

Top 10 Consumer Complaints of 2020

GWAAR Legal Services Team

Every spring, the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) releases a list of the top 10 consumer complaints of the past year. Last year, DATCP received over 11,000 consumer complaints. Telemarketing remained at the top of the list for the 18th year in a row, followed by landlord/tenant issues and telecommunications complaints.

DATCP saw more than twice as many identity theft complaints in 2020 as compared to 2019. Many of these complaints were related to false filings for unemployment benefits and other COVID-19 pandemic-related scams. The pandemic may have been the reason for some new categories in the top ten list: issues related to entertainment, recreation, and travel and tourism. Many of these complaints were related to COVID cancellations.

Here are the top 10 consumer complaints from 2020:

Rank	Product / Service	Written Complaints
1	Telemarketing (Do Not Call)	2,904
2	Landlord/Tenant	1,154
3	Telecommunications	667
4	Identity Theft	529
5	Home Improvement	490
6	Medical Services	291
7	Entertainment and Recreation	281
8	Motor Vehicle Repair	191
8	Travel and Tourism	191
10	Auto Sales (New & Used)	159

For more information on consumer issues in Wisconsin, or to learn how to file a complaint, please see:

https://datcp.wi.gov/Pages/Programs_Services/ConsumerProtection.aspx