

Local Results Analysis

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



LEICESTESHIRE Neighbourhood Link

47,019 (1,05 million)
Recipients
Emails sent to registered members in the Leicestershire area (3,754 interacted)

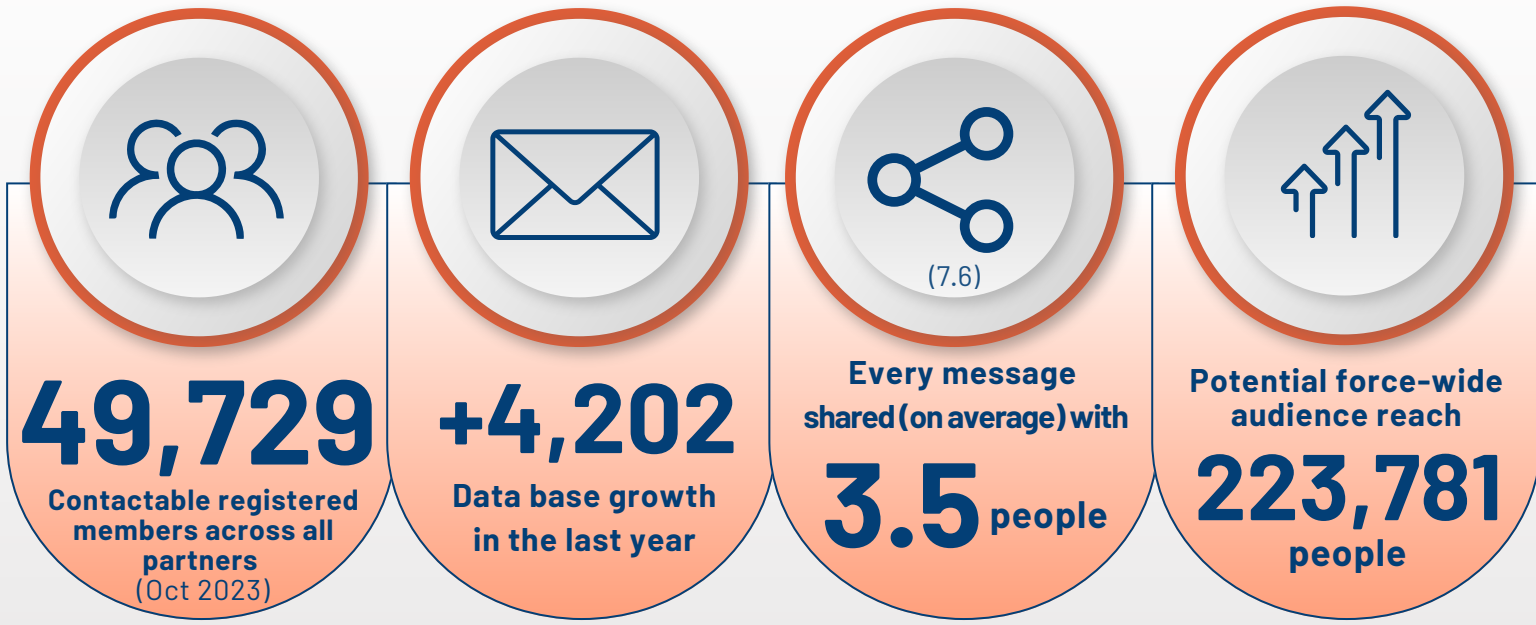
3,631 (108,690)
Respondents
Answered at least one question (all questions non compulsory)

7.7% (10.3%)
Response rate
Response rate for members in area

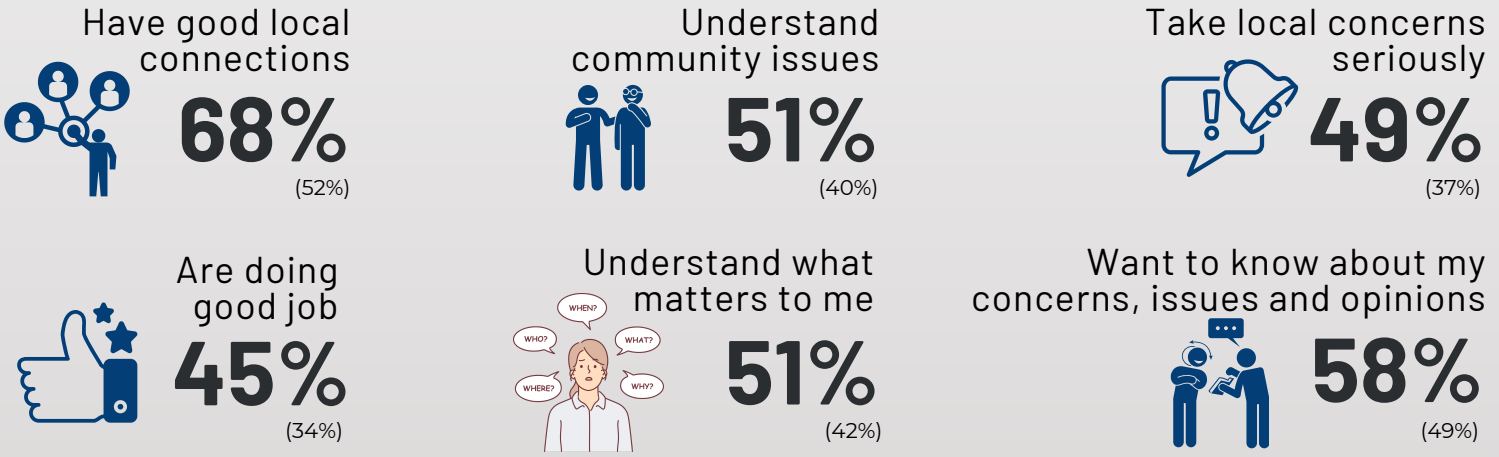
(Note: All figures shown in brackets represent the equivalent national figure).

Reach

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

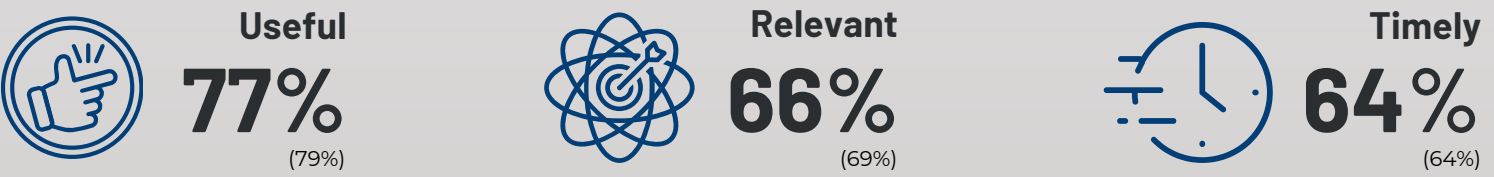


I feel that my local police...



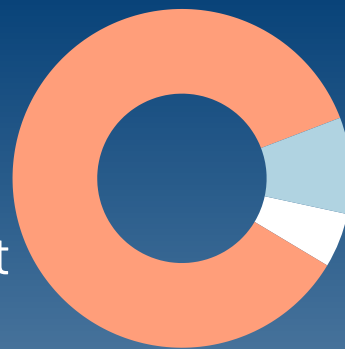
Feedback

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



Message quantity

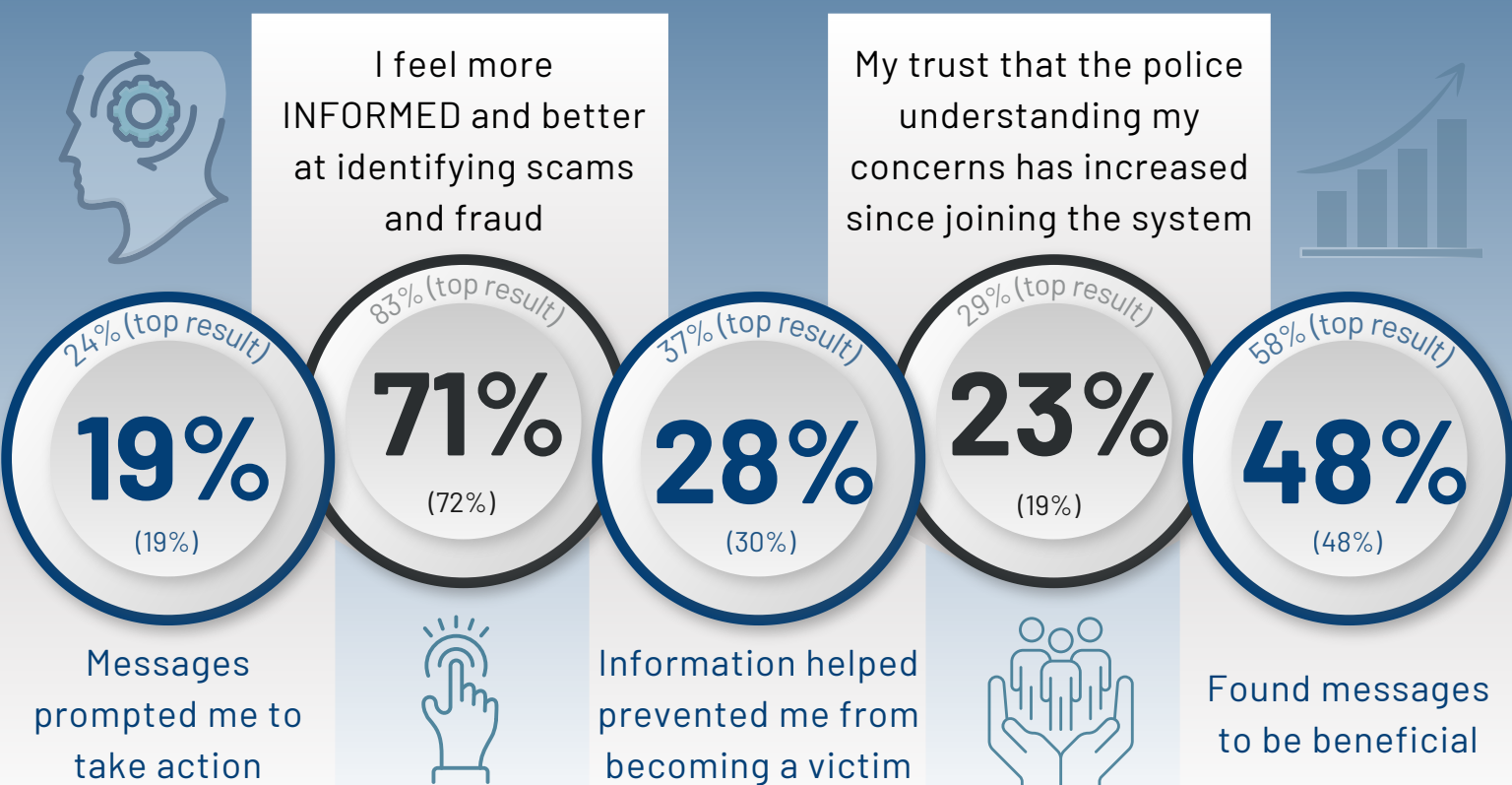
85.5%
About right



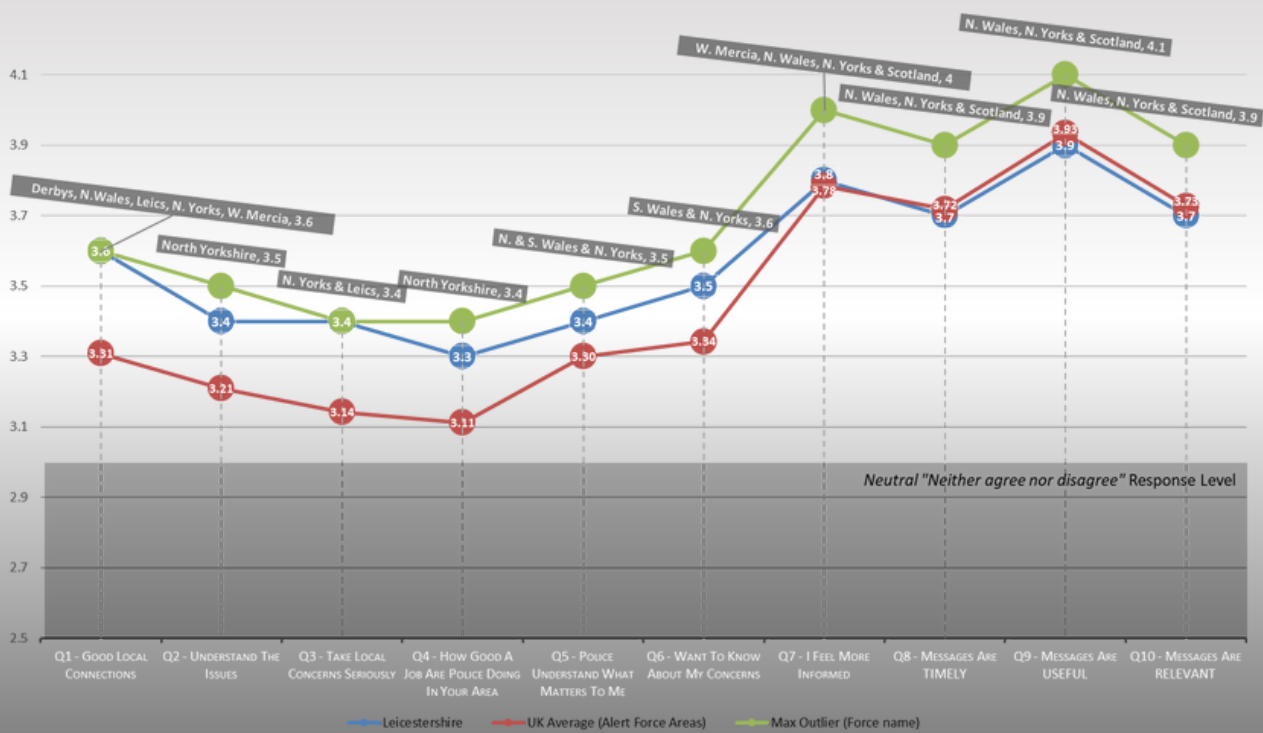
9.2% Too few
5.2% Too many

Impact

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



Likert Scale Question Rankings



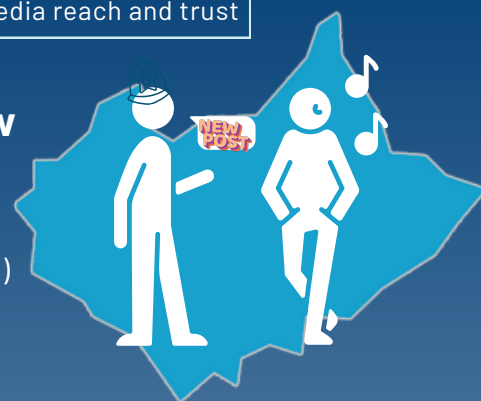
Not Social Media

Comparison with social media reach and trust

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

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

63% (63%)



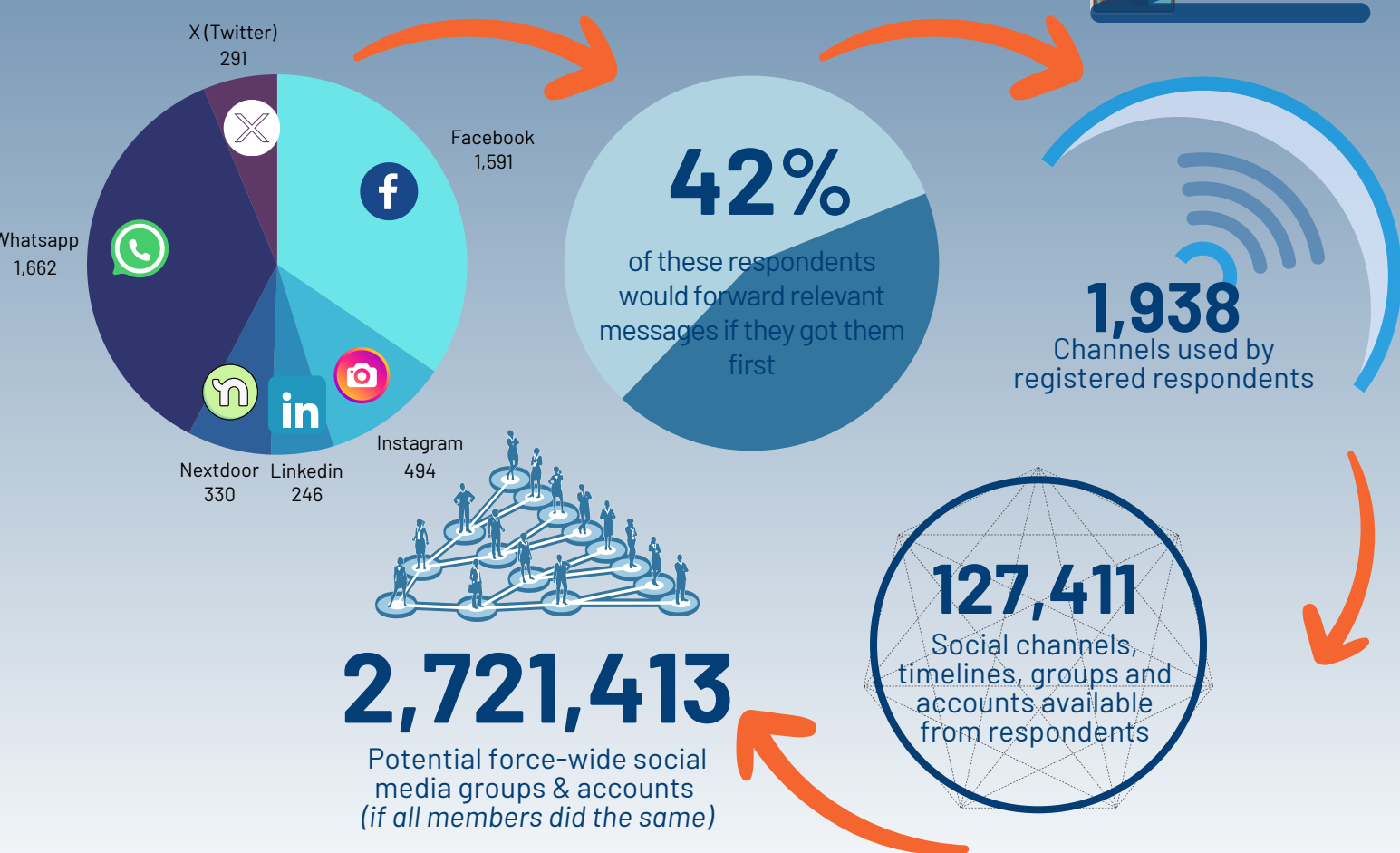
Neighbourhood Link
89% (91%)
% that trust Leicestershire Alert



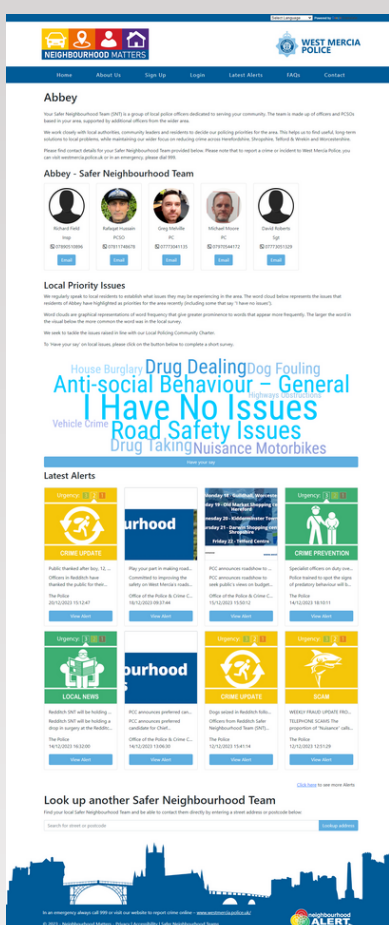
Facebook is the next most trusted channel
28% (31%)



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

51% (57%)

1415 respondents in your area said a local area page would be useful to them