

# Consumer Protection Non-traditional Outreach Efforts



Michelle Reinen

Administrator, Division of Trade and Consumer Protection

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

MARCH 5, 2026

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## Attending the 2025 Draft? Three Scams to Avoid

**FOR IMMEDIATE RELEASE:** March 13, 2025  
Contact: Caleb Kulich, Public Information Officer, (608) 621-1290  
[ckulich@wisconsin.gov](mailto:ckulich@wisconsin.gov)

MADISON, Wis. – Many Wisconsinites, football fans, and other Americans already know this year's Draft will take place in Green Bay between April 24 to April 26. But scammers know this too, and will do everything possible to take advantage of the consumers who are excited for the upcoming Draft. It is important for consumers to know how scammers may try to outsmart them so they can avoid it.

### Lodging Scams

It is estimated that hundreds of thousands of people will visit Green Bay to attend the 2025 Draft activities. Most of these people will need a place to stay. Some of these visitors will opt to stay at short-term housing rentals instead of hotels, using platforms like Airbnb, Vrbo, HomeToGo, and others to find lodging. Despite the best efforts of these platforms, scammers are occasionally able to post fake listings. The listings may be real units the scammer does not own, or are entirely fictional. A consumer can protect themselves by:

- Cross referencing a unit they are considering across multiple platforms. Is it listed on more than one? If so, are the photos the same? Do any other details differ?
- Verifying the property address is legitimate using a map app prior to booking, if the platform provides that detail. If the address is not available prior to booking, verify the property address immediately upon receiving that information.
- Seeking out reviews on third-party websites and conducting a web search for the property with words like "scam," "complaint," or "fake" to check if anyone has reported on it.
- Practicing caution if asked to move away from the rental listing platform to communicate, confirm details, or pay. Scammers often do this to cover their tracks.
- Avoiding paying with nontraditional, nontraceable, and nonreversible payment methods, such as cryptocurrency, pre-paid gift cards, wire transfer, cash, or banking apps.

### Fake Ticket Scams

General admission to the Draft campus, including the first Draft Experience fan festival, does not require tickets. However, fans should download the NFL OnePass app and register in advance to gain access to event information and participate in interactive games on-site. Limited opportunities for paid tickets to certain hospitality or VIP areas and sections of the Draft theater may be available. Scammers may try to deceive attendees into buying tickets or entering giveaways for fake tickets to other the 2025 Draft Experience or alternative ticketed events.

- Remember and tell others that paid entry tickets are not needed to access the Draft campus or the 2025 Draft Experience. Fans are encouraged to register in advance on the NFL OnePass app, but no paid entry tickets are required.
- Only buy tickets for community and VIP events through verifiable, original sources.
- More information about the Draft is available at [dfl.com/draftaccess](http://dfl.com/draftaccess).

### Imposter Websites

Many scams are enabled by fake websites designed to imitate real platforms that consumers are already familiar with. These imposter websites are tools scammers use to steal consumers'

**NEWS RELEASE**  
Wisconsin Department of Agriculture, Trade and Consumer Protection  
[dfl.com/draftaccess](http://dfl.com/draftaccess)



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# BOOKMARKS

If you have a consumer issue...



Wisconsin Department of Agriculture, Trade and Consumer Protection

**Bureau of CONSUMER PROTECTION**

The Department of Agriculture, Trade and Consumer Protection (DATCP) is Wisconsin's primary consumer protection agency.

We provide you:

- ✓ Assistance resolving complaints with businesses
- ✓ A free hotline to answer your consumer questions
- ✓ Online consumer tips, FAQs, and information



Learn more at [ConsumerGuide.wi.gov](http://ConsumerGuide.wi.gov)



1011WCampusCirclePlym1101 04/2023


  
[ConsumerProtection.wi.gov](http://ConsumerProtection.wi.gov)  
 (800) 422-7128  
[DATCPHotline@wi.gov](mailto:DATCPHotline@wi.gov)



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# WISCONSIN CONSUMER NEWS

Department of Agriculture, Trade and Consumer Protection

**Wisconsin Consumer News**

March 2024

**National Consumer Protection Week**

Help us celebrate! DATCP is Wisconsin's primary consumer protection agency. Its Bureau of Consumer Protection is responsible for legislating unfair business practices, addressing consumer complaints, and educating the public on consumer rights, scams and fraud, identity theft, and more.

For National Consumer Protection Week from March 4-8, 2023, tell your friends and family about DATCP's many free resources such as the Consumer Guide, which contains over 40 pages of tips and information on dozens of topics like scams and fraud, identity theft, and home improvements, as well as landlord-tenant laws, how to file a complaint with DATCP, and the state's Do Not Call Registry.

- The Bureau of Consumer Protection: [ConsumerProtection.wi.gov](http://ConsumerProtection.wi.gov).
- DATCP's Consumer Guide: [ConsumerGuide.wi.gov](http://ConsumerGuide.wi.gov).
- The Landlord Tenant Guide: [LandlordTenant.wi.gov](http://LandlordTenant.wi.gov).
- Wisconsin Do Not Call Registry: [NoCall.wi.gov](http://NoCall.wi.gov).
- Attend or request a free consumer protection presentation.
- Read Governor Evers' National Consumer Protection Week proclamation.

**Recent DATCP News and Alerts**

Read DATCP's latest news releases and consumer alerts.

**Top 10** Top Ten Consumer Complaints Reported to DATCP in 2023

DATCP receives thousands of complaints, inquiries, and reports from consumers every year on a variety of issues. Learn how to identify, prevent, and respond to...

**DATCP Settles with Dollar General for Price Accuracy Violations**

After 238 inspections by DATCP and municipal inspectors at Dollar General stores last year, the Department reached a major settlement with the company to resolve 662 alleged violations of price accuracy laws and 53 alleged violations of refund policy disclosure laws. 5% of the 7,544 inspected products resulted in overcharges that were 17% higher on average than the shelf price.

"The accuracy of prices on store shelves is among the most basic and essential protections consumers have," said DATCP Secretary Randy Romanak. "Consumers should be able to trust that the prices advertised to them are accurate, and they have a right to be informed of the laws protecting them."

If a customer is overcharged for an item, Wisconsin law requires that merchants using electronic price scanner systems refund at least the difference between the posted price and the price charged at point of sale. These merchants are legally required to inform customers of this law by posting a sign in a conspicuous manner.

Read more from DATCP's [news release](#).

**Scam Spotlight: Fake QR Codes**

You're seeing it more and more every day. Companies use QR codes to point consumers to their apps, track packages, or view restaurant menus. You may have recently used one to pay for public parking, get into a concert or sporting event, or even board a flight. They are useful and popular, but these codes have also become a way for scammers to disguise malicious links.

One common method scammers use is placing QR code stickers over the top of honest QR codes — this makes it appear legitimate to the consumer and can be very difficult to detect. Another method is hosting or emailing you a code, and making up a plausible reason for you to scan it. This means that they can't track their...

Subscribe: [service.govdelivery.com/accounts/WIDATCP/subscriber/new](http://service.govdelivery.com/accounts/WIDATCP/subscriber/new)



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# SEVERE WEATHER RESPONSE

## Seeking Storm Damage Repairs?

DATCP warns homeowners to be cautious of door-to-door home repair solicitors

CONSUMER PROTECTION HOTLINE  
Phone: (800) 422-7128 | Email: DATCPHotline@wi.gov

## With the recent flooding, SEEK OUT TRUSTWORTHY CONTRACTORS

### Consumers should:

- Ask for contractor recommendations from trusted sources such as friends and neighbors.
- Ask the contractor for references from previous customers.
- Get a written contract of work to be performed.

## After Storm Damage, Stay Protected When Seeking Repairs

FOR IMMEDIATE RELEASE: April 18, 2025

### Consumers Should Seek Trustworthy Contractors After Flood Damage

FOR IMMEDIATE RELEASE: August 14, 2025  
Contact: Caleb Kulech, Public Information Officer, (608) 621-1290  
caleb.kulech@wisconsin.gov

MADISON, Wis. – Recent flooding has caused widespread damage in Wisconsin. Consumers whose homes, vehicles, or other properties were damaged will likely seek out repair contractors, but they should practice caution while doing so.

"Vulnerable consumers are often targeted by scammers. Property owners should stay alert about the possibility that quick and easy fixes may be too good to be true," said Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Randy Romanick.

DATCP warns homeowners to be cautious of door-to-door solicitors who may not be a reliable resource for home repairs and remediation. DATCP often receives reports of transient crews showing up in the aftermath to "help" with damage. These crews go door-to-door in affected neighborhoods using high-pressure tactics to solicit business. A repair crew knocking on a consumer's door and promising a quick fix may be tempting, but these crews have been known to provide poor quality work or take payment and not complete any work at all.

Transient crews are not from Wisconsin, so if something goes wrong it could be impossible for a consumer to put their money back. DATCP encourages consumers to hire established local contractors instead of risking their money and property on unknown, out-of-state crews. Tips for consumers:

- Contact municipal officials to confirm a repair crew holds the proper permits to operate in the area, including door-to-door sales.
  - Ask for contractor recommendations from trusted sources such as friends, neighbors, and insurance agents.
  - Contact a local building inspector to check if permits are needed for the repair work and have them inspect the completed work to verify it was done correctly before making final payments to the contractor.
  - Make sure to sign and receive a written contract which specifies what work will be done, what materials will be used, a start and completion date, and warranty details.
  - Request and obtain item waivers from any hired contractors for every payment made for home repairs.
  - Keep copies of all receipts, contracts, correspondence, warranties, and written materials.
- Wisconsin law protects consumers and businesses against insurance fraud. In Wisconsin, contractors:
- Cannot promise to pay any portion of an owner's property insurance deductible.
  - Cannot negotiate with an insurance company on behalf of a customer. Contractors can only discuss damages and costs with insurers with the customer's permission.
  - Must ask if the work is related to an insurance claim before they enter into a contract.
  - Must notify customers of their right to cancel the contract within three business days if their insurer denies any portion of the claim for work.
- Contact the Office of the Commissioner of Insurance of Wisconsin at [oai.wis.gov](http://oai.wis.gov) or (800) 236-6317 with questions about insurance agents, adjusters, or companies.
- Many vehicle owners may be in need of an auto body shop for flood-damaged vehicles. Consumers seeking assistance to their motor vehicle should:
- Work with their insurance company to select the repair shop if the work will be covered by insurance.
  - Ask for recommendations from friends, family, and other people they trust.

NEWS RELEASE  
Wisconsin Department of Agriculture, Trade and Consumer Protection

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# OUTREACH TOOLKITS



Common Scams Toolkit



Identity Theft Toolkit



Safe Online Shopping Toolkit



Toolkit for Educators



Toolkit for the Holidays

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# OUTREACH TOOLKITS

## Consumer Protection Toolkit for Educators

[Bureau Home](#) / [Outreach](#) / [Toolkits](#) / [For Educators](#)



The Department of Agriculture, Trade and Consumer Protection (DATCP) is Wisconsin's primary consumer protection agency. Its Bureau of Consumer Protection offers free presentations and educational materials to the public through webinars, workshops, toolkits, conferences, and stand-alone events to groups including businesses, law enforcement agencies, seniors, students, military members, and general consumers.

DATCP's Bureau of Consumer Protection offers a variety of materials that can be printed, ordered, or accessed online related to financial literacy in the form of consumer protection issues impacting young adults. Explore and access these resources below.

### Go to Topic

- [Presentation Materials](#)
- [Shareable Graphics](#)
- [Games and Activities](#)
- [Sample Newsletter Article](#)
- [Consumer Protection Videos](#)
- [More Resources](#)



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# OUTREACH TOOLKIT FOR EDUCATORS

## Presentation Materials

Download a PDF slideshow and presenter guide that can be used to host your own presentation about consumer protection for young adults. (Note: to take advantage of audio and video clips embedded in the presentation, download and open it with PDF reading software such as Adobe Acrobat.) To promote your presentation, download and fill out the promotional poster, then print it or share it as a PDF.



[Download Presentation PDF](#)



[Download Presenter Guide PDF](#)



[Download Promotional Poster](#)



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# OUTREACH TOOLKIT FOR EDUCATORS

## FACILITATOR GUIDE

The Department of Agriculture, Trade and Consumer Protection's (DATCP) Bureau of Consumer Protection (BCP) created this guide to assist educators in providing information to students about Consumer Protection.

### PRESENTATION: CONSUMER PROTECTION FOR YOUNG ADULTS

This Presenter Guide is a tool developed by the Bureau of Consumer Protection to assist presenters delivering the Consumer Protection for Young Adults presentation.

**Audience:** General public, community groups, young learners.

**Presentation Length:** Approximately 60 minutes

**Purpose:** This guide provides facilitators with the resources needed to deliver the presentation effectively. It includes content, discussion prompts, talking points, and timed instructions for each slide, enabling flexible and adaptable delivery based on audience needs and time constraints.



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# OUTREACH TOOLKIT FOR EDUCATORS

## 4. DECEPTIVE PRACTICES – EXPLAINED

2 MIN

### Facilitator Notes/Questions

#### SLIDE



#### NARRATIVE

Deceptive practices, also known as deceptive trade practices, are actions that mislead or deceive consumers, often with the intent to induce them into making a purchase or engaging in a transaction.

#### INSTRUCTIONS FOR PRESENTER

For young consumers it is worth highlighting the deceptive practices used by the vaping and e-cigarettes to engage younger audiences.

Emphasize that the vaping and E-cigarettes industry targets younger consumers to tap into the next generation as a market.

Learn how this industry uses deceptive practices to engage younger audiences:

- Why this is not the first time this has happened.
- How these businesses are using advertising campaigns to target young audiences.



#### NOTE FOR PRESENTER

Consumers have to be mindful of the risk of identity theft because it can have a negative impact on important things on their lives, for example:

**Financial:** Identity thieves can use stolen information to open new credit cards, take out loans, or make unauthorized purchases, leading to significant debt and difficulty obtaining credit in the future.

**Legal:** They might use their victim's identity to commit crimes, leading to false arrests.



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# OUTREACH TOOLKIT FOR EDUCATORS

## 17. STUDENT LOAN AND FINANCIAL AID SCAMS

3 MIN

### Facilitator Notes/Questions

#### SLIDE



**NARRATIVE**  
Paying back student loans can be overwhelming. So called student loan debt relief companies promise to defer, lower, consolidate, or eliminate federal student debt, but end up costing you more money and may not reduce your federal student loan debt at all.

#### Signs of a student loan debt relief scam

- **Promises of immediate loan forgiveness or cancellation.**  
Before they know the details of your situation, scammers might say they can quickly get rid of your loans through a loan forgiveness program – programs most people will not qualify for. Scammers might also say they will wipe out your loans by disputing them. But they cannot do either.
- **Requests for your Federal Student Aid (FSA) ID.**  
Some scammers claim they need your FSA ID to help you. Do not share your FSA ID with anyone. Dishonest people could use that information to get into your account and take control of your personal information.
- **Limited time offers.**  
To get you to act fast, scammers may tell you that you could miss qualifying for repayment plans, loan consolidation, or loan forgiveness programs if you do not sign up right away. Take your time and check it out.
- **Requests to sign a third-party authorization form or a power of attorney.**  
These written agreements give a company legal permission to talk directly to your federal loan



**NARRATIVE**  
Paying back student loans can be overwhelming. So called student loan debt relief companies promise to defer, lower, consolidate, or eliminate federal student debt, but end up costing you more money and may not reduce your federal student loan debt at all.

- Signs of a student loan debt relief scam**  
**Promises of immediate loan forgiveness or cancellation.**



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# OUTREACH TOOLKIT FOR EDUCATORS

## Shareable Graphics

Download and share these informational graphics on social media, internal websites, or other communications like email or newsletters.



[Download Graphic](#)



[Download Graphic](#)



[Download Graphic](#)



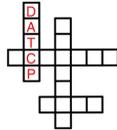
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# OUTREACH TOOLKIT FOR EDUCATORS

## Games and Activities

Download and print these materials to provide your audience with fun, informative activities that educate them about [TOPIC]. An answer key for all activities is also provided.



Download Crossword



Download Word Scramble



Download Word Search



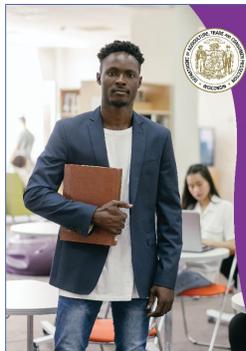
Download Answer Key



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# STUDENT OUTREACH



## CONSUMER PROTECTION FOR STUDENTS

DATCP's Bureau of Consumer Protection has your back on consumer issues like scams, identity theft, rental housing, travel troubles, vehicle repair, business disputes, and more.

Call us at (800) 422-7128 for assistance.



Scan to learn more from DATCP's Bureau of Consumer Protection

Support provided by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

Digital Displays



## CONSUMER PROTECTION FOR STUDENTS

DATCP's Bureau of Consumer Protection has your back on consumer issues like scams, identity theft, rental housing, travel troubles, vehicle repair, business disputes, and more.

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Support provided by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

Physical Posters



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# STUDENT OUTREACH



**IS YOUR ONLINE ROMANCE A SCAMMER?**

Romance scams are more advanced than ever, and imposters can be difficult to notice.

**Practice caution** if someone you met online asks you to invest with them, send them money, or provide your personal information.

[Visit the Resource](#)



**NEW TO RENTING? KNOW WHAT TO DO!**

In Wisconsin, landlords and tenants both have rights and responsibilities.

Protect yourself before, during, and after the big move. Learn more from the Bureau of Consumer Protection's Landlord-Tenant Guide.

[Visit the Resource](#)



**WAIT, IS THAT JOB OFFER LEGIT?**

Students are the targets of fake job scams that aim to steal their money and data.

Real employers will not ask you to provide your personal information through a text or email, and you will never need to pay money to work on a legitimate business.

[Visit the Resource](#)



**PROTECT YOUR IDENTITY**

Don't let identity theft ruin your semester. Keep your personal information private and avoid scams and fraud.

Remember: Just because you are asked to provide personal data does not mean you have to do it. Pause and think before you act.

[Visit the Resource](#)



**HOW TO TRAVEL WISELY**

Going on a trip? Sounds fun! Don't let an oversight ruin the week – protect your travels by planning ahead.

Verify travel details and other reservations before you leave and keep unneeded documents at home to prevent identity theft.

[Visit the Resource](#)



**SHOP ONLINE SAFELY & SECURELY**

We all make purchases online, but there are risks that come with it. Protect your money, identity, and personal data while you shop.

Avoid phishing attempts, fraudulent sellers, and impulsive purchases. Recognize the red flags and shop safely.

[Visit the Resource](#)



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## CYBERSECURITY AWARENESS MONTH

**Go Beyond the Basics for Cybersecurity Awareness Month**

**FOR IMMEDIATE RELEASE:** September 30, 2025  
 Contact: Gabi Kulesh, Public Information Officer, (608) 421-1290  
[gabi.kulesh@wisconsin.gov](mailto:gabi.kulesh@wisconsin.gov)

MADISON, Wis. – Governor Evers declared October Cybersecurity Awareness Month in Wisconsin. Accordingly, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is partnering with the Wisconsin Department of Administration (DOA) and the Wisconsin Department of Military Affairs (DMA) to promote simple ways that consumers and businesses in the state can protect themselves from common risks that come with using the internet and modern technology.

As part of the national "Secure Our World" campaign, the U.S. Cybersecurity & Infrastructure Security Agency recommends four actions we can all take to improve our personal and organizational cybersecurity:

- Use strong passwords and create a different password for each account.
- Turn on multi-factor authentication to strengthen account security.
- Recognize and report phishing to avoid compromising personal information.
- Update software regularly to get the latest security patches.

These tips are a great start, but the list of easy, everyday cybersecurity practices does not end there. DATCP, DOA, and DMA are recommending these additional ways that Wisconsin can go beyond the basics to keep themselves, their workplaces, and their communities secure.

"Scammers use social media platforms to impersonate trusted businesses, government agencies, celebrities, or even a friend's friend or family member," said DATCP Secretary Randy Romaniuk. "They promote fake products or services, make fraudulent offers, and try to steal your information and hard-earned money. Cybersecurity Awareness Month is an opportunity to learn more about scams by following DATCP for the latest news and alerts, and by having conversations with loved ones about the risks of online scams."

"It's time to back up your data regularly and keep sensitive data private by clearing up and deleting what you don't need," suggests DOA Secretary Kathy Hummerfeld. "Practicing good data hygiene will help keep your information secure."

"Cybersecurity involves preventing, detecting, and responding to those cyberattacks that can have wide-ranging effects on individuals, organizations, and the whole state," said Maj. Gen. Matt Stahl, Wisconsin's adjutant general and the governor's chief cybersecurity advisor. "Protecting ourselves and our information starts at home. From anti-virus software to strong passwords and monitoring your personal accounts, each step we take helps secure our digital world."

For more information and consumer protection resources from DATCP, visit [ConsumerProtection.wi.gov](http://ConsumerProtection.wi.gov) or contact the Consumer Protection Hotline at (800) 422-7128 or [DATCP@doit.wisconsin.gov](mailto:DATCP@doit.wisconsin.gov).

###  
Find more DATCP news in our streams on Facebook, X, and Instagram

### CYBERSECURITY AWARENESS MONTH



Back up your personal data, then delete it from your device to protect it from unauthorized access.

DOA: Oct. 8, 2025

### CYBERSECURITY AWARENESS MONTH



Scammers might impersonate a person or business you know on social media.

DMA: Oct. 15, 2025

### CYBERSECURITY AWARENESS MONTH

Install anti-virus and anti-malware programs and keep them updated to improve your device security.

DATCP: Oct. 22, 2025



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# RURAL REALITIES PODCAST GUEST



## Preventing Scams and Fraud During the Holidays

This episode digs into a topic that's a little different from Rural Realities' usual content, but it's something that affects us all and can be especially relevant during the holidays: consumer protection. Michelle Reinen, the Administrator of ...

December 05, 2025 • Season 4 • Episode 45 • 31:08



## Protect Yourself and Your Farm Business This Holiday Season

We are resharing this episode as we approach Black Friday and Cyber Monday! This episode digs into a topic that's a little different from Rural Realities' usual content, but it's something that affects us all and can be especially relevant duri...

November 24, 2025 • Season 4 • Episode 44 • 39:14



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# HOLIDAY PSA CAMPAIGN

youtube.com

- 2  **PSA: Identity Theft During the Holidays**  
Wisconsin DATCP • 6 views • 2 months ago
- 3  **PSA: Safe Online Shopping**  
Wisconsin DATCP • 11 views • 2 months ago
- 4  **PSA: Toy Safety Tips**  
Wisconsin DATCP • 11 views • 2 months ago
- 5  **PSA: Tips for Buying and Using Gift Cards**  
Wisconsin DATCP • 78 views • 1 year ago
- 6  **PSA: Three Common Scams**  
Wisconsin DATCP • 43 views • 1 year ago



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# TOP TEN ANNOUNCEMENT

**RELEASE**  
Trade and Consumer Protection  
datep.wi.gov

## Wisconsin Consumers' Top Complaints of 2025

**FOR IMMEDIATE RELEASE:** February 5, 2026  
**Contact:** Caleb Kulich, Public Information Officer, (608) 621-1290,  
[caleb.kulich@wisconsin.gov](mailto:caleb.kulich@wisconsin.gov)

MADISON, Wis. – In 2025, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) received thousands of written complaints from Wisconsin consumers. DATCP's Bureau of Consumer Protection has run the numbers, ranked last year's top complaint categories – including one that has ranked among the top ten for the first time – and found complaints up overall since 2024.

"Last year's top ten complaint categories represent some of the most common issues Wisconsin consumers struggled with – issues that anyone could encounter in daily life," said DATCP Secretary Randy Romanski. "No matter how common the problem, if consumers are facing a disagreement with a business that they have been unable to resolve, DATCP is here to help."

Complaint counts increased in most of the top categories, and a new category has risen to the tenth spot for the first time. However, there were other complaint categories that did not make the 'top ten' list but remain noteworthy, with most also receiving an increase in complaints in 2025. At thirteenth, the category 'Computers and Computer Equipment' received 103 written complaints, but 1,185 phone calls to the Consumer Protection Hotline – the third highest call category. The categories 'Entertainment and Recreation' and 'Motor Vehicle Accessories/Parts' received 147 and 101 complaints respectively and have both ranked among the top ten categories in past years. 'Gas Pump Accuracy' also received 101 complaints in 2025. Additional categories of note were 'Extended Warranties' (107 complaints), 'Timeshares and Resellers' (95 complaints), and 'Manufactured Housing and Housing Communities' (90 complaints, doubling since 2024).



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# TRACKABLE QR CODES

BCP uses QR codes which open links to DATCP webpages.

These QR codes can lead to the same pages, but generate unique scan/open metrics.

This lets BCP track how much web traffic is driven by each individual QR code.



BCP Presentations



BCP Outreach Posters  
(in development)



Holiday 2025 TV PSAs



BCP Outreach Toolkits



BCP Student Outreach Posters



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**Michelle Reinen**

Division of Trade and Consumer Protection

(608) 224-5160 – [michelle.reinen@wi.gov](mailto:michelle.reinen@wi.gov) – [datcp.wi.gov](http://datcp.wi.gov)

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)