

FRAUD Pulse

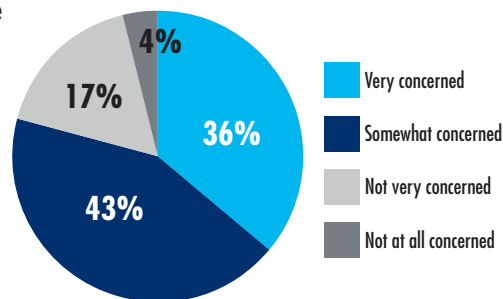
Fraud Is a Significant Problem for American Consumers

LIMRA Secure Retirement Institute teamed with Ipsos to survey 1,005 U.S. consumers who are 18 or older to learn about their experiences with financial fraud.

Here's what they told us:



4 in 5 consumers recognize the threat of financial fraud and are concerned they may become a victim. Many are turning to the financial services industry for guidance.



About **7 in 10** consumers agree that they wish financial services companies would tell them more about their current efforts to prevent financial fraud.



2 in 3 consumers also want information on how to reliably detect and prevent financial fraud on their own. Many view financial services companies as an ideal source for this information.

