neighbourhood ALERT

Local Results Analysis

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

GLOUCESTERSHIRE

19,224 (1,05 million)
Recipients
Emails sent to registered members in the Gloucestershire area (2,312 interacted)

2,209 (108,690)
Respondents
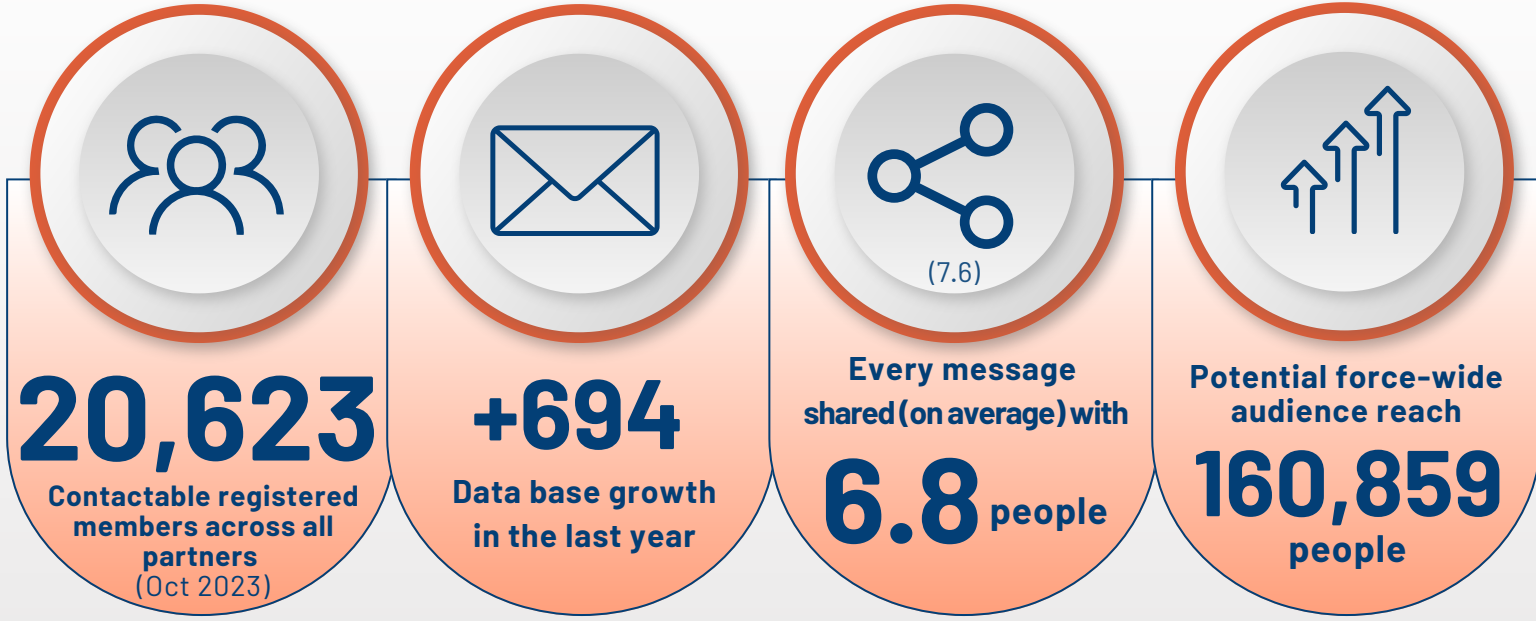Answered at least one question (all questions non compulsory)

11.5% (10.3%)
Response rate
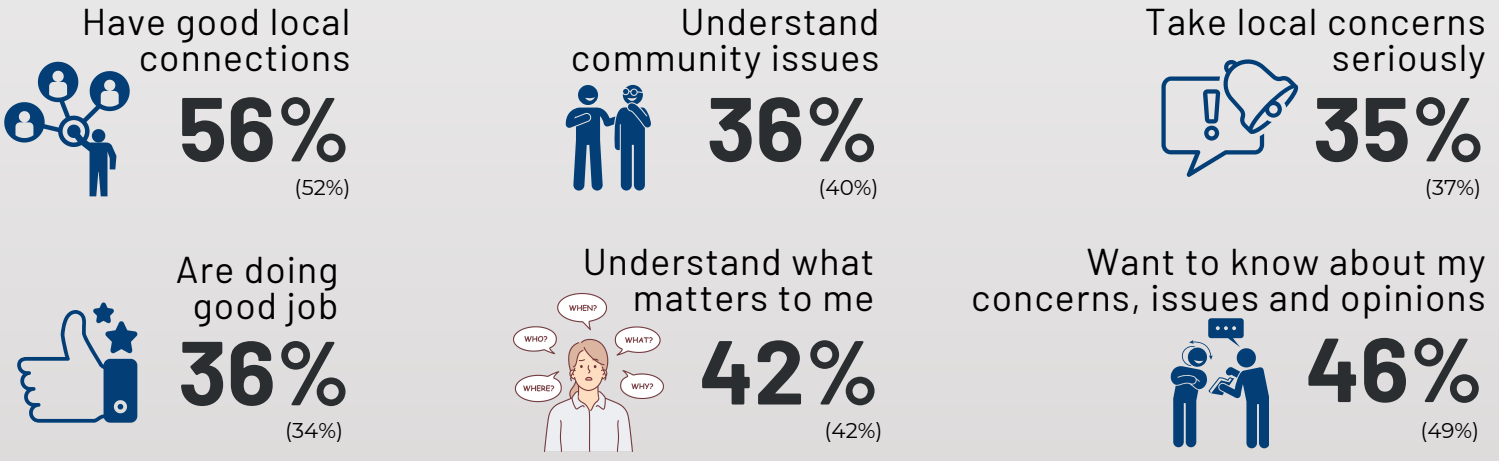Response rate for members in area

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

Reach

Registered members, database size, message sharing and total potential reach in Gloucestershire
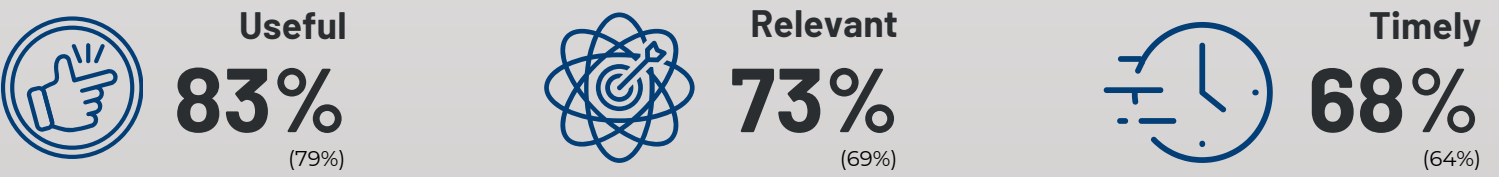
20,623
Contactable registered members across all partners
(Oct 2023)

+694
Data base growth in the last year

(7.6)
Every message shared (on average) with
6.8 people

Potential force-wide audience reach
160,859 people

I feel that my local police...

Have good local connections
56%
(52%)

Understand community issues
36%
(40%)

Take local concerns seriously
35%
(37%)

Are doing good job
36%
(34%)

Understand what matters to me
42%
(42%)

Want to know about my concerns, issues and opinions
46%
(49%)

Feedback

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

Useful
83%
(79%)

Relevant
73%
(69%)

Timely
68%
(64%)

Message quantity

86.3% About right
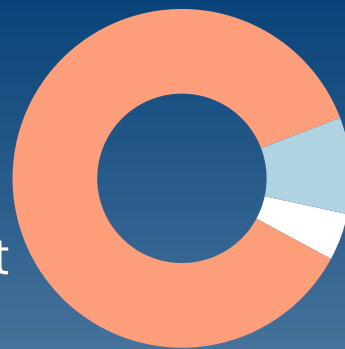
9.2% Too few

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

24% (top result)
20%
(19%)
Messages prompted me to take action

83% (top result)
78%
(72%)

37% (top result)
35%
(30%)
Information helped prevented me from becoming a victim

29% (top result)
18%
(19%)

58% (top result)
45%
(48%)
Found messages to be beneficial

Likert Scale Question Rankings

W. Mercia, N. Wales, N. Yorks & Scotland, 4.1

W. Mercia, N. Wales, N. Yorks & Scotland, 4

N. Wales, N. Yorks & Scotland, 3.9

N. Wales, N. Yorks & Scotland, 3.9

Derbys, N.Wales, Leics, N. Yorks, W. Mercia, 3.6

North Yorkshire, 3.5

N. Yorks & Leics, 3.4

North Yorkshire, 3.4

N. & S. Wales & N. Yorks., 3.5

S. Wales & N. Yorks., 3.6

Neutral "Neither agree nor disagree" Response Level

Q1 - Good Local Connections | Q2 - Understand The Issues | Q3 - Take Local Concerns Seriously | Q4 - How Good A Job Are Police Doing In Your Area | Q5 - Police Understand What Matters To Me | Q6 - Want To Know About My Concerns | Q7 - I Feel More Informed | Q8 - Messages Are TIMELY | Q9 - Messages Are USEFUL | Q10 - Messages Are RELEVANT

Gloucestershire — UK Average (Alert Force Areas) — Max Outlier (Force name)

Not Social Media

Comparison with social media reach and trust

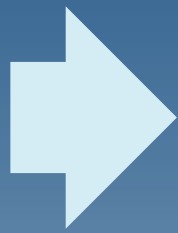**Percentage of members in your area that do NOT follow Gloucestershire police on social media**
(inc. Facebook, Instagram, Nextdoor, X or WhatsApp)

77% (63%)

% that trust Gloucestershire Alert
92% (91%)

Facebook is the next most trusted channel
25% (31%)

A Social Media Springboard

X (Twitter) 155
Facebook 967
Whatsapp 1,040
Nextdoor 251
Linkedin 155
Instagram 260

39%
of these respondents would forward relevant messages if they got them first

1,103
Channels used by registered respondents

71,343
Social channels, timelines, groups and accounts available from respondents

885,966
Potential force-wide social media groups & accounts
(if all members did the same)

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

53% (57%)
969 respondents in your area said a local area page would be useful to them