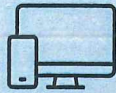


## THE PROBLEM:

People are overwhelmed with choices — and often unsure about where to find reliable, unbiased information.



There are 33.3 million businesses operating in the U.S. and Canada.



There are hundreds of thousands of sites where people can shop online.



There are thousands of free and subscription websites — offering reviews, reports, directories, listings, and gripe sites.



There are 1.5 million charities in the U.S. and Canada.



People are exposed to as many as 10,000 advertising messages daily via TV, radio, online, billboards, magazines, mobile phones, text messages, and newspapers.



## HOME BASE STORY:

**BBB® helps people find businesses and charities they can trust.**



## THE SOLUTION:

For more than 100 years, BBB has evolved with the marketplace, helping people make smarter buying decisions.



BBB maintains marketplace data on more than 5.3 million businesses across North America.



BBB sets standards for ethical business behavior and monitors compliance. BBB accredits 390,876 businesses that meet its high standards.



BBB Wise Giving Alliance helps donors give with confidence through comprehensive charity evaluation.



BBB evaluates thousands of ads each year to ensure trust in business communications.



BBB guides entrepreneurs and businesses on ethical standards to improve performance and advance marketplace trust.



**BBB ADVANTAGE:**

**BBB provides help before and after a purchase, both online and in your community.**



**BBB.ORG**



**HOME BASE STORY:**

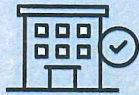
**BBB® helps people find businesses and charities they can trust.**

**THE RESULT:**

**BBB's free services help millions of people each year.**



BBB educates people and businesses with hundreds of tips on a variety of subjects.



BBB verifies businesses that meet stringent standards.



BBB Scam Tracker™, scam alerts and warnings inform people about the latest frauds and rip-offs.



BBB customer reviews allow people to share their experiences.



BBB offers resolution of complaints between people and businesses.



BBB is a trusted source for the news media, reaching hundreds of millions through stories in both traditional and social media.



BBB services are supported by ethical businesses that pledge to uphold BBB Standards for Trust.



BBB offers services online and in person, helping people nearly 250 million times each year.



People viewed profiles on BBB.org 218 million times in 2023.  
*Source: Adobe Analytics*



BBB helped people by processing more than 1.6 million complaints in 2023.



BBBs conducted more than 4,000 investigations into substandard marketplace behavior in 2023.



Donors checked out BBB Wise Giving Alliance charity reports and tips on give.org more than 3.5 million times in 2023.



Local BBB staff answered calls, emails, and questions more than 52 million times in 2023.



Approximately 12.6 million people visit BBB.org each month to find BBB Business Profiles, scam alerts, consumer tips and more.



BBB AUTO LINE® has assisted more than 2 million people with lemon law complaints since inception.

BBB MESSAGE MAP 2024



*Source: IABBB Data, 2024*