



NEIGHBOURHOOD WATCH CYBERCRIME SURVEY 2023



1.0 Introduction

2023 marks the fourth year that we have run this survey sponsored by Avast.

The purpose of the survey is to discover the levels of awareness amongst the public of various kinds of cybercrime, its effects on victims and the extent to which people report – or know how to report it.

Total of 22,989 people responded to the survey and the completion rate was 86%, people typically took 8 minutes to enter their answers. We promoted the survey between 17 November and 15 December.

The Survey questions have been given a refresh, but we have kept some of the key questions are in line with the previous questionnaires.

Survey results will be used to help shape our strategy regarding equipping our members – and Cyberhood Watch Ambassadors with the information and training they need. Avast, whose generous sponsorship ensures this survey is possible, may also use the (anonymous) results to help advance their knowledge of the public's awareness of cybercrime.

2.0 Methodology

The survey link was distributed via our main mailing lists, (900k + recipients) and through an article in our newsletter, Our News. The link was widely shared on Neighbourhood Watch and partner social media channels throughout the period.

Sampling bias is likely due to this sampling method, as it is highly possible that the respondents share the same traits and characteristics, thus, it is possible that this sample is only a small sub-group of the entire population.

It is not possible to determine the sampling error or make inferences about populations based on the obtained sample.

3.0 Executive Summary

Just over a third of respondents are members of Neighbourhood Watch. The remainder consist of 42% of people who do not currently associate themselves with NW, and the remainder receive information from us or didn't know.

This time we asked where in the country respondents lived, and it has been interesting to see some regional differences in approaches and levels of understanding.

We consider that any difference of 5% or more to be of significance. The main questions where there is a divergence of opinion seems to be on the following questions:

3.1 About one third of respondents have personally been a victim of cybercrime, this is an increase on last year, when only a fifth had been directly affected. Women are almost 5% more likely to be affected than men.

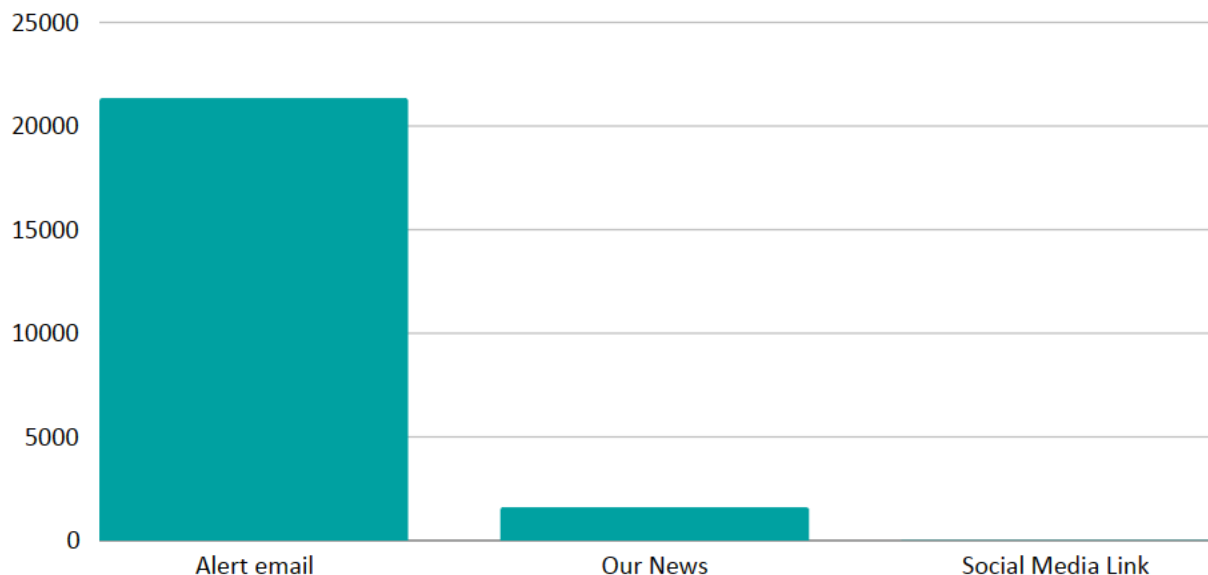
3.2 The biggest consequence of being a victim of cybercrime is feeling unsafe - over a third (37%) reported this, which can have a catalogue of knock-on effects like being worried about using any online services, being worried about opening emails, texts or even answering the phone. This is one of the biggest reasons that our Cyberhood Watch Ambassadors exist. To help those who need it most, and to restore confidence.

3.3 87% of responders use some kind of cyber protection, with the most common being keeping their software and apps updated (79.5%) and using strong passwords (74.3%).

3.4 Geographical differences were observed within the questioning. Looking at ownership of any Smart Device, the highest percentage is Yorkshire and Humber, with 91.74% of people using some form of Smart Device. The lowest is Greater London, with just 86.10%. 100% of people surveyed in the Greater London area use some form of online service - though every region had at least 99% of people using at least one service. Regionally, the Region least likely to seek out information on Online Safety is the North East, with 25.87% of people responding that they don't.

3.5 Neighbourhood Watch members tend to have more of a keen interest in seeking out information about cybercrime. They are more likely to have discussions about cybercrime and prevention strategies, with 7.68% stating this happens 'all the time' and 36.23% 'often' compared to non-members 5.20% and 29.81% respectively.

4.0 Respondents to the Survey came from the following sources:



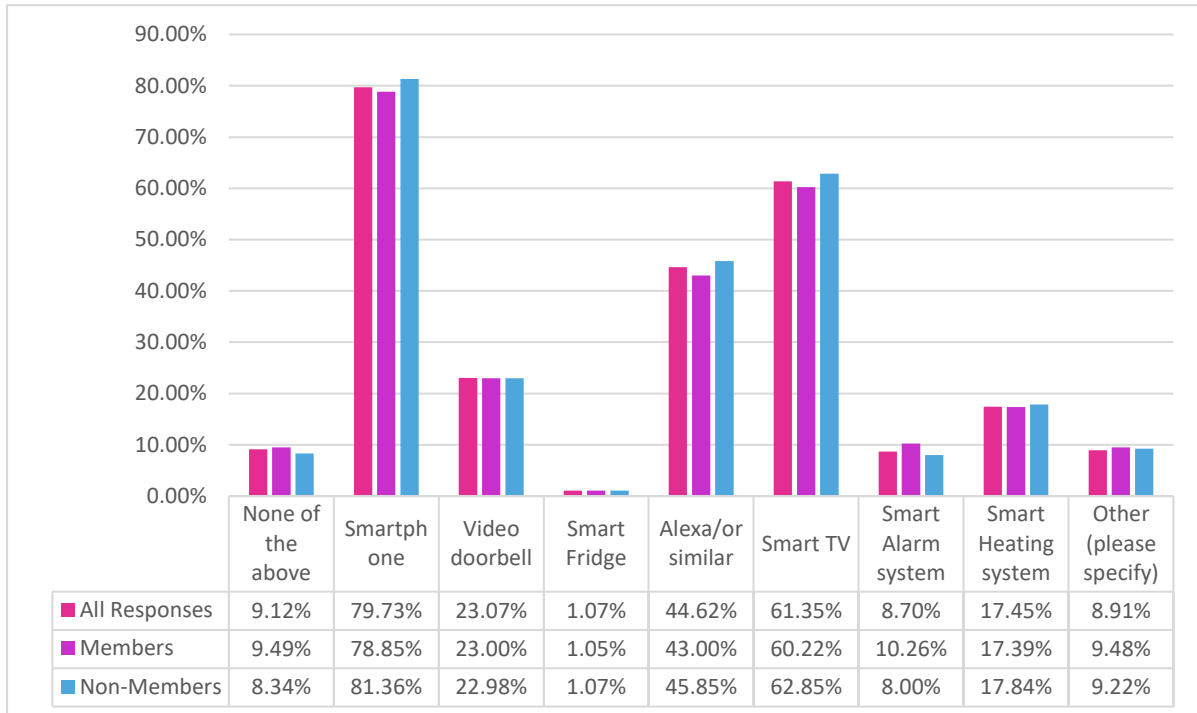
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Which of the following smart devices do you have in your home?

A smart device is any computer-controlled electronic apparatus that is not a desktop, laptop or tablet computer. e.g smartphone, smartwatch, smart appliance, video doorbell.

The majority of respondents (81%) owned a smartphone, and 61% a smart TV.



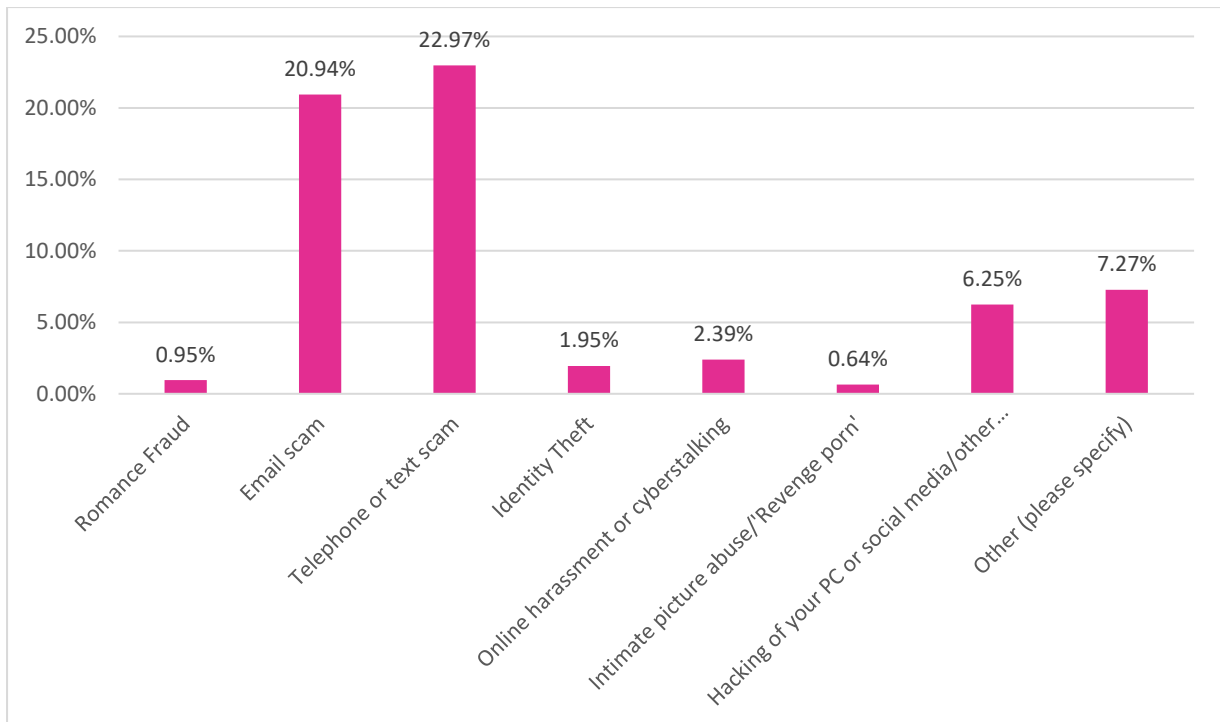
Looking at ownership of any Smart Device, the highest percentage is Yorkshire and Humber, with 91.74% of people using some form of Smart Device. The lowest is Greater London, with just 86.10%

Men are more likely to own Smart Devices than Women, but it's close. (just 1% more)

Other items that were mentioned by respondents (and not listed) were:

- Vacuum cleaner
- Lighting
- Watch
- Smart Meter
- Smart plugs
- Smart washing machine/dishwasher

Have you been a victim of any of the following within the last 12 months?



32.7% of responders had been a victim of some kind of online scam within the last 12 months, with the most common being Telephone or Text Scams (23%)

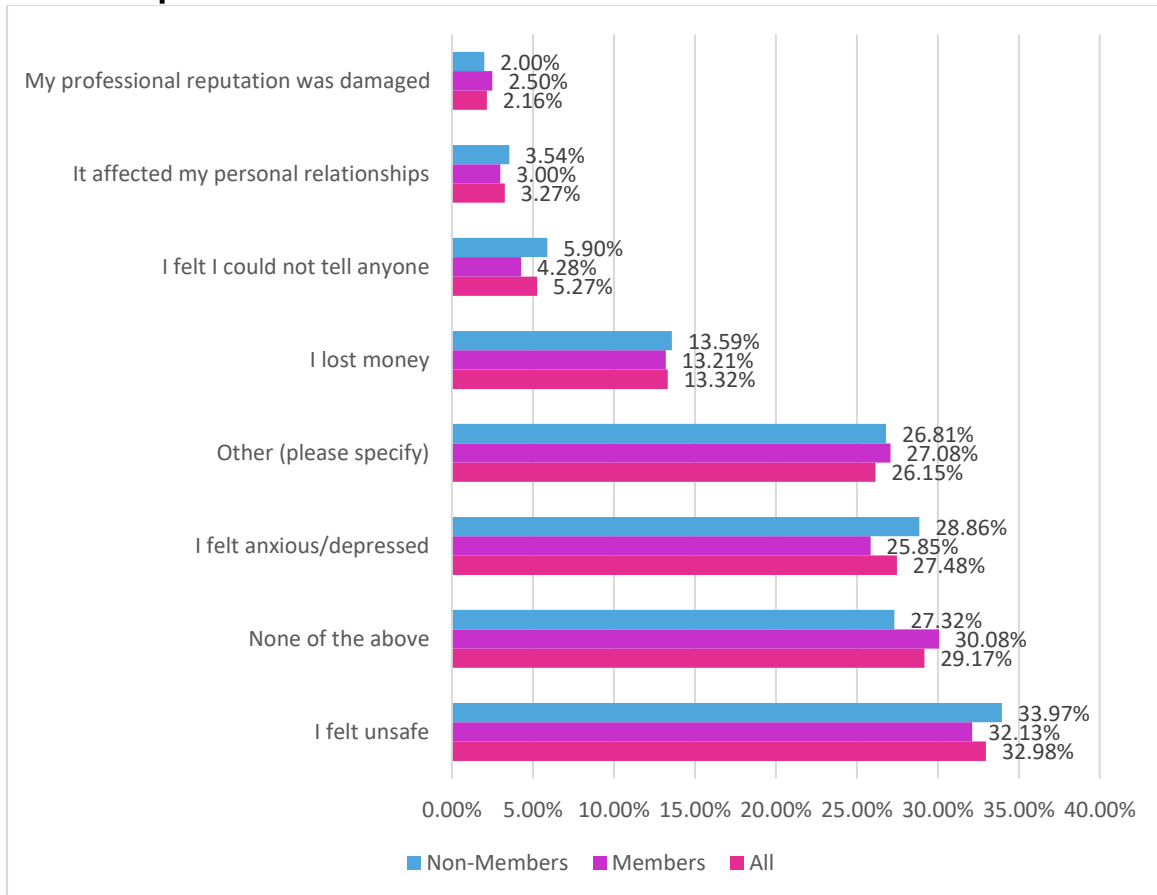
The most common region was Wales, with 36.41% being a victim of some kind. The least was the South East, with on 30.20%.

Women are more likely to be targeted than Men, with 35.47% of Women saying they'd been targeted compared to just 30.53% of Men.

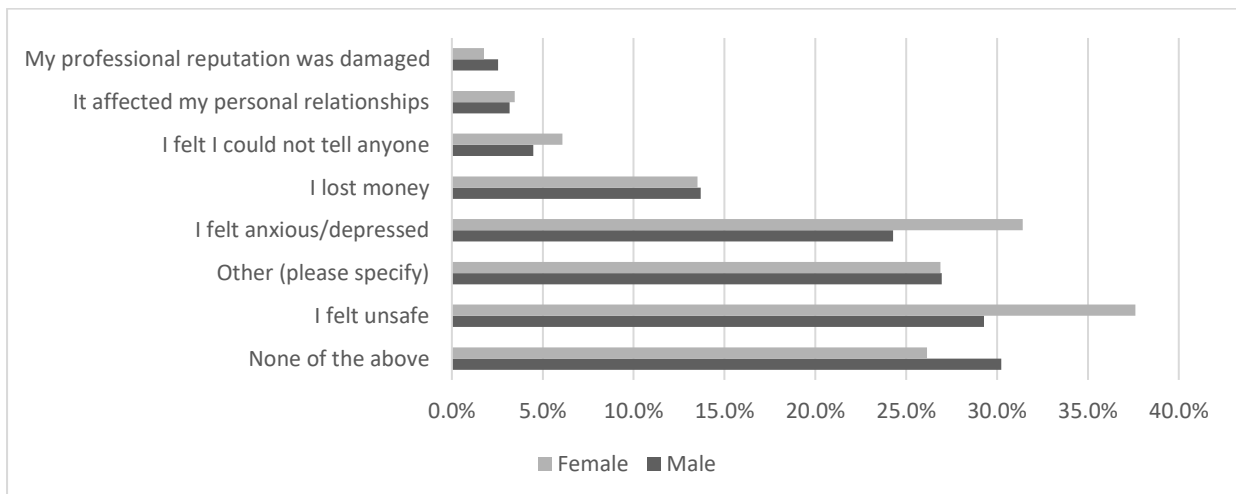
Within the 'other' category respondents mentioned the following:

- Direct theft from bank account/credit card fraud
- Phone scams / SMS scams
- Attempted blackmail
- Social media scams
- 'Sextortion' or offensive sexual content in emails
- Telephone harassment

As a victim of cybercrime, what were the consequences? (Select all that apply)



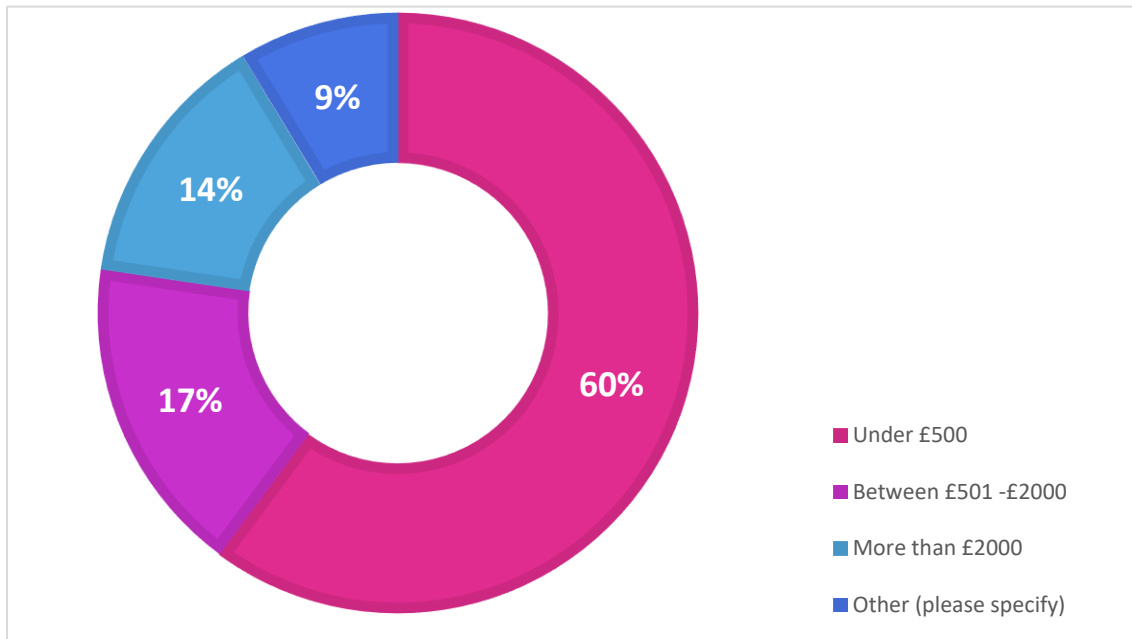
There are small differences between members and non-members, but when we turn to the differences between men and women, we can see that women are more likely to be affected emotionally and have feelings of anxiousness and depression.



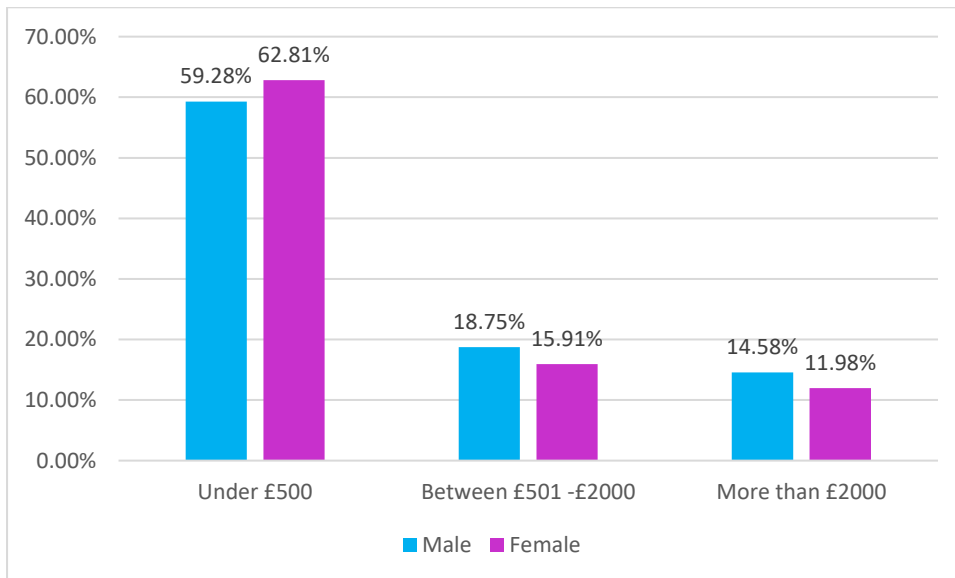
phrases that came up were

Angry, felt silly/stupid/foolish, violated, had to replace pc/tablet, losing trust in the online world

As you lost money as part of your experience of cybercrime, how much did you lose?

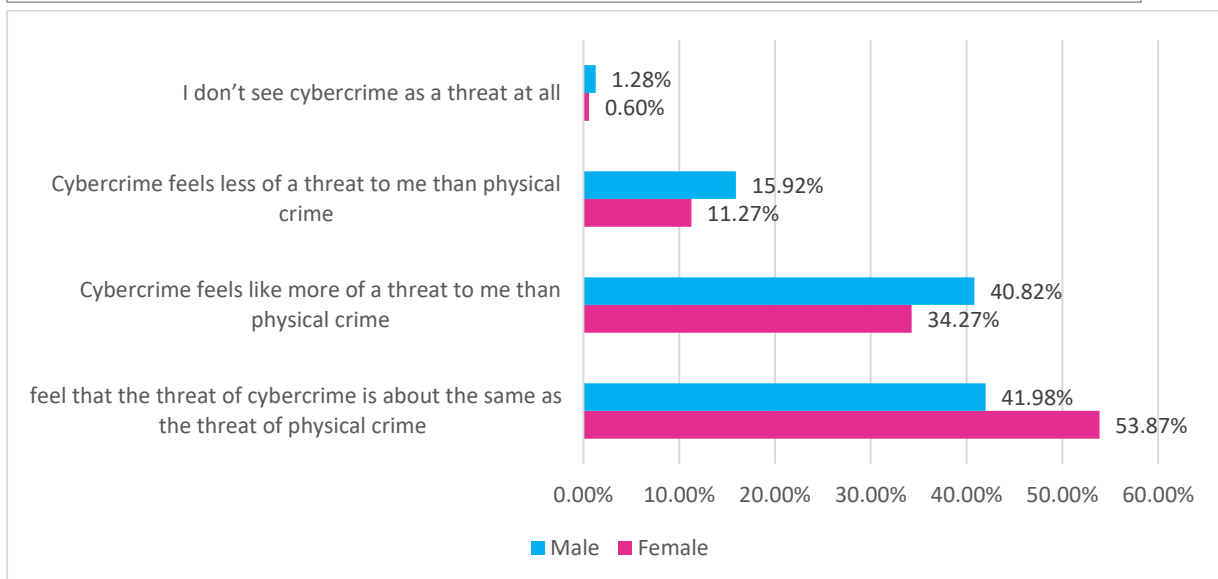
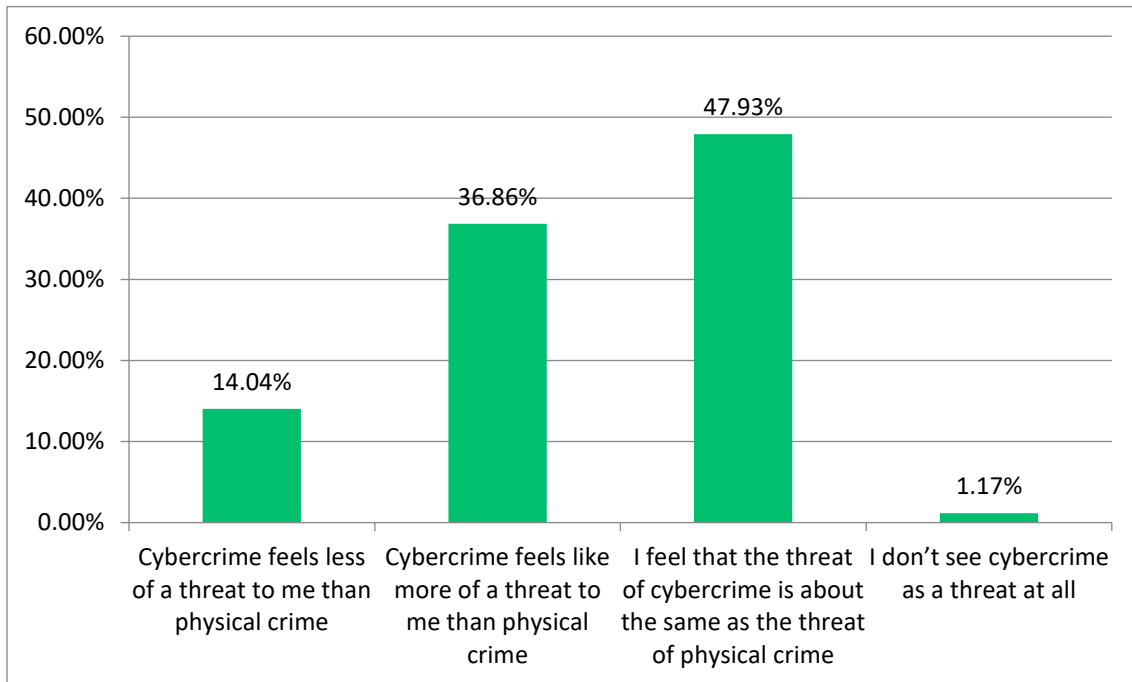


Worryingly, in our 'other amount' category respondents reported having lost amounts in the range of £3,000 - £350,000



When comparing men and women on this question more women than men had lost under £500 but men had lost more in the £501-£2000 and £2000+ categories.

Which of the following statements do you agree with? (Select the most relevant)



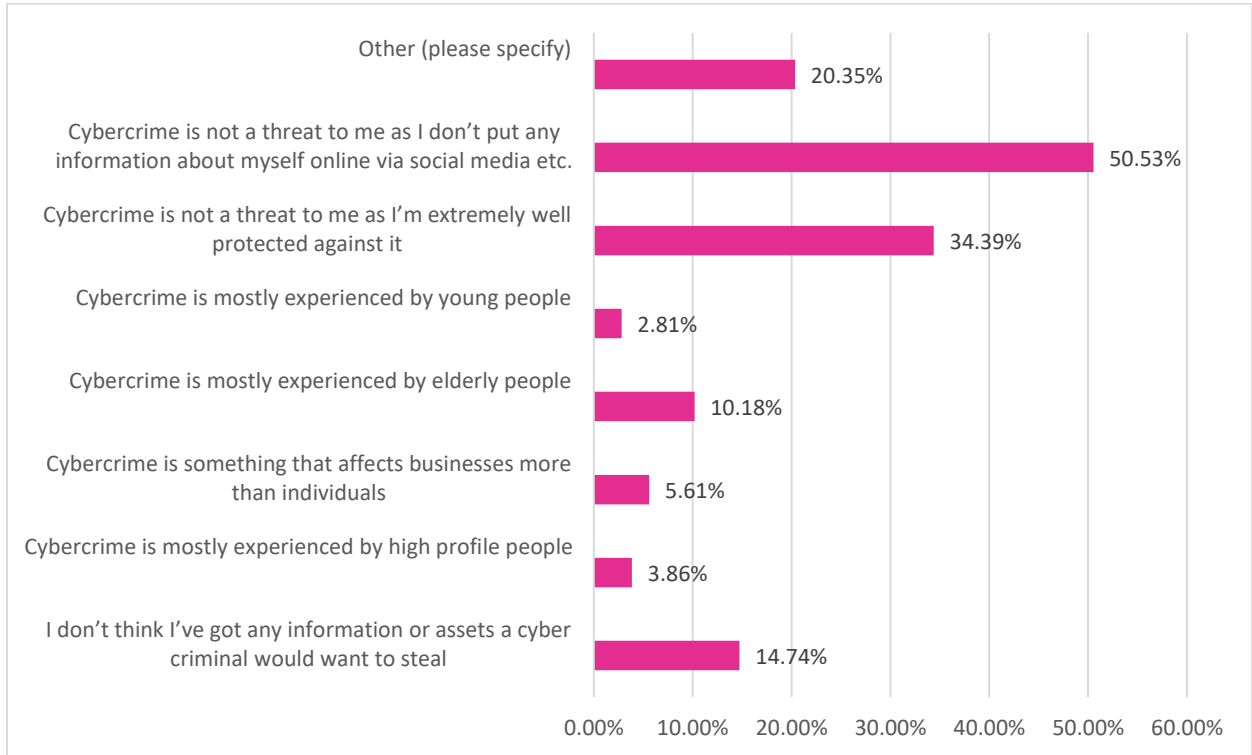
47.9% of responders see Cybercrime as an equal threat as physical crime.

Regionally, the South West has the highest percentage of people that see it as more of a threat than physical crime. (42.14%) In contrast, the North East sees it as the least threatening, with 16.42% seeing it as less of a threat, or not a threat at all.

Interestingly, male responders saw it as more of a threat, and more people that saw it as less of a threat, than women - with the majority of female responders saying the threat level was about the same (53.87% vs Men's 41.98%)

Why do you feel that cybercrime is not a threat to you? (Select all that apply)

Only 285 people felt that cybercrime did not present a threat to them, the following are the reasons given for that.



Of those who didn't see Cybercrime as a threat, the most common reasons given was that they simply didn't put any information online. Only 34.39% felt that they were well defended from it.

These two tactics seem to be preferred by different Genders - Women were more likely to exclude putting information online (47.06% vs Men's 38.86%) whereas Men are more likely to defend their information from attacks (34.72% vs Women's 20.59%)

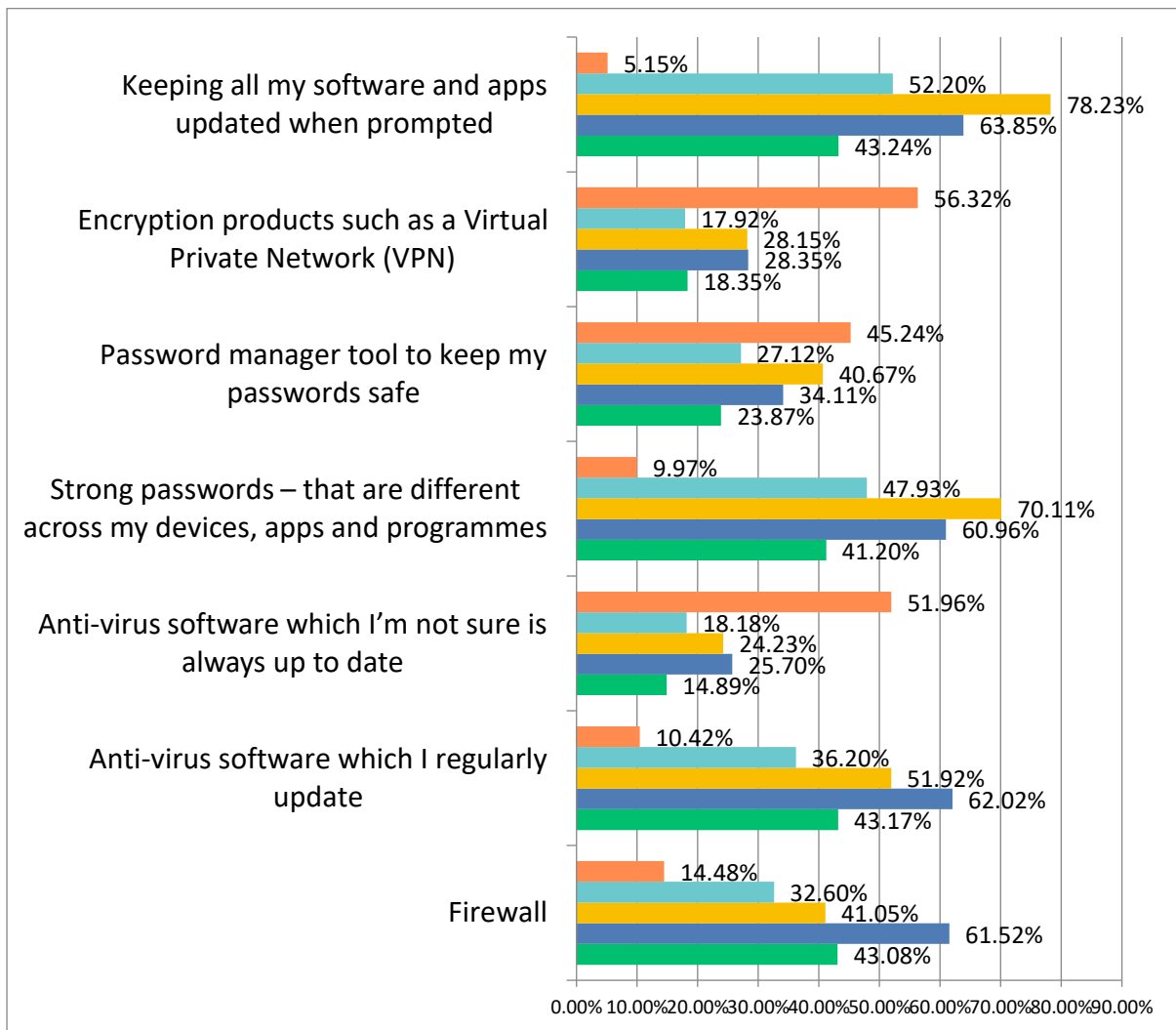
Of the 20% who cited another reason, the answers fell into the following categories:

- I work in IT/cybersecurity
- I don't use the internet to any serious degree
- I only use trusted sites
- I keep up to date with scams/fraud reports
- I have learnt from my mistakes
- I stay away from social media

What protection for your home devices do you currently have in place against a cyber attack?

The results here show that the message about keeping apps and software versions updated has got through as most respondents report doing this on their devices. Strong passwords score well too.

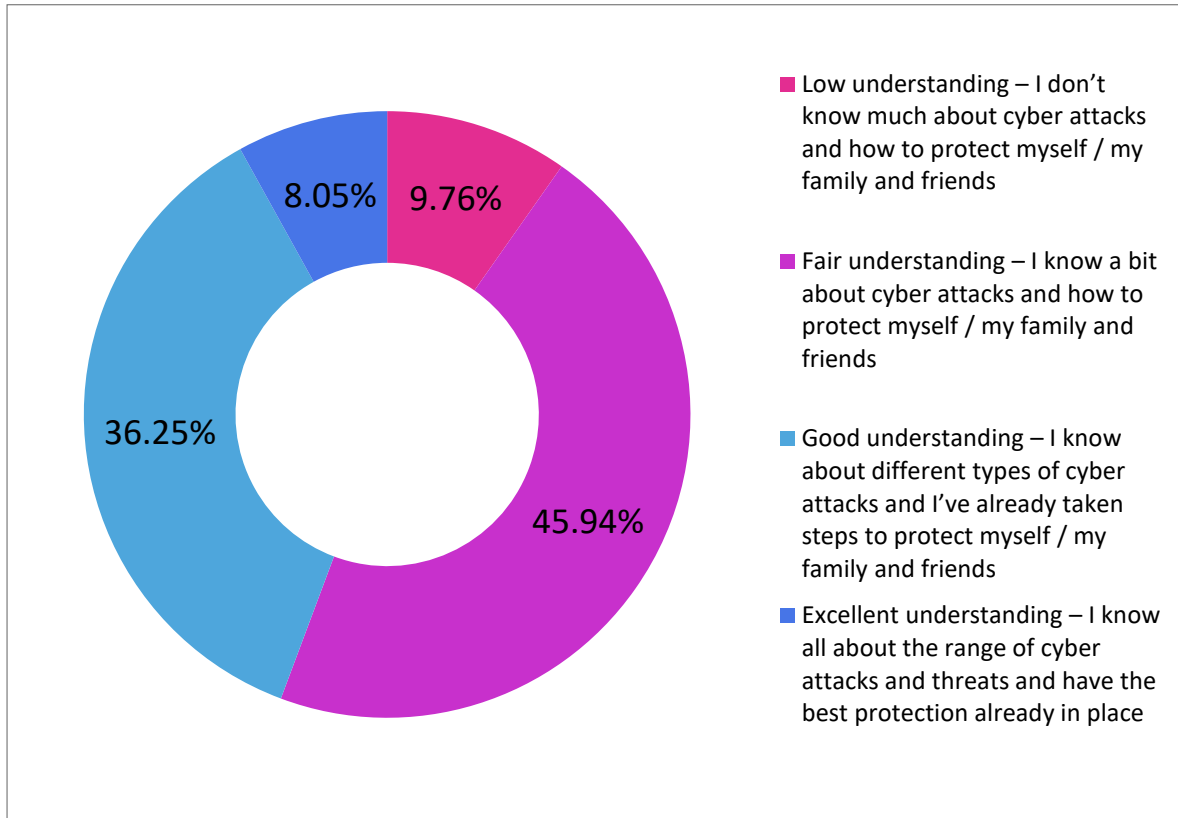
VPNs (Virtual Protection Networks) scored lowest on the list of protection products that respondents use, closely followed by antivirus software.



Key

- Desktop PC
- Laptop computer
- Phone
- Tablet
- I don't have this

How would you rate your understanding of the ways cyber attacks can happen, and how to prevent them? (Select the most relevant)



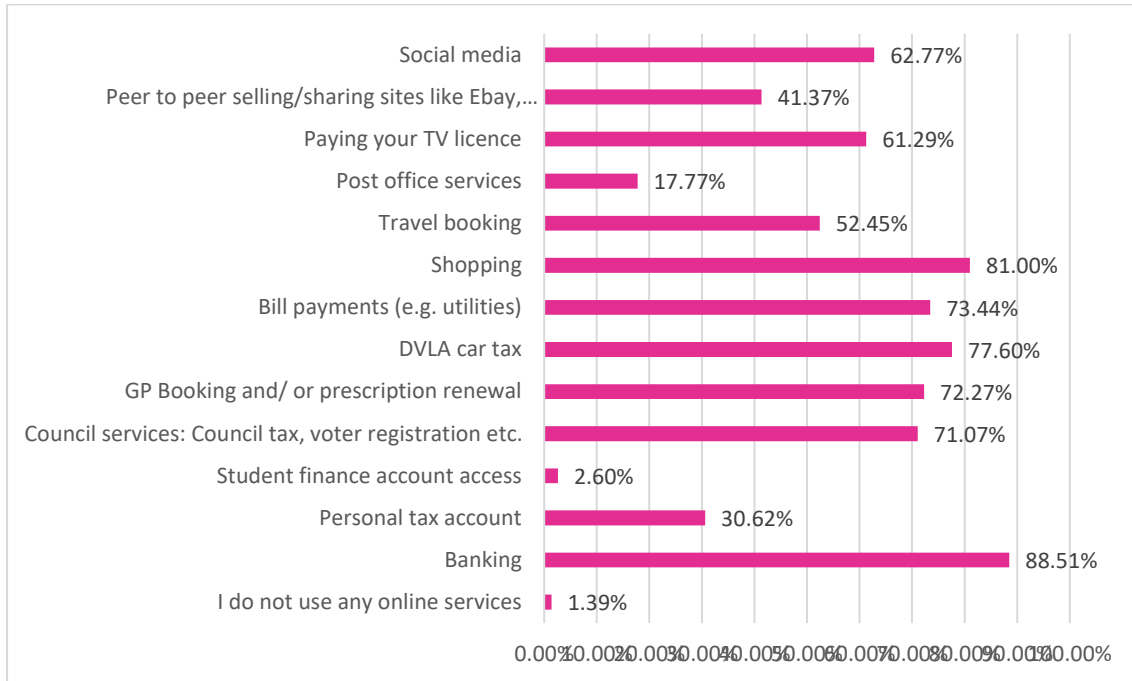
45.9% of responders said they only had a fair understanding of Cyber Attacks, with 9.8% more saying they had a low understanding.

Female responders were more likely to have lower understandings (52.43% fair, 12.81% low) compared to Male responders (40.65% fair, 7.16% low)

The region with the highest ranking of Good or Excellent understanding was Greater London (9.06% Excellent, 39.27% Good), whereas the lowest was Wales (7.22% Excellent, 31.94% Good)

Neighbourhood Watch Members are more likely to have good knowledge of cyber-attacks and preventing them (8.05% Excellent, 36.78% Good) than Non-Members (7.97% Excellent, 34.82% Good)

Which services do you access online via digital channels? (Select all that apply)



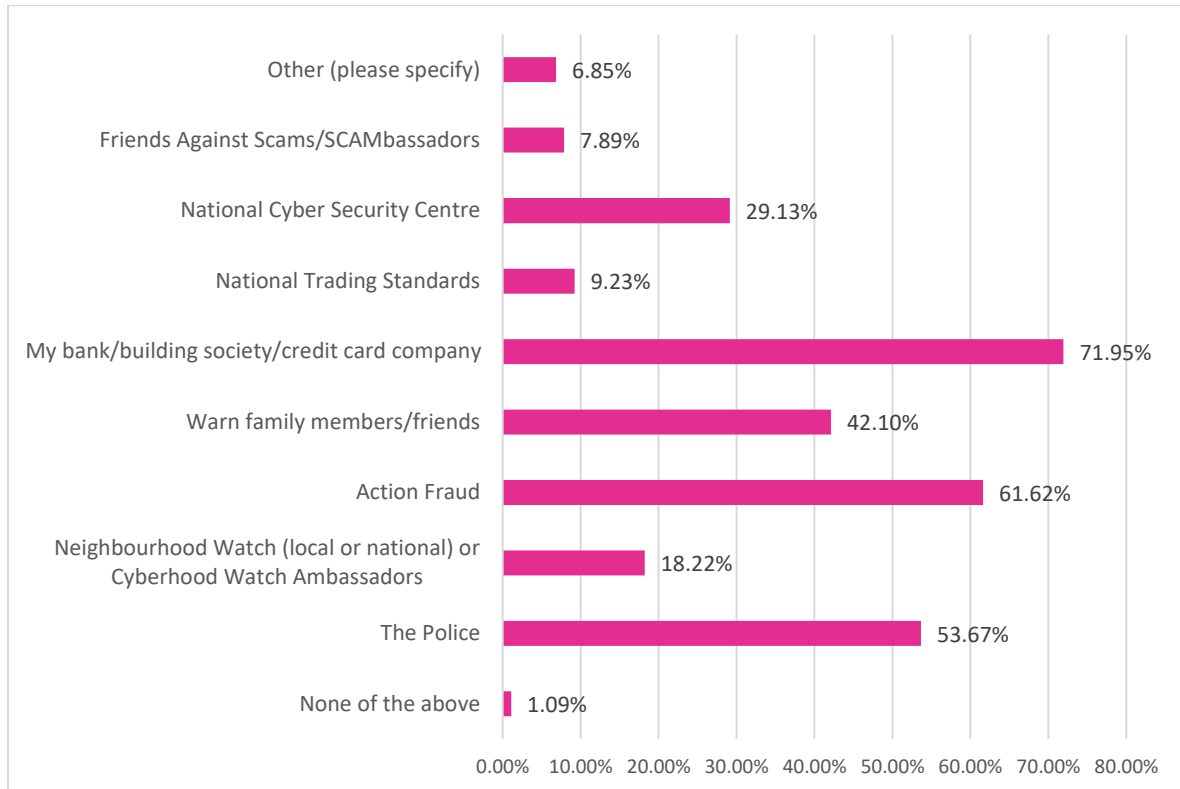
88.5% of people use the most common form of online service, which is internet Banking.

100% of people surveyed in the Greater London area use some form of online service - though every region had at least 99% of people using at least one service.

This holds true for whether you're a neighbourhood watch member or not. The vast majority of us these days use online services.

However, different types of people are more likely to use different services - for example, men are more likely to use it to organise their Car Tax (83.41% vs 70.18%) whereas women are more likely to use Social Media (68.00% vs 58.51%)

Who would you report cybercrime to? (select all that apply)

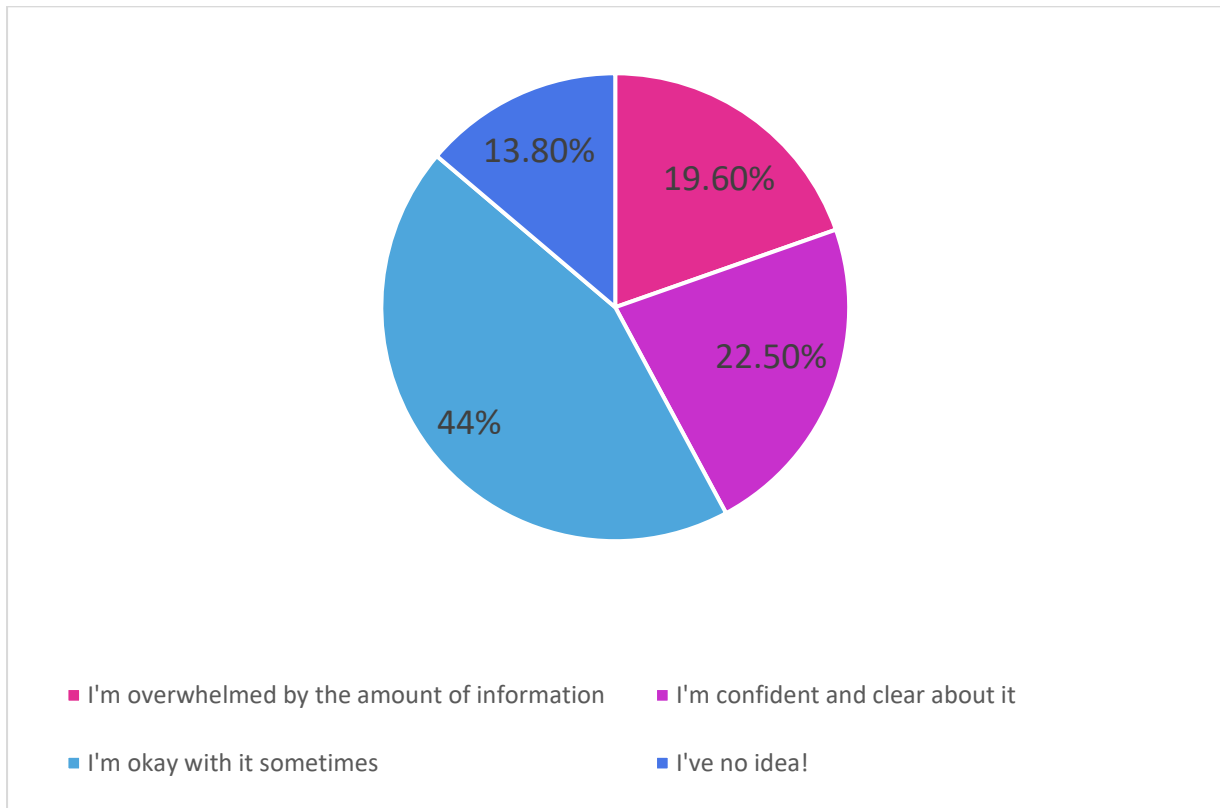


The most common group that responders would report Cybercrime to is their Bank (71.9%) - where as 14.25% of responders either wouldn't report to any of these groups or wouldn't report it at all.

Men are more likely to report to the National Cyber Security Centre than women (33.36% vs 23.76%) whereas women are more likely to warn family members and friends (46.46% vs 38.44%).

Neighbourhood Watch members demonstrate similar reporting levels to banks and the police than non-members, but higher reporting levels in every other category, indicating they feel more comfortable in reporting the crime.

Which of the following statements describe how you feel about the resources available to help protect yourself against cybercrime?

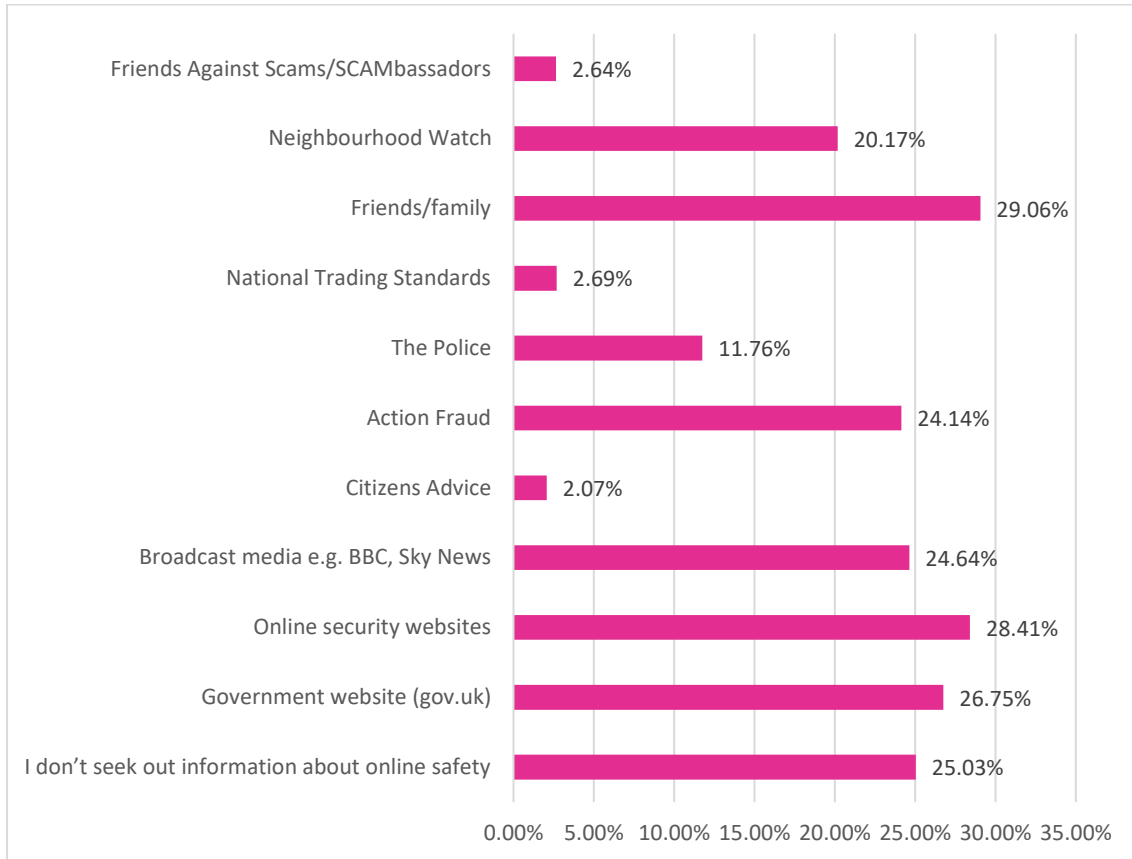


Only 22.5% of responders said they felt confident and clear about resources available to fight cybercrime.

Male responders are more likely to be informed, with 85.60% responding that they were either confident or okay with it, compared to women's 75.03%.

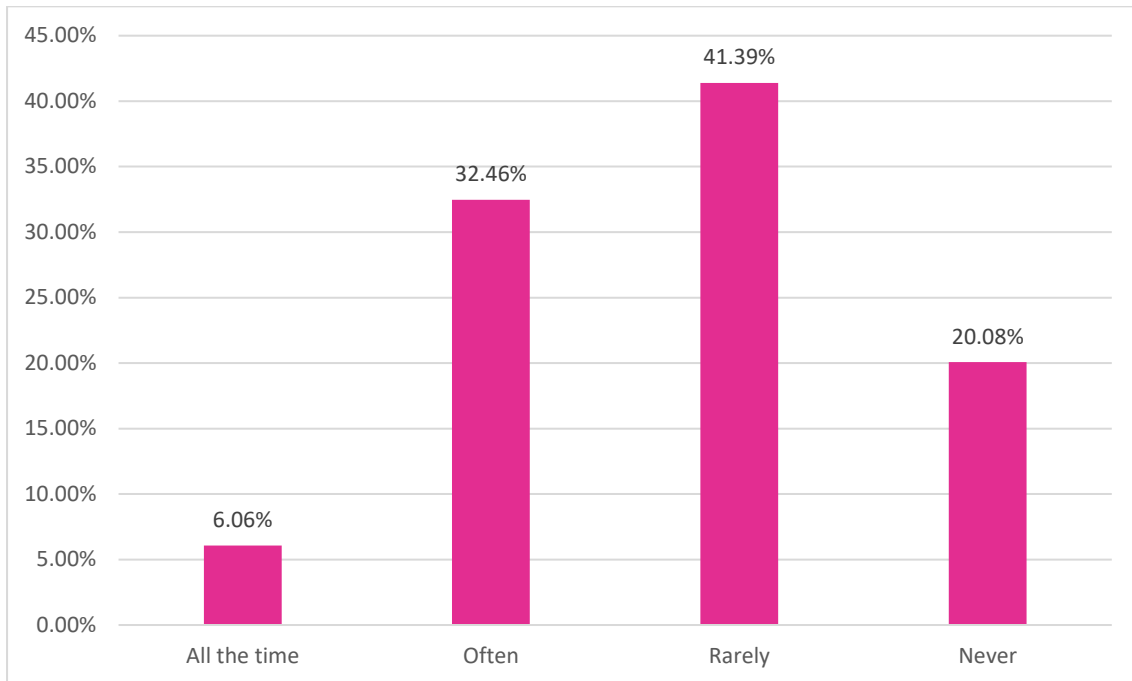
Neighbourhood Watch members follow a similar pattern, with 82.07% being either okay or confident with resources available, compared to just 78.84% for non-members.

In the last 12 months where have you sought information about online safety? (Select all that apply)



- 62.82% of responders have recently sought out information, with the most common sources being friends/family (29%), or online security websites (28%)
- Men are most likely to use online security websites (33.52% vs women's 19.29%) whereas women are most likely to ask friends/family (33.83% vs men's 22.85%)
- Regionally, the region least likely to seek out information on online safety is the north east, with 25.87% of people responding that they don't.
- Non-neighbourhood watch members are also less likely to search out information, with 27.28% of responders saying they don't compared to the members 21.23%.

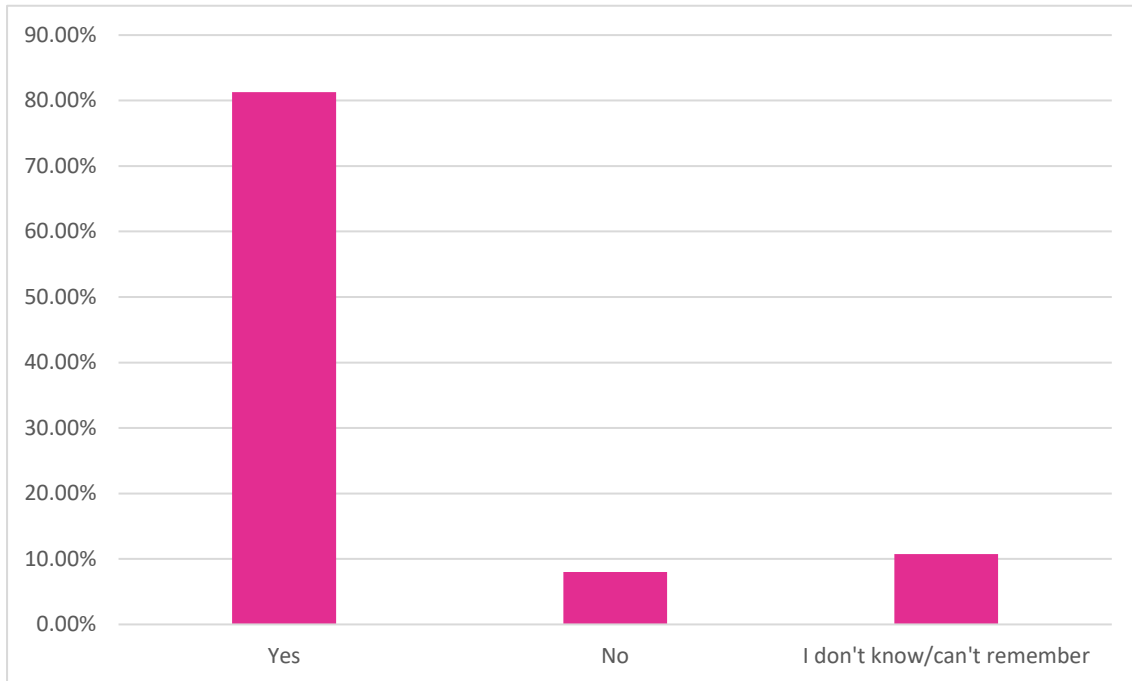
In the last 12 months how often have you discussed or shared advice on preventing cybercrime with other members in your community?



Considering that Cybercrime/online crime now accounts for at least 40% of all reported crime, it is surprising that less than a third of people are talking about how to prevent it. As we know from our other surveys, many people fear burglary the most and do much more to protect themselves from it. However, as online criminality evolves and becomes ever more sophisticated, it is so important that we discuss and share information on it.

- 61.5% of responders replied that they ‘rarely’ or ‘never’ discuss preventing cybercrime with their community.
- Men are more likely to discuss, with 6.61% reporting that they discuss this ‘all the time’ and 32.79% ‘often’ compared to women’s 5.28% ‘all the time’, and 32.24% ‘often’.
- The place where most discussions happen is in Greater London (9.37% say ‘all the time’, 35.35% often), whereas the least in the West Midlands (20.69% say never, and 42.10% rarely).
- Neighbourhood watch members are also more likely to have discussions, with 7.68% ‘all the time’ and 36.23% ‘often’ compared to non-members 5.20% and 29.81%

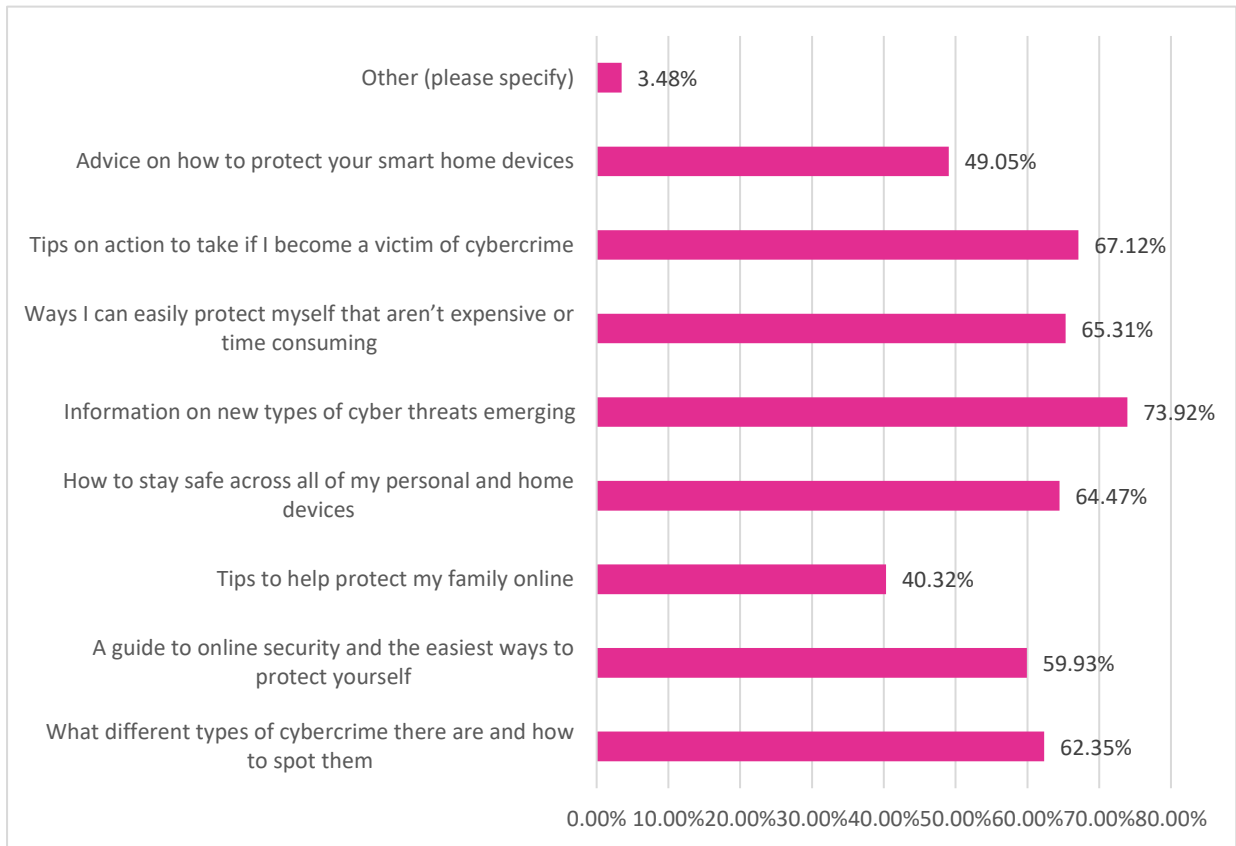
In the last 12 months have you seen or read advice or resources on preventing cybercrime?



With huge amounts of advice on avoiding cybercrime circulating in magazines, on TV and radio as well as on the internet, it is an ever-present topic, and arguably hard to ignore. The results from this question show that:

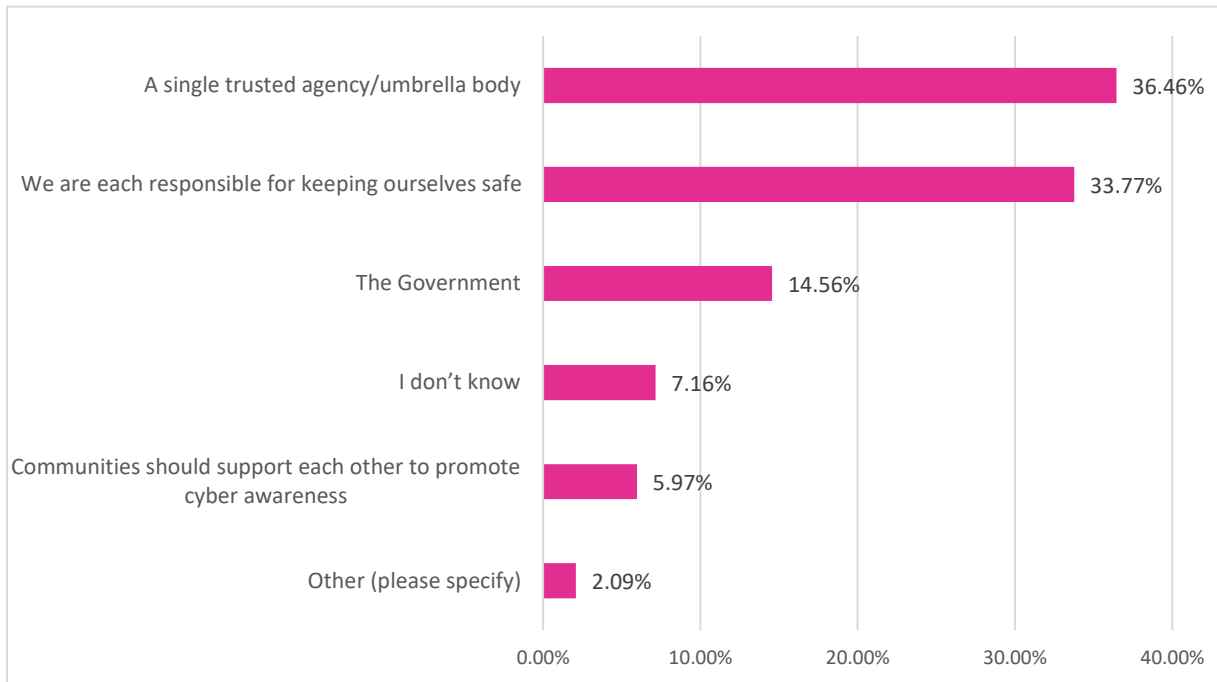
- 81.3% of responders have seen or read information on preventing Cybercrime recently.
- Neighbourhood Watch members are more likely to have seen advice, with 85.06% responding that they had compared to non-members 77.01%.
- Men are more likely to have come across Cybercrime Advice, with 85.08% saying yes, compared to Woman's 76.78%
- The region with the least access to information on Cybercrime was the North East, with only 76.56% saying that they had.

Which of the following articles would you be interested in? (Select all that apply)



The highest priority for information from respondents was on new types of Cyber Threats that are emerging, with 74%. of people asking for articles on this.

Who do you think should be primarily responsible for cybercrime awareness and safety? (please choose one)

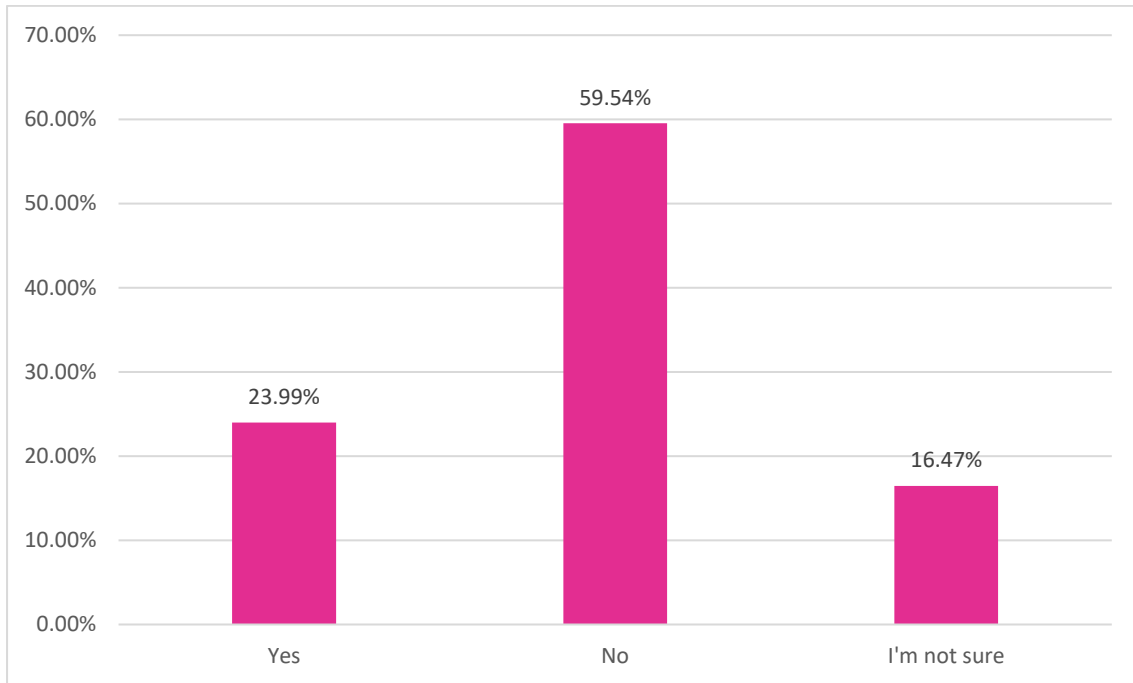


Responders were split over who should be responsible for awareness and safety, with 36.5% saying a single agency, but 33.8% saying each person should be responsible for keeping themselves safe.

From the 'other' category:

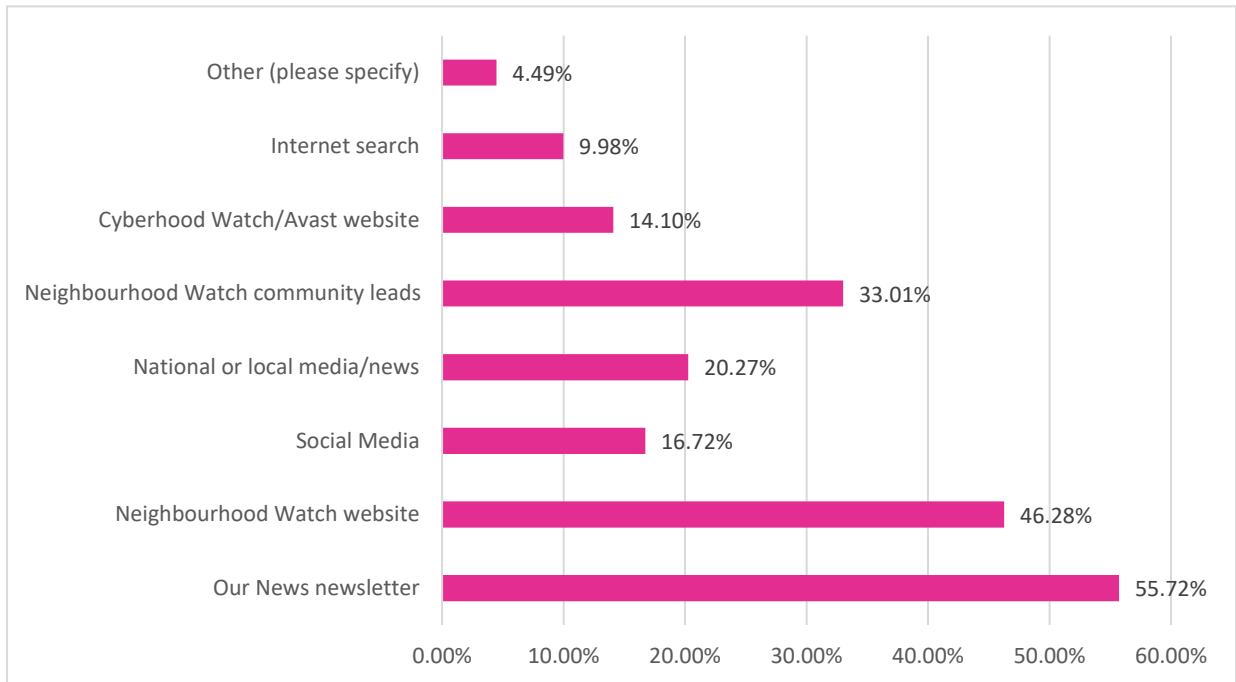
- Multi agency approach
- Police
- NCSC (National Cyber Security Centre)

Are you aware of Neighbourhood Watch's Cyberhood Watch initiative, supported by Avast?



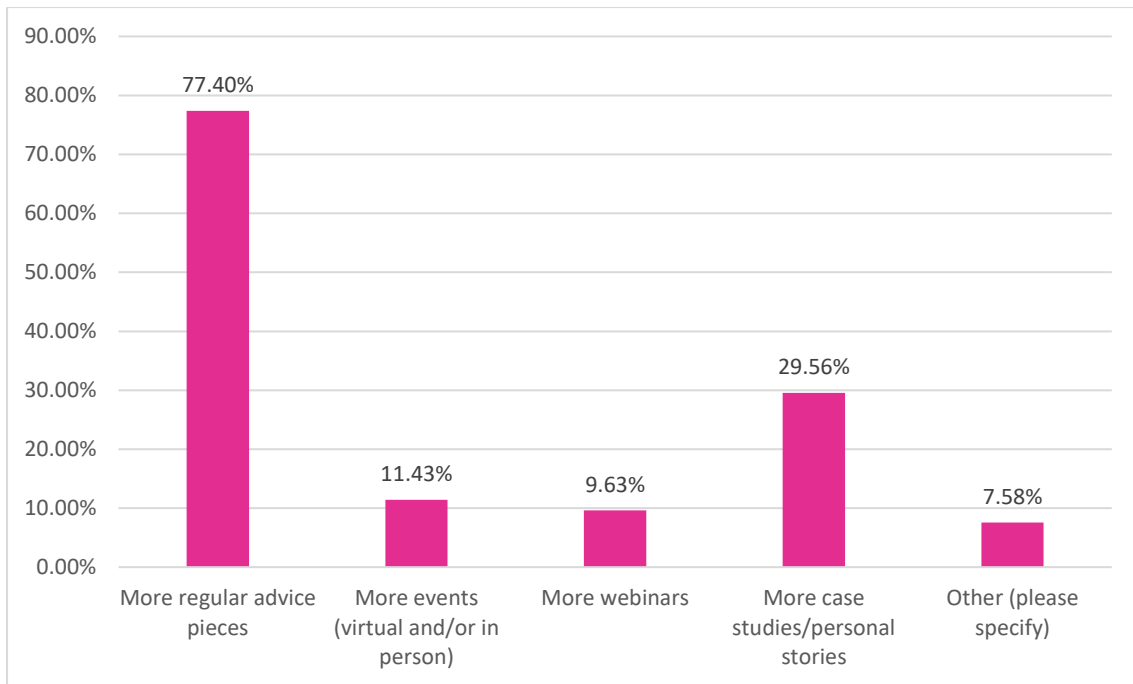
Although the figure for respondents saying they were aware of the initiative, appears low (less than a quarter), the last time we asked this question in our survey from 2022, only 17% of people had heard about it. This shows an increase in awareness of almost 7%.

How have you been made aware? (select all that apply)



The best way of finding out about Cyberhood Watch is through the Neighbourhood Watch newsletter, with 55.7% of responders learning about it this way, or on the Neighbourhood Watch website, at 46.2%.

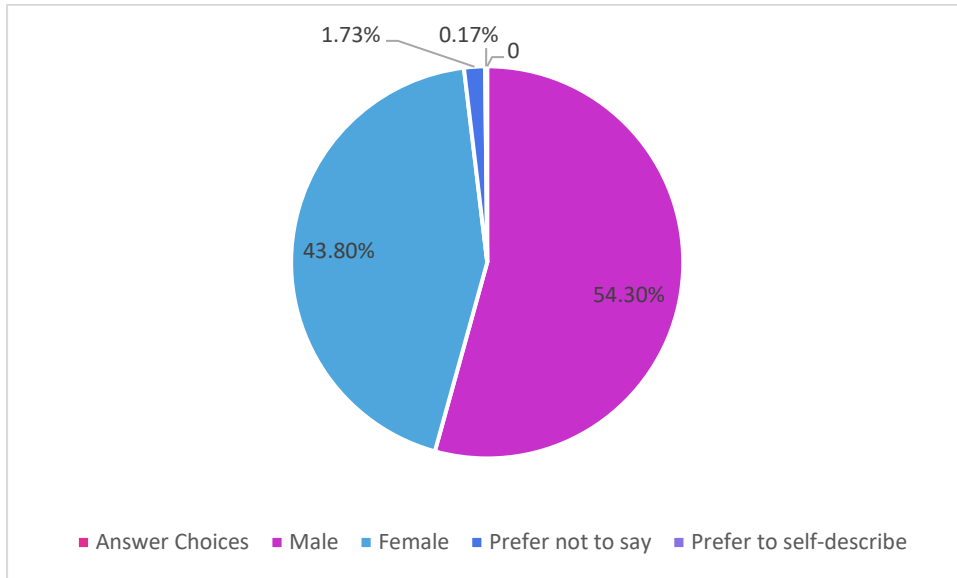
What would you like to see more of from Cyberhood Watch?



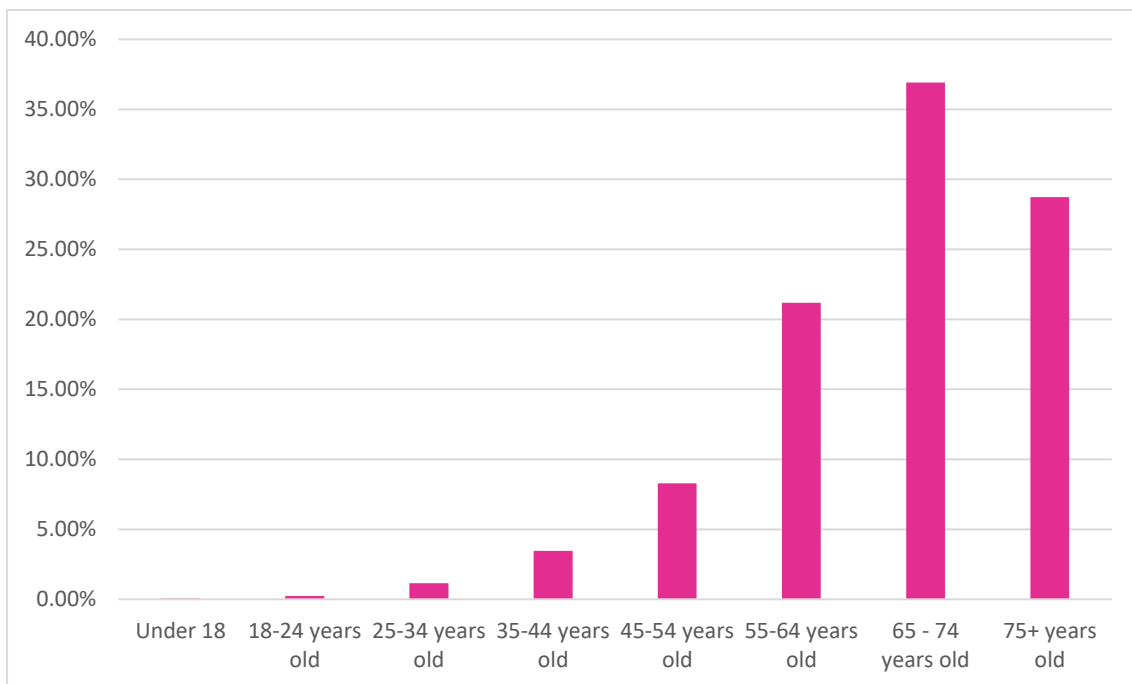
The most common request from those aware of the Cyberhood Watch initiative was that it issued more regular advice pieces.

Demographics

Gender



Age

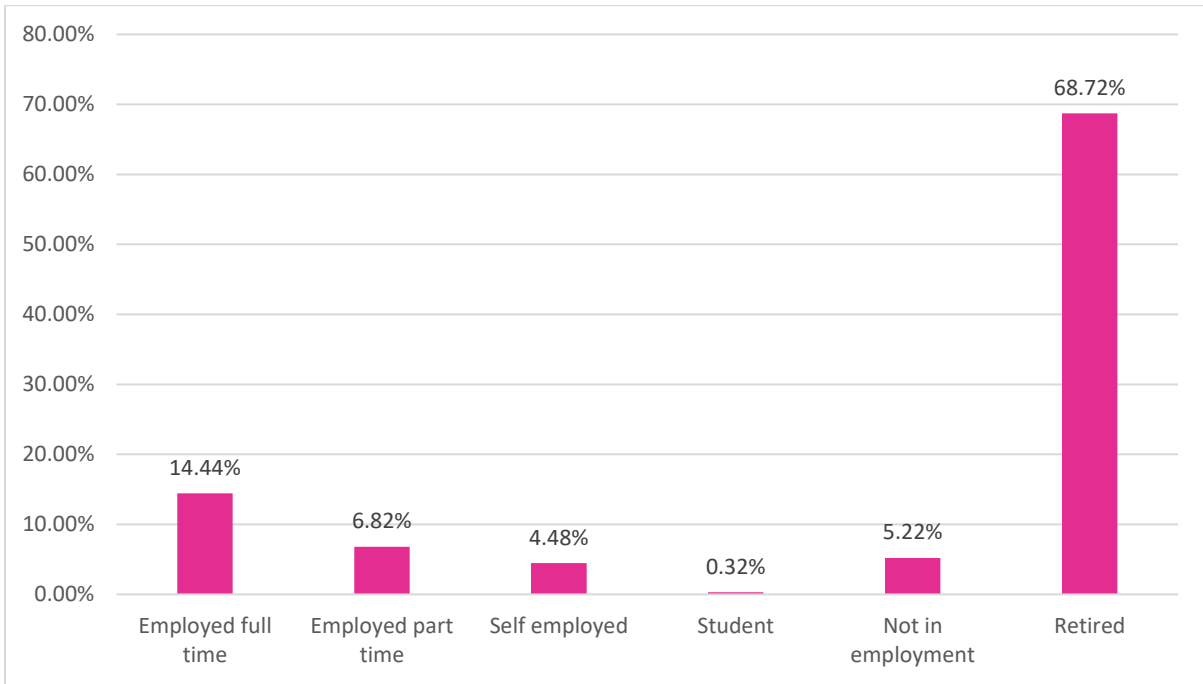


Employment Status

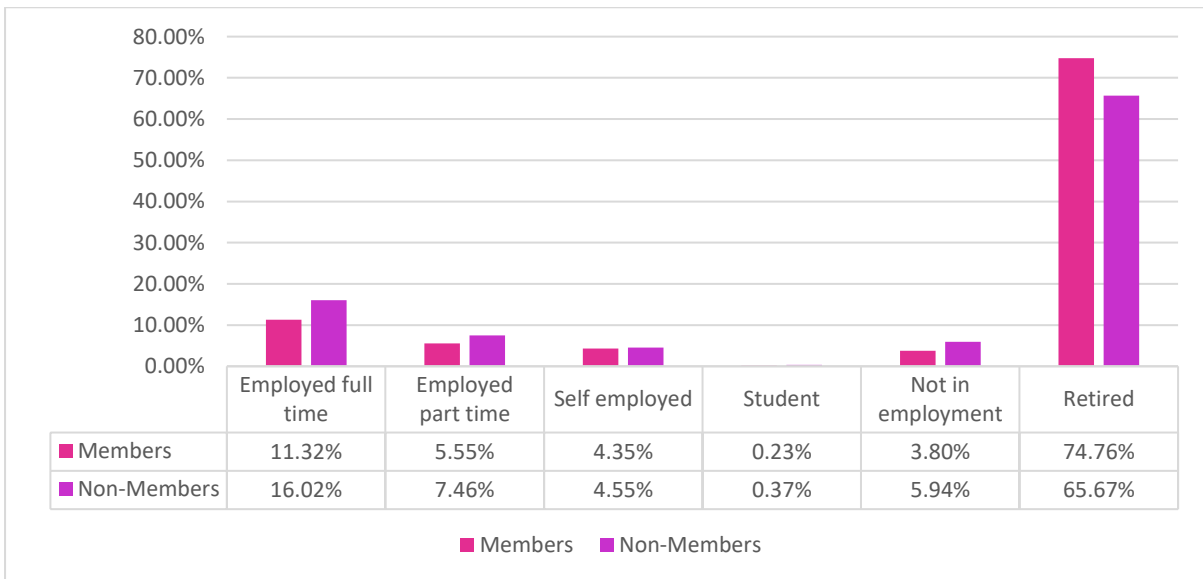
Of those who responded, 9% more members of NW are retired than non-members.

All members

Neighbourhood Watch Cybercrime Survey – November 2023

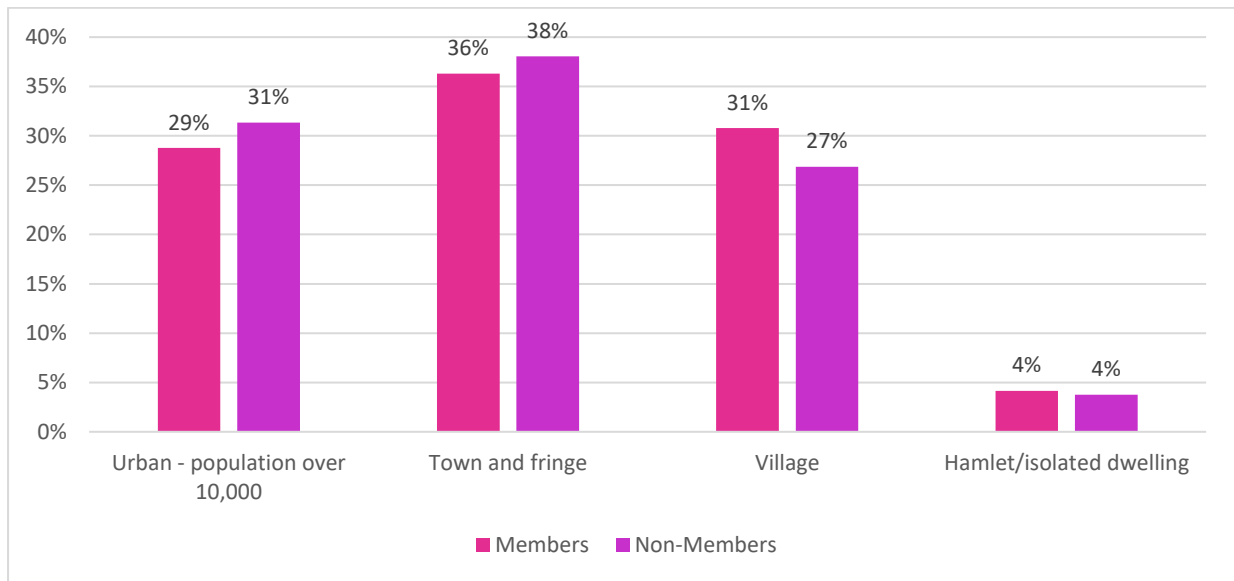


Members v Non-Members of NW

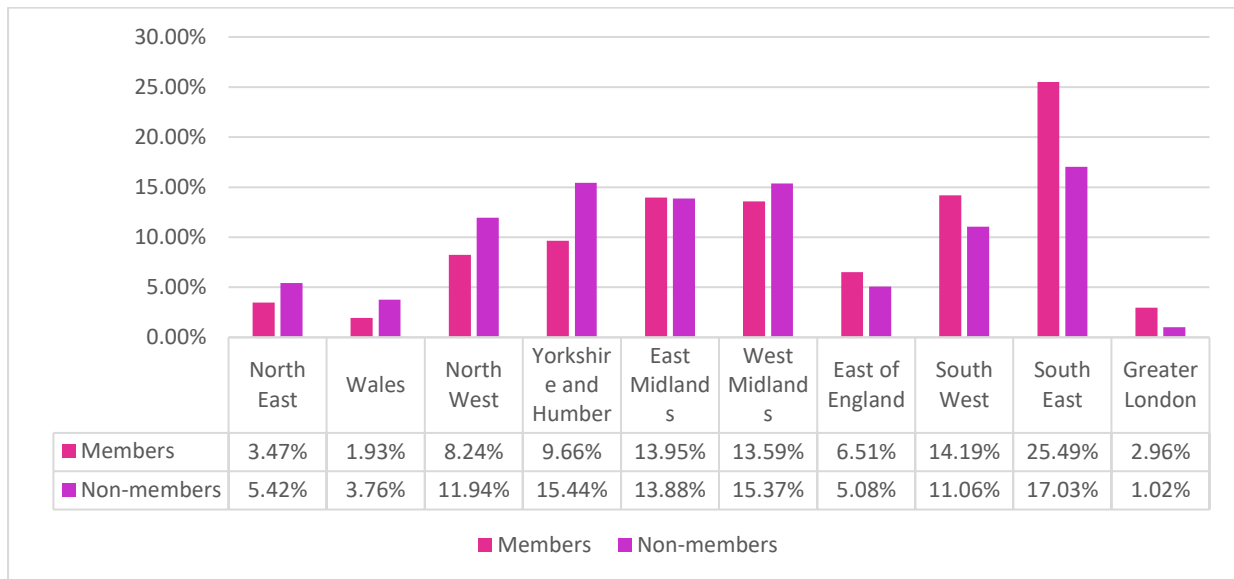


What kind of area do you live in?

'Town and fringe' was the most popular category of



Which region do you live in? (please choose closest area)



Fewer respondents from the North of England and Wales are members, and more are from the South and Greater London.

Are you a member of Neighbourhood Watch?

