



**Canadian Anti-Fraud Centre Criminal Intelligence Analytical Unit
Annual Statistical Report 2009**

Mass Marketing Fraud & ID Theft Activities

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Canadian Anti-Fraud Centre Annual Statistical Report

Established in January of 1993, the Canadian Anti-Fraud Centre (CAFC) is a joint forces operations consisting of the Royal Canadian Mounted Police (RCMP), the Competition Bureau Canada and the Ontario Provincial Police (OPP). The CAFC plays a key role in educating the public about Mass Marketing Fraud (MMF) scams such as telemarketing fraud, West African fraud, internet fraud and Identify Theft.

The CAFC also provides a national integrated environment for the coordination, collaboration and education of strategies and practices to disrupt and dismantle Identity Fraud and illegal MMF schemes involving Canadians.

This report is the second annual statistical report produced by the CAFC. The report attempts to present statistics that highlight incidences and prevalence of MFF activities from two perspectives: Canadian based MMF operations targeting both Canadian and foreign victims, as well as Canadians as victims of international based scams.

Statistics presented in this report are based on what has been captured by the CAFC at a given point in time and are subject to change resulting from inputting back log complaints and database cleaning. In an effort to develop a greater understanding of Identity theft, this report presents the figures on identity theft separately from the other MMF scams.

Executive Summary

This report presents statistics on Canadian based MMF operations targeting both Canadian and international victims as well as Canadians as victims of international based scams and Canadian Identity Theft victims reported to the CAFC.

Total number of telephone calls received through the CAFC toll free line has decreased in the last three years from 145,688 in 2007 to 120,487 in 2009.

The CAFC saw the overall total number of MMF complaints increase from 2007 to 2009, but the total number of victims remained relatively the same. The total reported dollar loss decreased from 2007 to 2009.

The total number of Canadian complaints, victims and total reported dollar loss on Canadian based MMF has increased from 2007 to 2009. "Service" is the top reported scheme reported by Canadian consumers as well as the top Canadian based scheme targeting Canadian consumers in 2009.

Ontario is the top province targeted by MMF in 2009 with a total number of complaints of 12,172 and a total reported dollar loss of \$10,953,330.59.

An age breakdown on Canadian victims identifies the 50-59 age range as the top dollar loss for victims totaling \$6,201,911.34 in 2009.

Based on total number of complaints "Telephone / Facsimile" is reported as the most prevalent solicitation methods used to solicit Canadian consumers; however victims of an "E-mail / Internet / Text Messaging" solicitation method have the highest total reported dollar loss in 2009.

The top reported payment method used to receive funds from Canadian victims in 2009 is Western Union.

The top reported international scheme reported by Canadians in 2009 is "Sale of Merchandise by Complainant".

The top reported suspect location (province) of Canadian based MMF in 2009 is Ontario; top reported suspect location (city) of Canadian based MMF in 2009 is Toronto.

The CAFC saw a decrease in the total number of international and US complaints, victims and total reported dollar loss from 2007 to 2009. "Prize" is the top Canadian based scheme reported by US complainants in 2009.

The CAFC saw an increase in the total reported dollar loss for Canadian Identity Theft complaints from \$6,467,387.75 in 2007 to \$10,882,279.04 in 2009.

CAFC Review and Overall MMF

The following chart identifies the number of telephone calls received and handled through the CAFC toll free line for the past three years.

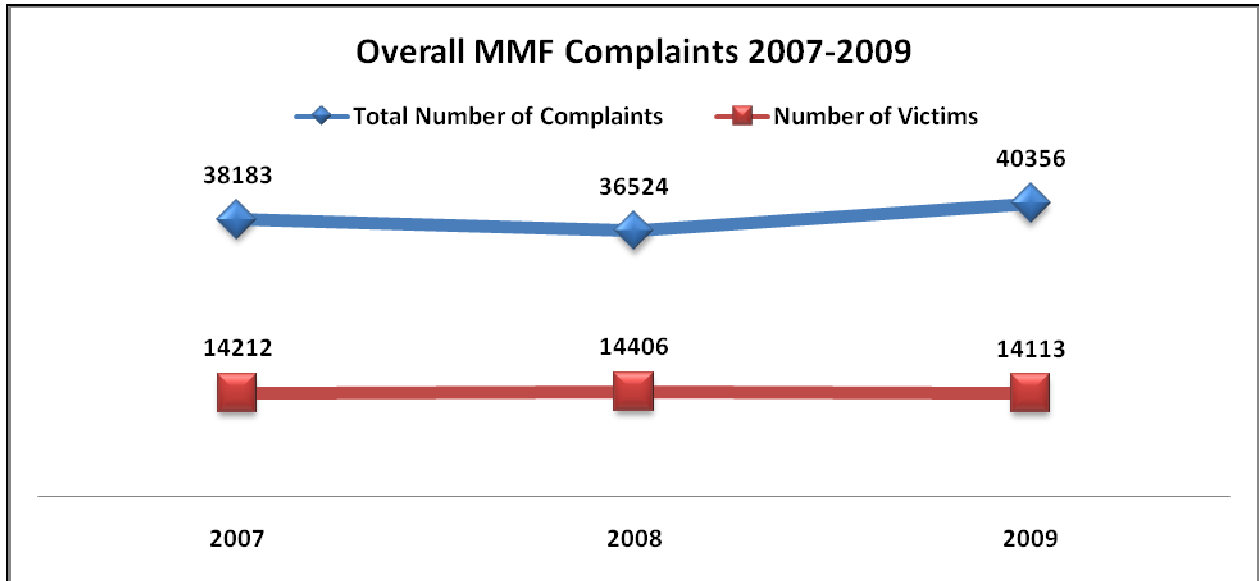
Yearly Call Breakdown 2007-2009		
Year	Phone Calls Received	Phone Calls Answered or Sent to Voice Mail
2007	145,688	64,166
2008	140,378	62,591
2009	120,487	58,325

The chart below presents a monthly breakdown of the phone calls received at CAFC in 2009.

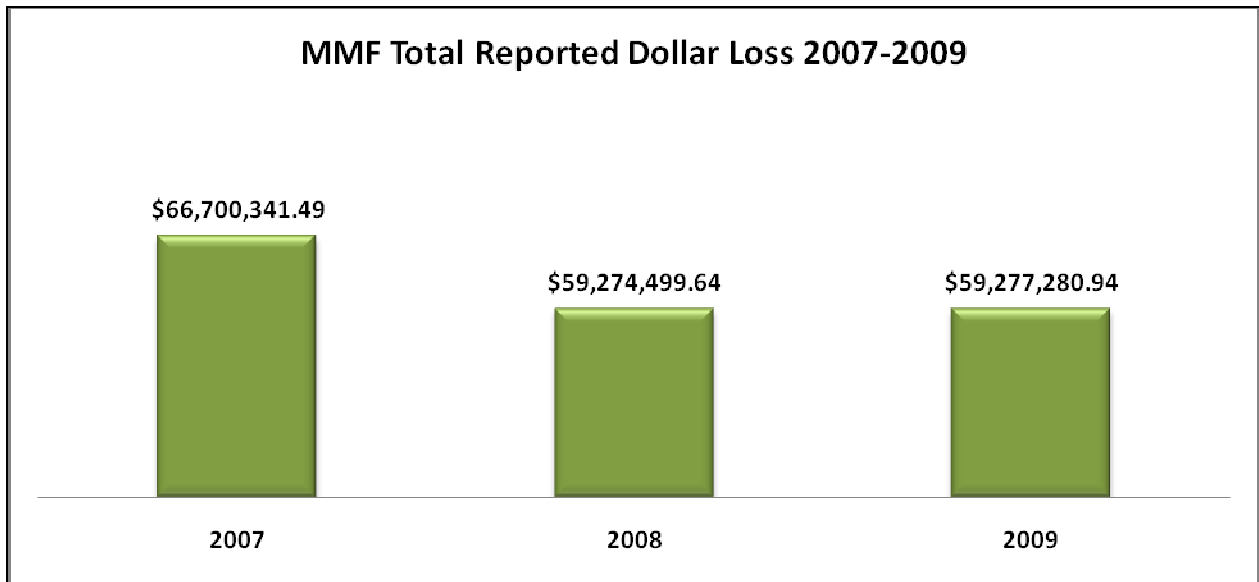
Monthly Call Breakdown 2009				
Month	Phone Calls Received	Phone Calls Handled	Phone Calls Abandoned	Voice Mail
Jan	10,500	5,587	4,885	28
Feb	11,137	5,324	5,792	21
Mar	13,039	5,731	7,285	23
Apr	10,674	5,851	4,809	14
May	9,154	4,896	4,241	17
Jun	9,979	5,443	4,514	22
Jul	10,185	5,367	4,805	13
Aug	9,093	4,726	4,358	9
Sep	8,789	4,710	4,058	21
Oct	8,922	4,760	4,147	15
Nov	9,774	5,128	4,633	13
Dec	9,241	4,639	4,570	32
Total	120,487	62,162	58,097	228

It should be noted in the chart above that “Phone Calls Abandoned” occur when the caller has opted to disconnect their call prior to speaking to a live call taker or leaving a message with voice mail.

The following graph represents a breakdown of the total number of MMF complaints reported to CAFC and the number of those that were victims from 2007 to 2009.

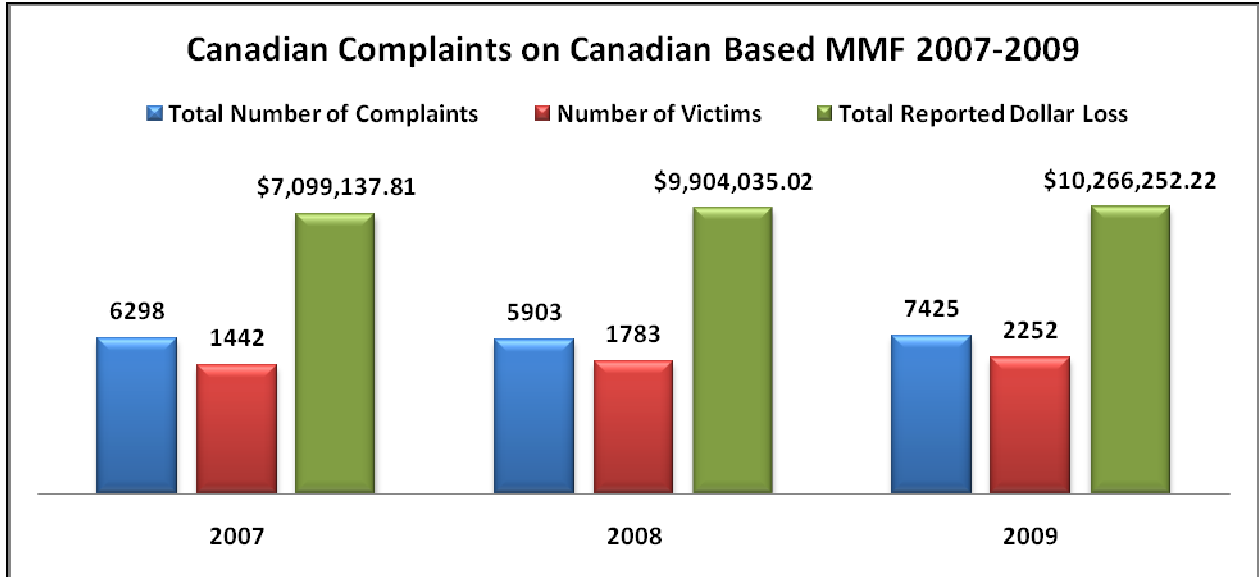


The following graph represents the MMF total reported dollar loss to CAFC from 2007 to 2009.



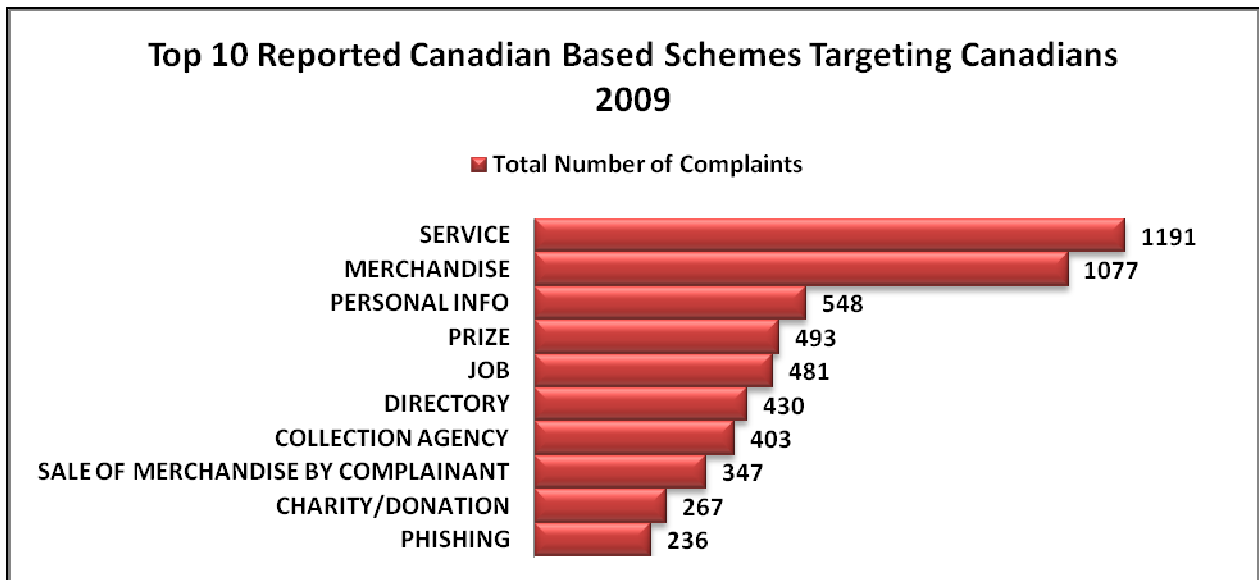
MMF and Canada

The following graph presents a breakdown of Canadian complaints on Canadian based MMF operations by total number of complaints, those in which there were victims and total reported dollar loss.

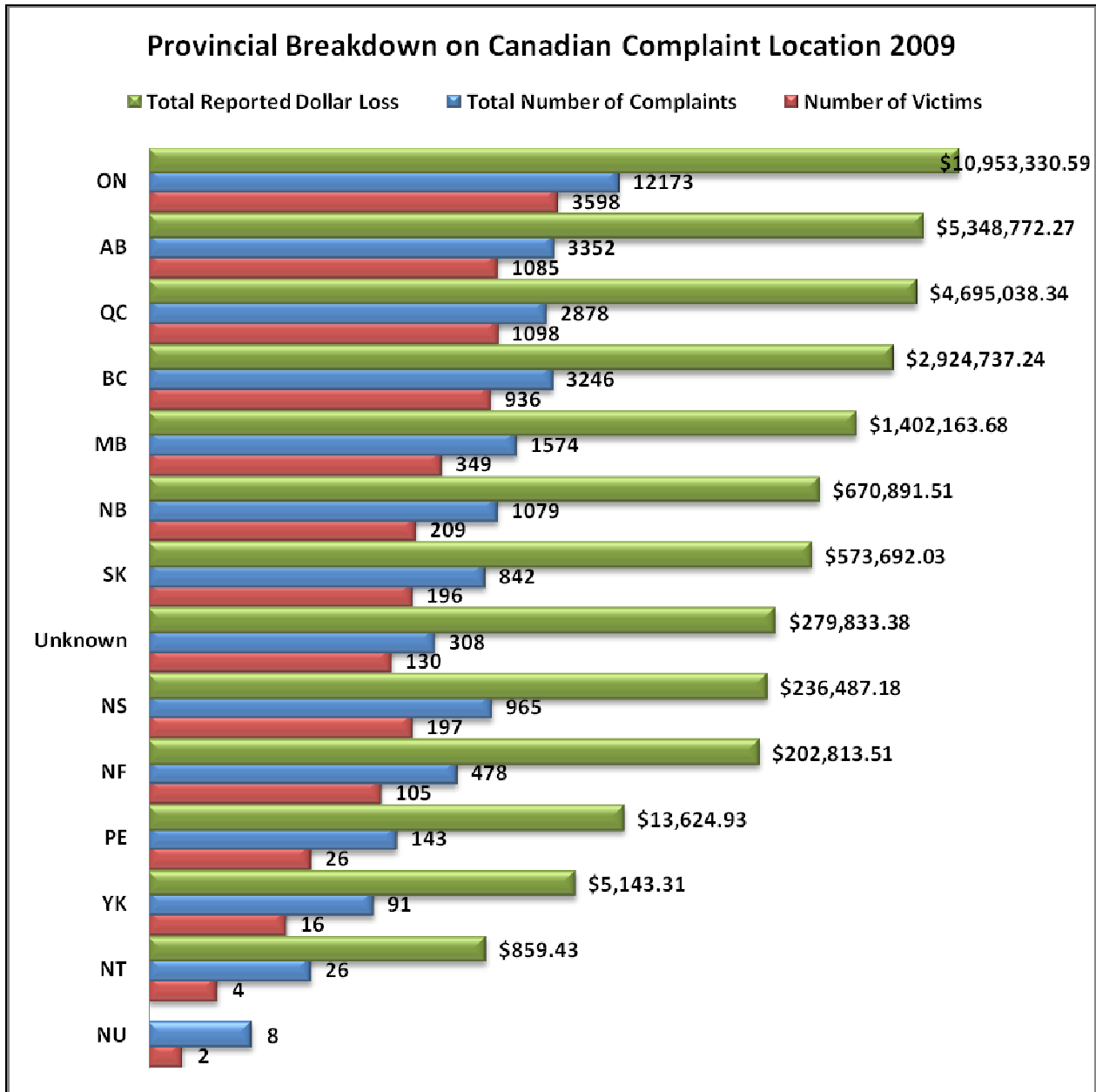


MMF operation locations are based on suspect addresses reported by consumers. Thus, it must be noted that in some cases, reported addresses may be mail drops and not the physical location of an MMF operation, or the suspect location identified may be false. Also in some incidents, the consumer does not know or was never provided with a suspect address.

The following graph identifies the top ten reported Canadian based schemes targeting Canadians.

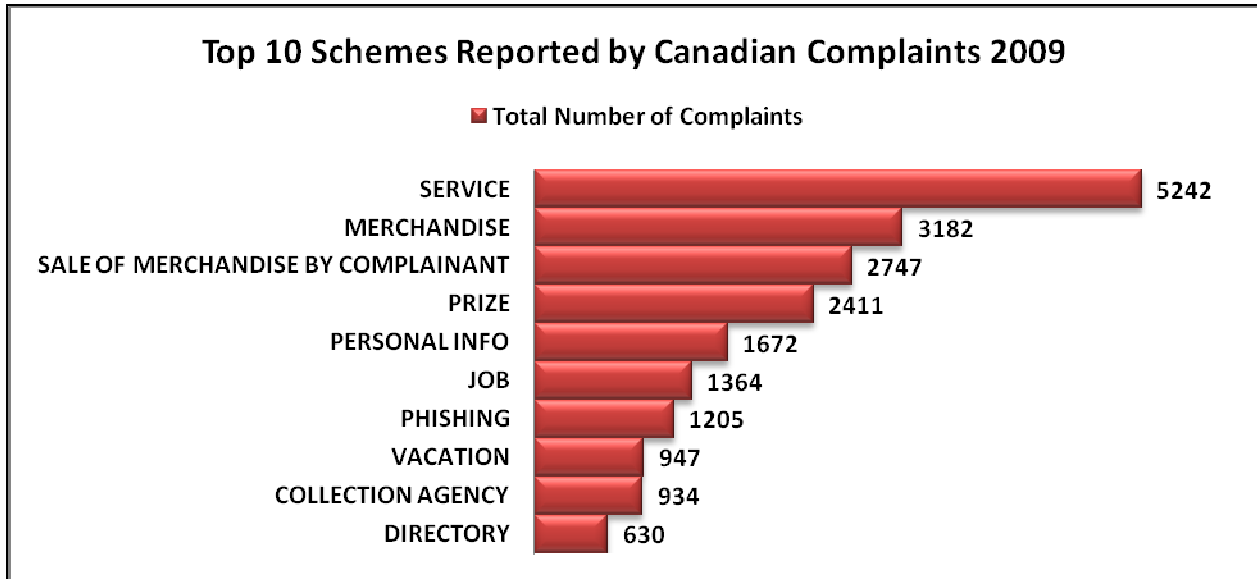


The following graph presents a breakdown of Canadian provinces (and territories) targeted by MMF based on the total number of complaints, those in which there were victims and total reported dollar loss.



The "Unknown" statistic represents a Canadian complaint but where the province or territory is not known.

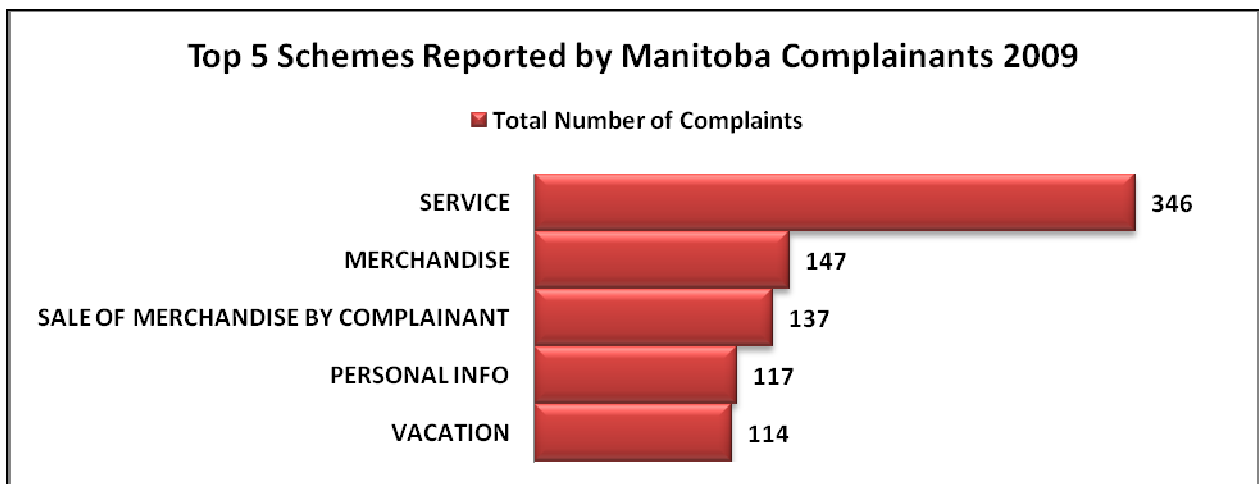
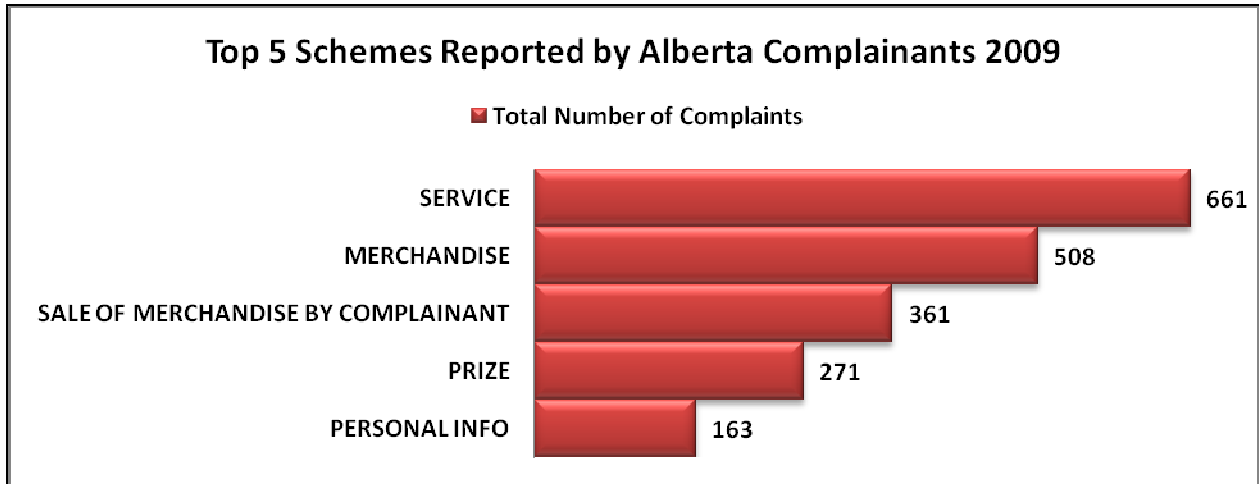
The following graph identifies the top 10 schemes reported by Canadian complainants.



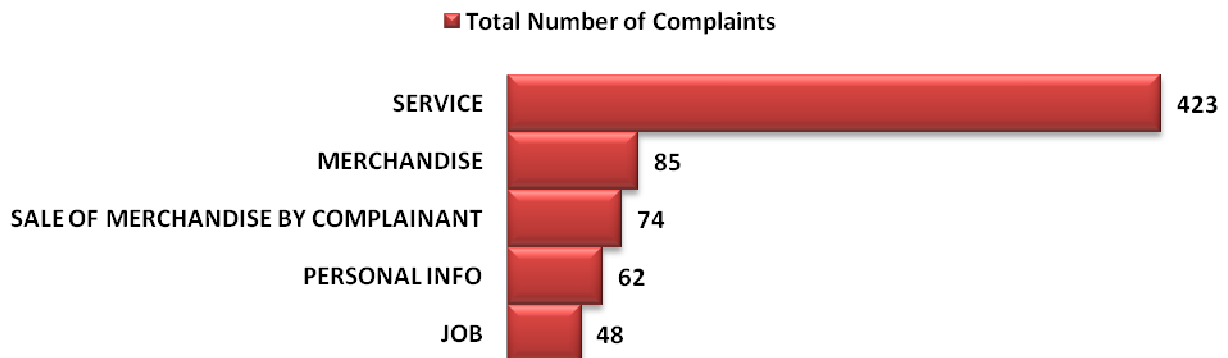
The following chart presents the top 10 schemes reported by Canadian complainants (see above graph) broken down by province or territory.

Top 10 Schemes Reported by Canadian Complainant by Province 2009															
Pitch	AB	BC	MB	NB	NF	NS	NT	NU	ON	PE	PQ	SK	Unknown	YK	Total
SERVICE	661	615	346	423	129	270	8	1	2280	51	192	215	27	24	5242
MERCHANDISE	508	341	147	85	36	69	1	0	1471	11	367	88	56	2	3182
SALE OF MERCHANDISE BY COMPLAINANT	361	325	137	74	40	83	0	0	1120	11	502	57	35	2	2747
PRIZE	271	352	105	43	30	50	5	1	1271	9	185	56	19	14	2411
PERSONAL INFO	163	219	117	62	30	93	1	0	760	4	155	53	9	6	1672
JOB	162	169	61	48	18	40	0	0	717	1	109	20	18	1	1364
PHISHING	117	143	55	30	11	45	3	1	606	4	144	18	25	3	1205
VACATION	104	113	114	35	25	46	1	1	359	11	70	53	12	3	947
COLLECTION AGENCY	87	111	53	31	23	42	1	0	476	6	84	12	7	1	934
DIRECTORY	121	76	40	14	6	18	1	1	172	6	129	30	5	11	630

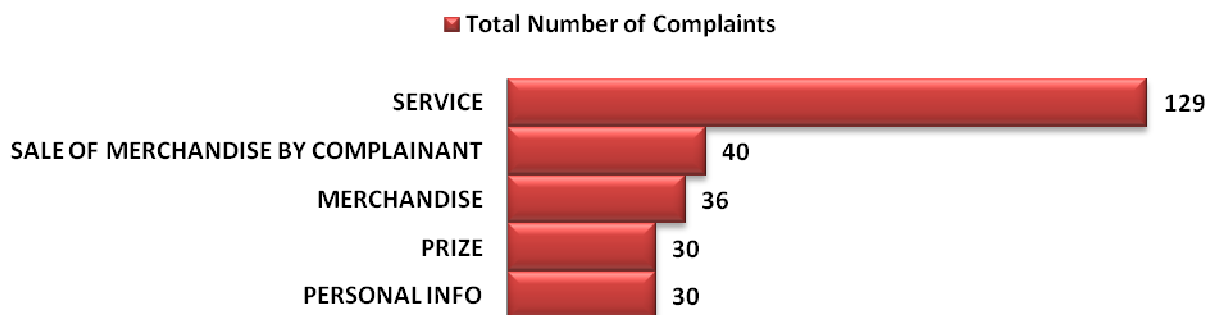
The following graphs identify the top five schemes reported by Canadians in 2009 broken down by province or territory.



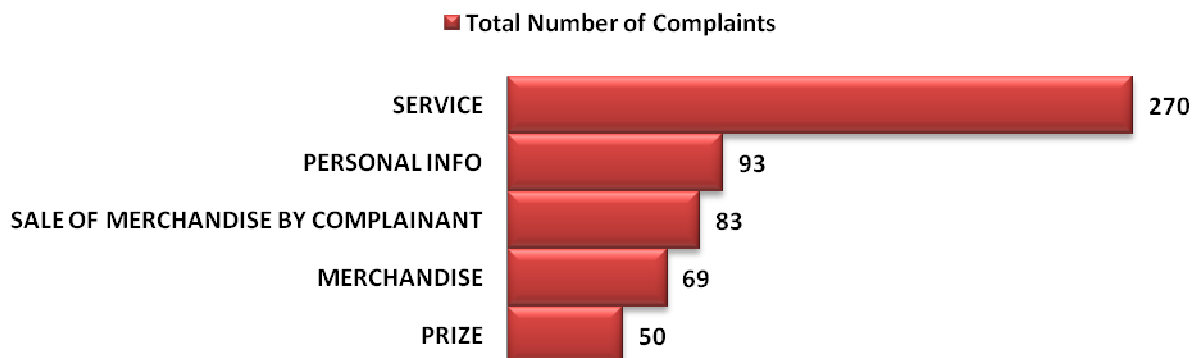
Top 5 Schemes Reported by New Brunswick Complainants 2009



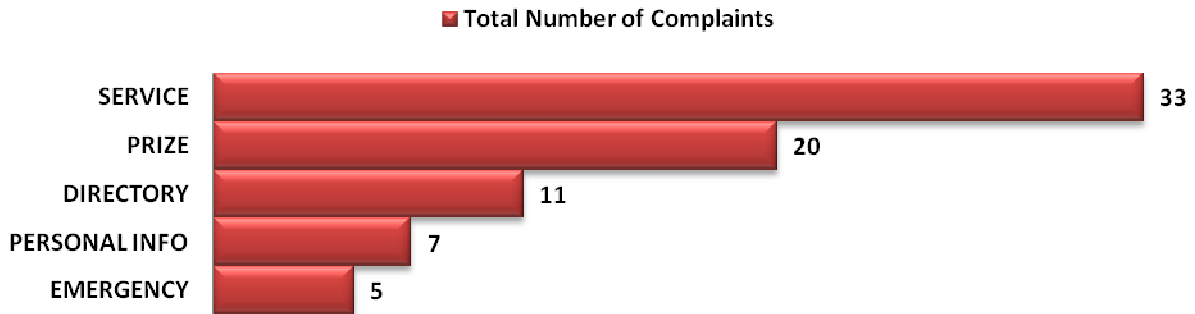
Top 5 Schemes Reported by Newfoundland and Labrador Complainants 2009



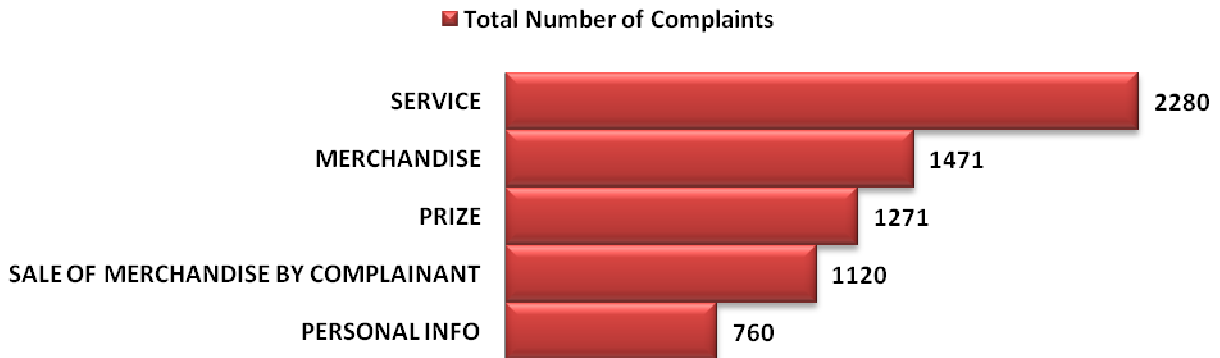
Top 5 Schemes Reported by Nova Scotia Complainants 2009



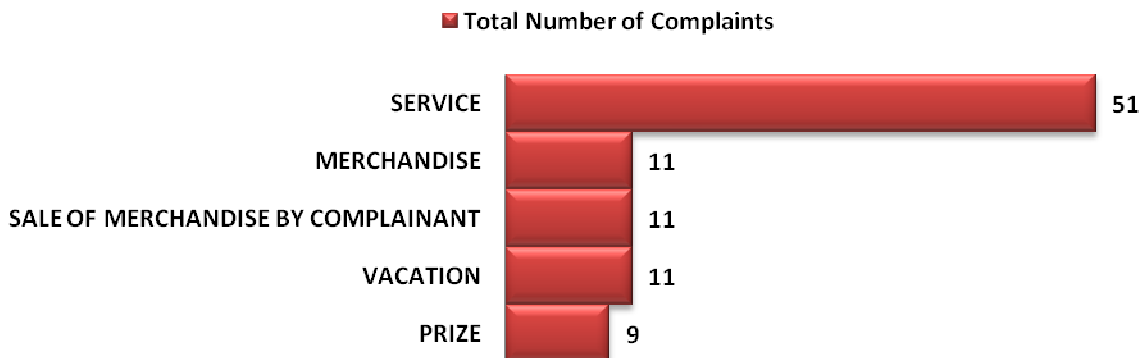
Top 5 Schemes Reported by Northwest Territories, Nunavut & Yukon Territories Complainants 2009



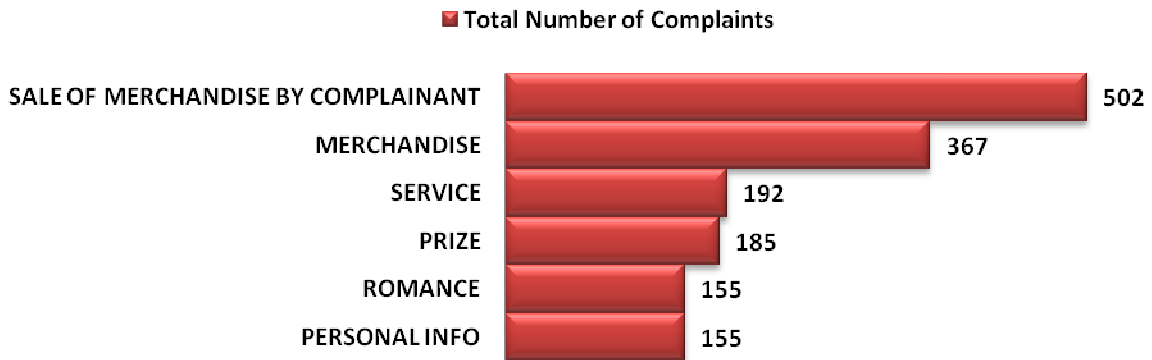
Top 5 Schemes Reported by Ontario Complainants 2009



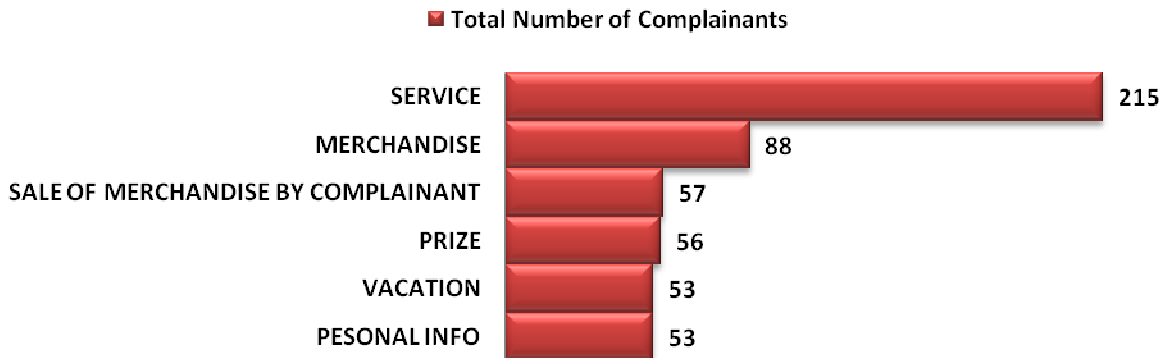
Top 5 Schemes Reported by PEI Complainants 2009



Top 5 Schemes Reported by Quebec Complainants 2009



Top 5 Schemes Reported by Saskatchewan Complainants 2009



The following table presents an age breakdown of Canadian complainants based on number of attempts, victims, total number of complaints and the total reported dollar loss in 2009.

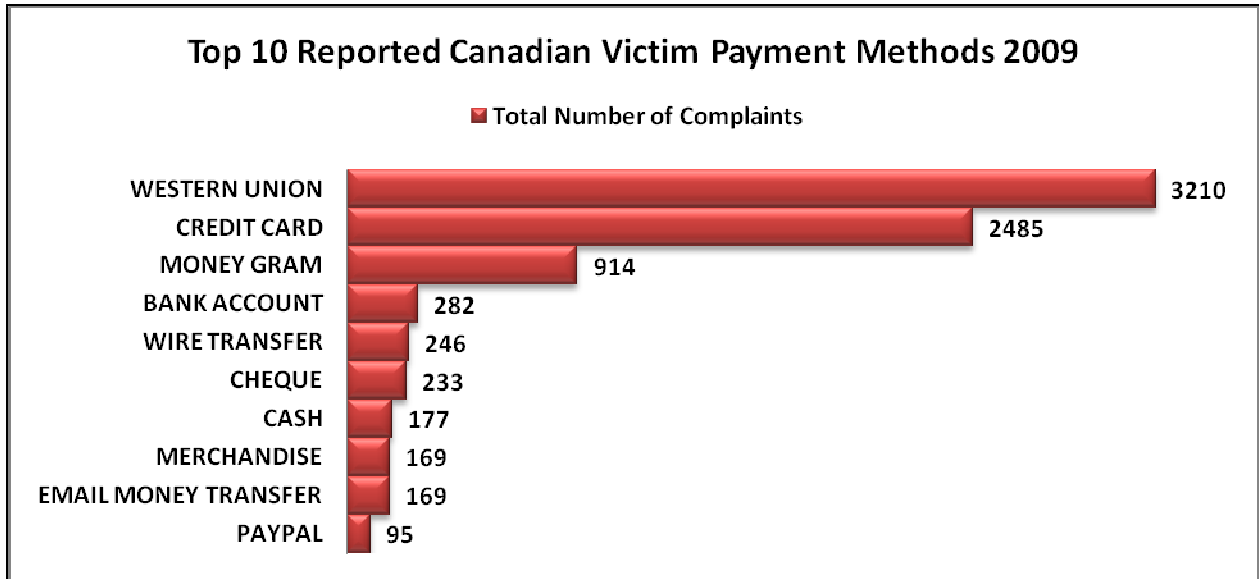
Canadian Complainant Age Range Breakdown on MMF 2009				
Age Range	No. of Attempts	No. of Victims	Total Number of Complaints	Total Reported Dollar Loss
1 - 9	2	1	3	\$0.00
10 - 19	200	199	399	\$185,107.75
20 - 29	1654	1065	2719	\$1,559,635.57
30 - 39	2151	1052	3203	\$2,230,658.50
40 - 49	2732	1279	4011	\$4,256,304.86
50 - 59	2864	1109	3973	\$6,201,911.34
60 - 69	2556	851	3407	\$3,843,559.76
70 - 79	1364	416	1780	\$2,206,696.69
80 - 89	581	238	819	\$691,298.22
90 - 99	71	33	104	\$141,536.93
BUSINESS	1568	444	2012	\$2,069,661.98
DECEASED	39	2	41	\$63,000.00
UNKNOWN	2665	1093	3758	\$2,965,663.88

There are three categories listed on this chart that do not identify an age range. These are “Business”, “Deceased” (reports that are filed by friends or family members of the deceased complainant after they become aware of fraud) and “Unknown” (where CAFC is unable to identify the age of the complainant).

The following table represents a breakdown of solicitation methods used to solicit Canadian consumers based on the number of attempts, victims, total number of complaints and the total reported dollar loss in 2009.

Suspect MMF Solicitation Method on Canadian Complainants 2009				
Solicitation Method	No. of Attempts	No. of Victims	Total Number of Complaints	Total Reported Dollar Loss
E-mail / Internet / Text Messaging	6151	4448	10599	\$14,426,676.25
In Person	132	212	344	\$5,816,285.20
Telephone / Facsimile	10517	2369	12886	\$3,140,061.77
Other / Unknown	172	373	545	\$2,173,651.07
Mail	1885	350	2235	\$974,498.15
Media / Print / Radio / Television	179	167	346	\$724,311.63

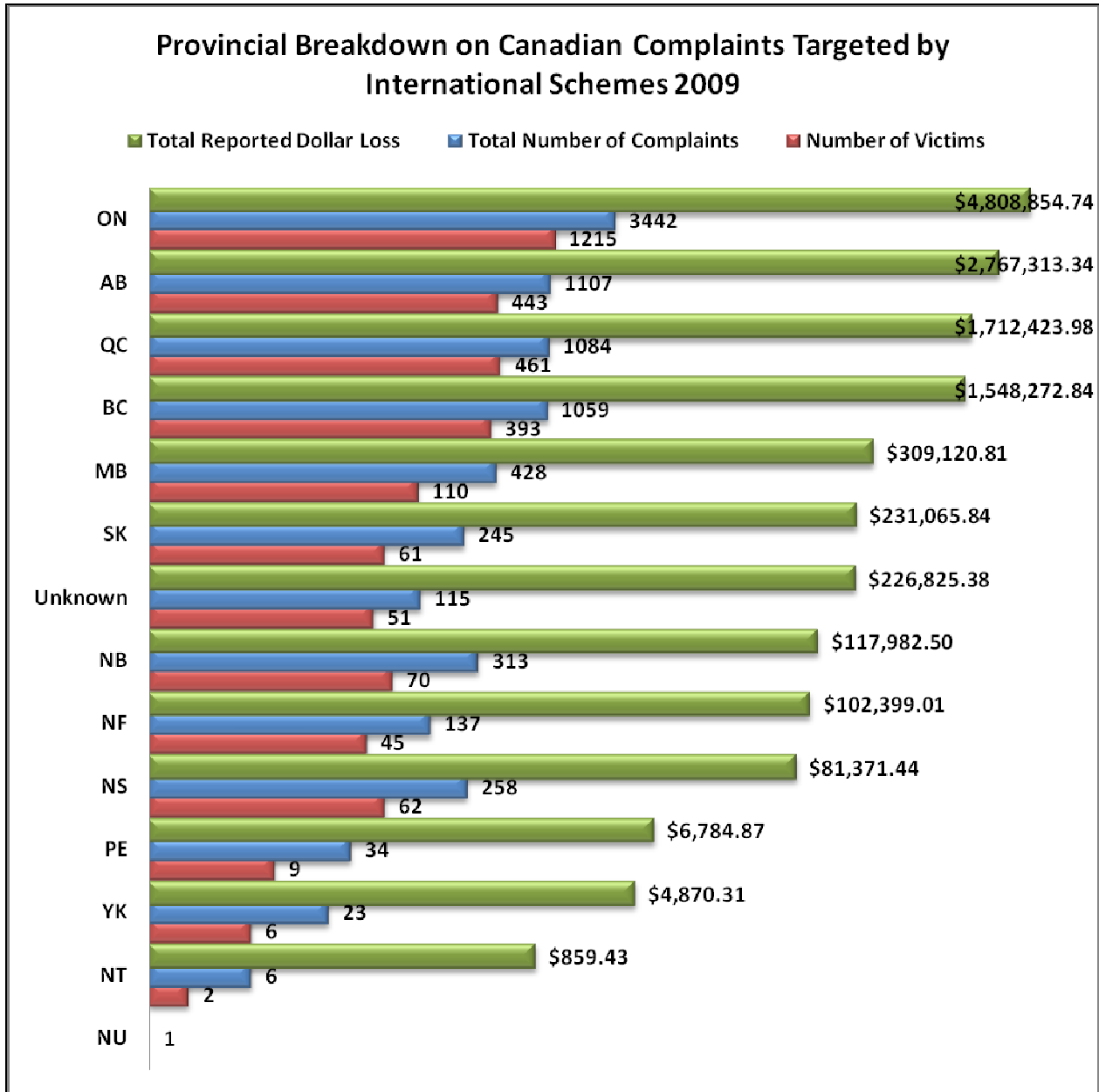
The following graph identifies the top 10 reported payment methods used to receive funds from Canadian victims.



The top 10 reported international schemes reported by Canadians in 2009 are represented in the graph below.



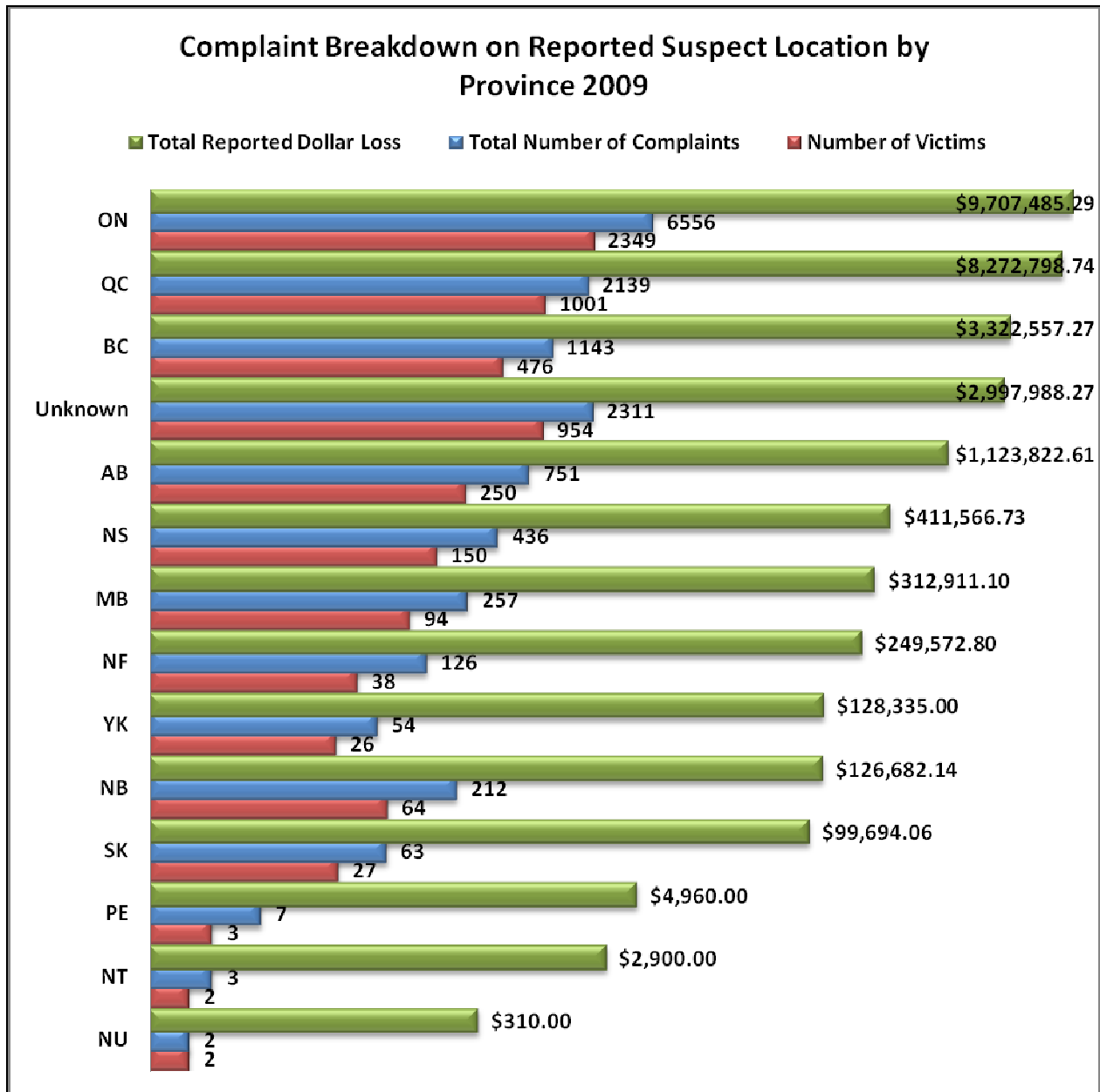
The following graph identifies the provinces that were most targeted by international based schemes based on the total number of complainants, those that were victims and the total reported dollar loss.



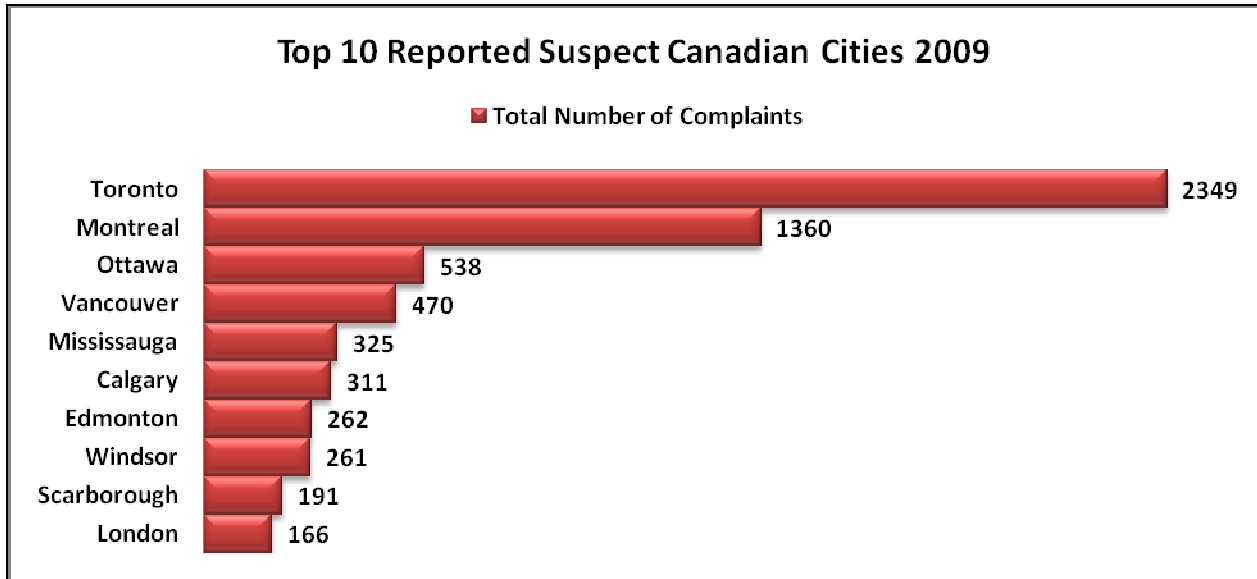
Suspect Locations

MMF operation locations are based on suspect addresses reported by consumers. Thus, it must be noted that in some cases, reported addresses may be mail drops and not the physical location of an MMF operation, or the suspect location identified may be false. Also in some incidents, the consumer does not know or was never provided with a suspect address.

The following graph presents principal bases of Canadian based MMF operations based on reported suspect locations in 2009. The “Unknown” statistic represents a complaint on a Canadian based MMF operation but where the province or territory is not known.



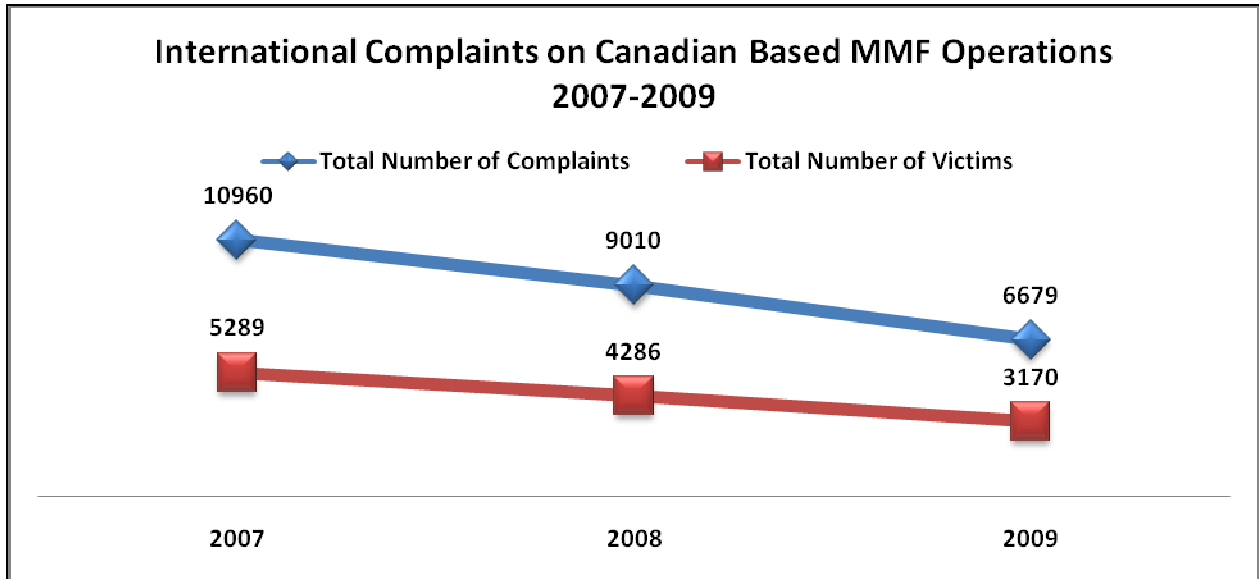
The following graph identifies the top 10 Canadian city-based MMF operations based on reported suspect locations.



In 2009 Canadians reported suspect addresses from 111 different countries including Canada. The following chart identifies the top 10 reported suspect locales reported by Canadians.

Top 10 Reported Suspect Country Locales 2009	
Suspect Location	Number of Complaints
Canada	12989
United States	3604
United Kingdom	1750
Nigeria	599
Spain	446
Cote D'Ivoire	236
France	234
Hong Kong	121
Ghana	118
China	109

The following graph identifies the total number of international complaints received and the number of those that were victims of Canadian based MMF from 2007 to 2009.

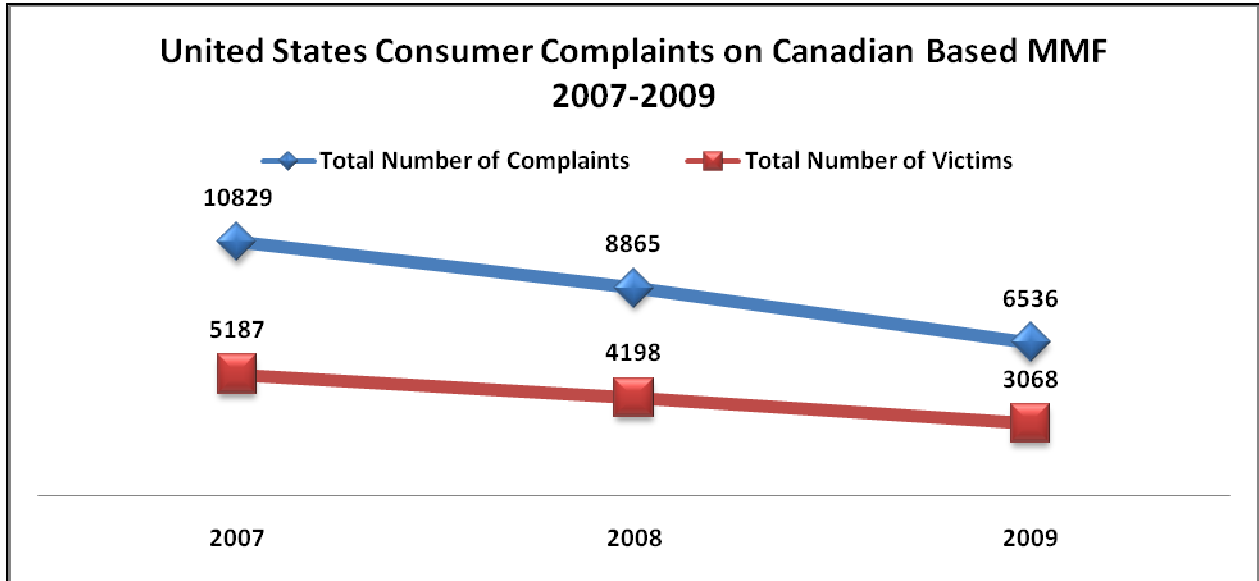


The following graph represents the total reported dollar loss by international victims on Canadian based MMF from 2007 to 2009.

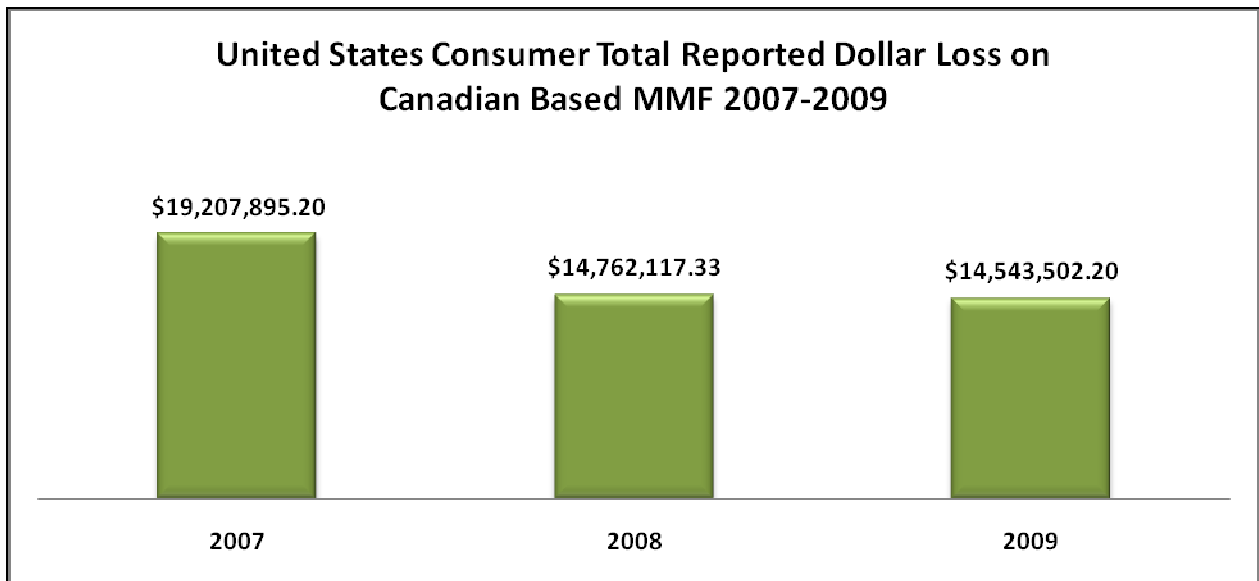


United States Consumer Complaint Breakdown

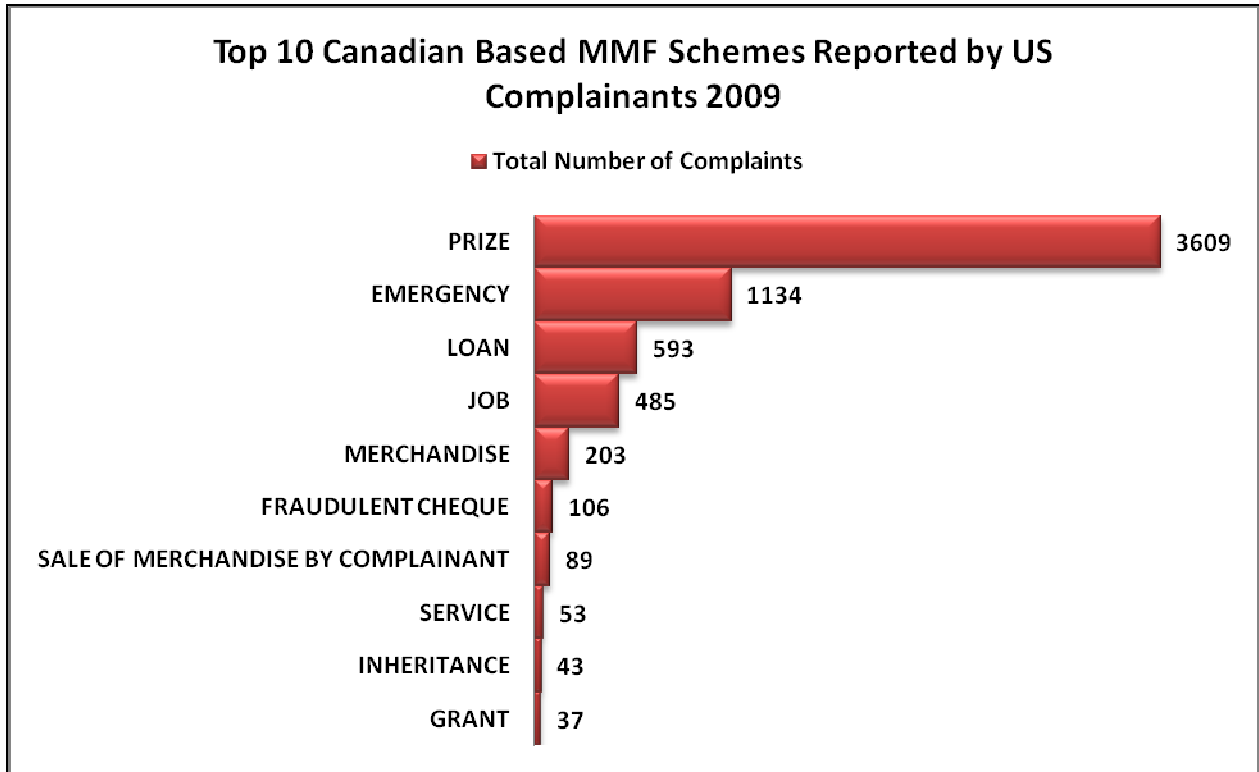
The following graph represents the total number of complaints received from US consumers on Canadian based MMF from 2007 to 2009. It also identifies the number of those complaints in which there were victims.



The following graph represents the total reported dollar loss by US victims on Canadian based MMF operations from 2007 to 2009.

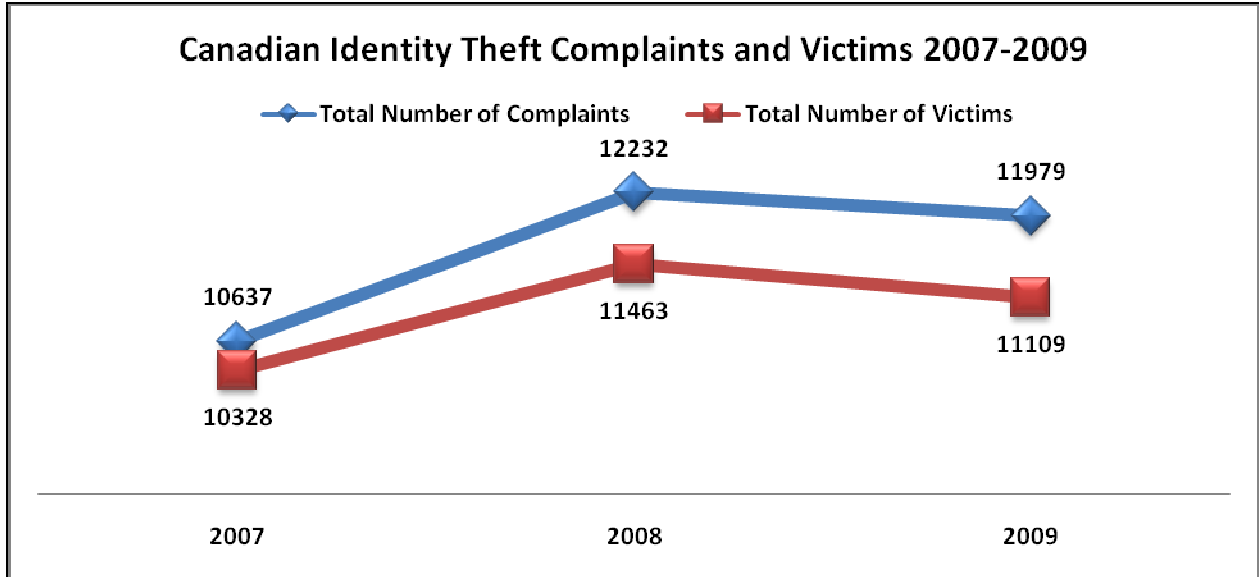


The following graph identifies the top ten Canadian based MMF schemes reported by US complainants in 2009.

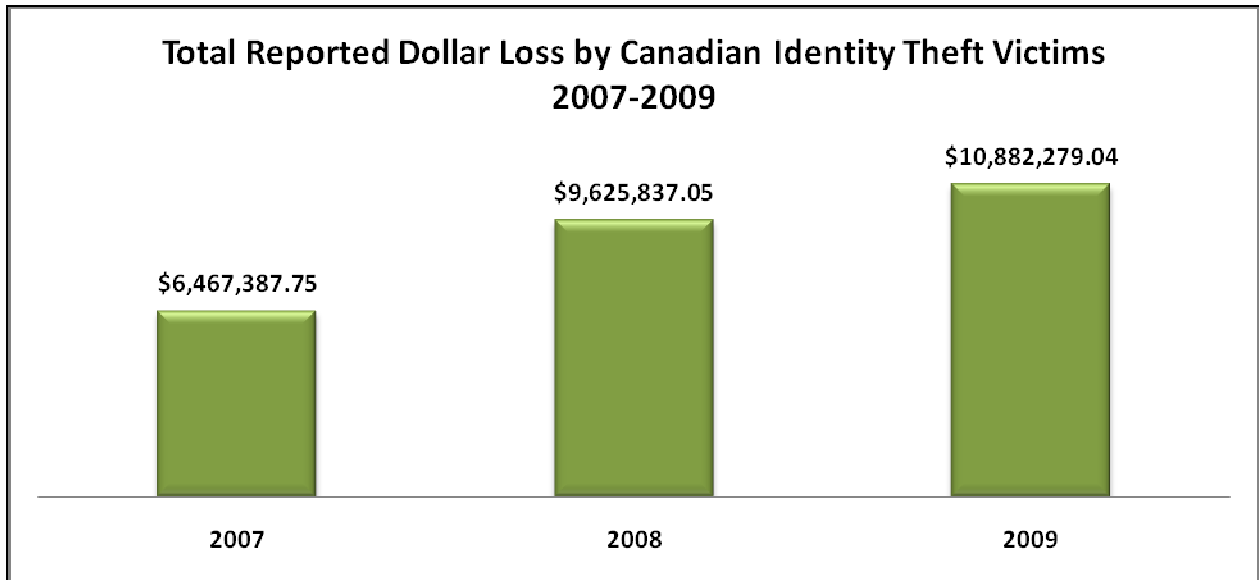


Canadian Identity Theft Breakdown

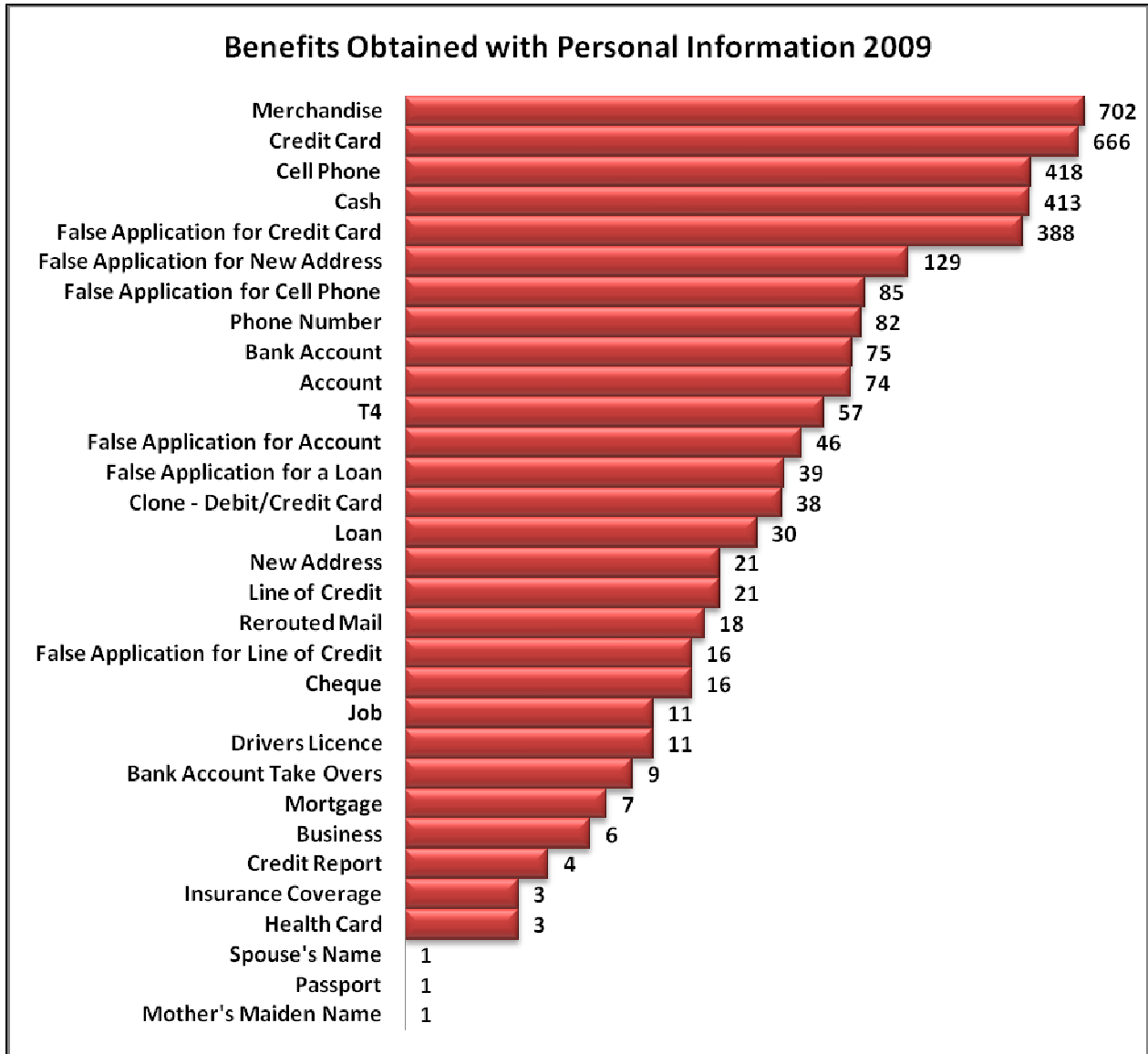
The following graph presents the total number of Canadian Identity Theft complaints and the number of those in which there were victims from 2007 to 2009.



The following graph presents the total reported dollar loss by Canadian Identity Theft victims from 2007 to 2009.



The following chart presents a breakdown of what Identity Theft criminals are using a consumer's personal information for in 2009 based on number of complaints.



Conclusion

This report identifies current MMF trends and patterns in 2009.

The data in this report indicates that overall, the total number of MMF complaints and victims has remained consistent but the total reported dollar loss has decreased from 2007 to 2009.

Total number of Canadian complaints, victims and total reported dollar loss on Canadian based MMF, has increased from 2007 to 2009.

Reports from consumers in Ontario make it the province with the most complaints, victims and total reported dollar loss.

“Service” was the most reported offence by Canadian complainants and Canadian complainants targeted by Canadian based MMF operations. “Sale of Merchandise by Complainant” was the most reported offence by Canadians complainants targeted by International based MMF operations.

Victims of the “50-59” age range reported the greatest dollar loss.

Telephone / Facsimile remains the top solicitation method used to solicit Canadian consumers based on total number of complaints. E-mail / Internet / Text Messaging remains the top solicitation method used to solicit Canadian consumers based on total reported dollar loss.

“Western Union” remains the top reported Canadian victim payment method in 2009.

Complaint breakdown on reported suspect location identifies Ontario as the top provincial principal base of Canadian based MMF. Toronto is the top reported suspect Canadian city in 2009 based on total number of complaints.

International and US (United States) complaints on Canadian based MMF have decreased from 2007. Based on total number of complaints “Prize” is the top reported US scheme on Canadian based MMF in 2009.

The total number of Canadian Identity Theft complaints and victims has decreased from 2008 to 2009; however the total reported dollar loss has increased. The highest reported number of incidents in 2009 on what identity theft criminals are using a consumer’s personal information for is “Merchandise”.