



## RACE AND SCAM SUSCEPTIBILITY:

# KEY RISK FACTORS FOR OLDER AFRICAN AMERICANS

While a growing body of research has uncovered risk factors tied to vulnerability to scams among older adults, most studies have focused on white adults. Little is known about which risk factors are most important for people of color. In this study, we examined the risk factors associated with scam susceptibility in African American older adults. The complete study findings are documented in a peer-reviewed publication that [can be found here](#).



### Top 3 Risk Factors For Scam Susceptibility



#### Semantic Memory

General knowledge about the world. This includes things like facts, meanings, concepts and ideas that are acquired throughout life.

**Lower levels of semantic memory may pose an important risk for losing money to scams.**



#### Psychological Well-being

Overall emotional health and psychological functioning. **Poor psychological well-being is tied to a higher susceptibility to scams.**



#### Financial & Health Literacy

The ability to use financial and health information effectively and use it to make good health and financial outcomes. **Deficits in financial and health literacy can render older adults vulnerable to scams.**

### These factors are NOT unique to African Americans

The characteristics that can render older African Americans susceptible to scams also render older white adults susceptible. Poor semantic memory, decreased psychological well-being and poor financial and health literacy are key risk factors for both populations.

## Key Takeaways

Among African Americans, those with poor semantic memory, lower psychological well-being and decreased financial and health literacy are at high risk for losing money to scams.

Similar characteristics render African American and white older adults susceptible to losing money to scams.

#### ABOUT THIS STUDY

Data from this study were obtained from a sample of 383 African American participants from the Rush Memory and Aging Project, the Minority Aging Project and Rush Clinical Core. Participants came from various retirement communities throughout the Chicago metropolitan area and surrounding suburbs.

A comparative sample of 1,128 white older adults was drawn from these cohorts.