ANGUS REID INSTITUTE

Canada's Non-Profit Foundation Committed to Independent Research

Canadians hang up on Quebecor's proposed Telus acquisition, pointing to high prices, lack of competition

36 per cent would open market to foreign firms, while 43 would maintain majority domestic ownership rule

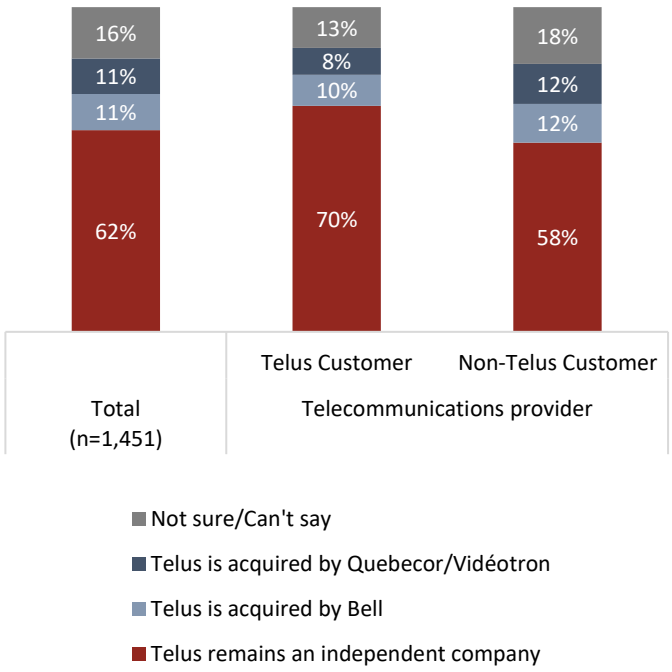
November 27, 2026 – Canadians may not be well-versed in textbook theories of oligopoly – as much as Prime Minister Mark Carney may wish they were – but poor value for their dollar has most pushing back against the idea that more consolidation in Canada's telecom industry would be a good thing.

New data from the non-profit Angus Reid Institute finds that while most consumers are satisfied with the internet, mobile and TV services they pay for, this grace does not extend to opinions of the value they receive in paying for those services. On this measure, two-in-five (37%) say their value is poor while one-quarter say it is terrible (24%).

This, as the country watches to see whether Quebecor's (or Bell's) bid to take over Telus will gain traction, potentially reshaping Canada's telecommunications landscape and further consolidating an industry already dominated by a handful of major players.

That result would evidently be a disappointment to most. Three-in-five overall (62%) say their preferred result would be Telus remaining an independent company – while this rises to seven-in-10 (70%) among Telus customers. The biggest factors in this decision for Canadians centre on the fact that there is no guarantee that this consolidation would improve prices (84%) and that competition would be decreased (83%) in an environment where many already perceive it to be suffering.

Given the following three possibilities, which would you prefer?



METHODOLOGY:

The Angus Reid Institute conducted an online survey from November 23 - 24, 2026, among a randomized sample of 1,451 Canadian adults. Respondents are drawn from the Angus Reid Forum, a large-scale online panel developed to include Canadian residents in each of the 343 federal ridings in Canada and representative of the Canadian population by age, gender, family income, ethnic status and education. The sample was weighted to be representative of adults nationwide according to region, gender, age, household income, and education, based on the Canadian census. For comparison purposes only, a probability sample of this size would carry a margin of error of +/- 2 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding. The survey was self-commissioned and paid for by ARI. Detailed tables are found at the end of this release.

For more information on our polling methods, click here.

CONTACT:
Shachi Kurl, President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl
Dave Korzinski, Research Director: 250.899.0821 dave.korzinski@angusreid.org
Jon Roe, Senior Research Associate: 825.437.1147 jon.roe@angusreid.org

About ARI

*The **Angus Reid Institute (ARI)** was founded in October 2014 by pollster and sociologist, Dr. Angus Reid. ARI is a national, not-for-profit, non-partisan public opinion research foundation established to advance education by commissioning, conducting and disseminating to the public accessible and impartial statistical data, research and policy analysis on economics, political science, philanthropy, public administration, domestic and international affairs and other socio-economic issues of importance to Canada and its world.*

INDEX

- **Most say Canadian telecoms don't provide good value to customers**
- **Canadians split on relaxing foreign ownership rules on telecoms**
- **More pessimism than optimism about a Telus acquisition**
- **Views driven by worries of decreased competition, no savings for customers**
- **Approaching three-quarters say Canada's better off with four major telecoms**
- **Canadians wary of Quebecor CEO's separatist ties**
- **Bell or Quebecor? Majority want Telus to stay independent**
- **Two-in-five say they would be 'upset' if Carney approves acquisition**

Most say Canadian telecoms don't provide good value to customers

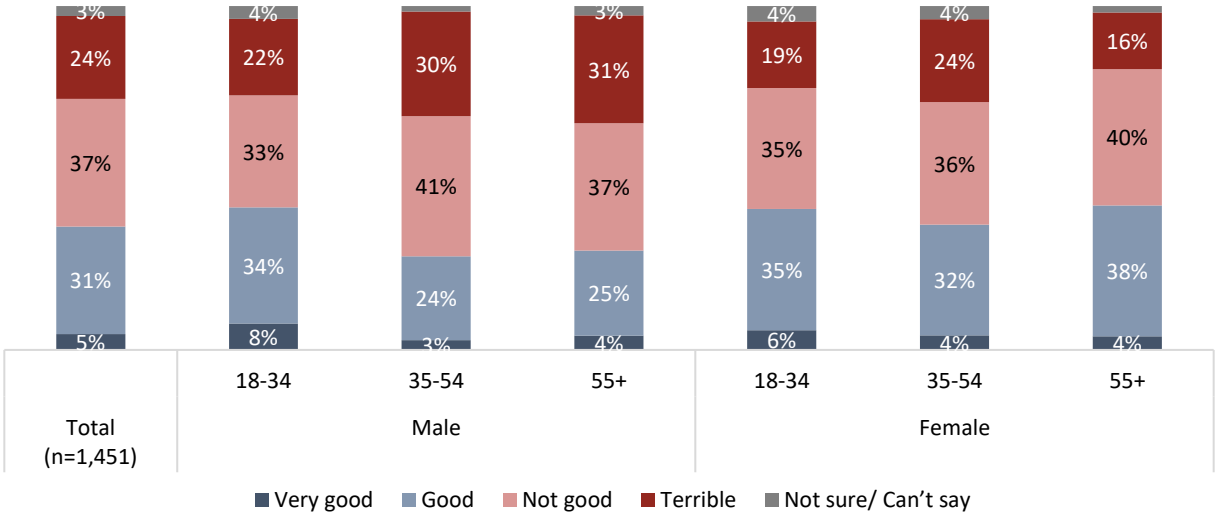
The telecoms industry is a persistent source of irritation for Canadians. Canada routinely ranks as one of the most expensive countries in the world for cell phone plans, while internet and cable packages are big line items on Canadians' monthly expenses.

Related: Cord-cutting conundrum: Streaming costs rise, cancellations mount, but cable continues its long decline

Three-in-five (61%) Canadians believe the country's telecoms industry either provides "not good" or "terrible" value for customers. Meanwhile, just five per cent say the value for their dollar is "very good":

CONTACT:
Shachi Kurl, President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl
Dave Korzinski, Research Director: 250.899.0821 dave.korzinski@angusreid.org
Jon Roe, Senior Research Associate: 825.437.1147 jon.roe@angusreid.org

Thinking about products, pricing, service, data coverage and speed, would you say the Canadian mobile and telecoms industry provides good value to customers, or not?



Canadians split on relaxing foreign ownership rules on telecoms

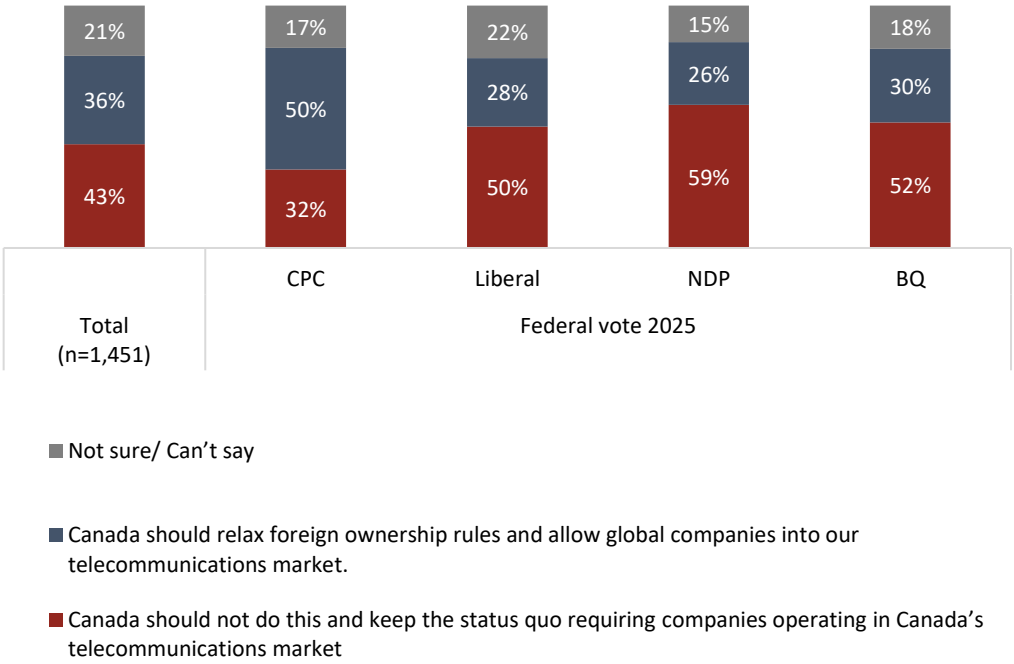
Canada's current laws are very restrictive on foreign ownership of telecommunications companies. If a telephone provider has 10 per cent market share, 80 per cent of its board members must be Canadian and 80 percent of the voting shares must be Canadian controlled. Some have argued that lifting that could result in better service and prices for Canadian consumers.

But in an era dominated by concern with sovereignty vis-à-vis a hostile U.S. president south of the border, Canadians are more likely to prefer the status quo on foreign ownership (43%) than loosening the current rules (36%), by a slight margin.

Those who voted Conservative in the 2025 federal election are more likely than others to want Canada to open its telecommunications industry to foreign competition:

CONTACT:
Shachi Kurl, President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl
Dave Korzinski, Research Director: 250.899.0821 dave.korzinski@angusreid.org
Jon Roe, Senior Research Associate: 825.437.1147 jon.roe@angusreid.org

Which is closer to your point of view on relaxing foreign ownership rules in telecommuncations:



More pessimism than optimism about a Telus acquisition

Canada's telecoms market appears to be moving more towards consolidation, after it was announced that Montreal-based Quebecor had submitted a $31-billion proposal to takeover its cross-country peer Telus. The latest major merger comes on the heels of Rogers' acquisition of Shaw, which the Trudeau government made contingent on Rogers selling Freedom mobile to Quebecor to keep a more level, four-player playing field in the telecoms industry.

On the balance, Canadians are more likely to believe a Quebecor takeover of Telus would result in more bad than good for the cost of services, the quality of customer service, diversity of offerings from telecoms companies, and innovation in the telecom industry in Canada. There is more positivity that a potential merger of the two companies would result in better wireless coverage across the country.

However, across the board, there is also a lot of uncertainty:

CONTACT:
Shachi Kurl, President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl
Dave Korzinski, Research Director: 250.899.0821 dave.korzinski@angusreid.org
Jon Roe, Senior Research Associate: 825.437.1147 jon.roe@angusreid.org

Do you think a Quebecor/ Vidéotron takeover of Telus would be good or bad for the following?			
	Very good/ good	Bad/ very bad	Not sure/ Can't say
Telus Customer			
The price I pay for telecom/mobile services	15%	47%	38%
The customer service I receive	16%	44%	40%
New products or services available to me	24%	32%	44%
Speed of internet	20%	25%	55%
Telecom/mobile/data coverage – i.e. where you can access services from	26%	27%	47%
Innovation in the telecom industry in Canada overall	20%	39%	41%
Non-Telus Customer			
Pricing for telecom/mobile services in Canada	16%	47%	36%
The customer service of Canadian telecoms	20%	42%	38%
New products or services available to Canadians	23%	36%	40%
Speed of internet	27%	22%	51%
Telecom/mobile/data coverage – i.e. where you can access services from	33%	22%	45%
Innovation in the telecom industry in Canada overall	23%	38%	39%

Views driven by worries of decreased competition, no savings for customers

As they assess whether they believe the federal government should forbid or allow Quebecor to buy Telus, the cost of services weighs greatly on Canadians. Seven-in-10 (70%) say that the fact there's no guarantee of cost savings for customers is a major factor as they consider whether the Canadian government should allow the deal to go through. Two-thirds (63%) also worry about the loss of a major telecoms player in the market.

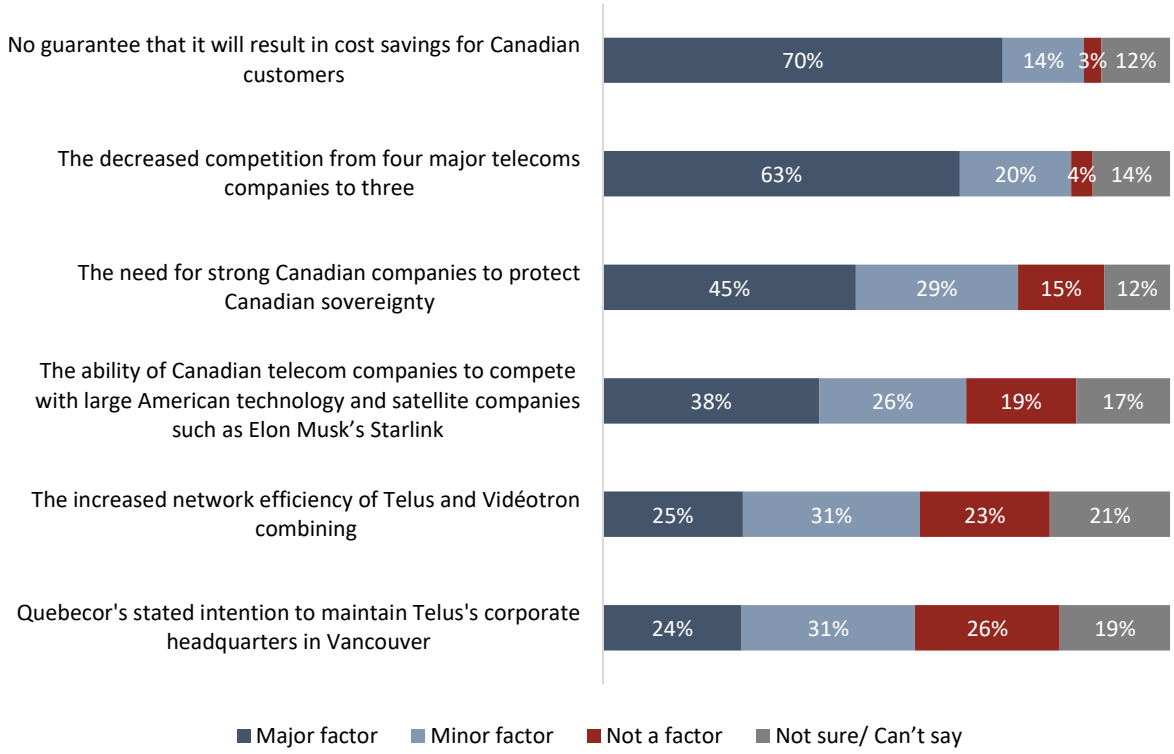
Canadians find themselves at odds with Prime Minister Mark Carney, who, while leaning heavily into his graduate education in economics, said that "depending on the market structure, the form of oligopoly can lead to more competition with fewer players under certain circumstances."

Two-in-five say the need for strong Canadian companies to protect sovereignty (45%) and compete with large American companies (38%) is also a major factor for them.

CONTACT:
Shachi Kurl, President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl
Dave Korzinski, Research Director: 250.899.0821 dave.korzinski@angusreid.org
Jon Roe, Senior Research Associate: 825.437.1147 jon.roe@angusreid.org

Network efficiency of a combined Telus and Vidéotron, Quebecor's current telecom network, and Telus' corporate headquarters staying put in Vancouver are less likely to be viewed as significant factors by Canadians in the decision to approve or deny the deal:

When considering whether the Canadian government should allow or forbid this proposed takeover, which of the following would you call major, minor or not a factor at all?
(All respondents, n=1,451)

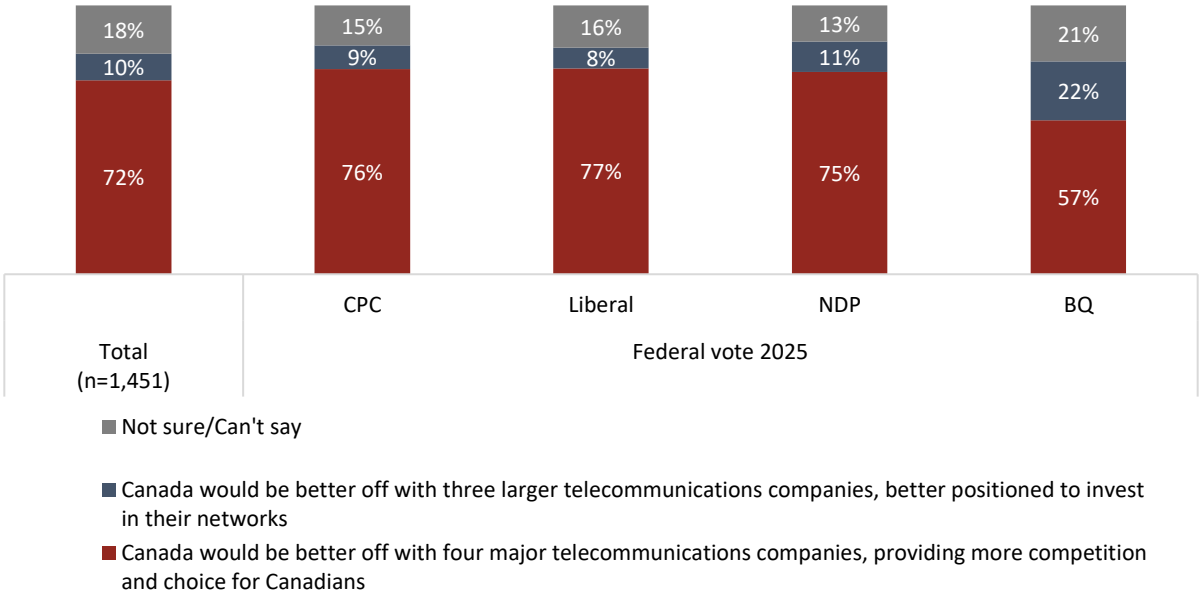


Approaching three-quarters say Canada's better off with four major telecoms

When given the direct choice, approaching three-quarters (72%) of Canadians say they would prefer large telecoms rather than three to provide more competition and choice. At least a majority of past voters of all political stripes agree:

CONTACT:
Shachi Kurl, President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl
Dave Korzinski, Research Director: 250.899.0821 dave.korzinski@angusreid.org
Jon Roe, Senior Research Associate: 825.437.1147 jon.roe@angusreid.org

Which of the following comes closer to your own view?



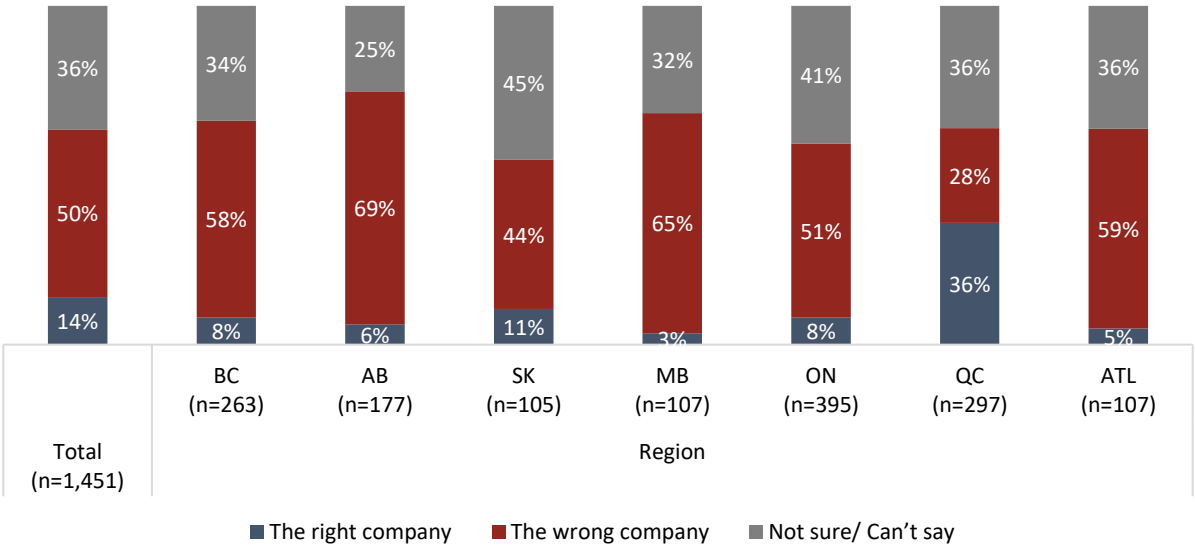
Canadians wary of Quebecor CEO's separatist ties

Quebecor's plan to acquire Telus has also come under scrutiny because of Quebecor CEO Pierre Karl Péladeau past connections to Quebec's separatist movement. He was formerly the leader of the Parti Québécois from 2014 to 2016. One of Quebecor's arguments to the federal government to approve the deal is the combination of Telus and Quebecor would "preserve Canadian control of strategic telecommunications assets and help protect Canada's digital sovereignty".

Canadians are more likely to view Quebecor as the wrong company (50%) than the right one (14%) if the goal is to bolster Canadian sovereignty through consolidation of telecoms. Those in Quebec (36%) are more likely than others to believe Quebecor is the right company for this goal:

CONTACT:
Shachi Kurl, President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl
Dave Korzinski, Research Director: 250.899.0821 dave.korzinski@angusreid.org
Jon Roe, Senior Research Associate: 825.437.1147 jon.roe@angusreid.org

Some have also noted that the CEO of Quebecor is an avowed Quebec separatist. With that in mind, do you think that Quebecor is the right or the wrong company to takeover Telus to ensure Canadian ownership of telecom assets?

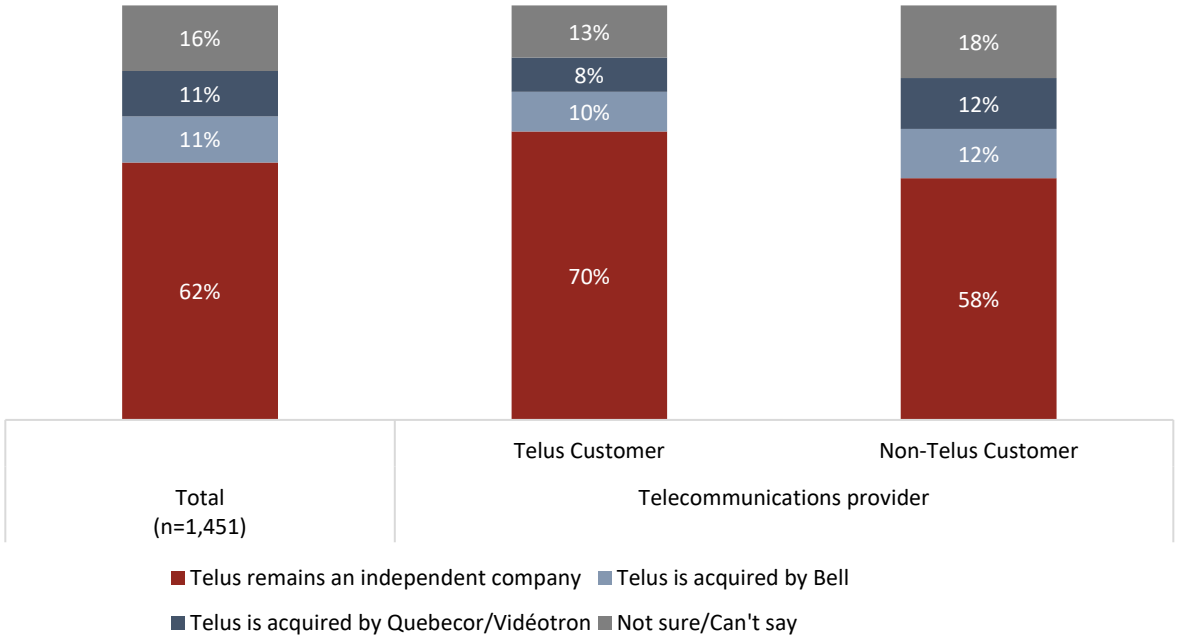


Bell or Quebecor? Majority want Telus to stay independent

Bell is reportedly also a suitor of Telus as an alternative to Quebecor. Given the choice between Bell or Quebecor or neither absorbing Telus, Canadians vastly prefer the latter. Those who want Telus to be bought up are as likely to prefer Bell (11%) as Quebecor (11%) to lead the takeover:

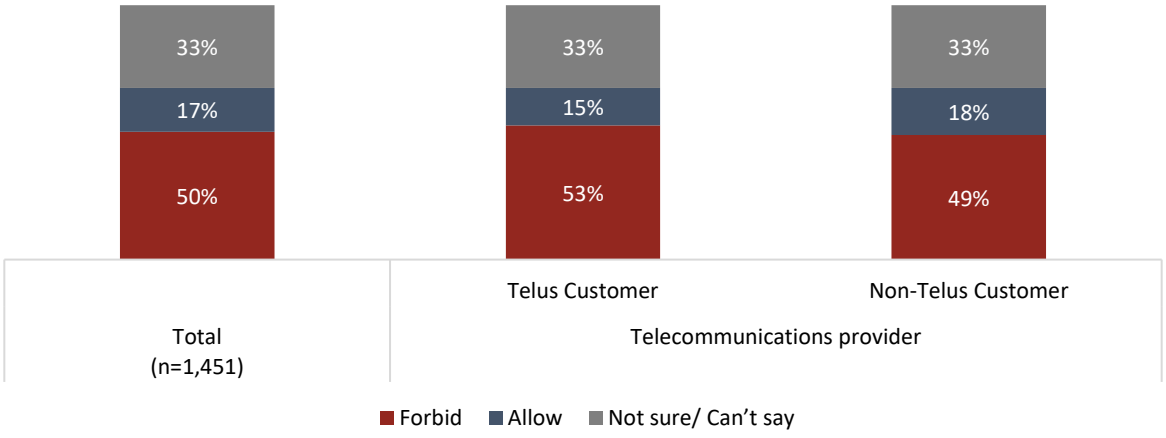
CONTACT:
Shachi Kurl, President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl
Dave Korzinski, Research Director: 250.899.0821 dave.korzinski@angusreid.org
Jon Roe, Senior Research Associate: 825.437.1147 jon.roe@angusreid.org

Given the following three possibilities, which would you prefer?



Overall, half (50%) of Canadians say Ottawa should forbid the takeover of Telus. Fewer than one-in-five (17%) say the federal government should allow it:

It's up to the Canadian government to allow or forbid the takeover of Telus by Quebecor/Vidéotron. What should Ottawa do?



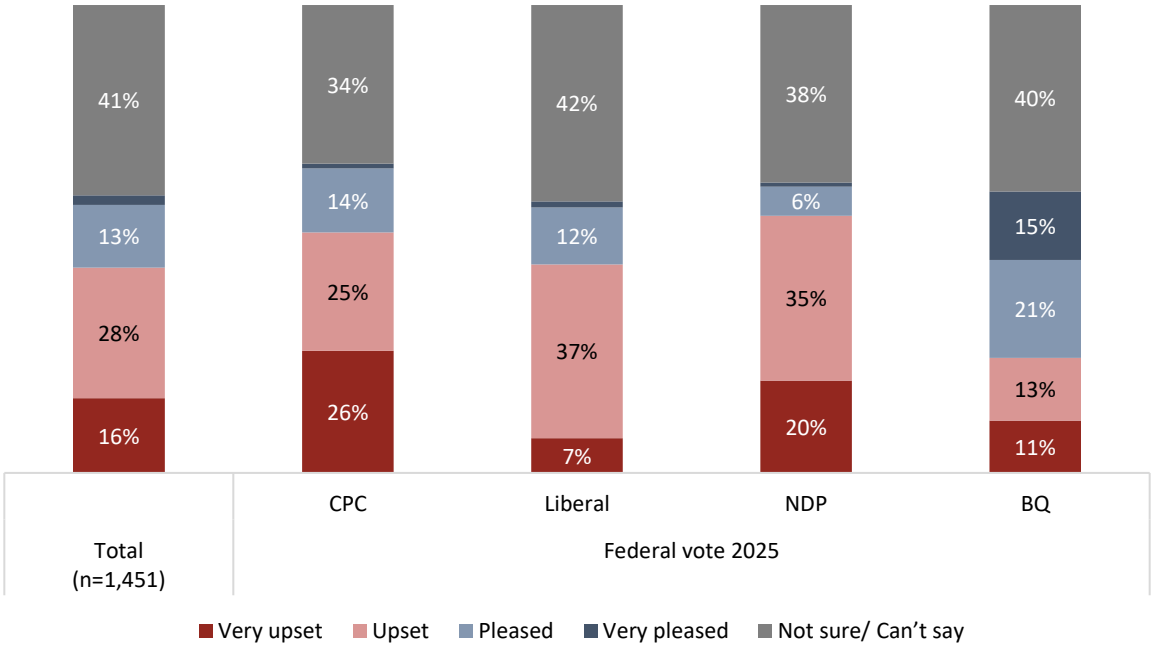
Two-in-five say they would be 'upset' if Carney approves acquisition

As Canadians worry over competition in the telecoms industry, and what it might mean for the price they pay for mobile phones, cable and internet, more than two-in-five (44%) say they would be "upset" if

CONTACT:
Shachi Kurl, President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl
Dave Korzinski, Research Director: 250.899.0821 dave.korzinski@angusreid.org
Jon Roe, Senior Research Associate: 825.437.1147 jon.roe@angusreid.org

Carney approved the Telus-Quebecor deal. Those who voted for the Conservatives (51%) and NDP (55%) are more likely to say they would be upset than others, but Liberal voters (44%) are also more likely to be displeased if the Telus-Quebecor merger goes through than not:

Prime Minister Mark Carney has not said whether he would approve or forbid the merger of Telus and Quebecor/Vidéotron. Suppose he allows the merger, how would you feel about that?



For detailed results by age, gender, region, education, and other demographics, click here.

CONTACT:
Shachi Kurl, President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl
Dave Korzinski, Research Director: 250.899.0821 dave.korzinski@angusreid.org
Jon Roe, Senior Research Associate: 825.437.1147 jon.roe@angusreid.org