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Do Not Call deal urged with U.S.; Telemarketing list working, but challenges remain

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Canada's Do Not Call List needs a reciprocal enforcement agreement between the CRTC and its U.S. counterpart to ensure people aren't inundated with calls, a research association says.

"The CRTC should do everything in their power to secure a reciprocal agreement with the U.S. authorities, because right now, the CRTC has no power to enforce things outside our borders," said Brendan Wycks, executive director of the Marketing Research and Intelligence Association.

The MRIA governs and regulates Canada's opinion research industry.

A national vox pop, or Voice of the People, survey released by the association yesterday found 80 per cent of Canadians reported receiving fewer telemarketing calls after registering on the National Do Not Call List, while 13 per cent reported receiving more telemarketing calls.

But those receiving more calls are likely getting them from outside the country, Wycks said.

"Based on our analysis of the data, we believe that that increased rate of telemarketing calls that's being experienced by a small minority of registrants is most likely the result of a spike in telemarketing activity by telemarketers from outside Canada using automatic dialers," Wycks said.

The dialers "call all numbers in a given area code sequentially - to target and call Canadians."

What's not clear is whether, even if Canada had a reciprocal agreement with the U.S., that would cut out more unwanted telemarketing calls, or just encourage the telemarketers to call from other countries.