

LOCAL RESULTS ANALYSIS

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

DURHAM



957

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...

Informative
96.8%
(95.9%)

Important
91.3%
(90.5%)

Easy to understand
97.7%
(96.8%)

Relevant to what I want
86.8%
(88.1%)

Relevant to my area
87.8%
(88.4%)

Timely
87.9%
(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
81.0%
(77.3%)

The Alert system is secure
83.7%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

71.0%
(64.4%)
Have changed their behaviour

67.4%
(61.7%)
My confidence in the police has increased

85.4%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in Durham

MARCH 2020
6,134
MEMBERS

18.23
AVERAGE SHARES

111,832
POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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

£400,000

£300,000

£200,000

£100,000

£0

£0.8 million saved

How we calculate the value of averted crime



COMMENTS FROM RESPONDENTS

March 2020

Being mindful of keeping my purse hidden when shopping.

Jacqueline, Ferryhill

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

378

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