

Telemarketing in Canada

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For more information on this report.

communications@crtc.gc.ca

Ce rapport est aussi disponible en français.

Prepared by:

Environics Research Group

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Executive summary

Background and objectives

The mandate of the Canadian Radio-television and Telecommunications Commission (CRTC) includes the responsibility to protect Canadians from unsolicited communications, including telemarketing. The protection of consumers against specific types of unwanted calls is governed by the Unsolicited Telecommunications Rules (UTRs), including the National Do Not Call List (DNCL) Rules. While the CRTC has some qualitative and quantitative data that speaks to the effectiveness of the DNCL, it identified the need for data specific to Canadian businesses for whom the UTRs apply.

Thus, a survey of Canadian businesses was conducted to obtain a clear picture of the scope of telemarketing activity in Canada, their awareness of the UTRs, their compliance activities, barriers they may face in achieving compliance, and additional tools they may need to improve compliance.

Survey methodology

A telephone survey was conducted with a representative sample of 1,202 Canadian businesses, drawn from published lists, between February 23 and March 15, 2016. The sample was stratified by region and business size (number of employees). The margin of error for a sample of 1,202 is +/- 2.8 percentage points, in 19 out of 20 samples. The margin of error is greater for results pertaining to subgroups of this population (such as telemarketers).

A more detailed description of the methodology is presented at the back of the report, along with a copy of the questionnaire (see Appendix).

Cost of the research

The cost of this research was \$46,258.80 (GST included).

Overview of findings

Incidence and profile of telemarketers

- The survey results reveal that 12 percent of Canadian businesses use telemarketing. Another one percent say they plan to start telemarketing in the coming year.
- The incidence of telemarketing ranges from a low of seven percent in B.C. to a high of 14 percent in both Quebec and Ontario. It is also higher among medium and large organizations (100 employees or more) than among small firms (less than 100 employees).
- Almost all telemarketers (97%) are telemarketing on behalf of their own business; some also do telemarketing on behalf of clients (24%). The very large majority (96%) are direct telemarketers, meaning they make their own calls entirely or together with a third party. Because most telemarketers are doing their own calling, the location where the calls are initiated from typically mirrors the province/region in which the business is located.

- Just under half of telemarketers (46%) are calling potential consumer clients. The other half (52%) are making exempt calls to consumer clients with whom they have an existing relationship or to business clients.
- The majority of telemarketers (66%) have been telemarketing for ten or more years. On average, 28 percent of a telemarketer's employees are engaged in telemarketing, also this is higher among smaller firms.
- The revenue generated by telemarketing varies considerably, but close to half (45%) say they generate less than \$100,000 annually using this marketing approach.
- The findings suggest that telemarketing activity is likely to grow. Three in ten telemarketers expect their activity to increase, compared to six in ten who say it will remain the same and one in ten who expect it to decline. Plans to increase telemarketing activity are driven by the belief (or evidence) that it is an effective marketing tool for their organization. Similarly, non-telemarketers typically say they choose *not* to use telemarketing because they don't see the value in it for their business.

Telemarketing rules

- Among telemarketers, there is moderate familiarity with the DNCL, with at least seven in ten who are at least somewhat familiar. However, familiarity with the Automatic Dialling and Announcing Device (ADAD) rules (25%) and other telemarketing rules (34%) is substantially lower. A minority of those familiar with the DNCL could identify the Government of Canada (24%) or the CRTC (20%) as the organization responsible.
- The results indicate that six percent of all telemarketers are registered with the DNCL and two percent subscribe to it. There are two main reasons given for not registering: a lack of awareness that it is required, or the perception that they are exempt. Among those not yet registered, there is very low intention to do so in the coming year (13% say they are very likely to, which is the most accurate estimate of true intention).

Information needs

- Most telemarketers are likely to do an Internet search to find information about complying with telemarketing rules. Very few know to go directly to the CRTC or DNCL websites.
- The main suggestions for tools or resources about compliance that would be helpful to telemarketers are those that give them the information they need (e.g. information bulletins, more awareness/information generally) and are addressed directly to them (e.g., mail/letters, emails).

Non-telemarketers

- Non-telemarketers are relatively similar to telemarketers in terms of their familiarity with the UTRs, the information sources they would use for information about compliance, and what tools/resources would be most helpful to them. The main difference is that familiarity with the DNCL, ADAD and other telemarketing rules is lower among non-telemarketers, and they are less likely to associate the DNCL with the CRTC specifically.

Political neutrality statement and contact information

I hereby certify as a Senior Officer of Environics Research Group that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Sarah Robertson
Senior Research Associate, Public Affairs
Environics Research Group
sarah.roberton@environics.ca
(613) 230-5089

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For more information, contact the CRTC at communications@crtc.gc.ca

Introduction

The mandate of the Canadian Radio-television and Telecommunications Commission (CRTC) includes the responsibility to protect Canadians from unsolicited communications, including telemarketing.

The protection of consumers against specific types of unwanted calls is governed by the Unsolicited Telecommunications Rules (UTRs), comprising of three main parts: 1) the National Do Not Call List (DNCL) Rules, 2) the Telemarketing Rules, and 3) the Automatic Dialing-Announcing Device (ADAD) Rules.

The UTRs are applicable to thousands of Canadian businesses that use the telephone for the purpose of commercial telecommunications to Canadians, whether for themselves or on behalf of a third party. The CRTC delivers its mandate under the UTRs by promoting and monitoring compliance, investigating, and responding to non-compliance.

The DNCL is at the core of the UTRs. Under the *Telecommunications Act*, the CRTC is required to report on the operation of the DNCL annually. Among other elements, the report must include an analysis of the effectiveness of the DNCL.

While the CRTC has some quantitative and qualitative data that speaks to the effectiveness of the DNCL, it has identified the need for data specific to Canadian businesses for whom the UTRs directly apply.

Research objectives

The CRTC requires a clear picture of the scope of telemarketing activity in Canada. Specifically, the CRTC needs reliable data from Canadian businesses on their participation in telemarketing, their awareness of the UTRs, their compliance activities, barriers they may face in achieving compliance, and on additional tools they may need to improve compliance.

The research will be used to:

- To obtain a clear picture of the scope of telemarketing activity in Canada and inform policy development and program enhancement, and;
- To strengthen the CRTC's compliance and enforcement activities to ensure Canadians receive fewer unwanted commercial telecommunications.

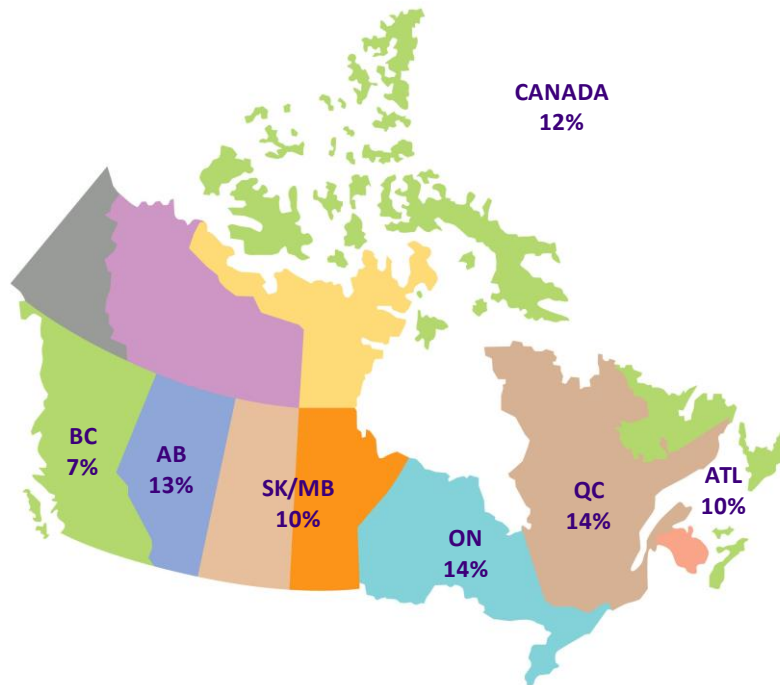
Telemarketing incidence

Incidence of telemarketing

The proportion of Canadian businesses who report using telemarketing is 12 percent. Another one percent say they plan to start using telemarketing in the next year.

More than one in ten (12%) Canadian businesses say they use telemarketing, defined as using telephone calls to advertise, sell or otherwise promote products or services. This proportion ranges from a high of 14 percent each in Ontario and Quebec to a low of seven percent in B.C. The incidence of telemarketing is also higher among medium or large companies (27% with 100 employees or more) than smaller companies (12% with fewer than 100 employees).

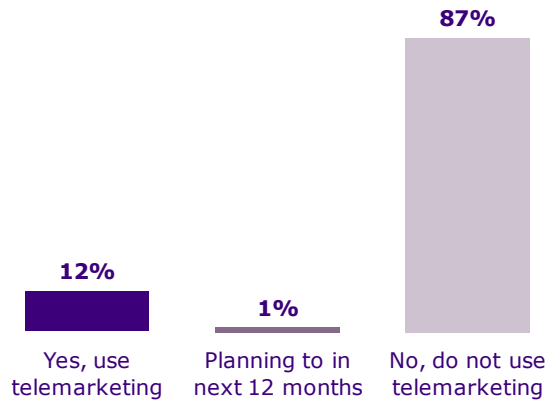
Incidence of telemarketing



Q1 Does your organization ever use telephone calls to advertise, sell or otherwise promote products or services? This includes live or pre-recorded calls, and could be done either by internal staff or by another company on your behalf.
BASE: Total sample

In addition to the 12 percent of Canadian businesses that currently use telemarketing, another one percent say they plan to start telemarketing in the next 12 months. The larger majority (87%) of businesses neither use telemarketing nor plan to do so in the near future.

Incidence of telemarketing



Q1 Does your organization ever use telephone calls to advertise, sell or otherwise promote products or services? This includes live or pre-recorded calls, and could be done either by internal staff or by another company on your behalf.

Q30 [IF NO] Do you have any plans to use telemarketing in the next 12 months, that is to use telephone calls, either live or pre-recorded, to sell, advertise or otherwise promote products or services?

BASE: Total sample

Profile of telemarketers vs. non-telemarketers. The following table presents a profile of telemarketers and non-telemarketers by business size, industry and region. The findings indicate that:

- Telemarketers tend to be larger businesses with more employees (54% have 10 or more employees, compared to 35% of non-telemarketers).
- A greater proportion of telemarketers are located in Ontario, and a smaller proportion are located in B.C., compared to non-telemarketers.
- Telemarketers are over-represented in the manufactured goods industry and under-represented in pharmaceuticals/health and food/beverage/hospitality, compared to non-telemarketers.

Profile of telemarketers vs. non-telemarketers*

| Characteristic | Total (n=1,202) % | Telemarketers (n=165) % | Non- telemarketers (n=1,037) % |
|--|----------------------------------|--|---|
| Business size (number of employees) | | | |
| 1-4 employees | 39 | 25 | 41 |
| 5-9 employees | 23 | 22 | 24 |
| 10-49 employees | 28 | 37 | 27 |
| 50-99 employees | 8 | 13 | 7 |
| 100-499 employees | 2 | 4 | 1 |
| 500+ employees | <1 | - | <1 |
| Industry (top mentions) | | | |
| Retail/automotive | 18 | 17 | 18 |
| Pharmaceuticals/health | 11 | 6 | 12 |
| Food/beverage/hospitality | 10 | 4 | 10 |
| Home construction/renovation | 9 | 10 | 9 |
| Manufactured goods | 7 | 11 | 6 |
| Banking/financial services | 4 | 3 | 4 |
| Real estate | 3 | 2 | 3 |
| Service/sales | 3 | 3 | 3 |
| Not-for-profit or NGO | 3 | 3 | 3 |
| Utilities | 3 | 3 | 2 |
| Exempt businesses** | 3 | 4 | 2 |
| Agriculture/farming | 2 | 4 | 1 |
| Government/public service | 2 | 3 | 2 |
| Region | | | |
| Atlantic provinces | 7 | 6 | 7 |
| Quebec | 21 | 24 | 21 |
| Ontario | 35 | 40 | 34 |
| Manitoba/Saskatchewan | 7 | 6 | 7 |
| Alberta | 14 | 16 | 14 |
| British Columbia | 16 | 9 | 17 |

* Non-telemarketers includes businesses who plan to start telemarketing, since the base size (n=17) is too small to report separately

**Includes registered charities, media (newspapers/magazines), and research and public opinion firms

Reasons why businesses don't use telemarketing

Canadian firms with no plans to use telemarketing typically say it is not an effective marketing strategy for their type of organization.

Organizations that don't currently use telemarketing and that have no plans to do so in the next 12 months (87% of total sample) were asked why not. By far the most common reason is because they don't see the value in it as marketing strategy for their organization (63%). Some companies also say they have no need of it, for example, because they are small and have sufficient business (10%) or rely on referrals (7%) or other advertising methods (5%). Other reasons include a personal distaste for telemarketing (18%), or the view that it is too costly (5%) or less efficient now that Canadians are answering their phones less (3%).

Reasons why do not plan to use telemarketing



Q31 What are the main reasons why you don't plan to use telemarketing?
BASE: Non-telemarketers (n=1,022)

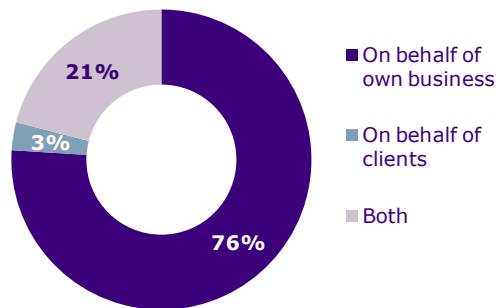
Telemarketing activities

Purpose and source of telemarketing

Almost all telemarketers are telemarketing on behalf of their own business (rather than a client) and are making their own calls (either entirely or combined with a third party).

Among telemarketers, almost all (97%) say the calls are made on behalf of their own business (76%) or on behalf of both clients and their own business (21%). Only three percent are telemarketing on behalf of clients only. The regulations indicate that these businesses should be registered with the DNCL.

Who telemarketing is for

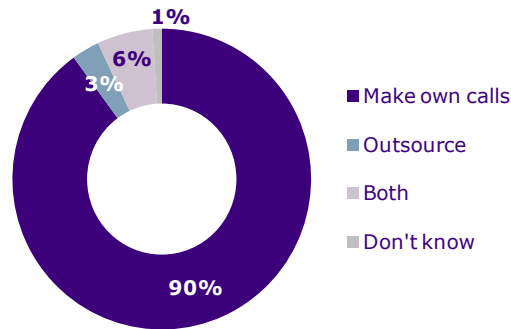


Q2 Are the calls made on behalf of your own business, on behalf of clients, or both?
BASE: Telemarketers (n=165)

The large majority of firms in all regions are telemarketing on their own behalf. However, firms in Quebec and the Atlantic provinces (35%) are more likely than those in Ontario (11%) to be telemarketing on *both* their own behalf and that of clients.

Among telemarketers whose calls are made on their own behalf, the very large majority (96%) are direct telemarketers, meaning they make their own calls entirely (90%) or together with a third party (6%). Only three percent are indirect telemarketers who outsource all of their telemarketing needs.

Source of telemarketing



Q3 Does your company make its own calls or do you outsource to another company?
BASE: Telemarketers whose calls are made on their own behalf (n=161)

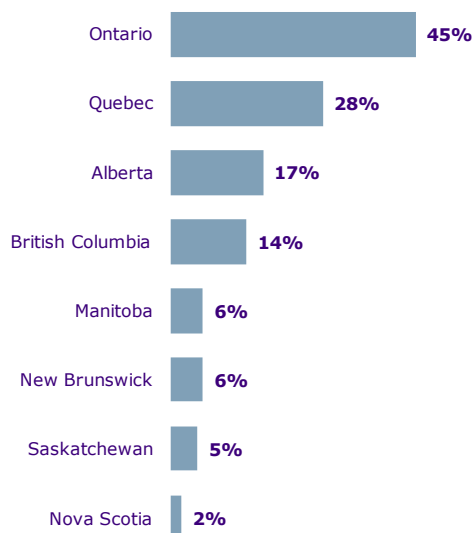
Once again, firms in Quebec and the Atlantic provinces (12%) are more likely than those in Ontario (less than one percent) to be *both* making their own calls and outsourcing.

Where calls are initiated from

Almost half of telemarketers say their calls are initiated from Ontario.

Telemarketing calls are most likely to be initiated from Ontario (45%), followed by Quebec (28%), Alberta (17%) and B.C. (14%). Fewer than one in ten businesses each say their calls are initiated from another province or territory. Given that most telemarketers are doing their own calling, it is not surprising that the province/region of initiation mirrors the province/region in which the business itself is located.

Where calls are initiated from (top mentions)



Q4 Which province or territory are the calls initiated from?
BASE: Telemarketers (n=160)

Target audience for calls

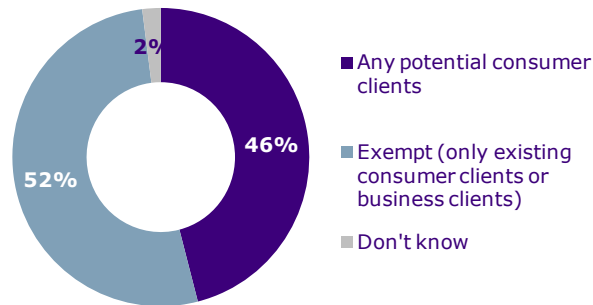
Just under half of telemarketers are making calls to potential consumer clients. The other half say they are only targeting audiences that are exempt from the DNCL.

Telemarketers were asked if they make calls to any of the following audiences: potential consumer clients, existing consumer clients, potential business clients and existing business clients.

Just under half (46%) of telemarketers indicate that they are making calls to potential consumer clients with whom they do not already have an existing business relationship, meaning they are not exempt from the National DNCL rules.

The other half (52%) say they only make *exempt* telemarketing calls: to consumers with whom they have a pre-existing business relationship or to business clients (either potential or existing).

Target audience for telemarketing calls



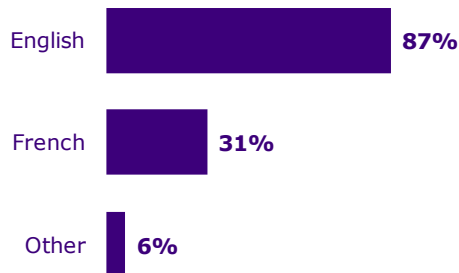
Q7 Are the telemarketing calls made to...?
BASE: Telemarketers (n=165)

Language of calls

English is the predominant language of telemarketing; three in ten do telemarketing in French.

Most businesses (87%) say they telemarket in English, while three in ten (31%) telemarket in French. A small minority (6%) telemarket in other languages.

Language of telemarketing calls



Q8 In what languages do you telemarket?
BASE: Telemarketers (n=165)

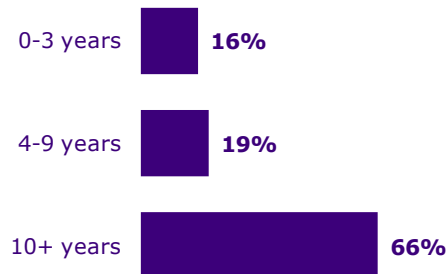
Firms in Quebec and the Atlantic provinces are by far the most likely to do telemarketing in French (82%). Telemarketing in languages other than English or French is most widespread among Ontario firms (13%).

Length of time telemarketing

The majority of telemarketers have been doing telemarketing for ten or more years.

Most firms have long-term experience with telemarketing. Two-thirds (66%) say they have been doing telemarketing for 10 years or more. The remainder are almost evenly divided between the newest telemarketers (16% for less than four years) and firms with medium-term experience (19% for between four and nine years).

Length of time doing telemarketing



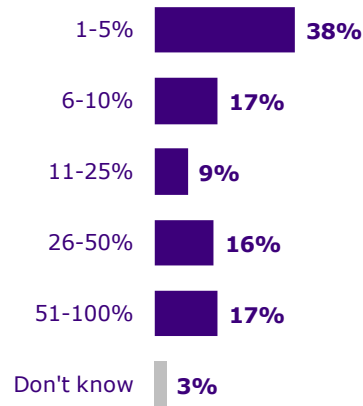
Q9 How long has your company been doing telemarketing?
BASE: Telemarketers (n=165)

Employees engaged in telemarketing

On average, 28 percent of a telemarketer’s employees are engaged in telemarketing, although this is higher among smaller firms.

The proportion of employees engaged in telemarketing varies considerably by organization, with a reported average of 28 percent. This average is higher among small firms (29% of firms with less than 100 employees) than medium or large firms (19% of firms with 100 employees or more).

Proportion of employees engaged in telemarketing



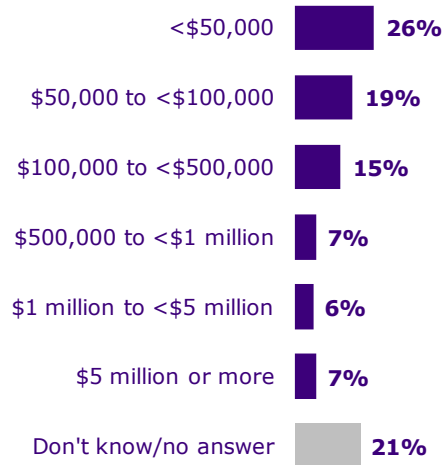
Q10 What proportion of your employees are engaged in telemarketing?
BASE: Direct telemarketers or those who telemarket on behalf clients (n=150)

Revenue generated by telemarketing

The amount of revenue generated by telemarketing varies considerably.

Close to half (45%) of businesses say they generate less than \$100,000 in annual revenue by telemarketing, while one in three (34%) generate more than that amount. The remaining one in five (21%) were unable or unwilling to provide an amount.

Total revenue generated by telemarketing



Q11 In order for us to classify your responses, which of the following best describes the total revenue your organization generates by telemarketing?
BASE: Telemarketers (n=165)

Small firms (less than 100 employees) are more likely to say that telemarketing generates less than \$100,000 in revenue (46%), while medium and large firms (100 employees or more) are less inclined to answer the question altogether.

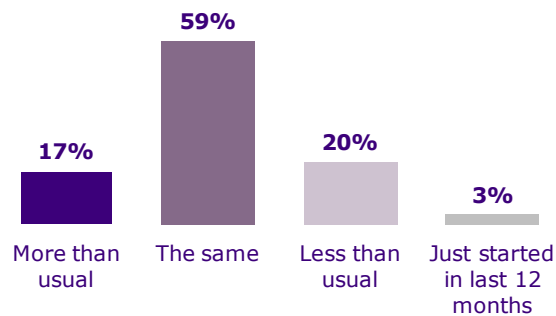
Trends in telemarketing

Past telemarketing activity

A majority of telemarketers say their telemarketing activity in the past year has been stable, while equal numbers say they did more or less than usual.

Change in telemarketing activity over the past year is balanced, with the proportion of telemarketers doing more than usual (17%) or just starting up (3%) comparable with the proportion who are doing less than usual (20%). Overall, the majority (59%) of telemarketers say their level of activity is stable.

Past 12 month telemarketing activity



Q12 Which of the following best describes your telemarketing activity in the past 12 months?
BASE: Telemarketers (n=165)

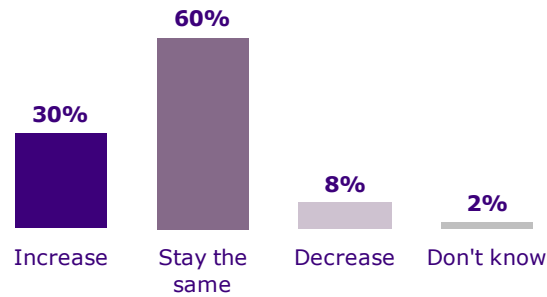
Increased telemarketing activity over the past year is more common among medium and large businesses (39% of firms with 100 or more employees) than small firms (17% with fewer than 100 employees).

Future changes in telemarketing activity

Three in ten telemarketers expect their telemarketing activity to increase in the coming year, outweighing the proportion who expect it to decline – suggesting there will be growth in telemarketing activity overall.

Looking ahead over the next year, a majority (60%) of telemarketers continue to say their level of activity will remain the same. On balance, however, there are more telemarketers who expect their activity to increase (30%) than decrease (8%).

Anticipated telemarketing activity over next 12 months



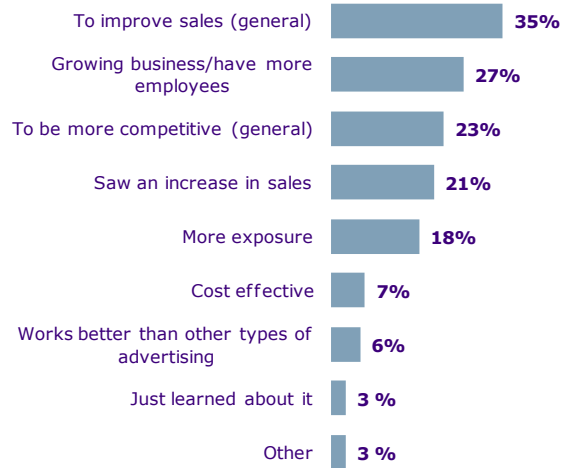
Q13 Over the next 12 months, will the amount of telemarketing your organization does...?
 BASE: Telemarketers (n=165)

Increased telemarketing activity in the next 12 months is more widely anticipated by Quebec and Atlantic firms (42% vs. 17% of Ontario telemarketers), firms earning higher revenues as a result of their telemarketing activity (44% generating revenues over \$100,000) and firms that are calling potential consumers (42%) rather than audiences that qualify as DNCL exemptions (21%).

Growth in telemarketing activity is also mostly widely expected by firms who already experienced telemarketing growth in the previous year (75%), thus continuing an already existing pattern for those organizations.

Reasons for increase. Telemarketers who plan to *increase* their telemarketing activity (30% of telemarketers) were asked the reasons why. They are most likely to cite reasons that indicate they believe it is an effective marketing tool, such as that it will improve sales (35%), make them more competitive (23%) or give them more exposure (18%), or that it has worked to increase sales in the past (21%). Some also indicate that they have the increased capacity necessary to grow their telemarketing activity (27%).

Reasons why plan to increase telemarketing activity in next 12 months



Q14 What is the main reason why you plan to increase your telemarketing activity in the next 12 months?
 BASE: Telemarketers who plan to increase their telemarketing activity (n=56)

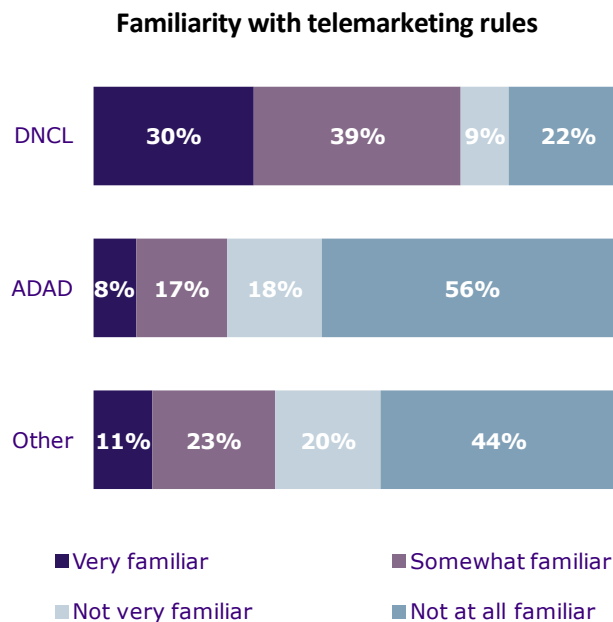
Reasons for reduction. Telemarketers who plan to *reduce* their telemarketing activity (8% of telemarketers, representing n=11 respondents) generally say they made a strategic decision to change their marketing approach.

Familiarity with and use of telemarketing rules

Familiarity with telemarketing rules

Seven in ten telemarketers are at least somewhat familiar with the DNCL, while minorities are familiar with ADAD and other telemarketing rules.

The majority of telemarketers (69%) say they are at least somewhat familiar with the National DNCL. There is considerably less familiarity with both the ADAD rules (25%) and other telemarketing rules (34%).



Q16 Would you say you are very familiar, somewhat familiar, not very familiar or not at all familiar with each of the following?
BASE: Telemarketers (n=165)

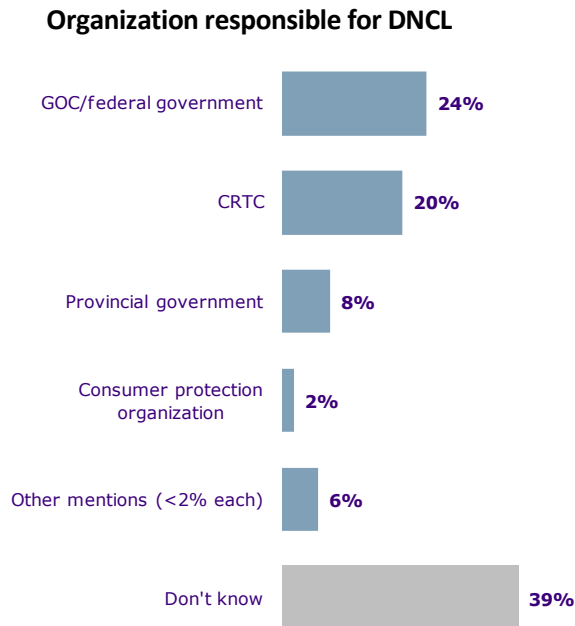
Strong familiarity (i.e., “very” familiar) with the DNCL is higher among Ontario firms (47%) and medium and large businesses (52%), as well as among firms that are calling potential consumers (40%) rather than audiences that qualify as DNCL exemptions (23%).

In turn, familiarity with both the DNCL and the ADAD rules is *lowest* in Quebec and the Atlantic provinces.

Organization responsible for DNCL

A minority of telemarketers familiar with the DNCL could identify the Government of Canada or the CRTC as the organization responsible.

More than four in ten telemarketers familiar with the DNCL identify the Government of Canada (24%) or the CRTC (20%) as the organization responsible. The remainder either incorrectly link the DNCL with a provincial government or a consumer protection organization, or cannot name the organization responsible.



Q17 To the best of your knowledge, what organization is responsible for the National Do Not Call List?
BASE: Telemarketers familiar with the DNCL (n=132)

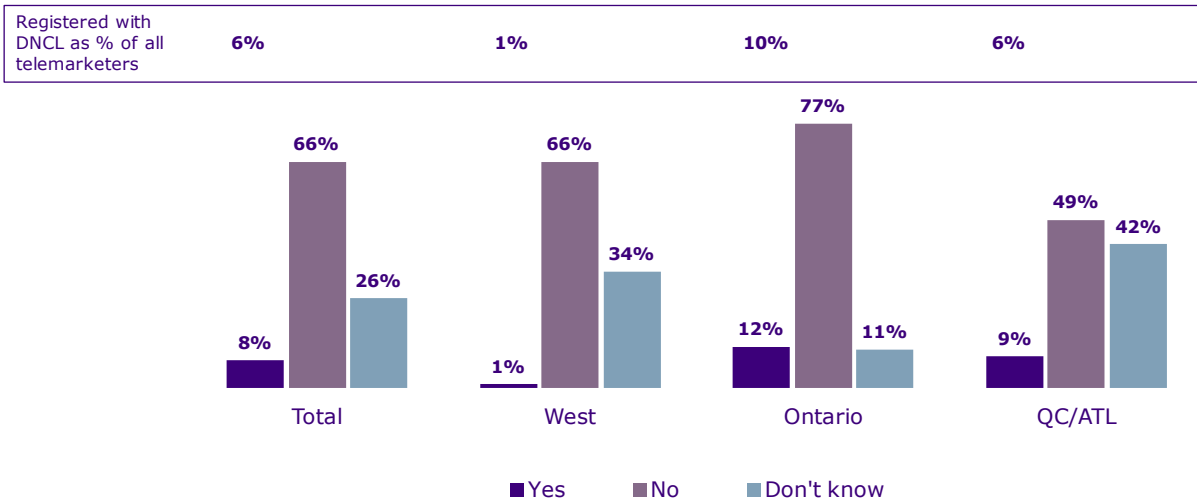
Those who are most familiar with the DNCL (i.e., “very” familiar) are more likely to identify the federal government as the responsible party (41%), but are no more likely than average to mention the CRTC (19%).

DNCL registration

Six percent of all telemarketers say they have registered with the DNCL. Those who have not registered say they are not aware they had to or that they are exempted, and only three in ten intend to register in the coming year.

Telemarketers with at least some familiarity with the DNCL (78% of telemarketers) were asked if their organization is registered. Fewer than one in ten (8%) say that they are, representing six percent of all telemarketers. The majority (66%) say they are not registered while one in four (26%) are not sure.

Registered with National Do Not Call List



Q18 *Is your company registered with the National Do Not Call List? Being registered means your business name, contact information and a brief description of your telemarketing activities have been entered on the National Do Not Call List website, and updated every 12 months.*
 BASE: Telemarketers familiar with DNCL (n=132)

Registration with the DNCL is more common in Ontario and Quebec and the Atlantic provinces than in the West.

Reasons why not registered. Telemarketers not registered with the DNCL were asked the reasons why not. The two main reasons are:

- a lack of awareness that it is required (31%); and,
- a belief that they are exempt from registration, for example, because they only call customers with whom they have an existing business relationship (22%) or they only make business-to-business calls (20%).

Very few say they aren't registered because they keep their own internal DNC list (3%) or because the registration process is too complex (3%).

Notably, the reasons given are similar regardless of whether they are dialling audiences that qualify as DNCL exemptions or not.

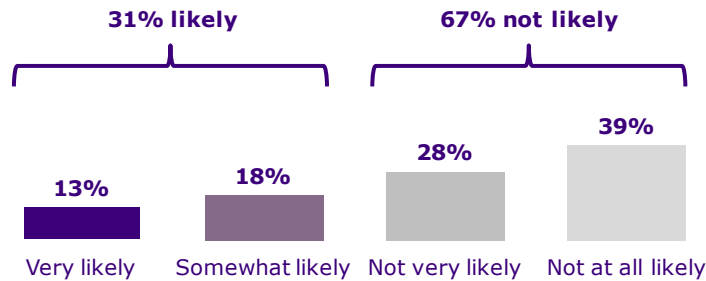
Reasons why not registered with National Do Not Call List



Q19 Why have you not registered with the National Do Not Call List?
BASE: Telemarketers not registered with DNCL (n=79)

Likelihood to register. Just over one in ten (13%) telemarketers not already registered with the DNCL say they are very likely to do so in the next 12 months, which is the most accurate measure of intention. Another one in five (18%) say they are somewhat likely to, while the majority (67%) are not likely to.

Likelihood to register with National Do Not Call List



Q20 How likely is your organization to register with the National Do Not Call List in the next 12 months?
BASE: Telemarketers who are familiar with but not registered with DNCL (n=79)

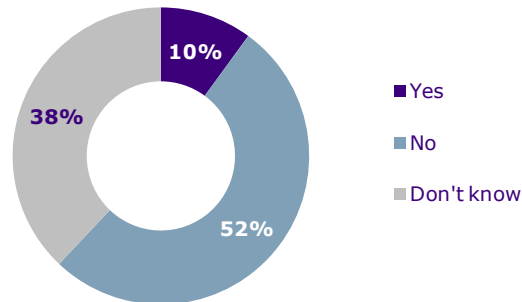
Intention to register (very or somewhat) is higher among firms that are calling potential consumers (47%) rather than audiences that qualify as DNCL exemptions (16%).

Subscription status

A very small minority of telemarketers say they subscribe to the DNCL.

One in ten (10%) telemarketers registered with the DNCL say they subscribe to the list, which represents two percent of all telemarketers.

Subscribed to National Do Not Call List



Q21 Does your company subscribe to the National Do Not Call List, meaning that you have purchased a list of telephone numbers to remove from your calling list?

BASE: Telemarketers registered with or uncertain whether they are registered with the DNCL (n=53)

Reasons why not subscribed. Telemarketers not subscribed to the DNCL (representing n=25 respondents, which is too small to report quantitatively) were asked the reasons why not. The two main reasons for not subscribing are not being aware that it is needed and being exempt (e.g., only calling customers with whom they have an existing business relationship, only making business-to-business calls).

Likelihood to register. This same small group of telemarketers not subscribed to the DNCL were asked how likely they are to do so in the next 12 months. As with likelihood to register, only a minority say they are likely to subscribe to the DNCL.

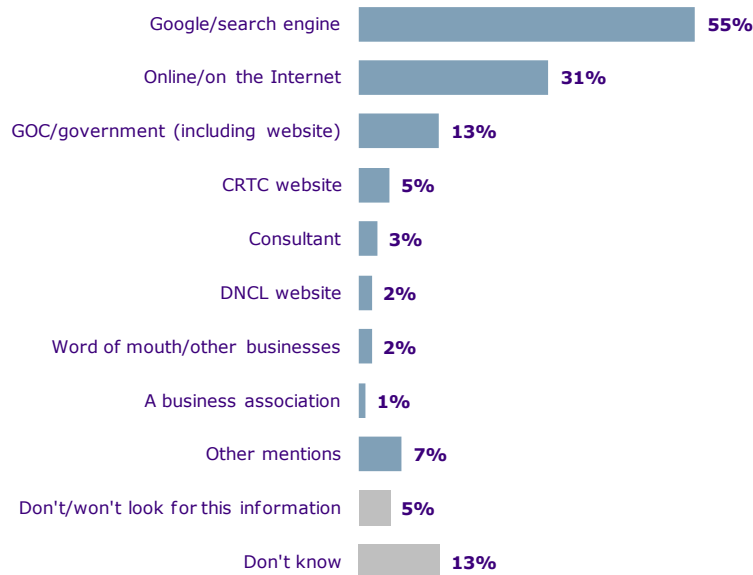
Information needs

Information sources

Most telemarketers would use an Internet search engine to find information about complying with telemarketing rules.

Telemarketers are most likely to use a search engine like Google (55%) or turn to the Internet generally (31%) to find information about complying with telemarketing rules. By comparison, relatively few know to go to the CRTC (5%) or DNCL (2%) websites, or would use an alternate source such as a consultant or a business association.

Information sources about complying with telemarketing rules



Q24 If you wanted to find information about complying with telemarketing rules, where would you look?
BASE: Telemarketers (n=165)

DNCL and CRTC websites

A minority of telemarketers have ever visited the DNCL and CRTC websites.

One in five (19%) telemarketers say they have visited the DNCL website for information about compliance, while slightly fewer (15%) say the same about the CRTC website.

Visited DNCL and CRTC websites – among telemarketers



Q25 Have you ever visited the National Do Not Call List website for information on compliance?
 Q27 Have you ever visited the CRTC website for information on compliance with telemarketing rules?
 BASE: Telemarketers (n=165)

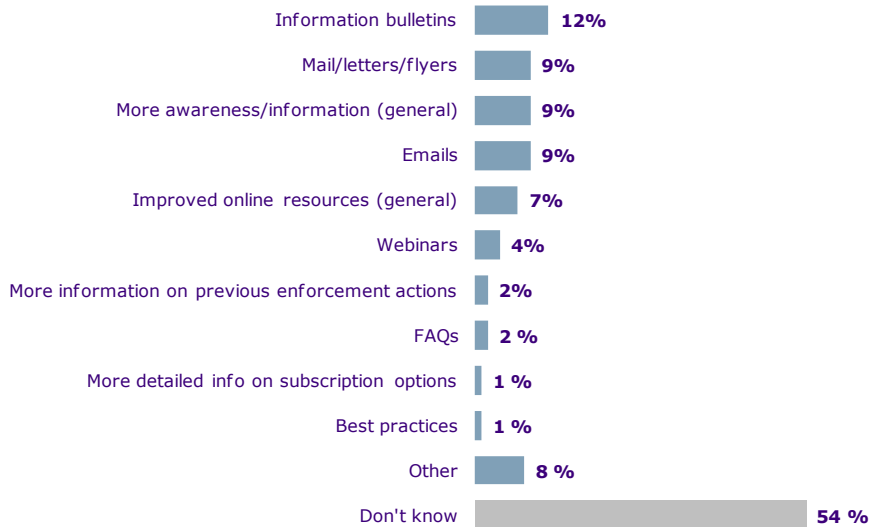
For both the DNCL and CRTC sites, these visits occur no more than a few times a year, and most visitors say they happen less than once a year.

Helpful tools/resources

The main suggestions for helpful tools and resources include those that are directly addressed to businesses, rather than broader information campaigns.

When asked what type of information, tools or resources about complying with the DNCL would be most helpful to them, a majority of telemarketers (54%) are unable to name any. The main suggestions include direct-to-business tools such information bulletins, direct mail and emails.

Helpful tools/resources for complying with DNCL



Q29 What information, tools or resources could be provided to help companies like yours comply with the National Do Not Call List?
 BASE: Telemarketers (n=165)

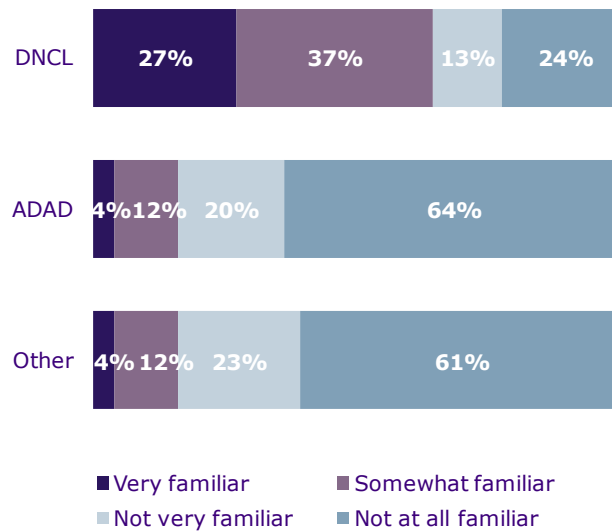
Non-telemarketers

Familiarity with telemarketing rules

More than six in ten non-telemarketers are at least somewhat familiar with the DNCL, while very few are familiar with ADAD and other telemarketing rules.

The majority of non-telemarketers (64%) say they are at least somewhat familiar with the DNCL, similar to the proportion among telemarketers (69%). By comparison, there is very little familiarity with both the ADAD rules (16%) and other telemarketing rules (16%) – and these proportions are lower than among telemarketers (25% and 34%, respectively).

Familiarity with telemarketing rules – among non-telemarketers



Q39 Would you say you are very familiar, somewhat familiar, not very familiar or not at all familiar with each of the following?
BASE: Non-telemarketers (n=1,037)

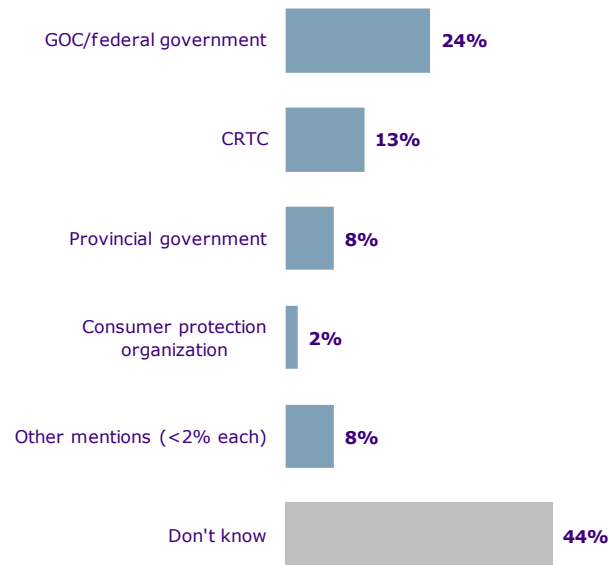
Strong familiarity (i.e., “very” familiar”) with the DNCL is highest among Ontario firms (36%) and lowest in Quebec and the Atlantic provinces (15%). Non-telemarketers in Quebec and the Atlantic provinces are also less likely than those in other regions to be familiar with ADAD and other telemarketing rules.

Organization responsible for DNCL

A minority of non-telemarketers familiar with the DNCL could identify the Government of Canada or the CRTC as the organization responsible.

Almost four in ten non-telemarketers familiar with the DNCL identify the Government of Canada (24%) or the CRTC (13%) as the organization responsible. The remainder either incorrectly link the DNCL with a provincial government or a consumer protection organization, or cannot name the organization responsible.

Organization responsible for DNCL – among non-telemarketers



Q40 To the best of your knowledge, what organization is responsible for the National Do Not Call List?
BASE: Non-telemarketers familiar with the DNCL (n=810)

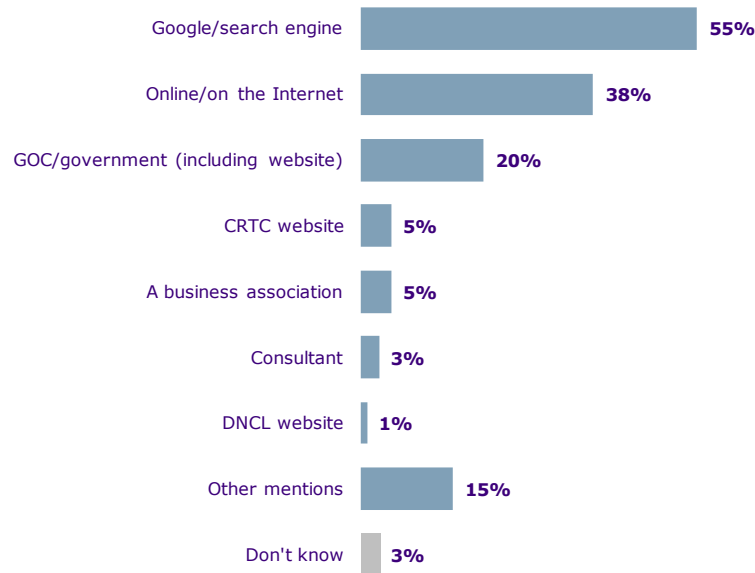
Information sources

Most telemarketers would use an Internet search engine to find information about complying with telemarketing rules.

Nine percent of non-telemarketers have looked for information on compliance with telemarketing rules (Questions 41 and 42).

As is the case with telemarketers, non-telemarketers who plan to start telemarketing in the next 12 months or who have ever looked for compliance information are most likely to use a search engine like Google (55%) or turn to the Internet generally (38%) to find information about complying with telemarketing rules. By comparison, relatively few know to go to the CRTC (5%) or DNCL (1%) websites, or would use an alternate source such as a consultant or a business association.

Information sources about complying with telemarketing rules – among non-telemarketers



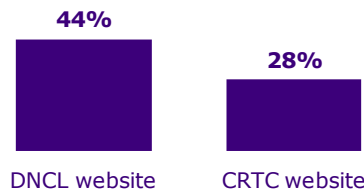
Q43 *If you wanted to find information about complying with telemarketing rules, where would you look?*
BASE: Non-telemarketers who are planning to start telemarketing in next 12 months, or who ever looked for information on compliance (n=111)

DNCL and CRTC websites

A minority of telemarketers have ever visited the DNCL and CRTC websites.

Among non-telemarketers who plan to start telemarketing in the next 12 months or who have ever looked for compliance information, more than four in ten (44%) say they have visited the DNCL website for information about compliance, while close to three in ten (28%) say the same about the CRTC website. It is important to note that these proportions cannot be directly compared to telemarketers, because they are based on non-telemarketers who have already shown interest in this type of information (i.e., have said they have previously looked for information on compliance).

Visited DNCL and CRTC websites – among non-telemarketers



Q44 *Have you ever visited the National Do Not Call List website for information on compliance?*
Q45 *Have you ever visited the CRTC website for information on compliance with telemarketing rules?*
BASE: Non-telemarketers who are planning to start telemarketing in next 12 months, or who ever looked for information on compliance (n=111)

Helpful tools/resources

Among the variety of suggestions for helpful tools and resources include emails, information bulletins and evidence of enforcement activities.

Among non-telemarketers who plan to start telemarketing in the next 12 months or who have ever looked for compliance information, when asked what type of information, tools or resources about complying with the DNCL would be most helpful to them, a majority (55%) are unable to name any. Those able to provide suggestions include emails, information bulletins and evidence of enforcement activities.

Helpful tools/resources for complying with DNCL – among non-telemarketers



Q46 What information, tools or resources could be provided to help companies like yours comply with the National Do Not Call List?
 BASE: Non-telemarketers who are planning to start telemarketing in next 12 months, or who ever looked for information on compliance (n=111)

Survey methodology

The results are based on telephone interviews conducted with a representative sample of 1,202 Canadian businesses, between February 23 and March 15, 2016. The margin of error for a sample of 1,202 is +/- 2.8 percentage points, in 19 out of 20 samples. The margin of error is greater for results pertaining to subgroups of this population, such as telemarketers.

Rationale

A telephone survey was considered to be the best methodology to obtain information from the target audience of Canadian businesses. This audience is not included in online panels in sufficient numbers to be fully representative of the Canadian business universe. Also, because online surveys involved non-random probability samples, a margin of sampling error cannot be cited.

Sample design

The sampling method was designed to complete 1,200 interviews with the target audience of Canadian businesses. All Canadian business were considered eligible for the study; that is, the survey was designed to include both businesses who participate in telemarketing activities and those who do not, nor did it exclude businesses exempt from the UTRs (registered charities, newspapers and market research firms).

The sample was stratified by business size (number of employees) within region, in order to provide a sufficient number of medium (100-499 employees) and large (500+ employees) businesses for analysis.

Weighting

The data are statistically weighted to ensure the sample is as representative of this population as possible, according to the most recently available Statistics Canada information (2012). The table below outlines the unweighted and weighted sample distribution and the associated margin of sampling error.

Sample distribution

| | Weighted | Unweighted | Margin of Error* |
|----------------------------|----------|------------|------------------|
| Number of employees | | | |
| Small (1-99) | 1,181 | 1,000 | +/- 2.0 |
| Medium (100-499) | 20 | 100 | +/- 9.8 |
| Large (500+) | 2 | 102 | +/- 9.8 |
| Region | | | |
| Atlantic provinces | 85 | 85 | +/- 10.6 |
| Quebec | 257 | 252 | +/- 6.2 |
| Ontario | 422 | 420 | +/- 4.8 |
| Manitoba/Saskatchewan | 80 | 85 | +/- 10.6 |
| Alberta | 168 | 168 | +/- 7.6 |
| British Columbia | 189 | 192 | +/- 7.1 |

*Margin of sampling error at the 95% confidence level

Questionnaire design and pretesting

The questionnaire used for this survey was designed by Environics in conjunction with the CRTC project team. Once the questionnaire was finalized and approved by the CRTC, the CRTC translated it into French. A copy of the English and French language versions of the questionnaire are attached as an appendix.

Pre-test. Prior to finalizing the survey for field, Environics conducted a full pre-test with “live” respondents. This consisted of telephone interviews in the same manner as for the full survey, but with a small sample of respondents (10 English and 10 French). Recordings of the interviews were audited by Environics’ senior research consultant. Following the pre-test, a small number of refinements were made and approved by the CRTC.

Fieldwork

The interviewing was conducted by Elemental Data Collection Inc. of Ottawa, ON, between February 23 and March 15, 2016. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA).

Up to eight callbacks were made to reach each business selected in the sample, and such calls were made at different times of the day and days of the week, to maximize the chances of reaching the appropriate individual. All surveys were conducted in respondents’ official language of choice. This survey was registered with the MRIA’s registration system.

Completion results

The effective response rate for the survey is 19 percent. This is calculated as the number of responding participants (completed interviews and over-quota participants), divided by unresolved numbers (busy, no answer) plus non-responding businesses or individuals (refusals, language barrier, missed callbacks) plus responding participants: $[R/(U+IS+R)]$. The following table presents the final disposition of all numbers dialled.

Completion results

| | TOTAL |
|---|--------------|
| Total Numbers Attempted | 7850 |
| Out-of-scope – Invalid | 1009 |
| Unresolved (U) | 2736 |
| <i>No answer/Answering machine</i> | 2736 |
| In-scope – Non-responding (IS) | 1990 |
| <i>Language barrier</i> | 26 |
| <i>Incapable of completing (ill/deceased)</i> | 9 |
| <i>Callback (Respondent not available)</i> | 1955 |
| Total Asked | 2115 |
| <i>Refusal</i> | 785 |
| <i>Termination</i> | 40 |
| In-scope – Responding units (R) | 1290 |
| <i>Completed Interview</i> | 1202 |
| <i>Quota full – Company Size</i> | 88 |
| Response Rate (%) | 18.86 |
| Incidence | 93.18 |



Appendix A:

Questionnaire (English and French)

**CRTC
Telemarketing in Canada
FINAL Questionnaire**

Telephone survey with 1200 Canadian businesses

Introduction

Hello, my name is _____ and I am calling from Environics, a public opinion research company. Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?
RECORD LANGUAGE OF INTERVIEW

Today we are conducting a survey with businesses and other organizations across Canada about how they communicate with their customers or clients. Could I please speak to the person who makes decisions about marketing for your business or organization?

01 – Yes, speaking
02 – Yes, will transfer RECORD NAME & TITLE
03 – No, not interested THANK AND TERMINATE

IF YES, SPEAKING: This is not a sales call. We are not selling or soliciting anything, we simply want to ask your opinions. This survey is registered with the national survey registration system. GO TO Q.B

WHEN RESPONDENT IS ON THE LINE: Hello, my name is _____ and I am calling from Environics, a public opinion research company. Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

Today we are conducting a survey with businesses across Canada about how they communicate with customers or clients. Please be assured that we are not selling or soliciting anything, we simply want to ask your opinions. This survey is registered with the national survey registration system. First I have a few questions to make sure that you qualify for the study.

A. Do you make decisions about marketing for your business or organization?

01 – Yes
02 – No RECORD NAME AND TITLE – ASK TO SPEAK TO THAT PERSON

IF PERSON IS NOT CURRENTLY AVAILABLE, ARRANGE FOR CALL-BACK

IF ASKED: Your company is one of 1200 businesses and other organizations selected at random from a published list to be included in this survey. This includes charities, non-profit organizations and public sector/government.

IF ASKED: The survey will take about 10 minutes to complete

IF ASKED: This survey is being conducted on behalf of the Government of Canada. Your responses are anonymous and the information you provide will be used for statistical purposes only.

IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system's toll-free telephone number is 1-800-554-9996.

Screening

- B. Including yourself, how many employees does your company have? Please include both full-time and part-time employees, across all locations.

READ ONLY IF NECESSARY

- 01 – 1 to 4 employees
- 02 – 5 to 9 employees
- 03 – 10 to 49 employees
- 04 – 50 to 99 employees
- 05 – 100 to 499 employees
- 06 – 500 or more employees
- VOLUNTEERED
- 99 – DK/NA

THANK AND TERMINATE

1. Does your organization ever use telephone calls to advertise, sell or otherwise promote products or services? This includes live or pre-recorded calls, and could be done either by internal staff or by another company on your behalf.

IF ASKED: This includes both cold calling and calls made to customers with whom you have an existing relationship.

IF ASKED: This refers to outgoing calls only, not incoming calls/requests.

IF ASKED: This could either be on behalf of your own company or for clients.

- 01 - Yes CONTINUE
- 02 – No SKIP TO Q.30 (Section for non-telemarketers)

READ TO ALL: For the purpose of the survey, I will use the word telemarketing to refer to this activity.

Telemarketers (“yes” to Q1)

2. Are the calls made on behalf of your own business, on behalf of clients, or both?

- 01 – On behalf of own business
- 02 – On behalf of clients SKIP TO Q.4
- 03 – Both
- 99 – DK/NA

3. [IF Q2=01, 03, 99] Does your company make its own calls or do you outsource to another company?

- 01 – Make own calls
- 02 – Outsource
- 03 – Both
- 99 – DK/NA

4. [IF Q2=02 OR Q3=01 DIRECT] Which province or territory are the calls initiated from?
[IF Q3=03 BOTH] For the calls your company makes itself, which province or territory are the calls initiated from?

DO NOT READ – CODE ALL THAT APPLY.

- 01 - Alberta
- 02 - British Columbia
- 03 - Manitoba
- 04 - New Brunswick

- 05 - Newfoundland and Labrador
- 06 – Northwest Territories
- 07 - Nova Scotia
- 08 – Nunavut
- 09 - Ontario
- 10 - Prince Edward Island
- 11 - Quebec
- 12 - Saskatchewan
- 13 – Yukon
- 99 – DK/NA

5. [IF Q3=02 INDIRECT] Where is the telemarketing service you use located?
 [IF Q3=03 BOTH] For the telemarketing that you outsource, where is the telemarketing service you use located?

DO NOT READ – CODE ALL THAT APPLY.

CANADA

- 01 - Alberta
- 02 - British Columbia
- 03 - Manitoba
- 04 - New Brunswick
- 05 - Newfoundland and Labrador
- 06 – Northwest Territories
- 07 - Nova Scotia
- 08 – Nunavut
- 09 - Ontario
- 10 - Prince Edward Island
- 11 - Quebec
- 12 - Saskatchewan
- 13 – Yukon
- 14 – In Canada (not sure which province/territory)

INTERNATIONAL

- 15 – U.S.
- 16 – India
- 17 – Pakistan
- 18 – Philippines
- 19 – Outside Canada (not sure where)
- 97 – Other (SPECIFY)
- 99 – DK/NA

6. In which industry or sector does your organization operate?
 DO NOT READ LIST – CLARIFY ONLY IF NECESSARY.

- 01 - Advertising/ Communications/Marketing
- 02 - Banking / Investing / lending/ Financial Services / advisors / Insurance /bankruptcy/Debt Collection etc.
- 03 - Charity - Registered
- 04 - Education
- 05 - Food & Beverages, Hospitality
- 06 - Government / Public service
- 07 - Home construction, Renovation, maintenance/Windows and Doors
- 08 - Manufactured Goods
- 09 - Media (Newspapers, Magazines)
- 10 - Not-for profit or NGO
- 11 - Pharmaceuticals / Health
- 12 - Political Parties
- 13 - Real Estate
- 14 - Research and Public Opinion
- 15 - Retail /Automotive
- 16 - Security, IT

- 17 - Telemarketing/Call centre
- 18 - Telephone, Television, Internet
- 19 - Travel and Vacation
- 20 - Utilities (eg. Hydro and Gas)
- 97 – Other (SPECIFY)
- 99 – DK/NA

7. Are the telemarketing calls made to:
READ – RECORD ALL THAT APPLY

- 01 – Potential consumer clients
 - 02 – Existing consumer clients
 - 03 – Potential business clients
 - 04 – Existing business clients
- VOLUNTEERED
99 – DK/NA

8. In what languages do you telemarket?
DO NOT READ – CODE ALL THAT APPLY.

- 01 – English
- 02 – French
- 97 – Other (SPECIFY)
- 99 – DK/NA

9. How long has your company been doing telemarketing?
READ

- 01 – 0-3 years
 - 02 – 4-9 years
 - 03 – 10 or more years
- VOLUNTEERED
99 – DK/NA

10. [IF Q2=02 OR Q3=01 DIRECT] What proportion of your employees are engaged in telemarketing?

_____ % [ACCEPT ESTIMATE BUT NOT A RANGE]

999 – DK/NA

11. In order for us to classify your responses, which of the following best describes the total revenue your organization generates by telemarketing?

READ LIST – STOP WHEN REACH APPROPRIATE CATEGORY

- 01 - Less than \$50,000
 - 02 - \$50,000 to less than \$100,000
 - 03 - \$100,000 to less than \$500,000
 - 04 - \$500,000 to less than \$1 million
 - 05 - \$1 million to less than \$5 million
 - 06 - \$5 million or more
- VOLUNTEERED
99 - DK/NA

12. Which of the following best describes your telemarketing activity in the last 12 months?

READ

01 - Did more than usual

02 - Did less than usual

03 - Did the same

04 – [ONLY SHOW IF Q9=01] Just started in the last 12 months

VOLUNTEERED

99 – DK/NA

13. Over the next 12 months, will the amount of telemarketing your organization does...?

READ

01 – Increase

02 – Decrease

03 – or, stay the same SKIP TO Q.16

VOLUNTEERED

99 – DK/NA SKIP TO Q.16

14. (IF Q13=01 INCREASE) What is the main reason why you plan to increase your telemarketing activity in the next 12 months?

DO NOT READ – RECORD ALL THAT APPLY

01 - Cost effective

02 - Saw an increase in sales

03 - Works better than other types of marketing

04 - More exposure

05 – Just learned about it

97 – Other (SPECIFY)

99 – DK/NA

15. (IF Q13=02 DECREASE) What is main reason why you plan to reduce your telemarketing activity in the next 12 months?

DO NOT READ – RECORD ALL THAT APPLY

01 - Too costly

02 - Saw a decrease in sales

03 - Change in marketing strategy

04 - Canadians are picking the phone less to unknown numbers

97 – Other (SPECIFY)

99 – DK/NA

16. Would you say you are very familiar, somewhat familiar, not very familiar or not at all familiar with each of the following?

READ IN ORDER SHOWN

a. The National Do Not Call List, which is a list of telephone numbers of consumers who have chosen to reduce the number of telemarketing calls they receive

b. The Automatic Dialing and Announcing Device, or ADAD, rules

c. Other telemarketing rules

01 – Very familiar

02 – Somewhat familiar

03 – Not very familiar

04 – Not at all familiar

VOLUNTEERED

99 – DK/NA

17. (IF Q16a=01-03 FAMILIAR WITH DNCL) To the best of your knowledge, what organization is responsible for the National Do Not Call List?

DO NOT READ – RECORD ONE ONLY

01 – CRTC

02 – Government – PROBE FOR LEVEL OF GOVERNMENT

03 – Government of Canada/federal government

04 – Bell Canada

97 – Other (SPECIFY)

99 – DK/NA

18. [IF Q16a=01-03 FAMILIAR WITH DNCL] Is your company registered with the National Do Not Call List? Being registered means your business name, contact information and a brief description of your telemarketing activities have been entered on the National Do Not Call List website, and updated every 12 months.

01 – Yes SKIP TO Q.21

02 – No

99 – DK/NA SKIP TO Q.21

19. [IF Q18=02 NOT REGISTERED] Why have you not registered with the National Do Not Call List?

DO NOT READ – RECORD ALL THAT APPLY

01 – Cost is too high

02 – Process is too complex

03 – Not aware that we had to/it is not required

04 – Our organization is exempt

05 – We only make B2B/business-to-business calls

06 – We keep our own internal do not call list

07 – We are a telemarketing company making calls on behalf of clients

08 – We don't make cold calls/only call customers that have existing relationships with

97 – Other (SPECIFY)

99 – DK/NA

20. [IF Q18=02 NOT REGISTERED] How likely is your organization to register with the National Do Not Call List in the next 12 months?

READ

01 – Very likely

02 – Somewhat likely

03 – Not very likely

04 – Not at all likely

VOLUNTEERED

99 – DK/NA

21. [IF Q18=01,99 REGISTERED TO DNCL] Does your organization subscribe to the National Do Not Call List, meaning that you have purchased a list of telephone numbers to remove from your calling list?
- 01 – Yes SKIP TO Q.24
02 – No
99 – DK/NA SKIP TO Q.24
22. [IF Q21=02 NOT SUBSCRIBED] What are the reasons why you have not subscribed to the National Do Not Call List?
DO NOT READ – RECORD ALL THAT APPLY
- 01 – Subscription provided by client
02 – Cost is too high
03 – Process is too complex
04 – The list is difficult to use
05 – Our company is exempt
06 – We only make B2B/business-to-business calls
07 – Not aware that a subscription was needed
08 – We keep our own internal do not call list
09 – We don't make cold calls/only call customers that we have existing relationships with
97 – Other (SPECIFY)
99 – DK/NA
23. [IF Q21=02 NOT SUBSCRIBED] How likely is your organization to subscribe to the National Do Not Call List in the next 12 months?
READ
- 01 – Very likely
02 – Somewhat likely
03 – Not very likely
04 – Not at all likely
VOLUNTEERED
99 – DK/NA
24. If you wanted to find information about complying with telemarketing rules, where would you look?
DO NOT READ – RECORD ALL THAT APPLY
- 01 - I don't/won't look for this information
02 - Consultant
03 - Word of mouth (other businesses)
04 - A business association
04 - DNCL website
05 - CRTC website
06 – Google/search engine
07 – Online/on the Internet (PROBE FOR WHERE)
97 – Other (SPECIFY)
99 – DK/NA
25. Have you ever visited the National Do Not Call List website for information on compliance [IF Q21=01 SUBSCRIBED: aside from getting your subscription updates]?
- 01 - Yes
02 – No SKIP TO Q.27
99 – DK/NA SKIP TO Q.27

26. [IF Q25=01] How frequently would you say you visit the National Do Not Call List website for information on compliance?

READ

- 01 - Once a week or more
- 02 - Once a month
- 03 - A few times a year
- 04 - Less than once a year
- VOLUNTEERED
- 99 - DK/NA

27. Have you ever visited the CRTC website for information on compliance with telemarketing rules?

- 01 - Yes
- 02 - No SKIP TO Q.29
- 99 - DK/NA SKIP TO Q.29

28. [IF Q27=01] How frequently would you say you visit the CRTC website for information on compliance?

READ

- 01 - Once a week or more
- 02 - Once a month
- 03 - A few times a year
- 04 - Less than once a year
- VOLUNTEERED
- 99 - DK/NA

29. What information, tools or resources could be provided to help companies like yours comply with the National Do Not Call List?

DO NOT READ - RECORD ALL THAT APPLY

- 01 - Information bulletins
- 02 - Webinars
- 03 - FAQs (frequently asked questions)
- 04 - Best Practices
- 05 - More information on previous enforcement actions
- 06 - Scrubbed list (list of phone numbers allowed to call)
- 07 - More detailed information on subscription options
- 97 - Other (SPECIFY)
- 99 - DK/NA

NOW SKIP TO SURVEY END

Non-Telemarketers (“no” to Q1)

30. Do you have any plans to use telemarketing in the next 12 months, that is, to use telephone calls, either live or pre-recorded, to sell, advertise or otherwise promote products or services?

- 01 – Yes SKIP TO Q.32
- 02 – No
- 99 – DK/NA

31. (IF Q30=02, 99 NO TELEMARKETING PLANS) What are the main reasons why you don't plan to use telemarketing?

DO NOT READ – RECORD ALL THAT APPLY

- 01 – Too costly
- 02 – Too many rules surrounding the activity
- 03 – Have done telemarketing in past but changed marketing strategy
- 04 – Canadians are picking up the phone less to unknown numbers/no longer effective
- 05 – Not an effective strategy for our business/industry
- 06 – Don't personally like telemarketing/find it intrusive
- 97 – Other (SPECIFY)
- 99 – DK/NA

31a. In which industry or sector does your organization operate?

DO NOT READ LIST – CLARIFY ONLY IF NECESSARY.

- 01 - Advertising/ Communications/Marketing
- 02 - Banking / Investing / lending/ Financial Services / advisors / Insurance /bankruptcy/Debt Collection etc.
- 03 - Charity - Registered
- 04 - Education
- 05 - Food & Beverages, Hospitality
- 06 - Government / Public service
- 07 - Home construction, Renovation, maintenance/Windows and Doors
- 08 - Manufactured Goods
- 09 - Media (Newspapers, Magazines)
- 10 - Not-for profit or NGO
- 11 - Pharmaceuticals / Health
- 12 - Political Parties
- 13 - Real Estate
- 14 - Research and Public Opinion
- 15 - Retail /Automotive
- 16 - Security, IT
- 17 - Telemarketing/Call centre
- 18 - Telephone, Television, Internet
- 19 - Travel and Vacation
- 20 - Utilities (eg. Hydro and Gas)
- 97 – Other (SPECIFY)
- 99 – DK/NA

NOW SKIP TO Q.39

ASK Q.32-39 ONLY IF PLAN TO TELEMARKET (Q30=01)

32. Will the calls be made on behalf of your own business, on behalf of clients, or both?

- 01 – On behalf of own business
- 02 – On behalf of clients SKIP TO Q.34
- 03 – Both
- 99 – DK/NA

33. Will your company make its own calls or will you outsource to another company?

- 01 – Make own calls
- 02 – Outsource
- 03 – Both
- 99 – DK/NA

34. [IF Q32=02 OR Q33=01 DIRECT] Which province or territory will the calls be initiated from?
[IF Q33=03 BOTH] For the calls your company will make itself, which province or territory will the calls be initiated from?

DO NOT READ – CODE ALL THAT APPLY.

- 01 - Alberta
- 02 - British Columbia
- 03 - Manitoba
- 04 - New Brunswick
- 05 - Newfoundland and Labrador
- 06 – Northwest Territories
- 07 - Nova Scotia
- 08 – Nunavut
- 09 - Ontario
- 10 - Prince Edward Island
- 11 - Quebec
- 12 - Saskatchewan
- 13 – Yukon
- 99 – DK/NA

35. [IF Q33=02 INDIRECT] Where is the telemarketing service that you will use located?
[IF Q33=03 BOTH] For the telemarketing that you will outsource, where is the telemarketing service that you will use located?

DO NOT READ – CODE ALL THAT APPLY.

CANADA

- 01 - Alberta
- 02 - British Columbia
- 03 - Manitoba
- 04 - New Brunswick
- 05 - Newfoundland and Labrador
- 06 – Northwest Territories
- 07 - Nova Scotia
- 08 – Nunavut
- 09 - Ontario
- 10 - Prince Edward Island
- 11 - Quebec
- 12 - Saskatchewan
- 13 – Yukon
- 14 – In Canada (not sure which province/territory))

INTERNATIONAL

- 15 – U.S.

- 16 – India
- 17 – Pakistan
- 18 – Philippines
- 19 – Outside Canada (not sure where)
- 97 – Other (SPECIFY)
- 99 – DK/NA

36. In which industry or sector does your organization operate?
DO NOT READ LIST – CLARIFY ONLY IF NECESSARY.

- 01 - Advertising/ Communications/Marketing
- 02 - Banking / Investing / lending/ Financial Services / advisors / Insurance /bankruptcy/Debt Collection etc.
- 03 - Charity - Registered
- 04 - Education
- 05 - Food & Beverages, Hospitality
- 06 - Government / Public service
- 07 - Home construction, Renovation, maintenance/Windows and Doors
- 08 - Manufactured Goods
- 09 - Media (Newspapers, Magazines)
- 10 - Not-for profit or NGO
- 11 - Pharmaceuticals / Health
- 12 - Political Parties
- 13 - Real Estate
- 14 - Research and Public Opinion
- 15 - Retail /Automotive
- 16 - Security, IT
- 17 - Telemarketing/Call centre
- 18 - Telephone, Television, Internet
- 19 - Travel and Vacation
- 20 - Utilities (eg. Hydro and Gas)
- 97 – Other (SPECIFY)
- 99 – DK/NA

37. Will the telemarketing calls be made to:
READ – RECORD ALL THAT APPLY

- 01 – Potential consumer clients
- 02 – Existing consumer clients
- 03 – Potential business clients
- 04 – Existing business clients
- VOLUNTEERED
- 04 – Other/none of the above

38. In what languages will you telemarket?
DO NOT READ – CODE ALL THAT APPLY.

- 01 – English
- 02 – French
- 97 – Other (SPECIFY)
- 99 – DK/NA

ASK Q39-40 OF ALL NON-TELEMARKETERS ("no" at Q.1)

39. Would you say you are very familiar, somewhat familiar, not very familiar or not at all familiar with each of the following?

READ IN ORDER SHOWN

- a. The National Do Not Call List, which is a list of telephone numbers of consumers who have chosen to reduce the number of telemarketing calls they receive
- b. The Automatic Dialing and Announcing Device, or ADAD, rules
- c. Other telemarketing rules

01 – Very familiar
02 – Somewhat familiar
03 – Not very familiar
04 – Not at all familiar
VOLUNTEERED
99 – DK/NA

40. (IF Q39a=01-03 FAMILIAR WITH DNCL) To the best of your knowledge, what organization is responsible for the National Do Not Call List?

DO NOT READ – RECORD ONE ONLY

01 – CRTC
02 – Government – PROBE FOR LEVEL OF GOVERNMENT
03 – Government of Canada/federal government
04 – Bell Canada
97 – Other (SPECIFY)
99 – DK/NA

ASK Q41 ONLY IF PLANNING TO TELEMARKET (Q.30=01)

41. Have you started to look for information on compliance to telemarketing rules yet?

01 - Yes
02 – No
99 – DK/NA

ASK Q42 ONLY IF NOT PLANNING TO TELEMARKET (Q.30=02)

42. Have you ever looked for information on compliance to telemarketing rules?

01 - Yes
02 – No SKIP TO SURVEY END
99 – DK/NA SKIP TO SURVEY END

43. [Q30=01 OR Q42=01] If you wanted to find information about complying with telemarketing rules, where would you look?

DO NOT READ – RECORD ALL THAT APPLY

02 - Consultant
03 - Word of mouth (other businesses)
04 - A business association
04 - DNCL website
05 - CRTC website

- 06 – Google/search engine
- 07 - Online – Specify
- 97 – Other (SPECIFY)
- 99 – DK/NA

44. [Q30=01 OR Q42=01] Have you ever visited the National Do Not Call List website for information on compliance?

- 01 - Yes
- 02 – No
- 99 – DK/NA

45. [Q30=01 OR Q42=01] Have you ever visited the CRTC website for information on compliance with telemarketing rules?

- 01 - Yes
- 02 – No
- 99 – DK/NA

46. [Q30=01 OR Q42=01] What information, tools or resources could be provided to help companies like yours comply with the National Do Not Call List?
DO NOT READ – RECORD ALL THAT APPLY

- 01 - Information bulletins
- 02 - Webinars
- 03 – FAQs (frequently asked questions)
- 04 - Best Practices
- 05 - More information on previous enforcement actions
- 06 - Scrubbed list (list of phone numbers allowed to call)
- 07 - More detailed information on subscription options
- 97 – Other (SPECIFY)
- 99 – DK/NA

SURVEY END

Those are all the questions we have for you today. This survey was conducted on behalf of the Government of Canada. Thank you very much for your participation.

RECORD:

47. LOCATION

- 01 - Alberta
- 02 - British Columbia
- 03 - Manitoba
- 04 - New Brunswick
- 05 - Newfoundland and Labrador
- 06 – Northwest Territories
- 07 - Nova Scotia
- 08 – Nunavut
- 09 - Ontario
- 10 - Prince Edward Island
- 11 - Quebec
- 12 - Saskatchewan
- 13 – Yukon
- 99 – DK/NA

CRTC Le télémarketing au Canada Questionnaire

Sondage téléphonique auprès de 1200 entreprises canadiennes

Introduction

Bonjour, je m'appelle _____ et je vous téléphone au nom d'Environics, une firme de recherche sur l'opinion publique. Préférez-vous continuer en français ou en anglais? Would you prefer that I continue in English or French?

NOTEZ LA LANGUE DE L'ENTREVUE

Aujourd'hui, nous effectuons un sondage auprès des entreprises et autres organismes dans l'ensemble du Canada sur leurs méthodes de communication avec les consommateurs ou leurs clients. Est-ce que je pourrais parler à la personne qui prend les décisions en matière de marketing pour votre entreprise ou votre organisation?

01 – Oui, c'est moi

02 – Oui, je vous transfère

03 – Non, cela ne nous intéresse pas

NOTEZ LE NOM ET LE TITRE

REMERCIEZ ET CONCLUEZ L'APPEL

POUR OUI, C'EST MOI : Tout d'abord, je tiens à préciser qu'il ne s'agit pas d'un appel de vente. Soyez assuré que nous ne cherchons ni à vendre, ni à solliciter, nous voulons tout simplement connaître votre opinion. Cette étude a été inscrite dans le système national d'enregistrement des sondages. PASSEZ AUX QUESTIONS

QUAND LE RÉPONDANT EST EN LIGNE : Bonjour, je m'appelle _____ et je vous téléphone au nom d'Environics, une firme de recherche sur l'opinion publique. Préférez-vous continuer en français ou en anglais? Would you prefer that I continue in English or French?

Aujourd'hui, nous effectuons un sondage qui s'adresse aux entreprises et autres organismes dans l'ensemble du Canada pour savoir comment ils communiquent avec les consommateurs ou leurs clients. Soyez assuré que nous ne cherchons ni à vendre, ni à solliciter, nous voulons tout simplement connaître votre opinion. Cette étude a été inscrite dans le système national d'enregistrement des sondages. Avant de poursuivre, je dois vous poser quelques questions pour m'assurer que vous répondez aux critères de la recherche.

A. Est-ce vous qui prenez les décisions concernant le marketing pour votre entreprise ou votre organisation?

01 – Oui

02 – Non

NOTEZ LE NOM ET LE TITRE – DEMANDEZ SI VOUS POUVEZ
PARLER À CETTE PERSONNE

SI LA PERSONNE N'EST PAS LIBRE, DEMANDEZ À QUEL MOMENT VOUS POUVEZ LA RAPPELER

SI ON VOUS LE DEMANDE : Votre entreprise fait partie des 1 200 entreprises et organismes sélectionnés au hasard sur les listes publiques pour participer à ce sondage. Les organismes de bienfaisance, les organismes sans but lucratif et les services publics et gouvernementaux sont admissibles.

SI ON VOUS LE DEMANDE : L'étude dure environ 10 minutes.

SI ON VOUS LE DEMANDE : Ce sondage est effectué au nom du gouvernement du Canada. Vos réponses seront anonymes et les renseignements que vous fournirez ne seront utilisés qu'à des fins statistiques.

SI ON VOUS LE DEMANDE : L'industrie de la recherche par sondages au Canada a mis sur pied un système d'enregistrement pour permettre au public de s'informer sur la légitimité des sondages, d'obtenir des renseignements sur l'industrie de la recherche par sondages ou de déposer une plainte. Le numéro sans frais du système d'enregistrement est le 1-800-554-9996.

Présélection

- B. En plus de vous-même, combien d'employés votre entreprise compte-t-elle? Il peut s'agir d'employés à plein temps ou à temps partiel, à travers tous vos locaux.
À LIRE AU BESOIN

01 – 1 à 4 employés
02 – 5 à 9 employés
03 – 10 à 49 employés
04 – 50 à 99 employés
05 – 100 à 499 employés
06 – 500 employés ou plus
RÉPONSE SPONTANÉE
99 – NSP/SO

REMERCIEZ ET CONCLUEZ L'APPEL

1. Est-ce que votre organisme effectue parfois des appels téléphoniques pour faire la publicité, la vente ou la promotion de ses produits ou services? Il peut s'agir d'appels de vive voix ou préenregistrés, faits par du personnel interne ou par une autre entreprise agissant en votre nom.

SI ON VOUS LE DEMANDE : Ceci inclut à la fois la sollicitation à froid et les appels effectués à des clients avec qui vous avez une relation d'affaires.

SI ON VOUS LE DEMANDE : Il ne s'agit que des appels sortants seulement, pas des appels ou des demandes que l'organisme reçoit.

SI ON VOUS LE DEMANDE : Il peut s'agir d'appels pour le compte de votre compagnie ou pour des clients.

01 - Oui CONTINUEZ
02 – Non PASSEZ À LA Q.30 (Section pour les non-télévendeurs)

À LIRE DANS TOUS LES CAS : Dans le cadre du sondage, je parlerai de « télémarketing » pour désigner tous les aspects de cette activité.

Télévendeurs (« oui » à Q1)

2. Les appels sont-ils faits pour le compte de votre entreprise, pour des clients ou pour les deux?

01 – Pour le compte de l'entreprise
02 – Pour le compte de clients PASSEZ À LA Q.4
03 – Pour les deux
99 – NSP/SO

3. [SI Q2=01, 03, 99] Votre compagnie fait-elle ses propres appels ou a-t-elle recours à la sous-traitance?

01 – Fait ses propres appels
02 – Sous-traitance
03 – Les deux
99 – NSP/SO

4. [SI Q2=02 OU Q3=01 DIRECT] À partir de quelle province ou de quel territoire les appels sont-ils faits?
[SI Q3=03 LES DEUX] Pour les appels effectués par votre compagnie, depuis quelle province ou quel territoire sont-ils faits?

NE PAS LIRE – CODEZ TOUTES LES RÉPONSES QUI S'APPLIQUENT.

01 - Alberta
02 - Colombie-Britannique
03 - Manitoba
04 - Nouveau-Brunswick

- 05 - Terre-Neuve-et-Labrador
- 06 – Territoires du Nord-Ouest
- 07 - Nouvelle-Écosse
- 08 – Nunavut
- 09 - Ontario
- 10 - Île-du-Prince-Édouard
- 11 - Québec
- 12 - Saskatchewan
- 13 – Yukon
- 99 – NSP/SO

5. [SI Q3=02 INDIRECT] Où est situé le service de télémarketing que vous utilisez?
 [SI Q3=03 LES DEUX] Pour le télémarketing en sous-traitance, où est situé le service que vous utilisez?
 NE PAS LIRE – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT.

CANADA

- 01 - Alberta
- 02 - Colombie-Britannique
- 03 - Manitoba
- 04 - Nouveau-Brunswick
- 05 - Terre-Neuve-et-Labrador
- 06 – Territoires du Nord-Ouest
- 07 - Nouvelle-Écosse
- 08 – Nunavut
- 09 - Ontario
- 10 - Île-du-Prince-Édouard
- 11 - Québec
- 12 - Saskatchewan
- 13 – Yukon
- 14 – Au Canada (pas sûr de la province ou du territoire)

INTERNATIONAL

- 15 – États-Unis
- 16 – Inde
- 17 – Pakistan
- 18 – Philippines
- 19 – En dehors du Canada (pas sûr du pays)
- 97 – Autres (PRÉCISEZ)
- 99 – NSP/SO

6. Dans quelle industrie ou dans quel secteur votre organisme travaille-t-il?
 NE PAS LIRE LA LISTE – PRÉCISEZ AU BESOIN.

- 01 - Publicité/communications/marketing
- 02 - Banque/investissement/prêt/services financiers/conseillers/assurance/faillite/recouvrement de créances, etc.
- 03 - Organisme de bienfaisance enregistré
- 04 - Éducation
- 05 - Aliments et boissons, industrie hôtelière
- 06 - Gouvernement/service public
- 07 - Construction domiciliaire, rénovation, entretien/portes et fenêtres
- 08 - Produits manufacturés
- 09 - Médias (journaux, revues)
- 10 - Organisme sans but lucratif ou ONG
- 11 - Pharmaceutiques/santé
- 12 - Partis politiques
- 13 - Immobilier
- 14 - Recherche et opinion publique
- 15 - Détail/automobile
- 16 - Sécurité, informatique

- 17 - Télémarketing/centre d'appels
- 18 - Téléphone, télévision, Internet
- 19 - Voyages et vacances
- 20 - Services publics (électricité, gaz, etc.)
- 97 – Autres (PRÉCISEZ)
- 99 – NSP/SO

7. Les appels de télémarketing sont-ils faits :
À LIRE – NOTER TOUTES LES RÉPONSES APPLICABLES

- 01 – à des clients potentiels qui sont des particuliers
 - 02 – à des clients actuels qui sont des particuliers
 - 03 – à des clients potentiels qui sont des entreprises
 - 04 – à des clients actuels qui sont des entreprises
- RÉPONSE SPONTANÉE
99 – NSP/SO

8. Dans quelle langue se font vos activités de télémarketing?
NE PAS LIRE – CODEZ TOUTES LES RÉPONSES QUI S'APPLIQUENT.

- 01 – Anglais
- 02 – Français
- 97 – Autres (PRÉCISER)
- 99 – NSP/SO

9. Depuis combien de temps votre entreprise fait-elle du télémarketing?
LIRE

- 01 – 0-3 ans
 - 02 – 4-9 ans
 - 03 – 10 ans et plus
- RÉPONSE SPONTANÉE
99 – NSP/SO

10. [SI Q2=02 OU Q3=01 DIRECT] Quelle proportion de vos employés effectue du télémarketing?

_____ % [UNE ESTIMATION EST ACCEPTABLE, MAIS PAS UN ÉCART « ENTRE A ET B »]

999 – NSP/SO

11. Pour que nous puissions classer vos réponses, quel chiffre correspond le mieux aux revenus totaux que génèrent les activités de télémarketing de votre entreprise?
LIRE LA LISTE JUSQU'À LA CATÉGORIE APPROPRIÉE

- 01 - Moins de 50 000 \$
 - 02 - 50 000 \$ à moins de 100 000 \$
 - 03 - 100 000 \$ à moins de 500 000 \$
 - 04 - 500 000 \$ à moins de 1 million \$
 - 05 - 1 million \$ à moins de 5 millions \$
 - 06 - 5 millions \$ ou plus
- RÉPONSE SPONTANÉE
99 - NSP/SO

12. Comment décririez-vous l'importance de vos activités de télémarketing au cours des 12 derniers mois?
À LIRE

01 - Plus grande qu'avant

02 - Moins grande qu'avant

03 - La même chose

04 - [MONTRER SEULEMENT SI Q9=01] Nous avons démarré au cours des 12 derniers mois

RÉPONSE SPONTANÉE

99 – NSP/SO

13. Au cours des 12 prochains mois, considérez-vous que les activités de télémarketing de votre entreprise vont...?

À LIRE

01 – Augmenter

02 – Diminuer

03 – Rester les mêmes PASSEZ À LA Q.16

RÉPONSE SPONTANÉE

99 – NSP/SO PASSEZ À LA Q.16

14. (SI Q13=01 AUGMENTER) Quelle est la principale raison pour laquelle vous pensez que vos activités de télémarketing vont augmenter au cours des 12 prochains mois?

NE PAS LIRE – NOTEZ TOUTES LES RÉPONSES APPLICABLES

01 – C'est efficace et économique

02 – Nos ventes sont à la hausse

03 – Fonctionne mieux que les autres formes de marketing

04 – Meilleure visibilité

05 – Nous venons d'en entendre parler

97 – Autres (PRÉCISEZ)

99 – NSP/SO

15. (SI Q13=02 DIMINUER) Quelle est la principale raison pour laquelle vous pensez que vos activités de télémarketing vont diminuer au cours des 12 prochains mois?

NE PAS LIRE – NOTER TOUTES LES RÉPONSES APPLICABLES

01 – C'est trop coûteux

02 – Nos ventes ont baissé

03 – Changement de stratégie de marketing

04 – Les Canadiens répondent moins aux appels provenant de numéros inconnus

97 – Autres (PRÉCISER)

99 – NSP/SO

16. Diriez-vous que vous êtes très familier, assez familier, pas très familier ou pas familier du tout avec chacun des énoncés suivants?

À LIRE DANS L'ORDRE

a) La Liste nationale de numéros de télécommunication exclus, qui est la liste des numéros des consommateurs qui ont choisi de réduire les appels de télémarketing qu'ils reçoivent

b) Les Règles sur les composeurs-messagers automatiques, ou CMA

c) Les autres règles encadrant le télémarketing

- 01 – Très familier
 - 02 – Assez familier
 - 03 – Pas très familier
 - 04 – Pas familier du tout
- RÉPONSE SPONTANÉE
- 99 – NSP/SO

17. [SI Q16a=01-03 FAMILIER AVEC LA LNTE] À votre avis, quel est l'organisme responsable de la Liste nationale de numéros de télécommunication exclus?
NE PAS LIRE – NOTER UNE SEULE RÉPONSE

- 01 – Le CRTC
- 02 – Le gouvernement – FAIRE PRÉCISER L'ORDRE DE GOUVERNEMENT
- 03 – Le gouvernement du Canada/fédéral
- 04 – Bell Canada
- 97 – Autres (PRÉCISER)
- 99 – NSP/SO

18. [SI Q16a=01-03 FAMILIER AVEC LA LNTE] Est-ce que votre entreprise est inscrite sur la Liste nationale de numéros de télécommunication exclus? Être inscrite signifie que votre nom d'entreprise, vos coordonnées et une brève description de vos activités de télémarketing ont été entrés dans le site Web de la Liste nationale de numéros de télécommunication exclus et que les données sont mises à jour tous les 12 mois.

- 01 – Oui PASSEZ À LA Q.21
- 02 – Non
- 99 – NSP/SO PASSEZ À LA Q.21

19. [SI Q18=02 NON INSCRIT] Pourquoi n'êtes-vous pas inscrit sur la Liste nationale de numéros de télécommunication exclus?
NE PAS LIRE – NOTEZ TOUTES LES RÉPONSES APPLICABLES

- 01 – Coût trop élevé
- 02 – Processus trop complexe
- 03 – J'ignorais que nous devions le faire/je pensais que ce n'était pas obligatoire
- 04 – Notre organisme est exempté
- 05 – Nous ne faisons que des appels d'entreprise à entreprise
- 06 – Nous avons notre propre liste d'exclusion interne
- 07 – Nous sommes une entreprise de télémarketing faisant des appels pour le compte de nos clients
- 08 – Nous ne faisons pas de sollicitation à froid/nous appelons seulement des clients avec qui nous avons une relation d'affaires
- 97 – Autres (PRÉCISEZ)
- 99 – NSP/SO

20. [SI Q18=02 NON INSCRIT] Avez-vous l'intention d'inscrire votre organisme sur la Liste nationale de numéros de télécommunication exclus au cours des 12 prochains mois?
À LIRE

- 01 – Très probable
 - 02 – Assez probable
 - 03 – Peu probable
 - 04 – Improbable
- RÉPONSE SPONTANÉE
- 99 – NSP/SO

21. [SI Q18=01,99 INSCRIT SUR LA LNNTÉ] Est-ce que votre entreprise est abonnée à la Liste nationale de numéros de télécommunication exclus, ce qui signifie que vous avez acheté une liste de numéros de téléphone à retirer de vos listes d'appel?

01 – Oui PASSEZ À LA Q.24

02 – Non

99 – NSP/SO PASSEZ À LA Q.24

22. [SI Q21=02 NON INSCRIT] Pour quelles raisons n'êtes-vous pas abonné à la Liste nationale de numéros de télécommunication exclus?

NE PAS LIRE – NOTEZ TOUTES LES RÉPONSES APPLICABLES

01 – Abonnement fourni par le client

02 – Coût trop élevé

03 – Processus trop complexe

04 – Liste difficile à utiliser

05 – Notre entreprise est exemptée

06 – Nous ne faisons que des appels d'entreprise à entreprise

07 – J'ignorais qu'un abonnement était nécessaire

08 – Nous avons notre propre liste d'exclusion

09 – Nous ne faisons pas de sollicitation à froid/nous appelons seulement des clients avec qui nous avons une relation d'affaires

97 – Autres (PRÉCISEZ)

99 – NSP/SO

23. [SI Q21=02 NON INSCRIT] Avez-vous l'intention d'inscrire votre organisme à la Liste nationale de numéros de télécommunication exclus au cours des 12 prochains mois?

À LIRE

01 – Très probable

02 – Assez probable

03 – Peu probable

04 – Improbable

RÉPONSE SPONTANÉE

99 – NSP/SO

24. Dans le cas où vous voudriez obtenir plus de renseignements au sujet de la conformité aux règles du télémarketing, comment feriez-vous?

NE PAS LIRE – NOTEZ TOUTES LES RÉPONSES APPLICABLES

01 – Je ne cherche pas ces renseignements

02 - Un consultant

03 - Le bouche-à-oreille (autres entreprises)

04 - Une association commerciale

04 - Site Web LNNTÉ

05 - Site Web CRTC

06 – Google ou moteur de recherche

07 – En ligne/sur Internet (FAITES PRÉCISER LE SITE)

97 – Autres (PRÉCISEZ)

99 – NSP/SO

25. Êtes-vous déjà allé sur le site Web de la Liste nationale de numéros de télécommunication exclus pour obtenir des renseignements au sujet de la conformité [SI Q21=01 ABONNÉ : en plus d'obtenir les mises à jour de votre abonnement]?

01 - Oui

02 – Non PASSEZ À LA Q.27

99 – NSP/SO PASSEZ À LA Q.27

26. [SI Q25=01] À quelle fréquence diriez-vous que vous allez consulter le site Web de la Liste nationale de numéros de télécommunication exclus pour obtenir des renseignements au sujet de la conformité?
À LIRE

01 - Une fois par semaine ou plus

02 - Une fois par mois

03 - Quelques fois par année

04 - Moins d'une fois par an

RÉPONSE SPONTANÉE

99 – NSP/SO

27. Êtes déjà allé consulter le site Web du CRTC pour obtenir des renseignements au sujet de la conformité aux règles de télémarketing?

01 - Oui

02 – Non PASSEZ À LA Q.29

99 – NSP/SO PASSEZ À LA Q.29

28. [SI Q27=01] À quelle fréquence diriez-vous que vous allez consulter le site Web du CRTC pour obtenir des renseignements au sujet de la conformité aux règles de télémarketing?
LIRE

01 - Une fois par semaine ou plus

02 - Une fois par mois

03 - Quelques fois par année

04 - Moins d'une fois par an

RÉPONSE SPONTANÉE

99 – NSP/SO

29. Quels renseignements, outils ou ressources pourraient aider des entreprises comme la vôtre à mieux respecter la Liste nationale de numéros de télécommunication exclus?
NE PAS LIRE – NOTEZ TOUTES LES RÉPONSES APPLICABLES

01 - Bulletins d'information

02 - Webinaires

03 – Liste de questions fréquentes (FAQ)

04 - Pratiques exemplaires

05 - Plus d'informations sur les mesures d'exécution antérieures

06 - Liste épurée (liste des numéros de téléphone auxquels on peut appeler)

07 - Renseignements plus détaillés sur les options d'abonnement

97 – Autres (PRÉCISEZ)

99 – NSP/SO

PASSEZ MAINTENANT À LA CONCLUSION DU SONDAGE

Autres que les télévendeurs (« non » à Q1)

30. Comptez-vous faire du télémarketing au cours des 12 prochains mois, c'est-à-dire faire des appels téléphoniques de vive voix ou préenregistrés pour faire la vente, la publicité ou la promotion de vos produits ou services?

- 01 – Oui PASSEZ À LA Q.32
- 02 – Non
- 99 – NSP/SO

31. (SI Q30=02, 99 PAS DE TÉLÉMARKETING EN PERSPECTIVE) Quelles sont les principales raisons pour lesquelles vous ne comptez pas faire de télémarketing?
NE PAS LIRE – NOTEZ TOUTES LES RÉPONSES APPLICABLES

- 01 – Trop coûteux
- 02 – Trop de règles encadrant l'activité
- 03 – Nous avons fait du télémarketing dans le passé, mais nous avons changé de stratégie de marketing
- 04 – Les gens ne répondent plus aux appels provenant de numéros non identifiés ou ce n'est plus efficace
- 05 – Ce n'est pas une stratégie efficace pour notre entreprise/industrie
- 06 – Je n'aime pas le télémarketing/je trouve la pratique intrusive
- 97 – Autres (PRÉCISEZ)
- 99 – NSP/SO

31a. Quelle est l'industrie ou le secteur d'activité dans lequel votre entreprise opère?
NE PAS LIRE LA LISTE – PRÉCISEZ AU BESOIN.

- 01 - Publicité/communications/marketing
- 02 - Banque/investissement/prêt/services financiers/conseillers/assurance/faillite/recouvrement de créances, etc.
- 03 - Organisme de bienfaisance enregistré
- 04 - Éducation
- 05 - Aliments et boissons, industrie hôtelière
- 06 - Gouvernement/service public
- 07 - Construction domiciliaire, rénovation, entretien/portes et fenêtres
- 08 - Produits manufacturés
- 09 - Médias (journaux, revues)
- 10 - Organisme sans but lucratif ou ONG
- 11 - Pharmaceutiques/santé
- 12 - Partis politiques
- 13 - Immobilier
- 14 - Recherche et opinion publique
- 15 - Détail/automobile
- 16 - Sécurité, informatique
- 17 - Télémarketing/centre d'appels
- 18 - Téléphone, télévision, Internet
- 19 - Voyages et vacances
- 20 - Services publics (électricité, gaz, etc.)
- 97 – Autres (PRÉCISEZ)
- 99 – NSP/SO

PASSEZ MAINTENANT À LA Q.39

POSEZ LES Q.32-39 SEULEMENT AUX RÉPONDANTS QUI ONT L'INTENTION DE FAIRE DU TÉLÉMARKETING (Q30=01)

32. Les appels seront-ils faits pour le compte de votre entreprise, de clients, ou pour les deux?

- 01 – Pour le compte de l'entreprise
- 02 – Pour le compte de clients PASSEZ À LA Q.34
- 03 – Les deux
- 99 – NSP/SO

33. Votre entreprise fera-t-elle les appels elle-même ou aura-t-elle recours à la sous-traitance?

- 01 – Fera les appels elle-même
- 02 – Sous-traitance
- 03 – Les deux
- 99 – NSP/SO

34. [SI Q32=02 OU Q33=01 DIRECT] À partir de quelle province ou de quel territoire les appels seront-ils faits?
[SI Q3=03 LES DEUX] Pour les appels effectués par votre compagnie, depuis quelle province ou quel territoire seront-ils faits?

NE PAS LIRE – CODEZ TOUTES LES RÉPONSES QUI S'APPLIQUENT.

- 01 - Alberta
- 02 - Colombie-Britannique
- 03 - Manitoba
- 04 - Nouveau-Brunswick
- 05 - Terre-Neuve-et-Labrador
- 06 – Territoires du Nord-Ouest
- 07 - Nouvelle-Écosse
- 08 – Nunavut
- 09 - Ontario
- 10 – Île-du-Prince-Édouard
- 11 - Québec
- 12 - Saskatchewan
- 13 – Yukon
- 99 – NSP/SO

35. [SI Q33=02 INDIRECT] Où est situé le service de télémarketing que vous comptez utiliser?
[SI Q33=03 LES DEUX] Pour le télémarketing en sous-traitance, où est situé le service que vous comptez utiliser?

NE PAS LIRE – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT.

CANADA

- 01 - Alberta
- 02 - Colombie-Britannique
- 03 - Manitoba
- 04 - Nouveau-Brunswick
- 05 - Terre-Neuve-et-Labrador
- 06 – Territoires du Nord-Ouest
- 07 - Nouvelle-Écosse
- 08 – Nunavut
- 09 - Ontario
- 10 - Île-du-Prince-Édouard
- 11 - Québec
- 12 - Saskatchewan
- 13 – Yukon
- 14 – Au Canada (pas sûr de la province ou du territoire)

INTERNATIONAL

- 15 – États-Unis
- 16 – Inde
- 17 – Pakistan
- 18 – Philippines
- 19 – En dehors du Canada (pas sûr du pays)
- 97 – Autres (PRÉCISEZ)
- 99 – NSP/SO

36. Dans quelle industrie ou dans quel secteur votre organisation travaille-t-elle?
NE PAS LIRE LA LISTE – CLARIFIEZ AU BESOIN.

- 01 - Publicité/communications/marketing
- 02 - Banque/investissement/prêts/services financiers/conseillers/assurance/faillite/recouvrement de créances, etc.
- 03 - Organisme de bienfaisance enregistré
- 04 - Éducation
- 05 - Aliments et boissons, industrie hôtelière
- 06 - Gouvernement/service public
- 07 - Construction domiciliaire, rénovation, entretien/portes et fenêtres
- 08 - Produits manufacturés
- 09 - Médias (journaux, revues)
- 10 - Organisme sans but lucratif ou ONG
- 11 - Pharmaceutiques/santé
- 12 - Partis politiques
- 13 - Immobilier
- 14 - Recherche et opinion publique
- 15 - Détail/automobile
- 16 - Sécurité, informatique
- 17 - Télémarketing/centre d'appels
- 18 - Téléphone, télévision, Internet
- 19 - Voyages et vacances
- 20 - Services publics (électricité, gaz, etc.)
- 97 – Autres (PRÉCISEZ)
- 99 – NSP/SO

37. Les appels de télémarketing sont-ils faits :
À LIRE – NOTER TOUTES LES RÉPONSES APPLICABLES

- 01 – à des clients potentiels qui sont des particuliers
 - 02 – à des clients actuels qui sont des particuliers
 - 03 – à des clients potentiels qui sont des entreprises
 - 04 – à des clients actuels qui sont des entreprises
- RÉPONSE SPONTANÉE
- 04 – Autre/aucun de ceux-ci

38. Dans quelle langue se font vos activités de télémarketing?
NE PAS LIRE – CODEZ TOUTES LES RÉPONSES QUI S'APPLIQUENT.

- 01 – Anglais
- 02 – Français
- 97 – Autres (PRÉCISEZ)
- 99 – NSP/SO

QUESTIONS Q39-40 À POSER À TOUS LES NON-TÉLÉVENDEURS (« non » à Q.1)

39. Diriez-vous que vous êtes très familier, assez familier, pas très familier ou pas familier du tout avec chacun des aspects suivants?

À LIRE DANS L'ORDRE

a) La Liste nationale de numéros de télécommunication exclus, qui est la liste des numéros des consommateurs qui ont choisi de réduire les appels de télémarketing qu'ils reçoivent

b) Les Règles sur les composeurs-messagers automatiques, ou CMA

c) Les autres règles encadrant le télémarketing

01 – Très familier

02 – Assez familier

03 – Pas très familier

04 – Pas familier du tout

RÉPONSE SPONTANÉE

99 – NSP/SO

40. [SI Q39a=01-03 FAMILIER AVEC LA LNTE] À votre avis, quel est l'organisme responsable de la Liste nationale de numéros de télécommunication exclus?

NE PAS LIRE – NOTEZ UNE SEULE RÉPONSE

01 – Le CRTC

02 – Le gouvernement – FAITES PRÉCISER L'ORDRE DE GOUVERNEMENT

03 – Le gouvernement du Canada/fédéral

04 – Bell Canada

97 – Autres (PRÉCISEZ)

99 – NSP/SO

POSEZ Q.41 SEULEMENT AUX RÉPONDANTS QUI ONT L'INTENTION DE FAIRE DU TÉLÉMARKETING (Q.30=01)

41. Avez-vous commencé à vous renseigner au sujet de la conformité aux règles de télémarketing?

01 - Oui

02 – Non

99 – NSP/SO

POSEZ Q42 SEULEMENT AUX RÉPONDANTS QUI ONT L'INTENTION DE FAIRE DU TÉLÉMARKETING (Q.30=02)

42. Vous êtes-vous déjà renseigné sur la conformité aux règles de télémarketing?

01 - Oui

02 – Non PASSEZ À LA CONCLUSION DU SONDAGE

99 – NSP/SO PASSEZ À LA CONCLUSION DU SONDAGE

43. [Q30=01 OU Q42=01] Dans le cas où vous voudriez obtenir plus de renseignements au sujet de la conformité aux règles de télémarketing, comment feriez-vous?

NE PAS LIRE – NOTEZ TOUTES LES RÉPONSES APPLICABLES

02 - Un consultant

03 - Le bouche-à-oreille (autres entreprises)

04 – Un syndicat professionnel

04 - Site Web LNTE

05 - Site Web CRTC

- 06 – Google ou moteur de recherche
- 07 - En ligne – Précisez
- 97 – Autres (PRÉCISEZ)
- 99 – NSP/SO

44. [Q30=01 OU Q42=01] Êtes-vous déjà allé voir le site Web de la Liste nationale de numéros de télécommunication exclus pour des renseignements sur la conformité?

- 01 - Oui
- 02 – Non
- 99 – NSP/SO

45. [Q30=01 OU Q42=01] Avez-vous déjà consulté le site Web du CRTC pour obtenir des renseignements au sujet de la conformité aux règles du télémarketing?

- 01 - Oui
- 02 – Non
- 99 – NSP/SO

46. [Q30=01 OU Q42=01] Quels renseignements, outils ou ressources pourraient aider des entreprises comme la vôtre à mieux respecter la Liste nationale de numéros de télécommunication exclus?
NE PAS LIRE – NOTER TOUTES LES RÉPONSES APPLICABLES

- 01 - Bulletins d'information
- 02 - Webinaires
- 03 – Liste des questions fréquentes (FAQ)
- 04 - Pratiques exemplaires
- 05 - Plus d'informations sur les mesures d'exécution antérieures
- 06 - Liste épurée (liste des numéros de téléphone auxquels on peut appeler)
- 07 - Renseignements plus détaillés sur les options d'abonnement
- 97 – Autres (PRÉCISEZ)
- 99 – NSP/SO

CONCLUSION DU SONDAGE

Ce sont toutes les questions que nous avons à vous poser. Je vous rappelle que ce sondage a été fait au nom du gouvernement du Canada. Merci beaucoup de votre participation.

À NOTER :

47. PROVINCE/TERRITOIRE

- 01 - Alberta
- 02 - Colombie-Britannique
- 03 - Manitoba
- 04 - Nouveau-Brunswick
- 05 - Terre-Neuve-et-Labrador
- 06 – Territoires du Nord-Ouest
- 07 - Nouvelle-Écosse
- 08 – Nunavut
- 09 - Ontario
- 10 - Île-du-Prince-Édouard
- 11 - Québec
- 12 - Saskatchewan
- 13 – Yukon
- 99 – NSP/SO