



April 9, 2010

The Honourable Tony Clement, P.C., M.P.
Minister of Industry
Industry Canada
C.D. Howe Building
East Tower, 11th Floor
235 Queen Street
Ottawa, Ontario K1A 0H5

Dear Minister Clement:

Re: Marketing Research and Intelligence Association Survey On Effectiveness Of National Do Not Call List

I am pleased to attach for your records an MRIA media release that was issued today, announcing very positive results of a national survey regarding the effectiveness of the National Do Not Call List.

As you may know, the Marketing Research and Intelligence Association (MRIA), is the single authoritative voice of the marketing, survey and public opinion research industry in Canada. MRIA frequently conducts surveys as part of our *VoxPop* public information campaign to give voice to Canadians and demonstrate how public opinion research strengthens Canada's democracy by giving people a say in decisions by government and corporations.

Our latest *VoxPop* survey was conducted between February 24 and March 8 with a national random sample of over 2,000 Canadians. The survey found that the DNCL is being effective at stopping unwanted telemarketing calls for those registered, with 84 per cent of registrants stating that they now receive fewer calls. That proportion is up by four per cent from an identical *VoxPop* survey we conducted in February 2009.

The following survey results may also be of interest:

- of the 84 per cent of registrants noted above, 10 per cent report receiving no telemarketing calls at all since signing on to the no-call list;
- awareness of the National Do Not Call List among adult Canadians now stands at 83 per cent; and
- 36 per cent of adult Canadians have registered their residential land line, while 14 per cent have registered a cell phone number.

The survey's findings are strong evidence that the no-call list is effective in reducing or eliminating unwanted telemarketing calls.



Marketing Research and Intelligence Association
L'Association de la Recherche et de l'Intelligence Marketing

The survey itself is a good example of the value of public opinion research in evaluating government programs and policies.

I would be pleased to discuss with you or your staff any questions you may have regarding the survey results or MRIA's *VoxPop* campaign. Please contact me at 1-888-602-6742, ext. 8724 or at bwycks@mria-arim.ca.

MRIA is a voluntary self-regulatory industry Association representing all sectors of the marketing, survey and public opinion research and market intelligence industry in Canada. Our members include over 1,800 individual research professionals and over 400 Corporate members, comprised of small to large research agencies, and many buyers of research services, such as financial institutions, major retailers, insurance companies, telecommunications firms, and manufacturers.

Sincerely,

A handwritten signature in black ink that reads "Brendan Wycks".

Brendan Wycks, BA, MBA, CAE
Executive Director

Attachment: MRIA *VoxPop* Media Release, April 9, 2010

C.C: Marta Morgan, Assistant Deputy Minister, Strategic Policy Sector, Industry Canada
Pamela Miller, Director General, Telecommunications Policy Branch, Industry Canada
Lynne Fancy, A/Director General, Consumer Affairs Branch, CRTC
Denis Carmel, Director, Media & Parliamentary Relations, CRTC
Nancy Webster-Cole, Senior Manager – Telemarketing Regulations, CRTC