

LOCAL RESULTS ANALYSIS

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

NOTTINGHAMSHIRE

2,915
Respondents (104,321)

12.0%
Response rate (17.6%)

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



Feedback

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

Informative
95.1%
(95.9%)

Important
91.0%
(90.5%)

Easy to understand
95.7%
(96.8%)

Relevant to what I want
87.5%
(88.1%)

Relevant to my area
86.4%
(88.4%)

Timely
86.9%
(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
78.6%
(77.3%)

The Alert system is secure
82.1%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

69.0%
(64.4%)
Have changed their behaviour

58.5%
(61.7%)
My confidence in the police has increased

83.3%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in Nottinghamshire

24,335
MEMBERS

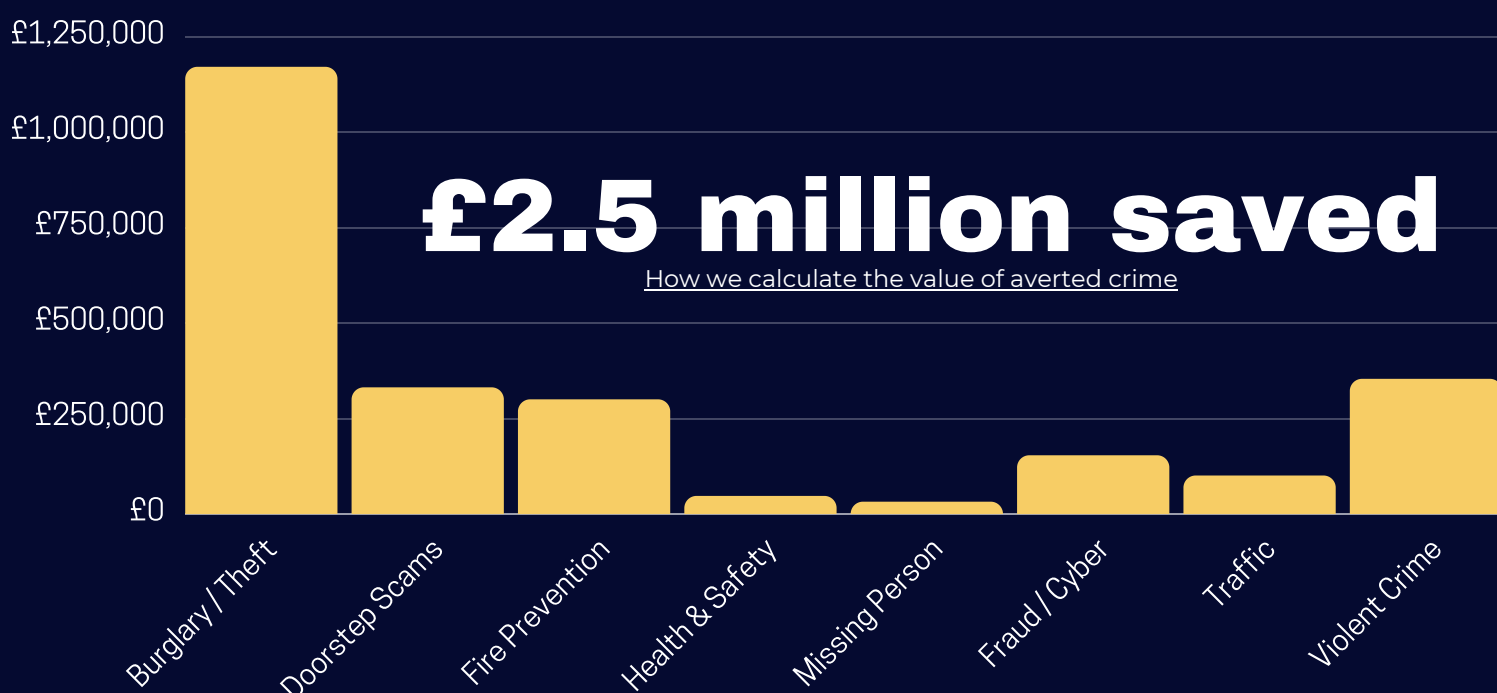
18.23
AVERAGE SHARES

443,627
POTENTIAL REACH

MARCH 2020

THE VALUE OF AVERTED CRIME

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



COMMENTS FROM RESPONDENTS

March 2020

Able to recognise on line fraud more easily avoided clicking on link I would have clicked on before

Margaret, Nottingham



As a parish council your Alerts are shared on our Facebook group AND I let groups know.

Susan, Nottingham

Am more vigilant using computer in spotting potential fraud traps and recognising telephone scammers. There are many calls we have confidently and easily dealt with.

Marion, Nottingham

Amongst others - a company stating they were legitimate tree surgeons knocking on doors. A quick search stated that no they weren't and to call it in.

Vic, Retford

Your messages helped us improve security

Neil, Retford

Burglaries in the locality prompted me to fit extra security to the patio doors.

John, Worksop

Have had a few phone calls which were obviously scams but you had made us aware what to look out for.

Jackie, Nottingham

Your information has helped make us more aware and gives a sense of security. We also pass in on to our family and friends.

Kenneth, Nottingham

Closely monitored emails and spotted one that could have cost me a lot of money

Davina, Nottingham

I have an elderly husband who will talk with anyone at the door. The updates I have had from neighbourhood alert has informed my knowledge of what is happening locally and enabled me to take steps to ensure he is as safe as I can make him

Jane, Nottingham

Doorstep Scam alert has helped me a lot to prevent from being a victim. Now I am more aware of Burglary / Theft crimes and has helped me to take extra care and be more vigilant.

Victor, Nottingham

Friend and neighbour had attempt at cyber crime and was able to advise. Doorstep crime attempt on myself and felt better equipped to deal with it.

Elizabeth, Nottingham

Have had scam emails and telephone calls and dealt with them confidently

Helen, Nottingham

Alerts from Trading Standards about bogus firms in the area saying they are able to repair storm / flood damage have helped prevent me from becoming a victim of crime.

Jill, Nottingham

I was made aware so took preventative action as well as passed on the information to others.

Mandy, Nottingham

Alerts informed us about a spate of opportunist burglaries through open windows in our area and thefts from within cars in the evenings. We have had CCTV installed and opted for 6ft high solid gates for security.

Nicola, Mansfield

I am not a totally confident IT user and find the information on avoiding cyber crime particularly useful.

John & Helen, Mansfield

I am a coordinator of our local NH Watch and find all information on burglary/theft pedlars scams current cybercrime etc very useful to inform the village of potential threats.

Barbara, Nottingham