



729 St-Joseph, Suite 201  
Gatineau, QC  
J8Y 4B6

819-770-3651  
888-323-3651  
Fax: 819-770-3688  
[www.surveysampler.com](http://www.surveysampler.com)  
[www.echantillonneur.com](http://www.echantillonneur.com)

## THE DNC (Do Not Call) COOPERATIVE

Since 1999 ASDE Survey Sampler has coordinated a nation-wide “Do Not Call” list. This list is from people who request or more often insist very often adamantly that they not be called by strangers. This paper reviews this industry wide initiative for improving our relationships with respondents as well as regulatory agencies. This service is offered free of charge to any legitimate survey research organisation *whether or not* they subscribe to ASDE Survey Sampler.

### History

In 1992 and 1993 the PMRS (now known as the MRIA) made representations to both the Senate and the CRTC in the matter of Bill 162, the Telecommunications Act, passed by Parliament and the CRTC hearings on Bell Tariff 4869. The industry asked for and was granted a distinction between survey research and telemarketing. PMRS then set up a committee to study the issue of managing “Do Not Call” lists. However because of cost constraints and other worries there was no conclusion to this work.

People who request not to be called are often very vocal about their opposition. They require special handling by interviewers and often apologies and guarantees of no future calls by supervisors. These telephone numbers must then be managed within each survey organisation. Every survey research organisation maintains such a list. However the very nature of the random selection process for general phone population means that sooner or later every survey is likely to dial a number where a respondent has already requested and been promised a Do Not Call designation by another firm. This compounds the aggravation and the level of annoyance demonstrated by respondents. The industry as a whole suffers from this lack of co-ordination. Sooner or later the pressure will mount again at the CRTC or in Parliament for some regulatory system imposed from outside.

### Benefits

Technological improvements, the prevalence of the internet, the generalized use of ASDE Survey Sampler throughout Canada and the ease of managing exclusion lists within ASDE Survey Sampler, have made it possible to solve this problem. There is a quick, efficient solution, which will reduce the aggravation to the public, and hence the potential pressures from regulatory agencies. This solution also greatly reduces the time and money spent by firms dealing with irate and often abusive respondents. There is no added cost to survey organisations.

As a side benefit, a well managed national Do Not Call list reduces demoralization of interviewers who are at the receiving end of the complaints from respondents who feel justified in their anger by what





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they consider to be unmet promises when Company A promises not to call yet Company B calls the next day.

The following detailed procedures are meant to insure that:

- Only survey research companies who are members of a professional organisation such as MRIA/ARIM, AAPOR, or MRA may participate.
- Any qualified survey research company whether or not it subscribes to ASDE Survey Sampler may participate in this list sharing.
- There is no obligation to participate or to continue participating.
- Every company remains responsible for its own local Do Not Call list.
- Participating companies send in their local Do Not Call list by a deadline every month.
- ASDE Survey Sampler compiles these local lists every month and on the following week sends a complete list to only those participants who submitted a local list.
- There is and will be no charge for this service by ASDE Survey Sampler.
- Neither participating companies nor ASDE Inc (ASDE Survey Sampler) will be responsible for the accuracy or the completeness of lists.
- This initiative has been very useful and as worked well for those participating company. If your company is not already a member of this cooperative you may join at no cost and no obligation by filling out and returning the application as soon as possible.

### **The proposal**

- Every survey organization participating in this Do Not Call list (from now on DNC list) will be a member of a recognized professional research organization i.e. MRIA, AAPOR, MRA.
- Every participating survey research company will be solely responsible for maintaining its own in-house DNC list on the basis of requests received directly from respondents. This will be called the local DNC list. Maintenance includes adding telephone numbers to the local DNC list as well as removing numbers according to internal rules.
- Participating companies agree that for statistical validity, it is important to remove numbers from their local DNC list after proper verification after a reasonable interval, to insure that numbers which have been reassigned to new subscribers or respondents, who have changed their minds, are not forever excluded from surveys.

### **ASDE Responsibilities**

Participating survey research companies agree to share their local DNC list through ASDE Survey Sampler who will be responsible for:

- Calling for local DNC list with a clear deadline through an e-mail reminder once every month.
- Receiving these lists from every participant once every month.





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- Eliminating redundant numbers.
- Carrying out integrity checks on numbers.
- Formatting and compiling a complete DNC list.
- Distributing by e-mail by 12:00 noon on the day following the deadline for receipt of local lists, the complete DNC list to every participant and only those participants who have sent in a local DNC for that month.
- Participants enter into no obligation by agreeing to this project. Participation is voluntary and no obligation to continue sharing lists is entered into or implied by joining.
- ASDE Survey Sampler guarantees that while it is involved in this project, no fees either declared or hidden will be required of participating companies.
- ASDE Survey Sampler reserves the right to refuse the participation of any company who does not meet the professional requirements of membership in a recognised association or has omitted to send in its local DNC list for 3 months in any 6 months period.
- ASDE Survey Sampler reserves the right to cease its involvement in this project after a three-month notification to all participants.

### **Participation**

- Participating survey research companies will sign the attached letter of intent.
- The letter of intent will identify a main person for contact who will be responsible for this activity.  
(The respondent)

### **Process**

- On the first Monday of every month an e-mail reminder will be sent to each respondent, stating the deadline date and hour for receipt of local DNC lists by ASDE Survey Sampler. The deadline will always be the following Tuesday at 4:00 p.m. (Eastern Time).
- All e-mails concerning the DNCs should be addressed to [info@surveysampler.com](mailto:info@surveysampler.com) and include in the subject line mention of the “DNC” and either the words “input for the month of ....” or “request for information...” or “comment”.
- An e-mail with attached complete DNC list will be sent that week on Wednesday before 12 noon, to every respondent who met the deadline.
- If the deadline or delivery dates fall on civic holidays they will be moved to the next working day.
- There will be no further e mailing of requests or lists until the next iteration of the process described above.





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### **List Integrity**

- Every participant is responsible for the integrity of his/her own local DNC list. This includes adding and removing numbers from the list. Only the local list must be e-mailed to ASDE Survey Sampler every month. However that list must be provided even if no changes have taken place.
- ASDE Survey Sampler will combine the local DNC lists into one complete DNC list, eliminate the duplicate numbers, insure the format integrity of numbers and compile a list ready to ship on the day following the deadline for submissions.

### **List Formats**

- The local DNC list must be provided to ASDE Survey Sampler as a standard ASCII text file with one phone number per line. Every phone number must be in the 12-character format i.e. “nnn-xxx-xxxx”.
- First line: your company’s name.
- Second line: your name.
- Third line: the date on which your list is prepared (in the format dd/mm/yyyy).
- Fourth line and subsequent lines: only one DNC number per line in the format NPA-NXX-XXXX (eg. 819-770-3651) with the hyphens.
- The complete DNC list will be provided to participants as a standard ASCII text file with one phone number per line in a 12-character format, without any other information.
- ASDE Survey Sampler will maintain a master file which will indicate the source (company number) of each telephone number and the date of first submission of this number by this source. This will be for internal use only. In the case of multiple submissions of the same number, the latest date and company submitting the number will be kept on file.



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**Request for Participation in the ASDE DNC Cooperative:**

From:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

To: Mario Sio  
ASDE Inc.

We would like to participate in the Do Not Call list managed by  
ASDE Inc. For this purpose

Name \_\_\_\_\_

has been assigned to be our designated representative.

Please contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_





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## Agreement

We hereby agree to participate only for as long as this initiative seems useful to us. We do not make any guarantees as to the number or quality of lists which we will share in this fashion. We however hereby agree to the statement below:

- Every participating survey research company will be solely responsible for maintaining its own DNC list on the basis of requests received directly from respondents. This will be called the local DNC list.
- Maintenance includes adding telephone numbers to the local DNC list as well as removing numbers according to internal rules.
- Participating companies agree that for statistical validity, it is important to remove numbers from their local DNC list after a proper verification at a reasonable interval, to insure that numbers which have been reassigned to new subscribers or respondents who have changed their minds, are not forever excluded from surveys.

By

Name \_\_\_\_\_

Title \_\_\_\_\_

