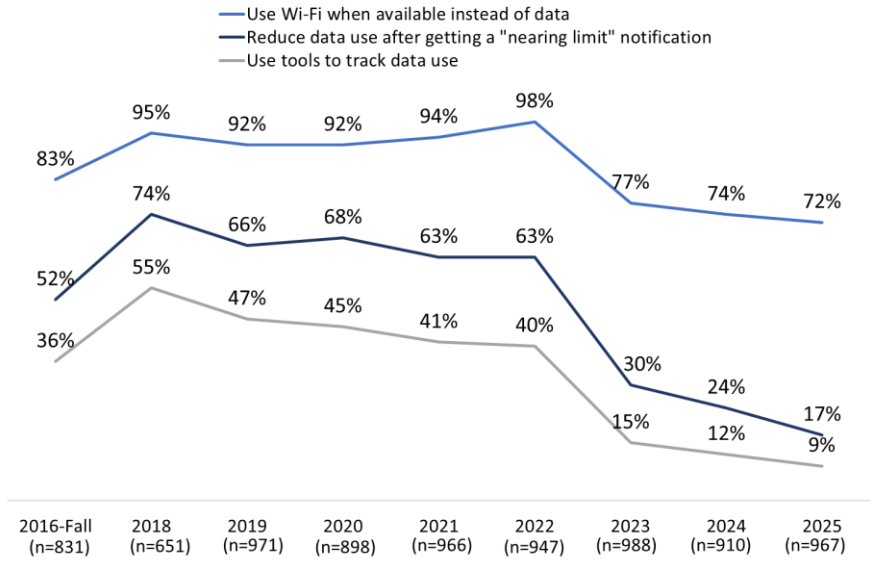


WC8. Some wireless plans have unlimited data and some have limited data. When a plan includes a monthly data limit, you may have to pay data overage fees if you use more data in a month than is included in your plan. How much data is currently included in your plan each month? Base: respondents subscribed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

Taking actions to manage or limit data use continues to decline.

Nearly three-quarters (72%) of Canadians who have a wireless plan with data said they use Wi-Fi when available to manage or limit their data use. Following this, 17% reduce their data use after getting a notification that they are nearing their limit, and 9% use tools to track their data use. This is the third consecutive year in which the proportion of Canadians taking these actions to manage or limit data has declined.

Figure 10: Activities to manage or limit data use



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

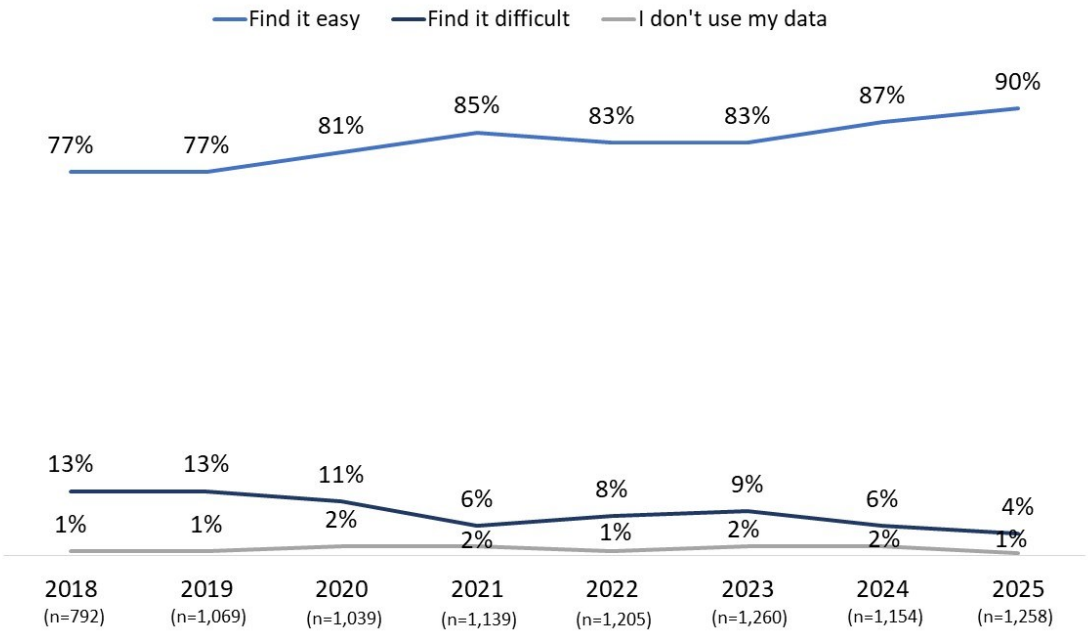
Canadians who reside in Atlantic Canada (81%) and the Prairies (74%) were more likely than Quebec residents (65%) to report using Wi-Fi when available. In addition, Canadians age 55+ were less likely than younger Canadians to use Wi-Fi to manage data use (59% of 55- to 64-year-olds, and 62% of those 65 and older, compared to 78% of 18- to 34-year-olds and 76% of 35- to 54-year-olds).

Nine in 10 Canadians find it easy to manage their data use.

Not only are fewer Canadians taking steps to manage their data use, the vast majority (90%) of wireless plan subscribers continue to find it easy to manage their data each month (scores of 5, 6 or 7 on a 7-point scale).

Those living in Atlantic Canada (71%) and Quebec (70%) were more likely to say they found it extremely easy to manage their data usage each month when compared to those from the Prairies (64%). Additionally, 35- to 54-year-olds (69%) and 55- to 64-year-olds (72%) were more likely to have found this extremely easy when compared to those 18- to 34-year-olds (60%) and those 65 and older (60%).

Figure 11: Ease of managing data use



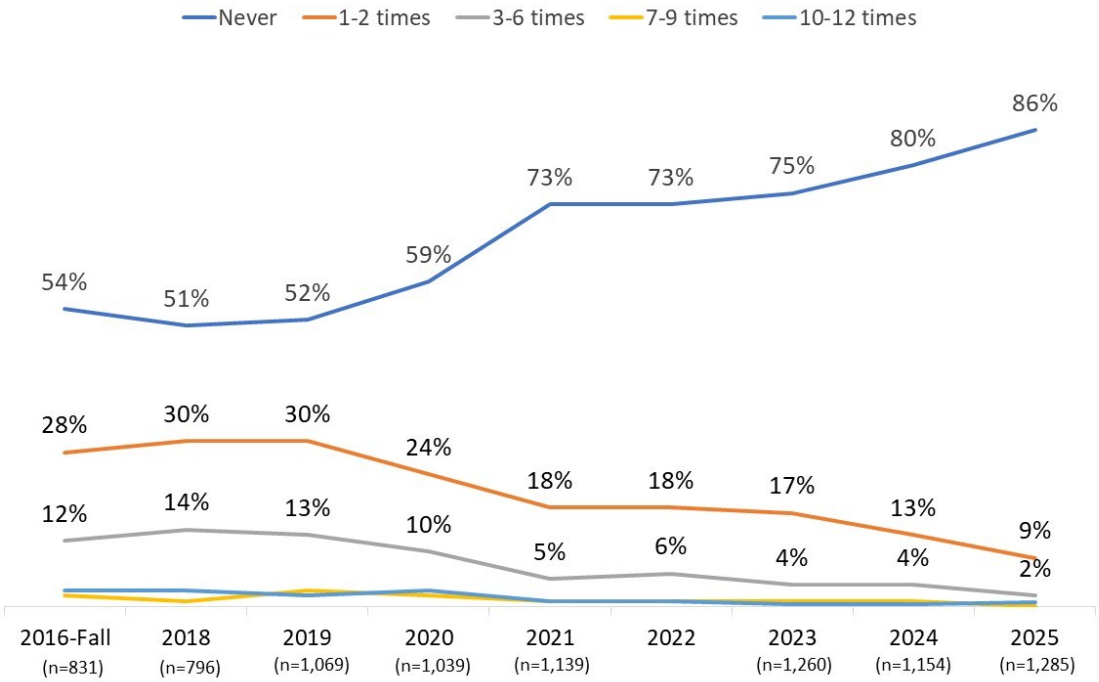
WC10. How easy do you find it to manage the data used by yourself and/or your family each month? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy. Base: respondents subscribed to a wireless service plan and whose plan includes data.

The majority of Canadians have not paid data overage fees in the past 12 months.

Eighty-six percent of Canadians subscribed to a wireless service plan that includes data have not paid any data overage fees in the past 12 months. This continued the trend that started in 2021, when the proportion of Canadians not paying data overage fees increased significantly, from 59% in 2020 to 73% in 2021. Although relatively few have paid data overage fees, most who have, have done so one to two times (9%).

Residents of Quebec and Ontario (88% each) were more likely to say they have never paid data overage fees when compared to those from the North (62%).

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



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

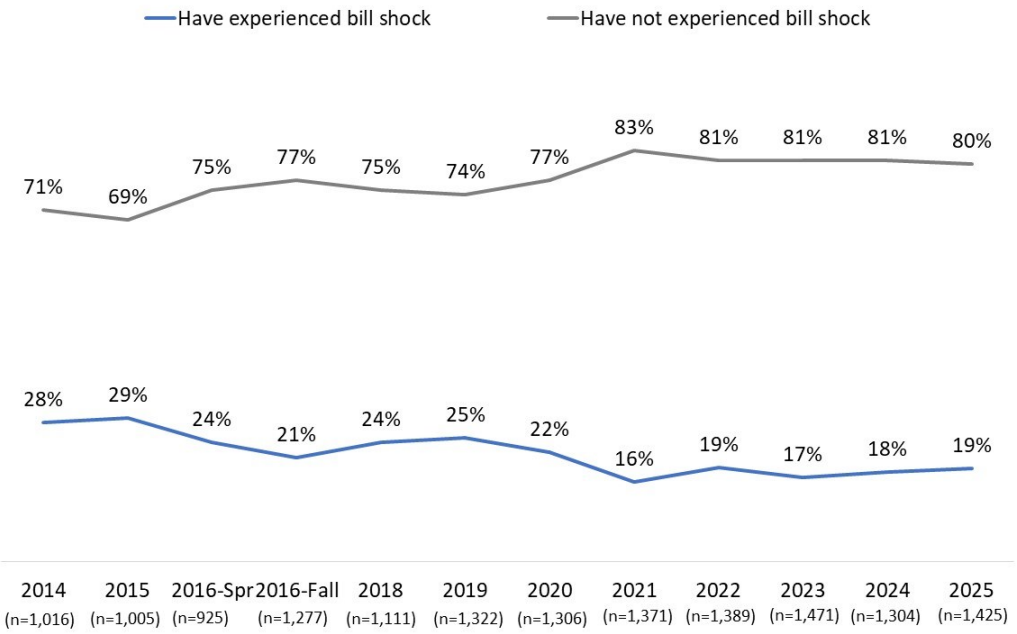
2.5 Bill Shock

Most Canadians have not experienced 'bill shock'.

Eight in 10 (80%) Canadians subscribed to a wireless service plan have not experienced a surprisingly high bill ('bill shock') during the last year. The proportion of Canadians who have experienced bill shock (19%) remains virtually unchanged since 2022.

Those who identify as a member of a racialized community were more likely to report bill shock in the last year (22% versus 16% of others). Regionally, those from Ontario (23%), British Columbia (20%), and the Prairies (18%) were more likely than those from Quebec (12%) to have experienced bill shock.

Figure 13: Experience with 'bill shock'

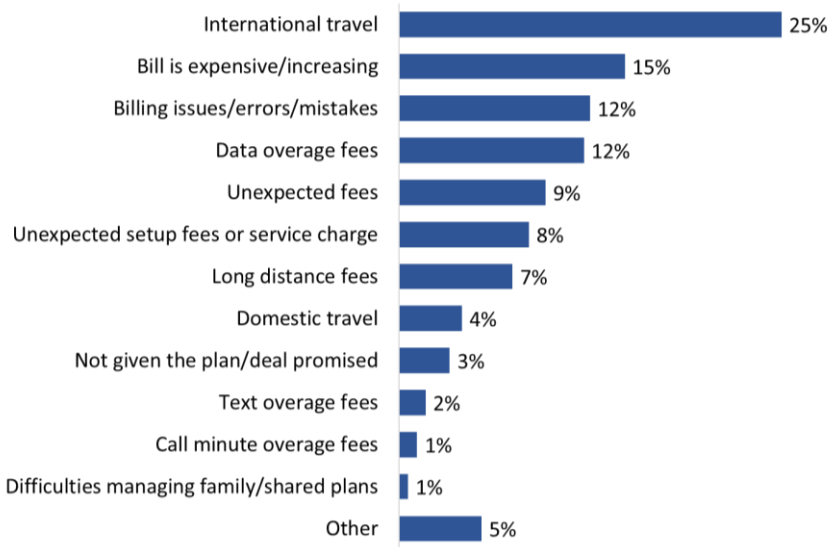


WC12. During the last year, have you experienced 'bill shock, meaning a surprisingly high bill? Base: respondents subscribed to a wireless service provider.

International travel is the top reason for bill shock.

Exactly one-quarter of those who experienced bill shock in the past year said this was due to international travel. Following this, others experienced higher than typical bills due to bills increasing (15%), billing issues (12%), and/or data overage fees (12%). Other reasons for bill shock were mentioned in smaller portions as shown in Figure 14.

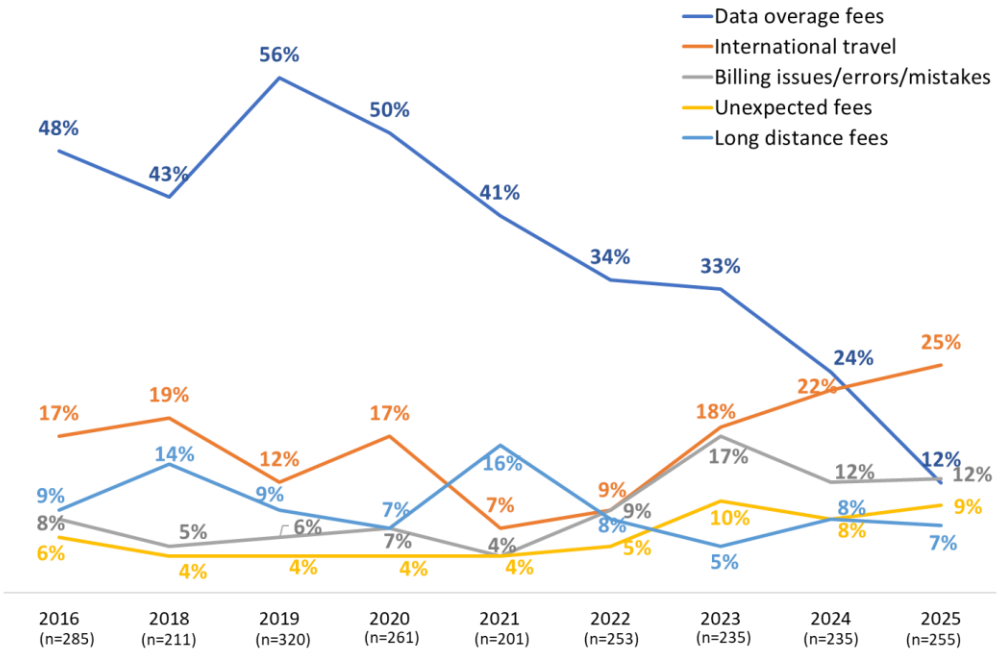
Figure 14: Top reasons for 'bill shock'



WC13. What was the main reason for the 'bill shock' you experienced? [Multiple responses accepted] Base: n=255; respondents subscribed to a wireless service provider and who experienced 'bill shock' in the last 12 months. Don't know: 7%

Over time the top reason for bill shock has changed. Data overage fees, consistently the top reason for bill shock since 2016, have significantly declined since 2023, from 33% to 24% in 2024 to 12% in 2025. Bill shock from international travel has increased moderately since 2023, from 18% to 22% in 2024 to 25% in 2025. The other top reasons for bill shock have remained relatively consistent over time.[1]

Figure 15: Top reasons for 'bill shock': Over Time



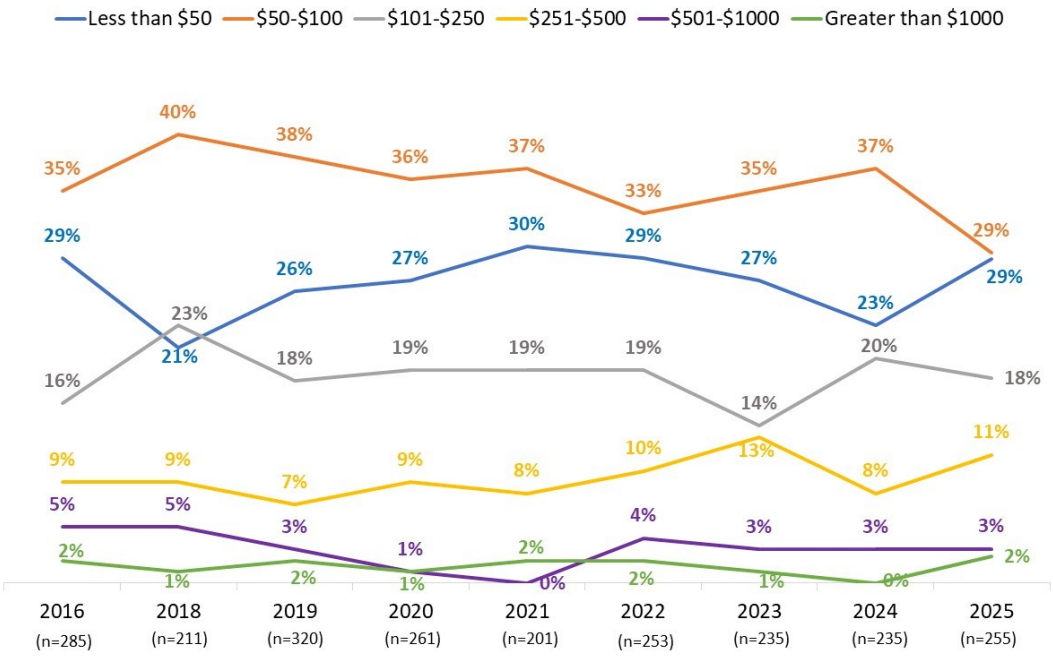
WC13. What was the main reason for the 'bill shock' you experienced? [Multiple responses accepted]. Base: respondents subscribed to a wireless service provider and who experienced 'bill shock' in the last 12 months.

[1] Readers should keep in mind that these results are based on smaller sample sizes (e.g., n=255 this year). Smaller sample sizes introduce more variability in the results, which is particularly noticeable when comparing results over time.

Most unexpected data charges do not exceed $100.

For those who experienced bill shock, the majority were charged less than $50 or between $50 and $100 (29% each), which is consistent with previous years. However, what has changed this year is the proportion of Canadians charged less than $50, which has increased from 23% in 2024 to 29% this year, and the proportion being charged between $50 and $100, which has decreased from 37% in 2024 to 29% this year.

Figure 16: Amount of unexpected charges on bill



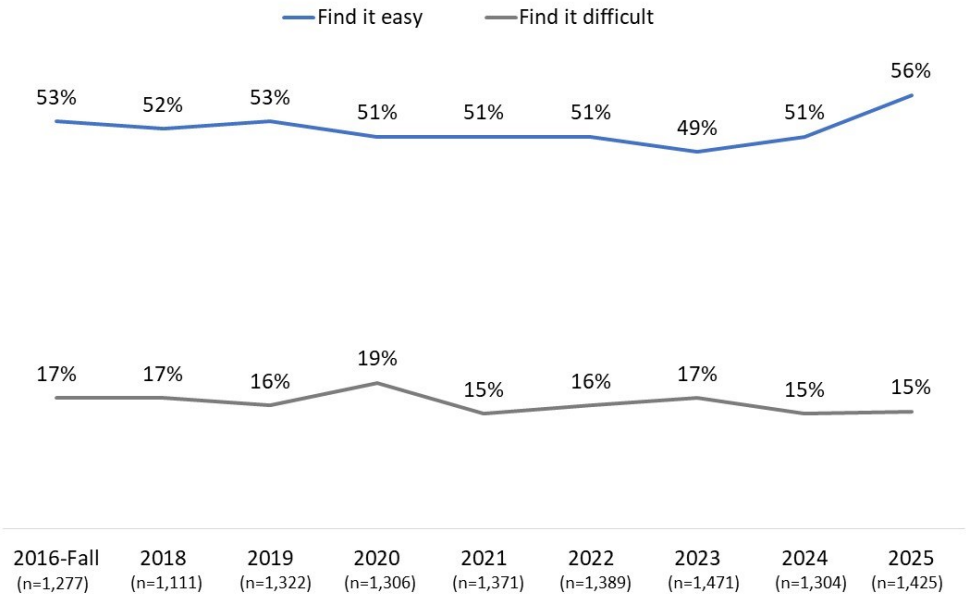
WC14. What was the amount of the unexpected charges on your bill? Base: respondents subscribed to a wireless service provider and who experienced bill shock in the last 12 months.

2.6 Roaming Fees

More than half find it easy to manage roaming charged while they are travelling.

A little over half (56%) of Canadians subscribed to a wireless service provider find it easy (scores of 5, 6, or 7 on a 7-point scale) to manage roaming charges when travelling. This is an increase from 2024, when 51% reported being able to manage roaming fees, and an overall high since the 53% reported in 2019. Though many find managing roaming charges easy, 15% find it difficult (scores of 1,2, or 3 on a 7-point scale), which is unchanged from 2024.

Figure 17: Level of difficulty managing charges when travelling



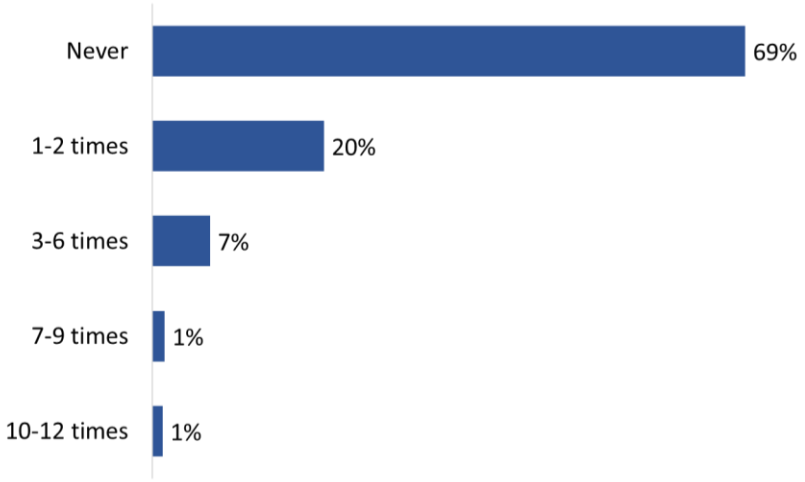
WC15. If you use your plan while travelling, you may be charged roaming fees. How easy do you find it to manage your roaming charges when you are travelling? Please use a 7-point scale where 1 means extremely difficult and 7 means extremely easy. Base: respondents subscribed to a wireless service provider.

Households reporting annual incomes of $60,000 or more were more likely to find it easy to manage their roaming charges (61% said it is easy compared to 41% of those from households reporting annual incomes of under $40,000). Not surprisingly, those who experienced bill shock (30% versus 12% who have not) or made a compliant about their wireless service (27% versus 13%) were more likely to find it difficult to manage roaming charges when travelling.

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

Nearly seven in 10 (69%) Canadians subscribed to a wireless service provider have not paid international roaming fees in the last 12 months. The rest have paid roaming fees at least once, including 20% who have paid international roaming fees once or twice during this timeframe and 9% who have paid fees three to 12 times.

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



WC16. In the past 12 months, how often have you paid international roaming fees? Base: n=1,425; respondents subscribed to a wireless service provider.

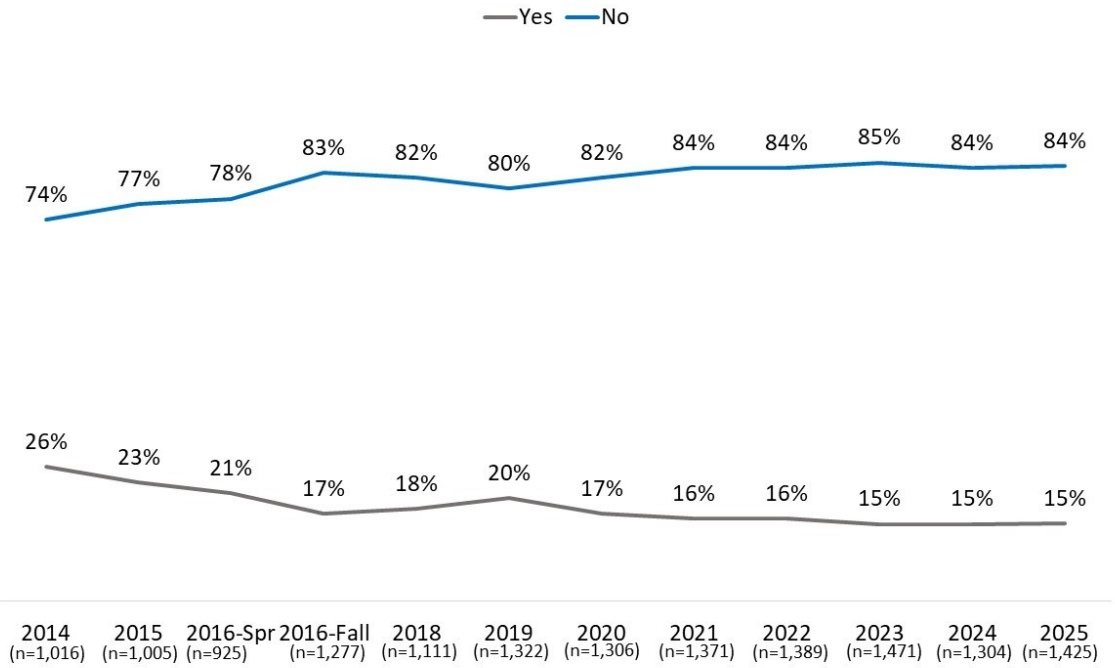
The following groups of Canadians were more likely to have *never* paid international roaming fees: residents of Quebec (81%), seniors aged 65+ (78%), those with an annual household income under $40,000 (89%), and Canadians living in rural areas of the country (79%).

2.7 Complaints

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

The incidence of filing a complaint about wireless services has been consistent over the past few years, and at 15%, is significantly lower than 2014 when 26% of respondents reported making a complaint.

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



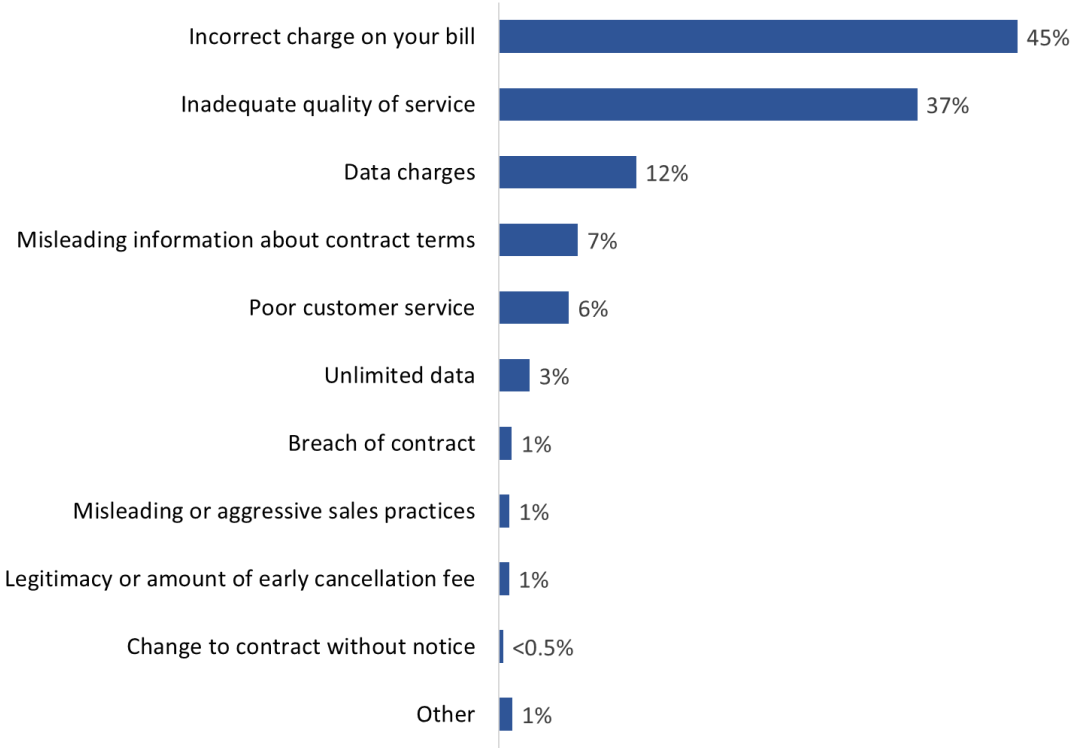
WC17. Have you made a complaint about your wireless services in the past 12 months? Base: respondents subscribed to a wireless service provider.

Men (17% versus 13% of women), those with family plans (19% versus 13% of those with individual plans), and those who changed wireless service providers (21% versus 13% of those who have not) were more likely to have made a complaint. Regionally, residents of Quebec (93%) were more likely to have *not* filed a complaint in the last year. Not surprisingly, those who experienced bill shock (33% versus 11% of those who have not), as well as those who also filed a complaint about their TV (23% versus 12%) or Internet (30% versus 12%) services were more likely to have made a complaint about their wireless services.

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

The single largest proportion of Canadians who filed a complaint with their wireless service provider pointed to incorrect charges on their bill (45%) as the reason for the complaint. This was followed by just over one-third (37%) who filed a complaint due to inadequate quality of service. Other reasons were mentioned by small numbers and can be found in Figure 20.

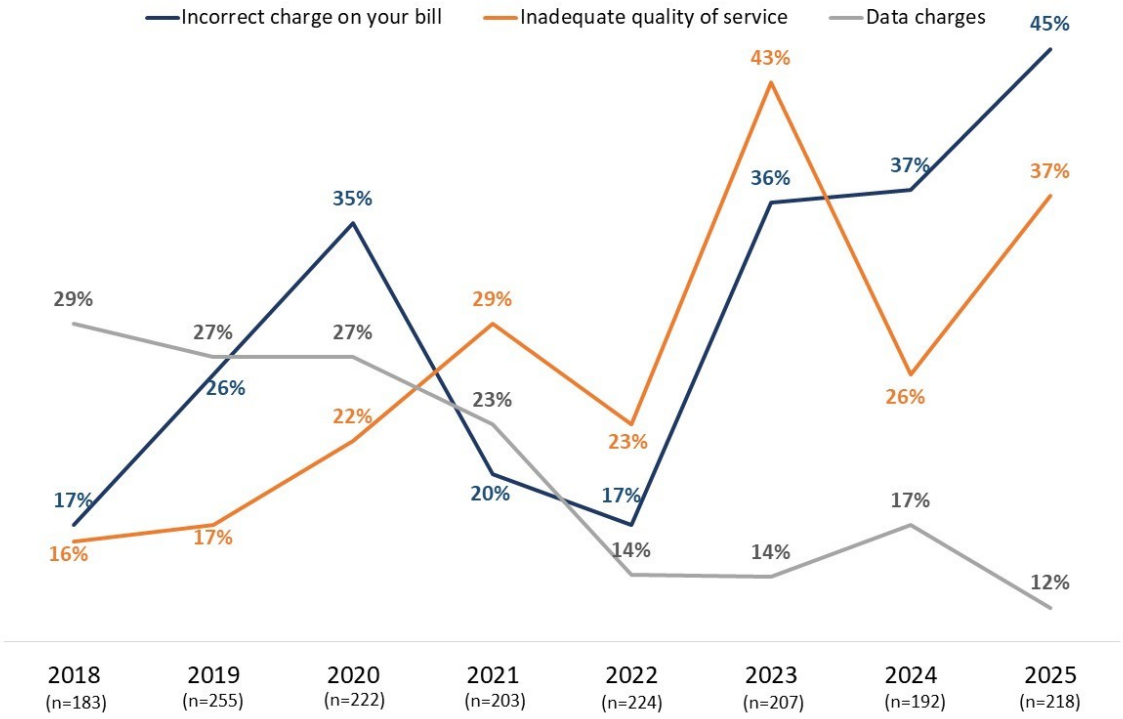
Figure 20: Reasons for complaints



WC18. What was your complaint about? [Multiple responses accepted] Base: n=218; respondents subscribed to a wireless service provider who filed a complaint. Don't know: 2%

The proportion of Canadians pointing to the top three complaints against wireless service providers varies significantly over time. [2] The number of respondents reporting incorrect charges on bills is trending upwards and, at 45%, is the highest it has been since tracking began in 2018. This year, more respondents attributed their complaint to inadequate quality of service (37% up from 26% in 2024). Those reporting data charges is generally stable, ranging from 14% in 2022 to 17% in 2024 to 12% this year.

Figure 21: Top reasons for complaints: Over Time



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

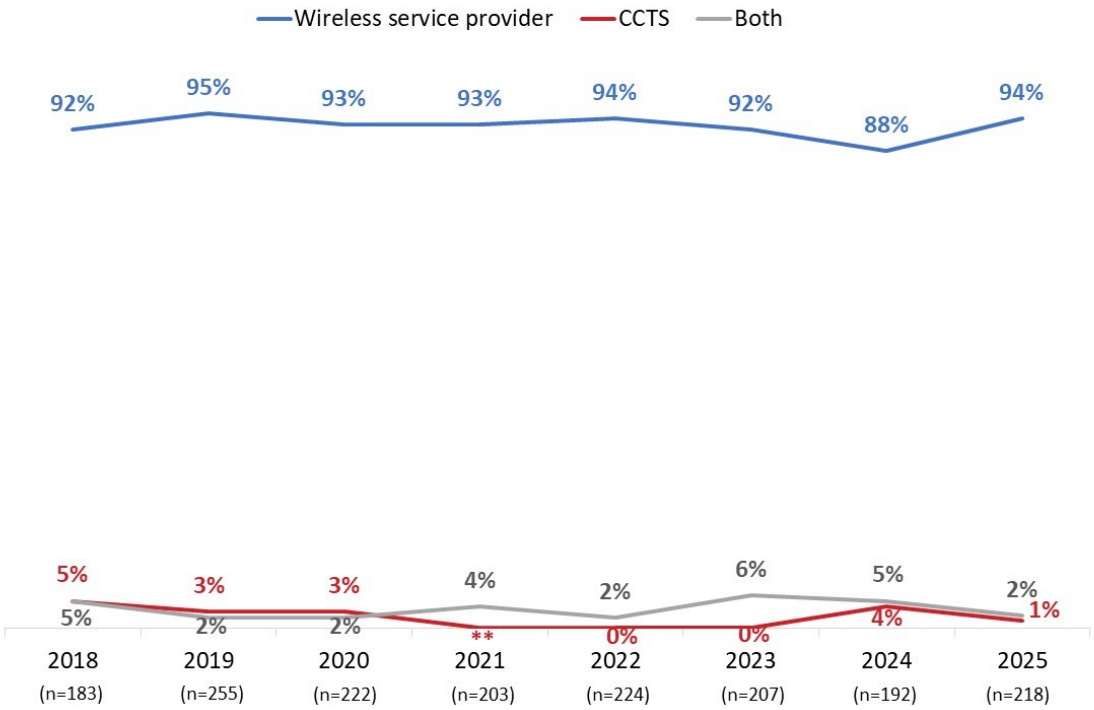
Family plan holders (56% compared to 37% of individual plan holders) and those who experienced bill shock (54% compared to 39% of those who have not) were more likely to report an incorrect charge on their bill.

[2] Readers should keep in mind that these results are based on smaller sample sizes (e.g., n=218 this year). Smaller sample sizes introduce more variability in the results, which is particularly noticeable when comparing results over time.

Vast majority who filed a complaint did so directly with their wireless service provider.

Consistent with previous years, the vast majority (94%) of those who filed a complaint against their wireless service provider did so directly with their provider. Very few (2%) made the complaint to both their provider and the Commission for Complaints for Telecom-television Services (CCTS). Virtually no-one filed a complaint exclusively with the CCTS (1%), which suggests that Canadians are aware that complaints must first be directed to their service provider. The CCTS's role is to review complaints from those not satisfied with the response from the service provider.

Figure 22: Complaints to wireless service provider



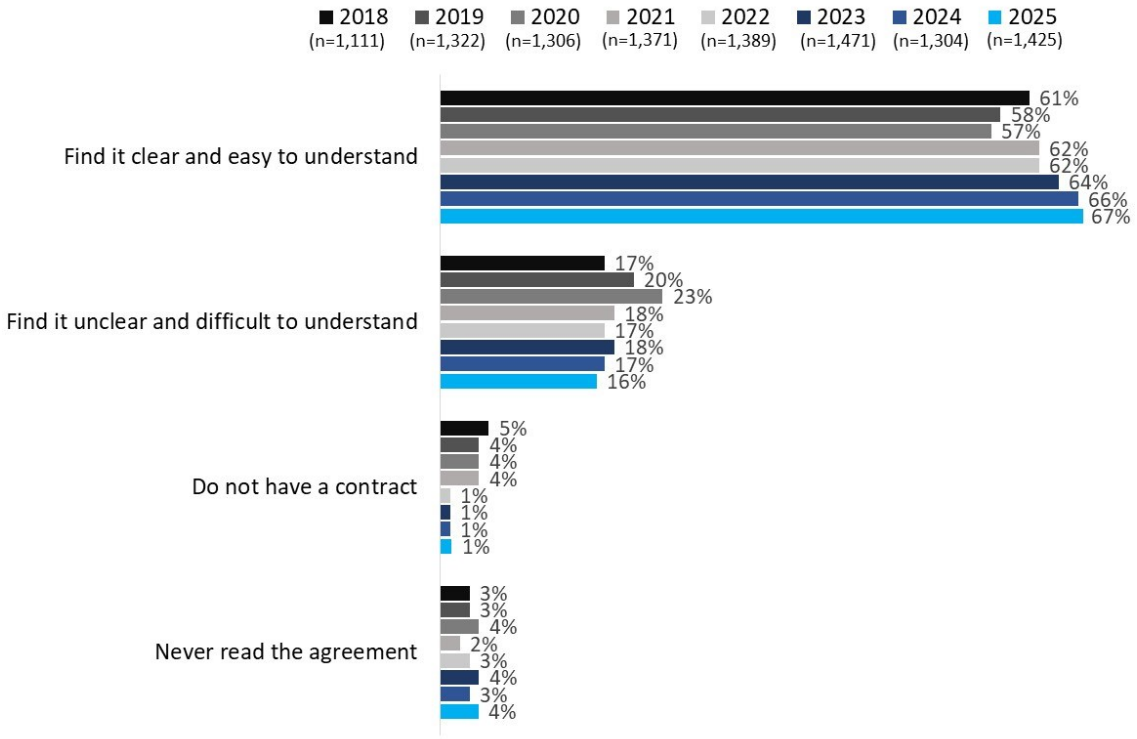
WC19. Who did you complain to? Was it your service provider, the Commission for Complaints for Telecom-television Services, also known as the CCTS, or both? Base: respondents subscribed to a wireless service provider who filed a complaint. **Low base; data suppressed.

2.8 Contract Clarity

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

Two-thirds (67%) of Canadians found their wireless contract clear and easy to understand (scores of 5, 6 or 7 on a 7-point scale). Over time, the proportion of Canadians who understand their contract is increasing, from a low of 57% in 2020 to this year's high of 67%. In contrast, sixteen percent of Canadians found their contract unclear. Very few volunteered that they never read the agreement (4%) or do not have a contract (1%).

Figure 23: Ease of understanding wireless contract



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

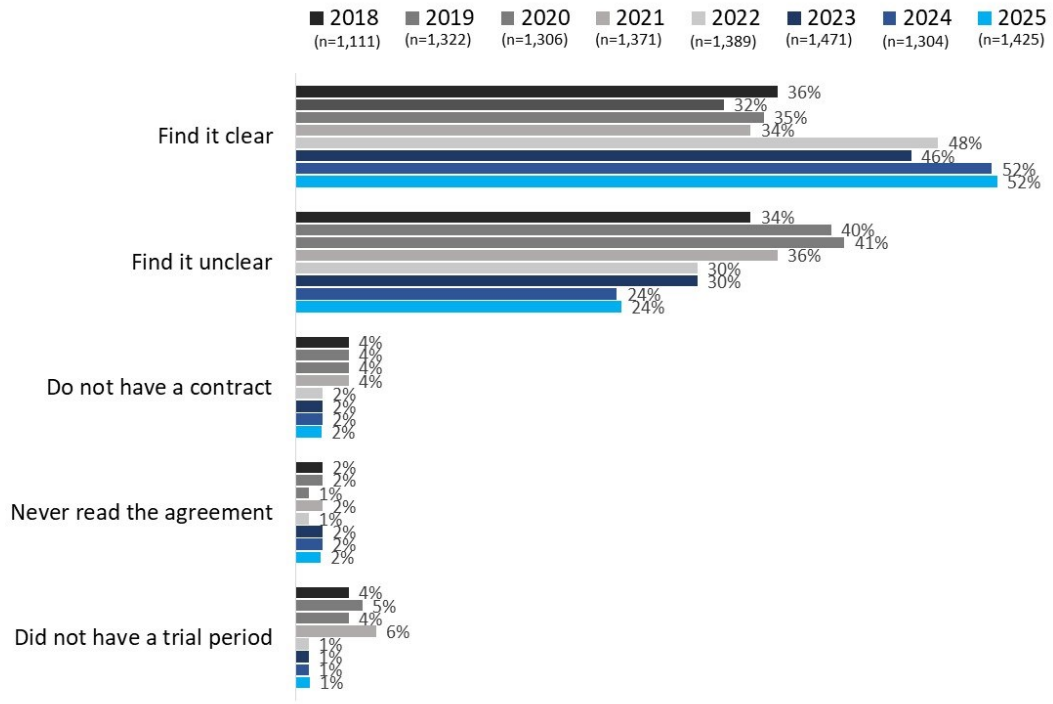
18- to 34-year-olds (75%), those with a high school education or less (76%), and Canadians living in rural communities (73%) were more likely to have found their contract clear and easy to understand. On the other hand, men (18%), those with limited data plans (20%), those who experienced bill shock (29%), those who filed a complaint with their wireless provider (32%), and those who have trouble managing their data use (40%) were more likely to find their contract difficult to understand.

Half had a clear understanding of their trial period.

The proportion of Canadians who considered the explanation of their trial period to be clear (52%; scores of 5, 6 or 7 on a 7-point scale) is unchanged since 2024. In contrast, one-quarter (24%) found the explanation of the trial period to be unclear. Very few volunteered that they never read the agreement (2%) or do not have a contract (2%) or trial period (1%).

As with other related measures, men (29%), those who find managing their data difficult (41%), experienced bill shock (43%), and filed a complaint about their wireless service (45%) were more likely to have found trial period explanation unclear. Furthermore, Canadians with a high school education or less (64%) were most likely to say their service provider's explanation of the trial period was clear.

Figure 24: Ease of understanding explanation of the trial period



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

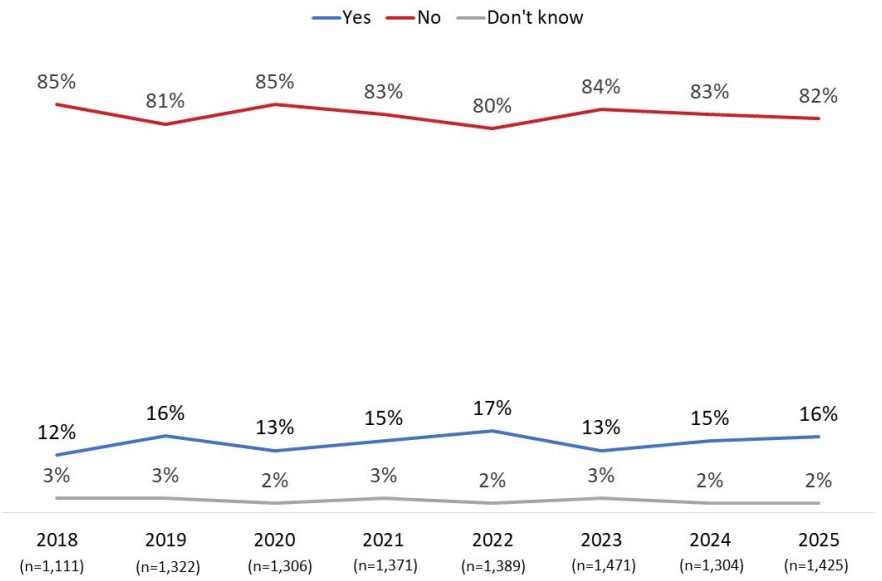
2.9 Changes to Contracts and Service Providers

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

Sixteen percent of Canadians have had their service provider make changes to their plan without expressly making them aware of the new terms and conditions. Over time, the proportion of Canadians reporting changes of this nature has remained relatively consistent, from a low of 12% in 2018 to a high of 17% in 2022.

The following groups of Canadians were more likely to report having changes made to their plan without disclosure: members of a racialized community (19%), those who changed service providers (21%), those who experienced bill shock (29%), and those who filed a complaint about their wireless service (29%).

Figure 25: Changes to contract without disclosure

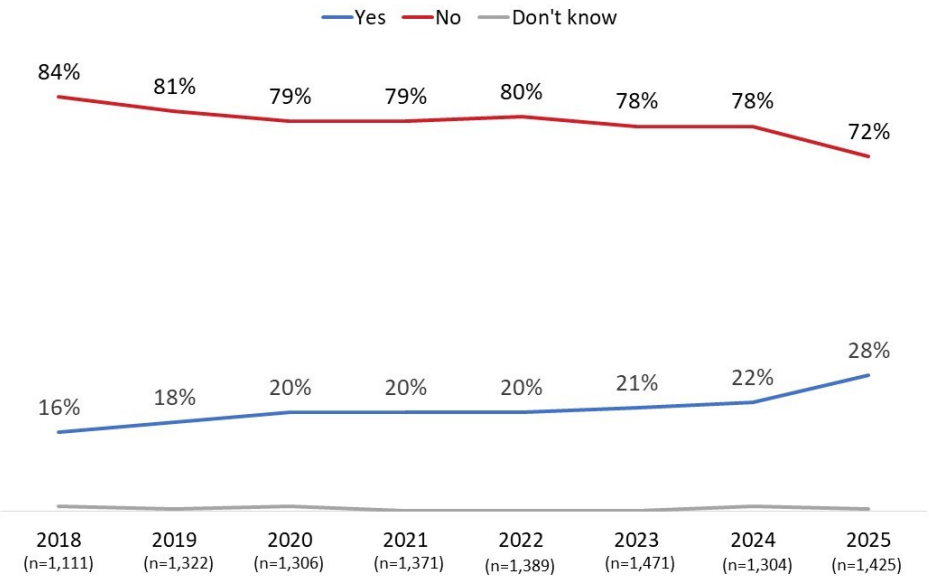


WC22. Have you ever become aware that your service provider changed your plan without expressly making you aware of how the terms and conditions had changed? Base: respondents subscribed to a wireless service provider.

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

After remaining relatively steady since 2020, the proportion of Canadians who have changed service providers in the last two years has increased. Twenty-eight percent (up from 22% in 2024) reported changing providers in the last two years, while 72% have not.

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



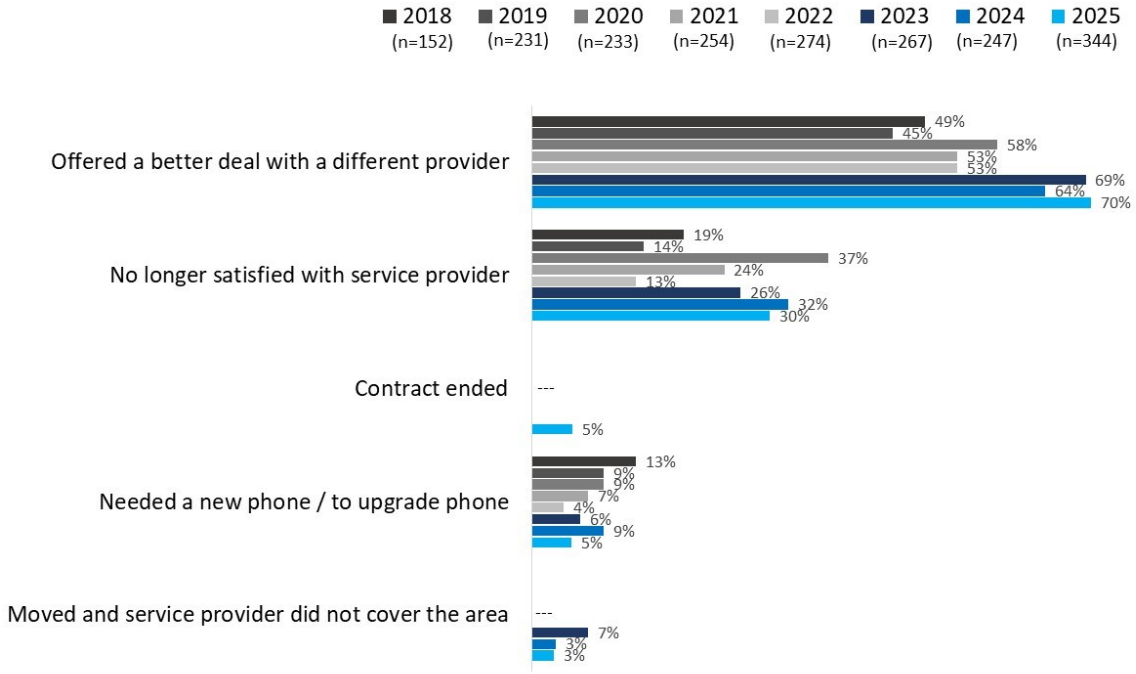
WC23. Have you changed wireless service providers in the last two years? Base: respondents subscribed to a wireless service provider.

Canadians who made a complaint to their wireless provider (38%), experienced bill shock (35%), belong to a racialized community (32%), and live in urban areas (30%) were more likely to have changed service providers in the last two years. Additionally, as age increased the likelihood of having changed wireless providers decreased, from 35% of those 18 to 34 years old to 21% of those 65 or older.

Among those who changed wireless providers in the last two years, the majority (70%) were offered a better deal with another provider. This continues to be the most common reason for switching, and the proportion offered a better deal has increased significantly since 2022 and 2021 when approximately half (53%) switched providers to get a better deal.

Three in 10 (30%) made the switch because they were no longer satisfied with their service provider. Beyond this, smaller numbers attributed the change to a move (3%) or to needing a new phone or wanting to upgrade an existing device (5%).

Figure 27: Reasons for changing wireless service provider



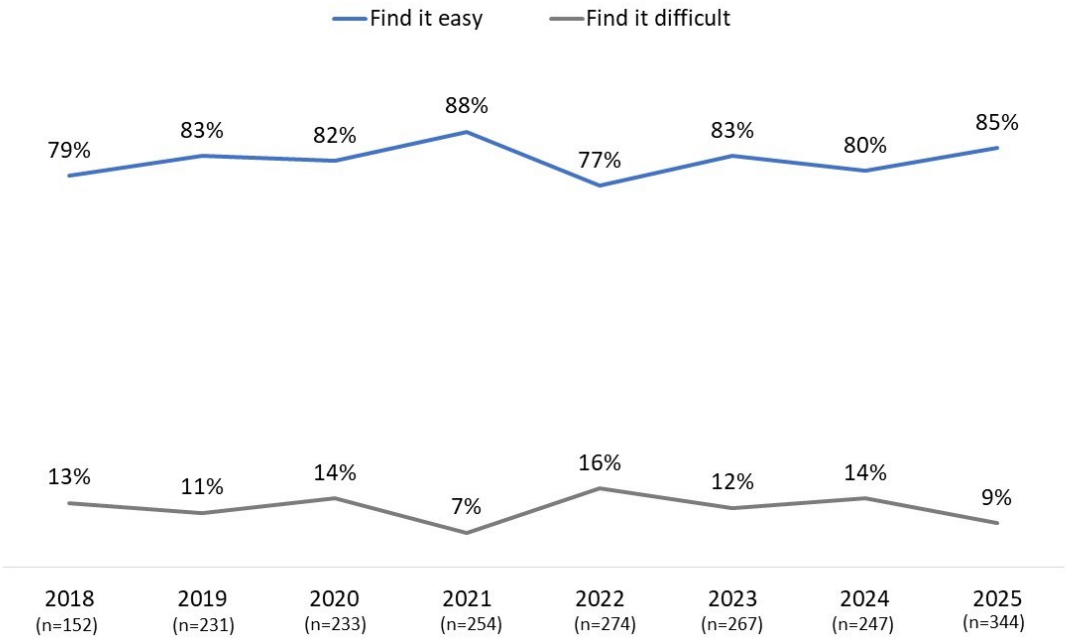
WC24. Why did you change service provider? Base: respondents who changed service provider.[3]

[3] Readers should keep in mind that these results are based on smaller sample sizes (e.g., n=344 this year). Smaller sample sizes introduce more variability in the results, which is particularly noticeable when comparing results over time.

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

Eighty-five percent of Canadians found the process of switching service providers easy (scores of 5, 6 or 7 on a 7-point scale). Nine percent found the process difficult (scores of 1, 2 or 3 on a 7-point scale).

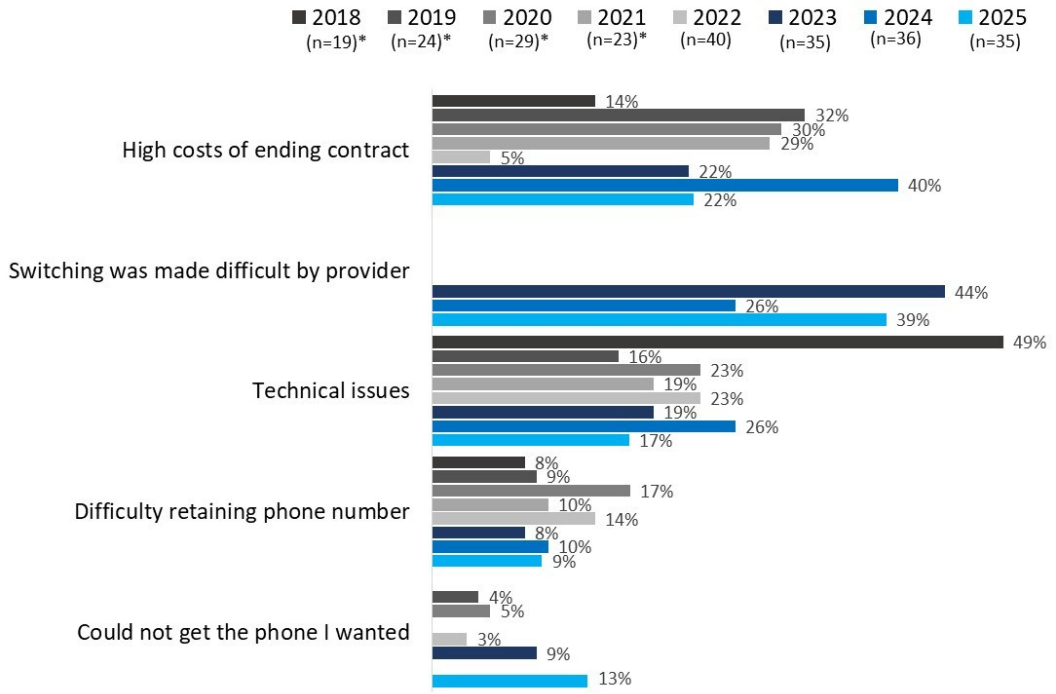
Figure 28: Ease of switching wireless service providers



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

The top reason[4] for the difficulty was the service provider (39%), who reportedly made it difficult. Following this, approximately two in 10 found that ending their contract came with high costs (22%; down from a high of 40% in 2024) or created technical issues (17%; down from 26% in 2024). Caution should be experienced when interpreting these results because of the small number of respondents that reported having difficulties switching provider (n=35).

Figure 29: Reasons for difficulties switching service providers



*Very low base [<n=30]

WC26. Was there a reason why switching providers was difficult for you? [Multiple responses accepted] Base: respondents who switched service providers and found it difficult.

General satisfaction with current service provider reason why they did not switch.

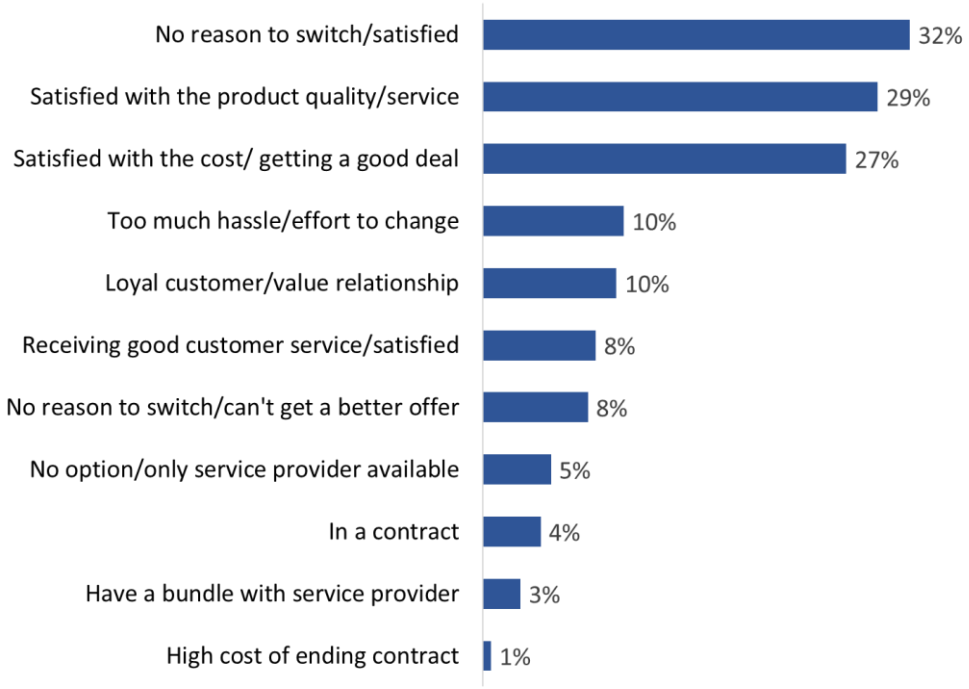
Among those who did not switch service providers (n=1,073), roughly three in 10 stayed with their service provider because they are generally satisfied (32%), satisfied with the product quality or service (29%), or satisfied with the cost or are currently getting a good deal (27%).

Following this, one in 10 stayed because they believe it is too much hassle or effort to make changes (10%) and they are a loyal customer or value the relationship (10%). Other reasons were cited in very smaller proportions as shown in Figure 30.

Those with a prepaid plan (45%), from a household earning $150,000 and above a year (42%), and with a high school diploma or less (39%) were more likely to report not switching service providers because they had no reason to do so.

[4] Caution should be exercised when interpreting these findings and comparing them over time due to the small sample size.

Figure 30: Reasons for staying with service provider



WC27. Why did you stay with your current service provider? [Multiple responses accepted] Base: n=1,073; respondents did not switch service providers. Don't know: 1%

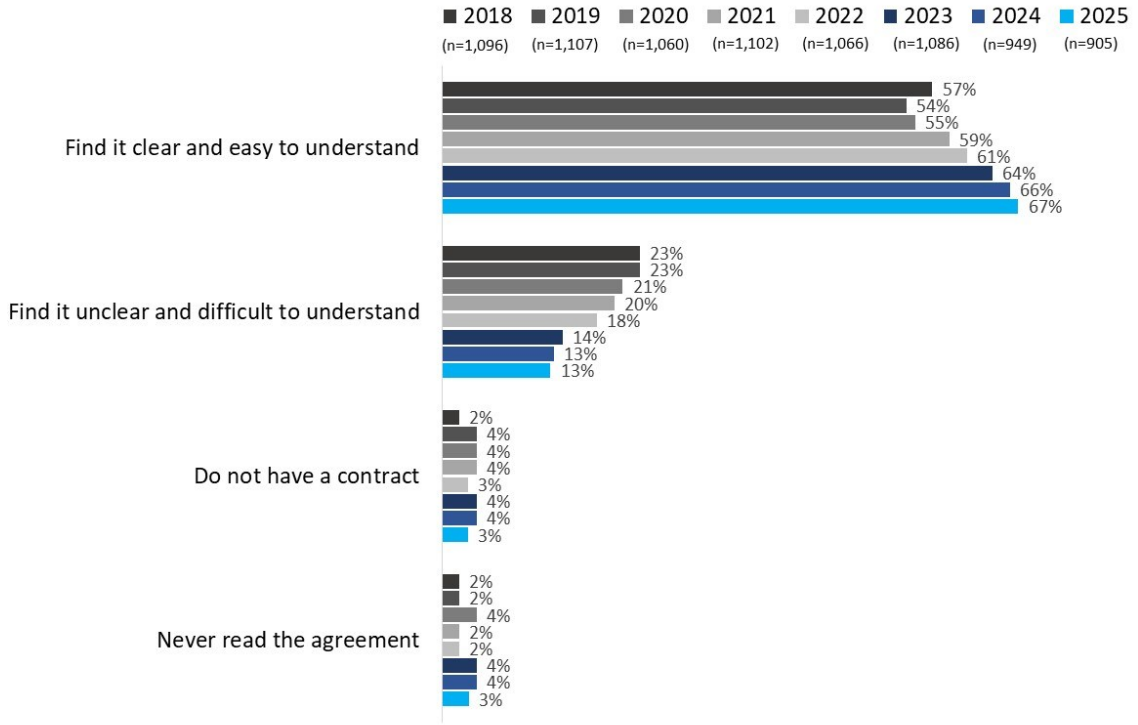
3. Television Provider Service Code

Roughly six in 10 (58%) Canadians surveyed subscribe to a cable, satellite or IPTV TV service. Canadians who subscribe are more likely to be residents of Quebec (64% compared to Ontario, 55%, the Prairies, 56%, and British Columbia, 55%) and most likely to be aged 65+. In fact, the likelihood of subscribing to a TV service increases with age, from 32% of 18- to 34-years old to 85% of those 65 or older.

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

Two-thirds (67%) of Canadians subscribed to a TV provider found their contract clear and easy to understand (scores of 5, 6, or 7 on a 7-point scale). Over the last few years, the proportion of Canadians who found their contract clear and easy to understand has gradually increased, from 54% in 2019 to 61% in 2022 to 67% in 2025. In contrast, thirteen percent found their contract unclear and difficult to understand (scores of 1, 2, or 3 on a 7-point scale), while very few do not have a contract (3%) or never read the agreement (3%).

Figure 31: Clarity of TV contracts



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

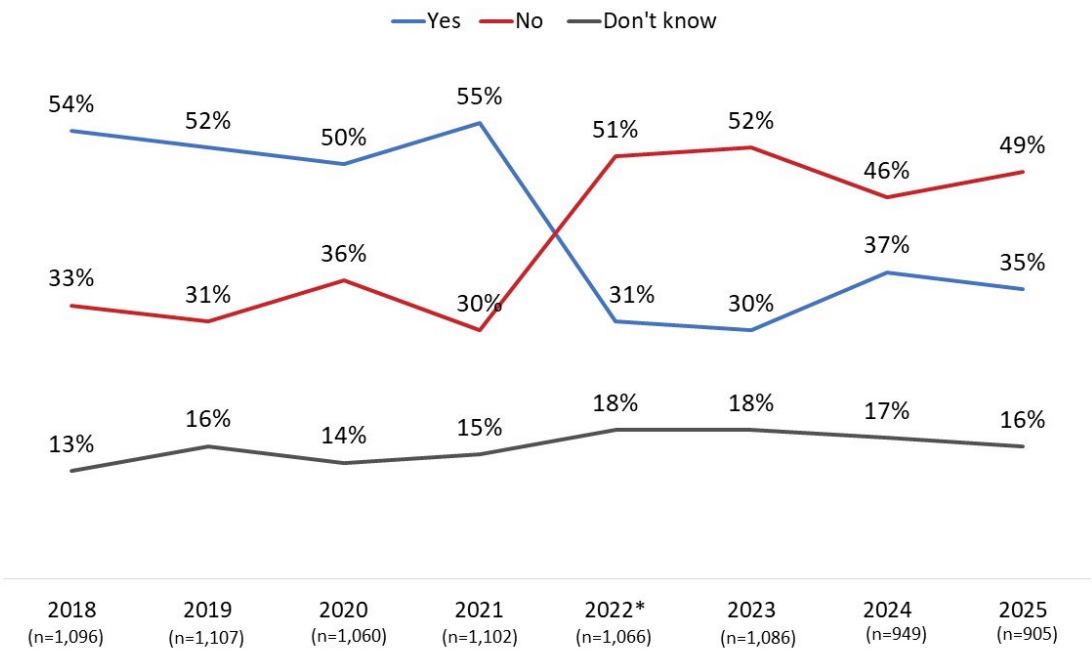
Residents of Quebec (74%) followed by Ontario (70%) were more likely than those living in British Columbia (54%) to say their TV contract was clear and easy to understand. Similar to other related measures, those who filed a complaint about their TV service in the last year were more likely to have found their TV contract unclear and difficult to understand (26% versus 9% of those who did not file a complaint).

Roughly one-third aware of TV provider's basic service package.

Thirty-five percent of Canadians said they are aware of their TV provider's basic service package. Approximately half (49%) are not aware, and the rest (16%) were uncertain. The TVSP Code requires television service providers ensure that customers are aware of the availability, price, and content of their entry-level service offering (i.e., basic service package).

Since 2022, awareness of basic TV service packages has been fairly consistent, ranging from a low of 30% in 2023 to a high of 37% in 2024. In 2022, this question was modified to clarify that the basic service package should not exceed $25 per month, which resulted in a significant decline in the number of Canadians reporting awareness.

Figure 32: Awareness of basic service package



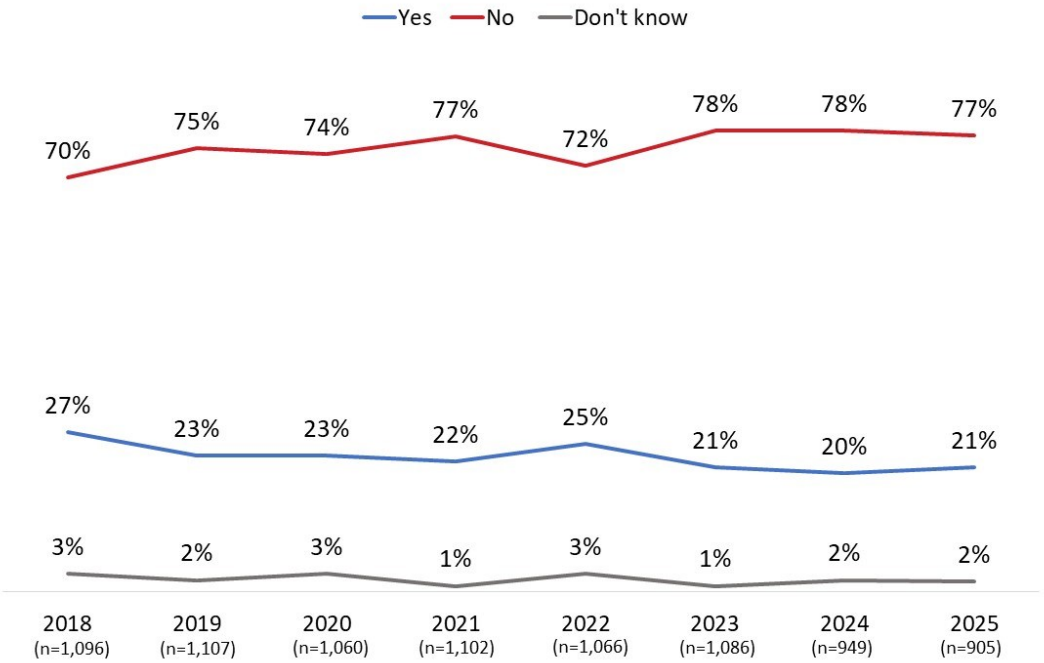
TVSP2. The TVSP Code requires television service providers to ensure that customers are aware of the availability, price and content of their entry-level service offering, also known as the basic service package. Has your service provider informed you about their entry-level offering, to be offered at no more than $25 per month? This may have been by email, on the phone or via your monthly billing. *QUESTION WORDING CHANGED in 2022. Base: respondents subscribed to a TV service provider.

Residents of Atlantic Canada (74%) and subscribers who made a complaint about their TV services (67%) were more likely to report that they were not informed about their TV provider's basic service package.

2 in 10 filed a complaint against their TV service provider; inadequate quality of service remains the top reason

Two in 10 (21%) Canadians subscribed to a TV service provider filed a complaint about their TV services in the last 12 months. The incidence of complaints is virtually unchanged since 2023. Canadians who made complaints about their wireless (33%) or Internet (53%) services and those who experienced bill shock (31%) were more likely to report filing a complaint about their TV services. Residents of Quebec were the least likely to make a complaint, with 89% saying they did not.

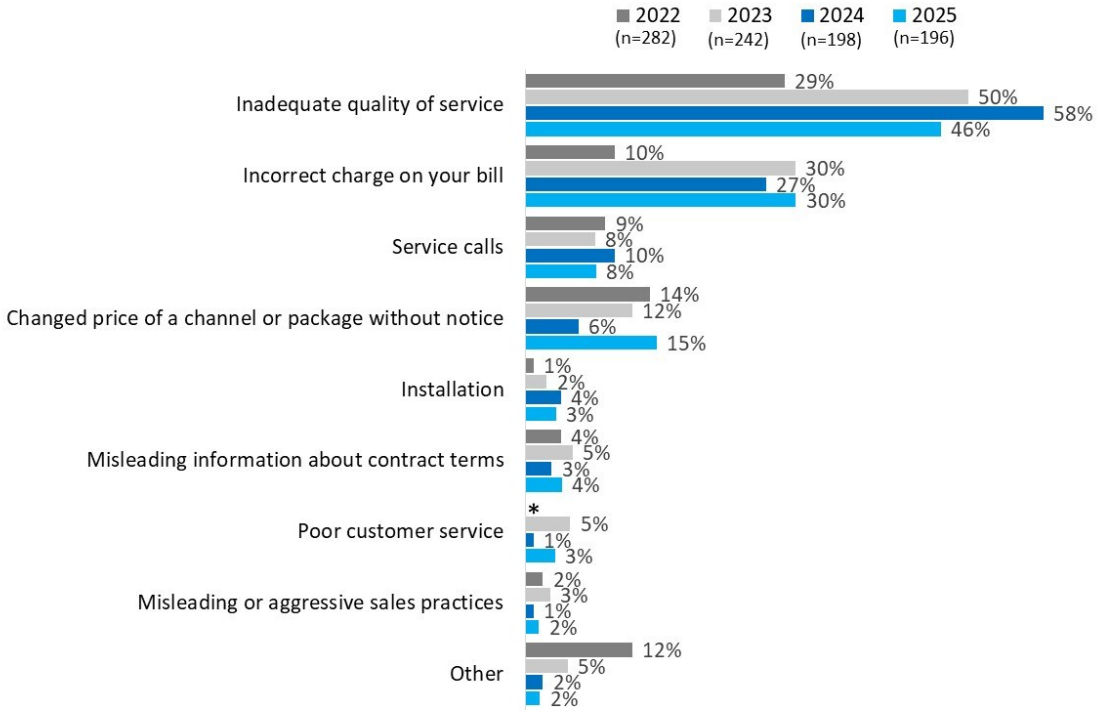
Figure 33: Complaints to TV service provider in the past 12 months



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

For those who filed a complaint against their TV provider, just under half (46%) complained of inadequate quality of service, while 30% complained of incorrect charges on their bill and 15% complained of changes to pricing or channel package without notice. [5]

Figure 34: Reasons for complaints to TV service provider



*Response volunteered by respondents [2023]; no corresponding set of responses for 2022.
TVSP4. What was your complaint about? [Multiple responses accepted] Base: respondents subscribed to a TV service provider and filed a complaint. Don't know: 1% both waves

[5] Readers should keep in mind that these results are based on smaller sample sizes (e.g., n=196 this year). Smaller sample sizes introduce more variability in the results, which is particularly noticeable when comparing results over time.

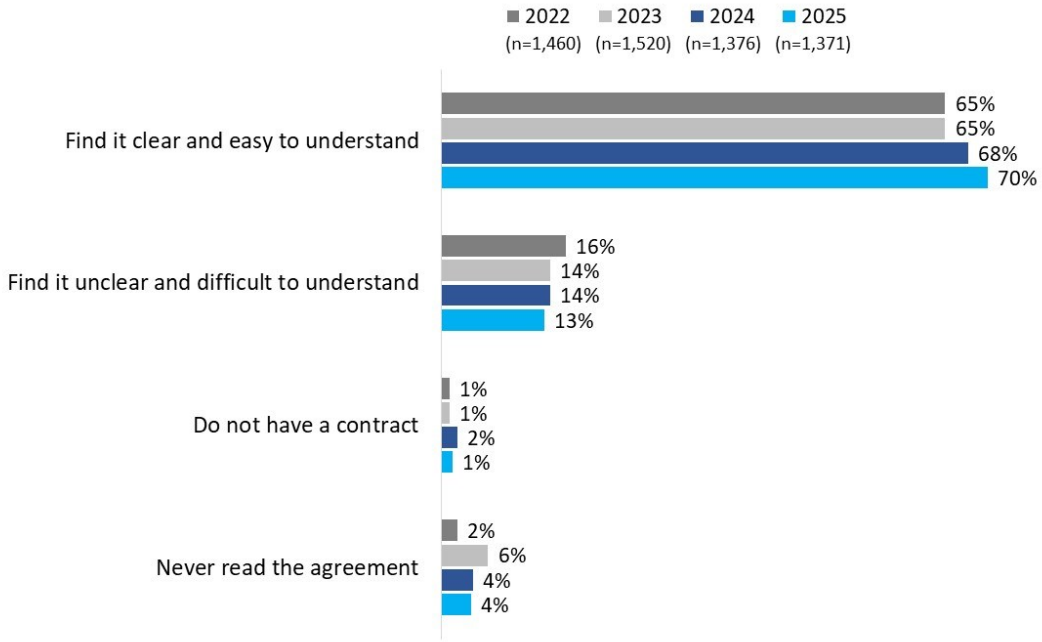
3. Internet Code

Approximately nine in 10 (93%) households in Canada subscribe to a home Internet service. Those who do not are more likely to live in the Territories (26%), have an annual household income under $40,000 (20%), or have a high school education or less (12%).

Most found their Internet contract clear and easy to understand

Seven in 10 (70%) Canadians subscribed to an Internet service provider found their contract clear and easy to understand (scores of 5, 6 or 7 on a 7-point scale). Thirteen percent found their contract unclear and difficult to understand (scores of 1, 2 or 3 on a 7-point scale), while very few did not read the agreement (4%) or do not have a contract (1%).

Figure 35: Ease of understanding Internet contract



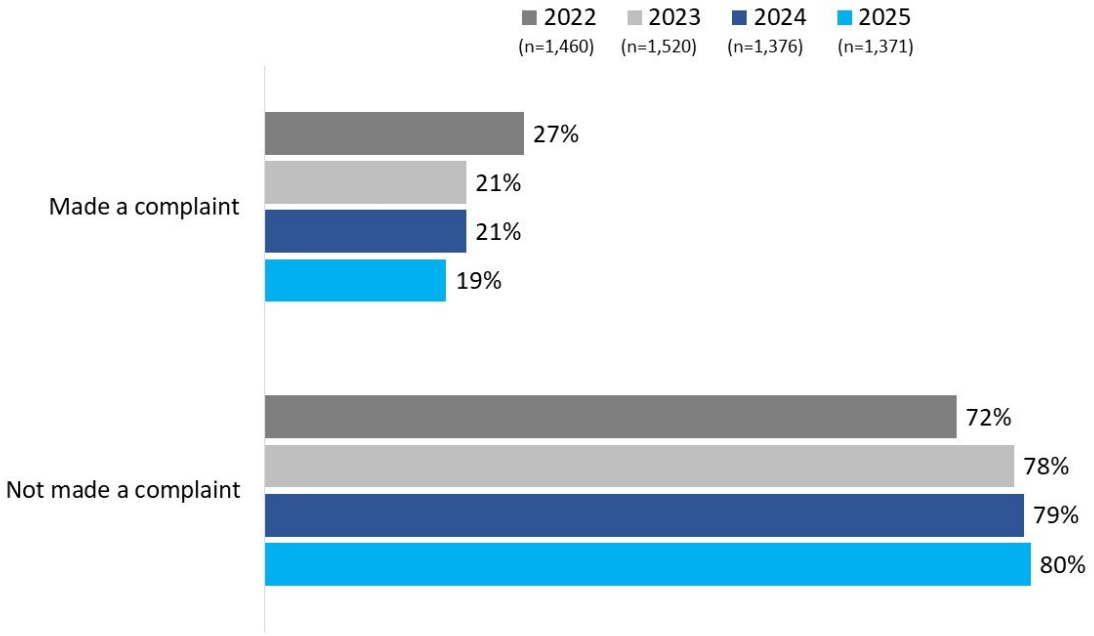
IC1. To what extent do you find your Internet contract clear and easy to understand?
Please use a 7-point scale where 1 means extremely unclear and difficult to understand and 7 means extremely clear and easy to understand. Base: respondents who subscribe to Internet service. Don't know: 3%

As with other related measures, those who experienced bill shock (24%) or filed a complaint about their Internet services (22%) were more likely to have found their contract unclear and difficult to understand.

2 in 10 have filed a complaint; inadequate quality of service top reason for filing complaint

Two in 10 (19%) Canadians filed a complaint about their Internet services in the last 12 months. Canadians who have experienced bill shock (31%), as well as those who also made a complaint about their wireless (37%) or TV (47%) services were more likely have also filed a complaint about their Internet services.

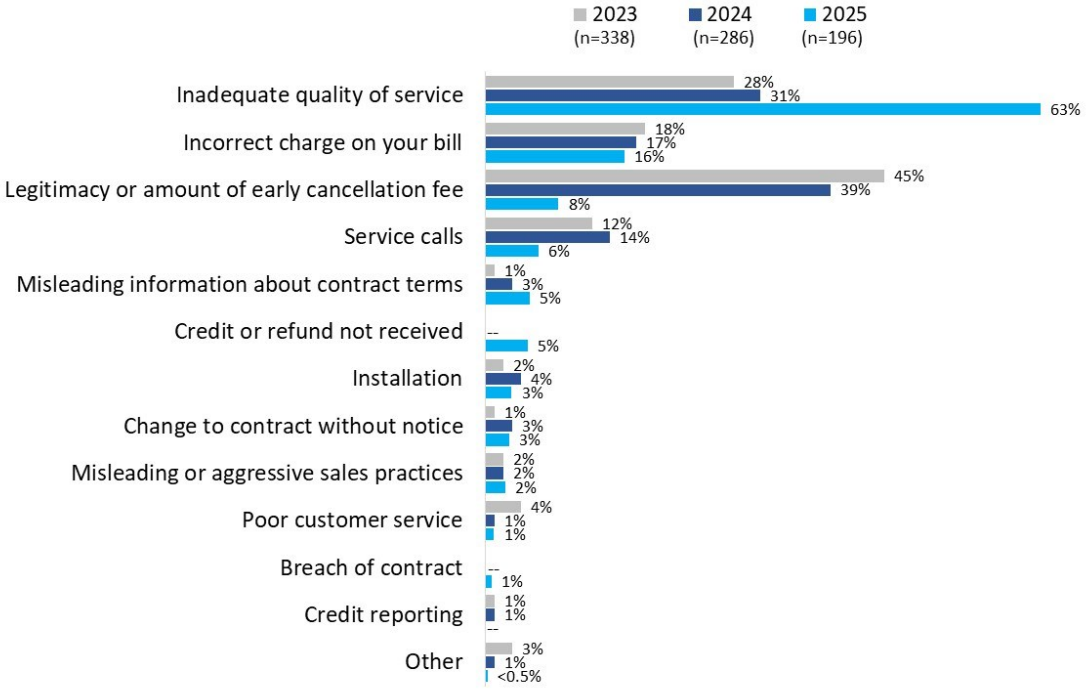
Figure 36: Complaints about Internet services in the past 12 months



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

Among those who filed a complaint about their Internet services, nearly two-thirds (63%) reported inadequate quality of service. Additionally, 16% noted incorrect charges on their bill, and 8% questioned the legitimacy or amount of early cancellation fees. Other reasons for complaints were cited at smaller proportions as show in Figure 37. [6]

Figure 37: Nature of complaint about Internet service



IC3. What was your complaint about? [Multiple responses accepted] Base: respondents subscribed to Internet service and filed a complaint. Don't know: 2%

[6] Readers should keep in mind that these results are based on smaller sample sizes (e.g., n=196 this year). Smaller sample sizes introduce more variability in the results, which is particularly noticeable when comparing results over time.

4. Impressions of the CRTC

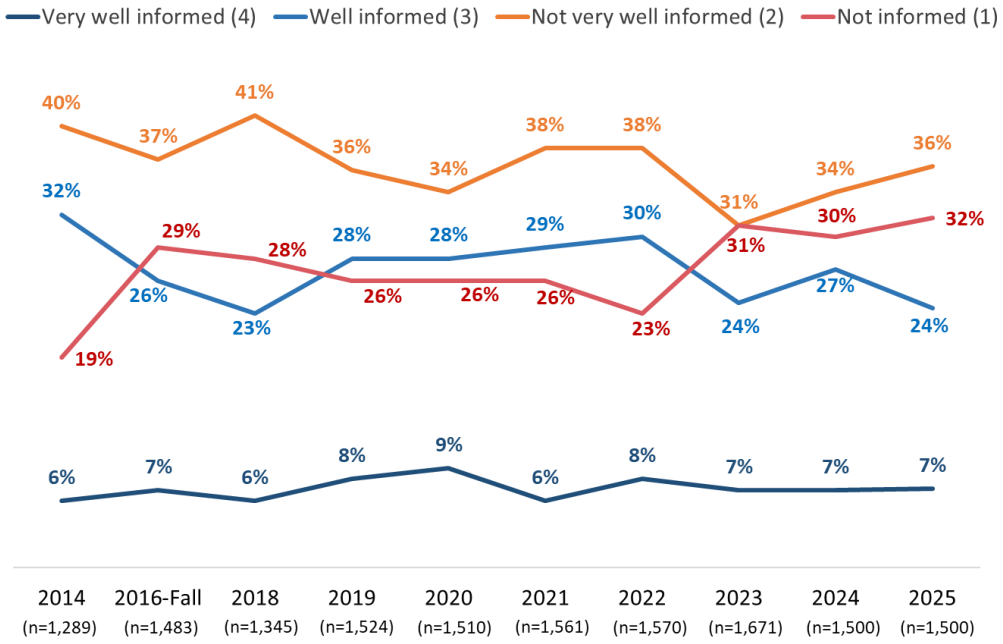
All respondents were asked a series of questions about the CRTC. By way of an introduction to the questions, respondents were told the following:

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

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

Approximately one-third of Canadians feel well (24%) or very well (7%) informed about the mandate and role of the CRTC. While the year over year change is not statistically significant, the proportion of Canadians saying they are not informed has been gradually increasing since 2022, from 61% who are not very well or not informed to 64% in 2024 and 68% this year.

Figure 38: Informed on CRTC role and mandate



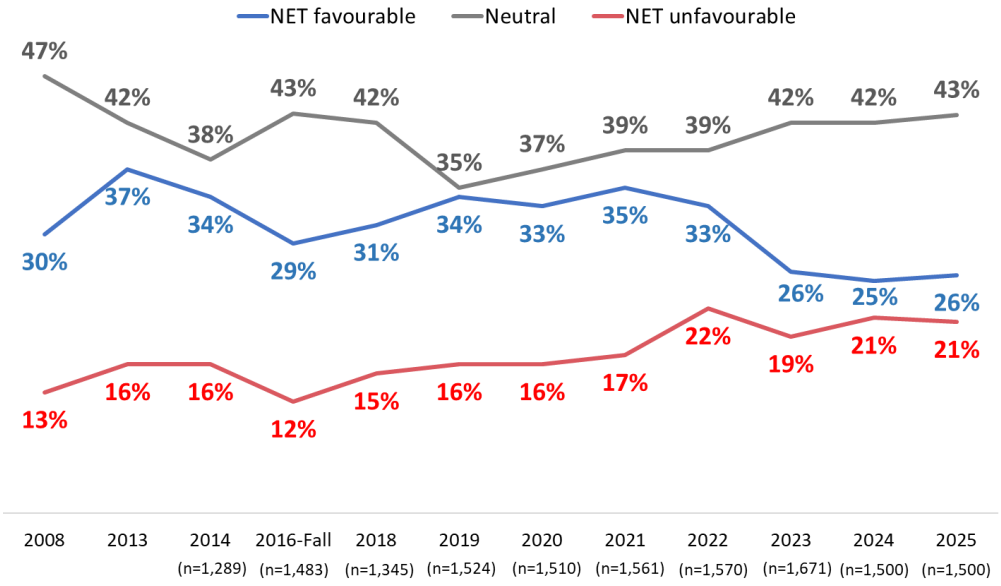
C1. Overall, how informed are you about the mandate and role of the CRTC? Base: all respondents.

The following groups were more likely to say they are not informed: residents of Atlantic Canada (78%, compared to 67% of Quebecers and 64% of Ontarians), 18- to 34-year-olds (80%), women (72%), members of racialized populations (74%), and those with an unfavourable impression of the CRTC (61%).

Impressions of the CRTC are varied; most impressions skewing neutral to positive

After remaining stable from 2019 to 2022, Canadians' impressions of the CRTC declined in 2023, from 33% in 2022 to 26% in 2023. Results are unchanged this year.

Figure 39: Impressions of the CRTC



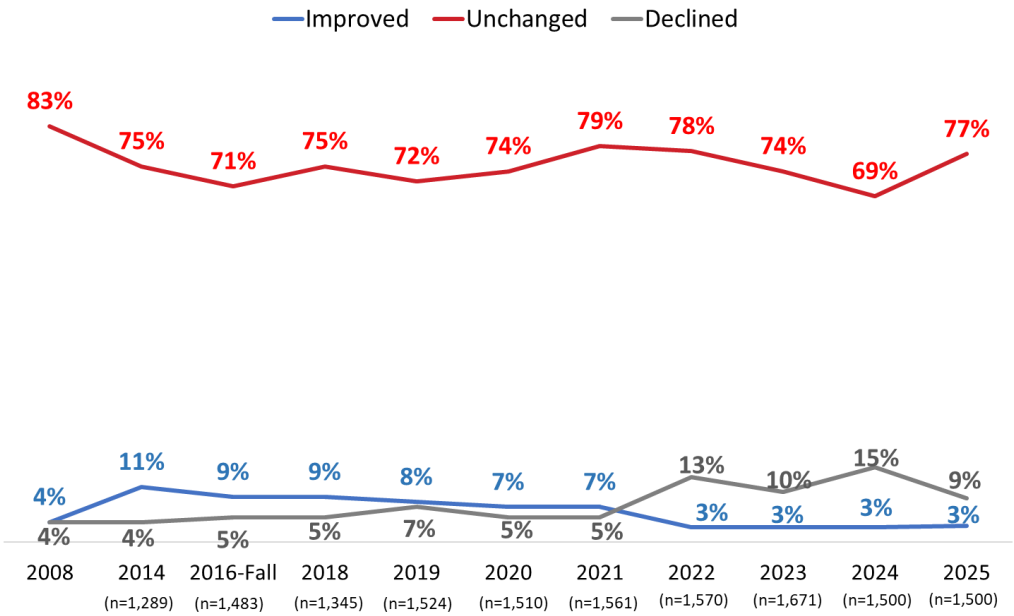
C2. What is your impression of the CRTC? Would you say it is? Base: all respondents.

Those who are informed about the role and mandate of the CRTC (42%) are more likely than those who are not informed (19%) to hold a favourable impression of the agency.

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

Approximately three-quarters of Canadians (77%) said their impression of the CRTC has not changed over the past year. This is up eight percent from 2024. Among those who reported a change, 9% said their impression has declined (a drop of 6% since 2024).

Figure 40: Impressions of the CRTC over the past year



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

5. Profile of Survey Respondents

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

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

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

Education	Percent
Less than a High School diploma or equivalent	3%
High School diploma or equivalent	20%
Registered Apprenticeship or other trades certificate or diploma	5%
College, CEGEP or other non-university certificate or diploma	23%
University certificate or diploma below bachelor's level	9%
Bachelor's degree	23%
Post graduate degree above bachelor's level	17%
Prefer not to say	3%

Household income	Percent
Under $20,000	5%
$20,000 to just under $40,000	11%
$40,000 to just under $60,000	12%
$60,000 to just under $80,000	10%
$80,000 to just under $100,000	12%
$100,000 to just under $150,000	18%
$150,000 and above	20%
Prefer not to say	13%

Age	Percent
18-24	10%
25-34	17%
35-44	16%
45-54	16%
55-64	16%
65+	25%

Members of racialized populations	Percent
Member of a racialized population	33%
Not a member of a racialized population	65%
Prefer not to say	2%

Service use	Percent
% that subscribe to wireless plans	97%
% that subscribe to a TV contract	58%
% that subscribe to an Internet service provider	93%

Appendix

1. Technical Specifications

The following specifications applied to this research:

- A 15-minute random digit dialling (RDD) telephone survey was administered to 1,500 Canadians, 18 years of age or older, between October 24 and November 24, 2024.
- To facilitate comparisons over time, survey questions were the same or similar to the ones first used in the 2014 Wireless Code POR survey.
- The questionnaire was programmed using a computer assisted telephone interviewing (CATI) system and pre-tested in advance of the fieldwork to ensure that it measured what it intended to measure and that respondents understood the questions.
    - The pre-test included 10 English interviews and 10 French interviews. No changes were made after the pre-test; therefore, the pre-test data were included in the final survey dataset.
- An overlapping dual-frame (landline and cell phone) sample was used to minimize coverage error, which can occur when not all segments of the target population are included in the sample frame.[7] The sample source was ASDE Survey Sampler.
    - Two-thirds (67%) of the sample frame contained cell phone numbers and the remainder landline telephone numbers.
    - This was a probability sample; therefore, the results can be generalized to the full population of Canadians.
- The sample frame was geographically disproportionate to improve the accuracy of regional results.
- Based on the sample size for this study, the overall results can be considered accurate to within ±2.5%, 19 times out of 20. The margins of error are greater for results pertaining to subgroups of the total sample.
- The following table presents information about the final call dispositions for this survey and calculation of the response rate:

	Total	Landline	Cell
Total Numbers Attempted	**128,950**	**17,740**	**111,197**
Out-of-scope - Invalid	**85,016**	**7,105**	**77,911**
Unresolved (U)	**29,773**	**7,379**	**22,394**
No answer/Answering machine	29,773	7,379	22,394
In-scope - Non-responding (IS)	**2,287**	**658**	**1,629**
Language barrier	493	173	320
Incapable of completing (ill/deceased)	124	59	65
Callback (Respondent not available)	1,670	426	1,244
Refusal	9,735	1,967	7,774

[7] If only landlines were included in the sample frame for this survey, Canadians who only have a cell phone would not have an opportunity to participate in the survey. The survey results, therefore, would only reflect the views of Canadians who have a landline in their household.

	Total	Landline	Cell
Termination	349	59	290
In-scope - Responding units (R)	**1,790**	**583**	**1,207**
Completed Interview	1,500	433	1,067
Quota full	182	120	62
Not Qualified – Industry	87	23	64
Not Qualified – Age	13	5	8
Not Qualified – Refused to provide region	8	2	6

- The overall response rate was 4% (6% for the landline sample and 4% for the cell phone sample).
    - Using the numbers from the final call dispositions table (the bullet above), the survey response rate is calculated as follows: [R=R/(U+IS+R)]. This means that the response rate is calculated as the number of responding units [R] divided by the number of unresolved [U] numbers plus in-scope [IS] non-responding households and individuals plus responding units [R].
- The survey data have been weighted by region, age and gender using population figures from Statistics Canada's 2021 census data. The weights correct for the disproportionate regional sampling. Any respondents who refused to provide their age and/or gender were given a neutral weight so as not to skew the weighting proportions.
- The table below shows the unweighted and weighted proportions for the variables used to create the weights:

	Unweighted	Weighted
Total sample size:	n=1,500	n=1,500
Region		
Atlantic Canada	100	99
Quebec	300	344
Ontario	400	577
Prairies	395	265
British Columbia	155	206
Territories	150	9
Age		
18 to 34	261	405
35 to 54	476	481
55 to 64	286	239
65 or older	477	375
Gender		
Man	785	722
Woman	696	759
Another gender[8]	11	11

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

- A non-response analysis was conducted to assess the potential for non-response bias. Survey non-response can bias results when there are systematic differences between survey respondents and non-respondents. As shown in the table above, the survey sample differs from the population in terms of age (as is often the case with telephone surveys of the general population). Canadians under 35 were under-represented in the survey sample and those aged 65 and older were over-represented in the survey sample. Weights were applied to adjust for the discrepancy between the survey sample and the population.

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

2. Survey Questionnaire

Section: Introduction and Screening

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

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

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

IF REQUESTED:
The registration number is: 20241022-PH459.

[LANDLINE SAMPLE]

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

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

A1b. May I continue with this survey?

01. Yes [SKIP TO A3]
02. No

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

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

[CELL SAMPLE]

A2a. Are you 18 years of age or older?

01. Yes
02. No [THANK/TERMINATE]

A2b. Have I reached you on your cell phone?

01. Yes
02. No

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

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

01. Yes
02. No [SKIP TO A2e]

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

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

01. Yes [SKIP TO A2f]
02. No

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

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

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

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

[ASK ALL]

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

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

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

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

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

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

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

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

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

A7. In what year were you born?

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

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

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

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

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

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

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

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

Section: Wireless Code

[ASK ALL]

I. RECALL OF CONSUMER PROTECTION CODES

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

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

PROGRAMMING INSTRUCTIONS:

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

II. TYPE OF WIRELESS CONTRACT

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

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

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

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

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

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

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

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

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

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

III. SERVICES INCLUDED IN THE WIRELESS SERVICE PLAN

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

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

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

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

IV. DEVICES

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

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

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

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

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

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

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

V. DATA SERVICES

[ASK IF WC5c=01]

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

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

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

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

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

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

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

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

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

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

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

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

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

VI. BILL SHOCK

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

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

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

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

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

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

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

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

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

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

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

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

VII. COMPLAINTS

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

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

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

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

NOTES TO INTERVIEWER: READ IF REQUIRED

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

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

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

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

VIII. CLARITY AND EXPLANATIONS

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

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

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

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

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

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

IX. CHANGES

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

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

[ASK ALL]

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

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

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

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

06. Don't Know

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

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

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

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

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

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

Section: TVSP Code

[ASK IF YES AT A4]

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

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

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

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

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

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

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

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

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

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

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

NOTES TO INTERVIEWER: READ IF REQUIRED

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

Section: Internet Code

[ASK IF YES AT A5]

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

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

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

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

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

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

Section: CRTC

[ASK ALL]

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

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

01. Very well informed
02. Well informed

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

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

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

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

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

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

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

Section: Demographics

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

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

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

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

01. French

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

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

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

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

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

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

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

D6. What is your ethnic or cultural background? [DO NOT READ; ACCEPT MULTIPLE RESPONSES]

01. White
02. South Asian (e.g., East Indian, Pakistani, Sri Lankan)
03. Chinese
04. Black
05. Filipino
06. Latin American
07. Arab
08. Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
09. West Asian (e.g., Iranian, Afghan)
10. Korean

11. Japanese
12. Other
13. Prefer not to answer

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

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

Finally,

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

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

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