

For Immediate Release

## SUPPORT FOR WIRELESS NUMBER PORTABILITY IS WIDESPREAD

Eight-in-ten support the introduction of wireless number portability in Canada

TORONTO (March 2, 2005) – As Virgin Mobile enters into the Canadian wireless market in search of new customers, eight-in-ten wireless users express support for the introduction of wireless number portability in Canada, according to independent research conducted by **Solutions Research Group**, a Toronto-based market research firm.

Wireless number portability (WNP) refers to wireless subscribers' ability to switch wireless service providers without changing their phone numbers. 79% of wireless subscribers surveyed "strongly support" (39%) or "support" (40%) the introduction of WNP in Canada; only 13% were opposed and 8% were not sure.

Among key highlights:

- ▶ Wireless users in the 18-49 age group are more likely to support WNP (84% total support, 42% strongly), compared to users aged 50+ (67% total support, 31% strongly).
- ▶ There is a sharp difference in opinion between subscribers in English-speaking Canada and Quebec. Support for WNP is 57% in Quebec (22% strongly), compared to 84% in Rest of Canada (43% strongly). Strong support for WNP is highest in Ontario (83% total support, 47% strongly).
- ▶ Support for WNP is higher in the high-value professional/business segment – users of both voice and data services. 84% of wireless subscribers in professional, executive, supervisory and managerial positions support the introduction of wireless number portability, with 50% expressing "strong" support.

"Inability to keep the same number is a significant barrier to switching service providers for many Canadians, even if they are dissatisfied with their current services, contracts or plans," said Kaan Yigit, Director of the study. "Introduction of number portability will significantly increase consumer choice and flexibility hence the enthusiastic support for the idea," added Yigit.

If WNP is introduced, Solutions Research Group estimates that about 10% of all Canadian wireless subscribers – typically those least satisfied with their current service – would switch carriers in a short period of time. Another 25% would consider switching based on market conditions and competitive offers. Likelihood to switch correlates strongly with age; young subscribers (under 34) are most likely to switch if WNP is introduced.

The information for this release comes from scientific telephone interviews with 1,000 Canadians, including 564 wireless subscribers. The survey was conducted between February 24 and 28, 2005, as a special update for **Fast Forward™**, Solutions Research Group's syndicated consumer trend research series. To maintain an unbiased perspective, Solutions Research Group funds its own syndicated research.

The sample for the survey statistically reflects the regional and age/sex composition of the Canadian population. The results of the overall survey are accurate to  $\pm 3.0$  points for the population ( $\pm 4.1$  among wireless subscribers), 19 times out of 20.

**Support for Introduction of Wireless Number Portability  
Wireless Subscribers – February 2005**

|                  | Total<br>% | Male<br>% | Female<br>% | 18-34<br>% | 35-49<br>% | 50+<br>% |
|------------------|------------|-----------|-------------|------------|------------|----------|
| Strongly Support | 39         | 42        | 36          | 42         | 42         | 31       |
| Support          | 40         | 35        | 45          | 41         | 43         | 36       |
| Oppose           | 9          | 11        | 7           | 6          | 7          | 14       |
| Strongly Oppose  | 4          | 5         | 2           | 5          | 1          | 5        |
| Not Sure         | 8          | 7         | 10          | 6          | 7          | 14       |

*Q – In some countries, cellular subscribers are able to change their service providers within the same local area and still keep the same phone number. This is called wireless number portability. Generally speaking, would you say that you strongly support, support, oppose or strongly oppose the introduction of wireless number portability in Canada?*

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Contact:

Kaan Yigit, [kyigit@srgnet.com](mailto:kyigit@srgnet.com) 416.323.1337 x 22  
 Stacey Atkin [satkin@srgnet.com](mailto:satkin@srgnet.com) 416.323.1337 x 27

Solutions Research Group Consultants Inc.  
[www.srgnet.com](http://www.srgnet.com)