

MOBILE PHONE EMERGENCY SERVICES

Canadian Mobile Phone Users Expect Their 9-1-1 Calls Will Be Accurately Located

Seven-in-ten say safety and security is their main consideration for carrying a mobile phone.

[TORONTO – Jul. 20, 2009] – Canadians rely on their mobile phones for safety and security, but many are unaware of the actual reach of their emergency coverage, a new Angus Reid Strategies poll has found.

The online survey of a representative national sample of 1,003 adult mobile phone users also found that respondents almost universally believe that specific services related to emergency coverage are imperative to keeping them safe and secure wherever they are.

“Access to emergency and 9-1-1 services by telephone is of utmost importance to Canadians, but not something they spend much time thinking about,” said Jodi Shanoff, Vice President, Public Affairs at Angus Reid Strategies. “We tend to assume we have access to the same coverage and services that have traditionally been available to us through our land lines. Finding out we don’t have these services can come as a surprise to many.”

Why Use a Mobile Phone

Canadians cite safety and security (71%) as the main consideration for their decision to carry a mobile phone, followed by being able to always stay in touch with friends and/or family (52%), being able to stay in touch with work (19%), cost effectiveness compared to a landline (9%), and an

KEY FINDINGS

- **96% expect emergency personnel to locate them accurately and dispatch help quickly when they dial 9-1-1, no matter where they dial from or what mobile phone they use**
- **71% cite safety and security as the main consideration for their decision to carry a mobile phone**
- **Large proportion of Canadian mobile phone users unaware of actual services related to safety and security**
- **23% have called 9-1-1 from a mobile phone in Canada**

Full topline results are at the end of this release.

From June 25 to June 28, 2009 Angus Reid Strategies conducted an online survey among 1,003 randomly selected Canadian adults who use a mobile phone and are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

CONTACT:

Jodi Shanoff, Vice President, Public Affairs, 416-642-7699, jodi.shanoff@angus-reid.com

affinity for having the latest gadgets (7%). In fact, respondents almost unanimously cite safety and security as an important reason for having a mobile phone (50% very important, 42% moderately important).

Misconceptions About Services

Despite the fact that Canadians cite safety and security as a reason for carrying a mobile phone, very large proportions of respondents are unaware of specific services. At least one-third of respondents enrolled in a pre-paid plan (36%) do not know if the emergency 9-1-1 location services operate from their devices; and two-in-five respondents do not know if emergency personnel can locate them accurately and dispatch help quickly when they dial 9-1-1 (43%), or whether emergency 9-1-1 location services for a mobile phone operate the same all over the country (45%).

Widespread Agreement on Importance

While respondents may not be fully aware of what their current mobile plan entails, they clearly agree that emergency 9-1-1 services are vital. More than 90 per cent of Canadian mobile phone users believe accurate location, extended coverage outside of their home town, access to 9-1-1 from a pre-paid phone, and compliance with minimum location accuracy standards is very or moderately important.

Calling 9-1-1 from a Mobile Phone

About one-in-four respondents (23%) have called 9-1-1 from a mobile phone in Canada. Of these Canadians, 90 per cent report being very or moderately satisfied with their experience, while nine per cent claim to be very or moderately dissatisfied.

Two Western provinces are home to a bigger pocket of 9-1-1 dialers who are disappointed with their experience. In British Columbia, 16 per cent of respondents are dissatisfied, while the number climbs to 25 per cent in Alberta.

CONTACT:

Jodi Shanoff, Vice President, Public Affairs, 416-642-7699, jodi.shanoff@angus-reid.com

Cell Phone 911 Service

Among the following, which ones would you call your main considerations in terms of your decision to carry a mobile phone, if any?

Safety and security, no matter where I am	71%
Can always stay in touch with friends and/or family	52%
Can always stay in touch with work	19%
Cost effectiveness compared to landline	9%
I just love having the latest gadgets	7%
None of these apply to me	6%

Cell Phone 911 Service

Overall, how important would you say it is that your mobile phone can help keep you safe and secure, no matter where you are?

Very important	50%
Moderately important	42%
Not too important	6%
Not at all important	2%

CONTACT:

Jodi Shanoff, Vice President, Public Affairs, 416-642-7699, jodi.shanoff@angus-reid.com

Cell Phone 911 Service

We are now going to ask you about some emergency 9-1-1 services for mobile phones. For each, please indicate if you have that service with your own mobile phone wireless service provider.

	I definitely have that / I think I have that	I don't think I have that / I definitely don't have that	I really have no idea
Emergency personnel are able to locate you accurately and dispatch help quickly when you dial 9-1-1, no matter where you dial from or what mobile phone you use.	36%	21%	43%
Emergency 9-1-1 location services for your mobile phone operate the same whether you are in your home town or in another part of Canada.	45%	10%	45%
[Pre-Paid Clients] Emergency 9-1-1 location services for your mobile phone operate the same whether you pre-paid for service using a call card or subscribe to a monthly mobile phone plan from a carrier.	56%	8%	36%
Your mobile phone carrier is expected to comply with minimum location accuracy standards in each city, town, county or region.	38%	9%	53%
Your mobile phone carrier files quarterly reports to demonstrate compliance with emergency 9-1-1 location accuracy requirements.	17%	16%	67%

CONTACT:

Jodi Shanoff, Vice President, Public Affairs, 416-642-7699, jodi.shanoff@angus-reid.com

Cell Phone 911 Service

Please rate each of the services in terms of their overall importance to keeping wireless subscribers like you safe and secure no matter where you are.

	Very important / Moderately important	Not too important / Not important at all
Emergency personnel are able to locate you accurately and dispatch help quickly when you dial 9-1-1, no matter where you dial from or what mobile phone you use.	96%	4%
Emergency 9-1-1 location services for your mobile phone operate the same whether you are in your home town or in another part of Canada.	96%	4%
Emergency 9-1-1 location services for your mobile phone operate the same whether you pre-paid for service using a call card or subscribe to a monthly mobile phone plan from a carrier.	95%	5%
Your mobile phone carrier is expected to comply with minimum location accuracy standards in each city, town, county or region.	94%	6%
Your mobile phone carrier files quarterly reports to demonstrate compliance with emergency 9-1-1 location accuracy requirements.	81%	19%

CONTACT:

Jodi Shanoff, Vice President, Public Affairs, 416-642-7699, jodi.shanoff@angus-reid.com

Cell Phone 911 Service

Have you ever had to call 9-1-1 from a mobile phone in Canada?

	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Yes	23%	22%	27%	18%	26%	21%	19%
No	77%	78%	73%	82%	74%	79%	81%

Cell Phone 911 Service

And thinking about the time when you had to call 9-1-1 from a mobile phone in Canada, how satisfied were you with the specific emergency response you received? – *Respondents who had to call 9-1-1 from a mobile phone in Canada.*

	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Very satisfied	64%	56%	54%	18%	79%	55%	76%
Moderately satisfied	26%	29%	22%	65%	19%	33%	15%
Moderately dissatisfied	4%	2%	7%	11%	0%	7%	9%
Very dissatisfied	5%	14%	18%	5%	2%	5%	0%

CONTACT:

Jodi Shanoff, Vice President, Public Affairs, 416-642-7699, jodi.shanoff@angus-reid.com

Angus Reid Strategies is a full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Angus Reid Strategies, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

http://angusreidstrategies.com/uploads/pages/pdfs/2008.10.15_Election.pdf

Since 2006, Angus Reid Strategies has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

http://angusreidstrategies.com/uploads/pages/pdfs/2008.03.28_Anniversary_1.pdf

http://www.angusreidstrategies.com/uploads/pages/pdfs/2008.12.09_QuebecElection.pdf

http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.05.13_BCElection.pdf

http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.06.10_NSElection.pdf

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

- 30 -

**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**

CONTACT:

Jodi Shanoff, Vice President, Public Affairs, 416-642-7699, jodi.shanoff@angus-reid.com