

Local Results Analysis

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



SURREY

15,202 (1,05 million)

Recipients

Emails sent to registered members in the Surrey area (1,610 interacted)

1,533 (108,690) Respondents Answered at least one

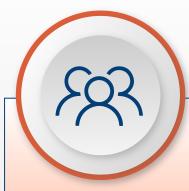
Answered at least one question (all questions non compulsory)

10.1% (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 Surrey



15,580

Contactable registered members across all partners (Oct 2023)



+734

Data base growth in the last year



Every message shared (on average) with

9.6 people



Potential force-wide audience reach

165,148 people

I feel that my local police...

Have good local connections



55%

(52%)



Are doing good job

(34%

Understand community issues



36%

(40%)





Take local concerns seriously



Want to know about my concerns, issues and opinions



43%

J /o

Feedback

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



Useful **81%** (79%)



Relevant

69%



Timely

52%

Message quantity

85.2% About right



5.9% Too few

8.9% 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



21%

(19%)

78%(72%)

31%

18%

52%(48%)

Messages prompted me to take action

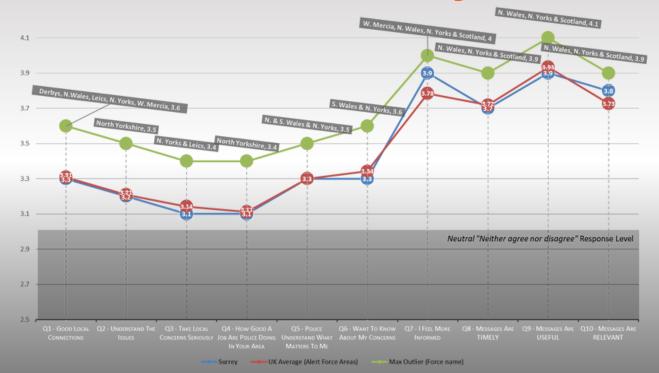


Information helped prevented me from becoming a victim



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 Surrey police on social media 70% (63%)

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





142

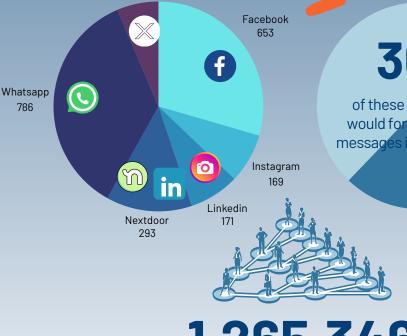




Facebook is the next

A Social Media Springboard X(Twitter)





36% 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)

50,778 Social channels, timelines, groups and accounts available from respondents

Appetite for local, relevant information

NEIGHBOURHOOD MATTER WEST MERCIA ee Burglay Drug DealingDog Fouling -social Behaviour – General Have No Issues

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



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