

As you may be aware, new rules have been announced by the federal government that will potentially affect your residential telephone service rates and the competition for your business in the future.

Under the new rules, if consumers have access to telephone service from a traditional telephone service company, a cable company offering telephone service, and at least one other unaffiliated wireless provider—in other words, at least three non-affiliated competitors in a given geographic market—the companies will be able to compete against one another by setting their own prices. This will mean that companies like Telus and Bell Canada will now be able to set their own prices instead of having to seek permission each time from a regulatory body, allowing them to compete with other local residential telephone providers like cable companies Shaw Communications and Rogers Communications who launched their own digital phone services last year. The federal Competition Bureau will have oversight of these companies to ensure that they will not act in an uncompetitive manner.

Overall, do you think that this is a good thing or a bad thing for local residential telephone consumers such as yourself?

Proportions/Mean: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	139	96	67	385	237	76	263	393	306	498	502
Weighted Base	1000	139	96*	67*	385	237	76*	294	365	308	490	510
Good	696 70%	94 68%	70 72%	51 76%	275 72%	153 65%	53 70%	218 74% I	260 71%	200 65%	355 72%	341 67%
Bad	266 27%	37 26%	26 27%	16 24%	92 24%	74 31%	21 28%	71 24%	91 25%	90 29%	120 24%	146 29%
Don't know/Refused	38 4%	8 6% C	1 1%	0 -	17 4%	10 4%	2 2%	6 2%	14 4%	18 6% G	15 3%	23 4%

Do you think that this will produce more competition which is beneficial for consumers or less competition which will not be beneficial for consumers?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	139	96	67	385	237	76	263	393	306	498	502
Weighted Base	1000	139	96*	67*	385	237	76*	294	365	308	490	510
More and beneficial	746	103	78	56	294	155	61	226	283	217	370	376
	75%	74%	81%	83%	76%	65%	81%	77%	78%	70%	76%	74%
			E	E	E		E		I			
Less and not beneficial	214	28	16	11	79	66	13	60	74	69	106	108
	21%	20%	17%	17%	21%	28%	17%	20%	20%	22%	22%	21%
						BD						
Don't know/Refused	40	8	2	0	12	17	2	8	8	23	14	26
	4%	6%	2%	-	3%	7%	2%	3%	2%	7%	3%	5%
		C				CD				GH		

Previously, if you switched from your local telephone service that was provided by a traditional telephone company to a competitor, that telephone company would have had to wait three months before they could contact you to offer special promotions or incentives to win back your business.

Now, under the new rules, if you switch your local telephone service from a traditional telephone company to a competitor, the traditional phone company can now contact you immediately to offer you special promotions or offers on any service they provide to encourage you to switch back.

Thinking about your interests as a consumer, do you believe this is a good or bad development?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	139	96	67	385	237	76	263	393	306	498	502
Weighted Base	1000	139	96*	67*	385	237	76*	294	365	308	490	510
Good	744	91	78	55	283	170	66	216	282	223	385	359
	74%	66%	81%	83%	74%	72%	87%	73%	77%	72%	79%	70%
			A	A			ADE				K	
Bad	225	37	17	11	91	59	10	77	74	66	97	128
	22%	27%	18%	17%	24%	25%	13%	26%	20%	21%	20%	25%
		F			F	F						
Don't know/Refused	31	11	2	0	10	8	0	1	9	19	8	23
	3%	8%	2%	-	3%	4%	-	0	2%	6%	2%	5%
		BCDF							G	GH		J