

No Cold Calling Zones (NCCZ)

Survey Results for 2009

650 surveys were sent out and 241 were returned, this is a return rate of 37%.

The main findings of the survey are detailed below:

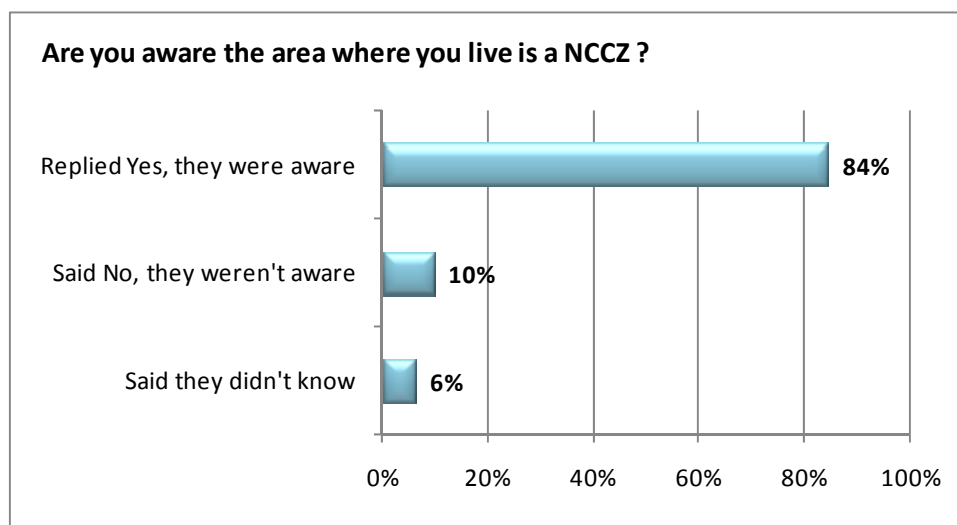
- 84% of respondents were aware the area they live in is a NCCZ.
- 62% of respondents thought having their area designated a NCCZ has deterred Cold Callers.
- Since the introduction of the NCCZ 62% of respondents have NOT experienced Sales/Trades people cold calling.
- 79% of respondents felt are better able to say No to doorstep callers since introduction of scheme.
- 70% of respondents said they felt safer since the introduction of the scheme.

Are you aware the area where you live is a No Cold Calling Zone (NCCZ)?

203 replied Yes, they were aware

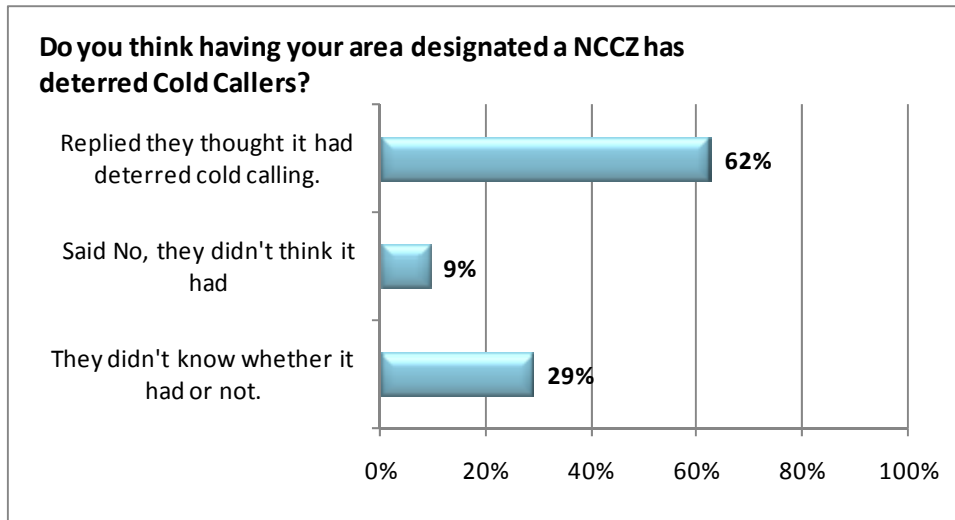
23 said No, they weren't aware

15 said they didn't know



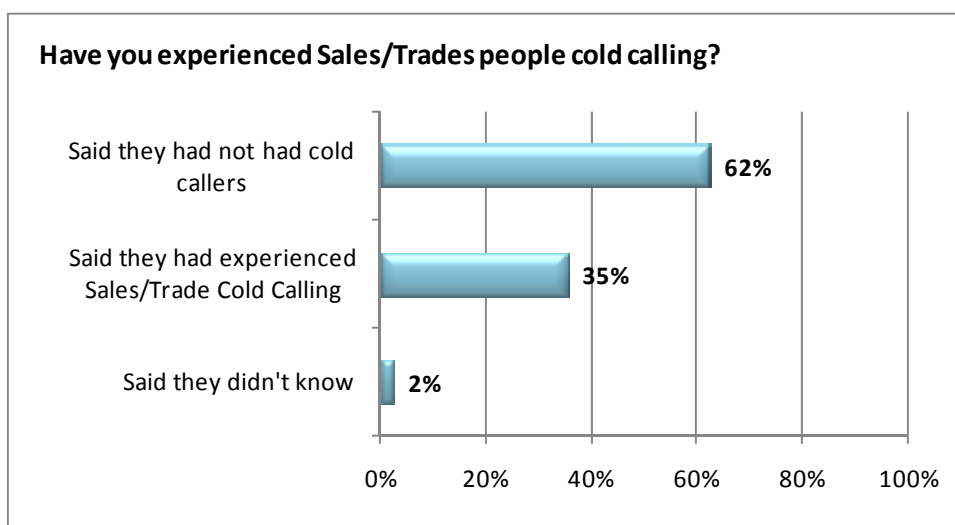
Do you think having your area designated a NCCZ has deterred Cold Callers?

150 replied they thought it had deterred cold calling.
22 said No, they didn't think it had
69 didn't know whether it had or not.



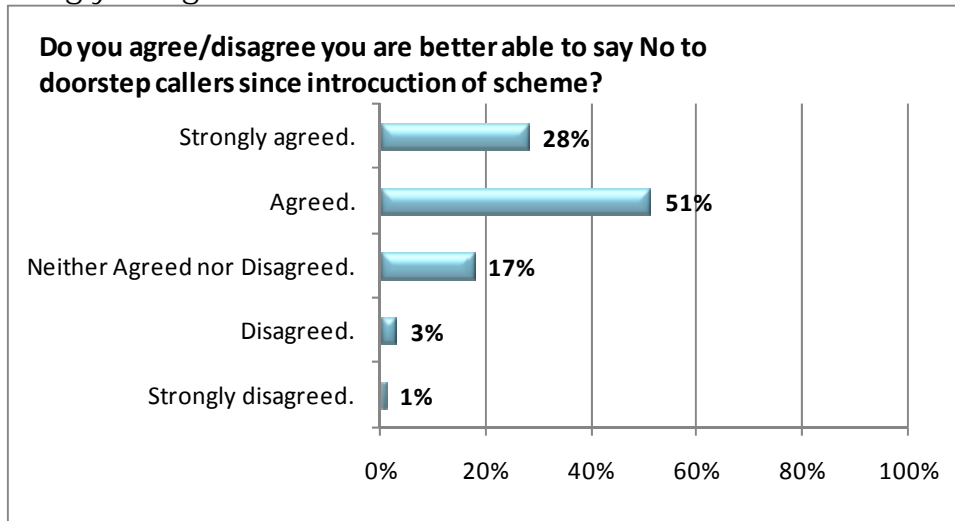
Have you experienced Sales/Trades people cold calling?

150 said they had not had cold callers
85 said they had experienced Sales/Trade Cold Calling
6 said they didn't know



Do you agree/disagree you are better able to say No to doorstep callers since introduction of scheme?

67 strongly agreed.
123 agreed.
42 neither agreed nor disagreed.
7 disagreed.
2 strongly disagreed.



Has the scheme made you feel safer?

57 strongly agreed.
115 agreed.
61 neither agreed nor disagreed.
7 disagreed.
1 strongly disagreed.

