

National Post

Foreign telemarketers still plaguing Canadians despite Do Not Call List

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Eighty per cent of Canadians reported receiving fewer telemarketing calls after registering on the National Do Not Call List, while 13% reported receiving more calls, a national survey has found. But those receiving more calls are likely getting them from outside the country, said Brendan Wycks, executive director of the Marketing Research and Intelligence Association (MRIA), which released the survey yesterday. "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," Mr. Wycks said. The dialers "call all numbers in a given area code sequentially -- to target and call Canadians." The MRIA, which regulates Canada's opinion research industry, is calling for a reciprocal agreement between the CRTC and its U. S. counterpart for Canada's Do Not Call List.