

# Perception of Wireless Cost and Plans

Canadian Telecommunications  
Association

May 2024



# Methodology

- Sample: n = 5,000 adult Canadians.
- Margin of error:  $\pm 1.39\%$ , 19 times out of 20.
- Data collected online from May 16 to 24, 2024.
- Data is weighted by age, gender, education and region.
- Totals may not add up to 100 due to rounding.
- Throughout the report % indicates a significantly higher proportion than the % in the same segment.



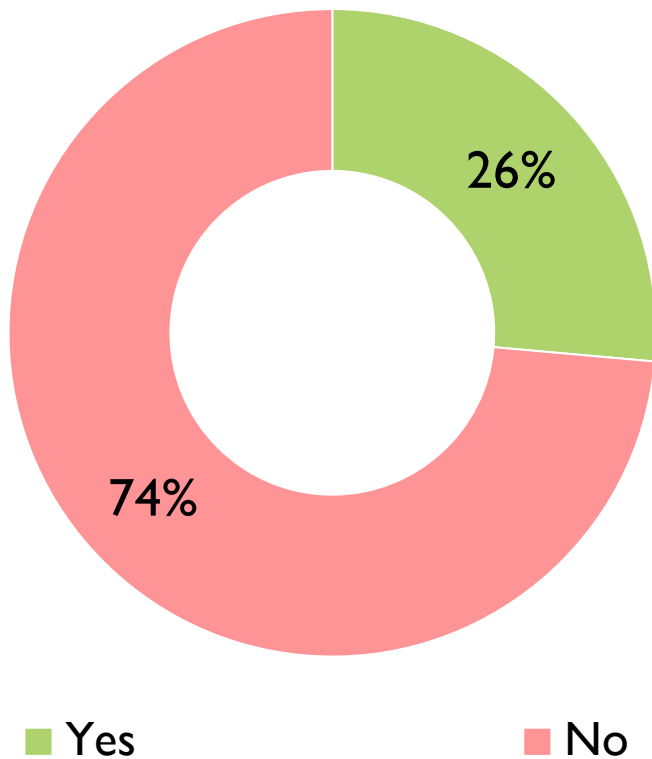
# Cellphone Plans





In the last 12 months, have you changed your wireless service plan?

**1 in 4 Canadians have changed their wireless plan in the last 12 months. Younger Canadians are significantly more likely to have made this change, with 35% of those aged 18-29 and 31% of those aged 30-44 switching plans, compared to only 19% of those aged 60 and older.**



A table showing the percentage of respondents who changed their wireless service plan, broken down by age group. The table has two rows for 'Yes' and 'No' responses, and four columns for age groups: 18 to 29, 30 to 44, 45 to 59, and 60+. The percentages are color-coded: green for 'Yes' and red for 'No'.

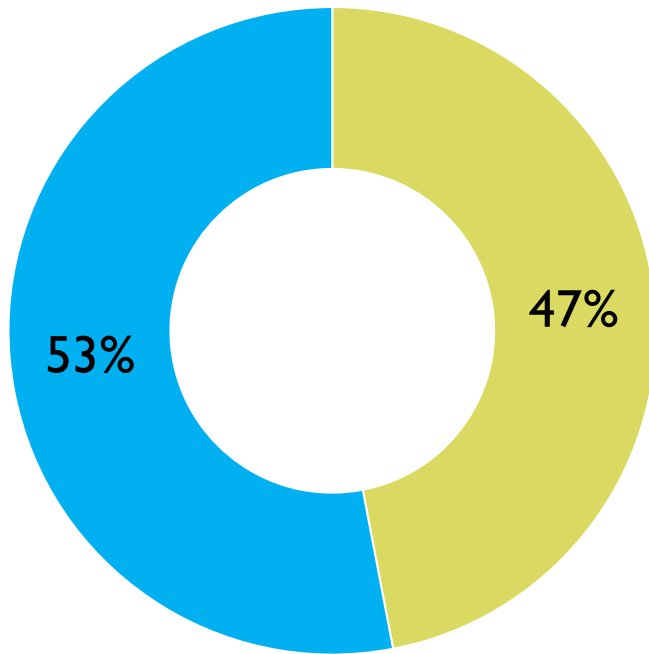
	AGE GROUP			
	18 to 29	30 to 44	45 to 59	60 +
Yes	35%	31%	26%	19%
No	65%	69%	74%	81%

Base (all): n = 5000



Did you switch to a different provider or modify your plan with your existing provider?

**Among those who changed their wireless plan, 53% modified their plan with their existing provider while 47% switched providers. Nearly 60% of those who switched providers reported comparing plans and prices before making the change (58%).**



	Compare plans and prices – wireless	
	Yes – always/ sometimes	No – rarely/ never
Switched to a different provider	58%	16%
Modified plan with existing provider	46%	84%

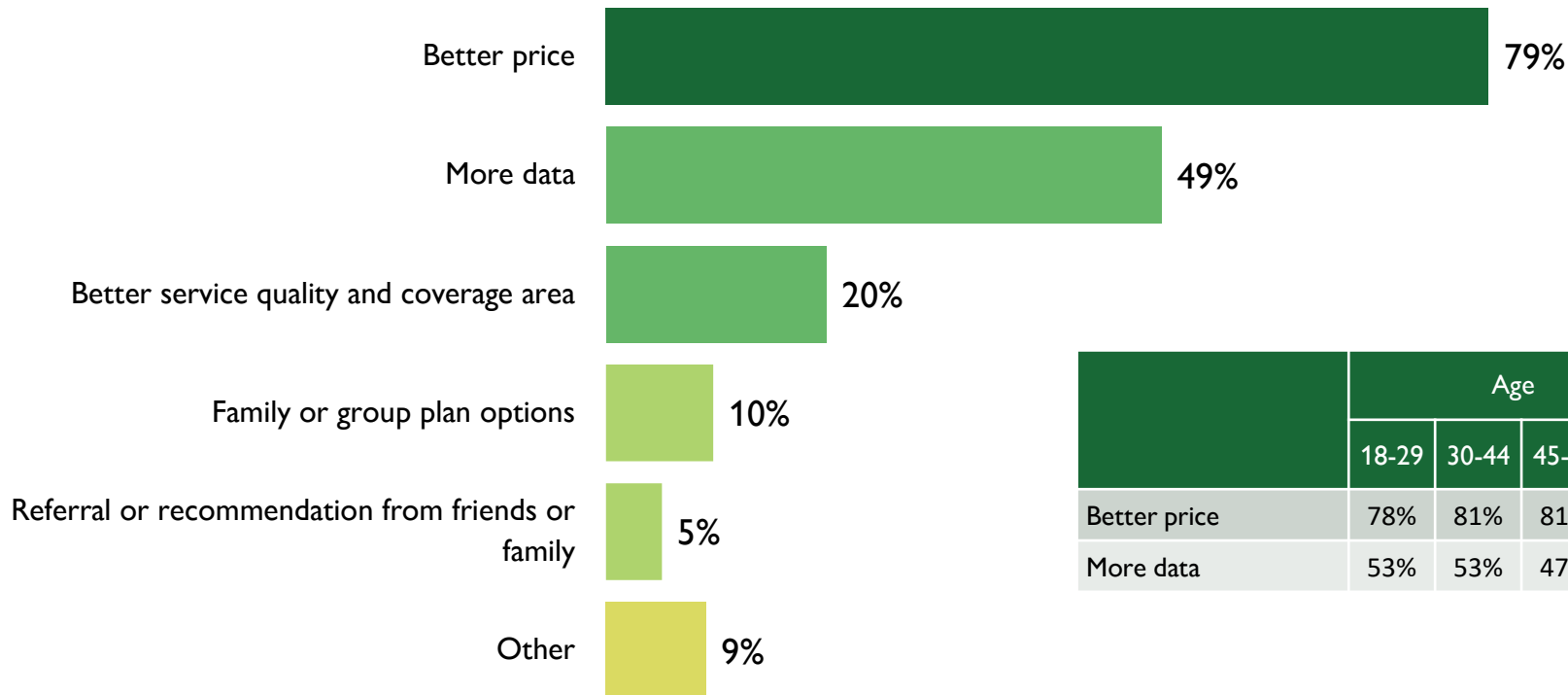
■ Switched to a different provider ■ Modified plan with existing provider

Base n = 1340; those who have changed their wireless plan in the last 12 months



What prompted you to change your wireless service plan? Please select up to 3 reasons

## 4 in 5 (79%) Canadians who changed their wireless plan were prompted to switch due to better pricing



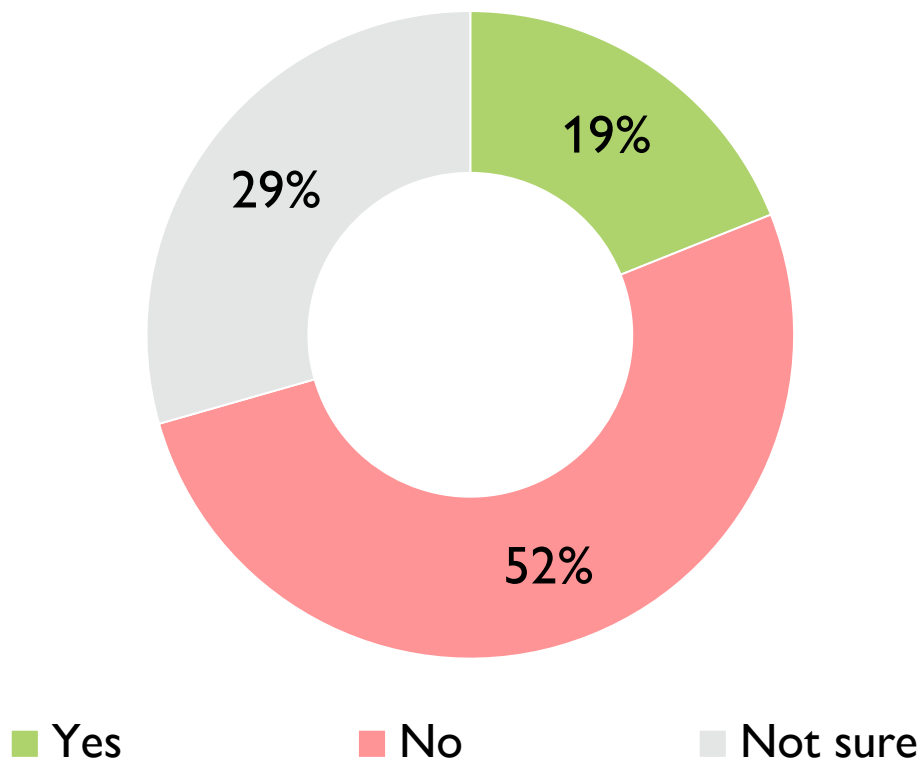
	Age				Compare plans and prices – wireless		Monthly plan cost is...		
	18-29	30-44	45-59	60+	Yes – always/sometimes	No – rarely/never	Less	The same	More
Better price	78%	81%	81%	72%	81%	65%	91%	68%	47%
More data	53%	53%	47%	44%	50%	45%	44%	56%	59%

Base n = 1340; those who have changed their wireless plan in the last 12 months



Do you expect to change your wireless service plan in the next 12 months?

## 1 in 5 Canadians (19%) expect to change their wireless service in the next 12 months, while 29% are uncertain



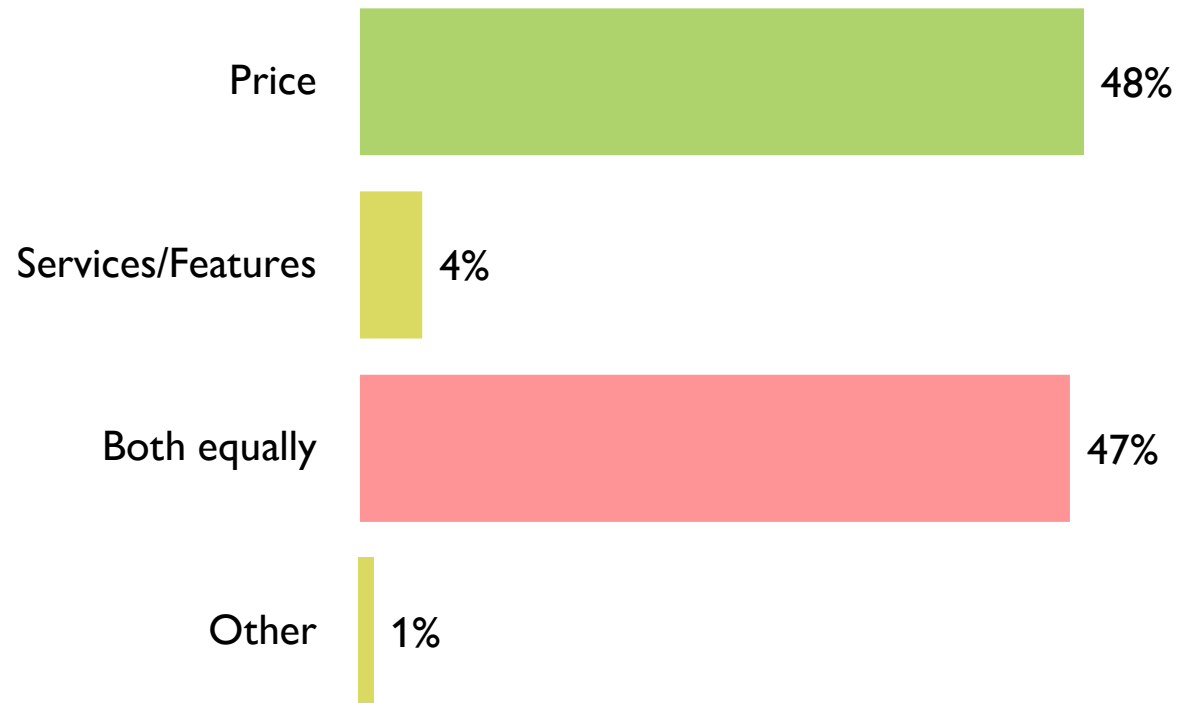
	AGE GROUP			
	18 to 29	30 to 44	45 to 59	60 +
Yes	25%	28%	19%	10%
No	46%	46%	48%	61%

Base n = 3660; those who have not changed their wireless plan in the last 12 months



Which of the following factors will you prioritize when considering a new plan?

## Price is an important factor to consider among 85% of those who expect to change their service plan in the next 12 months



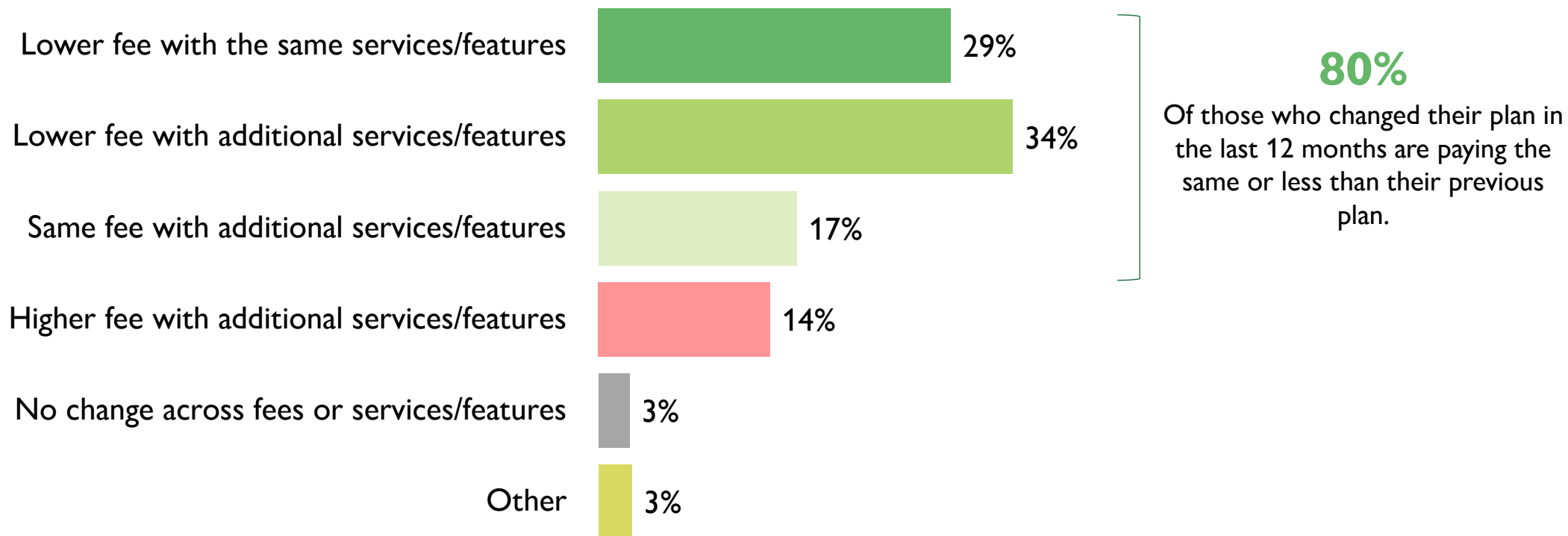
Base n = 691; those who will expect to change their wireless plan in the next 12 months





How would you describe the cost of your current plan and the services/features that you receive with your plan compared to your previous one?

**63% of Canadians note that the cost of their current plan is lower than their previous plan, while 17% are paying the same fee but receive more services.**

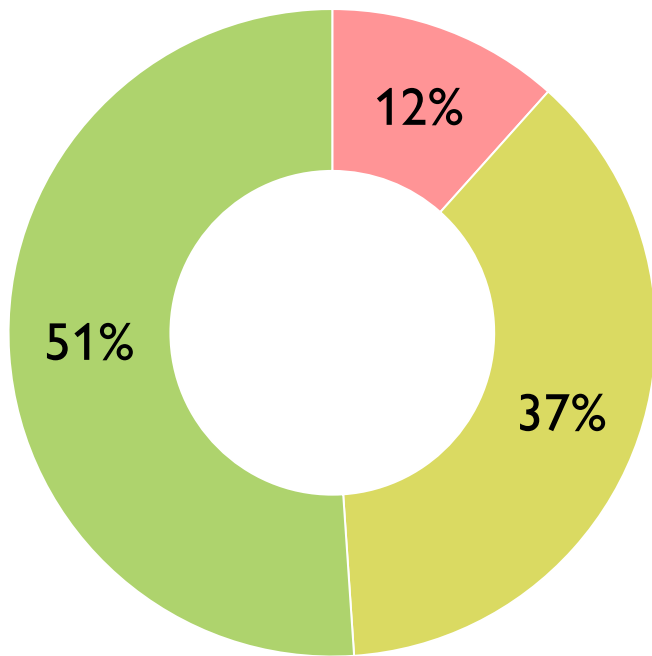


Base n = 1340; those who have changed their wireless plan in the last 12 months

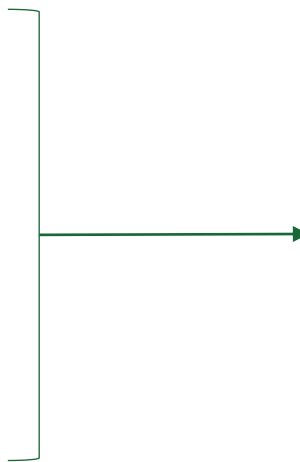


Are you receiving less, the same, or more services with your current plan than you were under your previous plan (e.g., data allotment, speed, adding new users, etc.)?

**88% of Canadians say they are receiving the same or more services after changing their wireless plans. Further, among those who report paying less for their monthly plan, 84% are receiving the same or more services than before.**



■ Less services    ■ Same services    ■ More services

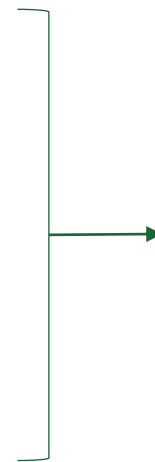
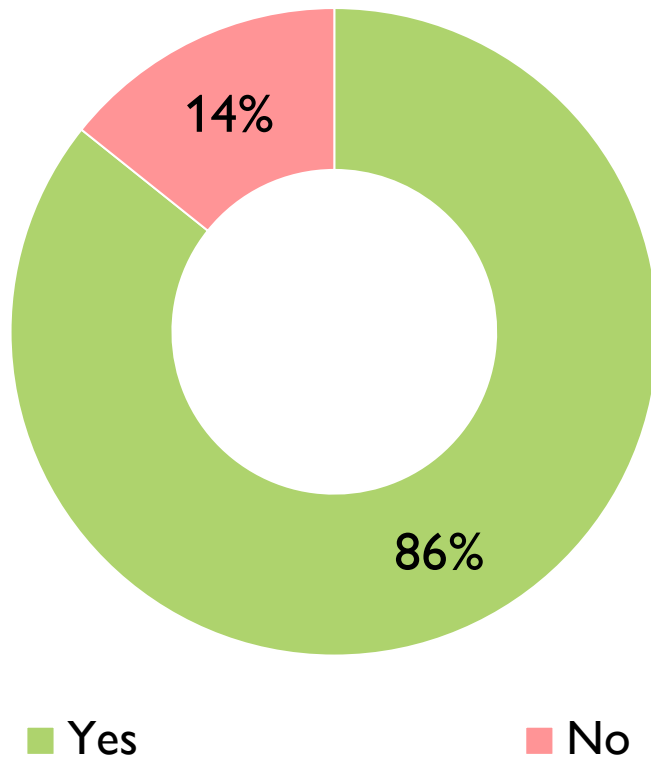


	Monthly plan cost is...		
	Less	The same	More
Less	16%	8%	3%
The same	37%	44%	27%
More	47%	48%	70%

Base n = 1340; those who have changed their wireless plan in the last 12 months

Overall, do you believe that you are getting a better deal/more value with your new plan compared to your previous plan?

**Overall, 86% Canadians who changed their wireless plan report that they are getting a better deal with their new plan.**



	Compare plans and prices – wireless		Monthly plan cost is...			Services received are...			Did you...	
	Yes – always/sometimes	No – rarely/never	Less	The same	More	Less	The same	More	Switch to a different provider	Modified plan with existing provider
Yes	88%	77%	92%	78%	75%	70%	80%	93%	89%	82%
No	12%	23%	8%	22%	25%	30%	20%	7%	11%	18%

Base n = 1340; those who have changed their wireless plan in the last 12 months

# Thank You

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