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BBB Rental Scam Study FAQ

Number of people that have been ripped off by a rental scam: **5.2 million**

(source: [survey](#) by Apartment List)

How many people have encountered a bogus rental listing? **43% of online shoppers**

(source: [survey](#) by Apartment List)

How many people who encounter bogus listings fall for them? **15%**

What age group is most likely to be scammed? **Younger people. 42% of scams reported to BBB were from 18-34 year olds**

How much do people lose in this scam? **Median loss is \$400, but one third of those lost over \$1000**

What locations have the most rental scams? **Los Angeles, followed by New York City and Chicago**