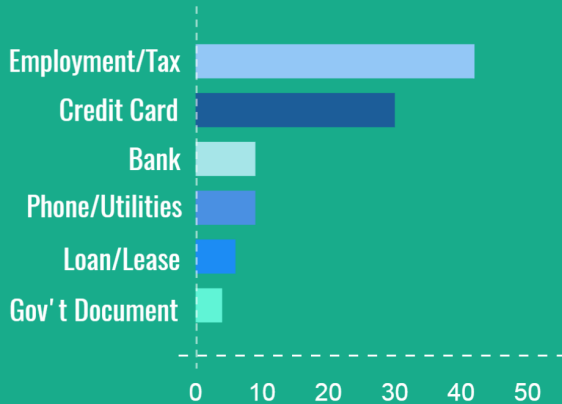


# Consumer Fraud in Wisconsin

## Is Your Identity at Risk?

### Items Often Targeted for Identity Theft



### Total Number of Fraud, Identity Theft & Other Consumer Complaints

31,975



### Milwaukee-Waukesha-West Allis, WI Metropolitan

Ranked #90

Among largest metro areas for identity theft consumer complaints nationally.

116.4 complaints  
per 100,000 residents

### Did You Know?



42% of statewide identity theft fraud is employment/tax-related fraud

### What is debt collection fraud?

When you are contacted by a fake debt collector

1. seeking payment for an unknown loan
2. asking for personal financial information
3. threatening or scaring you into payment
4. refusing to give company's number or mailing address

In 2016 **6,247** debt collection complaints reported



19.5% of all complaints reported were related to debt collection