

# NATIONAL MEMBER SURVEY

A summary of the local results of the national Neighbourhood Alert annual member survey March 2020

**104,321**

Respondents

**17.6%**

Response rate

[Download a local version of this report here](#)

## Feedback

Percentage that agreed (or strongly agreed) that messages in the last year were...



Easy to understand  
**96.8%**

**95.9%**  
Informative

**90.5%**  
Important

**86.9%**  
Timely

**88.1%**  
Relevant to what I want

**88.3%**  
Relevant to my area

## DATA SECURITY

Percentage of respondents within the area that said they felt that...



My data is safe  
**77.3%**



**75%**

Don't trust social media such as Facebook, Twitter, Nextdoor and WhatsApp



The Alert system is secure  
**80%**

## IMPACT

Evaluating the effect of the messages over 12 months

**64%**

Have changed their behaviour

**62%**

My confidence in the police has increased

**79%**

Find it easier to spot a scam

## REACH

Total average reach of a message sent nationally

MARCH 2020

**630,886**

MEMBERS

**18.23**

AVERAGE SHARES

**11 million**

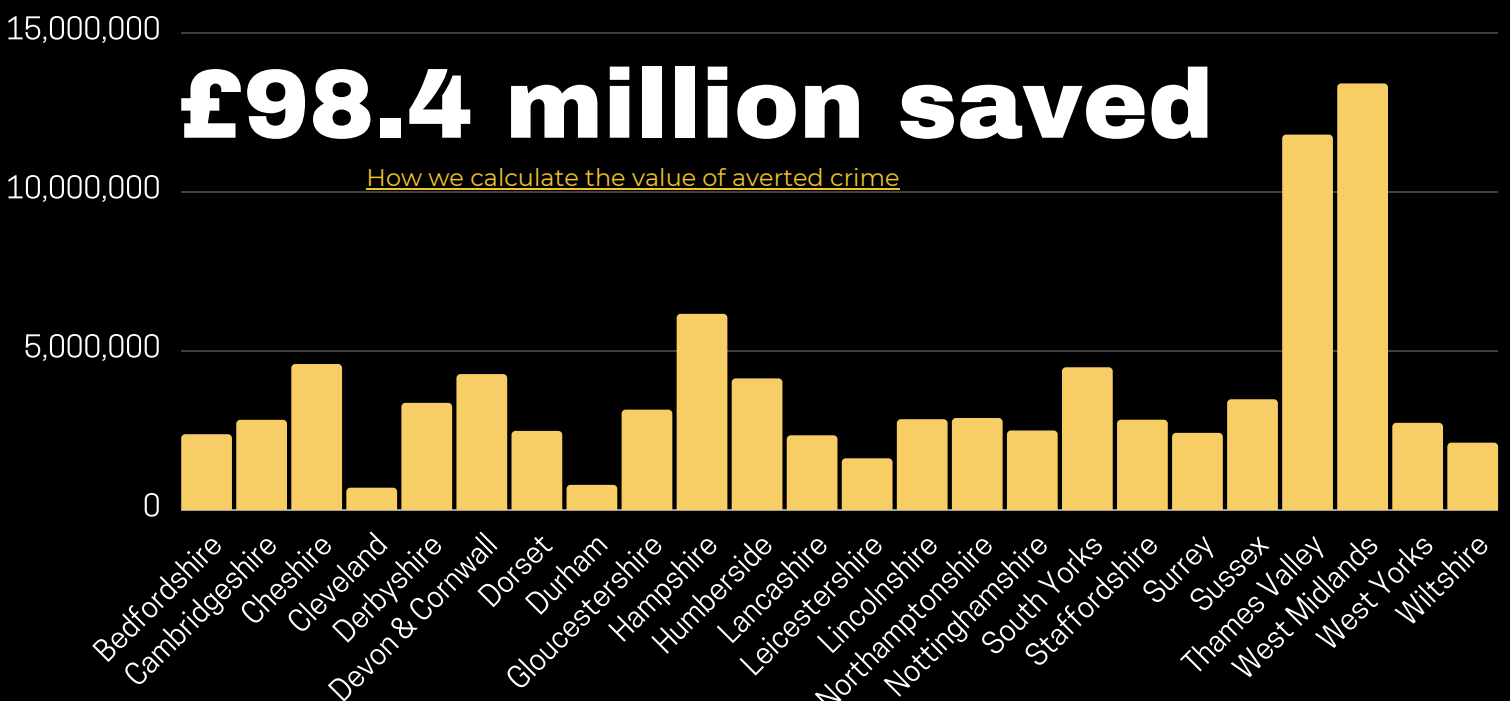
POTENTIAL REACH

## THE VALUE OF AVERTED CRIME

Total value of prevented crime in the UK as a result of awareness raised and action taken by message recipients, over 12 months

**£98.4 million saved**

[How we calculate the value of averted crime](#)



# COMMENTS FROM RESPONDENTS

March 2020



Increased awareness of pertinent issues and steps taken to tighten security. Becoming more aware of what is happening around me. I think the alerts are of great value and interest.

Anthony, Gloucestershire

Several of your messages have warned us about Phising Emails which we have then received.

James, Denny

All messages have been very informative & I have definitely learnt a lot of very useful tips & information.

Wayne, East Sussex

By reading and heeding a message I was able to identify a fraudulent telephone call

Anne, Bedfordshire

After reading the alert I was able to show an elderly relative and prevent them becoming a victim

Megan, West Sussex

Following message about burglaries I now keep my back door locked even when I'm in the kitchen

Liz, Devon

Previously left keys in hall near letterbox Alerts have prompted us to now keep out of sight.

Diane, West Mids

Had read about people asking for directions using a map to cover your phone/ purse/ wallet etc so they could take it unseen.

We were approached soon after by a couple who stretched across the car with a map to ask for directions.

I asked her to get out of my car. My bag had been under the map but luckily zipped up. Nothing was taken. Because I had read of the map technique, I was wary. Thank you

Vaurnine, Berkshire

After an Alert prompted me, I have fitted radio linked smoke alarms and carbon monoxide detectors.

Edward, West Sussex

A man called and told me I needed work doing on my roof and he was in the area that day. I was alerted to this scam from an Alert that there were a few people doing this in my area so I told him I would check with my son first.

Roof was fine and he did not return.

Helena, Cleveland

A phone call suggested to my husband that he owed money to HMRC and if he didn't pay he would be sent to prison. Fore warned by your alerts he put the phone down and reported it.

Jennifer, Cheshire

A text from my bank. The bank staff knew the exact amount in question, and it was a scam. The alert messages made me think twice and on this occasion, it was very helpful.

Glynis, Devon

Thanks to Alerts I have become more aware of possible theft of bikes from insecure storage,

I am much more aware of possible scams and I have bought a motion sensitive camera for my apartment.

Sally Thames Valley

The messages have helped me understand the difference between genuine Emails and scam Emails.

David, Dorset

Warnings in advance of dodgy doorstep callers always helps be alert to it and to keep an eye on neighbours too.

Bonnie, Surrey

Being aware of what is currently happening really does help keep me ALERT

Phil, Lincoln