

Overview

Scams come in various forms, and Better Business Bureau's International Investigations Initiative has mapped out some of the most popular in its Scam Studies. Here's what you should know to keep yourself and others safe from fraud

59,594 scams reported in 2023
51% reports indicate monetary loss
\$119 median loss across all scam types

Most risky scams

1. [Online purchase scams](#)
2. [Employment scams](#)
3. [Cryptocurrency scams](#)

Quick Facts

- People ages 18 to 24 reported a higher median dollar loss than all other age groups at \$220
- Social media was the most likely contact method for younger scam victims
- In 2022 alone, BBB Scam TrackerSM helped consumers avoid losing an estimated \$21 million to scammers

Sources: 2022 Better Business Bureau Institute for Marketplace Trust Scam Tracker Risk Report

Study highlights

Scammers impersonate [payday lending companies](#) to pressure victims into paying fake overdue fees and taxes

- *In some cases, losses were so large that victims lost their homes*

Fraudsters prey on [timeshare owners](#) promising quick relief for hard-to-escape timeshares

- *From 2020-2022, that type of deception led consumers to report more than \$3 million in monetary losses*

[Pet scams](#) surged during the pandemic, as scammers duped the public with fake border fees and kennel charges

- *A costly scam to victims, where the average loss in 2022 hit \$850*

[Report scams](#)

