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POLLING, MARKET RESEARCH
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Report

TEKSAVVY: INTERNET AFFORDABILITY OMNI

Tek Savvy

DATE 4 August 2021 PROJECT NUMBER 82076-002





METHODOLOGY

METHODOLOGY

QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1534 Canadians was completed between July 30-August 1, 2021, using Leger's online panel.

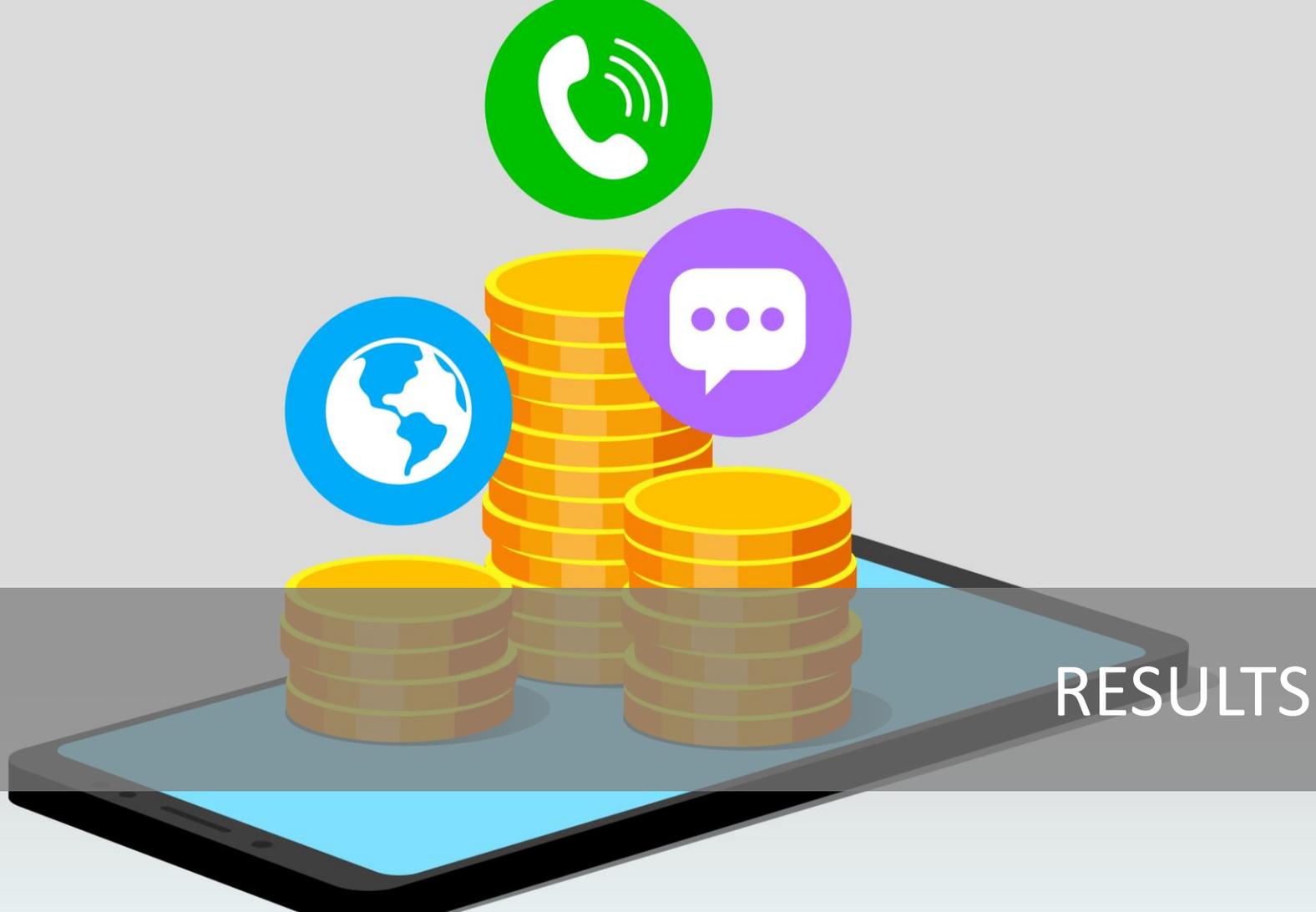
No margin of error can be associated with a non-probability sample (i.e. a web panel in this case). For comparative purposes, though, a probability sample of 1532 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 400,000 members nationally and has a retention rate of 90%.

QUALITY CONTROL

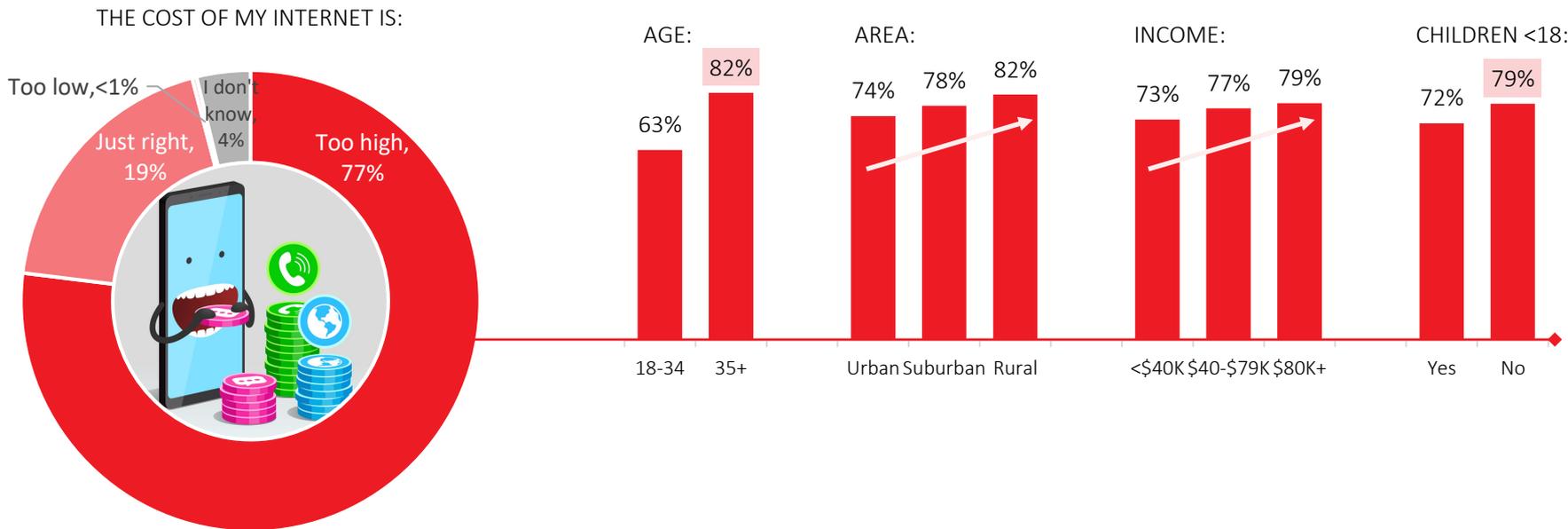
Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.



RESULTS

A majority of Canadians say the cost of their internet is too high.

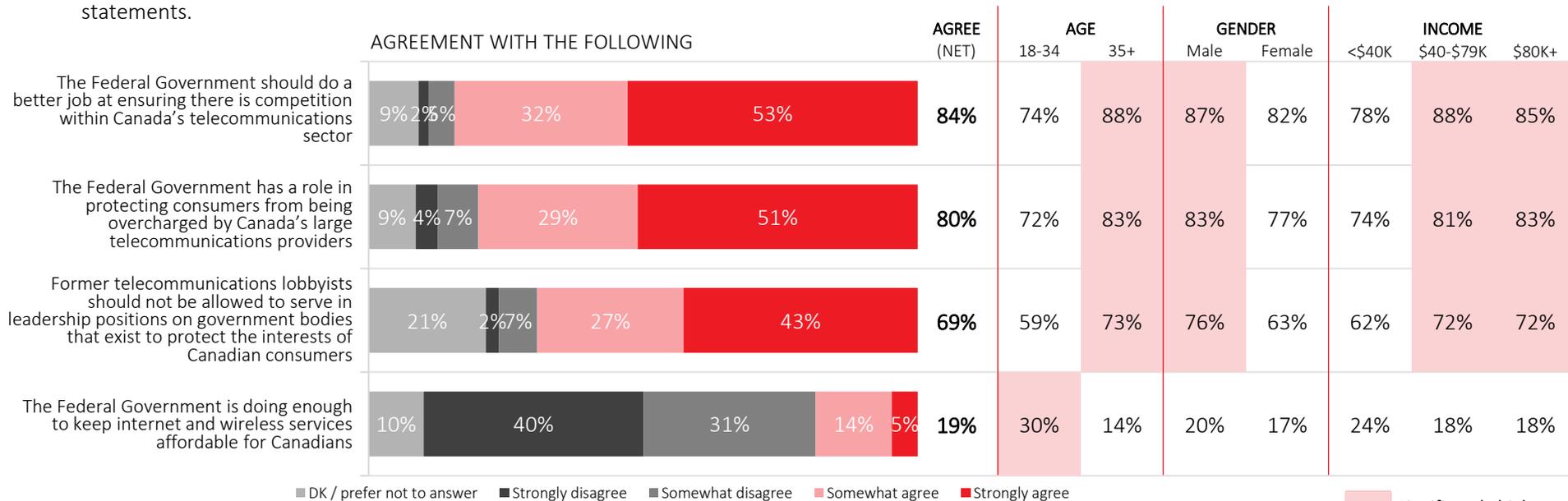
Three-quarters (77%) say the cost of their internet is 'too high', while 19% feel the cost is 'just right'. Virtually no one believes the cost is 'too low'. Canadians aged 35+ (vs. 18-34) and those without young children in the home (vs. have children aged <18) are significantly more likely to say they are paying too much for their internet. As income increases, slightly does the belief their internet cost is too high. The same holds true as one moves away from urban areas.



Significantly higher

Most feel that the Federal Government has a role in protecting consumers from being overcharged by the large telecom providers and should do a better job at ensuring competition within the sector.

Eight-in-ten Canadians say that the Federal Government should do a better job at ensuring there is competition within Canada’s telecommunications sector (84%) and that it has a role in protecting consumers from being overcharged by Canada’s large telecommunications providers (80%). In fact, half strongly agree with these two statements. Just 19% agree that the Federal Government is doing enough to keep internet and wireless services affordable for Canadians, however (although 30% of those aged 18-34 agree it is). Seven-in-ten (69%) agree that former telecommunications lobbyists should **not** be allowed to serve in leadership positions on government bodies that exist to protect the interests of Canadian consumers, with 21% saying they don’t know. Older Canadians (35+ vs. 18-34), men (vs. women), and those earning \$40K+ (vs. <\$40K) are significantly more likely to agree with most statements.



Leger

We know Canadians

