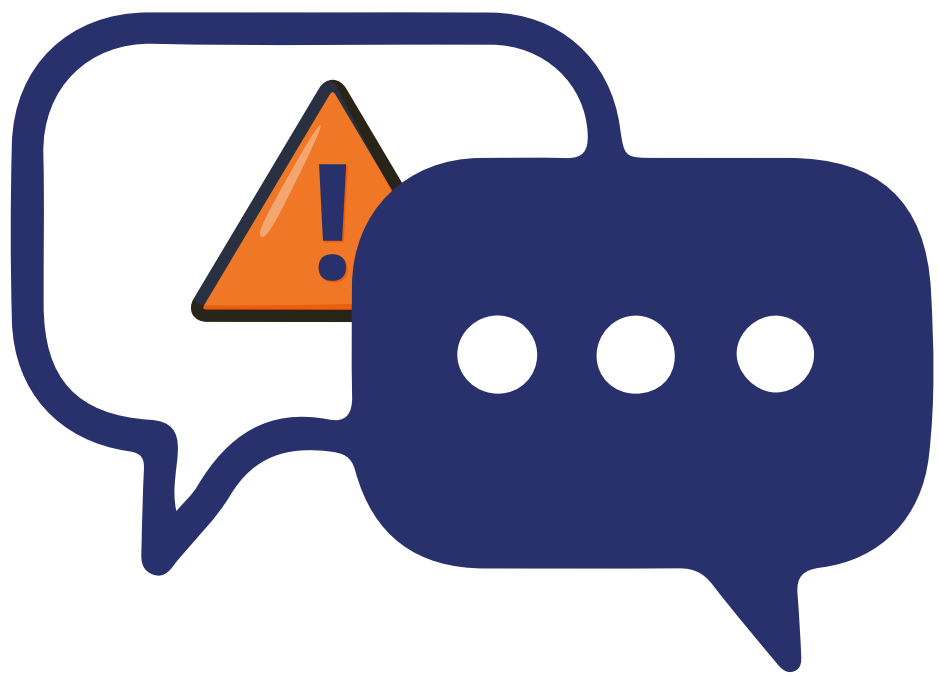


# Social Engineering Statistics 2025

Real-world data showing what happens when cybercriminals hack trust and human nature



25%

The percentage of **nation-state social engineering campaigns** that begin with chit-chat



1 in 4

How many cyber crimes involving **spoofing and phishing** that were reported to the FBI IC3 in 2024



5 Minutes

How long it takes **genAI** to craft a believable phishing message (in just **5 prompts**)



\$12.5 Billion

The amount of money that was reported as **being lost to fraud** by U.S. consumers in 2024

Cyber Security Statistics Data Sources:

FBI IC3 2024 Internet Crime Report

U.S. Federal Trade Commission Press Release (March 2025)

Proofpoint's "The Human Factor 2025, Vol. 1: Social Engineering"

IBM's "AI vs Human Deceit: Unravelling the New Age of Phishing Tactics"