



# Make Cents Make Sense.



## Checklist

### How Scammers Take Your Money

According to the [Federal Trade Commission](#), Americans lost \$12.5 billion to fraud in 2024. Of these losses, more than \$3 billion was due to scams that started online; another \$1.9 billion in losses involved traditional contact methods like phone calls, texts, or emails.

Common themes related to scam-related losses include the following:

- 1. Bank Transfers & Cryptocurrency:** In 2024, people reported losing \$2 billion through scams that used a bank transfer or payment, and \$1.4 billion via scams using cryptocurrency.
- 2. Investment Scams:** Nearly 80% of people who reported an investment-related scam in 2024 said they lost money, with the median loss at roughly \$9,000. Investment scams were linked to more than \$5.7 billion in reported losses.
- 3. Social Media:** In 2024, scam victims were most likely to be contacted via a social media platform. State securities regulators expect this trend to continue due to the use of AI and deepfake images, videos, and voices that can create a sense of legitimacy.
- 4. Fake Jobs or Employment Agencies:** From 2020 to 2024, reports of scams tied to employment opportunities nearly tripled, as losses grew to more than \$500 million.
- 5. Targeting Younger & Older Individuals:** Americans ages 20-29 reported losing money to scams more often than any other age group. Older adults (70+) reported losing the most money.

*If you spot a fraud or scam – or you're a victim – contact the NDBF  
at (402) 471-2171 or [file a complaint online](#).*