

LOCAL RESULTS ANALYSIS

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

BEDFORDSHIRE

1,988
Respondents (104,321)

12.0%
Response rate (17.6%)

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

BedsALERT Feedback

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

Informative
96.3%
(95.9%)

Important
89.4%
(90.5%)

Easy to understand
96.3%
(96.8%)

Relevant to what I want
86.7%
(88.1%)

Relevant to my area
86.9%
(88.4%)

Timely
85.6%
(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
77.1%
(77.3%)

The Alert system is secure
80.5%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

68.1%
(64.4%)
Have changed their behaviour

64.6%
(61.7%)
My confidence in the police has increased

82.2%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in Bedfordshire

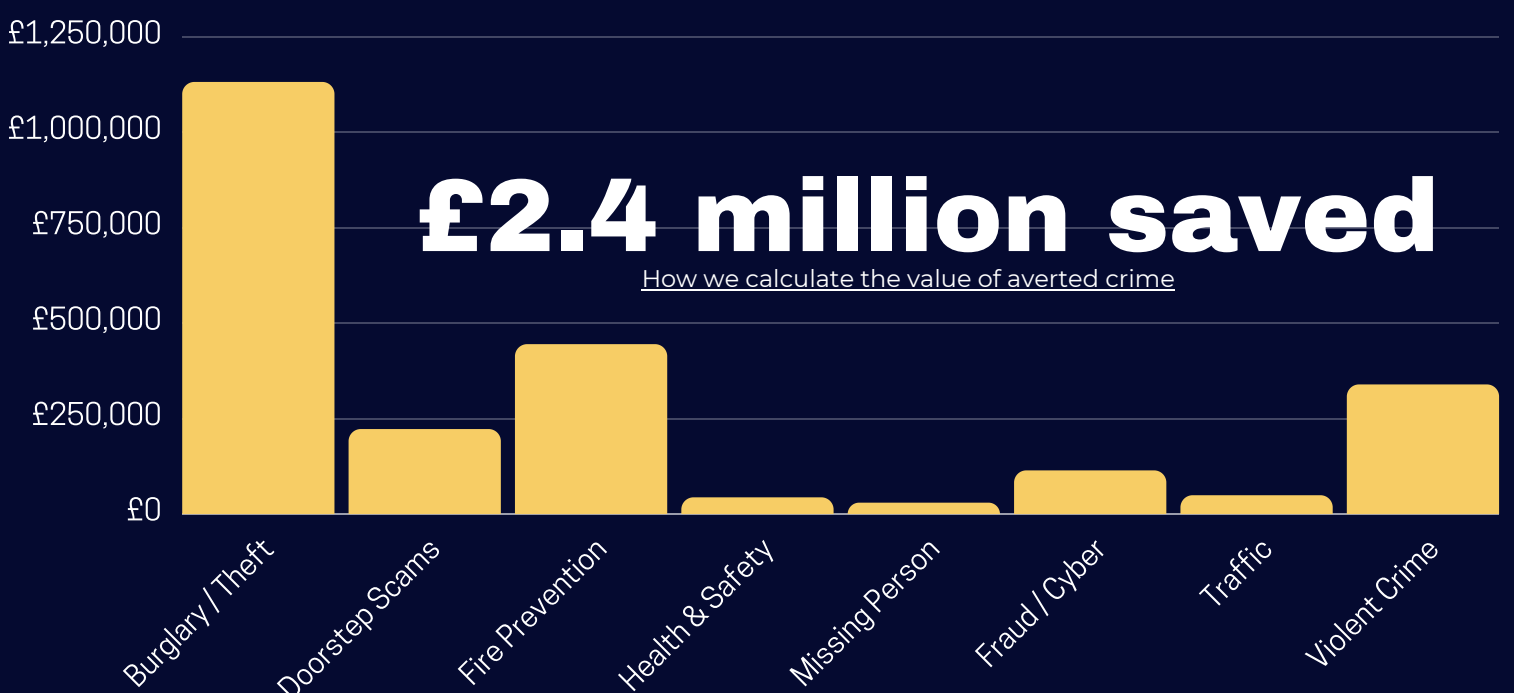
16,616
MEMBERS

18.23
AVERAGE SHARES

302,910
POTENTIAL REACH

THE VALUE OF AVERTED CRIME

Total value of prevented crime in Bedfordshire 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

I had a cage fitted to my catalytic converter after learning of local thefts

Jan, Sharnbrook

159

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

I have been more alert and aware about crime in my and close surrounding area due to regular information.

Ann, Luton

I have had catalytic convertor lock fitted to my car

Sian, Bedford

I have passed on any helpful information to neighbours and friends who do not use broadband

Patricia, Bedfordshire

I pass these messages on verbally to my elderly parents and they can be aware of possible scams

Vanessa, Bedfordshire

I ran a property Management company so your information was on the website we ran on behalf of the Residents

June, Luton

I purchased a ring doorbell which a can check remotely to see if my property is safe. I can also check I am safe before answering the door. I used your discount code

Chereene, Stopsley

I read a message about local theft and passed that info on the the rest of my street. We all looked out for each other a bit more.

Marti, Bedford

News of burglaries local to me which I would have been unaware of but for BedsAlert.

Philip, Bedfordshire

Our village is quite frequently affected by those who steal from vehicles if they are left unlocked or use scanners for vicinity keys. We have taken action from an advice leaflet and promoted it within our neighbourhood watch scheme.

Andrew, Bedford

Warnings regarding theft or burglary in my area made me more vigilant and checking security on my home.

Jackie, Bedford

There are often points in many messages that add to what I already understood

Nicholas Andrew, Biggleswade