

# **JEWELERS' SECURITY ALLIANCE**

## **2021 ANNUAL CRIME REPORT**



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## **EXECUTIVE SUMMARY**

- 1. The dollar losses from crimes against U.S. jewelry firms reported by JSA for the 20-year period 2002 to 2021 totaled \$2.2 billion on an inflation adjusted basis.**
- 2. In 2021 the total dollar losses from crimes against U.S. jewelry firms reported by JSA was \$70.1 million, a decrease from \$83.2 million in 2020. The 2021 losses were also a decrease of 30.6% from 2019, pre-Covid, when dollar losses totaled \$101 million.**
- 3. In 2021 the total number of crimes committed against U.S. jewelry firms was 1,687, a decrease from 1,718 in 2020, a decrease of 1.8%. The number of crimes in 2021 represented an increase of 17.3% from 2019, pre-Covid, when there were 1438 crimes reported by JSA.**
- 4. Grab & Run thefts increased from 581 in 2020 to 842 in 2021, an increase of 44.9%.**
- 5. There were 85 smash and grab robberies in 2021, of which 54 were in malls and 12 in strip centers.**
- 6. The number of on-premises burglaries declined from 633 in 2020 to 311 in 2021, due to fewer incidents of looting and civil unrest. Of the 311 burglaries in 2021, 150 were in malls, including mall kiosks. The average loss from a safe attack increased from \$287,000 in 2020 to \$639,000 in 2021.**

\*JSA classifies crimes into four categories: robberies, burglaries, thefts, and off-premises.

**\*JSA Crime Definitions:**

**Robbery** – Taking of property from a person by use of force or fear.

**Burglary** – Entering premises after closing with intent to commit a crime. Includes hiding in a jewelry location, taking product, and breaking out after closing.

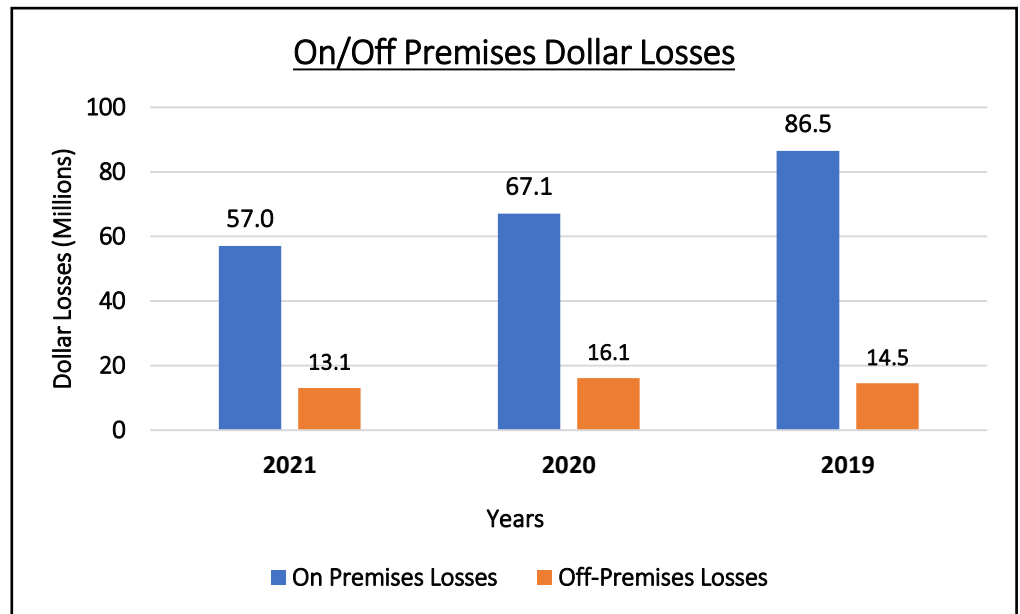
**Theft** - Taking of property without force or fear. Includes crimes such as check and credit card fraud, distraction crimes, diamond switches, sneak thefts and shipping losses that present evidence of criminal activity. The term “shoplifting” is too vague and not used to describe events in this report.

**Off-Premises** – Criminal attacks occurring away from the victim’s business base of operations.

## Part One: COMBINED ON/OFF-PREMISES LOSSES/EVENTS

### 1. DOLLAR LOSSES

CATEGORY	2021 Dollars	2020 Dollars	2019 Dollars
ON-PREMISES	\$57.0 mil	\$67.1 mil	\$86.5 mil
OFF-PREMISES	\$13.1 mil	\$16.1 mil	\$14.5 mil
<b>Total:</b>	<b>\$70.1 mil</b>	<b>\$83.2 mil</b>	<b>\$101.0 mil</b>



### 2. EVENTS

CATEGORY	2021 Events	2020 Events	2019 Events
ON-PREMISES	1653	1684	1392
OFF-PREMISES	34	34	46
<b>Total:</b>	<b>1687</b>	<b>1718</b>	<b>1438</b>

From 2020 to 2021, dollar losses **decreased by 15.8%**, and the total number of criminal events **decreased by 1.8%**.

## Part Two: ON-PREMISES CRIME

This section provides statistical data regarding criminal activity that targets jewelry locations as opposed to couriers, traveling salespersons, or retailers away from their stores. For example, this section includes a robbery, burglary or theft committed at a retail jewelry store, at the plant of a jewelry manufacturer or the office of a wholesaler.

**1. TOTAL DOLLAR LOSSES - \$57.0 MILLION**

Available data regarding all **on-premises** crime categories indicates a 15.1% decrease in dollar losses, and a 1.8% decrease in criminal events in 2021 compared to 2020. In 2021 the JSA generated 1,653 on-premises crime reports from multiple reporting sources compared to 1,684 reports in 2020.

**A. Dollar Losses/On-Premises Crime (in millions)**

CATEGORY	2021	2020	2019
Robbery	\$12.8	\$17.5	\$34.3
Theft	\$11.1	\$9.6	\$11.7
Burglary	\$33.1	\$40.0	\$40.5
<b>Total:</b>	<b>\$57.0</b>	<b>\$67.1</b>	<b>\$86.5</b>

**B. Incident Percentage Breakdown/On-Premises Crimes**

CATEGORY	2021	2020	2019
Theft	69.8%	50.1%	61.4%
Burglary	18.8%	37.6%	23.5%
Robbery	11.4%	12.3%	15.2%

**2. ROBBERY – 32 STATES**

**A. Number of Robbery Events**

The number of robberies in 2021 decreased by 8.7% from 2020. There were 189 robberies reported to JSA in 2021 compared to 207 in 2020. The number of Smash & Grab robberies decreased from 96 in 2020 to 85 in 2021, which is an 11.5% decrease. JSA has seen a 10.0% increase in the use of a gun during the commission of a Smash & Grab, 10 in 2020 compared to 11 in 2021. In 2021 there were 46 arrests of suspects in Smash & Grab cases compared to 58 arrests in 2020.

**B. Robbery Dollar Losses**

Robbery dollar losses decreased by 26.9% in 2021 compared to 2020. Losses for 2021 were \$12.8 million compared to \$17.5 million for 2020.

**C. Most Active State/Robbery – by percentage of total robberies**

2021		2020	
California	21.2%	Texas	19.8%
Texas	12.7%	California	8.7%
North Carolina	6.3%	Illinois	8.2%
New York	5.8%	New York	7.7%

Note: Chart reflects the percentage of total number of on-premises robberies and indicates that 46.0% of jewelry industry on-premises robberies were committed in just four states. On-Premises robberies occurred in 32 States.

**D. Most Active Month/Robbery**

Most Active: December - 30 (15.9% of total robbery events)

Least Active: August - 6 (3.2% of total robbery events)

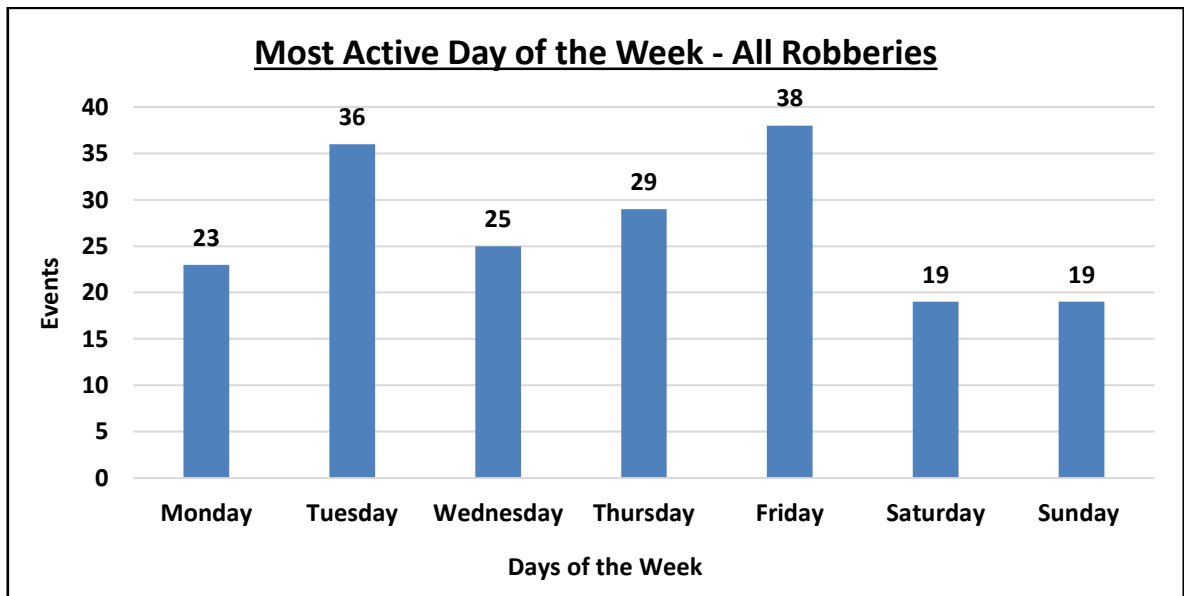
Average Robberies per month: 15.8

**E. Most Active Time of Day/All Robberies**

In 2021 the greatest number of robberies occurred between 12:00 p.m. and 1:00 p.m. with 16, and 2:00 p.m. and 3:00 p.m., which also had 16. The second most active time was tied between 1:00 p.m. and 2:00 p.m. with 15, and 6:00 p.m. and 7:00 p.m. which also had 15. There was no 60-minute period during a normal workday when robberies did not occur.

**F. Most Active Days of Week/Robbery**

As reported in previous years, robbery events occurred with similar frequency on weekdays and with less frequency on weekends. Friday was the most active day during 2021. Saturday and Sunday tied for least likely day for a robbery to occur.



**G. Percentage of Robbery Events with a Gun/Violence**

Robbery events with violence:

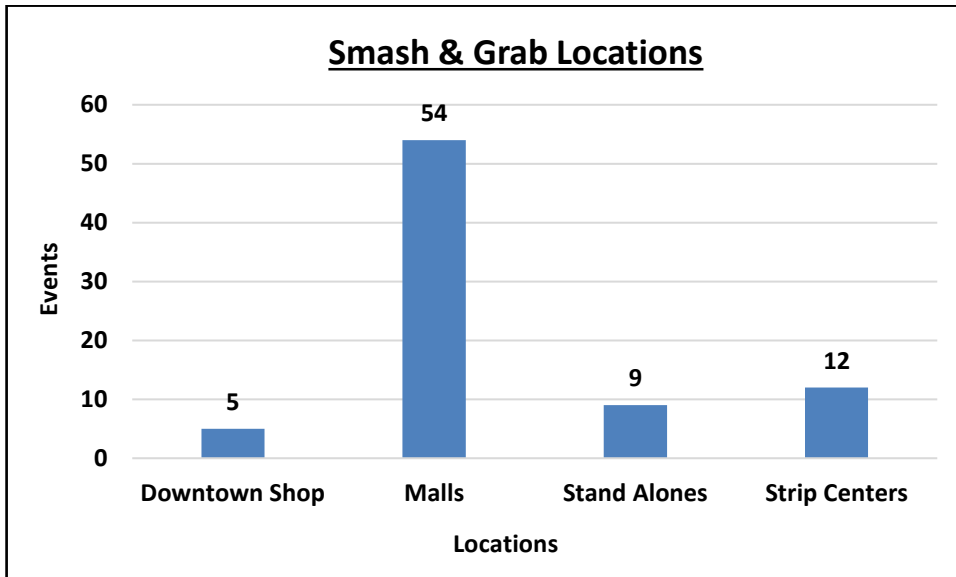
2021	2020	2019
18.5%	21.7%	22.3%

Robbery events with a gun:

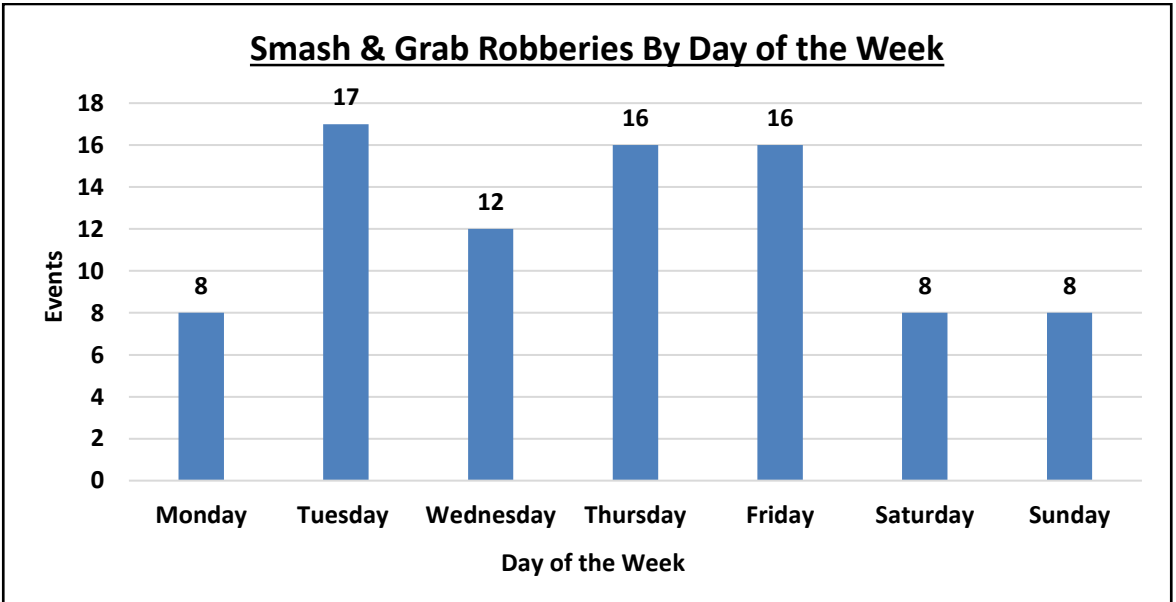
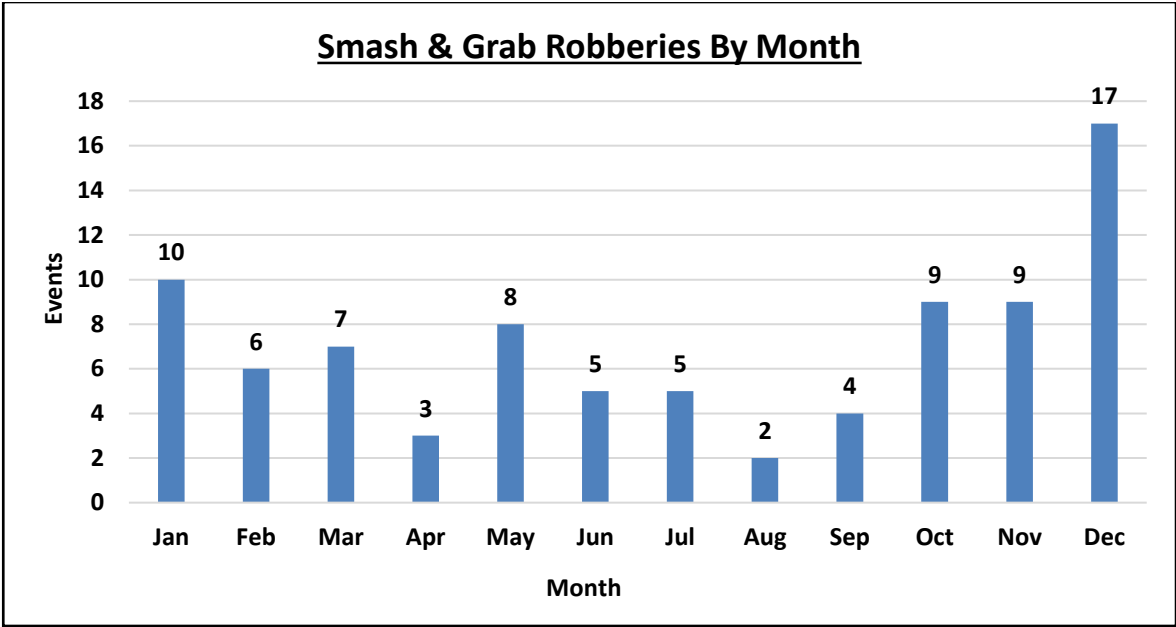
2021	2020	2019
30.7%	32.4%	37.4%

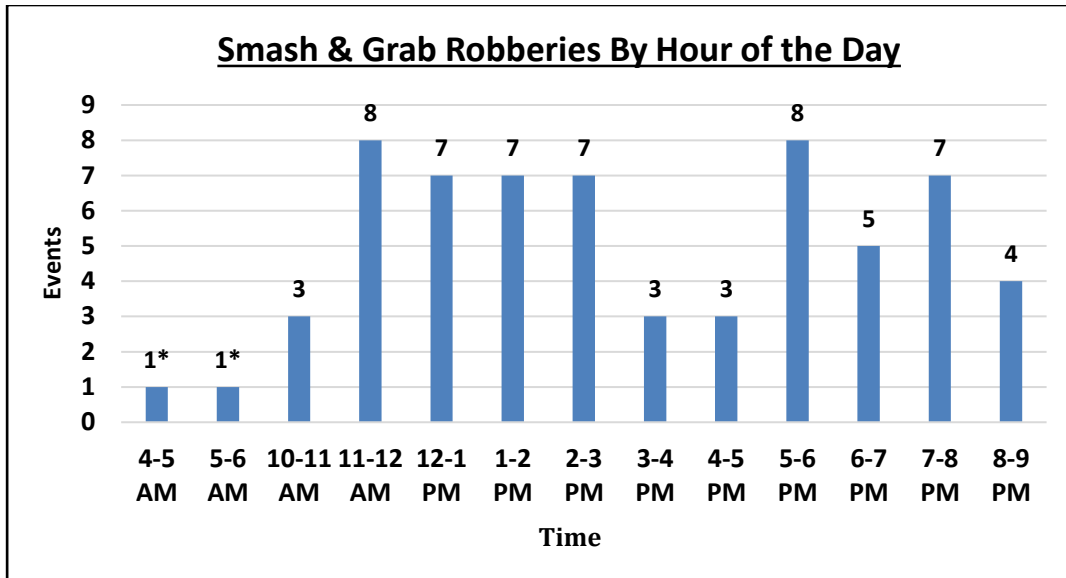
In 2021 there was a decrease in both the percentage of robberies in which robbers displayed a gun, and in violence during robberies compared to 2020.

**H. Smash & Grab Robberies**



\*Based on 80 cases in which the exact Smash & Grab location was reported to JSA. In 2021 jewelry stores in malls experienced the most Smash & Grabs.





\*Based on 64 cases in which the exact time of the Smash & Grab was reported to JSA. Employees were in the store at the time of the incidents between 4 to 6 a.m.

### 3. HOMICIDE

#### A. Homicide Victim Categories

VICTIM CATEGORY	2021	2020	2019
Retail Jeweler	1	2	0
Customer	0	0	1
Traveling Salesperson	0	0	0
Police Officer	0	0	0
Good Samaritan / Bystander	0	0	2
Guard	0	1	0
<b>Total:</b>	<b>1</b>	<b>3</b>	<b>3</b>

In 2021, no robbers were killed during the commission of a robbery, while in 2020, two robbers were killed during the commission of a robbery.

#### B. Near-Fatal Violent Incidents

INCIDENTS	2021	2020	2019
Someone shot (not fatal)	1	7	5
Shots fired, no one hit	8	6	4

The frequency of incidents of shots fired in jewelry robberies when no one was hit was 8 separate incidents in 2021, which was two more than the amount in 2020.



**4. BURGLARY LOSSES - \$33.1 million - 43 States**

**A. Dollar losses decreased; events dramatically decreased.**

Losses were \$40.0 million in 2020 compared to \$33.1 million in 2021, which is a 17.3% decrease in dollar losses. As a result of fewer civil disturbances in 2021, burglaries decreased substantially, from 633 in 2020 compared to 311 in 2021, a 50.9% decrease.

**B. Safe Attacks.** The frequency of safe attacks decreased from 35 in 2020 to 17 in 2021 which was a 51.4% decrease. Safe attacks occurred in 8 states in 2021 and represented 5.5% of the total number of burglaries against the jewelry industry. In 2021 Georgia and New Jersey were the most active states for safe attacks and the average loss for a burglary that involved a safe attack was \$693k. In 2020, the average loss for a burglary that involved a safe attack was \$287K. In 2021 there were 6 safe attack burglaries in which the loss amount was at least \$1 million. In 2020 there were 3 safe attack burglaries in which the loss amount was at least \$1 million.

**C. Three-Minute Burglaries (B3M) \$4.6 Million Losses – 29 States**

These occurrences are identified as “Three Minute Burglaries” because that is the approximate time required to complete this crime. They are usually committed in the middle of the night by smashing a glass front door or window of a retail establishment, and then smashing display cases and stealing out-of-safe merchandise.

The B3M category represents approximately 25.4% of the total number of burglaries experienced by the jewelry industry. Out of 311 burglaries reported in 2021, 79 were B3M compared to 111 in 2020, a decrease of 28.8%. The average B3M in 2021 resulted in a loss of approximately \$43K in jewelry, compared to \$28K in 2020. In addition, B3Ms cause property damage, business interruption and possible negative customer reaction.

**D. (B3M) Three-Minute Burglary**

- Frequency by day and month -

DAY		MONTH			
Mon	16	Jan	7	Jul	5
Tue	5	Feb	4	Aug	5
Wed	11	Mar	9	Sep	3
Thu	9	Apr	10	Oct	5
Fri	14	May	3	Nov	8
Sat	9	Jun	6	Dec	14
Sun	15				

**Burglary (Not B3M)**

- Frequency by day and month -

DAY		MONTH			
Mon	40	Jan	32	Jul	20
Tue	27	Feb	18	Aug	12
Wed	36	Mar	12	Sep	16
Thu	30	Apr	12	Oct	31
Fri	30	May	23	Nov	22
Sat	41	Jun	10	Dec	24
Sun	28				

### **E. Most Frequent Points of Entry/All Burglaries**

During high-tech burglaries that involve a safe or vault attack, entry is often gained by cutting a hole in the roof or an adjacent unprotected wall or ceiling after an alarm and/or electrical system has been compromised in some manner.

<b>ENTRY POINT</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>
Front Door	22.8%	20.5%	33%
Window	16.1%	17.5%	18%
Wall	4.5%	4.4%	3%
Mall/kiosk	26.0%	8.2%	10%
Roof	7.1%	2.5%	10%
Veh. Smash	2.3%	1.6%	3%
Hid until closing	0.3%	0.8%	0.6%
Security Gate	5.1%	3.0%	2%
No entry/power cut	1.0%	1.1%	11%
Other/unreported	14.8%	40.4%*	9.4%

\* In 2020, there were 193 civil unrest burglaries where the exact entry point was unspecified, however, subjects typically gained entry through jewelry stores' front entrances.

### **F. Burglaries in Malls**

Of the 311 burglaries reported by JSA in 2021, 150 took place in malls, including in mall kiosks.

### **G. Rooftop Burglaries: Entry through a roof.**

JSA received reports of 22 rooftop burglaries from 14 states in 2021, compared to 16 rooftop burglaries from 11 states in 2020. In 2021, Georgia, New York, and Pennsylvania were the most active states with 3 rooftop burglaries each. Several of these burglaries resulted in large losses. Alarm systems, often without line security, were compromised. In other cases when alarm signals were sent, responding police units, unable to detect any obvious evidence of a break-in during a cursory exterior inspection, and unable to conduct an internal search, left the scene while the burglars were possibly inside, on the roof or nearby. In 2021, law enforcement authorities and JSA tracked Chilean and Colombian gangs that conspired to commit these professional burglaries.

**H. Most Active States/ All Burglaries**

STATE	2021	2020	2019
California	10.9%	12.9%	21.0%
Texas	11.9%	5.7%	9.0%
Washington	9.3%	Unlisted	Unlisted
Florida	4.2%	6.0%	7%
Illinois	4.8%	16.1%	Unlisted
New York	4.2%	8.8%	3.0%

**5. THEFT: \$11.1 MILLION IN LOSSES (1153 CRIMES) IN 2021 vs. \$9.6 MILLION IN LOSSES (844 CRIMES) IN 2020.**

**A. Frequent Theft Methods**

CATEGORY	EVENTS	AVERAGE LOSS
Grab & Run	842	\$7,953
Distraction	91	\$19,864
Sneak Theft	70	\$13,378
Credit Card & Payment Fraud	*	\$5,879
Switches	35	\$5,859

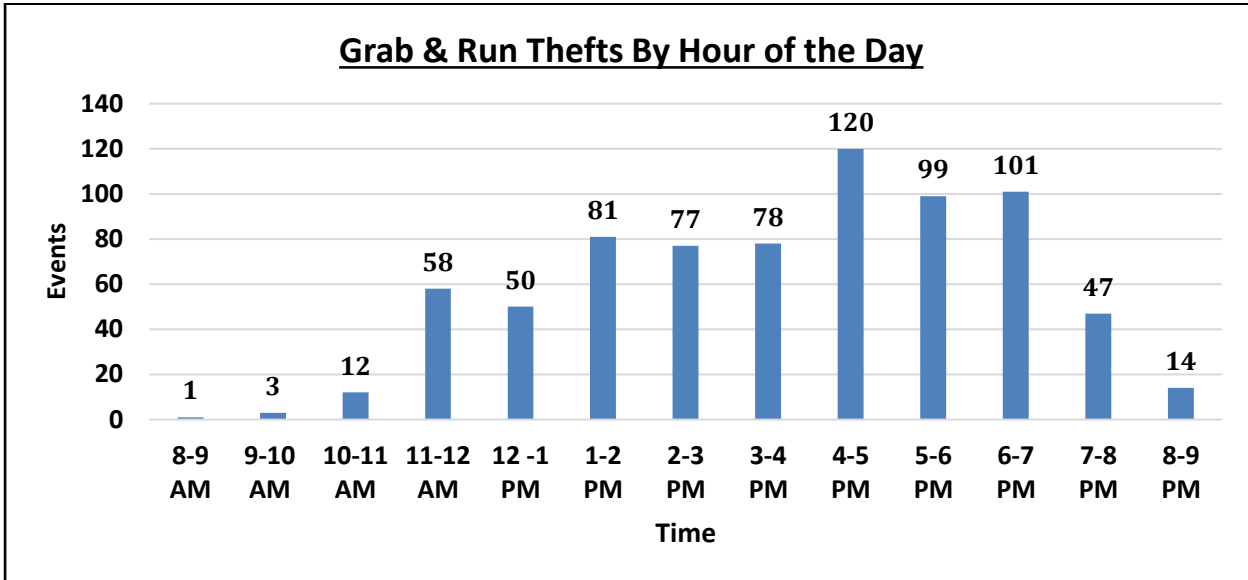
\* Because they are often not reported nor covered by insurance, JSA does not receive comprehensive reporting of credit card fraud for statistically valid inclusion in this crime report. In most instances with credit card fraud, when jewelers follow proper protocol, credit card companies absorb the loss.

Grab & Run losses reported in 47 states.

In 2021, there were 842 Grab & Run crimes recorded by the JSA, compared to 581 in 2020, a 44.9% increase. 73.0% of all thefts reported to the JSA in 2021 were Grab & Run events. A Grab & Run can result in a significant dollar loss, and one Grab & Run in California resulted in a loss of \$200,000 in jewelry merchandise.

**B. Theft - Grab & Run**

-Frequency by hour of the day –



\*Based on 741 cases reported to JSA in 2021 in which the exact time of the loss was reported.

**C. Theft - Grab & Run**

Frequency by day and month

DAYS		MONTH			
Mon	134	Jan	75	Jul	69
Tue	134	Feb	71	Aug	65
Wed	128	Mar	72	Sep	70
Thu	127	Apr	66	Oct	71
Fri	118	May	69	Nov	86
Sat	121	Jun	57	Dec	71
Sun	80				

## Part Three: OFF-PREMISES CRIME

This section provides statistical data regarding criminal attacks occurring away from the victim's business base of operations. For example, attacks against traveling jewelry salespersons, trunk and remount show operators, couriers, firms exhibiting at jewelry shows, retailers attacked away from their place of business, including at home, and other industry members traveling with jewelry.

### 1. OFF-PREMISES DOLLAR LOSSES - \$13.1 MILLION – 13 States

Dollar losses decreased by 18.6% during 2021 and the number of criminal events remained the same. This report compared 34 cases from 2021 to 34 cases reported to JSA in 2020. Off-Premises crimes were reported during all calendar months for 2021 except for April. October was the most prevalent month for off-premises crimes, with 7 cases. In 2021, a total of 19 crimes involved a traveling salesman which was 55.9% of all off-premises crimes in 2021.

#### A. Off-Premises Dollar Losses by Crime Category

CRIME CATEGORY	2021	2020	2019
Robbery	\$11.9 million	\$11.3 million	\$11.4 million
Theft	\$1.2 million	\$2.8 million	\$3.1 million
Burglary	\$0	\$2.0 million	\$41K
<b>Total</b>	<b>\$13.1 million</b>	<b>\$16.1 million</b>	<b>\$14.5 million</b>

#### B. Percentage of Total Off-Premises Events by Crime Category

CATEGORY	2021	2020	2019
Robbery	73.5%	67.6%	58.7%
Theft	26.5%	3.0%	37.0%
Burglary	0%	29.4%	4.3%

### 2. OFF-PREMISES ROBBERIES

#### A. Violence

There were 25 off-premises robberies reported to JSA in 2021, which is an 8.7% increase from 2020. In 35.3% of all off-premises crimes (12 out of 34) reported to JSA in 2021, a victim was physically assaulted. A gun was displayed in 10 robberies and a knife or sharp object was displayed in 3 incidents. A bystander was shot in 1 robbery and survived.

**B. Trunk/Remount Shows**

In 2021 the JSA received 1 report regarding Trunk/Remount show losses.

**3. OFF-PREMISES THEFT - \$1.2 MILLION IN LOSSES**

There were 9 off-premises thefts in 2021. 7 out of the 9 thefts were from unattended vehicles. Unless special insurance riders have been purchased, this type of loss is not generally covered by insurance.

**A. Off-Premises Theft Dollar Losses**

2021	2020	2019
\$1.2 million	\$2.8 million	\$3.1 million

**4. MOST FREQUENT CRIME SCENES**

CRIME SCENE	2021	2020	2019
Parking lots	14.7%	20.6%	30%
Highway/Street	38.2%	20.6%	28%
Residence	11.8%	17.6%	10%
Flea Market	2.9%	2.9%	4%
Show Related	5.9%	0%	6%
Hotel/Motel	2.9%	5.9%	4%
Bank	0%	5.9%	2%
Gas Station	0%	2.9%	0%
Unspecified/Unreported	23.6%	23.6%	16%

In 2021, highways/streets were the most common crime scene for off-premises attacks, with 13 incidents. In one crime, a jeweler was followed from a jewelry trade show and was later robbed at his residential driveway.

**5. STATES WITH OFF-PREMISES LOSSES – (2021 – 13 states):**  
 CA, CO, CT, FL, HI, IL, MD, MA, MI, NJ, NY, TX, WA

**A. Most Active States for Off-Premises Losses**

<b>STATES</b>	<b>2021</b>		<b>STATES</b>	<b>2020</b>
1. California	29.4%		1. California	32.4%
2. Florida	17.6%		2. Florida	32.4%
3. New York	11.8%		3. New York	17.6%
4. New Jersey	5.9%		4. New Jersey	5.9%
<b>Total</b>	<b>64.7%</b>		<b>Total</b>	<b>88.3%</b>

Percentages shown reflect the percentage of the total number of off-premises losses. The information provided in this chart demonstrates that 64.7% of all off-premises losses occurred in just four states during 2021.

In 1999 the U.S. diamond, jewelry and watch industry experienced 323 off-premises losses, overwhelmingly of traveling jewelry salespersons and trunk show personnel. Since then, there has been a steady decline in this category of crime. In 2021 JSA received just 34 reports of such crimes. Important contributing factors regarding this reduction are the dedicated interest by law enforcement, particularly the FBI in cooperation with local law enforcement agencies; the greatly reduced number of traveling jewelry salespeople on the road due to the changing methods of jewelry distribution and sales; and greater education and information sharing regarding suspects and criminal gangs by jewelry firms and police.

## Appendix A

### U.S. JEWELRY INDUSTRY CRIME LOSSES 2002 - 2021 STATED IN 2021 INFLATION ADJUSTED DOLLARS

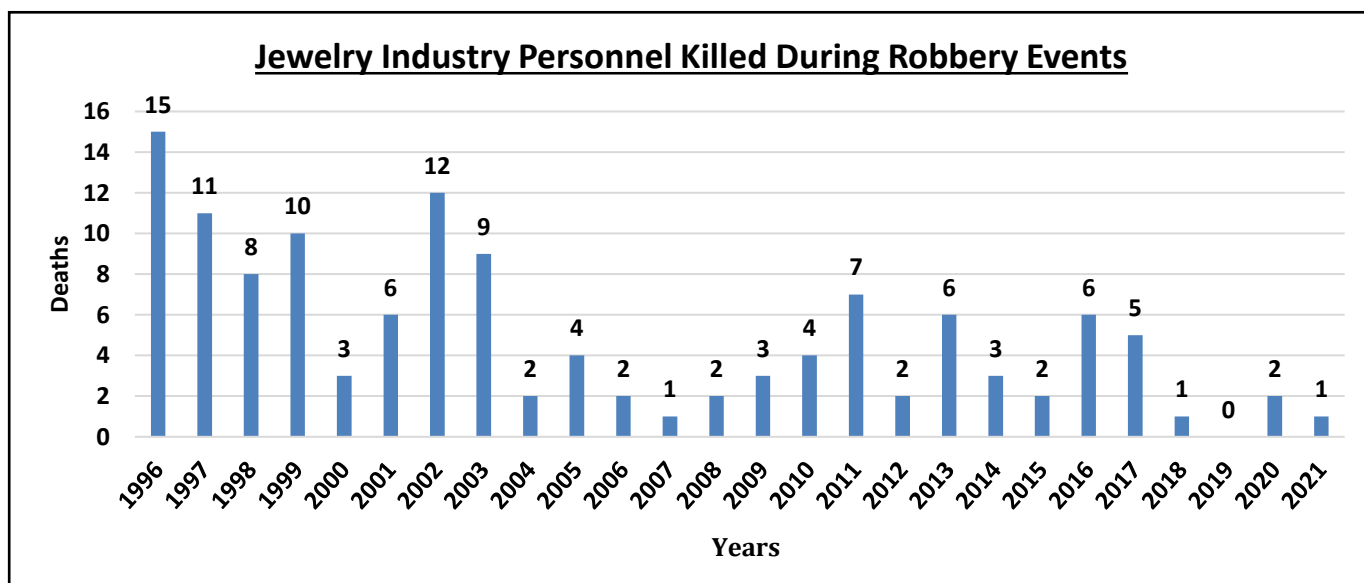
YEAR		LOSSES STATED IN 2021 DOLLARS
2002		\$189.68 million
2003		\$195.47 million
2004		\$154.85 million
2005		\$153.93 million
2006		\$141.48 million
2007		\$126.24 million
2008		\$129.59 million
2009		\$122.79 million
2010		\$99.87 million
2011		\$102.28 million
2012		\$70.69 million
2013		\$77.31 million
2014		\$89.00 million
2015		\$79.18 million
2016		\$81.70 million
2017		\$79.66 million
2018		\$57.59 million
2019		\$107.05 million
2020		\$87.11 million
2021		\$70.1 million
<b>Total</b>		<b>\$2,215,570,000</b>



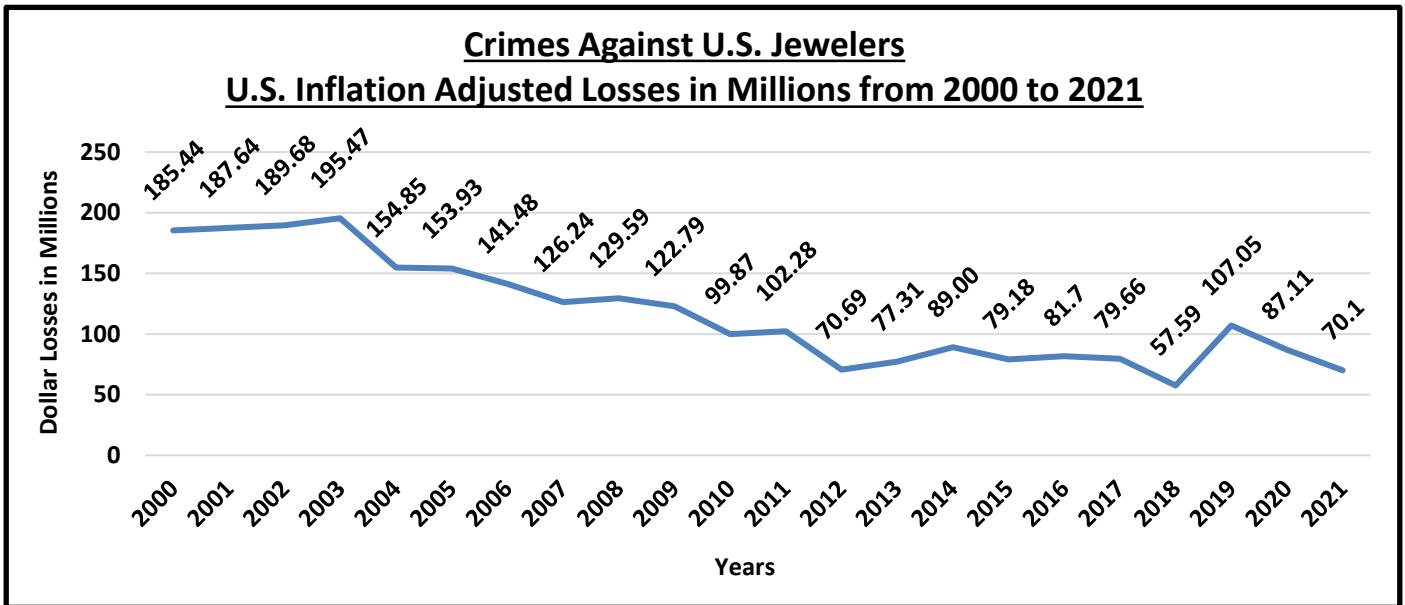
## Appendix B

### JEWELRY INDUSTRY PERSONNEL KILLED DURING ROBBERY EVENTS, 1996-2021.

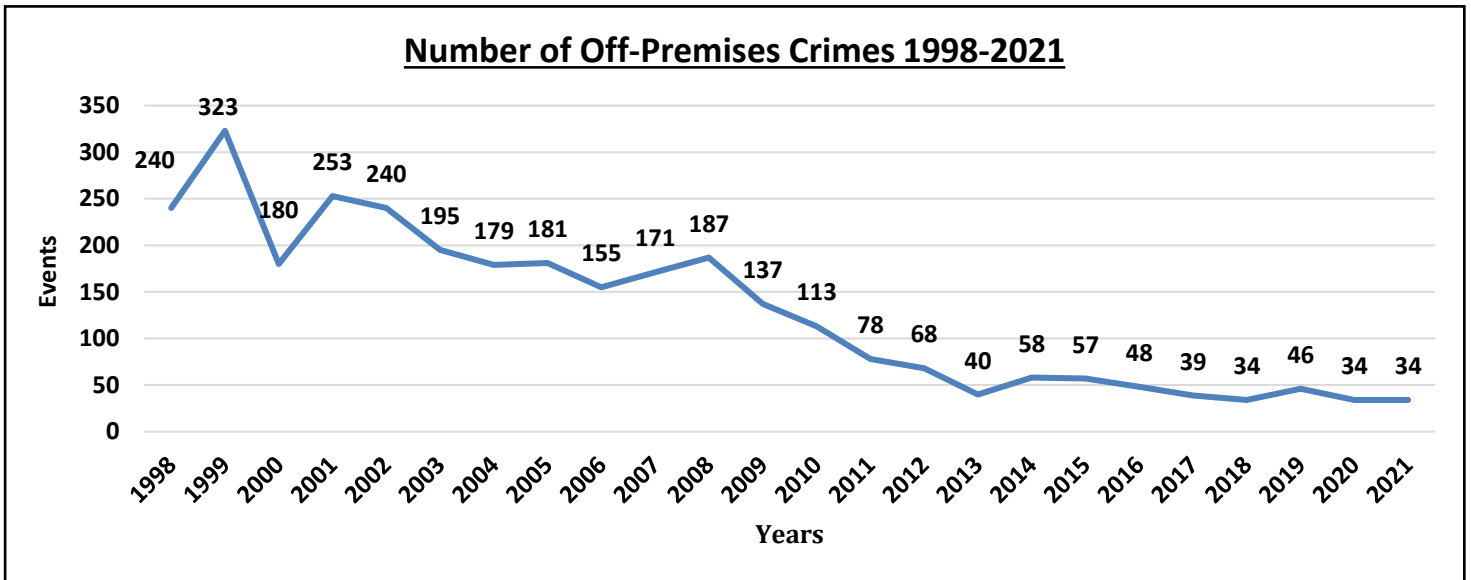
Year	Deaths
1996	15
1997	11
1998	8
1999	10
2000	3
2001	6
2002	12
2003	9
2004	2
2005	4
2006	2
2007	1
2008	2
2009	3
2010	4
2011	7
2012	2
2013	6
2014	3
2015	2
2016	6
2017	5
2018	1
2019	0
2020	2
2021	1
<b>Total</b>	<b>127</b>



Appendix C



## Appendix D



## Appendix E

### COMBINED ON/OFF-PREMISES 2021 CRIMES BY STATE

All crime categories, robbery, burglary and theft, on-premises, and off-premises, were included in the preparation of this chart.

State	AL	AR	AK	AZ	CA	CO	CT	DC	DE	FL	GA	HI
<b>Crimes</b>	17	13	1	47	<b>222</b>	47	27	2	7	105	53	10
<b>Arrests</b>	0	1	0	6	<b>51</b>	5	2	1	1	21	10	1
State	IA	ID	IL	IN	KS	KY	LA	MA	MD	ME	MI	MN
<b>Crimes</b>	5	1	57	23	8	28	9	35	41	0	22	20
<b>Arrests</b>	2	0	14	2	1	7	1	9	5	0	2	0
State	MO	MS	MT	NC	ND	NE	NH	NJ	NM	NV	NY	OH
<b>Crimes</b>	17	6	1	75	3	5	9	53	45	34	101	40
<b>Arrests</b>	3	6	0	13	2	2	0	10	4	2	18	6
State	OK	OR	PA	RI	SC	SD	TN	TX	UT	VT	VA	WA
<b>Crimes</b>	20	25	48	4	30	3	37	169	4	3	38	95
<b>Arrests</b>	6	0	12	0	6	0	4	13	0	1	6	9
State	WI	WV	WY									
<b>Crimes</b>	15	4	1									
<b>Arrests</b>	3	0	0									
<b>Total 2021 Crimes: 1,687* (Crimes in 2020 - 1,718)</b>												

\*Based on 1,685 crimes reported to JSA in which the exact state of loss was provided. California, the state with the most crimes in 2021, also has the most jewelry locations, and has traditionally led the U.S. in jewelry crime. Although the District of Columbia is not a state, it is listed in this chart for convenience. In 2021 JSA received reports of 269 suspects who were arrested for crimes against the jewelry industry.

**Appendix F**  
**Site of 1,653 On-Premises Crimes in 2021**

<b>Location</b>	<b>Robbery</b>	<b>Burglary</b>	<b>Theft</b>	<b>Total</b>
Mall	95	150	849	<b>1094</b>
Strip Center	36	73	162	<b>271</b>
Downtown/ Center City	11	37	35	<b>83</b>
Stand Alone	20	31	28	<b>79</b>
Unspecified/Unreported	27	20	79	<b>126</b>
<b>Total</b>	<b>189</b>	<b>311</b>	<b>1153</b>	<b>1653</b>

## Appendix G

### **JSA Sources of Case Information**

JSA Membership (over 20,000 retail, wholesale, and manufacturing jewelry locations.)

Local jeweler crime prevention networks.

JSA U.S. law enforcement information sharing network.

JSA International law enforcement sharing network.

Jewelry retail chains information sharing network.

Non-member crime victims.

Associate trades: alarms, safes, private security, etc.

Insurance companies, insurance brokers and adjusters.

Media, trade publications, social media, and online sources.

### **JSA Limitations on Case Information**

The statistics provided in this report are based solely on case specific information reported to or obtained by the JSA. Only information that in the opinion of the JSA is credible and can be verified in some way as to its accuracy is used in the compilation of these statistics. Extremely large, outlier and/or suspect dollar amounts may not be included in some calculations to prevent skewing. The loss values reported should be considered conservative and may be greater than indicated. JSA seeks to use loss values at cost, not retail value, and no values from past years are adjusted for inflation unless specified.

It is not possible for the JSA to obtain information on every jewelry industry crime which occurs in the United States for several reasons, not limited to the fact that many go unreported, even to the police. It is not possible for JSA to obtain a broad and statistically valid sample of such crimes as internal theft, shipping losses, cyber-enabled crime, and credit card fraud. However, the JSA database is the largest, most complete, and accurate in existence. It is the opinion of the JSA staff that information pertaining to additional criminal events would not have a significant effect on the dollars, percentages or trends of the crimes contained in this report.