

# 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.



# Key Insights

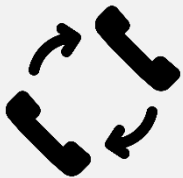


## Key Insights: Wireless Plans



### WIRELESS PLAN CHANGES

A notable finding from the data is that 1 in 4 Canadians (26%) have changed their wireless plans in the last 12 months. While there are variations in the rates of plan changes across different age groups, with 35% of individuals aged 18-29 and 31% of those aged 30-44 switching plans, compared to only 19% of those aged 60 and older, the overarching trend emphasizes a widespread consumer behavior. Additionally, among those who have not changed their plan, 1 in 5 Canadians (19%) expect to change their wireless service in the next 12 months, while 29% are uncertain. This insight underscores the dynamic nature of consumer preferences, where customers actively evaluate and adjust their plans to meet their evolving needs and preferences as well as their current financial situation.



### PRICING DRIVES SWITCHING BEHAVIOR AMONG CANADIAN CONSUMERS

Among those who altered their wireless plans, results revealed that pricing plays a pivotal role in driving these changes. A noteworthy 79% of respondents who altered their plans cited better pricing as the primary driver for their switch. In most instances, better pricing translated to lower costs, with 63% of respondents reporting a reduction in their current plan's cost compared to their previous one, all while receiving the same or more services. This data collectively demonstrates a heightened consumer awareness of pricing changes within the wireless service market, signaling a crucial factor influencing decision-making processes among Canadian consumers.



### INCREASED VALUE PERCEPTION DRIVES SWITCHING BEHAVIOR

The majority of Canadians who switched their wireless plans perceive increased value with their new service, driven by lower costs, more services, and improved pricing. An overwhelming 86% of respondents felt they were getting a better deal with their new plan compared to their previous one. This dual value perception—financial savings and expanded services—underscores the complexity of consumer decision-making in telecom. It emphasizes the need for providers to offer competitive pricing and tangible benefits aligned with customers' preferences and usage patterns.

## Key Insights: Cost of Living Concerns



### IMPACT OF INFLATION ON DAILY EXPENSES

Inflation has significantly affected Canadians' ability to manage daily expenses, with 85% noting its impact over the past year. This issue is particularly pronounced among younger Canadians, with 56% of those aged 18-29 and 57% of those aged 30-44 reporting greater challenges in handling day-to-day costs due to inflation. As the cost of living continues to rise, these age groups are feeling the financial strain more acutely, highlighting the need for targeted financial support and strategies to cope with increasing expenses.



### PREVALENCE OF LIVING PAYCHEQUE TO PAYCHEQUE

More than half of Canadians (55%) are living paycheck to paycheck, underscoring a widespread financial vulnerability. This situation is especially prevalent among individuals aged 30-44, with 63% experiencing this condition, and those aged 45-59, at 59%. Despite a majority describing their household finances as good (66%), particularly among those aged 60 and older (70%), a significant portion of the population is struggling to make ends meet between paycheques, indicating a disparity between perceived and actual financial stability.



### RISING COST OF LIVING

An overwhelming 94% of Canadians have observed an increase in their cost of living over the past year. This nearly universal surge in expenses is further exacerbated by over half of the population already living paycheck to paycheck. Despite the rising cost of living affecting 9 out of 10 Canadians, the latest study indicates that the telecommunications industry is responding to consumer needs by providing enhanced value and/or reducing prices.

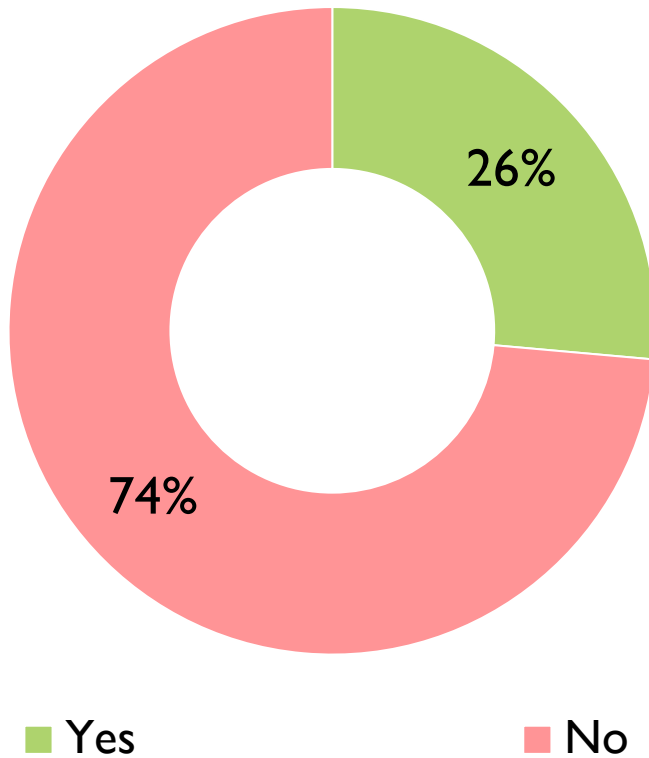
# Cellphone Plans





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. A bracket on the left side of the table points to the 'Yes' and 'No' rows of the donut chart. The table has two main rows: 'Yes' and 'No', and four columns under the heading 'AGE GROUP': '18 to 29', '30 to 44', '45 to 59', and '60+'. The percentages are color-coded: green for 'Yes' and red for 'No'.

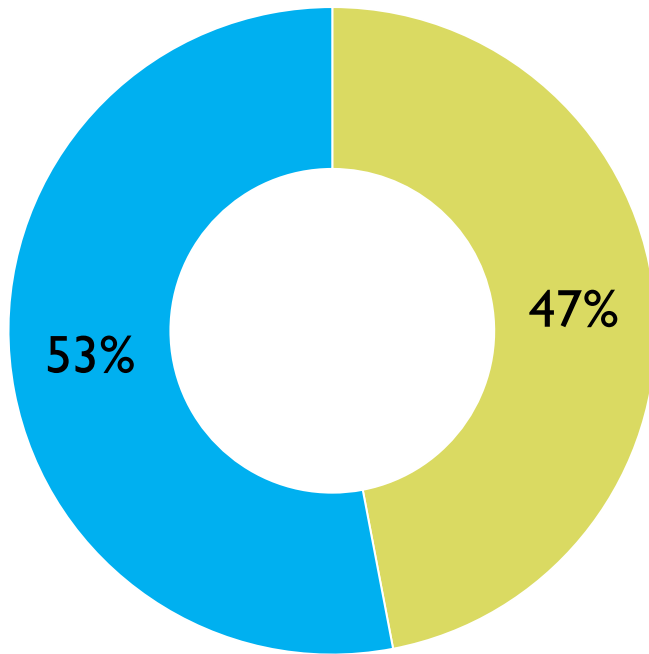
	AGE GROUP			
	18 to 29	30 to 44	45 to 59	60 +
Yes	35%	31%	26%	19%
No	65%	69%	74%	81%

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

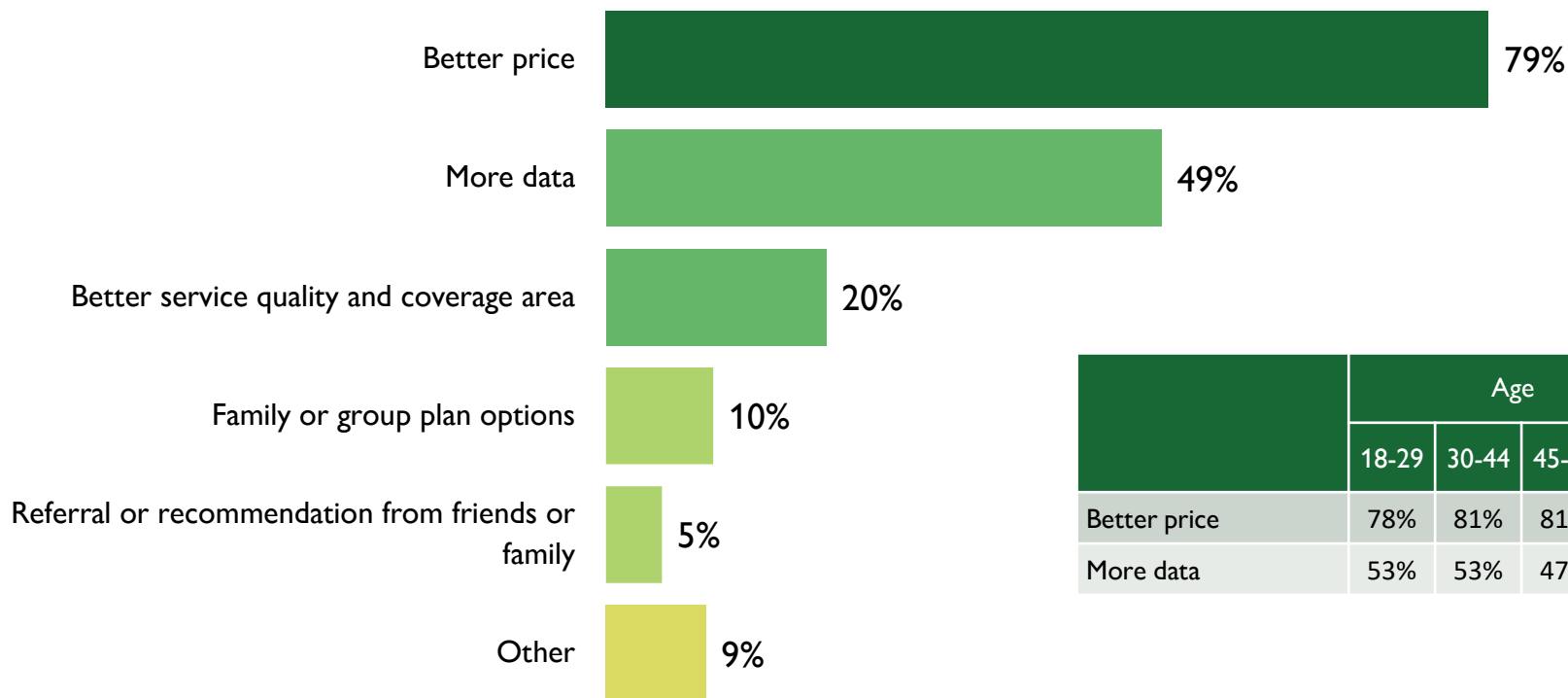
Base n = 1340; those who have changed their wireless plan in the last 12 months





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



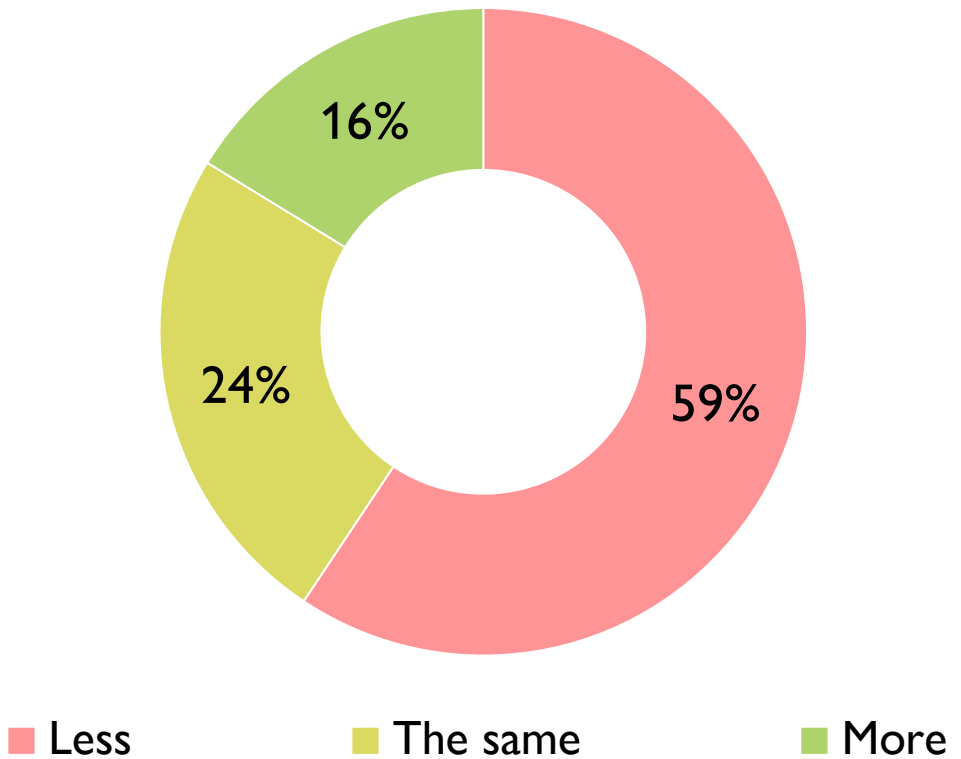
	Age				Compare plans and prices – wireless		Monthly plan cost is...		
	18-29	30-44	45-59	60+	Yes – always/sometimes	No – rarely/never	Less	The same	More
Better price	78%	81%	81%	72%	81%	65%	91%	68%	47%
More data	53%	53%	47%	44%	50%	45%	44%	56%	59%

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



Excluding device financing charges, is the minimum monthly cost of your new plan less, the same, or more than your previous plan? By previous plan, we are referring to the cost of your primary line. This does not include additional lines that may be included in your plan

**3 in 5 Canadians (59%) note that the cost of their new monthly plan is lower than their previous one. Among those paying less, 61% were significantly more likely to compare plans and prices, and 65% switched to a different service provider.**



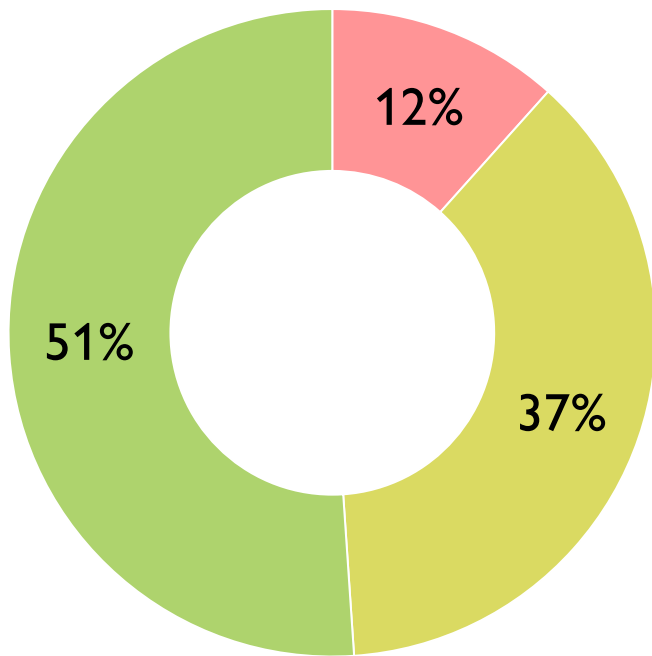
	Compare plans and prices – wireless		Did you...	
	Yes – always/ sometimes	No – rarely/ never	Switch to a different provider	Modified plan with existing provider
Less	61%	51%	65%	55%
The same	24%	27%	23%	26%
More	15%	22%	12%	20%

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

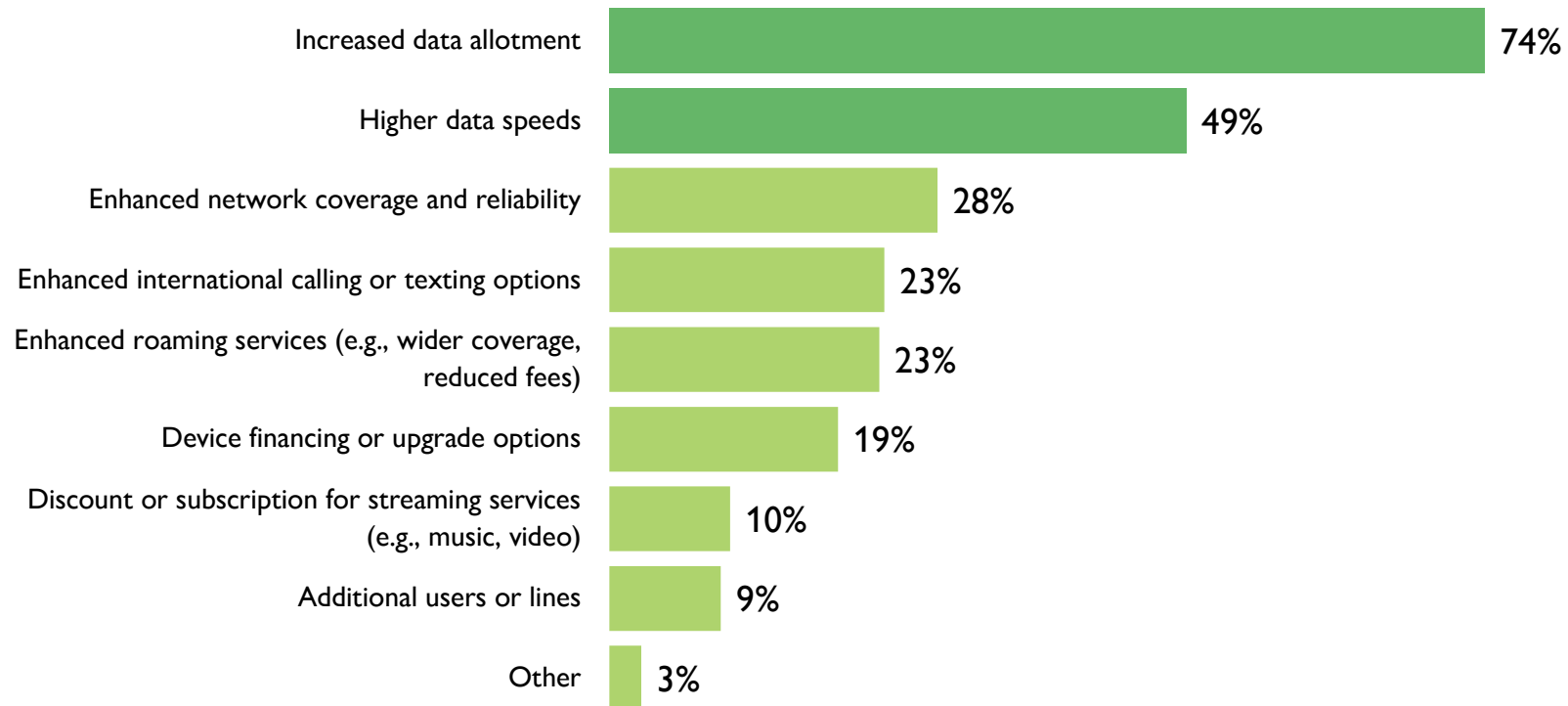
	Monthly plan cost is...		
	Less	The same	More
Less	16%	8%	3%
The same	37%	44%	27%
More	47%	48%	70%

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



For the additional services you are receiving compared to your previous plan, could you please specify what they include? (Select all that apply)

## Among respondents who stated they received additional services with their new plan, many reported an increased data allotment (74%) and higher data speeds (49%).

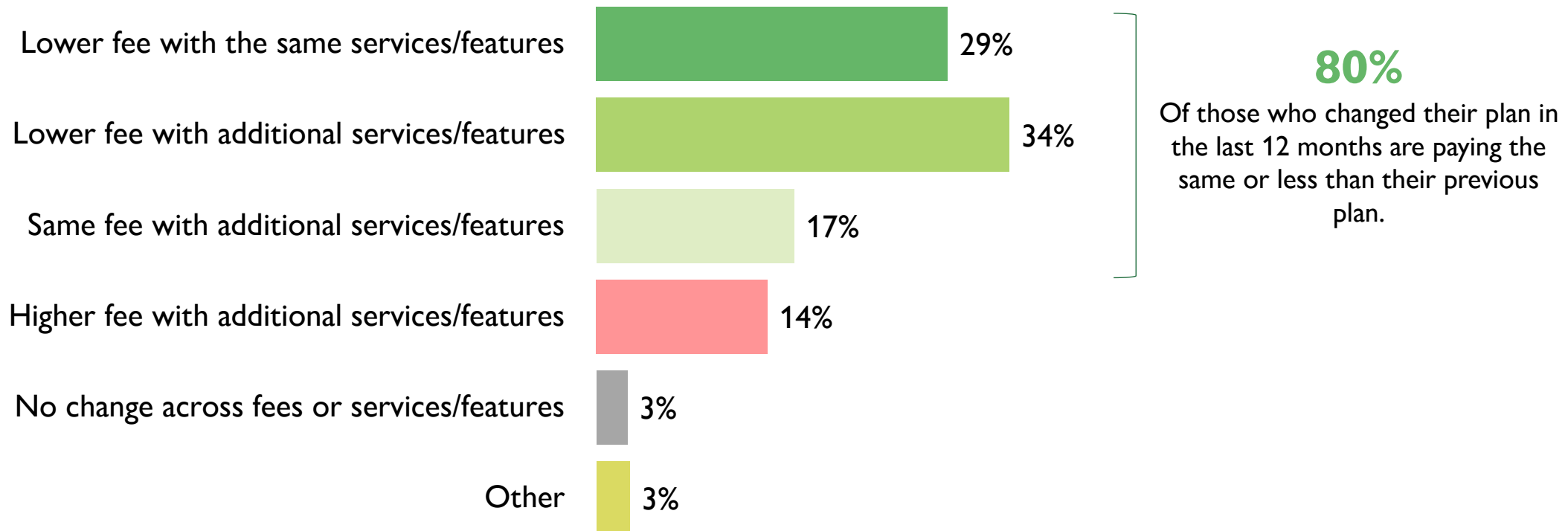


Base n = 674; those who are receiving more services with their current plan



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?

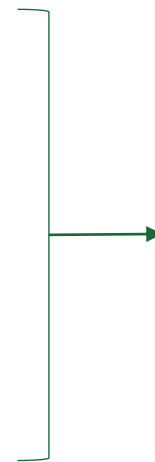
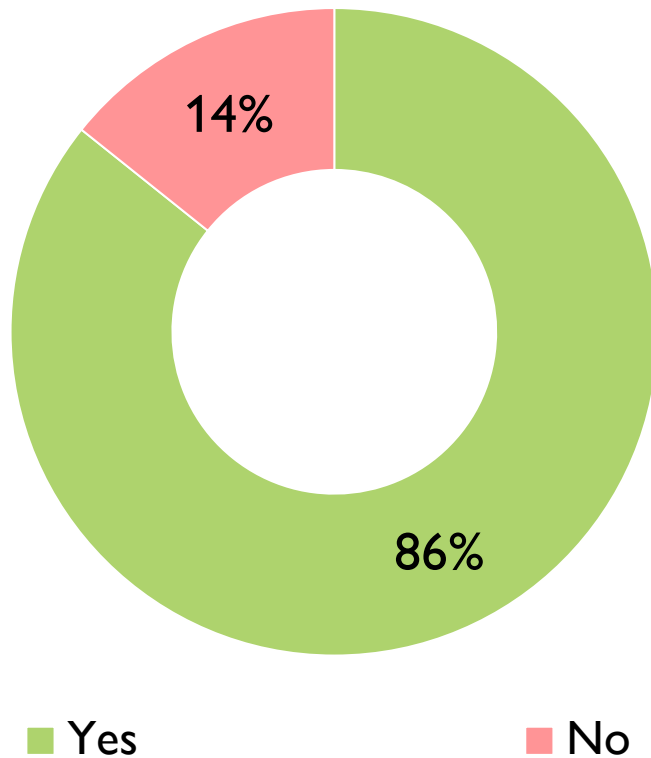
**63% of Canadians note that the cost of their current plan is lower than their previous plan, while 17% are paying the same fee but receive more services.**



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

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.**



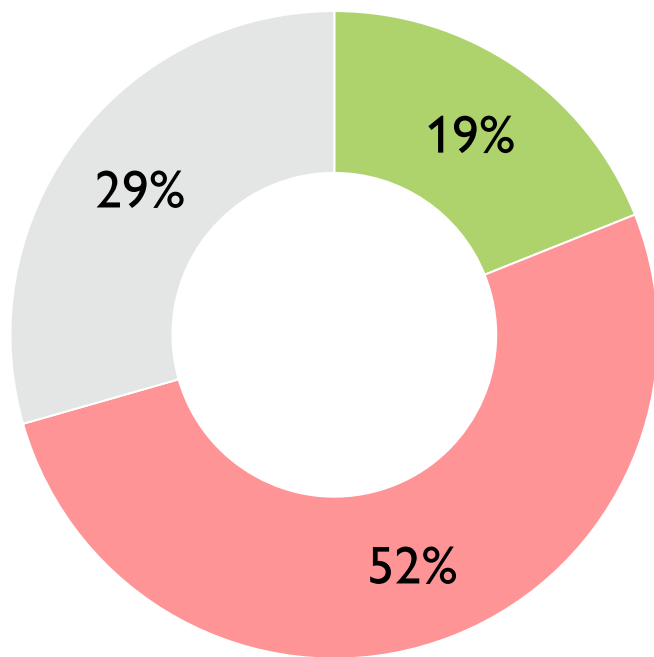
	Compare plans and prices – wireless		Monthly plan cost is...			Services received are...			Did you...	
	Yes – always/sometimes	No – rarely/never	Less	The same	More	Less	The same	More	Switch to a different provider	Modified plan with existing provider
Yes	88%	77%	92%	78%	75%	70%	80%	93%	89%	82%
No	12%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

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



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



■ Yes

■ No

■ Not sure

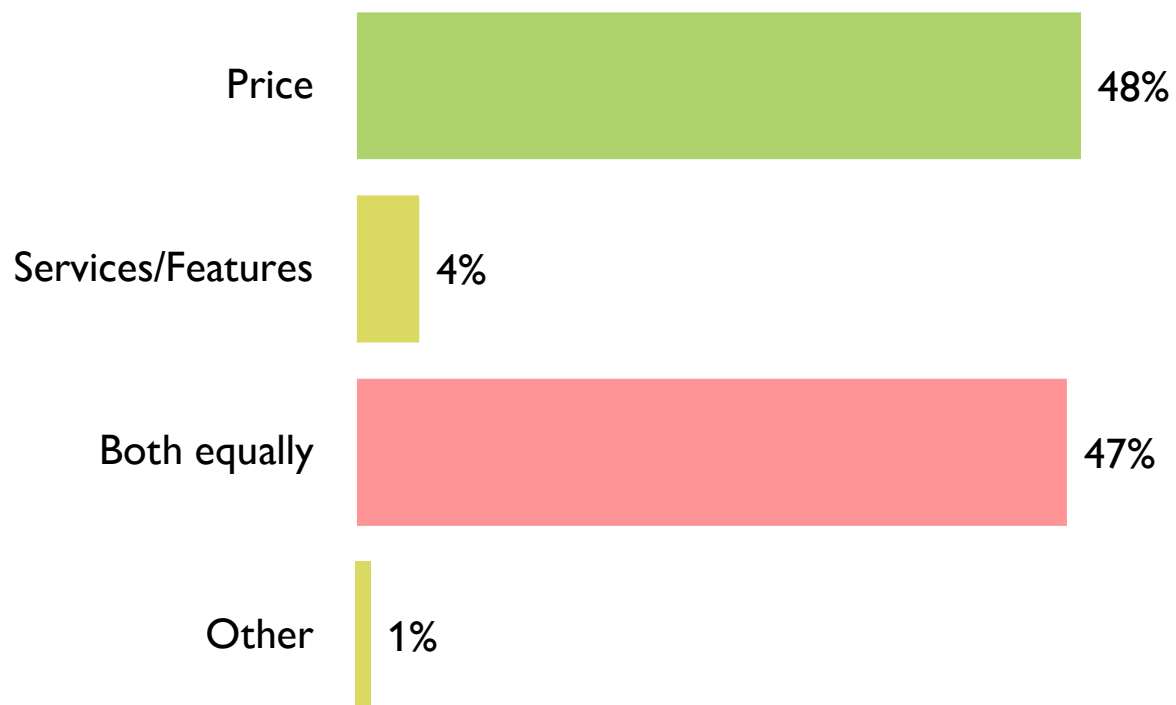
	AGE GROUP			
	18 to 29	30 to 44	45 to 59	60 +
Yes	25%	28%	19%	10%
No	46%	46%	48%	61%

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



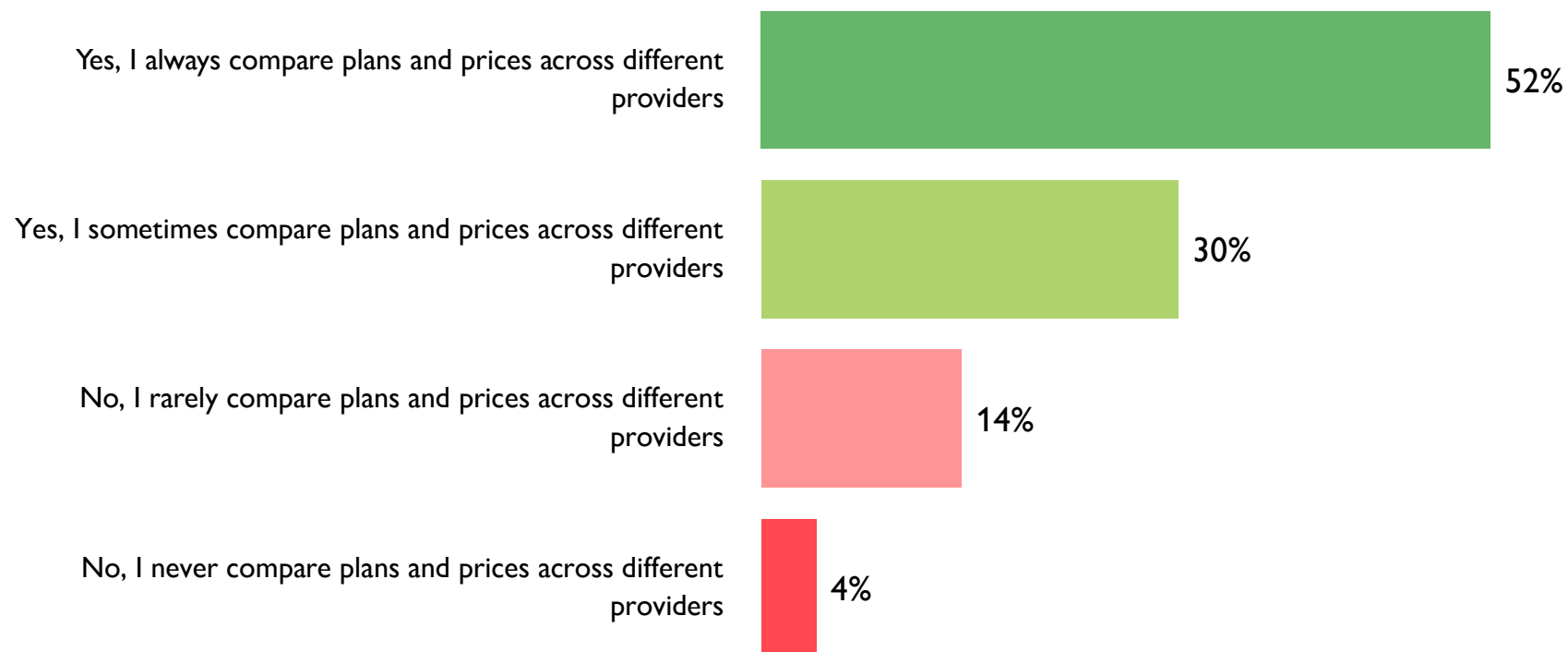
# Comparing Plans





When considering new wireless plans, do you compare plans and prices across different service providers?

## 4 in 5 Canadians (82%) compare wireless plans and prices across different providers



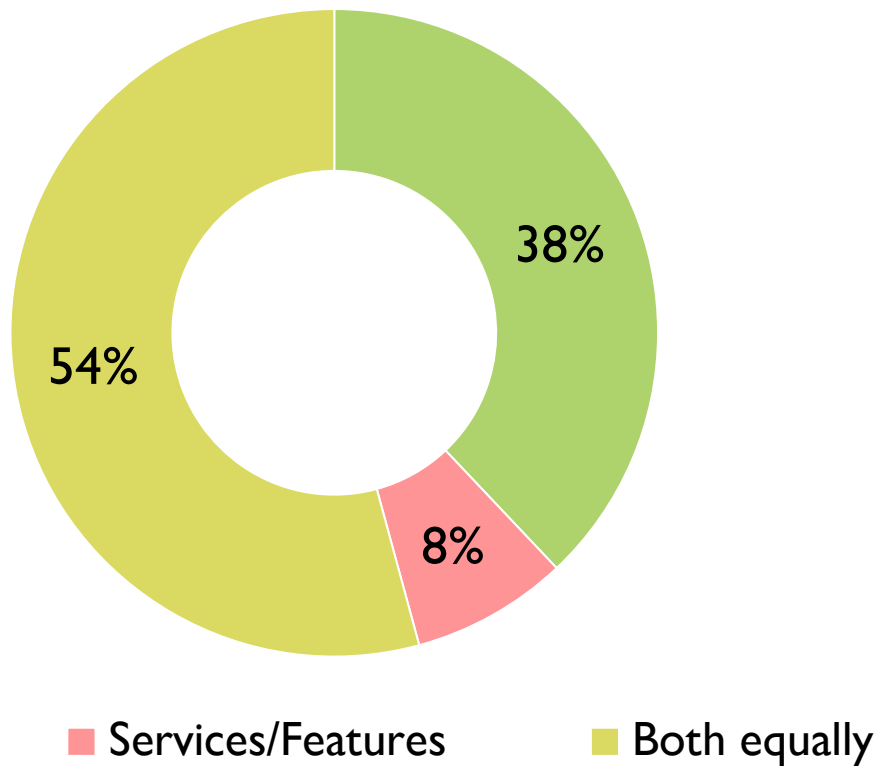
Base n = 1340; those who have changed their wireless plan in the last 12 months





When comparing cell phone plans, what aspect do you prioritize the most?

## When comparing plans, 92% of Canadians place an emphasis on price



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

# Household Finances





How would you describe your household's finances today?

**Two-thirds of Canadians (66%) describe their household finances as good, with this sentiment being especially common among those aged 60 and older (70%).**

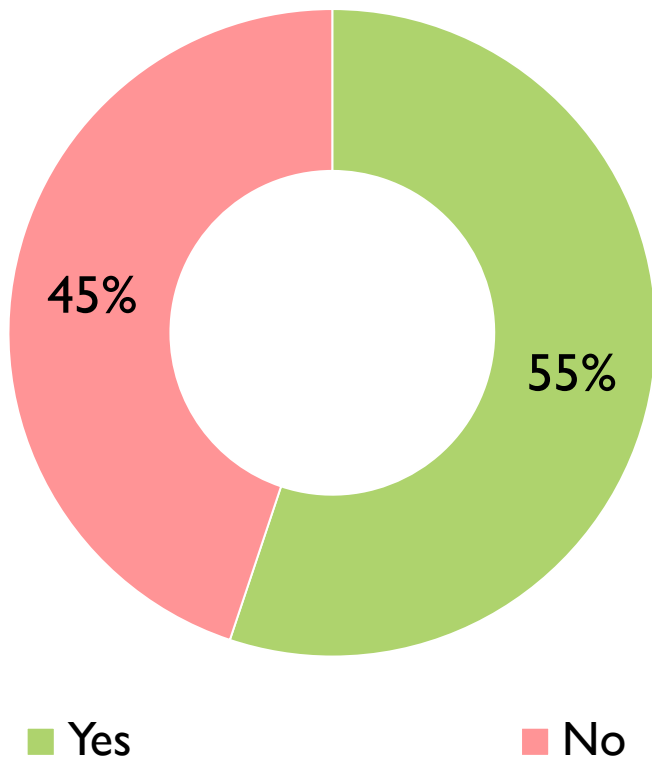


Base (all): n = 5000



Are you currently living paycheck to paycheck?

**More than half of Canadians (55%) are living paycheck to paycheck. This is especially true among individuals aged 30-44, with 63% experiencing this situation, and those aged 45-59, at 59%.**



A table with a dark green header and a light grey body. The header has two rows: the first row is 'AGE GROUP' with sub-headers '18 to 29', '30 to 44', '45 to 59', and '60 +'. The second row is 'Yes' with values 58%, 63%, 59%, and 44%. The third row is 'No' with values 42%, 37%, 41%, and 56%. A bracket on the left of the table points to the 'Yes' row, and an arrow points from the 'Yes' row to the table.

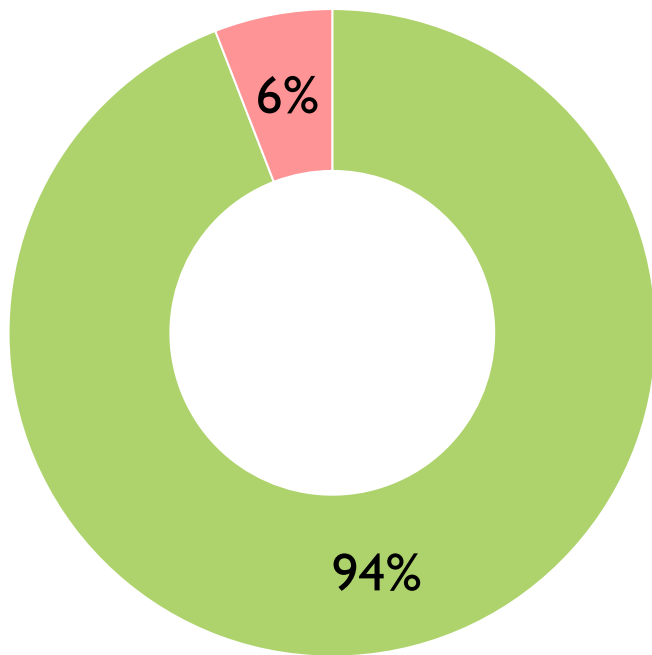
	AGE GROUP			
	18 to 29	30 to 44	45 to 59	60 +
Yes	58%	63%	59%	44%
No	42%	37%	41%	56%

Base (all): n = 5000



In the past 12 months, has your cost of living increased?

**More than 9 in 10 Canadians (94%) note that their cost of living has increased in the last 12 months.**



■ Yes

■ No

A table showing the percentage of respondents who answered 'Yes' or 'No' to the question, broken down by age group. The table is connected to the 'No' segment of the donut chart by a bracket and an arrow.

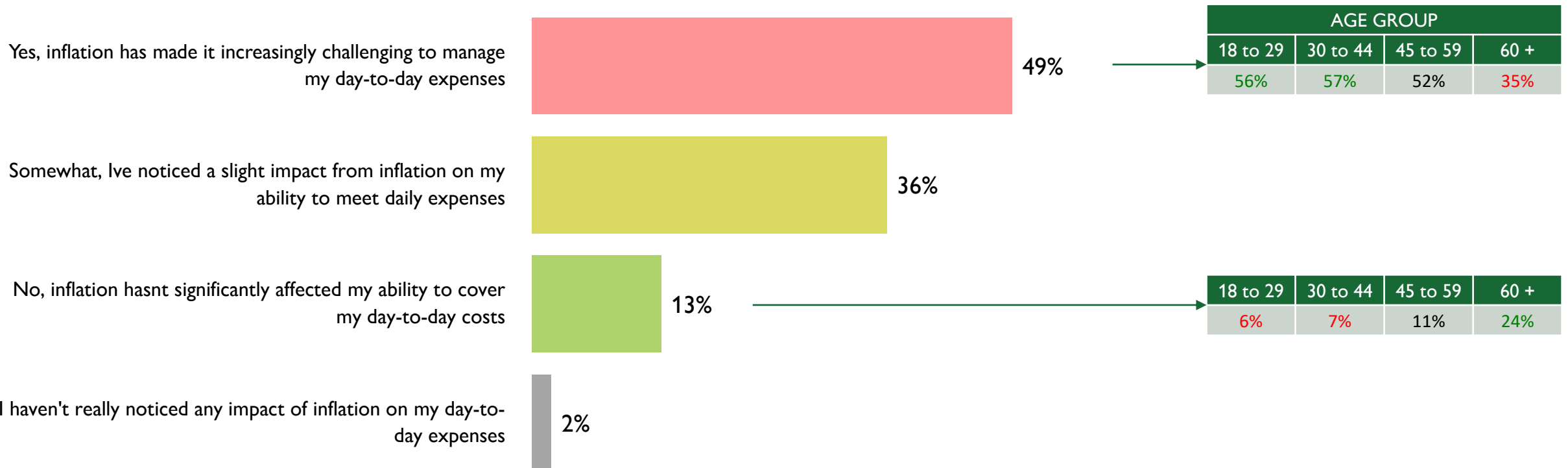
	AGE GROUP			
	18 to 29	30 to 44	45 to 59	60 +
Yes	90%	94%	96%	95%
No	10%	6%	4%	5%

Base (all): n = 5000



Has inflation affected your ability to cover daily expenses in the past year?

**Over the past year, 85% of Canadians believe that inflation has affected their ability to manage daily expenses. This impact is particularly noted by those aged 18-29 (56%) and 30-44 (57%), who report greater challenges in handling day-to-day costs due to inflation.**



Base (all): n = 5000



# Respondent Profile



## Respondent profile

REGION	
BC	14%
AB	11%
SK/MB	7%
ON	39%
QC	22%
ATL	7%
GENDER	
Male	50%
Female	50%
AGE GROUP	
18 to 29	19%
30 to 44	25%
45 to 59	25%
60 and over	31%
EDUCATION	
HS or less	31%
College	37%
University	32%
Do you own or rent your home?	
Own	53%
Rent	39%
Live with family	8%
Which best describes the place where you live?	
Urban	46%
Suburban	38%
Rural	16%

Including yourself, how many people live in your household?	
Average	2.6
Do you have children?	
No	45%
Parents	55%
How would you describe your marital status?	
Married / Domestic Partner	55%
Widowed	4%
Divorced	7%
Separated	4%
Single / Never Married	31%
What best describes your employment status?	
Permanent full-time	44%
Self-employed	7%
Full-time contract that is renewed	2%
Provide services on a freelance basis	1%
Employed part-time	10%
Student	4%
Retired	22%
Unemployed	5%
Stay at home	4%
If an election was held today, which national political party would you vote for?	
Conservative Party	31%
Liberal Party	20%
New Democratic Party	15%
Green Party	5%

## Respondent profile

In the last federal election in 2021, which party did you vote for?	
Conservative Party	29%
Liberal Party	36%
NDP	19%
Green Party	4%
What best describes the sector you are currently employed in?	
Arts, cultural, sports, entertainment, and recreation	4%
Construction	9%
Health care or educational services	16%
Hospitality, accommodation, and tourism	4%
Logistics, transportation, or warehousing	5%
Manufacturing	8%
Natural resources	1%
Not for profits/charities	2%
Personal services	5%
Professional, scientific, or financial services	11%
Retail	10%
Technology	8%
Wholesale trade	2%
INCOME	
Less than \$50k	33%
\$50k to \$100k	62%
Visible minority	
Yes	20%
No	80%

Which of the following statements best describes you:	
I was born in Canada	78%
Living in Canada less than 5 years	5%
Living in Canada between 6 and 10 years	3%
Living in Canada between 11 and 20 years	4%
Living in Canada more than 20 years	9%
Do you identify with any of the following groups	
Asian	15%
Black or African-Canadian	6%
Muslim	4%
LGBTQ	8%
First Nations / Métis / Inuit	5%

# Thank You

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