

LOCAL RESULTS ANALYSIS

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

SUSSEX

4,347
Respondents (104,321)

17.1%
Response rate (17.6%)

(Note: All figures shown in brackets represent the equivalent national figure).

In the know
Surrey and Sussex

Feedback

Percentage that agreed (or strongly agreed) that messages in the last year were...

Informative
95.4%
(95.9%)

Important
88.2%
(90.5%)

Easy to understand
96.0%
(96.8%)

Relevant to what I want
87.4%
(88.1%)

Relevant to my area
86.9%
(88.4%)

Timely
86.0%
(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
77.3%
(77.3%)

The Alert system is secure
80.5%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

63.4%
(64.4%)
Have changed their behaviour

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

79.6%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in Sussex

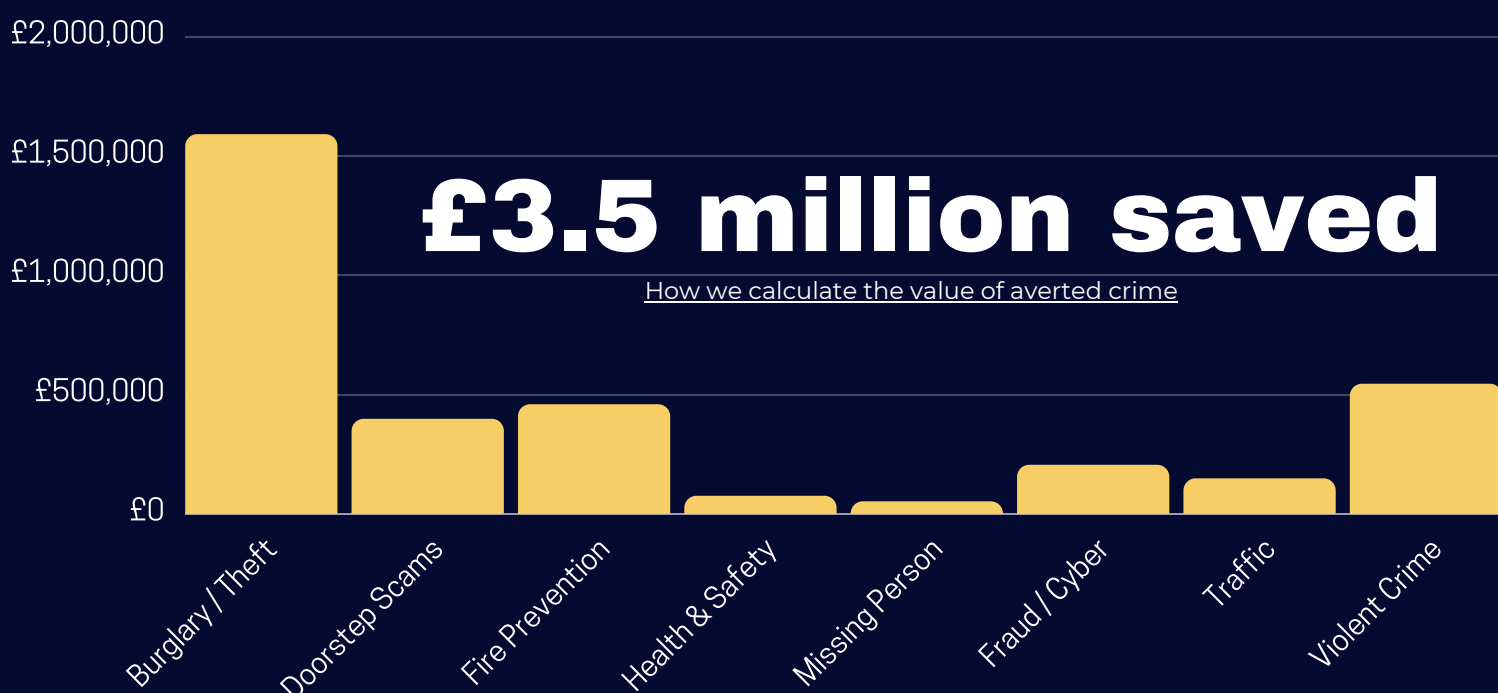
25,371
MEMBERS

18.23
AVERAGE SHARES

462,513
POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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



COMMENTS FROM RESPONDENTS

March 2020

After being scammed for a significant sum of money I logged in with Action Fraud and the Alerts followed. I am more informed and aware as a result of reading though the Alert emails.

Deirdre, Horsham

1,534

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

Having elderly parent living locally along with my elderly neighbours I often advise / warn / inform them of internet and doorstep scams doing the rounds.

Amanda, Bognor Regis

Alerts consider the elderly and vulnerable. They inform us where to post CCTV registration. They encourage neighbourhoods to look after each other. They help us be more aware of potential safety risks both at home and outside.

Mary, Horsham

As neighbourhood watch coordinator for our street I pass messages on and take note of what might affect my more elderly neighbours. We would probably not have known about the recent shed/garage break ins so this helped us all to realise that there was someone around and take preventative action.

Gwyneth, Lewes

I have finally got my front door mended as there have been reports of people trying door handles and who otherwise have been easily able to enter properties despite being locked in this area. I was being complacent.

Jennifer, Hailsham

I am much more careful about emails or phonecalls that I am not expecting. I have downloaded extra security and virus protection for my computer and mobile. Also a app for my phone that allows me to block and report spam and cold calls.

Christine, Bognor Regis

Doorstep callers often say they are collecting for charity. They may be but I learned to have the confidence to say no as I now understand major charities would be unlikely to canvass for donations by door knocking after dark.

Lindsay, Heywards Heath

Generally being much more aware of what to do when presented with doorstep callers and how to repond in a clear polite and strong way supported by knowledge of legal options in this regard and provided by Neighbourhood Alert.

Sandie, Chichester

Updates about the M23 roadwork closures has been invaluable in recent months.

John, Bognor Regis

My awareness of local criminal activity has been raised

Deborah, Winchelsea

I have received scam emails attempting to gather my personal information. I now have a better knowledge of what their content might be and how to deal with them. The latest only a few days ago was allegedly from the TV License Department. It was clearly a fraud.

Michael, Crawley

Information received has made me very aware about email scams and how to make absolutely certain that they are genuine before acting. Because of this I have also become suspicious of phone calls that have indeed turned out to be scams. So far I have managed to stay clear of them all but I will not become complacent

Wendy, Uckfield