

LOCAL RESULTS ANALYSIS

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

SOUTH YORKSHIRE

4,188
Respondents (104,321)

16.7%
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
95.7%
(95.9%)

Important
90.3%
(90.5%)

Easy to understand
97.4%
(96.8%)

Relevant to what I want
88.3%
(88.1%)

Relevant to my area
88.8%
(88.4%)

Timely
87.8%
(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
78.4%
(77.3%)

The Alert system is secure
80.9%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

65.6%
(64.4%)
Have changed their behaviour

58.3%
(61.7%)
My confidence in the police has increased

79.9%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in South Yorkshire

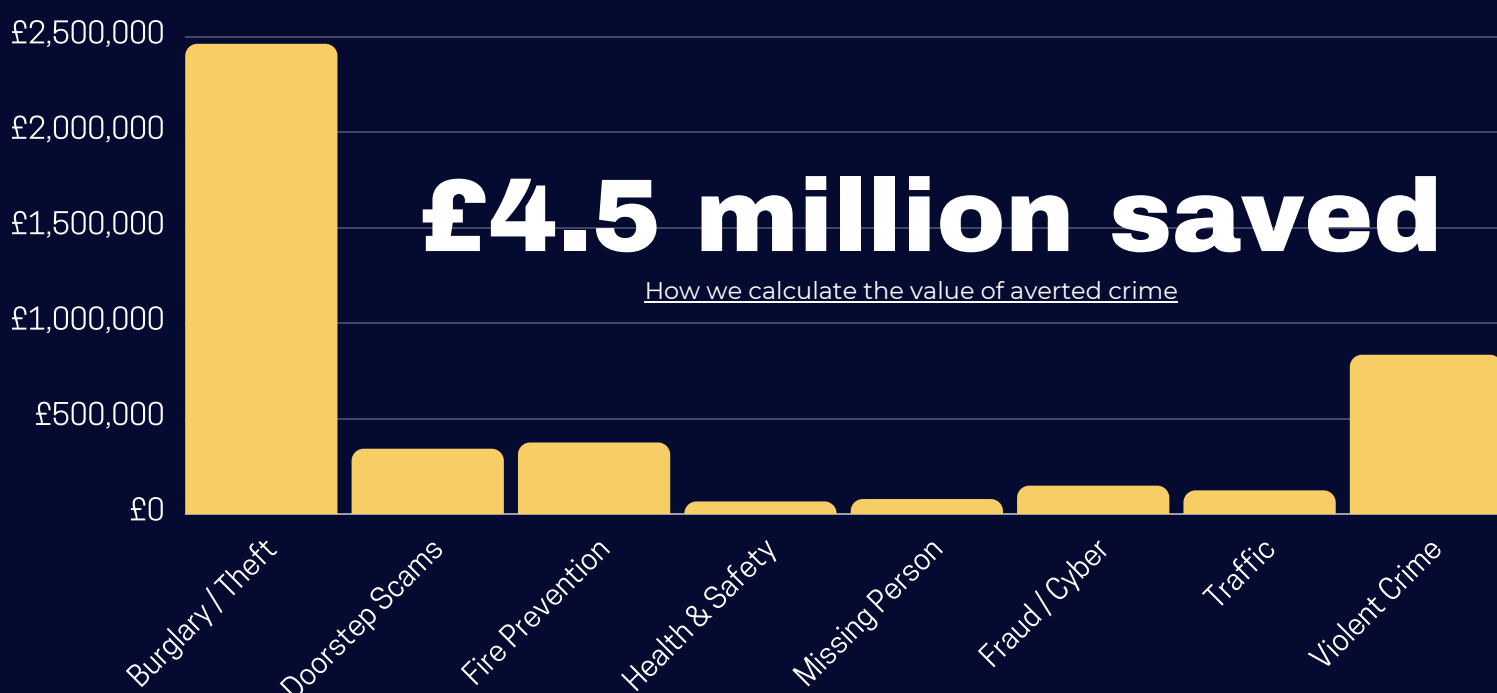
25,113
MEMBERS

18.23
AVERAGE SHARES

457,810
POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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



COMMENTS FROM RESPONDENTS

March 2020

After reading advice about staying safe in the dark and walking to/from work etc late at night I have changed a few personal safety habits I didn't realise about. I have also told my mum (70s) about doorstep and phone scams as she is quite vulnerable to these I think.

Grace, Sheffield

1,285

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

I joined the SYP alerts and started filling in reports of the disruption on my street. The local police were so supportive and so helpful which means a lot to my husband and I. Also I get alerts about our community with burglary info which makes us more aware of the goings on we wouldn't know of.

Pat, Sheffield

Alert to burglaries in my area. Makes me more vigilant.

Andrea, Sheffield

Having in the past answered phone surveys I do not anymore as it has been explained that you could answer a question giving personal information.

Pat, Sheffield

Through the alerts I have learned how to get rid of doorstep sellers that are not genuine.

Peter, Sheffield

I used to work for a dementia charity and am very happy that alerts for these vulnerable people are posted expediently.

Pam, Barnsley

Our area has been battered by a few burglary incidents and it's very useful to know when these happen and in which streets. It also increases our trust in the police when we read they are out patrolling.

Sofia, Sheffield

I am very happy with the alerts we receive. We received a fraudulent email claiming to be from Amazon and because of fraud alerts we have received I had the knowledge to catch mistakes and be suspicious. I contacted Amazon Fraud department and they assured me this was not from them.

Gareth, Doncaster

Received an email purporting to be from TV Licensing I looked at the sender and it was clearly a scam. I had recently received messages from you warning of scams so it helped.

John, Barnsley

Reports of several burglaries in the area. We consulted with our neighbours who have use of our shared alley and decided to fit a new metal security gate with lock on the alley to deter opportunistic burglary attempts.

Lucy, Sheffield

Theft - I now know not to leave valuables in my car. For any kind of scamming for example online banking and scam phone calls! ignore them and also I warn others.

Jo, Sheffield

Cyber scam information has been useful and I try to pass it on, particularly to the more senior members of my family. The keeping safe whilst out was also useful to share with my teenage children.

Lyn, Sheffield

Telephone call from Amazon to say I had been expected the Prime delivery. After receiving your alert I was sure this must be a scam so would not give them the details they wanted and put phone down.

Rosemarie, Doncaster

There was an example of how to behave positively when walking home on your own, which I do regularly. I taken note of it and have felt much safer than I use to walking on my own.

Jo, Sheffield