Odds of dying in an airplane crash in a given year:

1 in 11 MILLION

Odds of being a victim of ID theft in a given year:

1 in 20

Odds of being abducted by a stranger before age 18:

1 in 1.5 MILLION

Odds of your child's personally identifying information being misused before age 18:

1 in 40

Total monetary loss due to all other property crimes in 2012:

14 BILLION

Total monetary loss due to identity theft in 2012:

24.7 BILLION

Number of businesses that filed for bankruptcy in the US in 2013:

4,411,111

Out of 28M Small Businesses

Percentage of businesses that experienced at least one data breach between 2011 and 2013:

78%

8 fatal shark attacks since 2005

45 MILLION military personnel affected by data breaches since 2005

You’re Afraid of the Wrong Things

Brought to you by the Center for Identity at The University of Texas at Austin