



# New Risks and Emerging Technologies

**2019**

**BBB Scam Tracker<sup>SM</sup>  
Risk Report**





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# Introduction

The BBB Institute for Marketplace Trust (BBB Institute), the educational foundation of the Better Business Bureau® (BBB), presents the *2019 BBB Scam Tracker Risk Report: New Risks and Emerging Technologies*. This annual report uses data submitted by consumers to BBB Scam Tracker<sup>SM</sup> ([BBB.org/ScamTracker](https://www.bbb.org/ScamTracker)). It sheds light on how scams are being perpetrated, who is being targeted, which scams have the greatest impact, and much more. Highlights of the 2019 report are provided in Figure 1.

BBB has been building trust between consumers and businesses for more than 100 years. The *BBB Scam Tracker Risk Report* is a critical component in our fight to create consumer awareness and reduce scams. Along with our ongoing research and educational programs, the BBB Institute aims to empower consumers and businesses to take action against fraud. Our efforts seek to limit the financial and emotional damage inflicted upon victims, and to create a level playing field where ethical businesses prosper. The very existence of BBB Scam Tracker empowers consumers to avoid scams and fraud; 21.8 percent of those who visited the crowd-sourced tool said BBB Scam Tracker helped them avoid a scam, with 60.4 percent saying they visited the site to see if a situation they were experiencing could be a scam.

The data and insights provided via BBB Scam Tracker tell the full story about the impact of scams. BBB Scam Tracker data enables us to explore differences in risk borne by particular subsets of the population and provide useful insights for creating effective messaging on how to avoid falling prey to scams. The BBB Risk Index (Figure 2) is a multidimensional approach to evaluating scam risk that considers three dimensions: exposure, susceptibility, and monetary loss. This information enables us to provide a more meaningful measure of the relative risk of a given scam type.

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This report would not be possible without the consumers and business leaders who shared their stories via BBB Scam Tracker. Thanks to their willingness to come forward, we are able to provide valuable insights about how to stop fraudsters and prevent others from becoming scam victims. We extend our thanks to the more than 185,000 citizen heroes who chose to speak out by reporting scams.

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## About BBB Scam Tracker<sup>SM</sup>

Data in the *2019 BBB Scam Tracker Risk Report* is provided via BBB Scam Tracker, an online tool that enables consumers and businesses to report scams and suspicious activities to BBB and warn others about similar cons. By using technology to collect information from consumers and businesses, and utilizing the power of our network of Better Business Bureaus working in communities across the United States and Canada, BBB Scam Tracker maximizes our efforts to educate consumers and stop fraudsters.

The scam reports submitted to BBB Scam Tracker are made available to the general public via an interactive website. The website features a searchable “heat map” that allows users to view the number and types of scams reported in their communities. This enables consumers and businesses to take action by sharing their knowledge and reporting fraudulent behavior they’ve encountered.

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By working together, we can all fight back against scammers who steal billions of dollars and erode marketplace trust.

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## Snapshot of 2019

In 2019, more than 37,000 scam reports were published on BBB Scam Tracker. Businesses and individuals across North America, representing a cross section of the population, filed these reports. We classified scam reports into 30 scam types (Appendix A) and an “other” category, which represented 5 percent of all reports. The data collected included a description of the scam, the dollar value of any loss, and information about the means of contact and method of payment.<sup>1</sup> The BBB Scam Tracker tool also collected optional demographic data—age, gender, and postal code—about the victim or target, along with military and/or student status. See Appendix B for more detailed data by scam type. The total number of scams reported to BBB Scam Tracker in 2019 declined to 37,283 from the 50,559 scams reported in 2018.

About 1.2 million people visited BBB Scam Tracker in 2019, and a January 2020 survey helped us understand how these individuals used the tool: 60.4 percent used BBB Scam Tracker to verify whether they were dealing with a potential scam. In addition, 20.4 percent wanted to protect themselves and their loved ones by proactively learning about scams happening in their area. **BBB Scam Tracker was able to save, per our initial estimates, \$42 Million in 2019 by helping 21.8 percent of unique visitors avoid being scammed.**

The impact of BBB Scam Tracker and the Better Business Bureau goes far beyond the tool itself. Our partnerships with local and national media resulted in 4,700 media mentions of BBB Scam Tracker in 2019 alone. In addition, local BBBs present workshops across the United States and Canada that reach vulnerable populations with limited or no access to online resources.

Both the overall reported median dollar loss and the susceptibility (the percentage of consumers who lost money when exposed to a scam) increased from 2018 to 2019, as shown in Table 1.

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<sup>1</sup> All dollar values in this report have been converted to USD.

**TABLE 1**

### Snapshot of 2019 Compared with 2017/2018



The median dollar loss rose 5.3 percent, up from \$152 in 2018 to \$160 in 2019, but remained lower than in 2017, when it was \$228. More alarming is that consumers seem to be more likely to lose money when exposed to a scam. Susceptibility continues to climb, from 15.8 percent in 2017, to 29.5 percent in 2018, to 35.1 percent in 2019. This rise of 19.0 percent over last year, as well as the 122.2 percent increase since 2017, may be related to the rise in online purchase scams, which made up 24.3 percent of all scams reported to BBB Scam Tracker (up from 20.6 percent in 2018 and 9.7 percent in 2017). In 2019, a staggering 81.2 percent of consumers reported losing money to online purchase scams. This is extremely high when compared to the overall susceptibility of 35.1 percent.

A new scam category was added to BBB Scam Tracker in mid-2018 to account for reports involving cryptocurrencies. In 2019, these scams jumped from a small subsection of investment scams to the second riskiest scam for consumers overall. Cryptocurrency scams also tied romance scams for the highest median dollars lost, at \$3,000, up from \$900 in 2018. The reported scams were a combination of situations: 32.0 percent involved the purchase of cryptocurrencies as a form of payment for goods, services, or cash, and 23.4 percent involved the purchase of digital assets as an investment opportunity. The sites used to complete these exchanges varied, but 31.0 percent of cryptocurrency scams with a financial loss involved a company called C2CX, which is based in China (outside of BBB's North American purview).

The full report offers greater detail about specific scam types as well as the demographic groups that are most vulnerable to certain types of scams. We encourage readers to dig deeper into the data and insights provided here. More must be done to ensure consumers do not fall for the tactics and persuasions commonly used by scammers. The *2019 BBB Scam Tracker Risk Report* is one piece of a larger, multifaceted consumer education effort.

▶ More must be done to ensure consumers do not fall for the tactics and persuasions commonly used by scammers.



FIGURE 1

2019 RISK REPORT HIGHLIGHTS

37,283 Scams REPORTED IN 2019

RISKIEST SCAM BY AGE

18-54

EMPLOYMENT

55-64

ROMANCE

65+

TRAVEL/ VACATION/ TIMESHARE



EMPLOYMENT

was the RISKIEST SCAM for both men and women, as well as for students and military spouses



ONLINE PURCHASE

was both the MOST COMMON SCAM (largest exposure) and SCAM TYPE WITH THE MOST VICTIMS (highest susceptibility)



CREDIT CARD

TOP PAYMENT METHOD

used to pay scammers (2016-2019)



PHONE

TOP MEANS OF CONTACT

used to approach victims (2016-2019)

THE 5 RISKIEST SCAMS

1

EMPLOYMENT



A job offer comes with high pay, options to work remotely, and flexible hours. To get the job, a candidate must complete forms that require personal and/or sensitive information and may be required to "purchase equipment" with part of the proceeds of what turns out to be a fake check.

2

CRYPTOCURRENCY



Cryptocurrency is purchased from, traded by, or stored with a person or exchange site that turns out to be fraudulent. Sometimes these digital assets are purchased as part of a fraudulent Initial Coin Offering (ICO), in which investors are scammed into paying money or trading digital assets for a company or product that never materializes.

3

ONLINE PURCHASE



A buyer makes a purchase online from an individual seller or company, but the item never arrives. Or, in other scenarios, a person sells an item online, but the check received for payment is fake.

4

FAKE CHECK/ MONEY ORDER



A check is sent to a consumer that contains an "accidental overpayment" or some other overage. The consumer is asked to wire back the excess money. The check appears real and "clears," so the consumer thinks it is okay to withdraw funds, but weeks later the bank discovers the check is phony. The consumer now owes the withdrawn funds to the bank plus penalties and fees.

5

ADVANCE FEE LOAN



A loan is "guaranteed," but comes with upfront charges, including taxes or "processing fees." When the charges are paid, the loan never materializes and the applicant is left with larger debts.

# BBB Risk Index

## A Three-Dimensional Approach to Measuring Scam Risk

To better understand which scam types pose the highest risk, we assess scams on the basis of three factors: exposure, susceptibility, and monetary loss. By combining these three factors, we gain a more meaningful picture of scam risk that goes beyond merely the volume of reports received. This helps us better target our scam prevention outreach. We call this unique formula the BBB Risk Index (Figure 2).

Risk cannot be determined by viewing just one of these factors in isolation. Scams that occur in high volumes typically target as many victims as possible but yield a lower likelihood of loss and potential losses of smaller amounts. In comparison, scams with a “high-touch” approach often reach fewer individuals, but those individuals exposed are often more likely to lose money in the con.

The BBB Risk Index does not factor in the emotional and psychological harm scams can inflict or the damage done in diminishing trust between consumers and businesses. It does, however, provide a more accurate way to assess which scams have the largest effect on those reporting to BBB Scam Tracker—and helps track changes in risk from year to year.<sup>2</sup>

**FIGURE 2**

### BBB Risk Index

The formula for calculating the BBB Risk Index for a given scam in a given population is

**Exposure x Susceptibility x (Median Loss / Overall Median Loss) x 1,000.**

The 2019 overall median loss was \$160.

### BBB RISK INDEX



#### EXPOSURE

is a measure of the prevalence of a scam type, calculated as the percentage of a particular scam type as part of the total scams reported.

#### SUSCEPTIBILITY

is a measure of the likelihood of losing money when exposed to a scam type, calculated as the percentage of all reports that reported a monetary loss.

#### MONETARY LOSS

is calculated as the median dollar amount of losses reported for a particular scam type, excluding reports where no loss occurred.

<sup>2</sup> It is important to acknowledge that no measure of risk is without limitations. The BBB Risk Index is calculated using data collected through BBB Scam Tracker, which is limited by the very nature of self-reporting as an imperfect measure of the extent of the problem. Because of the embarrassment associated with being a scam victim, it is likely that there is significant underreporting of scams. Moreover, although local BBBs review reports to determine whether they describe what a reasonable person would believe to be a scam, these reviews do not validate consumer allegations.

# 10 Riskiest Scams of 2019

Table 2 lists the 10 riskiest scam types based on all reports submitted to BBB Scam Tracker in 2019. The biggest change from 2018 to 2019 in the top 10 riskiest scams is the appearance of cryptocurrency scams for the first time as the second riskiest scam type. Cryptocurrency scams resulted in a median dollar loss of \$3,000 in 2019, up from \$900 in 2018; this is significantly higher than the overall median dollar loss of \$160. Employment scams are again the top riskiest scam type, with exposure, susceptibility, and median dollar loss up from 2018; the median dollar loss for these scams increased from \$1,204 in 2018 to \$1,500 in 2019. Online purchase scams dropped one place to the third riskiest, also with an increase in exposure, susceptibility, and median dollar loss. Investment, tech support, and romance scams all had notable increases in median dollar loss from data reported in 2018.

**TABLE 2**

## Riskiest Scams in 2019

RANK		SCAM TYPE	BBB RISK INDEX	EXPOSURE		SUSCEPTIBILITY		MEDIAN \$ LOSS	
2019	2018			2019	2018	2019	2018	2019	2018
1	1	Employment	153.6	9.3% ↑	9.1%	17.7% ↑	13.7%	\$1,500 ↑	\$1,204
2	NA	Cryptocurrency	93.8	0.7% ↑	0.3%	68.5% ↑	63.6%	\$3,000 ↑	\$900
3 ↓	2	Online Purchase	93.6	24.3% ↑	20.6%	81.2% ↑	75.2%	\$76 ↑	\$75
4 ↓	3	Fake Check/ Money Order	72.7	4.7% ↑	4.0%	16.6% ↑	14.6%	\$1,490 ↓	\$1,500
5	5	Advance Fee Loan	64.5	3.1% ↑	3.0%	41.8% ↓	42.8%	\$794 ↑	\$675
6	6	Romance	64.3	0.6% ↓	0.8%	53.6% ↑	44.4%	\$3,000 ↑	\$2,500
7 ↓	4	Home Improvement	64.2	1.0%	1.0%	60.1% ↑	52.8%	\$1,800 ↑	\$1,745
8	8	Investment	58.7	0.6% ↑	0.5%	61.4% ↓	62.4%	\$2,550 ↑	\$1,965
9 ↓	7	Tech Support	40.2	4.2% ↓	5.3%	30.7% ↓	31.7%	\$500 ↑	\$403
10 ↓	9	Travel/Vacation/ Timeshare	34.1	1.0%	1.0%	49.2% ↑	32.7%	\$1,097 ↓	\$1,875





## Employment Scams Utilize “High-Touch” Approach

Employment scams are a good example of a high-touch approach, where scammers take the time to prepare elaborate setups. Scammers conduct in-depth interviews via Google Hangouts and other online technologies, provide employment forms, and ask their targets to perform job duties before the scam is discovered. What makes these scams particularly risky is the fact that they made up 9.3 percent of all scams reported to BBB Scam Tracker in 2019. These scams often offer part-time, flexible jobs that fit within the growing gig economy.<sup>3, 4</sup> Employment scams result in a high median dollar loss, which has been increasing year over year: \$1,500 in 2019, up 24.6 percent from 2018 (\$1,204) and 87.5 percent from 2017 (\$800). Employment scams often involve other types of scams as well, especially fake check scams.

*Melissa, a college student from Wisconsin, shared her story with us. See page 25 for more about scams and students:*

“I received an email from Job Placement and Student Services at my school. The email was from a student account and stated that there was a job that was recruiting, looking for people who wanted a part-time job. They said how they had tried it and made \$300 and that you could make up to \$300 a week.... I figured since it was from my school it wouldn't be a scam (I had no idea the email system had actually been compromised). I went on the website and filled out an application and a few days later I was contacted via email and text from Jerome Harris, that they would be mailing information to my house. I received details in the mail...I would be a secret survey shopper for Best Buy and I also received a check for \$1,700. I was told to deposit the check and to buy Best Buy gift cards with it. They said if I did the survey within 48 hours of receiving it, I would make \$300, if I waited longer than that, I would make \$200. I went to Best Buy [the next day] and bought the \$1,400 of gift cards like they said. The clerk tried to warn me about these kinds of scams, but the letter said specifically not to tell anyone what the gift cards were for, or I would forfeit the secret shop—so I made up a different reason. They then told me to take a picture of the cards and the filled-out survey and text it to them. I did this and was told that they would be sending out my next assignment. I looked at my bank account today and saw the \$1,700 check had bounced, due to it being a fake. I had never heard of this scam before. **I would tell other students to double-check employment opportunities in-person with their schools and make sure it was actually sent from their office.**”

<sup>3</sup> Nearly one-third (32%) of employed Americans earned money from work outside of their main employment in 2018, with 17 percent taking on a work assignment through a gig economy website or app, according to the latest U.S. Financial Capability Survey. (FINRA Investor Education Foundation, 2019. USFinancialCapability.org)

<sup>4</sup> In 2016, participation in the gig economy was 8.2 percent of Canadian workers ages 15 and older—up from 5.5 percent in 2005, according to a 2019 study by Statistics Canada. <https://www150.statcan.gc.ca/n1/daily-quotidien/191216/dq191216d-eng.htm>

*Jose from Arizona shared his experience  
with a cryptocurrency scam:*

“I was scrolling my Instagram when a person named Elizabeth sent me a private message about cryptocurrency trading. I was desperate at that time and she got me interested because of the earnings. She [said she would] manage my account [and] do all the trading. She sent me the wallet address through WhatsApp, and from there I would go to a bitcoin ATM. To do the deposit initially I started at \$100, then later boosted it to \$150, and created a password and username on Fastcoinbitsoptions.com. I would deposit money to her bitcoin account and watch the money increase. The problem is I trusted her and that’s the lesson I’ve learned. They always say to “trust me.” After about two months I asked to withdraw the funds, and was shown a bank site, which looked fake. They told me I needed to pay \$500 to the bank for a code to withdraw the \$25,000 I had in my account. In total I lost about \$1,200 – I was so frustrated. **My advice is to talk to someone or a friend before making any [financial] decisions, especially during a desperate time. It was my mistake to keep this to myself.**”

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## **Cryptocurrency Scams Are on the Rise**

Cryptocurrency scams rose to the second riskiest scam in 2019. With a median dollar loss of \$3,000, these scams are having a devastating impact on consumers. In some cases, consumers don’t quite understand these digital assets, enabling scammers to take advantage of them by convincing consumers they’ll make significant returns on an “investment.” Conversely, some scams occurred because consumers purchased, stored, or traded cryptocurrencies on an exchange site that was vulnerable to hackers. Unlike money stored in a traditional bank account, which is insured against theft, digital assets such as cryptocurrency cannot be retrieved and transactions cannot be reversed in the case of theft or cyber hacking.

## Top Product Categories of Online Purchase Scams

Online purchase scams, the third riskiest scam type in 2019, made up 24.3 percent of all scams reported to BBB Scam Tracker. The majority of online purchase scams occur when a payment is made online in exchange for goods and services, but the item ordered is never delivered. We applied the BBB Risk Index to rank these online purchase categories from most to least risky (Table 3).

The most common products promised but not delivered once payment was made included clothing/jewelry, home/furniture, and medical/nutrition. The highest median loss was for medical/nutrition at \$177 and pets (including pet supplies) at \$153, and was lowest for hobbies/sports.

**TABLE 3**

**Top Product Categories of Online Purchase Scams**

RANK	PRODUCT	DETAILS	EXPOSURE	SUSCEPTIBILITY	MEDIAN \$ LOSS
1	Clothing/ Jewelry	Clothing, jerseys, jewelry, shoes	31.2%	91.3%	\$50
2	Home/ Furniture	Lamps, rugs, clocks, blankets, candles	20.5%	92.2%	\$68
3	Medical/ Nutrition	Supplements/extracts for health, weight loss	7.2%	88.9%	\$177
4	Pets	Puppies, kittens, birds, exotic animals	7.1%	85.2%	\$153
5	Electronics/ Appliances	Cell phones, laptops, cases, headphones	9.8%	89.9%	\$60
6	Cosmetics	Skin creams, lotions, makeup, perfumes, soaps	8.9%	91.0%	\$60
7	Automobiles	Car, car parts, motorcycles	4.9%	69.6%	\$100
8	Tickets/ Events	Concert/event tickets	1.8%	93.1%	\$100
9	Hobbies/ Sports	Guns, bicycles, toys, collectibles	6.8%	85.5%	\$15
10	Food/ Beverage	Food and drink items	1.1%	100.0%	\$44
11	Information/ Media	Subscriptions or downloads of content	0.6%	90.0%	\$60



# Demographics

The collection of self-reported demographic data such as age, gender, and geographic location enhances our ability to identify individuals most at risk and helps us better understand how the nature of risk varies across different subgroups of the population. This information is utilized to enhance how we develop outreach and educational strategies. From there, we're able to create content, resources, and programming to empower consumers and businesses alike to identify and avoid scams.

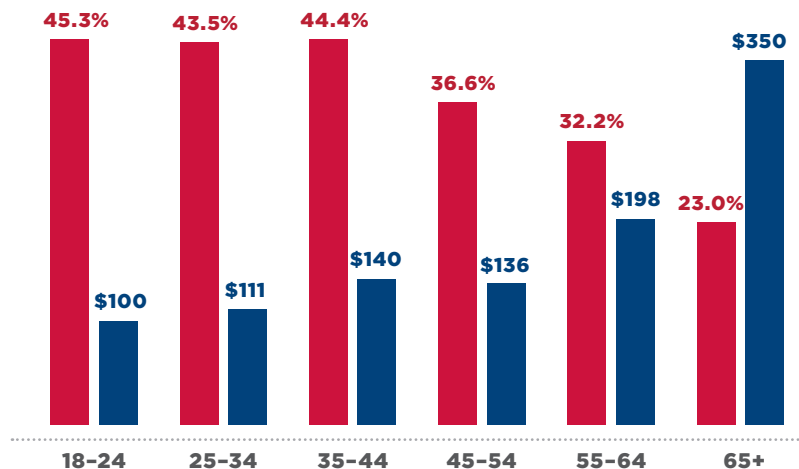
## Age

The data show a significant difference between older adults and younger adults, both in median dollar loss and susceptibility (Figure 3). An inverse relationship exists, where the median dollar loss increases with age (\$100 for ages 18-24 compared to \$350 for ages 65+) and susceptibility decreases with age (45.3% for ages 18-24 compared to 23.0% for ages 65+). This finding may be related to the types of scams different age groups are most susceptible to or are targeted by, or it may be related to differences in access to financial resources with increasing age. Table 4 highlights the three riskiest scams by age. Employment scams were the riskiest for ages 18 through 54. Cryptocurrency scams were the second riskiest scams for ages 25 through 44, whereas investment scams were the second riskiest for ages 45 through 64. Romance scams continued to be the riskiest scams for ages 55 through 64. Travel/vacation/timeshare scams rose to be the top riskiest for ages 65+.

**FIGURE 3**

### Susceptibility and Median Loss by Age

**SUSCEPTIBILITY**  
**MEDIAN \$ LOSS**



**TABLE 4****3 Riskiest Scam Types  
by Age Range**

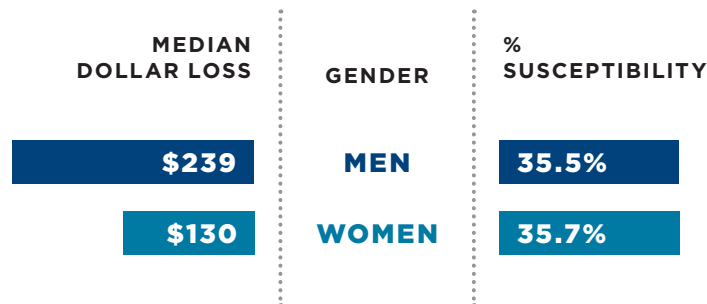
	<b>1</b>	<b>2</b>	<b>3</b>
<b>AGES 18-24</b>	Employment	Fake Check/ Money Order	Online Purchase
<b>AGES 25-34</b>	Employment	Cryptocurrency	Online Purchase
<b>AGES 35-44</b>	Employment	Cryptocurrency	Advance Fee Loan
<b>AGES 45-54</b>	Employment	Investment	Online Purchase
<b>AGES 55-64</b>	Romance	Investment	Home Improvement
<b>AGES 65+</b>	Travel/Vacation/ Timeshare	Home Improvement	Romance

## Gender

In 2019, 65.4 percent of reports to BBB Scam Tracker were submitted by women; 34.6 percent of reports were submitted by men. Overall, susceptibility to losing money when exposed to a scam was similar for both men and women at 35.5 and 35.7 percent, respectively. However, median dollar loss for women (\$130) remained substantially lower than that for men (\$239) (Figure 4). Similar to the differences in losses seen by age group, this may reflect gender differences in access to financial resources or differences in the types of scams that tend to impact women versus men. The three riskiest scams for men and women are listed in Table 5. Cryptocurrency scams appeared as the second most risky scam type for men, a change from 2018.

**FIGURE 4**

### Susceptibility and Median Loss by Gender



**TABLE 5**

### Riskiest Scam Types by Gender

	MEN	WOMEN
1	Employment	Employment
2	Cryptocurrency	Romance
3	Investment	Online Purchase





## Loneliness and Lacking Companionship Contribute to Financial Loss

Research conducted by BBB Institute, FINRA Investor Education Foundation, and the Stanford Center on Longevity found that feelings of loneliness were associated with being more likely to engage with and lose money to scammers—especially when the individual felt he or she lacked companionship and was isolated from loved ones.<sup>5</sup> In addition, the likelihood of losing money to a scammer is higher for individuals who are single, divorced, or widowed—as many felt they did not have anyone with whom to discuss their experiences and hesitations.

This contributes to romance scams being the riskiest for consumers ages 55 through 64 and the second riskiest scam type for women overall. Romance scams are also tied with cryptocurrency scams for the highest median dollar loss of all scam types in 2019 at \$3,000. **For individuals feeling isolated or alone who suspect a potential romantic partner is suspicious, we recommend they reach out to a friend, neighbor, or their local BBB. Never send money to a person you have never met.**

### *Rosemary from Illinois wanted to warn other women of romance scams by sharing her story:*

“This started over a dating website called OurTime.com back in March 2018. A man named Frederick Boyd contacted me through their website, and a few weeks later asked if we [could] exchange phone numbers and take our profiles off of the site, as he told me that I was the one he was interested in and was attracted to me. He seemed sincere to me, and we started communicating via email, and eventually he contacted me via phone. In April 2018 he informed me that he was going to South Africa, and taking his daughter (who was 17 then, as he told me he got divorced in 2011 and that his wife died in 2013 [from] drugs and alcohol) to do a construction project worth over \$2 million to redesign an art museum. He said he would be gone for a few months, and that we would meet when he returned. Well, during his trip things came up. He first started asking me to buy him iTunes cards worth \$600 for his equipment. I hesitated, but sent copies of the numbers to him. I didn’t pay attention to the red flags. The next story was that his daughter ended up in the hospital while they were in South Africa due to drinking contaminated water. He needed money to help her get released from the hospital. After that, back in May 2018, his daughter contacted me stating that he sent her back home, and that he had to stay on in South Africa. He [then] stated that he was being sued by family members of an employee who got hurt on the job. He kept asking for money to be sent via wire transfers for help in legal fees. He told me he had to find a good lawyer in South Africa. I sent money via the wire transfers but got angry with him several times as

<sup>5</sup> *Exposed to Scams: What Separates Victims from Non-Victims?*  
[BBB.org/ExposedToScams](https://www.bbb.org/ExposedToScams)

I was waiting to be paid back [and] I was going into debt. A few coworkers even informed me that this man was suspicious by his emails and that he wanted me to transfer money from an account. He kept promising me that he would pay me back every cent if I would help him as he had to get back home. When he [supposedly] got back to Houston, TX, where he said he lives, he then stated that he was held up in customs due to his Swiss passport not being renewed, and that he needed \$8,200 to renew it plus \$10,000 allowance money to get through customs. He told me they transferred him to Dallas to be detained until he could be stamped to get released. I sent some money, and he told me his mom helped him also...Well I found out (too late) that his Swiss passport was fake. The Swiss Embassy in Atlanta, GA, confirmed to me that it was a fake passport, and a bad one at that. The total loss from Frederick Boyd was about \$80,000 and it cost me plenty as I still have outstanding debts from this scammer. I cannot reach him as he blocked me on his phone, and I have not received any more text messages or messages from his [email]. The last time I spoke to him was in August 2019. I have reported him to OurTime.com and they are having their security team check on this person. I have also reported this to the FBI Crime Bureau, and the Federal Trade Commission...I wish I could retrieve some of my money back. **I would suggest to women to listen to their gut feelings, and be careful. Don't give out any money even if you think it is sincere."**

▶ Women and Consumers Ages 55-64 Need to Be Especially Vigilant About Romance Scams

## Geographic Area

As shown in Figure 5, scams show some variability by region. In Canada, for example, the riskiest scam was travel/vacation/timeshare scams, with advance fee loan scams the second riskiest. These scams are on the top 10 list overall, but they had a more pronounced impact on Canadian consumers.<sup>6</sup> This may be an indication that scammers are more active in certain areas and may also reflect demographic and socioeconomic differences by regions that in turn correlate with different types of scams and levels of susceptibility and loss. It is important to note that the data points refer to the location of the person reporting the scam, not the location of the perpetrator of the scam. Although location information about perpetrators is provided in some cases, the accuracy of this information varies because most victims and targets are uncertain about the location of the perpetrator and are often given false information with respect to the scammer's location.

**FIGURE 5**

### Riskiest Scam Types by Geographic Area

#### UNITED STATES

##### West

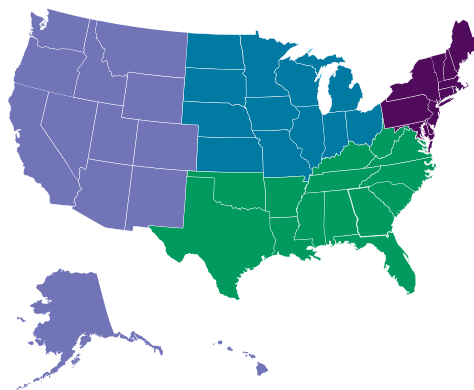
Median \$ Loss: **\$175**

Riskiest Scam:  
**Employment**

##### Midwest

Median \$ Loss: **\$115**

Riskiest Scam:  
**Romance**



##### Northeast

Median \$ Loss: **\$218**

Riskiest Scam:  
**Cryptocurrency**

##### South

Median \$ Loss: **\$170**

Riskiest Scam:  
**Employment**

#### CANADA\*

##### Western & Northern

Median \$ Loss: **\$377**

Riskiest Scam:  
**Travel/Vacation/Timeshare**



##### Northeast

Median \$ Loss: **\$603**

Riskiest Scam:  
**Advance Fee Loan**

\* All dollar amounts have been converted to USD.

<sup>6</sup> Visit [BBB.org/RiskReport](https://www.bbb.org/RiskReport) to view the 2019 Canadian Risk Report, which contains additional scam data specifically relevant to Canadian consumers.



# Scam Delivery and Payment Methods

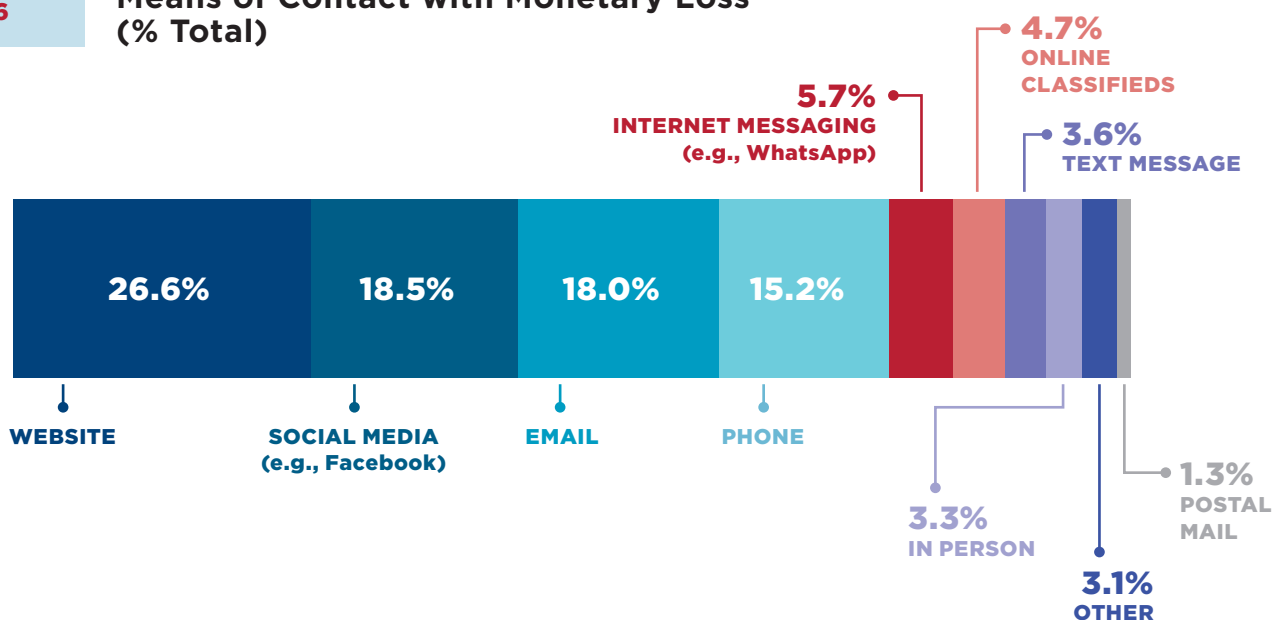
Scammers continued to use the latest technologies to perpetrate scams in 2019. Delivery methods that resulted in a monetary loss are listed in Figure 6. The top three delivery methods used online tactics (website, social media, and email), make up 63.1 percent of scams in which the victim lost money. Once again, email (18.0 percent) eclipsed phone (15.2 percent) as a scam delivery tactic resulting in a monetary loss. Website was again the top delivery method resulting in a monetary loss, at 26.6 percent.

Credit cards (37.8%) remained the top payment method requested by scammers in 2019 (Figure 7). Online payment systems were the second most requested payment type—up from 13 percent in 2018 to 19.7 percent in 2019. Payments by prepaid card, wire transfer, check, cash, and money order decreased by approximately 1 percent each from 2018 to 2019.

Data reported in 2019 (Figure 8) again shows that consumers who are approached online (email, website, social media, internet messaging, and online classifieds) are significantly more likely to report losing money. If approached by phone or in person, they are less likely to report losing money.

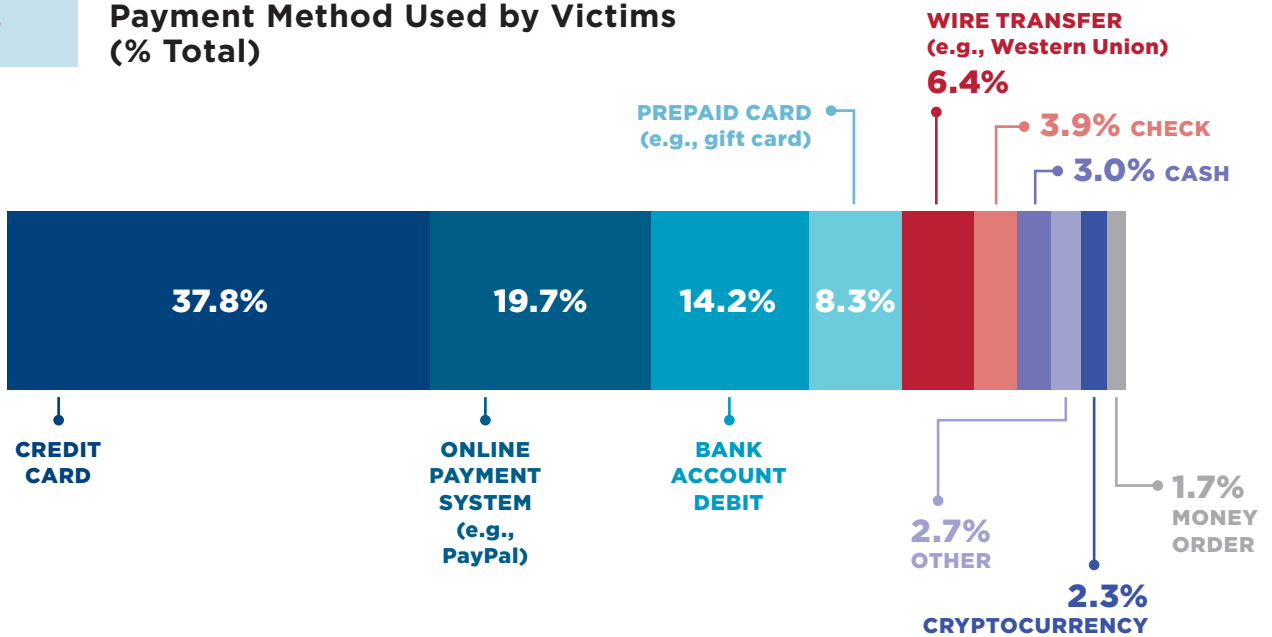
**FIGURE 6**

**Means of Contact with Monetary Loss (% Total)**



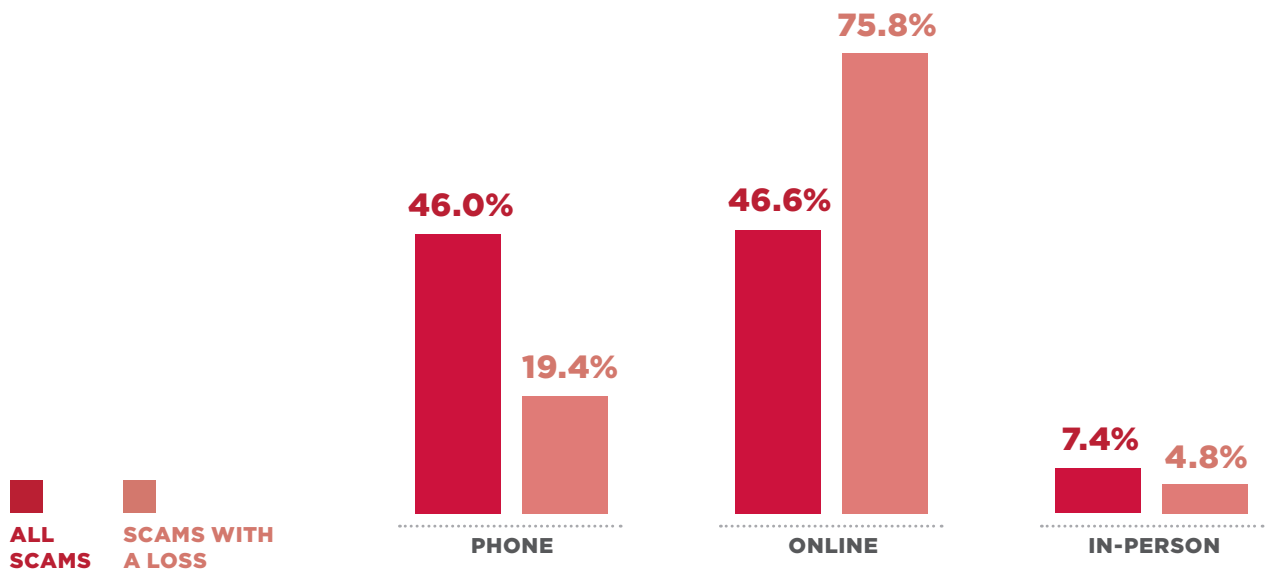
**FIGURE 7**

### Payment Method Used by Victims (% Total)



**FIGURE 8**

### All Scams Compared with Scams with a Loss (% Total) by Means of Contact



Note: Categories include Phone (phone + text messaging), Online (email + website + social media + internet messaging + online classifieds), and In Person (in person + postal mail + fax).

# Spotlight on Military Families and Veterans

Members of the military community, including veterans, are at an increased risk of becoming a target for scammers. Service members are often young and have a steady paycheck. Military families may be required to put faith in others while juggling deployment and frequent moves, which leaves them particularly vulnerable. Individuals who self-identified as being active-duty military personnel, spouses, or veterans represent 10.1 percent of reports submitted to BBB Scam Tracker in 2019. Although the susceptibility of the military community was slightly less than the susceptibility of non-military, the median dollar loss was 32.5 percent higher at \$200 (Figure 9).

**FIGURE 9**

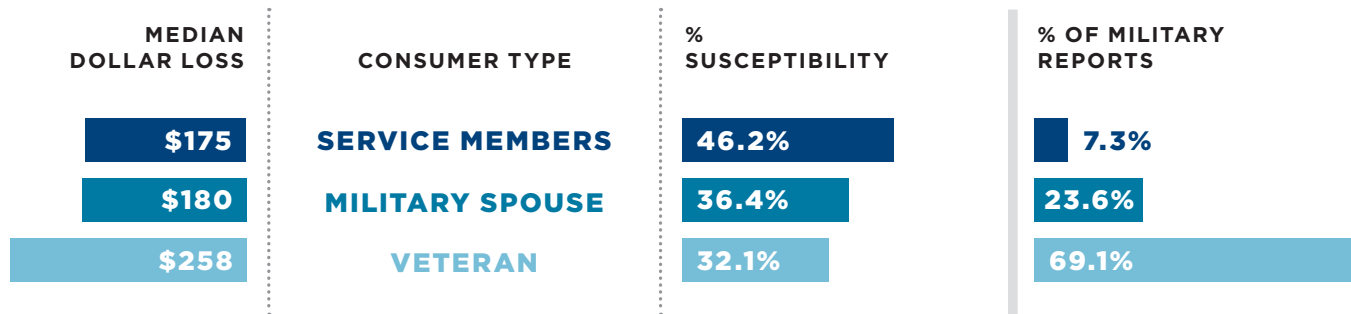
## Median \$ Loss and Susceptibility of Military Families and Veterans versus Non-Military



We added an additional question to BBB Scam Tracker in August 2018 to segment the data between service members, military spouses, and veterans; this allowed us to get a better understanding of the impact of scams on the military community in 2019. As noted in Figure 10, service members reported an increased frequency of losing money to scammers at 46.2 percent—31.3 percent higher than non-military consumers. Conversely, veterans reported losing significantly more money to scammers, with a median dollar loss of \$258—over \$100 higher than the loss by non-military consumers. This could be attributed to the age of these individuals: younger consumers are more susceptible to scams but lose less money than older consumers (see page 15).

**FIGURE 10**

**Median \$ Loss and Susceptibility of Military Consumers**



The BBB Risk Index was then applied to identify the three riskiest scams for military spouses and veterans (Table 6). Reports by service members were spread out among the 30 scam types, with only online purchase scams having a significant quantity of scam records (35.7%). Not surprisingly, employment scams remained high on the list for both military spouses and veterans. What is interesting, however, is that for military spouses, government grants were the second riskiest scam—a scam type that did not make the top 10 list overall in 2019. With military consumers reporting higher financial losses to scams, we must ensure that scam prevention education and resources are available to those who bravely serve or have served in the U.S. and Canada.

**TABLE 6**

**3 Riskiest Scams: Military Spouses and Veterans versus Non-Military**

	MILITARY SPOUSES	VETERANS	NON-MILITARY
<b>1</b>	Employment	Travel/Vacation/ Timeshare	Employment
<b>2</b>	Government Grant	Employment	Cryptocurrency
<b>3</b>	Online Purchase	Online Purchase	Online Purchase

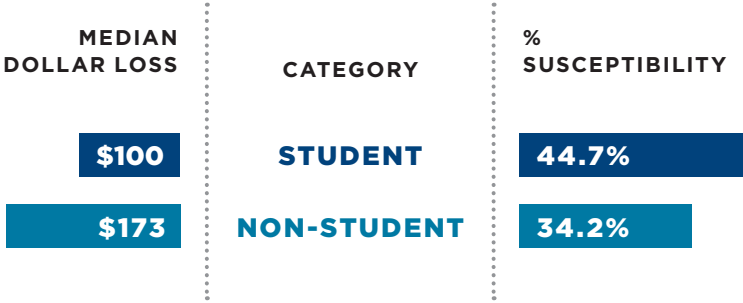


# Spotlight on Students

Individuals who self-identified as students represented 9.1 percent of reports submitted to BBB Scam Tracker in 2019. As reported in past reports, students continue to be more vulnerable when exposed to a scam: 44.7 percent of students reported a loss when exposed to a scam as compared to 34.2 percent of non-students (Figure 11). However, the median dollar loss of \$100 for students is significantly lower than the median dollar loss for non-students of \$173. This trend is similar to findings in the past few reports and may reflect differences in the scam types to which students are most vulnerable as well as differences in access to funds. It should be noted that the susceptibility rate and median dollar losses for students are similar to those of the overall 18-24 age category into which most students fall. Table 7 includes the riskiest scams for students, which remained the same as reported in the 2018 report.

**FIGURE 11**

### Median \$ Loss and Susceptibility of Students versus Non-students



**TABLE 7**

### 3 Riskiest Scams: Students versus Non-students

	STUDENT	NON-STUDENT
1	Employment	Employment
2	Fake Check/Money Order	Online Purchase
3	Online Purchase	Cryptocurrency



# Spotlight on Impersonated Organizations

## Scammers Co-opt Household Brands to Deceive Their Targets

“Impersonation” is one of the most common tactics fraudsters use to perpetrate scams. By pretending to be well-known and trusted companies, government agencies, and organizations, scammers can better manipulate their targets. Scams impersonating the Social Security Administration rose sharply in 2019, overtaking the Internal Revenue Service as the top impersonated organization in 2018. Table 8 includes the most impersonated organizations in 2019.



### Social Security Scams

The fraudster pretends to represent the Social Security Administration, misleading victims into making cash or gift card payments to avoid arrest for problems with their Social Security number.



### Sweepstakes, Lottery, Prize Scams

The scammer pretends to represent a well-known company that distributes sweepstakes or lottery winnings, such as Publishers Clearing House.



### IRS Scams

The scammer pretends to represent the Internal Revenue Service or Canada Revenue Agency.



### Travel/Vacation Scams

The scammer pretends to represent a well-known travel brand.



### Phishing and Government Grant Scams

The scammer pretends to represent a government agency.



### Credit Card Scams

The scammer pretends to represent a well-known bank or credit card company.



### Tech Support Scams

The scammer pretends to represent a well-known technology company such as Microsoft or Apple.

**TABLE 8****Top 15 Legitimate Organizations/Brands  
Used for Impersonation**

<b>1</b>	<b>Social Security Administration</b>	<b>1,963</b>
<b>2</b>	<b>Publishers Clearing House</b>	<b>444</b>
<b>3</b>	<b>Microsoft</b>	<b>367</b>
<b>4</b>	<b>U.S. Internal Revenue Service</b>	<b>251</b>
<b>5</b>	<b>Apple</b>	<b>244</b>
<b>6</b>	<b>Amazon</b>	<b>194</b>
<b>7</b>	<b>Medicare</b>	<b>193</b>
<b>8</b>	<b>Walmart</b>	<b>156</b>
<b>9</b>	<b>Cash Advance/Advance America</b>	<b>125</b>
<b>10</b>	<b>Better Business Bureau</b>	<b>111</b>
<b>11</b>	<b>Facebook</b>	<b>107</b>
<b>12</b>	<b>U.S. Treasury</b>	<b>60</b>
<b>13</b>	<b>PayPal</b>	<b>56</b>
<b>14</b>	<b>Dominion Energy</b>	<b>54</b>
<b>15</b>	<b>Capital One</b>	<b>33</b>



***Deborah from Virginia was able to spot and avoid losing money to a Microsoft imposter scam:***

“I was sitting at home when my newly purchased computer started making a noise louder than a smoke alarm. It was so frightening! The screen indicated for me to call Microsoft Technical Support and provided a phone number. At the time, I wasn’t thinking clearly and thought I didn’t do something correctly since I had just purchased it, so I gave them a call. I let them gain control of my computer, and he said he would apply the necessary virus protection. Then, he said it was going to cost \$199, told me to get in the car, keep him on the phone, and go to the nearest Walmart to buy a gift card to cover the purchase price. When he asked where I lived, every hair on my neck stood up. I was so uncomfortable. I immediately shut down my computer and hung up. I later found out the software he installed was to track my online purchases and see everything I typed on the screen! I had my IT person at work help me remove the software. **Now, I’m always telling my friends and family: if that alarm sounds, just shut it down! Go report it to the BBB!**”

▶ 51% of people who reported a third-party intervention were able to avoid losing money.<sup>7</sup>

### **Intervention by Front-Line Employees**

Research published by BBB Institute, FINRA Investor Education Foundation, and Stanford University in the fall of 2019 found that among people who engaged with a scammer, 20 percent reported that an employee or representative from a company tried to intervene to stop the scam. Often, these are bank tellers or front-line employees who have been trained to recognize indicators of fraud. The report found that 51 percent of people who reported a third-party intervention were able to avoid losing money. This is a promising finding—and we encourage cashiers, bank tellers, and other vigilant employees to alert consumers who might otherwise become fraud victims.

<sup>7</sup> *Exposed to Scams: What Separates Victims from Non-Victims?*  
[BBB.org/ExposedToScams](https://www.bbb.org/ExposedToScams)



## Working Together to Stop Scammers

Although scams and scammers continue to plague the marketplace, consumers can learn key strategies that will enable them to avoid falling prey to scams. In fact, 64.9 percent of reports to BBB Scam Tracker in 2019 were from non-victims.

One of the top tips to avoid becoming a victim is to never rush to take action: go online and do a quick search to see if the situation could be fraudulent. A January 2020 survey of BBB Scam Tracker viewers revealed 60.4 percent said the primary reason they visited the site was to verify whether they were dealing with a potential scam. In addition, 20.4 percent wanted to protect themselves and their loved ones by proactively learning about scams happening in their area.

Together, we can empower all consumers to pause, assess, and report scams. BBB Scam Tracker and BBBs serving communities across North America will continue to educate consumers to avoid scams 24/7/365. By partnering with companies and like-minded organizations to distribute research and important fraud prevention tactics, responding to inquiries from consumers and businesses, and presenting workshops across the United States and Canada we can protect vulnerable populations who do not have access to online resources.

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Thank you to the tens of thousands of citizen heroes who took the time to help us in the fight to stop scammers.

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## Conclusion

Scams undermine trust in the marketplace, distort the level playing field, and siphon money from legitimate transactions that benefit both businesses and consumers, thus impeding economic growth. A person who has been scammed not only has less money to spend in the market but also may shy away from engaging with new businesses in the future. In addition, a business whose trustworthy brand has been impersonated by scammers may find its customers have a reduced trust in its brand. A healthy marketplace requires empowered and aware consumers and principled businesses that are proactively working to stop scammers.

The *2019 BBB Scam Tracker Risk Report* is a critical part of our ongoing work to contribute new, useful data and analysis to further the efforts of all who are engaged in combating marketplace scams. We are working with top officials in business, law enforcement, and government to determine the best ways to stop scammers, and we partner with corporate partners and like-minded organizations to better allocate resources to tackle the problem and determine which prevention tactics are working and improve upon the tactics that are not. BBB Institute will continue its work to reduce the impact of scams to help consumers and legitimate businesses prosper in a trustworthy marketplace.

### ABOUT BBB INSTITUTE



The *BBB Scam Tracker Risk Report* is published each year by the BBB Institute for Marketplace Trust (BBB Institute), the charitable arm of the Better Business Bureau. Our mission is to educate and protect consumers, establish best practices for businesses, and solve complex marketplace problems. Our consumer educational programs, which include a wide array of resources on fraud prevention and education, are delivered digitally and by BBBs serving communities across North America. You can find more information about BBB Institute and its programs at [BBBMarketplaceTrust.org](https://www.BBBMarketplaceTrust.org).

## Consumer Insights Shed Light on Victimization and Scammer Trends

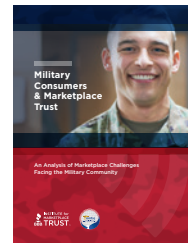
The 2019 *BBB Scam Tracker Risk Report* is the fourth annual report published by BBB Institute that highlights the year's riskiest scams. We are committed to delivering new and timely research that enables us to continue creating and delivering programs that empower both consumers and businesses to avoid falling prey to scams.



### *Exposed to Scams: What Separates Victims from Non-Victims?*

To better understand the fraud victimization process and craft better interventions to reduce fraud, BBB Institute collaborated with the FINRA Foundation, Stanford Center on Longevity, and Federal Trade Commission to explore the cognitive, behavioral, and attitudinal differences between victims and non-victims.

**Download at:** [BBB.org/ExposedToScams](https://www.bbb.org/exposedtoscams)



### *Military Consumers & Marketplace Trust: An Analysis of Marketplace Challenges Facing the Military Community*

This report examines the tens of thousands of business complaints and scams reported to the BBB in 2018 by military consumers to analyze the unique pain points of service members, veterans, and military families when engaging with businesses.

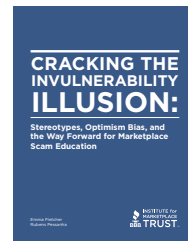
**Download at:** [BBB.org/MilitaryReport](https://www.bbb.org/militaryreport)



### *Scams and Your Small Business*

The Council of Better Business Bureaus teamed up with BBB Institute in 2018 to analyze both BBB Scam Tracker data and insights from an outside panel of small business owners to shed light on the scams targeting small businesses.

**Download at:**  
[BBB.org/SmallBizScams](https://www.bbb.org/smallbizscams)



### *Cracking the Invulnerability Illusion: Stereotypes, Optimism Bias, and the Way Forward for Marketplace Scam Education*

Our first research report surveyed consumers in the United States and Canada to identify the stereotypes and misperceptions around scam victimization that are a barrier to effective outreach to at-risk populations.

**Download at:**  
[BBBMarketplaceTrust.org/Resources#research](https://www.bbbmarketplacetrust.org/resources#research)



# Acknowledgments

The BBB Scam Tracker tool utilizes the strength of the 100-year-old BBB brand to collect data from people who have been targeted by fraudsters. The BBB Scam Tracker program and our research are possible thanks to the dedicated, collaborative work of BBBs. We harness the power of BBBs across North America to review these consumer reports to eliminate those that do not appear to be actual scams, thus ensuring the best data possible. Our system collects data as well as real-life narratives told in the words of the victims themselves.

We'd like to thank a team of BBB experts who provide guidance and input to BBB Institute regarding the BBB Scam Tracker program, including Warren King, president and CEO of the BBB Serving Western Pennsylvania; Jane Rupp, president and CEO of the BBB Serving Northern Nevada and Utah; Craig Turner, director of information systems of the BBB Serving Eastern & Southwest Missouri & Southern Illinois; Dené Joubert, investigations manager of the BBB Serving Northwest + Pacific; Jon Bell, the director of business relations of the BBB Serving Delaware; David Wheeler, vice president of innovation and development of the BBB Serving Central Florida; and Yolanda Moore, investigations director of the BBB Serving Western Pennsylvania.

We would also like to thank the International Association of Better Business Bureaus for its support of BBB Institute and the *2019 BBB Scam Tracker Risk Report*. Special thanks to Dr. Rubens Pessanha, MBA, PMP, SPHR, GPHR, SHRM-SCP, senior director, research & development, International Association of Better Business Bureaus (IABBB); Matt Scandale, IABBB senior data analyst; and Sean Xiangwen Lai, IABBB research and development specialist, for analyzing the data from BBB Scam Tracker for this report. We'd also like to thank Katherine Hutt, IABBB chief communications officer, as well as Sandra Guile, IABBB director of communications, for their efforts to get the word out about our most recent findings, and Jody Thomas, IABBB director of brand management, for her insights and input.

## APPENDIX A: Glossary of Scam Type Definitions

Scams reported to BBB Scam Tracker this year were classified into 30 scam types, plus an “other” category; in December 2019, the categories were split into scams targeting consumers (27) and scams targeting businesses (13), which will be reflected in the 2020 report. These classifications represent common scams seen by BBB over time and are informed by type classifications used by the Federal Trade Commission and the Internet Crime Complaint Center of the Federal Bureau of Investigation. Although scams vary widely, about 95 percent of all scams reported to BBB Scam Tracker can be classified into one of these general types.

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<b>ADVANCE FEE LOAN</b>	A loan is guaranteed, but once the victim pays up-front charges such as taxes or a “processing fee,” the loan never materializes.
<b>BUSINESS EMAIL COMPROMISE</b>	This financial fraud targets businesses engaged in international commerce. Scammers gain access to company email and trick employees into sending money to a “supplier” or “business partner” overseas.
<b>CHARITY</b>	Charity scams use deception to get money from individuals who believe they are making donations to legitimate charities. This is particularly common in the wake of a natural disaster or other tragedy.
<b>COUNTERFEIT PRODUCT</b>	Counterfeit products mimic original merchandise, right down to the trademarked logo; however, they are typically of inferior quality. This can result in a life-threatening health or safety hazard when the counterfeit item is medication, a supplement, or an auto part.
<b>CREDIT CARD</b>	This con typically involves impersonation of a bank or other credit card issuer. By verifying account information, con artists try to fool their targets into sharing credit card or banking information.
<b>CREDIT REPAIR/ DEBT RELIEF</b>	Scammers posing as legitimate service providers collect payment in advance, with promises of debt relief and repaired credit, but provide little or nothing in return.
<b>CRYPTO-CURRENCY</b>	These scams involve the purchase, trade, or storage of digital assets known as cryptocurrencies. The situation will often involve fraudulent Initial Coin Offerings (ICOs), a type of fundraising mechanism in which a company issues its own cryptocurrency to raise capital. Investors are scammed into paying money or trading their own digital assets when the scammer has no intention of building a company. Cryptocurrency scams also involve scenarios in which investors store their cryptocurrencies with fraudulent exchanges.
<b>DEBT COLLECTION</b>	Phony debt collectors harass their targets to get them to pay debts they don’t owe.
<b>EMPLOYMENT</b>	Job applicants are led to believe they are applying or have just been hired for a promising new job when instead they have given personal information or money to scammers for “training” or “equipment.” In another variation, the victim may be “overpaid” with a fake check and asked to wire back the difference.

## APPENDIX A: Glossary of Scam Type Definitions

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<b>FAKE CHECK/ MONEY ORDER</b>	The victim deposits a phony check and then returns a portion by wire transfer to the scammer. The stories vary, but the victim is often told they are refunding an “accidental” overpayment. Scammers count on the fact that banks make funds available within days of a deposit but can take weeks to detect a fake check.
<b>FAKE INVOICE</b>	This scam targets businesses. Employees are conned into paying for products that the business did not order and that may not even exist. Fake invoices are often submitted for office supplies, website or domain hosting services, and directory listings.
<b>FAMILY/FRIEND EMERGENCY</b>	This scheme involves the impersonation of a friend or family member in a fabricated urgent or dire situation. The “loved one” invariably pleads for money to be sent immediately. Aided by personal details typically found on social media, imposters can offer very plausible stories to convince their targets.
<b>FOREIGN MONEY EXCHANGE</b>	The target receives an email from a foreign government official, member of royalty, or a business owner offering a huge sum of money to help get money out of the scammer’s country. The victim fronts costs for the transfer, believing that they will be repaid.
<b>GOVERNMENT GRANT</b>	Individuals are enticed by promises of free, guaranteed government grants. The only catch is a “processing fee.” Other fees follow, but the promised grant never materializes.
<b>HEALTH CARE, MEDICAID, AND MEDICARE</b>	These schemes vary, with many attempting to defraud private or government health care programs. The con artist is often after the insured’s health insurance, Medicaid, or Medicare information to submit fraudulent medical charges or for purposes of identity theft.
<b>HOME IMPROVEMENT</b>	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. These types of schemes also often occur after a major storm or natural disaster.
<b>IDENTITY THEFT</b>	Identity thieves use a victim’s personal information (e.g., Social Security number, bank account information, and credit card numbers) to pose as that individual for their own gain. Using the target’s identity, the thief may open a credit account, drain an existing account, file tax returns, or obtain medical coverage.
<b>INVESTMENT</b>	These scams take many forms, but all prey on the desire to make money without much risk or initial funding. “Investors” are lured with false information and promises of large returns with little or no risk.
<b>MOVING</b>	These schemes involve rogue moving services offering discounted pricing to move household items. The alleged movers may steal the items or hold them hostage from the customer, demanding additional funds to deliver them to the new location.
<b>ONLINE PURCHASE</b>	These cons often involve purchases and sales on eBay, Craigslist, or other direct seller-to-buyer sites. Scammers may pretend to purchase an item only to send a bogus check and ask for a refund of the “accidental” overpayment. In other cases, if the scammer is the seller, they never deliver the goods.



## APPENDIX A: Glossary of Scam Type Definitions

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<b>PHISHING</b>	These schemes employ communications impersonating a trustworthy entity, such as a bank or mortgage company, intended to mislead the recipient into providing personal information with which the scammer can gain access to bank accounts or can steal the recipient's identity. This type of scheme can also happen within the workplace as an email coming from the CEO, accounting, or other member of management seeking personal information.
<b>RENTAL</b>	Phony ads are placed for rental properties that ask for up-front payments. Victims later discover the property doesn't exist or is owned by someone else.
<b>ROMANCE</b>	An individual believing he/she is in a romantic relationship is tricked into sending money, personal and financial information, or items of value to the perpetrator.
<b>SCHOLARSHIP</b>	Victims, often students struggling with tuition costs, are promised government scholarship money, but the up-front "fees" never produce those much-needed funds. Sometimes a fake check does arrive, and the student is asked to wire back a portion for taxes or other charges.
<b>SWEEPSTAKES, LOTTERY, AND PRIZE</b>	Victims are tricked into thinking they have won a prize or lottery jackpot but must pay up-front fees to receive the winnings, which never materialize. Sometimes this con involves a fake check and a request to return a portion of the funds to cover fees.
<b>TAX COLLECTION</b>	Imposters pose as Internal Revenue Service representatives in the United States or Canada Revenue Agency representatives in Canada to coerce the target into either paying up or sharing personal information.
<b>TECH SUPPORT</b>	Tech support scams start with a call or pop-up warning that alerts the target of a computer bug or other problem. Scammers posing as tech support employees of well-known tech companies hassle victims into paying for "support." If the victim allows remote access, malware may be installed.
<b>TRAVEL/ VACATION/ TIMESHARE</b>	Con artists post listings for properties that are not for rent, that do not exist, or that are significantly different from what's pictured. In another variation, scammers claim to specialize in timeshare resales and promise they have buyers ready to purchase.
<b>UTILITY</b>	Imposters act as water, electric, and gas company representatives to take money or personal information. They frequently threaten residents and business owners with deactivation of service unless they pay immediately. In another form, a "representative" may come to the door to perform "repairs" or an "energy audit" with the intent of stealing valuables.
<b>YELLOW PAGES/ DIRECTORY</b>	Businesses are fooled into paying for a listing or ad space in a nonexistent directory or "Yellow Pages." In some cases, the directory technically exists but is not widely distributed and a listing is of little or no value; these directories are essentially props in the scammer's ploy.

## APPENDIX B: Scam Type Data Table

SCAM TYPE	# OF REPORTS	% EXPOSURE	% SUSCEPTIBILITY	MEDIAN \$ LOSS	RISK INDEX	TOP MEANS OF CONTACT	TOP PAYMENT METHOD
Advance Fee Loan	1,160	3.1%	41.8%	\$794	64.5	Phone	Prepaid Card
Business Email Compromise	179	0.5%	31.8%	\$300	2.9	Email	Credit Card
Charity	200	0.5%	32.5%	\$150	1.6	Phone	Credit Card
Counterfeit Product	942	2.5%	65.6%	\$100	10.4	Website	Credit Card
Credit Card	815	2.2%	33.0%	\$100	4.5	Phone	Credit Card
Credit Repair/Debt Relief	543	1.5%	30.2%	\$800	22.0	Phone	Bank Account Debit
Cryptocurrency	273	0.7%	68.5%	\$3,000	93.8	Email	Cryptocurrency
Debt Collection	1,698	4.5%	11.9%	\$450	15.2	Phone	Credit Card
Employment	3,461	9.3%	17.7%	\$1,500	153.6	Email	Other
Fake Check/Money Order	1,758	4.7%	16.6%	\$1,490	72.7	Email	Prepaid Card
Fake Invoice/Supplier Bill	848	2.3%	20.4%	\$269	7.8	Postal Mail	Credit Card
Family/Friend Emergency	177	0.5%	14.1%	\$2,000	8.3	Phone	Prepaid Card
Foreign Money Exchange	135	0.4%	5.2%	\$500	0.6	Postal Mail	Prepaid Card
Government Grant	1,278	3.4%	14.1%	\$900	27.2	Social Media	Prepaid Card
Health Care, Medicaid, Medicare	859	2.3%	6.4%	\$250	2.3	Phone	Credit Card
Home Improvement	356	1.0%	60.1%	\$1,800	64.2	In Person	Check
Identity Theft	1,199	3.2%	9.9%	\$400	8.0	Phone	Credit Card
Investment	223	0.6%	61.4%	\$2,550	58.7	Phone	Online Payment System
Moving	127	0.3%	78.0%	\$100	1.7	Website	Credit Card
Online Purchase	9,050	24.3%	81.2%	\$76	93.6	Website	Credit Card
Phishing	5,188	13.9%	4.8%	\$350	14.7	Phone	Credit Card
Rental	303	0.8%	41.3%	\$1,000	20.9	Email	Online Payment System
Romance	237	0.6%	53.6%	\$3,000	64.3	Social Media	Wire Transfer
Scholarship	18	0.0%	33.3%	\$775	0.8	Phone	Prepaid Card
Sweepstakes, Lottery, Prize	1,540	4.1%	9.2%	\$900	21.3	Phone	Prepaid Card
Tax Collection	433	1.2%	3.2%	\$363	0.8	Phone	Credit Card
Tech Support	1,558	4.2%	30.7%	\$500	40.2	Phone	Credit Card
Travel/Vacation/Timeshare	378	1.0%	49.2%	\$1,097	34.1	Phone	Credit Card
Utility	433	1.2%	6.7%	\$506	2.5	Phone	Prepaid Card
Yellow Pages/Directories	59	0.2%	22.0%	\$395	0.9	Phone	Credit Card
Other	1,855	5.0%	22.7%	\$345	24.2	Phone	Credit Card
<b>TOTAL REPORTS</b>	<b>37,283</b>	<b>100%</b>	<b>35.1%</b>	<b>\$160</b>	<b>NA</b>	<b>Phone</b>	<b>Credit Card</b>

## APPENDIX C: Top 10 Scam Types by Overall Risk, Exposure, Susceptibility, and Monetary Loss

	<b>RISK</b>	<b>EXPOSURE</b>	<b>SUSCEPTIBILITY</b>	<b>MEDIAN \$ LOSS</b>
<b>1</b>	Employment	Online Purchase	Online Purchase	Romance & Cryptocurrency
<b>2</b>	Cryptocurrency	Phishing	Moving	Investment
<b>3</b>	Online Purchase	Employment	Cryptocurrency	Family/Friend Emergency
<b>4</b>	Fake Check/ Money Order	Fake Check/ Money Order	Counterfeit Product	Home Improvement
<b>5</b>	Advance Fee Loan	Debt Collection	Investment	Employment
<b>6</b>	Romance	Tech Support	Home Improvement	Fake Check/ Money Order
<b>7</b>	Home Improvement	Sweepstakes/ Lottery/Prize	Romance	Travel/Vacation/ Timeshare
<b>8</b>	Investment	Government Grant	Travel/Vacation/ Timeshare	Rental
<b>9</b>	Tech Support	Identity Theft	Advance Fee Loan	Government Grant & Sweepstakes/ Lottery/Prizes
<b>10</b>	Travel/Vacation/ Timeshare	Advance Fee Loan	Rental	Credit Repair/ Debt Relief

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