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FTC Data Insights: Scams Impacting Older Adults

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NAPSA Forum
June 26, 2025

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ReportFraud.ftc.gov

Report to help fight fraud!

[Report Now →](#)

Protect your community by reporting fraud, scams, and bad business practices.

How it works

Tell us what happened
Report a scam, a company, or an unwanted call.

Get your next steps
Find out what you can do to protect yourself.

Help stop fraud
We use and share reports with our law enforcement partners to help with investigations.

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Consumer Sentinel Network



2.6 million fraud reports

38% reported a loss



\$12.8 billion total fraud losses | **\$499** median loss

Figures are based on 2024 reports.

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Protecting Older Consumers 2023–2024

A Report of the
Federal Trade Commission

Federal Trade Commission
October 18, 2024



A deep dive into
Sentinel reporting by
older adults – released
each year in October.



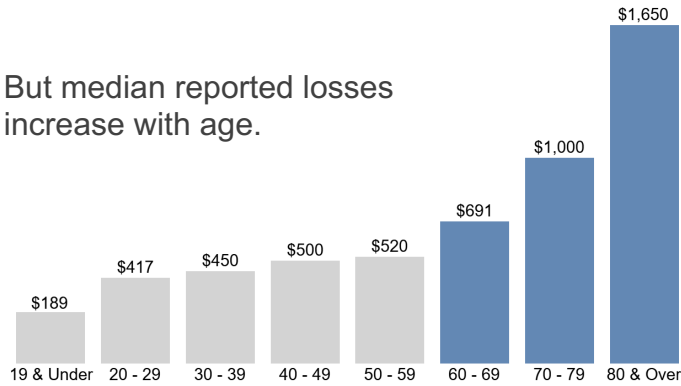
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Reporting rates & median losses by age

Younger adults (18-59) are **more likely** than people 60+ to report losing money to fraud.

But median reported losses increase with age.



Figures are based on 2024 fraud reports that included age data.



Age differences by fraud type

Younger adults (18-59) are much *more likely* to report losses to . . .

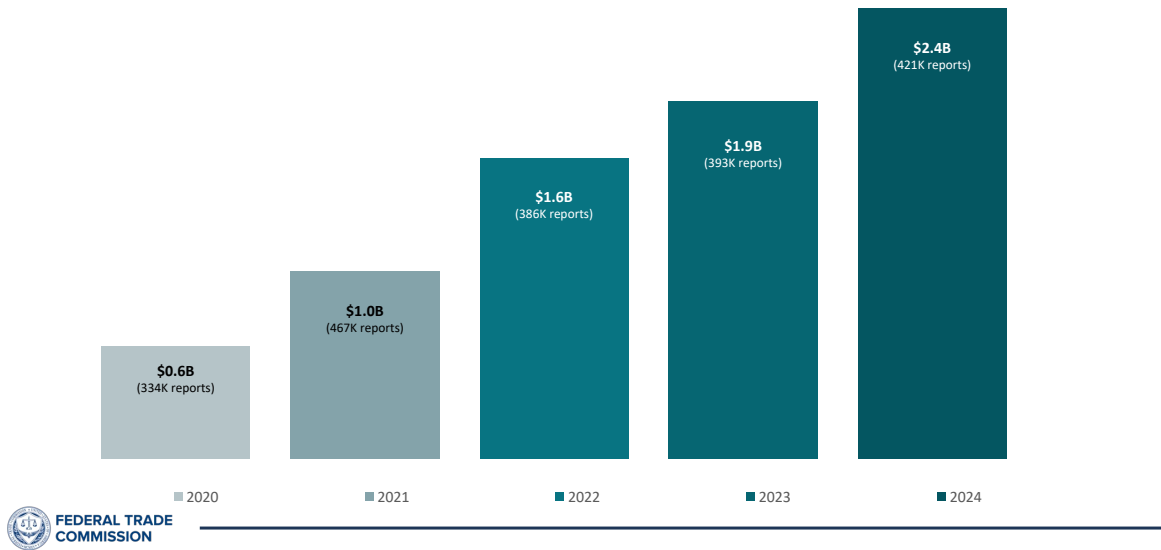
- Online shopping scams
- Investment scams
- Job scams

Older adults (60+) are much *more likely* to report losses to . . .

- Tech support scams
- Prize, sweepstakes, & lottery scams
- Government impersonation scams




Older adults' fraud losses and reports by year



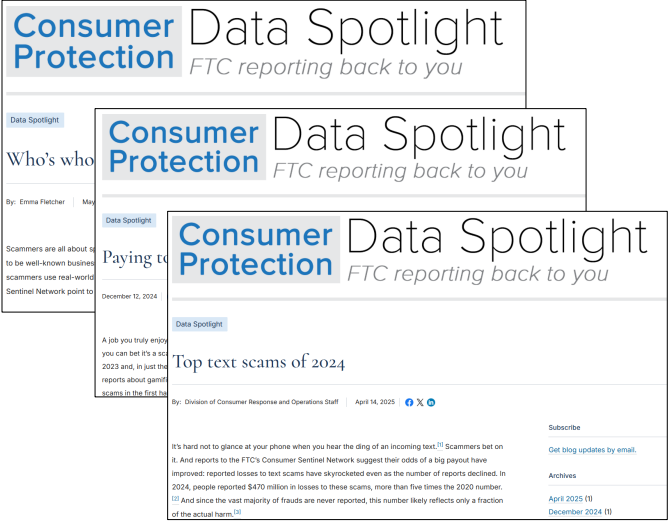
7

Spotlight on Text Scams

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2.6 million
fraud reports




Consumer Protection Data Spotlight
FTC reporting back to you

Who's who

Paying to

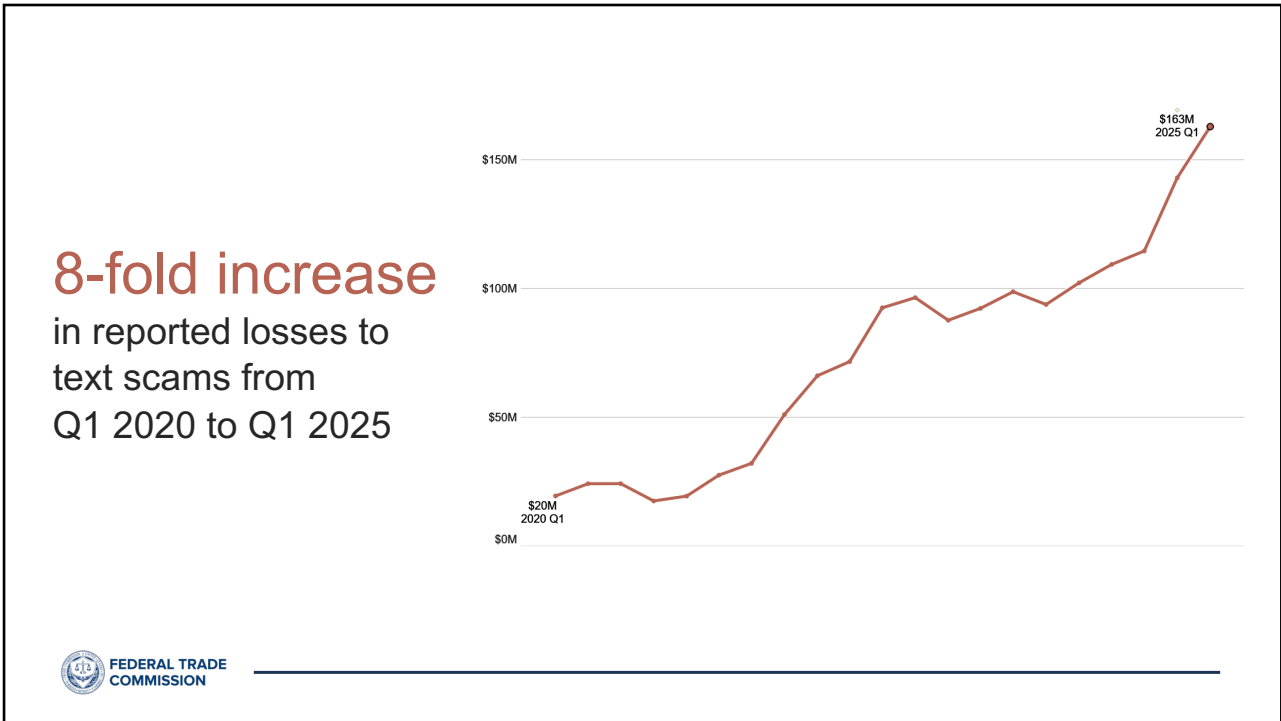
Top text scams of 2024



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ftc.gov/Spotlight

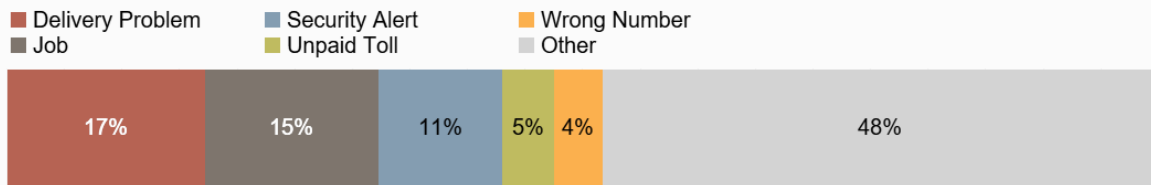
9



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Top text scams

In 2024, people who reported a scam that started with a text message described these top five types.



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Why text scams?

- Text message **open rates as high as 98%**, and response rates as high as 45% (compared to email open and response rates of 20% and 6%).
- **More common than any other communication method**, including voice or email.

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Never click on links or respond to unexpected texts. If you think it might be legit, contact the company using a phone number or website you know is real. Don't use the information in the text message.



Stop unwanted text messages before they reach you. There are a few ways to [block unwanted texts](#).



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Free FTC Resources

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Pass It On – a campaign designed for older adults

- fact sheets
- bookmarks
- online articles
- ready-to-go presentations



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Order free materials



Gift Card Scams Bookmark

Help protect people against gift card scams with this bookmark.



How to Avoid a Scam

Recognizing common signs of a scam could help you avoid falling for one.

ftc.gov/bulkorder



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What To Do if You Were Scammed



Find out what to do if you paid someone you think is a scammer, or if you gave a scammer your personal information or access to your computer or phone.

[If You Paid a Scammer](#)

[If You Gave a Scammer Your Personal Information](#)

[If a Scammer Has Access to Your Computer or Phone](#)

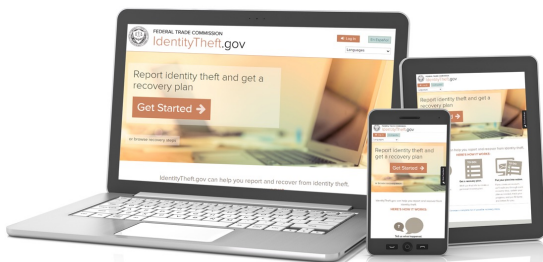
[Report a Scam to the FTC](#)

www.consumer.ftc.gov/articles/what-do-if-you-were-scammed



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Report Identity Theft and Get a Plan to Recover



English

IdentityTheft.gov

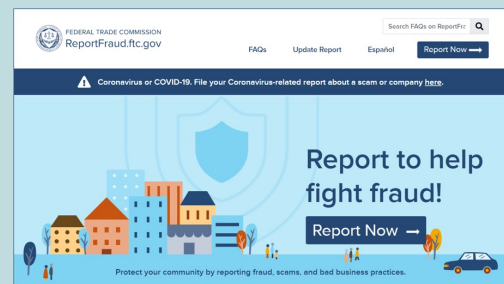
Spanish

RobodelIdentidad.gov



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Report Fraud to the FTC



English


ReportFraud.ftc.gov

Spanish


ReporteFraude.ftc.gov



Welcome to the Consumer Sentinel Network


 Brought to you by the Federal Trade Commission

As a CSN member you can




Search

Search millions of FTC consumer complaints and those of over 40 data contributors.




Report

Submit complaints and share them with domestic and foreign law enforcement officials.



Collaborate & Connect

Connect with thousands of other law enforcement officials.



View

View the latest news in consumer protection.

Here's how to register

1

Check if your organization is currently a CSN member.

Organization Lookup

2

If your organization is currently a CSN member, proceed to creating your own CSN account.


Create My User Account

3

If your organization is not a CSN member, register your organization first before creating your own CSN account.

Register Organization

<https://register.consumersentinel.gov>





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Questions





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