

# Exposed to Scams

WHAT SEPARATES VICTIMS FROM NON-VICTIMS?

WE SURVEYED 1,408 PEOPLE WHO REPORTED A SCAM TO BBB SCAM TRACKER

**47%** did not engage with the scammer.

**30%** engaged but did not lose money.

**23%** lost money to the scammer.

## TOP 3 REASONS PEOPLE ENGAGED

- 1** They seemed official.
- 2** I was under time pressure.
- 3** I thought the person was nice.

## SOURCES OF INFORMATION ABOUT SCAMS



**55%** of people reported learning about scams from news stories.



**41%** of people reported learning about scams from word of mouth.

LEARN MORE AT  
[BBB.org/ExposedToScams](http://BBB.org/ExposedToScams)

## How to Protect Against Scammers

### ASK FOR INPUT FROM OTHERS

Scammers try to isolate their victims. Don't be afraid to contact a friend, or a company or organization you trust for advice.

- ▶ Those most at risk are individuals feeling lonely or isolated.
- ▶ 51% of people who reported a third-party intervention (by cashiers, bank tellers, and other vigilant employees) were able to avoid losing money.

### KNOWLEDGE IS POWER!

Knowing about scams and scammer tactics can be a person's best defense in successfully reducing the impact of scams.

- ▶ 50% that did not engage with a scam had some knowledge of scammer methods and behaviors beforehand.
- ▶ Those who heard about the scam before they were targeted were significantly less likely to lose money (9% vs 34%).
- ▶ A sense that "something is not right" should encourage people to stop, walk away, and investigate further independently.

### FOCUS ON YOUR FINANCIAL HEALTH AND LITERACY

Individuals under financial strain and those with lower levels of financial literacy may be more susceptible to scammers. Specific risk-factors include:

- ▶ Household income of \$50,000 per year and below.
- ▶ Spending more per month than one's earnings, not saving money, and having significant amounts of debt.
- ▶ Feeling compelled to "catch up" or "get ahead" financially.

**BE A CITIZEN HERO! REPORT A SCAM YOU ENCOUNTER TO**

**[BBB.org/ScamTracker](http://BBB.org/ScamTracker)**