

# 2020 BBB Scam Tracker Risk Report highlights

**46,575**

SCAMS  
REPORTED

**\$115**

MEDIAN  
LOSS

**46.7%**

OF SCAM REPORTS THAT  
INCLUDE FINANCIAL LOSS



## ONLINE SHOPPING AND COVID-19

**43.1%** spent more time  
online because of  
the pandemic

**57.1%** purchased more  
online because of  
the pandemic

THIS CONTRIBUTED TO A SPIKE  
IN ONLINE PURCHASE SCAMS



**38.3%**

of all scam reports  
in 2020 were online  
purchase scams

Online purchase scams were

**THE RISKIEST SCAM  
for ages 18-54**

and second riskiest  
for ages 55+

**Pet- and PPE-  
related scams**

spiked during  
the pandemic



## 2020 DATA AND TRENDS



**Susceptibility** is at an all-time high, with nearly 1 in 2 reports noting financial loss.



For the first time, **adults ages 18-24** reported the highest median losses (\$150)—the same as adults 65+.



**Scams online and through social media apps** are riskier than scams by phone for all age groups (including older adults).



**Scams using online payment systems spiked**, while scams using prepaid cards and wire transfers decreased.



**Amazon** has become the second most impersonated brand by scammers.



**Learning about general scammer behaviors and tactics** is an effective prevention tactic, according to a survey of BBB Scam Tracker users.