



AARP New Hampshire Telemarketing and "Do Not Call" List Survey

February 2003



AARP New Hampshire Telemarketing and “Do Not Call” List Survey

**Data Collected by University of New Hampshire
Report Prepared by Erica Dinger and Katherine Bridges**

**Copyright AARP, 2003
Knowledge Management
601 E Street NW
Washington, D.C., 20049
[HTTP://RESEARCH.AARP.ORG](http://RESEARCH.AARP.ORG)
Reprinting with Permission**

AARP is a nonprofit, nonpartisan membership organization dedicated to making life better for people 50 and over. We provide information and resources; engage in legislative, regulatory and legal advocacy; assist members in serving their communities; and offer a wide range of unique benefits, special products, and services for our members. These include *AARP The Magazine*, published bimonthly; *AARP Bulletin*, our monthly newspaper; *Segunda Juventud*, our quarterly newspaper in Spanish; *NRTA Live & Learn*, our quarterly newsletter for National Retired Teachers Association members; and our Web site, www.aarp.org. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

Acknowledgements

AARP staff from the New Hampshire State Office, State Affairs, and Knowledge Management contributed to the design of this study. Special thanks go to AARP staff including David McNally, New Hampshire; William Hamilton, New Hampshire; Laura Polacheck, State Affairs; Katherine Bridges, Knowledge Management; and Gretchen Straw, Knowledge Management. Andrew Smith, University of New Hampshire, ensured a timely and high quality survey. Erica Dinger, Knowledge Management, prepared the report. Katherine Bridges, AARP Knowledge Management, manages all research projects for the state of New Hampshire and was instrumental in developing the survey. For more information, contact Katherine Bridges at (202) 434-6329 or Erica Dinger at (202) 434-6176.

Background

Telephone solicitations have increased greatly over the years and often people find these calls annoying and intrusive. While there is a federal law protecting consumers from telemarketers, it does not cover calls coming from inside the state and calls from certain exempted businesses, such as banks¹. Many states have created statewide “do not call” lists to provide greater protection to consumers. By creating a statewide “do not call” list, states give consumers the right to have their names placed on a statewide registry that telemarketers must buy before doing business in the state. By law, telephone solicitors cannot call anyone on the list and can be prosecuted if they do so. Most states, however, exempt certain callers from the law, such as charities, non-profits, and research groups. Certain types of calls, such as those for ongoing business relationships, are also allowed under most “Do Not Call” laws.

The AARP New Hampshire Telemarketing and “Do Not Call” List Survey investigates the degree of support a state-wide “Do Not Call” list. Specifically, this telephone survey of 562 New Hampshire residents age 18 plus explores

- Impressions of telemarketing calls
- Support for New Hampshire telemarketing laws stronger than the national law
- Opinions on who should administer the state “Do Not Call” list

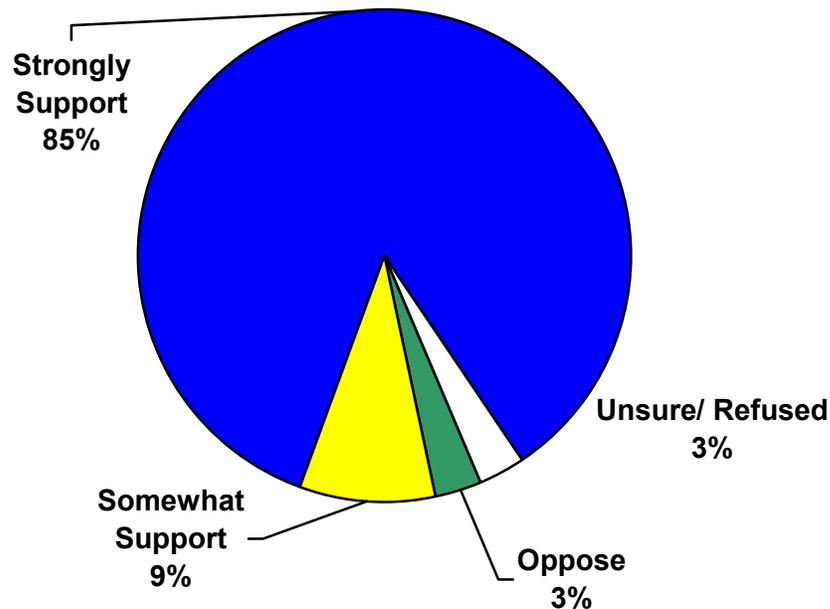
¹ The Federal Trade Commission recently proposed creating a national do not call registry, but it would not be as comprehensive as many state laws, and may not be in effect, if adopted, for quite a while.

Findings

New Hampshire Residents Strongly Support A State “Do Not Call” List

Most (94%) New Hampshire residents *strongly* (85%) or *somewhat support* (9%) a new state “Do Not Call” list that would ensure greater consumer protection than the national law. This law would give people the option of placing their name and phone number on a “Do Not Call” list so that telemarketers exempt from the national law, such as in-state callers, telephone companies, banks, and credit card companies, would be prohibited from calling them.

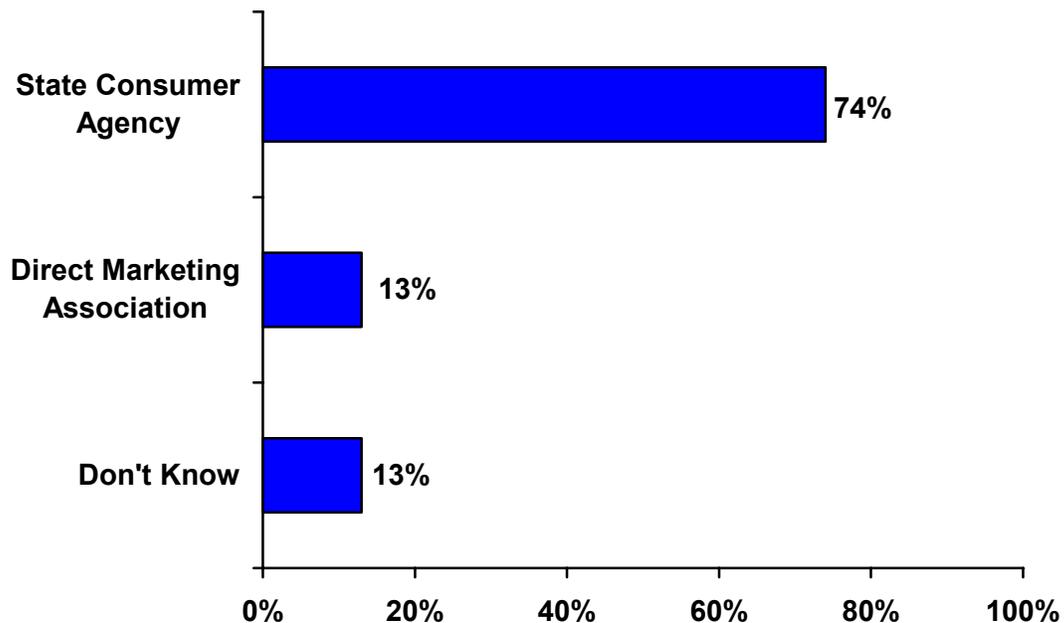
**Support For "Do Not Call" List
(n=562)**



Residents Want the “Do Not Call” List Administered by a State Consumer Agency

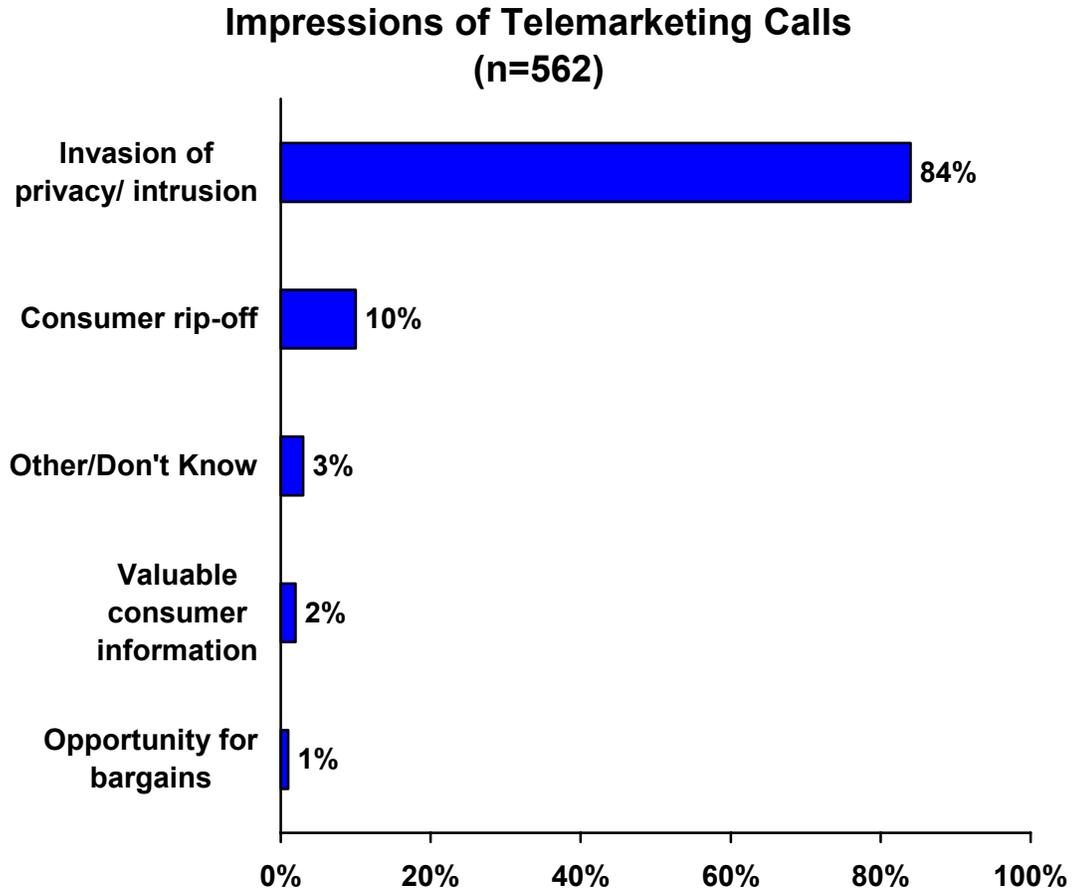
Three-fourths (74%) of New Hampshire residents would prefer to see the “Do Not Call” list administered by a state consumer protection agency. More than one in ten (13%) would like to see it administered by a direct marketing association, while a similar number (13%) do not know.

Who Residents Want to Administer the “Do Not Call” List (n=562)



New Hampshire Residents View Telemarketing Calls As Intrusive

The majority of respondents express negative impressions toward telemarketing calls: 84 percent view calls asking them to buy something, enter a contest, or make an investment as an *invasion of their privacy and an unwelcome intrusion*. Another 10 percent say such calls are a *consumer rip-off*. Only three percent of respondents see these calls as a source of *valuable consumer information* or an *opportunity for bargains*.



Profile of Respondents

More than four in ten (42%) respondents are age 50 or older, while almost a quarter (23%) are age 40 to 49. The majority of respondents are married (65%). Almost half (45%) of respondents have a college degree or more, while about three in ten have had some college or attended a technical school (27%) or have a high school education (27%). Two in ten (23%) respondents have a household income of \$30,000 to \$59,999 a year, while more than a third (36%) have an income of \$60,000 or more. Fifteen percent have a household income of less than \$29,999.

Conclusions

The findings from this survey show overwhelmingly strong support for a new telemarketing law in New Hampshire that would give residents the option of placing their name on a statewide “Do Not Call” list: 94 percent of residents in New Hampshire say they *strongly or somewhat support* this legislation. Most New Hampshire residents (75%) surveyed view telemarketing calls as an *invasion of their privacy and an unwelcome intrusion*. Residents believe a state consumer protection agency should administer the list. There are no demographic differences among respondents to these questions.

Methodology

AARP commissioned the University of New Hampshire to include three telemarketing questions in their quarterly state-wide random digit dialing (RDD) telephone survey of adults in New Hampshire age 18 and older. From a random sample of 3,506 telephone numbers, 562 interviews were completed from February 6 to February 12 of 2003. This yielded a 17 percent response rate and 52 percent cooperation rate. The survey has a sampling error of plus or minus 3.7 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 ± 3.7 percentage points of what would have been obtained if every person age 18 and older in New Hampshire had been surveyed. Survey responses were weighted to reflect the actual distribution of age and gender in the population of New Hampshire. Responses to all survey questions are in the attached annotated questionnaire.

For more information about this study, contact Erica Dinger, AARP Knowledge Management, (202) 434-6176 or Katherine Bridges, AARP Knowledge Management, (202) 434-6329.

**AARP NEW HAMPSHIRE TELEMARKETING AND "DO NOT CALL" LIST
ANNOTATED SURVEY**

**New Hampshire Residents Age 18+
Weighted n = 562
Response Rate 17%, Sampling Error +/-3.7%**

Q: CALL 1A

"Now I am going to ask you some questions about unsolicited telephone contacts from organizations asking you to buy something, enter a contest, or make an investment. Which of the following statements best describes your impressions of telephone contacts from organizations: they are a valuable source of consumer information... a great opportunity to take advantage of consumer bargains ... an invasion of your privacy and an unwelcome intrusion ... they are a fraudulent consumer rip-off ... or something else?"

2% VALUABLE SOURCE OF CONSUMER INFORMATION
1 OPPORTUNITY TO TAKE ADVANTAGE OF CONSUMER BARGAINS
84 INVASION OF PRIVACY, UNWELCOME INTRUSION
10 FRAUDULENT CONSUMER RIP-OFF
3 SOMETHING ELSE - (SPECIFY)
0 DON'T KNOW / NOT SURE
0 NO ANSWER / REFUSED

Q: CALL 2A

"The Federal Trade Commission is creating a national Do Not Call list to help protect consumers from unwanted telemarketing calls. However, this list would not protect New Hampshire residents from telemarketing calls coming from inside the state, or calls from telephone companies, banks, or credit card companies. Would you support or oppose a state law that would give you the option of placing your name on a statewide Do Not Call list that would prevent telemarketing calls from inside New Hampshire, and calls from telephone companies, banks, or credit card companies?"

IF SUPPORT: "Would you say that you STRONGLY support this or only SOMEWHAT?
IF OPPOSE: "Would you say that you STRONGLY oppose this or only SOMEWHAT?"

85% STRONGLY SUPPORT
9 SOMEWHAT SUPPORT
3 SOMEWHAT/STRONGLY OPPOSE
2 DEPENDS - VOLUNTEERED (SPECIFY)
1 DON'T KNOW / NOT SURE
0 NO ANSWER / REFUSED

Q: CALL 3A

"If a statewide "do not call" list is established in New Hampshire, would you want the list to be managed by ... a state consumer protection agency ... OR ... the Direct Marketing Association, which is a trade association for telemarketers?"

74% A STATE CONSUMER PROTECTION AGENCY
13 THE DIRECT MARKETING ASSOCIATION
13 DON'T KNOW / NOT SURE
0 NO ANSWER / REFUSED

DEMOGRAPHICS

AGE OF RESPONDENT

12% 18 TO 29
20 30 TO 39
23 40 TO 49
22 50 TO 59
11 60 TO 69
10 70 OR OLDER

MARITAL STATUS

65% MARRIED
20 DIVORCED/SEPARATED
14 NEVER MARRIED
1 NO ANSWER

LEVEL OF EDUCATION

27% HIGH SCHOOL OR LESS
27 TECHNICAL SCHOOL/SOME COLLEGE
30 COLLEGE GRADUATE
15 POSTGRADUATE WORK
1 NO ANSWER

INCOME

15% LESS THAN \$29,999
10 \$30,000 TO \$44,999
13 \$45,000 TO \$59,999
12 \$60,000 TO \$74,999
11 \$75,000 TO \$99,999
13 \$100,000 OR MORE
26 NO ANSWER

AARP

Knowledge Management

For more information contact Erica Dinger (202) 434-6176