



2025 BBB
Scam Tracker*

Canada Risk Report

Snapshot of 2025

SUSCEPTIBILITY AND MEDIAN DOLLAR LOSS¹

Likelihood of Loss (Susceptibility)

64.9%



INCREASED
from 59.5% in 2024

Median Dollar Loss

\$151



DECREASED
from \$311 in 2024

TOP 3 RISKIEST SCAMS REPORTED IN CANADA

1

Investment/
cryptocurrency scams

2

Home improvement scams

3

Employment scams

2025 REPORT HIGHLIGHTS

Investment/cryptocurrency scams remained No. 1 riskiest, with a high percentage of people losing money (80.8%) and a high median dollar loss (\$4,354).

Home improvement scams rose to No. 2 riskiest in 2025, bumping employment scams to No. 3 riskiest.

The volume of online purchase scams (No. 4 riskiest) rose from 32.2% in 2024 to 40.7% in 2025. More than 90% of those who reported this scam type in Canada lost money.

Reports of counterfeit product scams rose from 2.0% of reports submitted by Canadians in 2024 to 5.1% in 2025.

Ages 65+ reported the highest percentage of reports with a dollar loss; **ages 25-34** reported the highest median dollar loss.

Employment scams were No. 1 riskiest for ages 18-34.

¹ All dollar figures are provided in Canadian dollars.

Snapshot of 2025

SURVEY RESEARCH HIGHLIGHTS²



28.7%

reported that their **mental health was impacted by the scam incident**. The No. 1 emotion they reported was anger (65.1%), followed by loss of trust (55.8%) and anxiety/stress/trauma (54.4%).



TOP PLATFORMS

on which survey respondents reported engaging with the scammers were **Facebook (56.1%), Instagram (17.5%), and TikTok (11.3%)**.



40%

said they **realized they were experiencing a scam within 24 hours**. Those who engaged with the scammer for more than one day were more likely to report losing money.



FAKE ADS ON SOCIAL MEDIA

Respondents reported being **less confident in reporting fake ads on social media** than they did reporting scams they experienced via phone or email.



14.7%

of survey respondents **reported losing money at least three times**, up from 12.4% in 2024. Notably, 4.6% reported losing money five or more times, up from 3.8% in 2024.

² A survey was distributed to those who submitted a scam report to BBB Scam Tracker in 2025; 2,820 respondents in the United States and Canada completed the survey.

10 riskiest scams reported in Canada

In 2025, Canadian consumers reported 2.2% of total reports submitted in the United States and Canada. The overall median dollar loss reported in 2025 was \$151, down from \$311 in 2024. The percentage of those who reported losing money after being targeted by a scam (susceptibility) increased from 59.5% in 2024 to 64.9% in 2025.

Investment/
cryptocurrency
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Canada in 2025.

TABLE 1
10 riskiest consumer scams in 2025

RANK		SCAM TYPE	BBB RISK INDEX	EXPOSURE	SUSCEPTIBILITY	MEDIAN \$ LOSS (CAN)
2025	2024					
1	1	Investment/ cryptocurrency	1220.2	5.2%	80.8%	\$4,354
2	3	Home improvement	759.7	7.1%	81.0%	\$2,000
3	2	Employment	376.8	16.1%	23.5%	\$1,500
4	4	Online purchase	227.2	40.7%	90.3%	\$93
5	5	Advance fee loan	152.6	3.8%	62.5%	\$980
6	6	Phishing/social engineering	72.4	8.7%	20.1%	\$623
7	7	Travel/vacation/timeshare	36.9	1.6%	74.5%	\$467
8	9	Counterfeit product	28.8	5.1%	88.9%	\$96
9	8	Credit card	22.8	0.8%	40.7%	\$1,000
10	10	Sweepstakes/lottery/prizes	2.3	1.0%	15.2%	\$219

Only scam types with at least 25 reports were included in this table.

BBB Risk Index: three-dimensional approach to measuring scam risk

To better understand which scam types pose the highest risk, this report assesses scams based on 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 number of reports received. **We call this unique formula the BBB Risk Index.**

Note: Exposure is limited by the nature of self-reporting; the percentage of those who reported to BBB Scam Tracker does not necessarily match the percentage of people in the full population who were targeted by scams. Median dollar loss was calculated only for scams with a reported loss.

BBB*
Risk
Index



EXPOSURE
volume of reports,
as a percentage



SUSCEPTIBILITY
percentage of those
targeted who then
lost money



MONETARY LOSS
median dollar amount
of reported losses



RISKIEST SCAMS

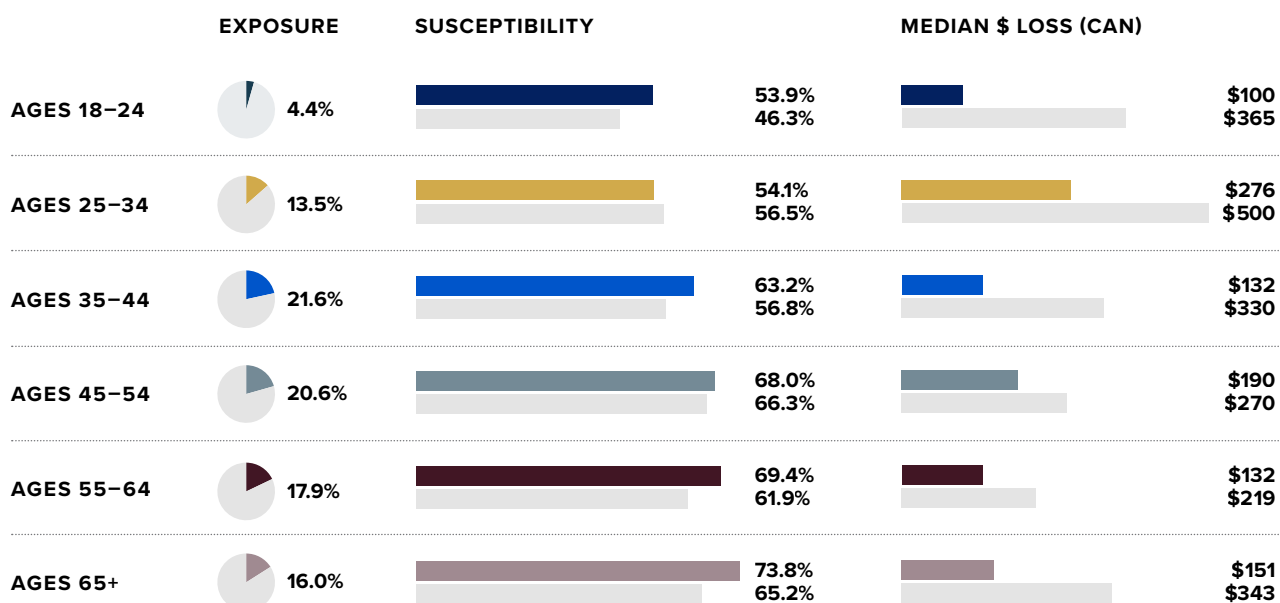
Demographic highlights

In 2025, people ages 65+ reported the highest susceptibility (73.8%) of all age groups (Figure 2). Ages 25–34 reported the highest median dollar loss (\$276) again this year.

FIGURE 2

Exposure, susceptibility, and median dollar loss by age (2025 and 2024)

2025 ■■■■
2024 ■



Due to the low volume of reported Canadian scams, the total number of reported scams is included.

Employment scams were No. 1 riskiest for ages 18–34.

Home improvement and investment/cryptocurrency scams were riskiest for other age groups.

TABLE 2

Riskiest scam types by age

AGE	NO. 1 RISKIEST SCAM	NO. 2 RISKIEST SCAM
18–24	Employment	Online purchase
25–34	Employment	Online purchase
35–44	Home improvement	Employment
45–54	Investment/cryptocurrency	Home improvement
55–64	Home improvement	Online purchase
65+	Investment/cryptocurrency	Home improvement

Demographic highlights

Consistent with findings from previous years, more women (61.0%) reported scams to BBB Scam Tracker than men (33.7%). In 2025, susceptibility rose for both women and men while median dollar loss decreased.

FIGURE 3

Exposure, susceptibility and median dollar loss by gender (all scam types)

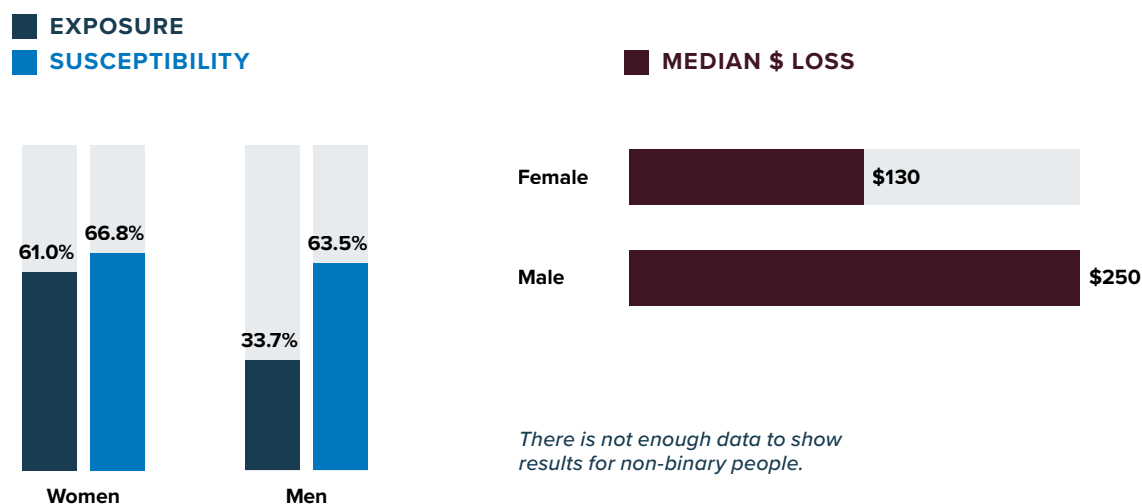


TABLE 3

Riskiest scam types by gender

GENDER	NO. 1 RISKIEST SCAM	NO. 2 RISKIEST SCAM	NO. 3 RISKIEST SCAM
Women	Investment/ cryptocurrency	Home improvement	Employment
Men	Investment/ cryptocurrency	Home improvement	Employment

There is not enough data to show results for non-binary people.

The riskiest scam types for men and women were the same in 2025.

Scam prevention tips

Investment/cryptocurrency scams

- **Beware of promises of financial return with little or no risk.** Do not believe promises of guaranteed returns.
- **Know about fake cryptocurrency platforms.** You believe your investments are growing, but realize too late that you've lost your money.

Home improvement scams

- **Say no to cash-only deals, high-pressure sales tactics, high upfront payments, handshake deals without a contract, and on-site inspections.**
- **Work with businesses that have proper identification, licensing, and insurance.** Confirm that your vendor will get related permits, determine who is responsible for what according to your local laws, and ensure that your vendor is ready to comply. Research the company first at BBB.org.
- **Ask for references and check them out.** Get and compare written quotes from multiple contractors or home improvement service providers.

Employment scams

- **If it sounds too good to be true it probably is.** Be cautious of job offers with great pay and work-from-home perks that come without a formal interview. Always research the company and confirm the job posting is listed on the company's official website.
- **Beware of overpayment scams.** Many job scams involve sending fake cheques with extra funds. Scammers ask their victims to deposit the cheque and send back the excess amount, hoping they'll do so before they realize the cheque is fake and has bounced.

- **Research online marketing job offers.**

In a growing scam scenario, victims are hired for an online position such as posting product reviews and are initially paid through an online account, sometimes via cryptocurrency. After they begin work, they are told they must deposit additional funds or pay fees or taxes to access their earnings.

Online purchase scams

- **Don't shop on price alone.** Scammers offer hard-to-find products at great prices.
- **Avoid making quick purchases while browsing social media.** Scammers advertise websites that offer great deals, but either don't deliver the product at all or deliver counterfeit products.

Advance fee loan scams

- **Beware of promises of guaranteed loans, lower than average interest rates, or offers of loans despite having a poor credit rating.**
- **No legitimate lender will require an advance fee for a loan.** If the lender asks for money to "release the loan" or "for bad credit" or "for insurance," end the engagement.
- **Never provide personal or financial information unless you are 100% certain the lender is legitimate.**

Phishing scams

- **Don't click, download, or open anything from an anonymous or unsolicited sender.** This is likely an attempt to gain access to your personal information or install malware on your computer.
- **Question unexpected emails.** Always be wary of unsolicited messages and never share personal information.

Learn more at **BBB.org/AvoidScams**



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Scam Prevention and Recovery Resources

BBB Scam Tracker

BBB.org/ScamTracker

Report scams or search other incidents to determine if you're being targeted.

BBB Scam Prevention Guide

BBB.org/ScamPrevention

BBB Scam Survival Toolkit

BBB.org/ScamSurvivalKit

BBB Scam Tips

BBB.org/ScamTips

Canadian Anti-Fraud Centre

AntiFraudCentre.ca

Competition Bureau Canada

CompetitionBureau.gc.ca

Royal Canadian Mounted Police

RCMP-GRC.gc.ca

Financial Consumer Agency of Canada

Canada.ca/en/financial-consumer-agency.html

Office of Consumer Affairs

ised-isde.canada.ca/site/office-consumer-affairs/en

BBB.org/CanadaRiskReport