

# **Canadian Radio-television and Telecommunications Commission**

**Report on the  
operation of the National Do Not Call List  
for the period of April 1, 2009 to March 31, 2010**

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**Presented to:  
The Honourable Tony Clement  
Minister of Industry**

**September 30, 2010**

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## Executive summary

### Background

Pursuant to section 41.6 of the *Telecommunications Act* (the Act), this report to the Minister of Industry summarizes the operation of the National Do Not Call List (DNCL) for the period of April 1, 2009 to March 31, 2010.

### National DNCL results to March 31, 2010

During the period between April 1, 2009 and March 31, 2010, Canadians registered 1.6 million telecommunications numbers with the National DNCL operator, for a total of nearly 8.3 million numbers registered since the National DNCL was launched in September 2008. During the same period, 1,652 telemarketers registered their business or organization information, for a total of 7,548 registered telemarketers. Telemarketers also purchased 2,623 subscriptions, representing an increase of approximately 5 percent over the previous period. The subscriptions allow telemarketers to update their calling lists by “scrubbing,” or removing, registered phone numbers.

The Canadian Radio-television and Telecommunications Commission (CRTC) received 163,500 complaints during the reporting period, a 39 percent increase over the previous period. A *prima facie* assessment by Commission employees determined that 137,257 complaints were about potential violations of the Unsolicited Telecommunications Rules (the Rules)<sup>1</sup> and warranted further investigation. The remaining 26,243 complaints were found to not relate to violations of the Rules.<sup>2</sup>

Bell Canada's costs associated with operating the list were approximately \$5 million during the reporting period. These costs are to be recovered through fees charged to telemarketers who purchase subscriptions to the list.

The CRTC's costs for the operation of the list were approximately \$3.2 million for the reporting period.

The CRTC considers that the National DNCL has been effective in reducing unwanted telemarketing phone calls and faxes. An independent survey conducted in February and March 2010 by the Marketing Research and Intelligence Association (MRIA) shows that 84 percent of Canadians who had registered their numbers with the National DNCL reported that they now receive fewer telemarketing calls, which suggests that most telemarketers are complying with the Rules. This represents a 5 percent increase from a previous study conducted in January and February 2009.

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<sup>1</sup> The [Rules](#) include the National DNCL Rules, the Telemarketing Rules, and the Automatic Dialing-Announcing Device (ADAD) Rules.

<sup>2</sup> Exemptions to the Rules can be found under section 41.7 of the Act.

## **Investigation and enforcement activities**

The Canadian Radio-television and Telecommunications Commission (CRTC) has undertaken various compliance and enforcement activities. These activities include investigating complaints, conducting outreach and education activities, and meeting with telemarketers, all of which have resulted in more telemarketers complying with the Rules. The CRTC has issued many warning letters to telemarketers that require them to take specific corrective measures to prevent future violations. The CRTC has also issued a number of notices of violation that set out administrative monetary penalties (AMPs) for alleged violations. The CRTC may subsequently impose these penalties subject to any representations made by the telemarketer in question. During the reporting period, the CRTC issued 117 warning letters and 25 notices of violation. It also imposed AMPs on 11 businesses found to have violated the Rules. The total value of these AMPs is \$73,000.

## **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) operations as of March 31, 2010. It covers the following:

- Section 2: Costs and expenditures
- Section 3: Canadian number registrations
- Section 4: Telemarketer access
- Section 5: Inconsistencies in the prohibitions or requirements under section 41 of the Act
- Section 6: Effectiveness of the list

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' 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 list.

Despite the complexity of the National DNCL system, no major unexpected costs have arisen. However, as of March 31, 2010, subscriptions and associated revenues were not meeting projected levels. 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.

<b>Bell Canada's costs (\$ million)</b>					
	<b>Fiscal year 2007-2008</b>	<b>Fiscal year 2008-2009</b>		<b>Fiscal year 2009-2010</b>	<b>Total</b>
	<b>January 1, 2008 – March 31, 2008</b>	<b>April 1, 2008 – September 30, 2008 (prior to launch)</b>	<b>October 1, 2008 – March 31, 2009 (after launch)</b>	<b>April 1, 2009 – March 31, 2010</b>	<b>January 1, 2008 – March 31, 2010</b>
<b>Capital expenditures</b>	\$0	\$5.49	\$2.32	\$0.99	\$8.79
<b>Cost of goods sold /Expenses</b>	\$0.04	\$1.58	\$2.84	\$4.00	\$8.42
<b>Total</b>	\$0.04	\$7.07	\$5.16	\$4.99	\$17.22

Totals may not add due to rounding

## 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);<sup>3</sup>
- creating awareness among Canadians and telemarketers through 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 warning letters and/or imposing administrative monetary penalties (AMPs);
- taking measures to collect amounts owed by telemarketers for unpaid AMPs; and
- responding to requests made under the *Access to Information Act*.

The CRTC's expenses associated with the activities listed above were approximately \$1.1 million in fiscal year 2007-2008, \$2.1 million in fiscal year 2008-2009, and \$3.2 million in fiscal year 2009-2010, for a total of approximately \$6.5 million. These amounts include all salary and operations and maintenance costs.

When amendments were made to the Act to create a legislative framework for the National DNCL, no ongoing funding was provided to the CRTC to perform these new non-discretionary statutory responsibilities. Temporary funding was subsequently approved for the CRTC for a period of three years (fiscal years 2007-2008 to 2009-2010) to assist in the creation and operation of the National DNCL, including investigation and enforcement activities. This temporary funding ended on March 31, 2010. In cooperation with officials at Industry Canada and central agencies, the CRTC is currently exploring a sustainable solution to address ongoing funding requirements for the National DNCL.

## 3. Canadian number registrations

As of March 31, 2010, the cumulative total of registered numbers was nearly 8.3 million. The National DNCL continues to receive new registrations on a daily basis. Canadians registered 1.6 million numbers on the National DNCL during the reporting period.

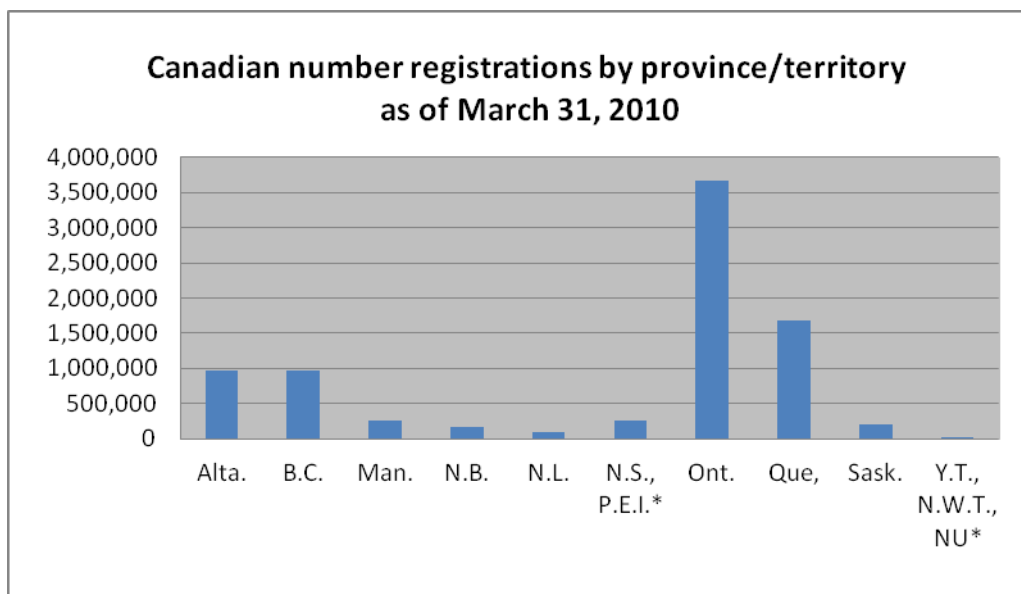
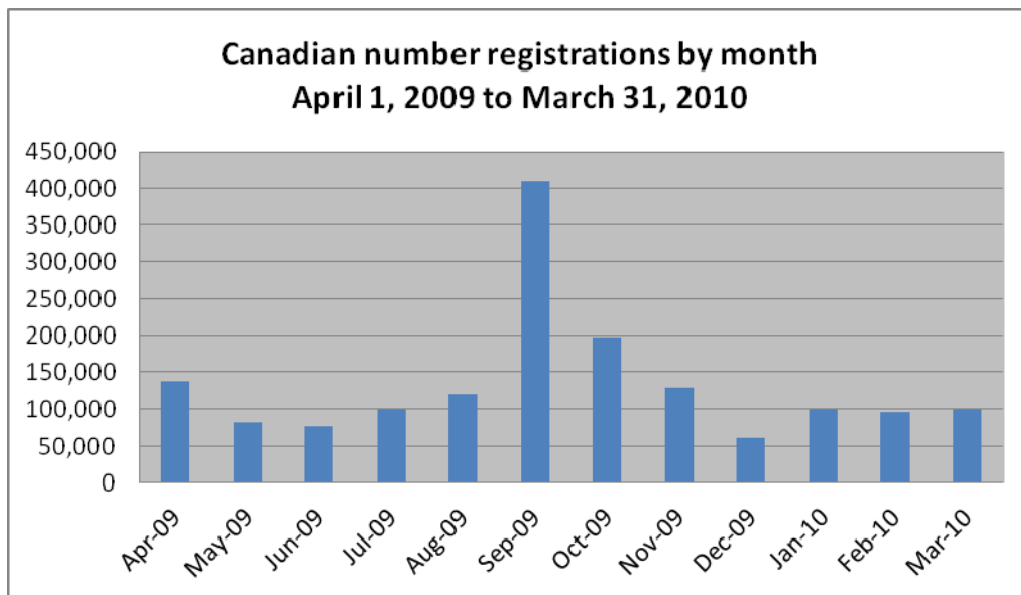
Canadians may also deregister their numbers. By March 31, 2010, 12,911 numbers had been removed from the list. During the reporting period, Canadians deregistered

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<sup>3</sup> The [Rules](#) include the National DNCL Rules, the Telemarketing Rules, and the Automatic Dialing-Announcing Device (ADAD) Rules.

6,023 numbers. The number of deregistrations, as compared to registrations, is very small and provides further evidence of the strong demand for a national do not call list.

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.



\*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). The total number of registrations was 7,582 for Yukon, Northwest Territories, and Nunavut and 13 for non-geographical area codes as of March 31, 2010.



#### 4. Telemarketer access

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

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

- businesses or organizations with whom the person receiving the call or fax has 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 business consumers.

The following table shows the total annual number of registrations by telemarketer location as of March 31, 2010. During the reporting period, 1,652 telemarketers registered their business or organization information.

Telemarketer location	Registrations as of March 31, 2009 <sup>4</sup>	Registrations as of March 31, 2010
Canada	5,680	7,227
United States	136	209
International	80	112

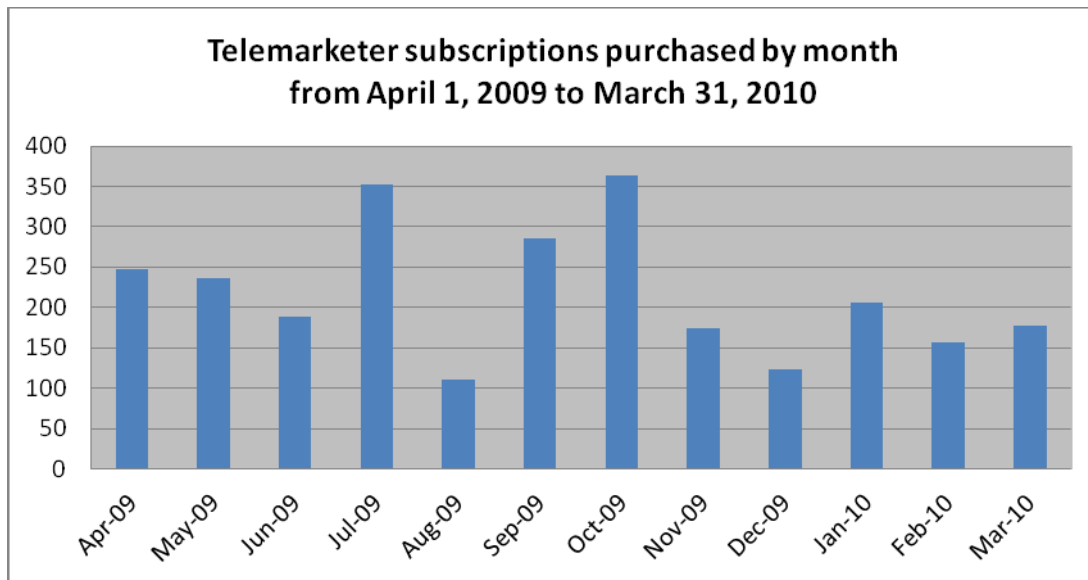
Tables showing telemarketer registrations by month and by province/territory, as well as the number of registrations by industry are set out in section 2 of the Appendix.

In addition to registering, telemarketers making non-exempt calls must subscribe to the National DNCL. A wide variety of subscription options is available to the diverse companies and organizations that conduct telemarketing. They may 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 2,623 subscriptions during the reporting period, for a total of 5,120 subscriptions purchased as of March 31, 2010. The number of subscriptions purchased per month during the reporting period is shown below.

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<sup>4</sup> Registrations received from September 30, 2008 to March 31, 2009 changed from 5,888 to 5,896 due to revised reporting guidelines.



## 5. Inconsistencies in the prohibitions or requirements under section 41 of the Act

After Parliament amended the Act to allow for the creation and operation of a national do not call list, the CRTC initiated a public process to establish a framework for the list.<sup>5</sup> While the CRTC considers that there are no inconsistencies between the Rules made under section 41 of the Act, it did review certain policy issues during the reporting period.

1. The registration period for Canadians' numbers to remain on the National DNCL has been extended from three years to five years. The CRTC Interconnection Steering Committee<sup>6</sup> was tasked with assessing and reporting back to the CRTC on the feasibility of a permanent registration regime. As of March 31, 2010 the CRTC Interconnection Steering Committee's report was under review by Commission staff.
2. The CRTC initiated a proceeding in which it requested comments on the interpretation of the Rules as applied to the financial and insurance industries.<sup>7</sup>

<sup>5</sup> 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.

<sup>6</sup> The CRTC Interconnection Steering Committee is an organization established by the CRTC to assist in developing information, procedures, and guidelines that may be required in various aspects of the CRTC's regulatory activities. It includes representatives from the Canadian telecommunications industry and CRTC employees.

<sup>7</sup> *Unsolicited Telecommunications Rules – Financial and insurance products and services offered to existing clients*, Telecom Notice of Consultation CRTC 2010-130, 4 March 2010

## 6. Effectiveness of the list

### 6.1 Feedback from Canadians

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

Public awareness of the National DNCL has been high since its launch. Independent surveys conducted by the MRIA in 2007, 2009, and 2010 all show that awareness among adult Canadians was and remains above 80 percent.<sup>8</sup> In addition, the 2010 MRIA survey showed that 84 percent of National DNCL registrants say they now receive fewer telemarketing calls, an increase of 5 percent from the previous year's study results.

Survey indications:	2009 survey	2010 survey
Noticeably fewer or far fewer telemarketing calls	50%	54%
Slightly fewer telemarketing calls	20%	21%
No such calls at all	10%	10%
More telemarketing calls	13%	12%

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

### 6.2 Complaints

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

On average, the CRTC received approximately 500 complaints per day from the National DNCL operator during the reporting period, compared with approximately 680 complaints per day as stated in the previous report. The Commission received 163,500 complaints during the reporting period, for a total of 281,143 complaints since the September 2008 launch. A *prima facie* assessment by Commission employees determined that 137,257 complaints during the reporting period, for a total of 216,120<sup>9</sup> complaints since the launch, were about potential violations of the Rules and warranted further investigation.

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<sup>8</sup> *VoxPop* survey, MRIA, August 2007.

*VoxPop* survey, MRIA, January – February 2009.

*VoxPop* survey, MRIA, February – March 2010.

<sup>9</sup> Complaints received concerning potential violations of the Unsolicited Telecommunications Rules from September 30, 2008 to March 31, 2009 changed from 77,648 to 78,863 due to complaint reclassification.

CRTC employees analyze the complaints and assign them, as appropriate, to investigations. An investigation may contain complaints which identify several telemarketing organizations, which is the case when a call centre or a multi-faceted organization is investigated. During the reporting period, the CRTC initiated 187 investigations, for a total of 868 investigations since the launch of the National DNCL.<sup>10</sup>

### 6.3 Investigations, compliance, and enforcement

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

The CRTC has promoted compliance in several ways. 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 misrepresent themselves and/or display false numbers (known as “spoofing”) on their calling line identification.

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 agencies that are empowered to pursue such activities. These include the Competition Bureau and the Canadian Anti-fraud Call Centre.<sup>11</sup>

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

In cases where the investigation reveals that violations have occurred, the CRTC issues warning letters to telemarketers. Warning letters identify the alleged violation and require the telemarketer to take specific corrective measures to prevent future violations. The CRTC issued 117 warning letters during the reporting period, and a total of 187 warning letters as of March 31, 2010. Experience has shown that most telemarketers have undertaken the necessary corrective measures outlined in the letters they have received. The combination of awareness activities and enforcement actions has been effective in bringing many telemarketers into compliance with the Rules. To

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<sup>10</sup> Drawing from the first six months of operations experience ending March 31, 2009, CRTC employees found many complaints related to the same telemarketers. Using the knowledge gained from this experience, CRTC employees now amalgamate a greater number of complaints into single investigations. This has resulted in fewer overall investigations being initiated.

<sup>11</sup> Formerly known as PhoneBusters, the Canadian Anti-fraud Call Centre is managed on a tripartite basis by the Royal Canadian Mounted Police, the Ontario Provincial Police, and the Competition Bureau.

date, the CRTC has been successful in bringing over 150 telemarketers into compliance without resorting to issuing monetary penalties.

Where other compliance measures fail or are not appropriate, notices of violation are issued to telemarketers. These notices set out proposed penalties for violations of the Rules. A telemarketer who receives a notice of violation may pay the penalties or make representations to the CRTC. When representations are made, a panel of CRTC Commissioners reviews the representations and determines whether a violation was committed and whether to impose a monetary penalty. The CRTC has the authority to impose penalties of up to \$1,500 for an individual and up to \$15,000 for a corporation for each violation. A violation that continues for more than one day is considered to be a separate violation for each day it continues. As of March 31, 2010, the CRTC had issued 25 notices of violation to telemarketers and imposed AMPs on 11 violators. The total value of these AMPs is \$73,000.

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.<sup>12</sup> 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 violations, and the amount of the penalties are published in a CRTC decision.

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

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

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

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<sup>12</sup> CRTC telemarketing decisions can be found on the [CRTC website](#) under Decisions, Notices and Orders

## Appendix

### 1. Canadian number registrations

Table 1.1

Total registrations by province/territory April 1, 2009 to March 31, 2010									
Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia, Prince Edward Island*	Ontario	Quebec	Saskatchewan	Yukon, Northwest Territories, Nunavut*
154,989	226,471	51,898	25,640	21,047	32,415	624,332	419,576	39,645	2,220

Table 1.2

Monthly registrations by province/territory April 1, 2009 to March 31, 2010												
	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10
Alberta	8,396	5,332	4,645	5,695	8,075	46,474	29,111	17,349	5,514	8,543	7,977	7,878
British Columbia	7,741	6,258	5,114	6,230	15,908	69,939	47,409	23,305	8,315	15,075	9,513	11,664
Manitoba	1,892	1,568	1,496	1,786	2,829	20,323	9,531	5,396	1,603	2,312	1,474	1,688
New Brunswick	3,642	1,969	1,178	1,371	1,870	5,793	2,210	1,978	1,109	1,770	1,390	1,360
Newfoundland and Labrador	774	525	406	525	825	6,467	3,877	2,061	495	2,858	943	1,291
Nova Scotia, Prince Edward Island*	2,069	1,353	2,226	1,448	1,785	6,971	3,790	4,739	1,266	2,029	2,017	2,722
Ontario	35,818	22,580	19,621	28,566	61,833	208,369	74,502	42,083	20,729	37,631	39,723	32,877
Quebec	74,544	40,552	38,755	51,960	25,692	33,020	19,093	27,782	20,461	23,955	28,480	35,282
Saskatchewan	1,237	1,115	1,779	1,702	1,498	11,579	6,688	3,883	1,284	3,503	2,562	2,815
Yukon, Northwest Territories, Nunavut*	145	63	27	57	98	630	399	222	304	110	102	63
<b>Total registrations</b>	136,258	81,315	75,247	99,340	120,413	409,565	196,610	128,798	61,080	97,786	94,181	97,640

\*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

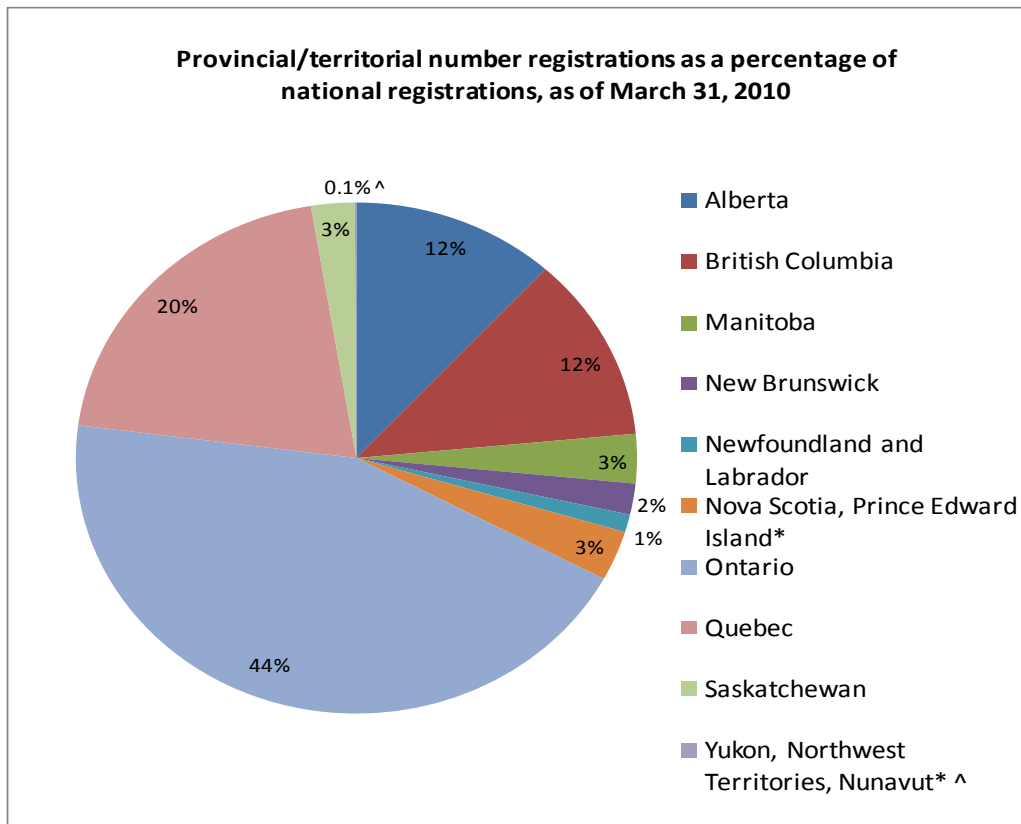
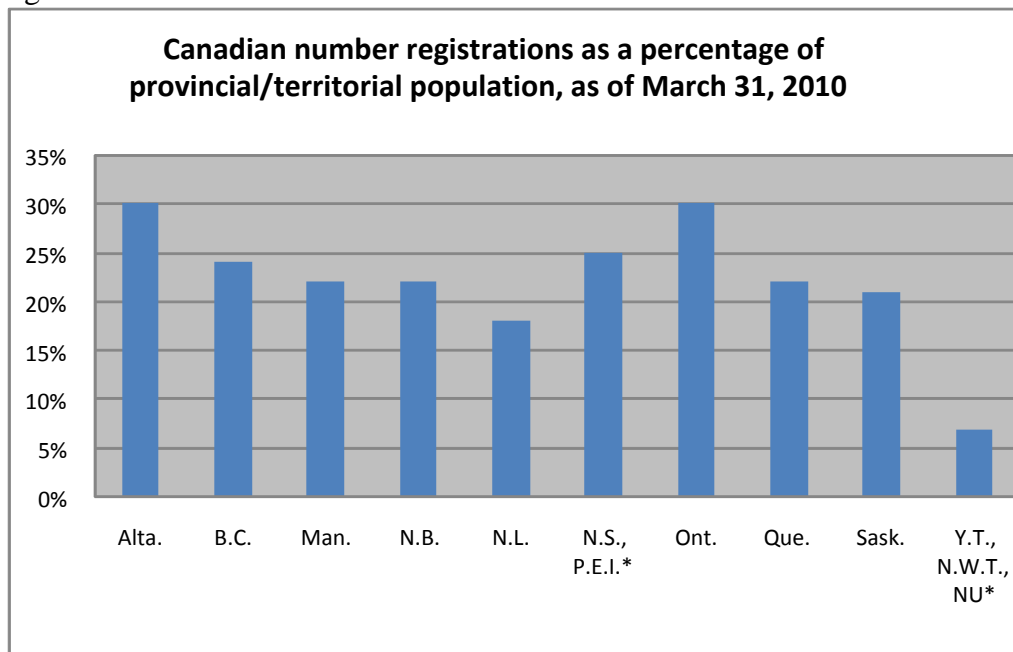


Figure 1.2



\* 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).

Population data was obtained from the 2006 Census prepared by Statistics Canada.

## 2. Telemarketer registrations

Table 2.1

Canadian telemarketer registrations by month and by province/territory April 1, 2009 to March 31, 2010													
	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Total
Alberta	21	8	23	21	13	11	21	11	3	3	3	6	144
British Columbia	22	9	15	15	17	23	12	10	3	9	6	4	145
Manitoba	6	3	2	1	5	6	4	0	2	0	0	5	34
New Brunswick	4	3	1	2	1	5	0	2	0	0	0	1	19
Newfoundland and Labrador	4	0	0	3	0	2	1	3	0	1	0	0	14
Nova Scotia	8	4	3	1	4	2	1	5	0	0	2	0	30
Ontario	93	73	73	71	58	69	70	51	14	39	34	30	675
Prince Edward Island	0	3	0	2	0	0	2	0	0	0	0	0	7
Quebec	55	53	45	32	31	71	59	33	6	11	23	29	448
Saskatchewan	7	6	3	4	2	3	3	0	1	0	2	0	31
Yukon, Northwest Territories, Nunavut	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Canadian telemarketer registrations</b>	<b>220</b>	<b>162</b>	<b>165</b>	<b>152</b>	<b>131</b>	<b>192</b>	<b>173</b>	<b>115</b>	<b>29</b>	<b>63</b>	<b>70</b>	<b>75</b>	<b>1,547</b>

Figure 2.1

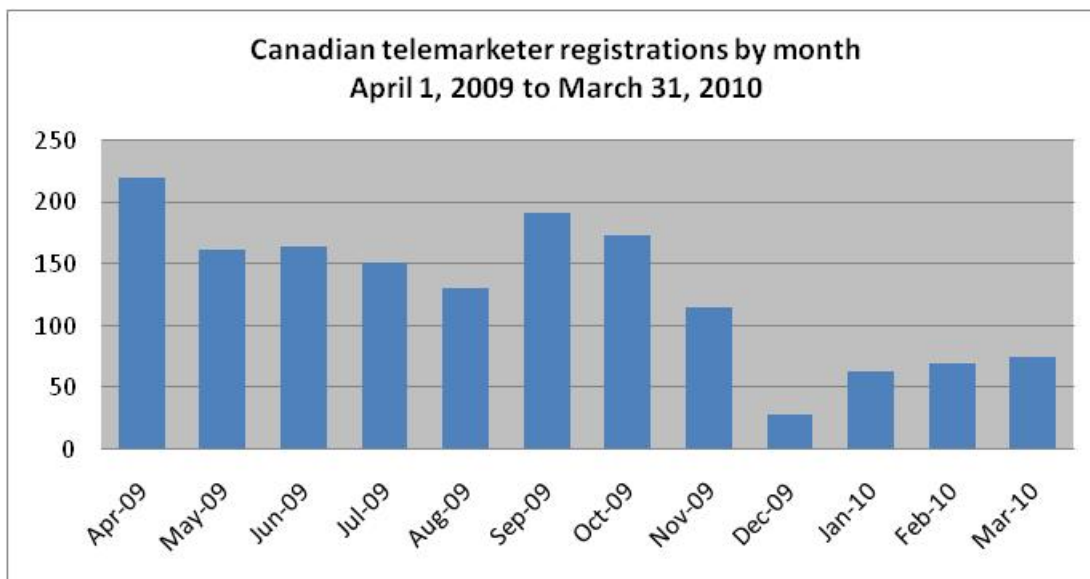




Table 2.2

<b>Telemarketer registrations by industry (where parties have self-identified)</b>		
<b>Industry</b>	<b>Number of registrations as of March 31, 2009</b>	<b>Number of registrations as of March 31, 2010</b>
Automotive	201	270
Banking	48	54
Business services	326	437
Communications	111	160
Construction	70	105
Education	57	83
Government	9	13
Financial services	1,286	1,571
Food and beverage	19	29
Health	76	97
Insurance	474	637
IT services	89	124
Manufacturing	24	37
Media	94	110
Non-registered charity	14	20
Other	1,320	1,720
Pharmaceuticals	6	10
Primary industry	2	2
Registered charity	205	268
Retail	341	413
Transportation	15	27
Utilities	22	29
Wholesale and distribution	58	81
Not identified	1,029	1,251
<b>Total</b>	<b>5,896</b>	<b>7,548</b>

### 3. Complaints

Table 3.1

<b>Complaints requiring further investigation into potential violations of the Unsolicited Telecommunications Rules April 1, 2009 to March 31, 2010</b>												
<b>Apr-09</b>	<b>May-09</b>	<b>Jun-09</b>	<b>Jul-09</b>	<b>Aug-09</b>	<b>Sep-09</b>	<b>Oct-09</b>	<b>Nov-09</b>	<b>Dec-09</b>	<b>Jan-10</b>	<b>Feb-10</b>	<b>Mar-10</b>	<b>Total</b>
13,731	11,384	12,401	12,426	9,656	9,391	8,988	11,197	9,546	12,820	14,443	11,274	137,257

#### 4. Summary table

Table 4.1

Summary of complaints, registrations, and subscriptions			
	Period ending March 2009*	Period ending March 2010	Percentage increase from previous period
<b>Telemarketer registrations</b>	5,896	7,548	28%
<b>Telemarketer subscriptions</b>	2,497	5,120	105%
<b>Complaints requiring further investigation</b>	78,863	216,120	174%
<b>Canadian number registrations</b>	6,676,550	8,280,806	24%
<b>Canadian number deregistrations</b>	6,888	12,911	87%
<b>Total net registrations</b>	6,669,662	8,267,895	24%
<b>Canadian number registrations by province/territory</b>			
<i>Alberta</i>	818,310	973,299	19%
<i>British Columbia</i>	741,213	967,684	31%
<i>Manitoba</i>	205,764	257,662	25%
<i>New Brunswick</i>	135,968	161,608	19%
<i>Newfoundland and Labrador</i>	72,420	93,467	29%
<i>Nova Scotia, Prince Edward Island**</i>	228,442	260,857	14%
<i>Ontario</i>	3,031,606	3,655,938	21%
<i>Quebec</i>	1,262,505	1,682,081	33%
<i>Saskatchewan</i>	168,058	207,703	24%
<i>Yukon, Northwest Territories, Nunavut**</i>	5,365	7,583	41%
<b>Non-geographic area codes</b>	11	13	18%
<b>Total</b>	6,669,662	8,267,895	24%

\* 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).