

Local Results Analysis

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



CAMBRIDGESHIRE @Cops

20,824 (1,05 million)
Recipients

Emails sent to registered members in the Cambridgeshire area (2,181 interacted)

2,093 (108,690)
Respondents

Answered at least one question (all questions non compulsory)

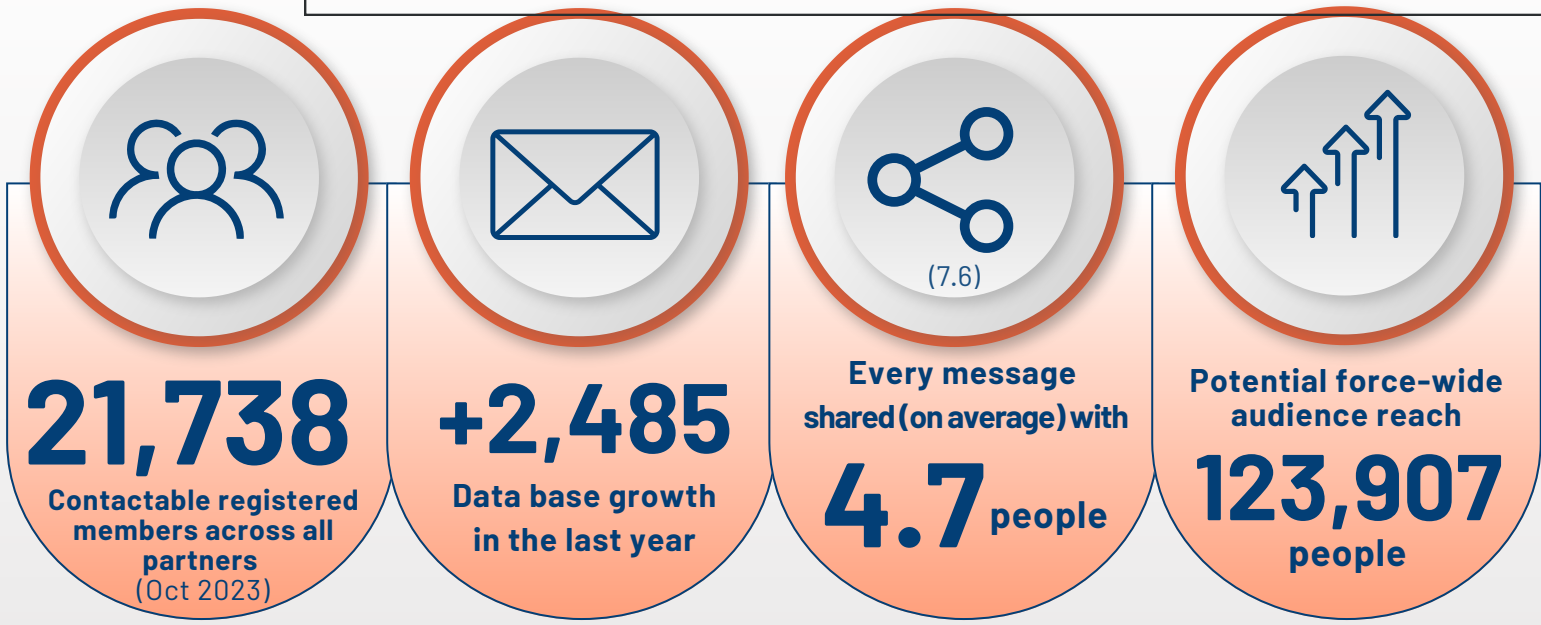
10,1% (10.3%)
Response rate

Response rate for members in area

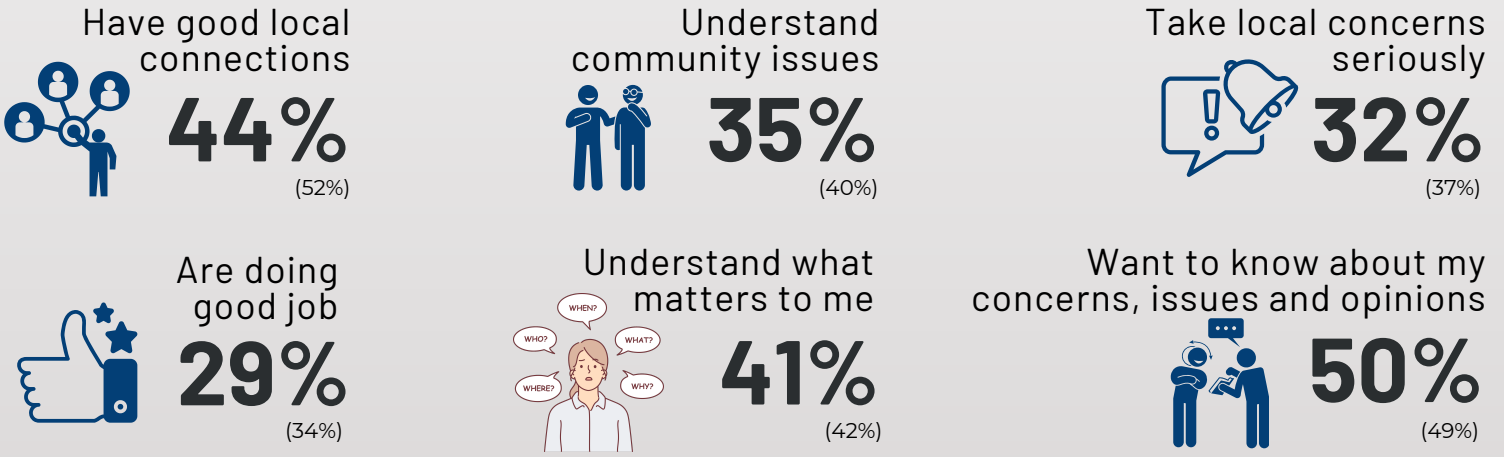
(Note: All figures shown in brackets represent the equivalent national figure).

Reach

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

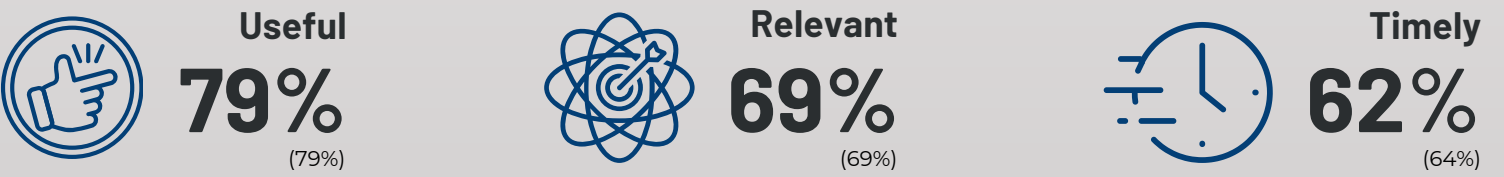


I feel that my local police...



Feedback

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



Message quantity

86.1%
About right

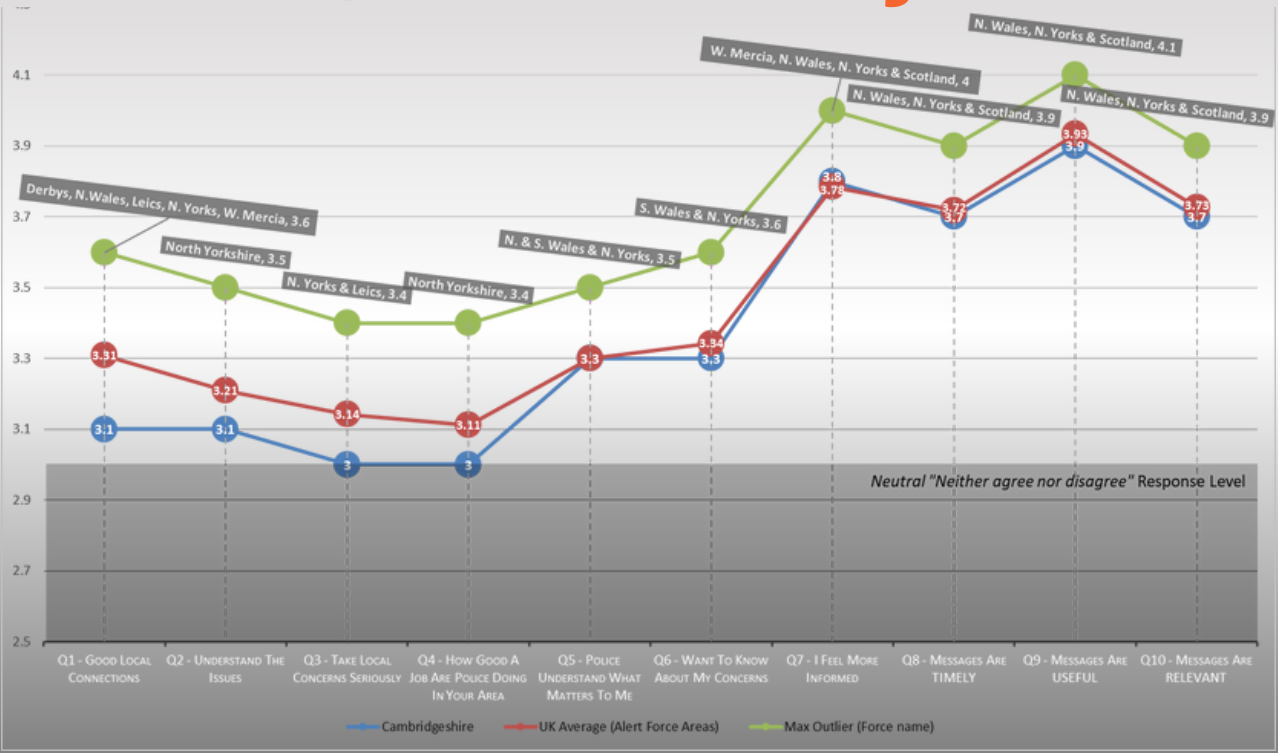


Impact

Evaluating the effect of the messages received over the last 12 months



Likert Scale Question Rankings



Not Social Media

Comparison with social media reach and trust

Percentage of members in your area that do NOT follow Cambridgeshire police on social media

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

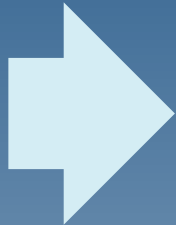
61% (63%)



@Cops

% that trust Cambridgeshire Alert

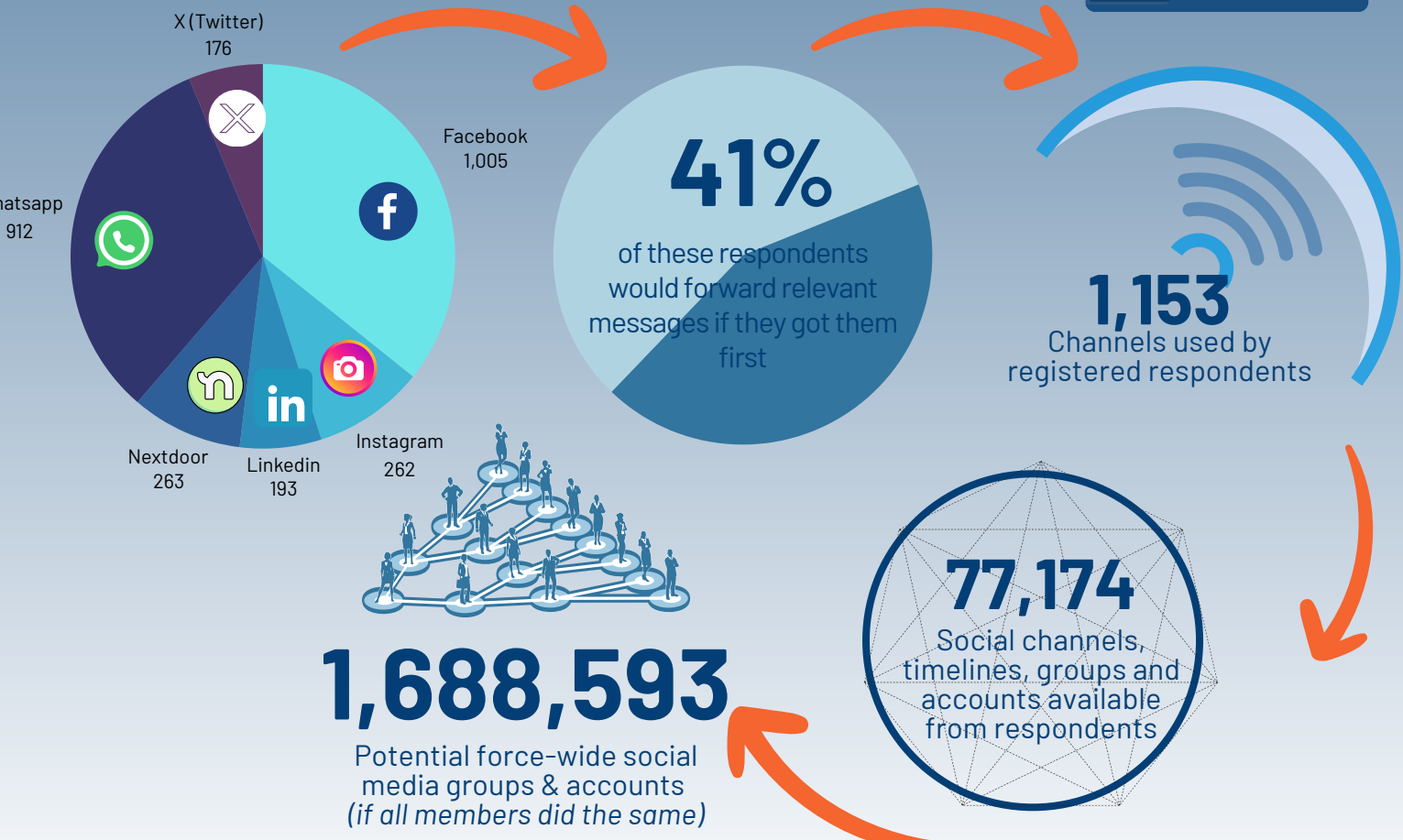
92% (91%)



Facebook is the next most trusted channel

29% (31%)

A Social Media Springboard



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

55% (57%)

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