

Adults ages 55+ submitted **36.9%** of published reports on BBB Scam Tracker in 2025.



Ages 65+ and 25–34 reported the **highest median dollar loss** of all age groups.



People aged 65+ reported the **highest susceptibility** (percentage of those who reported losing money when targeted by a scam) of all age groups.



Older people were more likely to report losing money **when targeted by online classifieds and internet messaging** than other age groups.



Older adults were more likely to report a monetary loss via **prepaid/gift card and check** than other age groups.

Compared with all consumers, **ages 55+ submitted a higher percentage of reports with a dollar loss** (susceptibility). Ages 55–64 reported a lower median dollar loss than all consumers, while **ages 65+ reported a higher median dollar loss**.

	SUSCEPTIBILITY	MEDIAN \$ LOSS
All consumers	39.8%	\$93
Ages 55–64	40.9%	\$90
Ages 65+	43.2%	\$100

Riskiest scam types for older adults.

	NO. 1 RISKIEST	NO. 2 RISKIEST	NO. 3 RISKIEST
Ages 55–64	Investment/ cryptocurrency	Employment	Online purchase
Ages 65+	Investment/ cryptocurrency	Romance/ friendship	Online purchase

10 tips for avoiding a scam

Read more tips at:

BBB.org/all/scamtips



- 1 Never send money to someone you have not met face-to-face.** Beware of online friends who ask for money or offer investment opportunities, including scenarios involving cryptocurrency.
- 2 Don't click on links or open attachments in unsolicited email or text messages.** If the person claims to be somebody you know or a well-known organization, contact the person directly or go directly to your account to confirm the details.
- 3 Avoid making quick purchases while browsing social media.** Research the website before paying for a product/service.
- 4 Don't believe everything you see or read.** Scammers are great at mimicking official seals, fonts, websites, and other details.
- 5 Beware of offers that seem too good to be true.** Be cautious of perfect job offers, highly reduced prices on products/services, or investment opportunities that claim to be "risk free."
- 6 Be extremely cautious when dealing with anyone you've met online.** Never share personally identifiable information with someone who has contacted you unsolicited.
- 7 Don't be pressured to act immediately.** Instead, take the time to do more research or reach out to a third party to discuss the situation.
- 8 Use secure, traceable transactions when making payments for goods, services, taxes, and debts.** Prepaid/gift cards, for example, cannot be traced.
- 9 Whenever possible, work with businesses that have proper identification, licensing, and insurance.** Research the company first at [BBB.org](https://www.bbb.org).
- 10 Be cautious about what you share on social media.**

Each year, BBB's educational foundation, the BBB Institute for Marketplace Trust, publishes the *BBB Scam Tracker Risk Report*, spotlighting the riskiest scams facing consumers and businesses, as well as the latest scam tactics being used by those perpetrating scams in the marketplace.



Read the full report:
[BBBMarketplaceTrust.org/RiskReport](https://www.bbb.org/MarketplaceTrust.org/RiskReport)



Report a scam:
[BBB.org/ScamTracker](https://www.bbb.org/ScamTracker)



Boost your scam knowledge:
[BBB.org/ScamPrevention](https://www.bbb.org/ScamPrevention)



Get resources to recover from a scam:
[BBB.org/ScamSurvivalKit](https://www.bbb.org/ScamSurvivalKit)