

**CANADIAN RADIO-TELEVISION AND
TELECOMMUNICATIONS COMMISSION**

Report on the
Operation of the National Do Not Call List
for the period April 1, 2011 to March 31, 2012

Presented to:

The Honourable Christian Paradis

Minister of Industry and Minister of State (Agriculture)

September 30, 2012

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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 of April 1, 2011 to March 31, 2012 (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. Since its inception, Canadians have registered nearly 10.7 million telephone and fax numbers to the National DNCL.

During the reporting period, the CRTC reached its first cross-border agreement. Two Mexican-based companies agreed to stop making unauthorized telemarketing calls to Canadians. Furthermore, the CRTC co-chaired the first International Do Not Call Network meeting. The creation of this network brings together 13 telecommunications enforcement agencies from Australia, Canada, Hong Kong, Ireland, Israel, South Korea, Mexico, the Netherlands, New Zealand, Spain, Sweden, the United Kingdom, and the United States. The International Do Not Call Network's goal is to facilitate cooperation between agencies that enforce telemarketing rules in their respective countries. These actions reinforce the CRTC's commitment to all Canadians in ensuring the Unsolicited Telecommunications Rules (the Rules)¹ are respected at an international level.

National DNCL results for the reporting period

- **Monetary penalties or other payments** – The CRTC imposed Administrative Monetary Penalties (AMPs) totalling \$441,000 for violations of the Rules. Since inception of the List, AMPs imposed and other payments received are in excess of \$3.2 million.
- **Canadian number registrations** – Canadians registered 1.2 million numbers with the National DNCL Operator, for a total of nearly 10.7 million numbers registered since the National DNCL was launched in September 2008.
- **Telemarketer access** – Telemarketer registrations to the National DNCL increased by 918, bringing the total number to 9,396 since the launch of the List. Telemarketers also purchased 2,094 subscriptions, which allow them to update their calling lists by “scrubbing,” or removing registered phone numbers.
- **Complaints** – The CRTC received 133,715 complaints, for a total of 532,524 complaints since the launch of the National DNCL.
- **Investigations** – The CRTC concluded 205 investigations. Since inception of the List, over 1,200 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 \$2.9 million.

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

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, 2012. 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. Under 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 (millions)					
	Fiscal years 2007-2008 to 2008-2009		Fiscal year 2009-2010	Fiscal year 2010-2011	Fiscal year 2011-2012	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	April 1, 2011 – March 31, 2012	January 1, 2008 – March 31, 2012
Capital expenditure	\$5.49	\$2.32	\$0.99	\$0.04	\$0	\$8.83
Expenses	\$1.58	\$2.84	\$4.00	\$2.87	\$2.40	\$13.70
Total	\$7.07	\$5.16	\$4.99	\$2.91	\$2.46	\$22.60

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 Notices of Violations imposing Administrative Monetary Penalties (AMPs);
- responding to representations and requests to review and vary decisions of the CRTC;
- 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, \$3.1 million in fiscal year 2010-2011, and \$2.9 million in fiscal year 2011-2012, for a total of approximately \$12.4 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

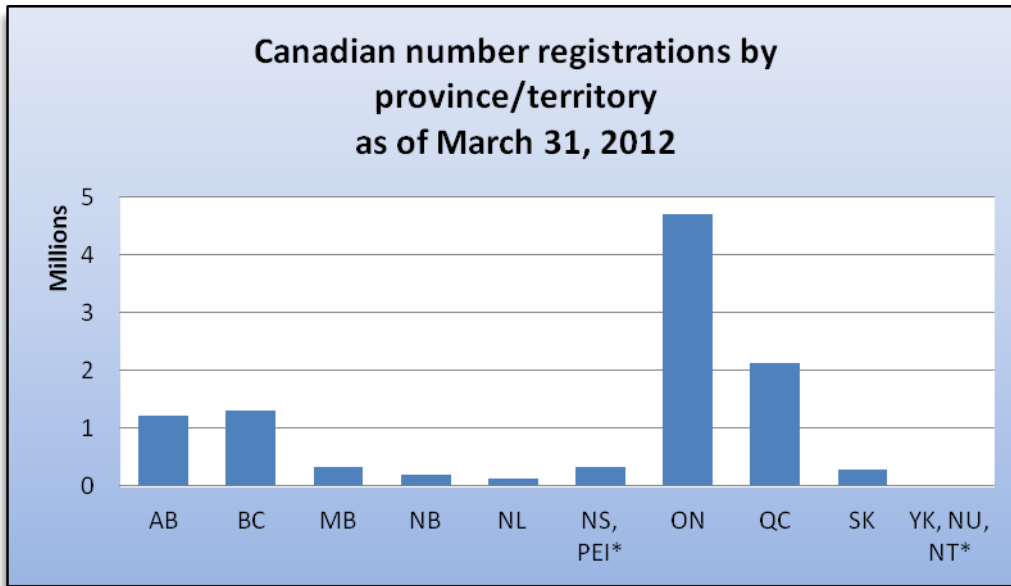
The National DNCL continues to receive new registrations on a daily basis. During the reporting period, an additional 1.2 million Canadian numbers were registered on the National DNCL. As of March 31, 2012, the total number of registered numbers was almost 10.7 million.

Canadians also have the option to deregister their numbers from the National DNCL. During the reporting period, 16,472 numbers were deregistered by users, bringing the total of deregistered numbers to 42,231 as of March 31, 2012. The number of deregistrations, 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 November is likely due to press coverage that was done in regards to the International Do Not Call Network creation in late October. The CRTC's role as the co-chair of the first International Do Not Call Network conference demonstrates its commitment towards shielding Canadians from unwanted telemarketing calls at an international level.



* 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 with the National DNCL Operator. Moreover, businesses that make telemarketing calls on behalf of others are encouraged to register with the National DNCL Operator.

Telecommunications from or on behalf of the following are exempt from the National DNCL Rules:³

- 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 telemarketing company registrations to the National DNCL by country as of March 31, 2012. During the reporting period, 920 telemarketers registered.

Telemarketer country	Registrations as of March 31, 2009	Registrations as of March 31, 2010	Registrations as of March 31, 2011	Registrations as of March 31, 2012
Canada	5,680	7,227	8,098	8,996
United States	136	209	261	304
India	15	28	29	36
Philippines	14	20	20	21
Pakistan	5	13	13	13
Mexico	3	3	3	4
Australia	1	0	2	2
Egypt	0	0	0	1
Great Britain	0	0	0	1
Ireland	0	0	1	1
Japan	0	1	1	1
Peru	1	1	1	1
Ukraine	1	1	1	1
Total	5,856	7,503	8,430	9,382

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.

³ The Telemarketing Rules and the Automatic Dialing-Announcing Device (ADAD) Rules still apply.

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 2,093 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 such a list.⁴ 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 2009, the CRTC extended the registration period for Canadians' numbers to remain on the National DNCL from three to five years. The CRTC is currently studying the feasibility of a permanent registration regime.

The CRTC is analyzing how voice over Internet Protocol (VoIP) technology affects the enforcement of the Rules. The CRTC is reviewing telemarketing industry studies on the subject in order to respond adequately to misuse of this newer telecommunications technology.

⁴ 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.

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 modified its approach in order to improve the investigative process and achieve greater compliance with the Rules. The processes now include issuing citations and compliance letters, as well as engaging in negotiated settlements. The CRTC also engaged in the development of a framework for the conducting of Inspections as an additional enforcement tool.

Before implementing the use of citations, the CRTC relied heavily on the cooperation of businesses and organizations for compliance with the Rules. Citations are now issued to these 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 refute the alleged violation. The citation also advises the telemarketer that further violations may result in a Notice of Violation with the possible imposition of an AMP.

In addition to these domestic efforts, the CRTC is working and cooperating with partner agencies in other countries due to the international nature of telemarketing. During the reporting period, with the help of federal Mexican authorities, the CRTC reached its first cross-border agreement with two Mexican-based companies. In addition, the CRTC co-chaired the first meeting of the International Do Not Call Network, which brings together telecommunications enforcement agencies from 13 different countries. Members will meet annually to establish best practices and encourage the development of robust telemarketing laws around the globe.

These new initiatives have improved the investigative process, ultimately reducing the number of unwanted telemarketing calls Canadians receive both at a national and international level 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 independent 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 and annually from 2009 to 2012 all show that awareness of the National DNCL among adult Canadians was and remains above 80 percent.⁵ In addition, the 2012 MRIA survey reports that nearly 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 (91%), followed by Atlantic Canada (90%), British Columbia (84%), Ontario (76%), Alberta (69%), and Manitoba and Saskatchewan (59%).

Survey indications	2009 survey	2010 survey	2011 survey	2012 survey
Noticeably fewer or far fewer telemarketing calls	50%	54%	51%	42%
Slightly fewer telemarketing calls	20%	21%	24%	31%
No such calls at all	10%	10%	5%	5%
More telemarketing calls	13%	12%	15%	18%

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.

However, the rising number of unregistered rogue telemarketers using automatic dialers to phone Canadians, whether they are registered on the National DNCL or not, is becoming more and more of a challenge. Further, exempt calls may increase at certain times, such as during elections or charitable campaigns. While these calls may not constitute violations, they may cause the reporting of higher levels of unwanted 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.

⁵ VoxPop survey, MRIA, August 2007.
VoxPop survey, MRIA, January – February 2009.
VoxPop survey, MRIA, February – March 2010.
VoxPop survey, MRIA, March – April 2011
VoxPop survey, MRIA, March – April 2012
<http://www.marketwire.com/press-release/do-not-call-list-blocks-telemarketers-survey-1648415.htm>

The CRTC received 133,715 complaints during the reporting period, a 16-percent increase over the previous period, for a total of 564,924 complaints since the National DNCL was launched. A *prima facie* assessment by CRTC employees determined that 111,687 complaints during the reporting period, for a total of 431,697 complaints since the inception of the National DNCL, regarded potential violations of the Rules and warranted further investigation. The remaining approximately 16 percent of complaints for the reporting period were found to not relate to violations of the Rules for a variety of reasons.⁶

CRTC staff analyzes the complaints and assigns them, when deemed appropriate for investigation. During the reporting period, the CRTC initiated 259 investigations, for a total of 1,295 since the launch of the National DNCL, representing 234,404 complaints. Any complaints currently not under investigation can be categorized in three ways: they are found to be invalid; the originating telemarketer cannot be identified, rendering them inactionable; or, they are under review at the time of the writing of this report. To date, over 1,200 investigations have been concluded. During the reporting period, the CRTC concluded 205 investigations.

7.3 Investigations, compliance, and enforcement

The CRTC's goal is to have all telemarketers comply with the Rules. Where telemarketers do not comply, 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 request specific information. If at any time the CRTC suspects that the telemarketer might be engaged in criminal activities, it notifies the appropriate agency that is empowered to pursue such investigations. These agencies include, for example, the Competition Bureau and law enforcement agencies.

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 79 compliance letters during the reporting period, and a total of 274 compliance or warning letters since inception of the List. Most telemarketers 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.

⁶ Exemptions to the Rules can be found under section 41.7 of the Act.

In other cases, a citation as described in section 6 is more appropriate. During the reporting period, the CRTC issued 89 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 an AMP for violations of the Rules. A telemarketer who receives these, may pay the monetary penalty or make representations to the CRTC.

When representations are made, a panel of CRTC Commissioners reviews the representations and determines whether a violation has been committed and whether to impose an AMP. The CRTC has the authority to impose AMPs 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 23 Notices of Violation with an AMP to telemarketers. Since inception of the List a total of 55 Notices of Violation with an AMP have been issued. Since inception of the List the total value of AMPs imposed is \$2,483,000. The CRTC has also negotiated other forms of settlement totalling \$741,000. During the reporting period the total value of AMPs and other forms of negotiated settlements was \$441,000.

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.⁷ 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 (i) referring outstanding accounts to collection agencies or the Canada Revenue Agency (CRA), for refund offset of funds otherwise payable by the CRA, and (ii) certifying the amount and registering the certificate with the Federal Court for collection through the Court's procedures.

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. This list identifies the companies that have been found to be in violation of the Rules and contains a 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 companies that conduct telemarketing activities to Canadians comply with the Rules by subscribing to the List.

⁷ CRTC telemarketing decisions can be found on the CRTC website under Decisions, Notices and Orders.

8. NOTEWORTHY STORIES

At the end of March 2012, the CRTC concluded a five-month special investigation and took enforcement action against 85 companies for not registering with the National DNCL Operator and/or not subscribing to the National DNCL. Notices of Violation with AMPs were issued to 11 of those companies and citations were issued to 74 of those companies.

In addition, the CRTC has employed a variety of non-enforcement strategies to reduce unsolicited calls made to Canadians. The CRTC has increased its outreach activities by communicating and educating telemarketers and telemarketing associations, to help them better understand their obligations under the Rules.

APPENDIX

1. CANADIAN NUMBER REGISTRATIONS

TABLE 1.1

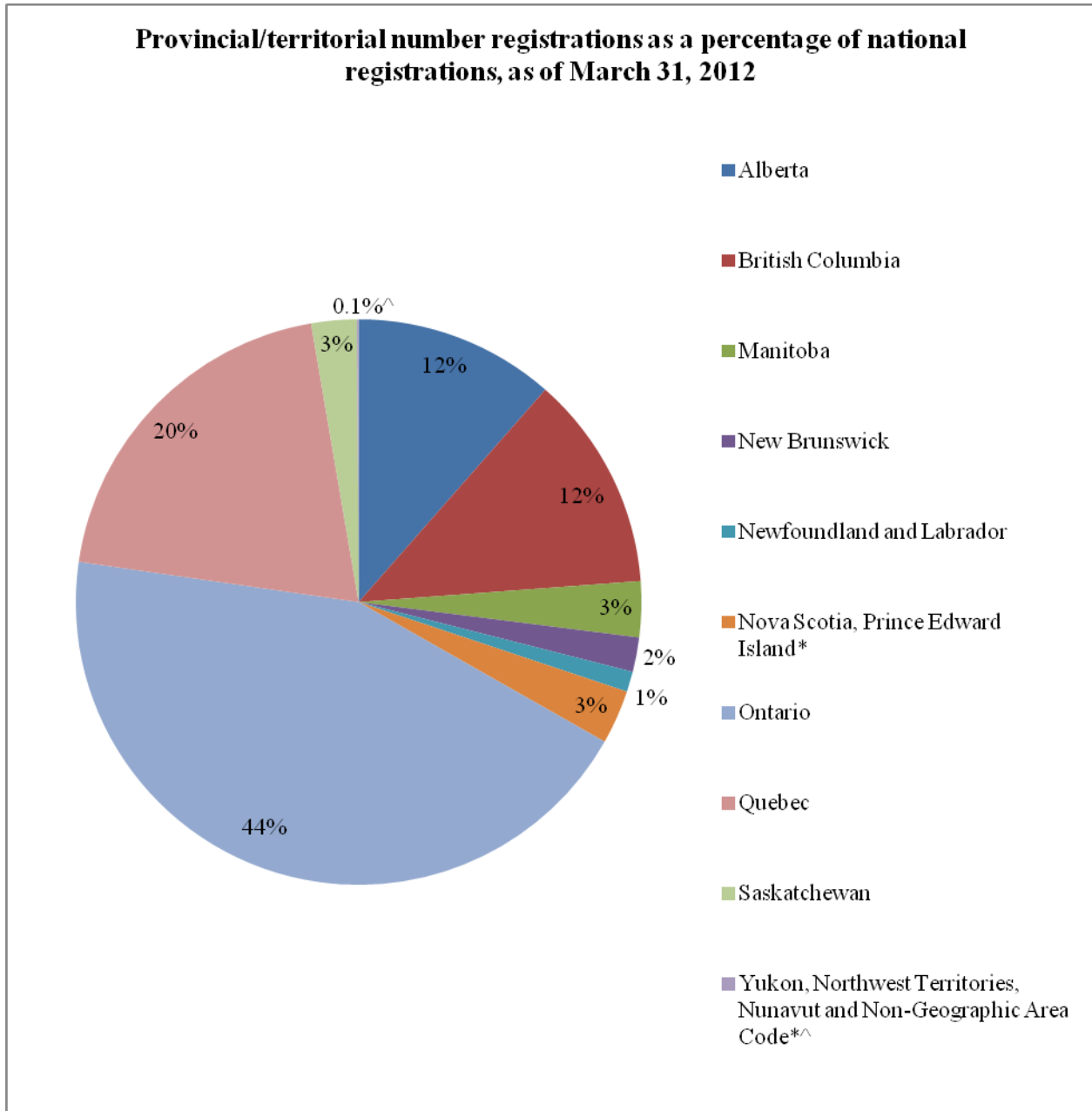
Total registrations by province/territory April 1, 2011 to March 31, 2012									
Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia, Prince Edward Island*	Ontario	Quebec	Saskatchewan	Yukon, Northwest Territories, Nunavut*
129,657	186,566	51,336	25,971	16,082	37,460	545,876	178,529	40,566	1,597

TABLE 1.2

Monthly registrations by province/territory April 1, 2011 to March 31, 2012												
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12
Alberta	7,380	5,858	5,340	6,353	8,589	11,423	14,129	21,247	14,222	15,195	9,278	10,643
British Columbia	8,360	6,961	6,676	9,386	12,564	18,799	18,336	31,251	20,021	22,652	15,385	16,175
Manitoba	1,354	1,254	1,731	1,551	3,051	3,631	5,974	15,512	6,342	4,741	2,481	3,714
New Brunswick	1,345	1,014	1,650	1,198	1,528	2,428	2,393	4,589	2,729	3,536	1,875	1,686
Newfoundland and Labrador	726	633	536	633	1,276	1,923	2,422	2,083	1,408	2,385	1,040	1,017
Nova Scotia, Prince Edward Island*	1,476	1,110	1,450	1,556	3,981	2,824	3,636	6,046	5,022	5,171	3,229	1,959
Ontario	23,389	23,121	21,985	22,233	33,628	32,162	49,583	83,227	52,701	85,665	65,660	52,522
Quebec	10,301	10,380	8,904	12,222	18,793	24,324	15,185	20,510	15,579	16,308	12,813	13,210
Saskatchewan	1,896	1,282	2,009	2,657	2,558	2,950	3,334	7,926	4,241	5,605	2,536	3,572
Yukon, Northwest Territories, Nunavut*	55	44	33	70	82	108	319	278	140	217	124	127
Total registrations	56,282	51,657	50,314	57,859	86,050	100,572	115,311	192,669	122,405	161,475	114,421	104,625

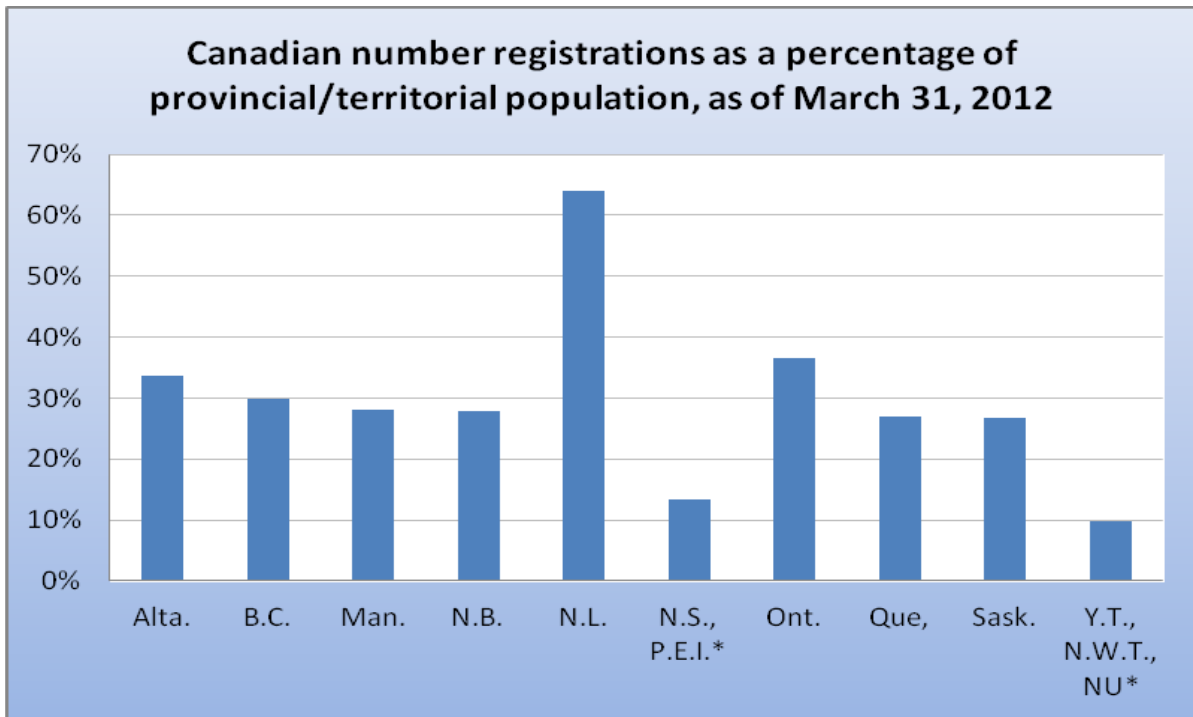
* Data for these locations is not separated since they share one area code (area code 902 in Nova Scotia and Prince Edward Island; area code 867 in Yukon, Northwest Territories, and Nunavut. Non-geographic area codes 500 and 600 are combined with area code 867).

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



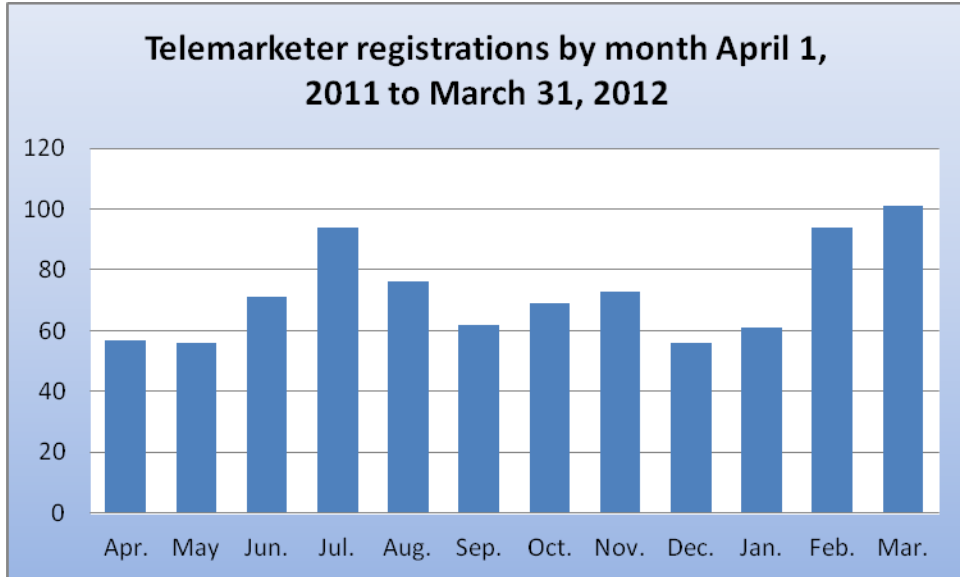
* Data for these locations is not separated since they share one area code (area code 902 in Nova Scotia and Prince Edward Island; area code 867 in Yukon, Northwest Territories, and Nunavut. Non-geographic area codes 500 and 600 are combined with area code 867).

2. TELEMARKETER REGISTRATION

TABLE 2.1

Canadian telemarketer registrations by month and by province/territory April 1, 2011 to March 31, 2012													
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total
Alberta	5	2	10	6	5	8	11	14	14	6	13	9	103
British Columbia	8	8	9	11	10	3	6	10	9	12	12	10	108
Manitoba	0	2	3	6	0	0	0	1	2	2	5	5	26
New Brunswick	1	2	0	1	1	0	0	0	1	0	1	3	10
Newfoundland and Labrador	1	1	1	1	1	0	0	0	0	0	5	0	10
Nova Scotia	0	1	1	5	2	2	2	1	1	0	1	1	17
Ontario	23	25	29	32	37	27	19	21	23	21	38	45	340
Prince Edward Island	1	0	0	1	0	0	0	0	0	0	0	1	3
Quebec	18	15	17	27	20	21	25	24	5	19	17	26	234
Saskatchewan	0	0	1	4	0	1	6	2	1	1	2	1	19
Yukon, Northwest Territories, Nunavut	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Canadian telemarketer registrations	57	56	71	94	76	62	69	73	56	61	94	101	870

FIGURE 2.1



3. COMPLAINTS

TABLE 3.1

Complaints requiring further investigation into potential violations of the Unsolicited Telecommunications Rules April 1, 2011 to March 31, 2012												
Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total
9,581	9,847	10,572	9,845	12,339	11,853	10,870	12,500	9,241	10,107	13,637	13,323	133,715

4. SUMMARY TABLE

TABLE 4.1

Summary of complaints and registrations							
	Period ending March 2009*	Period ending March 2010	Period ending March 2011	Period ending March 2012	Percentage cumulative increase from 2009 to 2010	Percentage cumulative increase from 2010 to 2011	Percentage cumulative increase from 2011 to 2012
Telemarketer registrations	5,896	7,548	8,478	9,382	28%	12%	11%
Complaints requiring further investigation	78,863	216,120	318,795	431,679	174%	48%	35%
Canadian number registrations	6,676,550	8,280,806	9,476,414	10,707,979	24%	14%	13%
Canadian number deregistrations	6,888	12,911	25,759	42,227	87%	100%	64%
Total net registrations	6,669,662	8,267,895	9,450,655	10,665,752	24%	14%	13%
Canadian number registrations by province/territory							
Alberta	818,310	973,299	1,093,611	1,227,373	19%	12%	12%
British Columbia	741,213	967,684	1,129,596	1,321,040	31%	17%	17%
Manitoba	205,764	257,662	288,625	341,521	25%	12%	18%
New Brunswick	135,968	161,608	183,662	210,831	19%	14%	15%
Newfoundland and Labrador	72,420	93,467	107,831	124,370	29%	15%	15%
Nova Scotia, Prince Edward Island**	228,442	260,857	291,876	331,126	14%	12%	13%
Ontario	3,031,606	3,655,938	4,152,915	4,716,180	21%	14%	14%
Quebec	1,262,505	1,682,081	1,957,211	2,145,192	33%	16%	10%
Saskatchewan	168,058	207,703	236,518	278,457	24%	14%	18%
Yukon, Northwest Territories, Nunavut**	5,365	7,583	8,796	10,418	41%	16%	18%
Non-geographic area codes	11	13	14	16	18%	8%	14%
Total	6,669,662	8,267,895	9,450,655	10,706,524	24%	14%	13%

* 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	Period ending March 2012	Percentage relative increase from 2009 to 2010	Percentage relative increase from 2010 to 2011	Percentage relative increase from 2011 to 2012
Telemarketer subscriptions	2,497	2,623	2,350	2,093	5%	-11%	-11%

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