



LOCAL RESULTS ANALYSIS

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

STAFFORDSHIRE

2,645
Respondents (104,321)

25.4%
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
96.4%
(95.9%)

Important
93.4%
(90.5%)

Easy to understand
97.5%
(96.8%)

Relevant to what I want
90.9%
(88.1%)

Relevant to my area
90.6%
(88.4%)

Timely
90.8%
(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
76.9%
(77.3%)

The Alert system is secure
79.8%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

62.8%
(64.4%)
Have changed their behaviour

61.2%
(61.7%)
My confidence in the police has increased

77.1%
(79.2%)
Find it easier to spot a scam

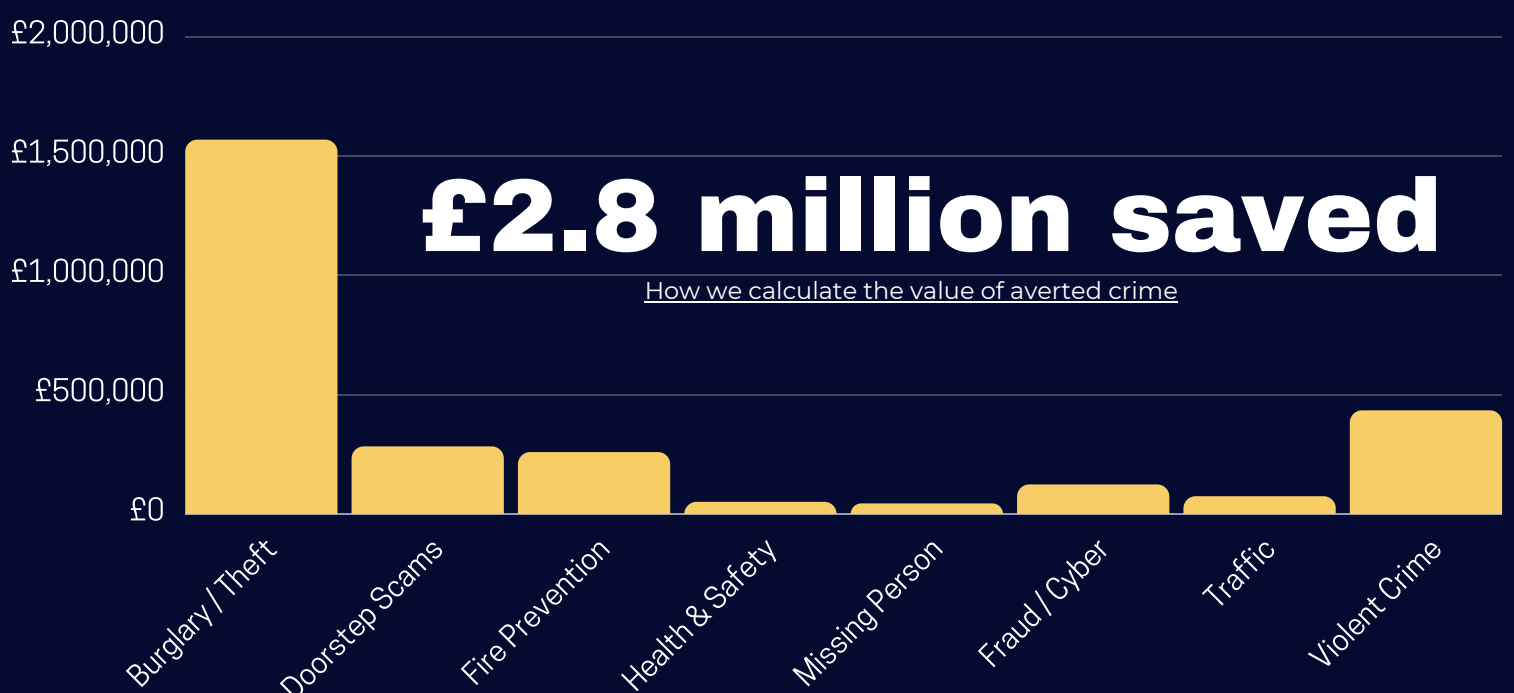
REACH

Total average reach of a message sent in Staffordshire

MARCH 2020
10,433 MEMBERS **18.23** AVERAGE SHARES **190,194** POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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



COMMENTS FROM RESPONDENTS

March 2020

Advised my elder Mother who later did have a visit from a potential sales scam. We were notified of thefts in the area so whilst we were away for the weekend made sure had light timer switches and told our immediate neighbours who we trust we were not home so they were keeping an eye out.

Selina, Stafford

996

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

Checked with door chain before opening Fire prevention officer visited and advised more about positioning of smoke alarms

Uttoxeter

Aware of people around breaking into buildings etc. So secured better. Extra locks security cables fitted to equipment.

Kenneth, Buxton

Not as trusting. More knowledgeable and aware. I make sure my laptop is updated with up to date security protection.

Louise, Tamworth

I had a call from someone informing me I had a problem with my WiFi and asking me to log onto my computer. Having read advice from yourselves and others I told him that I would contact my internet provider and he immediately hung up.

Valerie, Stone

I am always eager to know about traffic incidents as I am a driver and have only been here for 4 years after living abroad for over 30 years and find all the information you give very helpful indeed. Thank you

Moyra, Stafford

I have had people on the phone saying someone has taken 600 pounds out of my account but because of the alerts I knew was a scam put phone down I've also had cyber crime try to scam me but I get on to the proper people who tell me it's a scam I never give my details out

Kathleen, Stoke-on-Trent

I read an alert regarding a vulnerable missing person in the area. That same day I noticed a person answering that description and acting oddly in the village so I reported this to an email address flagged up in the alert. Apparently it was the same person and they were found well and unharmed and were reunited with their family.

Result!

Joanne, Rugeley

Helpful to know when thefts are local as I can be more careful making sure doors etc are locked at all times.

Sylvia, Louth

Our whole estate is collaborating together in the absence of police presence putting up CCTV sharing information about suspicious or criminal activity and trying to work together to keep ourselves safe.

Beverley, Tamworth

Warnings of violent crime in a certain area enabled me to avoid that area in early hours and advise my daughter too.

Amanda, Tamworth

The information received makes me more aware of what is going on in the neighbourhood and makes me pay more attention to my own home's security. We have also CCTV fitted around the house and had the outdoor buildings alarmed.

Sarah, Wolverhampton

When I received a scam phonecall it was good to know that it was one doing the rounds

Judy, Wolverhampton

Message received regarding keyless car theft in area I live in made me take extra security measures to keep vehicles safe ie purchasing a crook lockfaraday bag etc.

Kathleen, Wolverhampton

Telephone and internet scam calls which I now ignore.

Roger, Tamworth