



# SCAMS IMPACTING THE LATINE COMMUNITY

BBB Research Highlights



Better Business Bureau of Minnesota and North Dakota conducted research to better understand the Latine community's experiences with scams and thus further extend our reach to offer resources and education on scam prevention. Over 320 people who identify as Hispanic/Latine shared their experiences and views on scams through focus groups, interviews, and a survey.

## PERSONAL EXPERIENCES WITH SCAMS

**77%**

of focus group participants have experienced being scammed.

**73%**

of survey respondents have experienced being scammed.



Scam attempts come from a **variety of mediums** – email, phone calls, text, and mail.



The **most popular types of scams** mentioned are impersonation scams, online purchase scams, identity theft, banking scams, and phishing scams.

## VULNERABILITY OF BEING SCAMMED

Participants are **very concerned about being scammed** in the future due to a lack of education and resources.

The **language barrier** is a significant factor in falling victim to a scam.

Participants say the **Latine community is vulnerable** to being scammed due to how trusting many are.

## BARRIERS TO EDUCATION AND SCAM REPORTING

- Participants agree there is a significant need for scam prevention education
- Community members need scam prevention resources offered in Spanish
- For effective scam education, there needs to be partnership with trusted community organizations who already work closely with the Latine community
- Many are embarrassed about falling victim to scams and therefore would like an option to report their experience anonymously

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