

National Do Not Call List effectiveness improves year over year: *VoxPop* survey

Toronto, April 7, 2010 – Canada’s National Do Not Call list (DNCL) is providing an effective barrier and has improved its telemarketing call-blocking performance over the past year, according to the latest *VoxPop* (Voice of the People) survey. More than eight in ten DNCL registrants (84%) say they now receive fewer telemarketing calls, up by four per cent from February of 2009.

The survey was commissioned by the Marketing Research and Intelligence Association (MRIA) to give Canadians the opportunity to rate the registry’s effectiveness. The MRIA governs and regulates Canada’s marketing and public opinion research industry.

The survey is the second from *VoxPop* to track the effectiveness of Canada’s no-call list since the registry’s launch on September 30, 2008. The first study, conducted in February of 2009, found that 80 per cent of DNCL registrants were receiving fewer telemarketing calls.

“This latest *VoxPop* survey shows clearly that 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, 54 per cent of those who have registered a telephone number report they now receive noticeably fewer or far fewer telemarketing calls; 21 per cent say they now receive slightly fewer telemarketing calls; and 10 per cent report receiving no telemarketing calls at all since signing on to the no-call list.”

Some registrants to Canada’s Do Not Call List, however, continue to be plagued by rogue telemarketers. The survey found that 12 per cent of registrants (versus 13% in the 2009 study) say they now receive more telemarketing calls than before they registered a telephone number.

“The fact that a significant minority of National DNCL registrants are now receiving more calls than before registering is troubling and underscores the need for tough enforcement of penalties for telemarketers who persist in telephoning people who have registered with Canada’s Do Not Call List,” says Wycks. “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, the agency responsible for regulating the National DNCL. 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 among adult Canadians now stands at 83 per cent**, compared with 84 per cent in the previous *VoxPop* survey conducted in February, 2009.
- **36 per cent of adult Canadians have registered their residential land line** on the National DNCL compared to 33 per cent in the previous survey.

- **14 per cent have registered a cell phone number** on the National DNCL versus 12 per cent in last year's survey.

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 (45%) followed by Alberta (38%), Man/Sask (29%), British Columbia (29%), Quebec (28%) and Atlantic Canada (27%).
- **The number of adults who have registered a cell phone number on Canada's National Do Not Call List** was highest in Ontario (17%) followed by Alberta (16%), British Columbia (11%), Quebec (11%), Man/Sask (9%) and Atlantic Canada (9%).
- **National DNCL registrants reporting that they now receive fewer telemarketing calls** was highest in Man/Sask (91% versus 80% in 2009) and Quebec (91% versus 83% in 2009) followed by Atlantic Canada (87% versus 84% in 2009), Alberta (82% versus 71% in 2009), Ontario (83% versus 84% in 2009) and British Columbia (76% versus 69% in 2009).
- **National DNCL registrants reporting that they now receive more telemarketing calls** was highest in Alberta (18% versus 23% in 2009) followed by British Columbia (16% versus 22% in 2009), Ontario (13% versus 10% in 2009), Atlantic Canada (9% versus 12% in 2009), Man/Sask (9% versus 15% in 2009) and Quebec (7% versus 9% in 2009).

MRIA's *VoxPop* survey on Canada's National Do Not Call List was conducted by Harris-Decima via telephone between February 24 and March 8, 2010, with a national random sample of 2,042 adult Canadians aged 18 years and over and is considered accurate to within ± 2.2 per cent, 19 times out of 20. Please note that sub-total and total percentages may not add up 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.***