



2015 Identity Fraud: Protecting Vulnerable Populations

02 March 2015 By: Al Pascual

In 2014, 12.7 million consumers experienced identity fraud - a decline of 3% from the near record high of 13.1 million in 2013. A series of extraordinary responses to high-profile data breaches contributed heavily to this decline. In addition to exploring the drivers of fraud for all consumers, Javelin specifically examined military personnel, seniors and students to understand how their attitudes and behaviors relate to the fraud experienced by each of these segments. Javelin's "2015 Identity Fraud " provides a comprehensive analysis of fraud trends in order to inform consumers, financial institutions and businesses on the most effective means of fraud prevention, detection and resolution.

2015 ID fraud report data were gathered by a survey of a representative sample of 5,000 U.S. adults, including 790 fraud victims. This report has been issued as a longitudinal update to the Javelin 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, and 2014 Identity Fraud reports, and the Federal Trade Commission's 2003 Identity Theft Survey report.

The survey was made possible in part by LifeLock. To preserve the project's independence and objectivity, the sponsor were not involved in the tabulation, analysis, or reporting of final results.

The *Javelin Identity Fraud Survey Report* provides businesses, financial institutions, government agencies, and other organizations an in-depth and comprehensive examination of identity fraud and the success rates of methods used for prevention, detection, and resolution.

The 2014 ID Fraud survey was conducted among 5,000 U.S. adults over age 18 on KnowledgePanel.

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javelinstrategy.com

inquiry@javelinstrategy.com

925.225.9100