

Do Not Call List shows blocking power: *VoxPop* survey

Toronto, April 14, 2011 – Canada’s National Do Not Call List (DNCL) is continuing to be an effective barrier to unwanted telemarketing calls, according to a new *VoxPop* (Voice of the People) survey. Eight in ten DNCL registrants (80%) report that they now receive fewer telemarketing calls than they did before they added their telephone number to the national no-call list.

The Harris/Decima survey, which is the third to track the effectiveness of the National Do Not Call List, was commissioned by the Marketing Research and Intelligence Association (MRIA). The MRIA governs and regulates Canada’s marketing and public opinion research industry.

“Canada’s National Do Not Call List continues to benefit the vast majority of registrants by stemming unwanted telemarketing calls,” says Brendan Wycks, Executive Director of MRIA. “Nationally, 51 per cent of those who have registered a telephone number report that they now receive noticeably fewer or far fewer telemarketing calls; 24 per cent say they now receive slightly fewer telemarketing calls; and five per cent report receiving no telemarketing calls at all since signing on to the no-call list.”

Some DNCL registrants, however, continue to be plagued by rogue telemarketers. The survey found that 15 per cent of those who have signed on to the National DNCL say they now receive more telemarketing calls than before they registered a telephone number.

“The fact that some registrants are now receiving more calls than before registering is troubling and underscores the need for tough penalties for telemarketers who persist in telephoning people who have registered with Canada’s Do Not Call List,” says Wycks.

“The CRTC, which regulates the DNCL, has made strides in issuing significant fines against violators, but challenges remain. One clear problem facing regulators is telemarketers using random dialers to call Canadians whether they are on the no-call list or not. Many of these calls originate outside Canada, which makes enforcement difficult.”

Canadians who receive unwanted telemarketing calls should get the name of the company and, if possible, its telephone number and provide that information to the CRTC. People can notify the CRTC of unwanted telemarketing calls on-line by visiting www.dncl.gc.ca or by phone by calling 1-866-580-3625.

The survey also found that:

- **Awareness of the National DNCL stands at 82 per cent** among adult Canadians, versus 83 per cent in 2010.
- **39 per cent of adult Canadians have registered their residential land line** on the National DNCL, versus 36 per cent in 2010
- **15 per cent of adult Canadians have registered a cell phone number** on the National DNCL, versus 14 per cent in 2010.

Findings by province/region

- **The number of adults who have registered a landline telephone number on Canada’s National Do Not Call List** was highest in Ontario (47%) followed by Alberta (41%), British Columbia (38%), Man/Sask and Atlantic Canada (37%) and Quebec (27%).

- **The number of adults who have registered a cell phone number on Canada's National Do Not Call List** was highest in Ontario and Alberta (20%) followed by British Columbia (13%), Atlantic Canada (12%), Quebec (9%) and Man/Sask (8%).
- **National DNCL registrants who report that they now receive fewer telemarketing calls** was highest in Quebec (87%) followed by Alberta and British Columbia (81%), Ontario (80%), Manitoba/Saskatchewan (74%) and Atlantic Canada (73%).
- **National DNCL registrants who report that they now receive more telemarketing calls** was highest in Atlantic Canada (25%) followed by Manitoba/Saskatchewan (20%), Ontario (18%), British Columbia (17%), Alberta (13%) and Quebec (1%).

MRIA's *VoxPop* survey on Canada's National Do Not Call List was conducted by Harris/Decima via telephone between February 24 and March 6, 2011, with a national random sample of 2,035 adult Canadians aged 18 years and over and is considered accurate to within ± 2.2 per cent, 19 times out of 20. Percentages may not sum up to 100 due to rounding.

This survey is part of a series from *VoxPop*, MRIA's campaign to give voice to Canadians and demonstrate how public opinion research strengthens Canada's democracy by giving people a say in decisions by governments and corporations that will affect their lives. ***VoxPop: You speak. We listen. Things improve.***

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