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National

Thursday, April 8th, 2010

Canadians believe Do Not Call list is working, new poll suggests

THE CANADIAN PRESS 

OTTAWA - The vast majority of Canadians who signed up for the government's Do Not Call List are getting fewer unwanted calls from telemarketers, a new poll suggests.

The Harris-Decima survey found that 84 per cent of respondents said they weren't being bothered as much by telemarketers - up four per cent from the year before.

Within that group, 10 per cent said they weren't receiving telemarketing calls at all anymore. However, 12 per cent reported receiving more unwanted calls than before.

Thirty-six per cent said they had registered their land line and 14 per cent had their cellphones covered.

The registry was set up in 2008 by the Canadian Radio-television and Telecommunications Commission (CRTC). More than eight million Canadians have registered since it went online, with an average of 2,500 new registrants joining daily. Since inception, the CRTC has dealt with 269,000 complaints.

The registry does not apply to public research firms, charities or newspapers and other publications seeking subscribers.

The research was commissioned by the Marketing Research and Intelligence Association (MRIA), which represents polling firms.

The association blames the persistent calls on "robodiallers" and other rogue telemarketers from both the United States and Canada.

Brendan Wycks, executive director of the MRIA, said the reason the registry is working is precisely because of the action taken to shutdown the bad guys.

"I think one of the major reasons is that the CRTC, in its regulatory role and acting in conjunction with the FTC in the United States, had some effect in shutting down some of the rogue telemarketers," he said.

The survey of 2,042 adults was conducted Feb. 24 to March 8, and is considered accurate to within 2.2 percentage points, 19 times out of 20.



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