

LOCAL RESULTS ANALYSIS

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

THAMES VALLEY

12,324
Respondents (104,321)

14.0%
Response rate (17.6%)

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

Thames Valley
ALERT

Feedback

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

Informative
95.4%
(95.9%)

Important
89.9%
(90.5%)

Easy to understand
96.2%
(96.8%)

Relevant to what I want
86.7%
(88.1%)

Relevant to my area
89.0%
(88.4%)

Timely
85.8%
(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
75.7%
(77.3%)

The Alert system is secure
78.6%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

66.1%
(64.4%)
Have changed their behaviour

61.1%
(61.7%)
My confidence in the police has increased

79.6%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in Thames Valley

MARCH 2020
88,144 MEMBERS **18.23** AVERAGE SHARES **1,606,865** POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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

£7,500,000

£5,000,000

£2,500,000

£0

£11.8 million saved

How we calculate the value of averted crime



COMMENTS FROM RESPONDENTS

March 2020

Alert messages have prompted me to buy a motion sensitive camera and I am now more aware of possible bike thefts and scams

Sally, Wokingham

4,511

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

Following warnings on Alert I felt confident enough to not allow myself to be pressured into purchasing goods and having unnecessary work carried out

Frances, Windsor

After alerts about local burglaries and door knocking I installed a doorbell camera

Amanda, Milton Keynes

After messages about burglaries in the area I upgraded the locks on doors, windows and gates

Paul, Shrivenham

After reading these messages I have become more aware of what could happen to me at home or shopping so I have followed most of the advise provided in order not to become a victim

Fadia, Bracknell

Always check cctv if an event had happened nearby. All info in alert us useful.

Kathy, Berkshire

Alerts about burglary in my area are useful to prompt us to review security around our home.

Jackie, High Wycombe

Alerts me to issues happening directly in my community. I can help assist with finding missing persons but also the latest online scams

Lindsey, Windsor

Alerts on burglaries in my area prompted me to make my home more secure

Louise, Princes Risborough

All of the messages made me aware of the issue in the local area sheds being broken into car theft doorstep callers and all of the information has been very welcome.

Keri, Woodstock

all these informations are very helpful and keep me being vigilant. and most importantly help me to be safe.

Jimmy, Bucks

After reading about Amazon phone calls that were fraudulent I received one that did seem plausible, thankfully the Alert had warned me, which is good

Janine, Oxford

As a Town Councillor I can pass information on to people who I feel are vulnerable.

Richard Arthur, Chipping Norton

Any info that relates to the immediate community is of interest to me as Chairman of the Parish Council as I can forward it quickly to members of the community if it is relevant like a burglary or such like.

John, Bicester

As a taxi driver I am able to pass on the warnings and reminders to many people, especially the elderly and vulnerable

Colin, Reading

As I work at a train Station I am on the lookout for missing persons

Mark, Maidenhead

As I live on a large development I was able to share these messages with others who may feel vulnerable

Liz, Wallingford

As the Clerk to a Parish Council I find this information useful and use it as a guide to see what is happening and it enables me to alert our residents to crimes in the area.

Jacky, Reading