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Methodology:

Results are based on an online study conducted from November 9 to November 11, 2023, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

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

Expensive – 72% (+2)
Cheap – 27% (-2)
Not sure – 1% (-1)

British Columbians Still Peeved by Hefty Mobile Phone Bills

Fewer than three-in-ten of the province's residents think the federal and provincial governments will make things better.

Vancouver, BC [November 29, 2023] – More than seven-in-ten mobile phone users in British Columbia think they are paying too much for their service, a new Research Co. poll has found.

In the online survey of a representative provincial sample, 72% of mobile phone users describe the costs of their plan as “expensive”, up two points since a similar Research Co. survey [conducted in September 2021](#).

Residents of Metro Vancouver are more likely to say that their mobile phone plan is “expensive” (75%) than their counterparts in Southern BC (72%), Northern BC (70%), the Fraser Valley (69%) and Vancouver Island (61%).

A monthly plan for a mobile phone in Canada with two gigabytes of data costs about \$75. Practically three-in-five British Columbians (58%, +1) think a similar plan would be less expensive in the United States.

More than two-in-five British Columbians also believe that mobile phone costs would be cheaper in Australia (41%, +8) and Italy (43%, +9).

“British Columbians aged 55 and over are keenly aware of the cost of mobile services in the United States,” says Mario Canseco, President of Research Co. “Three-in-four (76%) know that plans are less expensive in the neighbouring nation.”

In 2019, the federal Liberal Party campaigned on a promise to reduce the cost of mobile phone and internet bills for Canadians.

Only 24% of British Columbians (-1) think the federal government will “definitely” or “probably” achieve this promise.

Also in 2019, the provincial government appointed MLA Bob D'Eith to work with the federal government to explore more affordable and transparent mobile phone options.

Just 26% of British Columbians (-6) believe the provincial government's actions will be successful.

British Columbians aged 55 and over are particularly scathing in their assessment of the political pledges related to mobile phone costs. Only 12% of them think the federal government will fulfill its



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promise, and just 18% feel the same way about the actions of the provincial administration.

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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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