



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted on September 5 and September 6, 2021, 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 – 20%
Very cheap – 9%
Not sure – 2%

British Columbians Tired of Government Inaction on Mobile Costs

Seven-in-ten of the province's cell phone users say their current plan is "expensive", unchanged since 2019.

Vancouver, BC [September 20, 2021] – More than two years after the federal Liberal Party promised to reduce the cost of mobile phones and internet bills for Canadians, few British Columbians expect this pledge to ultimately be fulfilled, a new Research Co. poll has found.

In the online survey of a representative provincial sample, only 25% of British Columbians think the federal government will "definitely" or "probably" achieve this promise, down six points from a similar Research Co. survey [conducted in December 2019](#).

British Columbians are also not particularly hopeful about their provincial administration, which appointed MLA Bob D'Eith to work with the federal government to explore more affordable and transparent mobile phone options.

Across the province, only 32% of British Columbians expect the provincial government's push to be successful, down three points since December 2019.

"British Columbians aged 55 and over are more likely to be skeptical about a future where mobile service is more affordable," says Mario Canseco, President of Research Co. "Only 22% of the province's oldest adults think the provincial government will be effective in its efforts and just 16% think the federal government will fulfil the promise made in the previous electoral campaign."

Across the province, seven-in-ten mobile phone users (70%) describe the cost of their mobile phone plan as "very expensive" or "moderately expensive", unchanged since December 2019.

Women (70%) and British Columbians aged 35-to-54 (74%) are more likely to believe that they pay too much for their cell phone every month.

A monthly plan for a mobile phone in Canada with two gigabytes of data costs about \$75.

About a third of British Columbians think a similar plan would be less expensive if they lived in Australia (33%) or Italy (34%), while more than half (57%) think they would pay less to access the same services in the United States.

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About Research Co.

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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