NATIONAL

DO NOT DELI

DEFENSE BOOK

November 2011

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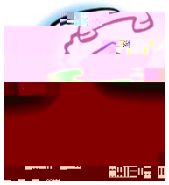


INTRODUCTION

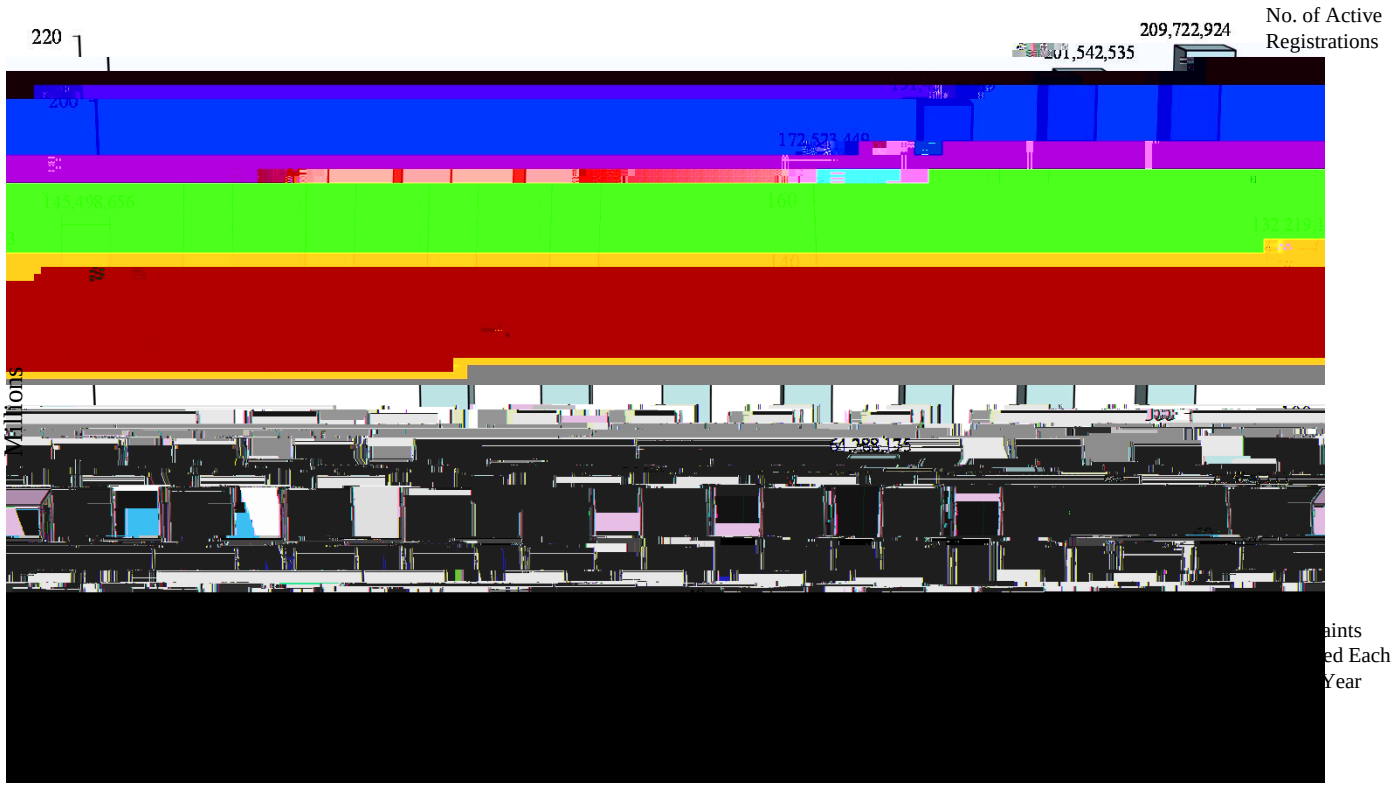
The National Do Not Call Registry (Registry) provides consumers with an easy and efficient way to register their preference not to receive most telemarketing sales calls. The Registry has continued to grow since its inception in the summer of 2003. At the end of Fiscal Year (FY) 2011, there were more than 209 million active registrations. Consumers can register their phone number(s) on the Registry by either calling a toll-free number (888-382-1222) from the telephone number(s) they wish to register or using the do-not-call website (https://www.donotcall.gov). The do-not-call rules require telemarketers and sellers to remove from their call lists (at least every 31 days) the numbers on the Registry. Telemarketers can access the Registry through a website (https://telemarketing.donotcall.gov) dedicated to that purpose.

Consumers notify law enforcement of violations of the do-not-call rules by submitting complaints to the Federal Trade Commission (FTC) via either the toll-free number or the website. Law enforcement officials can then review these complaints, as well as consumer registration information and telemarketer access information, through the Consumer Sentinel Network (CSN), a secure Internet website maintained by the FTC. For more information about CSN, please visit www.FTC.gov/sentinel. Law enforcement personnel may join CSN at https://register.consumersentinel.gov.

The *National Do Not Call Registry Data Book* contains statistical data regarding the registrations on the Registry, the subscriptions of entities (e.g., telemarketers and sellers) accessing phone numbers on the Registry, and the complaints submitted by consumers to the FTC about companies violating the do-not-call rules.

The *National Do Not Call Registry Data Book* for Fiscal Year 2011 is based on unverified complaints reported by consumers. This report is not based on a consumer survey.

National Do Not Call Registry
Active Registration and Complaint Figures[1]



Active Registration and Complaint Figures[1]
June 27, 2003 through September 30, 2011

Fiscal Year	No. of Active Registrations	Increase in Active Registrations	No. of Cumulative Complaints	Complaints Received Each Fiscal Year

[1] Active registration and complaint figures reflect the total number of phone numbers registered and the total number of National Do Not Call Registry complaints submitted to the Commission as of September 30, 2011.

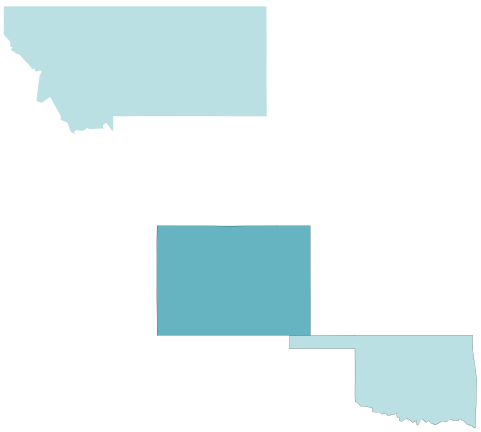
Fiscal Year 2011
National Do Not Call Registry
Complaint Figures by Month and Complaint Type[1]

Complaint Figures by Month and Complaint Type[1]

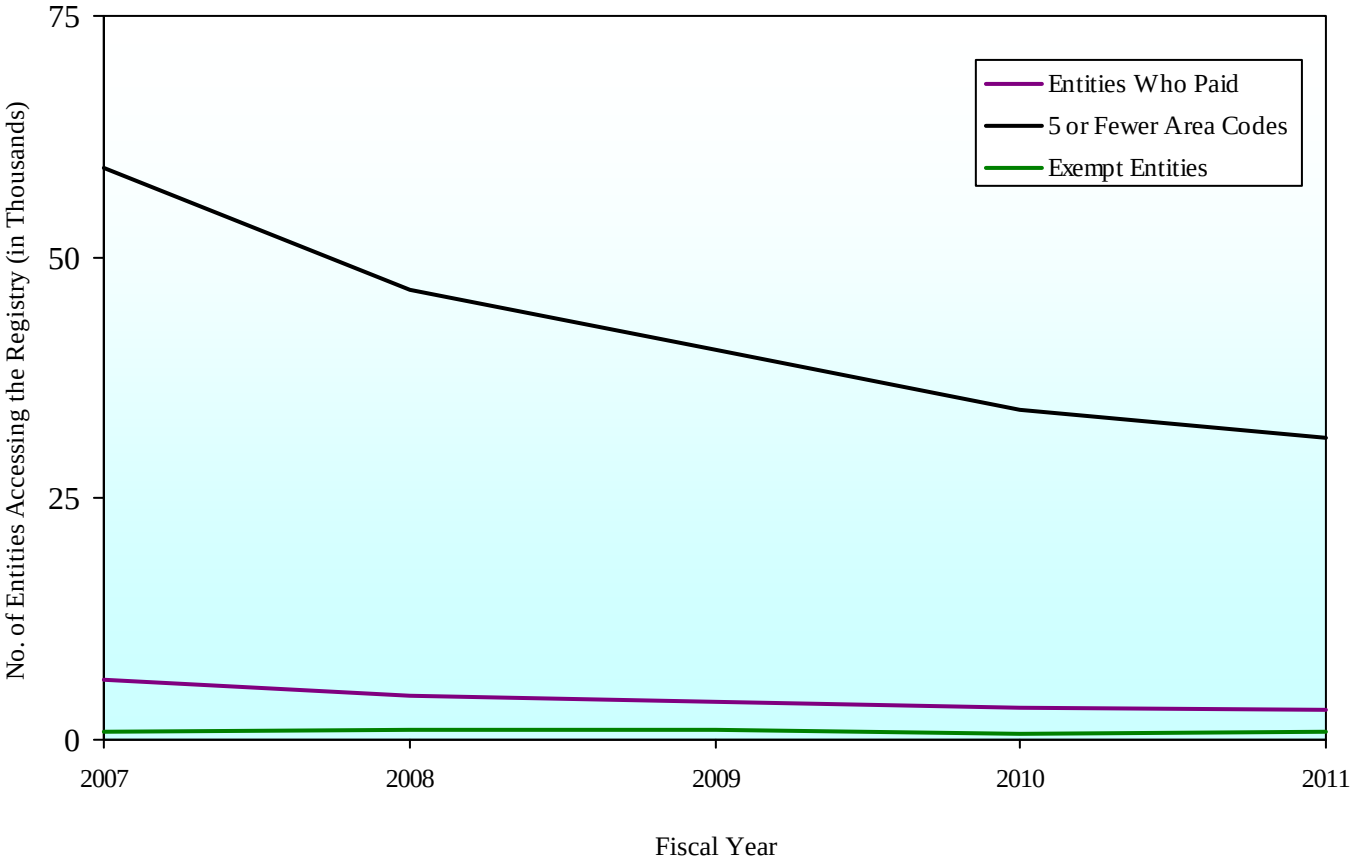
	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	July-11	Aug-11	Sep-11
Total Complaints												

[1] Complaint types refer to National Do Not Call Registry complaints in which the consumer responded affirmatively to the questions: "Have you asked this company to stop calling you?" or "Was the call a recorded message?". On September 1, 2009, the National Registry began accepting all complaints regarding calls using a recorded message, regardless of the registration status of the called number.

Fiscal Year 2011
National Do Not Call Registry Registration and Complaint Figures by State Population



National Do Not Call Registry
Entities Accessing the Registry
by Fiscal Year[1]



	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
Entities Who Paid	6,242	4,618	3,923	3,383	3,201
5 or Fewer Area Codes	59,337	46,559	40,406	34,206	31,240
Exempt Entities	801	1,107	1,002	680	728

[1] "Entities Who Paid" are telemarketers, sellers and other entities who paid fees to access the Registry. "5 or Fewer Area Codes" includes those entities who accessed five or fewer area codes; the first five area codes are provided to entities at no cost. "Exempt Entities" include organizations that engage in outbound telephone calls to consumers that do not involve the sale of goods or services, such as calls to induce charitable contributions, to raise funds for political purposes, or to conduct surveys. "Exempt Entities" also include those who are engaged solely in calls to persons with whom they have an established business relationship or from whom they have obtained express written agreement to call and who do not access the National Registry for any other purpose.

Appendix:
National Do Not Call Registry
Registration and Complaint Figures
by Consumer State and Area Code