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**CANADIANS LIKELY TO BE TAKING THEIR NUMBERS WITH THEM**

**Study Finds Consumers Welcome Number Portability But Won't Automatically Switch**

**TORONTO, March 23, 2007** – With last week's arrival of number portability in Canada, a new poll conducted by TNS Canadian Facts reveals that consumers are welcoming the change and expect benefits to follow from increased competition.

Number portability allows consumers to keep the same telephone number when changing cellphone service providers. Canadians can also port their landline phone number to a cellphone, giving them the option of discarding their wired connection altogether without losing their familiar landline number.

“While having to give up their phone numbers when changing providers was not the only factor keeping consumers loyal to their phone company, we can expect considerable changes from telecommunication companies as they try to retain current subscribers and attract new ones in a highly competitive market,” said Richard Jenkins, vice-president of TNS Canadian Facts.

The TNS Canadian Facts poll found that half of all personal cellphone users are aware of number portability but few of those with a current contract are planning to switch when their contract expires (19% probably or definitely will). Pay-as-you-go users also plan to stay with their current company (only 13% probably or definitely will switch).

Cellphone users do expect that the introduction of number portability will make it more likely that they will switch at some point in the future. Portability resonates with consumers. Eighty-one per cent of cellphone users say that it is very important that they can keep their phone number if they switch companies. Cellphone users also expect that being able to keep their phone number will result in more competition.

Although there are high levels of satisfaction with current providers (43% are very satisfied and 44% are fairly satisfied), many consumers are willing to consider their options and are not so strongly wedded to their current service providers to discount the possibility of switching at some point in the future.

“Consumers are now free to contemplate offers from other companies, even if they are satisfied with their current provider, and they expect these offers to come,” added Jenkins. “A lot now depends on which players effectively embrace number portability and are successful at winning the hearts and minds of consumers in this new competitive environment.”

For the study, a total of 1,017 nationally representative Canadian adults were interviewed by telephone between March 12 and 18, yielding a margin of error of plus or minus 3.1 percentage points, 19 times out of 20. Some questions were asked only to the 482 individuals who own and pay for a cellphone. For this sub-set of the total sample, the survey results are considered accurate to within 4.5 percentage points, 19 times out of 20.

TNS Canadian Facts ([www.tns-cf.com](http://www.tns-cf.com)) is one of Canada's most prestigious full-service marketing, opinion and social research organizations.

### **About TNS**

TNS is a market information group:

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- A leader in political and social polling
- A major supplier of consumer panel, media intelligence and TV and radio audience measurement services.

TNS operates across a global network in over 70 countries, allowing us to provide internationally consistent, up-to-the-minute and high quality information and analysis.

The group's employees deliver innovative thinking and excellent service to local and multi-national clients worldwide. In the custom business, they combine in-depth sector knowledge with expertise in the areas of new product development, positioning and segmentation research, brand and advertising research and stakeholder management.

TNS' strategic goal is to be recognized as the global leader in delivering value added information and insights that help our clients to make more effective decisions.

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