

Local Results Analysis

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

Thames Valley



91,730 (1,05 million) Recipients

Emails sent to registered members in the Thames Valley area (8,625 interacted) **8,253** (108,690) Respondents

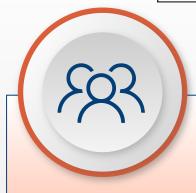
Answered at least one question (all questions nor compulsory)

9 (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 Thames Valley



110,563

Contactable registered members across all partners (Oct 2023)



+1,788

Data base growth in the last year



Every message shared (on average) with

8.1 people



Potential force-wide audience reach

1,006,123

I feel that my local police...

Have good local connections

46%



Are doing good job

3U%

Understand community issues



31%

Understand what matters to me



37%

cor

Take local concerns seriously



(37%)

Want to know about my concerns, issues and opinions



44%

T /O (49%)

Feedback

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



78%

Useful



Relevant

64%



Timely

/ / 0 (64%)

Message quantity

84.4% About right



11.9% 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



19%

(19%)

72%

20%

16%

49%

Messages prompted me to take action

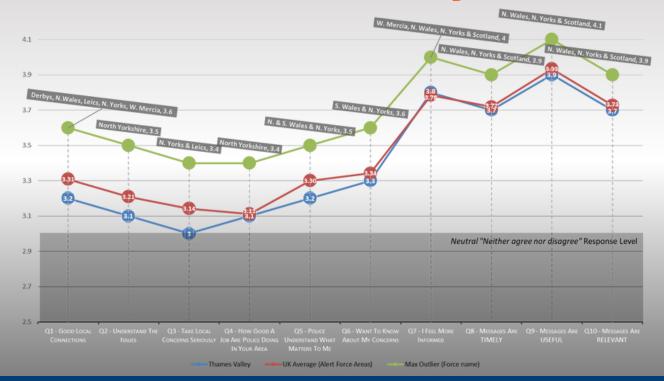


Information helped prevented me from becoming a victim



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 Thames Valley police on social media

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



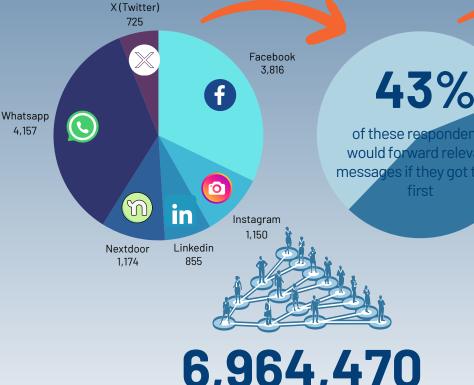


% that trust Thames Valley Alert

Facebook is the next

A Social Media Springboard





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

registered respondents

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

333,826 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



