

Local Results Analysis

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



HAMPSHIRE

40,563(1,05 million)

Recipients

Emails sent to registered members in the Hampshire area (5,326 interacted)

5,134 (108,690) Respondents

Answered at least one question (all questions non compulsory)

12.7% (10.3%) Response rate

Response rate for members in are

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

Reach

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



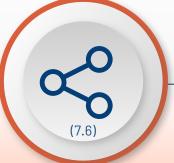
45,180

Contactable registered members across all partners (Oct 2023)



+2,338

Data base growth in the last year



Every message shared (on average) with

13.3 people



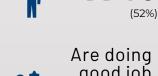
Potential force-wide audience reach

646,074 people

I feel that my local police...

Have good local connections

479 479





Understand community issues



35%(40%)

Understand what matters to me 38%

Take local concerns seriously



Want to know about my concerns, issues and opinions



43%

(49%)

Feedback

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



80% (79%)



Relevant

69%)



Timely 64%

Message quantity

85.5% About right



12.1% Too few

2.4% 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



18%

(19%)

(72%)

30%

18%

48%

Messages prompted me to take action



Information helped prevented me from becoming a victim



Found messages to be beneficial



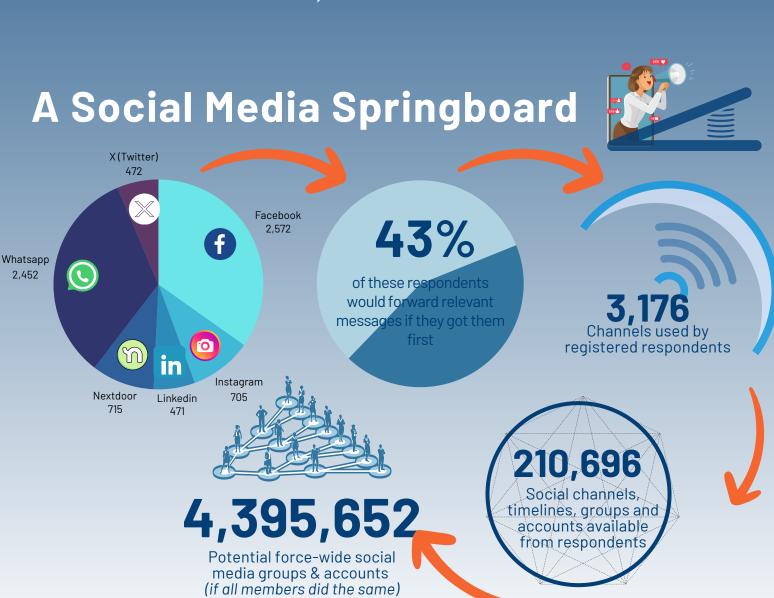






Facebook is the next most trusted channel

27% (31%)



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



59% (57%)

2,448 respondents in your area said a local area page would be useful to them