2025 Fraud Survey

The Fraud Crisis in America:

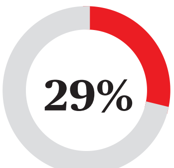
How Hispanic Consumers Feel, What They Know and Their Actions that Pose Risks.

Theft through fraud has risen exponentially over the last five years. According to a recent report from the Federal Trade Commission (FTC), reported fraud losses surged to $12.5 billion in 2024, a 25% increase from the previous year. This rise was driven by an increase in the percentage of people reporting financial losses due to fraud, which grew from 27% in 2023 to 38% in 2024.

How They Feel About Fraud

61% worry about scams and fraud

Their **top concern**:



Becoming a victim

Those very concerned about fraud increased from 2024 (40%) to 2025 (43%)

Their Actions That Pose Risks for Fraud

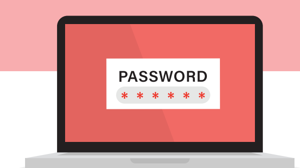
65% Don't use distinctly different passwords for all their accounts

63% Download free apps on social media

60% Don't use a virtual private network (VPN) when using public Wi-fi

57% Take online quizzes/surveys on social media

42% Use their social media accounts to log into other online accounts



Their Experiences With Fraud

41% **Have experienced fraud** (i.e., money stolen through deception or sensitive information obtained and used fraudulently).

Most **did not report the crime** to local law enforcement (80%), the FBI or FTC (82%).

Additionally, most (60%) **did not warn others** about their fraud experience

What They Know About Fraud

74% Can't recognize a cryptocurrency ATM machine

43% Don't feel confident about their ability to recognize fraud attempts that are driven by artificial intelligence

Source: The Fraud Crisis in America: How Adult Consumers Feel, What They Know, and Their Actions that Pose Risks. Fielded on February 6-10, 2025, the nationally representative survey includes 318 Hispanic adults.

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