

# CONSUMER SURVEY ON THE DO NOT CALL (“DNC”) REGISTRY JUNE 2014

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## **PART I: SURVEY COVERAGE AND METHODOLOGY**

### **INTRODUCTION**

The Personal Data Protection Commission (“PDPC”) conducted a consumer survey to find out consumers’ awareness of the Do Not Call (“DNC”) Registry in Singapore between February and March 2014. Consumers were also asked about their willingness to receive telemarketing messages and the ease of registration on the DNC Registry.

### **SURVEY METHODOLOGY**

A representative sample of 1,000 respondents, aged 13 years old and above, was interviewed through a street intercept survey in different parts of Singapore.

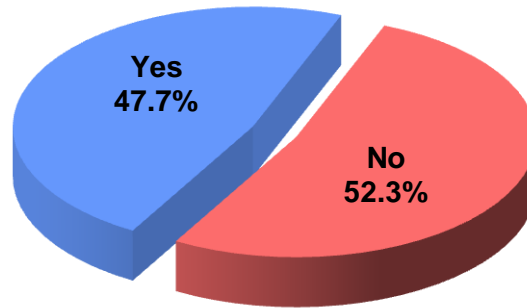
## **PART II: SURVEY FINDINGS**

### **1 EXECUTIVE SUMMARY**

- a. About 1 in 2 consumers were aware of the DNC Registry two months after the DNC Registry came into operation on 2 January 2014.
- b. About 84.3% of the consumers indicated that the DNC Registry was a good initiative to protect consumers' personal data from misuse. About 7 in 10 consumers had noticed a reduction in the number of telemarketing messages received and 6 in 10 consumers had noticed changes in the data protection practices of organisations. Some of these changes included receiving notifications from organisations requesting consent for the use of personal data, as well as the inclusion of an organisation's contact information in the telemarketing messages.
- c. On consumers' willingness to receive telemarketing messages from organisations with which they had an on-going relationship, almost half (43.3%) of the respondents indicated that they would like to continue receiving such messages from these organisations.
- d. Feedback on the DNC Registry was positive. 97.0% of consumers who registered their telephone numbers with the DNC Registry said that their registration process had been smooth.

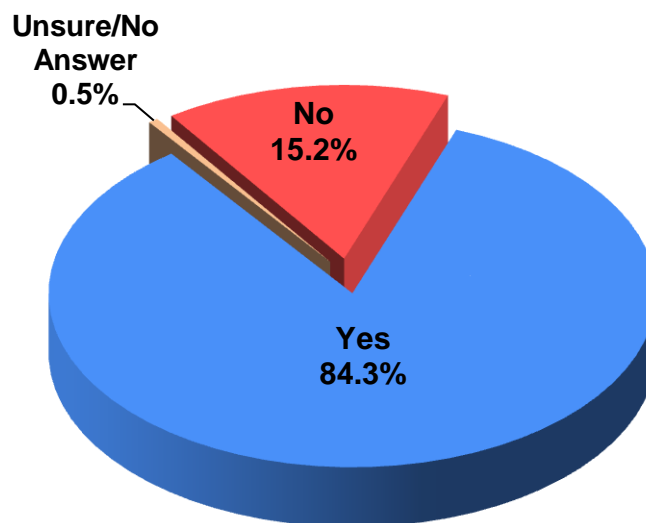
## 2. CONSUMER AWARENESS OF THE DNC REGISTRY

- 47.7% of consumers were aware of the DNC Registry

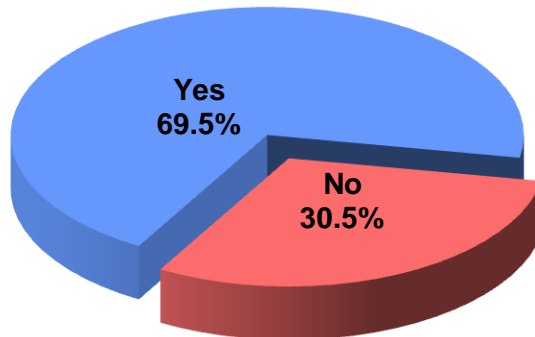


## 3. IMPACT OF THE DNC REGISTRY ON CONSUMERS

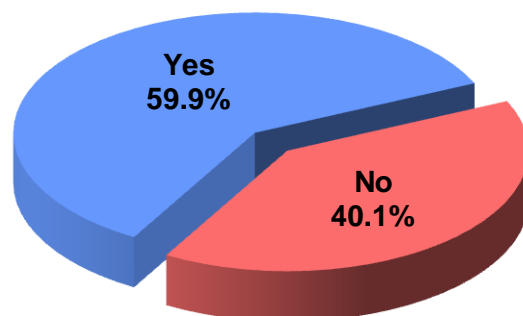
- 84.3% of consumers felt that the DNC Registry was a good initiative in protecting consumers' personal data from misuse.



- 69.5% of consumers noticed fewer telemarketing messages/calls in at least one of the medium (i.e. voice calls or text or fax).

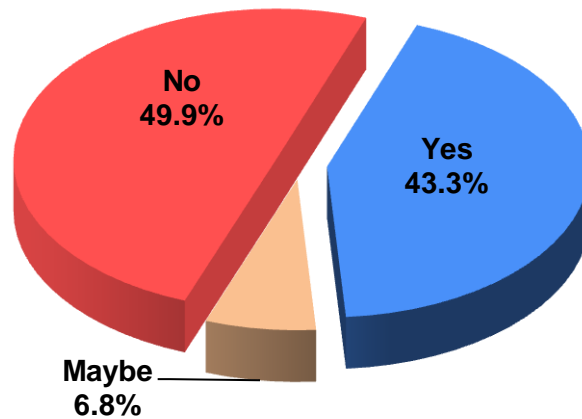


- 59.9% of consumers noticed a change in at least one telemarketing practice of organisations
  - An increase in number of organisations requesting consent from consumers; or
  - An increase in number of telemarketing messages including contact information of sender; or
  - A decrease in the number of telemarketing messages with concealed numbers.

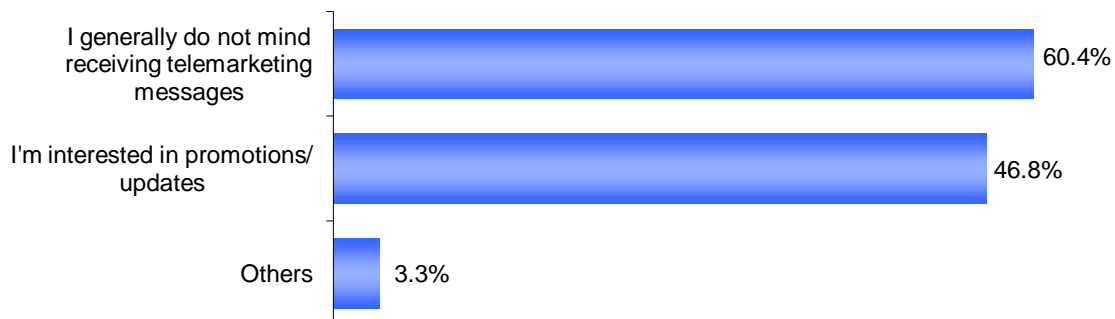


#### 4. WILLINGNESS OF CONSUMERS TO RECEIVE TELEMARKETING MESSAGES FROM ORGANISATIONS WITH WHOM THEY HAVE AN ONGOING RELATIONSHIP

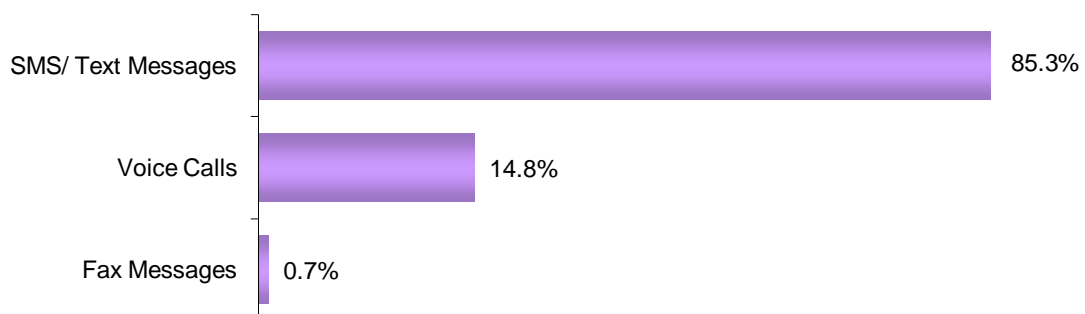
- 43.3% of consumers would like to receive telemarketing messages from organisations with whom they had an on-going relationship and 6.8% indicated that they might want to receive such telemarketing messages.



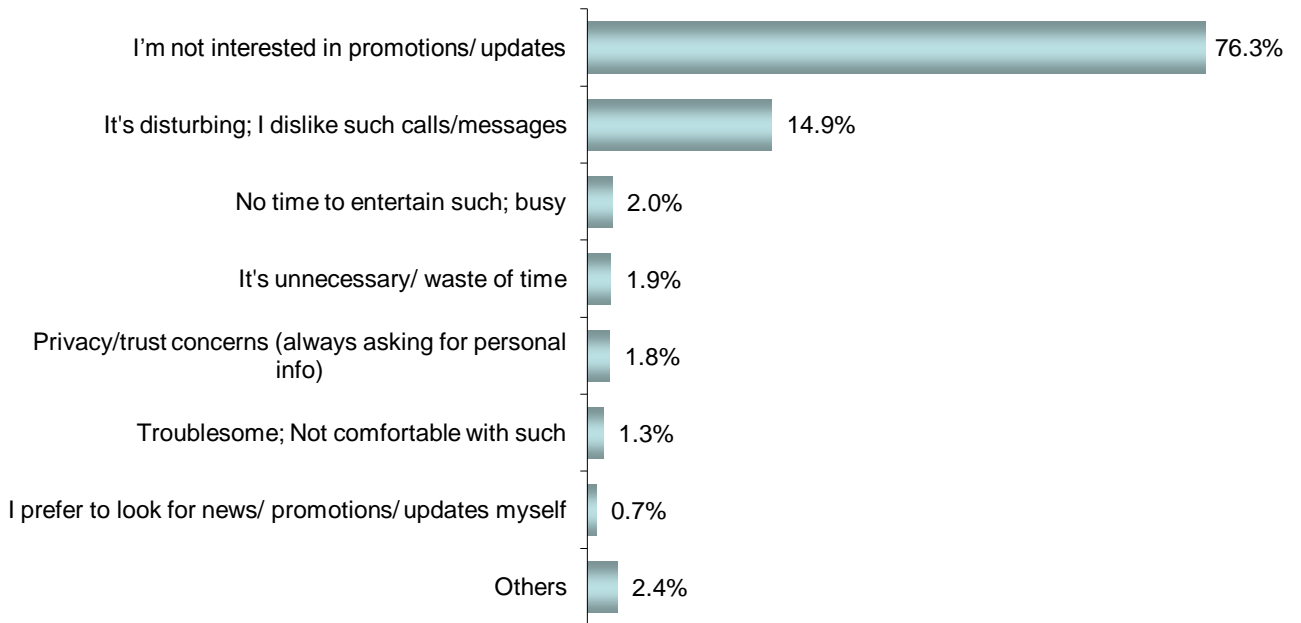
- Those consumers who would like to receive such telemarketing messages stated that they generally would not mind receiving telemarketing messages (60.4%) and that they were interested in promotions and updates from these organisations (46.8%)



- 85.3% of consumers who would like to receive such telemarketing messages prefer these messages to be sent through SMS/Text and 14.8% of the consumers prefer voice calls.



- Those consumers who did not want to receive such telemarketing messages indicated that they were generally not interested in promotions and updates from these organisations (76.3%).



## 5. CONSUMER EXPERIENCE OF REGISTRATION ON THE DNC REGISTRY

- 97.0% of consumers who registered their telephone numbers with the DNC Registry said that the registration process was smooth.

