

LOCAL RESULTS ANALYSIS

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

WEST MIDLANDS

10,404
Respondents (104,321)

14.0%
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
96.5%
(95.9%)

Important
93.3%
(90.5%)

Easy to understand
97.4%
(96.8%)

Relevant to what I want
91.9%
(88.1%)

Relevant to my area
94.1%
(88.4%)

Timely
89.4%
(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
78.2%
(77.3%)

The Alert system is secure
81.2%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

69.6%
(64.4%)
Have changed their behaviour

67.0%
(61.7%)
My confidence in the police has increased

75.8%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in West Midlands

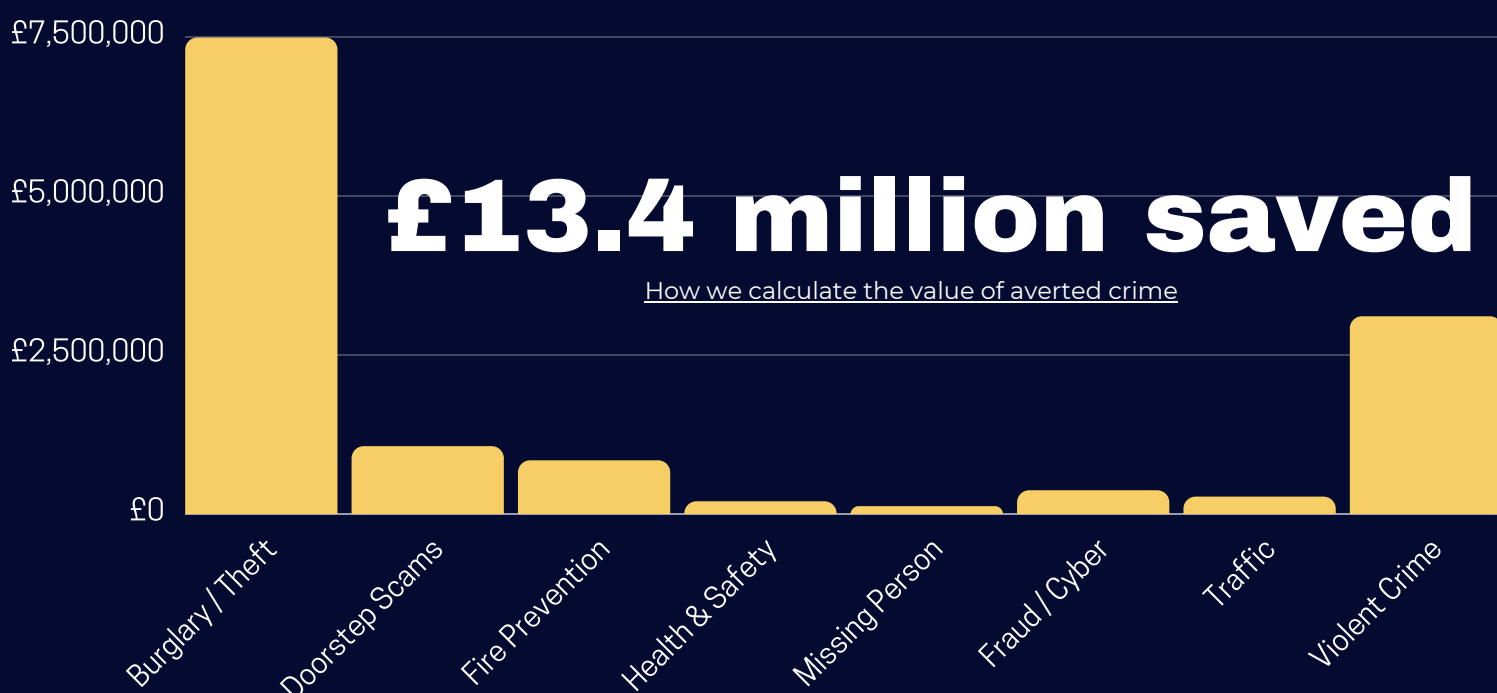
74,281
MEMBERS

18.23
AVERAGE SHARES

1,354,143
POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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



£13.4 million saved

How we calculate the value of averted crime

COMMENTS FROM RESPONDENTS

March 2020

We got a text from the Neighbourhood Watch about burglaries occurring in our area. This promoted us to put up CCTV cameras which monitored the front drive and road and placed them high up out of reach.

Herpreet, Wolverhampton

3,557

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

After alert of doorstep scammers in area informed neighbours and family to be on their guard. Also garage and shed break ins info was useful.

Stephen, Stourbridge

I received an Alert about aggressive doorstep salesmen. So I alerted my elderly parents who did receive one of these visits.

Christine, Stourbridge

As a result of your message I have fitted anti-snap locks

Michael, Sutton Coldfield

Both myself and my family regularly use the Sainsburys in Compton so your note on burglaries from vehicles was really helpful. However the message about use of a car locking signal jamming device in particular made is all change our behaviour to prevent becoming a victim of those crimes. Thank you!

Keisha, Wolverhampton

Changed my locks to anti snap when alerted re burglaries

Jean, Birmingham

Has Made me more aware of people who come to my door so we have fitted a Ring Bell. Now I can see who is at the door before I open my front door.

Donna, Birmingham

Burglary in our immediate area. 2 women knocking on doors very well dressed and spoken asking for money as they had been made homeless. Your alert said they had been seen on my mum's road. I could then highlight this to her as she's elderly.

Susan, Birmingham

It's good to feel informed about issues. At the very least it helps you to feel safer knowing you are taking precautions where you can.

Kelly, Birmingham

I have a porch which I never locked but it is always locked now. Especially when I am in the house.

Michelle, Wolverhampton

Although computer scams are often obvious sometimes they make you think but warnings I have received give me the confidence to ignore and bin the messages.

James, Birmingham

I bought a crook lock because you made me aware of the high level of vehicle thefts in my area. I believe it is a real deterrent

Patricia, Dudley

The information about burglaries that had happened and assurances of PCSO presence was assuring and prompted me to take the advice given on keeping blinds drawn to restrict what people could see on passing.

Sandra, Tipton

Following your Fire Prevention advice I am now persuading my husband that standby mode especially overnight is not an option

Gillian, Birmingham

I always read the messages and they have helped my awareness of what has happened around my area. This has enabled me to be extra careful regarding locking vehicles and house doors.

Richard, Birmingham

Receiving emails has been a real eye opener.

Elizabeth, Birmingham