

## Local Results Analysis

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



17,007 (1,05 million) Recipients

area (2,246 interacted)

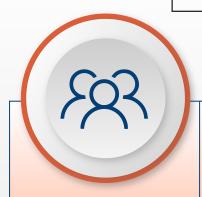
**2,177**(108,690) Respondents

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 Greater Manchester



Contactable registered members across all partners Oct 2023



+4,286

Data base growth in the last year



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



Potential force-wide audience reach

people

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

Have good local connections







Are doing good job

Understand community issues



(40%)

Understand what matters to me



Take local concerns seriously



(37%)

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

79.3% About right



**18.5%** Too few

**2.3**% 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%)

68% (72%)

(30%)

(19%)

Messages prompted me to take action



Information helped prevented me from

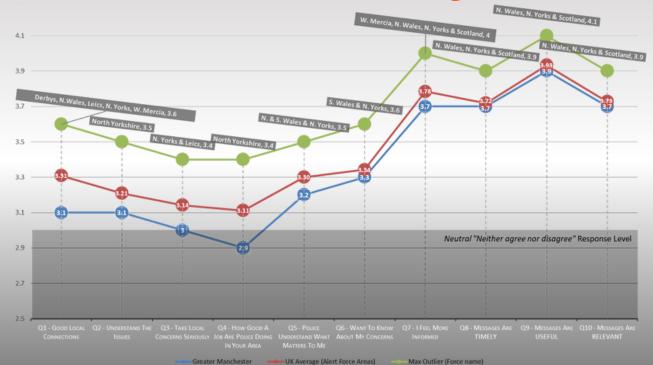
becoming a victim



Found messages

to be beneficial

#### **Likert Scale Question Rankings**





Comparison with social media reach and trust

Percentage of members in your area that do NOT follow **Greater Manchester police on social media** 

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

43%(63%)





X (Twitter)

Bee in the Loop % that trust Greater Manchester Alert

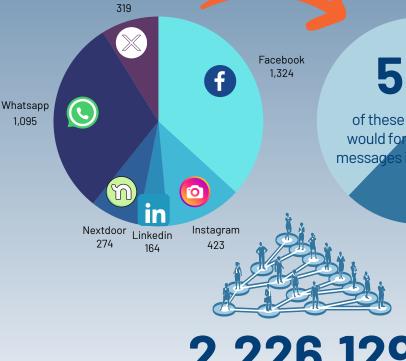




Facebook is the next

# A Social Media Springboard





**58%** of these respondents would forward relevant messages if they got them first

registered respondents

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

43,927 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



71% (57%)

1163 respondents in your area said a local area page would be useful to them