

LOCAL RESULTS ANALYSIS

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

LANCASHIRE

2,450
Respondents (104,321)

7.3%
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
95.5%
(95.9%)

Important
90.4%
(90.5%)

Easy to understand
96.5%
(96.8%)

Relevant to what I want
87.4%
(88.1%)

Relevant to my area
86.2%
(88.4%)

Timely
86.8%
(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
78.1%
(77.3%)

The Alert system is secure
81.8%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

68.4%
(64.4%)
Have changed their behaviour

62.7%
(61.7%)
My confidence in the police has increased

83.4%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in Lancashire

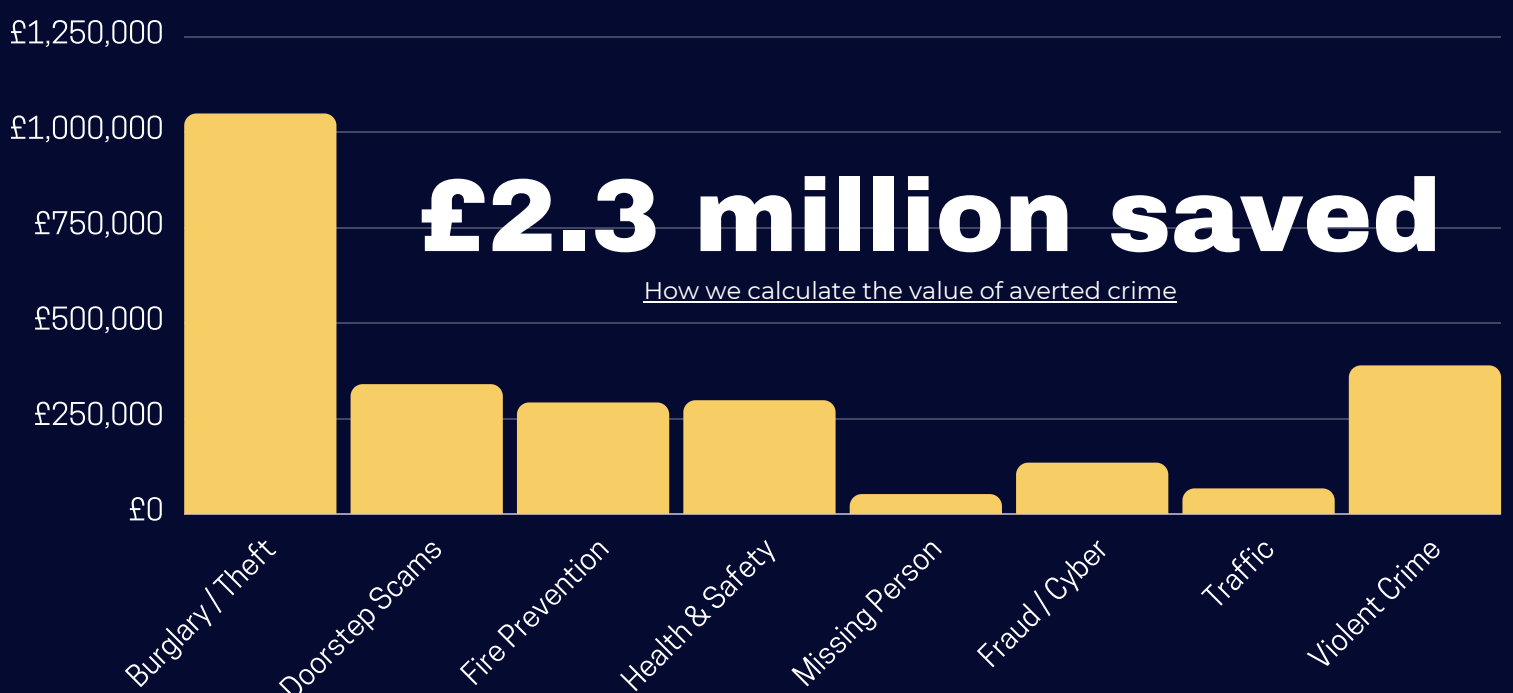
MARCH 2020
33,511
MEMBERS

18.23
AVERAGE SHARES

610,906
POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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



COMMENTS FROM RESPONDENTS

March 2020

A recent message suggesting young people may be targeted with drugs that may cause serious harm to them. This was useful as I passed it on to key community contacts and other parents

Zahid, Blackburn

964

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

a spate of local burglaries where miscreants entered via unlocked doors - made sure I got in the habit of always locking door behind me

Rachel, Morecambe

After receiving information about local burglaries I decided to install security cameras front and rear of the house

Ian, Poulton-le-fylde

Alerts me to local burglaries in the area be more vigilant and watch for stolen items

Tony, Garstang

As a N.W.co-ordinator I forward alerts to members in my area many of whom are elderly. I believe that this is a valued service.

David, Thornton-Cleveleys

Helps me keep up to date with local and National Scams and Media scams

Jillian, Fleetwood

I have installed a doorbell camera as a result of information about doorstep scams. I now check to see who is at the door before I open it.

Michael, Preston

I have passed on or told people of the site how useful and informative it is

Patricia, Blackburn

I work with older people and I was able to pass on information regarding scams

Pat, Chorley

I act with other concerned members of an organisation regarding acts of ASB and utilise the information that I receive via alerts in conjunction with the information gathered by our group to petition councillors to increase anti social measures.

Kevin, Lytham St. Annes

Informed local farmer of farm machinery thefts in area he had no idea about

Samantha, Poulton-le-fylde

It prompted me to consider a high quality CCTV system with motion detect night vision and external PIR LED lights.

David, Skelmersdale

Just making more aware of issues that potentially could happen to me and my household and possessions

Linda, Thornton-Cleveleys

It's just good to be reminded of things which can sometimes be taken for granted and / or hear about the new or different ways criminals are targeting people.

We use this information to keep elderly relative up to date and aware of potential scams etc.

Tom, Chorley

Just additional tips given on how to be aware and be mindful of local activity in our area. We are savvy on computers and fully aware of scams

Dennis, Blackburn

Local info on bike thefts and other crimes in the area cheers guys :)

Mark, Thornton-Cleveleys

Occasionally we have burglars visiting this area from elsewhere. This has prompted me to renew my alarm system and increase security.

Stuart, Burnley

Living in an area where there are many elderly and vulnerable people, I use information to share current concerns

Stephen, Lytham St. Annes