

Local Results Analysis

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



40,312 (1,05 million)

Recipients

area (4,331 interacted)

4,176 (108,690) Respondents

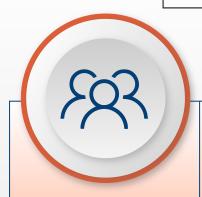
1 4 % (10.3%)

Response rate

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

Reach

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



Contactable registered members across all partners (Oct 2023)



+1,950

Data base growth in the last year



Every message shared (on average) with



Potential force-wide audience reach

people

I feel that my local police...

Have good local connections







good job

Understand community issues



(40%)

Understand what matters to me



Take local concerns seriously



Want to know about my concerns, issues and opinions



Feedback

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



Useful



Relevant



Timely

Message quantity

79.6% About right



18% 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



(19%)

66% (72%)

(30%)

28% (19%)

Messages prompted me to take action



Information helped prevented me from becoming a victim



Found messages to be beneficial

Likert Scale Question Rankings Neutral "Neither agree nor disagree" Response Level Q4 - HOW GOOD A Q5 - POLICE Q6 - WANT TO KNOW Q7 - I FEEL MO 7 JOB ARE POLICE DOING UNDERSTAND WHAT ABOUT MY CONCERNS INFORMED IN YOUR AREA MATTERS TO ME

UK Average (Alert Force Areas)

Not Social Media

Comparison with social media reach and trust

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

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





X (Twitter)



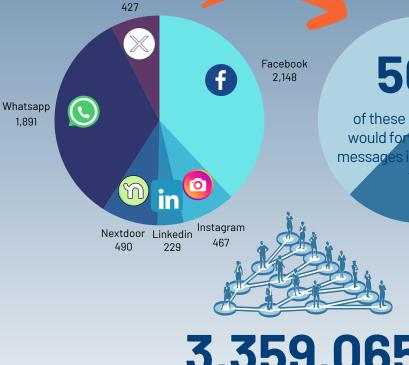




Facebook is the next

A Social Media Springboard





50% of these respondents would forward relevant messages if they got them first

Channels used by registered respondents

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



59% (57%)

1891 respondents in your area said a local area page would be useful to them