



Spot #21: Senior Fraud Introduction

TIME: 45 seconds (without intro and outro)

(INTRO)

Victims of financial con artists can be of any age, race, income status or education level. However, there's one group scammers like to prey on more than others: Seniors.

Seniors are more likely to have "nest eggs." They are more trusting and often find it harder to say "no," making them ideal targets.

Seniors are defrauded in alarming numbers. One national study found that *80 percent* of seniors fell for a fraudulent investment when approached, compared to just 20 percent of other age groups.

And with increased life expectancies and the aging Baby Boomer population, our senior numbers are growing, giving these scammers more targets than ever before.

Starting tomorrow, we'll begin examining the schemes involving seniors.

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Outro