

A solid green rectangular block is positioned in the top left corner of the page.A small yellow square is located at the bottom right corner of the green block.Thin black lines extend from the bottom right corner of the green block, one horizontally and one vertically.

## **Missouri "Do Not Call" List: An AARP Survey**

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# Missouri “Do Not Call” List: An AARP Survey

Data Collected by Woelfel Research, Inc.  
Report Prepared by Joanne Binette

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### **Acknowledgements**

AARP staff from the Missouri State Office, State Affairs, and Knowledge Management contributed to the design of this study. Special thanks go to AARP staff including Norma Collins, Missouri; Laura Polacheck, State Affairs; Gretchen Straw, Knowledge Management, and Rachelle Cummins, Knowledge Management. Leslie Seabright, Woelfel Research, Inc., insured a timely and high quality survey. Joanne Binette, AARP Knowledge Management, managed all aspects of the project and wrote the report. For more information, contact Joanne Binette at (202) 434-6303.

## Background

The state of Missouri passed a “do not call” law in 2000 made effective on July 1, 2001. This law allows consumers to place their names on a statewide “do not call” list that telemarketers must buy before doing business in the state. Telephone solicitors subject to the law cannot call anyone on the list and can be prosecuted for doing so. However, many types of businesses and organizations are exempt from the current law, including telephone companies, charities, telemarketers licensed with a federal agency and required to keep an in-house “do not call” list, organizations that have a past or current business relationship with the consumer, and persons calling on a referral or working from their homes. This means all of these organizations can still call consumers whose names are on the statewide “do not call” list.

The Missouri “Do Not Call” List Survey investigates the degree of support for removing some of the exemptions from the “do not call” law. The survey further explores Missouri residents' impressions of telemarketing calls and ability to determine the legitimacy of these calls. Survey respondents *on* the “do not call” list were asked whether or not they still receive telemarketing calls and what organizations these calls are from. Respondents who are *not on* the list were asked how often they receive telemarketing calls, why they are not on the list, and how likely they would be to get on the list.

Woelfel Research, Inc. conducted this telephone survey between March 22 and April 12, 2002. They started with an initial random sample of 413 Missouri residents age 18 and older to estimate the incidence of residents on the “do not call” list. Woelfel added a random sample of 404 residents to obtain a total of 817 interviews and a set quota of 402 residents on the “do not call” list and 415 not on the list.

## Highlights

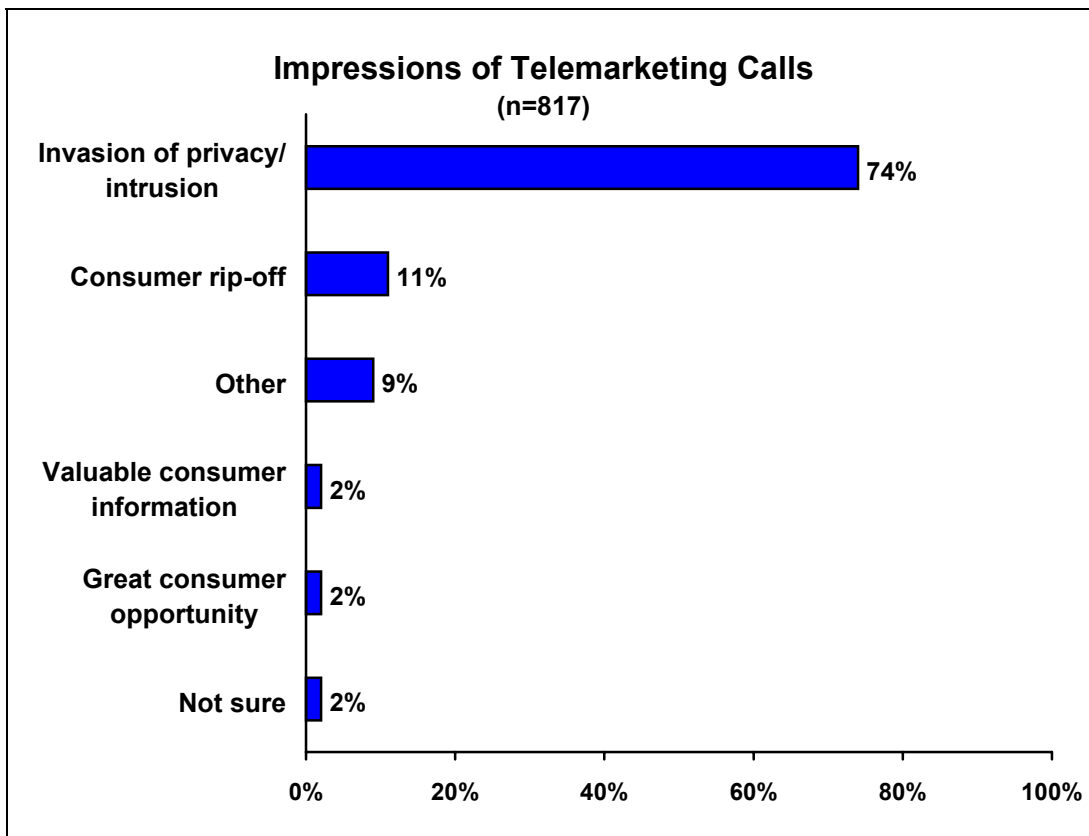
- Nearly three-quarters of Missouri residents view telemarketing calls as an invasion of their privacy and an unwelcome intrusion.
- More than three-quarters are aware that there is a statewide “do not call” law in Missouri.
- More than three-quarters of Missourians strongly or somewhat support changing the current “do not call” law to eliminate the exemptions that currently allow some organizations to call residents on the list.
- Nearly four in ten residents are registered on the “do not call” list.
- More than six in ten residents registered on the “do not call” list still receive telemarketing calls; most of these calls are from other telephone companies (53%) and companies that respondents have an ongoing business relationship with (42%).
- Over eight in ten Missourians not on the list say they would be very or somewhat likely to place their name on the list if given the option.

## Findings

### Missouri Residents' Views on Telemarketing Calls and Legislation

#### Missouri residents view telemarketing calls as intrusive.

More than eight in ten Missouri residents express negative impressions toward telemarketing calls: 74 percent view them as an *invasion of their privacy and an unwelcome intrusion* and 11 percent say they are *a consumer rip-off*. Nine percent have *other* impressions including viewing these calls as a nuisance (3%) and a few say it depends on the call (3%).



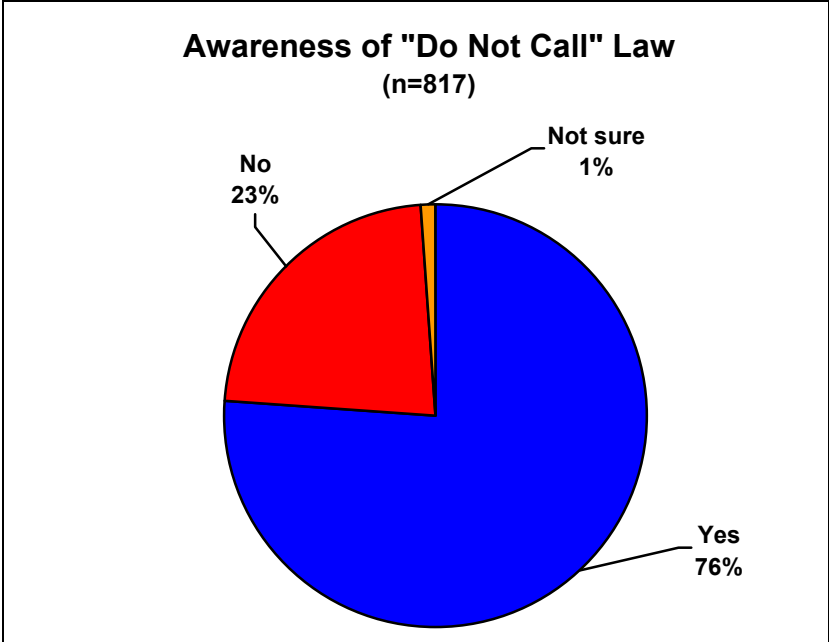
#### Missouri residents are split in their ability to detect legitimate telemarketing calls.

Forty-six percent find it *very* (21%) or *somewhat difficult* (25%) to tell whether a telemarketing call is legitimate; while another 46 percent of Missouri residents find it *very* (23%) or *somewhat easy* (23%) to determine legitimate calls.

**Missourians are aware that the state has a “do not call” law and nearly four in ten are registered on the list.**

More than three-quarters of Missourians are aware that there is a “do not call” law in the state that prohibits telemarketers from calling them if their name is on the list. Less than one-quarter are not aware of the law.

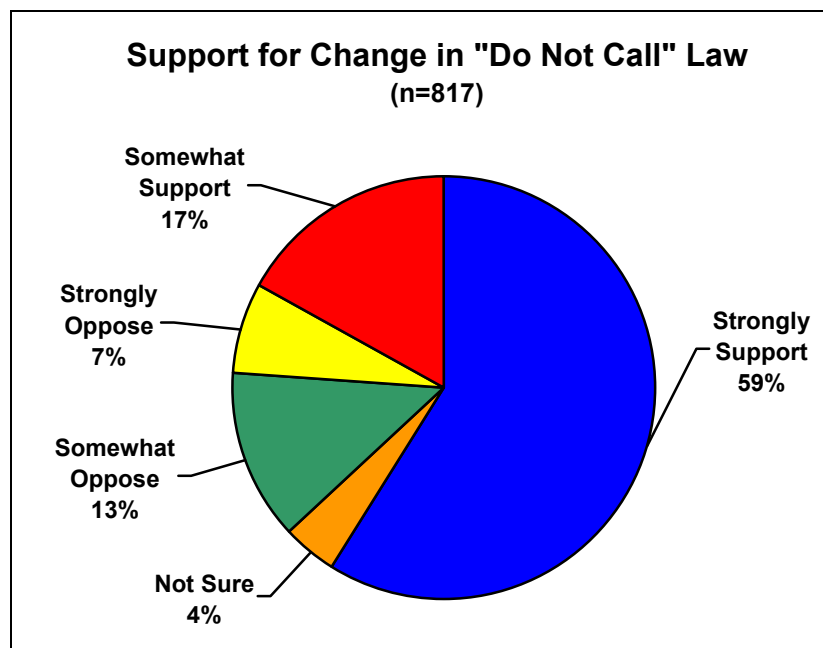
Thirty-eight percent of Missouri residents currently have their name on the state’s “do not call” list and 59 percent do not.



**Missourians strongly support changing the “do not call” law to eliminate the exemptions that allow some organizations to call residents on the list.**

The “do not call” law currently allows organizations such as telephone companies and organizations that have an ongoing business relationship with the consumer to call the consumer in order to sell additional products and services even if their name is on the list. More than three-quarters of Missourians *strongly* or *somewhat support* changing the current “do not call” law so that these organizations cannot call people on the list for the purpose of selling additional products and services. Only one in five residents *strongly* or *somewhat* oppose the change in the law.

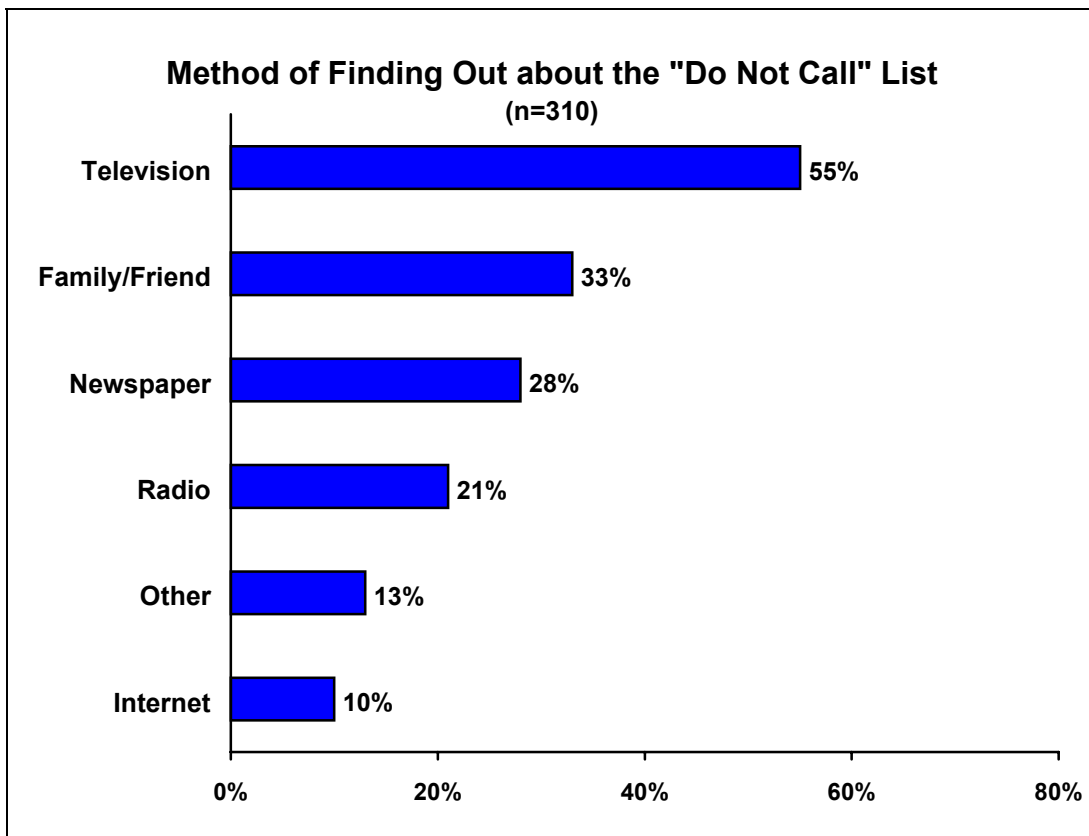
- Support for changing the “do not call” law is strong among Missourians on the list as well as those not on the list. Three-quarters of Missouri residents on the list *strongly support* (73%) changing the law and more than half of those not on the list *strongly support* (51%) the change.



## Experience and Opinions of Missouri Residents on the “Do Not Call” List

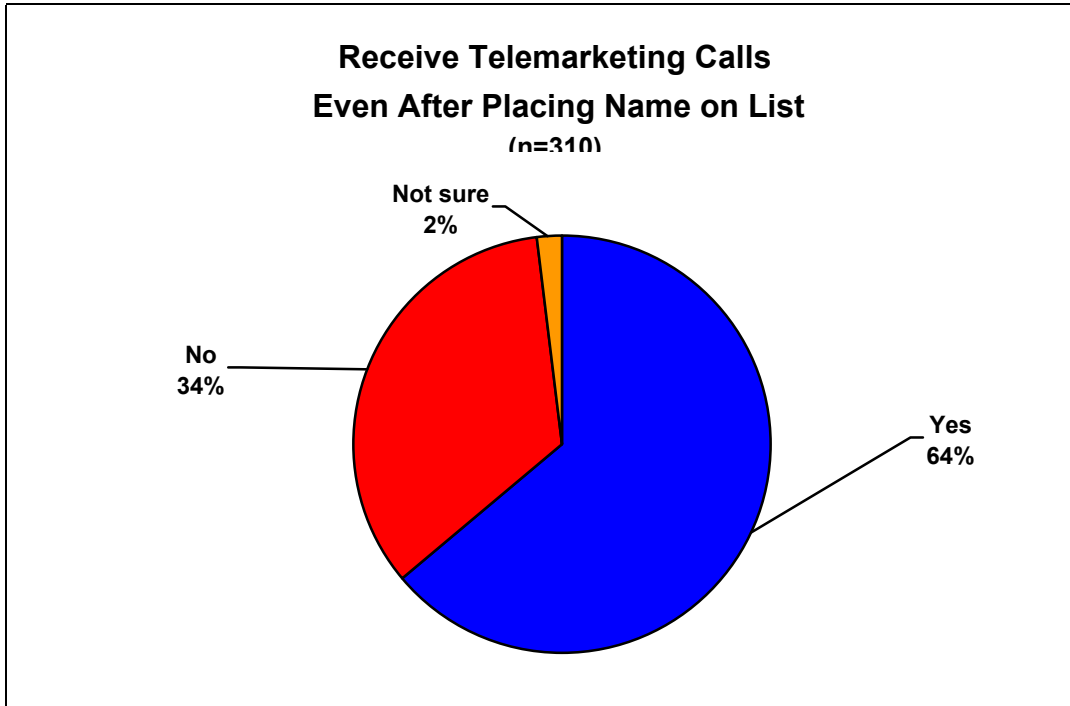
### **Most Missouri residents on the “do not call” list found out about it through television.**

Missouri residents were asked how they found out about the “do not call” list, and they were allowed to give more than one information source. Of those residents currently on the list, more than half say they found out about the list through *television*. One-third found out about it through *family or friends*, and more than one-quarter cite the *newspaper* as their information source. Few found out about the list via the *Internet*.



**The majority of Missourians on the “do not call” list still receive telemarketing calls.**

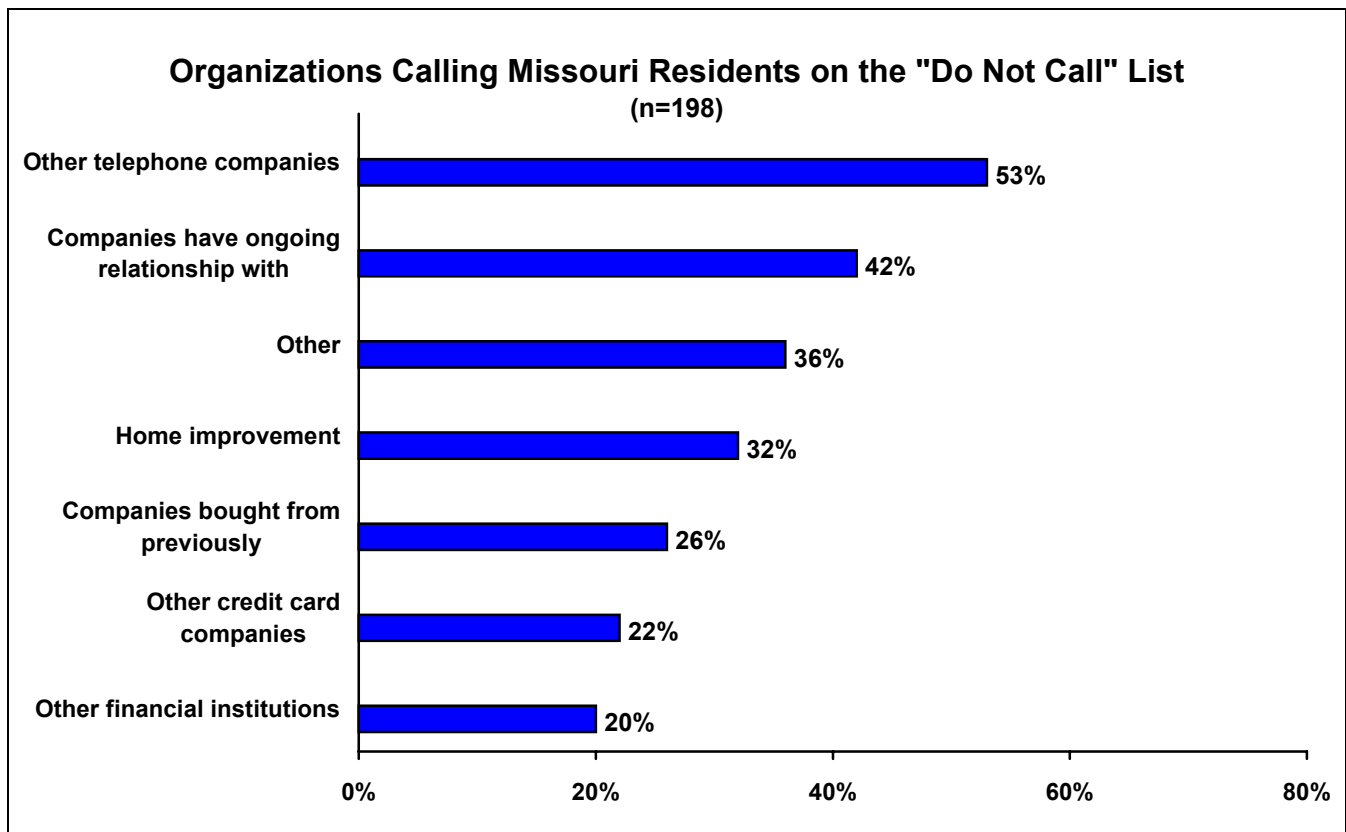
More than six in ten Missourians on the “do not call” list still receive telemarketing calls. Only 34 percent say they have not received telemarketing calls since placing their name on the list.



Thirteen percent of Missouri residents say they still receive about the *same* number of telemarketing calls since placing their name on the list and three percent say they receive *more* calls. Eight in ten (84%) say they receive *fewer* calls and one percent say they are not sure.

## Most Missourians on the “do not call” list who still receive telemarketing calls get these calls from other telephone companies.

Missouri residents who are on the “do not call” list and who still receive telemarketing calls were asked what organizations these calls are from; they were allowed to give more than one response. More than half of these residents say these calls are from *telephone companies other than their own*. More than four in ten receive calls from *companies that they have an ongoing business relationship with* and more than three in ten receive calls from *home improvement companies*. About one-quarter receive calls from *companies they have bought products from in the past* and one in five receive calls from *credit card companies and financial institutions other than their own*. Over one-third of residents mention *other* organizations including law enforcement agencies and fire departments (3%) and companies selling vacation packages (3%) or magazines and newspapers (2%).



## Experience and Opinions of Missouri Residents Not on the List

**Missouri residents say they are not on the list because they are not aware of it or do not know how to get on it.**

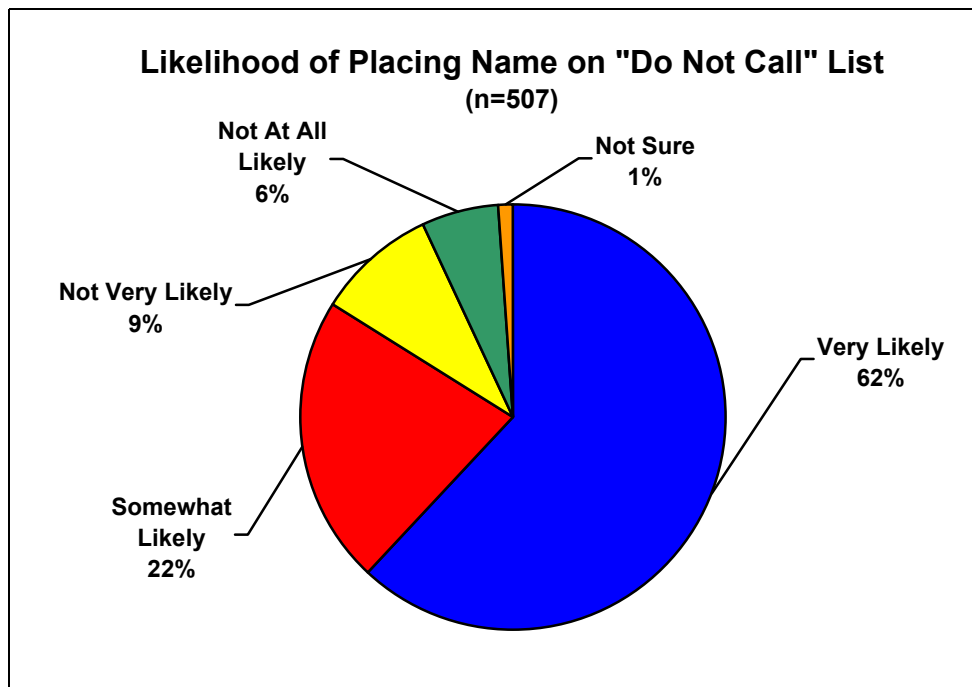
Three in ten (30%) of those residents who are not on the list say it is because they are *not aware* of the list. One in five say they *did not know how* (20%) to get on the list or they *did not have time* (21%) to get on the list.

**Missourians receive telemarketing calls at least several times a week.**

More than four in ten (43%) Missourians not on the list say they receive telemarketing calls *more than once a week but less than once a day* and another 30% say they receive these calls *everyday*. More than one in five (22%) say *less than once a week*. Only two percent of these residents say they *never get these calls*.

**Missouri residents not on the list will place their name on the list.**

More than eight in ten Missouri residents not on the list say they are *very* or *somewhat likely* to place their name and phone number on a “do not call” list if given the option.



## Conclusions

Missouri opened the “do not call” list to its residents on July 1, 2001. Missourians demonstrated strong support for the list with nearly four in ten (38%) residents placing their names on the “do not call” registry. Missouri residents have a negative opinion of telemarketing calls with 74 percent saying these calls are an invasion of their privacy and an unwelcome intrusion. Missourians also find it difficult to detect legitimate telemarketing calls (21% say very difficult, 25% say somewhat difficult).

The current “do not call” law has exemptions that allow some organizations to call residents whose names are on the list in order to sell additional products and services. More than six in ten (64%) Missouri residents say they still receive telemarketing calls even after placing their name on the list. These residents say these calls most often come from telephone companies other than their own and companies with whom they have an ongoing business relationship.

In light of the support for the current “do not call” law and the continued experience with telemarketing calls, Missouri is considering strengthening the law to eliminate the exemptions that allow many organizations to call residents on the list. Missouri residents *overwhelmingly* support expanding the law to eliminate these exemptions (59% strongly support, 17% somewhat support). Support is especially high among residents on the list suggesting the current law is not completely satisfactory (73% strongly support). However, support for expanding the law is also very high among residents *not* on the list (51% strongly support).

Residents *not* on the list say it is because they are not aware of the list (30%) or they did not know how to get on the list (20%). Nearly three-quarters (73%) of these residents say they receive telemarketing calls at least several times per week and most (84%) say they would be very or somewhat likely to place their name on the “do not call” list if given the option. Given that residents *not* on the list are opposed to telemarketing calls, supportive of strengthening the “do not call” law, and likely to place their name on the list, an educational campaign through the Attorney’s General’s office targeted at these residents would help in getting more people to register on the list and fight the telemarketing industry.

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## Methodology

AARP commissioned Woelfel Research, Inc. to conduct a random digit dial (RDD) telephone survey of adults in Missouri age 18 and older. The survey was conducted in two phases. In phase one, Woelfel interviewed a random sample of 413 Missouri residents to estimate the incidence of residents on the “do not call” list. In phase two, Woelfel interviewed a random sample of another 404 residents for a total of 817 interviews with a set quota of 402 residents on the “do not call” list and 415 not on the list. From a total random sample of 6,846 telephone numbers, 817 interviews were completed from March 22, 2001 to April 12, 2002, yielding a 23 percent response rate and 93 percent cooperation rate. The survey has a sampling error of plus or minus 3.5 percent. This means that in 95 out of 100 samples of this size, the results obtained in the sample would fall in a range of  $\pm 3.5$  percentage points of what would have been obtained

if every person age 18 and older in Missouri had been surveyed. Survey responses were weighted to reflect the actual distribution of age and gender in the population of Missouri and the actual incidence of being on the “do not call” list. Responses to all survey questions are in the attached annotated questionnaire.

For more information about this study, contact Joanne Binette, AARP Knowledge Management, (202) 434-6303.

## Annotated Questionnaire

## AARP Missouri “Do Not Call” List Survey

(Weighted n = 817, Sampling Error =  $\pm$  3.5 percent)  
(Responses weighted by age, gender, and incidence of being on the do not call list.)  
(Percentages may not add to 100 percent due to rounding.)

Hello this is \_\_\_\_\_ from WRI, a national opinion research firm. We are conducting a survey in Missouri to find out your opinion on an important issue facing the state. Your views are important and we would greatly appreciate your participation.

Let me assure you, this is not a sales call and you will not be asked to buy anything either now or later. All of your responses are kept entirely confidential. The survey should take only about 6 or 7 minutes to complete.

1. Which of the following statements best describes your impressions of telephone contacts from unknown organizations that ask you to buy something, enter a sweepstakes or contest, make an investment, or make a donation to a charity: They are...

**[ROTATE THIS LIST PLACING ANSWERS 3 AND 4 FIRST FOR HALF OF THE SAMPLE.]**

- 2% A valuable source of consumer information
- 2% A great opportunity to take advantage of consumer bargains
- 74% An invasion of your privacy and an unwelcome intrusion
- 11% A fraudulent consumer rip-off
- 9% Or something else **[PLEASE SPECIFY]:** \_\_\_\_\_
- 2% Not sure **[DO NOT READ]**

2. How easy or difficult is it for you to tell whether a telemarketing call is legitimate or not? Is it...**[READ LIST]**

- 23% Very easy
- 23% Somewhat easy
- 25% Somewhat difficult, or
- 21% Very difficult
- 9% Not sure **[DO NOT READ]**

3. A “Do Not Call” law is one where the state establishes a list of people who do not want to receive telemarketing calls. Telemarketers must buy this list before doing business in the state. They are not allowed to call people on the list and are subject to penalties if they do so. Are you aware that Missouri has a statewide “Do Not Call” law?

- 76% Yes
- 23% No
- <.5% Not sure **[DO NOT READ]**

4. Do you currently have your name on a “Do Not Call” list that prohibits telemarketers from calling you?

38% Yes

59% No **[SKIP TO QUESTION 9]**

3% Not sure **[DO NOT READ] [SKIP TO QUESTION 9]**

5. How did you find out about the “Do Not Call” list? **[READ THROUGH ENTIRE LIST AND RECORD ALL ANSWERS.]**

28% Newspaper

21% Radio

55% Television

10% Internet

33% Friend or family member

13% Other source **[PLEASE SPECIFY]:** \_\_\_\_\_

0% Not sure **[DO NOT READ]**

6. Do you still receive telemarketing calls even after placing your name on the “Do Not Call” list?

64% Yes

34% No **[SKIP TO QUESTION 12]**

2% Not sure **[DO NOT READ]**

7. How would you compare the number of telemarketing calls you receive *now* to the number of calls you received *before* you placed your name on a “Do Not Call” list? Would you say you now receive... **[READ LIST]**

84% Fewer calls

13% About the same number of calls, or

3% More calls

1% Not sure **[DO NOT READ]**

8. If you still receive telemarketing calls, who are these calls from? **[READ THROUGH ENTIRE LIST AND RECORD ALL ANSWERS.]**

- 42% Companies that you have an ongoing business relationship with such as your telephone company, your bank or lending institution, or your credit card company
- 26% Companies that you purchased goods or services from in the past
- 53% Other telephone companies
- 22% Other credit card companies
- 20% Other financial institutions, such as lending institutions
- 32% Home improvement businesses
- 36% Other source **[PLEASE SPECIFY]:** \_\_\_\_\_
- 0% Not sure **[DO NOT READ]**

**[AFTER QUESTIONS 1-8 HAVE BEEN ANSWERED THEN SKIP TO QUESTION 12]**

**[ASK QUESTIONS 9-11 ONLY OF RESPONDENTS WHO ANSWERED “NO” OR “NOT SURE” TO QUESTION 4]**

9. Why don't you currently have your name on a “Do Not Call” list in Missouri?  
**[DO NOT READ LIST]**

- 30% Not aware of the list
- 20% Did not know how to get on the list
- 21% Did not have time to get on the list
- 1% Don't want my name and phone number to be on the list
- 9% Not concerned about receiving telemarketing calls
- 2% View telemarketing calls as a good source of consumer information
- 0% View telemarketing calls as a great opportunity to take advantage of consumer bargains
- 4% I let telemarketers know not to call back at the time of the call
- 1% I don't receive telemarketing calls **[SKIP TO QUESTION 11]**
- 3% Other reason **[SPECIFY]:** \_\_\_\_\_
- 7% Don't know/Not sure

10. How often do you receive telemarketing calls? Would you say you... **[READ LIST]**

- 30% Get these calls everyday
- 43% Get these calls more than once a week but less than once a day
- 22% Get these calls less than once a week, or
- 2% Never get these calls
- 3% Not sure **[DO NOT READ]**

11. How likely are you to have your name and telephone number placed on a “do not call” list so that telemarketers would be prohibited from calling you? Would you be very likely, somewhat likely, not very likely, or not at all likely to have your name and phone number placed on a list?

62% Very likely  
22% Somewhat likely  
9% Not very likely  
6% Not at all likely  
2% Not sure **[DO NOT READ]**

**[ASK ALL]**

12. The “Do Not Call” law in Missouri currently allows organizations such as telephone companies, credit card companies, and financial institutions that you have an ongoing business relationship with to call you even if your name is on the list. Would you support or oppose changing the “Do Not Call” law so that these organizations could not call you at home to sell you additional products and services if your name is on the list?

**[ASK: Is that strongly or somewhat?]**

59% Strongly Support  
17% Somewhat Support  
13% Somewhat Oppose  
7% Strongly Oppose  
4% Not sure **[DO NOT READ]**

**My last few questions are for classification purposes only.**

- D1. What is your age as of your last birthday? **[RECORD IN YEARS]**

60% 18-49 years old  
15% 50-59 years old  
16% 60-74 years old  
6% 75 years old or older  
3% Refused

- D2. Which of the following best describes your marital status? **[READ LIST]**

59% Married  
19% Single, never married  
12% Divorced/separated  
2% Not married, living together, or  
8% Widowed  
<.5% Don't know **[DO NOT READ]**  
1% Refuse **[DO NOT READ]**

D3. Are you Hispanic, Spanish, or Latino?

- 2% Yes
- 97% No
- 1% Don't know **[DO NOT READ]**

D4. What race do you consider yourself? **[READ LIST]**

- 86% White
- 7% African American
- 1% Asian
- 0% Hawaiian or Pacific Islander
- 1% Native American or Alaskan Native, or
- 3% Some other race
- <.5% Don't know **[DO NOT READ]**
- 1% Refuse **[DO NOT READ]**

D5. Which of the following best describes your highest level of education? **[READ LIST]**

- 6% Some high school or less
- 28% High school graduate
- 36% Some college or technical school
- 18% College graduate
- 11% Post graduate studies or degree
- <.5% Don't know **[DO NOT READ]**
- 1% Refuse **[DO NOT READ]**

D6. Are you currently.... **[READ LIST AND RECORD ONE RESPONSE]**

- 56% Employed full-time
- 8% Employed part-time
- 20% Retired and not working, or
- 15% Something else **[SPECIFY]:** \_\_\_\_\_
- <.5% Don't know **[DO NOT READ]**
- 1% Refused **[DO NOT READ]**

D7. Which of the following best represents your household income in the year 2001 before taxes? **[READ LIST]**

- 16% Less than \$20,000
- 28% \$20,000 to \$39,999
- 18% \$40,000 to \$59,999
- 9% \$60,000 to \$74,999
- 11% \$75,000 or more
- 3% Don't know **[DO NOT READ]**
- 15% Refused **[DO NOT READ]**

D8. Thinking about your state elections for Missouri Governor and Legislators in the last ten years, which of the following best describes your voting behavior? Would you say you always vote, sometimes miss one, rarely vote, or never vote?

- 46% Always vote
- 33% Sometimes miss one
- 8% Rarely vote
- 10% Never vote
- 1% Don't know [**DON'T READ**]
- 1% Refused [**DON'T READ**]

D9. Are you (or your spouse, if married) currently a member of AARP?

- 21% Yes
- 78% No
- 2% Don't know [**DO NOT READ**]

D10. Gender [**DO NOT ASK. RECORD FROM VOICE.**]

- 49% Male
- 52% Female

**Thank you for your time and responses to this survey.**