

LOCAL RESULTS ANALYSIS

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

DORSET

3,128
Respondents (104,321)

18.4%
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
94.9%
(95.9%)

Important
88.4%
(90.5%)

Easy to understand
96.2%
(96.8%)

Relevant to what I want
86.8%
(88.1%)

Relevant to my area
88.1%
(88.4%)

Timely
84.5%
(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
77.3%
(77.3%)

The Alert system is secure
79.3%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

63.8%
(64.4%)
Have changed their behaviour

57.8%
(61.7%)
My confidence in the police has increased

80.1%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in Dorset

17,034
MEMBERS

18.23
AVERAGE SHARES

310,530
POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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



COMMENTS FROM RESPONDENTS

March 2020

A timely message prompted me to change my door locks to a more secure type after an incident at home.

Nicola, Weymouth

After reading the article about the garage break ins I purchased a stand alone alarm from the Neighbourhood Watch.

Richard, Poole

As a director of my flat block I have been able to alert other residents also

Ann, Poole

Being aware of what is currently happening really does help keep me ALERT

David, Dorchester

Good prevention advice and an insight into how easily these incidents can occur without taking sensible precautions

Philip, Ferndown

I appreciate information re muggings and sexual attacks as they have made me think carefully about transport parking and taxis before going out at night.

Janice, Bournemouth

I nearly fell for an Amazon Prime scam. I had just cancelled membership and the same day received a phone call saying money to be refunded and please turn on your computer or phone for the refund to be made. I immediately yelled SCAM and put the phone down.

Pat, Christchurch

Local car damage alerts our car kept in garage not on road when not in use.

Sharon, Poole

I live in a very safe area but have been reminded that only 500 metres away an open window was used to access an empty house through a bedroom. I now ensure ALL windows are shut when I leave home.

Penny, West Moors

The messages have encouraged me to buy intruder alarms for my open doors and windows as I realise how sometimes crime is just opportunistic

Lesley, Poole

1,142

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

As a coordinator I share the Alerts with my local area and I know that people have used the information to ensure that relatives and friends are aware of potential scams especially online but also on the door step.

Stephen, Christchurch

Did not realise the amount of crime in the area so took precautions to secure home and property.

Angela, Bournemouth

I am a volunteer for a befriending group for the elderly. I am made very aware of the latest scams and use this information to inform and protect my clients who are often vulnerable.

Miranda, Wimborne

Info on local crime means I know when a crime is committed nearby and can be more vigilant.

Jill, Poole

I use the information contained in the emails to inform the residents of our sheltered housing scheme if there are local issues of which they should be aware.

Vanessa, Dorchester

I park my car (on the drive) as far away from the road as possible and become more particular about removing belongings from vehicle

Brenda, Poole

The info has just helped me be more vigilant and observant in my local area. I tend to think it's a safe area but reading what is happening in the area makes me more alert.

Helle, Poole