Table of Contents

Overview Statement 1
Budget Request Summary 42
Summary of Changes 43
Budgeted Resources by Objective 44
Annual Performance Measures 46
Proposed Appropriations Language. 48

2008, four debt-negotiation companies agreed to settle FTC charges that they violated federal law by falsely claiming they could reduce consumers’ debt by up to 60 percent, leading many people into financial ruin and bankruptcy. The proposed settlements bar National Support Services LLC, Homeland Financial Services LLC, Financial Liberty Services LLC, and United Debt Recovery LLC from making the challenged claims.

In September 2008, the FTC hosted a workshop to explore growth in the for-profit debt settlement industry and to examine its impact on consumers and businesses. “Consumer Protection and the Debt Settlement Industry” brought together consumer advocates, industry representatives, state and federal regulators, and others with relevant expertise to provide information on a range of issues.

Debt Collection: In November 2007, the FTC obtained $1.3 million in the LTD Financial Services case, its largest civil penalty ever against a debt collector. Additionally, in October 2007, the FTC hosted a two-day debt-collection workshop that brought together consumer advocates, industry representatives, state and federal regulators, and other experts to discuss a wide range of topics.

Credit Repair: In May 2008, Home Buyers Consulting Network, Inc., a business that offers credit repair and home-buying consulting services, settled FTC charges that it charged an advance fee for credit repair and falsely claimed that it could remove negative information from consumers’ credit reports, even if the information is accurate and timely. Also in FY 2008, the FTC charged Payneless Credit Repair, LLC and its owner, and two other credit repair marketers, with violating federal law by collecting advance payment for credit repair services and falsely promising to remove derogatory information from consumers’ credit reports, even if the information is accurate and not obsolete.

Payday Loans: In February 2008, the FTC settled charges that three Internet payday lenders violated

consumer complaints alleging DNC violations in FY 2008. In November 2007, the FTC announced a major crackdown on DNC violators, involving six settlements against telemarketers, including ADT and Craftmatic, resulting in nearly $7.7 million in civil penalties. In July 2008, the FTC charged two companies telemarketing Dish Network programming with DNC violations and illegally abandoning calls. The companies, Planet Earth Satellite, Inc. and Star Satellite, LLC, agreed to pay $95,000 for violating the FTC’s Telemarketing Sales Rule.

Other Telemarketing: In May 2008, the FTC, in cooperation with more than 30 international, federal, state, and local law enforcement agencies, announced the agency’s largest telemarketing fraud sweep. Through “Operation Tele-PHONEY,” the FTC filed federal district court complaints against 13 telemarketing operations in which unscrupulous telemarketers defrauded more than 500,000 consumers, resulting in losses of more than $100 million. In many of the FTC actions, federal courts temporarily froze defendants’ assets and suspended their operations. Operation Tele-PHONEY included more than 80 state law enforcement actions, criminal actions against more than 90 defendants, and eight cross-border telemarketing fraud actions brought by Canada’s Competition Bureau and the British Columbia Business Practices and Consumer Protection Authority. In September 2008, in the first settlement resulting from cases brought in the sweep, advance-fee credit card telemarketers agreed to pay nearly $1 million to provide redress to consumers defrauded by their deceptive conduct.

In May 2008, the FTC unveiled the “Who’s Calling?” consumer education campaign, which encourages consumers to recognize the signs of telemarketing fraud, report fraud to the FTC and state attorneys general, and register phone numbers on the National DNC Registry if they want to receive fewer telemarketing calls. The campaign features a new Web site, in both English and Spanish, and two short videos.

whose fin-fitted business suit clues customers into the fact that they are being scammed. The FTC also held a roundtable with communications and technology experts on how to better educate customers about phishing. In July 2008, the FTC released a staff report on the roundtable summarizing key themes that emerged from the discussion and outlining next steps for increasing anti-phishing education.

Internet Fraud and Security

OnGuardOnline.gov continues to grow. Articles on malware, broadband services, and securing laptops, as well as interactive quizzes and updated versions of popular articles for parents and teens on social networking, were added in FY 2008. At the end of the fiscal year, OnGuardOnline.gov had attracted more than 7 million unique visits since its inception.

Health Fraud

The FTC continues to combat the deceptive marketing of health products, particularly products making disease prevention or weight loss claims. In FY 2008, the FTC obtained summary judgment opinions in National Urological Group, Direct Marketing Concepts, and New England Diet Center. The FTC also announced settlements with seven marketers of natural progesterone creams that made false disease claims. In December 2007, the FTC settled charges in the J.W. McLain case that the defendants made deceptive claims that their herbal tea could prevent, treat, or cure AIDS, diabetes, cancer, arthritis, strokes, and heart disease. In May 2008, NetClick Media, an operation that offered “free trials” of its herbal products, including smoking cessation patches, halted its deceptive practices, pending trial. In September 2008, the FTC announced 11 law enforcement actions challenging deceptive advertising of bogus cancer cures. The agency charged the companies with making unsupported claims that their products cured or treated one or more types of cancer. As part of a broader investigation into dietary supplements purported to prevent or treat colds or flu, the FTC settled charges that Airborne Health, Inc. disseminated false and unsubstantiated claims that Airborne Effervescent Health Supplement prevents or treats colds, protects against exposure to germs in crowded environments, and is a clinically proven cold remedy.

In September 2008, in conjunction with its law enforcement sweep, the FTC announced a new Web site about bogus cancer cures. The site tells consumers how to spot and report

Business

the FTC. During this period, 43 such defendants and their associates were convicted or pled guilty and 56 defendants were sentenced.

In January 2008, after a one week trial, a North Carolina jury returned a guilty verdict on all 23 charged counts of federal indictment against Giuseppe Pileggi, the ringleader in a $15 million Costa Rican sweepstakes scam that convinced elderly Americans to pay purported taxes and insurance on non-existent lottery winnings. The jury also found Pileggi liable for $8.3 million in victim losses. Pileggi now faces a sentence of 50 years. An attorney from the FTC's Division of Enforcement served as a Special Assistant U.S. Attorney on the case. Forty-five defendants have been indicted; thus far, 27 have pled guilty, and three have been sentenced, wir p‡ efenday ꝑ ħ ɮ ɔ ʊ

Consumer Response Systems and Services

Network). Financial complaints, included in the Consumer Information System database in FY 2007, became accessible to law enforcement via Consumer Sentinel Network (CSN) in FY 2008. At the end of FY 2008, CSN contained more than 12.2 million complaints, and is now accessible to more than 1,700 law enforcement agencies worldwide. In June 2008, the FTC launched a new and vastly improved CSN that allows law enforcement users to search all consumer complaints faster and more easily, store search results, search within searches, and connect with other law enforcers.

MAINTAINING COMPETITION

FY 2008 Activity Summary

The FTC actively enforces the antitrust laws in a range of industries of critical importance to American consumers, including healthcare, energy, real estate, technology, and retail. FY 2008 was yet another very active year in the agency's mission to maintain competition, with the agency pursuing 27 new competition law enforcement actions and undertaking several important workshops, reports, and advocacy letters to promote competition and educate its stakeholders of the importance of competition to consumers.

The FTC pursued 21 merger enforcement challenges, resulting in thirteen consent agreements, six transactions abandoned or restructured after the second request was issued or after staff raised antitrust concerns with the yts ʊ m ʅ ɣ l D

payor contracts on behalf of its physicians, and refusing to deal with payors (including insurance companies and health

The FTC held two public workshops on health care issues in 2008. òClinical Integration in Health Care: A Check-Upó was held in May to discuss òclinical integration,ó a term used to describe certain types of collaboration among otherwise independent health care providers to improve quality and contain costs. The workshop served to support the FTCõs ongoing effort to study developments in health care related clinical and financial integration that can inform its antitrust analysis, to ensure that consumers are protected from anticompetitive conduct, while not discouraging legitimate efficiency-enhancing joint ventures.

A second workshop titled òInnovations in Health Care Deliveryó was held in April. This one-day public workshop examined the competition and consumer issues raised by recent health care delivery trends. In particular, workshop participants focused on limited service clinics (LSCs), also called retail health facilities or retail clinics; price and quality transparency; and health information technology.

In February, April, and September of 2008, FTC staff submitted three separate comments relating to existing or proposed certificate of need (CON) laws being considered in the states of Alaska, Florida, and Illinois, respectively. In February 2008, the FTC submitted written testimony to a committee in the Alaska House of Representatives on legislation that would modify or repeal certain aspects of Alaskaõs CON law, which applies to health care facilities in that state. The Commission observed that, although CON laws were intended to help contain health care spending, the best available research does not support the conclusion that CON laws actually reduce such expenditures. Rather, CON laws tend to create barriers to entry for health care service providers who may contribute to qualitative competition and provide consumers with important choices in the market. Moreover, CON laws may be subject to abuse by incumbent providers, who can seek to exploit a stateõs CON process to forestall the entry of competitors in their markets. In April 2008, FTC staff submitted written testimony to Florida on a bill that would eliminate certificate of need (CON) requirements for several categories of health providers. The testimony supported the billõs effort to reduce the scope of the Florida CON regime and noted such laws can be a barrier to entry. Governor Charlie Crist signed the bill into law in May 2008.

bringing the total number of U.S. producers to 103. As new firms have entered, the market (which is unconcentrated by any measure of capacity or production) has become even less concentrated. The FTC concluded that current levels of market concentration would not support a presumption that a single firm, or a small group of firms, could wield sufficient market power to set or coordinate price or output levels.

In April of 2007, the Commission submitted a comment to the Federal Energy Regulatory Commission (“FERC”) concerning FERC’s proposals aimed at strengthening competition in organized electric power markets to increase economic efficiency, improve electric system reliability, and enhance consumer welfare. In particular, the FTC’s com-

Technology and Manufacturing

The FTC charged Negotiated Data Solutions LLC (N-Data) with reneging on its commitment to charge a one-time royalty of $1,000 to manufacturers or sellers of products using the IEEE standard, and demanding instead higher royalties from users. A consent order resolving the charges requires N-data to stop enforcing the patents at issue unless N-data has first offered a license under the original terms. The Commission brought this case under its Section 5 “unfair methods of competition” authority, which is broader than the other antitrust laws, as well as its unfair acts or practices authority.[1]

In September of 2008, the FTC issued an administrative complaint challenging Polypore’s consummated acquisition of Microporous Products in the global market for battery separators, a key component in flooded lead-acid batteries. According to the FTC’s complaint, the acquisition, which occurred in February 2008, substantially lessened competition and led to higher prices in several North American product markets including deep-cycle separators used in golf carts, motive separators for batteries used primarily in forklifts, automotive separators used in car batteries, and uninterruptible power supply (UPS) separators used in batteries that provide backup power during power outages. Additionally, the complaint alleged that Polypore engaged in anticompetitive conduct by entering into a joint marketing agreement with a competitor, restricting the competitor’s entry into the polyethylene battery separator markets. The complaint also charged that Polypore sought to maintain monopoly power through anticompetitive means in several battery separator markets. This proceeding is now before the Commission’s ALJ.

Several matters are ongoing. On January 25, 2008, the U.S. Court of Appeals for the Fifth Circuit upheld the Commission’s decision and order finding that Chicago Bridge & Iron’s acquisition of Pitt-Des Moines, Inc.’s assets was anticompetitive and in violation of the U.S. antitrust laws. Specifically, the Commission found that the consummated merger significantly reduced competition in four separate markets involving the design and construction of various types of field-erected specialty and industrial stor-

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[1] Commissioner William E. Kovacic dissented from the issuance of the complaint and order in this matter.

the antitrust laws. This guide contains links to statutes, competition enforcement actions, and other guidance materials available from the FTC. The FTC also published an updated version of the “Bureau of Competition User’s Guide”, which introduces the staff of the FTC’s Bureau of Competition and provides a description of each Division within the Bureau, and provides contact information for Bureau staff.

In January 2008, the FTC and DOJ filed joint comments with the Supreme Court of Hawaii opposing a proposal to expand the scope of activities that must be performed by a lawyer. FTC staff communicated its long-standing position that non-lawyers should be permitted to compete with lawyers in areas where no specialized legal knowledge and training is necessary to protect the interests of consumers. Also, in April 2008, the FTC and DOJ filed joint comments with the South Carolina Supreme Court advocating that certain proposed guidelines for residential and commercial real estate closings should be modified so as to foster competition between non-attorneys and attorneys.

In January 2008, the FTC issued a report, required by the Postal Accountability and Enhancement Act that examined federal and state laws that apply differently to the U.S. Postal Service (USPS) and to its private competitors offering comparable products. The report concluded that legal constraints increase the USPS’s costs, and implicit subsidies partially mask those costs from consumers.

International Antitrust

The FTC continues to build cooperative relationships with foreign antitrust agencies to ensure close collaboration on cross-border cases and convergence toward sound competition policies. Notably, the FTC seeks to produce more effective, coordinated reviews of multijurisdictional mergers, and is working towards achieving consistent outcomes in cases of suspected unilateral anticompetitive conduct. We

Development (OECD), the United Nations Conference on Trade and Development (UNCTAD), and the Asia-Pacific Economic Cooperation (APEC) fora. Working with its partners in the ICN, the FTC co-chairs the Unilateral Conduct Working Group, which seeks to increase convergence on approaches to issues of monopolization and dominance, and chairs the ICN's subgroup on the Merger Notification and Review Procedures and co-chairs its subgroup on technical assistance. We also are working with officials in China and India on issues related to the implementation of their new competition laws, and we participate in the U.S.-China Strategic Economic Dialogue.

In February 2008, the FTC and DOJ conducted a one-day workshop on Charting the Future Course of International Technical Assistance. The workshop included foreign and domestic experts, describing how their programs have worked and allowing participants to obtain the perspectives of other aid providers, academics, and private practitioners with a view toward improving the FTC's program and charting a course for its future.

Planned Activities in FY 2009 and Beyond

Over the next few years, the FTC will devote resources to significant law enforcement and policy initiatives designed to protect consumers and the competitive process.

Consumer Protection

Through its consumer protection goal, the FTC focuses broad efforts to fight consumer fraud, deception, and unfair practices, and to protect consumer data and privacy.

Protecting consumers in the financial services marketplace will remain a critical part of the FTC’s consumer protection goal. The FTC will combat unfair and deceptive practices

In April 2009, the FTC issued a proposed rule that would require consumers to be notified when the security of their health information is breached. The proposed rule arises from a mandate in the recently-enacted American Recovery and Reinvestment Act of 2009 designed to address new types of web-based entities that collect or handle consumers’ sensitive health information.

Technology

The FTC will actively bring cases against those who abuse technology. Additionally, the FTC will take a lead role in addressing the complex privacy and security issues that may

Do Not Call

Health

Promoting Competition in Health Care and Prescription Drugs

The rapidly rising cost of health care is a matter of concern for consumers, employers, insurers, and the nation as a whole. Health-related products and services now account for a significant percentage of gross domestic product (GDP), and that share continues to grow each year. Preventing anticompetitive pharmaceutical mergers will continue to be an important priority for the FTC and a vital way to protect consumers from rising drug prices. The FTC will also continue to advance its enforcement program to attack collusive “pay-for-delay” settlements in the pharmaceutical industry, which, as described above, cost billions of dollars to consumers and governments. In addition, the FTC will continue to stop anticompetitive agreements among health care providers and to monitor hospital, medical device manufacturer, or other mergers that may raise the costs of health care.

The FTC held a series of workshops on healthcare issues in the past year and will continue to review these issues and prepare reports as warranted. These issues include: the competitive significance of health care quality information, competition that could be provided by developing an abbreviated regulatory approval pathway for follow-on generic biologic drugs, clinical integration in health care, and innovations and trends in health care delivery.

Preventing Anticompetitive Activity in Energy Industries

The price of gasoline continues to be a concern for consumers, and is a commensurately high priority for the FTC. The FTC continues to focus closely on gasoline markets and will move quickly to address any anticompetitive activity, whether merger or nonmerger activity. Exercising the authority provided by Congress under the Energy Independence and Security Act of 2007 (EISA), the FTC is conducting a rulemaking process that will assist the Commission in determining whether, and in what ways, it should develop a rule defining and prohibiting market manipulation in the petroleum industry. The Commission expects to conclude this proceeding in FY 2009.

The FTC is working on a report based on the energy markets workshop previously held. The report will focus on topics such as the relationship between market forces and government policy in energy markets, the dependence of the U.S. transportation sector on petroleum, the effects of electric power industry restructuring on competition and consumers, what energy producers and consumers may expect in the way of technological developments in the industry, the security of U.S. energy supplies, and the government's role in maintaining competition and protecting energy consumers. Furthermore, the FTC will update its most recent report on the ethanol industry, issued in FY 2008, which examines the state of ethanol production in the United States and measures market concentration using capacity and production data.

Furthermore, under its Gasoline and Diesel Price Monitoring Project, the FTC continues to track retail gasoline and diesel fuel prices in 360 cities nationwide and wholesale prices in 20 major urban centers to identify unusual changes in gasoline prices; if we detect any such changes, FTC staff will promptly investigate the cause. Finally, the FTC will continue to update and enhance its Oil and Gas Industry Initiatives Web site, which provides consumers with important information on the FTC's oversight of the petroleum industry.

Aggressively Challenging Anticompetitive Mergers

Identifying anticompetitive mergers remains one of the top priorities of the Maintaining Competition goal. The premerger notification requirements of the Hart-Scott-Rodino (HSR) Act provide the FTC with an effective starting point for identifying anticompetitive mergers before they are consummated. Additionally, since 2001, when amendments to the HSR Act increased the threshold for which mergers must be reported under the Act, the FTC has devoted more attention to the identification of unreported, usually consummated, mergers that could harm consumers. Despite a significant decline in HSR filings in the past few months due to the downturn in the economy, the FTC's merger enforcement program remains very active. In FY 2009, the Commission has already filed four merger challenges to both proposed and consummated mergers (well above the five year average of 1.6 cases per year), and the staff continues to litigate administratively a merger challenge filed in FY 2008. Antitrust merger litigation is highly resource-intensive because the issues litigated are increasingly complex and involve sophisticated economic theories. Necessarily, over time the size of litigation teams as well as expenses incurred has grown. Litigating the agency's current filed merger cases and any new actions to their ultimate conclusion will require significant resources in 2009 and the years ahead. Moreover, the FTC is constantly refining its analytical approach to mergers in light of current marketplace realities. In that context, the Commission is considering whether to revise the Merger Guidelines.

Increasing Emphasis on High Technology

The growing importance of technology is placing increasing demands on the FTC's antitrust enforcement mission in both the [illegible]

Fellows program, which allows foreign antitrust agency staff to spend time at the FTC, a new international exchange program, in which the FTC has sent its own staff to work in foreign agencies in the United Kingdom and European Union, and through enhancements to our existing technical assistance program.

Ongoing Administrative Litigation

Administrative and federal litigation provides an opportunity for the FTC to apply its institutional expertise to the development of antitrust jurisprudence. Currently, the FTC has a number of competition matters in various stages of administrative and federal litigation. The FTC expects this litigation workload to continue at high levels, particularly in the merger area. Antitrust litigation, whether in an administrative proceeding or in federal court, is highly complex and requires significant agency resources. The costs of expert witnesses, travel, and stenographic reporting are increasing exponentially, particularly in the hiring of expert witnesses which is key to successfully litigating these matters. The Commission's recent amendments to its administrative litigation rules require that cases proceed at a fast pace. These amendments help the FTC serve consumers more effectively and require the Commission to devote an intense amount of resources during the faster-paced proceeding. The Commission has established an internal standing committee on the Part 3 rules to continue to examine the rules and make bi-annual recommendations for changes to the rules.

Advocating for Competition Before the Courts and Other Government Agencies

The FTC works to eliminate government-imposed impediments to a competitive marketplace by advising other government policy-makers to apply sound competition principles as they make decisions affecting consumer welfare. Among its activities, the FTC will continue to file comments on proposed government action (legislation, regulation, and other rules) affecting competition across many industries, including the provision of legal services, real estate brokerage, the direct shipment of wine to consumers, and contractual relationships between product suppliers and distributors. The FTC staff also will continue to examine issues addressed in the FTC's reports on competition policy in the real estate industry and broadband connectivity. In addition to these activities, FTC staff will continue to provide

increased staff between now and 2012. Without this funding, the FTC risks omission from lease negotiations or consideration for any other property prior to lease expiration in 2012.

33 Needed FTE [$4,745,000]

Includes 22 FTE for Consumer Protection:

> 9 FTE to target deceptive and illegal practices and to tackle the growing law enforcement challenges in the financial markets, with a focus on mortgage and subprime lending markets. One major new task for the FTC in FY 2010 will be enforcing new Federal Reserve Board rules governing the mortgage market, with respect to all non-bank mortgage lenders, advertisers, and servicers covered by the rule. In addition, as consumer debt continues to rise, more consumers will be targeted by debt collection, credit repair, debt settlement, and foreclosure rescue companies. The agency will require additional resources to protect consumers from potentially deceptive, unfair, and otherwise illegal practices by these companies.
>
> 8 FTE to implement the FTC's new roles and responsibilities in the American Recovery and Reinvestment Act of 2009. The Act would expand the agency's privacy and identity protection function by requiring companies to report any breach of personal health record information to the FTC, as well as all U.S. citizens or residents affected. This section also requires the FTC to establish standards for the notification of citizens when their personal health information is at risk.
>
> 3 FTE in the Office of the Executive Director to support agency-wide financial management, information technology, facilities planning, equal employment opportunities, and records management. These FTE

Federal Deposit Insurance Corporation Improvement Act: The Federal Deposit Insurance Corporation Improvement Act of 1991 (FDICIA) amended the Federal Deposit Insurance Act. As originally enacted, the FDICIA imposed various statutory responsibilities on the FTC that the agency did not have the resources or expertise to perform effectively. Accordingly, since 1992, Congress, with Administration support, has prohibited the FTC from spending funds on some or all of the responsibilities assigned to it under section 151 of the Act.

The requested appropriations language for FY 2010 continues the revised spending restriction, reflecting legislation

Government Performance And Results Act (GPRA)

The FY 2010 budget request is based on the FTC's GPRA Strategic Plan for FYs 2006 to 2011 and supported by the FY 2009 and FY 2010 Performance Plans included in this submission. The FTC updated and revised its Strategic Plan in FY 2006 and will continue to work closely with Congress, the Office of Management and Budget, and its stakeholders to ensure that its strategic goals, objectives, and measures continue to provide relevant information.

Budget Request Summary

($ in thousands)

	Fiscal Year 2009		Fiscal Year 2010		Change	
	FTE	Dollars	FTE	Dollars	FTE	Dollars
Budget by Goal:						
Consumer Protection	601	$148,303	623	$165,144	22	$16,841
Maintaining Competition	515	110,897	526	122,056	11	11,159
Total	**1,116**	**$259,200**	**1,149**	**$287,200**	**33**	**$28,000**

	Fiscal Year 2009	Fiscal Year 2010	Change
Budget by Funding Source:			
Offsetting Collections			
HSR Filing Fees	$170,500	$110,000	-$60,500
Do Not Call Fees	21,000	19,000	-2,000
Subtotal Offsetting Collections	$191,500	$129,000	-$62,500
General Fund	67,700	158,200	90,500
Total	**$259,200**	**$287,200**	**$28,000**

Summary of Changes

($ in thousands)

	FY 2009	FY 2010	Change
Budget Authority	$259,200	$287,200	$28,000
Full-time Equivalents	1,116	1,149	33

Explanation of Change:

	FTE	Dollars
A. Mandatory Salary and Contract Expenses		
Annualized three-month cost of January 2009 pay increase, and nine-month cost of the January 2010 pay increase	- - -	+$6,836
Contract and other non-pay inflation	- - -	+$1,419
Subtotal	- - -	**+$8,255**
B. Space Requirements		
Cost to initiate the leasing process to replace 601 New Jersey building due to lease expiration in FY 2012	- - -	+$15,000
Subtotal	- - -	+$15,000
C. FTE Increases		
Consumer Protection	+22	+$3,163
Maintaining Competition		

Budgeted Resources by Objective

($ in thousands)

Maintaining Competition

Goal 2: Prevent anticompetitive mergers and other anticompetitive business practices in the marketplace	**FY 2009 FTE**	**FY 2009 Amount**	**FY 2010 FTE**	**FY 2010 Amount**
Objective 2.1: Identify anticompetitive mergers and practices that cause the greatest consumer injury	57	$12,255	56	$13,029
Objective 2.2: Stop anticompetitive mergers and practices through law enforcement	413	$88,957	428	$99,337
Objective 2.3: Prevent consumer injury through education	26	$5,610	23	$5,298
Objective 2.4: Enhance consumer welfare through research, reports, advocacy, and international cooperation and exchange	19	$4,075	19	$4,392
Total	**515**	**$110,897**	**526**	**$122,056**

Annual Performance Measures
Fiscal Years 2009 to 2010

	FY 2009 Target	FY 2010 Target
Protect Consumers **Goal 1: To prevent fraud, deception, and unfair practices in the marketplace.**		
Objective 1.1–Identify fraud, deception, unfairness, and other unlawful practices that cause the greatest consumer injury:		
Measure 1.1.1: Collect and enter complaints and inquiries entered into the consumer database.	1.75 million	1.75 million
Measure 1.1.2: The percentage of the agency's consumer protection law enforcement actions that are responsive to complaint information gathered by the agency.	65%	65%
Objective 1.2–Stop fraud, deception, unfairness, and other unlawful practices through law enforcement:		
Measure 1.2.1: Stop economic injury to consumers through law enforcement.	$400 million	$400 million
Objective 1.3–Prevent consumer injury through education:		
Measure 1.3.1: Track consumer protection messages accessed online or in print.	55 million	55 million
Measure 1.3.2: Track consumer protection messages related to identity theft, accessed online or in print.	10 million	10 million
Measure 1.3.3: Track consumer protection messages in Spanish, accessed online or in print.	3.0 million	3.8 million
Measure 1.3.4: Track (a) the number of times print media publish articles that refer to FTC consumer protection activities and (b) the circulation of media that publish those articles.	(a) 2,750 articles (b) 750 million circulation	(a) 3,000 articles (b) 750 million circulation