



Young and Coastal? Your Identity Is Most at Risk

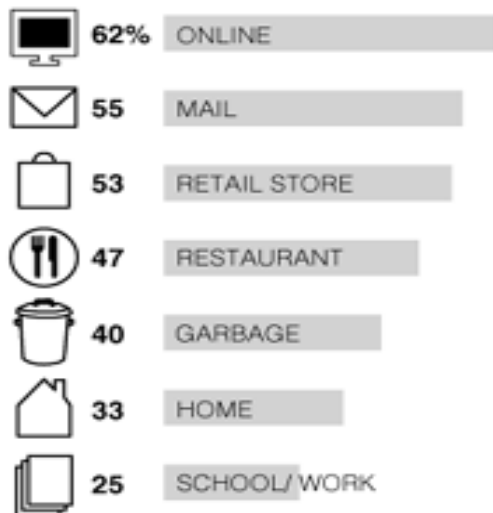
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Forget, for a moment, the usual deterrents to identity theft - protecting credit card information, getting a shredder, that kind of stuff. It turns out there are some less obvious ways, like getting older quickly or moving away from the East and West coasts.

Identity Crisis

Percentage of people "somewhat" or "very" worried their financial information will be stolen from...



Based on a nationwide survey of 1,014 randomly selected adults, 18 and over, July 14-20.

Sources: Experian; The Gallup Organization

While 18 percent of Americans say they've experienced some form of identity theft, 25 percent of those under 30 have been victims, according to an Experian-Gallup survey.

While those in the East (20 percent) and West (26 percent) are highly vulnerable, the danger drops sharply in the Midwest (12 percent) and South (15 percent). What's up? Do those young people living on the coasts stuff more credit cards into their designer wallets, or do they spend more time and money online?

And here's something odd: Plenty of people are worried about personal data being stolen - 62 percent fear it happening online, 55 percent in the mail, 53 percent at a store - but a paltry 4 percent have checked their credit reports to see if anything's fishy.

What they don't know won't bite?