

EMBARGOED UNTIL SEPT. 29, 2008

Support strong for National Do Not Call List, *VoxPop* poll finds

Toronto, September 29, 2008 – Almost two-thirds of Canadians (64%) say they will register their phone numbers with the coming National Do Not Call List (DNCL) for telemarketing to be launched on September 30 by the CRTC, according to a new poll from *VoxPop*, a campaign by the Marketing Research and Intelligence Association (MRIA) to advance free speech through public opinion surveys.

“Such high support before tomorrow’s launch suggests the National DNCL will be a hit with Canadians wanting to stop unwanted sales calls,” says *VoxPop* spokesperson Brendan Wycks, Executive Director of MRIA. “Nationally, 51 percent of Canadian adults are now aware the National DNCL is being introduced, up from 44 percent at this time last year. Every indicator suggests Canadians will rush to register after the no-call list is launched.”

Starting September 30, people can register their home, cellular or fax numbers on the National DNCL on-line at www.LNNTTE-DNCL.gc.ca or by calling toll free to 1-866-580-3625.

A solid majority of Canadians believe the National DNCL will be effective at blocking unwanted telemarketing calls. The *VoxPop* poll revealed that 61 percent of respondents believe the exemptions granted for particular types of calls – such as those made by governments and survey researchers – will not hamper the national DNCL’s ability to stem unwanted sales calls.

“The success of the U.S. do not call list suggests Canadians are right to believe their no-call list will be an efficient barrier against unwanted telemarketing calls,” says Wycks. “The exemptions to Canada’s national do not call list are nearly identical to those granted in the United States, which has had a no-call list since 2003. Research there shows that 77 percent of Americans who have registered now receive either far fewer telemarketing calls, or no telemarketing calls at all.”

A Harris Poll, conducted in the United States in October of 2007, reported that 91 percent of respondents stated they had received fewer telemarketing calls since registering on the no-call list, with 59 percent reporting they received far fewer sales calls than before and 18 percent reporting they now received no calls from telemarketers. Fourteen percent said they received slightly fewer telemarketing calls than before.

The *VoxPop* survey clearly suggests the National DNCL’s long-term impact on direct telemarketing to consumers will be dramatic. In the U.S., more than 145 million American residential telephone numbers are now registered with that country’s do not call list. Canadians are expected to register their phone numbers with the same enthusiasm, and, if they do, an estimated 16 million Canadian residential phone numbers will be off-limits to telemarketers by the end of 2010.

Canada’s no-call list will have sharp teeth. Telemarketers will be required to check the registry at regular intervals and “scrub” their lists of all registered phone numbers. If they call a registered household and a complaint is filed, the fine is \$1,500 for individuals and \$15,000 for companies.

The exemptions to Canada's National DNCL were granted by legislators to protect the economic and social value created by the exempted types of calls.

"Survey research is a vital element in our democratic society because things improve when people speak through surveys", says Wycks. "Beyond the economic prosperity created when corporate decision-makers understand public opinion, surveys enable public policy makers to create a better quality of life for Canadians by reflecting what people actually think about important issues that matter to them, such as education, health care, environmental protection and crime deterrence."

Findings by region

- **Awareness of the national do not call list** was highest in Ontario (60%) followed by Atlantic Canada (57%), Manitoba (57%), British Columbia (53%), Alberta (51%), Saskatchewan (50%) and Quebec (33%).
- **Support for the no-call list** was highest in Manitoba (71%) followed by British Columbia (69%), Ontario (67%), Alberta (66%), Atlantic Canada (59%), Quebec (57%) and Saskatchewan (53%).
- **Confidence that the exemptions will not hamper the national do not call list's effectiveness** was highest in Alberta (66%), followed by Quebec (62%), Ontario (62%), Atlantic Canada (59%), British Columbia (58%), Manitoba (48%) and Saskatchewan (47%).

The *VoxPop* public opinion poll was conducted by telephone by Omnitel™, a division of Acrobat Research Ltd., between August 7 and August 14, 2008, with a random representative sample of 1,000 adult Canadians. The results are accurate to within +/-3.10%, 19 times out of 20.

This survey is part of a series from *VoxPop*, a campaign to give voice to Canadians through public opinion research. ***VoxPop: You speak. We listen. Things improve.***