

Local Results Analysis

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

HUMBERSIDE



47,586 (1,05 million)

Recipients
Emails sent to registered

members in the Humberside area (3,791 interacted)

3,673 (108,690) Respondents

Answered at least one question (all questions nor compulsory)

77% (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 Humberside



58,695

Contactable registered members across all partners (Oct 2023)



+4,533

Data base growth in the last year



Every message shared (on average) with

5.2 people



Potential force-wide audience reach

363,909 people

I feel that my local police...

Have good local connections



61%





Are doing good job

) / (

Understand community issues



44%

Understand what matters to me



45%

Take local concerns



Want to know about my concerns, issues and opinions



55%

) /0

Feedback

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



84%

Useful



Relevant

72%



Timely **69%**

Message quantity

87.5% About right



8.9% Too few

3.7% 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



22%

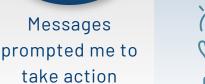
75%(72%)

33%

23%

54%(48%)

22%(19%)





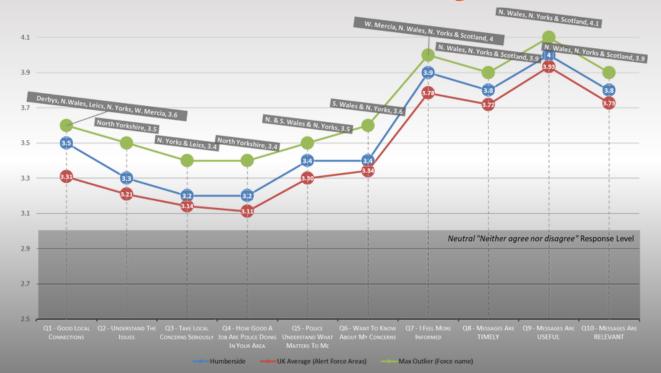
Information helped prevented me from becoming a victim



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 Humberside police on social media

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

65% (63%)







% that trust Humberside Alert

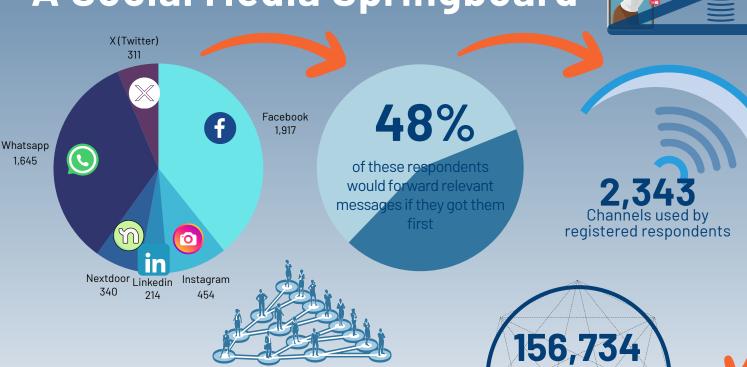




Facebook is the next most trusted channel

30% (31%)

A Social Media Springboard



2,929,269

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

156,734
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



53% (57%)

1563 respondents in your area said a local area page would be useful to them