



**FOR IMMEDIATE RELEASE**  
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## Identity Theft Top Fear Among Michigan Voters

*MIRS/Rossman Group/Denno-Noor Poll Shows Identify Theft Greater Threat than Job Loss or Terrorism*

**LANSING, Mich.** — According to polling data released today, Michigan voters are more concerned about being a victim of identity theft than they are losing their job, experiencing a health care crisis or falling victim to burglary, terrorist attack or bankruptcy.

“In this high-tech world everyone is a click away from everyone else,” said The Rossman Group CEO Kelly Rossman-McKinney. “Because of that, identity theft has become a major concern among Michigan residents.”

This according to a recent state-wide survey conducted by Denno-Noor Research, in partnership with The Rossman Group, one of Michigan’s top public relations and issue management consulting firms, and Michigan Information & Research Services, Michigan’s leading daily legislative and state government newsletter. MIRS was recently voted the preferred newsletter of Lansing’s political insiders.

The question was worded as follows:

*“Which of the following threats are you most concerned could happen to you or your immediate family (ROTATE) a terrorist attack, a burglary or robbery, you or a family member losing their job, foreclosure of your home, a health care crisis to you or your immediate family, bankruptcy or becoming a victim of identity theft?”*

“According to the results, 29-percent of Michigan residents were most concerned about identity theft,” said MIRS President John T. Reurink, “with fear of a health care crisis just two points back at 27-percent. While we didn’t think it would be the top response, given our relatively open border with Canada, we expected more than 6-percent of the electorate to identify a terrorist attack as the threat that concerned them the most — particularly residents of those communities along the border.”

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The statewide results were as follows:

<b>Statewide Results:</b>	<b><u>Threat</u></b>	<b><u>Percentage</u></b>
	Victim of Identity Theft	29%
	Health Care Crisis	27%
	Losing Job	19%
	Burglary/Robbery	9%
	Terrorist Attack	6%
	Unsure	4%
	Foreclosure of Home	3%
	None of the Above	3%
	Bankruptcy	1%

“The age of the respondent clearly impacted what they believe to be the top threats to them or their family,” said Denno-Noor President Dennis Denno. “Michigan’s oldest voters cite a potential Health Care Crisis as their top concern, while younger voters, in what is probably a reflection of concerns over the state’s current economy, are most concerned about losing their job.”

The following chart reflects the top threats based on age:

<b>Statewide Results:</b>	<b><u>Age Group</u></b>	<b><u>Top Threat</u></b>	<b><u>%</u></b>
	18 – 35	Losing Job	34%
	36 - 49	Victim of Identify Theft	34%
	50 - 64	Victim of Identify Theft	34%
	65+	Health Care Crisis	33%
	Refused	Victim of Identify Theft	33%

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Geographically, the responses were as follows\*:

	<u>SE MI</u>	<u>Central MI</u>	<u>West MI</u>	<u>Tri Cities/ Thumb</u>	<u>Upper L.P.</u>	<u>U.P.</u>	<u>Oakland</u>	<u>Macomb</u>	<u>Detroit</u>	<u>Balance of Wayne</u>
<b>Terrorist Attack</b>	5%	5%	5%	3%	15%	0%	9%	8%	7%	5%
<b>Burglary/Robbery</b>	5%	9%	7%	19%	3%	0%	9%	6%	22%	8%
<b>Job Loss</b>	21%	21%	16%	20%	24%	22%	17%	22%	20%	13%
<b>Home Foreclosure</b>	3%	7%	0%	5%	3%	6%	3%	2%	10%	2%
<b>Health Care Crisis</b>	31%	35%	32%	19%	27%	11%	25%	28%	15%	25%
<b>Bankruptcy</b>	2%	2%	2%	3%	0%	0%	0%	2%	0%	0%
<b>Identity Theft</b>	28%	19%	29%	27%	18%	50%	32%	28%	20%	42%
<b>None of the Above</b>	5%	0%	7%	2%	6%	0%	4%	0%	2%	2%
<b>Unsure</b>	0%	2%	5%	3%	3%	11%	3%	4%	5%	5%

\*All numbers rounded. Thus, totals may exceed 100 percent.

“Voters in the Upper Peninsula (50-percent) and suburban Wayne County (42 percent) were more concerned about identity theft than any other geographic region in the state,” added Reurink. “I find it fascinating that, even with the Michigan economy struggling and continued job loss, voters have a greater fear for something like identity theft than they fear personal economic catastrophe – bankruptcy, foreclosure or job loss.”

“Health care continues to be a top concern for Michigan voters — particularly among an aging baby boomer population — like me — that is moving toward retirement and confronting health issues associated with growing older,” added Rossman-McKinney. “Generally, when we talk about fears or threats, the issues that tend to bubble to the top are those for which the public has limited experience, understanding and/or control. Voters understand the threat of terrorism, it’s on their TV screen every night – and currently we are not in a high state of alert. People can lock their doors and form neighborhood watches to prevent burglary, and can take action to protect their own financial future. That’s why when we talk about identity theft there is so much fear — it’s born of a lack of understanding and knowledge of the steps necessary to protect themselves. We feel naked and exposed, and that ain’t a pretty sight.”

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**Methodology:**

**This survey was part of the inaugural Rossman Group/MIRS/Denno-Noor Quarterly Survey of the Michigan electorate. 600 respondents were surveyed between February 21 and February 23, and the participation was stratified based on census data and past voter behavior. A screen was employed to include only those participants who said they intended on voting, either at the polls or by absentee ballot, in the November 2008 Election. The margin of error is plus/minus 4 percent.**