

APPENDIX "A" – ENVIRONICS JUNE 2015 SURVEY RESULTS

This survey was commissioned by the Public Interest Advocacy Centre (PIAC) and carried out by Environics Research Group. The main objectives of the survey were to determine:

- Communications services to which Canadians of various demographic characteristics were subscribed, as well as barriers to subscription;
- Importance of telecommunications services to Canadian households; and
- Types of contributions which Canadians were willing to make to ensure universal access and affordability of telecommunications services.

The telephone survey was conducted with 1,002 Canadians, 18 years of age or over, during the period of June 3-12, 2015. The margin of error is +/- 3.2 points, 19 times out of 20.

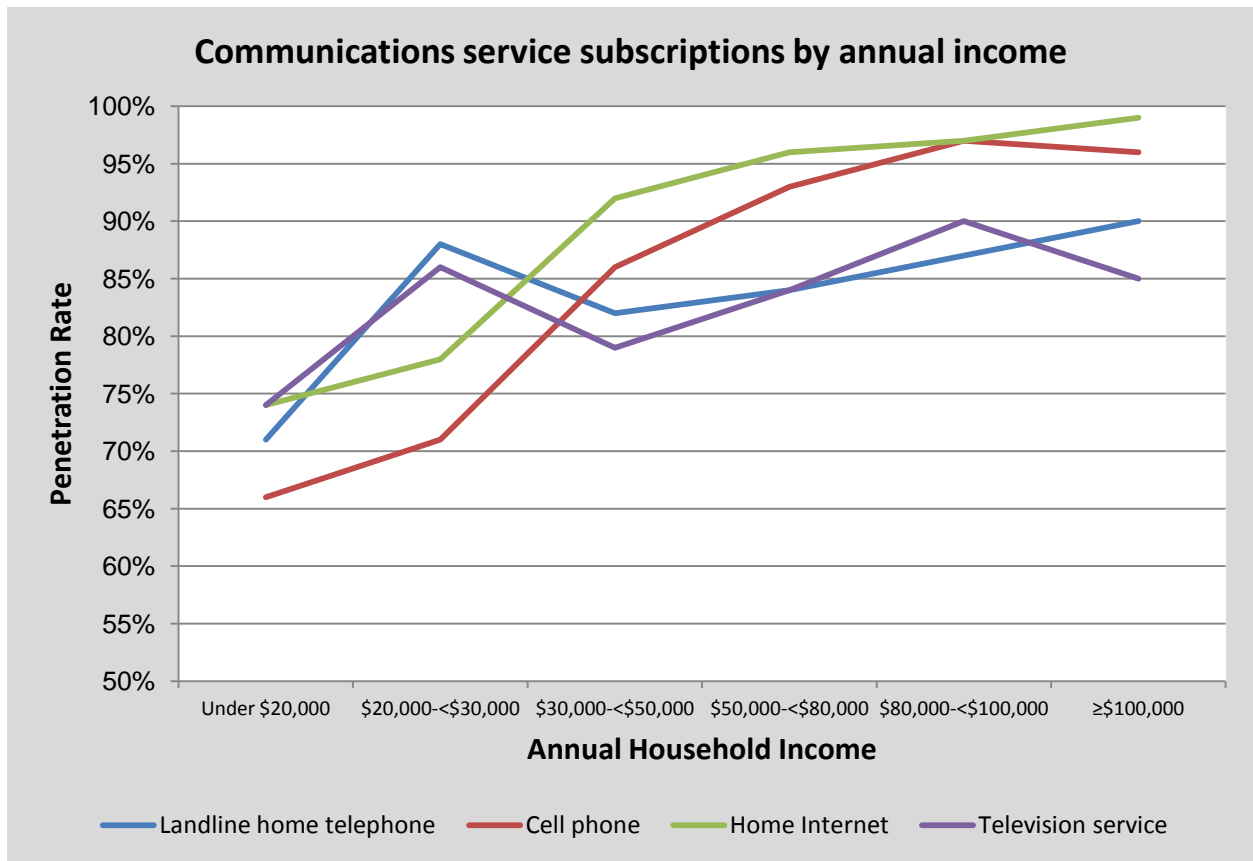
The detailed results of the survey can be found in Appendix "E" of the Affordable Access Coalition's Phase 1 intervention.

I. Communications Service Subscriptions

Does your household subscribe to each of the following telecommunication services?

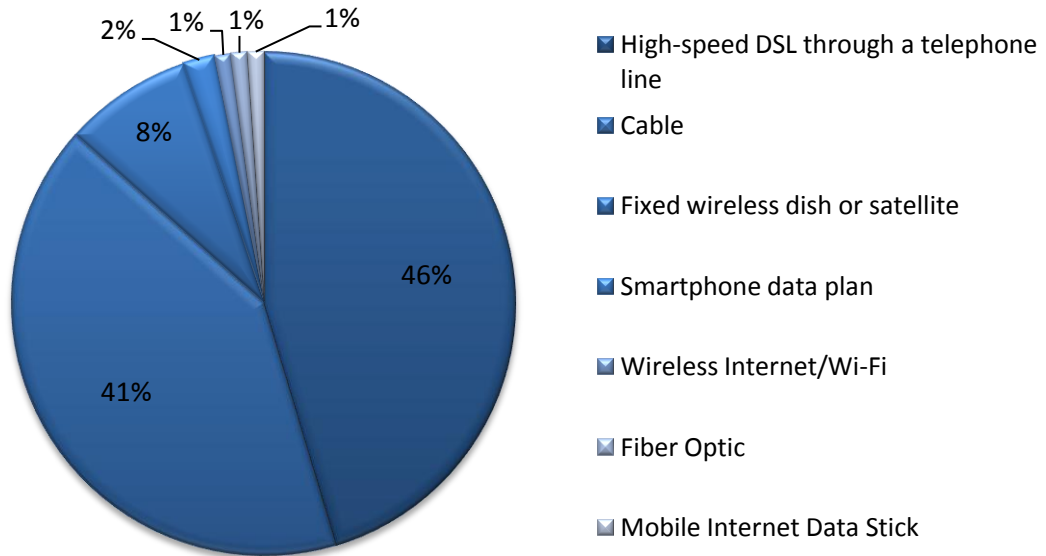
All respondents	
Service	Household Penetration (%)
Landline home telephone	85%
Cell phone	89%
Home Internet ¹ (wireline and wireless)	93%
Television service	84%

When broken down by level of income, households with annual incomes below \$30,000 tend to have much lower penetration rates of cell phone and home Internet subscriptions than those with annual incomes at or above \$30,000.



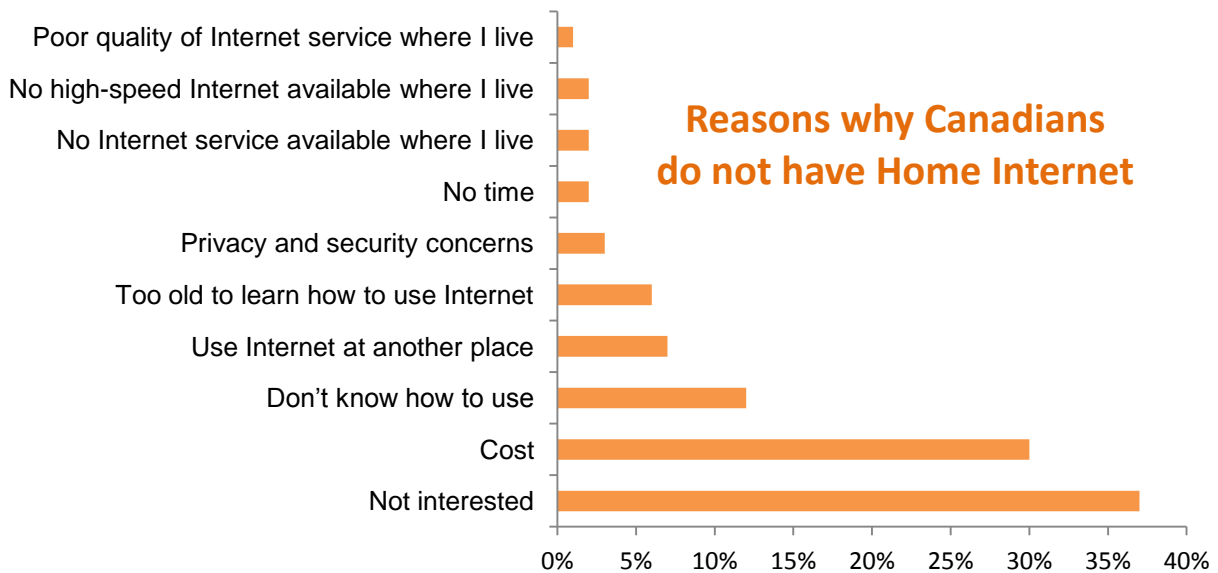
¹ "Home Internet" means access to the Internet by any means, including wireline, wireless (smartphone or mobile stick), and satellite.

How Canadians primarily connect to the Internet



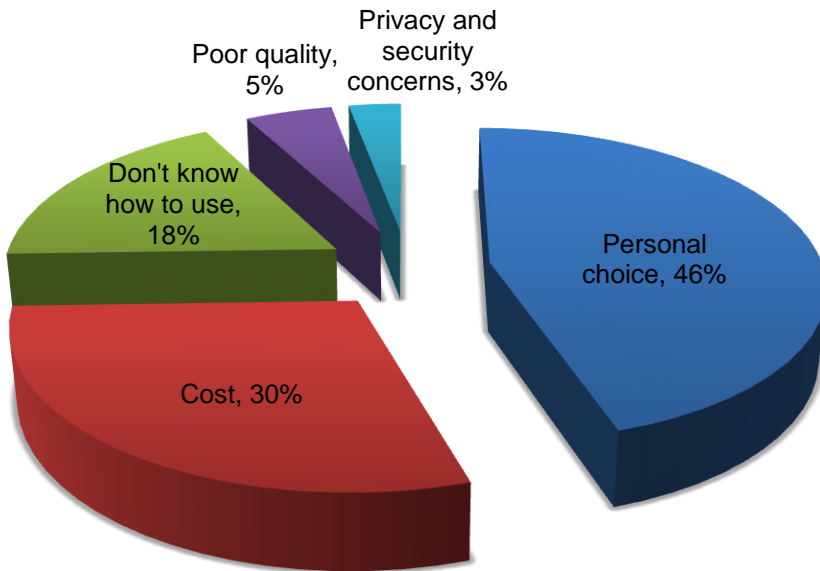
The vast majority of Canadians primarily connect to the Internet via a fixed wireline subscription.

What are the main reasons why you do not have Internet service at home?



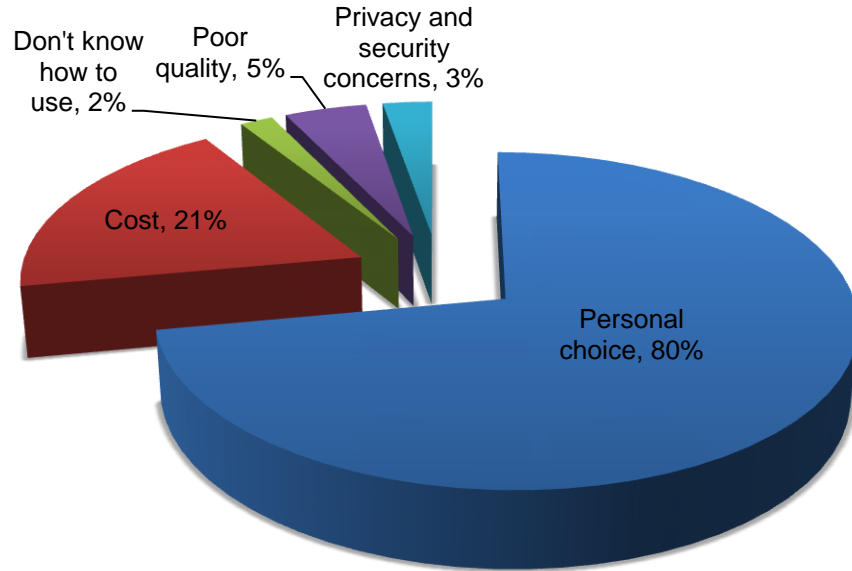
By categorizing the reasons cited into groups such as "**Personal choice**,"² "**Poor quality**,"³ and "**Don't know how to use**,"⁴ the survey results for home Internet and cell phone can be summarized as follows:

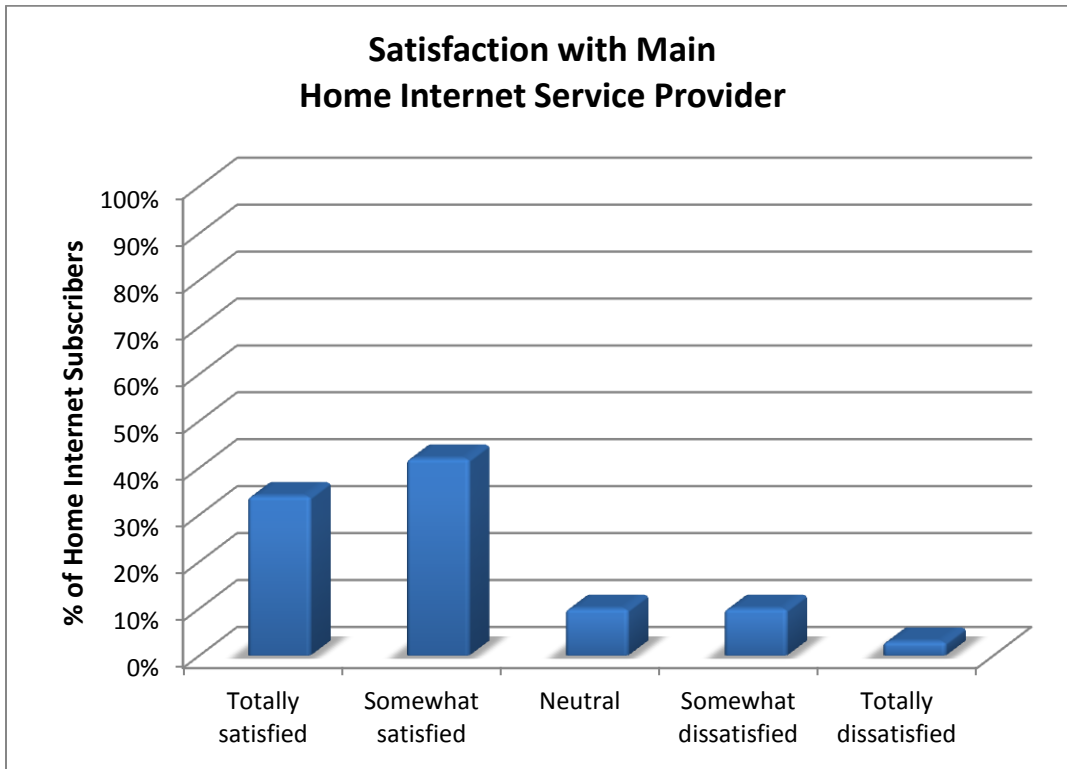
Why Canadians do not have Home Internet



² **Personal choice** includes reasons such as "Not interested," "Use at other place," and "No time".
³ **Poor quality** includes reasons such as "No service available" and "Poor quality of service".
⁴ **Don't know how to use** includes reasons such as "Don't know how to use" and "Too old to learn".

Why Canadians do not have Cell Phone





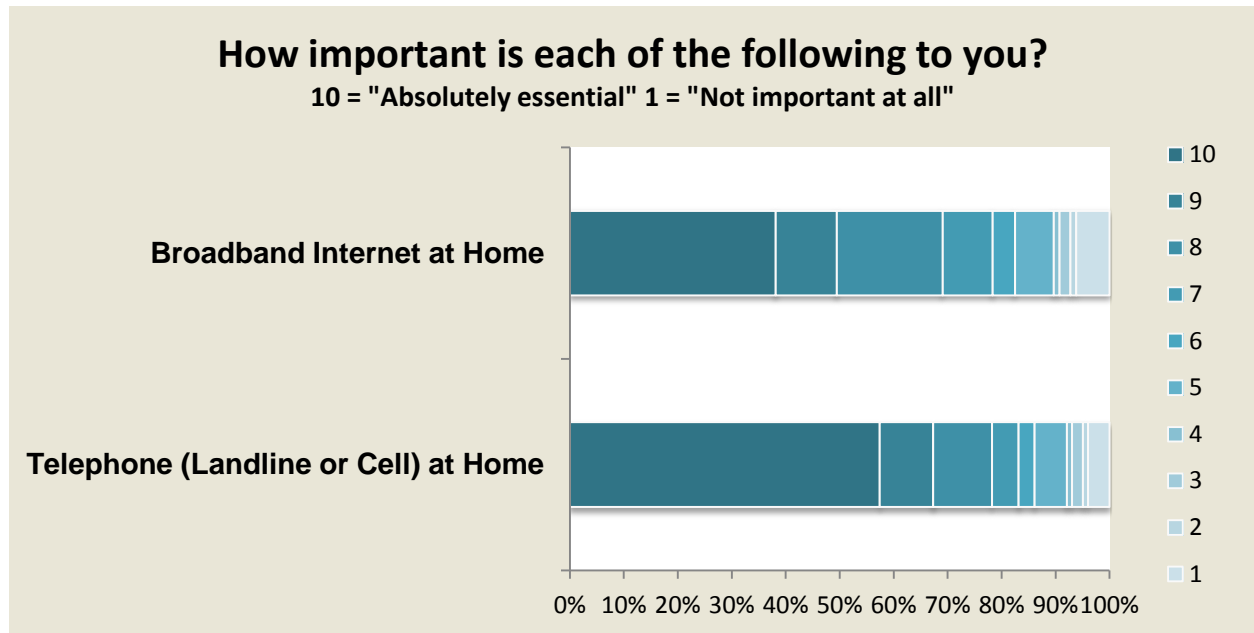
Of all home Internet service subscribers, 77% are satisfied with their main provider, 10% are neutral, and 13% are dissatisfied.

What is the main reason you are less than totally satisfied with your main home Internet service provider?

Reason not totally satisfied with Internet Service Provider	Of respondents not totally satisfied with Internet Service Provider (%)
Too expensive	41%
Too slow	20%
Too many service outages	19%
Speed varies significantly	12%
Poor customer service	9%
Service quality	4%
Data cap too low	3%
Internet/Wi-Fi service quality	2%
Reliability of service	2%
Not enough competition	2%
Lack of choices	2%
Don't use service that much	2%
Billing issues	1%

II. Importance of Communications Services

On a scale of 1 to 10 where '1' means it's not important at all and '10' means it's absolutely essential, how important is each of the following to you?



Based on Levels 8 to 10 responses, approximately 79% of Canadians believe that having telephone at home is essential and 67% believe that having broadband Internet at home is essential.

Do you agree or disagree? There should be...

Universal service option	Agree (%)	Disagree (%)
Access to <u>telephone</u> no matter where you live in Canada ⁵	92%	8%
Affordable telephone for low-income users ⁶	96%	4%
Access to <u>broadband</u> home Internet no matter where you live in Canada ⁷	84%	15%
Affordable broadband home Internet for low-income users ⁸	89%	10%

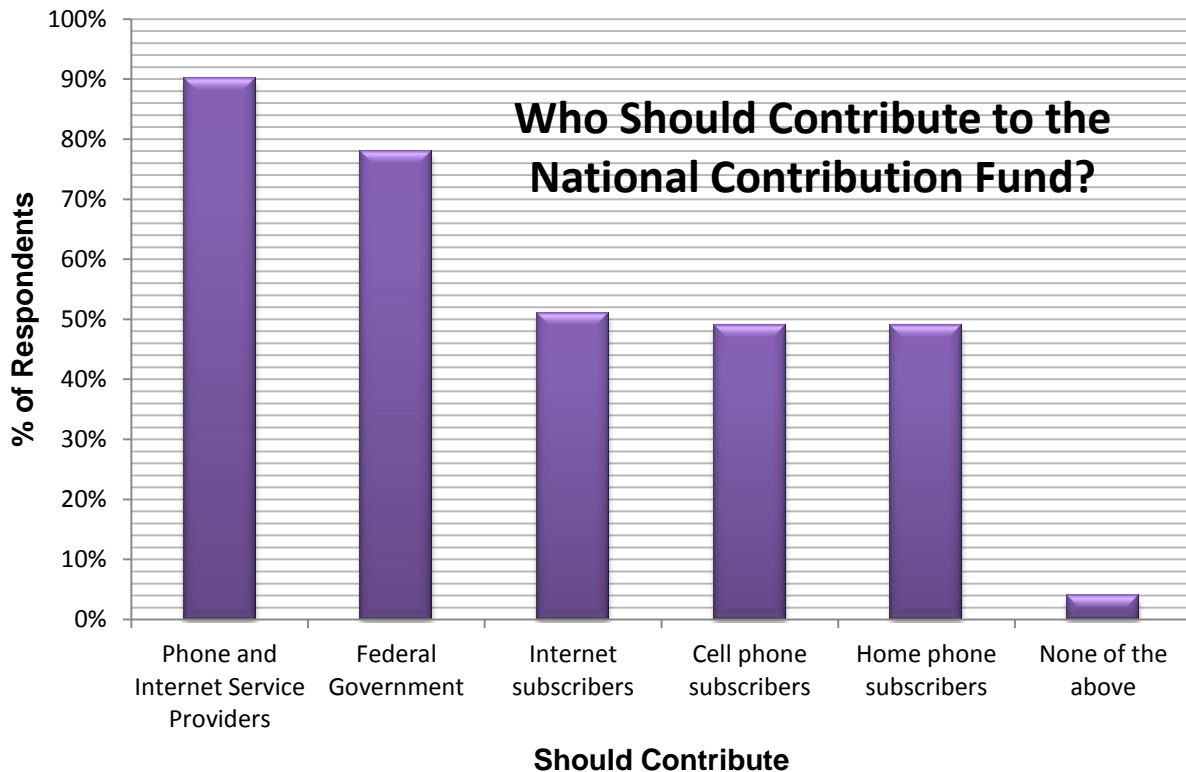
⁵ Survey Questionnaire Statement: "All Canadians should have access to either cell phone or landline telephone service no matter where they live in Canada."

⁶ Survey Questionnaire Statement: "Basic home telephone service needs to be affordable for low-income Canadians."

⁷ Survey Questionnaire Statement: "All Canadians should have access to broadband home Internet service no matter where they live in Canada."

III. National Contribution Fund

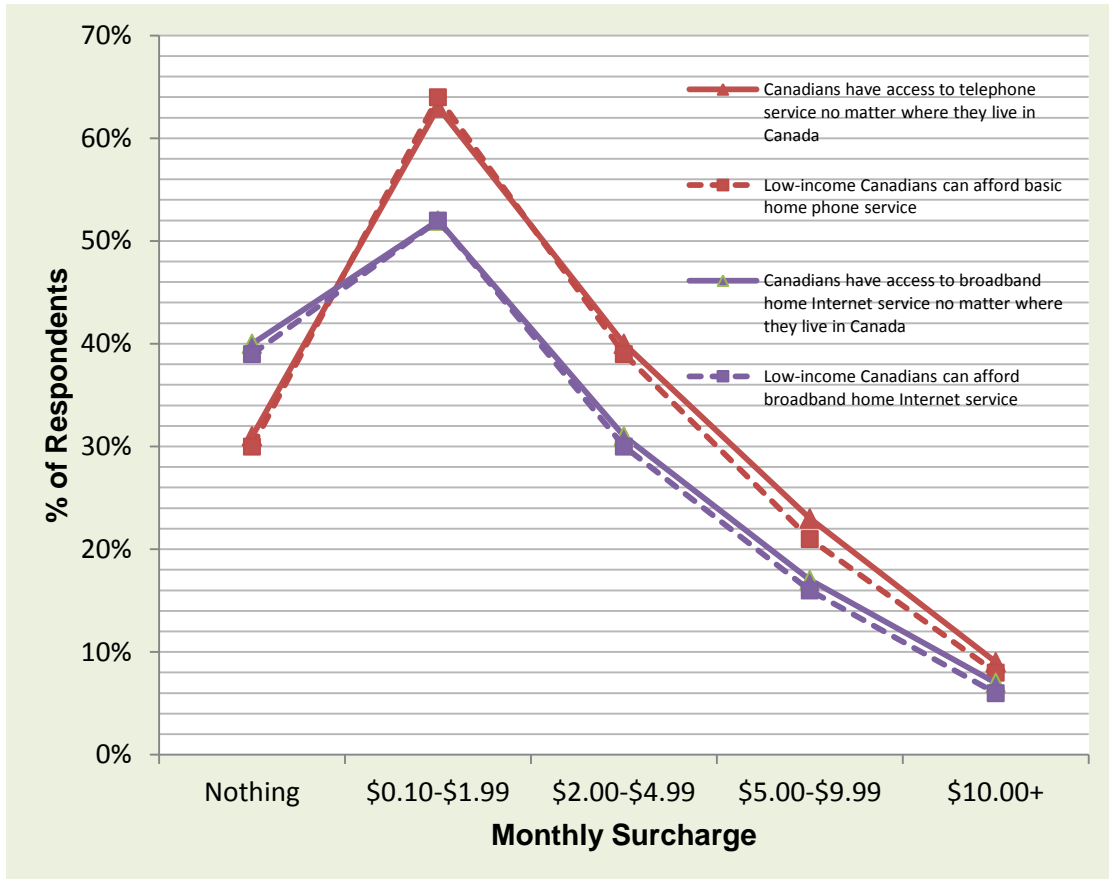
Currently, there is a program called the National Contribution Fund in Canada that subsidizes the costs of making basic landline phone service available and affordable in all parts of Canada. The CRTC may expand this program to ensure that all Canadians also have access to or can afford basic cell phone and broadband home Internet service. Do you think each of the following should or should not contribute to the costs of this?



Of survey respondents, 90% believed that phone and Internet service providers should contribute to the National Contribution Fund. The majority also believed that the federal government should contribute to the fund, and about 1 in 2 Canadians believed that telecommunications subscribers should contribute to the fund.

⁸ Survey Questionnaire Statement: "Broadband home internet service needs to be affordable for low-income Canadians."

How much are you willing to pay as a small surcharge on your monthly bill in order to ensure...



The majority of Canadians are willing to pay some surcharge on their monthly telecommunications bills in order to ensure access and affordability of telephone and broadband Internet services at home. The mean and median monthly amounts respondents were willing to pay are set out below.

Monthly Surcharge	Mean	Median
Canadians have access to telephone service no matter where they live in Canada	\$3.10	\$1.00
Low-income Canadians can afford basic home phone service	\$2.74	\$1.00
Canadians have access to broadband home Internet service no matter where they live in Canada	\$2.55	\$0.50
Low-income Canadians can afford broadband home Internet service	\$2.32	\$0.50