

Mobile Network Providers - Canada - October 2017

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“The mobile network providers market has seen moderate growth in the past years but operators face evolving technology and consumer preferences for mobile data and budget-conscious service plans. To retain customers, service providers need to focus on providing high quality, reliable and affordable services to consumers.”

- Andrew Zmijak, Research Analyst, Consumer Behaviour

This report looks at the following areas:

- **Most are not interested in changing their service**
- **Service quality and low-costs are critical**
- **The largest share chose cheapest plan available**

Mobile voice and data communication among Canadian consumers is the overall focus of this Report. More specifically, this Report focuses on consumer usage/service subscriptions, tenure with current mobile service provider, interest in changing mobile service, factors in choosing service provider and attitudes towards mobile data, voice and service features. Additionally, trends, innovations, issues and insights, market factors, market size and marketing and advertising campaigns are explored.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Abbreviations

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