

LOCAL RESULTS ANALYSIS

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

CAMBRIDGESHIRE

3,340
Respondents (104,321)

18.4%
Response rate (17.6%)

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

@Cops Feedback

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

Informative
95.0%
(95.9%)

Important
88.1%
(90.5%)

Easy to understand
95.7%
(96.8%)

Relevant to what I want
87.3%
(88.1%)

Relevant to my area
87.3%
(88.4%)

Timely
85.8%
(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
75.7%
(77.3%)

The Alert system is secure
76.8%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

61.4%
(64.4%)
Have changed their behaviour

59.2%
(61.7%)
My confidence in the police has increased

77.3%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in Cambridgeshire

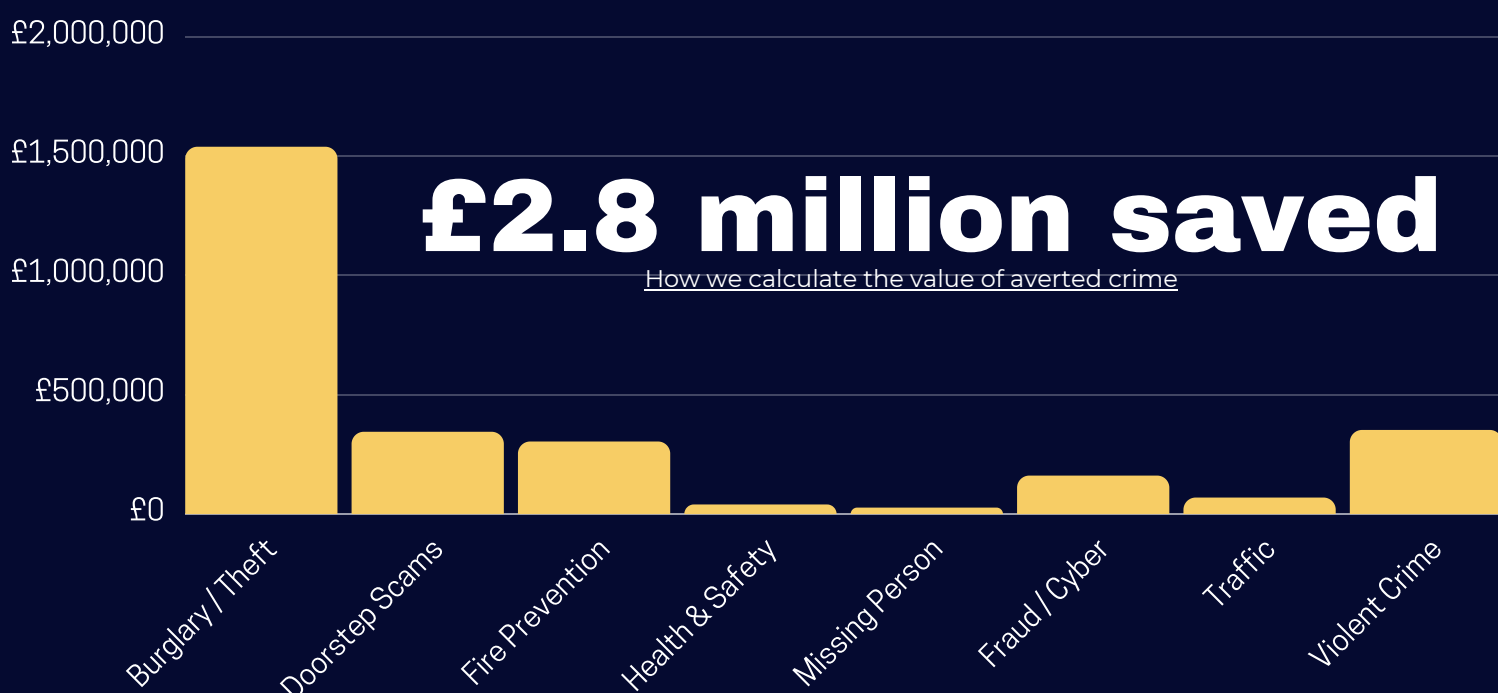
MARCH 2020
18113
MEMBERS

18.23
AVERAGE SHARES

330,200
POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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



COMMENTS FROM RESPONDENTS

March 2020

1143

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

Alerted about vehicle thefts in local area.
Prompted me to be more vigilant.

Amanda, Peterborough

As a coordinator of NHW your support and enthusiasm has given me more confidence to interact with my neighbours.

Byron, St Ives

As a neighbourhood co-ordinator it helps me to warn people on what is going on especially the elderly.

Jenny, Ely

As a result I informed Police of strange activity locally and people were identified as vulnerable and helped.

Carole, Peterborough

As Neighbourhood Watch coordinator I use the information to make sure my neighbours know of any crime / scams that could affect them. They have all said how helpful this is and that it has made them more aware of how to stay safe.

Vicky, Ely

Being brought up to date with what goes on and changes of criminal activity keeps these constantly changing activities fresh in my mind.

Thomas, Ely

Both indirect and direct information about burglary or potential burglary and distraction crime has resulted in my adding extra security to my premises

Yvonne, Huntingdon

CCTV fitted to house

Tracy, Ely

Generally informed me so that I am more aware of my surroundings when out and I keep a closer eye on delivery vans cold callers etc in my road.

Christine, Peterborough

There have been several messages warning about thefts from vehicles doorstep scams and burglaries in the wider area which were useful to make others in the road aware of potential risks and to remind them to secure vehicles and houses.

Cassandra, Cambridge

I am a Neighbourhood Watch coordinator for my street so I email all my neighbours with the relevant information from the Alert message so that they are aware of crimes reported in our area and can act accordingly.

Stan, Ely

We had some burglaries in the street I started NHW and we have a WhatsApp group so anything strange or information needed is dispersed on the app I can send any info from ecops to the neighbourhood keeping them informed.

Suzanne, Cambridge