

**Loyalty to Wireless Carriers in Canada Continues to Hinge on Network Quality, J.D. Power Finds**

Rogers Wireless Ranks Highest in Western Region, TELUS Mobility Ranks Highest in Eastern Region; Both Carriers Share Highest Ranking in Ontario

**TORONTO: 23 April 2020** – Canada’s wireless networks are performing this year at a level similar to 2019 regarding the average number of issues cited by customers, and the level remains unchanged year over year at 9 problems per 100 connections (PP100), according to the J.D. Power 2020 Canada Wireless Network Quality Study,<sup>SM</sup> released today. However, carriers should not rest on their laurels, as network quality is the top reason cited by long-term clients when switching to a new provider.

“In our current state of self-isolation, telecommuting and an exponential rise in the use of streaming service—from video conferencing to movies—are stretching network infrastructures to unprecedented levels,” said **Adrian Chung, director of the technology, media & telecom practice at J.D. Power Canada**. “Many consumers are able to take advantage of home Wi-Fi for now but the demand for reliable wireless connectivity will continue in the future and carriers should be mindful of network performance being a key contributor to strengthening customer loyalty and defining value.”

The importance of network quality on client churn is also evident by the 21% of customers who indicate they would be less inclined to switch providers if network quality improves. This is a key factor in customer satisfaction—trumped only by loyalty discounts—and should bode well for carriers that plan 5G rollouts.

Following are additional key findings of the 2020 study:

- **Carriers meet the need for speed:** Prior to the implementation of stay-at-home restrictions, 91% of wireless customers across all regions of Canada said their wireless data speeds were as expected or higher. Additionally, only 8% of customers indicate they have left their carrier in the past year due to network issues.
- **Worry-free:** New wireless customers (those who have switched carriers or are net-new) tend to cite fewer network issues than existing customers. According to the study, 45% of new customers experienced zero PP100 compared with 38% of existing customers who experienced the same.
- **Apps on the rise:** Wireless usage patterns remain relatively unchanged compared with 2019, based on a 48-hour usage period. Text messages continue to lead in frequency (44) followed by apps (15) and regular voice calls (9).

**Study Rankings**

In the East region, **TELUS Mobility** ranks highest in network quality with a score of 6 PP100. **Rogers Wireless** and **Videotron** rank second in a tie, each with 8 PP100. The East Region consists of the provinces of New Brunswick; Newfoundland and Labrador; Nova Scotia; Prince Edward Island; and Quebec.

In Ontario, Rogers Wireless and TELUS Mobility rank highest in a tie, each with 8 PP100.

In the West Region, Rogers Wireless ranks highest with a score of 9 PP100. **Bell Mobility, SaskTel** and TELUS Mobility rank second in a tie, each with 10 PP100. The West Region consists of the provinces of Alberta; British Columbia; Manitoba; Northwest Territories; Nunavut; Saskatchewan; and Yukon Territory.

The 2020 Canada Wireless Network Quality Study was conducted online in English and French. The study, which measures problems per 100 connections (PP100), includes four wireless carriers in the East Region; four wireless carriers in Ontario; and six wireless carriers in the West Region. The study is based on 14,335 responses and was fielded in February-March 2020.

For more information about the Canada Wireless Network Quality Study, visit <https://canada.jdpower.com/business/resource/canada-wireless-network-quality-study>

See the online press release at <http://www.jdpower.com/pr-id/2020043>.

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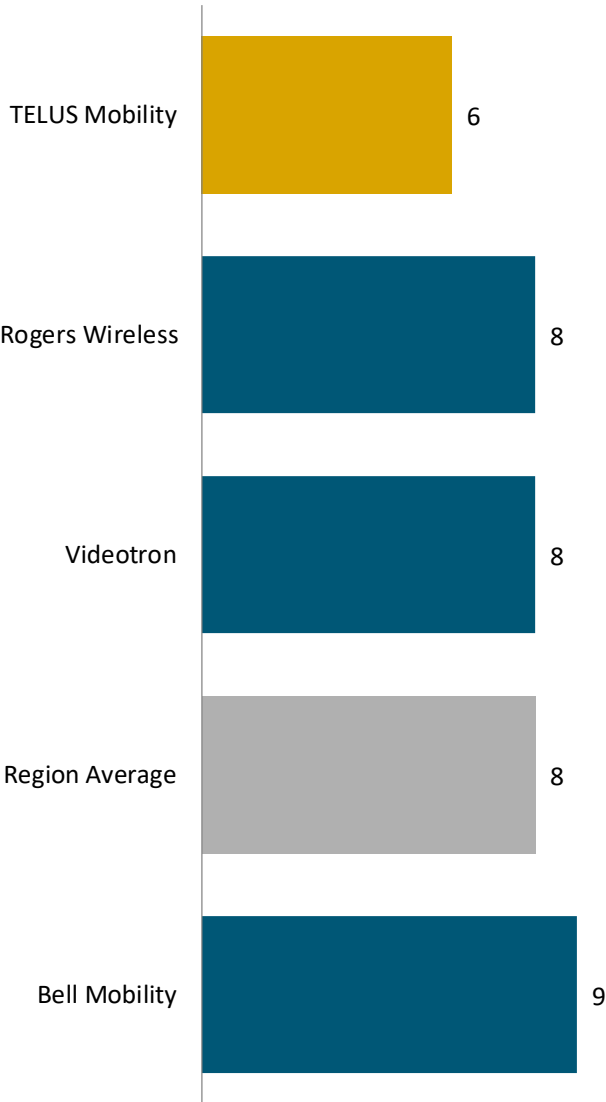
NOTE: Three charts follow.

# J.D. Power 2020 Canada Wireless Network Quality Study<sup>SM</sup>

## Brand Ranking

Problems per 100 (PP100)

### East Region

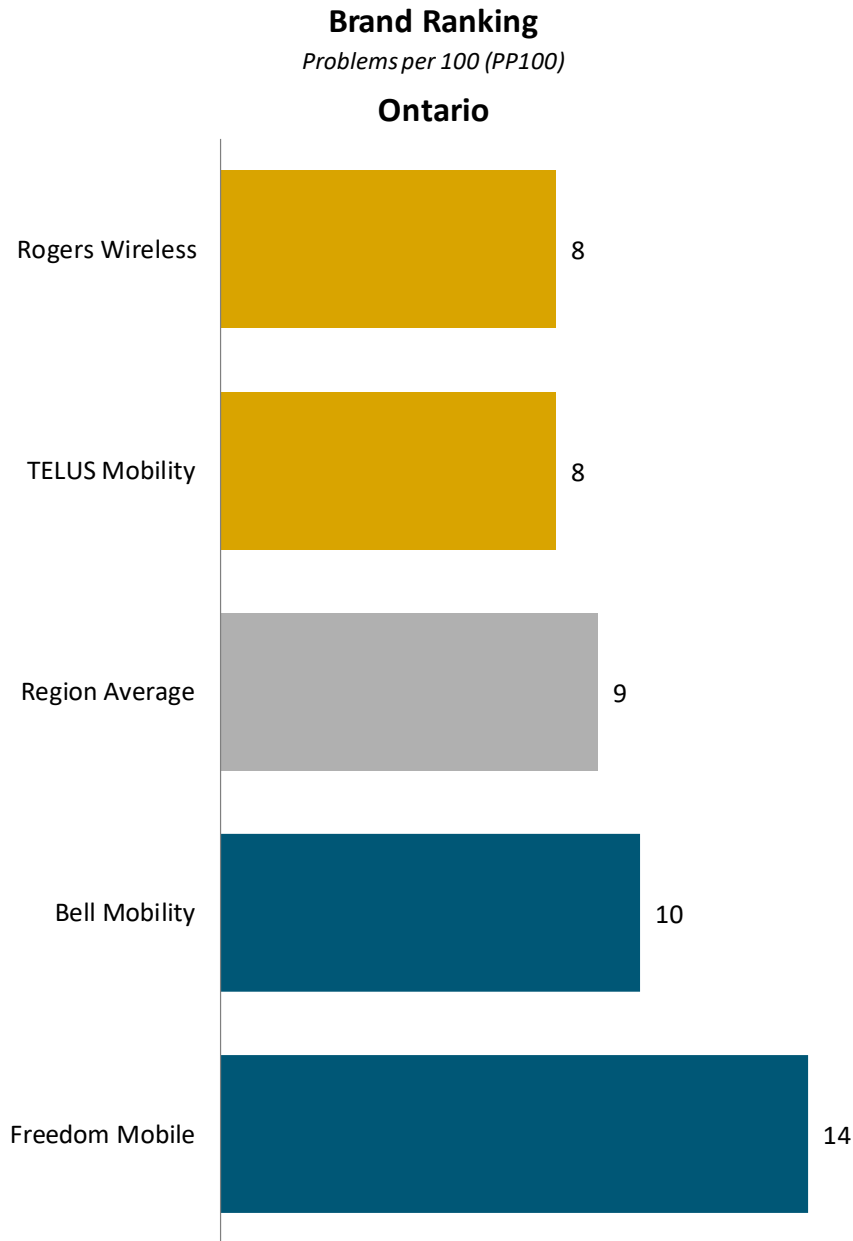


Note: East Region includes New Brunswick; Newfoundland and Labrador; Nova Scotia; Prince Edward Island; and Quebec.

Source: J.D. Power 2020 Canada Wireless Network Quality Study<sup>SM</sup>

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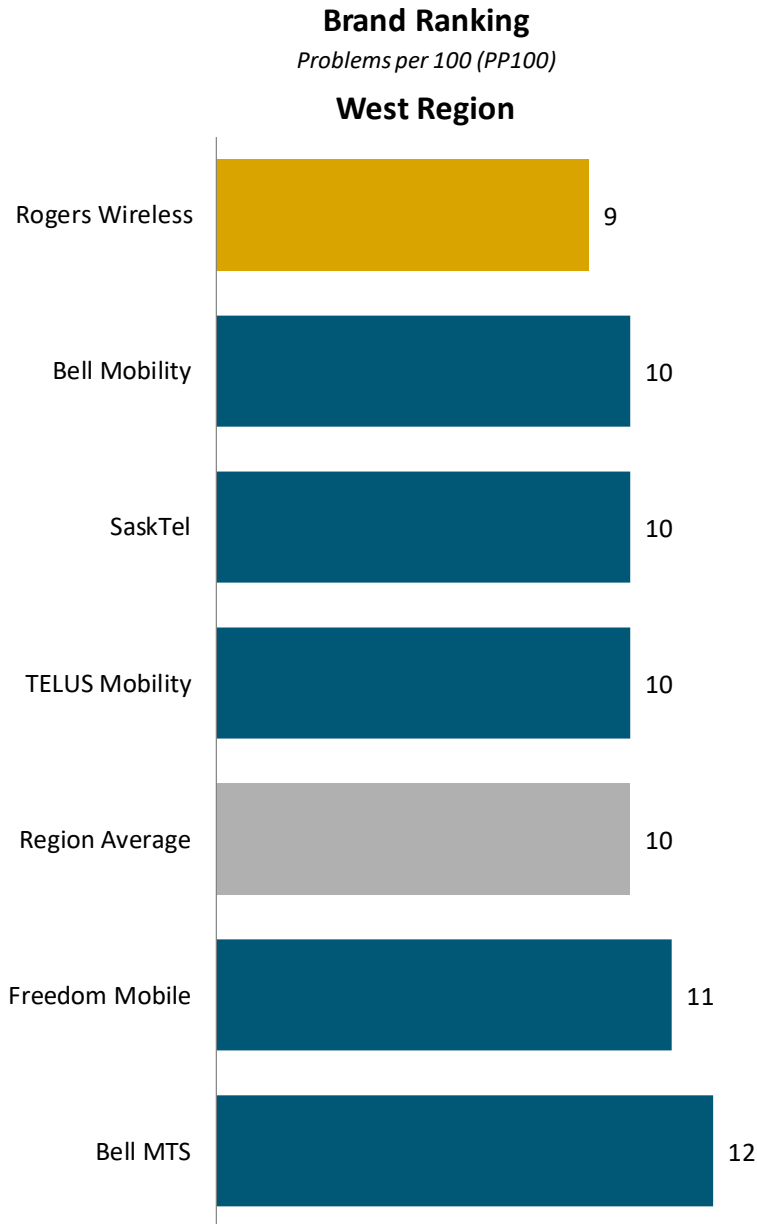
# J.D. Power 2020 Canada Wireless Network Quality Study<sup>SM</sup>



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*Note: West Region includes Alberta, British Columbia, Manitoba, Northwest Territories, Nunavut, Saskatchewan and Yukon Territory.*

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