



LOCAL RESULTS ANALYSIS

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

NORTHAMPTONSHIRE

2,833
Respondents (104,321)

16.4%
Response rate (17.6%)

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

Northamptonshire
Neighbourhood
Alert

Feedback

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

Informative
95.2%
(95.9%)

Important
90.6%
(90.5%)

Easy to understand
97.1%
(96.8%)

Relevant to what I want
88.8%
(88.1%)

Relevant to my area
90.0%
(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
78.3%
(77.3%)

The Alert system is secure
79.7%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

62.9%
(64.4%)
Have changed their behaviour

61.0%
(61.7%)
My confidence in the police has increased

78.1%
(79.2%)
Find it easier to spot a scam

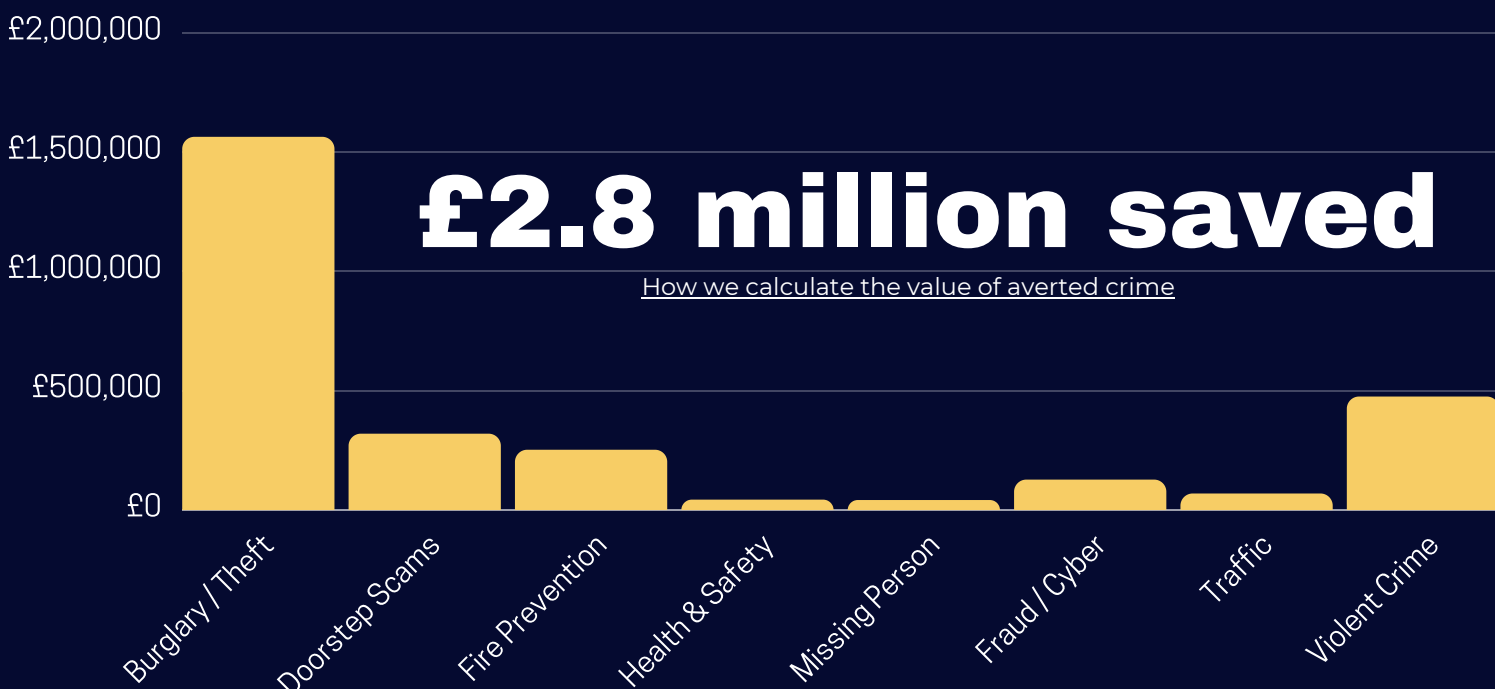
REACH

Total average reach of a message sent in Northamptonshire

MARCH 2020
17,231 MEMBERS **18.23** AVERAGE SHARES **314,121** POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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



£2.8 million saved

How we calculate the value of averted crime

COMMENTS FROM RESPONDENTS

March 2020

I now close my handbag and fasten it into my trolley when shopping and I don't leave anyone on the doorstep when they cold call.

Brenda, Towcester

Advising other members of family when they had not previously known that emails which appeared to be relevant to them was in fact dangerous to open.

Diana, Northampton

Cybercrime & fraud emails act as a good refresher & reminder on how to protect ourselves. It's also reassuring to read how our local police are working hard to protect us from crime

Louise, Wellingborough

I have a relative that has previously been taken in by a phone or e-mail scam. The emails from you enable me to tell her what has happened to other people so I can bring the subject up without appearing to lecture her.

Steve, Rushden

Pointed me towards using Action Fraud regarding BT telephone scams regarding internet connection where, if I had followed the prompts in the call, I would have been facing requests for money.

Stamford

Information about local crime has made me more aware more alert has increased my attitude toward improving home security and increased my activity on local social network sites to assist others.

Andrew, Brackley

Saw a message regarding a missing person and realised I had seen that person earlier in the day.

Steve, Northampton

The messages are often not applicable to my location but they do make me aware of what is going on in the district which is important particularly when theft and burglary are in my locality.

Graham, Northampton

useful when Vehicle or house theft are occurring in the local area

Len, Farthingstone

You have made me very aware of cold callers people who wanted to do jobs around the house.

Kenneth, Northampton

Advised elderly neighbour on precautions in relation to cold callers' doorstep crimes, nuisance phone calls and being more concerned over safeguarding property.

Bill, Peterborough

I have had a gentleman knock on my door when I wasn't expecting anyone and when I answered (without opening the door) he was trying to sell items I don't trust these methods anymore after hearing about it being a way to possibly gain entry. I am also very cautious about keeping a safe distance from other vehicles after email explaining the crash for cash

Jeanette, Towcester

963

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