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Better Business Bureau 2025 Scam Tracker Report

INSTITUTE for MARKETPLACE TRUST SM

- 3,251,807 unique visitors to **BBB Scam Tracker**
- 41.3% said BBB Scam Tracker helped avoid losing money
- $38,968,380
  - est. amount people avoided losing thanks to BBB Scam Tracker
- Use the *BBB Scam Tracker* to:
  - report a scam
  - search scams
  - protect yourself and others

https://www.bbb.org/scamtracker
https://bbbmarketplacetrust.org/wp-content/uploads/2026/08/Risk-Report-2025-US.pdf

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Some info in report

- Riskiest scams
- Age breakdowns for susceptibility, median losses, etc.
- Top platforms used in scams
- New tactics used by scammers
- Impacts on Canadian consumers
  - & other specific audiences
- AI and scams
- Nonfinancial impacts of scams
- Tips for avoiding scams