

Local Results Analysis

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



DURHAM

11,985 (1,05 million)
Recipients

Emails sent to registered members in the Durham area (1,235 interacted)

1,198 (108,690)
Respondents

Answered at least one question (all questions non compulsory)

10% (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 Durham



I feel that my local police...

Have good local connections
55% (52%)

Understand community issues
48% (40%)

Take local concerns seriously
41% (37%)

Are doing good job
35% (34%)

Understand what matters to me
40% (42%)

Want to know about my concerns, issues and opinions
47% (49%)

Feedback

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

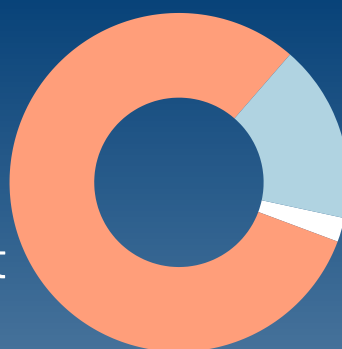
Useful
73% (79%)

Relevant
60% (69%)

Timely
54% (64%)

Message quantity

80.7%
About right

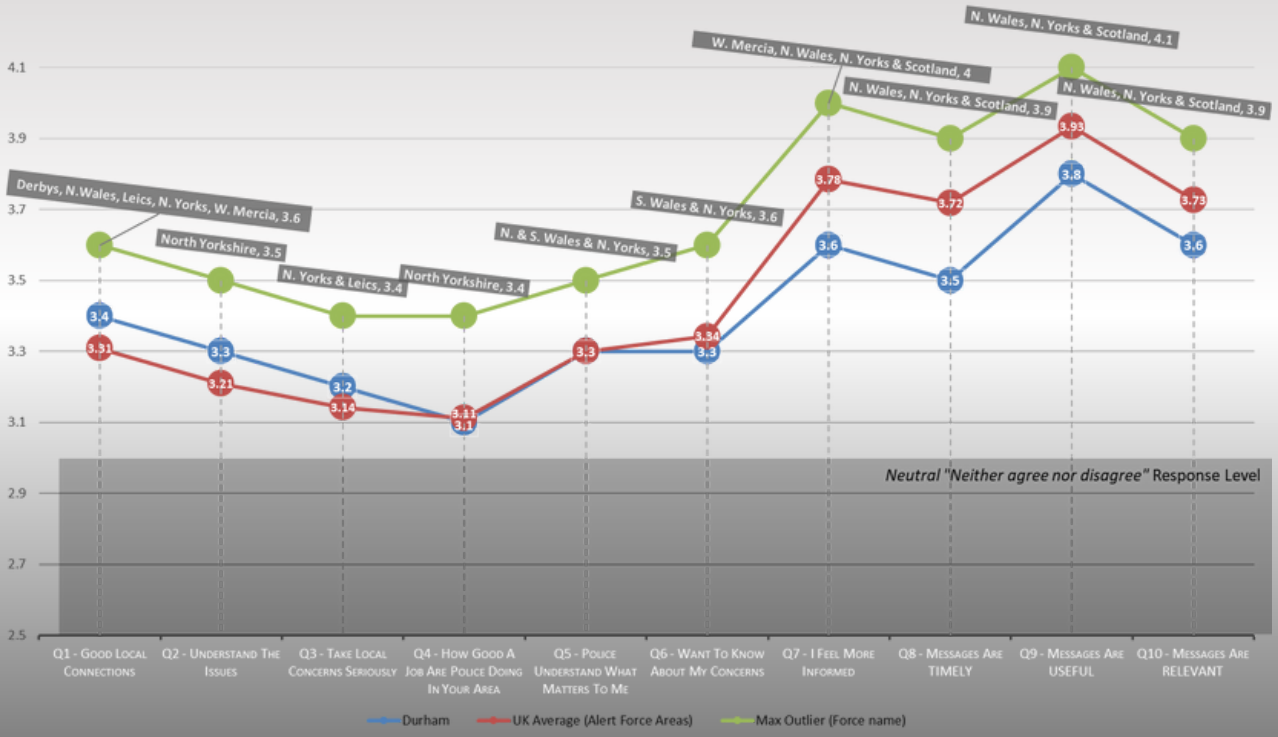


Impact

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 Durham police on social media

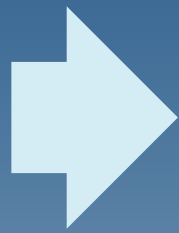
(inc. Facebook, Instagram, Nextdoor, X or WhatsApp)

53% (63%)



% that trust Durham Alert

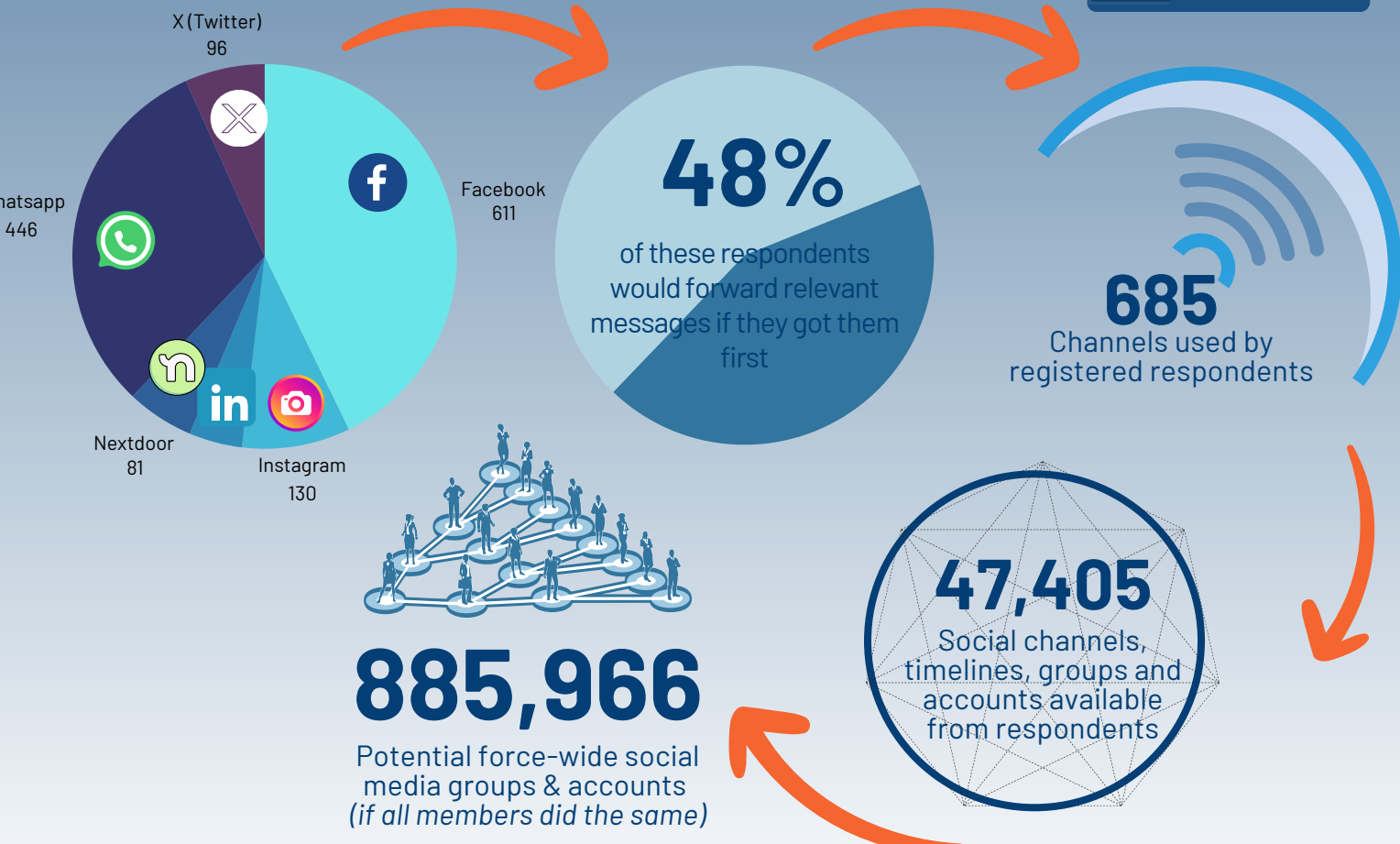
90% (91%)



Facebook is the next most trusted channel

35% (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

61% (57%)

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