



#DapatAllMagWhoscall

# Whoscall 2024 Philippine Scam Report

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Scam Calls	SMS Scams
610,688	6,157,517

The Whoscall App in the Philippines recorded a total of **6,157,517 SMS** scam messages and **610,688** scam calls in 2024

# Quarterly Breakdown

2024	Scam Calls	SMS Scams
First Quarter	108,157	1,143,268
Second Quarter	135,535	1,288,811
Third Quarter	165,236	1,645,470
Fourth Quarter	201,760	2,079,968

# Monthly Breakdown

2024	Scam Calls	SMS Scams
January	34,652	346,556
February	37,220	392,446
March	36,285	404,266
April	46,518	469,022
May	46,895	400,457
June	42,122	419,332
July	51,904	462,007
August	56,341	512,334
September	56,991	671,129
October	57,005	680,822
November	57,805	691,141
December	86,950	708,005
<b>Total</b>	<b>610,688</b>	<b>6,157,517</b>

# SMS Scams increased during the Ber Months

From September to December 2024, Whoscall recorded a total of **2,751,097 SMS Scam:**

- **5%** of SMS Scams related to purchase of Tech Gadgets
- **5%** on educational references and platforms
- **8%** on Gift cards and promos
- **18%** on registration to phishing sites to harvest PII for selling, account updates
- **10%** to mobile app download from unauthorized sites
- **11%** related to Job Scam
- **23%** on loans related scams
- **12%** on investment Scams
- **8%** to others - Games, crypto

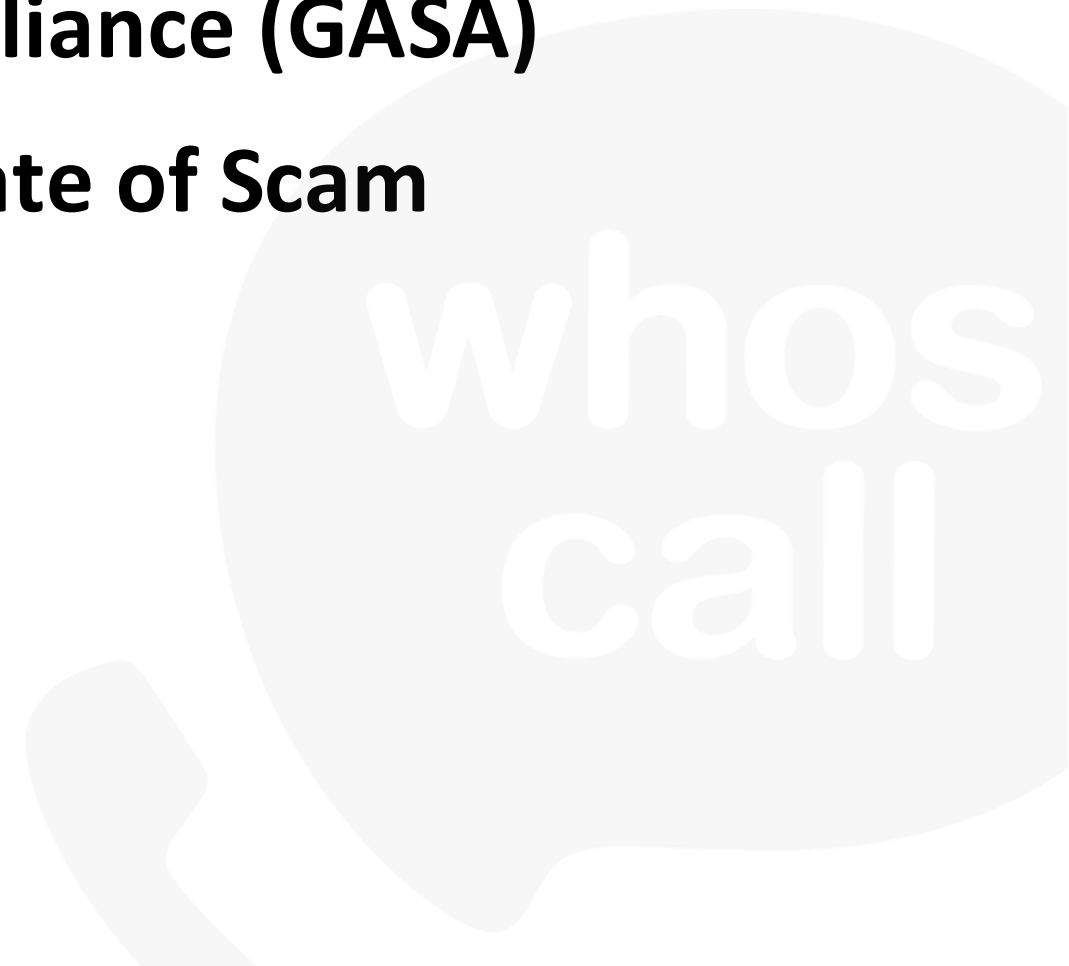
# 2024 Reported Risky URLs

From January to December 2024, Whoscall recorded 16,553 risky Uniform Resource Locators (URL).

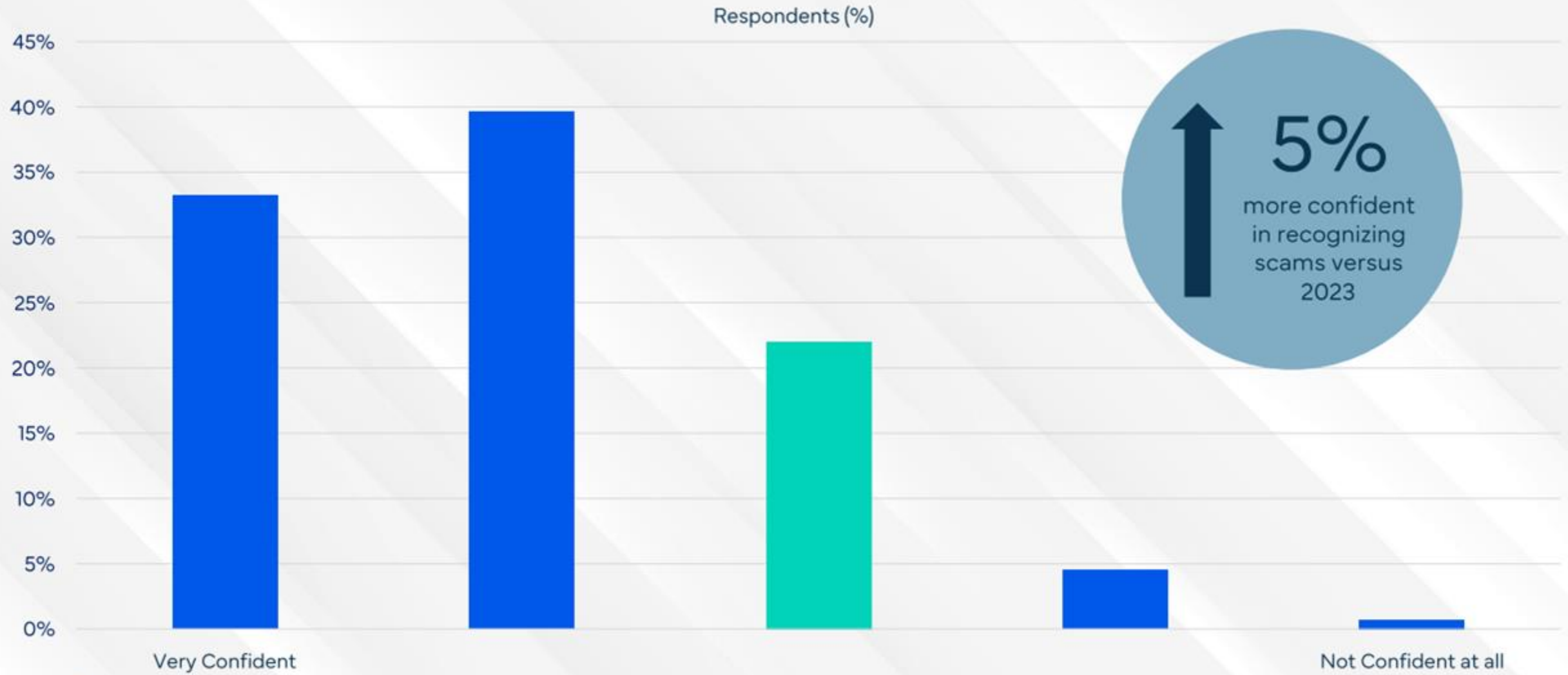
- **26%:** Invitations to register for online services, promotions, insurance, game memberships, financial services, loans and rewards.
- **11%:** Downloads of malicious software or apps.
- **9%:** Online account management updates like password maintenance related messages
- **18%:** Online shopping scams and suspicious payment requests.
- **12%:** Employment-related scams.
- **14%:** Investment scams.
- **10%:** Other scams, such as product promotions.

# **Global Anti-Scam Alliance (GASA)**

## **Insights to PH State of Scam**



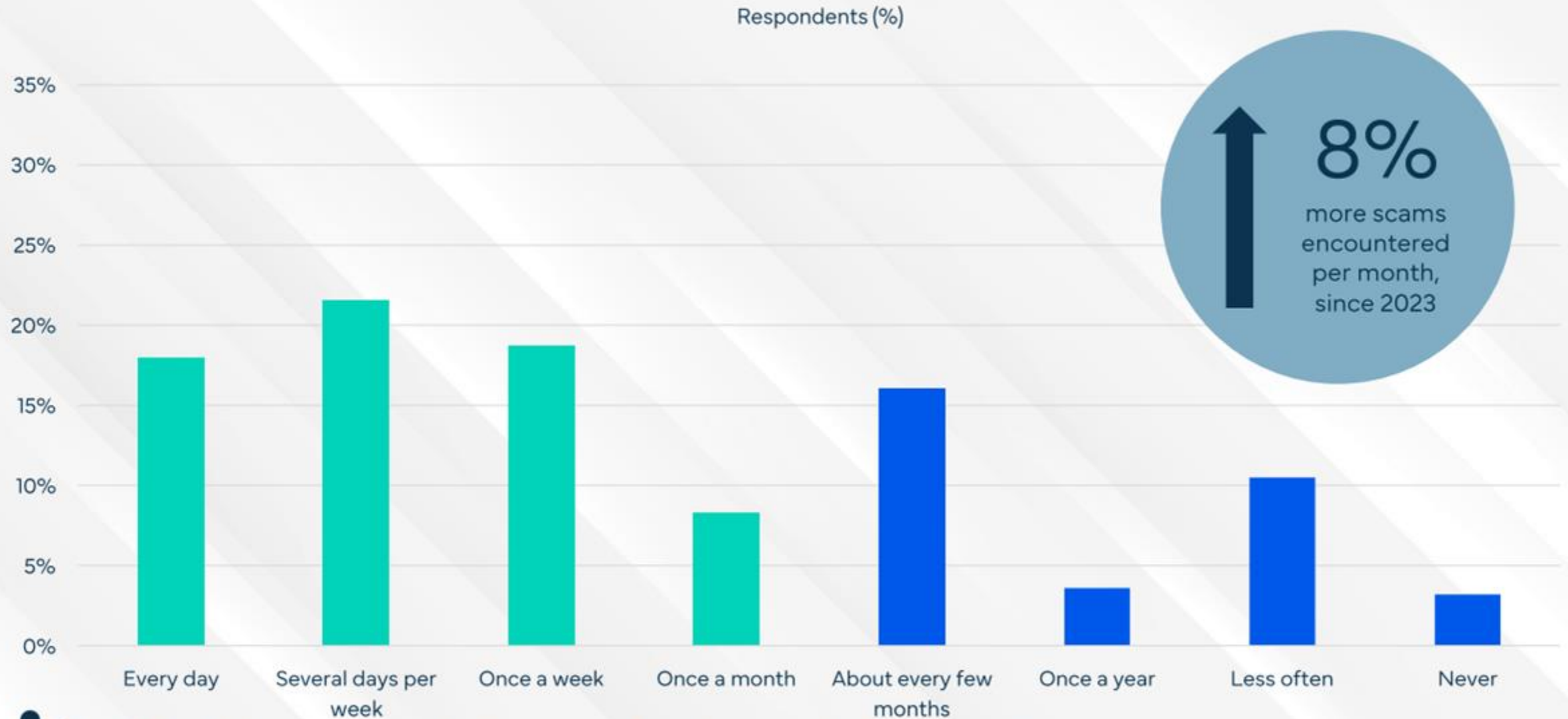
# 73% of Filipinos are confident in their ability to recognize scams



Only 5% of respondents are not (very) confident in recognizing scams, at all.

Q2 - How confident are you that you can recognize scams?

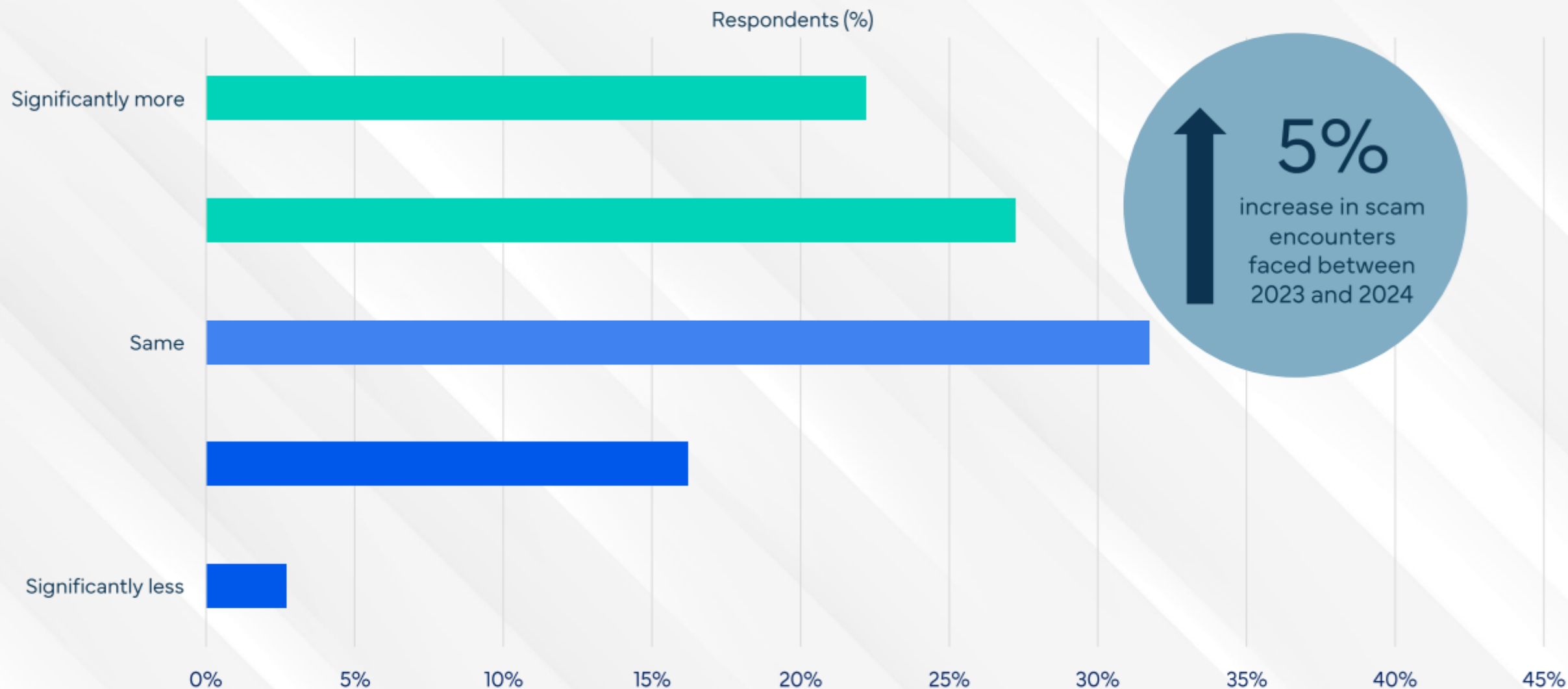
# 67% of Filipinos encounter scams at least once per month



14% of Filipino respondents encountered scams lasting more than year.

Q3 - In the last 12 months, how often have you been exposed to scam attempts? This includes receiving suspicious content, as well as seeing deceitful advertising.

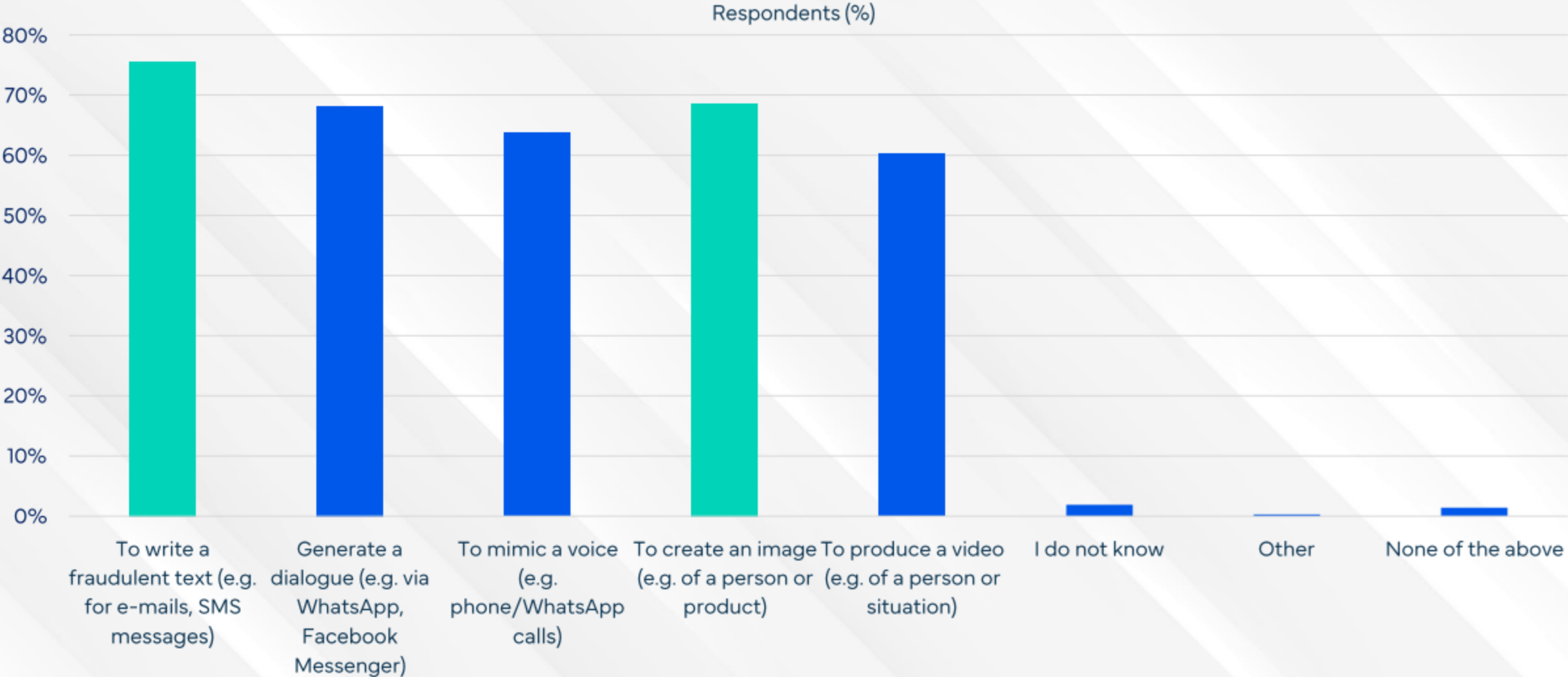
# 49% of Filipinos faced more scam encounters in the last 12 months



Only 19% of Filipino respondents experienced a reduction in scam encounters in the past 12 months.

Q4 - Compared to the year before, do you feel you have been exposed more or less frequently by an individual/company that tried to deceive you in the last 12 months?

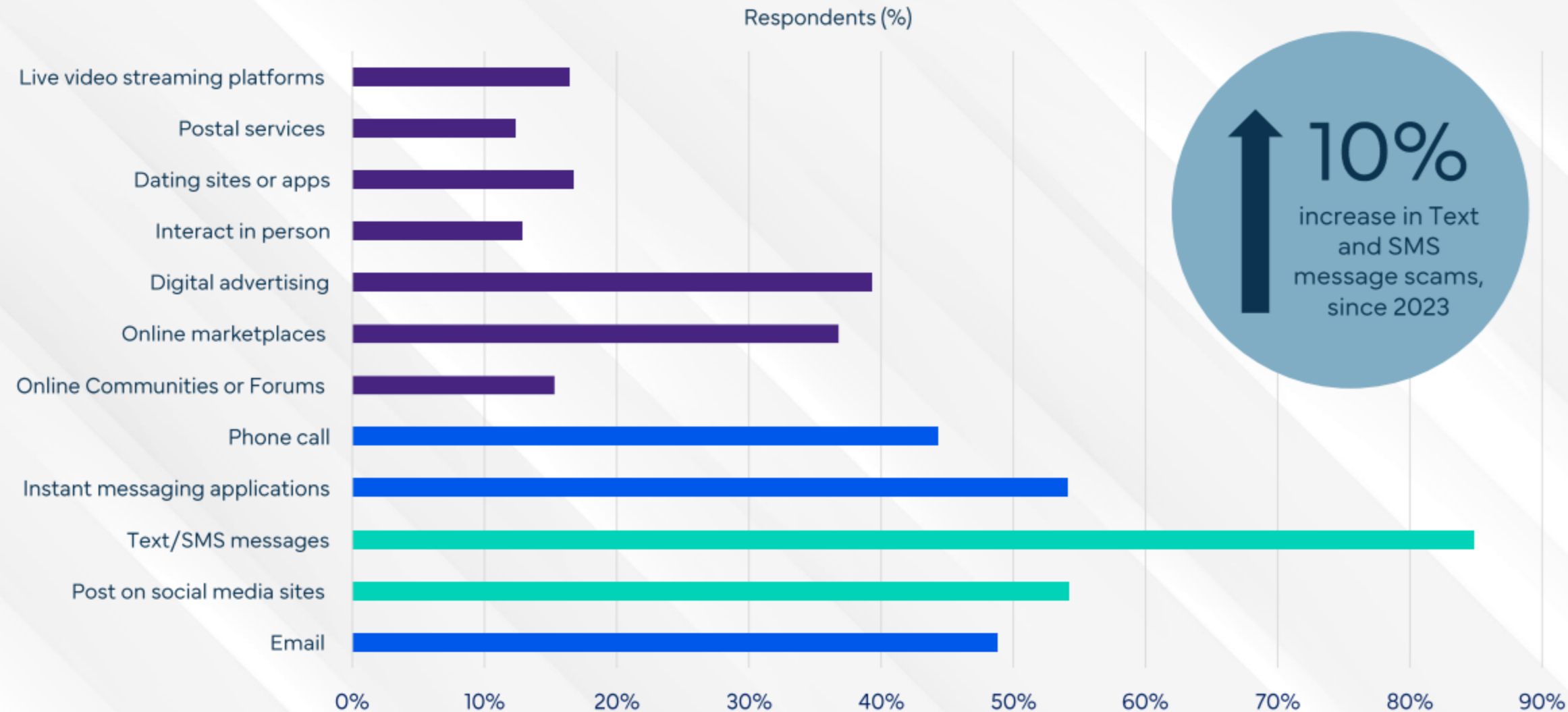
# Most Filipinos are aware scammers can use AI against them



Awareness of AI generated text & images is high, while complex voice & videos are less widely known.

Q5 - For which of the following can Artificial Intelligence (AI) be used?

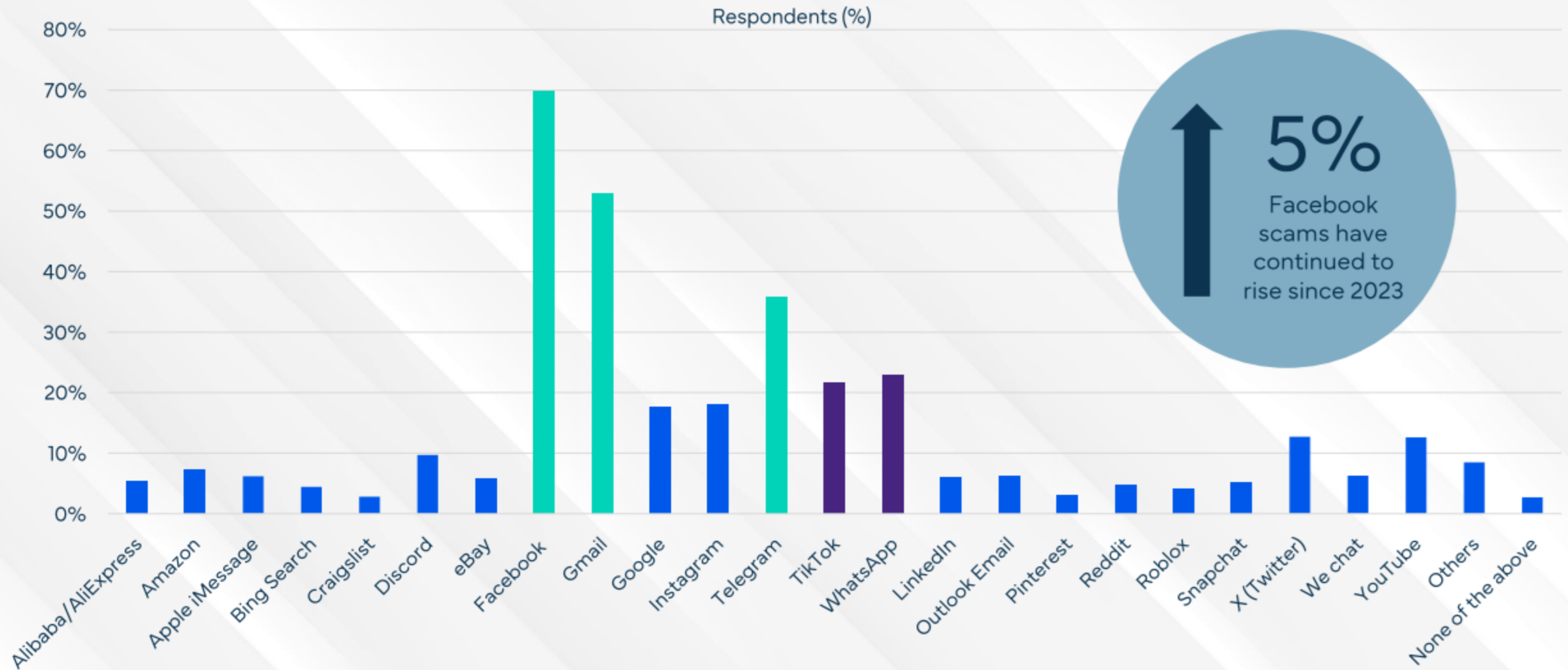
# Majority of scams are delivered via text/SMS messages & social media



Instant messaging apps, emails, & phone calls are also common scam media.

Q6 - Through which communication channel(s) did scammers approach you in the last 12 months?

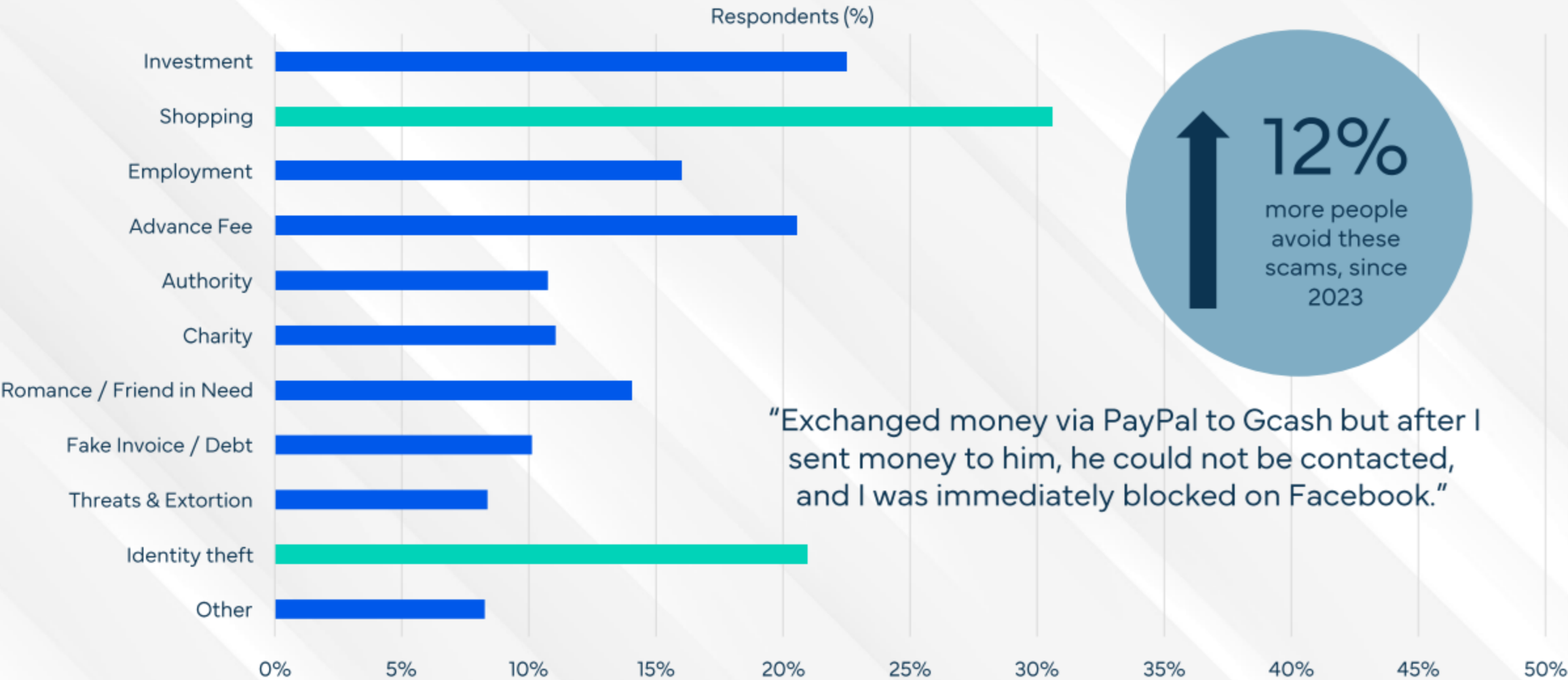
# Facebook and Gmail are the platforms most exploited by scammers



Telegram, WhatsApp and TikTok round out the top five platforms where people encounter scams.

Q7 - Though which platform(s) did scammers contact you in the last 12 months?

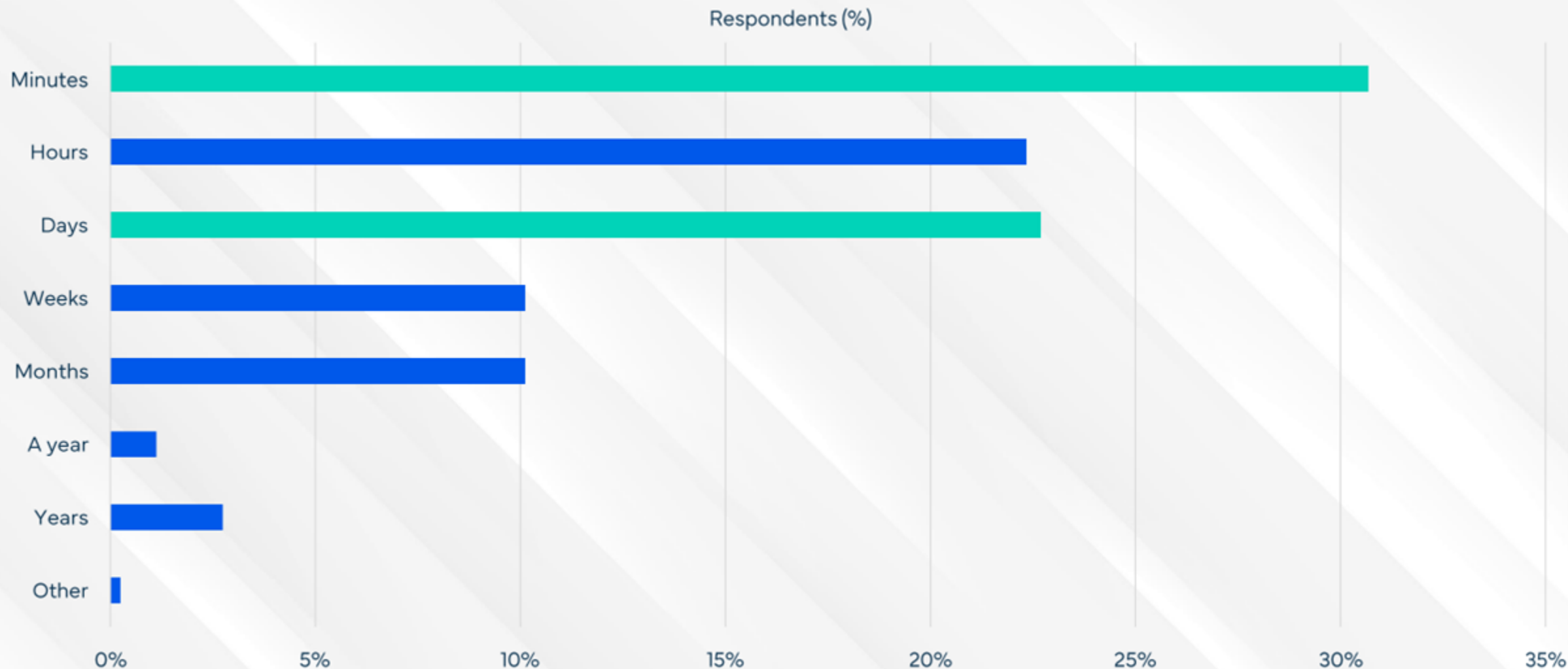
# Shopping websites are the most common type of scam in the Philippines



17% did not fall victim to the most common scams in the last year. 1.73 scams were reported per victim.

Q10 - Which of the following negative experiences happened to you in the last 12 months?

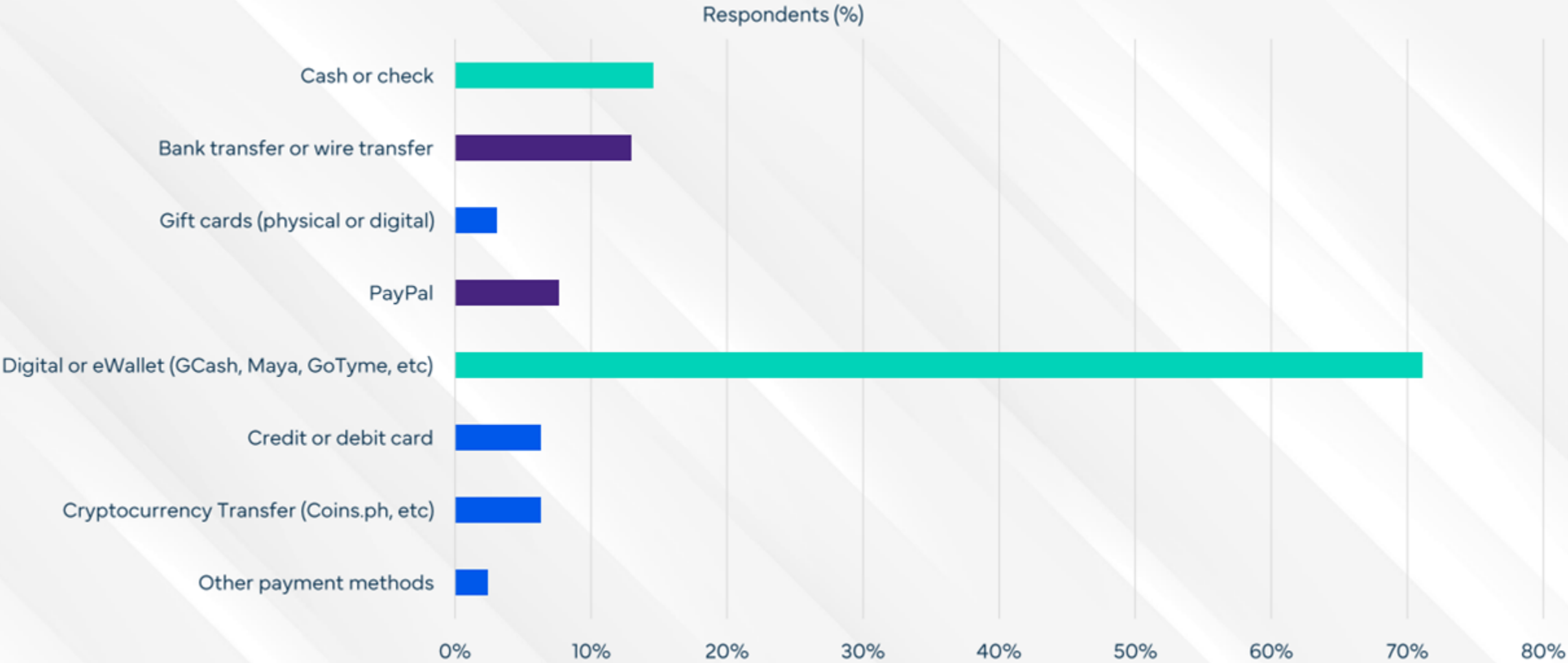
# 76% of scams are completed within 24 hours of first contact



31% reported scams that were over in minutes, while 4% were scammed over a year or more.

Q12 How long did the scam last, from the first time you heard from the scammer until the last payment you made or the last time you contacted them?

# Digital/e-wallets are the dominant scam payment method



Cash, check & wire transfers are also popular tools which scammers use to receive their stolen gains.

Q15 - How did you pay the scammer?

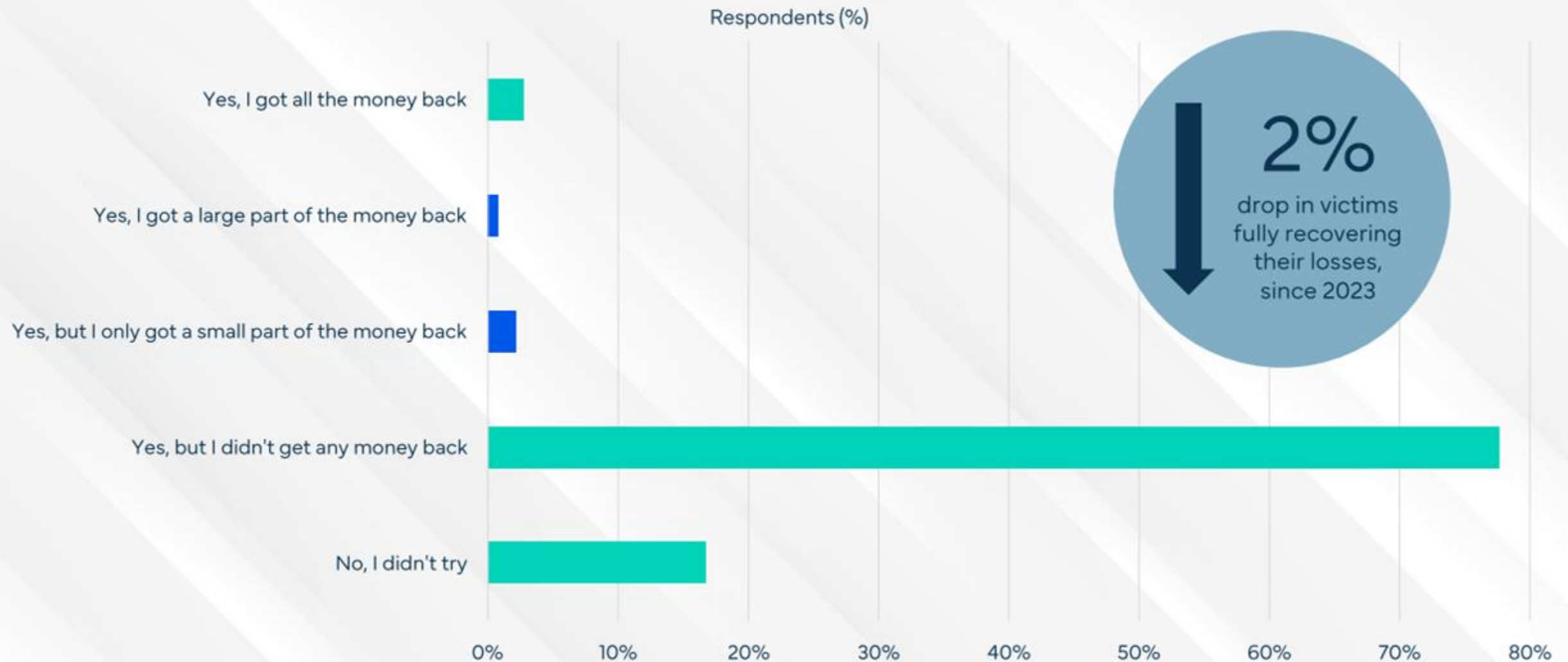
# Filipinos fall for attractive offers by acting hastily



Several victims also reported uncertainty it's a scam but chose to risk it & lacking knowledge to see it.

Q19 - What was the main reason you were deceived?

# Only 3% of victims were able to fully recover their losses



17% did not try to recover their funds. 78% tried but were not able to recover any money.

Q16 - Did you try to recover the money lost?



Upcoming Feature!

Introducing

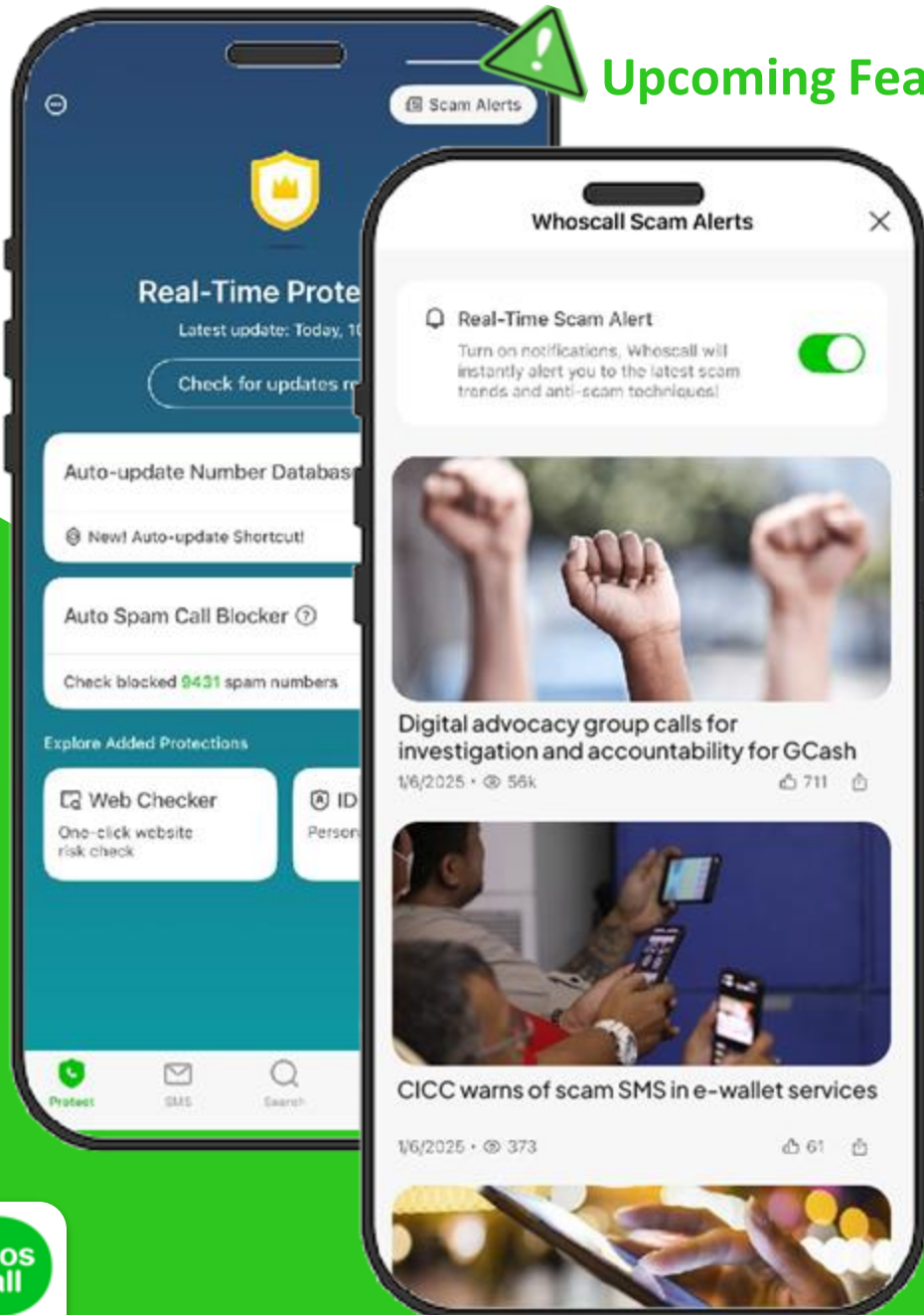


# Scam Alerts

The Philippines' one-stop hub for all scam-related news

Get real-time notifications on the most recent and relevant news to keep yourself informed and ready to fight scammers!

- **Stay informed** about the latest scam trends to be able to spot scammers beforehand
- **Be updated** with the latest cybersecurity and anti-scam initiatives locally and from all over the world
- **Share the news** and keep your friends and family educated to help protect them from becoming victims



Gogolook