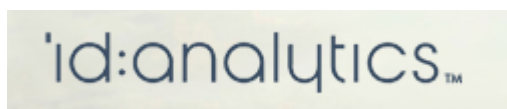


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More Americans Would Rather Reduce Their Risk of Identity Theft by 20% Than Reduce Their Waistlines by 20 Pounds



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New York, NY – When asked which of three personal items they would be most concerned about being stolen if someone were to break into their home, three in five (58%) select their Social Security number over their wallet or purse (24%) or their laptop (9%), according to a recent poll conducted by Ipsos Public Affairs on behalf of ID Analytics. In fact, Americans across demographic groups are more likely to say that they would be more concerned about their Social Security number being stolen over their wallet or purse or laptop. This importance placed on protecting one's Social Security number reflects Americans' concern about identity theft.

- Women are even more likely than men to be most concerned about their Social Security number being stolen (63% vs. 54%).
- Those with a high school education or less also express greater levels of concern about their Social Security number being stolen than do more educated adults (64% vs. 53%).
- Those with a household income of less than \$25,000 are also more likely than more affluent adults to select their Social Security number over their wallet or laptop (65% vs. 53%).

These are some of the findings of an Ipsos poll conducted April 23rd – 27th, 2009. For the survey, a nationally representative sample of 1,000 randomly-selected adults aged 18 and over residing in the U.S. was interviewed by telephone via Ipsos' U.S. Telephone Express omnibus. With a sample of this size, the results are considered accurate within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire population of adults in the U.S. been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual U.S. population according to data from the U.S. Census Bureau.

Similarly, nearly six in ten Americans (58%) say that they would rather reduce their risk of identity theft by 20% than lose 20 pounds, illustrating that they understand the real risks of identity theft today.



- Across demographic groups, Americans are more likely to chose reducing their risk of identify theft over losing 20 pounds. The only exception is retirees, who are equally likely to select losing 20 pounds as they are to select reducing their risk of identity theft by 20%.
- Younger adults are more likely to prefer to decrease their risk of identify theft than their waistline: 66% of adults under 35 and 60% of adults ages 35 to 54 would rather reduce their risk of having their identity stolen whereas just 48% of adults 55+ say the same.
- Westerners (64%) are also more likely than those in other regions to choose decreasing their risk of identity theft over shedding 20 pounds.
- Parents (67%) and Hispanics (72%) are also among those who are most likely to prefer to reduce their risk of identity theft than their weight.

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