



### 2.3 *What are the key characteristics of Canadian mobile data subscribers in 2008*

Of mobile subscribers 18 years and older surveyed by LYA<sup>11</sup>, 19% identified that they pay for mobile data services as part of their monthly service – i.e. some 4 million Canadians have a mobile service that includes a data service plan.

Of note, this would exclude occasional mobile data and SMS usage on a pay per use basis outside of a specific package or offering. Data users overall, from LYA's survey, represented some 29% of mobile subscribers – i.e. including those that pay for a data plan as well as those who are casual users.

Subscribers to data plans are not split evenly across the country, with Ontario accounting for almost half of them. Alberta is also over-weighted relative to its population with 13% of total subscribers by only 11% of Canada's population, while subscribing to a mobile data package is less popular in British Columbia.

The other parts of the country are relatively under-weighted – i.e. they account for a lower percentage of the data subscribers than their population relative to the country as a whole.

Quebec is where the difference between mobile data subscribers and overall mobile subscribers is the most pronounced, with only 14% of the country's mobile data subscribers from Quebec versus 21% of the estimated mobile subscriber base.

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<sup>11</sup> More than 1K respondents across Canada in late August 2008.



**Table 5 – Mobile data subscribers in total in Canada and by region**

		Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
% subscribers ≥18 with data plan		19%	15%	23%	21%	24%	13%	16%
Data subscribers		3,797,042	438,246	512,011	248,249	1,891,792	523,066	221,148
Relative to country	% of Population	100%	13%	11%	7%	39%	23%	7%
	% of Mobile Subscribers	100%	15%	11%	6%	39%	21%	7%
	% of Mobile Data Subscribers	100%	12%	13%	7%	50%	14%	6%

% of mobile subscribers that pay for data as part of their monthly mobile service plan; Subscriber figures may not add due to rounding; sample of 821 mobile subscribers  
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Most, but not all, mobile data subscribers use a post pay plan and data subscriptions are more popular amongst the younger demographic groups and amongst Canadian households with children, with the exception of pre-paid subscribers. However, both men and women appear to have a similar level of interest in mobile data applications in general, although the applications preferred by men and women do differ significantly.

It is worth noting that 1 in 7 mobile subscribers 55 years or older also indicate that they pay for a mobile data plan, half the penetration achieved to date among adults between the ages of 18 and 34.

**Table 6 – Mobile data subscriber distribution by gender, age and household type**

	Total	Gender		Age group			Household	
		Male	Female	18-34	35-54	55+	Kids	No Kids
% subscribers ≥18 with data plan	19%	19%	19%	27%	19%	13%	27%	17%
-- post pay subscribers	17%	16%	17%	25%	17%	10%	26%	14%
-- prepaid subscribers	2%	3%	2%	2%	2%	3%	1%	3%

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Mobile data penetration is much higher among households with kids, at 27%, compared to 17% for households without kids, even though younger individuals tend to subscribe in a much higher proportion to mobile data plans, as also highlighted in Table 6.

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