



National Fraud Authority

A quantitative segmentation of the UK population

Helping to determine how, why and when citizens become victims of fraud

June 2011

The Segments - 7 core segments and 1 sub-segment



* Segment 2b is a sub-segment; part of Segment 2

Notes

Understanding the Pen Portraits that follow:

Each of the segment detail is split over 11 pages including:

Dashboard – a visual understanding of the segment which compiles key information and images from the survey, NFA and Experian data

Fraud experience, attitudes and behaviours – a narrative that provides a broad understanding of the segments experience and understanding of fraud

Who we are – a narrative providing a broad understanding of the socio-demographic, financial and channel use characteristics of the segment

Attitudes - key data from the survey that relates to the segments attitudes and overall mindset

Behaviours – key data from the survey that focuses on behaviour and whether those behaviours place the segment at greater or lesser risk to fraud

Experience of fraud – key data from the survey that focuses on the segments awareness and experience of fraud

Information sources, contact channels and preferences – data from the survey that relates to contact channel preferences, the usefulness of anti-fraud materials and likely contact choices in the event of becoming a victim

Demographics and household attributes – these items of data have been sourced from Experian's person and household data and were appended to the survey respondent data. The items of data contained within this section are a combination of actual, inferred and modelled data

Financial and wealth related attributes – these items of data have been sourced from Experian's person and household data and were appended to the survey respondent data. The items of data contained within this section are a combination of actual, inferred and modelled data

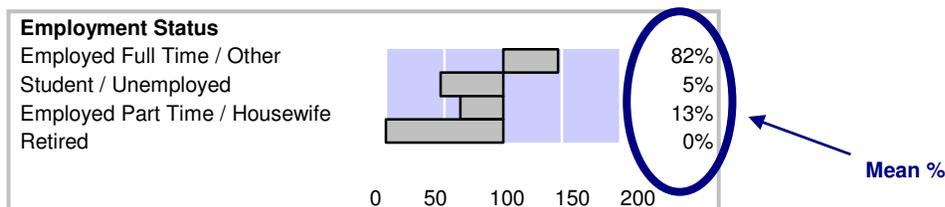
Geo-demographic Profiles – Experian's segmentation systems have been appended including Mosaic (socio-demographic understanding), Financial Strategy Segments (financial behaviour understanding) and TrueTouch (channel preferences).

Notes (continued)

Understanding the tables and charts that follow:

Charts are provided for each of the variables within this pen portrait. The variables are grouped together by category. For each segment, the charts show the mean % and index of each variable.

The mean % shows the percentage of the segment with this characteristic, and is shown as a percentage next to the chart. For example, consider the following example for employment status:



This shows that:

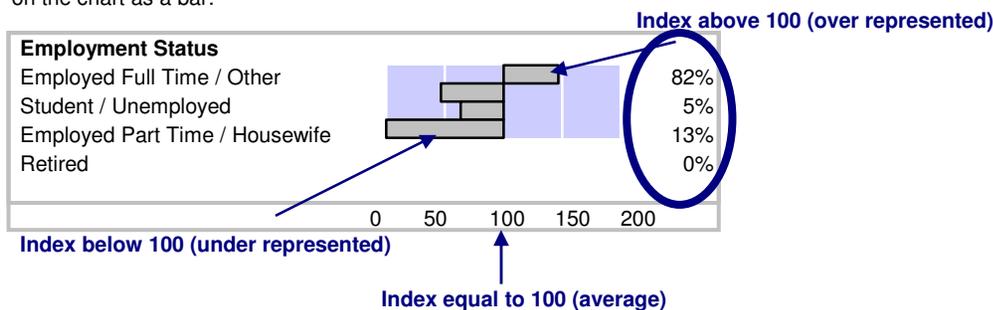
82% of the adults in this segment are Employed Full Time / Other.

5% of the adults in this segment are Students / Unemployed.

Etc.

Rounding errors may mean that the percentages do not sum to 100%

The index shows how the segment compares with the wider UK population. An index of 100 is the average. An index greater than 100 shows that this variable is over represented when compared with the wider UK population. An index less than 100 shows that this variable is under represented when compared with the wider UK population. The index is shown on the chart as a bar:



This shows that:

82% of the adults in this segment are Employed Full Time / Other.

5% of the adults in this segment are Students / Unemployed.

Etc.

Segment 1 (16% of UK Adults)

Avoiding risk but lacking awareness

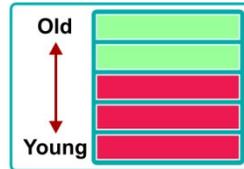
Moderate to wealthy females, high worth targets for fraudsters – “I wasn’t able to tell it was a scam”



National Fraud Authority



Who we are:



Age 36-55



Families



Average & above average wealth



Detached / Semi-detached



New to the internet “e-converts”



Worried

Experience, attitudes and awareness of fraud:



ID Fraud



Bank Card Fraud



Property Investment Scams



DO NOT shield PIN at the ATM



DO NOT have strong passwords



Fear of Fraud



Lacking knowledge & understanding

Key Requirements:

Communications should be via traditional methods focusing on what fraud looks like, how it’s perpetrated and what steps to take that will reduce the possibility of becoming a victim. Segment 1 require education on the necessary and correct fraud avoidance behaviours, particularly those that pertain to the online environment.

Total fraud loss*: £4.12bn

| | | | |
|----------------|--------------------|-------------------------|--------------------|
| £2.70bn | £1.17bn | £0.16bn | £0.07bn |
| Identity Fraud | Holiday Club Scams | Property Investor Scams | Work at home scams |

Communication Preferences

- Direct Mail
- Newspapers
- Face to Face
- Telephone



* Derived from the NFA’s Annual Fraud Indicator – figure represents the entire loss to the UK population and are indicative of the losses the segment may have suffered

Segment 1 (16% of UK Adults)

Avoiding risk but lacking awareness

Moderate to wealthy females, high worth targets for fraudsters – “I wasn’t able to tell it was a scam”



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Fraud Experience, Attitudes and Behaviours

Though Segment 1 aren't risk takers by nature and are unlikely to act impulsively, their overall lack of knowledge around how fraud is perpetrated and what fraud 'looks' like places them at risk. Indeed this segment is least likely of all the segments to know if they were exposed to fraud.

Segment 1 are certainly not in denial about the possibility of fraud. Less than 5% believe that fraud is unlikely to happen to them and only a very small minority don't consider fraud to be a serious crime.



Despite this fear of fraud there is a lack of consistency in demonstrating precautionary behaviours. They generally shred documents containing their personal details and check financial statements regularly and thoroughly. However they don't use strong passwords online and don't always cover up the keypad when using an ATM. It's as if their risk and susceptibility to fraud stems from their lack of understanding around technology rather than any intentionally carefree and negligent attitude.



Due to their household high net worth this segment has a tendency to fall victim to credit card / bank account fraud as well as online shopping scams, property investment fraud and online banking deals. However, once they've fallen victim they are unlikely to become a repeat victim with a low incidence of repeated fraud occurrence.

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Who We Are

Segment 1 are comprised of middle aged, married females living mainly within family households working either part time or as housewives.

Their incomes range from average to wealthy and though personal incomes are more modest their household incomes are well above average. Overall this segment is one of the most affluent, with high levels of liquid assets and few financial concerns. They occupy detached properties with mortgages that are valued well above the national average in some of the most sought after locations in the country.



This segment are more likely to favour the more traditional forms of communication (leaflets/letters) though they are taking tentative steps into the online world. However, these cautious ‘e-converts’ lack confidence and stick to brands that are trusted, recognised and most likely to be secure.



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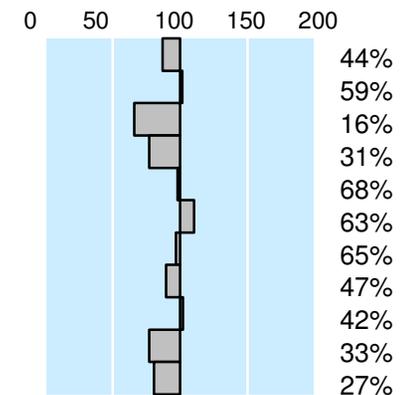


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Attitudes

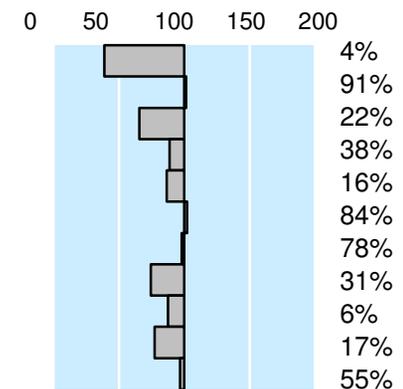
Motivations - Agree / Strongly Agree

- It is often worth making a small investment to try and make large financial rewards
- If something is free then it is too good to be true but if it is a bargain it might just be true
- I am quite impulsive and often make financial decisions on a whim
- I am not adverse to taking a risk
- I am a trusting person
- I am financially astute
- I am an optimistic person
- I rely more on my own experiences and knowledge rather than seeking advice
- I find it difficult to say no to people
- I get bored easily
- I am easily distracted



Attitudes - Agree / Strongly Agree

- Fraud is unlikely to happen to me
- Fraud is becoming more common
- I would know if I was exposed to fraud
- I feel I know a lot about fraud and the methods people use
- I tend to trust charities and good causes even if it is not an organisation I have heard of before
- There is nearly always a catch when an offer looks too good to be true
- I am often looking for the best price or deal
- Fraudulent documents tend to have signs that they are not the real deal
- Fraud isn't a very serious crime
- You have to be a bit stupid/naive to fall for a fraud
- Overall, I would say I am a very trusting person



n = 2062 (fieldwork January-February 2011)

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Moderate to wealthy females, high worth targets for fraudsters – “I wasn’t able to tell it was a scam”

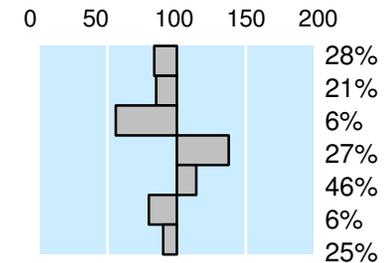


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Behaviours

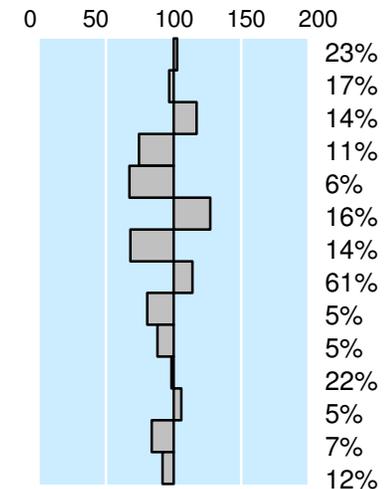
Behaviours - Agree / Strongly Agree

- I never or rarely read the small print
- I use the same password for most of my bank accounts
- Convenience is the most important thing for me
- I have bought from door to door salesman in the past
- I have purchased goods and services over the phone or over the internet from companies that I do not know
- I have given my personal details in response to unsolicited email or phone calls
- I have received and opened emails from a company I later found out to be bogus



Behaviours - Disagree / Strongly Disagree

- I always check the details and ask for references of new companies that I am dealing with
- I always check whether ATM/bank machines have been tampered with
- I always cover up the key pad when entering my PIN
- I always shred anything with my personal details on
- I always check my financial statements thoroughly and regularly
- I always use strong passwords and PINS (random words/numbers/symbols, change regularly)
- I always ask for offers to be put in writing
- I check my credit report at least every 6 months
- I actively limit the information I share on social networks
- I keep my computer anti virus software up to date
- Relying solely on data such as passwords makes me feel more vulnerable than I would like
- I would be happy to do a little bit more when transacting with shops and banks if it made fraud less likely
- I am prepared to go to great lengths to protect my identity and make life for fraudsters very difficult
- I always check the ID of people entering my home.



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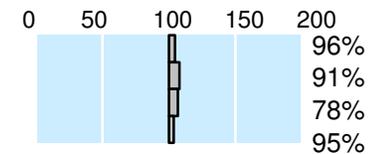
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Experience of Fraud

Personal Experiences: Competitions, Services & Opportunities

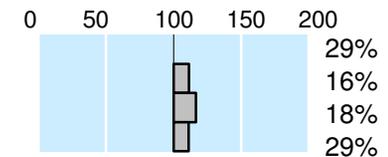
Aware of

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



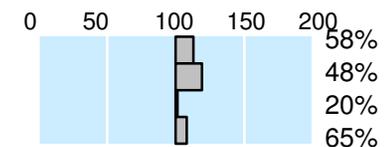
Engage In

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



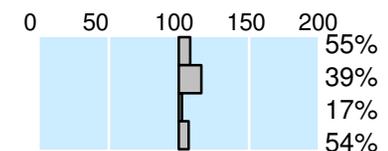
Offered in Unsolicited Manner

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



Regarded as Fraud

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



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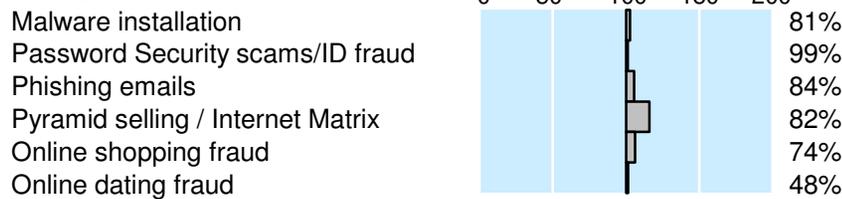


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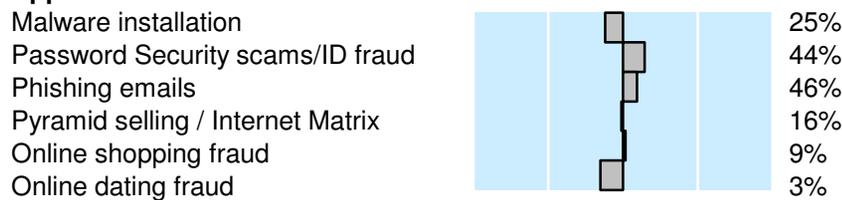
Experience of Fraud

Personal Experiences: Frauds & Scams

Aware of



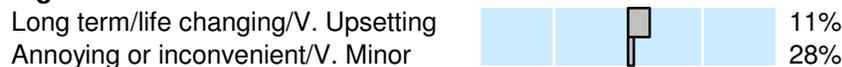
Approached With



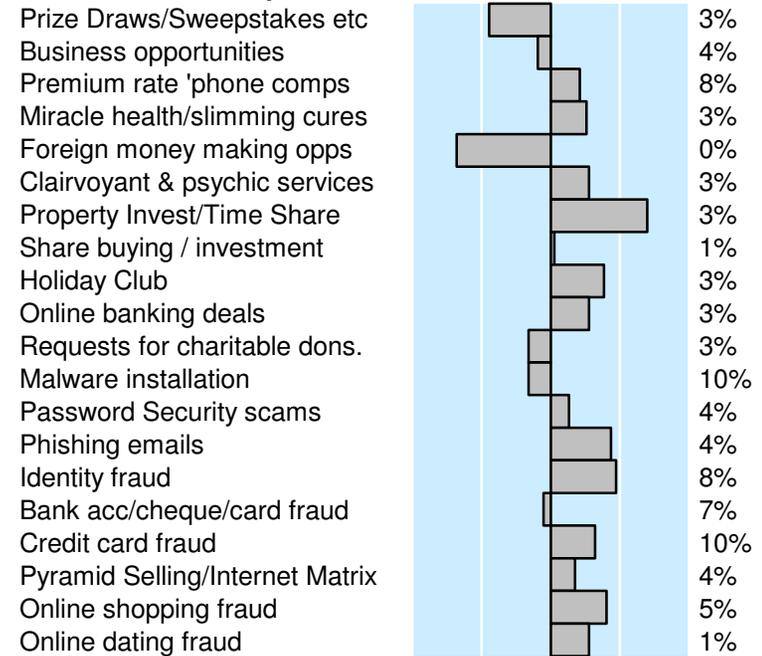
Frauds & Scams Experienced



Significance of Loss



Frauds & Scams Experienced



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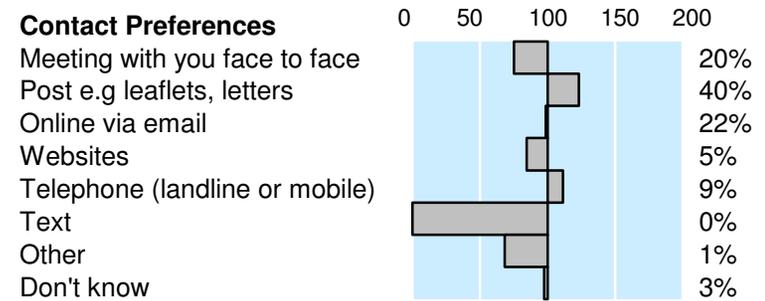
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Information sources, contact channels and preferences

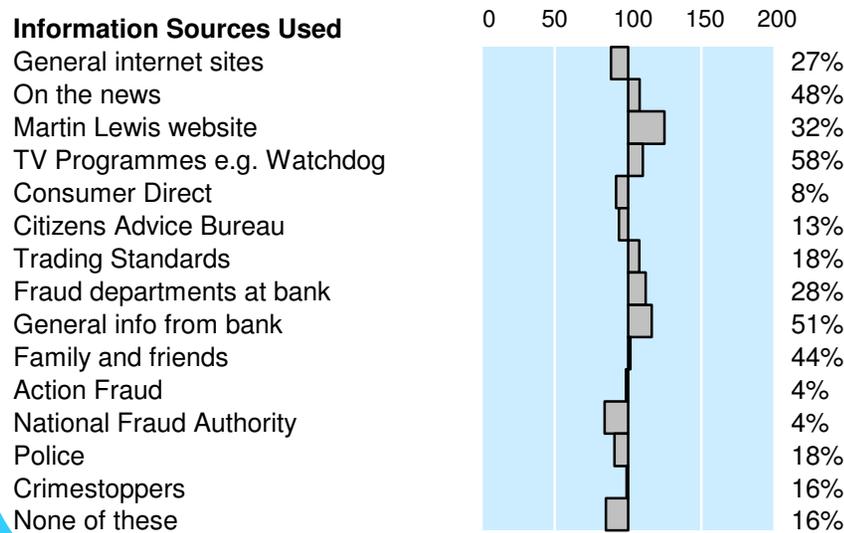
Organisations Contacted



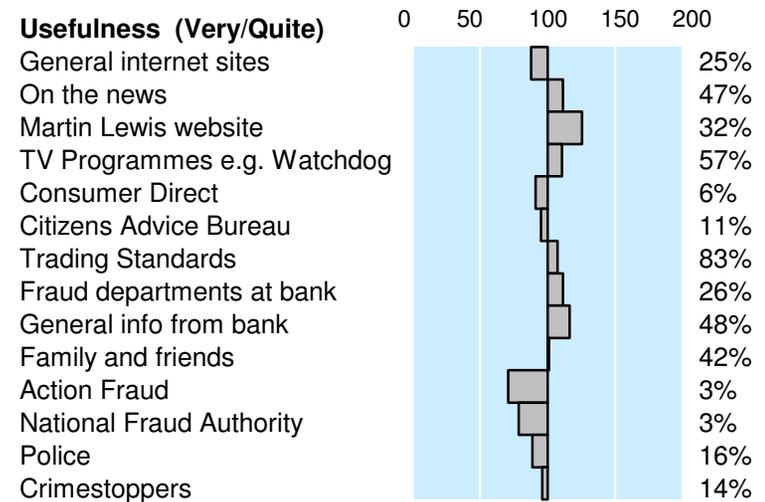
Contact Preferences



Information Sources Used



Usefulness (Very/Quite)



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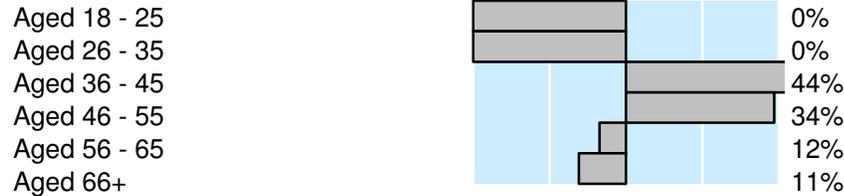
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Demographics and Household Attributes

Age



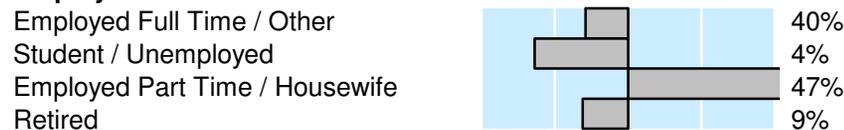
Gender



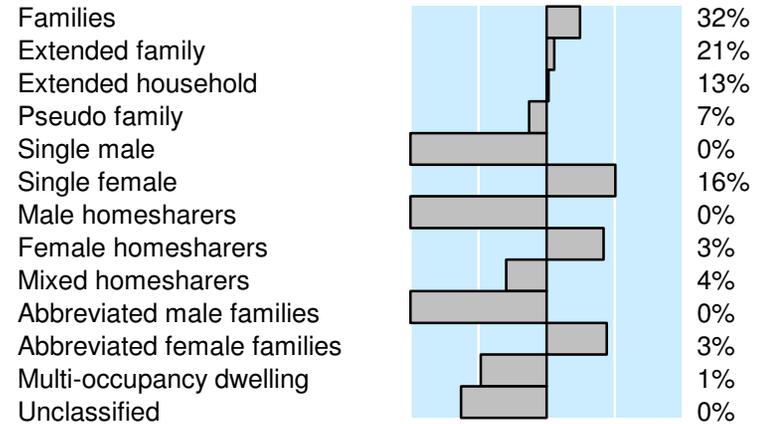
Marital Status



Employment Status



Household Composition



Tenure



Residency Type



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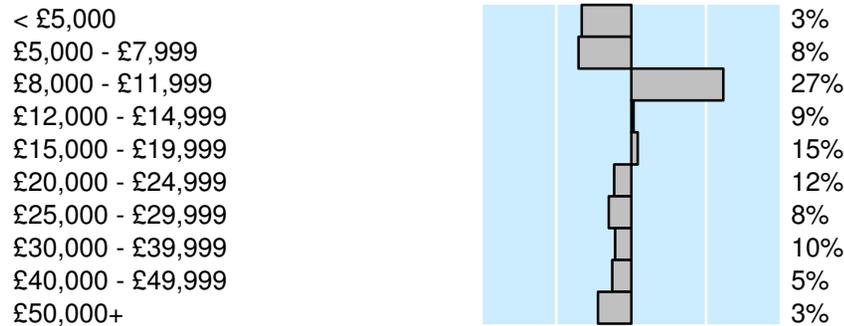
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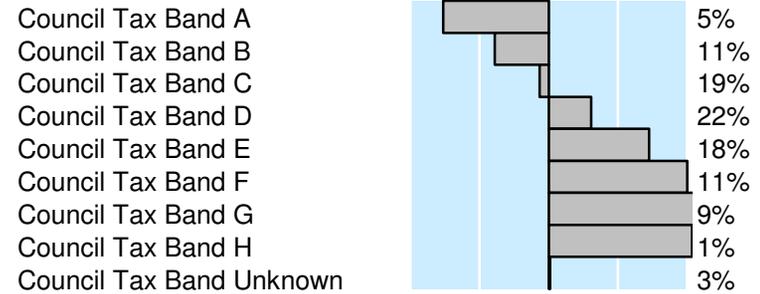
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Financial and Wealth Related Attributes

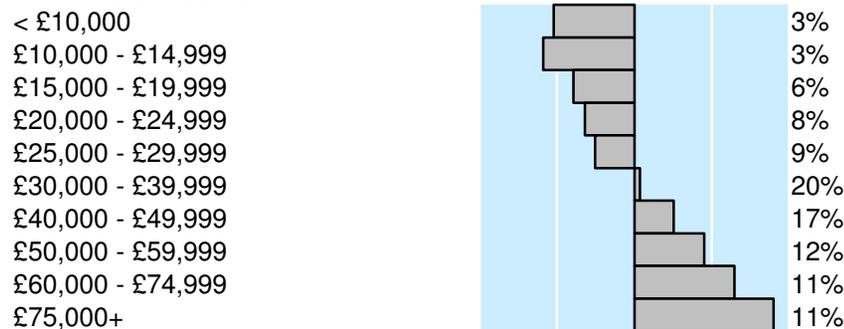
Personal Income



Council Tax Band



Household Income



Shareholdings



Directorships



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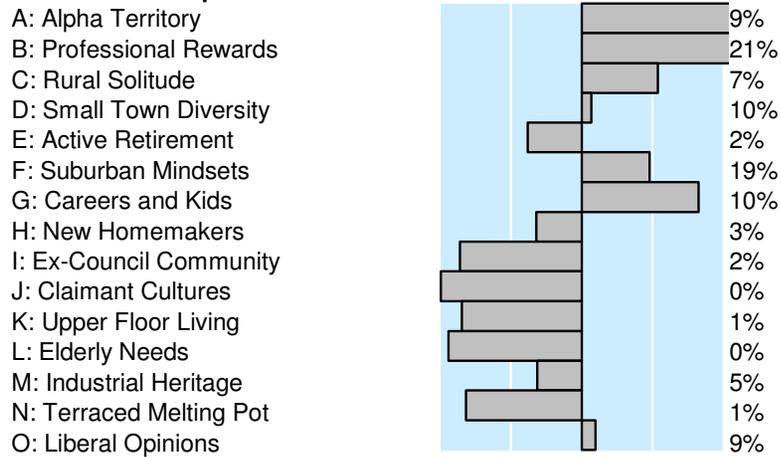
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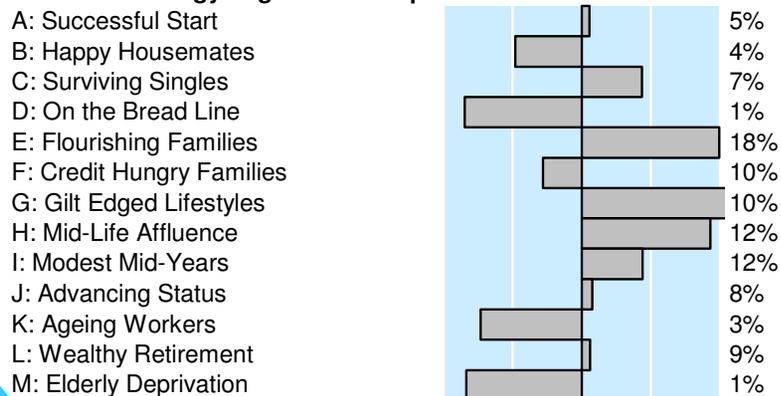
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Geo-demographic Profiles

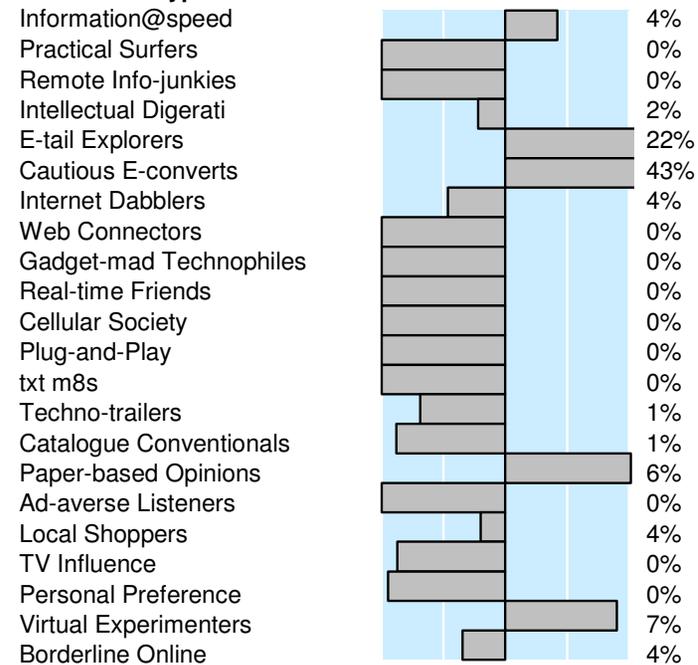
Mosaic UK Group



Financial Strategy Segments Group



TrueTouch Type



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Segment 2 (19% of UK Adults)

Avoiding risk, exemplary behaviours

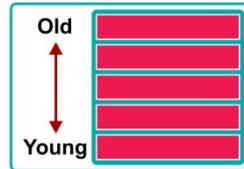
Low income, older females – “be very aware of anything that comes your way”



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Who we are:



Age 56 plus & pensioners



Singles, married couples “empty nesters”



Low incomes / financially vulnerable



Semi-detached / Terraces / Bungalows



Digitally Excluded



Cautious

Experience, attitudes and awareness of fraud:



Premium rate telephone scams



Charitable donations



Foreign lotteries / competitions



Clairvoyant / Psychic Fraud



DO – shield their PIN at the ATM



DO – shred personal details



“Bunker mentality”

Key Requirements:

Older populations can be difficult to engage with, however this segment is naturally trusting of those with genuine authority and communications are more likely to resonate when they are delivered through partner organisations/providers such as GP surgeries, the local library, sheltered housing providers etc.

Total fraud loss*: £0.36bn

| | | |
|-----------------------|------------------|-------------------|
| £0.26bn | £0.06bn | £0.04bn |
| Foreign Lottery Scams | Prize Draw Scams | Clairvoyant Fraud |

Communication Preferences



Face to Face



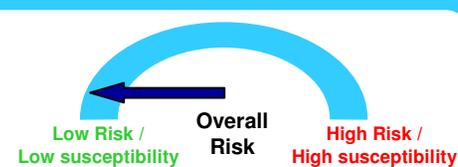
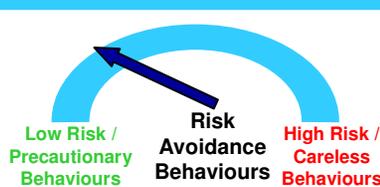
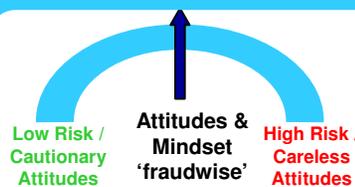
Post



Telephone



Newspapers



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Segment 2 (19% of UK Adults)

Avoiding risk, exemplary behaviours

Low income, older females – “be very aware of anything that comes your way”



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Fraud Experience, Attitudes and Behaviours

Segment 2 have a healthy scepticism and wariness that pervades their lives. They are extremely cautious, conscious that the threat of fraud and financial loss can come from anywhere.

Of all the segments they demonstrate that they are the least susceptible to fraud. They are not easily distracted or bored, unlikely to take decisions on a whim and generally adopt avoidance behaviours that should make them a difficult target for fraudsters. This is a strong, hardy and resilient segment not easily taken in by anyone unless an offer is highly compelling and personal.



Because of their low incomes and lack of online ‘footprint’ this segment is not approached with malware, phishing emails, credit card/bank account and online fraud. Instead, they are more likely to be approached with premium telephone call scams and requests for charitable donations.



The fact that this segment is of senior years infers a lack of knowledge and awareness making them a prime target for certain types of frauds and scams. However the ‘bunker’ mentality that segment 2 adopt means that they are tough to crack and the financial rewards for fraudsters offer poor returns given their generally low incomes.

Segment 2 (19% of UK Adults)

Avoiding risk, exemplary behaviours

Low income, older females – “be very aware of anything that comes your way”



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Who We Are

Segment 2 consists of females, mainly of pensionable age and those approaching retirement. Almost two thirds of this segment are over the age of 56 and a fifth are over 66. It is therefore not surprising that incomes are low, with many reliant on their pension only and a significant proportion are living alone.

Despite their low incomes this is a segment that is unlikely to be credit active. They aren't motivated by financial gain and whilst money is tight they'd rather go without than run the risk of borrowing money on credit.



This segment is most likely to be living in low valued bungalow or terraced council housing stock. They are predominantly local in their outlook, firmly established within their community having been present at their address for many years. Indeed, well over half of this segment have lived at their current address for 10 years or longer.



This segment consumes information through the traditional channels, especially the local newspaper and TV. Some within this group are online though by and large this is a segment that are digitally excluded, some by choice, others through cost. Of all the segments, segment 2 are most likely to want face to face contact and/or leaflets/letters and least likely to want communication via the web or email.

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Avoiding risk, exemplary behaviours

Low income, older females – “be very aware of anything that comes your way”

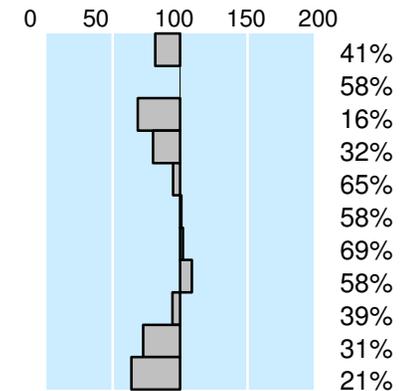


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Attitudes

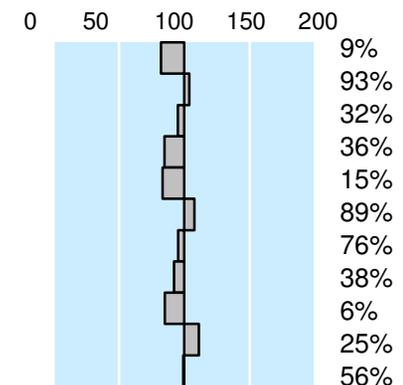
Motivations - Agree / Strongly Agree

- It is often worth making a small investment to try and make large financial rewards
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- I am quite impulsive and often make financial decisions on a whim
- I am not adverse to taking a risk
- I am a trusting person
- I am financially astute
- I am an optimistic person
- I rely more on my own experiences and knowledge rather than seeking advice
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- I am easily distracted



Attitudes - Agree / Strongly Agree

- Fraud is unlikely to happen to me
- Fraud is becoming more common
- I would know if I was exposed to fraud
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- I tend to trust charities and good causes even if it is not an organisation I have heard of before
- There is nearly always a catch when an offer looks too good to be true
- I am often looking for the best price or deal
- Fraudulent documents tend to have signs that they are not the real deal
- Fraud isn't a very serious crime
- You have to be a bit stupid/naive to fall for a fraud
- Overall, I would say I am a very trusting person



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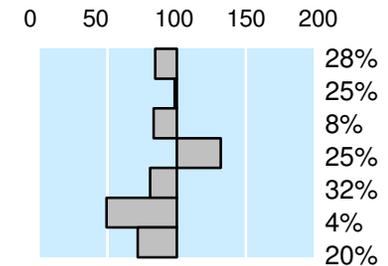


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Behaviours

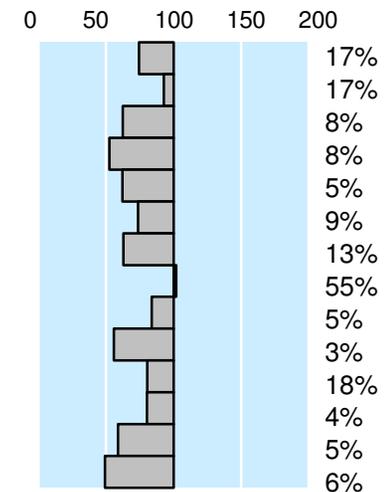
Behaviours - Agree / Strongly Agree

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Behaviours - Disagree / Strongly Disagree

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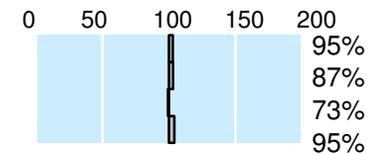
National Fraud Authority

Experience of Fraud

Personal Experiences: Competitions, Services & Opportunities

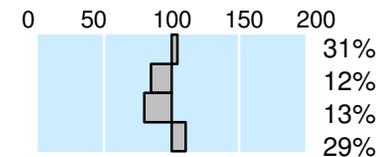
Aware of

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



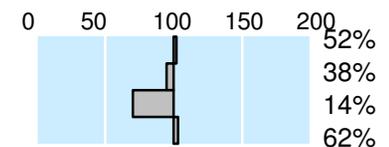
Engage In

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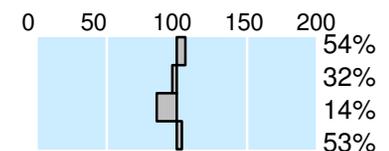
Offered in Unsolicited Manner

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
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- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



Regarded as Fraud

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
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n = 2062 (fieldwork January-February 2011)

Segment 2 (19% of UK Adults)

Avoiding risk, exemplary behaviours

Low income, older females – “be very aware of anything that comes your way”

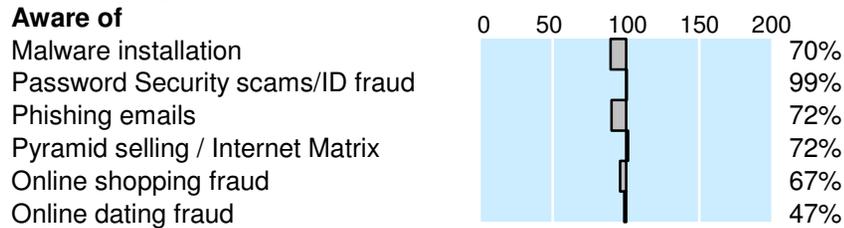


National Fraud Authority

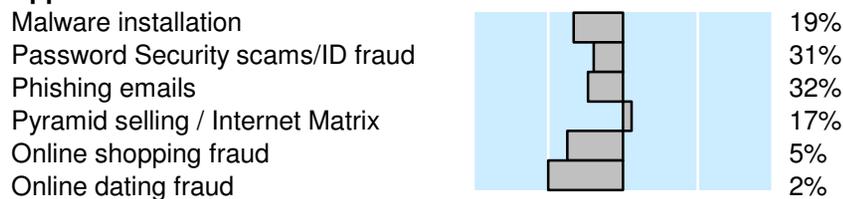
Experience of Fraud

Personal Experiences: Frauds & Scams

Aware of



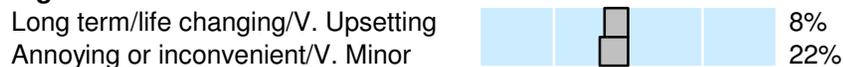
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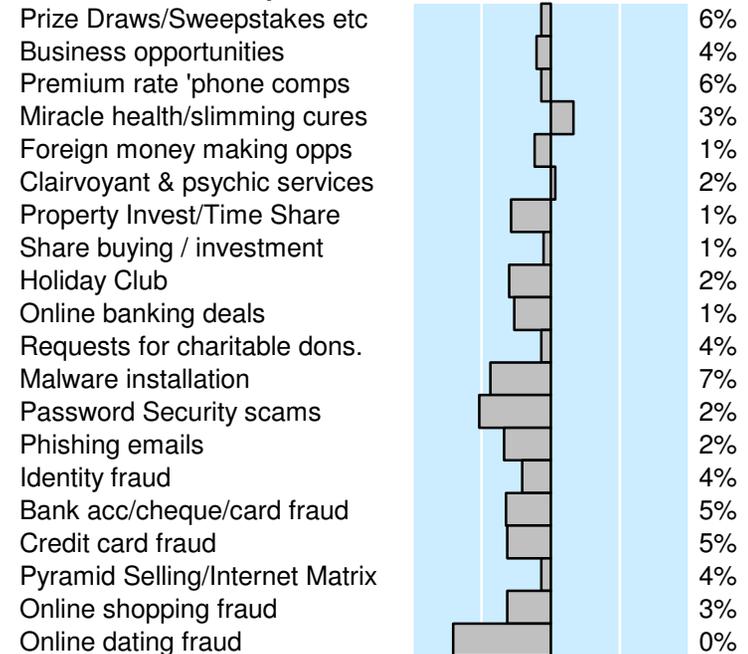
Frauds & Scams Experienced



Significance of Loss



Frauds & Scams Experienced



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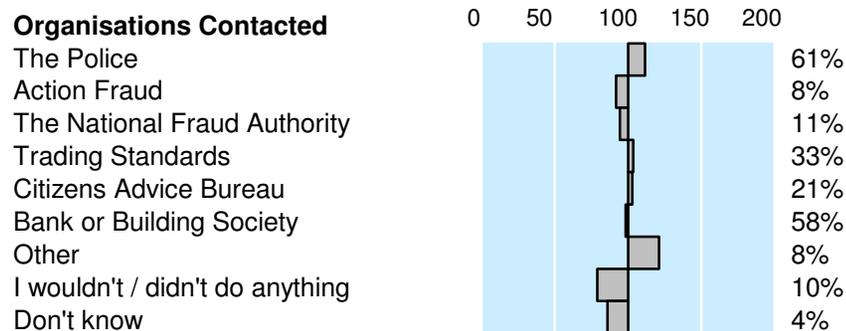
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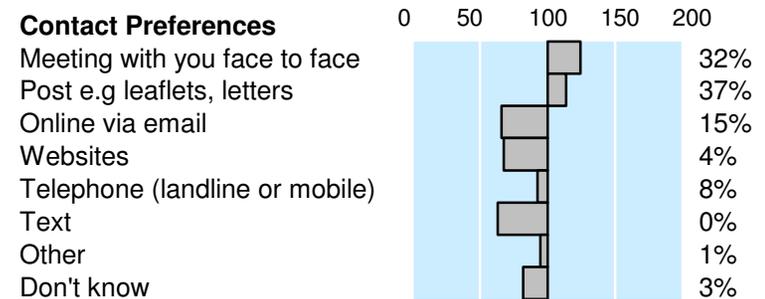
National Fraud Authority

Information sources, contact channels and preferences

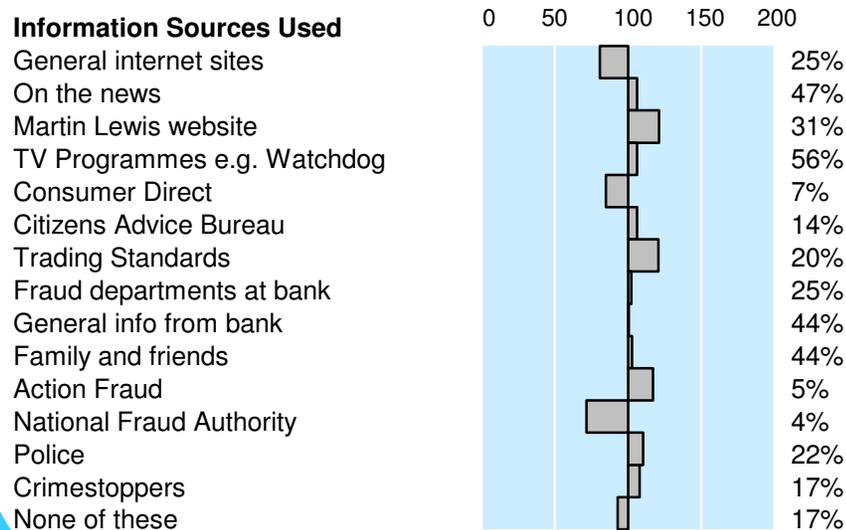
Organisations Contacted



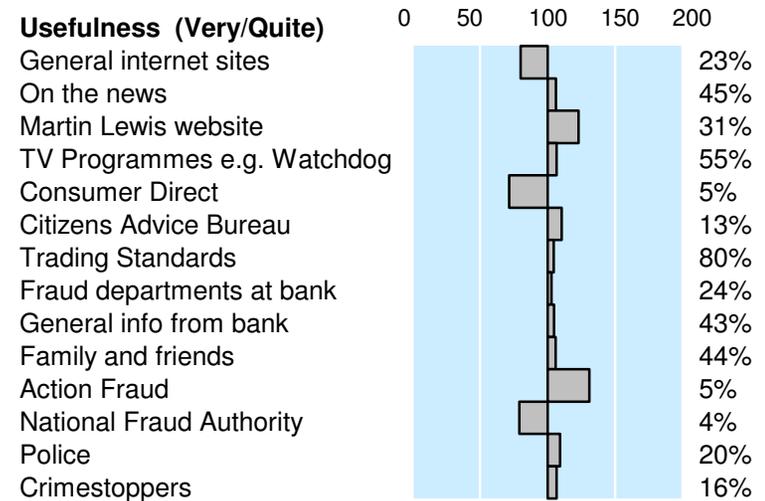
Contact Preferences



Information Sources Used



Usefulness (Very/Quite)



n = 2062 (fieldwork January-February 2011)

Segment 2 (19% of UK Adults)

Avoiding risk, exemplary behaviours

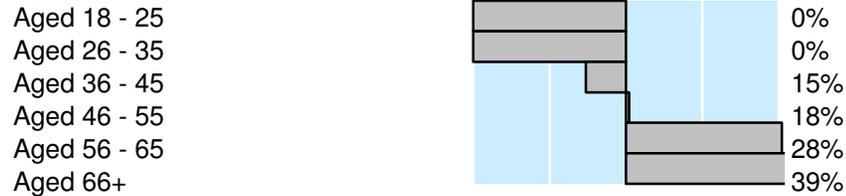
Low income, older females – “be very aware of anything that comes your way”



National Fraud Authority

Demographics and Household Attributes

Age



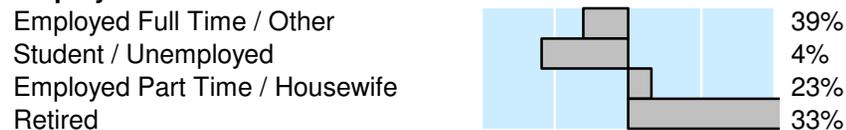
Gender



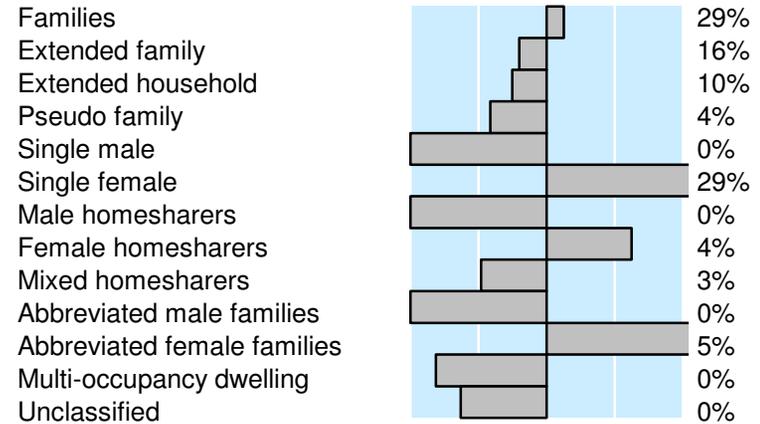
Marital Status



Employment Status



Household Composition



Tenure



Residency Type



n = 2062 (fieldwork January-February 2011)

Segment 2 (19% of UK Adults)

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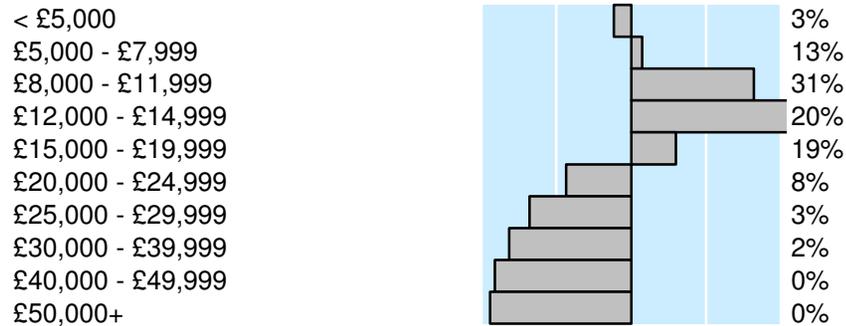
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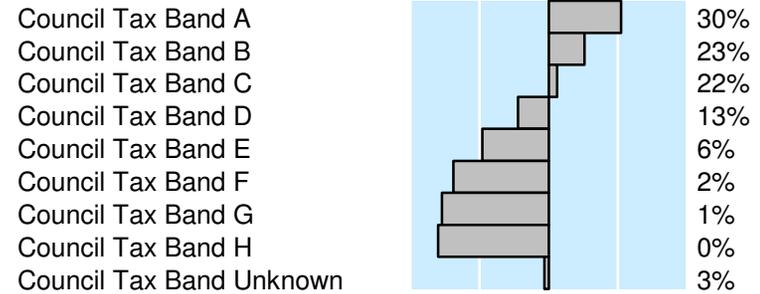
National Fraud Authority

Financial and Wealth Related Attributes

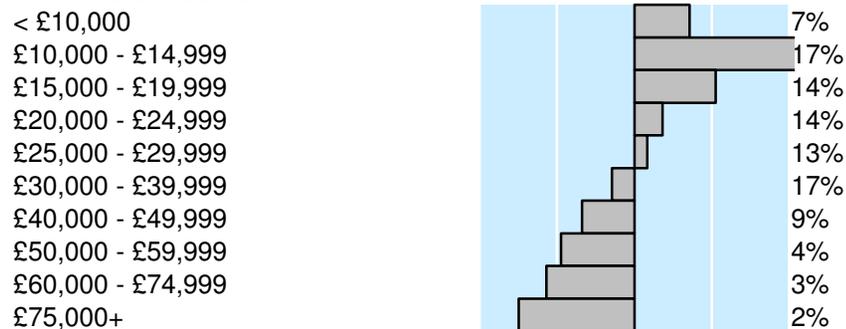
Personal Income



Council Tax Band



Household Income



Shareholdings



Directorships



n = 2062 (fieldwork January-February 2011)

Segment 2 (19% of UK Adults)

Avoiding risk, exemplary behaviours

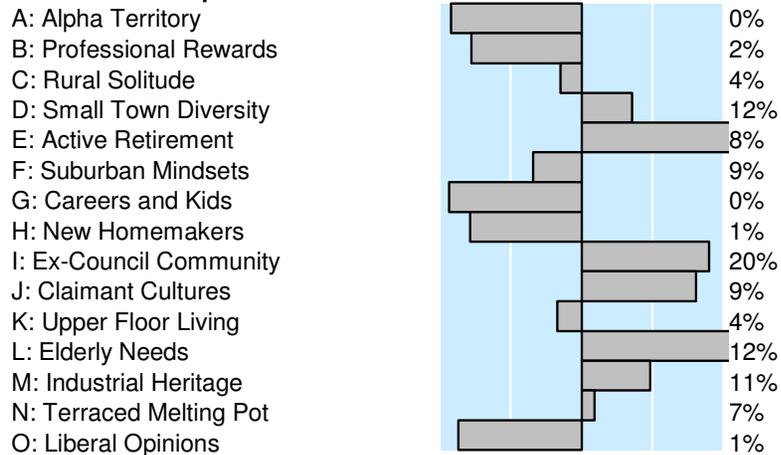
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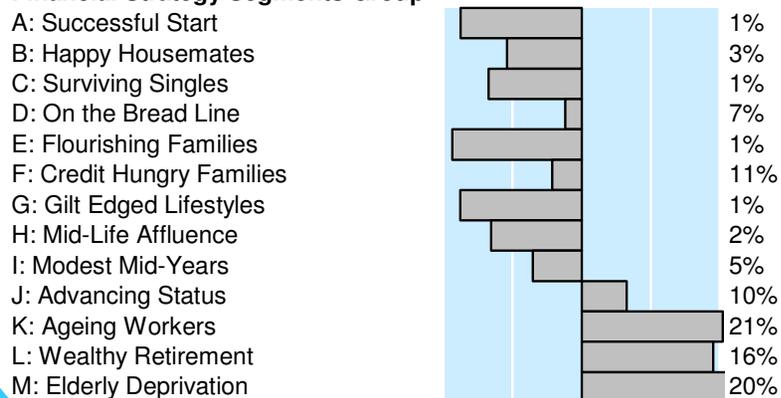
National Fraud Authority

Geo-demographic Profiles

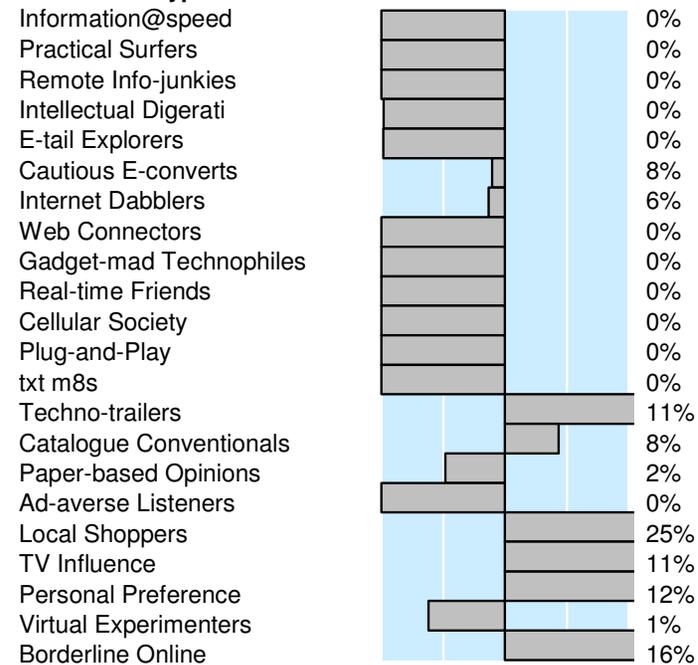
Mosaic UK Group



Financial Strategy Segments Group



TrueTouch Type



n = 2062 (fieldwork January-February 2011)

Segment 2b (4% of UK Adults)

Avoiding risk but vulnerable to offers

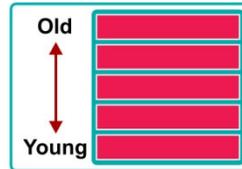
Very low income, pensionable age females - "I was taken in thinking I would get a big prize"



National Fraud Authority



Who we are:



Age 66 plus (senior citizens)



Singles



Very low Incomes



Semi-detached / Terraces / Bungalows



Isolated & alone



Vulnerable; requiring support

Experience, attitudes and awareness of fraud:



Premium rate telephone scams



Foreign lotteries / competitions



Clairvoyant / Psychic Fraud



Miracle health cures



DO – buy from door to door sales people



Seen as an 'easy target'



Trust in Authority

Key Requirements:

Segment 2Bb have an inherent trust in authority, as such engagement is best leveraged with those partners who have a direct and regular relationship with this cohort; social services, NHS providers, meals on wheels etc.

Total fraud loss*: **£0.32bn**

| | |
|-----------------------|------------------|
| £0.26bn | £0.06bn |
| Foreign Lottery scams | Prize Draw scams |

Communication Preferences



Face to Face



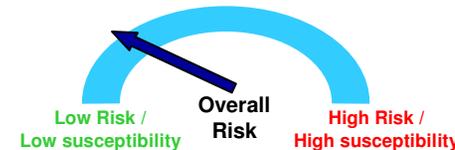
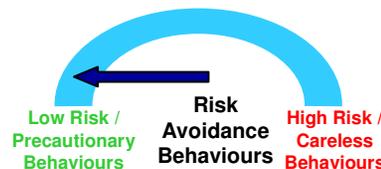
Post



Telephone



Newspapers



* Derived from the NFA's Annual Fraud Indicator – figure represents the entire loss to the UK population and are indicative of the losses the segment may have suffered

Segment 2b (4% of UK Adults)

Avoiding risk but vulnerable to offers

Very low income, pensionable age females - "I was taken in thinking I would get a big prize"



National Fraud
Authority

Fraud Experience, Attitudes and Behaviours



Segment 2b mirror segment 2 with generally good behaviours and attitudes that mean that this is a group that don't put themselves at risk through carelessness and negligence. Because of their age they may be seen as an easy target for fraudsters and there is some evidence that this demographic can fall victim to some relatively unsophisticated but compelling offers especially if the offers play on their inherent trust, obedience and respect for authority.



The lifestyle choices of this segment put them at some risk of premium rate telephone call scams, prize-draws and sweepstakes. Furthermore, the close associations of pensioners with friends and family of the same age mean that many can fall victim at the same time particularly if the offers are personal and look genuine.



When they do fall victim the impact is significant, they are often in financial difficulties anyway and further loss precipitates a decline in both physical and mental health.

Segment 2b (4% of UK Adults)

Avoiding risk but vulnerable to offers

Very low income, pensionable age females - "I was taken in thinking I would get a big prize"



**National Fraud
Authority**



Who We Are

Segment 2b are a subset of Segment 2 and are characterised by their potential vulnerability given their very senior years. Almost 40% are over the age of 66 with the remainder fast approaching retirement.

They are a much poorer element than segment 2 as a whole with many classed as 'elderly and in need'. Pensions will be supplemented with pension credit and finances will be extremely limited. Many will be in sheltered accommodation or in very low value housing in some of the least desirable locations.



They will have lived at their address longer than the segment 2 average, though due to their advancing years will be less active, more isolated and increasingly 'cut-off' from the rest of society.



Segment 2b (4% of UK Adults)

Avoiding risk but vulnerable to offers

Very low income, pensionable age females - "I was taken in thinking I would get a big prize"

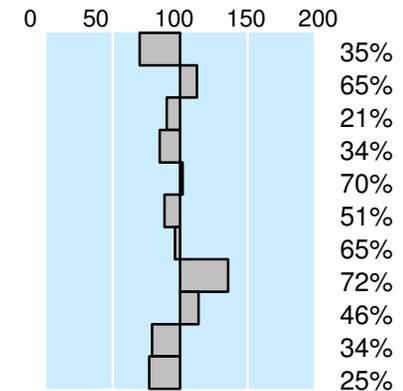


National Fraud Authority

Attitudes

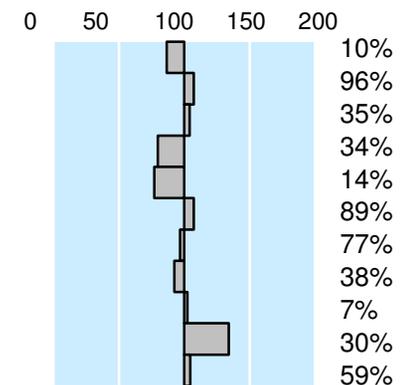
Motivations - Agree / Strongly Agree

- It is often worth making a small investment to try and make large financial rewards
- If something is free then it is too good to be true but if it is a bargain it might just be true
- I am quite impulsive and often make financial decisions on a whim
- I am not adverse to taking a risk
- I am a trusting person
- I am financially astute
- I am an optimistic person
- I rely more on my own experiences and knowledge rather than seeking advice
- I find it difficult to say no to people
- I get bored easily
- I am easily distracted



Attitudes - Agree / Strongly Agree

- Fraud is unlikely to happen to me
- Fraud is becoming more common
- I would know if I was exposed to fraud
- I feel I know a lot about fraud and the methods people use
- I tend to trust charities and good causes even if it is not an organisation I have heard of before
- There is nearly always a catch when an offer looks too good to be true
- I am often looking for the best price or deal
- Fraudulent documents tend to have signs that they are not the real deal
- Fraud isn't a very serious crime
- You have to be a bit stupid/naive to fall for a fraud
- Overall, I would say I am a very trusting person



n = 2062 (fieldwork January-February 2011)

Segment 2b (4% of UK Adults)

Avoiding risk but vulnerable to offers

Very low income, pensionable age females - "I was taken in thinking I would get a big prize"

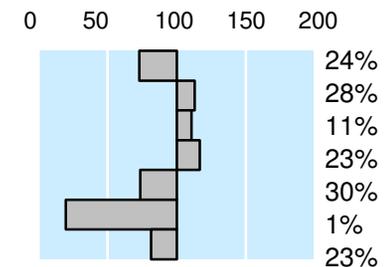


National Fraud
Authority

Behaviours

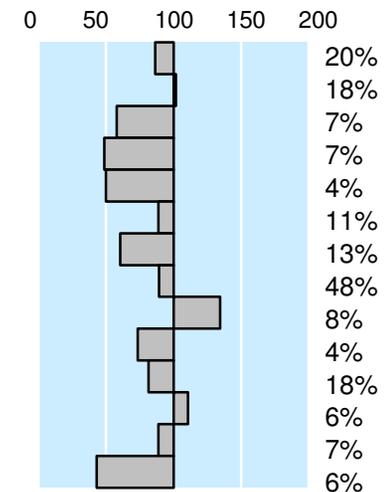
Behaviours - Agree / Strongly Agree

- I never or rarely read the small print
- I use the same password for most of my bank accounts
- Convenience is the most important thing for me
- I have bought from door to door salesman in the past
- I have purchased goods and services over the phone or over the internet from companies that I do not know
- I have given my personal details in response to unsolicited email or phone calls
- I have received and opened emails from a company I later found out to be bogus



Behaviours - Disagree / Strongly Disagree

- I always check the details and ask for references of new companies that I am dealing with
- I always check whether ATM/bank machines have been tampered with
- I always cover up the key pad when entering my PIN
- I always shred anything with my personal details on
- I always check my financial statements thoroughly and regularly
- I always use strong passwords and PINS (random words/numbers/symbols, change regularly)
- I always ask for offers to be put in writing
- I check my credit report at least every 6 months
- I actively limit the information I share on social networks
- I keep my computer anti virus software up to date
- Relying solely on data such as passwords makes me feel more vulnerable than I would like
- I would be happy to do a little bit more when transacting with shops and banks if it made fraud less likely
- I am prepared to go to great lengths to protect my identity and make life for fraudsters very difficult
- I always check the ID of people entering my home.



n = 2062 (fieldwork January-February 2011)

Segment 2b (4% of UK Adults)

Avoiding risk but vulnerable to offers

Very low income, pensionable age females - "I was taken in thinking I would get a big prize"



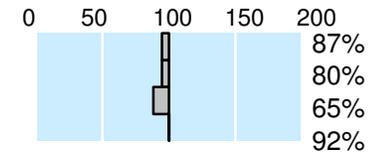
National Fraud Authority

Experience of Fraud

Personal Experiences: Competitions, Services & Opportunities

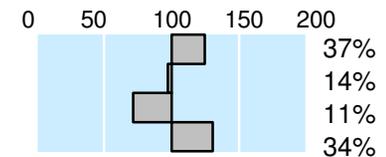
Aware of

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
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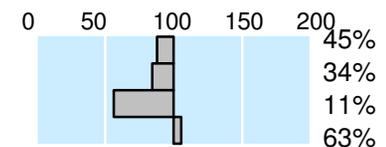
Engage In

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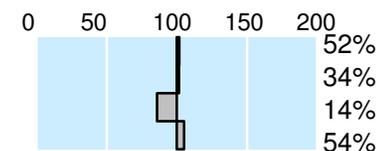
Offered in Unsolicited Manner

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Regarded as Fraud

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
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Segment 2b (4% of UK Adults)

Avoiding risk but vulnerable to offers

Very low income, pensionable age females - "I was taken in thinking I would get a big prize"



National Fraud Authority

Experience of Fraud

Personal Experiences: Frauds & Scams

Aware of



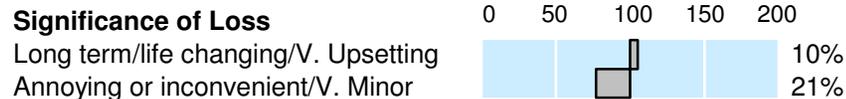
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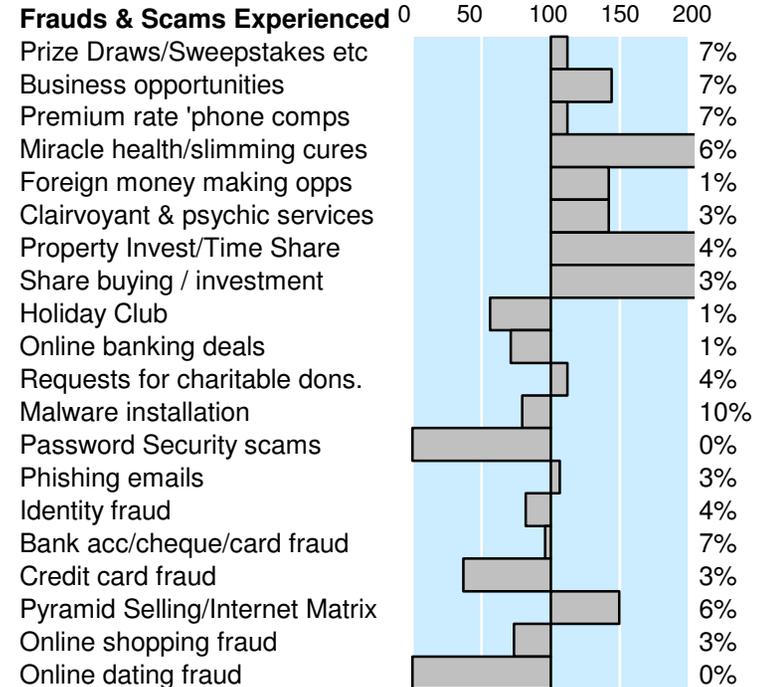
Frauds & Scams Experienced



Significance of Loss



Frauds & Scams Experienced



n = 2062 (fieldwork January-February 2011)

Segment 2b (4% of UK Adults)

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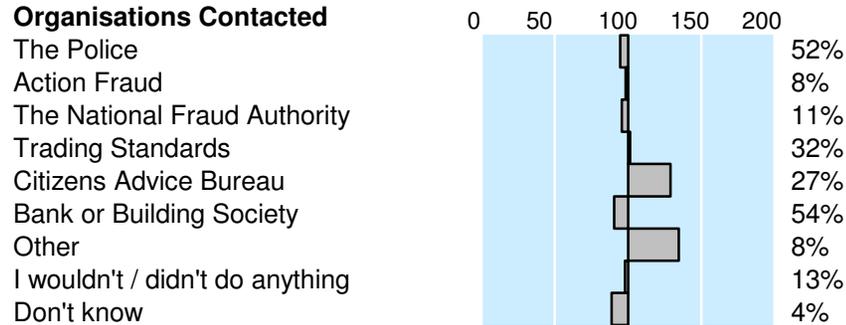
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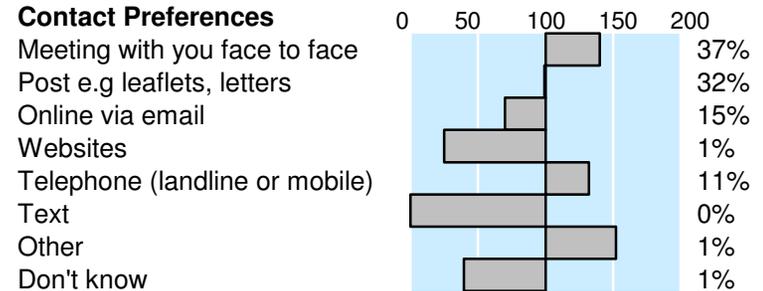
National Fraud Authority

Information sources, contact channels and preferences

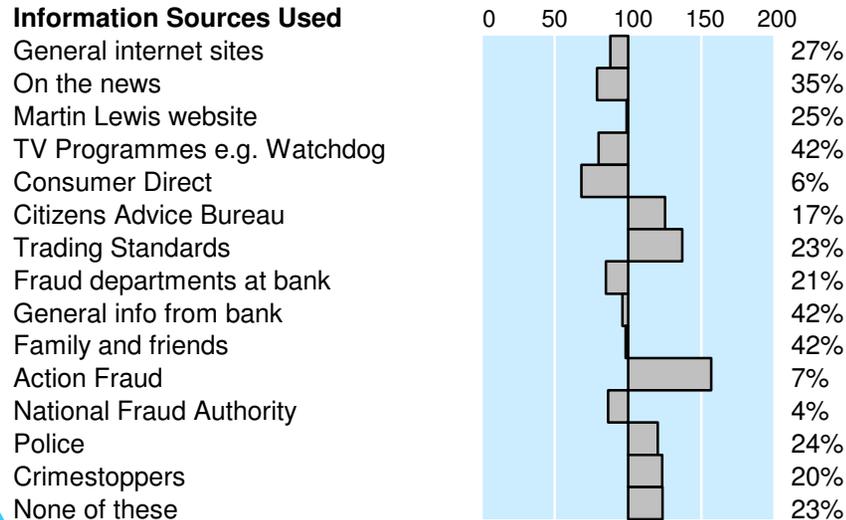
Organisations Contacted



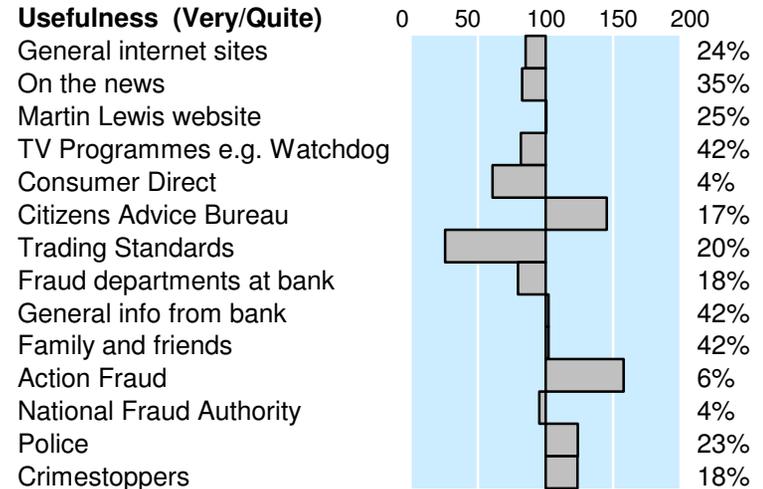
Contact Preferences



Information Sources Used



Usefulness (Very/Quite)



n = 2062 (fieldwork January-February 2011)

Segment 2b (4% of UK Adults)

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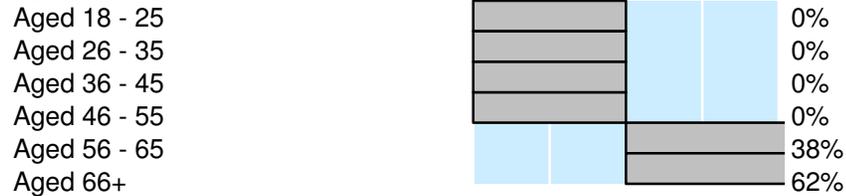
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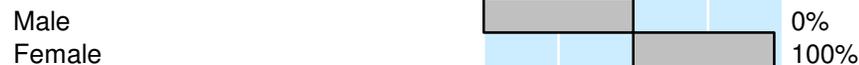
National Fraud Authority

Demographics and Household Attributes

Age



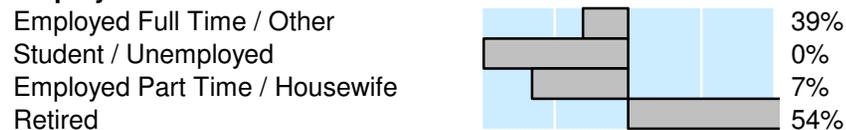
Gender



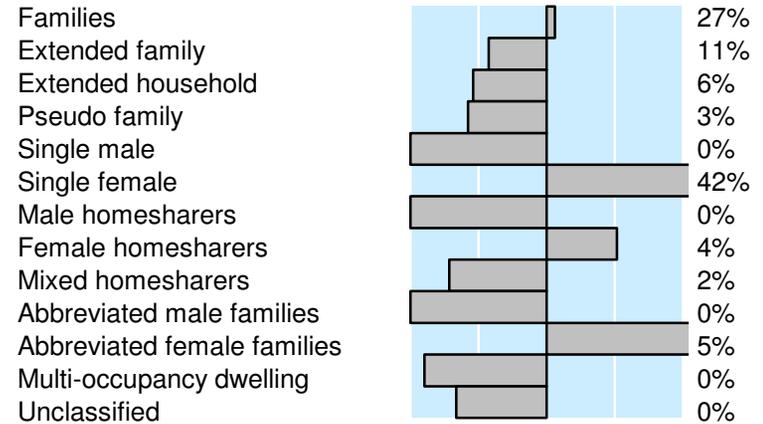
Marital Status



Employment Status



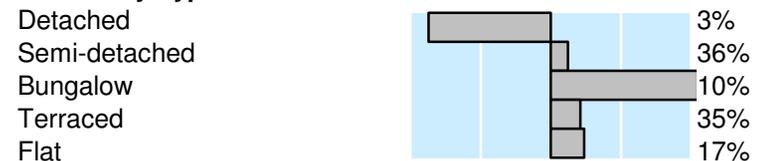
Household Composition



Tenure



Residency Type



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Segment 2b (4% of UK Adults)

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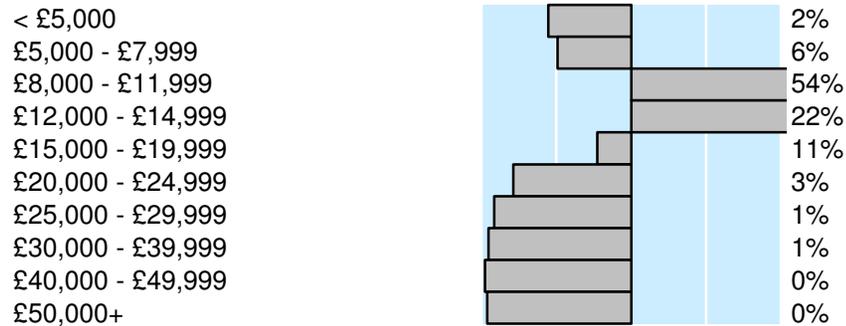
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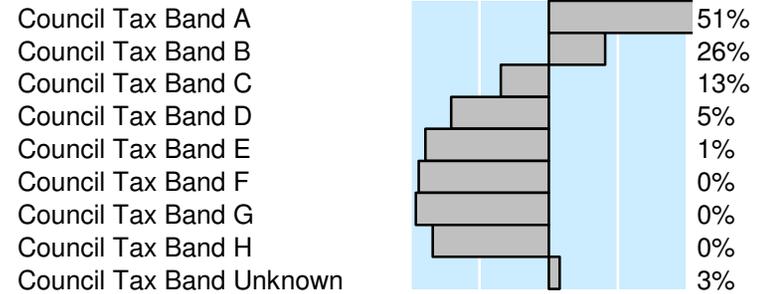
National Fraud Authority

Financial and Wealth Related Attributes

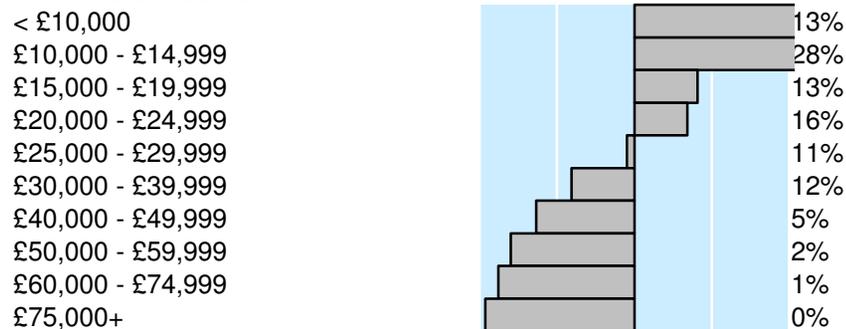
Personal Income



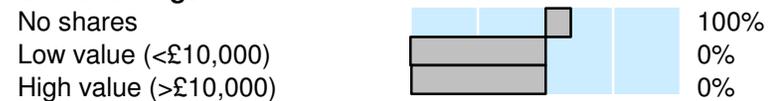
Council Tax Band



Household Income



Shareholdings



Directorships



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Segment 2b (4% of UK Adults)

Avoiding risk but vulnerable to offers

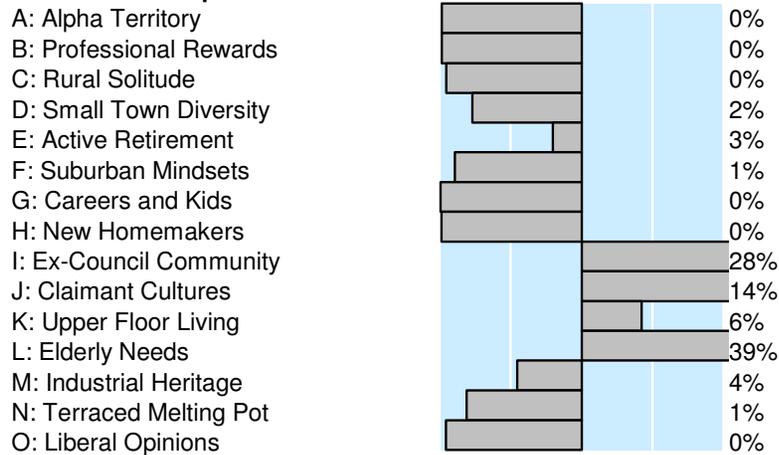
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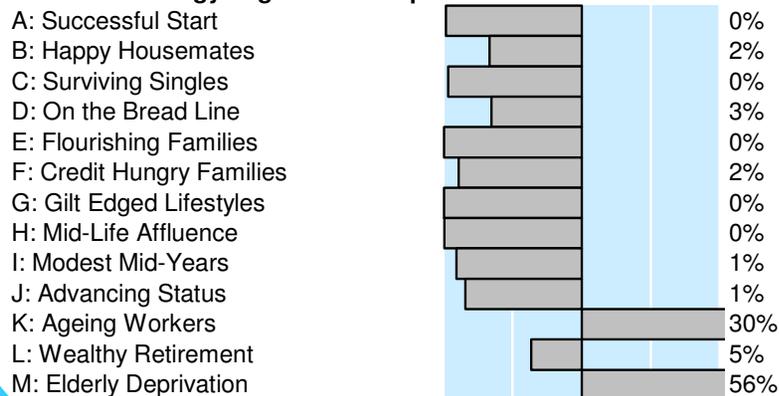
National Fraud Authority

Geo-demographic Profiles

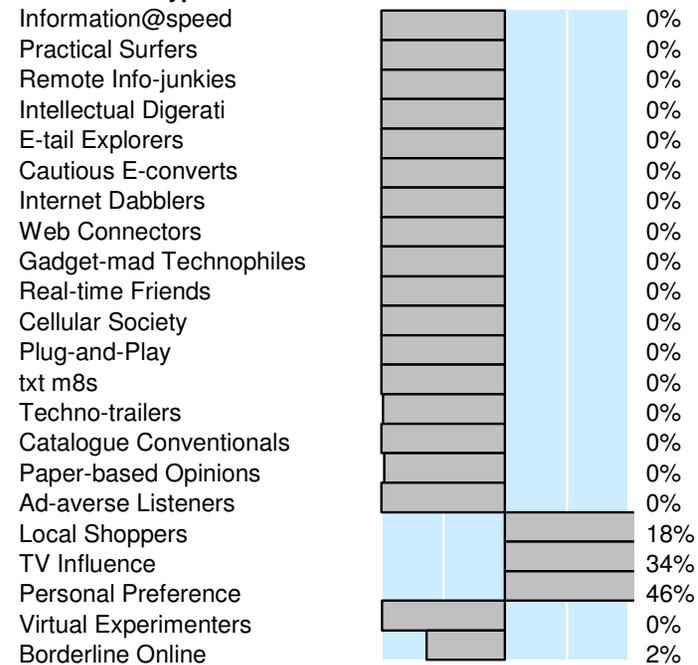
Mosaic UK Group



Financial Strategy Segments Group



TrueTouch Type



n = 2062 (fieldwork January-February 2011)

Segment 3 (10% of UK Adults)

Avoiding risk but still a victim

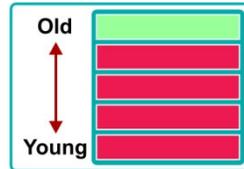
Less affluent, older males – “I don’t believe I was specifically targeted”



National Fraud Authority



Who we are:



Age 56 plus (approaching retirement)



Singles, married couples “empty nesters”



Modest wealth



Semi-detached / Terraces / Bungalows



Traditional Media



Fraud ‘hits’ hard

Experience, attitudes and awareness of fraud:



Premium rate telephone scams



Foreign lotteries / competitions



Online dating



Pyramid selling



DO NOT – give personal details unsolicited



DO – shred personal details



Trust in Authority

Key Requirements:

The experience of fraud in Segment 3 is more likely to do with lifestyle choice than any desire for financial gain or investment ‘opportunity’.

This segment don’t tend to have significant disposable income and can ill afford to lose out financially – messages should be delivered through traditional channels that reinforce precautionary behaviours.

Total fraud loss*: £0.22bn

| | | |
|------------------------------|------------------|---------------|
| £0.16bn | £0.06bn | £tbc bn |
| Premium Rate Telephone Scams | Prize Draw Scams | Romance Fraud |

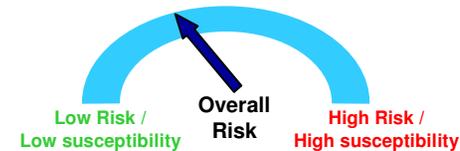
Communication Preferences



Television Radio



Newspapers Face to Face



* Derived from the NFA’s Annual Fraud Indicator – figure represents the entire loss to the UK population and are indicative of the losses the segment may have suffered

Segment 3 (10% of UK Adults)

Avoiding risk but still a victim

Less affluent, older males - "I don't believe I was specifically targeted"



National Fraud
Authority



Fraud Experience, Attitudes and Behaviours

Segment 3 are slightly risk averse in nature. They tend to disagree that it is worth making a small investment to try and make a large gain, but this could be symptomatic of having limited funds available to make such investments. They typically do not consider themselves to be trusting, and are confident in their ability to say no to people.

Segment 3 rely more on their own experiences than the advice of so-called experts. Just like Segment 2 this group is also likely to engage in prize draws, sweepstakes and premium rate telephone competitions. Some have experienced fraudulent versions of these types of competitions. Others have fallen prey to fraudulent requests for charitable donations. Segment 3 is significantly more likely than any other to have been a victim of online dating fraud.

Whilst this group ranks only third in terms of their likelihood to have experienced fraud, they are the most likely group to describe their loss as long term, life changing or very upsetting.



Segment 3 (10% of UK Adults)

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Authority**



Who We Are

Segment 3 consists of older middle-aged men (largely aged 46+), many of whom are single. Whilst some will still be employed full time, others have now retired from semi-skilled jobs which earned them only modest salaries.

This group can usually be found living in large low rise estates of terraced housing and modest bungalows. Many will be rented from the council, whilst others may have bought the property many years ago, often from the council, and at significant discounts. Consequently, any mortgage payments remain small.



They get by as best they can by living, and in some cases working, day to day. They try to keep bills down, but can be tempted by bargains offered through the post. They tend to be financially unaware. Although they have avoided serious debt, few will have any significant savings. Indeed, savings for retirement are generally inadequate and a significant proportion will have no pension provision at all.



Newspapers, TV and radio are all useful sources of information to this group, and many will be responsive to post. Though some do have internet access, they are typically still inclined towards traditional communication methods.

Segment 3 (10% of UK Adults)

Avoiding risk but still a victim

Less affluent, older males - "I don't believe I was specifically targeted"

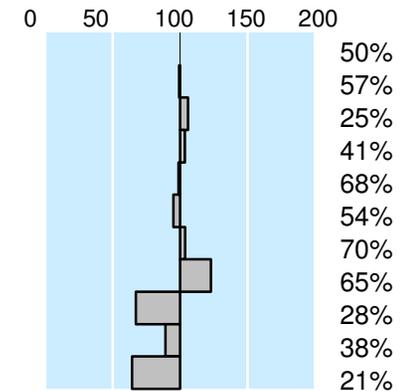


National Fraud Authority

Attitudes

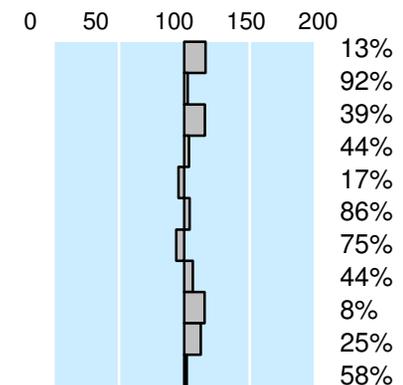
Motivations - Agree / Strongly Agree

- It is often worth making a small investment to try and make large financial rewards
- If something is free then it is too good to be true but if it is a bargain it might just be true
- I am quite impulsive and often make financial decisions on a whim
- I am not adverse to taking a risk
- I am a trusting person
- I am financially astute
- I am an optimistic person
- I rely more on my own experiences and knowledge rather than seeking advice
- I find it difficult to say no to people
- I get bored easily
- I am easily distracted



Attitudes - Agree / Strongly Agree

- Fraud is unlikely to happen to me
- Fraud is becoming more common
- I would know if I was exposed to fraud
- I feel I know a lot about fraud and the methods people use
- I tend to trust charities and good causes even if it is not an organisation I have heard of before
- There is nearly always a catch when an offer looks too good to be true
- I am often looking for the best price or deal
- Fraudulent documents tend to have signs that they are not the real deal
- Fraud isn't a very serious crime
- You have to be a bit stupid/naive to fall for a fraud
- Overall, I would say I am a very trusting person



n = 2062 (fieldwork January-February 2011)

Segment 3 (10% of UK Adults)

Avoiding risk but still a victim

Less affluent, older males - "I don't believe I was specifically targeted"

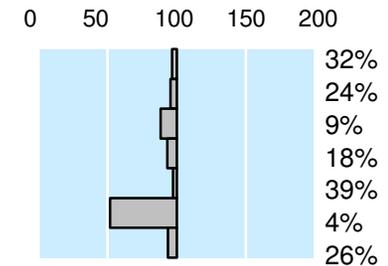


National Fraud Authority

Behaviours

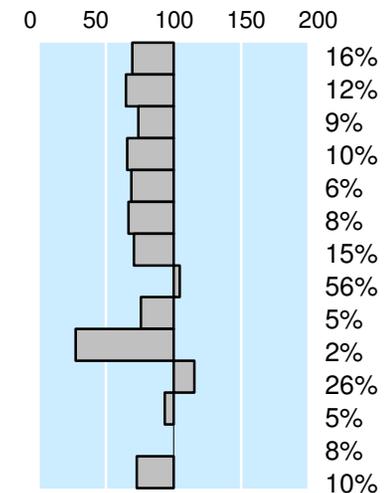
Behaviours - Agree / Strongly Agree

- I never or rarely read the small print
- I use the same password for most of my bank accounts
- Convenience is the most important thing for me
- I have bought from door to door salesman in the past
- I have purchased goods and services over the phone or over the internet from companies that I do not know
- I have given my personal details in response to unsolicited email or phone calls
- I have received and opened emails from a company I later found out to be bogus



Behaviours - Disagree / Strongly Disagree

- I always check the details and ask for references of new companies that I am dealing with
- I always check whether ATM/bank machines have been tampered with
- I always cover up the key pad when entering my PIN
- I always shred anything with my personal details on
- I always check my financial statements thoroughly and regularly
- I always use strong passwords and PINS (random words/numbers/symbols, change regularly)
- I always ask for offers to be put in writing
- I check my credit report at least every 6 months
- I actively limit the information I share on social networks
- I keep my computer anti virus software up to date
- Relying solely on data such as passwords makes me feel more vulnerable than I would like
- I would be happy to do a little bit more when transacting with shops and banks if it made fraud less likely
- I am prepared to go to great lengths to protect my identity and make life for fraudsters very difficult
- I always check the ID of people entering my home.



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Segment 3 (10% of UK Adults)

Avoiding risk but still a victim

Less affluent, older males - "I don't believe I was specifically targeted"



National Fraud Authority

Experience of Fraud

Personal Experiences: Competitions, Services & Opportunities

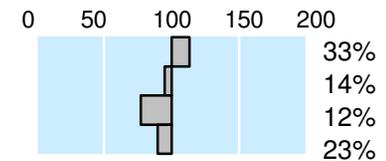
Aware of

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



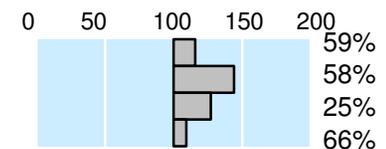
Engage In

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



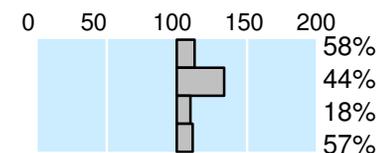
Offered in Unsolicited Manner

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



Regarded as Fraud

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



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Segment 3 (10% of UK Adults)

Avoiding risk but still a victim

Less affluent, older males - "I don't believe I was specifically targeted"

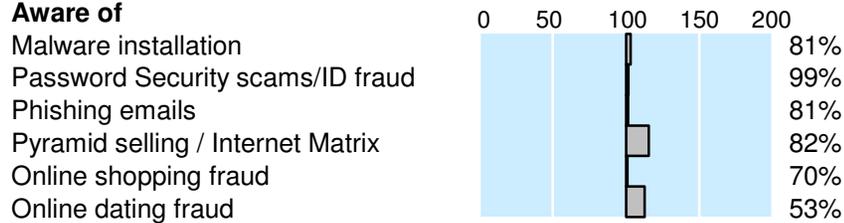


National Fraud Authority

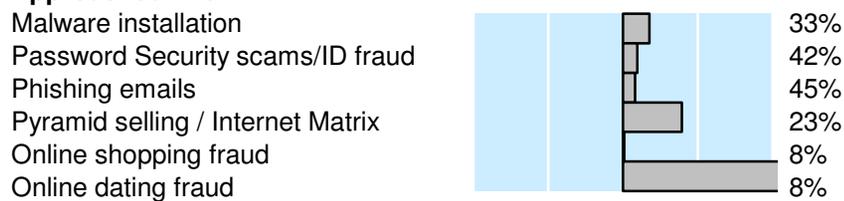
Experience of Fraud

Personal Experiences: Frauds & Scams

Aware of



Approached With



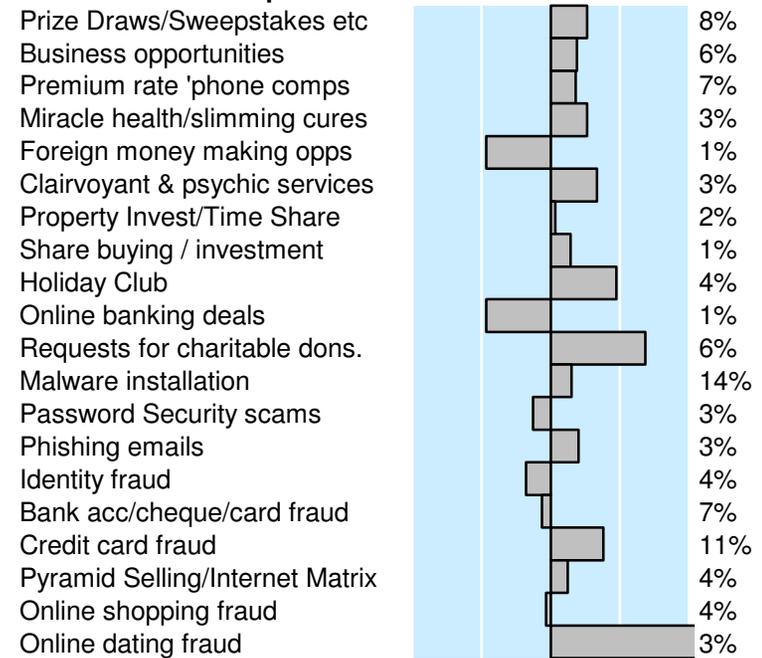
Frauds & Scams Experienced



Significance of Loss



Frauds & Scams Experienced



n = 2062 (fieldwork January-February 2011)

Segment 3 (10% of UK Adults)

Avoiding risk but still a victim

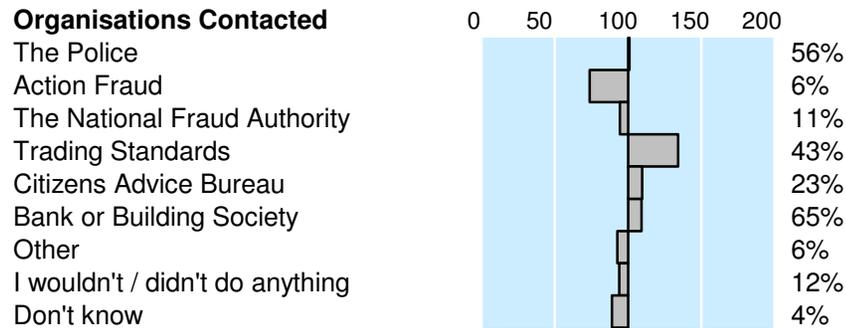
Less affluent, older males - "I don't believe I was specifically targeted"



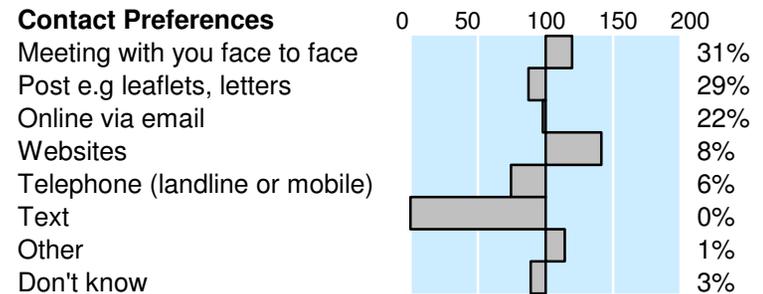
National Fraud Authority

Information sources, contact channels and preferences

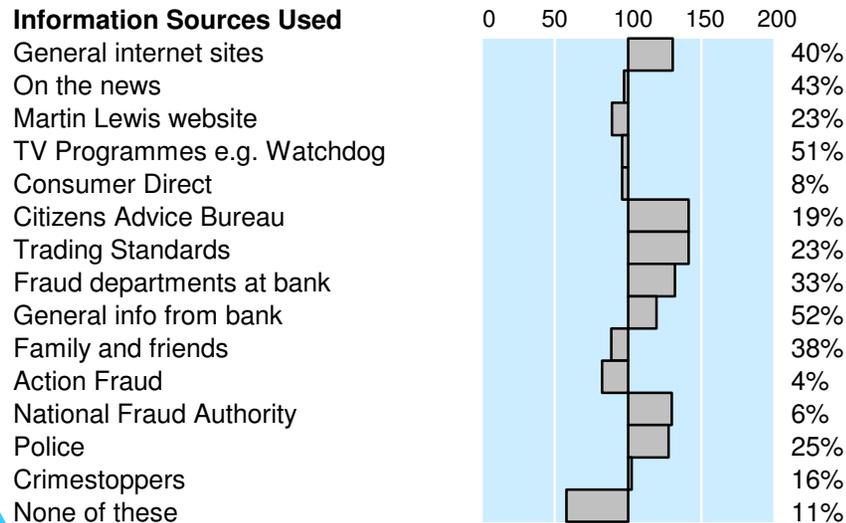
Organisations Contacted



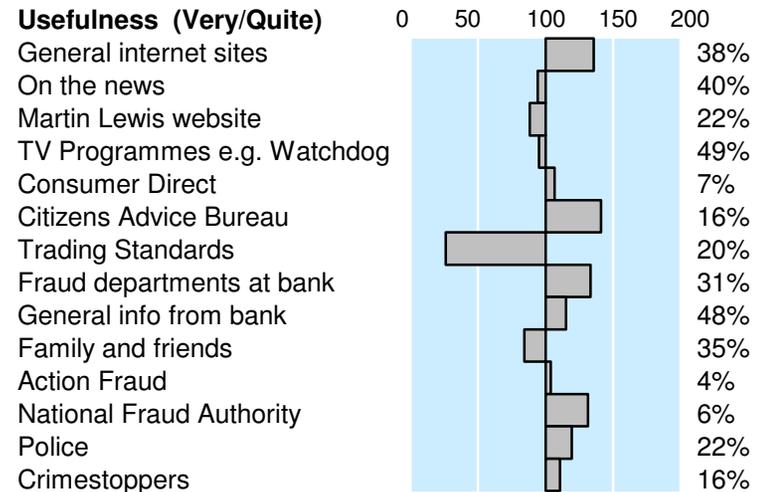
Contact Preferences



Information Sources Used



Usefulness (Very/Quite)



n = 2062 (fieldwork January-February 2011)

Segment 3 (10% of UK Adults)

Avoiding risk but still a victim

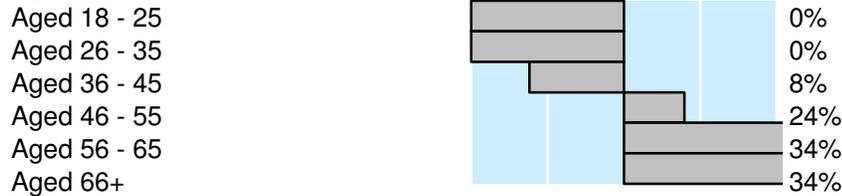
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National Fraud Authority

Demographics and Household Attributes

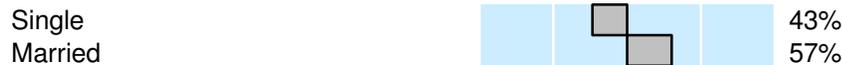
Age



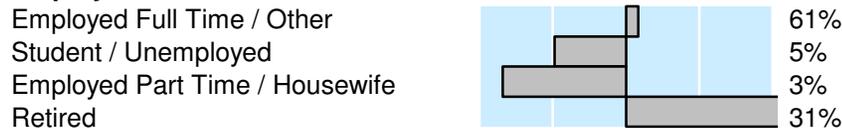
Gender



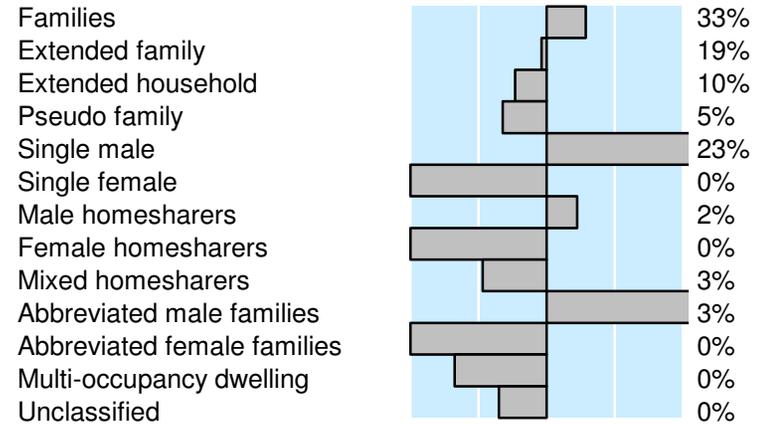
Marital Status



Employment Status



Household Composition



Tenure



Residency Type



n = 2062 (fieldwork January-February 2011)

Segment 3 (10% of UK Adults)

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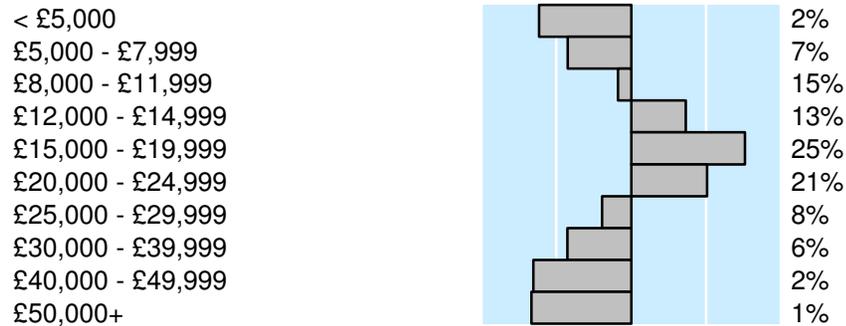
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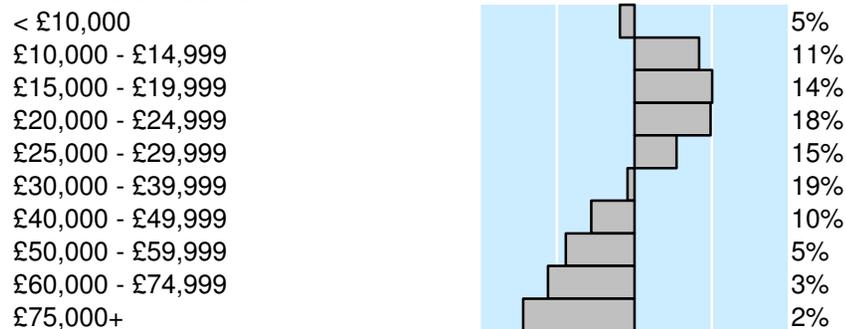
National Fraud Authority

Financial and Wealth Related Attributes

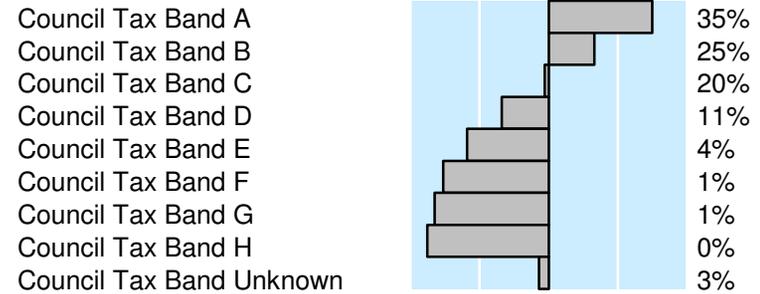
Personal Income



Household Income



Council Tax Band



Shareholdings



Directorships



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Segment 3 (10% of UK Adults)

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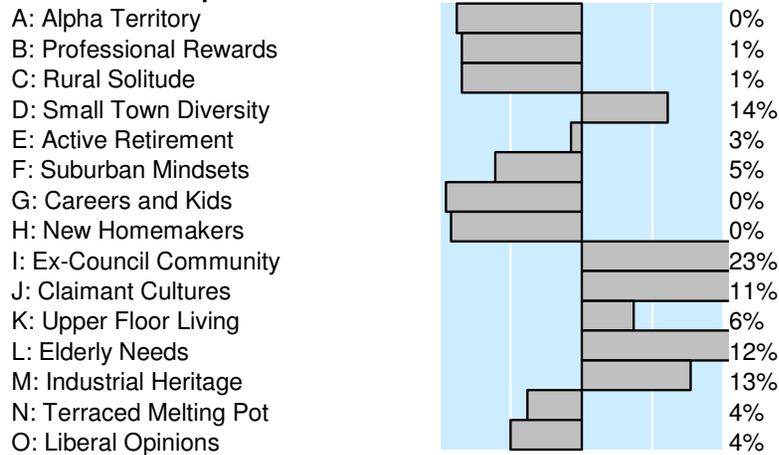
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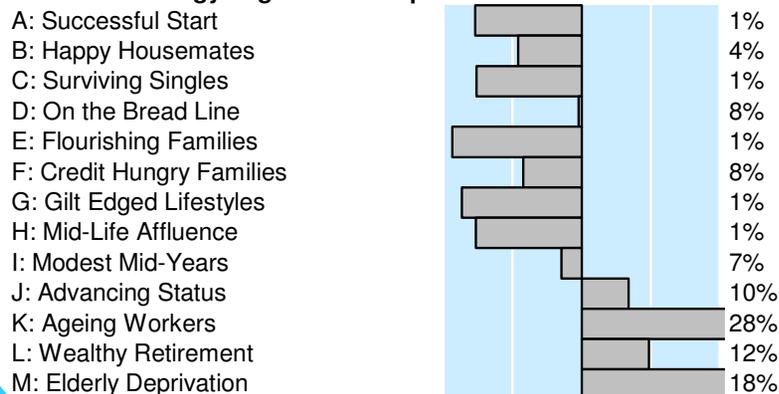
National Fraud Authority

Geo-demographic Profiles

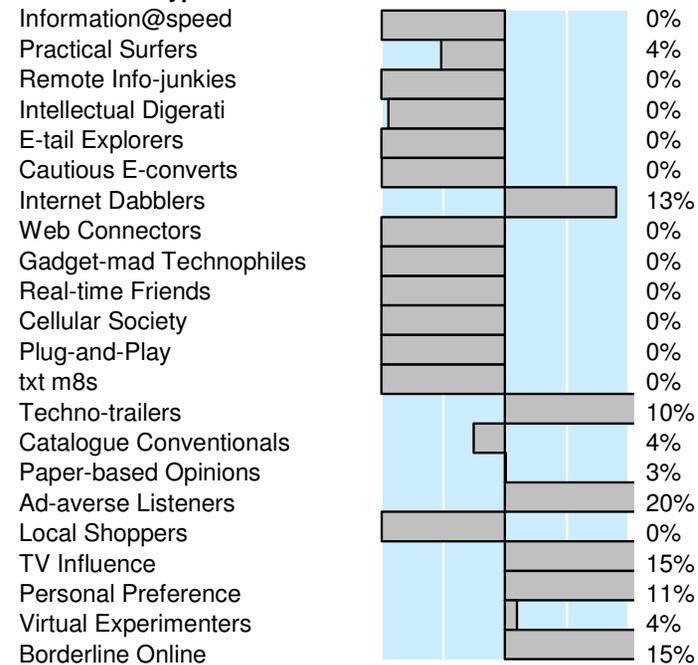
Mosaic UK Group



Financial Strategy Segments Group



TrueTouch Type



n = 2062 (fieldwork January-February 2011)

Segment 4 (21% of UK Adults)

Risk takers seeking financial gain

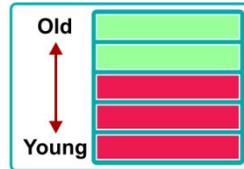
Affluent, opportunity seeking professional males – “because of greed I became a victim”



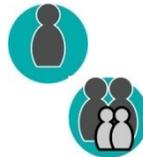
National Fraud Authority



Who we are:



Age 36-55



Singles & Families



Affluent / comfortably off



Detached



Online banking & money management



Financially Aware

Experience, attitudes and awareness of fraud:



ID Fraud



Phishing emails



Bank Card Fraud



Property Investment Scams



Foreign money making investments



Confident & Assured



Risk seekers & financially impulsive

Key Requirements:

This is a confident and assured segment that profess financial competence and maturity – communications should demonstrate that risky behaviours and acting on impulse heighten the likelihood of material loss and are not the actions of competent professionals.

Total fraud loss*: £3.35bn

| | | |
|----------------|----------------------------|-------------------------|
| £2.70bn | £1.17bn | £0.16bn |
| Identity Fraud | High Risk Investment Scams | Property Investor Scams |

Communication Preferences



Web



Email



Newspapers



* Derived from the NFA's Annual Fraud Indicator – figure represents the entire loss to the UK population and are indicative of the losses the segment may have suffered

Segment 4 (21% of UK Adults)

Risk takers seeking financial gain

Affluent, opportunity-seeking professional males at risk - "because of greed"



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Fraud Experience, Attitudes and Behaviours

This group considers themselves financially astute and to an extent (albeit less so than their counterparts in Segment 3), they are happy to rely on their own experiences rather than seek advice from experts.

They are likely to engage in online banking deals and promotions and foreign money making opportunities or property investment.



This group is the most likely segment to have been approached with all fraud and scam types (including malware installation on their computers, online shopping fraud and phishing emails). They are the second most likely group to have fallen victim to fraud (behind segment 6), in particular, bank account fraud, phishing emails and identity fraud (perhaps due to the fact that this group is one of the ones with the most to lose). Some have also fallen victim to fraudulent foreign money making opportunities and share buying / investment opportunities.



Despite their experiences, this group still consider that fraud is relatively unlikely to happen to them (perhaps because of their view that they are financially astute). Anti-fraud behaviours are reasonably limited given the experiences of this group.

Segment 4 (21% of UK Adults)

Risk takers seeking financial gain

Affluent, opportunity-seeking professional males at risk - "because of greed"



**National Fraud
Authority**



Who We Are

Segment 4 consists of younger-middle aged (predominantly aged 36-55), typically married males. They live in large, well-maintained, detached family homes, often in the outer suburbs of large cities. They are well-settled in their homes, having lived there for 5-10 years

They tend to be employed full-time often in reasonably senior positions in large multi-national companies. Some may even own their own small or medium-sized businesses. Relatively high incomes are enjoyed by this group as a result of what are already successful careers, and income from considerable investments in stocks, shares, bonds etc.

This group seeks value for money rather than the lowest prices, and are happy to pay a premium for brands renowned for quality and reliability. They are more interested in service than they are price.

This group are likely to rely on the national media (particularly quality national newspapers) as a source of information. Many of this group are online (through work, or encouraged by their children at home), and can see the benefit of this as a communication channel. In fact, online or via email is the preferred channel of communication for many in this group.

Segment 4 (21% of UK Adults)

Risk takers seeking financial gain

Affluent, opportunity-seeking professional males at risk - "because of greed"

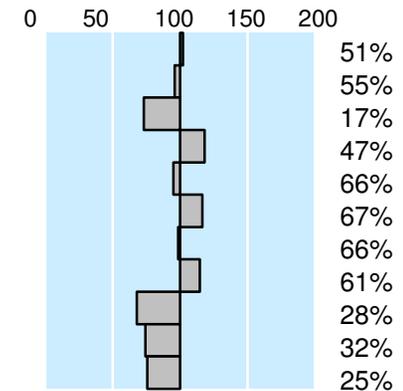


National Fraud Authority

Attitudes

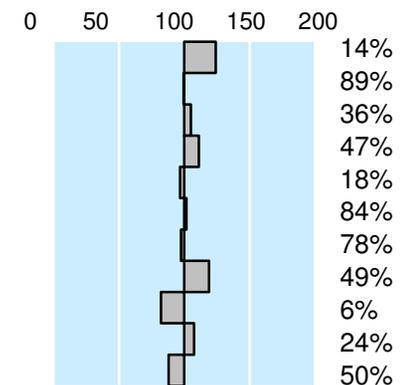
Motivations - Agree / Strongly Agree

- It is often worth making a small investment to try and make large financial rewards
- If something is free then it is too good to be true but if it is a bargain it might just be true
- I am quite impulsive and often make financial decisions on a whim
- I am not adverse to taking a risk
- I am a trusting person
- I am financially astute
- I am an optimistic person
- I rely more on my own experiences and knowledge rather than seeking advice
- I find it difficult to say no to people
- I get bored easily
- I am easily distracted



Attitudes - Agree / Strongly Agree

- Fraud is unlikely to happen to me
- Fraud is becoming more common
- I would know if I was exposed to fraud
- I feel I know a lot about fraud and the methods people use
- I tend to trust charities and good causes even if it is not an organisation I have heard of before
- There is nearly always a catch when an offer looks too good to be true
- I am often looking for the best price or deal
- Fraudulent documents tend to have signs that they are not the real deal
- Fraud isn't a very serious crime
- You have to be a bit stupid/naive to fall for a fraud
- Overall, I would say I am a very trusting person



n = 2062 (fieldwork January-February 2011)

Segment 4 (21% of UK Adults)

Risk takers seeking financial gain

Affluent, opportunity-seeking professional males at risk - "because of greed"

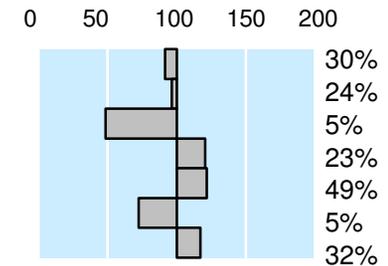


National Fraud Authority

Behaviours

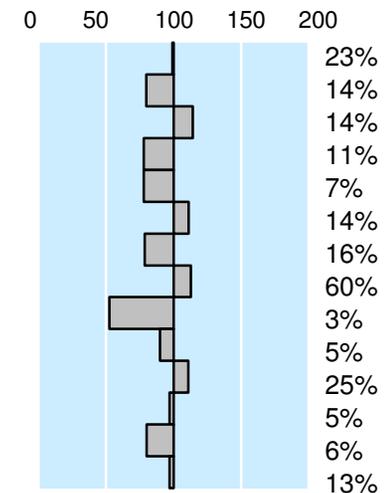
Behaviours - Agree / Strongly Agree

- I never or rarely read the small print
- I use the same password for most of my bank accounts
- Convenience is the most important thing for me
- I have bought from door to door salesman in the past
- I have purchased goods and services over the phone or over the internet from companies that I do not know
- I have given my personal details in response to unsolicited email or phone calls
- I have received and opened emails from a company I later found out to be bogus



Behaviours - Disagree / Strongly Disagree

- I always check the details and ask for references of new companies that I am dealing with
- I always check whether ATM/bank machines have been tampered with
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Risk takers seeking financial gain

Affluent, opportunity-seeking professional males at risk - "because of greed"



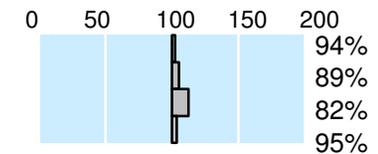
National Fraud Authority

Experience of Fraud

Personal Experiences: Competitions, Services & Opportunities

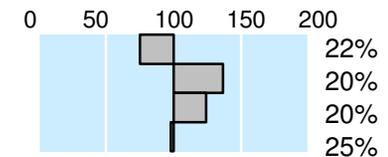
Aware of

Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
Online banking deals and promotions
Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



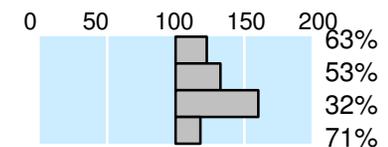
Engage In

Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
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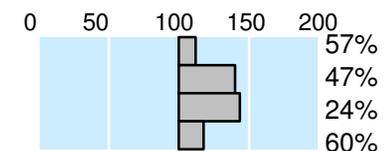
Offered in Unsolicited Manner

Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
Online banking deals and promotions
Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



Regarded as Fraud

Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
Online banking deals and promotions
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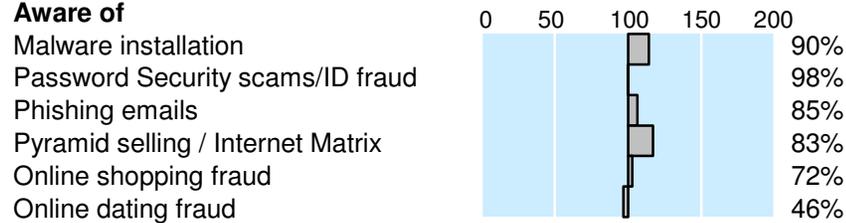


National Fraud Authority

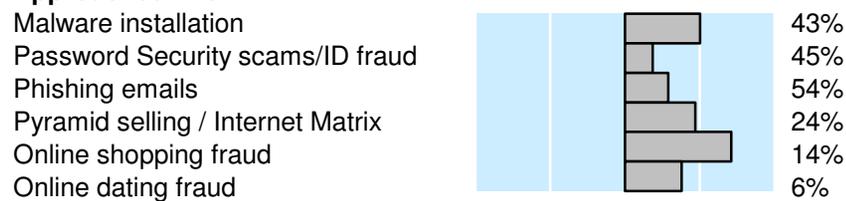
Experience of Fraud

Personal Experiences: Frauds & Scams

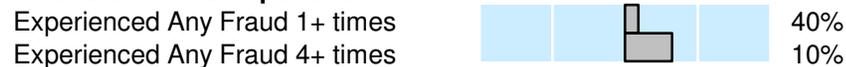
Aware of



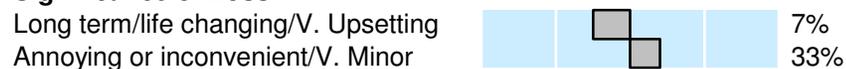
Approached With



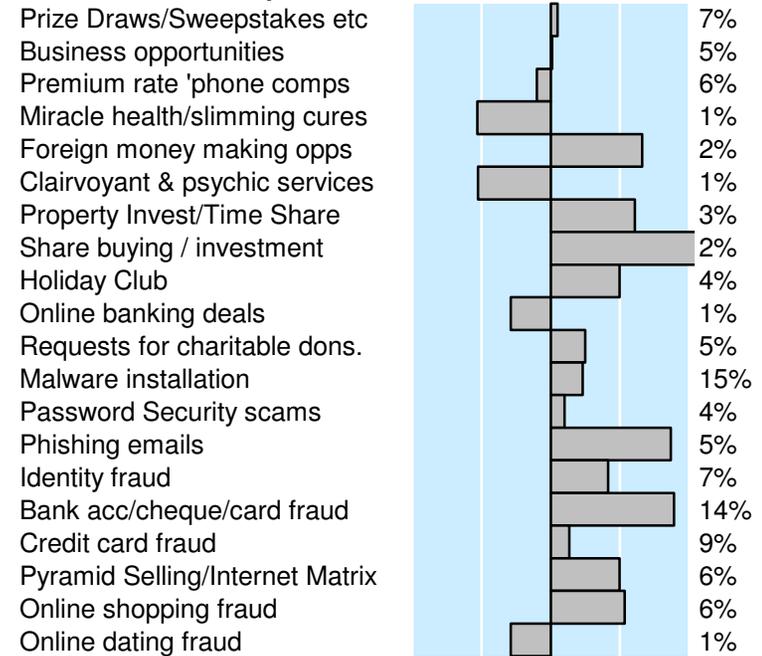
Frauds & Scams Experienced



Significance of Loss



Frauds & Scams Experienced



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Segment 4 (21% of UK Adults)

Risk takers seeking financial gain

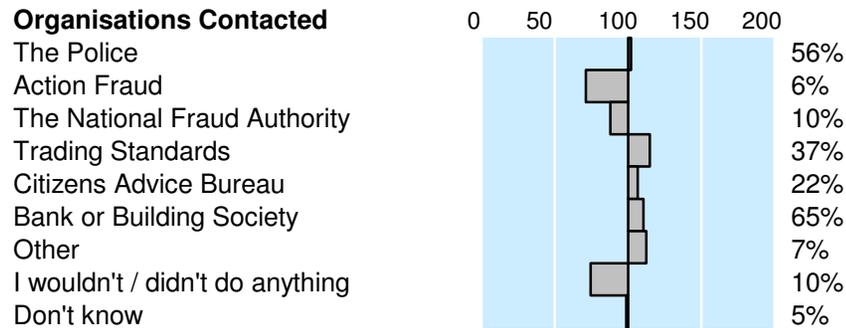
Affluent, opportunity-seeking professional males at risk - "because of greed"



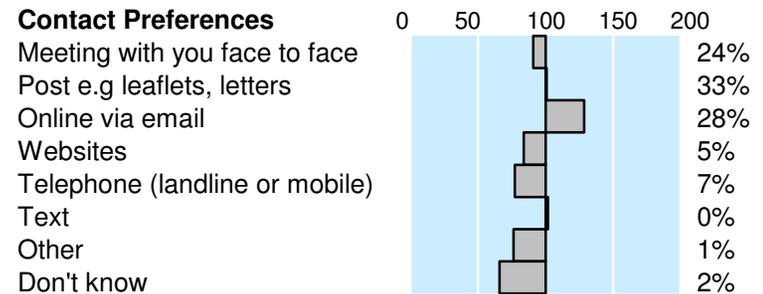
National Fraud Authority

Information sources, contact channels and preferences

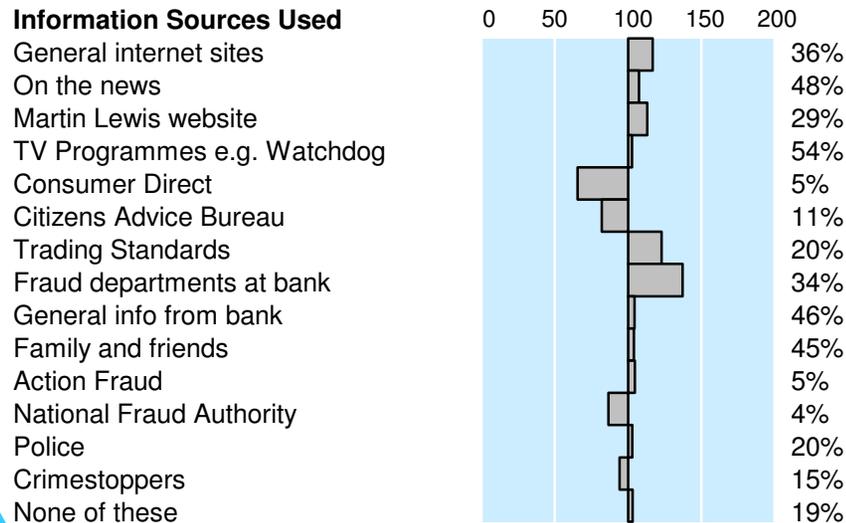
Organisations Contacted



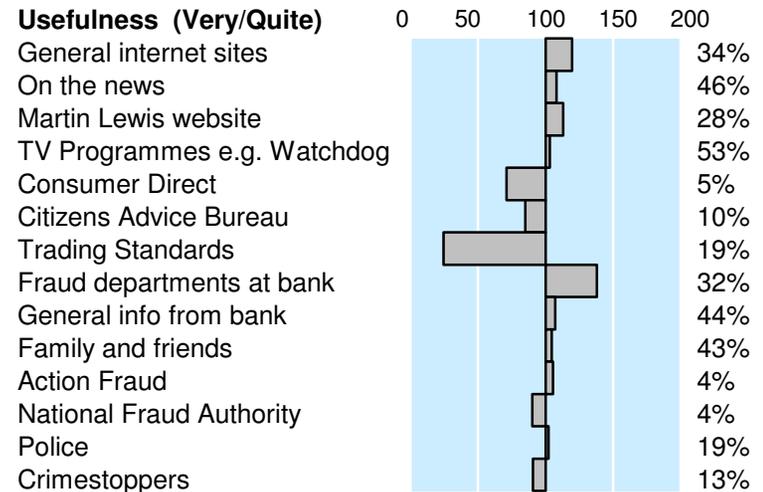
Contact Preferences



Information Sources Used



Usefulness (Very/Quite)



n = 2062 (fieldwork January-February 2011)

Segment 4 (21% of UK Adults)

Risk takers seeking financial gain

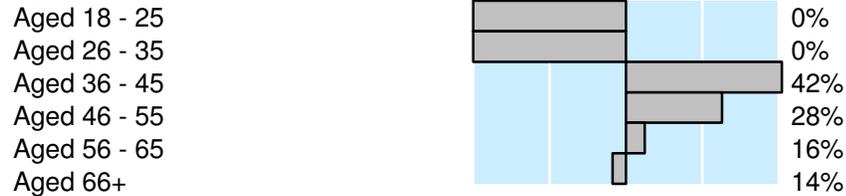
Affluent, opportunity-seeking professional males at risk - "because of greed"



National Fraud Authority

Demographics and Household Attributes

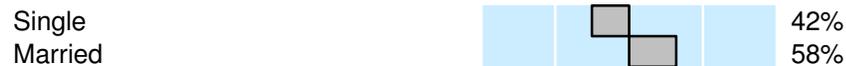
Age



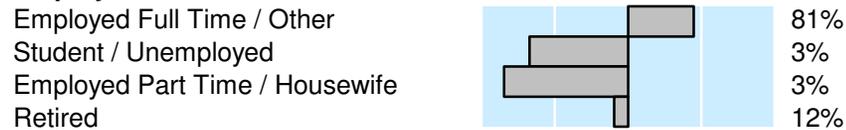
Gender



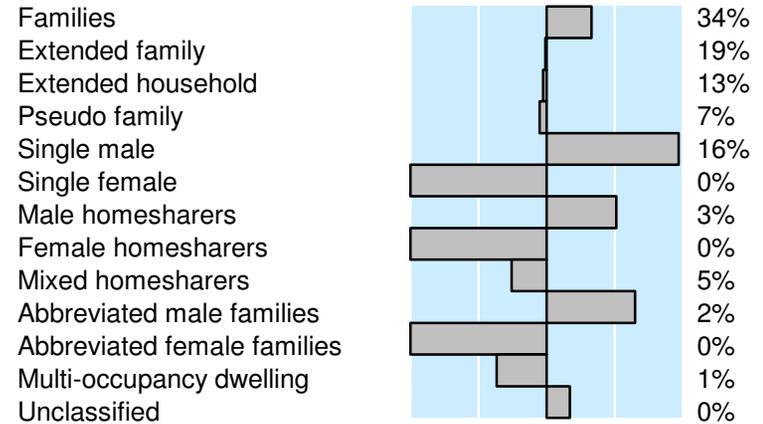
Marital Status



Employment Status



Household Composition



Tenure



Residency Type



n = 2062 (fieldwork January-February 2011)

Segment 4 (21% of UK Adults)

Risk takers seeking financial gain

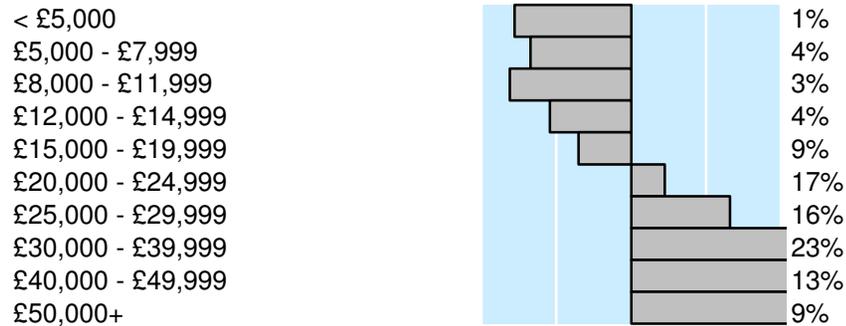
Affluent, opportunity-seeking professional males at risk - "because of greed"



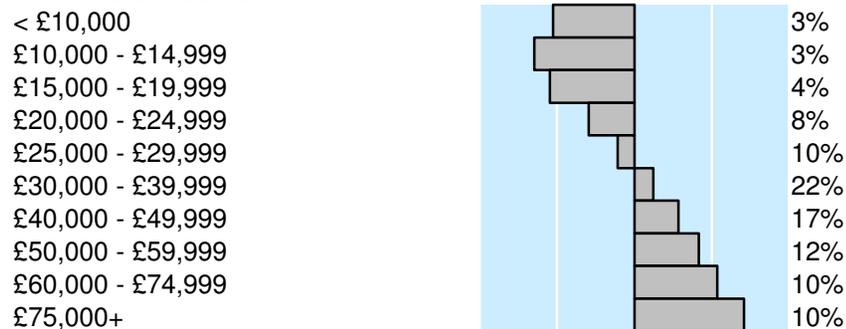
National Fraud Authority

Financial and Wealth Related Attributes

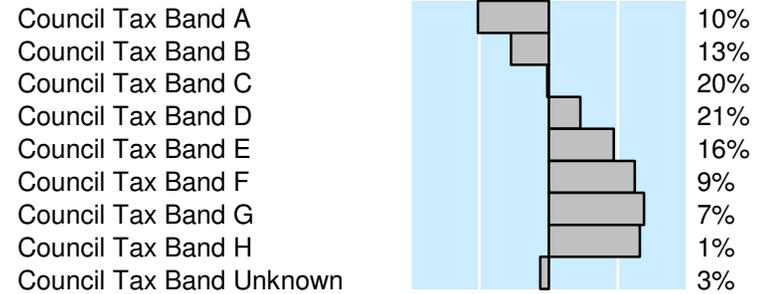
Personal Income



Household Income



Council Tax Band



Shareholdings



Directorships



n = 2062 (fieldwork January-February 2011)

Segment 4 (21% of UK Adults)

Risk takers seeking financial gain

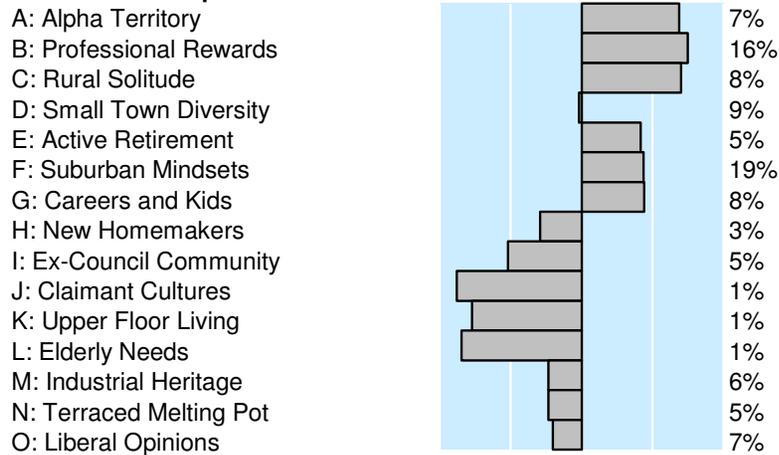
Affluent, opportunity-seeking professional males at risk - "because of greed"



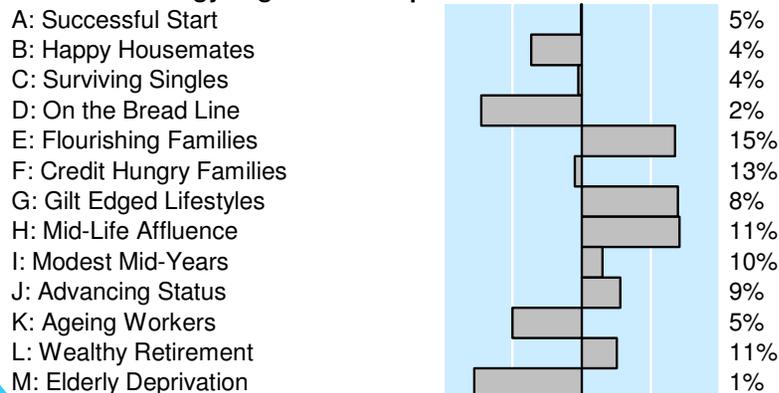
National Fraud Authority

Geo-demographic Profiles

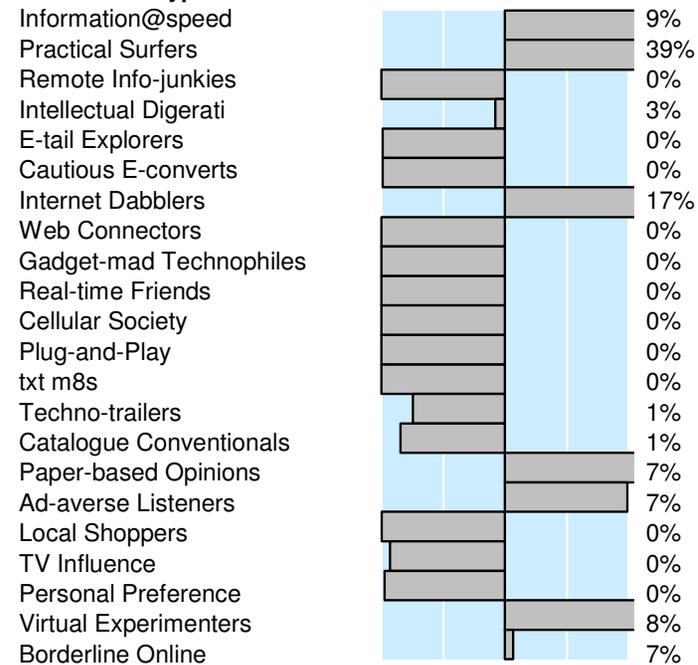
Mosaic UK Group



Financial Strategy Segments Group



TrueTouch Type



n = 2062 (fieldwork January-February 2011)

Segment 5 (10% of UK Adults)

Risk takers, demonstrating naivety

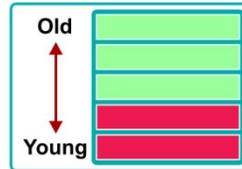
Less affluent, younger females, lacking knowledge – “it just happens to people”



National Fraud Authority



Who we are:



Age 26-35



Singles & Co-habiting



Low incomes



Flats / Terraces



Online shoppers



Financially naive

Experience, attitudes and awareness of fraud:



Premium rate telephone scams



Bank Card Fraud



Pyramid selling



DO NOT - shred personal details



DO NOT – check bank statements



Can't say NO



Lacking knowledge & understanding

Key Requirements:

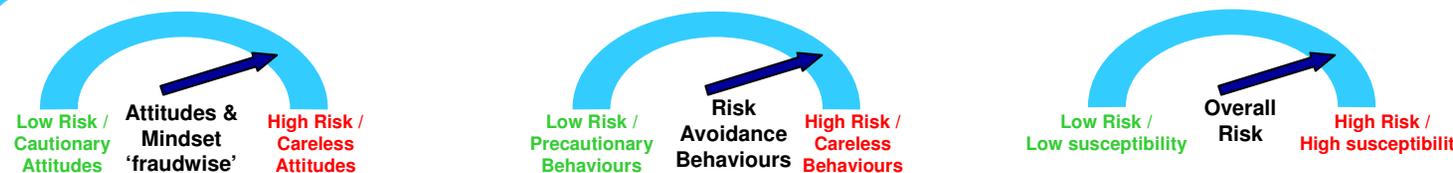
Much of their knowledge around fraud is garnered through the TV and family/friends – there is also a strong social networking aspect to this segment that can help spread better behaviours among peers.

Fraud education programmes should focus online shopping and premium rate telephone scams.

Total fraud loss*: £0.84bn

| | | | |
|-----------------|------------|------------------------------|--------------------|
| £0.42bn | £0.19bn | £0.16bn | £0.07bn |
| Pyramid Schemes | Loan Scams | Premium rate telephone scams | Work at home scams |

Communication Preferences



* Derived from the NFA's Annual Fraud Indicator – figure represents the entire loss to the UK population and are indicative of the losses the segment may have suffered

Segment 5 (10% of UK Adults)

Risk takers, demonstrating naivety

Young females, lacking knowledge - "it just happens to lots of people"



National Fraud
Authority



Fraud Experience, Attitudes and Behaviours

Segment 5 are relatively unlikely to have experienced fraud, but those that have done have been caught out by premium rate telephone competition scams or credit card fraud. It is perhaps their low income, and desire for a better life that draws them to such competitions.

There are a few factors that may further heighten this group's vulnerability. They do not feel that they know much about fraud, and say that they find it difficult to say no to people.



They do not tend to consider themselves financially astute, and coupled with this, some of their behaviours might be considered risky. For example, they do not check their financial statements, do not shred documents containing their personal details, do not keep anti-virus software up to date, and don't always ask for offers to be put in writing. Given these behaviours, it is perhaps surprising that their experience of fraud is not greater than it is.



Segment 5 (10% of UK Adults)

Risk takers, demonstrating naivety

Young females, lacking knowledge - "it just happens to lots of people"



**National Fraud
Authority**



Who We Are

Segment 5 are young, typically single females living in flats or terraced housing that may be privately rented, or in some cases rented from the local council / housing association. Some are single, some are cohabiting or otherwise sharing their properties. Some of this group will be young, single mums and, as a result, there is a tendency towards part-time employment rather than full-time.



Income levels are typically lower amongst this group than amongst their male counterparts in Segment 6, with personal income levels typically being less than £12000 per annum. Finances are extremely tight, so they seldom have anything available to set aside for savings. Shopping is a hobby, and they are happy to take on credit (although in some cases, this isn't always easy to obtain) to maintain their consumer habit.

This group is commonly found in certain areas of Inner London (notably Islington, Newham, Tower Hamlets). Not necessarily living in housing (or indeed neighbourhoods) of their own choice, many are disadvantaged by living among neighbours suffering high levels of vulnerability.



This group can best be described as part-time internet users. Whilst the internet is not yet the central source of information for them, they have found it has got some uses (particularly online shopping). They are not particularly interested in technology, but more in the practical applications it enables (not least the connection to a new social community). Whilst they are typically responsive to advertising, this is more true of television than newspapers. They may be responsive to direct mail. Preferred communication method remains text message, but communications should, where possible be fun, emotive and contain a call to action.

Segment 5 (10% of UK Adults)

Risk takers, demonstrating naivety

Young females, lacking knowledge - "it just happens to lots of people"

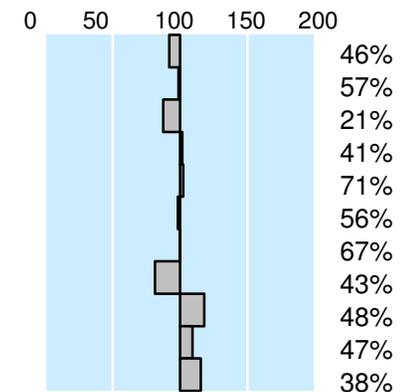


National Fraud Authority

Attitudes

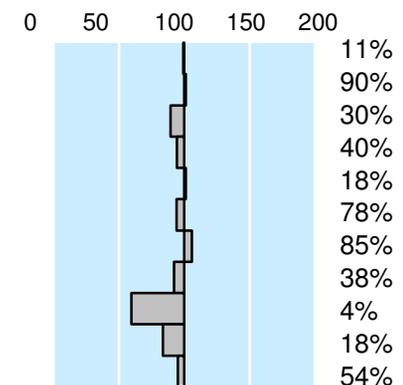
Motivations - Agree / Strongly Agree

- It is often worth making a small investment to try and make large financial rewards
- If something is free then it is too good to be true but if it is a bargain it might just be true
- I am quite impulsive and often make financial decisions on a whim
- I am not adverse to taking a risk
- I am a trusting person
- I am financially astute
- I am an optimistic person
- I rely more on my own experiences and knowledge rather than seeking advice
- I find it difficult to say no to people
- I get bored easily
- I am easily distracted



Attitudes - Agree / Strongly Agree

- Fraud is unlikely to happen to me
- Fraud is becoming more common
- I would know if I was exposed to fraud
- I feel I know a lot about fraud and the methods people use
- I tend to trust charities and good causes even if it is not an organisation I have heard of before
- There is nearly always a catch when an offer looks too good to be true
- I am often looking for the best price or deal
- Fraudulent documents tend to have signs that they are not the real deal
- Fraud isn't a very serious crime
- You have to be a bit stupid/naive to fall for a fraud
- Overall, I would say I am a very trusting person



n = 2062 (fieldwork January-February 2011)

Segment 5 (10% of UK Adults)

Risk takers, demonstrating naivety

Young females, lacking knowledge - "it just happens to lots of people"

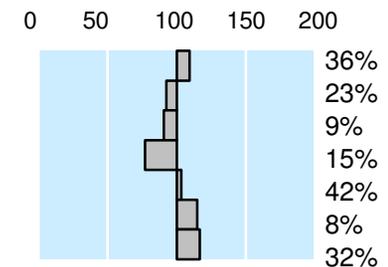


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Behaviours

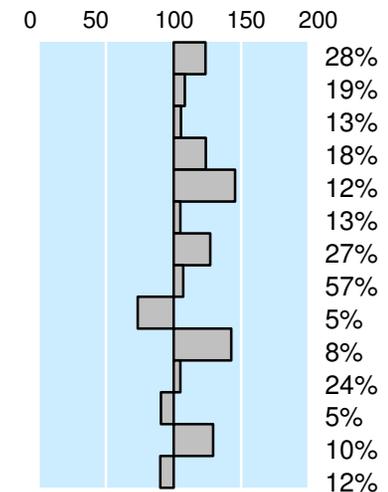
Behaviours - Agree / Strongly Agree

- I never or rarely read the small print
- I use the same password for most of my bank accounts
- Convenience is the most important thing for me
- I have bought from door to door salesman in the past
- I have purchased goods and services over the phone or over the internet from companies that I do not know
- I have given my personal details in response to unsolicited email or phone calls
- I have received and opened emails from a company I later found out to be bogus



Behaviours - Disagree / Strongly Disagree

- I always check the details and ask for references of new companies that I am dealing with
- I always check whether ATM/bank machines have been tampered with
- I always cover up the key pad when entering my PIN
- I always shred anything with my personal details on
- I always check my financial statements thoroughly and regularly
- I always use strong passwords and PINS (random words/numbers/symbols, change regularly)
- I always ask for offers to be put in writing
- I check my credit report at least every 6 months
- I actively limit the information I share on social networks
- I keep my computer anti virus software up to date
- Relying solely on data such as passwords makes me feel more vulnerable than I would like
- I would be happy to do a little bit more when transacting with shops and banks if it made fraud less likely
- I am prepared to go to great lengths to protect my identity and make life for fraudsters very difficult
- I always check the ID of people entering my home.



n = 2062 (fieldwork January-February 2011)

Segment 5 (10% of UK Adults)

Risk takers, demonstrating naivety

Young females, lacking knowledge - "it just happens to lots of people"



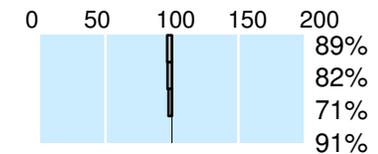
National Fraud Authority

Experience of Fraud

Personal Experiences: Competitions, Services & Opportunities

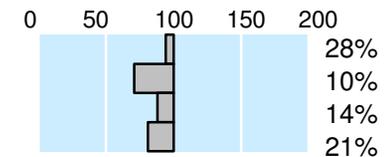
Aware of

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



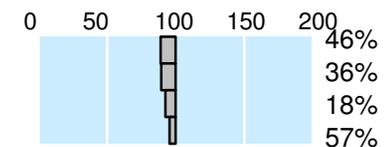
Engage In

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



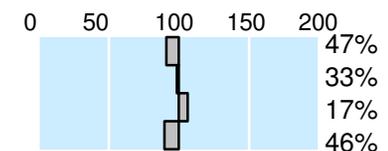
Offered in Unsolicited Manner

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



Regarded as Fraud

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



n = 2062 (fieldwork January-February 2011)

Segment 5 (10% of UK Adults)

Risk takers, demonstrating naivety

Young females, lacking knowledge - "it just happens to lots of people"



National Fraud Authority

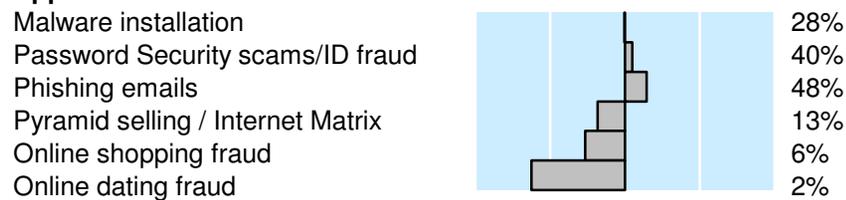
Experience of Fraud

Personal Experiences: Frauds & Scams

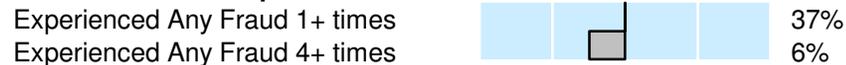
Aware of



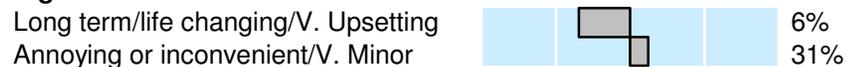
Approached With



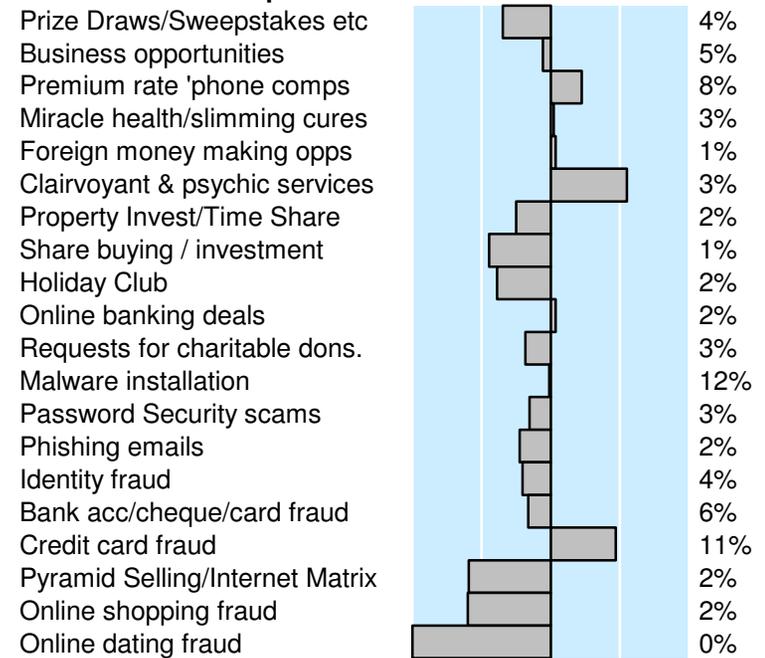
Frauds & Scams Experienced



Significance of Loss



Frauds & Scams Experienced



n = 2062 (fieldwork January-February 2011)

Segment 5 (10% of UK Adults)

Risk takers, demonstrating naivety

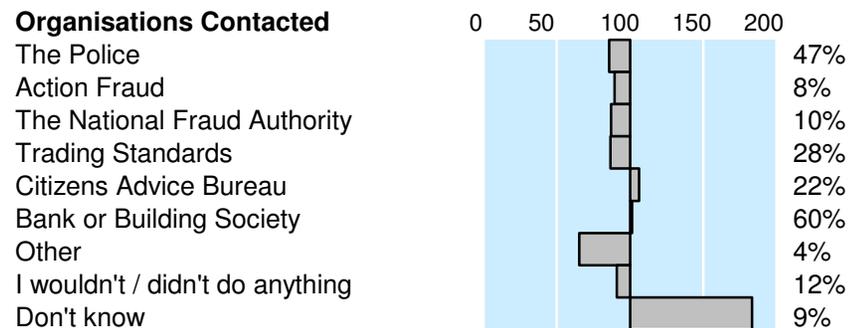
Young females, lacking knowledge - "it just happens to lots of people"



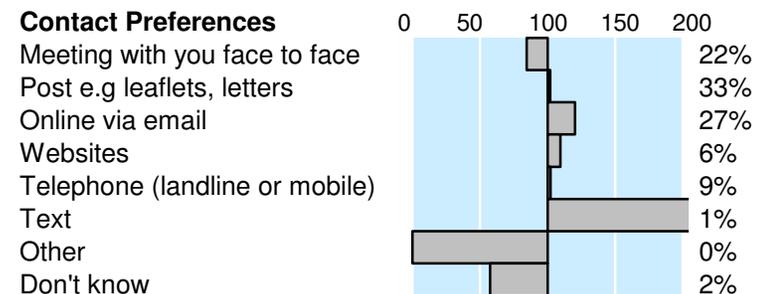
National Fraud Authority

Information sources, contact channels and preferences

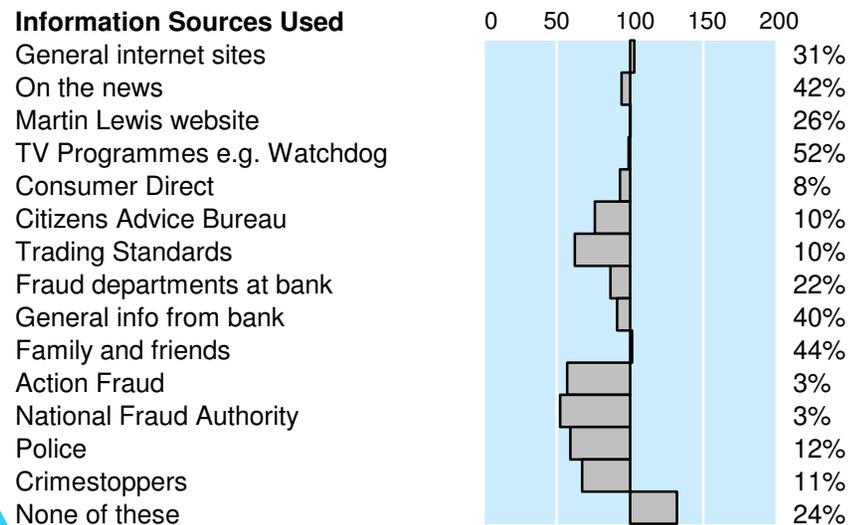
Organisations Contacted



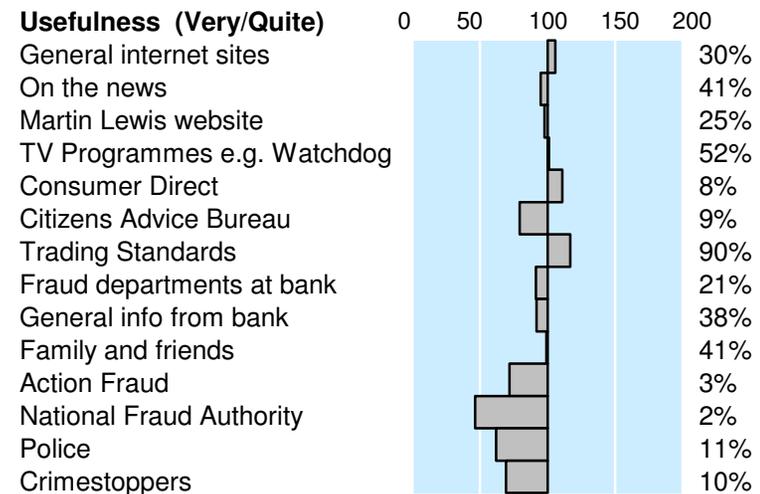
Contact Preferences



Information Sources Used



Usefulness (Very/Quite)



n = 2062 (fieldwork January-February 2011)

Segment 5 (10% of UK Adults)

Risk takers, demonstrating naivety

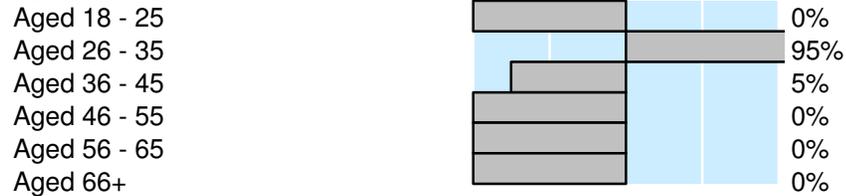
Young females, lacking knowledge - "it just happens to lots of people"



National Fraud Authority

Demographics and Household Attributes

Age



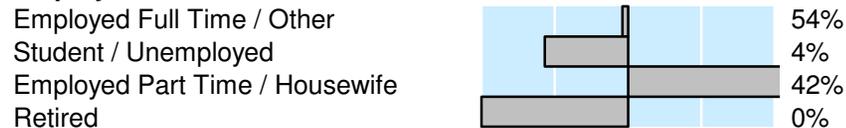
Gender



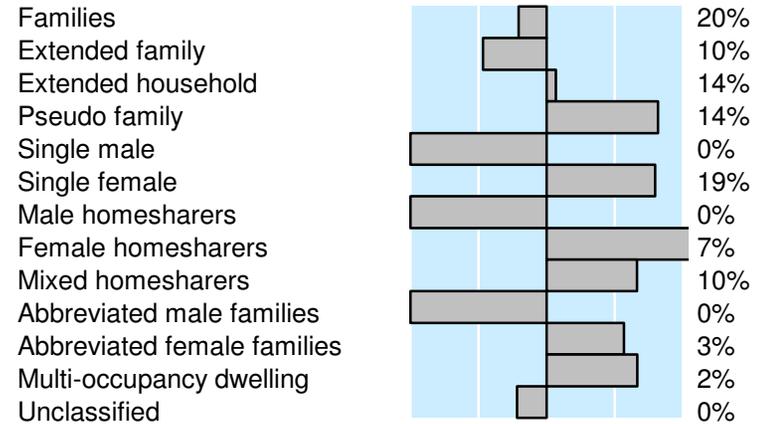
Marital Status



Employment Status



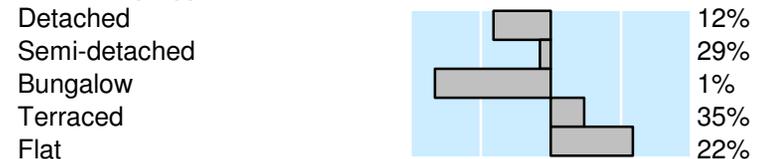
Household Composition



Tenure



Residency Type



n = 2062 (fieldwork January-February 2011)

Segment 5 (10% of UK Adults)

Risk takers, demonstrating naivety

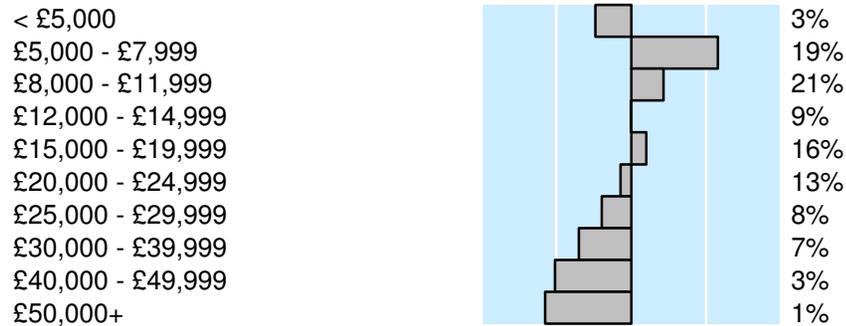
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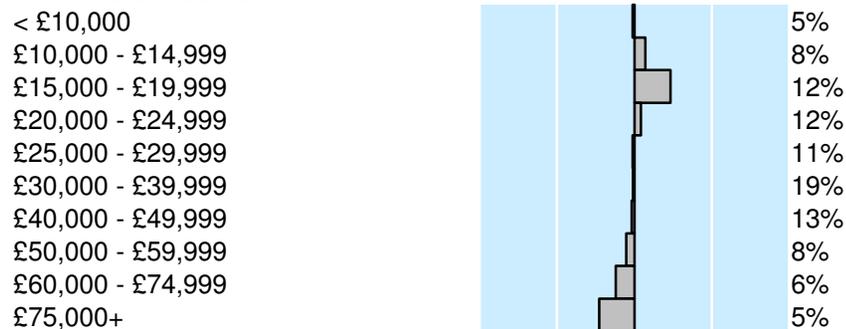
National Fraud Authority

Financial and Wealth Related Attributes

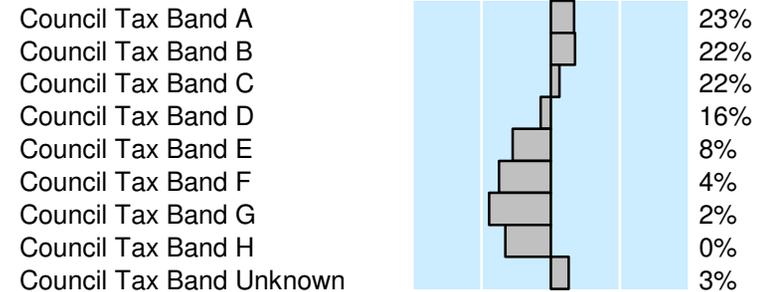
Personal Income



Household Income



Council Tax Band



Shareholdings



Directorships



n = 2062 (fieldwork January-February 2011)

Segment 5 (10% of UK Adults)

Risk takers, demonstrating naivety

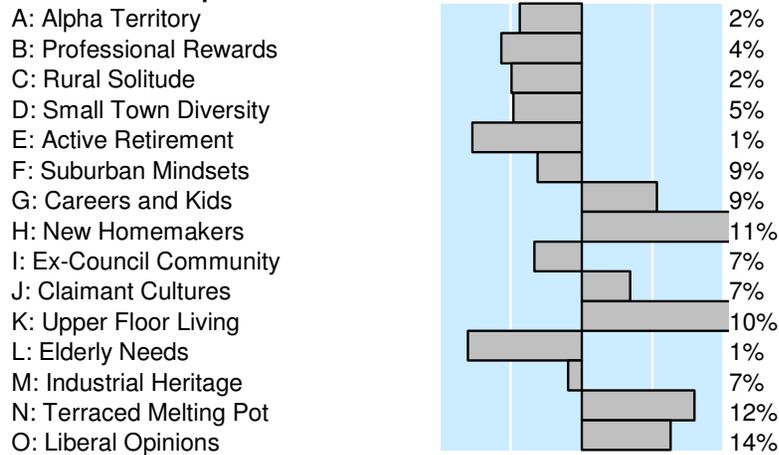
Young females, lacking knowledge - "it just happens to lots of people"



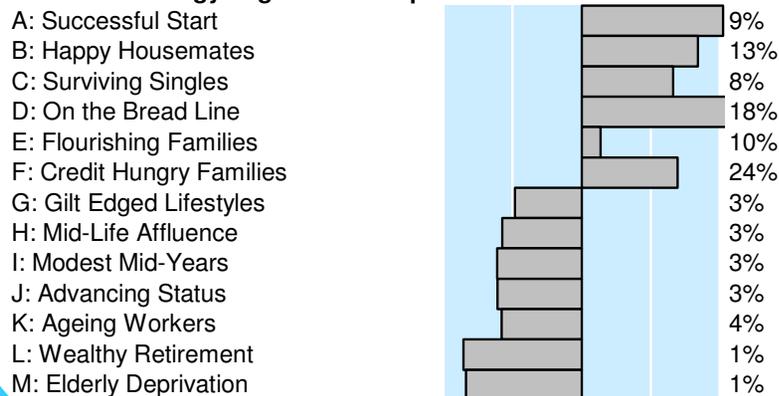
National Fraud Authority

Geo-demographic Profiles

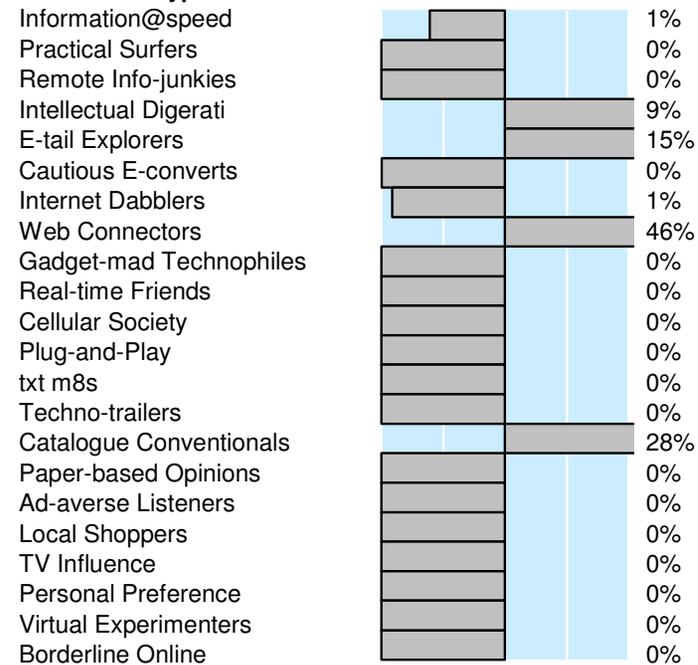
Mosaic UK Group



Financial Strategy Segments Group



TrueTouch Type



n = 2062 (fieldwork January-February 2011)

Segment 6 (10% of UK Adults)

Risk takers and sure of themselves

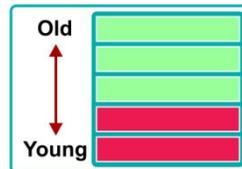
Over-confident men in denial - "victims are stupid"



National Fraud Authority



Who we are:



Age 26-35



Singles & Co-habiting



Modest wealth



Flats / Terraces



Internet 'savvy' & smartphones



Time Poor

Experience, attitudes and awareness of fraud:



Online banking scams



Bank Card Fraud



Phishing emails



Money making 'get rich quick' scams



Malware & poor internet security



Over confident



Head in the sand – it won't happen to me

Key Requirements:

These are repeat victims, yet consider fraud inconvenient and inconsequential – they require a 'shock' to the system with hard hitting communications that demonstrate financial loss and that victims come from all walks of life. Communications with this group need to grab the attention and be entertaining, eye-catching and cutting-edge.

Total fraud loss*: **£3.36bn**

| | | | |
|----------------|--------------|-------------------------|------------|
| £2.70bn | £0.31bn | £0.16bn | £0.19bn |
| Identity Fraud | Rental Fraud | Property Investor Scams | Loan Scams |

Communication Preferences



Web



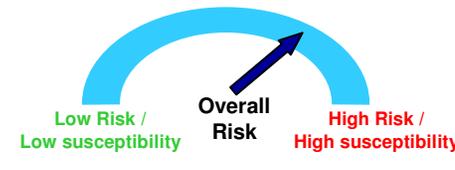
Email



Social networks



Mobile



* Derived from the NFA's Annual Fraud Indicator – figure represents the entire loss to the UK population and are indicative of the losses the segment may have suffered

Segment 6 (10% of UK Adults)

Risk takers and sure of themselves

Over-confident men in denial - "victims are stupid"



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Fraud Experience, Attitudes and Behaviours

Segment 6 is the group most likely to have experienced fraud, and to have experienced it multiple times. It appears to be largely their motivations and behaviours that make them vulnerable rather than their attitudes per se. They admit that they are risk takers, and are happy to make small investments in the hope of making a large return. They tend to be impulsive, and perhaps because of their time-poor nature, are easily distracted



Despite having fallen victim on more than one occasion, this group still believe that fraud is unlikely to happen to them, and that they would know if they were exposed to it. They even say that you have to be a bit stupid/naïve to fall for a fraud, yet may well have done so themselves. They say that they know a lot about fraud and the methods used, but their care-free nature still lays them open to certain types of scams. They are likely to engage in online banking deals and foreign money making / property investment opportunities, yet despite this and their heavy reliance on the internet, they confess that they do not keep anti-virus software up to date. Given that, it is perhaps not surprising that the types of fraud experienced by this group tends to relate to malware and password security scams.



Key to understanding this group is the fact that they do not consider fraud to be a serious crime. Any losses experienced by them, as a result of fraud, are considered merely inconvenient and not really an issue. Consequently, they are unlikely to do anything or contact anyone if they fall victim.

Segment 6 (10% of UK Adults)

Risk takers and sure of themselves

Over-confident men in denial - "victims are stupid"



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Who We Are

Segment 6 are a group of young (mostly aged 26-35) men, typically single or cohabiting with their partner. They can often be found living in relatively small but well-appointed flats which they rent, others will be living in slightly larger, terraced houses. Whilst not the most transient group, they are unlikely to have been living at their current address for longer than 3 years, as they strive to get a foot on the property ladder and move on.



Most of this group are employed full time, many in secure positions for large private or public sector organisations. They tend to be earning comfortable salaries and are on their way to a successful career. Some will have received free shares in the companies for which they work, others will participate in share save schemes, putting aside a small amount each month. They enjoy spending their money and getting the best in life, but some still spend beyond their means, funding their lifestyle with loans. They work hard and play hard, with long hours in the office being followed by evenings spent socialising and eating out. Finding time in their busy lives to manage their finances is difficult, and they can end up paying unnecessary charges.



The internet is the primary source of information for this group, and they are frequent email users. Typically early adopters, new technology is so intrinsic to their lives that they would find it difficult to imagine living without it. They tend not to be responsive to, or interested in, advertising. They are largely unresponsive to direct mail. Whilst they are prepared to listen to advice, this is likely to be from peers rather than from experts. Communications with this group need to be entertaining, eye-catching and cutting-edge.

Segment 6 (10% of UK Adults)

Risk takers and sure of themselves

Over-confident men in denial - "victims are stupid"

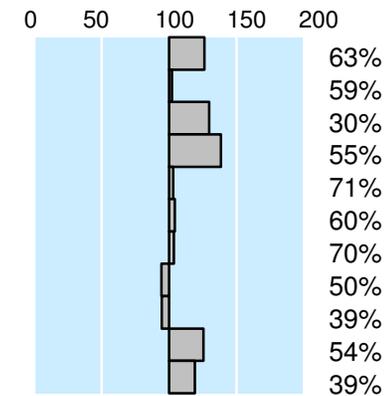


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Attitudes

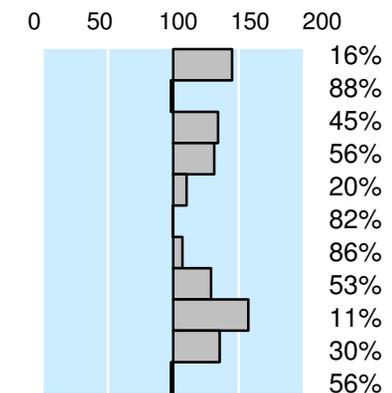
Motivations - Agree / Strongly Agree

- It is often worth making a small investment to try and make large financial rewards
- If something is free then it is too good to be true but if it is a bargain it might just be true
- I am quite impulsive and often make financial decisions on a whim
- I am not adverse to taking a risk
- I am a trusting person
- I am financially astute
- I am an optimistic person
- I rely more on my own experiences and knowledge rather than seeking advice
- I find it difficult to say no to people
- I get bored easily
- I am easily distracted



Attitudes - Agree / Strongly Agree

- Fraud is unlikely to happen to me
- Fraud is becoming more common
- I would know if I was exposed to fraud
- I feel I know a lot about fraud and the methods people use
- I tend to trust charities and good causes even if it is not an organisation I have heard of before
- There is nearly always a catch when an offer looks too good to be true
- I am often looking for the best price or deal
- Fraudulent documents tend to have signs that they are not the real deal
- Fraud isn't a very serious crime
- You have to be a bit stupid/naive to fall for a fraud
- Overall, I would say I am a very trusting person



n = 2062 (fieldwork January-February 2011)

Segment 6 (10% of UK Adults)

Risk takers and sure of themselves

Over-confident men in denial - "victims are stupid"

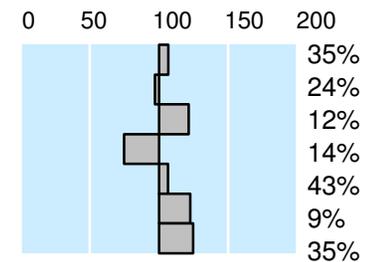


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Authority

Behaviours

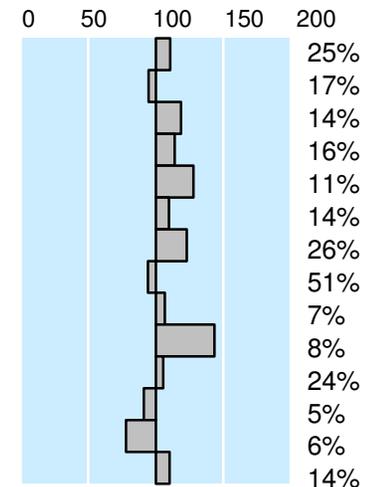
Behaviours - Agree / Strongly Agree

- I never or rarely read the small print
- I use the same password for most of my bank accounts
- Convenience is the most important thing for me
- I have bought from door to door salesman in the past
- I have purchased goods and services over the phone or over the internet from companies that I do not know
- I have given my personal details in response to unsolicited email or phone calls
- I have received and opened emails from a company I later found out to be bogus



Behaviours - Disagree / Strongly Disagree

- I always check the details and ask for references of new companies that I am dealing with
- I always check whether ATM/bank machines have been tampered with
- I always cover up the key pad when entering my PIN
- I always shred anything with my personal details on
- I always check my financial statements thoroughly and regularly
- I always use strong passwords and PINS (random words/numbers/symbols, change regularly)
- I always ask for offers to be put in writing
- I check my credit report at least every 6 months
- I actively limit the information I share on social networks
- I keep my computer anti virus software up to date
- Relying solely on data such as passwords makes me feel more vulnerable than I would like
- I would be happy to do a little bit more when transacting with shops and banks if it made fraud less likely
- I am prepared to go to great lengths to protect my identity and make life for fraudsters very difficult
- I always check the ID of people entering my home.



n = 2062 (fieldwork January-February 2011)

Segment 6 (10% of UK Adults)

Risk takers and sure of themselves

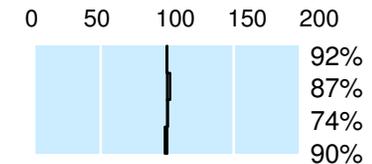
Over-confident men in denial - "victims are stupid"

Experience of Fraud

Personal Experiences: Competitions, Services & Opportunities

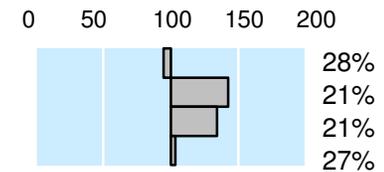
Aware of

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



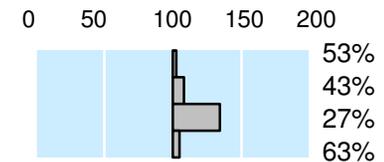
Engage In

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



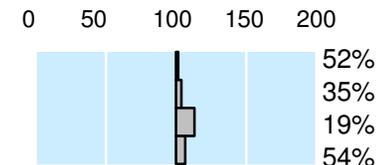
Offered in Unsolicited Manner

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



Regarded as Fraud

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
- Business opps/online dating/miracle health & slimming cures/Clairvoyant & psychic services/Donation Requests



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Segment 6 (10% of UK Adults)

Risk takers and sure of themselves

Over-confident men in denial - "victims are stupid"

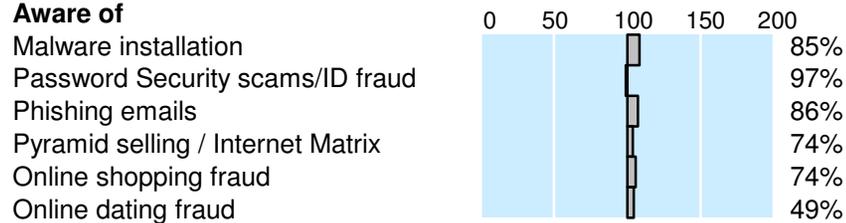


National Fraud Authority

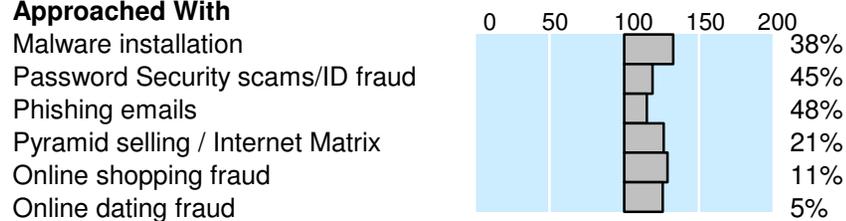
Experience of Fraud

Personal Experiences: Frauds & Scams

Aware of



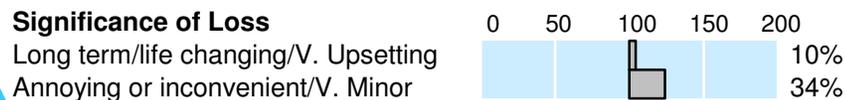
Approached With



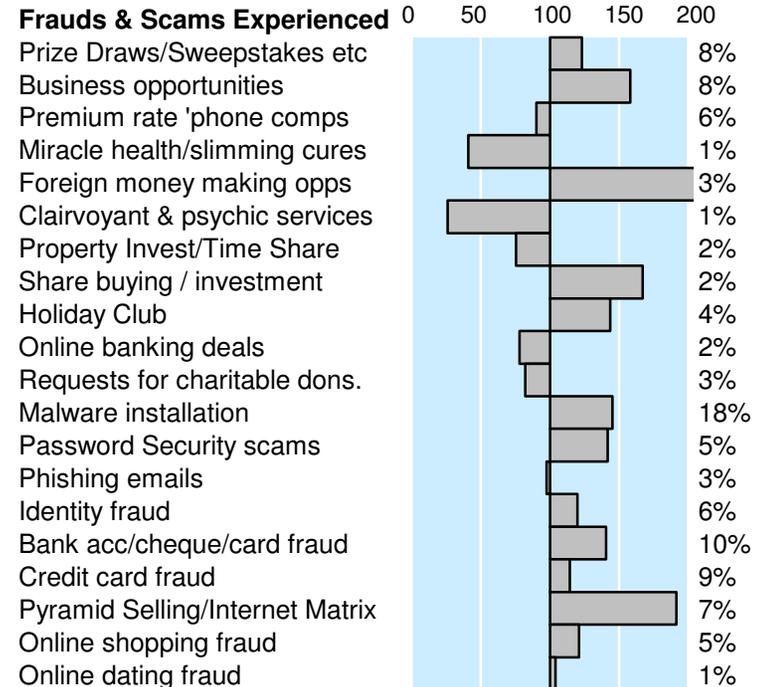
Frauds & Scams Experienced



Significance of Loss



Frauds & Scams Experienced



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Segment 6 (10% of UK Adults)

Risk takers and sure of themselves

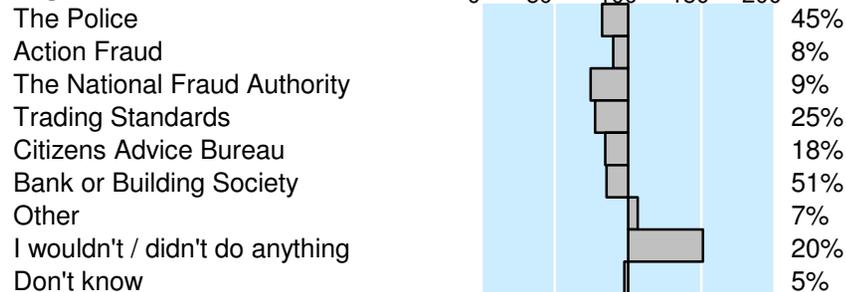
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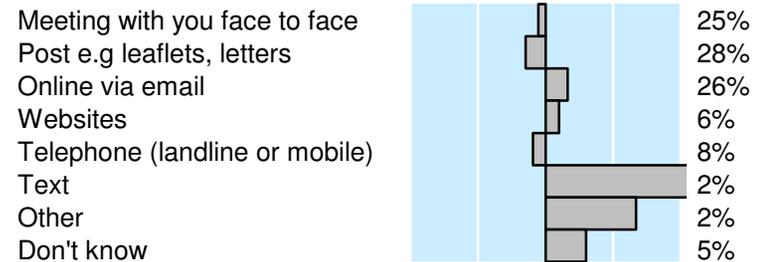
National Fraud Authority

Information sources, contact channels and preferences

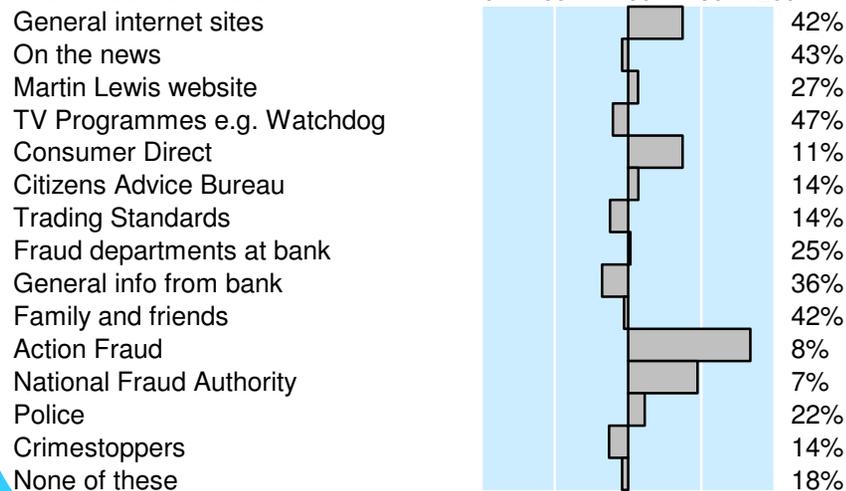
Organisations Contacted



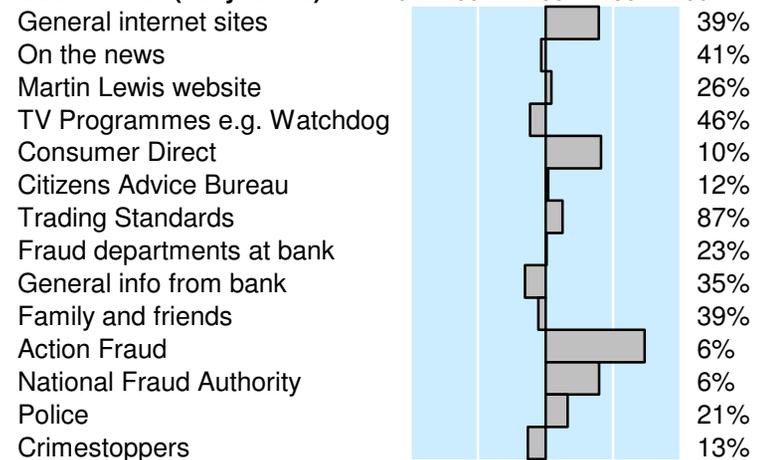
Contact Preferences



Information Sources Used



Usefulness (Very/Quite)



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Segment 6 (10% of UK Adults)

Risk takers and sure of themselves

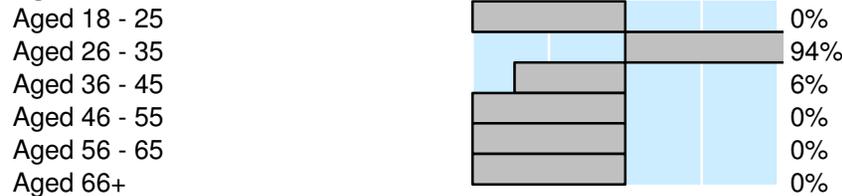
Over-confident men in denial - "victims are stupid"



National Fraud Authority

Demographics and Household Attributes

Age



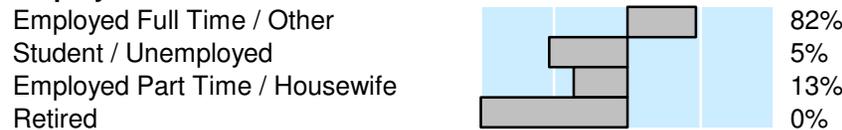
Gender



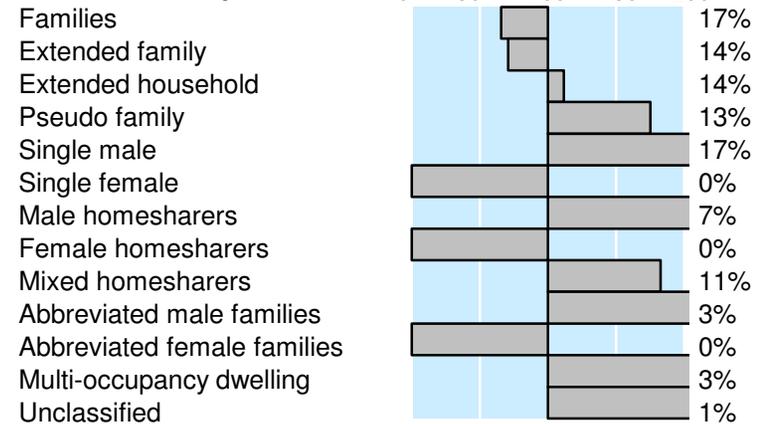
Marital Status



Employment Status



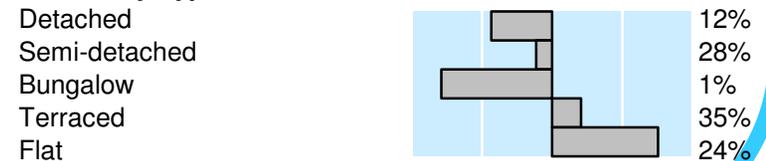
Household Composition



Tenure



Residency Type



n = 2062 (fieldwork January-February 2011)

Segment 6 (10% of UK Adults)

Risk takers and sure of themselves

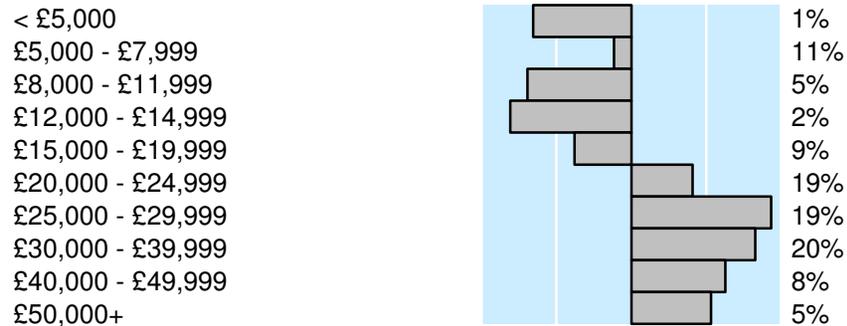
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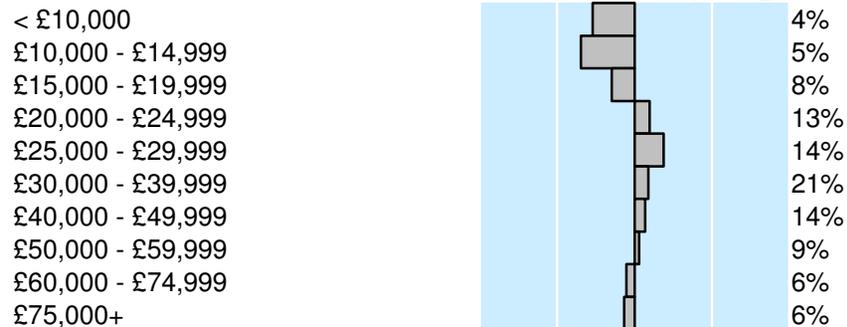
National Fraud Authority

Financial and wealth related Attributes

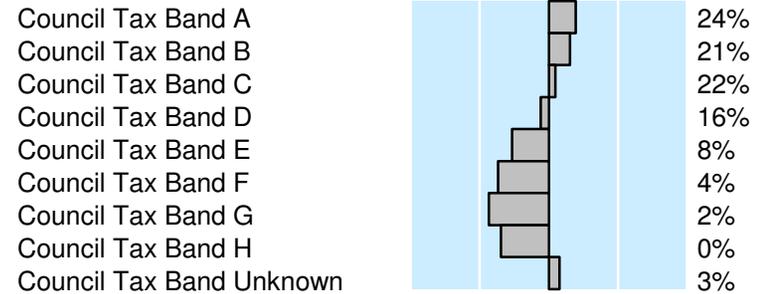
Personal Income



Household Income



Council Tax Band



Shareholdings



Directorships



n = 2062 (fieldwork January-February 2011)

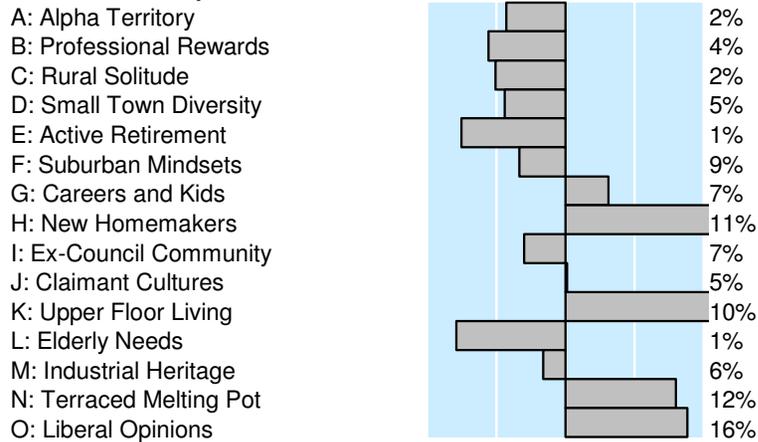
Segment 6 (10% of UK Adults)

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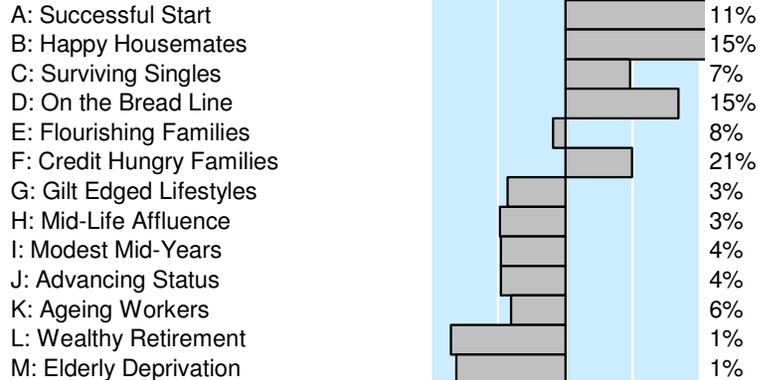
Over-confident men in denial - "victims are stupid"

Geo-demographic Profiles

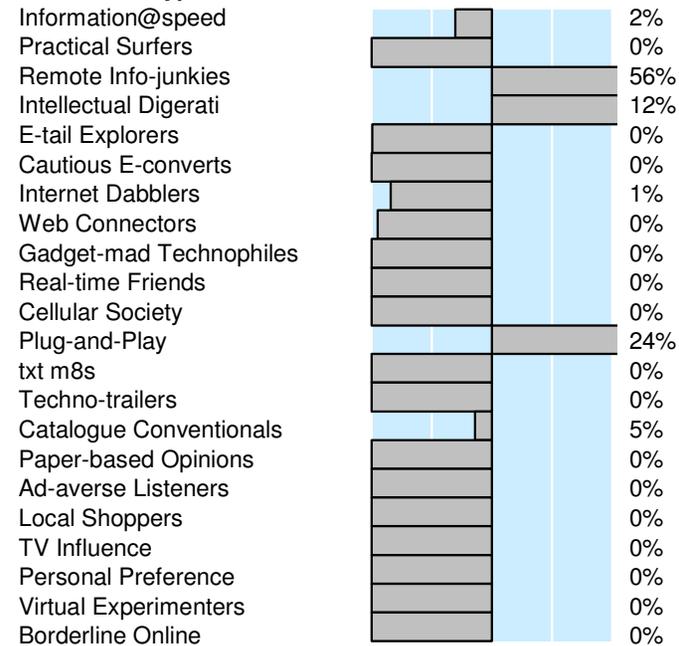
Mosaic UK Group



Financial Strategy Segments Group



TrueTouch Type



n = 2062 (fieldwork January-February 2011)

Segment 7 (14% of UK Adults)

Risk takers and poor behaviours

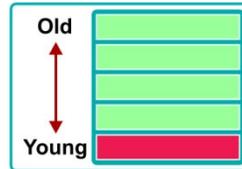
Young males and females, complacent and careless – “it won’t happen to me”



National Fraud Authority



Who we are:



Age 18-25



Singles, Co-habiting & Sharers



Very low Incomes



Flats / Terraces



Social networks connected



Carefree

Experience, attitudes and awareness of fraud:



Online banking scams



Bank Card Fraud



Online Shopping Fraud



DO NOT - shred personal details



DO NOT – check bank statements



Bored easily & distracted



“It won’t happen to me”

Key Requirements:

Engage with this segment through social networking sites and new media. Communicate the dangers of online transactions over unsecured networks and the risk of ID theft through intercepted mail when changing address. Demonstrate that taking care with your personal information is a simple everyday task.

Total fraud loss*: £0.54bn

| | | |
|--------------|---------------------|--------------------------|
| £0.31bn | £0.17bn | £0.06bn |
| Rental Fraud | Online Ticket Fraud | Career opportunity Scams |

Communication Preferences



Web



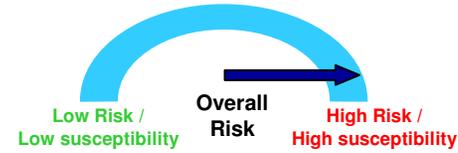
Email



Social networks



Mobile



* Derived from the NFA's Annual Fraud Indicator – figure represents the entire loss to the UK population and are indicative of the losses the segment may have suffered

Segment 7 (14% of UK Adults)

Risk takers and poor behaviours

Young and complacent - "it won't happen to me"



Fraud Experience, Attitudes and Behaviours

Segment 7 are relatively unlikely to have experienced fraud, but those that have are likely to have fallen victim to malware, online banking deals and password security scams. Whilst the experience of fraud is typically low, their attitudes, motivations and behaviour points to a heightened risk amongst this group.



They do not consider themselves financially astute, and yet in spite of this (or perhaps because of this?) they tend to be impulsive and to make financial decisions on a whim. They say that they get bored easily and are easily distracted. It is largely these "motivational" factors that collectively give this group a high risk score. Attitudinally, this young group is likely to say that they tend to trust charities even if they haven't heard of them. This apparent naivety inevitably heightens their overall risk score



This group demonstrate a broad range of risky behaviours increasing their risk of falling victim of fraud. In particular, they admit that they are unlikely to check statements, do not cover ATM keypads, do not shred documents containing personal financial information and do not limit information they share on social networking sites. Despite these risky behaviours, the group tends to believe that fraud is unlikely to happen to them.

Segment 7 disagree that fraud is becoming more common, but it is not clear whether they are simply not aware of the prevalence, or whether the belief is that it is merely the reporting of fraud rather than fraud itself that is increasing.

Segment 7 (14% of UK Adults)

Risk takers and poor behaviours

Young and complacent - "it won't happen to me"



National Fraud
Authority



Who We Are

Segment 7 is typified by young students and unemployed, but unlike other segments, there is no strong gender bias within this group. They are a transient group and likely to have been living at their current address for less than a year. Many are renting, and sharing with other like-minded individuals, whilst others may still be living with their parents. Given the nature of the group, it is not surprising to find that both personal and household incomes are low and that they are unlikely to have a mortgage at this stage. That said, they enjoy spending what money they do have (and some that they don't – funding their lifestyle through credit cards and overdrafts), and very few are likely to make regular savings or investments. The majority believe they are too young to begin worrying about and planning for retirement.



Mobile phones are widely used by the group and firmly established as the preferred channel of communication. This type spends relatively little time at "home" and are light watchers of television. Few receive or are influenced by direct mail or by door-to-door distribution. By contrast this group is a heavy user of the Internet (particularly for free, web-based email, downloading of music and videos, and online banking) and they are much more influenced by viral communication networks than more formal channels such as posters and newspaper advertisements. Whilst they are likely to read the newspapers (preferring the FT, Independent and Guardian), they are more likely to read copies freely available in coffee shops and common rooms at college/university, rather than actually buy them.



Segment 7 (14% of UK Adults)

Risk takers and poor behaviours

Young and complacent - "it won't happen to me"

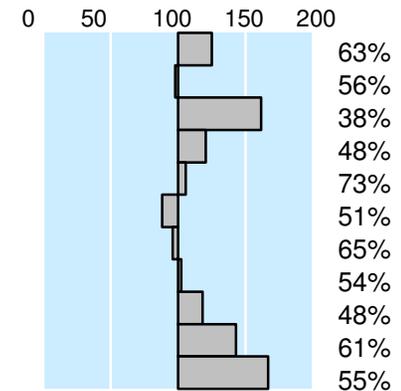


National Fraud Authority

Attitudes

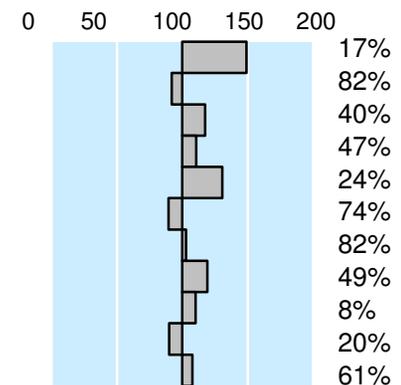
Motivations - Agree / Strongly Agree

- It is often worth making a small investment to try and make large financial rewards
- If something is free then it is too good to be true but if it is a bargain it might just be true
- I am quite impulsive and often make financial decisions on a whim
- I am not adverse to taking a risk
- I am a trusting person
- I am financially astute
- I am an optimistic person
- I rely more on my own experiences and knowledge rather than seeking advice
- I find it difficult to say no to people
- I get bored easily
- I am easily distracted



Attitudes - Agree / Strongly Agree

- Fraud is unlikely to happen to me
- Fraud is becoming more common
- I would know if I was exposed to fraud
- I feel I know a lot about fraud and the methods people use
- I tend to trust charities and good causes even if it is not an organisation I have heard of before
- There is nearly always a catch when an offer looks too good to be true
- I am often looking for the best price or deal
- Fraudulent documents tend to have signs that they are not the real deal
- Fraud isn't a very serious crime
- You have to be a bit stupid/naive to fall for a fraud
- Overall, I would say I am a very trusting person



n = 2062 (fieldwork January-February 2011)

Segment 7 (14% of UK Adults)

Risk takers and poor behaviours

Young and complacent - "it won't happen to me"

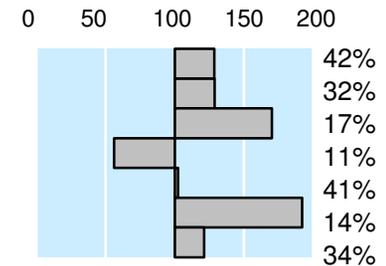


National Fraud Authority

Behaviours

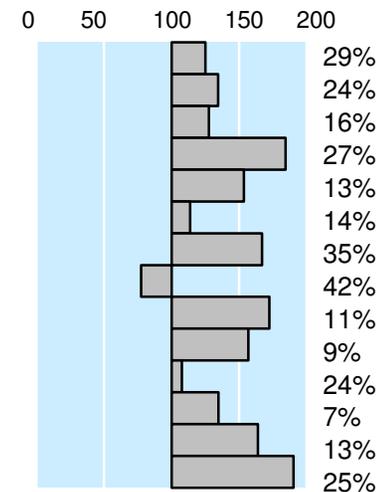
Behaviours - Agree / Strongly Agree

- I never or rarely read the small print
- I use the same password for most of my bank accounts
- Convenience is the most important thing for me
- I have bought from door to door salesman in the past
- I have purchased goods and services over the phone or over the internet from companies that I do not know
- I have given my personal details in response to unsolicited email or phone calls
- I have received and opened emails from a company I later found out to be bogus



Behaviours - Disagree / Strongly Disagree

- I always check the details and ask for references of new companies that I am dealing with
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- I always cover up the key pad when entering my PIN
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Segment 7 (14% of UK Adults)

Risk takers and poor behaviours

Young and complacent - "it won't happen to me"



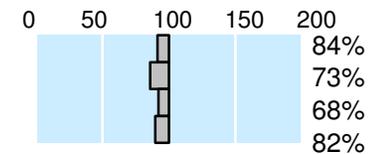
National Fraud Authority

Experience of Fraud

Personal Experiences: Competitions, Services & Opportunities

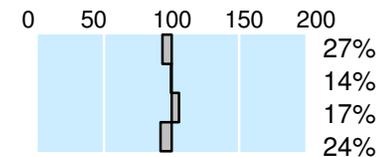
Aware of

- Prize Draws / Sweepstakes / Overseas Lotteries/Premium rate tel competitions offering prizes
- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
- Online banking deals and promotions
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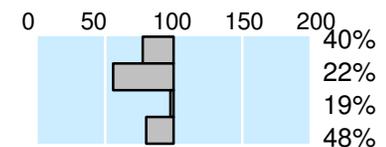
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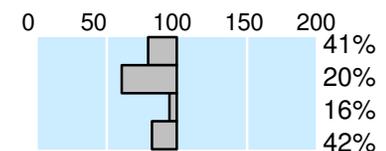
Offered in Unsolicited Manner

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Regarded as Fraud

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- Foreign money making/property investment/timeshare opportunities/holiday club & low price holiday bargains
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Segment 7 (14% of UK Adults)

Risk takers and poor behaviours

Young and complacent - "it won't happen to me"

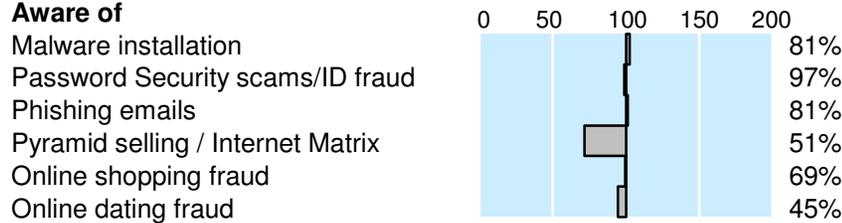


National Fraud Authority

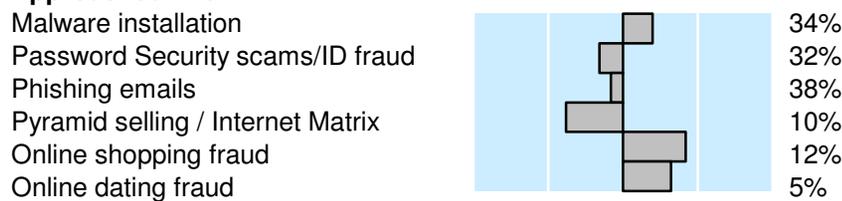
Experience of Fraud

Personal Experiences: Frauds & Scams

Aware of



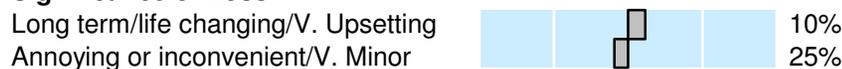
Approached With



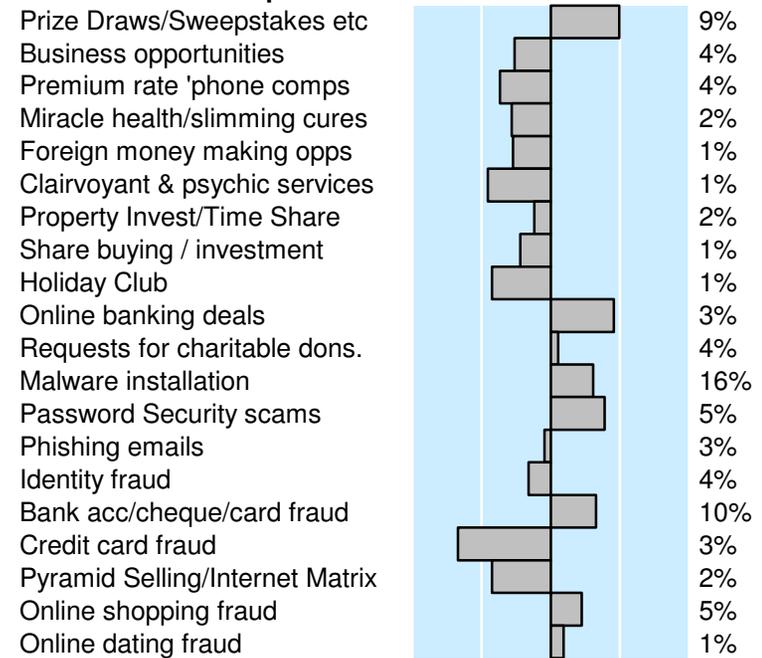
Frauds & Scams Experienced



Significance of Loss



Frauds & Scams Experienced



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Segment 7 (14% of UK Adults)

Risk takers and poor behaviours

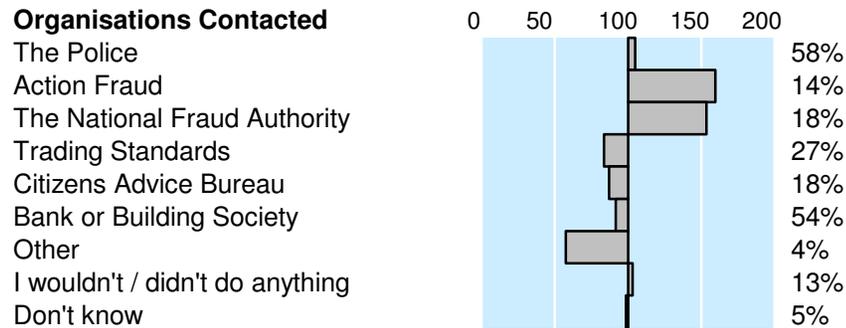
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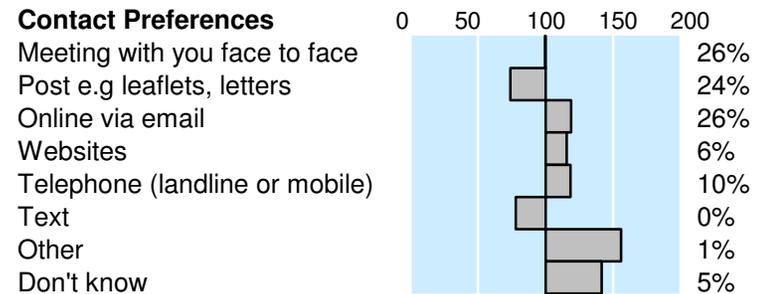
National Fraud Authority

Information sources, contact channels and preferences

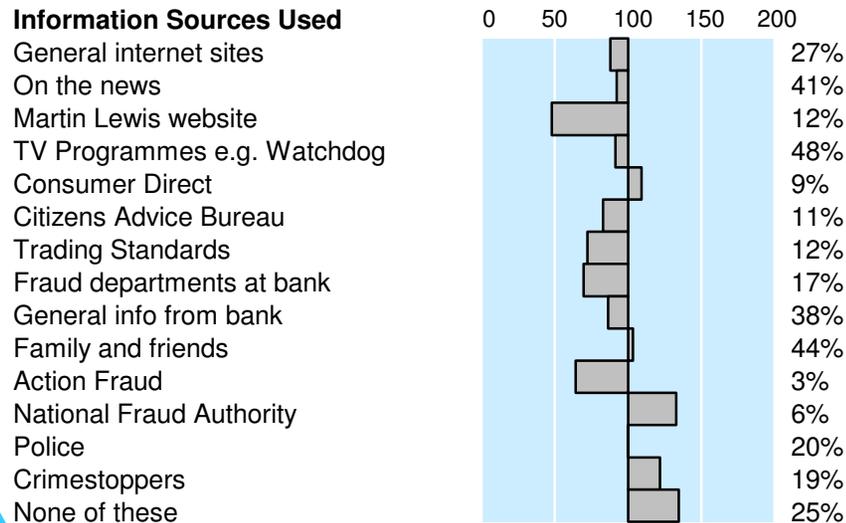
Organisations Contacted



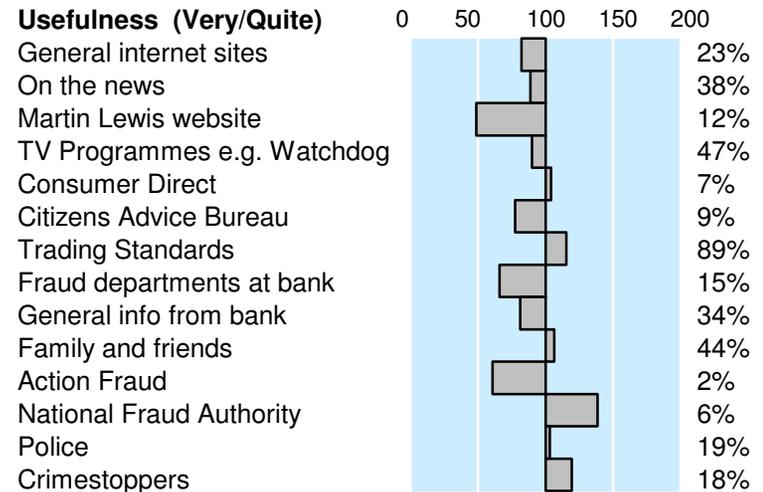
Contact Preferences



Information Sources Used



Usefulness (Very/Quite)



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Segment 7 (14% of UK Adults)

Risk takers and poor behaviours

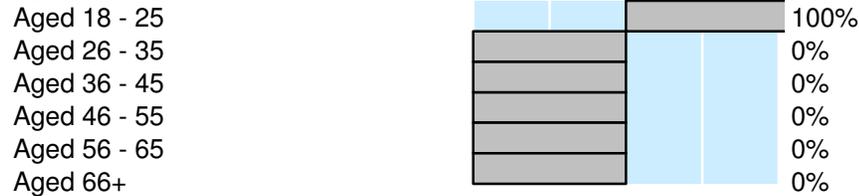
Young and complacent - "it won't happen to me"



National Fraud Authority

Demographics and Household Attributes

Age



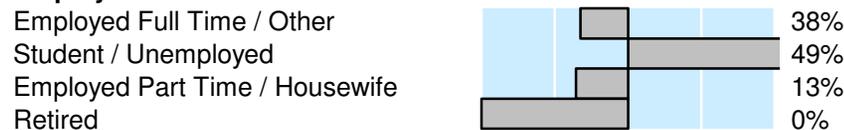
Gender



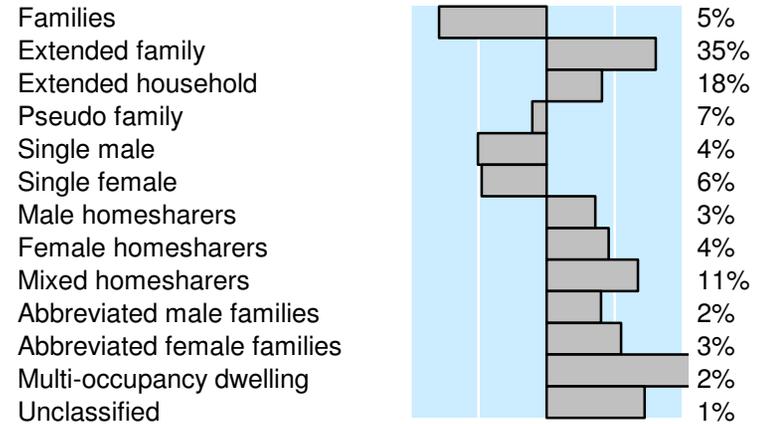
Marital Status



Employment Status



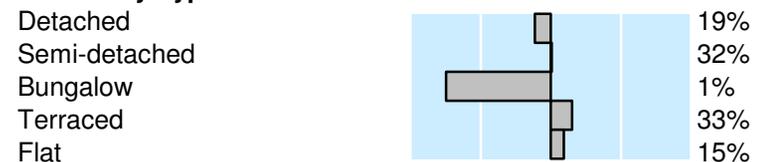
Household Composition



Tenure



Residency Type



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Segment 7 (14% of UK Adults)

Risk takers and poor behaviours

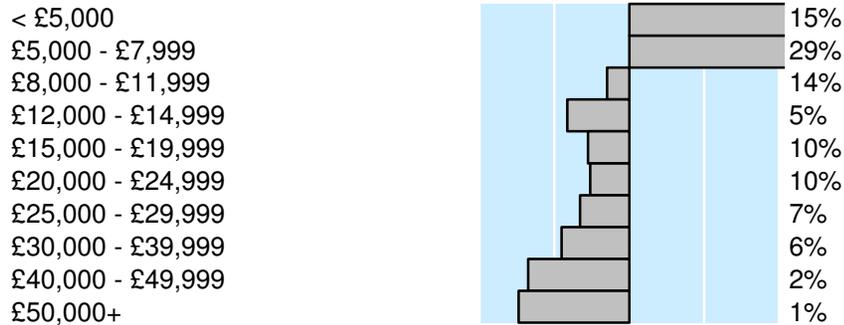
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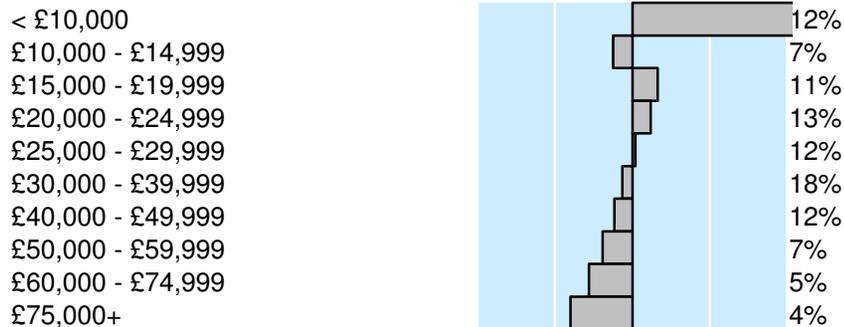
National Fraud Authority

Financial and Wealth Related Attributes

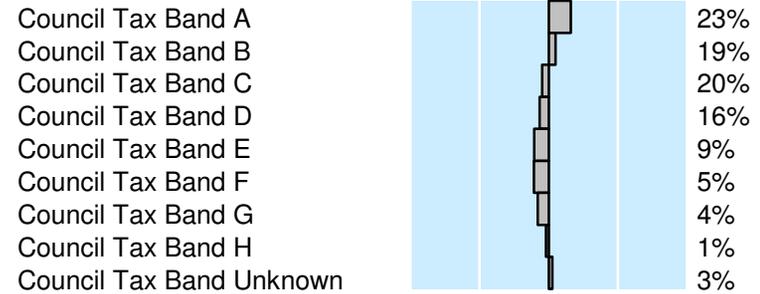
Personal Income



Household Income



Council Tax Band



Shareholdings



Directorships



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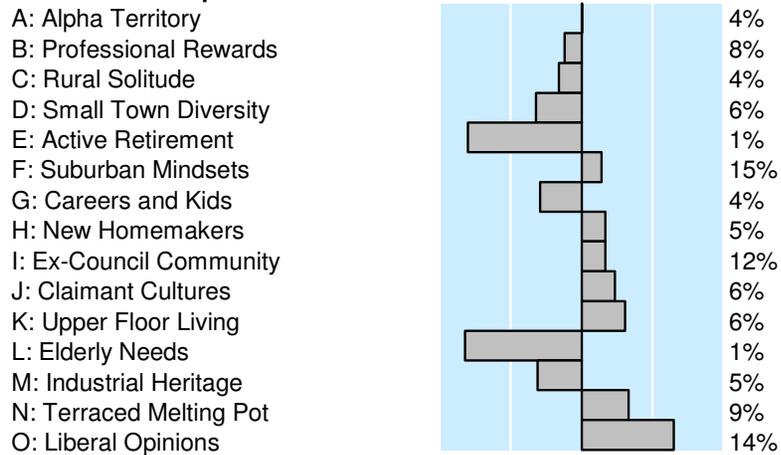
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Risk takers and poor behaviours

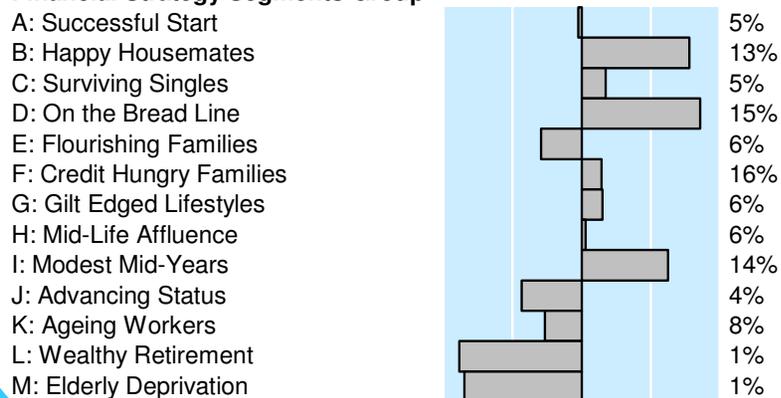
Young and complacent - "it won't happen to me"

Geo-demographic Profiles

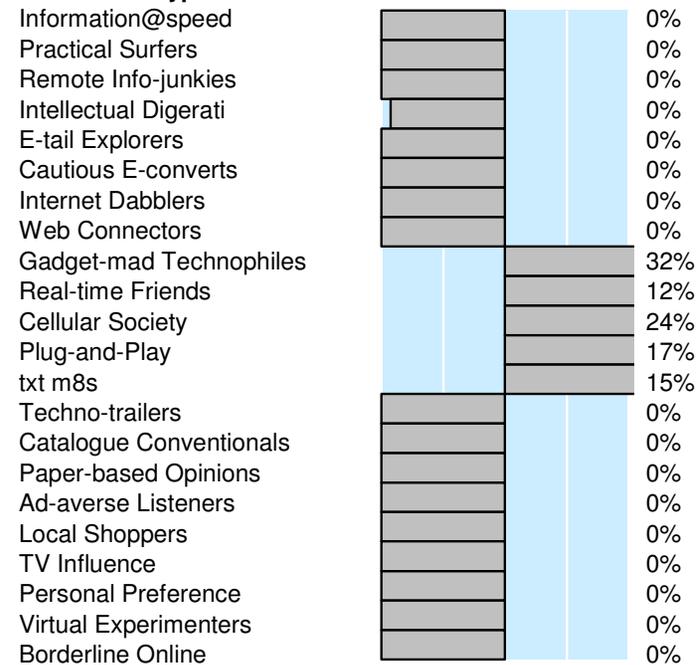
Mosaic UK Group



Financial Strategy Segments Group



TrueTouch Type



n = 2062 (fieldwork January-February 2011)

Next Steps

The segments can be appended to your own customer data:

Customer insight and understanding – understand what victims of fraud look like

Spatial analysis – allocate resources efficiently through understanding where the potential victims of fraud are

Communications and marketing – activity can target those segments most at risk to help change behaviours

Treatment strategies – messages and interventions can be tailored for tone and content to help reduce exposure to fraud

Measurement – track segment behaviour over time to measure the effect of fraud prevention campaigns

To append the segments to your data please contact:

nicholas.adkins@uk.experian.com

Consultant – Experian Marketing Information Services

M: 07801 014 119

Further Information



NFA contact details and website

Peter Wilson

Director of Engagement

Peter.Wilson@attorneygeneral.gsi.gov.uk

<http://www.attorneygeneral.gov.uk/nfa/>

Experian website

<http://www.experian.co.uk/business-services/fraud-prevention.html>



**National Fraud
Authority**