LendingTree Ranks Metros with the Most Fraud Alerts
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LendingTree uses anonymized customer data to determine where people were most likely to request that a fraud alert be placed on their credit reports

CHARLOTTE, N.C., April 11, 2018 /PRNewswire/ -- LendingTree®, the nation's leading online loan marketplace, today released the findings of its study on where people are most likely to have asked a credit bureau to place a fraud alert on their credit report.

With millions of Americans affected by data breaches every year, such as recent revelations at Uber and Equifax, LendingTree decided to look at anonymized data from a sample of the over 7 million My LendingTree users to see where people are most likely to have asked a credit bureau to place a fraud alert on their credit report. My LendingTree, available online and at app stores, offers free credit monitoring that includes alerts within 30 minutes of activity on your credit report.

Key findings of the study:

- The average rate of fraud alert requests among all cities reviewed is 6.4 percent.
- Las Vegas and Houston tie for the highest rate of fraud alerts, at 13.6 percent.
- Miami and New York are close behind, tied at 12.9 percent.
- Rochester, N.Y. has the lowest rate of people requesting fraud alerts at 2 percent. Nearby Buffalo, N.Y. has 2.6 percent.

Big cities lead the pack

1 (tie) – Las Vegas
My LendingTree users with fraud alerts: 13.6%

1 (tie) – Houston
My LendingTree users with fraud alerts: 13.6%

3 (tie) – Miami
My LendingTree users with fraud alerts: 12.9%

3 (tie) – New York
My LendingTree users with fraud alerts: 12.9%

5 – San Jose, Calif.
My LendingTree users with fraud alerts: 11.8%

Rust Belt and Missouri cities have the fewest alerts

50 – Rochester, N.Y.
My LendingTree users with fraud alerts: 2%

49 – Buffalo, N.Y.
My LendingTree users with fraud alerts: 2.6%

47 (tie) – St. Louis
My LendingTree users with fraud alerts: 2.8%

47 (tie) – Pittsburgh
My LendingTree users with fraud alerts: 2.8%

Rate of Fraud Alerts on Credit Reports		
Rank	Metro	% of My LendingTree Users With Fraud Alerts
1	Houston	13.6%
1	Las Vegas	13.6%
3	Miami	12.9%
3	New York	12.9%
5	San Jose, Calif.	11.8%
6	Los Angeles	11.3%
7	San Francisco	10.4%
8	Atlanta	9.8%
9	Dallas	9.6%
9	Phoenix	9.6%
11	Jacksonville, Fla.	9.1%
12	Seattle	8.4%
13	Riverside, Calif.	8.0%
14	San Diego	7.7%
15	Chicago	7.6%
15	Washington	7.6%
17	Austin, Texas	7.5%
18	Tucson, Ariz.	7.3%
19	Salt Lake City	7.0%
20	Sacramento, Calif.	6.7%
21	Philadelphia	6.6%
22	Orlando, Fla.	6.5%
22	San Antonio	6.5%
24	Denver	6.2%
25	Portland, Ore.	6.1%
26	New Orleans	5.8%
27	Minneapolis	5.5%
27	Tampa, Fla.	5.5%
29	Detroit	4.7%
29	Nashville, Tenn.	4.7%
31	Raleigh, N.C.	4.5%
32	Memphis, Tenn.	4.4%
33	Charlotte, N.C.	4.3%
34	Birmingham, Ala.	4.1%
35	Baltimore	4.0%
36	Louisville, Ky.	3.9%
36	Oklahoma City	3.9%
38	Virginia Beach, Va.	3.7%
39	Cleveland	3.5%
39	Columbus, Ohio	3.5%
41	Indianapolis	3.3%
41	Milwaukee	3.3%
43	Grand Rapids, Mich.	3.1%
43	Richmond, Va.	3.1%
45	Cincinnati	3.0%
45	Kansas City, Mo.	3.0%
47	Pittsburgh	2.8%
47	St. Louis	2.8%
49	Buffalo, N.Y.	2.6%
50	Rochester, N.Y.	2.0%
Note: For the three month period ending 1/31/18.		

For more information on the study, visit https://www.lendingtree.com/finance/metros-with-most-fraud-alerts/

About LendingTree
LendingTree (NASDAQ: TREE) is the nation's leading online loan marketplace, empowering consumers as they comparison-shop across a full suite of loan and credit-based offerings. LendingTree provides an online marketplace which connects consumers with multiple lenders that compete for their business, as well as an array of online tools and information to help consumers find the best loan. Since inception, LendingTree has facilitated more than 65 million loan requests. LendingTree provides free monthly credit scores through My

LendingTree and access to its network of over 500 lenders offering home loans, personal loans, credit cards, student loans, business loans, home equity loans/lines of credit, auto loans and more. LendingTree, LLC is a subsidiary of LendingTree, Inc. For more information go to www.lendingtree.com, dial 800-555-TREE, like our Facebook page and/or follow us on Twitter @LendingTree.

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