

**CANADIAN RADIO-TELEVISION AND
TELECOMMUNICATIONS COMMISSION**

Report on the
Operation of the National Do Not Call List
for the period April 1, 2010 to March 31, 2011

Presented to:

The Honourable Christian Paradis

Minister of Industry and Minister of State (Agriculture)

September 30, 2011

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EXECUTIVE SUMMARY

This report by the Canadian Radio-television and Telecommunications Commission (CRTC) summarizes the operation of the National Do Not Call List (DNCL or the List) for the period April 1, 2010 to March 31, 2011 (the reporting period).

The goal of the National DNCL is to reduce the number of unwanted telemarketing calls made to Canadians. Consumer feedback obtained through polling demonstrates that this goal is being achieved. Canadians have registered nearly 9.5 million telephone and fax numbers and the number of complaints has decreased by 30 percent.

An independent survey conducted in March and April 2011 by the Marketing Research and Intelligence Association (MRIA) found that 80 percent of Canadians who had registered their numbers with the National DNCL reported that they now receive fewer telemarketing calls.

During the reporting period, the CRTC negotiated five high-profile settlements with three major telecommunications service providers and one of the largest telemarketing companies in Canada. These settlements resulted in \$1.8 million being paid to the Receiver General for Canada and \$741,000 to educational institutions.

Several new compliance and enforcement approaches were put in place during the reporting period, to improve the investigative process and further enhance the enforcement of the National DNCL regime. The new initiatives include issuing citations and compliance letters, in addition to negotiated settlements.

National DNCL Results for the reporting period

- ***Monetary Penalties or Other Payments*** – The CRTC imposed administrative monetary penalties (AMPs) for violations of the Unsolicited Telecommunications Rules (the Rules)¹ totalling \$1,922,000. CRTC actions also resulted in other payments totalling \$741,000. Total AMPs and other payments during the reporting period were \$2,663,000.
- ***Canadian Number Registrations*** – Canadians registered 1.2 million numbers with the National DNCL Operator, for a total of nearly 9.5 million numbers registered since the National DNCL was launched in September 2008.
- ***Telemarketer Access*** – Telemarketer registrations to the National DNCL increased by 930, bringing the total number to 8,478 since the launch of the list. Telemarketers also purchased 2,350 subscriptions which allow them to update their calling lists by “scrubbing,” or removing, registered phone numbers.
- ***Complaints*** – The CRTC received 115,113 complaints for a total of 398,809 complaints since the launch of the National DNCL.

¹ The Rules include the National DNCL Rules, the Telemarketing Rules and the Automatic Dialing-Announcing Device (ADAD) Rules.

- ***Investigations*** – The CRTC concluded 129 investigations. To date, over 90 percent of investigations have been concluded.
- ***Costs and Expenditures*** – Bell Canada’s costs associated with operating the list (which are recovered through subscription fees charged to telemarketers who purchase the list) were almost \$3 million. The CRTC’s expenses for activities related to the National DNCL were approximately \$3.1 million.

1. INTRODUCTION

1.1 Purpose

The Canadian Radio-television and Telecommunications Commission (CRTC) submits this report to the Minister of Industry pursuant to section 41.6 of the *Telecommunications Act* (the Act), which states the following:

- (1) The Commission shall, within six months after the end of each fiscal year, deliver a report to the Minister on the operation of the national do not call list in that fiscal year.
- (2) The report shall set out any costs or expenditures related to the List, the number of Canadians using the list, the number of telemarketers accessing the list, any inconsistencies in the prohibitions or requirements of the Commission under section 41 that are applicable to the operation of the List, and an analysis of the effectiveness of the List.
- (3) The Minister shall cause a copy of the report referred to in subsection (1) to be laid before each House of Parliament on any of the first fifteen days on which that House is sitting after the Minister receives the report.

1.2 Scope of the Report

This report examines the status of the National Do Not Call List's (DNCL or the List) operations as of March 31, 2011. It covers the following:

- Section 2: Costs and expenditures
- Section 3: Canadian number registration
- Section 4: Telemarketer access
- Section 5: Inconsistencies in the prohibitions or requirements under section 41 of the Act
- Section 6: New compliance and enforcement initiatives
- Section 7: Effectiveness of the List
- Section 8: Noteworthy stories

The CRTC, Bell Canada (the National DNCL operator), and the Marketing Research and Intelligence Association (MRIA) provided the data included in this report.

2. COSTS AND EXPENDITURES

2.1 Operating the National DNCL

The National DNCL is a fully bilingual system consisting of Web, fax, interactive voice response, and live operator access. As the National DNCL operator, Bell Canada is responsible for

- registering and deregistering Canadians' phone and fax numbers,
- collecting complaints,
- forwarding complaints to the CRTC,
- preparing reports and statistical output,
- registering telemarketers' business information,
- processing subscription payments, and
- providing telemarketers with up-to-date versions of the National DNCL.

Despite the complexity of the National DNCL system, no major unexpected costs have arisen. However, as of March 31, 2011, subscriptions and associated revenues continue to lag the levels that were projected prior to the launch of the National DNCL. According to the Act, the costs associated with the development and operation of the List are to be covered by revenues from telemarketers' subscriptions to the List. Bell Canada's costs associated with these activities for the National DNCL are outlined below.

Bell Canada's costs (\$ million)					
	Fiscal Years 2007-2008 to 2008-2009		Fiscal Year 2009-2010	Fiscal Year 2010-2011	Total
	April 1, 2008 – September 30, 2008 (prior to launch)	October 1, 2008 – March 31, 2009 (after launch)	April 1, 2009 – March 31, 2010	April 1, 2010 – March 31, 2011	January 1, 2008 – March 31, 2011
Capital expenditure	\$5.49	\$2.32	\$0.99	\$0.04	\$8.83
Expenses	\$1.58	\$2.84	\$4.00	\$2.87	\$11.30
Total	\$7.07	\$5.16	\$4.99	\$2.91	\$20.13

2.2 CRTC Costs

The CRTC is responsible for a number of activities related to the National DNCL, including

- developing policies and rules, including the establishment of, and amendments to, the Unsolicited Telecommunications Rules (the Rules);²
- creating awareness among Canadians and telemarketers through such activities as information sessions, news releases, interviews, and trade show appearances;
- working with Bell Canada to manage the National DNCL operator contract;
- investigating complaints;
- working with telemarketers to obtain compliance with the Rules;
- enforcing the Rules by issuing compliance letters and/or imposing administrative monetary penalties (AMPs);
- taking measures to collect amounts owed by telemarketers for unpaid AMPs; and
- responding to requests made under the *Access to Information Act*.

The CRTC's expenses associated with the activities listed above were approximately \$1.1 million in fiscal year 2007-2008, \$2.1 million in fiscal year 2008-2009, \$3.2 million in fiscal year 2009-2010, and \$3.1 million in fiscal year 2010-2011, for a total of approximately \$9.6 million. These amounts include all salary and operations and maintenance costs.

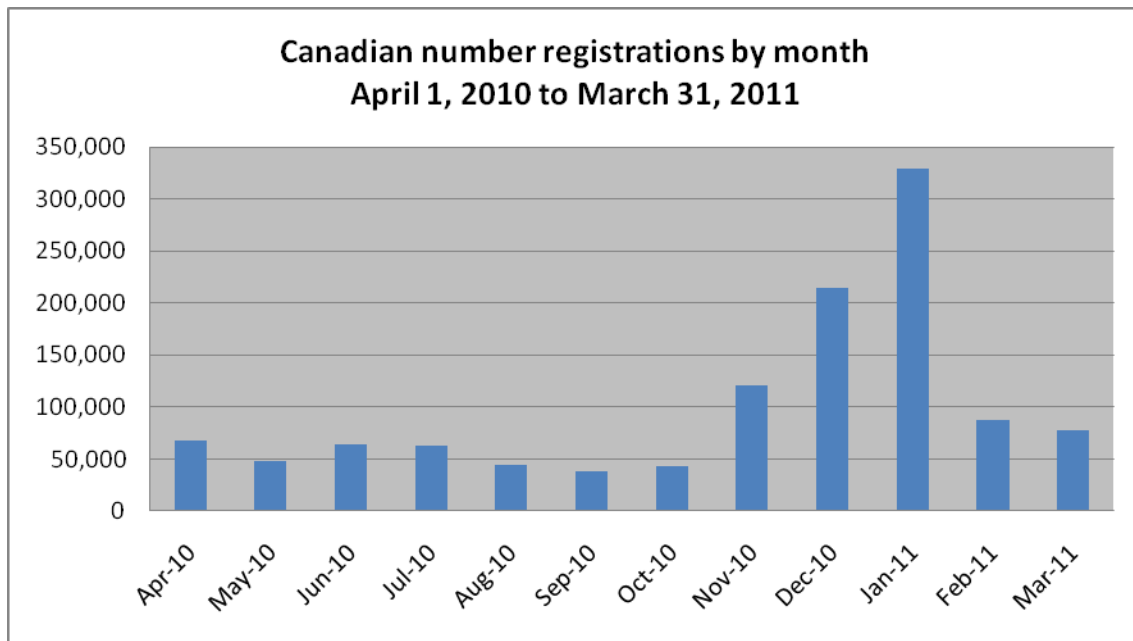
² The Rules include the National DNCL Rules, the Telemarketing Rules and the Automatic Dialing-Announcing Device (ADAD) Rules.

3. CANADIAN NUMBER REGISTRATION

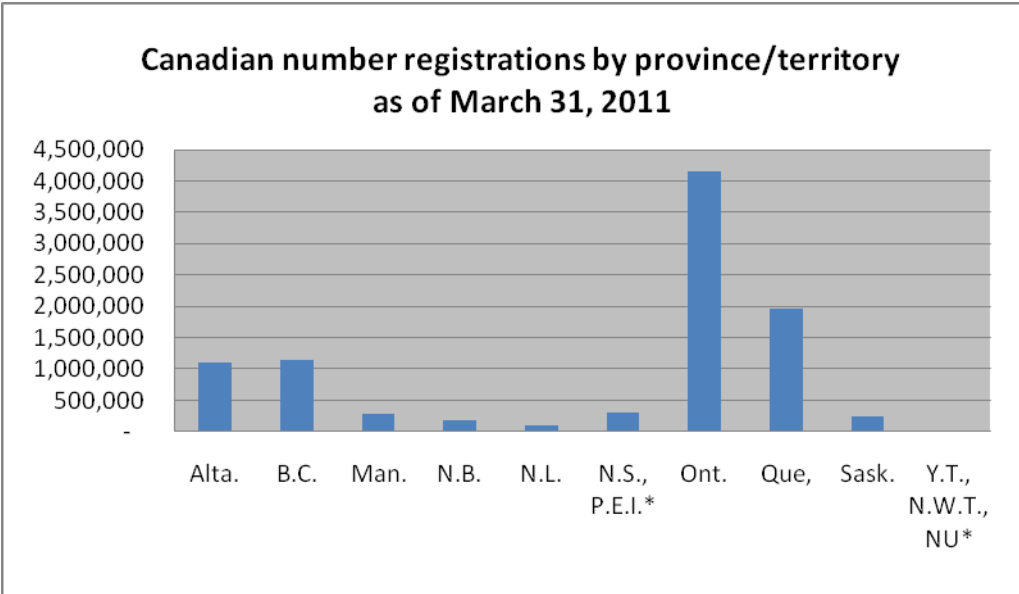
The National DNCL continues to receive new registrations on a daily basis. During the reporting period, 1.2 million Canadian numbers were registered on the National DNCL. As of March 31, 2011, the total number of registered numbers was nearly 9.5 million.

Canadians also have the option to deregister their numbers from the National DNCL. During the reporting period, 12,848 numbers were deregistered by users bringing the total of deregistered numbers to 25,759 as of March 31, 2011. The number of de-registrations, as compared to registrations, is very small and provides further evidence the National DNCL is in strong demand and continues to meet Canadians' needs.

The charts below set out Canadian number registrations by month during the reporting period and by province/territory as of the end of the reporting period. Charts showing provincial and territorial registrations as a percentage of total registrations and as a percentage of population are set out in section 1 of the Appendix.



The spike in consumer number registrations from November to January is likely due to one major negotiated settlement in October and three more in December. As Figure 2.1 of the Appendix demonstrates, there was a corresponding increase in the number of telemarketer registrations from January to March.



* Data for these locations is not separated since they share one area code (area code 902 in Nova Scotia and Prince Edward Island; area code 867 in Yukon, Northwest Territories, and Nunavut. Non-geographic area codes 500 and 600 are combined with area code 867).

4. TELEMARKETER ACCESS

Businesses and organizations that either make telemarketing calls directly or hire third parties to make calls on their behalf must register their information with the National DNCL. Moreover, businesses that make telemarketing calls on behalf of others must also register with the National DNCL. They must do so even if the calls are exempt from the National DNCL Rules.

Telecommunications from or on behalf of the following are exempt from the National DNCL Rules:

- businesses or organizations with whom the person receiving the call or fax has, or had in the last 18 months, an existing business relationship;
- registered political parties, candidates, or associations of members of those political parties, or independent election candidates;
- registered charities;
- market research companies conducting surveys;
- companies selling newspaper subscriptions; and
- telemarketers calling businesses.

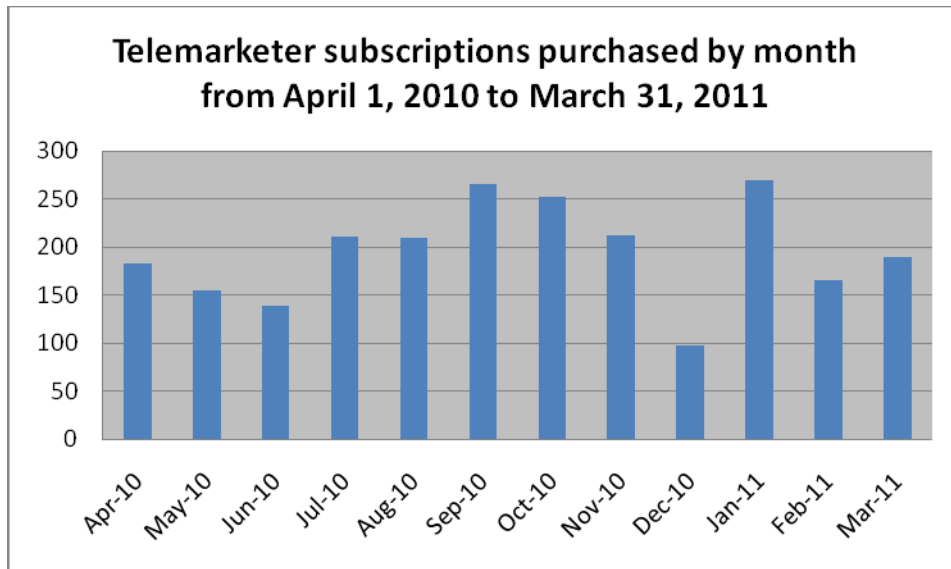
The following table shows the total annual number of registrations by telemarketer location as of March 31, 2011. During the reporting period, 930 telemarketers registered their business or organization information.

Telemarketer Location	Registrations as of March 31, 2009	Registrations as of March 31, 2010	Registrations as of March 31, 2011
Canada	5,680	7,227	8,098
United States	136	209	261
International	80	112	119
Total	5,896	7,548	8,478

A table showing telemarketer registrations by month and by province/territory, as well as the number of registrations by industry, is set out in section 2 of the Appendix.

In addition to registering, telemarketers making non-exempt calls must subscribe to the National DNCL. A wide variety of subscription options is available to the diverse companies and organizations that conduct telemarketing. Pricing flexibility allows telemarketers to select their subscription method based on the number of area codes they call and the number of months in which they will be telemarketing. Once they have subscribed, they use the List to “scrub,” or remove, numbers that are registered on the National DNCL from their own calling lists. Businesses or organizations targeting a limited number of Canadians may also check specific numbers to find out if they are registered.

Telemarketers purchased 2,350 subscriptions during the reporting period. The number of subscriptions purchased per month during the reporting period is shown below.



5. INCONSISTENCIES IN THE PROHIBITIONS OR REQUIREMENTS

After Parliament amended the Act in 2005 to allow for the creation and operation of a national do not call list, the CRTC initiated a public process to establish a framework for the List.³ While the CRTC considers that there are no inconsistencies in the prohibitions or requirements under section 41 of the Act that are applicable to the operation of the List, it did review policy issues related to the financial and insurance industries.

In March 2010, the CRTC initiated a proceeding in which it requested comments on the interpretation of the Rules as applied to the financial and insurance industries.⁴ In August 2010, the CRTC issued a policy decision on this matter,⁵ altering its asymmetric interpretation of the Rules to find that they apply equally to the financial industry and the insurance industry, and that unsolicited calls by members of these industries to existing clients to sell or promote products or services are telemarketing calls under the Rules.

In addition, the CRTC extended the registration period for Canadians' numbers to remain on the National DNCL from three to five years. The CRTC is currently considering the feasibility of a permanent registration regime.

³ The framework was set out in *CRTC Interconnection Steering Committee Do Not Call List Operations Working Group reports*, Telecom Decision CRTC 2007-47, 3 July 2007 and *Unsolicited Telecommunications Rules framework and the National Do Not Call List*, Telecom Decision CRTC 2007-48, 3 July 2007, as amended by Telecom Decision CRTC 2007-48-1, 19 July 2007. The framework has been amended in subsequent decisions.

⁴ *Unsolicited Telecommunications Rules – Financial and insurance products and services offered to existing clients*, Telecom Notice of Consultation CRTC 2010-130, 4 March 2010.

⁵ *Unsolicited Telecommunications Rules – Financial and insurance products and services offered to existing clients*, Telecom Regulatory Policy CRTC 2010-599, 19 August 2010.

6. NEW COMPLIANCE AND ENFORCEMENT INITIATIVES

The CRTC has the mandate to enforce all regulations pertaining to the National DNCL. Over the course of the reporting period, the CRTC adopted new approaches in order to improve the investigative process and ensure compliance with and effective enforcement of the Rules. The new processes include issuing citations and compliance letters, as well as engaging in negotiated settlements.

Before implementing the use of citations, the CRTC relied heavily on the cooperation of industry players for compliance with the Rules. Citations are now issued to entities that may not be aware that they are violating the Rules. A citation is issued to notify telemarketers that the CRTC has received consumer complaints alleging that the telemarketer has violated the Rules. The citation identifies the alleged violations, notes the specific corrective action to be taken, and sets out the process to be followed should the telemarketer choose to provide a defence. The citation also advises the telemarketer that further violations may result in a notice of violation with the possible imposition of an AMP.

During the reporting period, the CRTC also began using negotiated settlements. Using a principled approach, the CRTC is able to avoid protracted proceedings while successfully arriving at a resolution of violations of the Rules. The CRTC may enter into an agreement with the telemarketer for the issuance of a notice of violation, the payment of an AMP, and specific undertakings to implement immediate and ongoing corrective measures. During the reporting period, the CRTC successfully reached five negotiated settlements, as detailed in section 8.

In addition to these domestic efforts, the CRTC is cooperating with counterpart agencies in other countries where the activity is international in nature.

These new initiatives have improved the investigative process, expedited compliance on the part of telemarketers, and resulted in the immediate collection of AMPs, ultimately reducing the number of unwanted telemarketing calls Canadians receive and helping protect their privacy.

7. EFFECTIVENESS OF THE LIST

7.1 Feedback from Canadians

The goal of the National DNCL is to reduce the number of unwanted telemarketing calls made to Canadians. Consumer feedback obtained through polling demonstrates that this goal is being achieved.

Public awareness of the National DNCL has been high since its launch. Independent surveys conducted by the MRIA in 2007, 2009, 2010, and 2011 all show that awareness of the National DNCL among adult Canadians was and remains above 80 percent.⁶ In addition, the 2011 MRIA survey showed that 80 percent of National DNCL registrants say they now receive fewer telemarketing calls. Specifically, the number of National DNCL registrants who report that they now receive fewer telemarketing calls was highest in Quebec (87%) followed by Alberta and British Columbia (81%), Ontario (80%), Manitoba and Saskatchewan (74%) and Atlantic Canada (73%).

Survey Indications	2009 Survey	2010 Survey	2011 Survey
Noticeably fewer or far fewer telemarketing calls	50%	54%	51%
Slightly fewer telemarketing calls	20%	21%	24%
No such calls at all	10%	10%	5%
More telemarketing calls	13%	12%	15%

Survey results demonstrate that, from the perspective of the Canadian public, the National DNCL continues to be effective in reducing the number of unwanted telemarketing calls.

7.2 Complaints

Canadians who believe that a telemarketer has violated the Rules may submit a complaint to the National DNCL operator either via a toll-free phone number or online.

The CRTC received 115,113 complaints during the reporting period, a 30 percent decrease over the previous period, for a total of 398,809 complaints since the National DNCL was launched. A *prima facie* assessment by CRTC employees determined that 103,890 complaints during the reporting period, for a total of 320,010 complaints since the inception of the National DNCL, were about potential violations of the Rules and warranted further investigation. The remaining approximately 10 percent were found to not relate to violations of the Rules for a variety of reasons.⁷

⁶ VoxPop survey, MRIA, August 2007.

VoxPop survey, MRIA, January – February 2009.

VoxPop survey, MRIA, February – March 2010.

VoxPop survey, MRIA, March – April 2011 –

<http://www.marketwire.com/press-release/do-not-call-list-shows-blocking-power-voxpop-survey-1502464.htm>

⁷ Exemptions to the Rules can be found under section 41.7 of the Act.

CRTC staff analyzes the complaints and assigns them, as appropriate, to investigations. During the reporting period, the CRTC initiated 197 investigations, for a total of 1,065 since the launch of the National DNCL, representing 188,447 complaints. To date, over 90 percent of investigations have been concluded. During the reporting period, the CRTC concluded 129 investigations.

7.3 Investigations, Compliance, and Enforcement

The CRTC's goal is to have all telemarketers comply with the Rules. Where they do not, the CRTC will take the appropriate enforcement measures to bring them into compliance.

The CRTC has promoted compliance in several ways, including its adoption of new compliance and enforcement approaches. The investigation process is used to determine the identity of foreign or domestic telemarketers and substantiate the validity of complaints. This can be time-consuming based on the complexity of the investigation, particularly in those instances where telemarketers misidentify themselves and/or display false numbers (known as "spoofing").

Through the course of its investigations, the CRTC may send letters requesting information from telemarketers. These letters state that the telemarketer is under investigation and requests specific information. If at any time the CRTC suspects that the telemarketer might be engaged in criminal activities, it notifies agencies that are empowered to pursue such activities. These include the Competition Bureau and the Canadian Anti-Fraud Call Centre.⁸

In some cases, investigation by the CRTC reveals that telemarketers placed the calls in question pursuant to a valid exemption of the National DNCL Rules, such as an existing business relationship exemption.

In cases where the investigation reveals that violations have occurred, the CRTC may issue compliance letters to telemarketers. Compliance letters identify the alleged violation and require the telemarketer to take specific corrective measures to prevent future violations. The CRTC issued eight compliance letters during the reporting period, and a total of 195 compliance or warning letters as of March 31, 2011. Most telemarketers then undertake the necessary corrective measures outlined in the letters they receive. The combination of awareness activities and enforcement actions has been effective in bringing many telemarketers into compliance with the Rules.

In other cases, a citation as described in section 6 is more appropriate. During the reporting period, the CRTC issued 51 citations to telemarketers who had violated various aspects of the Rules.

Where other compliance measures fail, or are not appropriate, notices of violation are issued to telemarketers. These notices set out proposed penalties for violations of the Rules. A telemarketer who receives a notice of violation may pay the penalties or make representations to the CRTC.

⁸ Formerly known as PhoneBusters, the Canadian Anti-Fraud Call Centre is managed on a tripartite basis by the Royal Canadian Mounted Police, the Ontario Provincial Police, and the Competition Bureau.

When representations are made, a panel of CRTC Commissioners reviews the representations and determines whether a violation was committed and whether to impose a monetary penalty. The CRTC has the authority to impose penalties of up to \$1,500 for an individual and up to \$15,000 for a corporation for each violation. A violation that continues for more than one day is considered to be a separate violation for each day it continues. During the reporting period, the CRTC issued 10 notices of violation to telemarketers for a total of 35 notices of violation since the creation of the List in September 2008. The CRTC also imposed AMPs on 19 violators during the reporting period, bringing the total number of AMPs issued to 30 since the launch of the List. The total value of these AMPs is \$1,922,000. CRTC actions, detailed in section 8, also resulted in other payments totalling \$741,000. Total AMPs and other payments during the reporting period were \$2,663,000.

If the telemarketer contests the notice of violation and the CRTC determines that the telemarketer has committed the violations set out in the notice, then the name of the telemarketer, the nature of the violations, and the amount of the penalties are published in a CRTC decision.⁹ Similarly, if the telemarketer fails to either contest the notice of violation or pay the penalties set out in the notice, then the name of the telemarketer, the nature of the violation, and the amount of the penalties are published in a CRTC decision.

Where the CRTC has imposed an AMP and the telemarketer has not paid the penalty, the CRTC pursues collection action. The CRTC uses various methods to collect outstanding accounts. These include, but are not limited to, actions such as referral of outstanding accounts to (a) collection agencies, or (b) the Canada Revenue Agency (CRA), for refund offset of funds otherwise payable by the CRA.

The CRTC publishes a monthly National DNCL status report on its website. The report contains monthly and cumulative information on a number of key variables, including the number of telephone and fax numbers registered on the National DNCL; the number of complaints; the number of new, closed, and active investigations; the number of notices of violation issued; and the number of AMPs imposed. The status report also contains a list of CRTC decisions regarding violations of the Rules. The List identifies the companies that have been found to be in violation of the Rules and contains the URL link to each of the decisions. These decisions contain information on the circumstances of the case and the amount of the AMP levied.

The CRTC will continue to use its authority to impose AMPs on telemarketers who do not comply with the Rules. The CRTC has also developed a process to notify the telemarketers whose subscriptions have expired. This undertaking is designed to heighten awareness of the National DNCL, thus ensuring that those telemarketing to Canadians comply with the Rules by subscribing to the List.

⁹ CRTC telemarketing decisions can be found on the CRTC website under Decisions, Notices and Orders.

8. NOTEWORTHY STORIES

In April 2010, a new Chief Compliance & Enforcement Officer was hired to oversee the investigations, compliance, and enforcement activities related to the Rules, including the National DNCL Rules, as well as to create an enforcement-ready team for the CRTC's new responsibilities under *An Act to promote the efficiency and adaptability of the Canadian economy by regulating certain activities that discourage reliance on electronic means of carrying out commercial activities, and to amend the Canadian Radio-television and Telecommunications Commission Act, the Competition Act, the Personal Information Protection and Electronic Documents Act and the Telecommunications Act*.

Following this new appointment, the CRTC adopted new compliance and enforcement initiatives, already noted above. These new procedures were instrumental in achieving five negotiated settlements that resulted in the imposition of \$1.8 million in AMPs paid to the Receiver General for Canada. These settlements also led to other payments totalling \$741,000 to educational institutions.

For example, in December 2010, Xentel DM Inc., a specialty entertainment and relationship marketing company, agreed to an AMP of \$500,000 paid to the Receiver General for Canada for unauthorized telemarketing practices. The company was found to have been promoting events on its own behalf or on behalf of groups that were not registered as charities with the CRA (charities are exempt under the Rules).

Less than a week later, the CRTC reached a settlement with Bell Canada for the payment of a \$1.3 million AMP for having violated the National DNCL Rules.

The CRTC also reached negotiated settlements with TELUS Communications Company, Bell Canada, and Rogers Communications for their use of automatic dialing-announcing devices to communicate with their mobile customers without obtaining their prior express consent. These settlements resulted in monetary payments of \$741,000.

APPENDIX

1. CANADIAN NUMBER REGISTRATIONS

TABLE 1.1

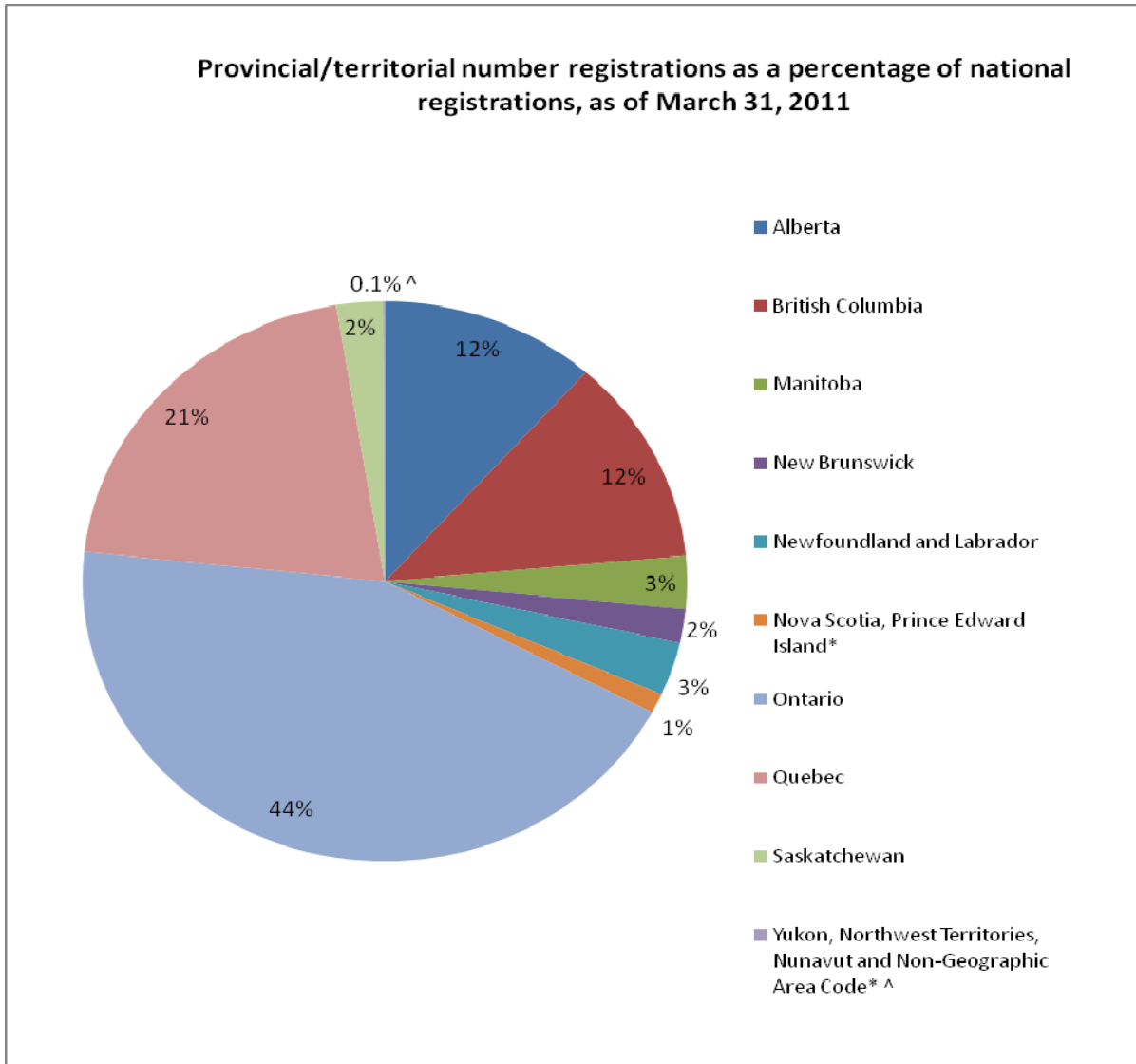
Total registrations by province/territory April 1, 2010 to March 31, 2011									
Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia, Prince Edward Island*	Ontario	Quebec	Saskatchewan	Yukon, Northwest Territories, Nunavut*
120,312	161,912	30,963	22,054	14,364	31,019	496,977	275,130	28,815	1,213

TABLE 1.2

Monthly registrations by province/territory April 1, 2010 to March 31, 2011												
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11
Alberta	5,855	4,736	4,905	6,499	3,875	3,304	3,572	11,762	25,283	33,673	8,843	8,005
British Columbia	7,780	6,973	8,090	7,027	5,534	4,273	4,205	13,136	35,494	47,987	11,951	9,462
Manitoba	1,596	1,238	1,555	1,419	821	661	695	4,528	8,232	6,687	1,611	1,920
New Brunswick	737	928	937	785	631	556	683	2,055	4,245	5,552	2,194	2,751
Newfoundland and Labrador	759	339	621	643	300	367	450	946	2,799	4,770	1,353	1,017
Nova Scotia, Prince Edward Island*	1,172	788	2,325	1,577	709	709	808	2,135	5,858	9,430	3,168	2,340
Ontario	22,900	17,626	28,241	28,309	16,164	14,098	16,862	56,553	90,216	128,635	40,049	37,324
Quebec	23,733	13,294	13,725	13,386	14,074	12,167	14,197	24,726	34,454	83,588	15,437	12,349
Saskatchewan	2,109	1,496	2,527	1,851	888	948	876	2,367	5,719	6,648	1,778	1,608
Yukon, Northwest Territories, Nunavut*	36	45	28	60	24	15	19	144	297	375	105	65
Total registrations	66,677	47,463	62,955	61,556	43,020	37,098	42,367	118,352	212,597	327,345	86,489	76,841

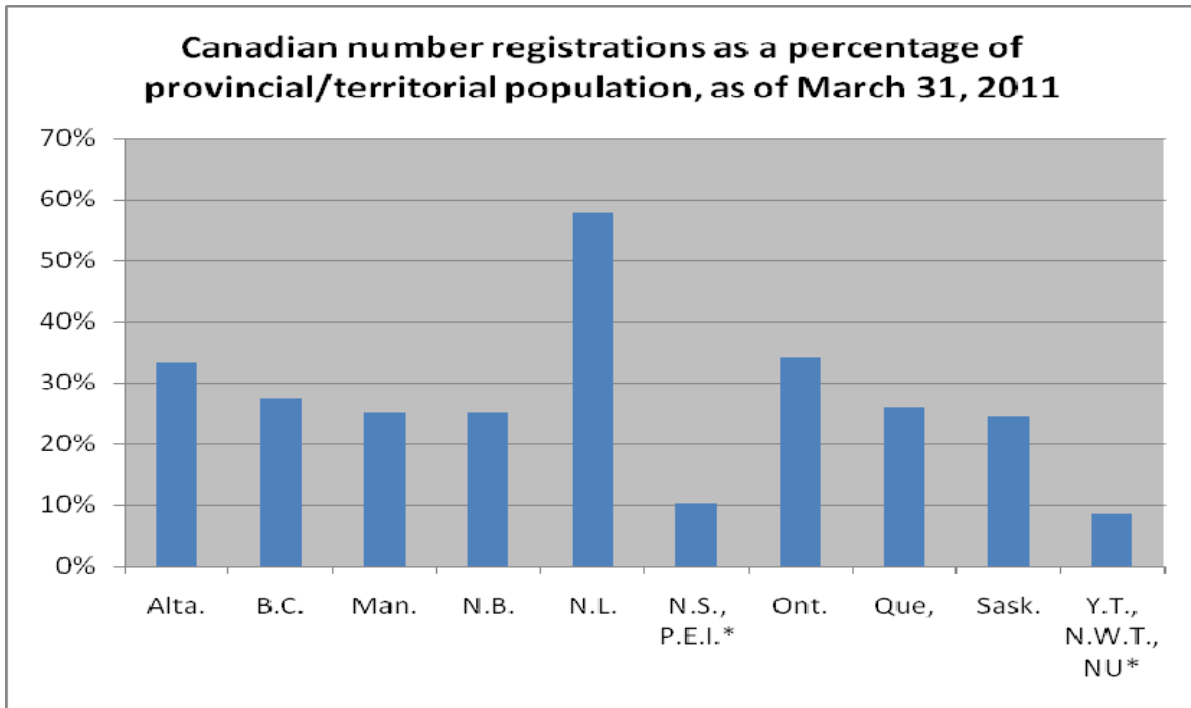
* Data for these locations is not separated since they share one area code (area code 902 in Nova Scotia and Prince Edward Island; area code 867 in Yukon, Northwest Territories, and Nunavut. Non-geographic area codes 500 and 600 are combined with area code 867).

FIGURE 1.1



* Data for these locations is not separated since they share one area code (area code 902 in Nova Scotia and Prince Edward Island; area code 867 in Yukon, Northwest Territories, and Nunavut. Non-geographic area codes 500 and 600 are combined with area code 867).

FIGURE 1.2



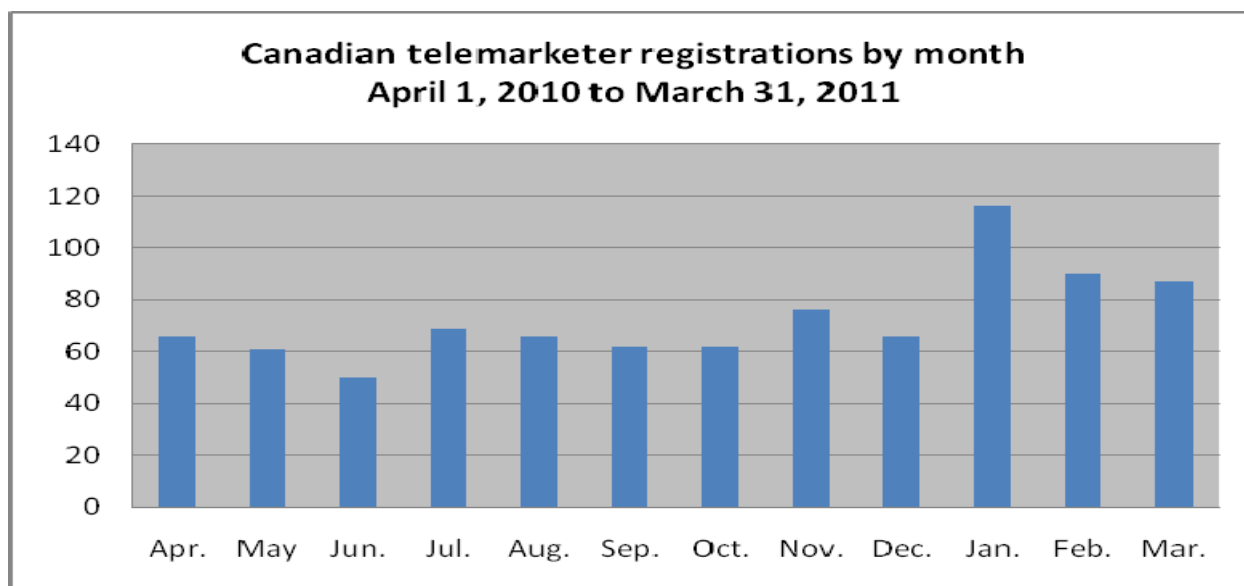
* Data for these locations is not separated since they share one area code (area code 902 in Nova Scotia and Prince Edward Island; area code 867 in Yukon, Northwest Territories, and Nunavut. Non-geographic area codes 500 and 600 are combined with area code 867).

2. TELEMARKETER REGISTRATION

TABLE 2.1

Canadian telemarketer registrations by month and by province/territory April 1, 2010 to March 31, 2011													
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total
Alberta	4	6	8	7	4	3	6	7	9	14	9	8	85
British Columbia	6	7	3	8	4	10	2	6	5	8	11	18	88
Manitoba	1	3	1	1	1	1	1	2	2	3	2	2	20
New Brunswick	0	0	1	0	0	4	0	0	0	2	1	0	8
Newfoundland and Labrador	0	1	0	0	0	1	0	0	0	1	0	1	4
Nova Scotia	0	0	2	1	0	0	0	1	0	1	2	4	11
Ontario	30	25	20	33	33	27	26	30	29	57	39	24	373
Prince Edward Island	0	0	0	0	0	0	0	1	0	0	0	0	1
Quebec	25	18	15	18	23	15	27	26	18	29	25	27	266
Saskatchewan	0	1	0	0	1	1	0	3	3	1	1	3	14
Yukon, Northwest Territories, Nunavut	0	0	0	1	0	0	0	0	0	0	0	0	1
Total Canadian telemarketer registrations	66	61	50	69	66	62	62	76	66	116	90	87	871

FIGURE 2.1



3. COMPLAINTS

TABLE 3.1

Complaints requiring further investigation into potential violations of the Unsolicited Telecommunications Rules April 1, 2010 to March 31, 2011												
Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total
9,194	8,745	8,923	8,011	7,373	7,430	7,376	8,378	7,733	9,086	9,475	12,166	103,890

4. SUMMARY TABLE

TABLE 4.1

Summary of complaints and registrations					
	Period ending March 2009*	Period ending March 2010	Period ending March 2011	Percentage cumulative increase from 2009 to 2010	Percentage cumulative increase from 2010 to 2011
Telemarketer registrations	5,896	7,548	8,478	28%	12%
Complaints requiring further investigation	78,863	216,120	318,795	174%	78%
Canadian number registrations	6,676,550	8,280,806	9,476,414	24%	14%
Canadian number deregistrations	6,888	12,911	25,759	87%	100%
Total net registrations	6,669,662	8,267,895	9,450,655	24%	14%
Canadian number registrations by province/territory					
<i>Alberta</i>	818,310	973,299	1,093,611	19%	12%
<i>British Columbia</i>	741,213	967,684	1,129,596	31%	17%
<i>Manitoba</i>	205,764	257,662	288,625	25%	12%
<i>New Brunswick</i>	135,968	161,608	183,662	19%	14%
<i>Newfoundland and Labrador</i>	72,420	93,467	107,831	29%	15%
<i>Nova Scotia, Prince Edward Island**</i>	228,442	260,857	291,876	14%	12%
<i>Ontario</i>	3,031,606	3,655,938	4,152,915	21%	14%
<i>Quebec</i>	1,262,505	1,682,081	1,957,211	33%	16%
<i>Saskatchewan</i>	168,058	207,703	236,518	24%	14%
<i>Yukon, Northwest Territories, Nunavut**</i>	5,365	7,583	8,796	41%	16%
<i>Non-geographic area codes</i>	11	13	14	18%	8%
Total	6,669,662	8,267,895	9,450,655	24%	14%

* This period covers September 30, 2008 to March 31, 2009

** Data for these locations is not separated since they share one area code (area code 902 in Nova Scotia and Prince Edward Island; area code 867 in Yukon, Northwest Territories, and Nunavut).

TABLE 4.2

Summary of subscriptions					
	Period ending March 2009*	Period ending March 2010	Period ending March 2011	Percentage relative increase from 2009 to 2010	Percentage relative increase from 2010 to 2011
Telemarketer subscriptions	2,497	2,623	2,350	5%	-11%

* This period covers September 30, 2008 to March 31, 2009