8.1% Of marketers said that more than 80% of their blog posts contained some type of visual.

9.2% Of marketers said that between 50% and 80% of their blog posts contained at least one visual.

Of marketers said that less than 50% of their blog posts contained visuals.

Reported losing money to a COVID scam

Total COVID related scams

Median amount lost

**Better Business Briefing COVID-19 Scams**

*Data collected from BBB Scam Tracker from March 1 to Oct. 19, 2020*

### 35-54 year-old most susceptible

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Exposure %</th>
<th>Susceptibility %</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34 yrs</td>
<td>25%</td>
<td>68%</td>
</tr>
<tr>
<td>35-54 yrs</td>
<td>45%</td>
<td>73%</td>
</tr>
<tr>
<td>55+ yrs</td>
<td>30%</td>
<td>63%</td>
</tr>
</tbody>
</table>

**Females at highest risk**

- Males: 29% Exposure, 65% Susceptibility
- Females: 71% Exposure, 68% Susceptibility

**Most common types of scams**

- Masks: 29
- Employment: 12
- Stimulus, grants, loans: 11
- Pets: 3

**Top ways consumers lose money**

- Website: 39%
- Social Media: 26%
- Email: 17%

**Median amount of money lost per scam**

$80

Stay protected and combat scams at BBB.org/ScamTracker