

# RESULTS ANALYSIS

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

## ACTION FRAUD / NFIB

**104,321**  
Respondents

**17.6%**  
Response rate



### Feedback

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

**95.9%**  
Informative

**90.5%**  
Important

**96.8%**  
Easy to understand

**88.1%**  
Relevant to what I want

**88.3%**  
Relevant to my area

**86.9%**  
Timely

### 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

**77.3%**  
My data is safe

**80%**  
The Alert system is secure

### 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

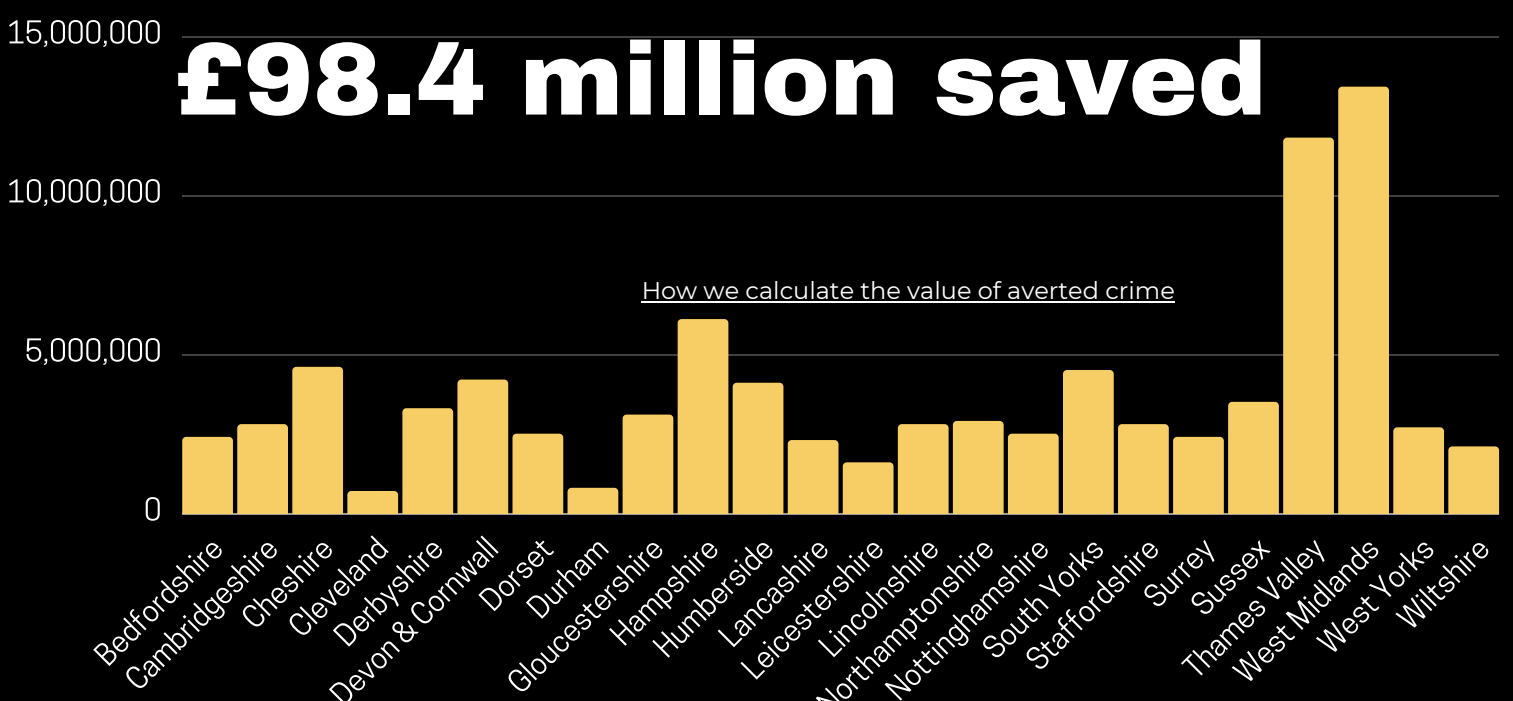
Total average reach of a message sent Nationally

MARCH 2020  
**632,896** MEMBERS    **18.23** AVERAGE SHARES    **11.5 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**



# COMMENTS FROM RESPONDENTS

A small selection of the 51,000+ comments received in the survey providing details about how Action Fraud Alerts had impacted and protected.

Having in the past answered phone surveys I do not anymore as it has been explained that you could answer a question giving personal information.

**Pat, South Yorkshire**

I have had people on the phone saying someone has taken 600 pounds out of my account but because of the alerts I knew was a scam put phone down.

**Kathleen, Staffordshire**

I had a call from someone informing me I had a problem with my WiFi and asking me to log onto my computer. Having read advice from yourselves and others I told him that I would contact my internet provider and he immediately hung up.

**Valerie, Staffordshire**

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, Surrey**

Your Action Fraud emails are excellent.

**Vera, Surrey**

Although computer scams are often obvious sometimes they make you think but warnings I have received give me the confidence to ignore and bin the messages.

**James, West Midlands**

Having a caller I didn't recognise and who was reluctant to supply ID. Realising what is a genuine message and what could be harmful.

**Gillian, Lincolnshire**

We have become better at blocking unsolicited calls.

**David, Wiltshire**

Had messages warning of cyber scam and ignored it.

**Denis, Lincolnshire**

HMRC Scam emails which I ignored and did not worry about after alert

**Barry, Lincolnshire**

# 36,907

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

I am very happy with the alerts we receive. We received a fraudulent email claiming to be from Amazon and because of fraud alerts we have received I had the knowledge to catch mistakes and be suspicious. I contacted Amazon Fraud department and they assured me this was not from them.

**Gareth, South Yorkshire**

Advised my elderly Mother who later did have a visit from a potential sales scam.

**Selina, Staffordshire**

I am much more careful about emails or phonecalls that I am not expecting. I have downloaded extra security and virus protection for my computer and mobile. Also a app for my phone that allows me to block and report spam and cold calls.

**Christine, Sussex**

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, Surrey**

Glad to know about latest scams - the emails remind me to be careful and even if they don't apply to me I mention them to friends who might be vulnerable.

Also I no longer say "yes" in telephone calls except with close friends: it can be recorded to re-use by crooks and I think I got that tip via your service.

**Elizabeth, West Yorkshire**

Over the past 12 months I have received several messages alerting me to the latest scam. These messages give me an opportunity to ensure that my security is up to date and to inform friends and family of any risk that they may face.

**Graham, Lincolnshire**