



GLOBE INSIDERS

Telecom Study

October 2023





Introduction

Objective and Methodology

We wanted to learn more about the television, mobile, Internet and home security services that our readers subscribe to.

Some of the questions we asked our Globe Insiders considered:

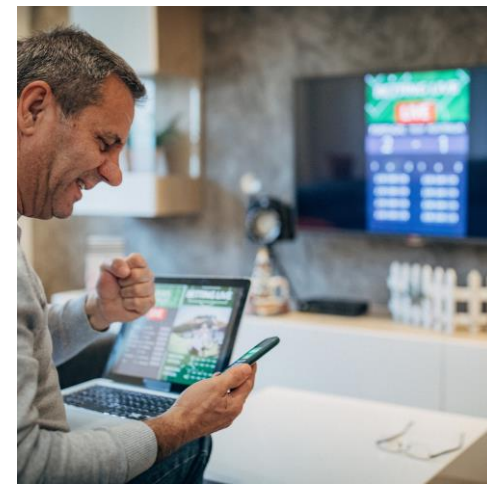
- Changes they have made to their services and what changes they plan to make
- Why they made changes and why they were planning future changes
- What video streaming services they subscribed to
- Whether they had a video game console in the household
- Whether they were familiar with Internet satellite service, if they were using this service and how familiar they were with lead providers

Survey Period:

October 2 – 6, 2023

Survey Participants:

1,398 respondents (39% response rate)





Telecom Study Summary

Over half of Globe readers use Bell and Rogers as their service providers for television and Internet at their primary residence

- 51% use either Bell or Rogers for television and 55% for Internet services
- 1 in 3 have a home security service with a telecom provider – 68% do not
- 39% made changes to their television, streaming or mobile services in the past 12 months; 30% plan to make changes in the next 12 months
- Of those planning to make changes to their service, the #1 reason is to get a better price or more value (62%)

Nearly 8 in 10 readers subscribe to at least one video streaming service

- Most readers (72%) subscribe to 2 to 5 video streaming services
- Netflix (84% of subscribers) and Amazon Prime Video (71%) are the top services that Globe readers subscribe to
- 42% plan to add a service in the next 12 months, 74% plan to cancel a service

Bell, Rogers and Telus are the top mobile service providers

- 76% are satisfied with the service from their service provider
- 11% plan to make changes to a mobile service such as switching mobile service providers, signing up for a limited time offer/bundled package, or upgrading a device/service to 5G

Most readers are familiar with 5G mobile service

- 70% have at least some familiarity with 5G
- 51% have a 5G mobile phone, while 18% are unsure

Source: Globe Insiders panel, Telecom Survey, October 2-6, 2023 (n=1,398)





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