Holiday Scams: The Gift that Keeps on Taking

Methodology Report

November 2021

In September 2021, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among U.S. residents age 18+. The purpose of this research is to gauge U.S. adults' shopping behavior and vulnerability to particular scams and fraud this holiday season. Survey topics included actual shopping behavior (last holiday season) and intended shopping behavior (this holiday season), use of Peer-to-Peer (P2P) payment platforms, gift card purchasing habits, charitable donations, stolen packages, and knowledge regarding consumer scams and fraud.

ANR completed a total of 1,027 interviews (319 via landline telephone and 708 via cell phone).

Respondents were screened to meet the following criteria:

- Age 18+
- Resident of U.S.
- Shop for gifts, food, decorations, etc. specifically for a holiday or other sorts of observances during the holiday season
- Use the internet at least occasionally

Survey length averaged 19.0 minutes.

Sample

Landline and cell phone sampling were used for this research, with the sample drawn randomly from a list of U.S. residents age 18+, including Alaska and Hawaii, purchased from Aristotle. A total of 55,129 records were utilized. The list of 251,297,494 total residents age 18+ was randomly divided into 251,298 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 56 replicates representing a total of 55,129 resident records were dialed to complete this study.

The sample of 1,027 respondents yields a maximum statistical error of $\pm 3.1\%$ at the 95% level of confidence. (This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ± 3.1 percentage points of the results obtained had everyone in the population been interviewed.)

Interviewing

The survey was launched on October 8, 2021 and was closed on October 17, 2021.

Interviewing was active between 5:30 p.m. and 9:00 p.m., with some additional calling done between 10:00 a.m. and 4:00 p.m. If necessary, up to 8 call attempts per telephone number were made to reach an eligible respondent. All numbers were called at multiple times of the day as well as days of the week to maximize each respondent's opportunity for inclusion in the study.

Data Tables

One set of data tables with complete results has been produced. Responses are shown for both the entire sample and for key subgroups based on demographic information, as follows:

Set 1: Total sample (n=1,027) by demographics

- Age: 18-34, 35-44, 45-64, 65+
- Gender: Female, Male
- Race/Ethnicity: White/Caucasian only, Black/African American only, Hispanic/Latino, Other
- Income: Less than \$50k, \$50k to less than \$100k, \$100k or more
- Education: Less than Bachelor's degree, Bachelor's degree or more
- Region: Northeast, Midwest, South, West

Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats. Statistical tests have been performed to determine whether observed differences in the tables are statistically significant. Each banner point in each table is designated by a letter of the alphabet. If the letter corresponding to a particular column appears inside the body of the table, it indicates a statistically significant difference between that cell and the cell/column identified by the letter. Lowercase letters indicate a difference at the .05 level of significance and uppercase letters indicate a difference at the .01 level of significance.

The entire sample (i.e., completes and terminates) has been weighted by age, gender, and race/ethnicity according to 2019 Census Bureau 5-year ACS statistics; unqualified records were then removed to achieve a final weighted sample of respondents.

Final Disposition Reports

Final Total Sample	
FULL COMPLETES	1027
SCHEDULED_CALLBACKS	9142
CALLBACK_NON_SPECIFIC	4880
SOFT REFUSAL	786
HARD REFUSAL	172
TERMINATED_EARLY	124
GOVERNMENT_BUSINESS	46
LANGUAGE_DEAF	48
SCREENED_OUT	583
OVER_QUOTA	0
NON_WORKING_NUMBERS	7729
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	615
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	8616
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	11343
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	9981
PRIVACY MANAGER	25
FAX	12
TOTAL	55129

Production Summary

Final Total Sample	
NUMBER OF FULL COMPLETES	1027
TOTAL NUMBERS RELEASED	55,129
COOPERATION RATE (COOP3)	59.8%
REFUSAL RATE (REF3)	2.6%
RESPONSE RATE (RR3) ¹	2.3%

For more information about this survey or the methodology, please contact Jennifer Sauer, AARP Research, at jsauer@aarp.org

¹ This response rate formula (RR3) requires the calculation of 'e' which is the proportion of cases of unknown eligibility that are estimated to actually be eligible. The following formula was used to determine 'e': e = Complete + Terminate Early + Confirmed Household No Answer, Busy, and Answering Machine + Callbacks + Language Barrier / Complete + Terminate Early + Confirmed Household No Answer, Busy, and Answering Machine + Callbacks + Language Barrier + Government/Business + Non-Working + Screened Out + Over Quota.