

Local Results Analysis

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





1,196 (1,05 million) Recipients

Emails sent to registered members in the Gwent area (207 interacted)

195 (108,690) Respondents

Answered at least one question (all questions non compulsory)

16.3% (10.3%)

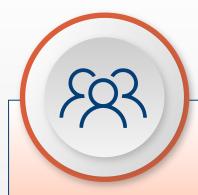
Response rate

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 Gwent



1,491

Contactable registered members across all partners (Oct 2023)



+463

Data base growth in the last year



Every message shared (on average) with

4.3 people



Potential force-wide audience reach

7,902 people

I feel that my local police...

Have good local connections



36%

(52%)



Are doing good job

(34%

Understand community issues



31%

(40%)

Understand what matters to me

Take local concerns seriously



30%

Want to know about my concerns, issues and opinions



44%

1 /0

Feedback

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



Useful **67%**



Relevant

58%(69%)



Timely **52%**

Message quantity

74.6% About right



23.2% Too few

2.1% 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



20%

(19%)

54%

27%

(30%)

11%

47%(48%)

Messages prompted me to take action



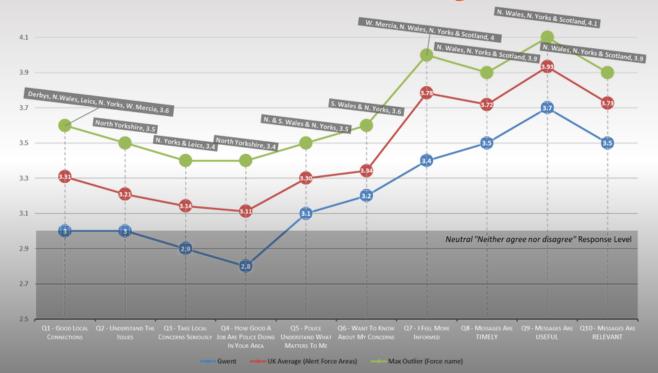
Information helped prevented me from

becoming a victim



Found messages to be beneficial

Likert Scale Question Rankings



Not Social Media

Comparison with social media reach and trust

Percentage of members in your area that do NOT follow Gwent police on social media

(inc. Facebook, Instagram, Nextdoor, X or WhatsApp)

53% (63%)





617



X (Twitter)

% that trust Gwent Alert



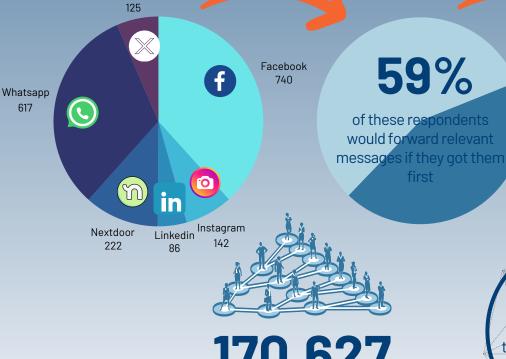
first



Facebook is the next







170,627

Potential force-wide social media groups & accounts (if all members did the same)

Social channels, timelines, groups and accounts available from respondents

Appetite for local, relevant information



ok up another Safer Neighbourhood Team

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

