

DATA at a Glance

SNAPSHOT OF 2016

Total Number of BBB
Scam Tracker Reports

32,781

Susceptibility (i.e., % of
reports that included \$ loss)

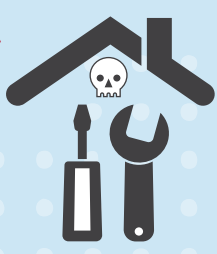
18.8%

Median Dollar Loss

\$274

TOP 5 MOST RISKY SCAMS¹

#1



Home Improvement Scams

Door-to-door solicitors offer quick, low-cost repairs and then either take payments without returning, do shoddy work, or “find” issues that dramatically raise the price.

#2



Fake Check Scams

You deposit a phony check and then return a portion by wire transfer to the scammer. The stories vary, but you will often be told you are refunding an “accidental” overpayment.

#3



Employment Scams

You are led to believe you are applying or have just been hired for a promising new career while you have, in fact, given personal information or money to scammers for “training” or “equipment.”

#4



Online Purchase Scams

These cons often involve purchases and sales on direct seller-to-buyer sites. A buyer may send a fake check, or a seller may simply never deliver the item.

#5



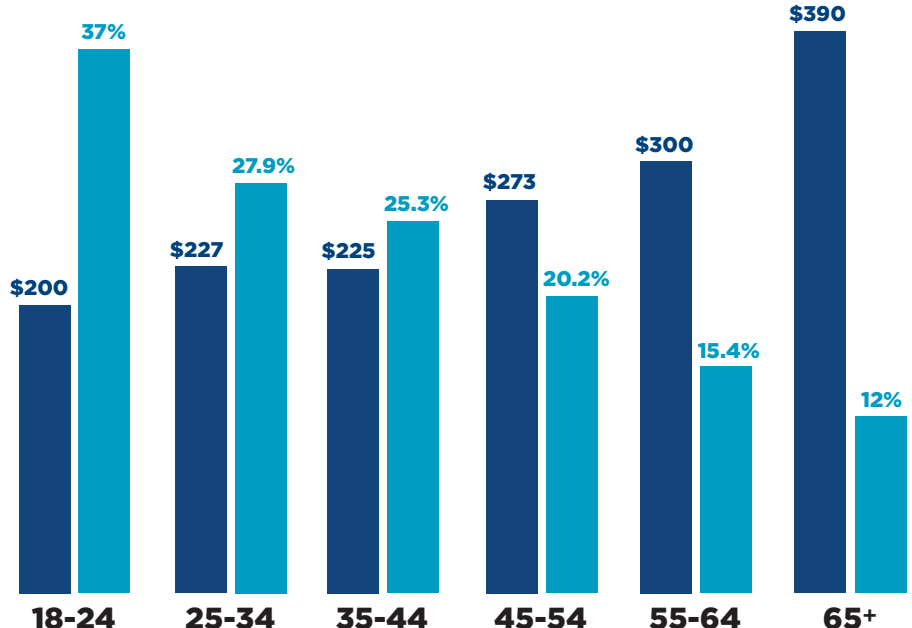
Advance Fee Loan Scams

A loan is guaranteed but, once you pay upfront charges, such as taxes or a “processing fee,” the loan never materializes.

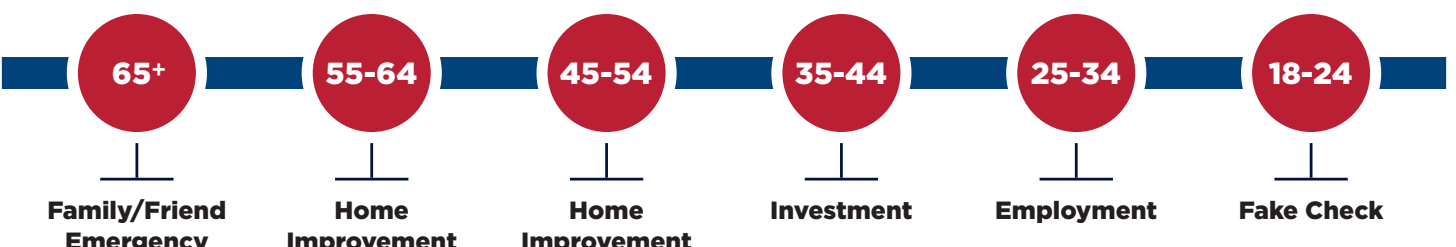
HIGHLIGHTS BY AGE²

Susceptibility decreases with age, but when losses occur, they are higher in the older age groups.

Median \$ Loss
% Susceptibility



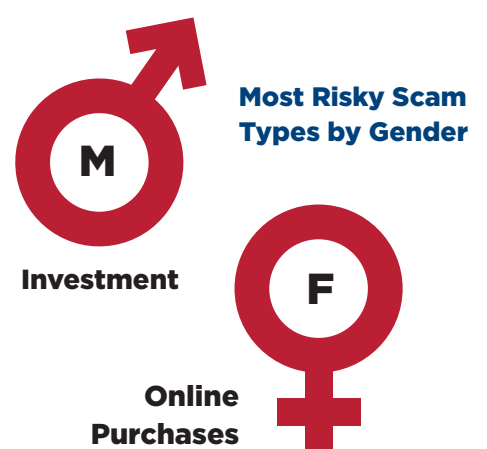
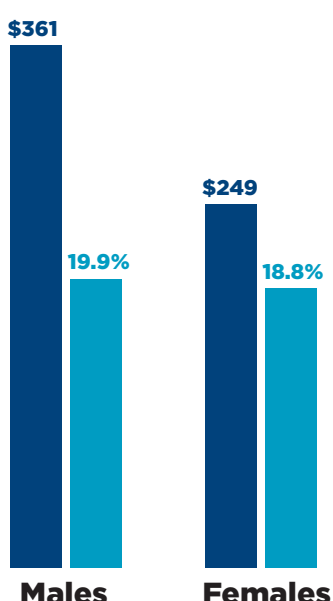
Most Risky Scam Types by Age



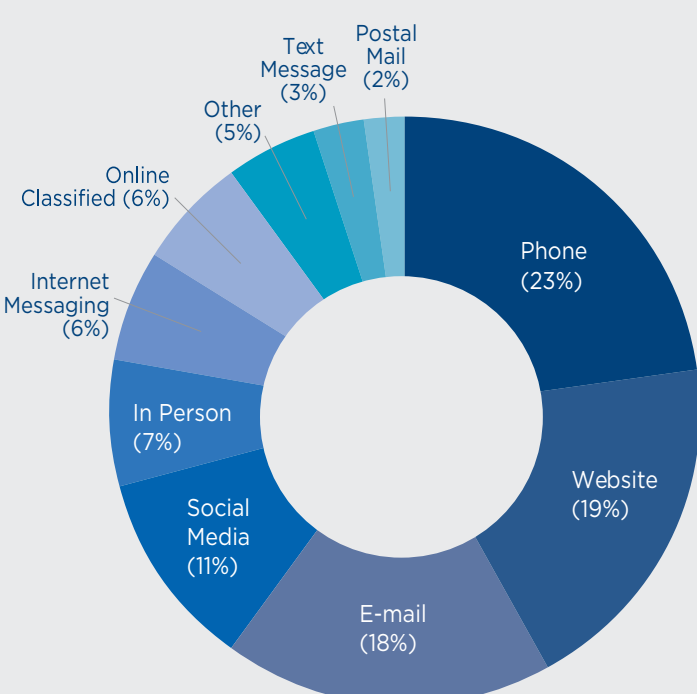
HIGHLIGHTS BY GENDER

Gender differences in susceptibility are small, but the dollar losses reported are much higher for men.

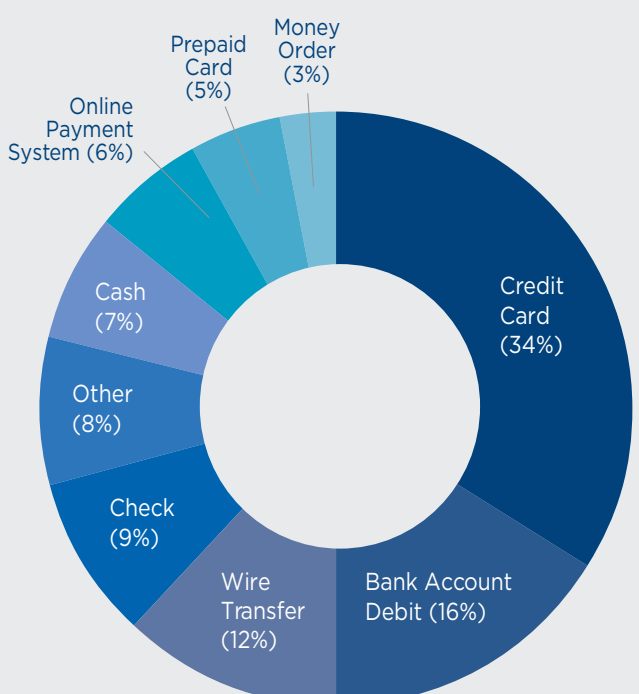
Median \$ Loss
% Susceptibility



MEANS OF CONTACT³



PAYMENT METHODS



¹ The formula for calculating the BBB Risk Index is Exposure X Susceptibility X Median Loss/Overall Median Loss X 1,000.

² Excludes scam types with less than 30 reports for the specified group.

³ Excludes reports where no monetary loss occurred.

Report scams. Learn about scams. Protect yourself. Visit bbb.org/scamtracker