neighbourhood ALERT©

Local Results Analysis

A summary of the local results of the national Neighbourhood Alert annual member survey October 2023

DORSET
Dorset ALERT

17,945 (1,05 million)
Recipients
Emails sent to registered members in the Dorset area **(2201 interacted)**

2,120 (108,690)
Respondents
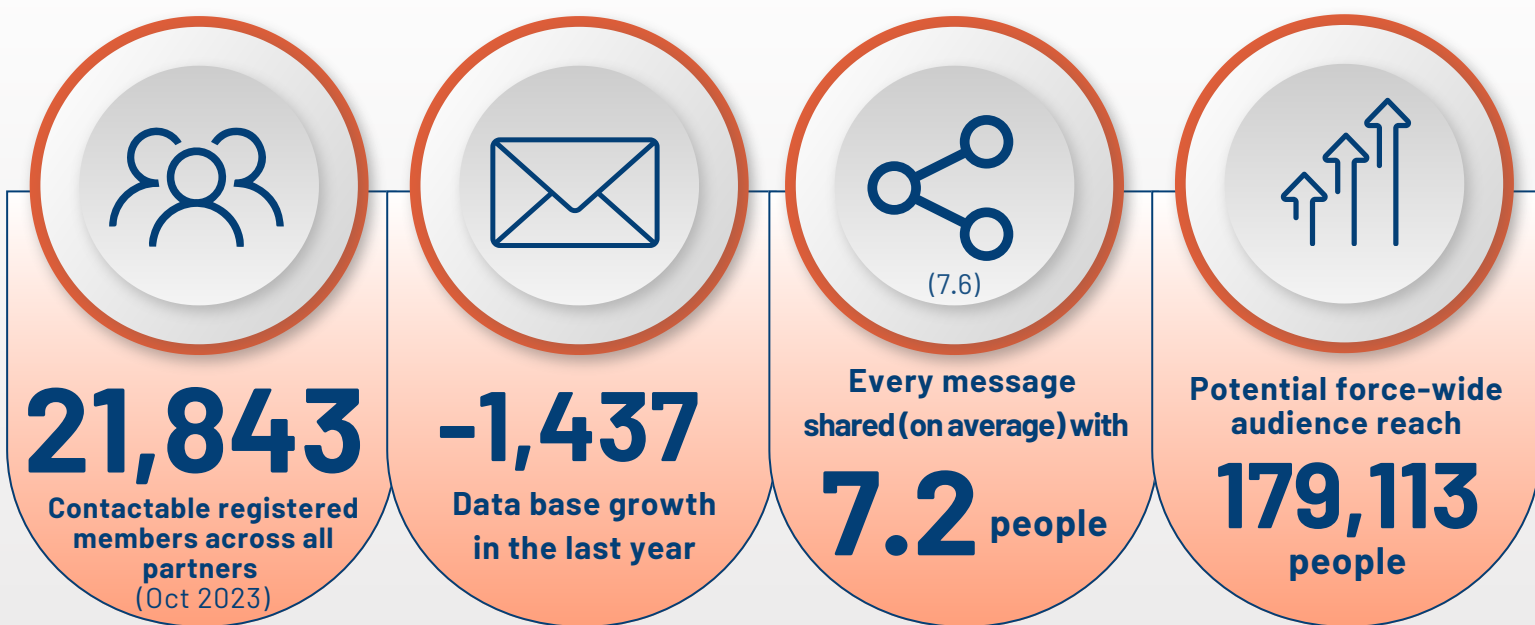Answered at least one question (all questions non compulsory)

11.8% (10.3%)
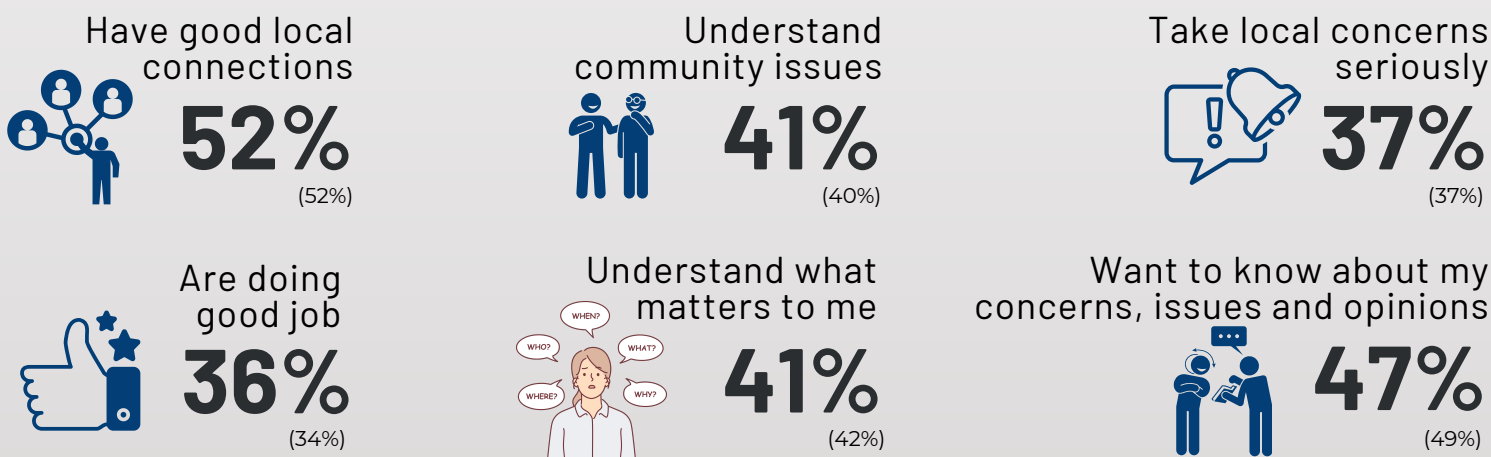**Response rate**
Response rate for members in area

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

Reach
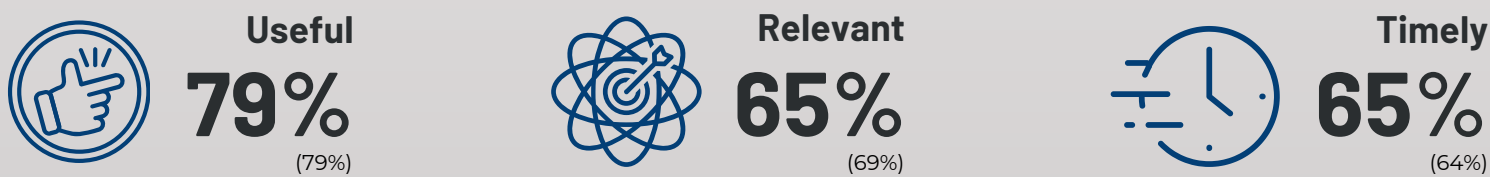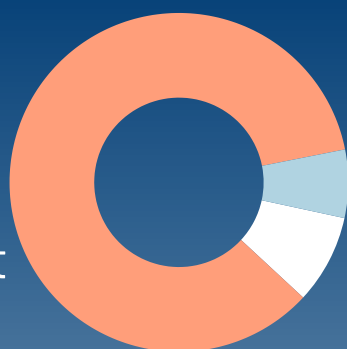Registered members, database size, message sharing and total potential reach in Dorset

21,843
Contactable registered members across all partners
(Oct 2023)

-1,437
Data base growth in the last year

(7.6)
Every message shared (on average) with
7.2 people

Potential force-wide audience reach
179,113 people

I feel that my local police...

Have good local connections
52%
(52%)

Understand community issues
41%
(40%)

Take local concerns seriously
37%
(37%)

Are doing good job
36%
(34%)

Understand what matters to me
41%
(42%)

Want to know about my concerns, issues and opinions
47%
(49%)

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

Useful
79%
(79%)

Relevant
65%
(69%)

Timely
65%
(64%)

Message quantity

6.5 % Too few

84.9 % About right

8.5 % Too many

Impact
Evaluating the effect of the messages received over the last 12 months

I feel more INFORMED and better at identifying scams and fraud

My trust that the police understanding my concerns has increased since joining the system

24% (top result)
16%
(19%)

83% (top result)
73%
(72%)

37% (top result)
29%
(30%)

29% (top result)
18%
(19%)

58% (top result)
45%
(48%)

Messages prompted me to take action

Information helped prevented me from becoming a victim

Found messages to be beneficial

Likert Scale Question Rankings

Chart with data points:
- Derbys, N.Wales, Leics, N. Yorks, W. Mercia, 3.6
- North Yorkshire, 3.5
- N. Yorks & Leics, 3.4
- North Yorkshire, 3.4
- N. & S. Wales & N. Yorks, 3.5
- S. Wales & N. Yorks, 3.6
- W. Mercia, N. Wales, N. Yorks & Scotland, 4
- N. Wales, N. Yorks & Scotland, 3.99
- N. Wales, N. Yorks & Scotland, 3.9
- N. Wales, N. Yorks & Scotland, 4.1
- N. Wales, N. Yorks & Scotland, 3.9

Neutral "Neither agree nor disagree" Response Level

X-axis: Q1 - Good Local Connections | Q2 - Understand The Issues | Q3 - Take Local Concerns Seriously | Q4 - How Good A Job Are Police Doing In Your Area | Q5 - Police Understand What Matters To Me | Q6 - Want To Know About My Concerns | Q7 - I Feel More Informed | Q8 - Messages Are Timely | Q9 - Messages Are Useful | Q10 - Messages Are Relevant

Legend: Dorset | UK Average (Alert Force Areas) | Max Outlier (Force name)

Not Social Media

Comparison with social media reach and trust

Percentage of members in your area that do NOT follow Dorset police on social media (inc. Facebook, Instagram, Nextdoor, X or WhatsApp)
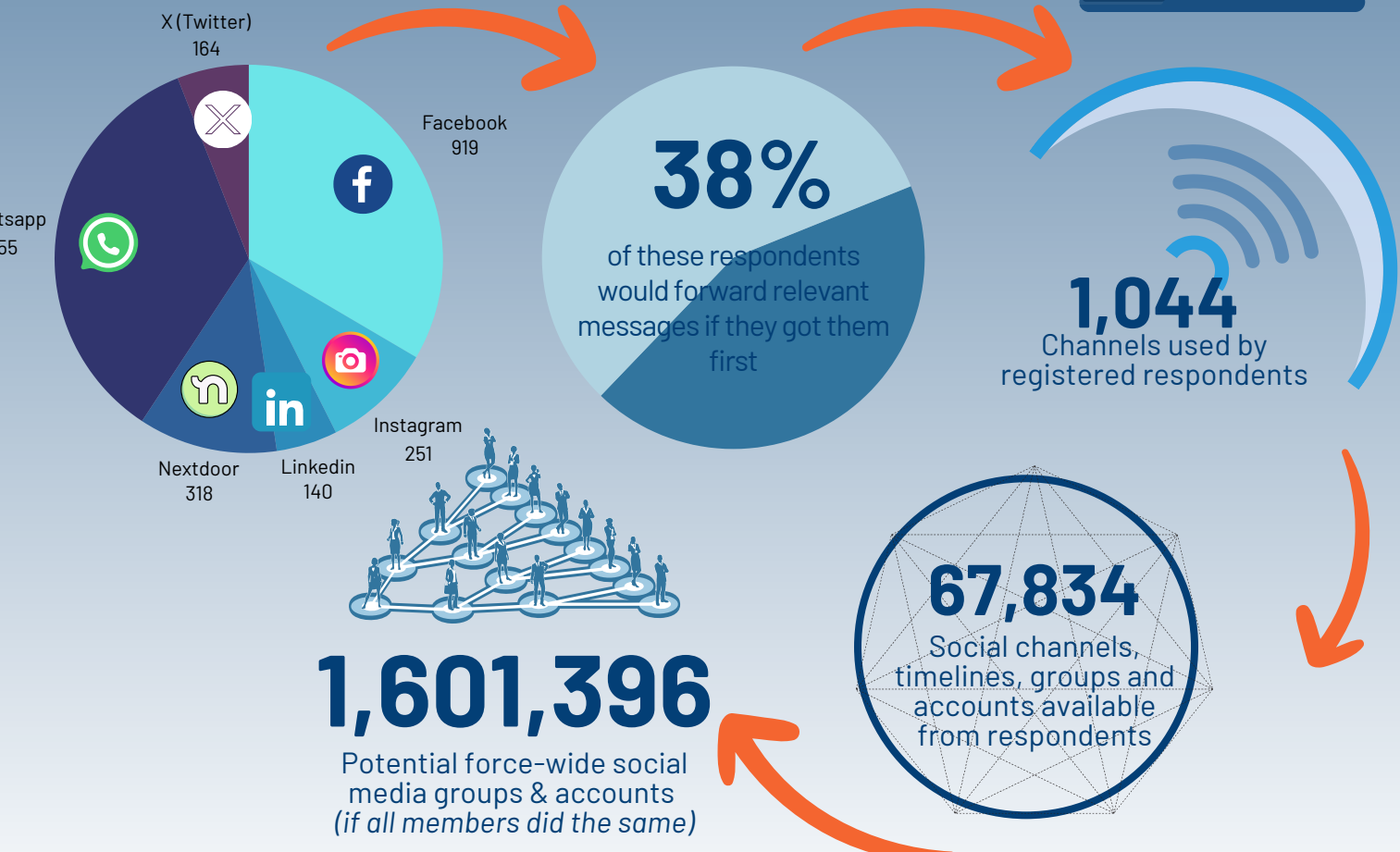
70% (63%)

% that trust Dorset Alert
92% (91%)

Facebook is the next most trusted channel
25% (31%)

A Social Media Springboard

Pie chart:
- X (Twitter) 164
- Facebook 919
- Whatsapp 955
- Nextdoor 318
- Linkedin 140
- Instagram 251

38%
of these respondents would forward relevant messages if they got them first

1,044
Channels used by registered respondents

67,834
Social channels, timelines, groups and accounts available from respondents

1,601,396
Potential force-wide social media groups & accounts *(if all members did the same)*

Appetite for local, relevant information

Top key information members want to see on Local Pages:

- Local NPT members and contact information
- What police messages have been sent to my area
- Summary of what people in my area are saying are the main concerns in the area

54% (57%)
932 respondents in your area said a local area page would be useful to them