

Local Results Analysis

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



WILTSHIRE

13,740 (1,05 million)

area (3,608 interacted)

Recipients

1,562 (108,690) Respondents

11.4% 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 Wiltshire

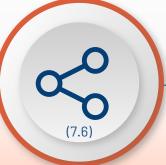


Contactable registered members across all partners (Oct 2023)



+1,109

Data base growth in the last year



Every message shared (on average) with

8 people



Potential force-wide audience reach

people

I feel that my local police...

Have good local connections





Are doing good job

community issues



Understand

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

84.1% About right



11.4% Too few

4.5% 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%)

68% (72%)

(30%)

(19%)

Messages prompted me to take action



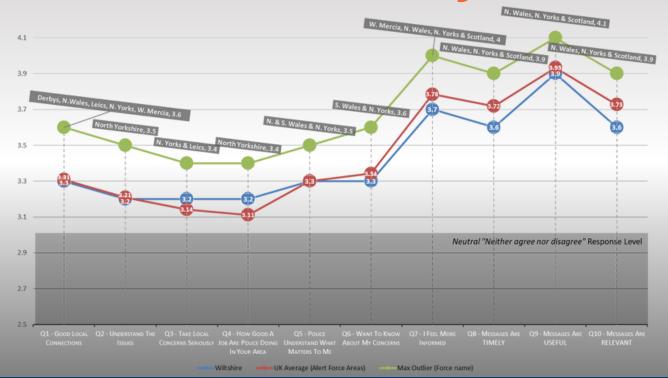
Information helped prevented me from

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 Wiltshire police on social media

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

54%(63%)

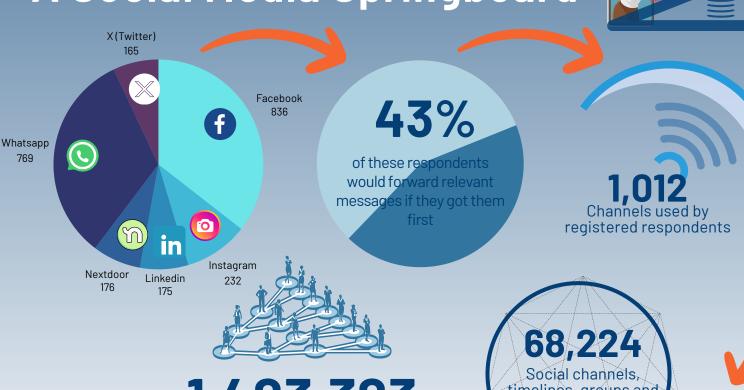








A Social Media Springboard



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

68,224
Social channels, timelines, groups and accounts available from respondents

Appetite for local, relevant information

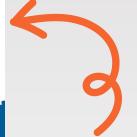


ok up another Safer Neighbourhood Team

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%)

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