

LOCAL RESULTS ANALYSIS

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

WILTSHIRE

2,025
Respondents (104,321)

20.3%
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
89.5%
(90.5%)

Easy to understand
96.8%
(96.8%)

Relevant to what I want
87.8%
(88.1%)

Relevant to my area
89.9%
(88.4%)

Timely
85.9%
(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
76.3%
(77.3%)

The Alert system is secure
78.6%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

61.2%
(64.4%)
Have changed their behaviour

63.7%
(61.7%)
My confidence in the police has increased

78.5%
(79.2%)
Find it easier to spot a scam

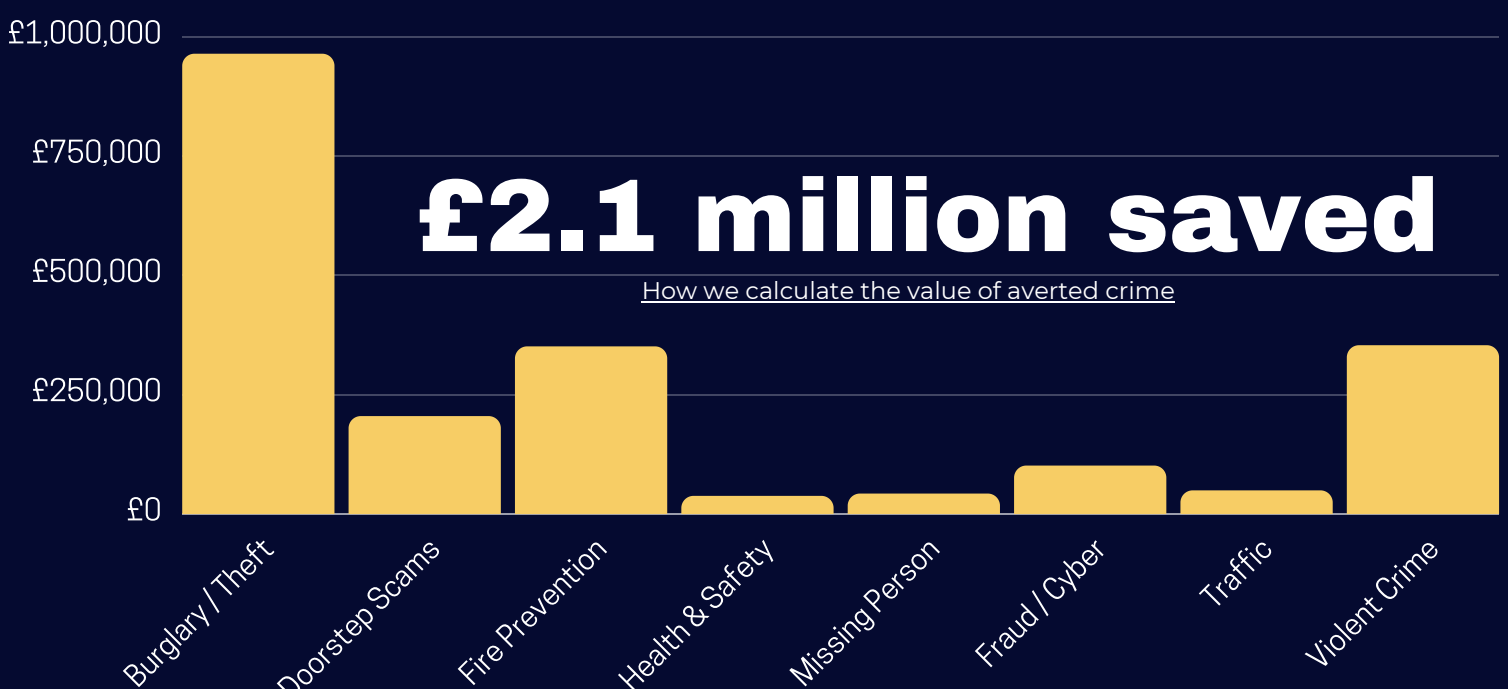
REACH

Total average reach of a message sent in Wiltshire

MARCH 2020
9,966 MEMBERS **18.23** AVERAGE SHARES **181,680** POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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



COMMENTS FROM RESPONDENTS

March 2020

All are useful. I like to receive whatever information that might be helpful. More is more in my book! Thank you.

Nicola, Trowbridge

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

As a Wilts Digital Champion I find all info on cyber crime useful.

Hamish, Warminster

Because of sported burglaries in our area we are upgrading our security system and introducing cctv cameras.

Minnie, Westbury

Doorstep scam - I am more observant of who is in our close.

Joanna, Chippenham

I am responsible for security on a nearby Farm. Carefully reading various incident reports from your organisation has prompted me to take various actions and pro-active measures.

David, Salisbury

I have received scam messages. I no longer look at them or worry about them.

Anita, Swindon

I shared the information about car thefts and burglary in the area with neighbours so we could all monitor our houses.

Suzanne, Swindon

I read that someone managed to get inside a property to take keys not far from us. We have an outer entrance and although the door is always locked now I keep keys inside the inner door (original front door) and lock the inner door at night as well as the outer door.

Sylvia, Melksham

Your alert promoted me to change passwords and check my general online security and safety.

Rachel, Swindon

My fire alarm started to beep and I knew what to do about it and who to contact

Patricia, Trowbridge

Reading about scams from your emails has made me very vigilant to prevent getting caught out by fraudsters.

Louise, Swindon

I have been able to offer my father-in-law advice and, as I can say that the advice has come directly from the police, he has taken more notice of it.

Lucy, Warminster

We have become better at blocking unsolicited calls.

David, Chippenham

Your emails are often very informative and help me to plan my own protection. nothing specific. One point: I keep my caravan at Fairfields near Hilperton Trowbridge. Last year someone cut through the boundary fence and stole various items from caravans including the rear light clusters from my van. Another van had the lockable cover to its front storage compartment stolen. From the items it was obvious that the thieves had been working to a shopping list. I was surprised that this event was not circulated by your system.

John, Bradford-on-Avon