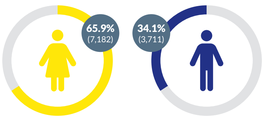
NATIONAL SCAM AWARENESS SURVEY 2024 REPORT

CelcomDigi's National Scam Awareness Survey 2024 aims to ascertain Malaysians' understanding of and resilience towards scams and related preventive measures. The survey gathered responses from a total of 10,893 respondents aged 18 and above across Malaysia. This report presents the results of the survey and highlights key issues related to digital safety.

Demographic Background

Frequency and Percentage of Respondents by Gender (n=10,893 Respondents Nationwide)



Active online community using a broad range of digital services

91% of the respondents frequently visit Nadi to use internet services. The most common uses of internet services which potentially involve scams are:

- **36%** to access social media
- **35%** to find and apply jobs
- **16%** to perform banking transactions
- **16%** to make online purchases

Survey prioritising experiences of digitally active communities

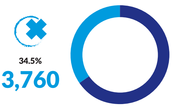
The survey was conducted with communities from around 307 National Information Dissemination Centre (Nadi), which provide internet access and various skills enhancement programmes.

- **73%** of all respondents in this survey are between the age of 18 and 40.
- **70%** of all respondents earn below RM3,000 a month.
- **66%** of all respondents are female.
- **63%** of all respondents indicated that their monthly income is insufficient to cover their expenses.
- **39%** of all respondents achieved at least SPM/MCE.

Experiences with Scams

Encounters with Scam Attempts

Has Anyone Tried to Scam You?



This survey revealed that at least 73% of all respondents experienced some form of scam or became victims of scammers.

Respondents with higher education and higher income levels encountered greater incidence of attempted scam.

Most frequently used tactics in attempted scams

The results of our survey indicate that the most common scam tactics encountered amongst digital communities are phone scams involving callers who:

- **31%** were contacted by someone pretending to be a representative from a bank/telecommunications company/government department and requesting personal information
- **23%** were informed there were problems with their bank account
- **23%** were contacted about receiving government assistance and were required to provide personal/bank details

Channels Used in Scams

CHANNELS USED IN SCAMS

Email	Phone call	SMS	Text on WhatsApp/ Telegram/ Messenger	Call on WhatsApp/ Telegram/ Messenger	Others (e.g. Facebook posts, online adverts, online shopping, app downloads, etc.)
790 | 7.3%	5,728 | 52.6%	2,559 | 23.5%	2,996 | 27.5%	2,511 | 23.1%	184 | 1.6%

The most common channel used by scammers is voice calls

The most common ways through which victims were contacted by scammers were **phone calls (76%)** and **text messages (51%)**.

Awareness and Resilience Levels

Knowledge of the NSRC Hotline for Reporting Scams



Low public awareness of the NSRC hotline

65% of respondents did not know they can contact the NSRC hotline to report scams.

Moderate level of preventive actions taken to prevent scams

More than half of the respondents verify links before clicking on the link **(65%)** or filter personal data before sharing it **(52%)**.

High awareness of risks associated with personal data

73% are aware of the risks of social sharing and of exposing personal information to hackers, and **87%** are more conscious of fraudulent activities now compared to a year ago.

Low resilience and/or mitigation to combat scams

Only 1 out of 2 blocked unwanted calls.

Only 1 out of 3 informed family/friends about an attempted scam.

Social media remains the main source of information on scam awareness

Responses reveal that majority of respondents still rely on social media **(70%)** and traditional/mass media **(61%)** as the main sources of information on scams, followed by family and friends **(55%)**.

Few are spared from attempted scams:
6 out of 10 persons across all age groups, education levels, residential areas and genders have faced some form of scams.

Two-thirds **(67%)** of those who indicate that their income is **inadequate** to cover monthly expenses, also **do not** have knowledge of the NSRC as a mechanism to report scams.

Conclusion

This national survey on experiences with digital scams amongst Malaysians has revealed a number of important key findings and implications. Read more about these in the full report available at **https://cd.link/SCASR**

CelcomDigi's S.A.F.E. Internet Programme

enabling an inclusive and safe digital access for all

CelcomDigi supports an open internet that is safe, secure, stable, and sustainable with the aim to create a trusted digital society. As the largest telecommunication provider in Malaysia, we have the responsibility and capability to educate end users about internet safety and on ways to keep personal data safe and secure when online.

Our S.A.F.E. Internet programme aims to empower Malaysians, from all walks of life and all parts of the country, to become responsible and resilient digital citizens by applying the S.A.F.E. Internet code to nurture good digital habits.

- **S** SMART
- **A** AWARE
- **F** FORTIFY
- **E** EMPATHY

Learn more about the latest common scams and fraud tactics at **www.safeinternet.my**