

## **Local Results Analysis**

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



Recipients

area (2,626 interacted)

28,912 (1,05 million) 2,535 (108,690)

Respondents

**Cheshire Police** 

Answered at least one question (all questions non

88% (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 Cheshire



Contactable registered members across all partners (Oct 2023)



+643

Data base growth in the last year



**Every message** shared (on average) with

people



Potential force-wide audience reach

186,270 people

#### I feel that my local police...

Have good local connections





Are doing good job

Understand community issues





Take local concerns



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

85.2% About right



**10.7** % Too few

4.2% 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%)

(72%)

(30%)

(19%)

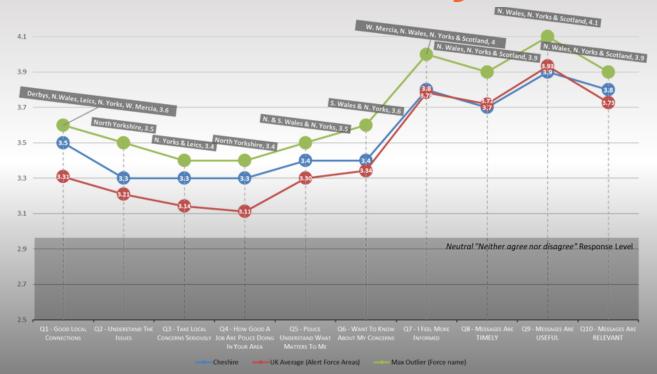
Messages prompted me to take action



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 Cheshire police on social media

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

55% (63%)





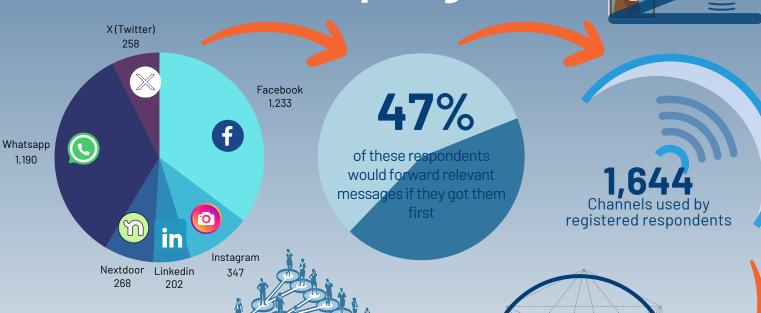
1,190

Cheshire Police % that trust Cheshire Alert



Facebook is the next

# A Social Media Springboard



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

109,181 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



**58%** (57%)

1129 respondents in your area said a local area page would be useful to them