



Locksmith Scammers Likely Targeting Woman?

by

ASAP Lock & Safe

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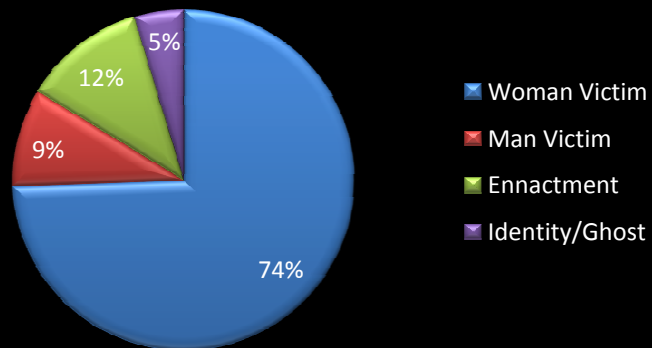
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Locksmith Scam Victim Gender as extracted from Local News Reports 2005- 2012 (Sample: 43 News Reports)



Locksmith Scammers Likely Targeting Woman?

List of links gathered . Victim gender & type of report.

WV= woman victim / **MV**= man victim / **E**=enactment / **IG**= identity -ghost

Url of Locksmith Scam Story	WV	MV	E	I/G
http://www.youtube.com/watch?v=Jxma_mUU6ko	x			
http://www.youtube.com/watch?v=v218CyvKMJI	x			
http://www.youtube.com/watch?v=8tH5VNHpX1k	x			
http://www.youtube.com/watch?v=HF41TMu9HQM	x			
http://www.youtube.com/watch?v=AEuCSVeBNbs	x			
http://www.youtube.com/watch?v=DAbFvGR-qml	x			
http://www.youtube.com/watch?v=Lts2bqsPXsk			x	
http://www.youtube.com/watch?v=qOb8dWQkF5E			x	
http://www.youtube.com/watch?v=CyvenAINJJI	x			
http://www.youtube.com/watch?v=laxEOWjidzl	x			
http://www.youtube.com/watch?v=TfzPi4psTls			x	
http://www.youtube.com/watch?NR=1&v=OAFVwGIIN7E&feature=endscreen			x	
http://www.youtube.com/watch?v=dnR3HcR6ilQ	x			
http://www.cbsatlanta.com/story/16406984/bogus-locksmiths-doing-business-in-douglas-county			x	
http://www.wptv.com/dpp/money/consumer/dont_waste_your_money/finding-a-legitimate-%27locksmith%27	x			
http://www.wvec.com/my-city/vabeach/Virginia-Beach-residents-are-warned-about-shady-locksmiths-practices-121501289.html		x		
http://www.abcactionnews.com/dpp/money/consumer/taking_action_for_you/they-are-accused-of-taking-advantage-of-consumers-who-are-desperate-for-help	x			
http://www.nbcconnecticut.com/news/local/Locked-Out-Look-Out-120892049.html				x
http://www.montgomerynews.com/articles/2010/11/19/north_pen_n_life/news/doc4ce69766d99e6582915751.txt	x			
http://www.39online.com/news/local/kiah-locksmith-story,0,4530268.story	x			
http://blog.oregonlive.com/complaintdesk/2010/10/the_key_to_chooosing_a_locksmit.html	x			
http://www.ctvbc.ctv.ca/servlet/an/local/CTVNews/20100510/bc_ctv_investigates_locksmith_1_100510/20100510?hub=BritishColumbia	x			
http://www.kirotv.com/news/news/some-local-locksmiths-turn-out-to-be-cheats/nDRYX/		x		
http://www.wral.com/news/local/wral_investigates/story/5530989/		x		
http://www.lvrj.com/news/51776592.html	x			
http://today.msnbc.msn.com/id/19714358/#.T9dV-5jepWo	x			

http://www.wsvn.com/features/articles/carmelcase/MI42377/	x	x		
http://www.wickedlocal.com/allston/local_news/8999324812409044990#axzz1xagSUDm5	x			
http://abclocal.go.com/kgo/story?section=news/7_on_your_side&id=3345811	x			
http://www.youtube.com/watch?v=DR6zXrZ-Hil				x
http://www.youtube.com/watch?v=YGk-CRJSTUY&feature=related	x			
http://www.wral.com/news/local/wral_investigates/story/5002898/	x			
http://consumerist.com/2008/10/i-fell-for-the-locksmith-scam.html	x			
http://www.bbb.org/blog/2011/08/locksmith-scam-180-for-five-minutes/	x			
http://www.thekeyshop.biz/html/scams.html	x			
http://www.bbb.org/us/article/run-local-locksmith-used-bait-and-switch-tactics-consumers-tell-bbb-32690	x	x		
http://www.cbsatlanta.com/story/16093587/atlanta-woman-says-local-locksmith-ripped-her-off	x			
http://www.koinlocal6.com/mostpopular/story/KOIN-prompts-Ore-investigation-into-alleged/0Oqb4Inul0y72W9JYafABw.csp	x			
http://nogreatillusion.tumblr.com/post/2824969178/this-is-something-that-happened-to-me	x			
http://winnetka.patch.com/articles/glencoe-blotter-woman-alleges-locksmith-scam-fake-id-incidents	x			
http://arlington.patch.com/articles/arlington-heights-man-scammed-of-650-by-fraudulent-locksmith-company	x	x		
http://asmor.livejournal.com/552384.html				
http://www.youtube.com/watch?feature=player_embedded&v=BK_mGGUM9PY#!	x			
http://www.youtube.com/watch?v=letBfGBpCeQ&feature=relmfu		x		
http://www.youtube.com/watch?v=H0tgJCR5feM&feature=relmfu	x			
http://www.khon2.com/news/local/story/Avoiding-shady-locksmiths/F5V0pDQAnUCVubCnABrZJA.csp	x			
http://www.youtube.com/watch?v=dXtZAw58rnw	x			
47 Total Count	35	7	5	2

Three of the reports featured both a man and a woman as victims, since they cross each other in the count, we eliminated them from the report. However this doesn't change the tendency on the percentage of woman victims from the total.

→ 3 3
WV & MV

Method:

The method used to gather the reports was to perform searches on Google, Bing, Yahoo, and YouTube for keywords in relation to the Locksmith Scam. Before including a report in the list we made sure there was not a duplicate. The reports were gathered from: Local and National TV stations websites, YouTube Videos, local online newspaper reports, and private online postings of victims, for a total of 43 Locksmith Scam reports.

The List of the surveyed online reports can be downloaded as a PDF [here](#).

The Results are as following:

In 74% of the reports we surveyed the victim was a woman.

Additionally, a good percentage, 12% of the reports, were re-enactments staged by news stations, although they are done by actors, they all show women as a victim and it can very well be that the ones originally denouncing the problem to the news outlets were women. If these were to be added the percentage of woman victims in the reports would rise to 86%.

An additional 4% of the reports were about Ghost Businesses and Business Identity Theft, while in the remaining 9% of the reports the victim was a man.

Conclusion:

This data suggests that women are more likely to be victims of the Locksmith Scam than men. To which extent this is done with explicit intent it is not the subject of this report. We believe the size of the sample and the tendency is strong enough to bring this issue to the forefront. Out of 43 different reports spanning numerous cities and a period of 7 years, 32 had women as victims, representing a 74% of the total, and it's possible the percentage could be higher. We believe this is an alarming number and it requires further study, education, and dissemination by local and national public safety authorities, woman's safety organizations, and woman's related websites.