



**IPSOS PRESS RELEASE :**  
**SCAM IN MALAYSIA**

---

December 2023

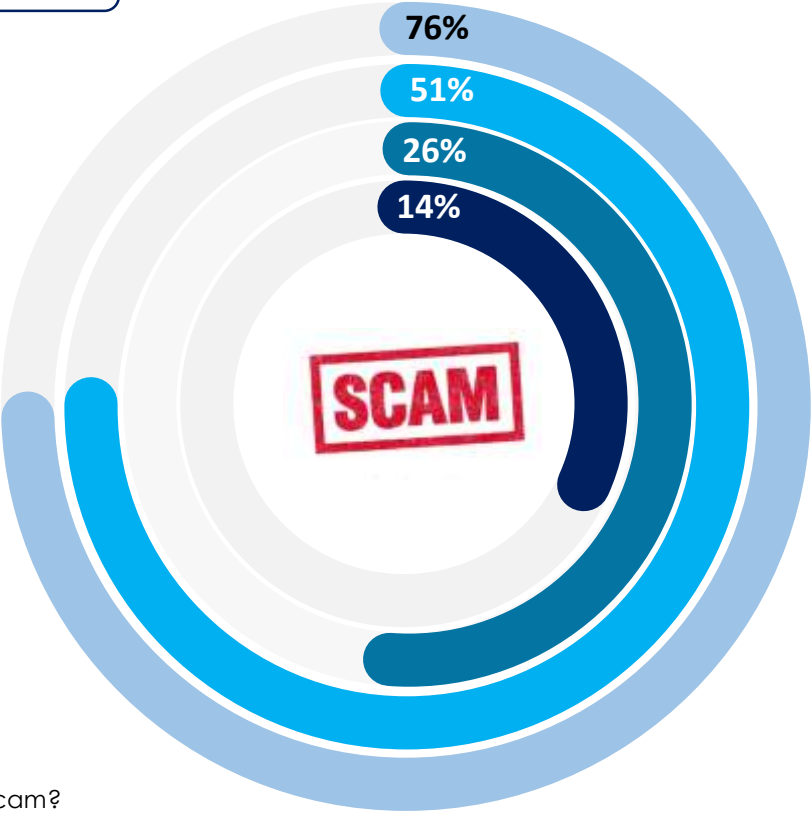
**GAME CHANGERS**



# MALAYSIA'S SCAM SURGE EXCEEDS EXPECTATIONS

An alarming three-quarters of the population targeted, with an upsurge in the last quarter highlighting widespread vulnerability

## Recent Experience with Scam



**LEGEND:**

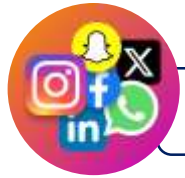
- 76% EVER ENCOUNTERED SCAM
- 51% ENCOUNTERED SCAM IN PAST 3 MONTHS
- 26% ENCOUNTERED SCAM IN PAST 1 MONTH
- 14% ENCOUNTERED SCAM IN PAST 1 WEEK

Q1. When was the last time you or your family encountered scam?  
Base: Total Sample, n=1000 / Survey done from 29<sup>th</sup> – 30<sup>th</sup> November

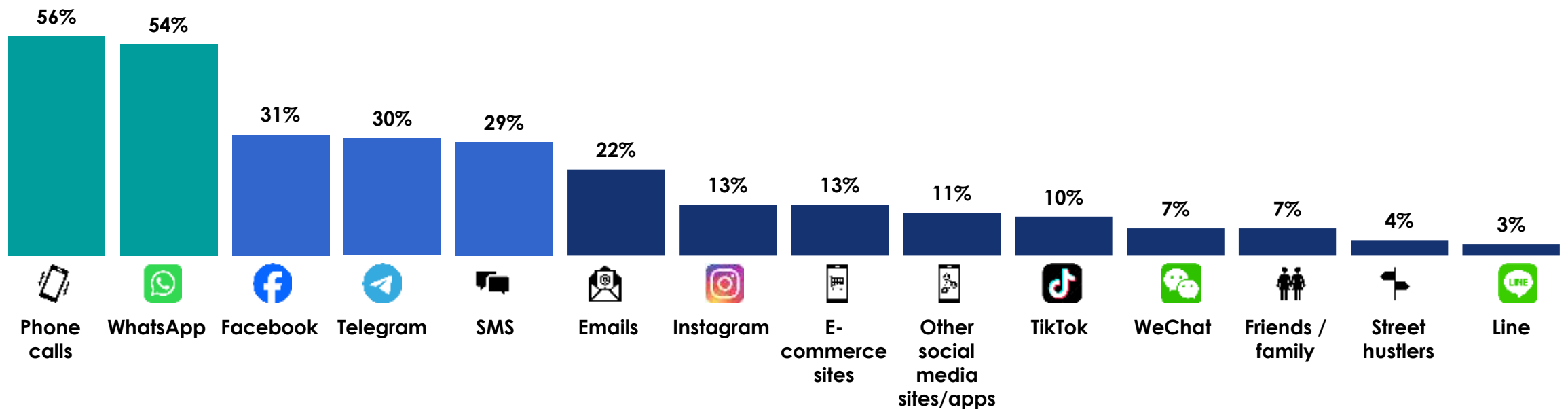


# PHONE CALLS & WHATSAPP PREDOMINATE SCAMS

The increase in digital connectivity paves the way for scammers to exploit social media and communication apps



## PLATFORMS USED BY SCAMMERS



Q3a. How were you or your family targeted by the scammer(s)? Please choose all the relevant platforms that you've received.

Q3b. Which of these platforms is the most regularly used by the scammer(s) that you or your family have encountered?

Base: Experience scam before, n=762 / Survey done from 29<sup>th</sup> – 30<sup>th</sup> November

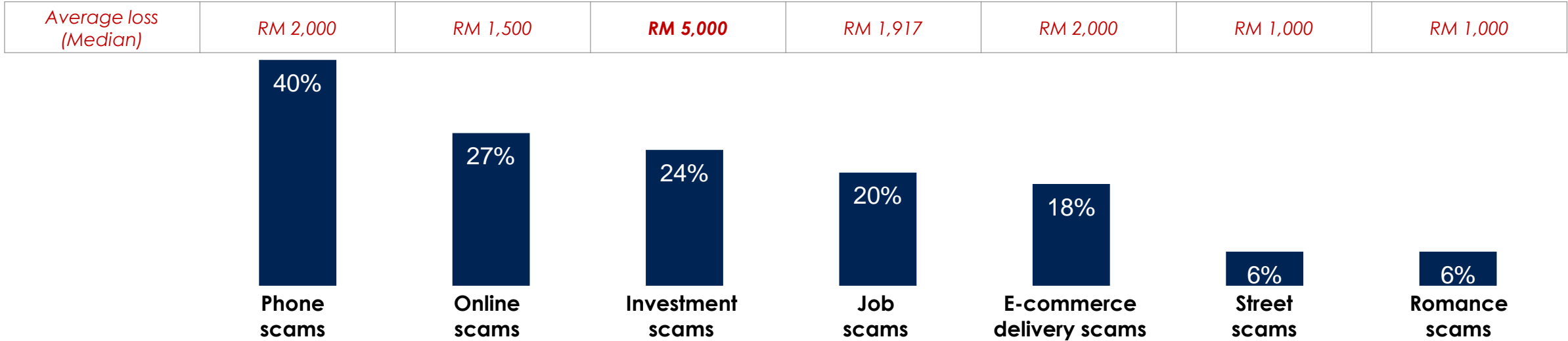
© Ipsos Press Release | Malaysia Scam Report (Survey Conducted in November 2023)

# PHONE & ONLINE: PREVALENT SCAM PITFALLS

Investment, employment, and e-commerce delivery schemes also heavily ensnare victims, with investment schemes inflicting the largest financial losses



## TYPES OF SCAM FALLEN TO

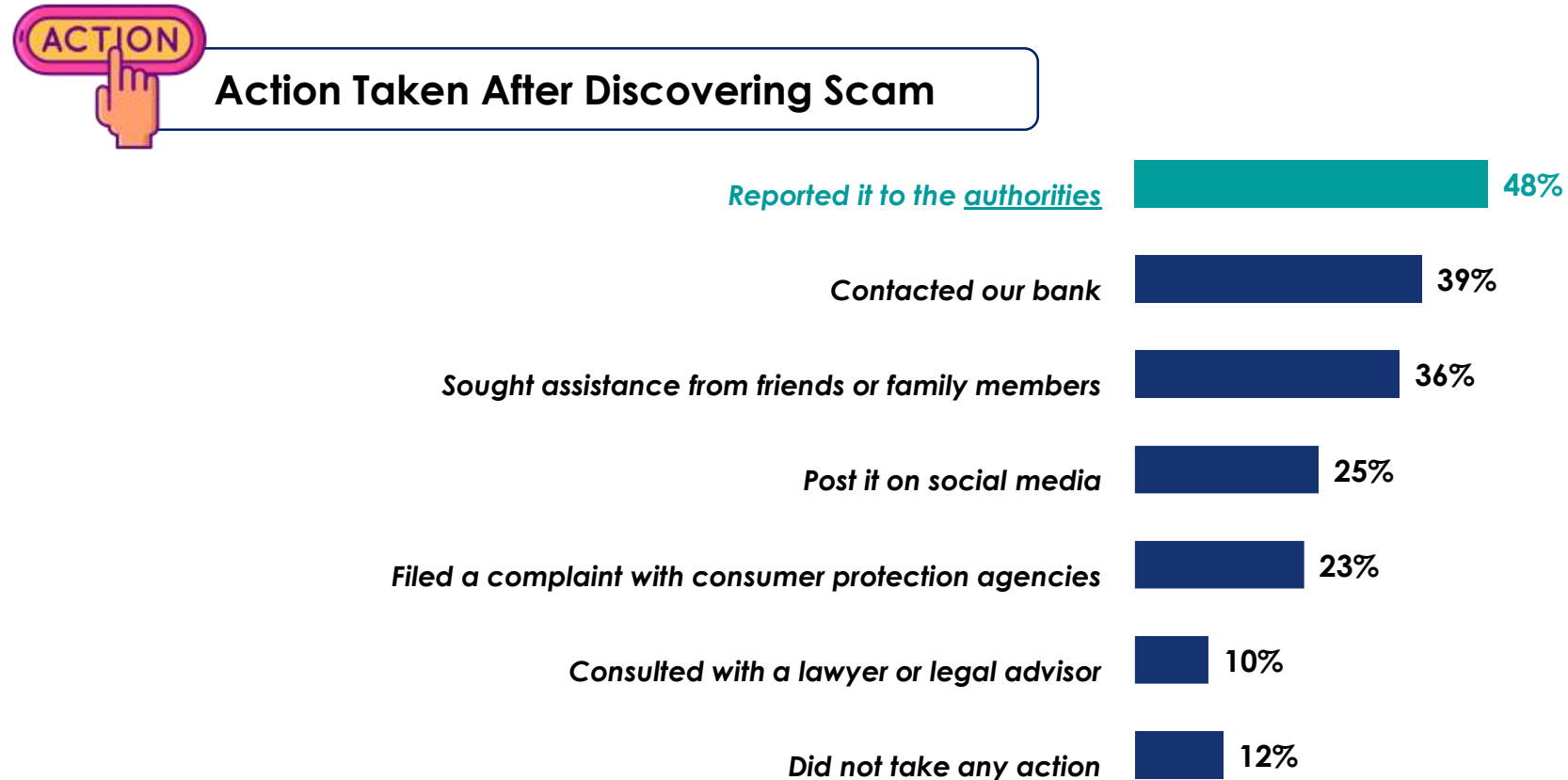


Q4b. Which of these scam types have you or your family fallen victim to or almost fallen victim to?  
 Q5a. What was the amount of financial loss for you or your family?  
 Base: Experience scam before, n=762 / Survey done from 29<sup>th</sup> – 30<sup>th</sup> November  
 © Ipsos Press Release | Malaysia Scam Report (Survey Conducted in November 2023)



# CONCERNING RATE OF UNDERREPORTED SCAMS

Only less than half of scam victims seek help from authorities, with a silent minority taking no action.

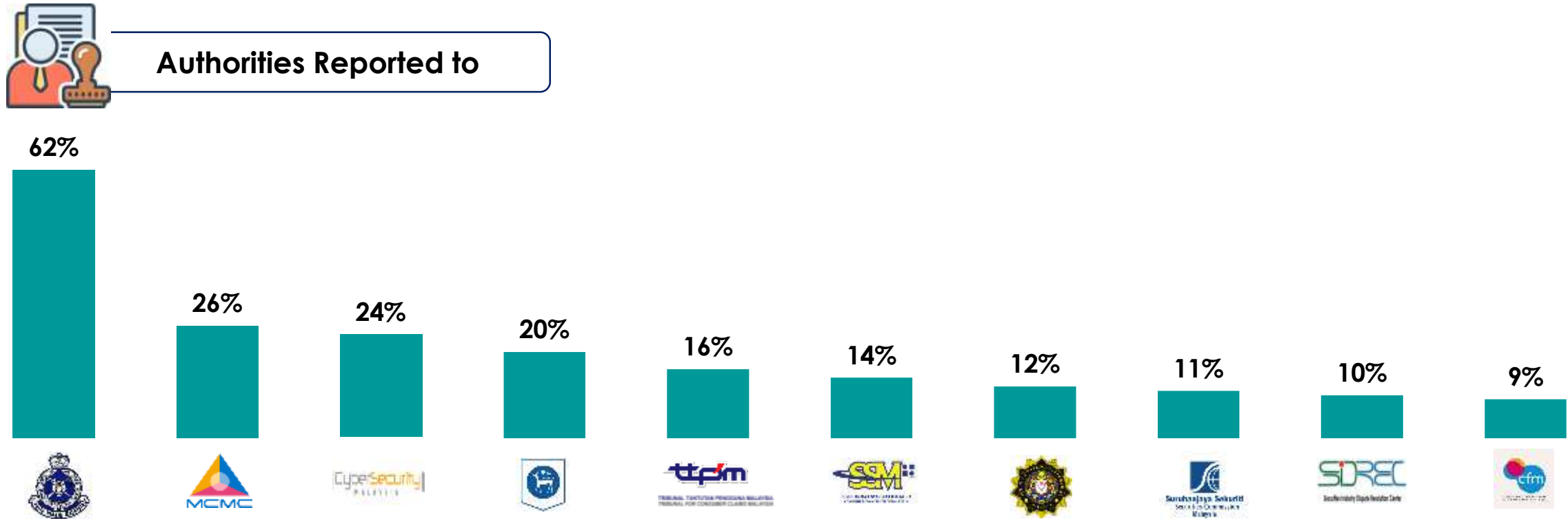


Q6. What actions did you or your family take after discovering the scam?

Base: Fallen victim to a scam with financial loss/Almost fell victim to a scam but realized it before any financial loss occurred, n=657 / Survey done from 29<sup>th</sup> – 30<sup>th</sup> November

# PDRM DOMINATES SCAM REPORTING

While the MCMC, CyberSecurity Malaysia, and Bank Negara Malaysia (BNM) are among the initial authorities to report, the volume of reports to them pales in comparison to those received by PDRM.



Q6a. Which of the authorities/organizations have you reported to or file your complaint?

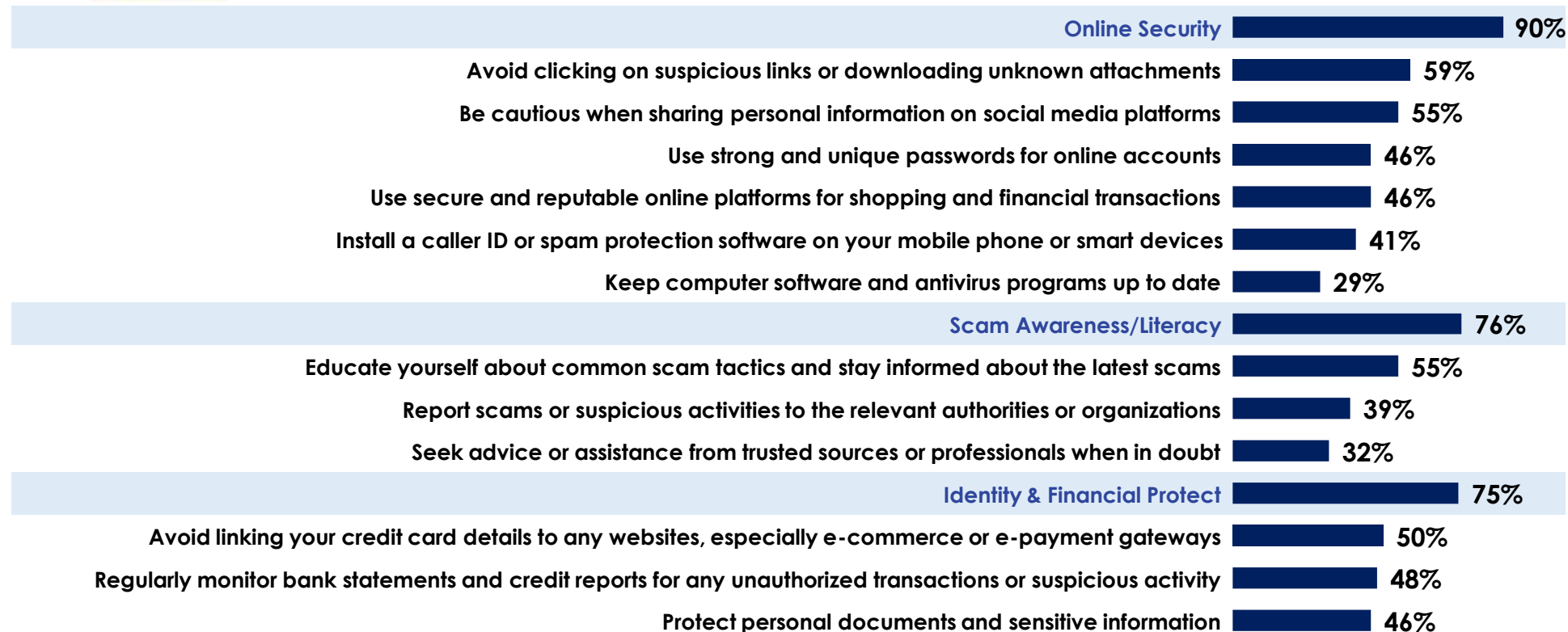
Base: Those who have reported it to the authorities/Filed a complaint with consumer protection agencies, n=376 / Survey done from 29<sup>th</sup> – 30<sup>th</sup> November

# DIGITAL VIGILANCE: PRIMARY SCAM SHIELD

Malaysians are increasingly adopting vigilant online habits and educating themselves on scam strategies to safeguard themselves from falling into the traps of fraudsters.



## PREVENTATIVE MEASURES TAKEN



Q7. Which of the following measures you have taken to protect yourself or your family from future scams?  
Base: Total Sample, n=1000 / Survey done from 29<sup>th</sup> – 30<sup>th</sup> November

# SCAM IN MALAYSIA

Our study reveals that an overwhelming majority of Malaysians have encountered scams, with a distressing number reporting substantial financial harm. Scams are exploiting the digital realm, signaling a shift in criminal tactics that jeopardizes our collective economic health.

A proactive, multifaceted approach is essential. While the role of law enforcement is critical, empowering the public with education and advanced digital safeguards is equally important. The Malaysian government's decision to increase funding for the National Scam Response Center (NSRC) is a promising step toward proactive measures.

As we advocate for change, we hope to see the government harness these insights and take decisive action to combat scams. By doing so, we can ensure the security and stability of all Malaysians, paving the way for a future where our community is resilient against such threats.



**Kuan Sawu Fang**  
Country Service Line Leader,  
Creative Excellence, Ipsos Malaysia



# ABOUT IPSOS

---

Ipsos is one of the largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg  
IPS:FP  
[www.ipsos.com](http://www.ipsos.com)

# GAME CHANGERS

---

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

**You act better when you are sure.**

