



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from December 12 to December 16, 2019, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada. The margin of error—which measures sample variability—is plus or minus 3.5 percentage points, 19 times out of 20.

All things considered, how would you describe the cost of your mobile phone plan?

Very expensive – 25%
Moderately expensive – 45%
Moderately cheap – 21%
Very cheap – 7%
Not sure – 2%

British Columbians Unhappy with Their Mobile Phone Plan Prices

Most residents are skeptical about the promises of lower wireless costs issued by the federal and provincial governments.

Vancouver, BC [December 25, 2019] – Most residents of British Columbia are dissatisfied with how much they are paying for wireless communications, a new Research Co. poll has found.

In the online survey of a representative provincial sample, seven-in-ten mobile phone users (70%) describe the cost of their plan as “very expensive” or “moderately expensive.”

Mobile phone users aged 35-to-54 (77%) and those who reside in the Fraser Valley (74%) are more likely to believe that they currently pay too much for wireless services.

A monthly plan for a mobile phone in Canada with two gigabytes of data costs about \$75. More than three-in-five British Columbians (62%) say a similar plan would be less expensive in the United States.

More than a third of residents also think the cost of a similar phone plan would be lower in Italy (39%) and Australia (37%).

“Most British Columbians know that wireless costs are lower in the United States than in Canada,” says Mario Canseco, President of Research Co. “But the current cost of a monthly plan for a mobile phone with two gigabytes of data in Australia and Italy is significantly lower, at \$21 and \$25 a month respectively.”

Two levels of government have promised action on this issue. The federal Liberal Party pledged to reduce the cost of wireless bills for Canadians by 25 per cent over the next four years.

The Government of British Columbia recently appointed MLA Bob D’Eith to work with the federal government to explore more affordable and transparent mobile phone options.

Across British Columbia, only 31% of residents believe that the federal government will actually deliver on its promise of lower phone bills for Canadians.

A slightly higher proportion (35%) think the provincial government’s push for more affordable and transparent mobile phone options will ultimately be successful.

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About Research Co.



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Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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