

# NEIGHBOURHOOD WATCH Insight Survey 2023



## Perception report

We ran the annual survey between 29th March 2023 - 21st of April 2023. We received 20,479 responses:

- 7% were volunteers - represented in yellow in charts 
- 19% were members - represented in teal 
- 43% were supporters (receive information from us but are not a member) - represented in grey 
- 31% were non-members - represented in black 

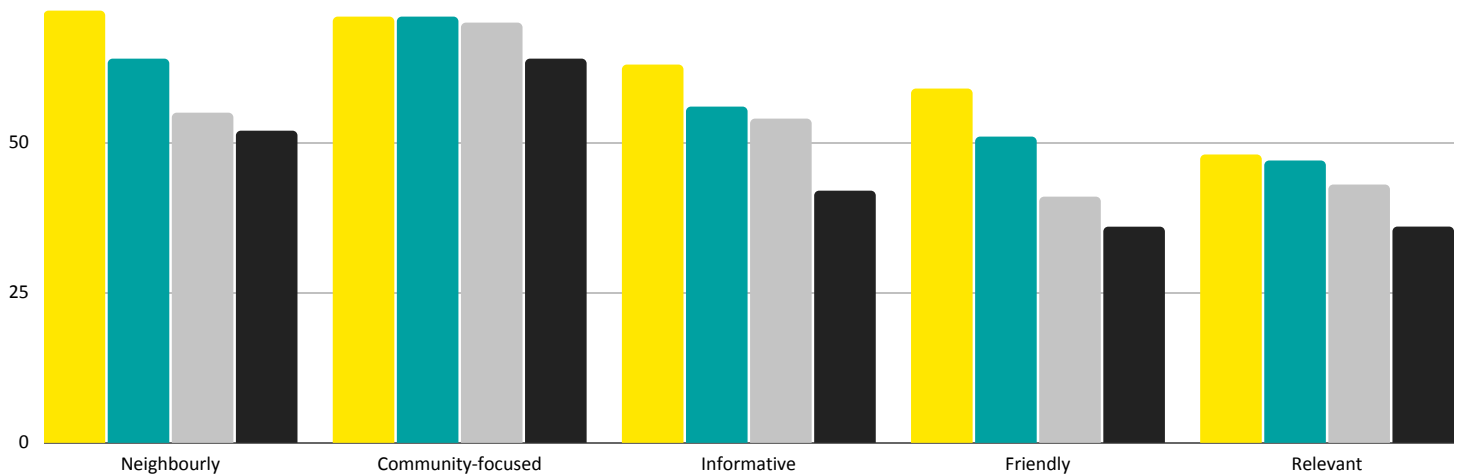
The survey was in two parts 'perception' for all respondents; and 'satisfaction' for volunteers, members and supporters. Results can be compared to 2022 and some questions to 2021 results, as seen in brackets.

### WORDS ASSOCIATED WITH NEIGHBOURHOOD WATCH

The following top 5 words were most selected to describe Neighbourhood Watch:

- Community-focused - 66% (2022: 53%)
- Neighbourly - 56% (2022: 51%)
- Informative - 46% (2022: 49%)
- Friendly - 40% (2022: 37%)
- Relevant - 39% (2022: 31%)

These top five words were consistent across all membership groups, including non-members.



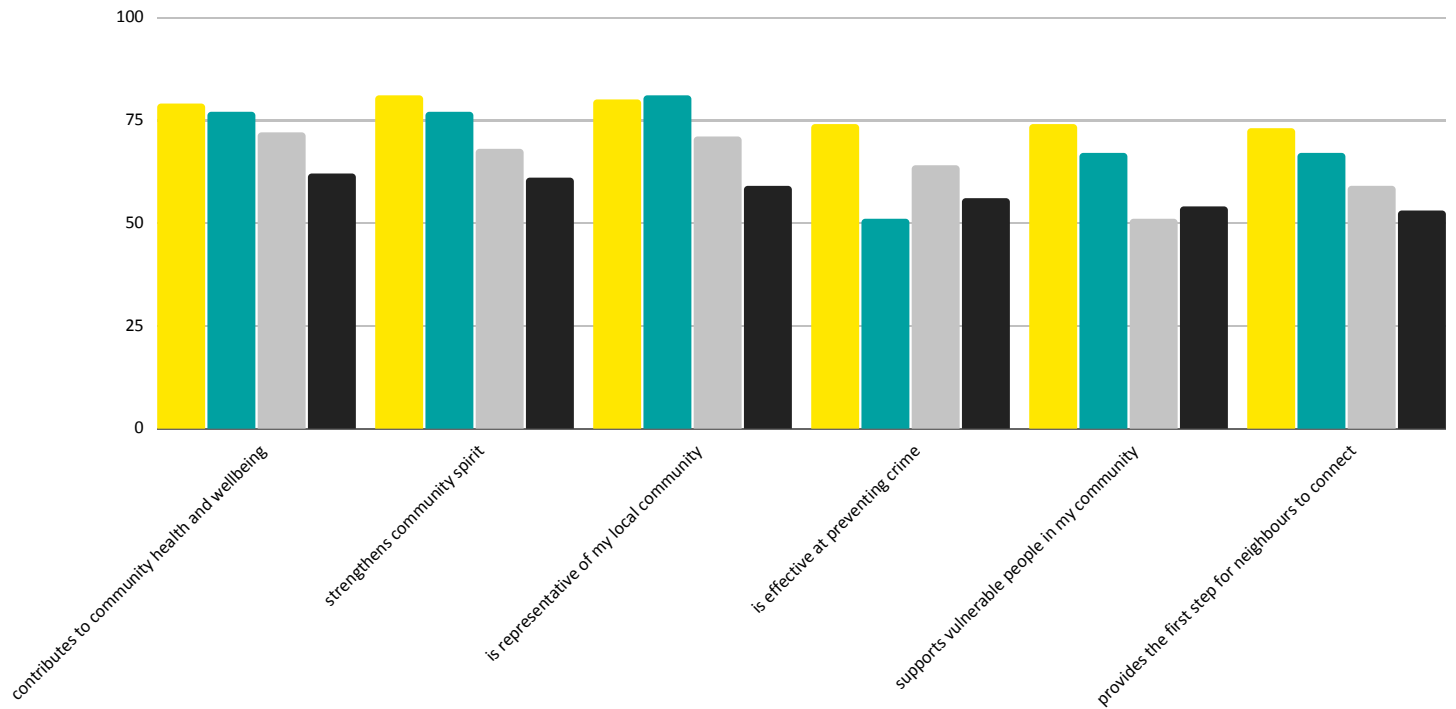
### THE DIFFERENCE WE MAKE

We asked all respondents their views on the difference Neighbourhood Watch makes around crime and community. The percentage that agree or strongly agree with following statements are:

- contributes to community health and wellbeing - 66% (2022: 62%; 2021: n/a)
- strengthens community spirit - 65% (2022: 56%; 2021: 51%)
- is representative of my local community - 64% (2022: 57%; 2021: 46%)
- is effective at preventing crime - 60% (2022: 58%; 2021: 47%)
- supports vulnerable people in my community - 58% (2022: 49%; 2021: 51%)
- provides the first step for neighbours to connect with each other and get involved with other local community groups - 57% (2022: 50%; 2021: n/a)

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The difference we make by membership type that agree or strongly agree with below statements are:

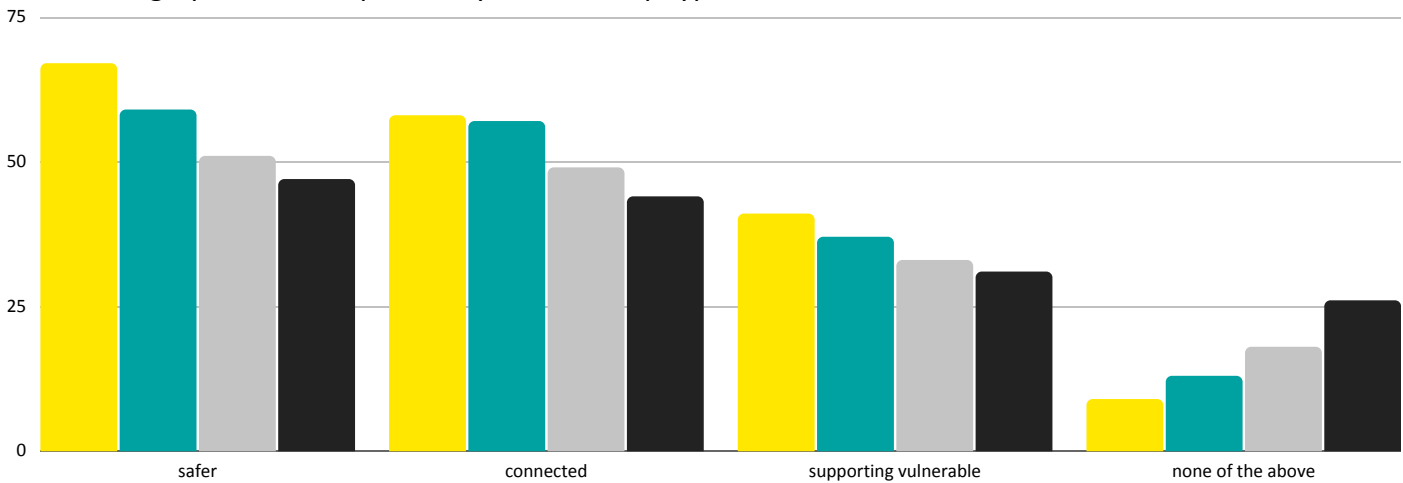


## FEELINGS OF SAFETY, CONNECTION AND SUPPORT

We asked all participants when they see a visible presence of Neighbourhood Watch (e.g. street signs, window stickers or group activity), does it make them feel that the community is ... (select all that apply)

- safer - 50%
- connected - 47%
- supporting vulnerable, isolated or lonely people within the community - 33%
- none of the above - 22%

The below graph shows responses by membership type.



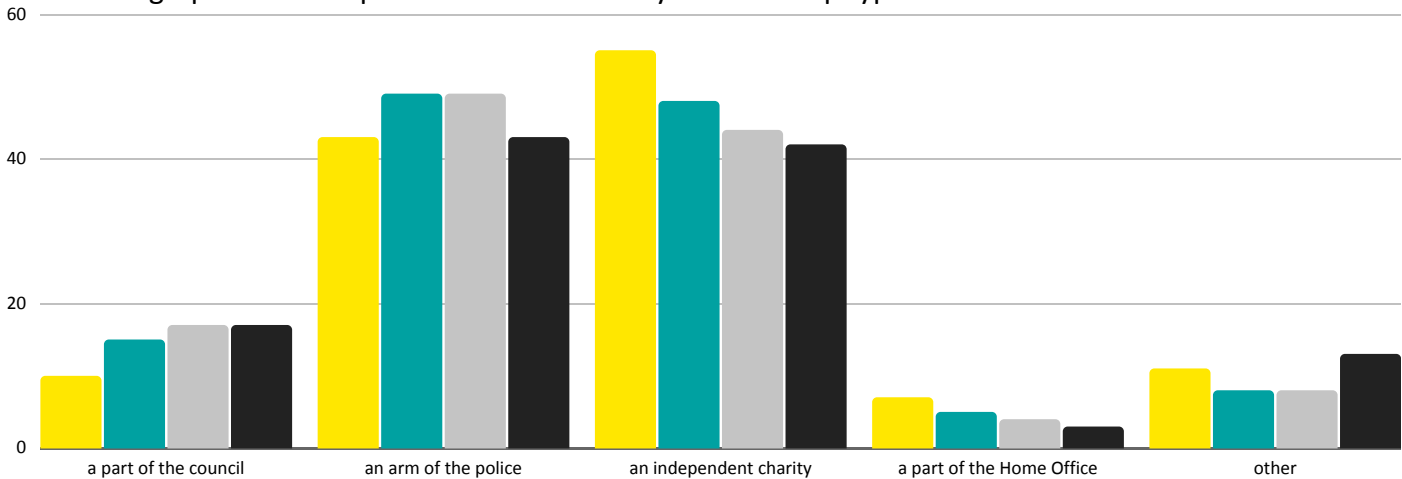
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## UNDERSTANDING OF WHAT NEIGHBOURHOOD WATCH IS

We asked participants to select all that apply in what they think Neighbourhood Watch is:

- 44% selected an arm of the police
- 44% selected an independent charity
- 16% selected a part of the Council
- 12% selected other with many describing it as a group of local neighbours
- 4% selected a part of the Home Office

The below graph shows responses broken down by membership type.



## ATTITUDE TO JOINING

We asked supporters and non-members if they would like to become a member:

- 28% said yes, 29% said no and 43% said they don't know.

The top 4 reasons on why they are unsure or would not join are:

- 35% don't believe there is a Neighbourhood Watch group in their area
- 27% don't know enough about it
- 25% don't have time to be part of a Neighbourhood Watch scheme
- 20% said no-one has asked them to join

## SUMMARY ON PERCEPTION

- Comparing results with our Insights Survey 2022, we can see that the perception of NW is increasingly positive across all membership groups seen by the top 5 words associated with NW, and also seen by the increasingly positive views on the difference we make within communities.
- Volunteers have consistently the most positive view about NW. Members are most positive about NW representing their community but least positive of all groups on the impact we have on crime. Supporters and non-supporters were most positive about NW contributing to community health and wellbeing but least positive about how NW supports the vulnerable in their community.
- A visible presence of NW has a positive impact on feelings of safety primarily, followed by connection and supporting vulnerable people. Volunteers have the most positive feelings, followed by members, then supporters and non-supporters. Whilst the lowest group, non-supporters still benefit from increased positive feelings by the visibility of NW in the area.
- Volunteers have the best understanding of NW as an independent charity, however many volunteers do think we are an arm of the police. More members, supporters and non-supporters think we are an arm of the police than an independent charity. We must continue to focus on correcting this misconception if we want to be viewed as the independent charity we are.