



How Are We Doing Survey Results 2018

A summary of the questions and answers in the February 2018 national Neighbourhood Alert user survey





Survey Summary

Commissioned by **ActionFraud**
Action Fraud & Cyber Security Centre
0300 123 2040

Date: 1st Feb 2018

Duration: 31 Days

Respondents: 86,987

67%



More active in crime prevention and community safety

78%



Find it easier to spot a scam since being on the system

81%



Find the messages actionable

74%



Changed their fraud protection behaviour since receiving Action Fraud messages

27,841



Evidenced reports of prevented crime due to Alert messages

82%

= 3.5 Million recipients



Cascade Alert messages to their community

Figures shown are a percentage of the received responses

Results Summary

86,987 members undertook the survey during February 2018.

ActionFraud
ALERT





Thank you for taking the time to provide us with your vital feedback. Your opinion is important in order to enable us to measure the effectiveness of this service, demonstrate its value and continue to provide it. We also need your feedback regarding recent changes to the email layout.

You can read more about the reason for the survey by following [this link](#) which will open in a new tab. You can review the results of the previous (2016) national survey [here](#).

Your answers and personal information will be fully encrypted, never shared without your explicit permission and is stored within the Neighbourhood Alert secure server facility, which is audited to the Government [Cyber Essentials Plus](#) standard.

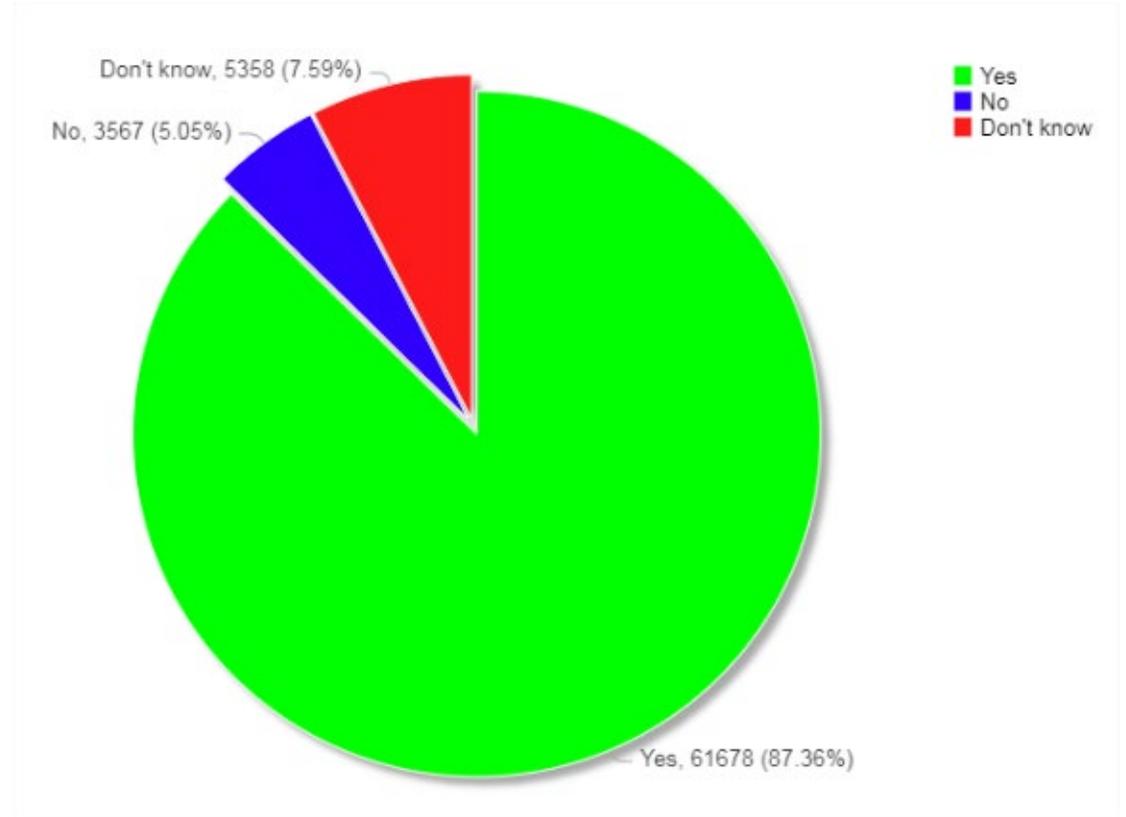


The first section relates specifically to the messages you receive from Action Fraud (if you currently opt-in to them). The next is about messages in general and any positive experiences you have had from receiving them. Finally, we need your opinion as to whether it would be appropriate for registered members to receive discount codes for relevant products and services.

Please answer the following question to get started. The whole survey should only take a few minutes.

Do you currently receive messages from Action Fraud (around once or twice a month)?

- Yes
- No
- Don't know





This page relates specifically to **Action Fraud** messages that you receive, what you think about them and what you do with them.

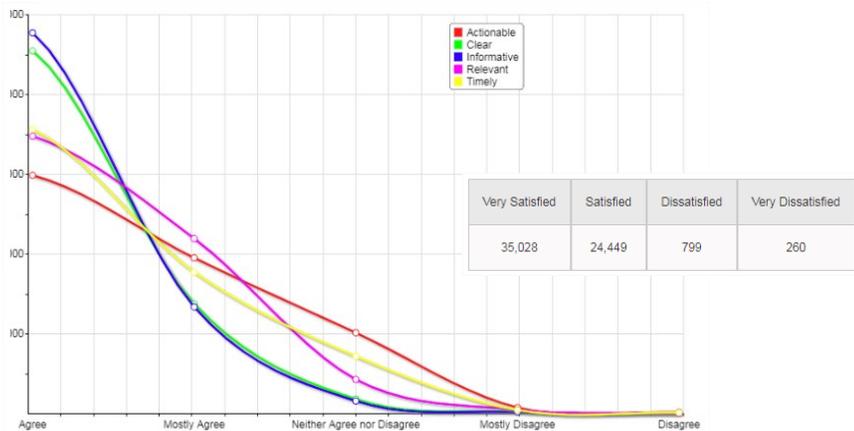
Please indicate on this page how much you agree or disagree with each of the following statements.

In general, I find fraud alerts from the National Fraud Intelligence Bureau (Action Fraud):

	Agree	Mostly Agree	Neither Agree nor Disagree	Mostly Disagree	Disagree
Informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Actionable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In general, how satisfied are you with fraud alerts?

Very Satisfied
 Satisfied
 Dissatisfied
 Very Dissatisfied



Receiving Action Fraud messages has changed my behaviour regarding how I protect myself from fraud?

Agree
 Mostly Agree
 Neither Agree nor Disagree
 Mostly Disagree
 Disagree

Agree, 20668 (34.43%)
 Mostly Agree, 23846 (39.72%)
 Neither Agree nor Disagree, 12877 (21.45%)
 Mostly Disagree, 1861 (2.77%)
 Disagree, 978 (1.63%)

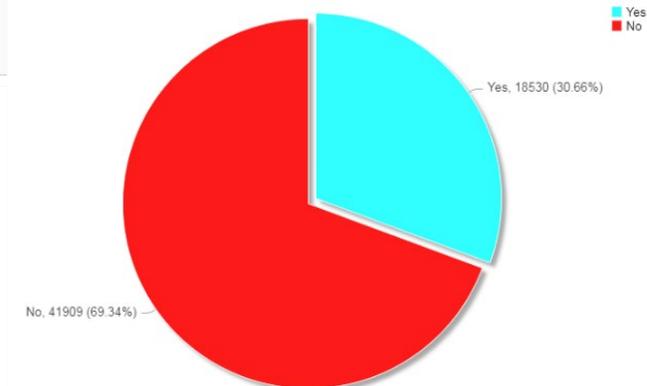
I now find it easier to spot a scam since being on the Alert system?

Agree
 Mostly Agree
 Neither Agree nor Disagree
 Mostly Disagree
 Disagree

Agree, 22829 (38.09%)
 Mostly Agree, 23664 (39.48%)
 Neither Agree nor Disagree, 11245 (18.76%)
 Mostly Disagree, 1373 (2.29%)
 Disagree, 820 (1.37%)

Before receiving messages via Neighbourhood Alert did you know about the National Fraud Intelligence Bureau (Action Fraud) and what they did?

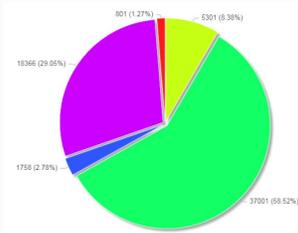
Yes
 No



Together we make the difference The following questions are regarding your overall experience with the system and the messages you receive from **all of the organisations involved**. We are trying to ascertain if they provide you with information that helps you and makes a difference.

The Alert system enables partners such as: the Fire & Rescue service and your Local Authority to deliver messages via the same system. Do you welcome the idea of having more public sector partners use the system or not? 

- Yes I would like messages from additional public sector organisations
- I already receive messages from several organisations and want more
- I am happy with the current available organisations and don't need any more
- Other partner organisations should NOT be encouraged to join
- Other (please specify)



- Other, 5301 (8.38%)
- Yes I would like messages from additional public sector organisations, 37001 (58.52%)
- I already receive messages from several organisations and want more, 1758 (2.78%)
- I am happy with the current available organisations and don't need any more, 18366 (29.05%)
- Other partner organisations should NOT be encouraged to join, 801 (1.27%)

Do you often pass information contained in these messages on and if so to how many people? 

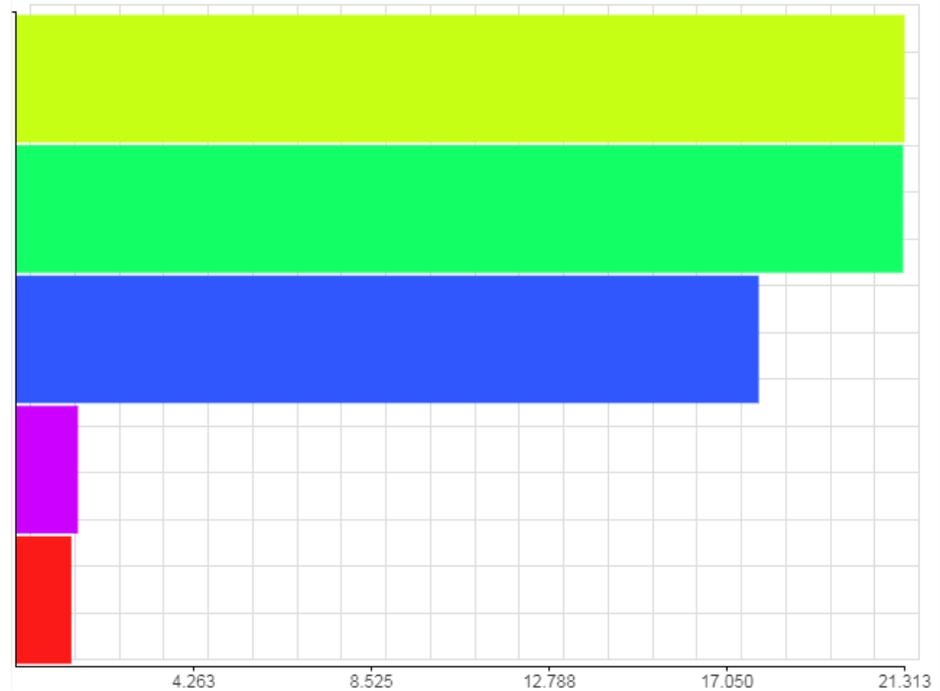
- No-one
- Up to 5
- Up to 10
- Up to 20
- Up to 50
- More than 50
- Other (please specify)

- Other, 2020 (3.07%)
- No-one, 11840 (18.02%)
- Up to 5, 38883 (59.18%)
- Up to 10, 5912 (9.00%)
- Up to 20, 3291 (5.01%)
- Up to 50, 1825 (2.78%)
- More than 50, 1927 (2.93%)

Being on the system has motivated me to be more active in crime prevention and community safety within my own environment or local community? 

- Agree
- Mostly Agree
- Neither Agree nor Disagree
- Mostly Disagree
- Disagree

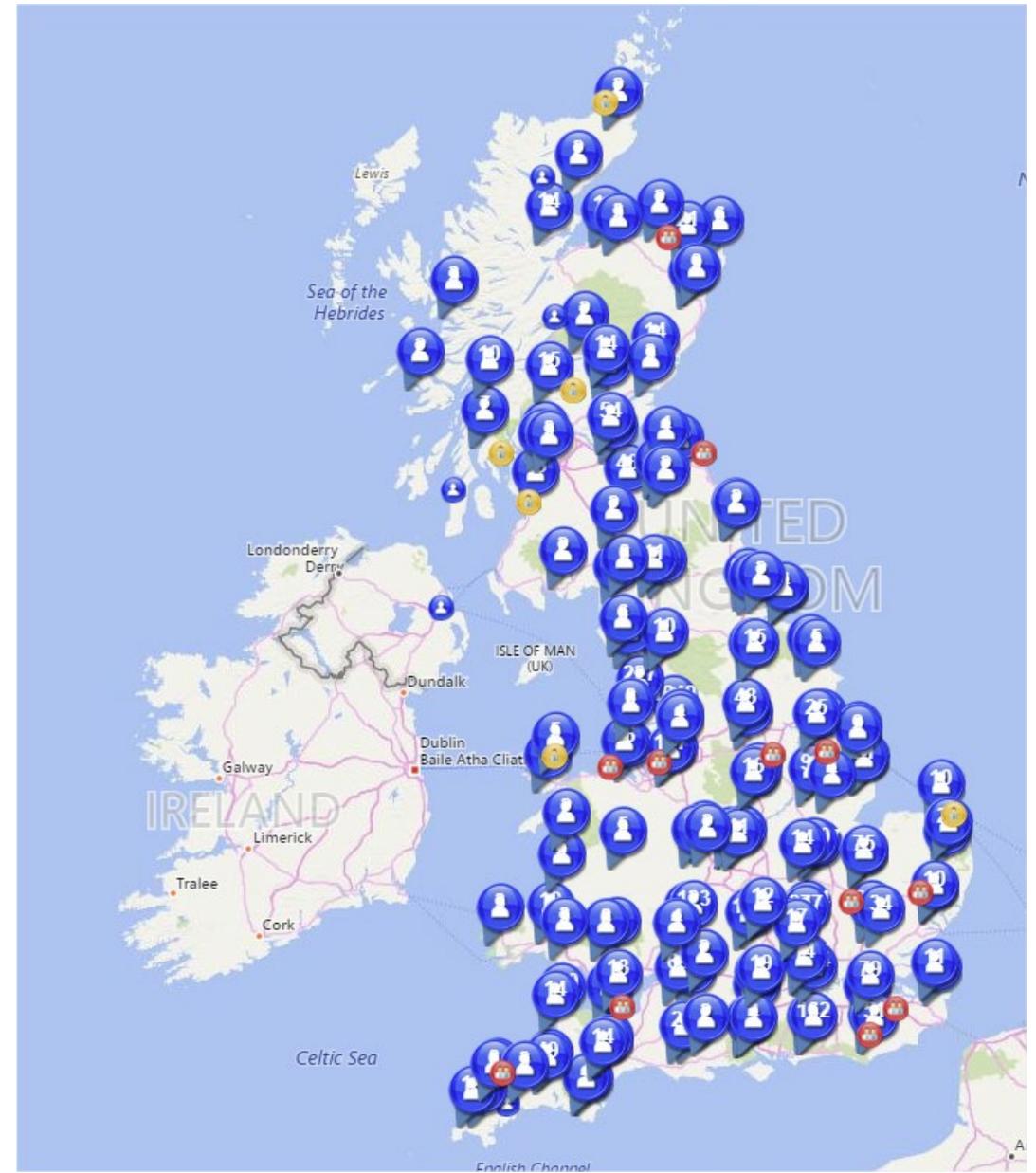
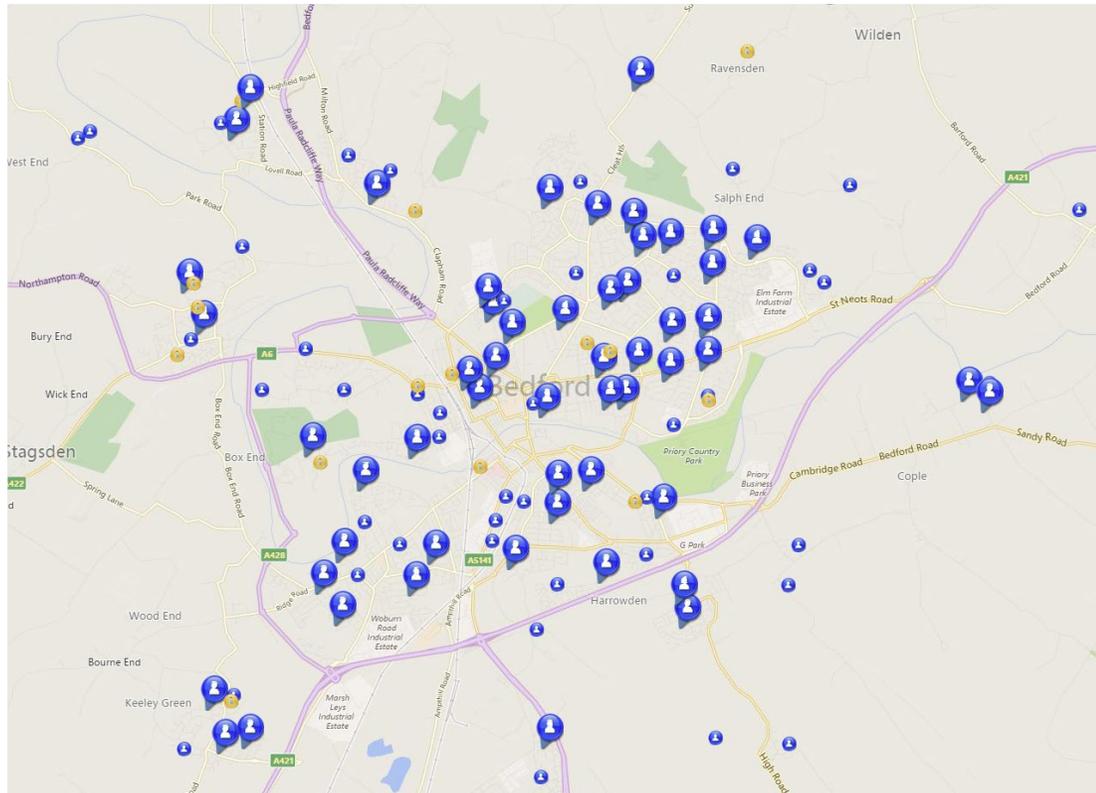
- Agree, 21313 (33.71%)
- Mostly Agree, 21278 (33.65%)
- Neither Agree nor Disagree, 17816 (28.18%)
- Mostly Disagree, 1489 (2.36%)
- Disagree, 1331 (2.11%)



Has there been an instance in the last 12 months where a message you received has directly helped you to protect yourself or others because you were better informed? 

- Yes
- No

Yes: 27, 841 Nationally





All of the Information Providers are keen to identify incidents where messages have helped you protect yourself or others from becoming a victim of crime or having an accident etc.

Please provide more information about the incident you identified on the previous page:

What type of incident was it?

- Potential crime related
 - Health & safety related
 - Doorstep Scam related
 - Fraud related
 - Cyber-crime related
 - Traffic related
 - Other (please specify)
- | |
|--|
| <input type="radio"/> Other, 1378 (5.34%) |
| <input type="radio"/> Potential crime related, 6476 (25.11%) |
| <input type="radio"/> Health & safety related, 408 (1.58%) |
| <input type="radio"/> Doorstep Scam related, 5298 (20.54%) |
| <input type="radio"/> Fraud related, 5259 (20.39%) |
| <input type="radio"/> Cyber-crime related, 6090 (23.61%) |
| <input type="radio"/> Traffic related, 881 (3.42%) |

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Thank you for telling us about this incident. Your story could have a really positive effect on the local community and on how the system is used. In some cases we hope to share some good news stories (without disclosing your personal details), but we would only do this if you agree and are happy to discuss what may be involved with us further:

Would you be happy to receive a follow up call or email to discuss this experience in more detail?

- Yes
- No

(6513 : 25.9%) Yes

(18660 : 74.1%) No



In December we updated the layout of the emails that we send you. You can review the features again by clicking [here](#) (opens in a new tab).

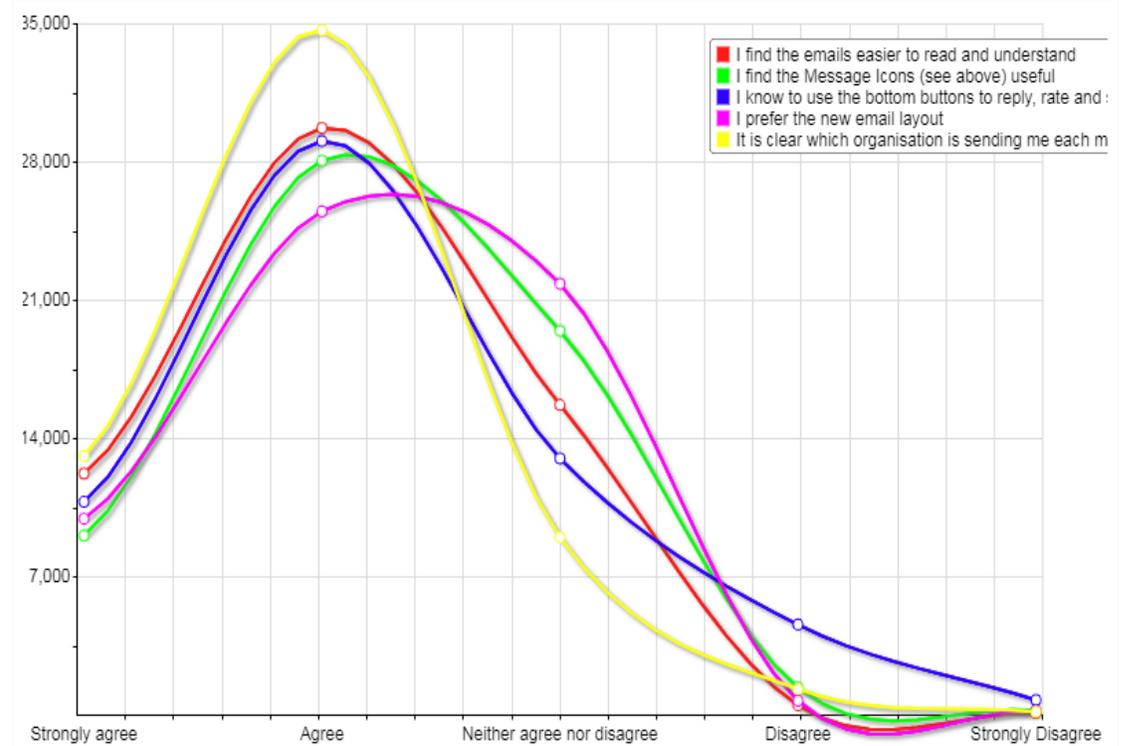
SURVEY / FEEDBACK

Now you have received some messages using the new layout, please provide some feedback regarding the system and this new email layout:

(Note: One of the statements below refers to "Message Icons" which are now included at the top of each email. The orange "Survey/Feedback" image above is an example of one of the new message icons.)

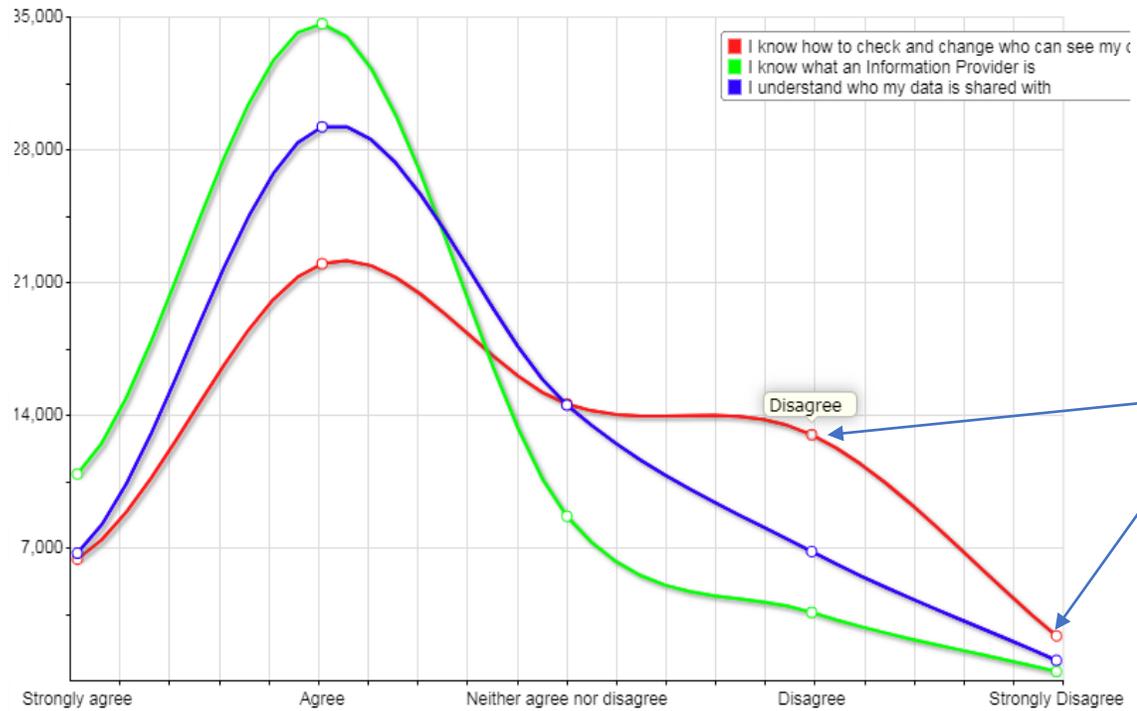
Please indicate whether you agree or disagree with the following statements regarding the new email layout

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
I find the emails easier to read and understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find the Message Icons (see above) useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is clear which organisation is sending me each message	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know to use the bottom buttons to reply, rate and share messages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer the new email layout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Please indicate whether you agree or disagree with the following statements regarding the use of your data 

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
I understand who my data is shared with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know what an Information Provider is	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know how to check and change who can see my data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Note: These recipients have been sent follow-up messages re-explaining how to change who can see their information.



Finally, providing more information regarding you and your interests below will enable us to provide you with more targeted and relevant information.

Please be assured that this information will never be shared outside the system and will be used to avoid having to ask these questions in other surveys and messages.

Do you manage CCTV around your registered address?

(Answering Yes will add you to the national CCTV register. Your details are never shared outside the system but local police will be able to contact you if they need CCTV coverage around your location. You can come off this register at any time and you are not making a commitment to provide footage or maintain your system.)

[This is a profile question \(what does this mean?\)](#)

- Yes
- No

34,366 CCTV Camera owner / operators are now registered in Alert groups

What best describes your ethnicity?

[This is a profile question \(what does this mean?\)](#)

-- Please select --

Which age group are you in?

[This is a profile question \(what does this mean?\)](#)

-- Please select --

