

## Methodology for Calculating Shares Per Alert User

1. In our February 2020 survey we asked if you shared Alert messages and to how many people on average.
2. 87,106 of you provided an answer to this question.
3. We evaluated your responses to this question to establish a “known reach”, based on the answers given, and these figures are represented in columns A-E below.
4. We then extrapolated these figures to calculate a reach based on the size of the whole database, making the assumption that the sharing habits would be the same as the survey question respondents i.e. 53.4% of the database would share an Alert with an estimated three people (see note 3 below). These figures are shown in columns F-H below.
5. Finally, we took the total reach of 15.1 million and divided this by the total number of people in the database (at 8th July 2020) to establish an average of 18.2 shares per Alert user.



Alert Message Reach Statistics

Do you often pass on information contained in Alert messages to anyone else (by word of mouth, social media or any other method), and if so, to how many people? <i>(Source: Neighbourhood Alert National Survey, Feb 2020)</i>	Question Respondents		C	D	E	Extrapolated Figures		H
	A	B				F	G	
	Number	% Share	Number of Respondents as a % of Total Number Asked	Estimated Number of People Shared With (1)	Known Reach (2)	Number of Sharers Based on Whole Database Size (3)	Reach Based on Whole Database Size (4)	Reach if all Database Answered as per the Actual Respondents (5)
No-one	24,084	27.7	3.81	0	-	31,750	-	-
Up to 5	46,436	53.4	7.34	3	139,308	61,217	183,650	1,335,280
Up to 10	6,675	7.7	1.06	8	53,400	8,800	70,397	513,441
Up to 20	3,654	4.2	0.58	15.5	56,637	4,817	74,665	542,614
Up to 50	2,069	2.4	0.33	35.5	73,450	2,728	96,829	710,149
More than 50	2,790	3.2	0.44	200	558,000	3,678	735,613	5,334,451
Other	1,398	1.6	0.22	505	705,990	1,843	930,709	6,734,745
	87,106	100.2			1,586,785	114,832	2,091,864	15,170,679

Total number asked the question: 632,258  
 Database size at time of writing (8/7/): 833,508  
 Ave shares per question respondent: 18.2  
 Average shares per database member: 18.2

Figures based on analysis of actual free text responses

**(1) Shared with workings:**

3 Midpoint between 1 and 5.  
 8 Midpoint between 6 and 10 (5 and under would appear in previous bracket).  
 15.5 Midpoint between 11 and 20.  
 35.5 Midpoint between 21 and 50.  
 200 Has to be more than 50. The average for the "other" answers in the free text field is 500+ so midpoint between 51 and 500 (for this low % of respondents) is 277. Rounded down to 200 to generate a  
 505 Average of all other free text responses that did not fit in any other bracket.

**(2) Known reach:**

Number of question respondents' multiplied by 'estimated number of people shared with'

**(3) Extrapolated Number of Sharers Based on Whole Database Size:**

Example based on "No-one" responses, 31,750 is 3.81% of 833,508

**(4) Extrapolated Reach Based on Whole Database Size:**

'Extrapolated number of sharers based on whole database size' multiplied by 'Estimated number of people shared with'

**(5) Reach if all Database Answered as per the Actual Respondents**

Example based on "Up to 5" responses, 1,335,280 is 27.7% of 833,508 multiplied by 3

