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# Canadian Telecom Sentiment Report September 2022

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A survey conducted for Globalive | September 2022

# Methodology

- **Field Window:** September 2<sup>nd</sup> to 12<sup>th</sup>, 2022
- **Sampling:** Online survey of randomly-selected sample of **3,105 adult (18+) Canadians**
- **Reliability:** As a guideline\*, a probability sample of this size carries a margin of error of **± 1.8%**, 19 times out of 20. The margin of error is larger for sub-segments.
- **Weighting:** Data has been weighted using the most current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.

Region	Number of Interviews	Margin of error*
Atlantic Canada	200	± 6.9%
Quebec	502	± 4.4%
Ontario	601	± 4.0%
Manitoba	306	± 5.6%
Saskatchewan	281	± 5.6%
Alberta	610	± 4.0%
British Columbia	605	± 4.0%
<b>Canada</b>	<b>3,105</b>	<b>± 1.8%</b>



# 71%

of Canadians are annoyed or angry about telecom bills, the 3<sup>rd</sup> highest of 13 cost-of-living pressures tested

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## Key Findings: Cell Phone Feelings

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- Telecom bills are a major source of anger for Canadians, trailing only food and gas among cost-of-living stressors.
- Moreover, Canadians are angrier towards telecom companies than to any of the other businesses tested.
  - Companies trying to upsell them, hidden fees, and locked phones are the biggest sources of anger.
- Two-thirds of Canadians say their cell phone bill is either unaffordable (28%) or would become unaffordable if it rose 10% (38%).
  - While eight-in-ten (82%) feel the Government of Canada has a responsibility to do more to lower cell phone prices, only two-in-ten (18%) believe adequate steps are being taken to lower cell phone prices.



56%

of Canadians say they were impacted by this summer's Rogers network outage

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## Key Findings: Rogers Outage

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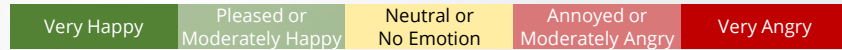
- The majority (56%) of Canadians were affected by the Rogers network outage this summer, including **87% of Rogers customers**.
- Two-in-three (65%) Canadians are still annoyed or angry about the outage, including 74% of Rogers customers.
- Two-in-three (67%) Canadians believe another Rogers outage is possible in the near future.
- Only **one-in-three (35%) Rogers customers feel they were adequately compensated** for the losses they suffered during the network outage.



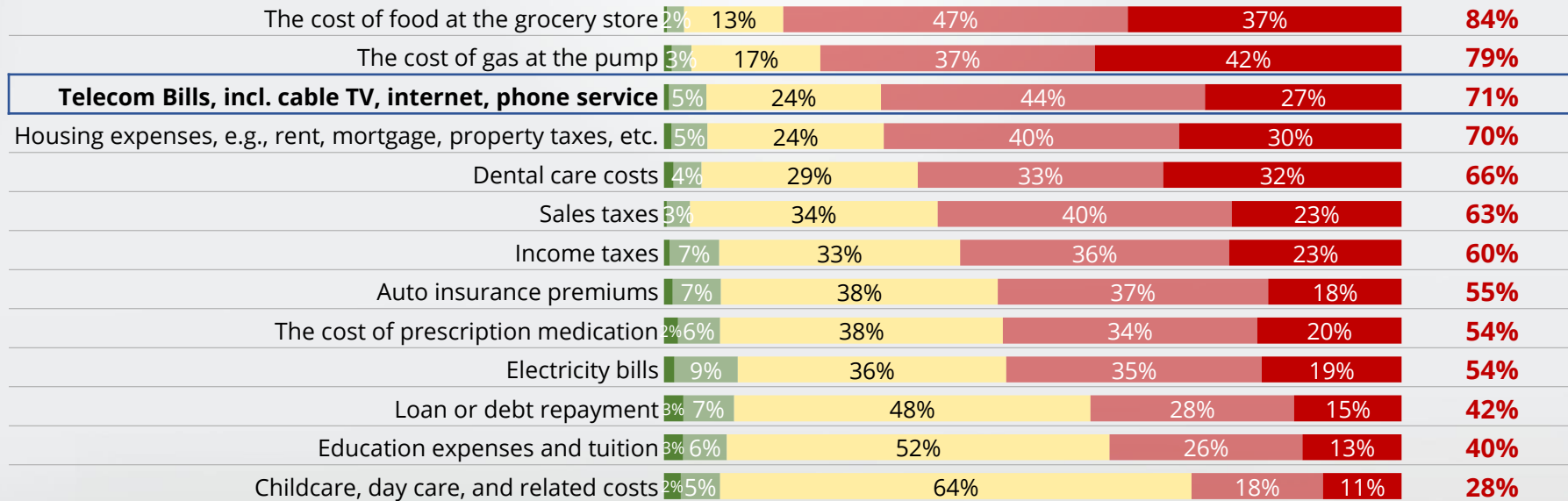
Context: Anger

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# Telecom bills are one of the largest cost-of-living sources of annoyance/anger for Canadians



**ANGRY**  
(Annoyed Or Moderately Angry + Very Angry)



C2. And what emotion best describes how you feel when you think about each of the following bills or cost of living expenses? Base: (N=varies)  
\* Data <= 1% not labeled.

# Telecom bills are a major source of annoyance/anger in all regions

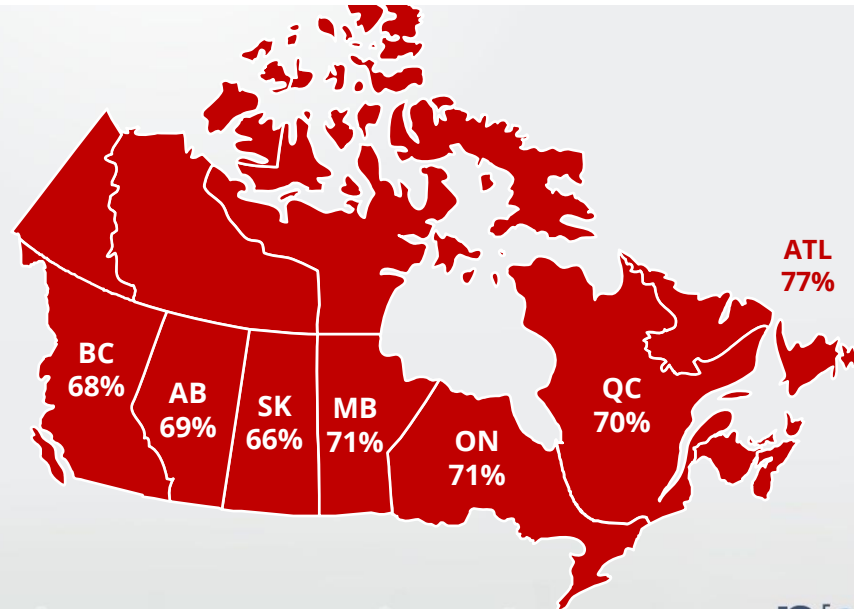
- Men (69% annoyed/angry) and women (72%) are equally upset about their telecom bills.
- Canadians over 50 are more likely to be upset about their telecom bills (74%).

## ANGRY

(Annoyed or Moderately Angry + Very Angry)  
with

**Telecom Bills, by Region**

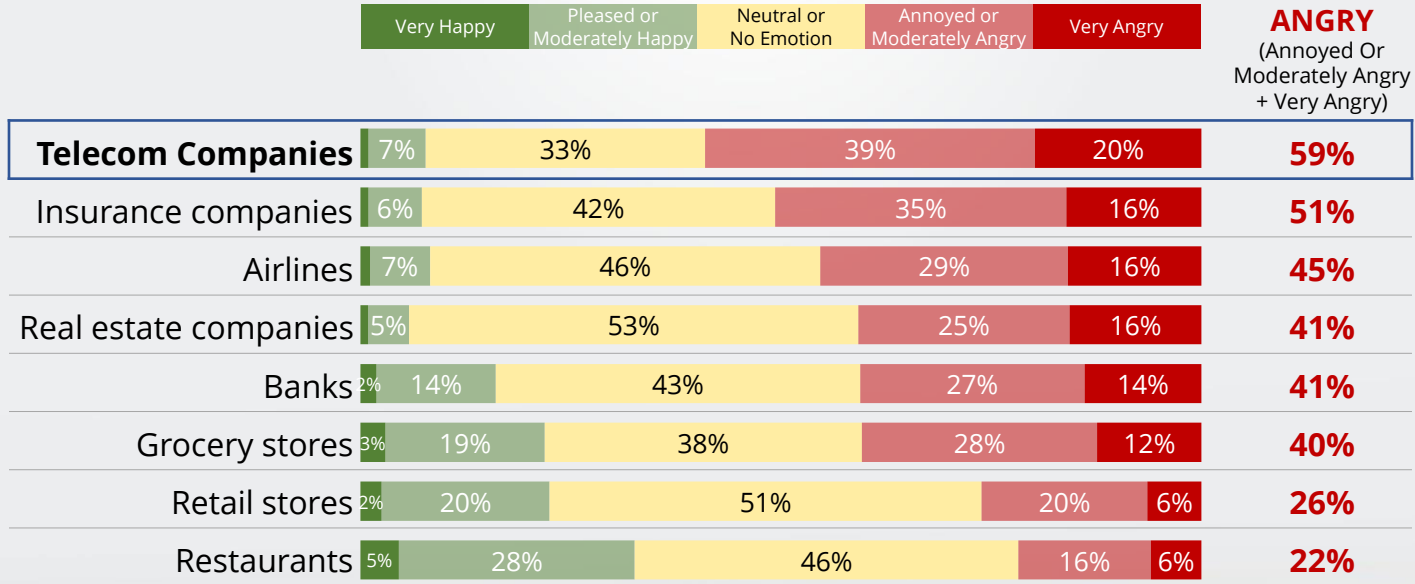
**TOTAL: 71%**



C2. And what emotion best describes how you feel when you think about each of the following bills or cost of living expenses?  
Base: Total (N=3105)

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# Canadians more negative about telecom *companies* than insurance companies, airlines, or banks



C3. What emotion best describes how you feel when you think about each of the following types of businesses? Base: Total (N=3105)  
 \* Data <= 1% not labeled.

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# Majority of Canadians in all regions are annoyed or angry about telecom companies

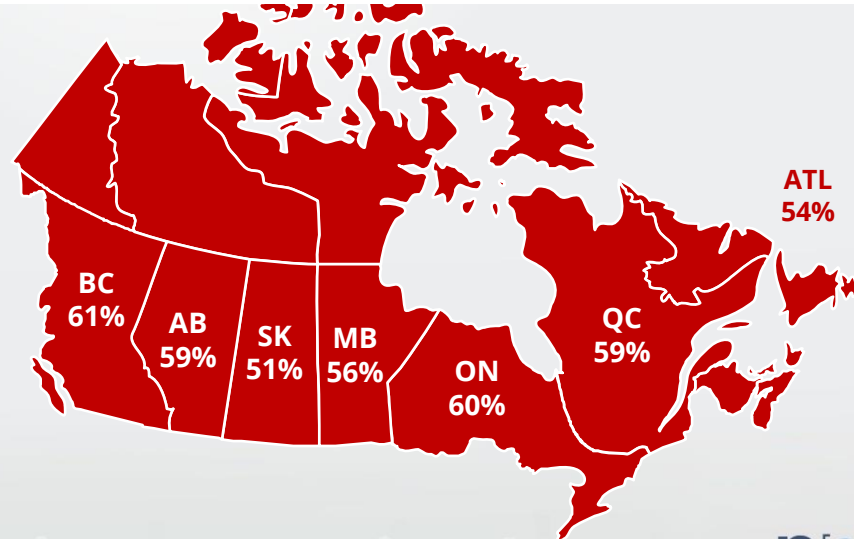
- The level of anger increases with age, from 52% annoyed/angry among Canadians under 35, up to 67% among seniors.
- Though women are more likely to be upset about their telecom *bills*, men are more negative towards telecom *companies* (61% vs. 57%).

## ANGRY

(Annoyed Or Moderately Angry + Very Angry)  
with

**Telecom Companies, by Region**

**TOTAL: 59%**

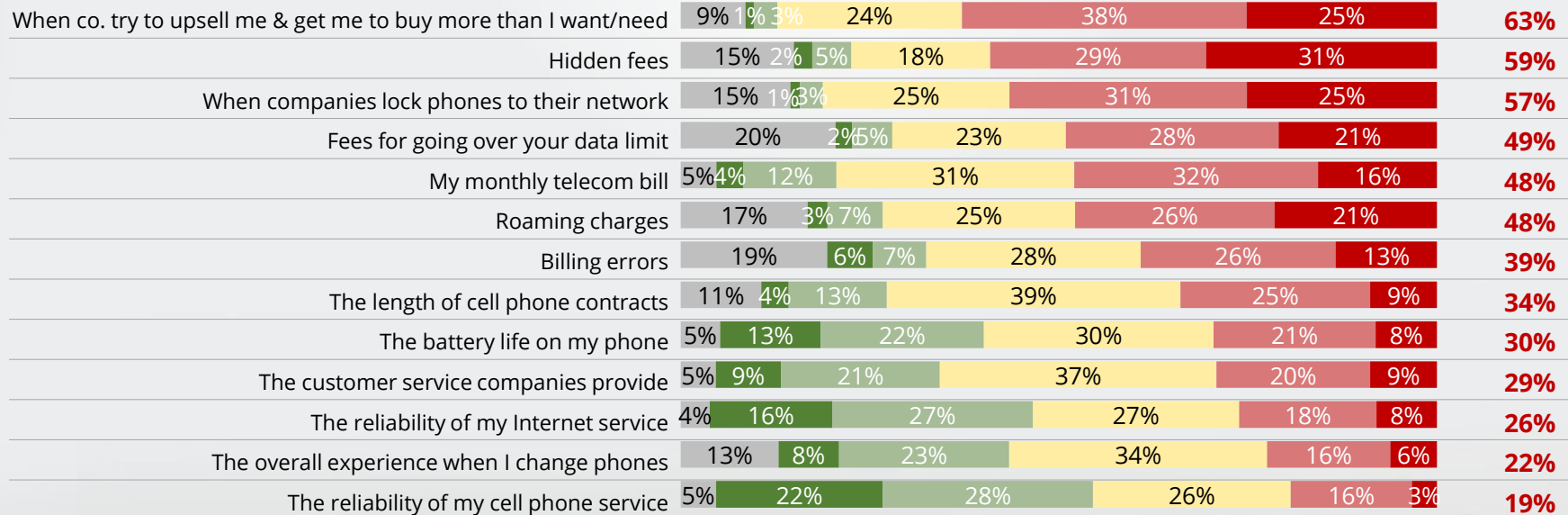


C3. What emotion best describes how you feel when you think about each of the following types of businesses? Base: Total (N=3105)

# Canadians get most angry when telecoms try to upsell them, by hidden fees, and by locked phones

Not Applicable   Very Happy   Pleased or Moderately Happy   Neutral or No Emotion   Annoyed or Moderately Angry   Very Angry

**ANGRY**  
(Annoyed or moderately angry + Very angry)



**Q** T10. What emotion best describes how you feel when you think about each of the following aspects of your cell phone and interactions with your telecom provider? Base: Total (N=3105)

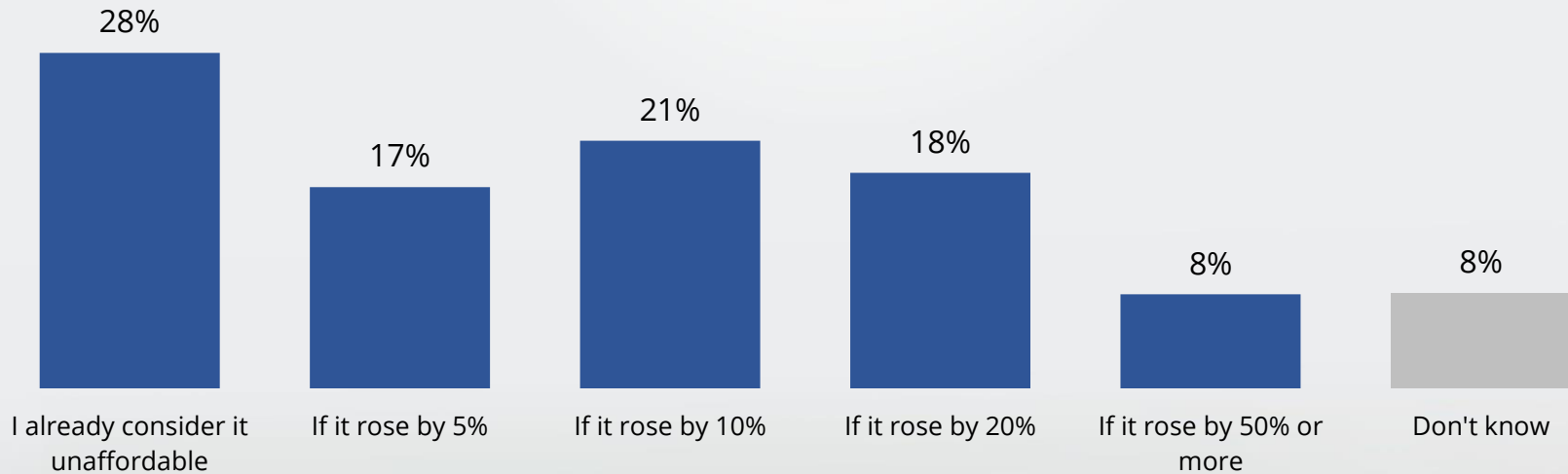


# Telecom Perceptions

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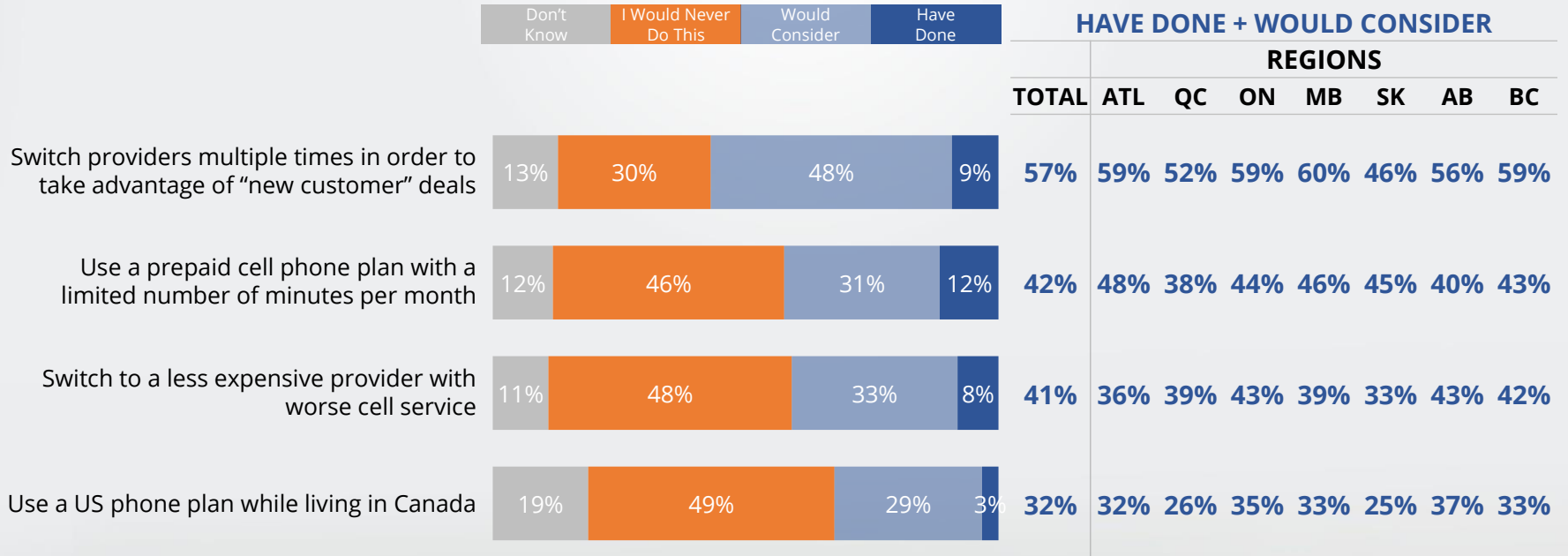
# Three-in-ten (28%) Canadians say their cell phone bill is “unaffordable”, and majority would feel this way if it rose by 10%

- Just 17% of Freedom Mobile subscribers find their cell phone bill “unaffordable”, compared to 30%+ for Rogers (30%), Bell (31%), and Telus (31%) customers.
- At the same time, the majority (57%) of Freedom customers say their bill would be unaffordable if it rose 10%.



T3. How much would your cell phone bill need to increase for you to consider it unaffordable? BASE: Own cell phone at QT1 (N=2973)

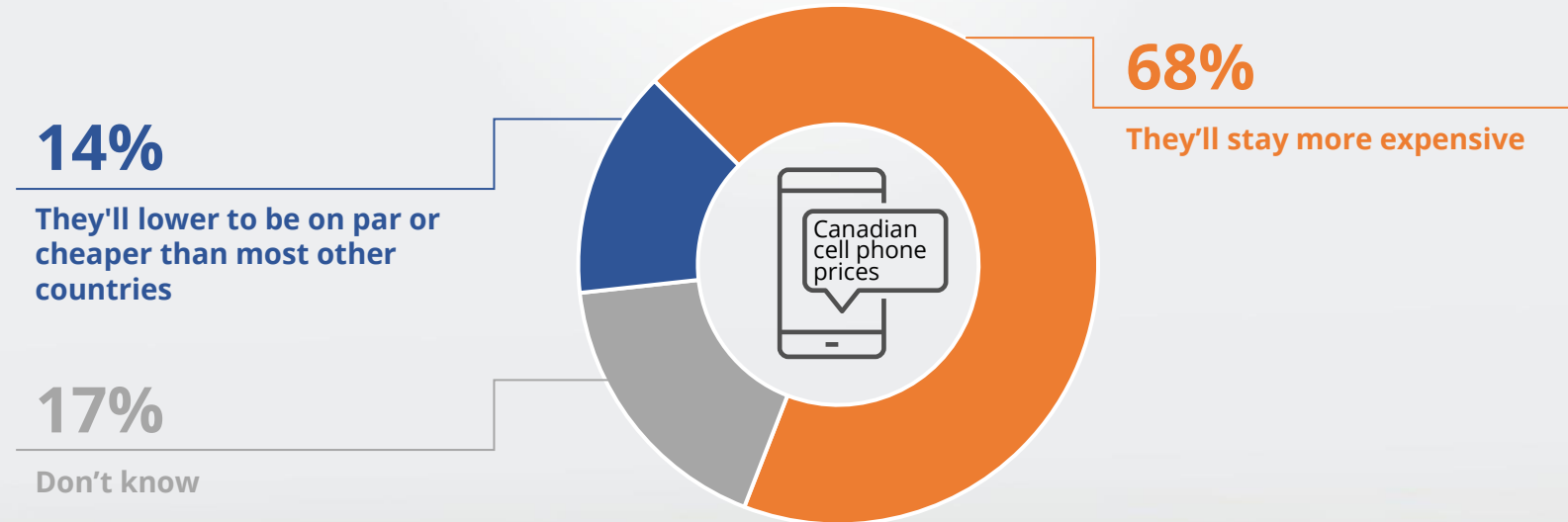
# Canadians open to unconventional tactics in order to save on their cell phone bills



T4. Have you, or would you consider taking the following actions if it meant lower monthly prices on your cell phone bill?  
 BASE: Own cell phone at QT1 (N=2973)

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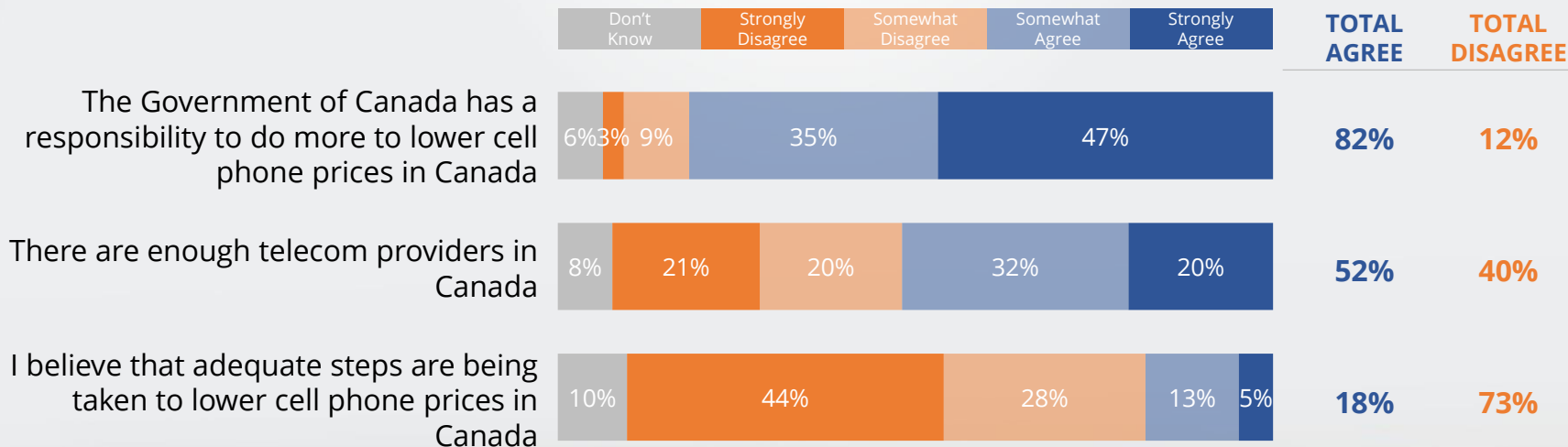
Only one-in-seven (14%) believe Canadian cell phone prices will be on par or cheaper than other countries within the next decade



T5. Looking ahead over the next decade, do you think Canadian cell phone prices will remain more expensive than the rest of the world, or will they lower to be on par or cheaper than most other countries? Base: Total (N=3105)

# Only one-in-five believe adequate steps are being taken to lower cell phone prices in Canada

- There is consensus across the political spectrum that the Government of Canada has a responsibility to do more to lower cell phone prices: 85% of Liberal voters, 83% of CPC voters, and 84% of NDP voters agree.



T6. Thinking about the cell phone market in Canada, do you agree or disagree with each of the following statements: Base: Total (N=3105)



# Rogers Outage

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# Majority (56%) of Canadians were impacted in some way by the Rogers outage

		PROVIDER				
		Rogers	Freedom	Bell	Telus	Videotron
<b>NET: TOTAL IMPACTED</b>	<b>56%</b>	<b>87%</b>	<b>65%</b>	<b>52%</b>	<b>49%</b>	<b>36%</b>
Things I wanted to use weren't working	29%	55%	34%	23%	22%	13%
I had difficulty communicating w. friends and family	29%	60%	36%	21%	16%	10%
I had difficulty making purchases or using Interac	29%	42%	30%	28%	25%	23%
I had difficulty working/communicating w. co-workers	16%	35%	29%	14%	10%	5%
I had difficulty calling emergency services	7%	14%	7%	7%	6%	1%
I was unable to run my business	6%	12%	5%	8%	7%	3%
Other difficulties	2%	3%	2%	1%	1%	1%
I was not negatively impacted by this outage	<b>44%</b>	13%	35%	48%	51%	64%

**Q** R1. How were you impacted, if at all, by the widespread Rogers network outage on July 8th that led to internet and cell services going down for many Canadians and Canadian businesses? Check all that apply. Base: Total (N=3105)

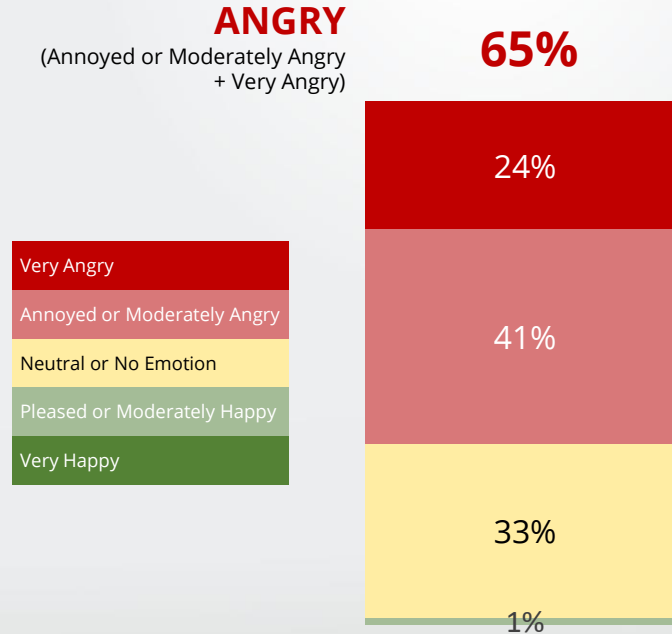
# Two-thirds (68%) of Ontarians were impacted by the Rogers network outage

		REGION						
		ATL	QC	ON	MB	SK	AB	BC
<b>NET: TOTAL IMPACTED</b>	<b>56%</b>	<b>59%</b>	<b>40%</b>	<b>68%</b>	<b>50%</b>	<b>42%</b>	<b>54%</b>	<b>55%</b>
Things I wanted to use weren't working	29%	36%	14%	42%	23%	17%	22%	27%
I had difficulty communicating w. friends and family	29%	27%	16%	40%	26%	14%	23%	32%
I had difficulty making purchases or using Interac	29%	34%	23%	32%	26%	22%	30%	28%
I had difficulty working/communicating w. co-workers	16%	8%	8%	25%	12%	9%	14%	16%
I had difficulty calling emergency services	7%	3%	3%	11%	7%	3%	6%	6%
I was unable to run my business	6%	7%	5%	8%	4%	5%	6%	6%
Other difficulties	2%	3%	1%	2%	4%	2%	3%	3%
I was not negatively impacted by this outage	44%	41%	60%	32%	50%	58%	46%	45%



R1. How were you impacted, if at all, by the widespread Rogers network outage on July 8th that led to internet and cell services going down for many Canadians and Canadian businesses? Check all that apply. Base: Total (N=3105)

# Two-in-three (65%) Canadians still annoyed or angry about the Rogers outage



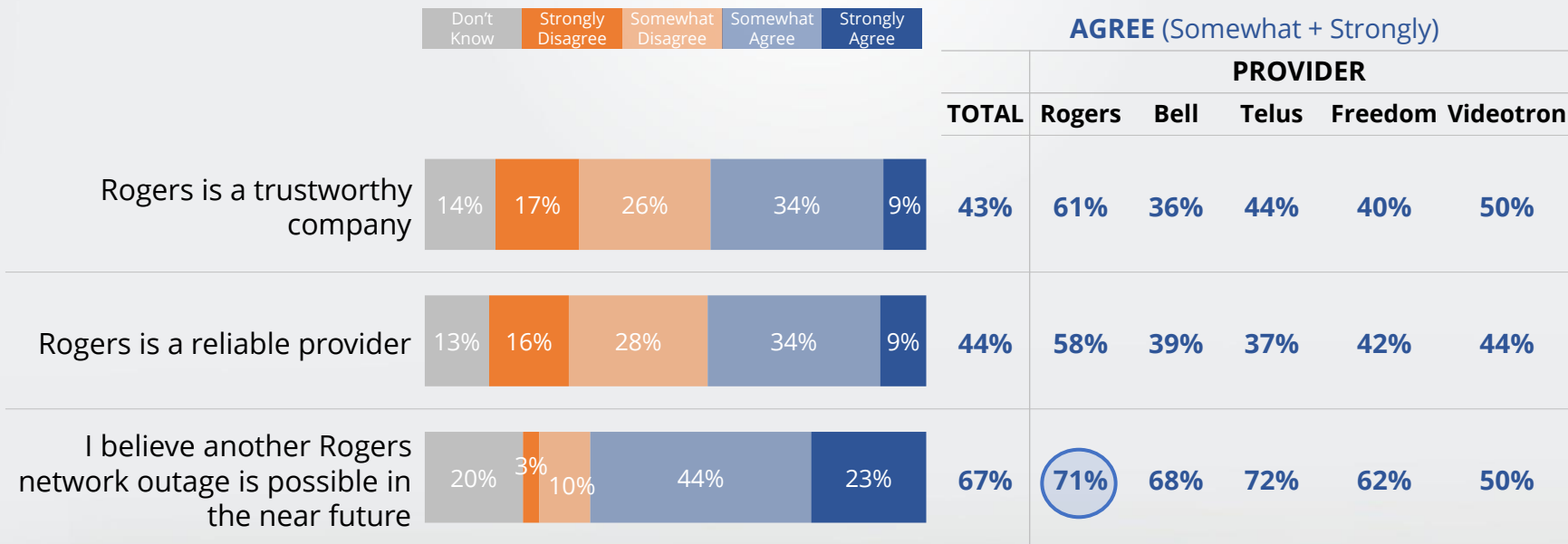
- The level of anger is similar among men and women, and across age groups.
- Three-in-four (74%) Rogers customers are annoyed or angry about the outage, including 30% who are very angry.



R2. What emotion do you feel, if anything, when you think about the Rogers network outage? Base: Total (N=3105)

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# Two-thirds of Canadians (and 71% of Rogers customers) believe another Rogers outage is possible in near future

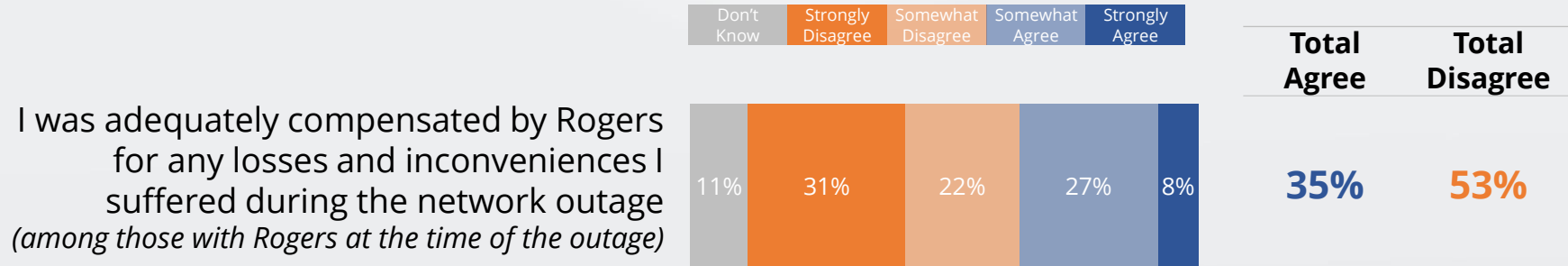


R3. Do you agree or disagree with the following statements: Base: Total (N=3105)

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# Only one-in-three (35%) Rogers customers feel they were adequately compensated for losses they suffered during the network outage

- Feelings on this question do not vary much by the *type* of inconvenience incurred during the outage.



R3. Do you agree or disagree with the following statements: Base: Total (N=3105)

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## September 2022

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