

LOCAL RESULTS ANALYSIS

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

WEST YORKSHIRE

2,792
Respondents (104,321)

19.9%
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
95.8%
(95.9%)

Important
90.6%
(90.5%)

Easy to understand
96.6%
(96.8%)

Relevant to what I want
89.0%
(88.1%)

Relevant to my area
90.1%
(88.4%)

Timely
88.5%
(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
76.6%
(77.3%)

The Alert system is secure
79.1%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

61.5%
(64.4%)
Have changed their behaviour

65.0%
(61.7%)
My confidence in the police has increased

74.4%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in West Yorkshire

MARCH 2020

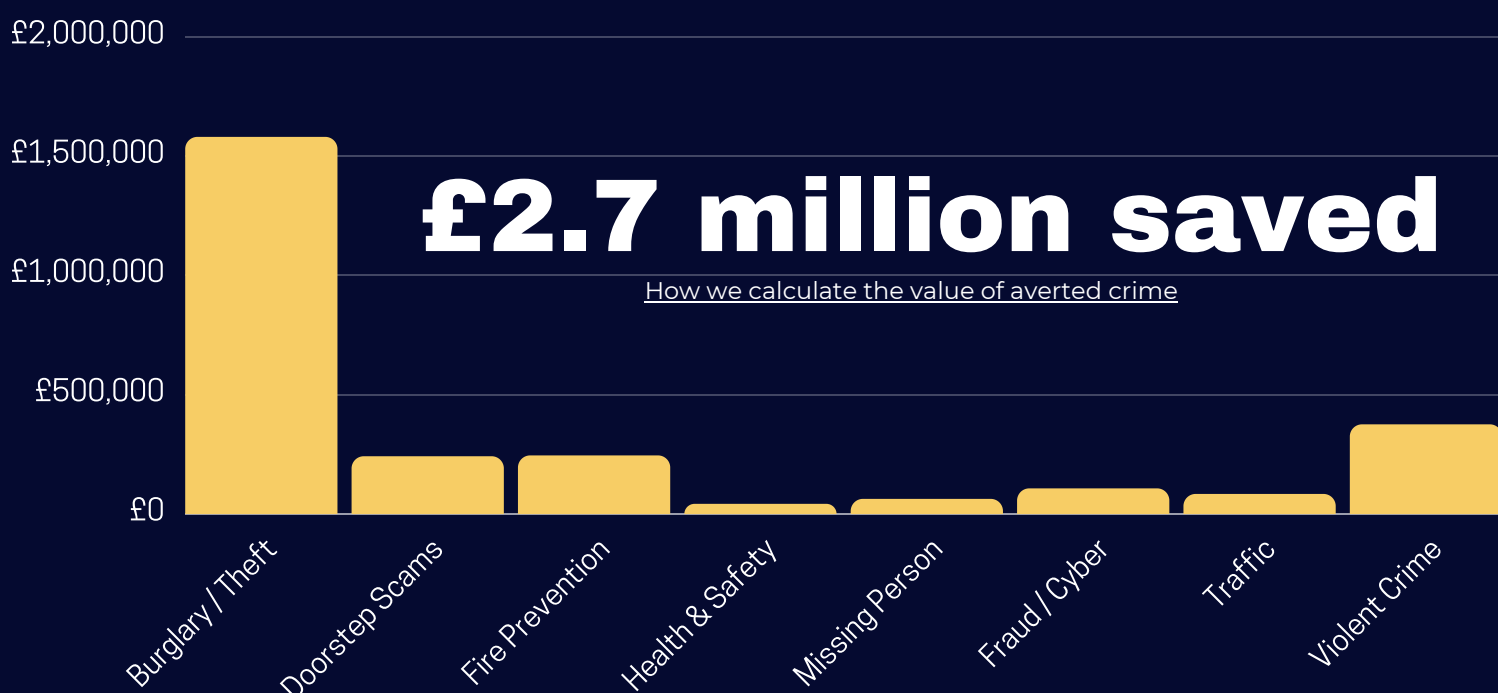
14,051
MEMBERS

18.23
AVERAGE SHARES

256,150
POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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



COMMENTS FROM RESPONDENTS

March 2020

I have found the Alert system to be of great benefit to where I live in particular in relation to drug crime.

Dave, Ilkley

891

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

Fitted new CCTV and patio door locks also start to close doors all the time

Marcin, Bradford

By getting the heads up on the latest scams going around I was able to have a laugh at the people trying to intimidate me into giving out information.

Christine, Bingley

Glad to know about latest scams - the emails remind me to be careful and even if they don't apply to me I mention them to friends who might be vulnerable. Also I no longer say "yes" in telephone calls except with close friends: it can be recorded to re-use by crooks and I think I got that tip via your service.

Elizabeth, Wakefield

Because of the burglary/theft notifications I make sure my doors are securely locked and just as well as a passerby tried my front door pulling on the handle a few times.

Antony, Pontefract

I just find it helpful to receive regular reminders to save safe to stop me from adopting falling standards of security.

Sheila, Leeds

I have updated the software on my computer to provide me with up to date software relating to cyber crime. I have installed an alarm system in my garden shed following an alert about shed break-ins in my area

Michael, Wakefield

I use the internet a lot and have avoided targeted scams

Graham, Bradford

I live with my son and my elderly mother. She was always leaving the furthest door unlocked and wouldn't have heard it being opened but she has now stopped leaving it unlocked due to your emails.

Peter, Mirfield

I've shared messages and take note of the contents. It's a good way to be educated in keeping yourself safe.

Gail, Bradford

Information shared re burglaries in the area have made us more aware of how we can protect ourselves - i.e. ensuring our cars are locked windows are secure and doors are kept locked at all times. We also have outside lights and indoor lights on timers.

Sharon, Shipley

Your alerts have helped me to say no to doorstep people.

Lucy, Wakefield

I always pass on your alerts to my elderly mum to try and stop her opening the door to strangers.

Jane, Leeds

Notification of local burglary in the area has prompted me to fit a Burglar Alarm and renewed my enthusiasm for securing my property.

Chris, Keighley

We're having some building work done and as we live on the main road there are often people who 'drop in' - the emails remind me to be vigilant about keeping things out of site and ensuring windows and doors are kept locked.

Jane, Bingley