The Identity Game

In 2013, identity fraud accounted for $21 billion in total financial loss. By comparison, USDA’s entire budget for 2014 is $22.6 billion. Here’s how some other agencies’ 2014 budget allocations stack up.

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4 Pieces of Data Needed to Steal your Identity

1. **Your Name**
   - For U.S. births in 2012, the top 1,000 baby names represent 73% of the names chosen that year.
   - Compare that to almost 4 Million babies who received a Social Security card in 2012.

2. **Your Social Security Number**
   - It only costs a thief $10 to obtain a deceased person’s name and SSN from the Death Master File.
   - Compare that to the $10 + $35 additional application fee to obtain a marriage license in Washington, DC.

3. **Your Address**
   - 20% of consumers admit to sharing their home address on social media.
   - Compare that to 15% of consumers admit to sharing their upcoming travel dates.

4. **Your Date of Birth**
   - Every combination of 19XX is in the top 20% of most common PIN numbers.
   - Compare that to the estimated 40% of lottery players choosing numbers, pick family birthdays.

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Sources:

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Government Risk Solutions

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