

# LOCAL RESULTS ANALYSIS

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

## CHESHIRE

**4,274**  
Respondents (104,321)

**16.8%**  
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**  
**96.0%**  
(95.9%)

**Important**  
**90.1%**  
(90.5%)

**Easy to understand**  
**97.2%**  
(96.8%)

**Relevant to what I want**  
**88.2%**  
(88.1%)

**Relevant to my area**  
**88.9%**  
(88.4%)

**Timely**  
**86.8%**  
(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**  
**78.2%**  
(77.3%)

**The Alert system is secure**  
**81.3%**  
(80%)

## IMPACT

Evaluating the effect of the messages over 12 months

**65.7%**  
(64.4%)  
Have changed their behaviour

**63.2%**  
(61.7%)  
My confidence in the police has increased

**82.3%**  
(79.2%)  
Find it easier to spot a scam

## REACH

MARCH 2020

Total average reach of a message sent in Cheshire

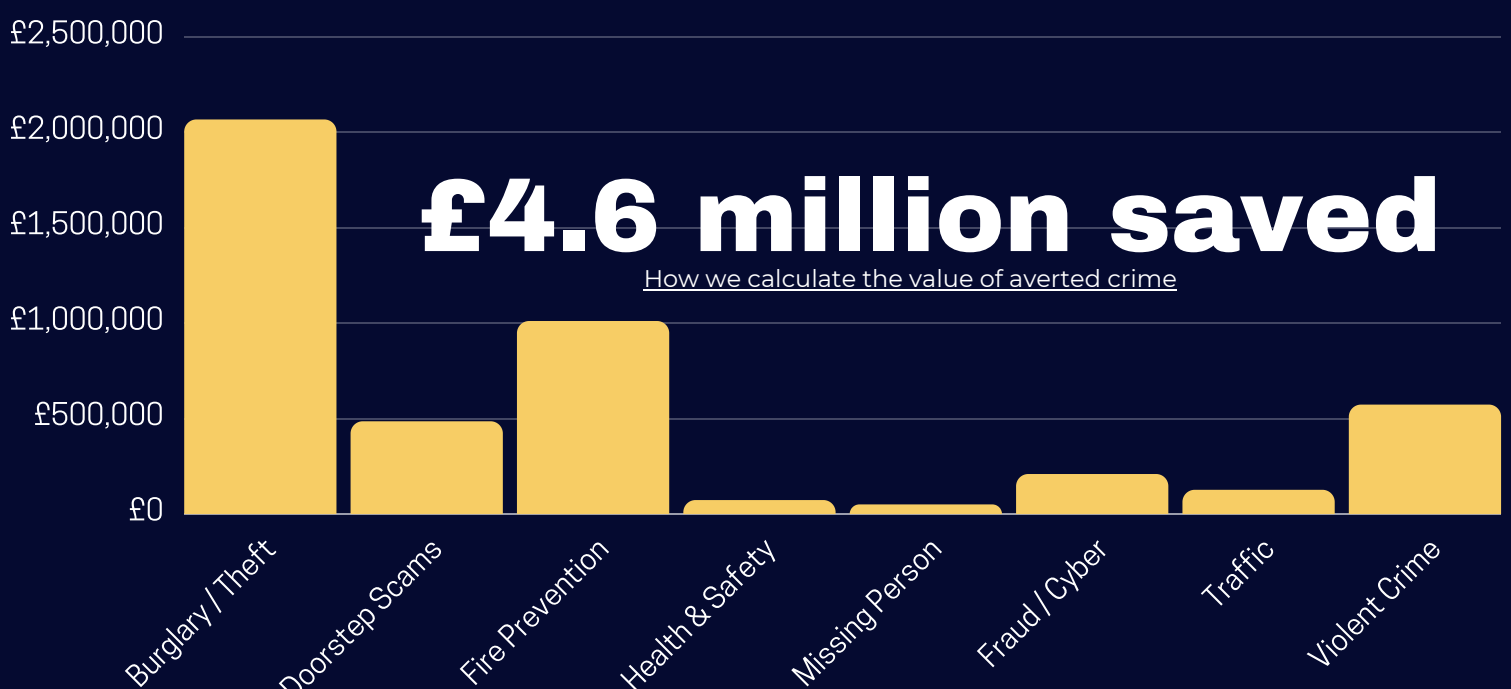
**25,488**  
MEMBERS

**18.23**  
AVERAGE SHARES

**464,646**  
POTENTIAL REACH

## THE VALUE OF AVERTED CRIME

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



# COMMENTS FROM RESPONDENTS

March 2020

Door to door suspect around village. Used information to warn vulnerable members of the community.

Gilbert, Northwich

# 1617

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

A lady I knew had gone missing I could look out for her.

Susan, Neston

2 people wanting to clean my front path! I'd just received an email regarding cold callers so reported it to the police

Amanda, Mouldsworth

A local burglary was pointed out to us which encouraged a conversation between me and my mother about increasing her safety at home.

Emma, Chester

A phone call suggested to my husband that he owed money to HMRC and if he didn't pay he would be sent to prison. Forewarned by your alerts he put the phone down and reported it.

Jennifer, Chester

Took action to secure outbuildings

Copeland, Widnes

After reading about burglaries in our local area we now ensure that all external doors are locked even if we are in the house.

Carol, Chester

As I own a shop in Sandbach town centre I often pass on things to customers that I feel may be relevant - ie elderly customers I tell about the doorstep scams etc

Helen, Sandbach

Alerted my husband to hang up on a telephone call as he was giving out personal information to a phone call scam.

Patricia, Liverpool

Car theft active very locally. Decided to improve night lighting.

Ian, Wilmslow

Alerts regarding shed security prompted me to improve locks and ensure items were stored out of sight and installed a CCTV system covering the house and garden.

Eddie, Widnes

Door to door suspect around village. Used information to warn vulnerable members of the community.

Gilbert, Northwich

Emails about local crime eg: burglary etc have been particularly helpful, reminding me to keep doors locked and things off display when going out.

Judith, Tarporley

Fire safety is always good to keep up to date with.

Barbara, Warrington

Following various reports I have had a good quality alarm system fitted.

Iain, Widnes

Has just made me aware and enables me to ensure my elderly father is informed as he is quite vulnerable. I also ensure my gates and sheds are locked nothing left overnight in our cars and van.

Denise, Warrington