

# LOCAL RESULTS ANALYSIS

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

## DEVON & CORNWALL

**5,212**  
Respondents (104,321)

**23.5%**  
Response rate (17.6%)

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

### Devon and Cornwall **ALERT** Feedback

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

**Informative**  
**96.4%**  
(95.9%)

**Important**  
**91.1%**  
(90.5%)

**Easy to understand**  
**97.7%**  
(96.8%)

**Relevant to what I want**  
**85.6%**  
(88.1%)

**Relevant to my area**  
**86.1%**  
(88.4%)

**Timely**  
**88.1%**  
(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**  
**78.3%**  
(77.3%)

**The Alert system is secure**  
**81.0%**  
(80%)

### IMPACT

Evaluating the effect of the messages over 12 months

**58.3%**  
(64.4%)  
Have changed their behaviour

**60.5%**  
(61.7%)  
My confidence in the police has increased

**78.4%**  
(79.2%)  
Find it easier to spot a scam

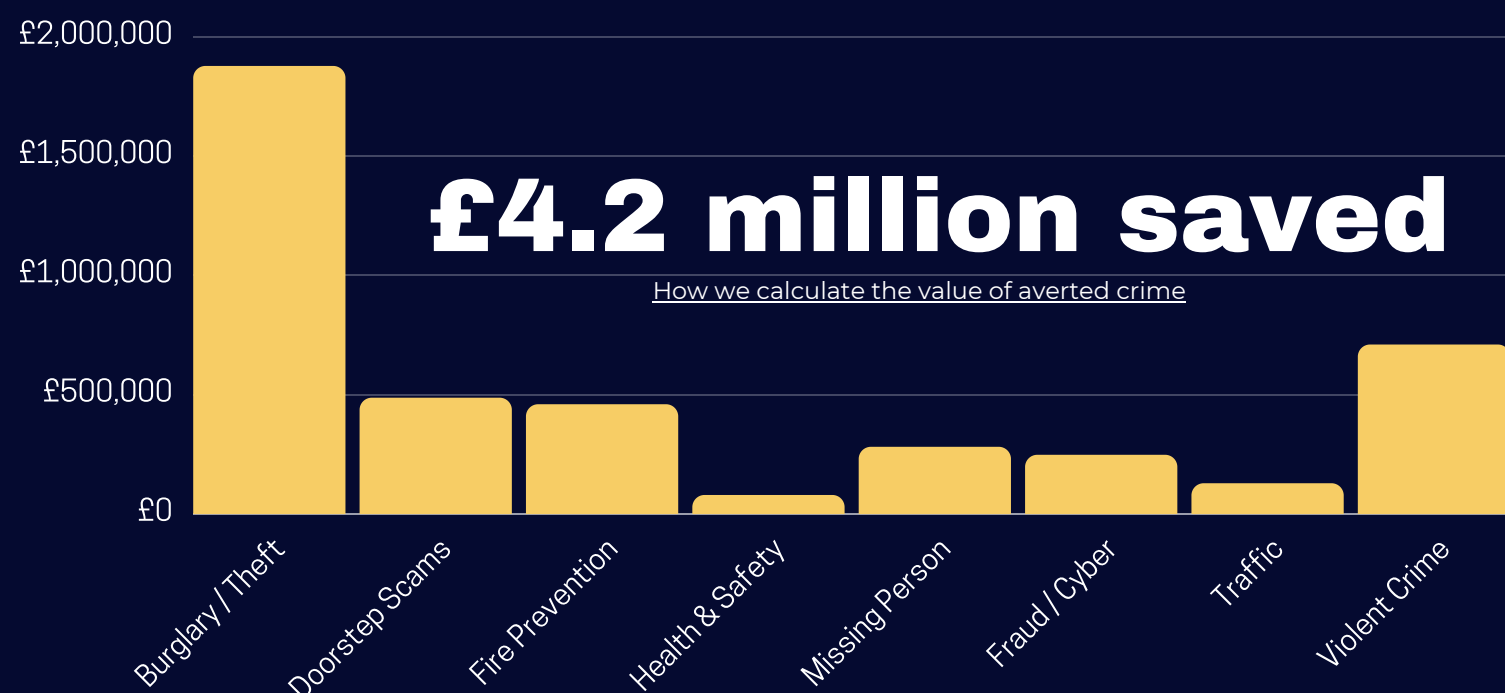
### REACH

Total average reach of a message sent in Devon and Cornwall

MARCH 2020  
**22,164** MEMBERS    **18.23** AVERAGE SHARES    **404,050** POTENTIAL REACH

### THE VALUE OF AVERTED CRIME

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



# COMMENTS FROM RESPONDENTS

March 2020

After receiving these alerts I have passed this info to staff and enabled them to be more vigilant.

Cheryl, Plymouth



Alert on theft from vans in neighbouring road. Shared information with all van owners in my street

Hedley, Tiverton

Alert on doorstep scam in area- alerted colleagues and clients! One client remembered what I had said and refused to answer door- description matched person at door!

Elaine, Dawlish

Alert re burglaries on neighbouring farms prompted me to check CCTV each morning and if we had been away

Ruth, Crediton

As a local Neighbourhood Watch co-ordination I send out your messages to approximately 90 households in our village and I do know from feedback that people have found them useful and taken more steps to protect themselves.

Michael, Axminster

As a town council we can then disseminate information out to a wider community via our social media and web site if relevant.

Craig, Helston

Car park distraction theft was a new one to me. It was good to be warned as it was apparently happening locally.

Elise, Hele

Contacted my sister in law to warn her because she has been scammed before.

Tina, Ilfracombe

Emails regarding farm theft are circulated to the local farmers giving them a heads up and a subtle reminder to be more alert to their security procedures. Likewise with emails regarding arson and fly tipping.

Ren, Kingsbridge

Making sure my father, who lived alone, was fully aware not to get sucked in by doorstep scammers.

David, Bude

Every time we receive notification from you regarding mini crimes i.e. garden shed burglaries lawn mowers tractors etc. we make sure we have locked up our sheds. All your messages remind us to keep vigilant.

Sarah, Axminster

Had a call, supposedly from the bank, that someone had used my credit card. Knew what to do and what not to do from your previous advice.

Averil, Honiton

I am a retired person now but find your information very good and inform friends anything that could be useful to them. Keep it up.

Sonia, Exeter

I am receiving information about local crime which helps me when chatting to friends and neighbours as I can point out some local crimes that they have not heard about.

Iain, Newton Abbott

I edit the local village magazine and where messages are not too time sensitive I can include them.

Jan, Crediton

I had an alert about missing person and then saw him by the bridge. (It was the detail about their dressing gown.)

Tanya, Exeter

I lock my front door now whereas I did not during daytime before.

Angela, Totnes

I made sure my locks were effective, changed one, fitted a key safe and registered it with the police.

Penelope, Helston