

**Research and Markets: 2013 Identity Fraud Report: Data Breaches Becoming a Treasure Trove for Fraudsters**  
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**Research and Markets** ([http://www.researchandmarkets.com/research/b9v6ms/2013\\_identity](http://www.researchandmarkets.com/research/b9v6ms/2013_identity)) has announced the addition of Javelin Strategy & Research's new report "2013 Identity Fraud Report: Data Breaches Becoming a Treasure Trove for Fraudsters" to their offering.

Identity fraud incidence increased in 2012 for the second consecutive year, affecting 5.26% of U.S. adults. This increase was driven by dramatic jumps in the two most severe fraud types, new account fraud (NAF) and account takeover fraud (ATF). Javelin's 2013 Identity Fraud Report provides a comprehensive analysis of fraud trends in the context of a changing technological and regulatory environment in order to inform consumers, financial institutions, and businesses on the most effective means of fraud prevention, detection, and resolution.

This year, Javelin conducted a thorough exploration of the relationship between the compromise of personal information in a data breach and fraud incidence. This report also expounds current trends in online retail fraud and familiar fraud, and implicates key factors in victims' susceptibility and responses to fraud. 2013 Identity Fraud Report data was gathered by a survey of a representative sample of 5,249 U.S. adults, including 857 consumers who were fraud victims in the past six years. This report has been issued as a longitudinal update to the Javelin 2005, 2006, 2007, 2008, 2009, 2010, 2011 and 2012 identity fraud reports, and the Federal Trade Commission's 2003 Identity Theft Survey report.

The survey was made possible in part by CitiGroup Inc., Intersections LLC, and Visa Inc. To preserve the project's independence and objectivity, the sponsors of this project were not involved in the tabulation, analysis, or reporting of final results.

**Companies Mentioned**

- Amazon
- MasterCard
- American Express
- McAfee
- Apple
- Microsoft
- Discover
- PayPal
- EBay
- Target
- Europay
- Trend Micro
- Facebook
- Visa
- Global Payments
- Wal-Mart

- Google
- Zappo's
- Macy's

For more information visit [http://www.researchandmarkets.com/research/b9v6ms/2013\\_identity](http://www.researchandmarkets.com/research/b9v6ms/2013_identity)

Source: Javelin Strategy & Research

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