

AARP Foundation National Fraud Victim Study

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AARP FOUNDATION NATIONAL FRAUD VICTIM STUDY

BACKGROUND

Consumer fraud has been a pervasive problem in the United States and around the world for many years. But the recent explosion of scams on the internet combined with revelations of multi-billion dollar Ponzi schemes like the Bernie Madoff scandal have threatened consumer confidence in the marketplace and moved fraud up the priority list among policy makers and law enforcement officials.

Several studies have attempted to estimate the percentage of the population that is defrauded each year. A survey of 20 industrialized countries reported the average prevalence of fraud to be 11% (Dijk, 2007). An FTC study found that 13.3% of the United States population (over 30 million people) had fallen for a fraud scheme in the preceding 12 months (Anderson, 2007). A survey of victims in the Netherlands estimated the prevalence rate to be 16% (Intomart/GfK, 2008).

A challenge for researchers attempting to measure fraud prevalence is the high incidence of victim self-report error. Studies of known victims have shown that many respondents fail to acknowledge their status as victims when asked (Pak & Shadel, 2007). In addition to self-report errors in surveys, several studies have found that many victims do not report their losses or victim status to authorities. Some estimates suggest self-report rates as low as 25% (Pak & Shadel, 2007; AARP, 2008). Despite such under-reporting, the Federal Trade Commission's Consumer Sentinel Program received over 1.3 million consumer complaints in 2009 (FTC, 2010).

A number of studies have sought to identify the demographic profile of typical victims. There are conflicting findings in the literature about whether older adults are more likely to be swindled than younger adults. Several studies have found that older adults are more likely to be victimized (AARP, 1996; AARP, 1999; AARP, 2003; NFIC, 2005; Struck, 2006). Others have found that older adults are less victimized (Titus, 1995; Kerley & Copes, 2002; Muscat, James & Graycar, 2002; Anderson, 2004; Pak & Shadel, 2006).

More recent studies have sought to profile specific types of fraud victims by comparing them to the general population in terms of age, education and income, but also on a variety of behavioral and psychological measures. These studies focused on victims of investment and lottery fraud whose victim status had been independently verified by law enforcement agencies. The studies found that not only were investment and lottery fraud victims different from the general population, but they were also different from each other in terms of demographic characteristics, education and consumer literacy, openness and exposure to sales situations and experience of negative life events (AARP, 2003; AARP, 2007; FINRA, 2007; Pak & Shadel, 2007; AARP, 2008).

The present study sought to build on previous profiling studies by expanding the number of victim types surveyed and comparing them to a large sample of the general population. The study included independently verified victims of investment and lottery scams, but also victims of identity theft scams, advance fee loan scams, health care/prescription drug scams and business opportunity scams. The FTC's Consumer Sentinel Network complaint data ranks all of these fraud types in the top 30: identity theft is ranked as number 1; lotteries, prizes and sweepstakes as number 8; advance fee loan and credit protection as number 9; health care as number 13; business opportunities, employment agencies and work-at-home plans as number 14; and investment related complaints as number 24 (FTC, 2010).

OVERVIEW OF THE SURVEY

The AARP Foundation engaged Woelfel Research, Inc. to conduct a study among the general population in the United States compared to respondents who were victims of different types of fraud to better understand the differences between these groups. Interviews took place between May 7 and August 2, 2010. Woelfel Research, Inc. completed a total of 2,232 interviews, including 1,509 from the general population and 723 victims. The general population responses are weighted; the methodology section explains how the weights were calculated. The victim populations may not be totally representative of the total victim population, because they were not randomly sampled from among the total universe of victims. All of the victim lists came from law enforcement agencies and were independently verified to have been defrauded. The victims originally came from 13 different lists; the lists were then combined into 6 lists (5 victim groups and 1 general population group) based on their survey responses and the scam type.¹ A more detailed discussion of the methodology can be found on page 32.

The five victim types discussed in the report below are: investment fraud victims (n=270); business opportunity fraud victims (n=42); lottery fraud victims (n=172); prescription drug/identity theft fraud victims (n=164); and advance fee loan victims (n=75). A description of the scams each group fell for can be found in Table 1. The general population group came from two samples. One was a general landline sample while the other was a cell phone sample. These two

¹ The groups that were combined together all had similar answers to most of the survey questions. In addition, the groups that were combined were victims of similar types of scams. Victim groups were combined in three cases. In the first case, victims from five different investment scams were combined. And while the individual scams were different, the victims all fell for scams in which they believed they were making an investment in a product/organization. The big difference between these scams was the actual product/organization that the individuals believed they were investing in- these ranged from movie deals, oil and gas wells, gold and real estate. In the second case, victims were combined from two victim groups (prescription drug and identity theft protection) who were very similar demographically and behaviorally and both scams involved purchasing protection/insurance that did not really exist. And in the third case, two victim groups (advance fee loan fraud) were combined. These two groups were victims of the same scam at the same location; the only difference between the groups was the date of their victimization. In all cases where data were combined, the data would not have changed in the general pattern or direction; the combination simply increased statistical power and allowed us to make better comparisons among the groups.

groups differed demographically, as might be expected of a landline and cell phone sample. However, we combined these two samples because together they are representative of the general population.

Table 1. Victim Groups and Description of Individual Scams

Victim Group	Number of Lists Combined	Description of Scams
Investment fraud victims	5	2 oil & gas scams (investment in oil & gas wells that did not exist or were never meant to produce oil & gas); 1 movie deal (investment in a movie that was never produced or was cheaply produced); 1 gold scam (investment in gold that did not really exist); 1 real estate scam (a commercial storage facility venture that never returned a dime to investors.)
Business opportunity fraud victims	1	Investment in a business opportunity to own and manage wireless kiosks. (The kiosks were grossly misrepresented and did not produce income.)
Lottery fraud victims	1	Sending in fees to collect alleged winnings or paying fees to win lotteries.
Prescription drug/identity theft victims	2	1 prescription drug scam (offered fake prescription drug discount for a fee); 1 identity theft scam (offered fake protection from identity theft for a fee).
Advance fee loan victims	2	2 advance fee loan scams (wired money to receive a fraudulent advance fee loan; only difference in lists is the time period in which they were victimized.)

Participants answered a series of 10 questions on persuasion tactics where they rated their interest in statements such as “If you call right now, we will send you a free, no obligation CD that has information on how you can save money,” or “We have been in business for over 20 years and are members in good standing with the Better Business Bureau.” Participants also answered questions about exposure to different sales situations that might make them vulnerable to fraud, questions about prevention measures they take to protect themselves, questions about their knowledge of consumer rights and protection laws, questions about major life events they have experienced, questions about feelings if they gained some amount of money, questions about feelings if they lost some amount of money, questions about their experiences with fraud and a standard set of demographic questions. All survey questions and results by victim groups are included in the annotated survey questionnaire. The appendix contains analysis of all victims age 50 and over combined compared to the general population age 50 and older. The findings are reported on the next page.

KEY FINDINGS

Investment Fraud Victims

- Investment fraud victims were significantly different from the general population in the following areas:
 - More likely to be male, have some college education, to report an annual income of \$50,000 or more per year and have a higher average age than the general population;
 - More interested in the persuasion statements overall; specifically more interested in 4 of the 10 statements;
 - More likely to expose themselves to sales situations;
 - Less upset at the prospect of losing money, even after controlling for income, age and gender.

Business Opportunity Fraud Victims

- Business opportunity fraud victims had very few significant differences from the general population. This is likely because of the relatively small sample of business opportunity fraud victims.
- More likely to be male, have some college education, to report an annual income greater than \$50,000;
- Report taking more preventive actions.

Lottery Fraud Victims

- Lottery fraud victims were significantly different from the general population in the following areas:
 - More likely to be single, have less than some college education, to report an annual income less than \$50,000; and have a higher average age than the general population;
 - More interested in the persuasion statements overall; specifically more interested in 8 of the 10 statements;
 - More likely to expose themselves to sales situations;
 - Report taking fewer prevention actions;
 - Answered fewer consumer protection questions correctly.

Prescription Drug/ Identity Theft Victims

- Prescription drug/identity theft victims were significantly different from the general population in the following areas:
 - More likely to be female, single, have less than some college education, report an annual income less than \$50,000; and have a higher average age than the general population;
 - More interested in 3 of the 10 persuasion statements;
 - Report taking fewer prevention actions;
 - Answered fewer consumer protection questions correctly.

Advance Fee Loan Fraud Victims

- Advance fee loan fraud victims were significantly different from the general population in the following areas:
 - More interested in the persuasion statements overall; specifically more interested in 5 of the 10 statements;
 - More likely to report an annual income of less than \$50,000 than the general population.

Other Key Findings

- Victims 55 years of age and older were significantly less likely to acknowledge that they were defrauded than victims under 55. Only 37% of victims 55 and older acknowledged that they were defrauded while 56% of victims under 55 acknowledged it.
- Victims 55 years of age and older were significantly less likely to report their victimization than victims under 55. Only 25% of victims 55 and older reported their victimization compared to 44% of victims under 55. Overall, only 29% of victims reported their victimization to some authority.
- Individuals 55 years of age or older in the general population were less upset by the prospect of losing money in the future than individuals under 55.

DETAILED FINDINGS

Interest in Persuasion Tactics

Respondents were asked to measure their interest in 10 different persuasion tactic statements used to market products. Several of the statements had been used by conmen and others had been used by legitimate sales operations. For each question they rated their interest in the statement on a scale of 1 to 7, where 1 was not at all interested and 7 was extremely interested. A greater interest in the statements suggests that individuals might be more at risk if they encountered a conman. The questions were analyzed to see if there were differences in how each group responded to the questions compared to the general population.

A reliability analysis was run to be sure that the persuasion questions formed a cohesive scale. High α values indicate that questions are related and can be combined into a single index; for the persuasion questions, $\alpha=.88$. Therefore, for each victim group and the general population, all questions were combined to create one overall average interest score for the persuasion questions. A higher score indicates a greater interest in the persuasive statements. We predicted that the victims, in general, would have higher scores than the general population. The data followed this pattern; the general population had the lowest mean interest score of all the groups. Figure 1 shows the average persuasion score (using marginal means²) for each group along with a valid n.³

² For all ANCOVA analyses, the marginal means are reported. The means reported in Figure 1 are marginal means which controls for age and gender.

³ If a participant refused to answer one or more of the ten questions, they were excluded from the analysis because an accurate average score for all ten questions could not be created. The valid n value shows the number of participants in each group who answered all ten questions and were therefore included in the analysis.

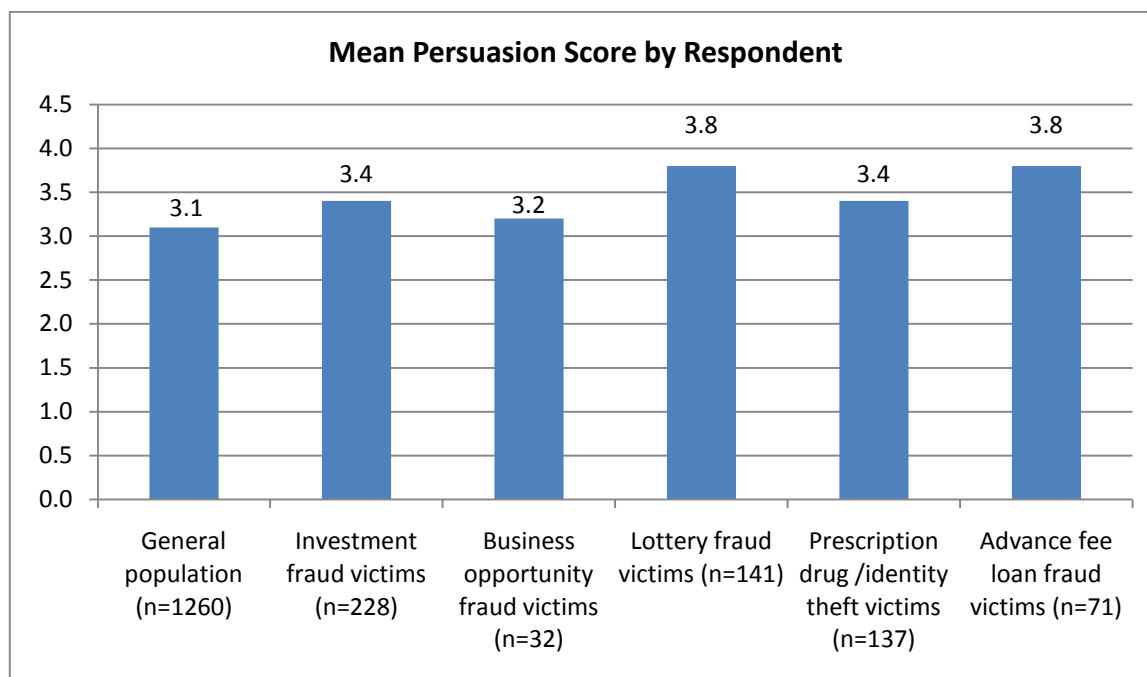


Figure 1. Mean persuasion score by respondent group and valid n.⁴ Persuasion score represents average of respondent interest (on a scale of 1(low) to 7(high)) in 10 different sales pitches included in Questions A1-A10 in the survey.

An Analysis of Covariance (ANCOVA)⁵ found that the groups differed significantly from one another, even after controlling for age and gender ($F=16.174$, $p=.000$).⁶ However, there were also significant effects of age ($F=86.902$, $p=.000$) but no effect of gender ($F=0.784$, $p=.376$). Pairwise comparisons show that investment fraud victims ($p=.009$), lottery fraud victims ($p=.000$), and advance fee loan fraud victims ($p=.000$) were significantly more interested in the persuasion tactic statements overall than the general population. Prescription drug/identity theft fraud victims were not significantly different from the general population ($p=.046$).⁷

Overall, lottery fraud victims were significantly more interested in 8 of the 10 statements when compared to the general population. Advance fee loan victims were significantly more interested in 5 of the 10 statements; investment fraud victims were significantly more interested in 4 of the 10 statements; and prescription drug/identity theft victims were significantly more interested in 3 of the 10 statements. Investment fraud victims, lottery fraud victims, prescription drug/identity theft victims and advance fee loan fraud victims were all significantly more interested in the statement about receiving a free CD to save money.

⁴ Marginal means reported, controlling for age and gender.

⁵ ANCOVA tests whether certain factors have an effect on the outcome variable after removing the variance for which quantitative predictors (covariates) account.

⁶ Respondents in the general population who self-identified as having been misled or defrauded were excluded from the analyses that follow. This resulted in excluding 132 respondents from the general population.

⁷ Throughout the main analysis, $p \leq .01$ is used as threshold for significance tests.

The results by question are displayed in Table 2, below. The table shows each statement; the overall ANCOVA results comparing all of the statements to one another; the mean interest rating by group, the valid n, and the pairwise comparison between each victim group and the general population. Differences that were significant at $p \leq .01$ are in bold.

Table 2: Mean Interest Levels by Group for Each Persuasion Tactic Question and ANCOVA Results, with Gender and Age as Covariates⁸

Question	Respondent Group	Mean Interest Rating	N	Significance Testing: Overall Corrected Model and Pairwise comparisons to the General Population
QA1. This new online pharmacy will save you 30% to 60% off the monthly cost of your prescriptions.				F=2.449 (p=.017)
	General population	3.4	1404	---
	Investment fraud	3.5	269	p=.793
	Business opportunity fraud	3.1	41	p=.436
	Lottery fraud	4.0	169	p=.007
	Prescription drug/identity theft	3.8	162	p=.040
	Advance fee loan fraud	3.7	75	p=.358
QA2. This investment is registered with the SEC and your local state regulator.				F=4.023, p=.000
	General population	3.1	1327	---
	Investment fraud	3.5	247	p=.006
	Business opportunity fraud	3.6	34	p=.154
	Lottery fraud	3.5	156	p=.019
	Prescription drug/identity theft	2.9	155	p=.420
	Advance fee loan fraud	3.8	72	p=.003
QA3. This investment will generate a guaranteed return of 50% to 100% in the first year.				F=11.963, p=.000
	General population	3.1	1344	---
	Investment fraud	3.5	252	p=.029
	Business opportunity fraud	3.2	34	p=.974
	Lottery fraud	4.2	161	p=.000
	Prescription drug/identity theft	3.5	156	p=.068
	Advance fee loan fraud	3.7	74	p=.039

⁸ Marginal means controlling for age and gender are reported.

QA4. You are entitled to apply for up to \$8000 in federal grant assistance absolutely free as part of the \$500 billion Federal Government stimulus package.				F=19.973, p=.000
	General population	3.7	1337	---
	Investment fraud	3.8	251	p=.399
	Business opportunity fraud	3.2	34	p=.224
	Lottery fraud	5.0	163	p=.000
	Prescription drug/identity theft	4.0	159	p=.186
	Advance fee loan fraud	4.6	74	p=.002
QA5. We have been in business for over 20 years and are members in good standing with the Better Business Bureau.				F=6.567, p=.000
	General population	4.2	1338	---
	Investment fraud	4.2	248	p=.957
	Business opportunity fraud	4.4	34	p=.674
	Lottery fraud	4.4	159	p=.241
	Prescription drug/identity theft	3.9	155	p=.099
	Advance fee loan fraud	4.9	73	p=.004
QA6. We are having a one-day only sale where all merchandise is 50% off.				F=18.612, p=.000
	General population	3.8	1347	---
	Investment fraud	4.3	251	p=.002
	Business opportunity fraud	4.1	33	p=.406
	Lottery fraud	4.3	163	p=.005
	Prescription drug/identity theft	3.7	161	p=.838
	Advance fee loan fraud	4.0	74	p=.289
QA7. Our company can cut your mortgage payment by a minimum of 40% with our new refinance program.				F=11.942, p=.000
	General population	2.7	1338	---
	Investment fraud	3.0	248	p=.034
	Business opportunity fraud	2.6	34	p=.832
	Lottery fraud	3.6	162	p=.000
	Prescription drug/identity theft	3.3	158	p=.006
	Advance fee loan fraud	3.2	74	p=.050

QA8. If you call right now, we will send you a free, no obligation CD that has information on how you can save money.				F=8.957, p=.000
	General population	2.3	1349	---
	Investment fraud	3.0	252	p=.000
	Business opportunity fraud	2.3	34	p=.955
	Lottery fraud	3.4	163	p=.000
	Prescription drug/identity theft	3.0	157	p=.001
	Advance fee loan fraud	3.5	74	p=.000
QA9. This beautiful Diamondette necklace is normally \$150, but if you buy in the next 60 minutes the price will only be \$49.99.				F=13.590, p=.000
	General population	1.8	1347	---
	Investment fraud	2.2	251	p=.004
	Business opportunity fraud	1.6	34	p=.443
	Lottery fraud	2.6	165	p=.000
	Prescription drug/identity theft	2.5	160	p=.000
	Advance fee loan fraud	2.5	74	p=.002
QA10. The new I-Read is the latest development in modern technology and will revolutionize the way consumers get information.				F=5.590, p=.000
	General population	3.2	1322	---
	Investment fraud	3.4	245	p=.144
	Business opportunity fraud	3.2	33	p=.850
	Lottery fraud	3.7	156	p=.003
	Prescription drug/identity theft	3.3	154	p=.587
	Advance fee loan fraud	3.6	74	p=.069

Exposure to Sales Situations

Previous studies have found that certain behaviors such as listening to telemarketers, reading junk mail and attending free lunch seminars correlated with fraud victimization (AARP, 2003; Pak & Shadel, 2007; FINRA, 2007). The present study asked respondents about these behaviors as well as other sales situations such as watching home shopping shows, sending away for free promotional items and entering ones' name in a drawing in order to determine if they correlate with fraud victimization.

To analyze the data more clearly, a new variable was created to measure the overall level of exposure to sales situations. If a respondent stated they frequently or sometimes put themselves into a particular sales situation they were given a score of 1 or yes; if they said they seldom or never did so, they were given a score of 0 or no. They received a score for each question and the scores were summed. A higher number indicates a higher level of exposure.

Two analyses were run, one including all 10 questions and one excluding question B10 (this question relates to internet usage, so a subset of the respondents were never asked the question because they had stated earlier that they did not use a computer.) Both analyses yielded the same pattern of results. The results from the first 9 questions are reported, because they include a greater number of respondents overall. Figure 2 shows the mean number of situations respondents were exposed to by group. An ANCOVA analysis found that the groups differed significantly from one another, even after controlling for age and gender ($F=8.484, p=.000$). There were significant age effects ($F=12.068, p=.001$), but no significant gender effects ($F=0.222, p=.638$). Pairwise comparisons show that investment fraud victims ($p=.000$) and lottery fraud victims ($p=.000$) exposed themselves to significantly more sales situations than the general population. The difference between the other groups and the general population was not significant (business opportunity fraud victims- $p=.046$, prescription drug/identity theft fraud victims- $p=.069$; advance fee loan victims- $p=.056$.)

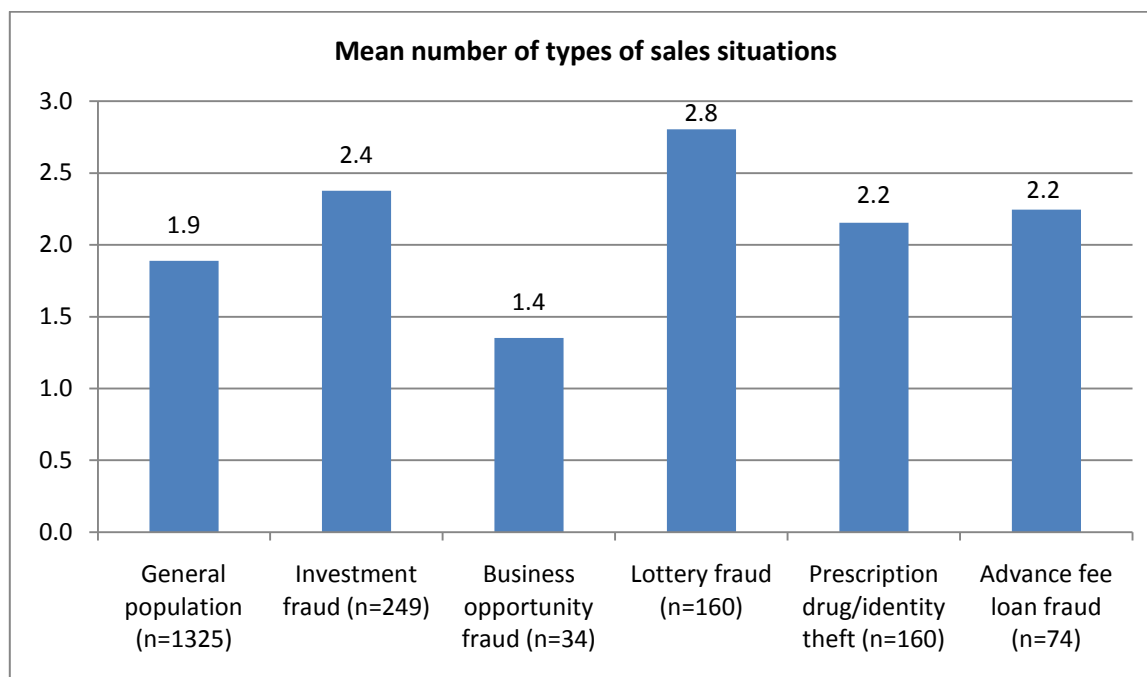


Figure 2. Mean number of types of sales situations respondents were exposed to and valid n.⁹ Calculated from survey questions B1-B9. Respondents who did not answer all 9 questions were excluded.

⁹ Marginal means controlling for age and gender are reported.

Table 3 shows the percentage of respondents who reported engaging in each of the following sales situations, by group. Investment fraud victims reported exposing themselves to 3 of the 6 sales situations significantly more than the general population (attending sales presentations, opening and reading all mail, and calling 800#s for free information); lottery fraud victims also reported 3 more (entering their name in a drawing, opening and reading all mail, and calling 800#s for free information); and prescription drug/identity theft fraud victims reported 2 more (listening to the whole sales pitch and opening and reading all mail). Additionally, both lottery fraud victims and prescription drug/identity theft fraud victims were significantly less likely to browse internet auction sites.

Table 3. Percentage of Respondents Reporting Exposure to Each Sales Situation by Respondent Group and Chi-Square Analysis Comparing Respondent Groups to the General Population

Question	Respondent Group	% Frequently or sometimes	Chi-square Analysis
QB1. How often do you watch the home shopping channel, QVC, or other shop at home TV shows?			
	General population	16%	--
	Investment fraud	13%	$\chi^2(1,1629)=1.523$, p=.217
	Business opportunity fraud	12%	$\chi^2(1,1401)=.589$, p=.443
	Lottery fraud	23%	$\chi^2(1,1531)=5.155$, p=.023
	Prescription drug/identity theft	24%	$\chi^2(1,1523)=5.712$, p=.017
	Advance fee loan fraud	27%	$\chi^2(1,1434)=5.408$, p=.020
QB2. When someone calls to sell you something, how often do you refuse to listen to the entire presentation? (Scale reversed so that % refers to those who Seldom or Never refuse to listen to the entire presentation)			
	General population	25%	--
	Investment fraud	26%	$\chi^2(1,1625)=.389$, p=.533
	Business opportunity fraud	19%	$\chi^2(1,1397)=.658$, p=.417
	Lottery fraud	28%	$\chi^2(1,1524)=1.221$, p=.269
	Prescription drug/identity theft	36%	$\chi^2(1,1518)=10.405$, p=.001
	Advance fee loan fraud	21%	$\chi^2(1,1430)=.387$, p=.534

QB3. How often do you attend sales presentations for an investment, time-share or other promotion when you are offered a free night stay or free meal in return?			
	General population	10%	--
	Investment fraud	20%	$\chi^2(1,1623)=23.438$, p=.000
	Business opportunity fraud	12%	$\chi^2(1,1397)=.200$, p=.655
	Lottery fraud	15%	$\chi^2(1,1526)=4.725$, p=.030
	Prescription drug/identity theft	7%	$\chi^2(1,1519)=1.647$, p=.199
	Advance fee loan fraud	15%	$\chi^2(1,1430)=1.847$, p=.174
QB4. How often do you enter your name in a drawing to win a prize or a free gift?			
	General population	31%	--
	Investment fraud	28%	$\chi^2(1,1627)=1.179$, p=.278
	Business opportunity fraud	19%	$\chi^2(1,1400)=2.830$, p=.092
	Lottery fraud	59%	$\chi^2(1,1530)=51.217$, p=.000
	Prescription drug/identity theft	23%	$\chi^2(1,1522)=4.487$, p=.034
	Advance fee loan fraud	43%	$\chi^2(1,1433)=4.291$, p=.038
QB5. When asked, how often do you provide sales people personal information about yourself such as your occupation, information about your family, your personal interests, etc.?			
	General population	16%	--
	Investment fraud	19%	$\chi^2(1,1624)=1.903$, p=.168
	Business opportunity fraud	14%	$\chi^2(1,1397)=.051$, p=.821
	Lottery fraud	13%	$\chi^2(1,1527)=.913$, p=.339
	Prescription drug/identity theft	10%	$\chi^2(1,1519)= 3.893$, p=.048
	Advance fee loan fraud	25%	$\chi^2(1,1430)=.5.107$, p=.025

QB6. How often do you allow sales people into your home when they ask if they can make a presentation?			
	General population	9%	--
	Investment fraud	10%	$\chi^2(1,1629)=.328$, p=.567
	Business opportunity fraud	7%	$\chi^2(1,1401)=.157$, p=.692
	Lottery fraud	9%	$\chi^2(1,1530)=.003$, p=.955
	Prescription drug/identity theft	6%	$\chi^2(1,1523)= 1.466$, p=.226
	Advance fee loan fraud	12%	$\chi^2(1,1434)=.827$, p=.363
QB7. How often do you open and read every piece of mail you receive, including advertisements?			
	General population	53%	--
	Investment fraud	64%	$\chi^2(1,1626)=10.151$, p=.001
	Business opportunity fraud	55%	$\chi^2(1,1399)=.052$, p=.820
	Lottery fraud	78%	$\chi^2(1,1528)=37.843$, p=.000
	Prescription drug/identity theft	67%	$\chi^2(1,1521)=$ 10.718, p=.000
	Advance fee loan fraud	63%	$\chi^2(1,1432)=2.678$, p=.102
QB8. How often do you hang up on telemarketers when they call to deliver a sales pitch over the phone? (Recoded so % refers to those who Seldom or Never hang up)			
	General population	23%	--
	Investment fraud	20%	$\chi^2(1,1631)=1.233$, p=.267
	Business opportunity fraud	7%	$\chi^2(1,1403)=5.705$, p=.017
	Lottery fraud	20%	$\chi^2(1,1533)=.758$, p=.384
	Prescription drug/identity theft	15%	$\chi^2(1,1525)= 4.007$, p=.045
	Advance fee loan fraud	17%	$\chi^2(1,1436)=1.179$, p=.278

QB9. How often do you call 800 numbers to order free information such as CDs, books, or other promotional materials you hear advertised?			
	General population	13%	--
	Investment fraud	23%	$\chi^2(1,1631)=16.617$, p=.000
	Business opportunity fraud	7%	$\chi^2(1,1403)=1.252$, p=.263
	Lottery fraud	21%	$\chi^2(1,1532)=8.219$, p=.004
	Prescription drug/identity theft	10%	$\chi^2(1,1525)= 1.398$, p=.237
	Advance fee loan fraud	13%	$\chi^2(1,1436)=.007$, p=.934
QB10. How often do you browse/visit internet auction sites like E-bay? (Only asked of respondents who reported using a computer.)			
	General population	49%	--
	Investment fraud	44%	$\chi^2(1,1287)=1.627$, p=.202
	Business opportunity fraud	59%	$\chi^2(1,1119)=1.560$, p=.212
	Lottery fraud	20%	$\chi^2(1,1140)=18.910$, p=.000
	Prescription drug/identity theft	20%	$\chi^2(1,1110)= 9.697$, p=.002
	Advance fee loan fraud	50%	$\chi^2(1,1146)=.036$, p=.849

Prevention Actions

The same methodology used to analyze the exposure to sales situations questions was used to analyze the prevention action questions. A summary variable was created that indicated the number of prevention actions taken. For each question, respondents were given a score where 0 indicates they seldom or never took the prevention action and 1 indicates that they sometimes or frequently took it. Participants answered a total of 6 questions; therefore a high score would be 6. Figure 3 shows the mean number of preventive actions taken by victim group. Overall, there was a significant difference between the number of prevention actions taken by groups, ($F=12.144$, $p=.000$), after controlling for age and gender. There were no age or gender differences. Business opportunity fraud victims ($p=.000$) took significantly more prevention actions than the general population. Lottery fraud victims ($p=.001$) and prescription drug/identity theft fraud victims ($p=.000$) took significantly less prevention actions than the general population. Investment fraud victims ($p=.067$) and advance fee loan fraud victims ($p=.651$) did not differ from the general population. Note, the highest average for all groups was found among business opportunity fraud victims, taking about 4 preventive actions, while the

lowest average was found among prescription drug/identity theft fraud victims, taking an average of less than 2 preventive actions.

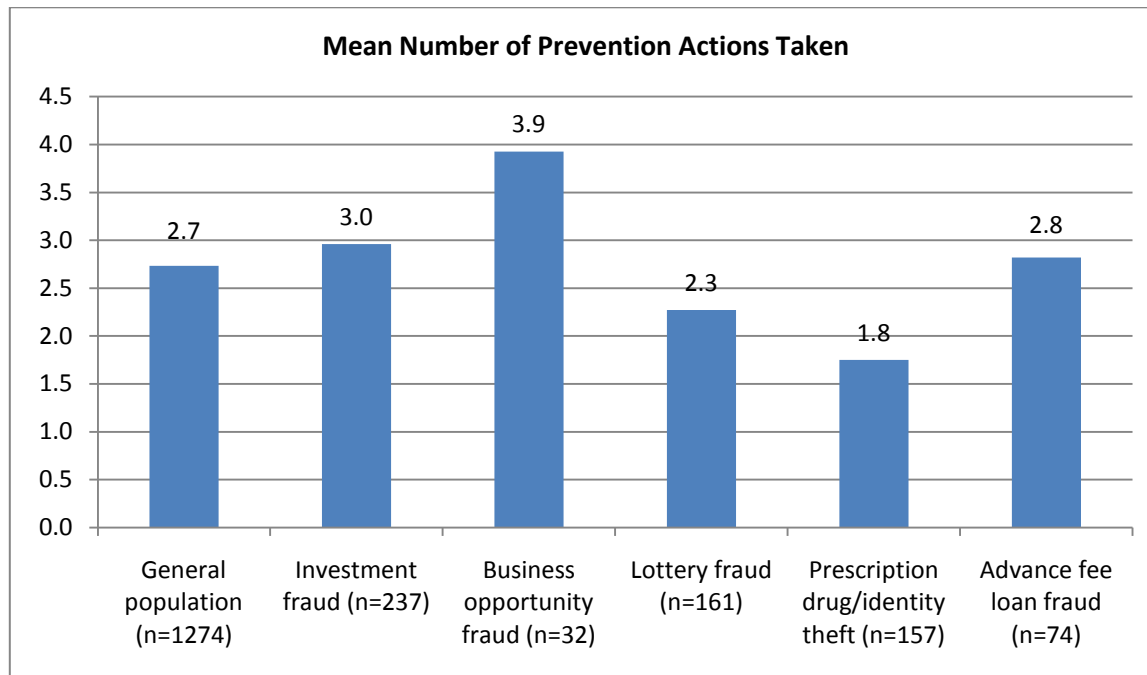


Figure 3. Mean number of prevention actions taken by respondent group and valid n.¹⁰ Number of prevention actions taken calculated from questions D1, D2, D3, D7, D8, D10. Respondents who did not answer all questions were excluded.

Table 4 below shows the percentage of respondents who reported taking each prevention action. A higher percentage of investment fraud victims reported taking 2 of the 6 actions significantly more often than the general population (allowing a waiting period and checking on charitable donations); a higher percentage of business opportunity victims reported taking 4 of the 6 actions significantly more than the general population (calling the BBB, requesting their free credit report, allowing a waiting period and signing up for the Do Not Call registry). On the other hand, lottery fraud victims took 3 of the 6 prevention actions significantly less than the general population (allowing a waiting period, checking references, and signing up for the Do Not Call registry); prescription drug/identity theft victims took 5 of the 6 prevention actions significantly less than the general population (requesting their free credit report, allowing a waiting period, checking references, checking on charitable donations and signing up for the Do Not Call registry), and advance fee loan fraud victims took 1 of the 6 prevention actions significantly less than the general population (requesting their free credit report).

¹⁰ Marginal means controlling for age and gender are reported.

Table 4. Percentage of Respondents Taking Each Prevention Action and Chi-Square Analysis Comparing Respondent Groups to the General Population

Question	Respondent Group	% Frequently or sometimes	Chi-square analysis
QD1. How often have you called the Better Business Bureau to check the reputation of a company before buying from them?			
	General population	29%	--
	Investment fraud	32%	$\chi^2(1,1628)=1.393$, p=.238
	Business opportunity fraud	52%	$\chi^2(1,1400)=11.068$, p=.001
	Lottery fraud	30%	$\chi^2(1,1530)=.075$, p=.784
	Prescription drug/identity theft	26%	$\chi^2(1,1522)=.664$, p=.415
	Advance fee loan fraud	39%	$\chi^2(1,1433)=3.455$, p=.063
QD2. How often do you request your free credit report from a credit bureau?			
	General population	29%	--
	Investment fraud	24%	$\chi^2(1,1617)=3.465$, p=.063
	Business opportunity fraud	46%	$\chi^2(1,1394)=5.660$, p=.017
	Lottery fraud	23%	$\chi^2(1,1524)=2.446$, p=.118
	Prescription drug/identity theft	19%	$\chi^2(1,1517)=7.573$, p=.006
	Advance fee loan fraud	51%	$\chi^2(1,1428)=15.635$, p=.000
QD3. After hearing a sales pitch, how often do you give yourself a period of time, say 24 hours, before deciding whether to buy?			
	General population	59%	--
	Investment fraud	68%	$\chi^2(1,1612)=9.254$, p=.002
	Business opportunity fraud	85%	$\chi^2(1,1384)=11.937$, p=.001
	Lottery fraud	45%	$\chi^2(1,1515)=11.642$, p=.001
	Prescription drug/identity theft	30%	$\chi^2(1,1505)=46.545$, p=.000
	Advance fee loan fraud	55%	$\chi^2(1,1414)=.418$, p=.518

QD7. Before having a business work for you, how often do you ask for references and interview previous or current customers of that business?			
	General population	53%	--
	Investment fraud	58%	$\chi^2(1,1609)=3.188$, $p=.074$
	Business opportunity fraud	71%	$\chi^2(1,1383)=5.333$, $p=.021$
	Lottery fraud	42%	$\chi^2(1,1515)=6.168$, $p=.013$
	Prescription drug/identity theft	31%	$\chi^2(1,1506)=$ 28.219 , $p=.000$
	Advance fee loan fraud	51%	$\chi^2(1,1417)=.091$, $p=.762$
QD8. How often do you ask charitable fundraisers to tell you how much of your donation would go to the charity and how much would go to the cost of fundraising?			
	General population	41%	--
	Investment fraud	51%	$\chi^2(1,1612)=8.622$, $p=.003$
	Business opportunity fraud	57%	$\chi^2(1,1392)=4.185$, $p=.041$
	Lottery fraud	36%	$\chi^2(1,1521)=1.620$, $p=.203$
	Prescription drug/identity theft	28%	$\chi^2(1,1512)=$ 11.085 , $p=.001$
	Advance fee loan fraud	36%	$\chi^2(1,1425)=.607$, $p=.436$
QD10. Are you signed up for the Do Not Call list? (% yes)			
	General population	63%	--
	Investment fraud	65%	$\chi^2(1,1598)=607$, $p=.436$
	Business opportunity fraud	90%	$\chi^2(1,1371)=12.957$, $p=.000$
	Lottery fraud	52%	$\chi^2(1,1501)=7.379$, $p=.007$
	Prescription drug/identity theft	48%	$\chi^2(1,1494)=$ 13.123 , $p=.000$
	Advance fee loan fraud	55%	$\chi^2(1,1405)=1.992$, $p=.158$

Knowledge of Consumer Rights

Each respondent received an overall knowledge score. Participants were asked 10 questions regarding consumer rights. They were given 1 point if they answered the question correctly and 0 points if they answered incorrectly or reported that they did not know. Their score for all 10

questions was summed and compared across groups. Question 4 related to internet usage. A number of respondents were not asked this question because they did not use a computer. Therefore another overall score was calculated with the remaining nine questions. The overall pattern of results did not change. Results for the nine questions are reported. Table 5 shows the mean knowledge score by group. Overall, there is a significant difference between the groups on their knowledge scores ($F=11.216$, $p=.000$), after controlling for age and gender. There were no significant effects of age or gender. Lottery fraud victims ($p=.000$) and prescription drug/identity theft fraud victims ($p=.000$) score significantly lower than the general population.

Table 5. Mean Knowledge Score by Group¹¹

Respondent Group	Valid N	Knowledge Score	p-value (comparison to the general population)
General population	1351	6.4	--
Investment fraud	253	6.4	$p=.999$
Business opportunity fraud	34	6.8	$p=.196$
Lottery fraud	165	5.9	$p=.000$
Prescription drug/identity theft	161	5.6	$p=.000$
Advance fee loan fraud	74	6.3	$p=.411$

Major Life Events

Respondents answered whether or not they had experienced 10 different major life events to determine if victims were likely to have more major life events around the time of their victimization. When possible, victims were asked about the occurrence of these events in the time period approximately 6 months prior to their victimization. We asked respondents in the general population about situations in the past three years. Because we are comparing different periods of time (asking respondents to recall different periods of time), asking about events over a different amount of time (6 months compared to three years) and because we were unsure about some victim groups' victimization date, these results are somewhat tenuous. Figure 4 below shows the mean number of life events that each group experienced. After controlling for age and gender, the groups were different on the number of major life events they reported ($F=24.545$, $p=.000$). There is also a significant age effect ($F=77.308$, $p=.000$). Investment fraud victims ($p=.000$) and business opportunity fraud victims ($p=.001$) reported significantly fewer major life events than the general population. The results did not support the hypothesis that victims would have more major life events than the general population. However, these results are tenuous given the lack of specificity concerning victimization dates for some victims and for the longer time period used for the general population question.

¹¹ Marginal means, controlling for age and gender are reported.

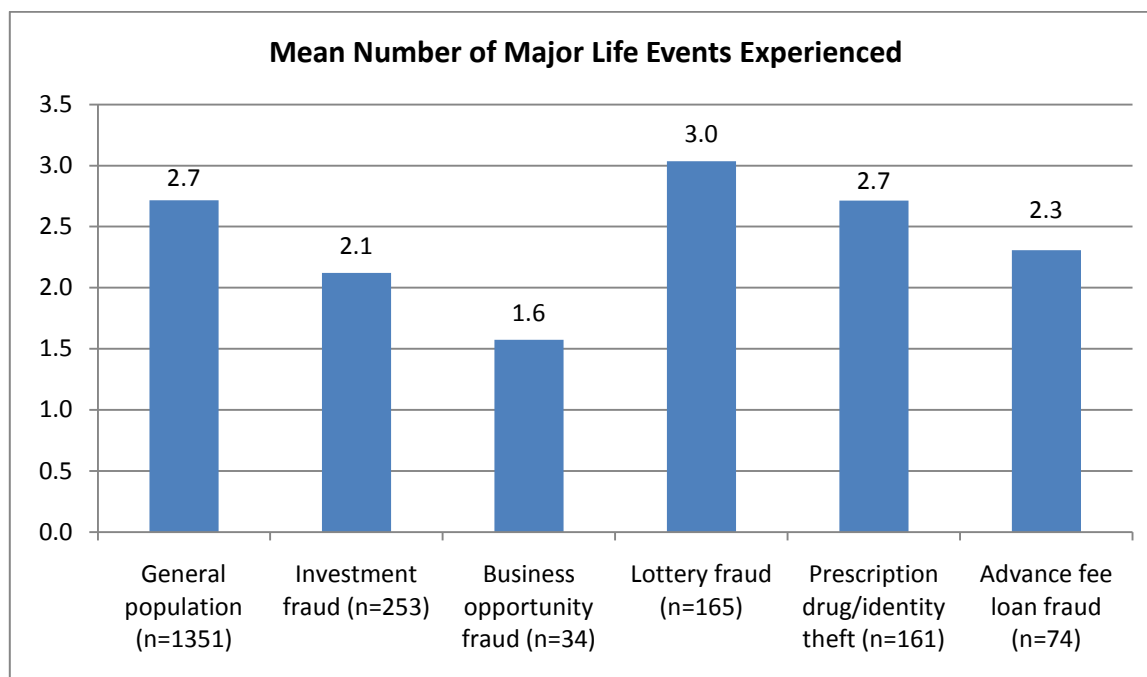


Figure 4. Mean number of major life events experienced by respondent group and valid n.¹² Respondents who did not answer all questions were excluded.

Self-Reported Experience of Expected Feelings about Monetary Gain and Loss

Participants were asked to rate how happy they would be on a scale of 1 to 7 if they gained \$1, \$10, \$100, or \$1000 (1=would not feel happy; 7= would feel extremely happy). These questions were all strongly related ($\alpha=.90$) and therefore were combined to determine an overall happiness average. A higher mean score indicates greater feelings of happiness. Table 6 shows the mean happiness rating by group. Overall, the groups were different from each other in terms of how happy they would be after anticipating monetary gain, even after controlling for age, gender and income ($F=10.170$, $p=.000$). There were also significant age ($F=16.531$, $p=.000$) and income ($F=32.369$, $p=.000$) effects; and there was a trend towards gender effects as well ($F=4.443$, $p=.035$). None of the victim groups differed significantly from the general population at $p\leq.01$.

Table 6. Mean Happiness Rating for Gaining Money¹³

Respondent Group	Valid N	Mean Happiness Rating
General population	1121	4.9
Investment fraud	201	4.8
Business opportunity fraud*	28	--
Lottery fraud	136	5.2
Prescription drug/identity theft	131	4.9
Advance fee loan fraud	68	5.0

*mean rating not reported because sample is less than 30.

¹² Marginal means controlling for age and gender are reported.

¹³ Marginal means controlling for age, gender and income are reported.

Participants also rated how upset they would be on a scale of 1 to 7 if they lost \$1, \$10, \$100, or \$1000 (1=would not feel upset; 7= would feel extremely upset). These questions were also strongly related ($\alpha=.79$) and were therefore combined into an overall upset scale. A higher average score indicates a greater feeling of upset. Table 7 shows the average upset level by group. The groups were different from each other, after controlling for age, gender and income ($F=18.347, p=.000$). There were also significant income ($F=60.808, p=.000$) and gender ($F=7.912, p=.005$) effects. Even after controlling for income, investment fraud victims are significantly less upset than the general population when considering losing money ($p=.001$). Lottery fraud victims did not differ from the general population ($p=.053$). Among respondents in the general population, respondents 55 and older (mean rating=4.113) were significantly less upset about losing money than respondents under 55 (mean rating=4.270), $t=-2.170, p=.002$.

Table 7. Mean Upset Rating for Losing Money¹⁴

Respondent Group	Valid N	Mean Upset Rating
General population	1130	4.3
Investment fraud	201	3.9
Business opportunity fraud*	28	--
Lottery fraud	138	4.5
Prescription drug/identity theft	129	4.4
Advance fee loan fraud	68	4.5

*mean rating not reported because sample is less than 30.

Acknowledging and Reporting

Acknowledging Loss

All respondents were asked if they had lost money in a financial transaction, other than the stock market, in the past five years. Victim responses were not compared to the general population on acknowledging loss, because all general population respondents who said they had lost money due to being misled or defrauded were excluded from the analysis.

Because all lists were obtained from law enforcement agencies, it was confirmed that 100% of the victims had indeed lost money in the past five years and that the loss was due to being misled or defrauded. Looking at the percentage of individuals by group who acknowledged both that they lost money and were defrauded by victim group, a large percentage of respondents fail to acknowledge their victimization or that they even lost money. An analysis comparing all victims together suggests that older victims (55 years of age and older- 36.9%) were less likely to acknowledge victimization than younger victims (under 55 years of age -55.6%), $\chi^2(1,683)=15.585, p=.000$.

¹⁴ Marginal means controlling for age, gender and income are reported.

Reporting Losses

All victims were asked if they reported their loss to authorities. While some victims may have stated that they indeed had been defrauded, that does not necessarily mean that they went to the police, Attorney General, the Federal Trade Commission, the Better Business Bureau, or another agency to report their victimization. Overall, only 29% of victims reported their victimization to authorities.

An analysis comparing the victims by age group found that older victims (55 and older- 25%) are significantly less likely to report victimization, than younger victims (under age 55) (44%), $\chi^2(1,687)=18.392, p=.000$.

Demographics

Gender

Investment fraud victims ($p=.000$) and business opportunity fraud victims ($p=.002$) were significantly more likely to be male than the general population. Prescription drug/identity theft fraud victims ($p=.000$) were significantly more likely to be female. Lottery fraud victims ($p=.130$) and advance fee loan victims did not differ from the general population ($p=.918$).

Table 8 shows the results of a chi-square analysis comparing the gender of each victim group to the general population.

Table 8. Chi-square Analysis- Comparing Gender of the General Population to Each Victim Group

Comparison	Test Result
General population vs. investment fraud victims	$\chi^2(1,1631)=142.541, p=.000$
General population vs. business opportunity fraud victims	$\chi^2(1,1403)=9.429, p=.002$
General population vs. lottery fraud victims	$\chi^2(1,1533)=2.292, p=.130$
General population vs. prescription drug/identity theft fraud victims	$\chi^2(1,1525)=52.378, p=.000$
General population vs. advance fee loan fraud victims	$\chi^2(1,1436)=0.011, p=0.918$

Nearly nine out of ten investment fraud victims were male and just under three-quarters of business opportunity fraud were male. Similar to the general population, nearly half of the advance fee loan fraud victims were male and about four in ten lottery fraud victims were male. Less than two in ten prescription drug/identity theft fraud victims were male. Figure 5 shows the percentage of individuals in each respondent group who were male.

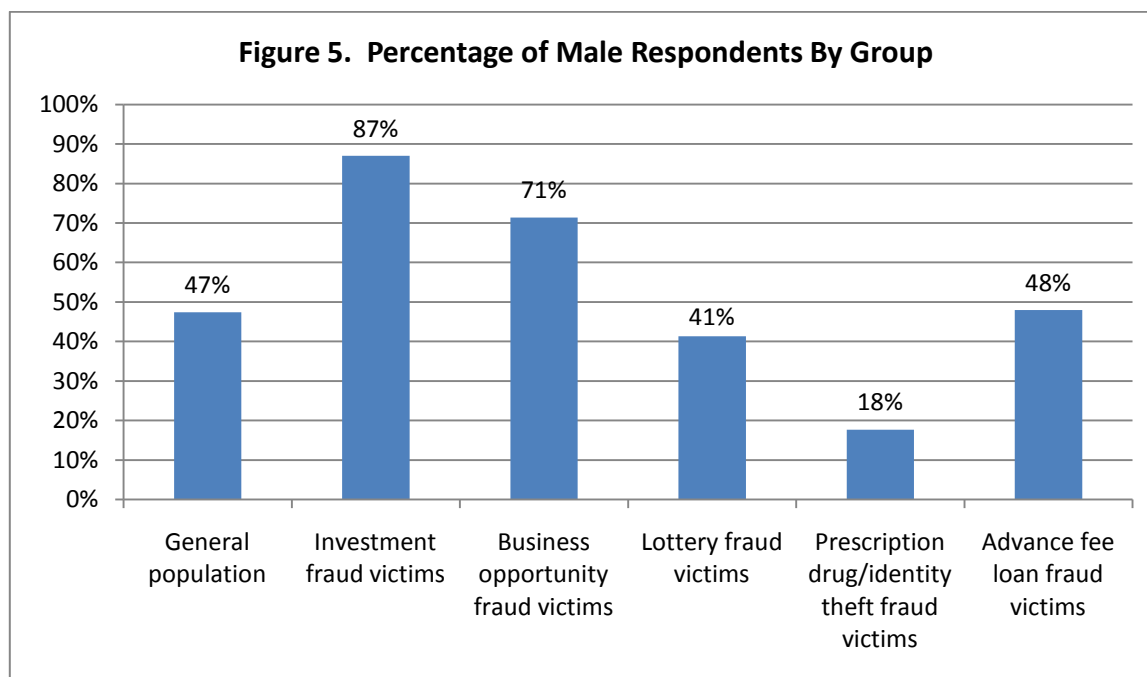


Figure 5. Percentage of respondents by group who were male

Marital Status

Lottery fraud victims ($p=.000$) and prescription drug/identity theft fraud victims ($p=.000$) were less likely to be married than the general population. Advance fee loan fraud victims ($p=.020$) trended towards being less likely to be married. Business opportunity fraud victims ($p=.008$) were more likely to be married than the general population; investment fraud victims ($p=.021$) trended towards being more likely to be married as well. These effects do not control for age.

Table 9 shows the results of a chi-square analysis comparing the marital status of each victim group to the General Population.

Table 9. Chi-Square Analysis Comparing Marital Status of the General Population to Each Victim Group

Comparison	Test Result
General population vs. investment fraud victims	$\chi^2(1,1601)=5.365, p=.021$
General population vs. business opportunity fraud victims	$\chi^2(1,1374)=7.073, p=.008$
General population vs. lottery fraud victims	$\chi^2(1,1504)=19.989, p=.000$
General population vs. prescription drug/identity theft fraud victims	$\chi^2(1,1496)=43.455, p=.000$
General population vs. advance fee loan fraud victims	$\chi^2(1,1409)=5.404, p=.020$

Around six in ten respondents from the general population and the investment fraud victim group and over three-quarters of the business opportunity fraud victims reported being married or living with a significant other, while only about four in ten lottery fraud victims and advance fee loan victims and only three in ten prescription drug/identity theft fraud victims reported being married or living with a significant other. Table 10 shows the percentage of each group who reported being married or living with a significant other compared to those who reported being single, widowed or divorced; the number of respondents is shown as well.

Table 10. Marital Status by Group (Percentage and Number of Respondents)

Respondent Group	General population	Investment fraud victims	Business opportunity fraud victims	Lottery fraud victims	Prescription drug/identity theft fraud victims	Advance fee loan fraud victims
Married/Living w/Sig Other	752 (56%)	171 (64%)	31 (78%)	65 (38%)	47 (29%)	32 (43%)
Single/Widowed/Divorced	582 (44%)	96 (36%)	9 (23%)	105 (62%)	115 (71%)	43 (57%)

Education

Investment fraud victims ($p=.000$) and business opportunity fraud victims ($p=.000$) were significantly more likely to have a college education than the general population. Lottery fraud victims ($p=.000$) and prescription drug/identity theft fraud victims ($p=.000$) were significantly less likely to have a college education than the general population. Advance fee loan fraud victims ($p=.380$) were similar to the general population. Table 11 shows the results of a chi-square analysis comparing the educational attainment of each victim group to the General Population.

Table 11. Education Status Chi-Square Comparing Educational Attainment of Victim Groups to the General Population

Comparison	Test Result
General population vs. investment fraud victims	$\chi^2(1,1617)=61.550, p=.000$
General population vs. business opportunity fraud victims	$\chi^2(1,1390)=17.778, p=.000$
General population vs. lottery fraud victims	$\chi^2(1,1519)=18.488, p=.000$
General population vs. prescription drug/identity theft fraud victims	$\chi^2(1,1513)=35.675, p=.000$
General population vs. advance fee loan fraud victims	$\chi^2(1,1424)=0.770, p=.380$

About one in four respondents from the general population and advance fee loan victims reported having some college education or more. Nearly seven in ten investment fraud victims and three-quarters of business opportunity fraud victims reported having some college education or more while only a quarter of lottery fraud victims and less than two in ten prescription drug/identity theft fraud victims reported having some college education or more. Table 12 shows the percentage of each group who has a college degree or more compared to those who have less than a college degree; the number of respondents is shown as well.

Table 12. Educational Attainment by Group (Percentages and Number of Respondents)

Education	General population	Investment fraud victims	Business opportunity fraud victims	Lottery fraud victims	Prescription drug/identity theft fraud victims	Advance fee loan fraud victims
High school or less	776 (58%)	84 (31%)	10 (24%)	127 (75%)	134 (82%)	47 (63%)
Some college education or more	573 (42%)	184 (69%)	31 (76%)	43 (25%)	30 (18%)	28 (37%)

Age

An ANOVA shows that the groups were significantly different from each other ($F=209.447$, $p=.000$). Investment fraud victims, lottery fraud victims, and prescription drug/identity theft fraud victims were significantly older than the general population ($p=.000$). Advance fee loan fraud victims ($p=.832$) and business opportunity fraud victims ($p=.088$) did not differ significantly from the general population. Table 13 shows the mean, minimum and maximum age by group.

Table 13. Mean, Minimum, and Maximum Age by Group.

Group	N	Mean Age	Minimum	Maximum
General population	1302	46.8	18	92
Investment fraud	253	69.0	36	96
Business opportunity fraud	34	54.1	34	74
Lottery fraud	165	72.0	36	91
Prescription drug/identity theft	161	76.9	42	96
Advance fee loan fraud	74	44.5	19	91

Income

Two different analyses of income found the same pattern of results. First, a chi-square analysis of respondents who reported a household income of under \$50,000 per year compared to those who reported a household income of \$50,000 or more per year found that investment fraud victims were more likely to have an income of \$50,000 or more a year compared to the general population whereas lottery fraud victims, prescription drug/identity theft fraud victims, and

advance fee loan fraud victims were less likely to have an income of \$50,000 or more a year compared to the general population. Details of this analysis are shown in Table 14 below.

Table 14. Income under \$50,000/year Compared to \$50,000/year or more by Victim Group and Chi-Square Analysis Comparing Respondent Groups to the General Population (only respondents who reported household income)

Respondent Group	Percentage reporting incomes under \$50,000/year	Percentage reporting incomes \$50,000/year or more	Valid N	χ^2 Analysis comparing victim group to the General Population
General population	59%	41%	1077	---
Investment fraud	41%	59%	210	$\chi^2(1,1312)=24.520, p=.000$
Business opportunity fraud*	--	--	--	--
Lottery fraud	85%	15%	140	$\chi^2(1,1242)=34.566, p=.000$
Prescription drug/identity theft	93%	8%	133	$\chi^2(1,1235)=55.588, p=.000$
Advance fee loan fraud	75%	25%	69	$\chi^2(1,1171)=6.883, p=.009$

*Mean rating not reported because sample is less than 30.

An ANCOVA, controlling for age and gender had identical findings. The data was recoded so that individuals were assigned an income value equal to the midpoint of the range they identified as matching their income.¹⁵ The importance of this finding was to replicate the chi-square findings even after controlling for age and gender. The overall analysis showed that the groups had different incomes ($F=35.903, p=.000$); gender ($F=13.230, p=.000$) and age ($F=17.108, p=.000$) had significant effects. Details of this analysis are shown in Table 15.

Table 15. Results of ANCOVA Comparing Income by Victim Group¹⁶

Respondent Group	Mean	Valid N	p-value (compared to GP)
General population	\$51,302	1132	--
Investment fraud	\$60,348	204	.001
Business opportunity fraud ¹⁷	--	--	--
Lottery fraud	\$25,531	138	.000
Prescription drug/identity theft	\$21,664	131	.000
Advance fee loan fraud	\$35,722	69	.000

¹⁵ Data was recoded so that: 1: 0-\$14999= \$7499.50; 2: \$15,000-24,999= \$19,999.50; 3: \$25,000-\$34,999= \$29,999.50; 4: \$35,000-\$49,999= \$42,499.50; 5= \$50,000-\$74,999= \$62,499.50; 6: \$75,000-\$99,999=\$87,499.50 and 7: \$100,000 or more= \$108,332.83

¹⁶ Marginal means controlling for age and gender are reported. Table only includes respondents who provided their income information.

¹⁷ Data not reported because sample size is below 30.

HEALTH

Participants rated their health on the following scale: 1=Excellent, 2=Good, 3=Fair, 4=Poor. A higher mean indicates an overall worse rating of health. After controlling for age and gender, the groups rated their health differently ($F=15.069$, $p=.000$). There was a significant age effect ($F=25.981$, $p=.000$), but no effect of gender ($F=0.012$, $p=.914$). Business opportunity fraud victims (1.564, $p=.003$) rated their health better than the general population (1.978). Investment fraud victims (1.838, $p=.025$) trended towards rating their health better than the general population. Lottery fraud victims (2.222, $p=.001$) and prescription drug/identity theft fraud victims (2.239, $p=.001$) rated their health worse than the general population (1.978). There were no significant differences in the ratings of advance fee loan fraud victims (2.128, $p=.121$) and the general population.

LOGISTIC REGRESSION ANALYSIS¹⁸

A logistic regression analysis was run in order to determine which variables are most predictive of being a victim. This analysis determines which variables account for the most variance between two groups and therefore helps show which variables may be the most useful at differentiating between two groups. Comparisons of each victim group to the general population were made.

Investment Fraud Victims

Comparing the investment fraud victims and the general population, the most important variables were: age, gender, education, attending sales presentations, interest in a free CD, and average rating of how upset you would be if you lost money.¹⁹ The model correctly classified 85% general population and 78% of the investment fraud victims. The model suggests that:

- The likelihood of being in the investment fraud victim group is
 - Increased with
 - A greater interest in the free CD
 - Attendance of sales presentations
 - Being male
 - Being older

¹⁸ These regression models all entered income as a potential predictor; leaving income out of the model changes the results slightly, because of the large number of respondents who do not answer the income question. The variables included in these models are still important predictors, however in some cases a few more variables account for additional variance when income is removed as a potential predictor.

¹⁹ The model was run using a cut-off at 50% and a cut-off at 20%, the cut-off tells the model how strict it should be when classifying the groups. All logistic regressions reported were run with both cut-offs, and unless otherwise mentioned all included the same variables in the equation. Only the classification results changed. Overall, a more strict classification (50%) resulted in fewer correct victim classifications and fewer incorrectly classified respondents from the General Population (classified in the victim group). The results from the less strict (20%) classification are reported here.

- Higher levels of education
- Decreased with
 - Anticipating stronger feelings of upset when losing money

Lottery Fraud Victims

Comparing the lottery fraud victims to the general population, the most important variables were: age, entering your name in a drawing, marital status, interest in the \$8000 federal grant, opening and reading all mail, and education. The model correctly classified 91% of the general population and 78% of the lottery victims.

The model suggests that:

- The likelihood of being in the lottery fraud victim group is
 - Increased with
 - A greater interest in the Federal Stimulus grant
 - Entering your name in a drawing
 - Opening and reading all mail
 - Being older
 - Decreased with
 - Being married
 - Having a college degree

Prescription Drug/Identity Theft Fraud Victims

Comparing the prescription drug/identity theft fraud victims and the general population, the most important variables were: age, interest in the free CD, gender, income and the sum of the consumer knowledge questions.²⁰ The model correctly classified 91% of the general population and 87% of the prescription drug/identity theft victims. The model suggests that:

- The likelihood of being in the prescription drug/identity theft fraud victim group is
 - Increased with
 - Being older
 - Having a lower income
 - A greater interest in a free CD to learn to save money
 - Decreased with
 - Being male
 - Being married

²⁰ The model with the 50% cut-off did not include the sum of the Consumer Knowledge Questions.

Advance Fee Loan Fraud Victims

Comparing the advance fee loan fraud victims to the general population with a Logistic Regression analysis found that the model could not classify this victim population accurately. The best model only correctly classified 23% of the victims. This suggests that the survey either did not contain good questions to accurately predict whether or not someone is an advance fee loan fraud victim or perhaps that the advance fee loan fraud victims are very similar to the general population.

DISCUSSION

This study supports previous findings about investment and lottery fraud victims and also expands the knowledge base regarding a number of other types of victims including advance fee loan victims, prescription drug victims, identity theft prevention victims and a broader array of investment victims including gold coin, movie and commercial real estate fraud. The study also adds new behavioral and psychological characteristics to each profile.

First, regarding individual differences among victims, the survey results showed that the profiles of investment fraud victims looks quite different from those of lottery and prescription drug and identity theft victims. The profile of investment victims found in previous studies was largely replicated in this study, with a broader array of investment scam types. Investment fraud victims were more likely to be male, relatively wealthy and better educated. Prescription drug and identity theft victims looked similar to lottery victims: older, female, lower income and had a lower education. Advance fee loan victims look very similar demographically to the general public with a greater interest in persuasion tactics.

The implication of these scam-specific profiles is that while anyone can be taken, some people are more likely to be taken than others by certain scams. These emerging victim profiles allow policy makers and prevention practitioners to customize and target messages to a much smaller subset of the population depending on who one is trying to protect.

While the study found differences between victim types, the data also reveal several characteristics shared by all victims, regardless of scam type. Most of the victims were older, with mean ages ranging from a low of 44 years old for advance fee loan victims to a high of 77 years old for prescription drug and identity theft prevention victims. While the victim lists were not randomly selected, it is reasonable to guess that most victims of these types of scams are indeed older adults. Additionally, this survey suggests that older adults are less likely to acknowledge and report their victim status, which should also be considered when looking at other study findings.

In addition to age, the study reveals two behavioral characteristics victims as a whole have in common. One is that victims tend to be significantly more interested in persuasion statements

used by conmen and sales people. Another is that they report significantly more behaviors that increase exposure to sales situations, such as attending free lunch seminars, opening and reading all of your mail or sending away for free information. These findings have implications for prevention practitioners. First, the victims' continuing interest in persuasion statements used by conmen suggests that, despite having lost money to fraud once, they are at risk of encountering fraud again and falling for it. To address this vulnerability, prevention practitioners should focus attention on teaching consumers to be able to spot common persuasion tactics coming at them so they will avoid falling prey. The FINRA Foundation and AARP have developed such a curriculum known as Outsmarting Investment Fraud. Persuasion education is the centerpiece of that program which has been shown to reduce investors' responsiveness to fraud (FINRA, 2006). The present study provides further evidence that such programming should continue and be expanded to include other types of fraud such as advance fee loan scams, prescription drug scams, identity theft prevention scams and lottery scams.

Regarding exposure to sales situations, it makes sense that increased exposure to the marketplace would be correlated to increased victimization. What we do not know from this research is why victims expose themselves to more sales situations than the General Population. It could be that having lost money to one scam, victims are looking for opportunities to make back the money they lost. An alternative explanation is that victims are simply more interested in material wealth than the General Population. Or it could be that there is something about the interaction with the sales persons themselves that makes victims more interested in exposure to sales situations. Interviews conducted with convicted conmen have shown that the con's primary strategy is to get the victim into a heightened emotional state known as "ether" (AARP Washington, 2010). It is possible that victims have a greater need for emotional stimulation which explains their desire for exposure to sales situations. Future studies should examine these ideas further to understand why victims expose themselves to more sales situations.

Another key finding in this study relates to how victims think about financial gain and loss. Previous studies have sought to measure participants' ability to predict future emotional states, an area in social science known as *affective forecasting*. Some of these studies have found that younger and older people express equal excitement about anticipated future gain, but younger people get significantly more upset than older people when it comes to anticipating future monetary loss (Nielsen, Knutson, & Carstensen, 2008). This study breaks new ground by applying affective forecasting to fraud victimization. In comparing victims' responses to gain and loss questions with those of the general public, the study found that while there was no difference between groups regarding anticipation of future financial gains, investment victims were significantly less upset at the prospect of future monetary losses than the general public, after controlling for age and income.

This new finding has implications for fraud prevention research going forward. If fraud victims get excited about the prospect of financial gains, but are not upset about the prospect of financial losses, they may be operating at a disadvantage in terms of assessing the risks of any given transaction. It is like seeing only the benefits in a cost-benefit analysis. Further study of this psychological phenomenon on fraud victimization is needed.

Another finding from the survey was that only 41% of known victims acknowledged they had been misled or defrauded; this means 59% of the known victims did not acknowledge being victimized. The study did not answer the question of why victims fail to acknowledge victimization in such large numbers and there could be multiple reasons such as denial, memory loss or even not truly knowing that one had been defrauded. But, it does raise questions about the accuracy of surveys that rely solely on self-reporting of fraud. The error rates found in the present study replicate previous victim studies (AARP, 2003; FINRA, 2006; AARP, 2007).

Finally, the study identified key vulnerability factors, such as: interest in persuasion statements; exposing yourself to a variety of sales situations, especially opening and reading all of your mail, attending free lunch seminars or entering your name in a drawing; and not taking prevention measures, especially not signing up for the Do Not Call Registry, not giving yourself a period of time before deciding to buy and not checking references that might predict certain types of victimization in the future. These findings could inform the creation of fraud vulnerability instruments that could help consumers assess their risk of being taken in the future.

Conclusion

The National Fraud Victim Study has contributed to our understanding of the demographic, psychological, behavioral and situational characteristics of fraud victims in the United States. This improved understanding of fraud victims may allow prevention practitioners to select more relevant content, customize it to fit the unique needs of victims and potential victims and target only those subsets of the population who are most at risk. With public resources in short supply, such customization and targeting of messages should be good news to those who make their living protecting America's consumers.

DETAILED METHODOLOGY

AARP engaged Woelfel Research, Inc. to conduct a research study among the General Population in the United States compared to respondents who were victims of different types of fraud to better understand the differences between these groups. Woelfel Research, Inc. completed a total of 2232 interviews, including 1509 from an RDD sample and 723 victims. All numbers were called at various times of the day as well as days of the week to maximize each resident’s opportunity for inclusion in the study.

For the RDD a sample of 1509 respondents yields a maximum statistical error of $\pm 2.5\%$ at the 95% level of confidence. This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ± 2.5 percentage points of the results obtained had everyone in the population been interviewed. The victim samples were much smaller and more difficult to reach, therefore the confidence interval for the victims is larger than it is for the General Population. The confidence intervals can be found in Table 16 below.

Table 16. Original Population, Sample Size and Confidence Interval for each victim list

	Population	Sample Size	Confidence Interval
Advance Fee Loan Original	500	39	$\pm 15.1\%$
Advance Fee Loan New	670	36	$\pm 15.9\%$
Lottery	1088	172	$\pm 6.9\%$
Prescription Drug	650	102	$\pm 8.9\%$
ID Theft	376	62	$\pm 11.4\%$
Investment- Storage	460	42	$\pm 14.4\%$
Gold Coin	706	135	$\pm 7.6\%$
Movie Deal	294	38	$\pm 14.9\%$
Oil & Gas	106	22	$\pm 18.7\%$
Business Opportunity	635	42	$\pm 14.6\%$
Investment- Oil & Gas 2	162	33	$\pm 15.3\%$

RDD Sample

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by STS according to Woelfel Research specifications.

The landline Sample was drawn using standard list-assisted random digit dialing or Weighted (Type B) (RDD) methodology. *Active blocks* of telephone numbers (area code + exchange + two-digit block number) were selected with probabilities in proportion to their share of listed telephone households; after selection, two more digits were added randomly to complete the number. This method guarantees coverage of every assigned phone number regardless of whether that number is directory listed, purposely unlisted, or too new to be listed. Sampled phone numbers were compared against business directories and matching numbers purged.

The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated Business Opportunity 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

The interviewing was designed to achieve one-third of the interviews on a cell phone and two-thirds on a landline.

Questionnaire Development and Testing

The questionnaire was developed by AARP staff. In order to improve the quality of the data, the questionnaire was pretested with a small number of respondents. The pretest interviews were monitored by WRI and AARP staff and conducted using experienced interviewers who could best judge the quality of the answers given and the degree to which respondents understood the questions.

Contact Procedures

Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. It also ensures that the geographic distribution of numbers called is appropriate. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Up to 10 attempts were made to reach all respondents. All cell phone calls were hand dialed. Cellular respondents were offered a cash incentive for their participation.

WEIGHTING

The Victim samples were not weighted. The RDD sample employed a three-stage weighting procedure. The first stage weight is the product of two adjustments made to the data – a Probability of Selection Adjustment (PSA) and a Phone Use Adjustment (PUA). In many of the statistical comparisons, the RDD weighted data was not used and instead the raw data was used. The attached annotated survey shows the RDD weighted data.

The PSA corrects for the fact that respondents in the landline sample have different probabilities of being sampled depending on how many adults live in the household. Since only one person is sampled per household, adults who live with no other adults have a greater chance of being sampled than adults who live in multiple-adult households.

To compute the PSA, first define n_1 as the number of respondents in the landline sample who live in single-adults households and n_2 as the number of respondents in the landline sample that live in multi-adult households. The PSA equals:

$$\frac{n_1 + n_2}{n_1 + 2n_2} \text{ for landline respondents in single – adult households}$$

$$\frac{2(n_1 + n_2)}{n_1 + 2n_2} \text{ for landline respondents in multiple – adult households}$$

1 for cellphone respondents

The PUA corrects for the overlapping landline and cellular sample frames. To compute the PUA, first define p_1 as the number of respondents with only one type of phone – landline or cell - and define p_2 as the number of respondents with both types of phones, the PUA equals:

$$\frac{2(p_1 + p_2)}{2p_1 + p_2} \text{ for respondents with one kind of phone}$$

$$\frac{(p_1 + p_2)}{2p_1 + p_2} \text{ for respondents with two kinds of phones}$$

These two weights were multiplied together and applied in the first stage.

The second stage weight was used to balance in terms of phone use classified as landline only, cell phone only, dual use, but few cell calls and dual use, mostly cell. The cell phone usage parameter came from an analysis of the January-June 2009 National Health Interview Survey.²¹

The third stage of weighting applied two demographic weights age and gender. The age and gender demographic characteristics of the national population were taken from the American Community Survey conducted between 2006-2008. Table 17 compares weighted and unweighted sample distributions to population parameters.

²¹ Blumberg SJ, Luke JV. Business Opportunity substitution: Early release of estimates from the National Health Interview Survey, January-June, 2009. National Center for Health Statistics. December 2009.

Table 17. Population, Sample and Weighted Sample Age/Gender

	Population	Sample	Weighted Sample
Age/Gender			
Male 18 - 34	15.7%	9.8%	15.0%
Female 18 - 34	15.0%	9.0%	14.3%
Male 35 - 49	14.5%	8.6%	13.9%
Female 35 - 49	14.6%	11.1%	14.0%
Male 50 - 64	11.5%	13.7%	11.0%
Female 50 - 64	12.2%	16.4%	11.6%
Male 65+	7.0%	9.7%	6.7%
Female 65+	9.7%	16.8%	9.3%
Phone Use			
Land Line Only	11.7%	11.3%	10.6%
Dual - few, some cell	47.3%	59.5%	43.9%
Dual - most cell	17.4%	16.4%	18.8%
Cell Phone Only	23.6%	12.9%	26.7%

RESPONSE RATE/COOPERATION RATE/REFUSAL RATE

The response rate for this study measured using AAPOR's response rate 3 method. The cooperation rate was measured using AAPOR's cooperation rate 3 method. The refusal rate was measured using AAPOR's refusal rate 3 method. Table 18, below contains these rates separately for the RDD sample and the boost sample.

Table 18. Response Rate, Cooperation Rate, Refusal Rate by List

	Response Rate	Cooperation Rate	Refusal Rate
RDD	29%	74%	22%
Advance Fee Loan Original	51%	87%	11%
Advance Fee Loan New	30%	69%	22%
Lottery	45%	77%	20%
Rx/ID Theft	33%	69%	30%
ID Theft	34%	72%	25%
Investment- Storage	39%	84%	14%
Gold Coin	34%	87%	12%
Movie Deal	42%	78%	15%
Oil & Gas	30%	85%	15%
Business Opportunity	45%	76%	13%
Investment- Oil & Gas 2	31%	92%	7%

Source: AAPOR Outcome Rate Calculator Version 2.1 May 2003

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APPENDIX: Analysis of 50+ victims compared to 50+ general population

While the bulk of this study focused on identifying differences between particular types of victims and the general public, a comparison between all victims combined and the general population was also done. This appendix will describe that analysis and the differences that were identified.

All analyses in this appendix compare victims 50 years old or older to the general population 50 years or older. This was done to control for age because over 80% of all victims in the study were older than 50 and the general population was a representative sample of the U.S. population, which included many younger people. Accordingly, when t-tests or chi-squares were used to compare the entire victim population to the general population, comparisons were done using only respondents who were 50 years or older.

Key Findings- 50+ victims vs. 50+ general population

- Victims 50+ were significantly more interested in the persuasion statements overall; specifically they were more interested in 6 of the 10 statements than the general population 50+.
- Victims 50+ were more likely to report exposing themselves to sales situations than the general population 50+.
 - Specifically they are more likely to attend sales presentations for an investment, time-share or other promotion when they are offered a free night stay or free meal in return; enter their name in a drawing to win a prize or a free gift; allow sales people into their home when they ask if they can come in and make a presentation; and open and read every piece of mail they receive including advertisements.
- Victims 50+ were less likely to report taking prevention measures than the general population.
 - Specifically they were less likely to check references and interview previous or current customers of a business before they have the business work for them and they were less likely to have signed up for the Do Not Call List.
- Few victims 50+ report their victimization.
- Investment victims 50+ are likely to be male, married, have some college education or more and make \$50,000 per year or more than the general population.
- Lottery victims 50+ are likely to be single, have less than a college education and are less likely to make \$50,000 per year or more than the general population.

Detailed Findings- 50+ victims vs. 50+ general population

Persuasion Statements

A t-test comparing all victims ages 50 and older and the general population ages 50 and older found that all the victims combined (mean interest = 3.2) were significantly more interested in the persuasion statements combined than the general population (mean interest=2.9), $t(1007)=2.877$, $p=.004$.

Overall, victims 50+ were significantly more interested in 6 of the 10 persuasion statements compared to the general population. Table 1a below shows the mean for respondents ages 50+, for all victims combined compared to the general population, as well as the results of an independent samples t-test.

Note: the mean values for the general population are slightly different from those shown in the main report because Table 1a only includes respondents ages and older.

Table 1a. Mean rating for Persuasion questions for 50+ victims and 50+ general population

Question	Respondent Group	N	Mean Rating	t-test results
QA1. This new online pharmacy will save you 30% to 60% off the monthly cost of your prescriptions.	General Population 50+	536	3.4	t(1123)=1.356, p=.176
	Victims 50+	589	3.6	
QA2. This investment is registered with the SEC and your local state regulator.	General Population 50+	525	3.1	t(1097)=1.286, p=.199
	Victims 50+	574	3.3	
QA3. This investment will generate a guaranteed return of 50% to 100% in the first year.	General Population 50+	536	2.9	t(1119)=2.841, p=.005
	Victims 50+	585	3.3	
QA4. You are entitled to apply for up to \$8000 in federal grant assistance absolutely free as part of the \$500 billion Federal Government stimulus package.	General Population 50+	532	3.4	t(1119)=2.252, p=.025
	Victims 50+	589	3.7	
QA5. We have been in business for over 20 years and are members in good standing with the Better Business Bureau.	General Population 50+	534	4.1	t(1110)=-0.565, p=.572
	Victims 50+	578	4.1	
QA6. We are having a one-day only sale where all merchandise is 50% off.	General Population 50+	537	3.6	t(1126)=0.253, p=.800
	Victims 50+	591	3.6	
QA7. Our company can cut your mortgage payment by a minimum of 40% with our new refinance program.	General Population 50+	528	2.4	t(1110)=2.980, p=.003
	Victims 50+	584	2.8	
QA8. If you call right now, we will send you a free, no obligation CD that has information on how you can save money.	General Population 50+	536	2.2	t(1122)=5.832, p=.000
	Victims 50+	588	2.9	
QA9. This beautiful Diamondette necklace is normally \$150, but if you buy in the next 60 minutes the price will only be \$49.99.	General Population 50+	538	1.6	t(1128)=4.032, p=.000
	Victims 50+	592	2.0	
QA10. The new I-Read is the latest development in modern technology and will revolutionize the way consumers get information.	General Population 50+	523	2.9	t(1091)=2.195, p=.028
	Victims 50+	570	3.2	

Exposure to Sales Situations

Looking at the average number of sales situations victims 50+ exposed themselves to compared to the general population 50+, a t-test of the victims found that victims (mean number of sales situations= 2.3) exposed themselves to significantly more sales situations than the general population (mean number of sales situations= 1.8), $t(1113)=5.428$, $p=.000$.²² Nearly two-thirds (65 %) of victims report exposing themselves to two or more sales situations compared to just over half (51%) of the general population, see Table 2a.

Table 2a. Percentage of respondents by frequency of exposure to sales situations²³

Number of types of sales situations	Percentage of general population exposing themselves to situations	Percentage of victims exposing themselves to situations
0	21%	12%
1	27%	23%
2	25%	25%
3	15%	21%
4	6%	10%
5	3%	6%
6	1%	1%
7	1%	1%
8	<1%	1%

Victims reported exposing themselves to four sales situations significantly more often than the general population. The results for each of the 10 sales situations are reported in Table 3a, below. Specifically, victims were more likely to attend a sales presentation, enter their name in a drawing, allow sales people into their home to make a presentation and open and read all of their mail.

Table 3a. Percentage of Respondents Reporting Exposure to Each Sales Situation by Respondent Group and Chi-square statistics Comparing Victim Groups to the General Population²⁴

Question	Respondent Group	% Frequently or sometimes	χ^2
QB1. How often do you watch the home shopping channel, QVC, or other shop at home TV shows	General population 50+	16%	$\chi^2(1132)=2.924$, $p=.087$
	All victims 50+ combined	20%	

²² Respondents who said they frequently or sometimes did each behavior were coded as saying ‘yes’; the average number of behaviors each respondent reported doing was compared. This analysis only includes questions B1-B9; B10 was eliminated because a large number of respondents did not answer the question because they did not use computers (see Annotated Questionnaire). The overall trend of data does not change when this question is included.

²³ To be consistent with the analysis above only questions B1-B9 are included. This does not change pattern of data.

QB2. When someone calls to sell you something, how often do you refuse to listen to the entire presentation? (Scale reversed to focus on those who do seldom or never refuse to listen to the entire presentation)			$\chi^2(1128)=1.274$, p=.259
	General population 50+	26%	
	All victims 50+ combined	29%	
QB3. How often do you attend sales presentations for an investment, time-share or other promotion when you are offered a free night stay or free meal in return?			$\chi^2(1130)=22.472$, p=.000
	General population 50+	6%	
	All victims 50+ combined	15%	
QB4. How often do you enter your name in a drawing to win a prize or a free gift?			$\chi^2(1134)=14.316$, p=.000
	General population 50+	25%	
	All victims 50+ combined	35%	
QB5. When asked, how often do you provide sales people personal information about yourself such as your occupation, information about your family, your personal interests, etc.?			$\chi^2(1133)=3.239$, p=.072
	General population 50+	12%	
	All victims 50+ combined	15%	
QB6. How often do you allow sales people into your home when they ask if they can make a presentation?			$\chi^2(1133)=4.957$, p=.026
	General population 50+	6%	
	All victims 50+ combined	9%	
QB7. How often do you open and read every piece of mail you receive, including advertisements?			$\chi^2(1131)=36.942$, p=.000
	General population 50+	51%	
	All victims 50+ combined	68%	
QB8. How often do you hang up on telemarketers when they call to deliver a sales pitch over the phone? (Recoded to show those who seldom or never hang up.)			$\chi^2(1135)=2.654$, p=.103
	General population 50+	22%	
	All victims 50+ combined	18%	
QB9. How often do you call 800 numbers to order free information such as CDs, books, or other promotional materials you hear advertised?			$\chi^2(1135)=1.448$, p=.229
	General population 50+	15%	
	All victims 50+ combined	18%	
QB10. How often do you browse/visit internet auction sites like E-bay? (Only asked of respondents who reported using a computer.)			$\chi^2(659)=.017$, p=.897
	General population 50+	36%	
	All victims 50+ combined	36%	

Prevention Actions

Looking at the average number of prevention actions victims 50+ took compared to the general population 50+, a t-test of the victims found that victims (mean number of prevention actions= 2.5) took significantly fewer prevention measures than the general population (mean number of prevention actions= 2.7), $t(11077)=-1.981$, $p=.048$. Victims reported taking two specific prevention measures (checking references of businesses and signing up for the Do Not Call list) significantly less than the general population. Table 4a below shows the results for each prevention measure.

Table 4a. Percentage of respondents who said they frequently or sometimes took prevention measures.

Question	Respondent Group	% Frequently or Sometimes	χ^2
QD1. How often have you called the Better Business Bureau to check the reputation of a company before buying from them?			$\chi^2(1132)=1.586$, $p=.208$
	General population 50+	27%	
	All victims 50+ combined	31%	
QD2. How often do you request your free credit report from a credit bureau?			$\chi^2(1125)=.058$, $p=.810$
	General population 50+	25%	
	All victims 50+ combined	24%	
QD3. After hearing a sales pitch, how often do you give yourself a period of time – say 24 hours- before deciding whether to buy?			$\chi^2(1123)=.045$, $p=.832$
	General population	54%	
	All victims 50+ combined	53%	
QD7. Before having a business work for you, how often do you ask for references and interview previous or current customers of that business?			$\chi^2(1124)=4.891$, $p=.027$
	General population	52%	
	All victims 50+ combined	45%	
QD8. How often do you ask charitable fundraisers to tell you how much of your donation would go to the charity and how much would go to the cost of fundraising?			$\chi^2(1119)=.016$, $p=.899$
	General population	40%	
	All victims 50+ combined	40%	
QD10. Are you signed up for the Do Not Call list?			$\chi^2(1124)=29.034$, $p=.000$
	General population	73%	
	All victims 50+ combined	58%	

Acknowledging and Reporting Victimization

Few victims acknowledge or report that they were victimized. Only 37% of victims ages 50 and over acknowledged that they lost money due to being misled or defrauded in the past five years. And even fewer, 25%, reported this incident to anyone.

Demographic Profile of Two Victim Types

Investment Victims

Investment victims ages 50 and over look very similar to the overall investment victim population. They are more likely to be male than the general population (investment victims: 87%; general population: 47%; $\chi^2(1631)=142.541$, **p=.000**); more likely to be married than the general population (investment victims: 64%; general population: 56%; $\chi^2(1601)=5.365$, **p=.021**); more likely to have some college education or more than the general population (investment victims: 69%; general population: 42%; $\chi^2(1617)=61.550$, **p=.000**); and more likely to make \$50,000 a year or more than the general population (investment victims: 59%; general population: 41%; $\chi^2(1312)=24.520$, **p=.000**).

Lottery Victims

Lottery victims ages 50 and over also look very similar to the overall lottery victim population. They are not significantly different from the general population in gender (lottery: 41% male; general population: 56% male). However, they are less likely to be married (lottery: 38%; general population: 56%; $\chi^2(1504)=19.989$, **p=.000**); less likely to have some college education or more (lottery: 25%; general population: 42%; $\chi^2(1519)=18.488$, **p=.000**); and less likely to make \$50,000 or more per year (lottery: 15%; general population: 41%; $\chi^2(1242)=34.566$, **p=.000**).

Discussion

Compared to the general population ages 50+, victims ages 50+ overall are more interested in persuasion statements typically made by con artists; they report exposing themselves to more sales situations, especially opening and reading all of their mail including junk mail, entering their names in drawings, and attending sales presentations; and they report taking fewer prevention measures, especially signing up for the Do Not Call list and checking references before they hire someone to work for them. This information can give individuals and caregivers a few simple steps to help reduce exposure to potential con artists as well as reduce the risk of victimization such as signing up for the Do Not Call list, checking references, not attending sales presentations, entering their name in a drawing or reading their mail, including advertisements.

ANNOTATED QUESTIONNAIRE

AARP Consumer Fraud Vulnerability and Profiling Study –

General Population Version of Questionnaire

(updated June 25, 2010 with changes for General Population)

	Sample Size	Sampling Error
General Population	N=1509	±2.5%
Investment Fraud Victims	N=270	±6.0%
Business Opportunity Victims	N=42	±15.1%
Lottery Fraud Victims	N=172	±7.5%
Rx/ID Victims	N=164	±7.7%
Advance Fee Loan Victims	N=75	±11.3%

Landline Introduction:

Hello, my name is ____ and I'm calling from Woelfel Research. We are conducting an important survey about consumer opinions and experiences. This is NOT a sales call. All your answers will be kept confidential.

I'd like to ask a few questions of the **[RANDOMIZE: "YOUNGEST MALE, 18 years of age or older, who is now at home" AND "YOUNGEST FEMALE, 18 years of age or older, who is now at home?"]** **[IF NO MALE/ FEMALE, ASK: May I please speak with the YOUNGEST FEMALE/MALE, 18 years of age or older, who is now at home?]** **If youngest Female/Male 18 years or older is person who heard initial introduction, GO TO MAIN INTERVIEW.**

[If new person comes to the phone, repeat the introduction.] "Hello, my name is ____ and I'm calling from Woelfel Research. We are conducting an important national survey about consumer opinions & experiences. This is NOT a sales call. All your answers will be kept confidential. ." **Go to Screening Interview.**

Cell Phone Introduction:

Hello, my name is ____ and I'm calling from Woelfel Research. We are conducting an important survey about consumer opinions and experiences. I know I am calling you on a cell phone. As a small token of our appreciation for your time, we will pay all eligible respondents \$5 for participating in this survey. This is **not** a sales call. **(IF Respondent SAYS that he/she is DRIVING/UNABLE TO TAKE CALL; Thank you. We will try you another time...).**

VOICE MAIL MESSAGE for cell phone (LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO VOICEMAIL): I am calling from Woelfel Research. We are conducting a short national survey of cell phone users. This is NOT a sales call. We will try to reach you again.

SCREENING INTERVIEW:

S1. Are you under 18 years old, OR are you 18 or older?

- | | | |
|---|--------------------|---|
| 1 | Under 18 | IF S1=1 THANK & TERMINATE: This is limited to adults age 18 & over. I won't take any more of your time... |
| 2 | 18 or older | IF S1=2, CONTINUE WITH MAIN INTERVIEW |
| 9 | Don't know/Refused | IF S1=9 THANK & TERMINATE: This is limited to adults age 18 & over. I won't take any more of your time... |

READ TO CELL PHONE RESPONDENTS:

This will only take about XX minutes. If you are currently driving a car or engaged in any activity that requires your full attention, I will call you **back later**. The first question is . . .

MAIN INTERVIEW

[IF RESPONDENT SAYS THAT THIS IS NOT A CONVENIENT TIME]: “I would be happy to call at a better time. What time would be better for you?”

[IF RESPONDENT ASKS ABOUT LENGTH OF SURVEY CALL]: “This survey will take about XX minutes.”

“I’d like you to consider the way things are going in the country today with the way they were five years ago. Generally, would you say things are better today, worse today, or about the same as they were five years ago?”

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Better	11	8	12	13	11	11
Worse	70	77	79	71	67	71
About the same	17	14	10	16	20	19
Don’t know	2	1	-	-	2	-
Refused	<0.5	<0.5	-	1	1	-

1-a. Do you ever use a computer – either at work or at home – to use the Internet or World Wide Web or to send and receive e-mail?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	80	77	93	35	18	88
No	20	23	7	65	81	12
Don’t know	<0.5	-	-	-	-	-
Refused	-	<0.5	-	-	1	-

A. Interest in Persuasion Tactics

I am going to read you some statements commonly used in the marketplace. After hearing each statement, please tell me how interested you would be in the product or business being described using a scale of 1 to 7 with “1” being “not at all interested” and 7 being “extremely interested.”

A1. This new online pharmacy will save you 30 percent to 60 percent off the monthly cost of your prescriptions.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely interested	18	9	2	25	21	25
(6)	9	12	12	9	8	8
(5)	11	13	17	11	13	12
(4)	9	13	10	8	7	7
(3)	9	11	14	4	6	3
(2)	8	10	12	4	6	11
(1) Not at all interested	36	32	31	38	39	35
Don't know	1	<0.5	2	2	1	-
Refused	-	-	-	-	-	-

A2. This investment is registered with the S-E-C and your local state regulator.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely interested	9	10	12	11	6	19
(6)	7	5	10	9	9	9
(5)	14	17	12	16	12	15
(4)	13	13	14	10	7	11
(3)	12	12	14	11	9	11
(2)	10	14	17	4	9	11
(1) Not at all interested	34	26	21	35	45	23
Don't know	2	2	-	5	4	3
Refused	-	-	-	-	-	-

A3. This investment will generate a guaranteed return of 50 percent to 100 percent in the first year.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely interested	17	15	17	22	11	21
(6)	8	7	10	5	6	12
(5)	12	10	14	17	13	12
(4)	8	7	5	7	8	13
(3)	8	7	17	6	7	5
(2)	7	10	5	5	6	12
(1) Not at all interested	40	43	33	36	47	24
Don't know	1	<0.5	-	2	3	-
Refused	-	-	-	-	-	-

A4. You are entitled to apply for up to \$8,000 in federal grant assistance absolutely free as part of the \$500 billion Federal Government stimulus package.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely interested	27	17	14	37	17	40
(6)	8	11	-	5	7	8
(5)	12	9	24	12	15	19
(4)	7	9	7	6	6	7
(3)	6	7	7	3	4	5
(2)	6	7	5	5	4	5
(1) Not at all interested	32	39	41	30	48	16
Don't know	1	1	2	1	1	-
Refused	-	-	-	-	-	-

A5. We have been in business for over 20 years and are members in good standing with the Better Business Bureau.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely interested	19	11	14	24	18	33
(6)	14	13	21	12	9	15
(5)	22	21	12	17	20	23
(4)	11	13	19	7	9	7
(3)	10	13	14	8	9	5
(2)	6	6	14	5	3	4
(1) Not at all interested	18	20	5	23	31	12
Don't know	1	2	-	4	4	1
Refused	-	-	-	-	-	-

A6. We are having a “one day only” sale where all merchandise is 50% off.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely interested	21	13	10	22	17	24
(6)	9	8	19	8	6	16
(5)	17	19	17	17	13	16
(4)	13	13	19	10	9	8
(3)	8	10	17	6	9	9
(2)	6	13	-	6	8	4
(1) Not at all interested	26	24	17	30	39	23
Don't know	<0.5	1	2	1	-	-
Refused	-	-	-	-	-	-

A7. Our company can cut your mortgage payment by a minimum of 40% with our new refinance program.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely interested	13	7	12	16	13	19
(6)	7	7	7	6	2	12
(5)	10	9	7	9	10	12
(4)	7	7	7	8	5	7
(3)	6	8	5	6	6	1
(2)	8	12	14	4	4	5
(1) Not at all interested	48	48	48	48	58	44
Don't know	1	2	-	2	2	-
Refused	-	-	-	-	-	-

A8. If you call right now, we will send you a free, no obligation CD that has information on how you can save money.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely interested	10	9	2	19	15	21
(6)	3	4	2	5	6	9
(5)	7	10	7	8	6	12
(4)	7	9	10	8	4	8
(3)	8	9	12	7	6	4
(2)	9	17	7	6	4	11
(1) Not at all interested	56	42	57	46	56	35
Don't know	<0.5	<0.5	2	2	3	-
Refused	-	-	-	-	-	-

A9. This beautiful Diamondette necklace is normally \$150, but if you buy in the next 60 minutes, the price will only be \$49.99.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely interested	8	4	2	6	8	13
(6)	1	2	-	4	-	1
(5)	5	2	2	8	4	9
(4)	4	6	5	4	6	11
(3)	7	8	5	6	7	4
(2)	8	14	10	9	7	8
(1) Not at all interested	67	63	76	64	68	53
Don't know	<0.5	1	-	-	1	-
Refused	-	-	-	-	-	-

A10. The new I-Read is the latest development in modern technology and will revolutionize the way consumers get information.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely interested	9	5	2	15	7	17
(6)	7	7	10	5	6	8
(5)	15	19	10	16	15	16
(4)	12	12	19	11	8	11
(3)	13	13	19	6	11	8
(2)	9	14	14	8	4	19
(1) Not at all interested	32	27	21	34	45	21
Don't know	2	3	5	5	5	-
Refused	-	-	-	-	-	-

B. Exposure to Sales Situations

I am going to ask you some questions about how you access information in the marketplace. Please answer a. frequently, b. sometimes, c. seldom, d. never. {Randomize order of statements}

B1. How often do you watch the home shopping channel, QVC or other shop at home TV shows?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	6	3	5	11	11	11
Sometimes	11	10	7	13	13	16
Seldom	16	22	21	13	12	16
Never	68	65	67	64	65	57
Don't know	<0.5	-	-	-	-	-
Refused	<0.5	-	-	-	-	-

B2. When someone calls you at home to sell you something, how often do you refuse to listen to the entire presentation?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	56	44	67	47	40	56
Sometimes	18	30	14	24	24	23
Seldom	12	17	14	14	18	12
Never	14	9	5	14	18	9
Don't know	<0.5	-	-	1	-	-
Refused	<0.5	-	-	1	1	-

B3. How often do you attend sales presentations for an investment, time-share or other promotion when you are offered a free night stay or free meal in return?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	3	3	5	4	1	4
Sometimes	7	17	7	12	6	11
Seldom	18	30	17	11	10	15
Never	72	50	71	74	84	71
Don't know	<0.5	<0.5	-	1	-	-
Refused	-	<0.5	-	-	-	-

B4. How often do you enter your name in a drawing to win a prize or a free gift?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	9	5	7	29	9	15
Sometimes	22	23	12	30	15	28
Seldom	31	35	41	20	17	25
Never	38	37	41	21	60	32
Don't know	-	-	-	-	-	-
Refused	<0.5	<0.5	-	-	-	-

B5. When asked, how often do you provide sales people personal information about yourself such as your occupation, information about your family, your personal interests, etc.?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	3	3	-	3	3	3
Sometimes	13	16	14	10	7	23
Seldom	27	39	19	19	13	24
Never	58	42	67	69	77	51
Don't know	<0.5	<0.5	-	-	-	-
Refused	<0.5	-	-	-	-	-

B6. How often do you allow sales people into your home when they ask if they can make a presentation?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	2	2	-	2	1	3
Sometimes	7	9	7	7	5	9
Seldom	16	38	21	17	21	13
Never	75	52	71	73	73	75
Don't know	<0.5	-	-	1	-	-
Refused	<0.5	-	-	-	-	-

B7. How often do you open and read every piece of mail you receive, including advertisements?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	29	36	24	56	36	40
Sometimes	24	28	31	22	31	23
Seldom	26	22	31	14	13	20
Never	21	14	14	8	20	17
Don't know	<0.5	-	-	1	-	-
Refused	-	<0.5	-	-	-	-

B8. How often do you hang up on telemarketers when they call to deliver a sales pitch over the phone?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	59	60	67	59	64	67
Sometimes	17	20	26	21	20	16
Seldom	11	13	-	9	7	9
Never	12	6	7	11	8	8
Don't know	1	-	-	-	1	-
Refused	<0.5	<0.5	-	1	-	-

B9. How often do you call 800 numbers to order free information such as CDs, books or other promotional materials you hear advertised?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	2	3	-	6	2	3
Sometimes	11	19	7	15	7	11
Seldom	21	36	43	19	13	28
Never	66	42	50	59	77	59
Don't know	<0.5	-	-	-	-	-
Refused	-	-	-	1	-	-

B10. If Q1a=yes/dk/ref: How often do you browse/visit internet auction sites like E-bay?

Base: Use a computer	GP N=1200 %	Investment Fraud Victims N=207 %	Business Opportunity Victims N=39 %	Lottery Fraud Victims N=60 %	Rx/ID Theft Victims N=30 %	Advance Fee Loan Victims N=66 %
Frequently	24	18	15	7	7	18
Sometimes	24	26	44	13	13	32
Seldom	23	24	26	17	10	18
Never	29	32	15	63	70	32
Don't know	-	-	-	-	-	-
Refused	-	-	-	-	-	-

D. Prevention Actions

Next, I am going to ask you about some other activities you may have engaged in. Unless otherwise indicated, answer a. frequently, b. sometimes, c. seldom, d. never {Randomize order of statements}

D1. How often have you called the Better Business Bureau to check the reputation of a company before buying from them?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	12	10	26	11	10	19
Sometimes	17	23	26	19	16	20
Seldom	19	31	17	21	14	20
Never	52	37	31	49	60	41
Don't know	<0.5	-	-	-	-	-
Refused	-	-	-	-	-	-

D2. How often do you request your free credit report from a credit bureau?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	11	7	19	11	10	25
Sometimes	18	16	26	13	9	25
Seldom	25	33	29	27	17	25
Never	45	42	24	49	65	24
Don't know	<0.5	-	-	-	-	-
Refused	<0.5	2	2	1	-	-

D3. After hearing a sales pitch, how often do you give yourself a period of time – say 24 hours - before deciding whether to buy?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	40	49	57	33	19	39
Sometimes	18	19	26	12	11	16
Seldom	13	12	10	18	14	19
Never	28	20	5	37	55	27
Don't know	1	<0.5	2	-	1	-
Refused	<0.5	-	-	-	1	-

D7. Before having a business work for you, how often do you ask for references and interview previous or current customers of that business?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	34	34	48	29	19	35
Sometimes	18	24	21	13	12	16
Seldom	16	22	17	18	14	17
Never	31	19	12	39	56	32
Don't know	1	<0.5	2	1	-	-
Refused	1	1	-	1	-	-

D8. How often do you ask charitable fundraisers to tell you how much of your donation would go to the charity and how much would go to the cost of fundraising?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Frequently	28	29	41	19	13	17
Sometimes	13	21	17	17	15	19
Seldom	13	19	2	16	10	13
Never	45	28	41	47	61	51
Don't know	1	1	-	-	1	-
Refused	<0.5	2	-	1	-	-

D10. Are you signed up for the Do Not Call list? Yes___ No___

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	57	64	88	52	48	53
No	36	34	10	48	52	45
Don't know	6	2	2	1	1	1

E. Knowledge of Consumer Rights

Next, I am going to ask you some questions about the marketplace. Please just answer true or false.
 {Randomize order of statements}

E1. The best source of information about the legitimacy of a product is the promotional material produced by the company that makes the product.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
True	28	15	5	38	42	27
False (Correct)	69	82	95	55	45	69
Don't know	3	3	-	6	13	4
Refused	<0.5	-	-	-	-	-

E2. You are entitled to receive a free credit report only if and when you are denied credit.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
True	22	12	19	22	26	31
False (Correct)	73	80	79	66	59	68
Don't know	5	8	2	12	15	1
Refused	-	<0.5	-	-	1	-

E3. No matter what kind of product you purchase, under federal law, you have a three-day cooling off period in which you can cancel the transaction and get your money back.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
True	53	57	60	59	56	60
False (Correct)	37	34	33	29	32	33
Don't know	11	9	7	12	13	7
Refused	-	-	-	-	-	-

E4. If Q1a=yes/dk/ref: When you shop on the Internet, the websites you visit are able to keep a record only of the products or services you purchase; they do not have a record of the products or services you viewed but didn't buy.

Base: Use a computer	GP N=1200 %	Investment Fraud Victims N=207 %	Business Opportunity Victims N=39 %	Lottery Fraud Victims N=60 %	Rx/ID Theft Victims N=30 %	Advance Fee Loan Victims N=66 %
True	28	16	15	27	27	36
False (Correct)	64	66	64	48	43	53
Don't know	9	18	21	23	30	11
Refused	-	-	-	2	-	-

E5. If you have a complaint about a business, the best places to file that complaint are the Better Business Bureau and the state attorney general's office.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
True (Correct)	92	89	93	86	90	91
False	6	8	2	11	6	9
Don't know	2	3	5	3	4	-
Refused	<0.5	-	-	1	-	-

E6. Signing up for the federal "Do Not Call" list is a way to reduce the number of unwanted telemarketing calls you receive.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
True (Correct)	83	82	81	66	67	77
False	15	16	19	31	28	21
Don't know	2	3	-	3	5	1
Refused	<0.5	-	-	-	-	-

E7. Individuals who sell stocks and bonds in the marketplace must be registered with the government.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
True (Correct)	65	65	64	71	52	76
False	24	29	31	17	28	17
Don't know	12	6	5	12	20	7
Refused	-	<0.5	-	1	-	-

E8. If you receive a product or service in the mail that you did not order, you are still legally required to pay for it.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
True	14	9	10	11	10	19
False (Correct)	84	89	88	87	85	80
Don't know	2	3	2	2	6	1
Refused	-	-	-	-	-	-

E9. It is legal to play lotteries from other countries.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
True	25	27	31	36	22	35
False (Correct)	52	40	45	52	51	51
Don't know	23	32	24	12	27	15
Refused	-	<0.5	-	-	-	-

E10. If someone steals your identity and applies for a credit card in your name, your credit rating will not be harmed in any way.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
True	10	9	5	12	13	12
False (Correct)	88	87	93	83	77	87
Don't know	2	4	2	5	9	1
Refused	-	<0.5	-	-	-	-

F. Major Life Events

I'm going to ask you about some events or situations that you may have experienced recently. Specifically, I want you to think back **{Adjust time period for each victim list to mention a period roughly six months prior to the date of victimization.}**

Time Period to Insert Above:

For Lottery Victims: "to about two years ago-- specifically, the spring and summer of 2008"

For Advance Fee Loan Victims: "to about two years ago-- specifically, the first half of 2008"

For Ohio Rx scam and Id theft victims: see time period in file ("time period for survey-1" field)

For General Population sample: "over the last three years, that is, since 2007"

As best as you can recall, {insert time period: For Lottery victims: "during the spring and summer of 2008;" For Advance Fee Loan victims: "during the first half of 2008;" For Ohio Rx and Id victims: see data file – time period for survey-2 field; **For GP sample: "during the last three years** }, did you experience:

{Randomize order of statements}

F1. A change in employment status.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	42	16	26	22	12	40
No	58	82	74	78	87	60
Don't know	<0.5	1	-	1	1	-
Refused	<0.5	1	-	-	-	-

F2. A negative change in financial status.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	44	28	29	47	24	49
No	55	68	71	52	71	51
Don't know	1	3	-	1	4	-
Refused	<0.5	<0.5	-	-	1	-

F3. Stress associated with moving.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	27	8	5	12	8	29
No	72	91	95	87	92	71
Don't know	<0.5	<0.5	-	1	-	-
Refused	<0.5	<0.5	-	-	-	-

F4. Concerns about being lonely.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	19	14	10	28	23	21
No	80	84	91	71	77	79
Don't know	<0.5	1	-	1	1	-
Refused	<0.5	1	-	-	-	-

F5. Divorce.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	6	3	7	4	4	4
No	93	96	93	95	96	96
Don't know	<0.5	-	-	1	1	-
Refused	<0.5	1	-	-	-	-

F6. Death of a spouse or partner.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	5	9	-	8	18	8
No	95	90	100	91	82	92
Don't know	<0.5	<0.5	-	1	-	-
Refused	<0.5	<0.5	-	-	-	-

F7. Death of a close friend or family member.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	56	40	38	49	57	37
No	44	59	62	48	40	63
Don't know	<0.5	1	-	2	2	-
Refused	<0.5	1	-	1	-	-

F8. A serious injury or illness yourself.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	27	13	7	34	28	19
No	73	85	93	65	71	81
Don't know	<0.5	1	-	2	1	-
Refused	<0.5	<0.5	-	-	-	-

F9. A serious injury or illness in the family.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	44	20	17	40	31	20
No	56	78	81	58	67	80
Don't know	<0.5	1	2	2	2	-
Refused	<0.5	<0.5	-	-	-	-

F10. Family or relationship problems.

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	35	15	24	23	20	27
No	64	84	76	76	81	72
Don't know	1	<0.5	-	1	-	1
Refused	1	1	-	1	-	-

If yes to any item in QF: How difficult has it been for you to cope with

F-Y1. Change in employment status

Base: Valid Respondents	GP N=635 %	Investment Fraud Victims N=44 %	Business Opportunity Victims N=11 %	Lottery Fraud Victims N=37 %	Rx/ID Theft Victims N=20 %	Advance Fee Loan Victims N=30 %
(7) Very easy	24	43	36	27	20	20
(6)	7	7	9	5	5	3
(5)	9	14	9	3	5	10
(4)	9	7	18	5	5	-
(3)	15	11	-	8	20	20
(2)	7	2	9	11	5	7
(1) Very difficult	28	16	18	41	35	40
Don't know	1	-	-	-	5	-
Refused	-	-	-	-	-	-

F-Y2. Negative change in financial status

Base: Valid Respondents	GP N=670 %	Investment Fraud Victims N=76 %	Business Opportunity Victims N=12 %	Lottery Fraud Victims N=81 %	Rx/ID Theft Victims N=40 %	Advance Fee Loan Victims N=37 %
(7) Very easy	9	11	17	5	3	3
(6)	4	3	8	-	5	5
(5)	7	15	-	7	13	8
(4)	12	15	17	7	8	3
(3)	23	21	25	11	23	19
(2)	8	12	8	16	8	11
(1) Very difficult	36	25	25	53	43	51
Don't know	1	-	-	-	-	-
Refused	-	-	-	-	-	-

F-Y3. Stress associated with moving

	GP N=410	Investment Fraud Victims N=22	Business Opportunity Victims N=2	Lottery Fraud Victims N=21	Rx/ID Theft Victims N=13	Advance Fee Loan Victims N=22
Base: Valid Respondents	%	%	%	%	%	%
(7) Very easy	6	14	-	5	15	9
(6)	10	9	50	14	-	9
(5)	20	23	50	-	8	5
(4)	13	23	-	10	-	9
(3)	25	14	-	14	8	18
(2)	7	9	-	5	15	9
(1) Very difficult	20	5	-	48	46	41
Don't know	1	5	-	5	8	-
Refused	-	-	-	-	-	-

F-Y4. Concerns about being lonely

	GP N=287	Investment Fraud Victims N=38	Business Opportunity Victims N=4	Lottery Fraud Victims N=48	Rx/ID Theft Victims N=37	Advance Fee Loan Victims N=16
Base: Valid Respondents	%	%	%	%	%	%
(7) Very easy	5	8	-	4	5	-
(6)	7	13	-	6	5	13
(5)	17	5	25	2	11	19
(4)	12	21	25	13	11	-
(3)	20	29	25	23	19	13
(2)	7	16	-	8	8	13
(1) Very difficult	31	8	25	44	38	44
Don't know	<0.5	-	-	-	3	-
Refused	-	-	-	-	-	-

F-Y5. Divorce

Base: Valid Respondents	GP N=93 %	Investment Fraud Victims N=8 %	Business Opportunity Victims N=3 %	Lottery Fraud Victims N=6 %	Rx/ID Theft Victims N=6 %	Advance Fee Loan Victims N=3 %
(7) Very easy	19	25	-	50	33	33
(6)	6	-	33	17	-	-
(5)	3	-	-	-	-	-
(4)	6	13	33	-	-	-
(3)	14	-	-	-	17	-
(2)	14	13	-	-	-	-
(1) Very difficult	38	50	33	33	50	67
Don't know	1	-	-	-	-	-
Refused	-	-	-	-	-	-

F-Y6. Death of a spouse or partner

Base: Valid Respondents	GP N=77 %	Investment Fraud Victims N=25 %	Business Opportunity Victims N=0 %	Lottery Fraud Victims N=14 %	Rx/ID Theft Victims N=29 %	Advance Fee Loan Victims N=6 %
(7) Very easy	7	8	-	14	17	-
(6)	4	8	-	-	-	-
(5)	4	4	-	7	-	-
(4)	10	-	-	-	3	-
(3)	9	12	-	21	7	17
(2)	11	8	-	7	7	33
(1) Very difficult	44	56	-	36	59	50
Don't know	11	4	-	14	7	-
Refused	-	-	-	-	-	-

F-Y7. Death of a close friend or family member

Base: Valid Respondents	GP N=839 %	Investment Fraud Victims N=107 %	Business Opportunity Victims N=16 %	Lottery Fraud Victims N=84 %	Rx/ID Theft Victims N=94 %	Advance Fee Loan Victims N=28 %
(7) Very easy	5	8	6	2	9	11
(6)	4	6	6	7	-	4
(5)	6	16	-	6	5	14
(4)	11	14	25	5	10	4
(3)	21	18	25	16	14	25
(2)	15	16	13	10	10	11
(1) Very difficult	38	22	25	54	52	32
Don't know	1	2	-	1	1	-
Refused	-	-	-	-	-	-

F-Y8. Serious injury or illness yourself

Base: Valid Respondents	GP N=402 %	Investment Fraud Victims N=36 %	Business Opportunity Victims N=3 %	Lottery Fraud Victims N=58 %	Rx/ID Theft Victims N=46 %	Advance Fee Loan Victims N=14 %
(7) Very easy	10	-	-	10	17	7
(6)	4	3	-	2	9	-
(5)	9	11	33	7	2	21
(4)	10	8	-	5	9	7
(3)	15	33	-	16	20	7
(2)	13	22	33	12	7	14
(1) Very difficult	38	22	33	48	35	43
Don't know	2	-	-	-	2	-
Refused	-	-	-	-	-	-

F-Y9. Serious injury or illness in the family

Base: Valid Respondents	GP N=666 %	Investment Fraud Victims N=55 %	Business Opportunity Victims N=7 %	Lottery Fraud Victims N=69 %	Rx/ID Theft Victims N=51 %	Advance Fee Loan Victims N=15 %
(7) Very easy	9	9	14	4	14	7
(6)	3	6	14	4	4	-
(5)	8	15	-	3	4	7
(4)	11	13	14	6	2	7
(3)	23	18	29	19	24	27
(2)	16	13	-	15	10	13
(1) Very difficult	29	26	29	46	39	40
Don't know	2	2	-	3	4	-
Refused	-	-	-	-	-	-

F-Y10. Family or relationship problems

Base: Valid Respondents	GP N=523 %	Investment Fraud Victims N=40 %	Business Opportunity Victims N=10 %	Lottery Fraud Victims N=39 %	Rx/ID Theft Victims N=32 %	Advance Fee Loan Victims N=20 %
(7) Very easy	9	13	10	15	13	10
(6)	8	13	30	5	3	-
(5)	12	18	10	8	16	5
(4)	11	10	10	5	13	-
(3)	19	20	10	15	25	15
(2)	13	10	10	10	-	30
(1) Very difficult	28	15	20	41	31	40
Don't know	1	3	-	-	-	-
Refused	-	-	-	-	-	-

G. Self-Reported Experience

How happy would you feel on a scale from 1 to 7 where 1 means you would not feel happy and 7 means you would feel extremely happy GA-A, if you suddenly received \$1?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely happy	21	16	17	30	29	33
(6)	5	10	5	7	12	8
(5)	14	14	24	11	15	19
(4)	10	13	12	8	12	4
(3)	11	14	21	8	7	16
(2)	14	18	17	9	8	11
(1) Would not feel happy	25	15	5	26	18	9
Don't know	1	1	-	2	1	-
Refused	-	-	-	-	-	-

GA-B. if you suddenly received \$10?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely happy	27	16	17	39	29	33
(6)	8	10	5	6	12	8
(5)	15	14	24	15	15	19
(4)	11	13	12	5	12	4
(3)	13	14	21	12	7	16
(2)	15	18	17	8	8	11
(1) Would not feel happy	11	15	5	16	18	9
Don't know	<0.5	1	-	-	1	-
Refused	-	-	-	-	-	-

GA-C. if you suddenly received \$100?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely happy	43	26	29	49	45	45
(6)	12	12	14	15	10	15
(5)	16	18	19	10	17	17
(4)	11	13	12	10	4	9
(3)	9	15	19	7	5	5
(2)	5	8	7	4	7	3
(1) Would not feel happy	4	6	-	6	10	4
Don't know	<0.5	1	-	1	2	1
Refused	-	-	-	-	-	-

GA-D. if you suddenly received \$1,000?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely happy	65	47	55	69	70	71
(6)	10	12	12	8	9	11
(5)	11	17	10	12	4	12
(4)	6	10	14	5	2	-
(3)	4	9	10	2	6	3
(2)	1	2	-	1	1	4
(1) Would not feel happy	3	3	-	3	6	-
Don't know	1	1	-	-	2	-
Refused	-	-	-	-	-	-

GB. How upset would you feel on a scale from 1 to 7 where 1 means you would not feel upset and 7 means you would feel extremely upset

GB-A. if you suddenly lost \$1?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely upset	7	5	5	14	15	16
(6)	2	3	2	5	4	4
(5)	5	3	5	9	9	3
(4)	5	3	2	3	3	7
(3)	6	6	7	3	7	3
(2)	11	8	5	12	9	13
(1) Would not feel upset	64	72	74	54	52	53
Don't know	<0.5	2	-	-	1	1
Refused	-	-	-	-	-	-

GB-B. if you suddenly lost \$10?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
(7) Extremely upset	11	6	7	22	23	20
(6)	4	3	-	7	5	5
(5)	12	6	14	14	13	15
(4)	10	6	10	10	4	4
(3)	18	13	19	12	18	23
(2)	19	30	29	14	14	13
(1) Would not feel upset	25	34	21	22	21	20
Don't know	<0.5	2	-	-	2	-
Refused	-	-	-	-	-	-

GB-C. if you suddenly lost \$100?

	GP	Investment	Business	Lottery	Rx/ID	Advance
Base: Total Respondents	N=1509	Fraud	Opportunity	Fraud	Theft	Fee Loan
	%	Victims	Victims	Victims	Victims	Victims
		N=270	N=42	N=172	N=164	N=75
		%	%	%	%	%
(7) Extremely upset	40	21	36	50	55	51
(6)	13	8	14	12	9	15
(5)	18	22	10	14	12	13
(4)	8	14	17	9	5	5
(3)	11	14	7	7	8	4
(2)	5	11	10	2	6	5
(1) Would not feel upset	6	10	7	5	4	7
Don't know	<0.5	1	-	-	1	-
Refused	-	-	-	-	-	-

GB-D. if you suddenly lost \$1,000?

	GP	Investment	Business	Lottery	Rx/ID	Advance
Base: Total Respondents	N=1509	Fraud	Opportunity	Fraud	Theft	Fee Loan
	%	Victims	Victims	Victims	Victims	Victims
		N=270	N=42	N=172	N=164	N=75
		%	%	%	%	%
(7) Extremely upset	78	54	69	82	85	80
(6)	6	13	10	9	2	7
(5)	6	10	10	3	2	4
(4)	4	7	12	2	4	4
(3)	2	6	-	1	2	1
(2)	1	3	-	-	1	1
(1) Would not feel upset	4	5	-	4	3	3
Don't know	<0.5	1	-	-	1	-
Refused	-	-	-	-	-	-

G1. Consumers gain and lose money all the time in the marketplace for a variety of reasons. Your answers to the following questions will help us help other consumers. During the past five years, have you lost money in a financial transaction other than the stock market?

	GP	Investment	Business	Lottery	Rx/ID	Advance
Base: Total Respondents	N=1509	Fraud	Opportunity	Fraud	Theft	Fee
	%	Victims	Victims	Victims	Victims	Loan
		N=270	N=42	N=172	N=164	Victims
		%	%	%	%	N=75
						%
Yes	23	72	57	32	20	63
No	77	28	41	67	80	36
Don't know	<0.5	<0.5	-	-	1	1
Refused	<0.5	<0.5	2	1	-	-

2. If yes to Q1: Which of the following describes the reason for your loss? (Read all. Randomize. Check all that apply.)

G2-1. Made a bad investment

	GP	Investment	Business	Lottery	Rx/ID	Advance
Base: Lost money in a financial transaction	N=347	Fraud	Opportunity	Fraud	Theft	Fee
	%	Victims	Victims	Victims	Victims	Loan
		N=193	N=24	N=55	N=32	Victims
		%	%	%	%	N=47
						%
Yes	55	81	71	40	50	34
No	45	19	25	55	50	66
Don't know	<0.5	-	-	4	-	-
Refused	<0.5	-	4	2	-	-

G2-2. Bought a defective product

	GP	Investment	Business	Lottery	Rx/ID	Advance
Base: Lost money in a financial transaction	N=347	Fraud	Opportunity	Fraud	Theft	Fee
	%	Victims	Victims	Victims	Victims	Loan
		N=193	N=24	N=55	N=32	Victims
		%	%	%	%	N=47
						%
Yes	37	14	42	13	25	15
No	63	85	58	86	75	85
Don't know	<0.5	2	-	-	-	-
Refused	-	-	-	2	-	-

G2-3. Lost money selling your house

	GP N=347 %	Investment Fraud Victims N=193 %	Business Opportunity Victims N=24 %	Lottery Fraud Victims N=55 %	Rx/ID Theft Victims N=32 %	Advance Fee Loan Victims N=47 %
Base: Lost money in a financial transaction						
Yes	16	5	13	6	3	4
No	84	95	88	93	97	96
Don't know	<0.5	-	-	-	-	-
Refused	-	-	-	2	-	-

G2-4. You were misled and/or defrauded

	GP N=347 %	Investment Fraud Victims N=193 %	Business Opportunity Victims N=24 %	Lottery Fraud Victims N=55 %	Rx/ID Theft Victims N=32 %	Advance Fee Loan Victims N=47 %
Base: Lost money in a financial transaction						
Yes	42	83	75	84	78	92
No	57	17	25	15	22	9
Don't know	1	-	-	-	-	-
Refused	<0.5	-	-	2	-	-

G2-5. Something else describes the reason for your loss

	GP N=347 %	Investment Fraud Victims N=193 %	Business Opportunity Victims N=24 %	Lottery Fraud Victims N=55 %	Rx/ID Theft Victims N=32 %	Advance Fee Loan Victims N=47 %
Base: Lost money in a financial transaction						
Yes	29	23	21	24	19	9
No	70	77	79	73	81	92
Don't know	-	-	-	2	-	-
Refused	1	-	-	2	-	-

G3. If selected "misled or defrauded" in Q2: Please describe the circumstances under which you were misled and/or defrauded. {open ended} _____

G4. If selected “misled or defrauded” in Q2: How much money did you lose when you were misled and/or defrauded?

Base: Were misled and/or defrauded	GP N=147 %	Investment Fraud Victims N=161 %	Business Opportunity Victims N=18 %	Lottery Fraud Victims N=46 %	Rx/ID Theft Victims N=25 %	Advance Fee Loan Victims N=43 %
\$1-\$500	32	3	6	17	20	33
\$501-\$1,000	15	4	-	11	12	12
\$1,001-\$1,500	7	4	6	7	12	7
\$1501-\$5,000	13	11	-	17	12	30
More than \$5,000	31	71	72	39	40	19
Don't know	1	1	-	4	-	-
Refused	1	6	17	4	4	-

5. If selected “misled or defrauded” in Q2: Did you report this incident to anyone?

Base: Were misled and/or defrauded	GP N=147 %	Investment Fraud Victims N=161 %	Business Opportunity Victims N=18 %	Lottery Fraud Victims N=46 %	Rx/ID Theft Victims N=25 %	Advance Fee Loan Victims N=43 %
Yes	42	65	67	78	64	91
No	56	35	28	22	36	9
Don't know	2	-	-	-	-	-
Refused	-	-	6	-	-	-

6. If yes to Q5: To whom did you report the incident? {Record answers, allow multiple responses}

	GP N=61 %	Investment Fraud Victims N=105 %	Business Opportunity Victims N=12 %	Lottery Fraud Victims N=36 %	Rx/ID Theft Victims N=16 %	Advance Fee Loan Victims N=39 %
Base: Reported this incident						
Attorney General's Off.	14	27	25	14	6	13
Federal Trade Commis.	4	4	8	8	-	5
Local police or sheriff	15	12	17	28	25	62
Better Business Bureau	22	10	33	25	13	28
The business involved	9	9	-	8	13	3
Friend or neighbor	10	3	-	6	-	-
FBI	3	16	-	3	19	21
Bank	19	2	-	6	50	10
FCC	-	6	-	-	-	-
Attorney/lawyer	9	20	-	17	19	5
SEC	-	11	-	-	-	-
USPS	-	-	-	11	-	-
Court	5	4	8	6	6	-
Fraud recovery group	-	9	-	-	-	5
State agencies	-	6	-	-	-	3
Wire transfer company	-	-	-	3	-	23
Insurance company	-	-	-	3	6	-
Accountant	-	2	-	-	-	-
IRS	-	1	-	-	-	-
FEC	-	2	-	-	-	-
FBI/US Marshalls/Govt	-	4	8	11	-	3
Paypal/Ebay	6	1	-	-	-	8
Other	18	15	-	6	13	10
Don't know	8	3	6	3	6	3
Refused	-	-	3	-	-	-

G7. If Q6 response=the business involved, ask: What type of business or company was that?

(Record answer but don't read list.)	GP N=6 %	Investment Fraud Victims N=9 %	<i>Business Opportunity Victims N=0 %</i>	Lottery Fraud Victims N=3 %	Rx/ID Theft Victims N=2 %	Advance Fee Loan Victims N=1 %
Base: Reported to the business involved						
Financial services/ bank/mortgage company	31	11	-	67	-	-
Telephone company	12	-	-	-	-	-
Silver or Gold company	-	33	-	-	-	-
Marketing/ad company	-	11	-	-	50	-
Real Estate	12	11	-	-	-	100
Stock	-	11	-	-	-	-
Retail	25	-	-	-	-	-
Construction	11	-	-	-	-	-
Other	-	22	-	33	50	-
Don't know	9	-	-	-	-	-
Refused	-	-	-	-	-	-

H. Demographic Questions

1. Record Gender:

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Male	48	87	71	41	18	48
Female	52	13	29	59	82	52

2. What is your current marital status? (READ LIST)

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Currently married	51	62	71	36	27	31
Currently living with partner/ significant other	4	1	2	2	1	12
Widowed	5	18	2	33	53	8
Divorced	11	9	14	17	12	15
Separated	2	2	2	1	2	1
Never married	25	7	2	11	4	33
Don't know	<0.5	-	-	-	-	-
Refused	2	1	5	1	1	-

3. What is the highest level of education that you completed? (READ LIST)

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Grade school or elementary school	2	1	-	5	5	-
Some high school	7	3	-	12	13	1
High school graduate or equivalent	25	13	5	28	51	39
Some college or technical training beyond HS	25	14	19	30	13	23
Associated Degree	8	7	14	6	6	9
College Graduate	20	27	33	15	9	15
Post graduate or professional degree	13	34	26	4	4	13
Don't know	<0.5	<0.5	2	-	-	-
Refused	1	<0.5	-	1	-	-

4. Which of the following best describes your current employment status? (READ LIST)

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Employed full-time	42	34	62	9	4	33
Employed part-time	13	12	21	5	6	16
Unemployed and looking for work	11	2	2	5	2	16
Currently retired and not working and not looking for work	18	46	10	63	84	13
Homemaker	5	1	-	2	3	3
Disabled	6	3	-	16	2	16
Student	4	<0.5	-	-	-	3
Retired but looking for a job	-	1	-	-	-	-
Something else	1	-	-	-	-	-
Don't know	-	-	-	-	-	-
Refused	1	2	5	1	-	-

If NOT “completely retired” and 45+; ask Q5.

5. Have you retired from a previous career?

Base: Not “completely retired” and 45+	GP N=1247 %	Investment Fraud Victims N=147 %	Business Opportunity Victims N=38 %	Lottery Fraud Victims N=66 %	Rx/ID Theft Victims N=30 %	Advance Fee Loan Victims N=65 %
Yes	12	35	21	32	37	11
No	87	62	79	62	63	89
Don't know	<0.5	-	-	3	-	-
Refused	1	3	-	3	-	-

6. In what year were you born?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
18 – 24	11	-	-	-	-	11
25 – 34	18	-	2	-	-	23
35 – 44	16	4	17	4	1	19
45 – 54	21	9	31	8	3	16
55 – 64	14	20	14	16	3	17
65 – 74	10	24	17	17	27	9
75+	6	37	-	51	64	4
Refused	4	6	19	4	2	1

7. How would you describe your current health?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Excellent	32	31	52	19	12	29
Good	46	48	38	40	48	41
Fair	16	16	7	30	33	23
Poor	5	3	-	10	7	7
Don't know	<0.5	<0.5	-	-	-	-
Refused	1	2	2	2	-	-

8. Are you of Spanish or Hispanic origin?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Yes	10	3	2	5	2	13
No	89	94	91	93	96	85
Don't know	<0.5	<0.5	-	1	-	-
Refused	1	2	7	2	2	1

9. What best describes your race?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
White	74	90	81	78	82	56
Black or African American	11	5	7	12	15	31
Asian American	2	-	-	-	-	-
Native American	2	1	-	6	1	1
Hispanic	6	-	-	2	-	5
Mixed	1	<0.5	-	-	-	7
Other	1	-	2	-	-	-
Don't know	<0.5	-	2	1	-	-
Refused	3	4	7	2	2	-

10. Which of the following best describes your total household income before taxes in 2009?

Base: Total Respondents	GP N=1509 %	Investment Fraud Victims N=270 %	Business Opportunity Victims N=42 %	Lottery Fraud Victims N=172 %	Rx/ID Theft Victims N=164 %	Advance Fee Loan Victims N=75 %
Less than \$15,000	14	4	-	29	25	31
\$15,000 to less than \$25,000	11	5	2	17	28	24
\$25,000 to less than \$35,000	12	10	10	11	11	9
\$35,000 to less than \$50,000	12	13	10	12	11	5
\$50,000 to less than \$75,000	13	14	12	8	4	8
\$75,000 to less than \$100,000	9	12	7	3	2	9
\$100,000 or more	11	20	26	2	-	5
Don't know	4	2	2	3	7	1
Refused	15	20	31	16	12	7

11. If currently employed: What is your current job exactly? _____

12. If not employed/retired/etc.: Please describe your last job. _____

13. If use the Internet per Q1a at start of survey (Q1a=yes/dk/ref): How many hours EACH WEEK *in total* would you say you spend using the computer for the Internet, world wide web or to send or receive email?

	GP N=1200 %	Investment Fraud Victims N=207 %	Business Opportunity Victims N=39 %	Lottery Fraud Victims N=60 %	Rx/ID Theft Victims N=30 %	Advance Fee Loan Victims N=66 %
Base: Use a computer						
0 hours	2	1	-	7	3	3
Less than 1 hour	6	4	5	17	13	9
1 to less than 5 hours	25	17	15	32	27	20
5 to less than 15 hours	28	36	28	25	30	29
15 to less than 30 hours	19	27	31	13	17	15
30 hours or more	18	14	15	5	7	23
Don't know	1	-	3	-	-	-
Refused	2	2	3	2	3	2

14. Record whether interview was conducted in English or Spanish.

ASK ALL: 15. How many people, including yourself, live in your household?

Interviewer note: household members include people who think of this household as their primary place of residence, including those who are temporarily away on business, vacation, in a hospital, or away at school. This includes infants, children and adults.

Base: Cell and Landline Respondents	GP N=1509 %
1	16
2	35
3	18
4	15
5	8
6	3
7	1
8	<0.5
9	<0.5
10	<0.5
12	<0.5
21	-
23	-
43	<0.5
Mean	2.88
Don't know	3

ASK IF MORE THAN ONE PERSON IN HH (Q15=2-50):

16. How many of these are children under the age of 18?

Base: Cell and Landline respondents with more than one person in HH	GP N=1219 %
0	56
1	19
2	15
3	6
4	3
5	1
6	<0.5
12	<0.5
Mean	0.85
Don't know	<0.5

ASK ALL LANDLINE SAMPLE:

17 (LL). Now thinking about your telephone use... Do you have a working cell phone?

Base: Landline Respondents	GP N=829 %
Yes	71
No	26
Don't know	2

ASK IF NO CELL PHONE AND MULTI-PERSON HOUSEHOLD (Q17=2,9 AND Q15>1):

18 (LL). Does anyone in your household have a working cell phone?

Base: Landline respondents: Multi-person HH with no working cell phone	GP N=194 %
Yes	40
No	52
Don't know	9

ASK IF DUAL REACHED ON LANDLINE AND SINGLE-PERSON HOUSEHOLD (Q17=1 AND Q15=1):

19 (LL). Of all the telephone calls that you receive, do you get [READ AND RANDOMIZE OPTIONS 1 AND 3—KEEP 2 IN THE MIDDLE]?

Base: Landline respondents: Single person HH with working cell phone	GP N=60 %
All or almost all calls on a cell phone	14
Some on a cell phone and some on a regular home phone	36
All or almost all calls on a regular home phone	50

ASK IF DUAL REACHED ON LANDLINE AND MULTI-PERSON HOUSEHOLD ((Q17=1 OR Q18=1) AND Q15>1)):

20 (LL). Now thinking about all the people in your household, including yourself, of all the telephone calls that your household receives, are [READ AND RANDOMIZE OPTIONS 1 AND 3—KEEP 2 IN THE MIDDLE]?

Base: Landline respondents: Multi-person HH with working cell phone	GP N=610 %
All or almost all calls on a cell phone	22
Some on a cell phone and some on a regular home phone	47
All or almost all calls on a regular home phone	30
Don't know	1

ASK ALL CELL PHONE SAMPLE:

21 (C). Now thinking about your telephone use... Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

Base: Cell Respondents	GP N=679 %
Yes, has a home telephone	41
No, no home telephone	57
Don't know	3

ASK IF DUAL REACHED ON CELL PHONE AND SINGLE-PERSON HOUSEHOLD (Q21=1 AND Q15=1):

22 (C). Of all the telephone calls that you receive, do you get [READ AND RANDOMIZE OPTIONS 1 AND 3—KEEP 2 IN THE MIDDLE]?

Base: Cell Respondents: Single person HH with a home telephone	GP
	N=42
	%
All or almost all calls on a cell phone	53
Some on a cell phone and some on a regular home phone	25
All or almost all calls on a regular home phone	22

ASK IF DUAL REACHED ON CELL PHONE AND MULTI-PERSON HOUSEHOLD (Q21=1 AND Q15>1):

23 (C). Now thinking about all the people in your household, including yourself, of all the telephone calls that your household receives, are [READ AND RANDOMIZE OPTIONS 1 AND 3—KEEP 2 IN THE MIDDLE]?

Base: Cell Respondents: Multi-person HH with a home telephone	GP
	N=234
	%
All or almost all calls on a cell phone	51
Some on a cell phone and some on a regular home phone	34
All or almost all calls on a regular home phone	15
Don't know	1

ASK ALL:

ZIPCODE **What is your zipcode?** _____

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