



**United States Attorney's Office District of Connecticut**  
**Press Release**

July 11, 2007

**OWNER OF POLLING COMPANY SENTENCED TO 27 MONTHS IN FEDERAL PRISON**

Kevin J. O'Connor, United States Attorney for the District of Connecticut, announced that TRACY COSTIN, age 47, of Madison, Connecticut, was sentenced today by United States District Judge Janet C. Hall in Bridgeport to 27 months of imprisonment, followed by three years of supervised release.

According to documents filed with the Court and statements made in court, from June 2001 through May 2004, COSTIN owned and operated DataUSA Inc., a polling and survey services company with its principal place of business in Guilford, Connecticut. DataUSA also operated a polling facility in West Haven, Connecticut.

DataUSA employed numerous individuals to conduct surveys and political polls for clients throughout the United States. A survey or poll, when conducted properly, required DataUSA employees to contact members of the public by telephone, to read information and questions from a script, and to record responses on a computer system.

On September 6, 2006, COSTIN pleaded guilty to one count of conspiracy to commit wire fraud, admitting that she conspired to falsify survey and polling results in order to meet deadlines or other requirements that DataUSA otherwise could not meet.

The results were falsified in a variety of ways, including changing demographic information, such as gender or political affiliation, to satisfy client requirements; completing surveys after the individual being interviewed had hung up, and fabricating surveys in their entirety.

On December 29, 2006, COSTIN pleaded guilty to one count of willfully failing to file tax returns. During the tax years 2001 through 2004, COSTIN received income from DataUSA in the total amount of approximately \$688,087, but she failed to file tax returns for each of those years.

Today, Judge Hall sentenced COSTIN to 27 months of imprisonment on the fraud conviction and a concurrent 12-month term of imprisonment on the tax conviction. Judge Hall also ordered COSTIN to pay restitution in the amount of \$82,732.85 to several DataUSA clients who were defrauded, and back taxes in the amount of \$168,898 to the Internal Revenue Service.

This case was investigated by the Federal Bureau of Investigation, the Defense Criminal Investigative Service and the Internal Revenue Service – Criminal Investigative Division. The case was prosecuted by Assistant United States Attorneys Edward Chang and Richard J. Schechter

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