



# LOCAL RESULTS ANALYSIS

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

## SURREY

**2,786**  
Respondents (104,321)

**22.8%**  
Response rate (17.6%)

(Note: All figures shown in brackets represent the equivalent national figure).

**In the know**  
Surrey and Sussex

## Feedback

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

**Informative**  
**95.9%**  
(95.9%)

**Important**  
**89.1%**  
(90.5%)

**Easy to understand**  
**95.9%**  
(96.8%)

**Relevant to what I want**  
**88.0%**  
(88.1%)

**Relevant to my area**  
**88.8%**  
(88.4%)

**Timely**  
**85.8%**  
(87.1%)

## DATA SECURITY

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

**75%**  
Don't trust social media such as Facebook, Twitter, Nextdoor and WhatsApp

**My data is safe**  
**71.0%**  
(77.3%)

**The Alert system is secure**  
**74.2%**  
(80%)

## IMPACT

Evaluating the effect of the messages over 12 months

**60.9%**  
(64.4%)  
Have changed their behaviour

**59.3%**  
(61.7%)  
My confidence in the police has increased

**78.7%**  
(79.2%)  
Find it easier to spot a scam

## REACH

Total average reach of a message sent in Surrey

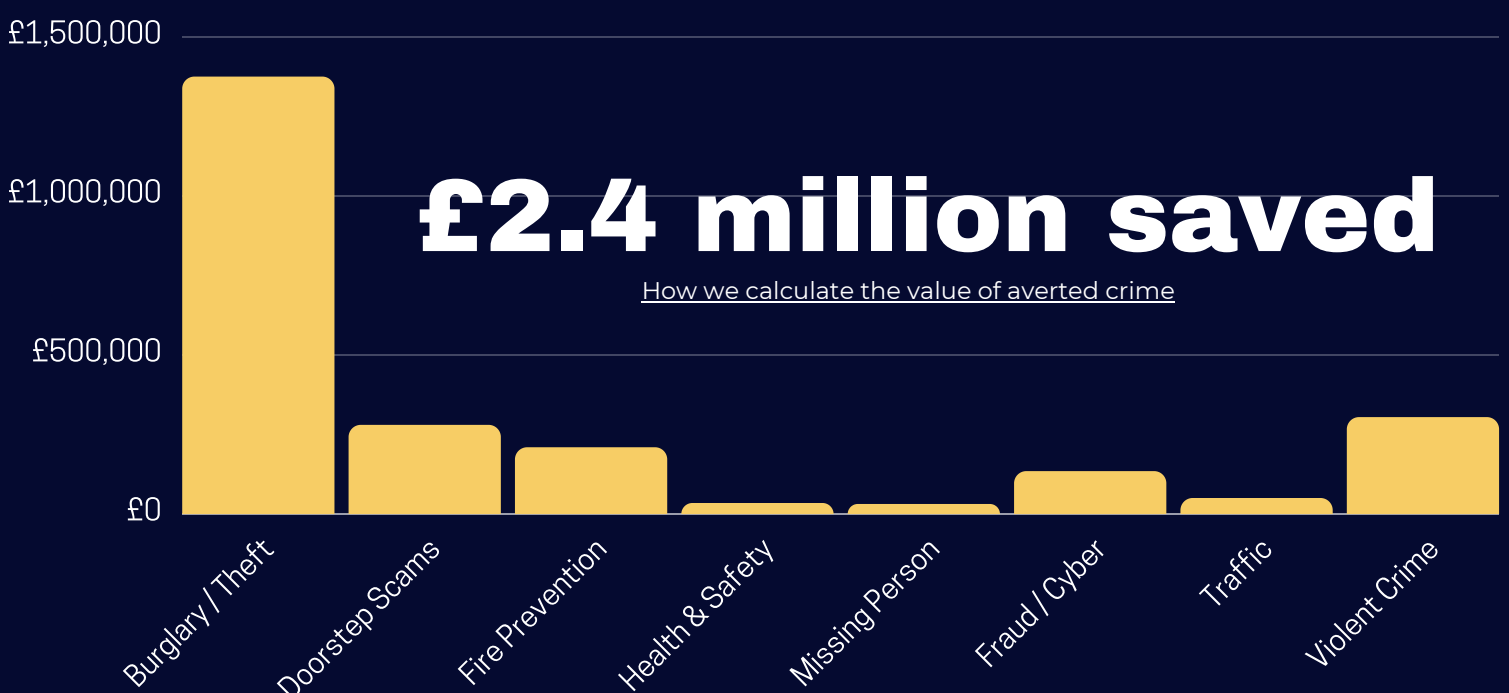
**12,237**  
MEMBERS

**18.23**  
AVERAGE SHARES

**223,081**  
POTENTIAL REACH

## THE VALUE OF AVERTED CRIME

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



**£2.4 million saved**

How we calculate the value of averted crime

# COMMENTS FROM RESPONDENTS

March 2020

A few members have been made more aware of scams and are very worried about pedlars. They have gained information about items such as "Ring" phone blockers etc.

Pam, Frensham

# 1,220

SURREY RESPONDENTS STATED:  
"THE INFORMATION CONTAINED  
WITHIN THE MESSAGES HAS  
HELPED PREVENT ME FROM  
BECOMING A VICTIM OF CRIME"

Able to advise family members about current frauds. Instead of tensing up with a phone call trying to make sense of it we are now accustomed to knowing it's a fraud. I am also involved with "Epsom & Ewell Talking Newspapers" so can report frauds to vulnerable sight impaired people.

Julie, Epsom

A gang of thieves was working in our area. Through your alerts we became much more vigilant and spoke to one car parked nearby with 2 passengers who immediately drove off.

Barry, Woking

Found out about Nottingham Knockers and don't answer the door anymore. Have been burgled and like to hear about ways to make us more secure.

Sheila, Woking

Have been able to inform vulnerable adult living with us to make sure he is safe from this.

Hilary, Camberley

I find it very helpful if there has been a local burglary and can take appropriate action to protect ourselves

Anne, Dorking

An article of people trafficking has made me more aware of what to look out for when out and about.

Maria, Woking

I no longer get worried about threats to send in bailiffs if I don't pay as HMRC require payment immediately or that my broadband is to be cut off or that my Amazon account has been compromised.

Mary, Reigate

I had received bad news so was not thinking properly when a caller phoned about my computer. He talked me through some points and asked me to switch the computer on and go into a link. I nearly gave some information away when I remembered information I had read so ended the conversation and switched the computer off.

Anne, Banstead

Following your alerts I was able to support my dad when he was approached and we sorted out the situation more confidently.

Debbie, Oxted

I've bought a gate mate that was suggested in one of your alert messages in order to make my gate more secure and so I can lock/unlock from both sides.

Cara, Camberley

Reading all the Alerts reinforces my actions in keeping my home car and possessions safe.

Linda, Westerham

very helpful on doorstep scam quick information shared and prevent me to being a victim also can alert neighbours. Criminals changing approach time to time so information received previously is really helpful

Szilvia, Addlestone

This prompts me to remind my family about cybercrime

Sally, Sunbury-on-Thames

Your alert re HMRC fake emails helped me avoid falling victim.

John, Lingfield