

National Member Survey

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

1,056,457 Recipients

Emails sent to registered members (114,285 interacted)

108,690 Respondents

Answered at least one question (all questions non compulsory)

10.3%

Response rate

110k respondents from an initial catchment of 1,057,062potentials

Download a local version of this report here



Total average reach of a message sent nationally



1.2M registered members

12M emails sent per month



every message shared (on average) with

7.6 people



potential overall UK audience

9M people

I feel that my local police...

Have good local connections



52%

Are doing



Are doing good job

3.1 Likert Score

Understand community issues



40%

Understand what matters to me

Take local concerns



37%

Want to know about my concerns, issues and opinions



49%3.3 Likert Score

Feedback

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



79 % 3.9 Likert Score

Useful



Relevant

67% 3.7 Likert Score



Timely 64%
3.7 Likert Score

Message quantity

84.6% About right



11.2% Too few

4.3% Too many

Impact

Evaluating the effect of the messages over 12 months



I feel more
INFORMED and better
at identifying scams
and fraud

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



19%

72%

30%

19%

48%

Messages prompted me to take action



Information helped prevented me from becoming a victim

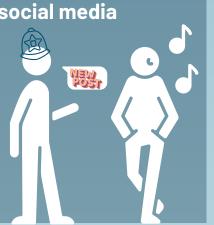


Found messages to be beneficial

Percentage that do NOT follow local police social media

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

63%





% that trust Neighbourhood Alert





Facebook is the next most trusted channel

A Social Media **Springboard**



45% of respondents would forward relevant messages if they got them first



147,506 use popul<u>ar</u>



9,022,367 from respondents

765,563 wide social media groups & accounts

The potential national reach via social media could reach

45 million people

(most with notifications on)

Appetite for local, relevant information



Top key information members find valuable on Local Pages:

Local neighbourh ood policing team 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



Members anticipate finding helpful <u>Local Pages</u> like this