



LOCAL RESULTS ANALYSIS

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

DURHAM



Respondents (104,321)

15.6%

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...









Relevant to what I want







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 81.0%

The Alert system is secure



83.7%

IMPACT

Evaluating the effect of the messages over 12 months





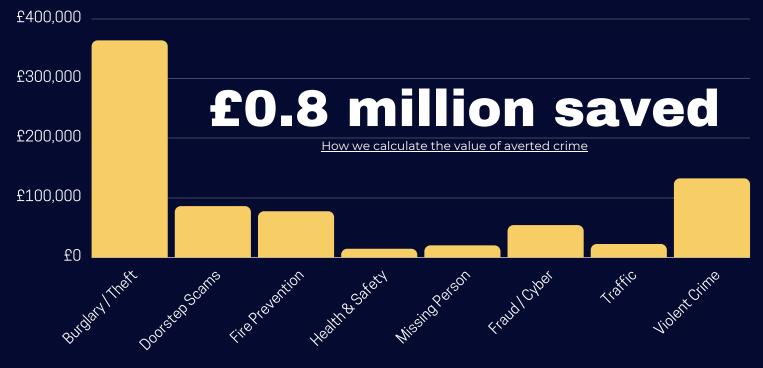


REACH

Total average reach of a message sent in Durham

8.23

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



COMMENTS FROM RESPONDENTS

March 2020

Being mindful of keeping my purse hidden when shopping.

Jacqueline, Ferryhill

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

Generally raised my awareness of issues or potential problems in the area.

Gillian, Durham

Helped me feel safe online

Colin, Chester Le Street

I am 70yrs old and the messages have helped me understand the difference between genuine Emails and scam Emails.

Glenn, Peterlee

Information about a local burglary (which is unusual in my street) made me double-check my protection and resolve to properly secure the house whenever I am out even for very short periods of time.

Gavin, Darlington

To be honest I am a Crime Prevention officer and am usually already aware of most of the messages. However they are very good and contain a lot of useful info on a range of topics

Derek, Consett

We have received loads of potential scam e-mails and phone calls which we immediately delete or for the phone ignore!

Ellen, Chester Le Street

Helped me be more aware of the scams around and how to keep myself safe

Judy, Sleaford