

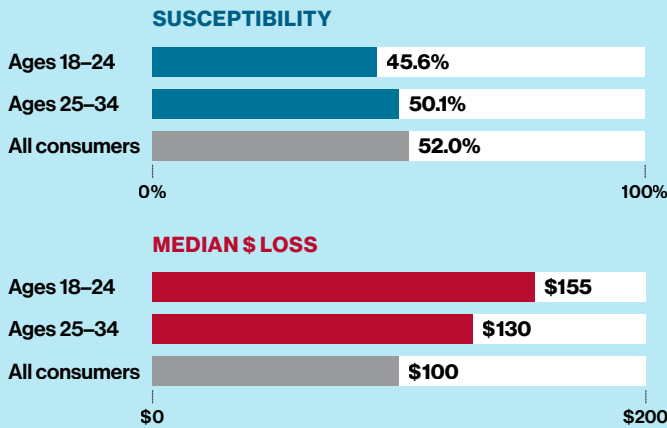
2023 BBB Scam TrackerSM Risk Report Highlights

SPOTLIGHT ON

Young Adults

Each year, the BBB publishes the *BBB Scam Tracker Risk Report*, spotlighting the riskiest scams facing consumers and businesses, as well as the latest tactics being used by those perpetrating scams in the marketplace. The report spotlights how different age groups are impacted by scams.

Susceptibility and median dollar loss for young adults compared with all consumers



Riskiest scam types for young adults

	Ages 18-24	Ages 25-34
#1	Employment	Employment
#2	Online purchase	Investment/ cryptocurrency
#3	Investment/ cryptocurrency	Online purchase

Key findings:



For the second year in a row, **ages 18-24 reported a higher median dollar loss (\$155) than all other age groups.** People between the ages of 25 and 34 had the second highest reported median dollar loss (\$130).



Susceptibility rose year over year for all age groups.



Employment scams remained the No. 1 riskiest scam type for both age groups.



Ages 18-24 were significantly more likely to **report losing money when targeted via text message** than other age groups.



Ages 18-24 were more likely to **report a monetary loss via online payment system and bank account debit.**



General tips for avoiding scams

1

Never send money to someone you have not met face-to-face.

Beware of online friends who ask for money or offer investment opportunities, including scenarios involving cryptocurrency.

2

Don't click on links or open attachments in unsolicited email or text messages

If the person claims to be somebody you know or a well-known organization, contact the person directly or go directly to your account to confirm the details.

3

Avoid making quick purchases while browsing social media.

Research the website before paying for a product/service.

4

Don't believe everything you see or read.

Scammers are great at mimicking official seals, fonts, websites, and other details.

5

Beware of offers that seem too good to be true.

Be cautious of perfect job offers, highly reduced prices on products/services, or investment opportunities that claim to be "risk free."

6

Be extremely cautious when dealing with anyone you've met online.

Never share personally identifiable information with someone who has contacted you unsolicited.



7

Don't be pressured to act immediately.

Instead, take the time to do more research or reach out to a third party to discuss the situation.

8

Use secure, traceable transactions when making payments for goods, services, taxes, and debts.

Prepaid/gift cards are intended to be used as gifts, not as payment.

9

Whenever possible, work with businesses that have proper identification, licensing, and insurance.

Research the company first at [BBB.org](https://www.bbb.org).

10

Be cautious about what you share on social media.



Read the full report:
BBBMarketplaceTrust.org/RiskReport

Report a scam: BBB.org/ScamTracker
Boost your scam knowledge: BBB.org/ScamPrevention
Get help if you've experienced a scam: BBB.org/ScamSurvivalKit