

# LOCAL RESULTS ANALYSIS

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

## SCOTLAND

**4,664**  
Respondents (104,321)

**20.4%**  
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**  
**97.7%**  
(95.9%)

**Important**  
**92.9%**  
(90.5%)

**Easy to understand**  
**98.3%**  
(96.8%)

**Relevant to what I want**  
**91.5%**  
(88.1%)

**Relevant to my area**  
**88.0%**  
(88.4%)

**Timely**  
**90.7%**  
(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**  
**79.1%**  
(80%)

## IMPACT

Evaluating the effect of the messages over 12 months

**64.7%**  
(64.4%)  
Have changed their behaviour

**55.4%**  
(61.7%)  
My confidence in the police has increased

**81.2%**  
(79.2%)  
Find it easier to spot a scam

## REACH

Total average reach of a message sent in Scotland

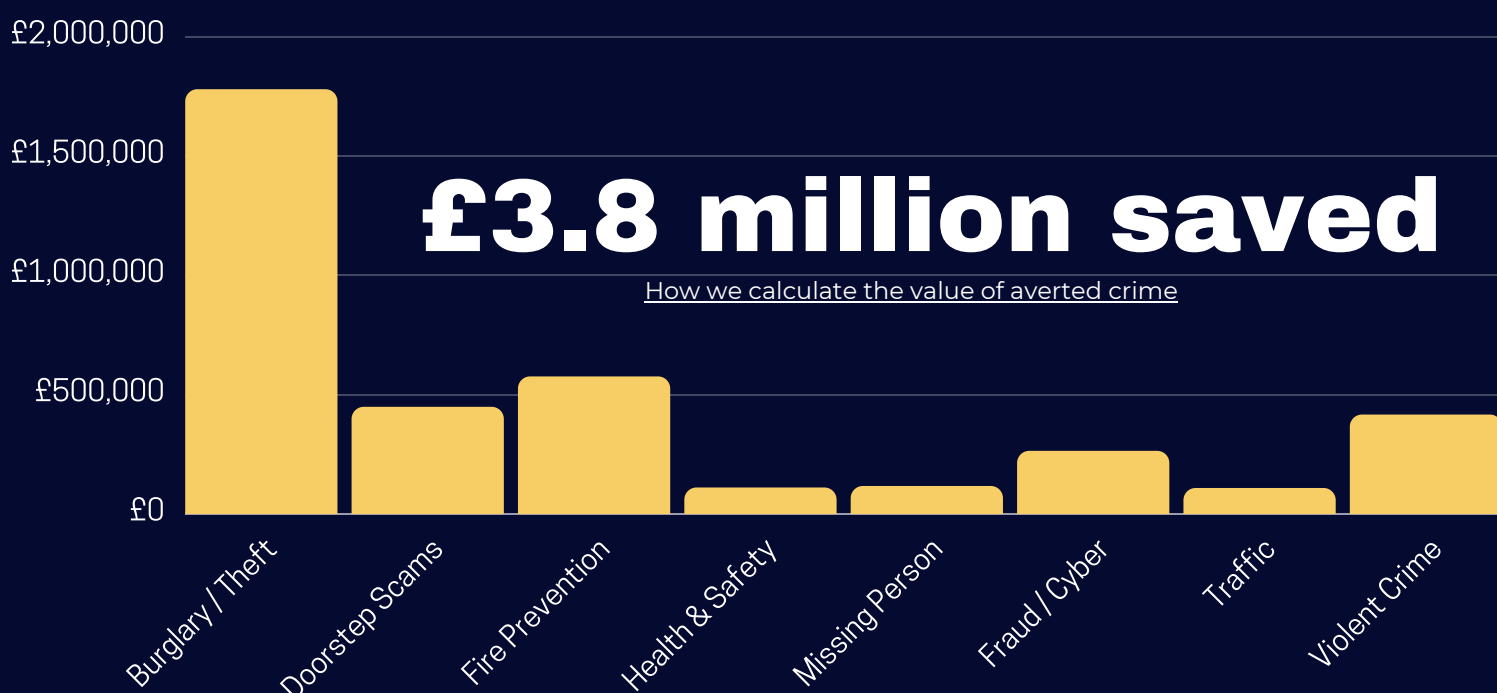
**22,864**  
MEMBERS

**18.23**  
AVERAGE SHARES

**416,811**  
POTENTIAL REACH

## THE VALUE OF AVERTED CRIME

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



# COMMENTS FROM RESPONDENTS

March 2020

A company called at my door claiming I could get grants for the work they were offering but I had had a message warning of that type of scam.

William, Glasgow



Because of the information I am receiving I am actively asking expert opinion and advice to look for weak spots in my home and online security and am taking appropriate action.

Diane, Hamilton

As an elderly person I tend to use electronic devices much less than people I see everywhere I go. Information in "alert" messages has helped me to appreciate the level of computer related fraud and as a consequence I now challenge everything I receive on my computer.

George, Motherwell

Being aware of road closures allows journey planning for my work. Missing local people has allowed me to communicate with family / friends

Margaret, Kelso

Call from scammers claiming to be from the bank saying someone has tried to take £3000 from my bank account and they would need my bank details to prevent it from happening. Fortunately, I had read about this type of scam from Neighbourhood Alert.

James, Dumbarton

Cold callers at door to fix my roof. They looked dodgy. No identification. Remembered some of the Neighbourhood Watch alerts and dealt with them accordingly.

Robert, Greenock

Due to the alerts all members of the house hold do not answer the phone if number has not been recognised we let it go to voice mail. we also have increased the number of CCTV cameras on the property.

Susan, Hawick

Having been made more aware of the range of PC and phone scams not only do I recognise these more easily but I am continually checking the location of phone area codes and blocking numbers that I don't recognise or which are clearly scams if I answer them.

Andrew, Melrose

I always pass this information on to other community groups e.g. Stroke club north east sensory services etc. Especially the vulnerable missing persons and always on to our neighbours (farmers) the thefts of farming items and stock.

Ellaine, Elgin

I am more aware when answering the door or phone as to any information I give. Make double sure property is secure at all times and aware of people coming and going in the area

Barbara, Lincoln

I learned about an attack at Cargill's leap where I walk my dog. Useful information.

Wendy, Blairgowrie

I have autism there have been occasions where people have come to my door. Having advance notice of bogus callers has helped me feel safer and more able to be assertive. They help me understand that I am not misinterpreting a situation and knowing the police are aware (as they are the ones telling me about it) I felt reassured that I could report it either to a housing officer or police.

B-Lee, Glasgow

I manage a retirement development and I can pass weather warnings to the residents so that they know when it is not safe to venture to far from the development. It strengthens the security awareness.

Lesley, Kelso

I no longer entertain cold callers

Gordon, Glasgow

In one email we were advised to get a sticker saying "no to cold calling" from either the police or local authority. I got one and stuck it at the front door. Worked a treat.

Sheena, Cardross