

LOCAL RESULTS ANALYSIS

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

HAMPSHIRE

6,682
Respondents (104,321)

21.1%
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
96.2%
(95.9%)

Important
90.9%
(90.5%)

Easy to understand
97.1%
(96.8%)

Relevant to what I want
89.4%
(88.1%)

Relevant to my area
90.2%
(88.4%)

Timely
87.2%
(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
75.5%
(77.3%)

The Alert system is secure
78.7%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

62.0%
(64.4%)
Have changed their behaviour

58.2%
(61.7%)
My confidence in the police has increased

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

REACH

Total average reach of a message sent in Hampshire

31,693
MEMBERS

18.23
AVERAGE SHARES

577,763
POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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



£6.1 million saved

How we calculate the value of averted crime

COMMENTS FROM RESPONDENTS

March 2020

Able to update family members especially mother who lives on her own about scams

Lisa, Farnborough

2,469

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

Added locks to garden gates. Added anti virus to pc became aware of scam methods

James, Romsey

Advised about a Amazon fraud scam. Shared the information with all work staff.

Victoria, Waterlooville

Alerts relating to anything of concern within the neighbourhood can only improve safety and hopefully it helps deter unsocial/illegal behaviour if criminal know we are all linked

Sara, Southampton

After reading of the amount of local burglaries we have installed CCTV and floodlight

John, Basingstoke

As a locksmith the information is useful to pass onto my customers who may not otherwise get to see it.

Len, Basingstoke

Always extremely useful to know about house/car thefts in your area so you can be vigilant.

Susan, Southampton

As a retired local council Neighbourhood Warden` (we worked closely with the local Police) it's good to keep up with local issues`and be advised of current scams etc.

Tim, Southampton

As internet user I sometimes have received internet and telephone scams and I am very aware of how to managed it.

Equally the neighbourhood alert have prompted me to the happenings around my area that is equally important to my family and neighbour safety. It is a good information that requires continuity. Thank you.

Gee, Portsmouth

Being updated on burglaries and thefts has enabled me to take steps to ensure we dont leave things in the car and we are aware of what is happening

Shona, Basingstoke

Advised me regarding garden thefts prompting me to increase my shed security and inform neighbours and family

Kevin, Southampton

Due to number of burglaries have installed locks on side gate. Also update friends who live locally accordingly especially re scams.

Teresa, Waterlooville

Hampshire Alerts have alerted me on a number of occasions to the fact there have been / are ongoing a spate of house burglaries in my local area and owing to the alerts i've been able to warn my neighbours and take preventative action to hopefully prevent my home (and others homes) from being burgled.

Katheryn, Andover