

INTERNET BILLING

Canadians Flatly Reject Usage Based Billing for Internet Access

Most respondents across the country “strongly disagree” with the proposed course of action.

[OTTAWA – Feb. 4, 2011] – Canadians are decidedly opposed to a recent decision that could change the way customers are charged for Internet access, a new Angus Reid / *Toronto Star* poll has found.

In the online survey of a representative national sample of 1,024 Canadian adults, three-in-four respondents (76%) disagree with the recent decision from the Canadian Radio-television Telecommunications Commission (CRTC), which recently ruled that Internet service providers should adopt “usage-based billing”.

Under this structure, Internet users would be charged an additional fee if they download more than a pre-established amount of data from the Internet.

The level of “strong disagreement” with the proposed course of action is above the 50 per cent mark in every region of the country (from a high of 74% in Ontario to a low of 52% in Quebec), across both genders (69% for men, 59% for women), and all three main age groups (62% for respondents aged 18 to 34, 68% for those aged 25 to 54, and 59% for those over the age of 55).

The survey was completed before CRTC chair Konrad von Finckenstein announced a decision “to delay the implementation of usage-based billing for wholesale customers by at least 60 days.”

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KEY FINDINGS

- **76% disagree with the CRTC’s ruling that calls for Internet service providers to adopt “usage based billing”.**
- **Large majorities of residents across the country and in all age groups decry the decision**

Full topline results are at the end of this release.

From February 2 to February 3, 2011, Angus Reid Public Opinion conducted an online survey among 1,024 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

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About Vision Critical®

Vision Critical is a global research and technology firm that creates software and services solutions for over 600 clients, including one-in-four of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

About the Vision Critical Public Affairs practice

The Vision Critical Public Affairs practice is headed by Dr. Angus Reid: an industry visionary who has spent more than four decades asking questions to figure out what people feel, how they think and who they will vote for. A team of talented and experienced practitioners with a unique and profound understanding of global issues conducts high quality research throughout the world on a daily basis for corporations, governments, academic researchers, and non-profit organizations.

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**For more information, please contact
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Internet Billing

As you may know, the Canadian Radio-television Telecommunications Commission (CRTC) recently ruled that Internet service providers should adopt “usage-based billing”. Under this structure, Internet users would be charged an additional fee if they download more than a pre-established amount of data from the Internet. All things considered, do you agree or disagree with this ruling?

| | Region | | | | | | |
|----------------------------|--------|-----|-----|-------|-----|-----|-----|
| | Canada | BC | AB | MB/SK | ON | PQ | ATL |
| Strongly agree | 4% | 7% | 4% | 5% | 2% | 4% | 7% |
| Moderately agree | 13% | 14% | 13% | 8% | 9% | 19% | 10% |
| Moderately disagree | 12% | 14% | 12% | 11% | 10% | 17% | 12% |
| Strongly disagree | 64% | 58% | 68% | 65% | 74% | 52% | 55% |
| Not sure | 7% | 7% | 4% | 12% | 5% | 8% | 16% |

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| | Gender and Age | | | | | |
|----------------------------|----------------|------|--------|-------|-------|-----|
| | Canada | Male | Female | 18-34 | 35-54 | 55+ |
| Strongly agree | 4% | 4% | 3% | 3% | 5% | 4% |
| Moderately agree | 13% | 12% | 13% | 12% | 11% | 17% |
| Moderately disagree | 12% | 10% | 15% | 13% | 10% | 15% |
| Strongly disagree | 64% | 69% | 59% | 62% | 68% | 59% |
| Not sure | 7% | 4% | 10% | 10% | 6% | 5% |

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| | Party support in the 2008 federal election | | | | | |
|----------------------------|--|------------|------------|------------|------------|------------|
| | Canada | Con | Lib | NDP | BQ | Green |
| Strongly agree | 4% | 5% | 2% | 4% | 6% | 0% |
| Moderately agree | 13% | 12% | 17% | 12% | 23% | 12% |
| Moderately disagree | 12% | 13% | 11% | 10% | 15% | 11% |
| Strongly disagree | 64% | 68% | 65% | 68% | 52% | 75% |
| Not sure | 7% | 3% | 4% | 6% | 4% | 2% |

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