

Mike Douglas

Product Director

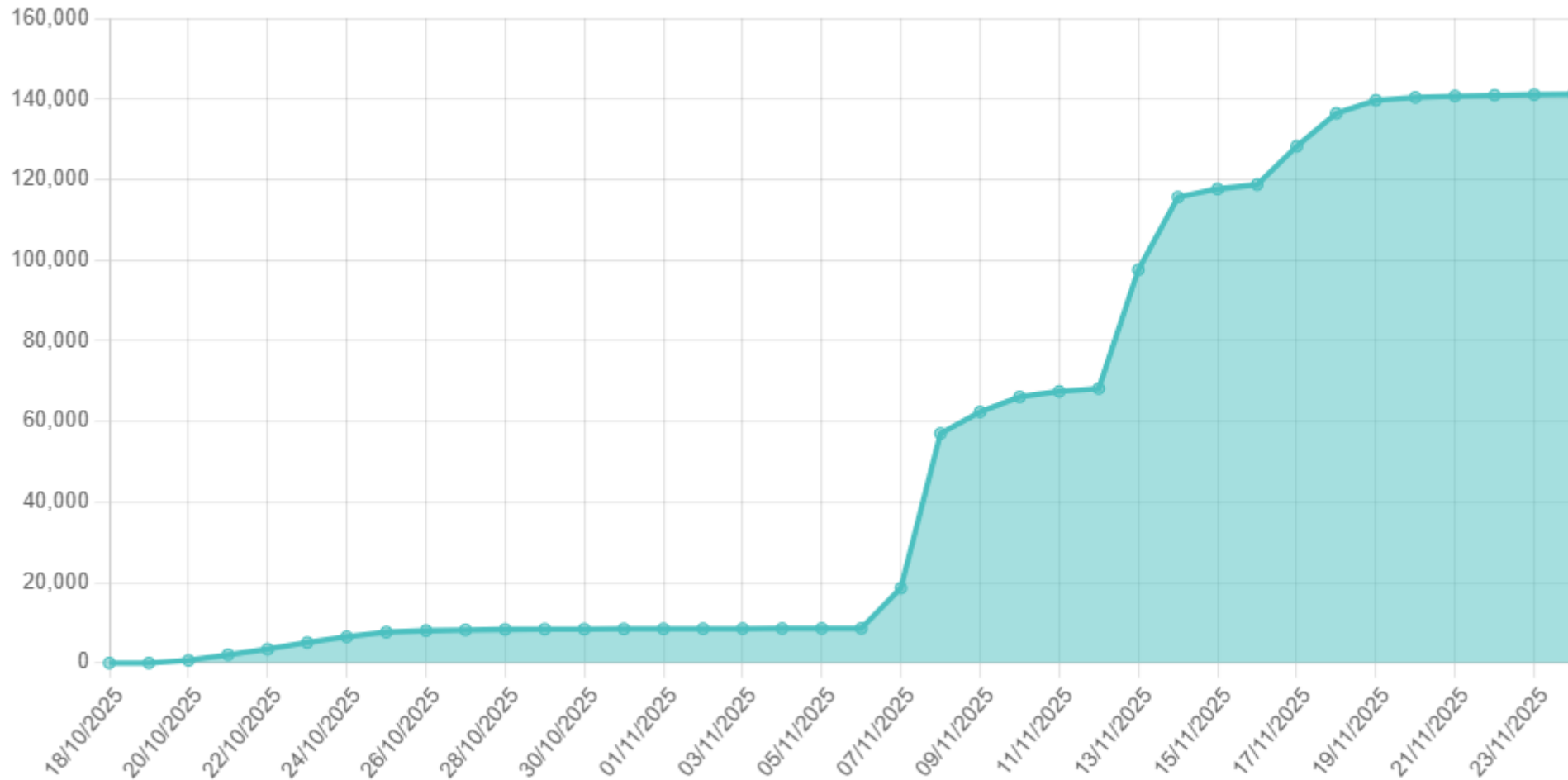
VISAV



National Survey: 2025

143,785 Respondents
October 2025

How? CRM Power



National Surveys: Respondent overview



Number of respondents

2023	2024	2025
108,728	135,780	143,785

Survey completion rates

2023	2024	2025
n/a	92.6%	95.8%

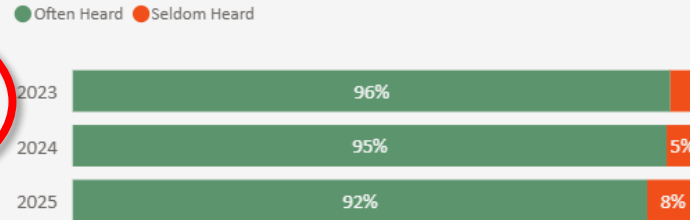
Number of submitted answers

2023	2024	2025
3,929,664	6,278,803	5,391,888

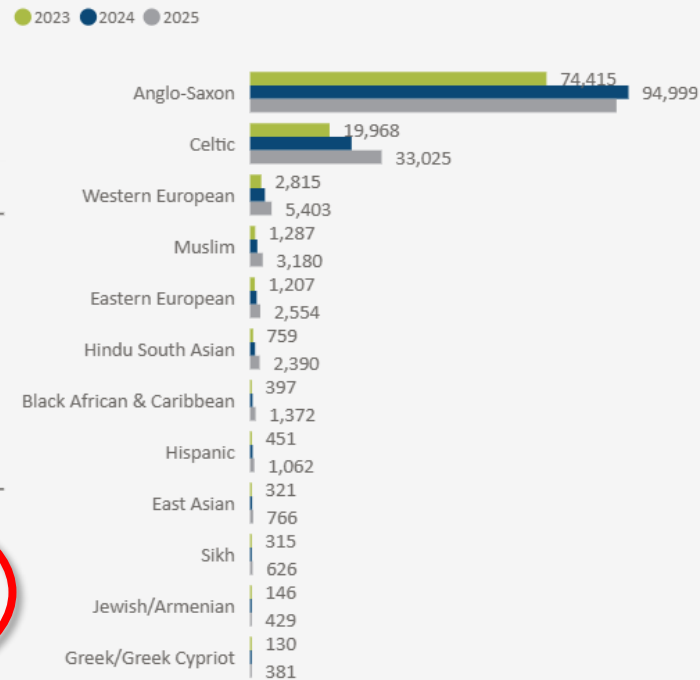
Number of ethnicities represented (unique Origins codes)

2023	2024	2025
196	204	219

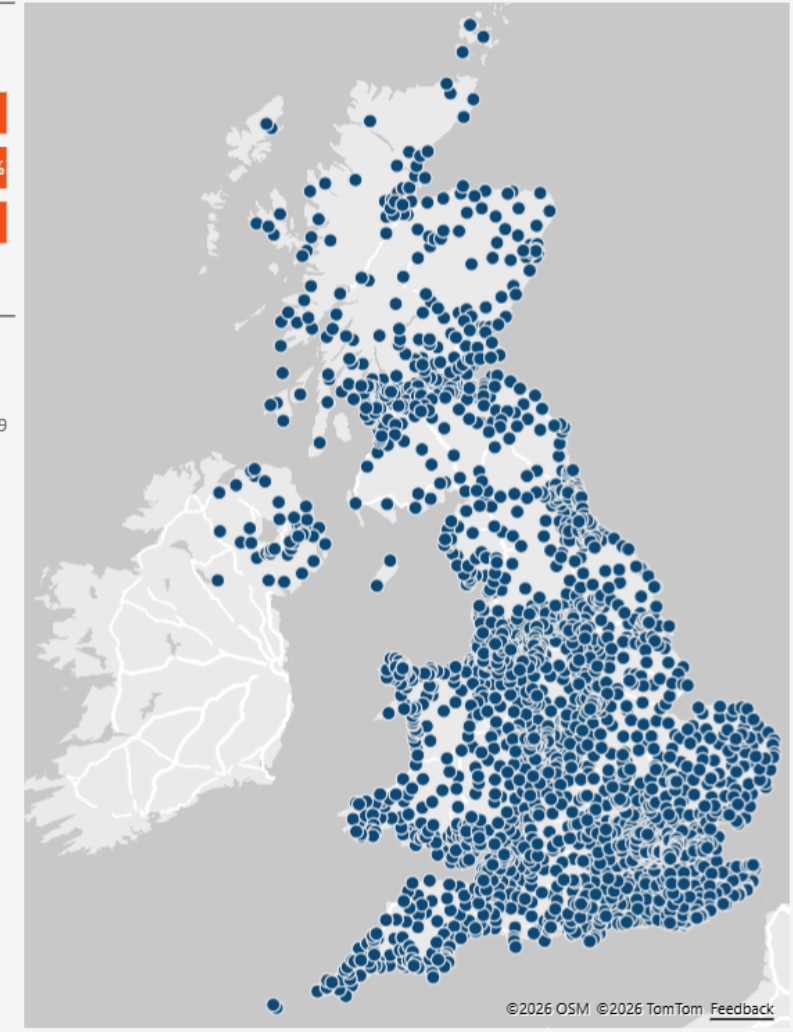
Proportional representation

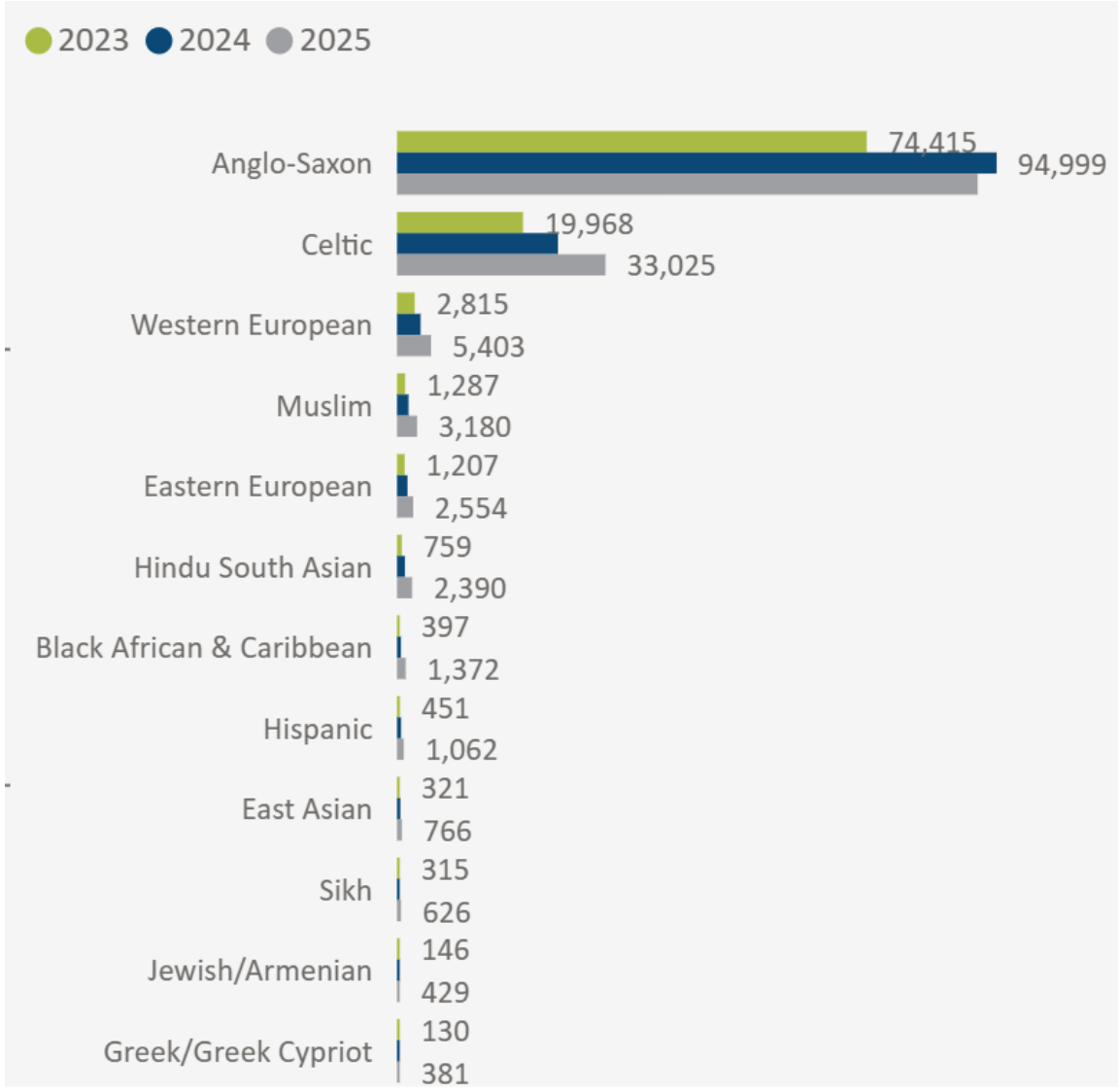


Origins analysis of respondents (grouped origins codes)



Respondent coverage (postcode area)



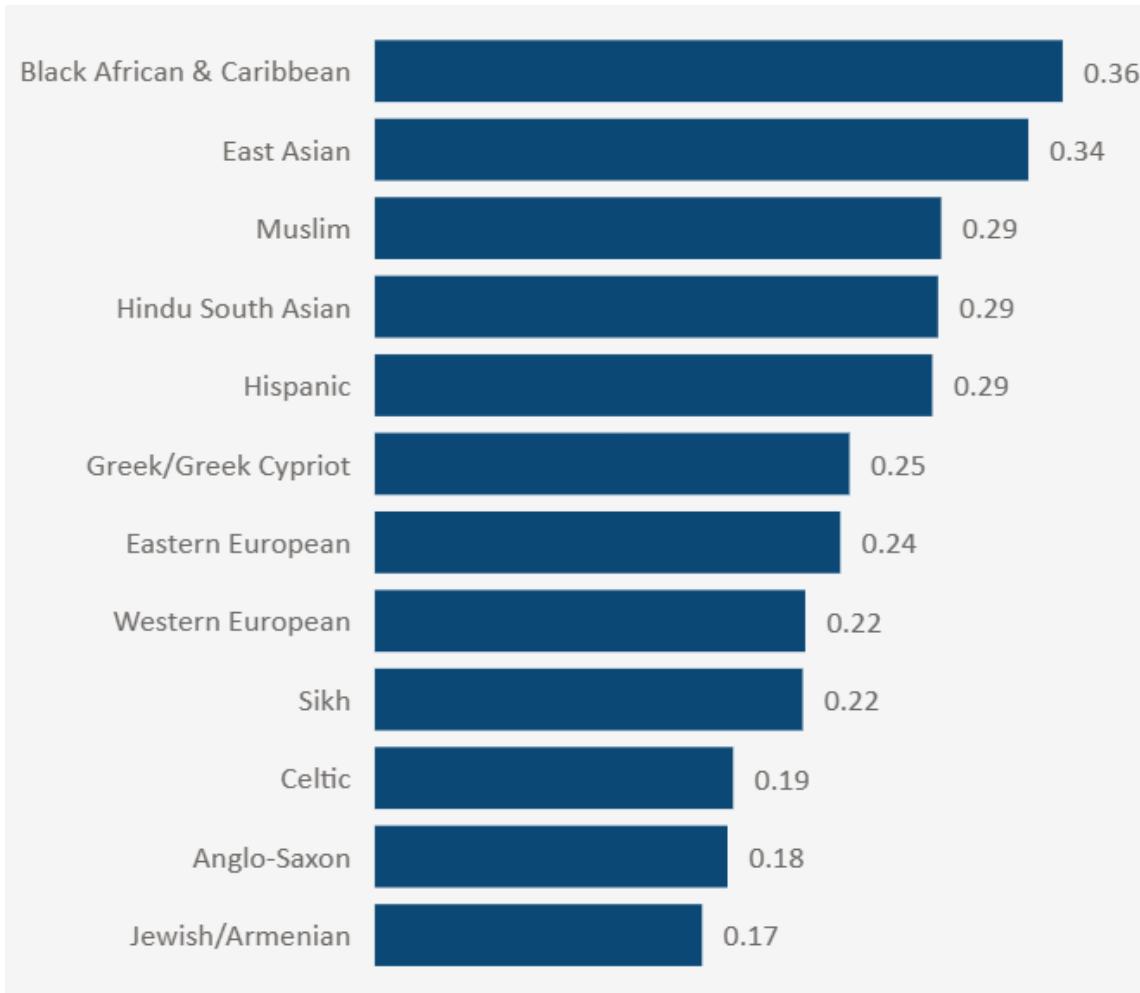


Representation

Year-on-year increases across all minority demographic groups show measurable progress toward balanced community representation and fairer insight into public confidence.

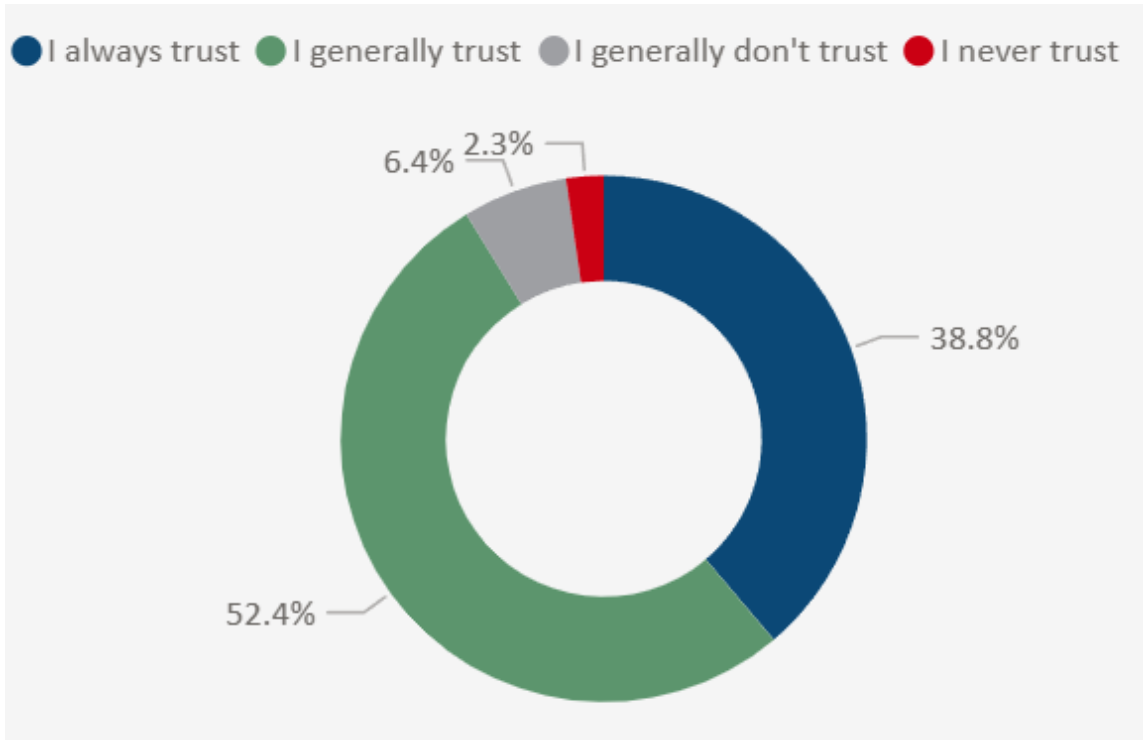


Representation



Confidence in the police increases for all ethnicities “since becoming a member of Neighbourhood Alert”

Trust

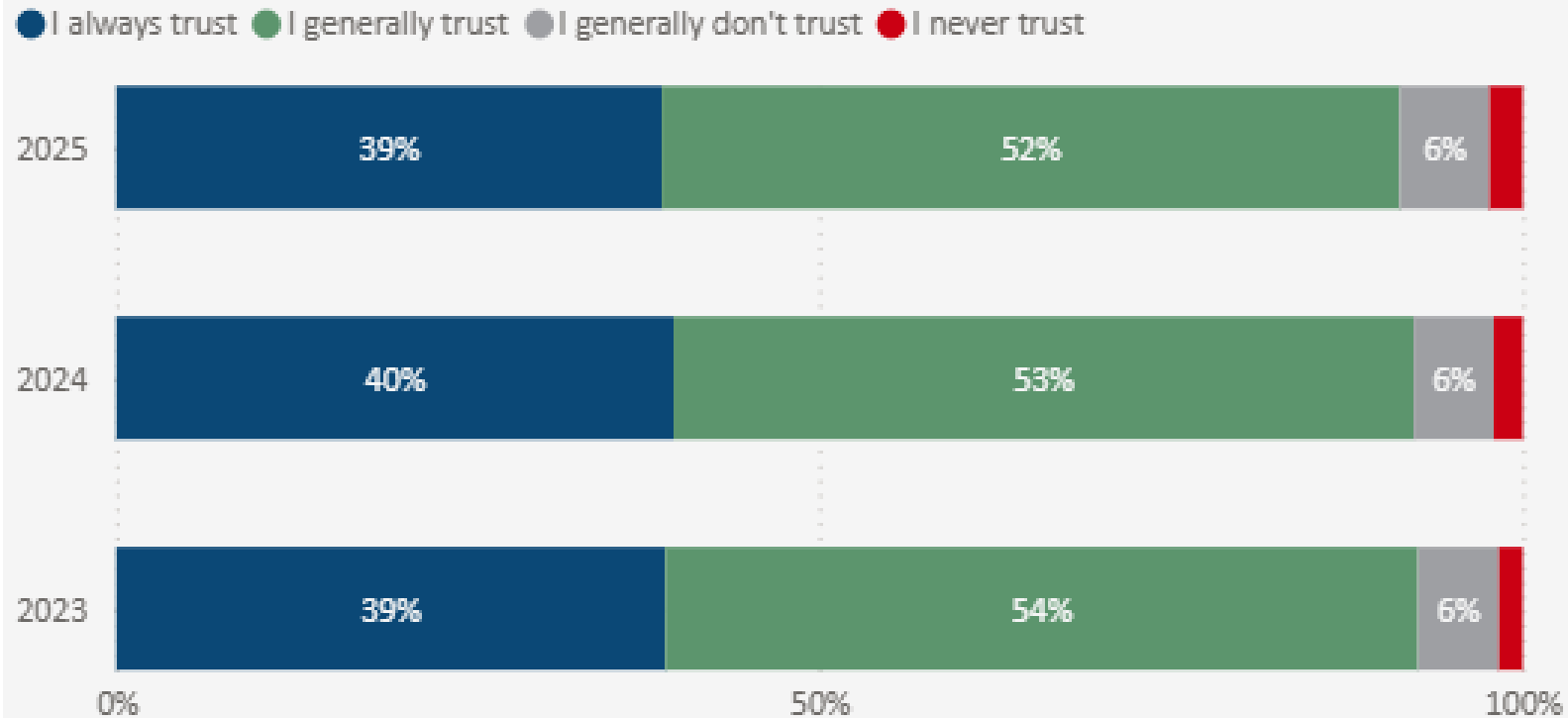


91% of the users of Alert trust it

Trust (Consistently)

Trust in the Alert system has stayed at over 90% year on year

Please indicate how much you trust information you see/receive on Alert (all respondents)

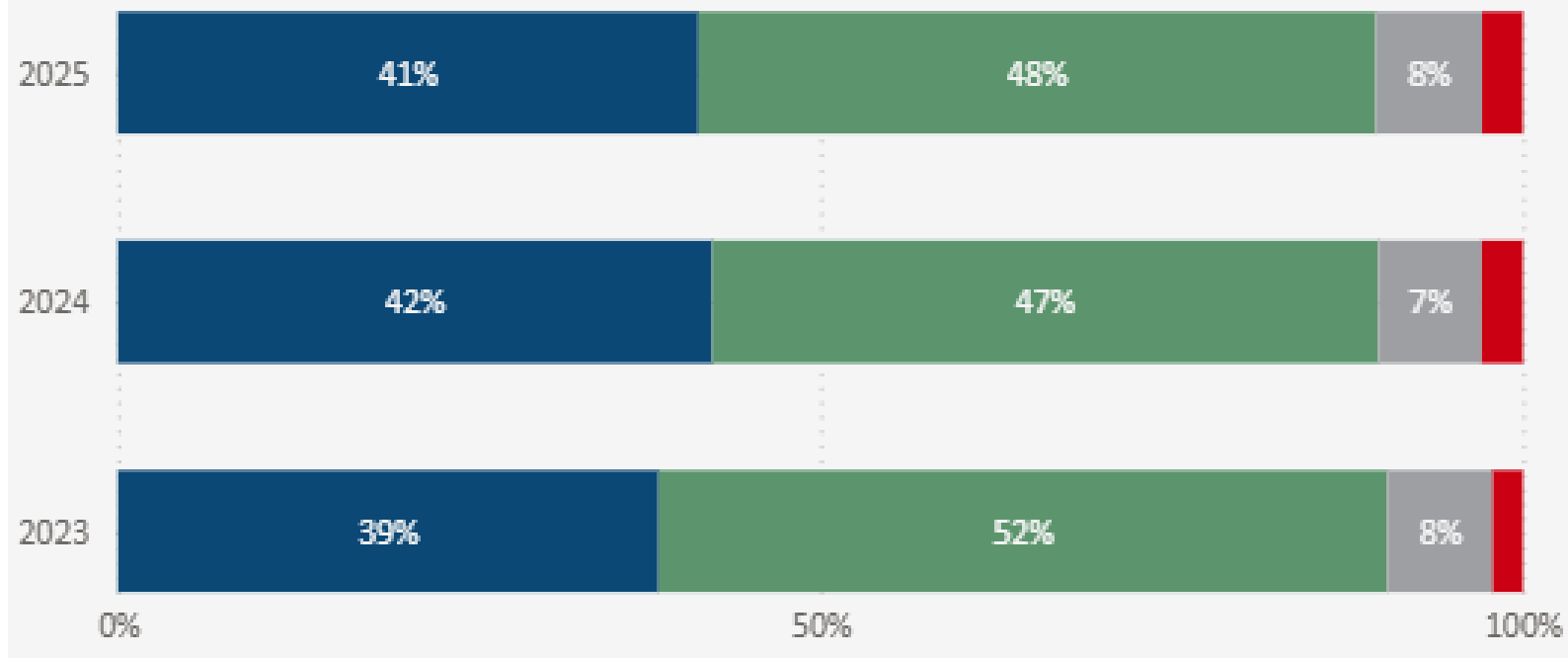


Trust (Across Communities)

Seldom heard audiences trust the Alert system

Please indicate how much you trust information you see/receive on Alert (seldom heard audience)

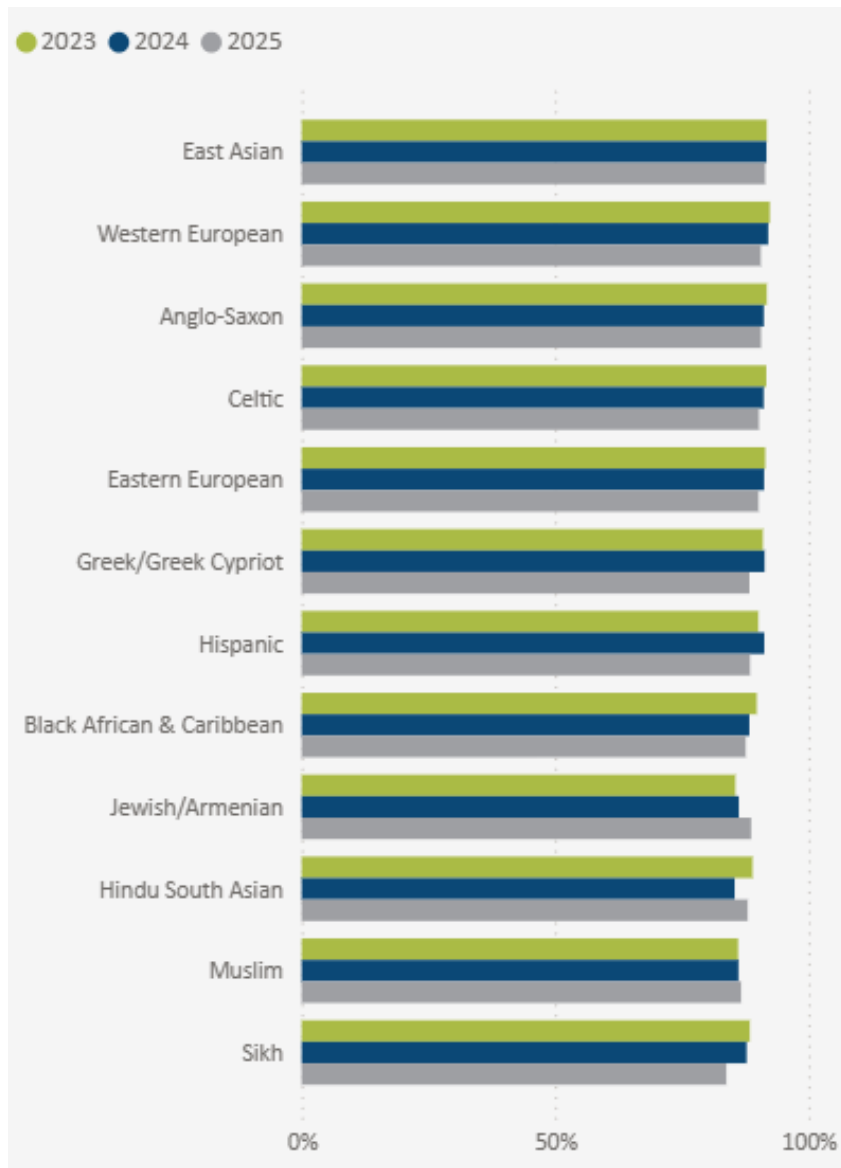
● I always trust ● I generally trust ● I generally don't trust ● I never trust

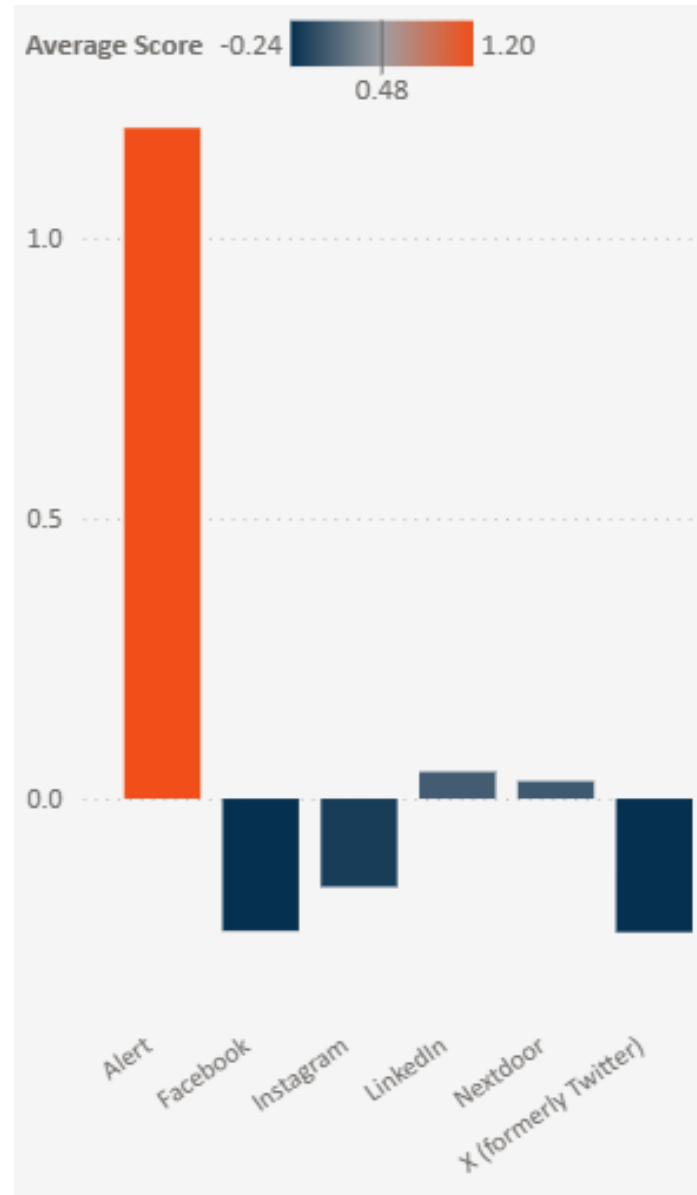


Trust

Trust in the Neighbourhood Alert system
is high across all ethnicities

Year on year





Trust: Compared to what?

Trust in the Alert system is dramatically higher than in any social media platform

Sentiment score from question: “Which information channels do you trust?”

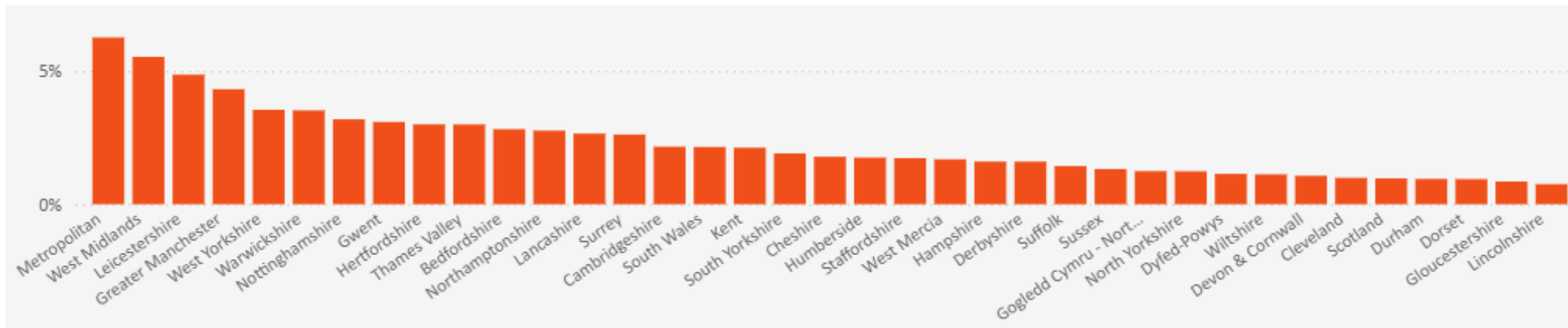
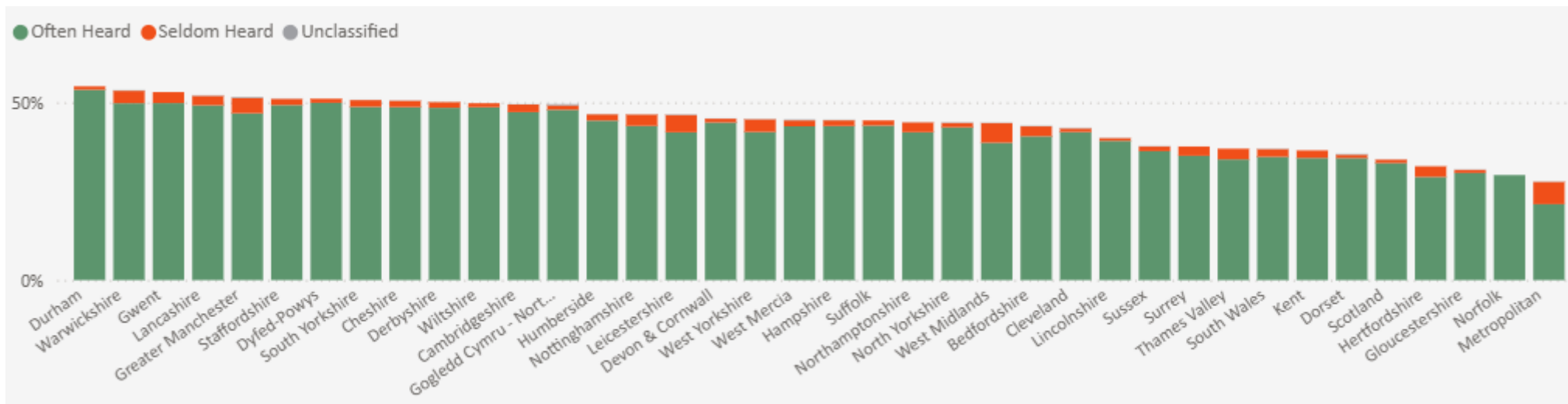
One of many voices in a digital age



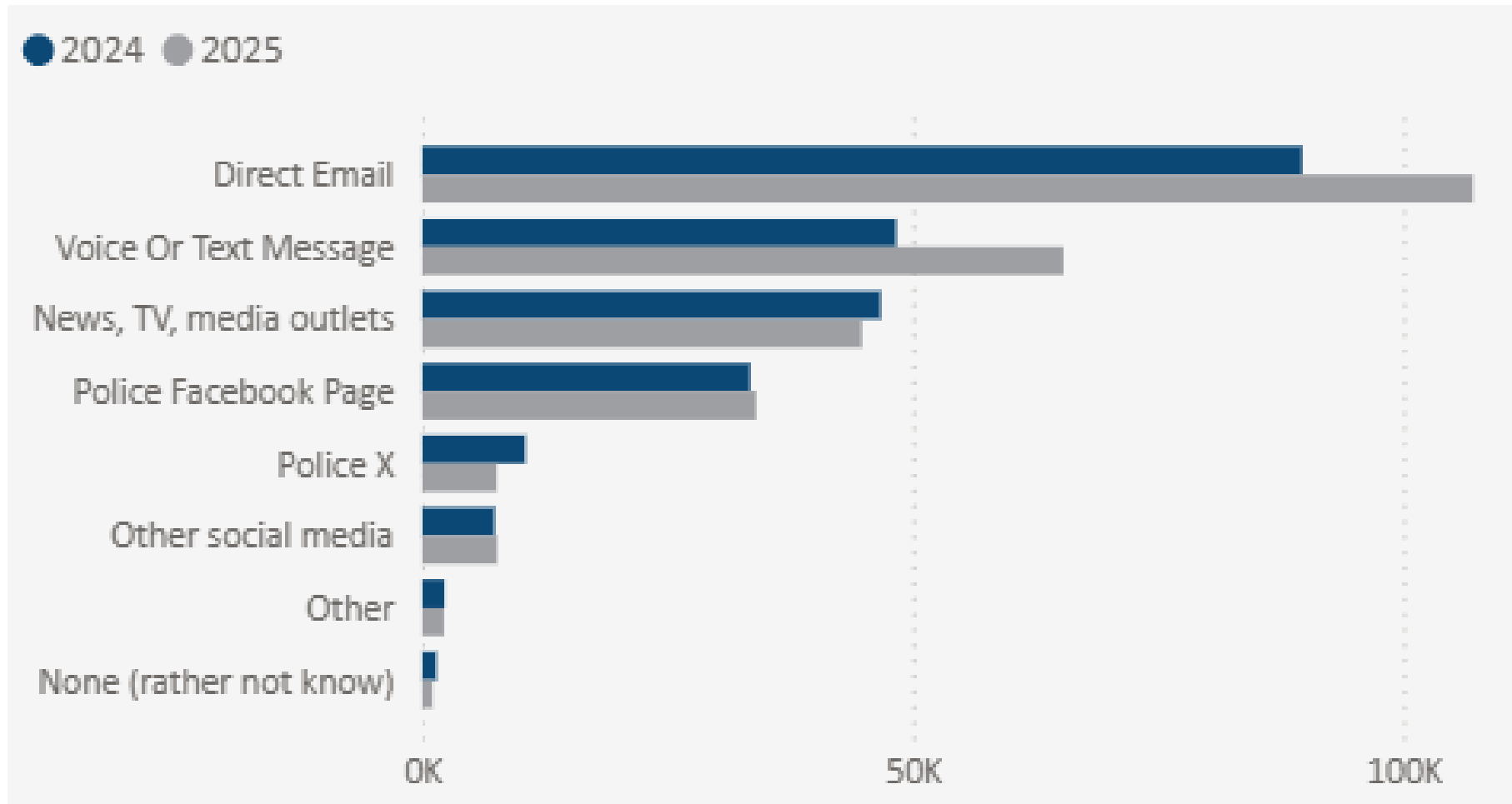
One to one in a digital age



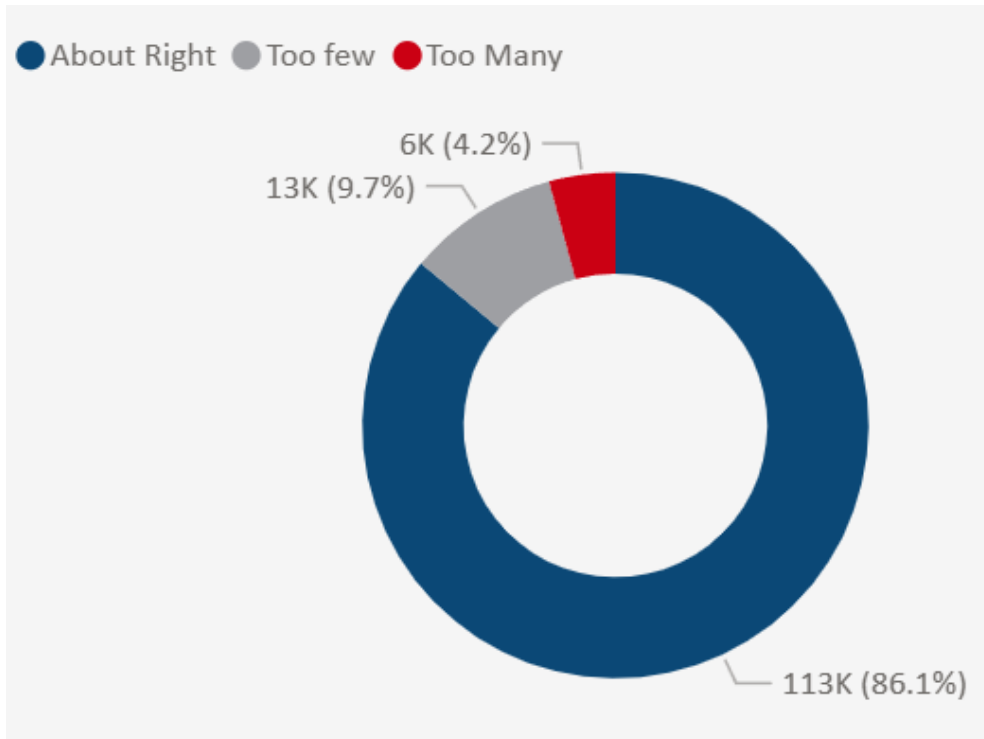
Respondents who follow local police on social media



How would you prefer to receive information if a serious incident occurs around your location?



Quantity

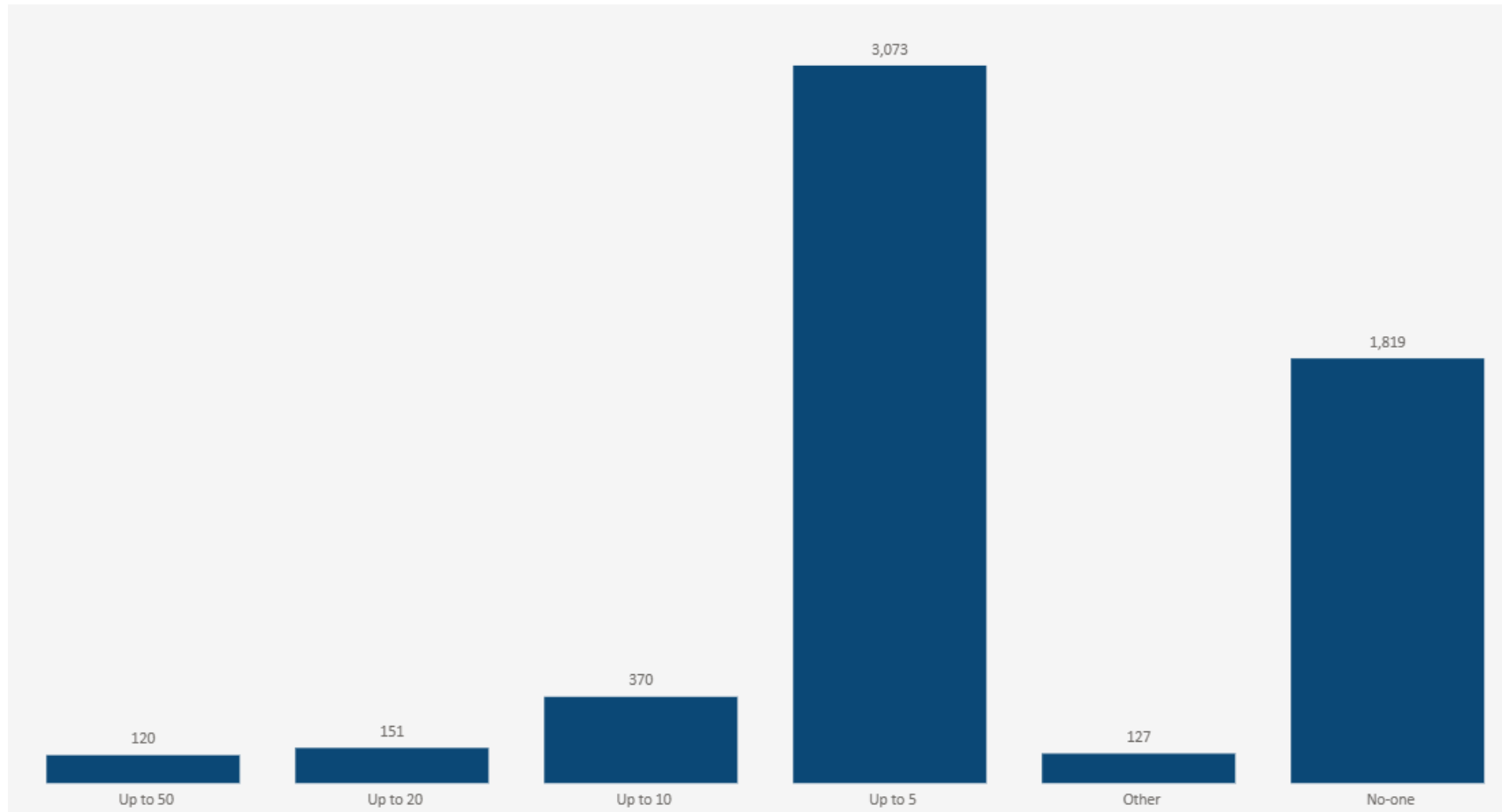


86% say the quantity of messages is
“About right”

4% Too Many

10% Too few

How many people do you regularly share Alert messages with?



Average shares (based on respondents) =

11 shares per Alert

**1,637,960 members =
Reach of 17 Million**



National Survey – Local Packs





National Survey – Line graphs

Sentiment towards local policing

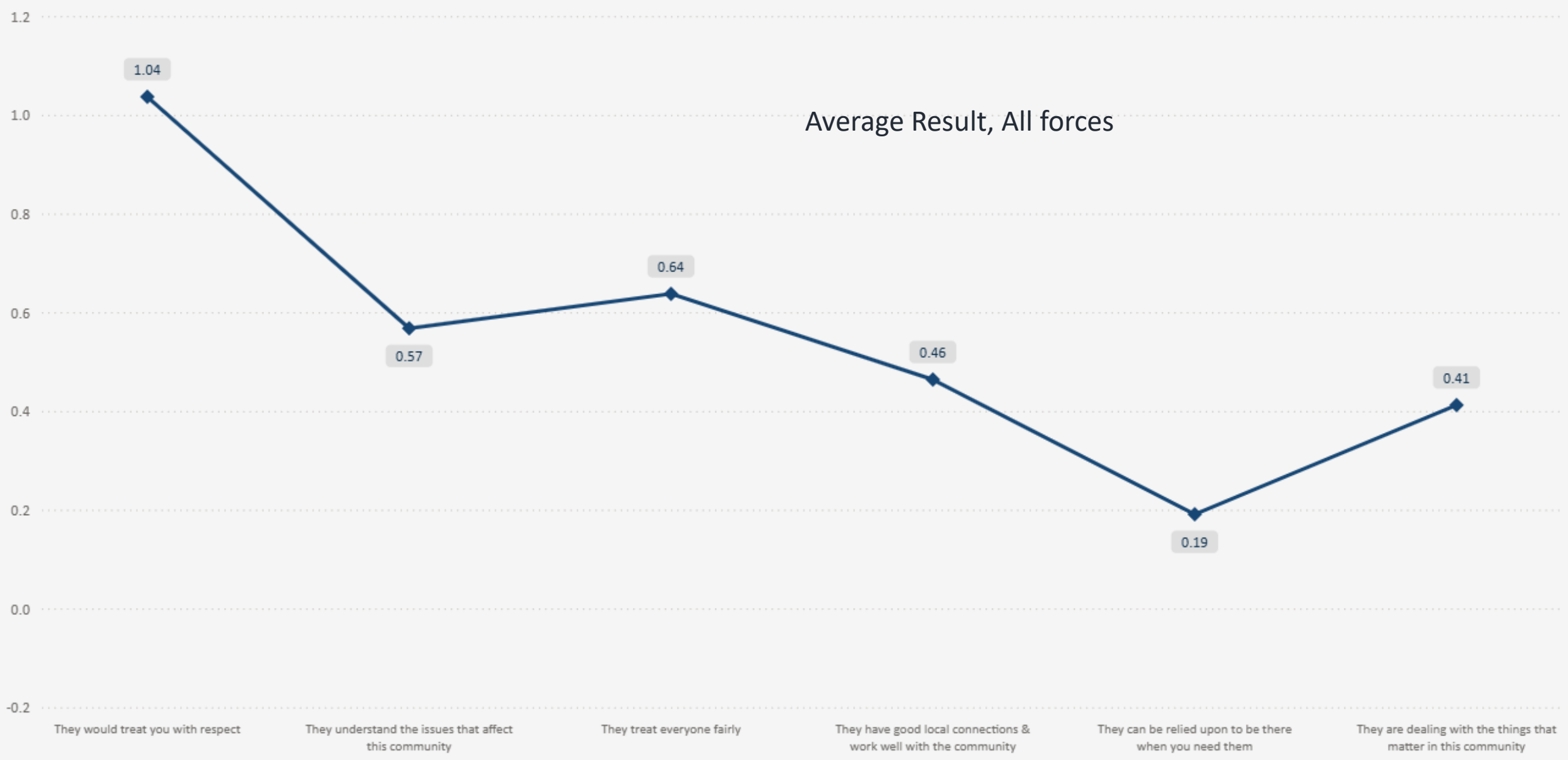
“How much do you agree or disagree with each of the following statements about the POLICE IN YOUR LOCAL AREA?”

Selected Force: Gwent





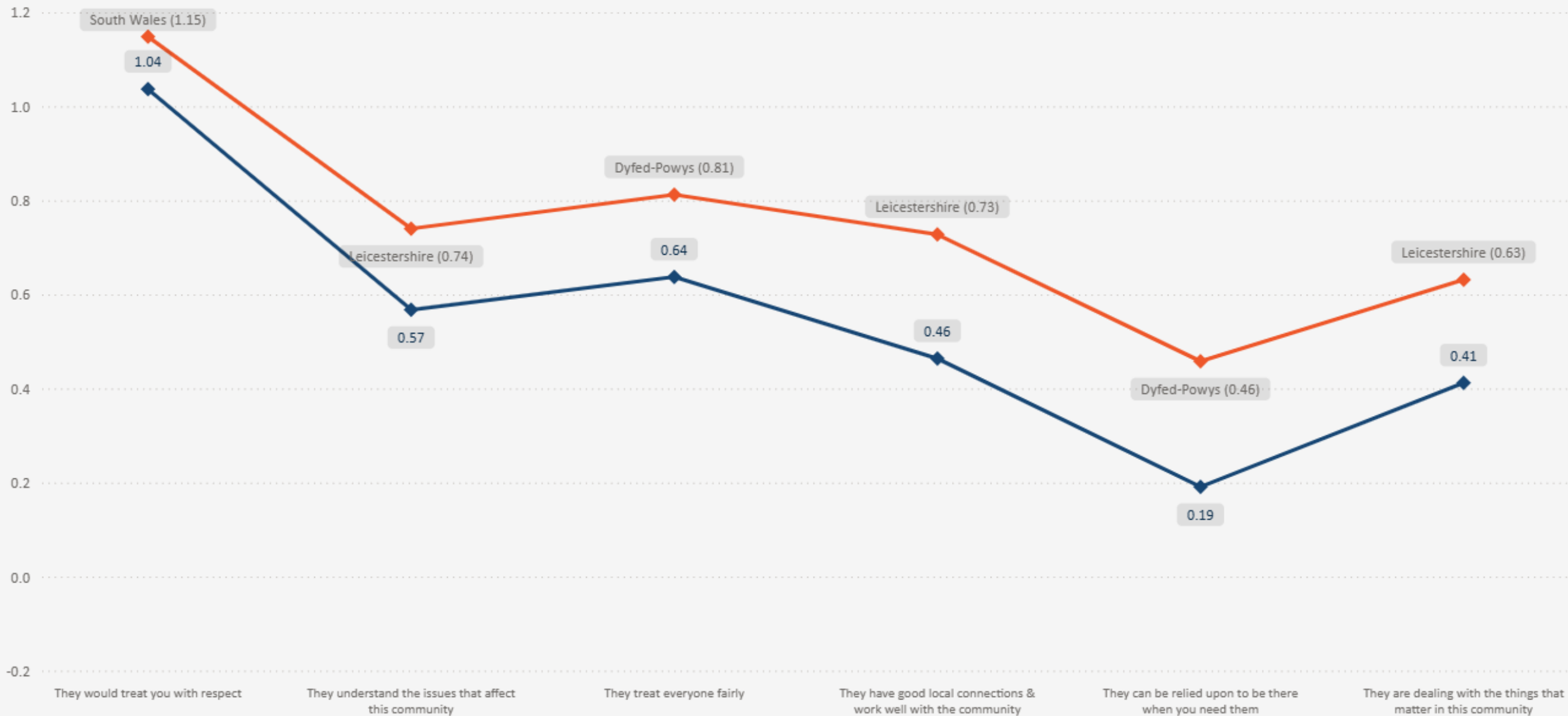
2025 National Survey: Sentiment towards local policing





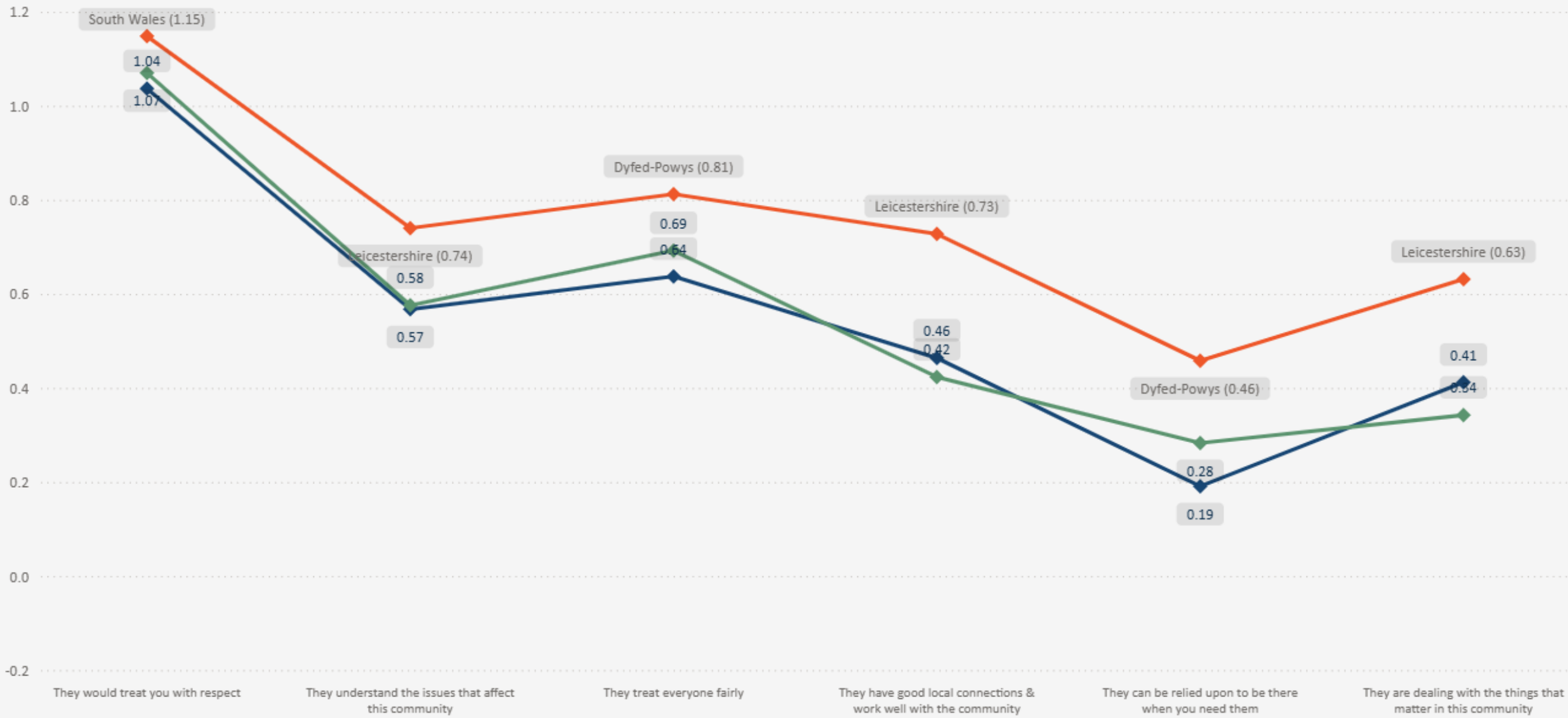
2025 National Survey: Sentiment towards local policing

◆ National Average ◆ Best performing force



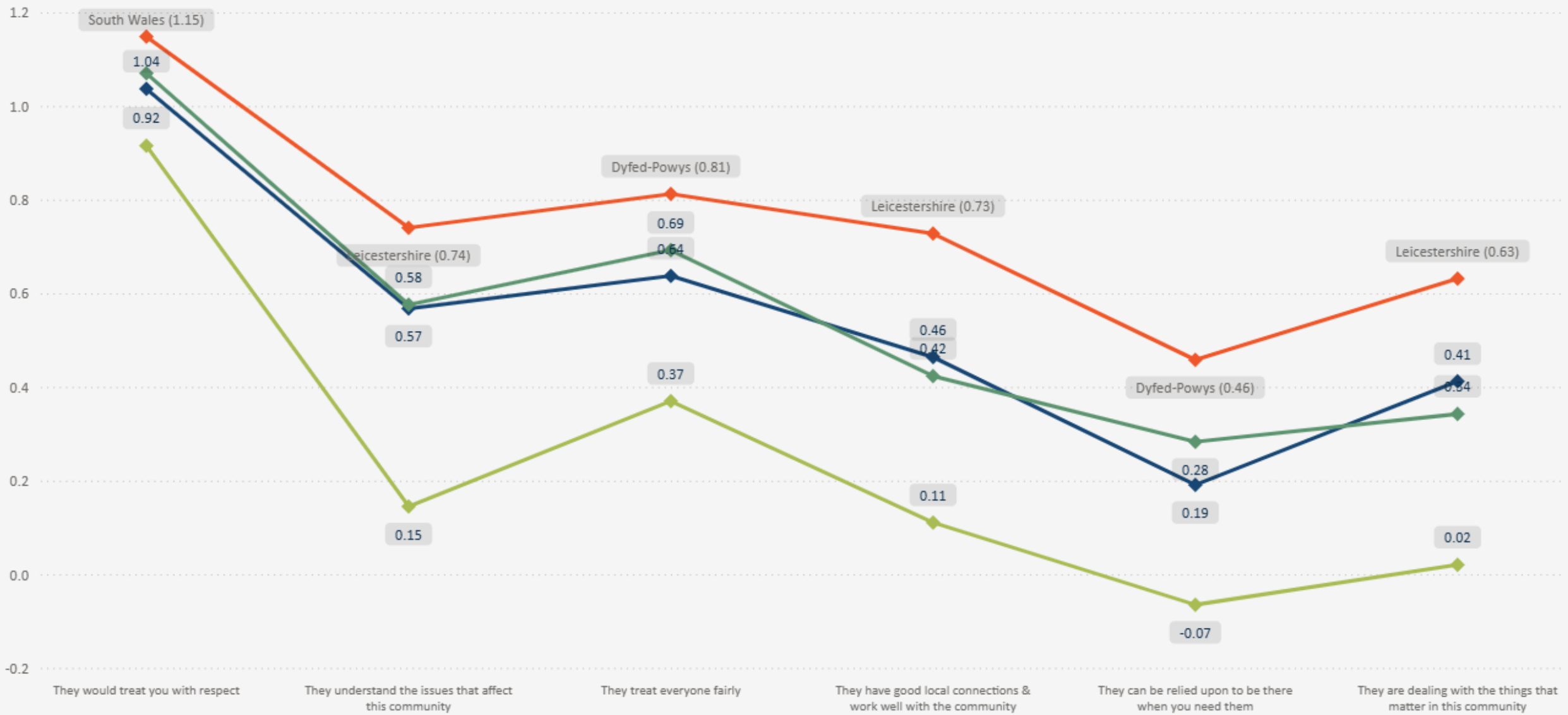
2025 National Survey: Sentiment towards local policing

◆ National Average ◆ 2025 Force score ◆ Best performing force



2025 National Survey: Sentiment towards local policing

◆ National Average ◆ 2024 Force score ◆ 2025 Force score ◆ Best performing force





National Survey – Line graphs

Impact of Alert messaging

“Being a member of THIS MESSAGING SYSTEM makes me feel.....”

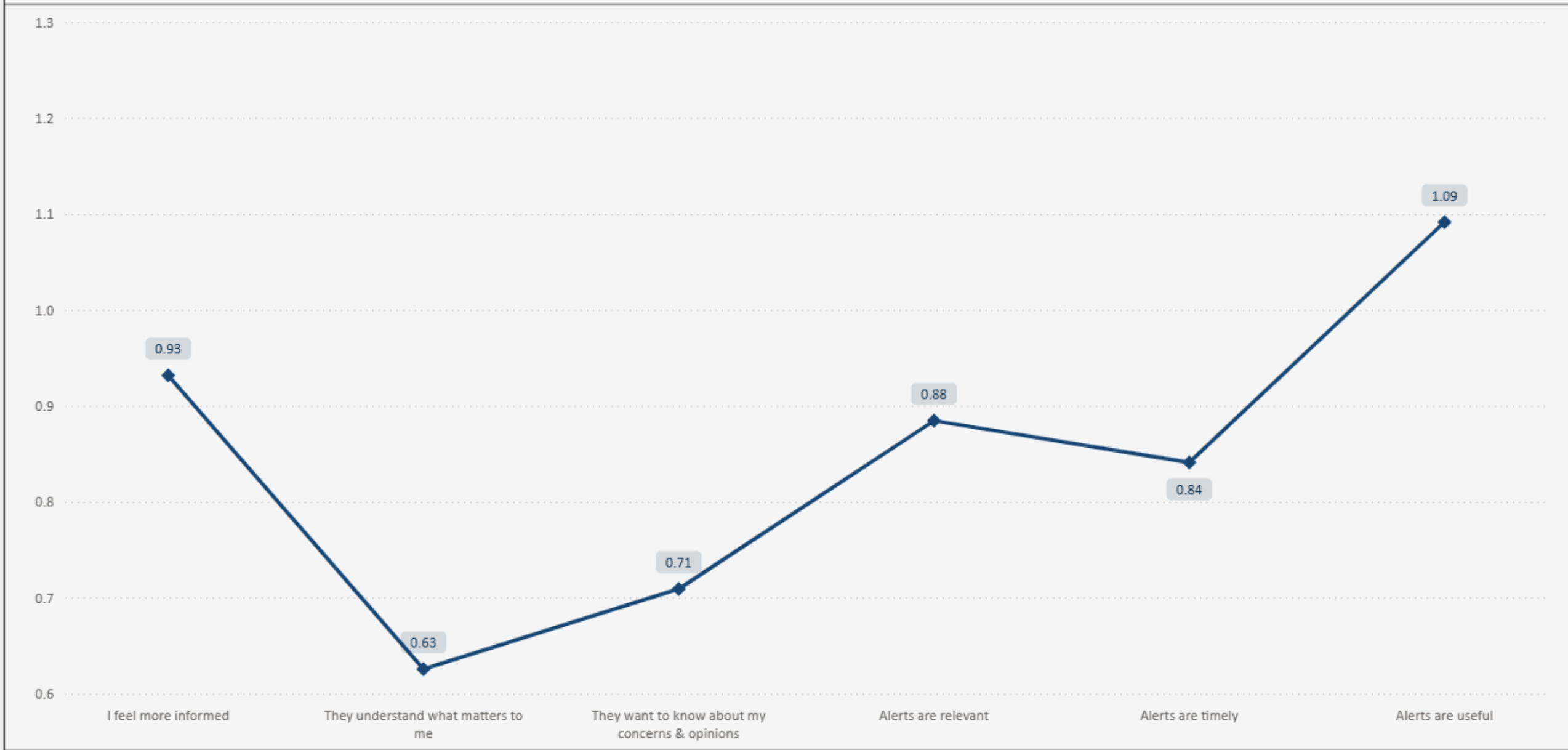
“In general, I find the messages I receive via the Alert system to be:”

Selected Force: South Wales





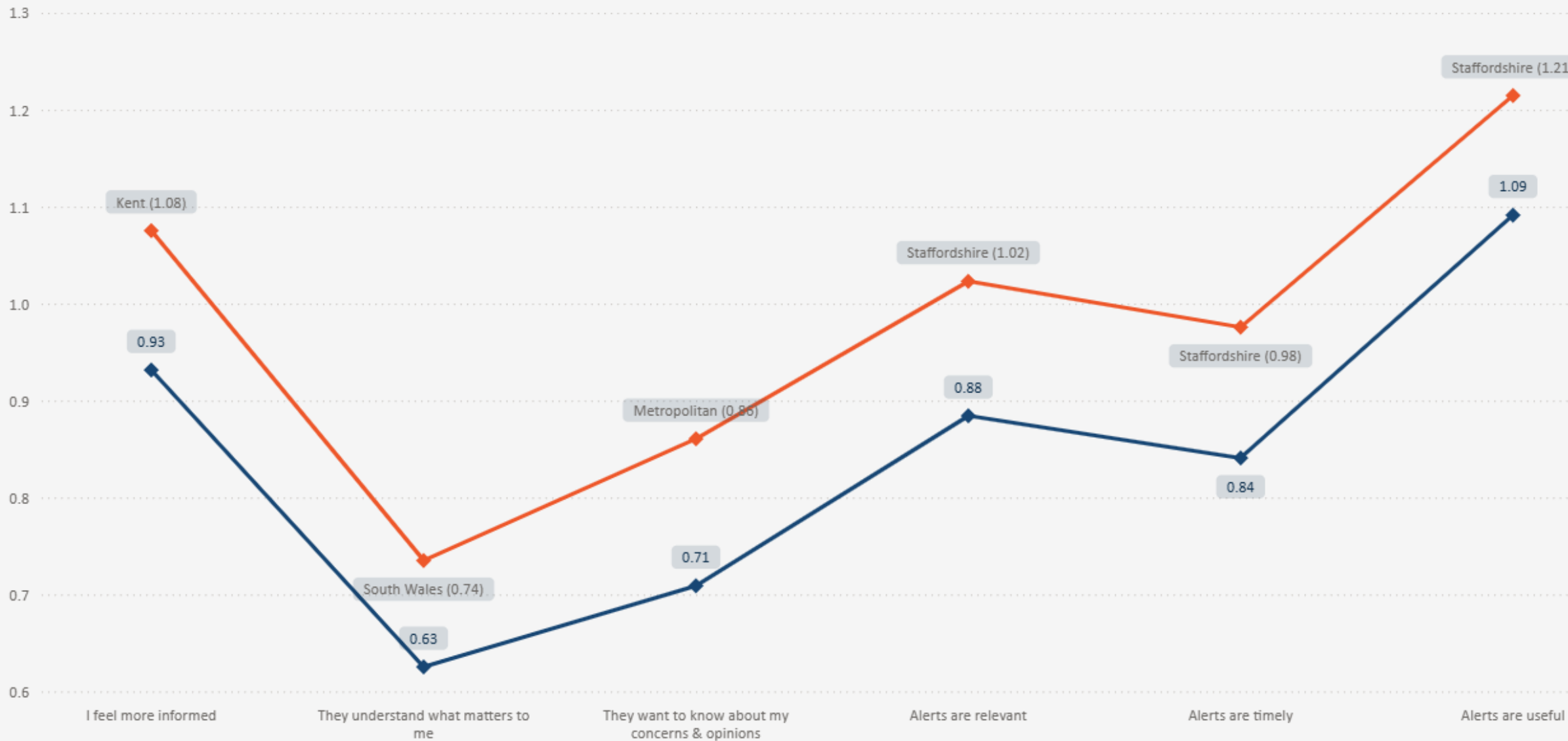
2025 National Survey: Impact of Alert messaging





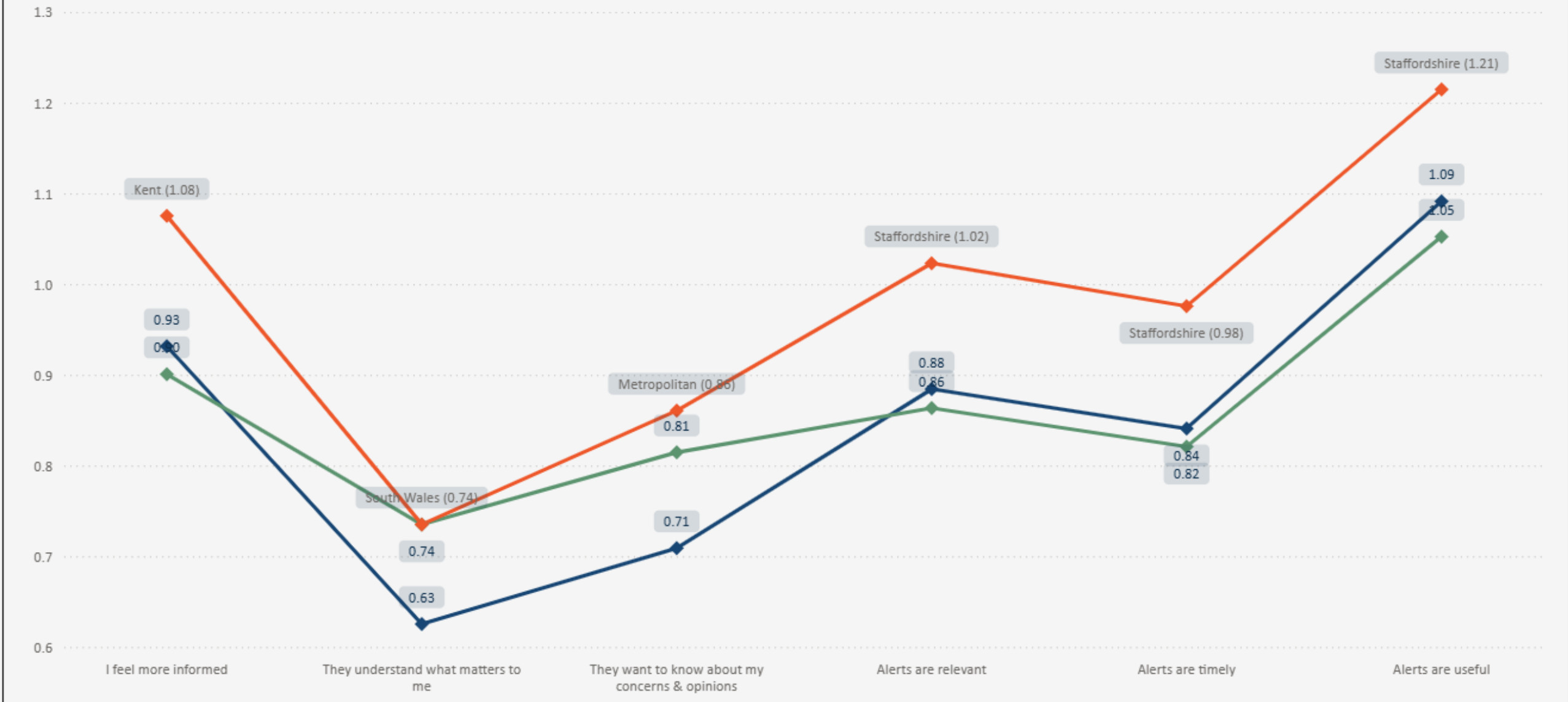
2025 National Survey: Impact of Alert messaging

◆ National Average ◆ Most impactful force



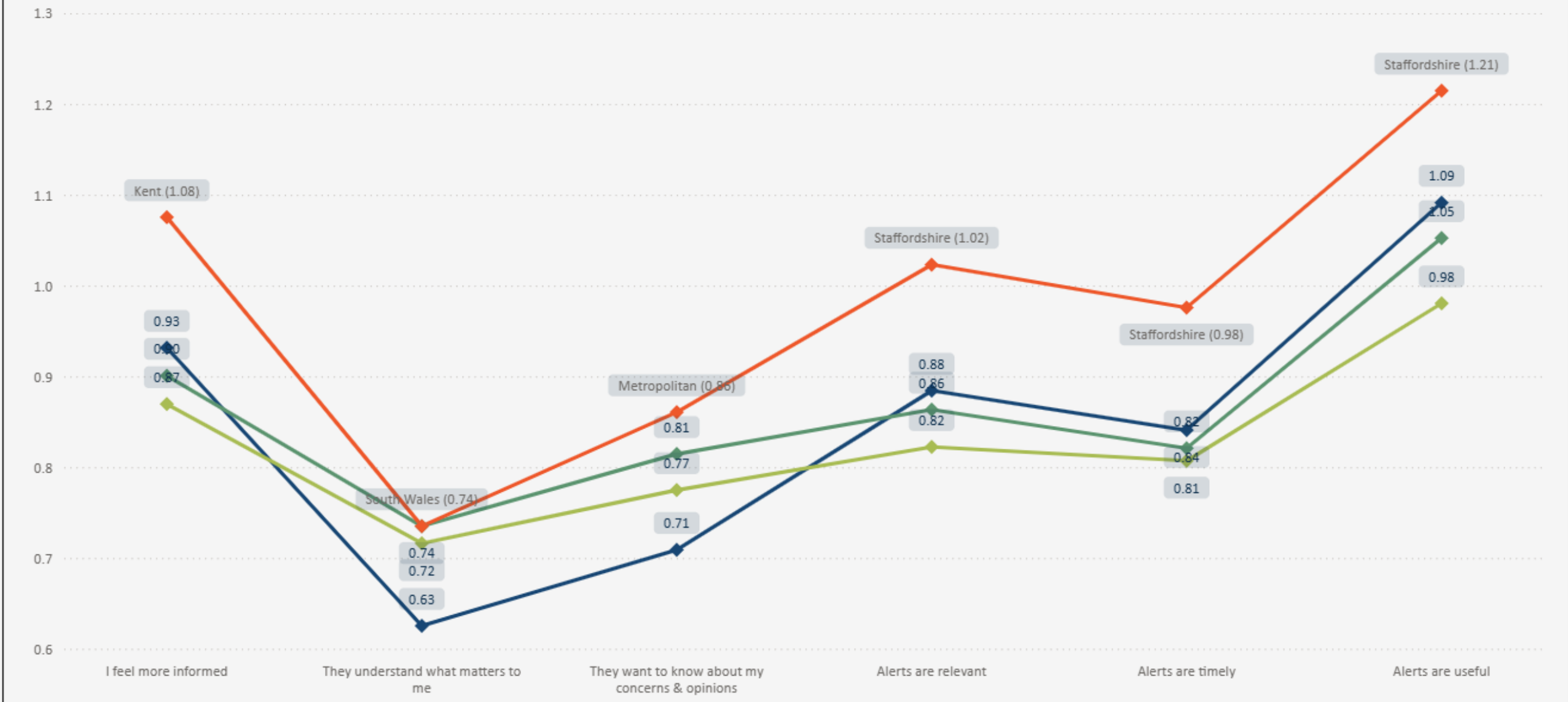
2025 National Survey: Impact of Alert messaging

◆ National Average ◆ 2025 Force score ◆ Most impactful force



2025 National Survey: Impact of Alert messaging

◆ National Average ◆ 2024 Force score ◆ 2025 Force score ◆ Most impactful force



Thank you



Please feel free to set up a meeting for a more in-depth explanation of your local stats and a secure download.

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(or scan the QR code)