neighbourhood ALERT

Local Results Analysis

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

SUSSEX

28,576 (1,05 million)
Recipients
Emails sent to registered members in the Sussex area **(3,133 interacted)**

2,995 (108,690)
Respondents
Answered at least one question (all questions non compulsory)

10.5% (10.3%)
Response rate
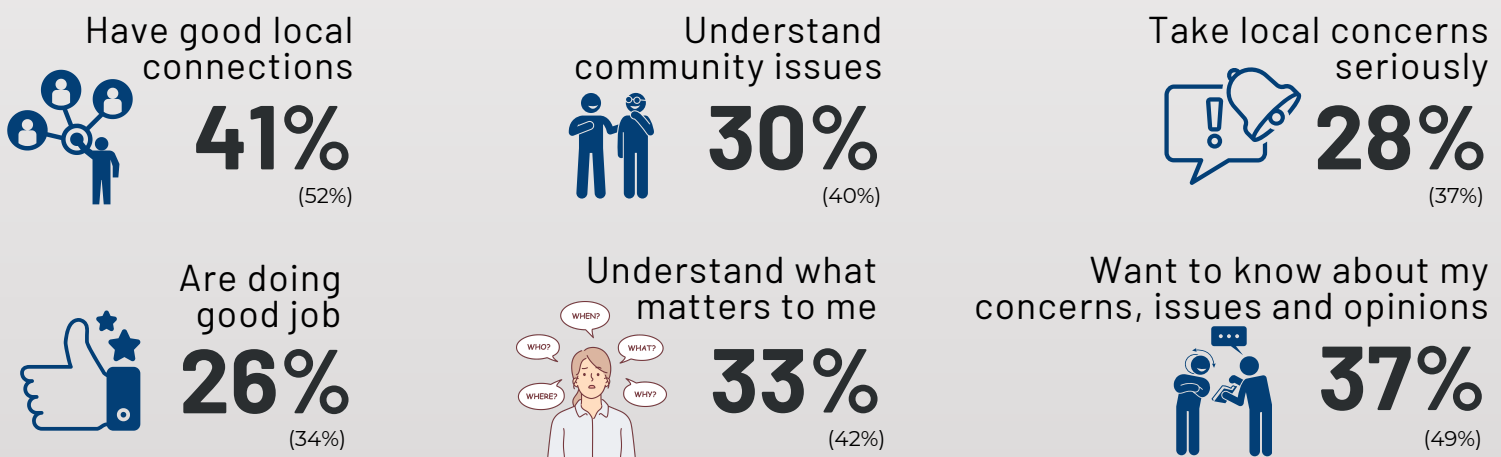Response rate for members in area

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

Reach

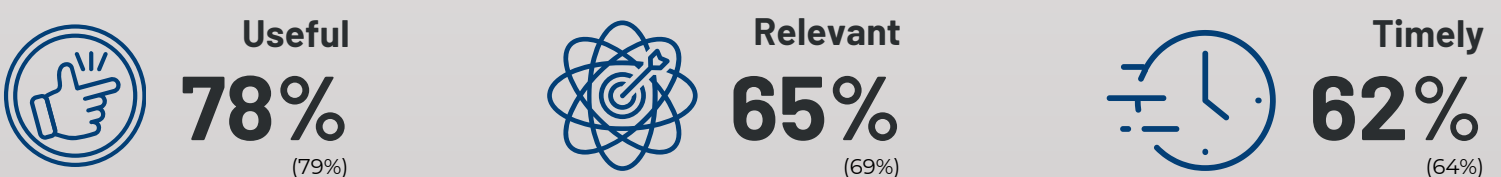Registered members, database size, message sharing and total potential reach in Sussex

29,702
Contactable registered members across all partners
(Oct 2023)

+1,359
Data base growth in the last year

Every message shared (on average) with
6 people
(7.6)

Potential force-wide audience reach
207,914 people

I feel that my local police...

Have good local connections
41%
(52%)

Understand community issues
30%
(40%)

Take local concerns seriously
28%
(37%)

Are doing good job
26%
(34%)

Understand what matters to me
33%
(42%)

Want to know about my concerns, issues and opinions
37%
(49%)

Feedback

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

Useful
78%
(79%)

Relevant
65%
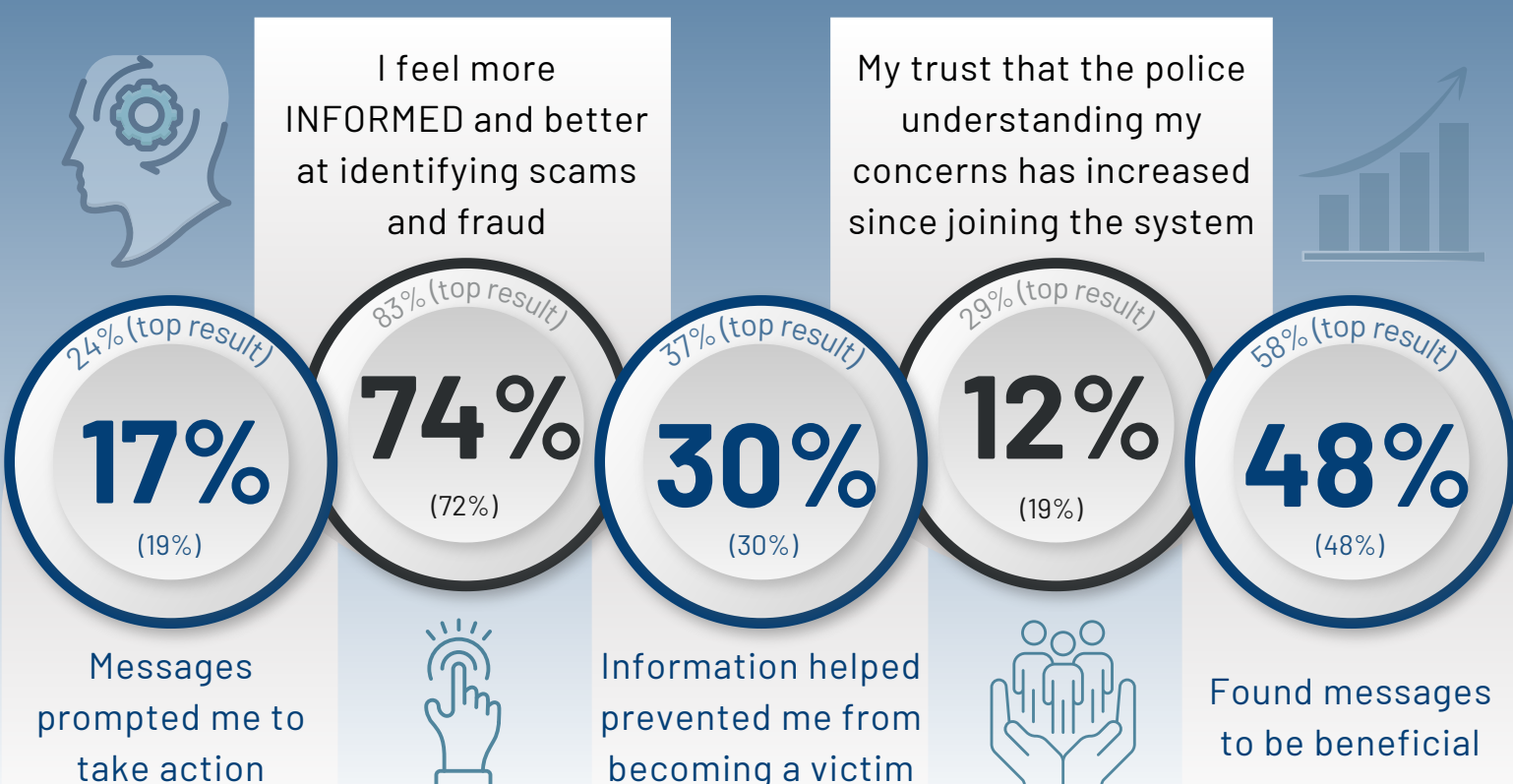(69%)

Timely
62%
(64%)

Message quantity

84.6% About right

8% Too few

7.4% 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

24% (top result)
17%
(19%)
Messages prompted me to take action

83% (top result)
74%
(72%)

37% (top result)
30%
(30%)
Information helped prevented me from becoming a victim

29% (top result)
12%
(19%)

58% (top result)
48%
(48%)
Found messages to be beneficial

Likert Scale Question Rankings

Chart annotations:
- Derbys, N.Wales, Leics, N.Yorks, W. Mercia, 3.6
- North Yorkshire, 3.5
- N. Yorks & Leics, 3.4
- North Yorkshire, 3.4
- N. & S. Wales & N. Yorks, 3.5
- S. Wales & N. Yorks, 3.6
- W. Mercia, N. Wales, N. Yorks & Scotland, 4
- N. Wales, N. Yorks & Scotland, 3.9
- N. Wales, N. Yorks, Scotland, 4.1
- N. Wales, N. Yorks & Scotland, 3.9
- 1.31
- 3.21
- 3.1
- 3.1
- 3.1
- 3.11
- 3.1
- 3.30
- 3.1
- 3.34
- 3.65
- 3.71
- 3.7
- 3.9
- 3.9
- 3.72
- 3.72

Neutral "Neither agree nor disagree" Response Level

X-axis: Q1 - Good Local Connections | Q2 - Understand The Issues | Q3 - Take Local Concerns Seriously | Q4 - How Good A Job Are Police Doing In Your Area | Q5 - Police Understand What Matters To Me | Q6 - Want To Know About My Concerns | Q7 - I Feel More Informed | Q8 - Messages Are TIMELY | Q9 - Messages Are USEFUL | Q10 - Messages Are RELEVANT

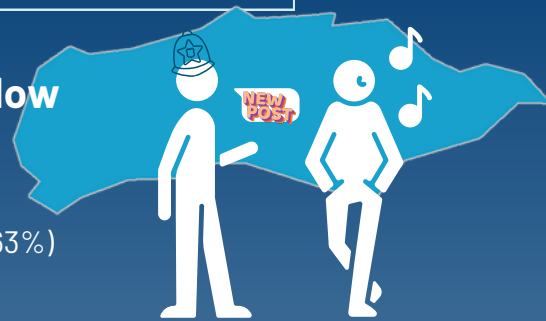Legend: Sussex — UK Average (Alert Force Areas) — Max Outlier (Force name)

Not Social Media

Comparison with social media reach and trust

Percentage of members in your area that do NOT follow Sussex police on social media
(inc. Facebook, Instagram, Nextdoor, X or WhatsApp)

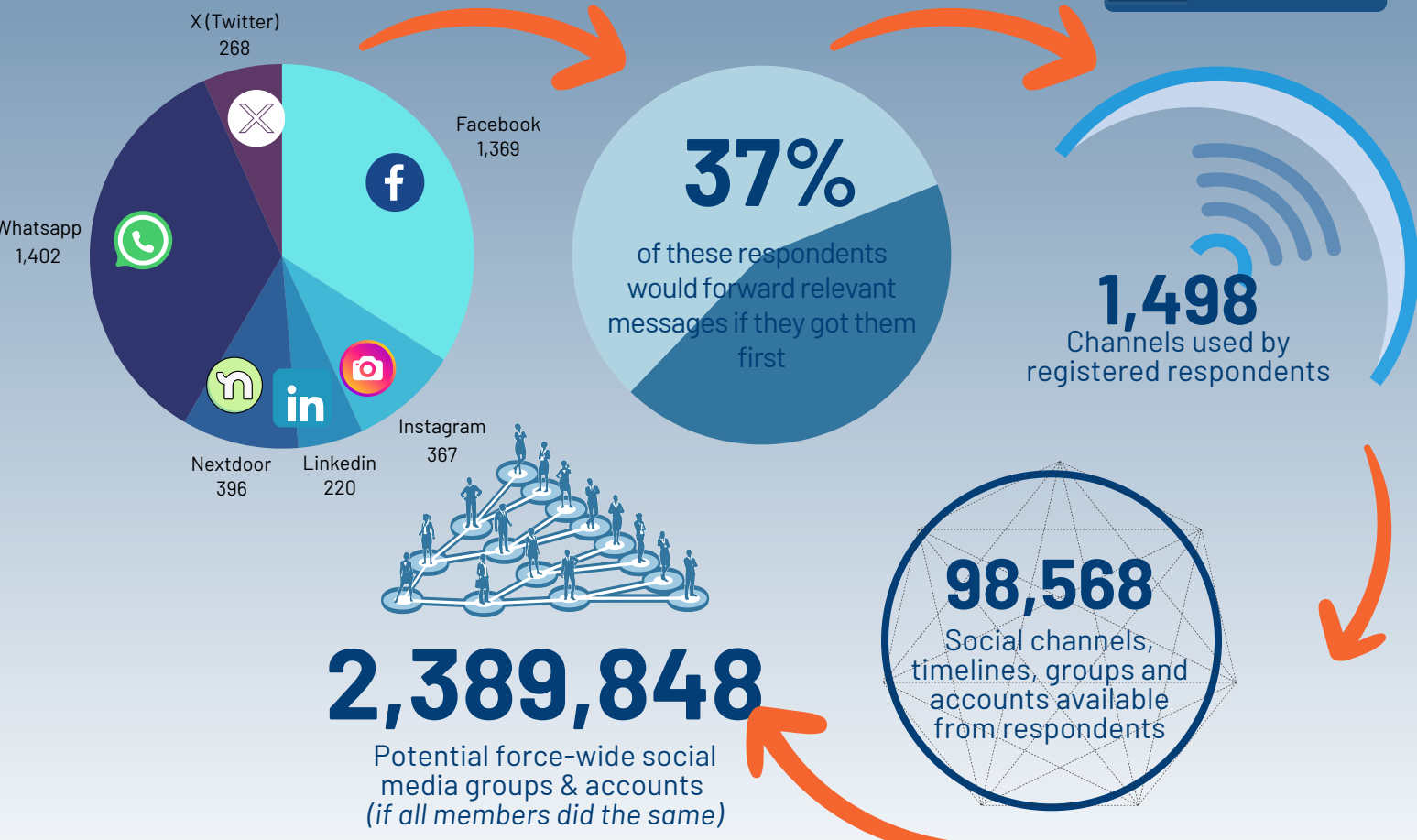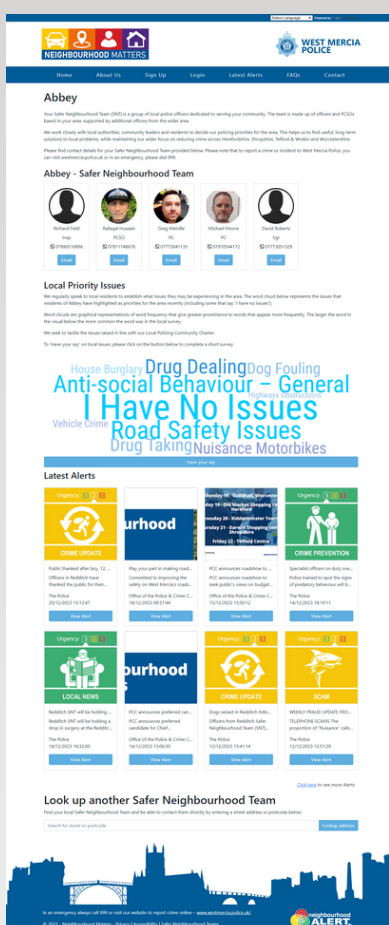## 67% (63%)

% that trust Sussex Alert
91% (91%)

Facebook is the next most trusted channel
26% (31%)

A Social Media Springboard

Pie chart:
- X (Twitter) 268
- Facebook 1,369
- Whatsapp 1,402
- Nextdoor 396
- Linkedin 220
- Instagram 367

37%
of these respondents would forward relevant messages if they got them first

1,498
Channels used by registered respondents

98,568
Social channels, timelines, groups and accounts available from respondents

2,389,848
Potential force-wide social media groups & accounts
(if all members did the same)

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

54% (57%)
1297 respondents in your area said a local area page would be useful to them