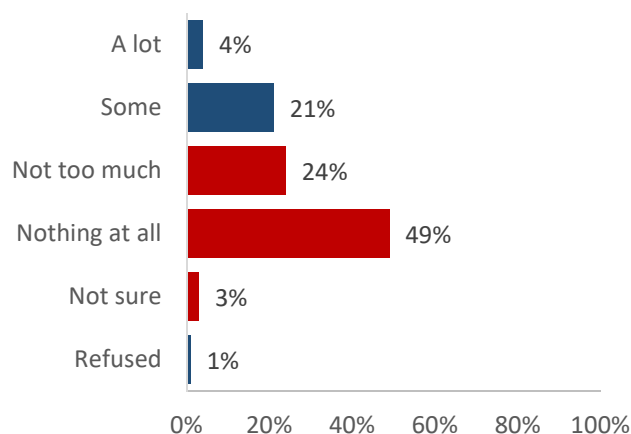


This month, Medicare unveils its new beneficiary cards. The new card will be much the same as the older one – same basic colors, same paper card, and will provide the same access to the same Medicare health care benefits and services. The major change will be the identification number on the card. It will no longer be the beneficiary’s Social Security number but instead, a randomly generated combination of letters and numbers for each individual. The new number, called the Medicare Beneficiary Identifier (MBI), is intended to help prevent identity theft by replacing the Social Security number. Identity theft was among the top three types of over 13 million consumer complaints made to the Federal Trade Commission (FTC) between 2012 and 2016.¹ The FTC also notes that over one in three (37%) identity theft complaints came from consumers ages 50 and older.

In AARP’s continued efforts to provide Americans with information and resources on how to detect, prevent, and report Medicare fraud and scams, AARP commissioned Alan Newman Research (ANR) to conduct a telephone survey of U.S. adults ages 65 and older regarding their experience and knowledge around Medicare card scams. This survey, fielded March 2018, yielded 800 completed surveys for a margin of sampling error of ± 3.5 percent.

While news of the new Medicare beneficiary cards has been broadly announced for much of the past year, most (76%) U.S. adults ages 65 and older indicate they have not (or are not sure) they’ve seen, read, or heard much or anything at all, about the new cards. And when asked to consider what, if anything, will be different about the new cards, over two-thirds of all respondents say they aren’t sure.

How Much Heard, Read, Seen About New Medicare Card?
(n=800 U.S. Adults ages 65 and older)



(Unaided) What Will Be Different About New Medicare Card?²
(n=800 U.S. Adults ages 65 and older)

Feature	%
Personal identification number, no longer Social Security number, new number.	24
Nothing will change – just new card, same information	4
Colors of the card	2
Swiping capability	1
Expiration date added/taken off	<1
Other	3
Not sure	68
Refused	<1

*Q3_A is unaided/open-end question

Among the one in four U.S. adults who say they *have* heard, read, or seen something about the new Medicare cards being issued beginning in April 2018, most say they learned about it from the news (61%) or their mail from Medicare or Social Security (29%).³

¹ Consumer Sentinel Network Data Book, Federal Trade Commission, March 2018 https://www.ftc.gov/system/files/documents/reports/consumer-sentinel-network-data-book-2017/consumer_sentinel_data_book_2017.pdf see pages 3 and 16. Calculation based on the 96% of reports that included age information.

² See Question 2 in Annotated Questionnaire. Question was open-end with a pre-coded list of assumed responses provided to interviewers for easier coding.

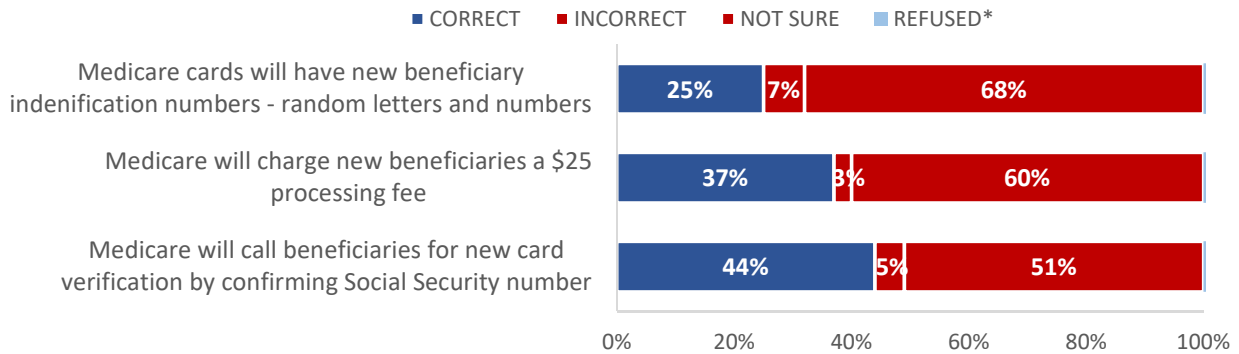
³ See Question 1a in Annotated Questionnaire. Question was open-end with a pre-coded list of assumed responses provided to interviewers for easier coding.

Lack of awareness about a key piece of personal, financial or health information can (and in some cases already has) put people at risk for identity fraud. Data from this survey show that few U.S. adults ages 65 and older are aware of the new Medicare card features and Medicare practices around informing beneficiaries about the new card. In fact, at least half are clearly incorrect or not sure about a few best practices by Medicare tested in this survey. Responses to three true/false survey questions around the new card show that:

- Three in four (75%) Medicare beneficiaries are not sure or are incorrect about the key change with the new cards being a new identification number.
- Nearly two-thirds (63%) of Medicare beneficiaries are unsure or incorrect in believing Medicare will charge *new* beneficiaries a \$25 processing fee for the new card.
- Over half (56%) are not sure or incorrect in thinking Medicare will call them to verify their Social Security number before they can receive their new card.

Knowledge of New Medicare Card Practices and Potential Risk of Being Defrauded

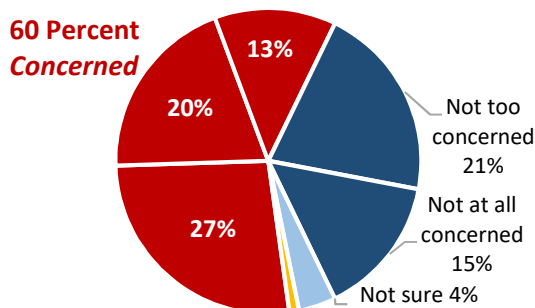
(n=800 U.S. Adults Ages 65 and older)



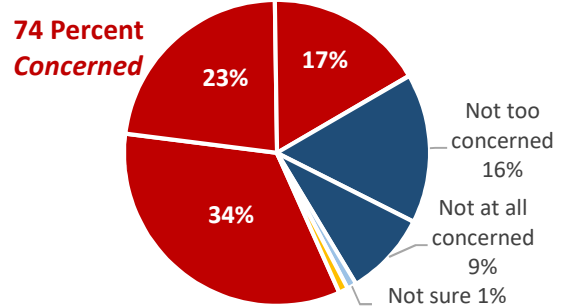
*Red shaded portion of the bars reflect combined 'not sure' and incorrect response to the question. 'Refused' for each True/False question equaled less than 1 percent.

While very few respondents say they or someone they know has experienced a Medicare scam or fraud (4%) or had their Medicare card stolen or lost it (3%), most are concerned about being the target of Medicare scams or being the victim of identity theft. In fact, at least one in three say they are *extremely or very concerned* about being a target of a Medicare scam (33%) or a victim of identity theft (40%).

**Level of Concern:
Being a Target of a Medicare Scam**
(n=800 U.S. Adults Ages 65 and older)



**Level of Concern:
Being a Victim of Identity Theft**
(n=800 U.S. Adults Ages 65 and older)



*For both Q4 and Q8, 'Refused' equaled 1 percent.

METHODOLOGY

In March 2018, AARP engaged Alan Newman Research to conduct a national research study among U.S. adults ages 65 and older about their experience and knowledge around the new Medicare cards being issued in April 2018 and potential vulnerability to scams related to the new card and benefits. A total of 800 telephone interviews (560 via landline telephones and 240 via cell phone) were completed between March 12 and March 19, 2018. Survey length averaged 10 minutes.

The total sample of 800 respondents yields a maximum sampling error of $\pm 3.5\%$ at the 95% level of confidence. (This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ± 3.5 percentage points of the results obtained if everyone in the population were interviewed.)

Final	
NUMBER OF FULL COMPLETES	800
TOTAL NUMBERS RELEASED	19200
COOPERATION RATE (COOP3)	53.6%
REFUSAL RATE (REF3)	7.2%
RESPONSE RATE (RR3) ⁴	5.0%

⁴ 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': $e = \text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier} / \text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier} + \text{Government/Business} + \text{Non-Working} + \text{Screened Out} + \text{Over Quota}$.

2018 AARP SURVEY: EXPERIENCE AND KNOWLEDGE MEDICARE SCAMS

Market: National
Screening Criteria: Age 65+
10 minutes
30% cell phone/70% landline
n=800

All data have been weighted by age and gender according to national 2012-2016 American Community Survey 5-Year Estimates.

S1. Our study is interested in the opinions of certain age groups. Could you please tell me your age as of your last birthday?

%	n=800
30	65-69
27	70-74
19	75-79
11	80-84
13	85+
0	Refused

S2. Record gender.

%	n=800
44	Male
56	Female
0	Refused

MEDICARE RECIPIENT IDENTIFICATION

S3. Do you currently have or own...? [RANDOMIZE BETWEEN S3_A, S3_B, AND S3_C/S3_D, KEEP S3_C & S3_D TOGETHER AS A BLOCK]

n=800	Yes %	No %	Not sure %	Refused %
S3_A. A telephone landline in your household	79	20	1	<1
S3_B. A smartphone (cell or mobile phone that can access the Internet)	52	47	1	<1
S3_C. Another type of cell or mobile phone (not a smartphone)	41	58	1	<1
S3_D. One or more email addresses	60	39	1	<1

S4. Are you covered by Medicare, the main health insurance program for people ages 65 and older?

%	n=800
100	Yes
0	No
0	Not sure
0	Refused

S5. Is there anyone else living in your household covered by Medicare?

%	n=800
45	Yes
55	No
1	Not sure
<1	Refused

S6. Are you currently caring for a loved one who does ***not*** live in your household and is covered by Medicare?

%	n=800
4	Yes
95	No
<1	Not sure
<1	Refused

MEDICARE CARD AWARENESS/KNOWLEDGE

Now I'd like to ask you a few questions about the new Medicare card being issued this year.

Q1. In the past 12 months, how much have you heard, read, or seen about new Medicare cards being issued this year beginning in April? Would you say you've heard a lot, some, not too much, or nothing at all?

%	n=800
4	A lot
21	Some
24	Not too much
49	Nothing at all
3	Not sure
0	Refused

Q1_A. [IF Q1=A lot, some] Where or from whom did you hear about, or read or see something about the new Medicare card? [DO NOT READ LIST]

%	n=200
61	News (any news- TV, radio, newspaper, newsletter)
29	Mail from Medicare or Social Security
6	Friend/ neighbor
6	Spouse/ partner/ family
5	From doctor's office
1	Senior or community center
1	Church/ synagogue/ temple/ etc.
15	Other (specify)
5	Not sure
0	Refused

Q2. As far as you know, what, if anything, will be different about the new cards? [DO NOT READ LIST]

%	n=800
24	The personal identification number – no longer using Social Security number
4	Nothing will change – just a new card with same information
2	The colors of the card
1	They can be swiped
<1	Expiration date – taken off
0	Expiration date – added
3	Other (specify)
68	Not sure
<1	Refused

Q3_A. Now we'd like to know if you think the statements that follow are true or false. If you truly are not sure, simply say 'I don't know' or 'I'm not sure.' Let's begin: Before receiving the new Medicare card, beneficiaries can expect to receive a telephone call from Medicare asking them to verify their Medicare status and Social Security number. Would you say this statement is true, false, or are you not sure?

%	n=800
5	True
44	False
51	Don't know/ not sure
<1	Refused

Q3_B. The new Medicare cards will include a personal identification number that is made up of randomly assigned numbers and letters. Would you say this statement is true, false, or are you not sure?

%	n=800
25	True
7	False
68	Don't know/ not sure
<1	Refused

Q3_C. Medicare will be charging *new* beneficiaries a \$25 processing fee for the new card. Would you say this statement is true, false, or are you not sure?

%	n=800
3	True
37	False
60	Don't know/ not sure
<1	Refused

CONCERN/SELF-REPORT INCIDENCE/WHERE TO TURN FOR HELP

Q4. How concerned are you these days about being the target of a Medicare scam?

%	n=800
13	Extremely concerned
20	Very concerned
27	Somewhat concerned
21	Not too concerned
15	Not at all concerned
4	Not sure
1	Refused

Q5. Have you or someone you know ever experienced a Medicare scam or fraud – where a stranger accessed your (or their) Medicare information to purchase healthcare services or products?

%	n=800
2	Yes, me
3	Yes, someone I know
91	No
5	Not sure
<1	Refused

Q6. Has your Medicare card ever been lost or stolen?

%	n=800
3	Yes
96	No
<1	Not sure
0	Refused

Q7. If you felt you were the target of a Medicare scam, where or to whom would you turn? [DO NOT PROVIDE THE LIST; MULTIPLE RESPONSES ALLOWED]

%	n=800
60	Medicare office (Centers for Medicare and Medicaid)
29	Police/ law enforcement
5	Attorney General
4	FBI
3	Family/ friend
3	Doctor
2	Department of Aging
2	Better Business Bureau
1	Media/ newspapers
1	Hospital
<1	Employer
13	Other (specify)
11	Not sure
<1	Refused

IDENTITY THEFT

Q8. How concerned are you, personally, about becoming the victim of identity theft—that is, the crime where someone steals your Social Security number or other personal information and uses it to commit fraud. Are you *extremely concerned*, *very concerned*, *somewhat concerned*, *not too concerned*, or *not at all concerned*?

%	n=800
17	Extremely concerned
23	Very concerned
34	Somewhat concerned
16	Not too concerned
9	Not at all concerned
1	Not sure
1	Refused

DEMOGRAPHICS

The following questions are for classification purposes only and will be kept entirely confidential.

D1. What is your current marital status?

%	n=800
46	Married
3	Not married, living with partner
1	Separated
14	Divorced
28	Widowed
6	Never married
1	Not sure
2	Refused

D2. Are you [IF MARRIED/LIVING WITH PARTNER, ADD: or your spouse or partner] a member of AARP (formerly known as the American Association for Retired Persons)?

%	n=800
52	Yes
46	No
1	Not sure
1	Refused

D3. What is the highest level of education that you completed?

%	n=800
6	0-12 grade (no diploma)
27	High school graduate (or equivalent)
16	Post-high school education (no degree)
15	2-year college degree
15	4-year college degree
3	Post-graduate study (no degree)
16	Graduate or professional degree
<1	Not sure
2	Refused

D4. Which of the following best describes your current employment status? Are you...?

%	n=800
2	Self-employed full-time
2	Self-employed part-time
3	Employed full-time
5	Employed part-time
83	Retired and not working at all
1	Unemployed and looking for work
2	Or are you not in the labor force for other reasons
<1	Not sure
1	Refused

D5. Do you currently or have you ever served in the United States military?

%	n=800
<1	Yes, currently serve
25	Yes, served in the past
73	No, never served
<1	Not sure
1	Refused

D6. Are you of Hispanic, Spanish, or Latino origin or descent?

%	n=800
6	Yes
91	No
1	Not sure
2	Refused

D7. What is your race?

%	n=800
83	White or Caucasian
9	Black or African American
1	Asian
1	American Indian or Alaska Native
0	Native Hawaiian or other Pacific Islander
2	Other
1	Not sure
3	Refused

D8. How would you characterize your political views? Would you say you are... [INSERT LIST, ROTATE ORDER] ...or none of these?

%	n=800
38	Conservative
27	Moderate
17	Liberal
10	None of these
5	Don't know
3	Refused

D9. We realize income is a private matter and so rather than ask you anything specific about your income, I'd like you to please stop me when I get to the category that includes your household's income before taxes in 2017. Was it...?

%	n=800
6	Less than \$10,000
12	\$10,000 to less than \$20,000
11	\$20,000 to less than \$30,000
11	\$30,000 to less than \$40,000
10	\$40,000 to less than \$50,000
7	\$50,000 to less than \$60,000
5	\$60,000 to less than \$70,000
4	\$70,000 to less than \$80,000
3	\$80,000 to less than \$90,000
3	\$90,000 to less than \$100,000
3	\$100,000 to less than \$125,000
2	\$125,000 to less than \$150,000
2	\$150,000 to less than \$200,000
2	\$200,000 or more
5	Don't know/ not sure
16	Refused

About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering people 50 and older to choose how they live as they age. With a nationwide presence and nearly 38 million members, AARP strengthens communities and advocates for what matters most to families: health security, financial stability and personal fulfillment. AARP also produces the nation's largest circulation publications: AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.



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