

# National Member Survey

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

**1,056,457**  
Recipients

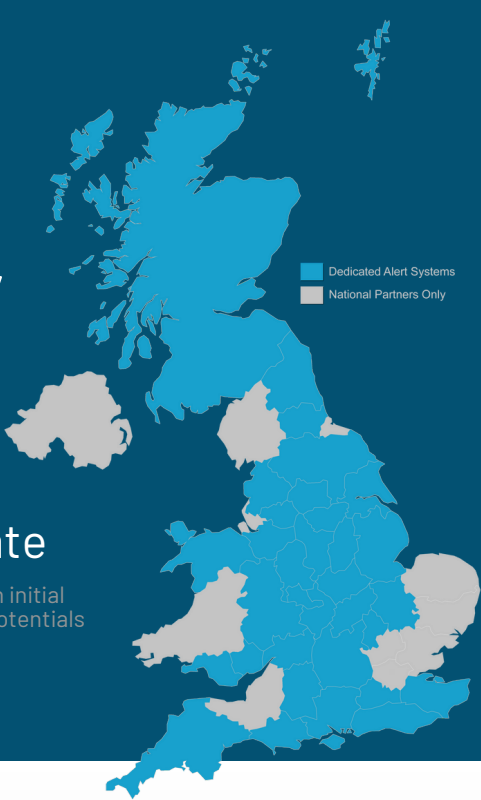
Emails sent to registered members (114,285 interacted)

**108,690**  
Respondents

Answered at least one question (all questions non compulsory)

**10.3%**  
Response rate

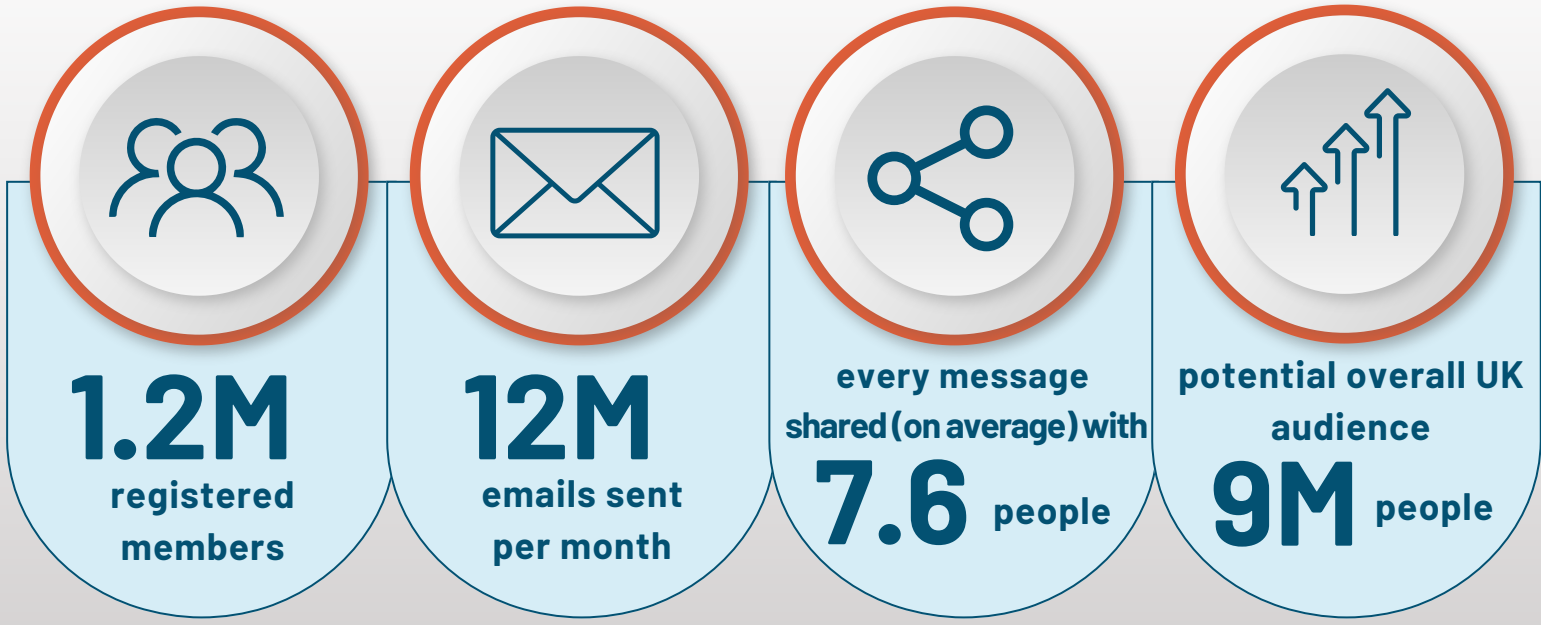
110k respondents from an initial catchment of 1,057,062 potentials



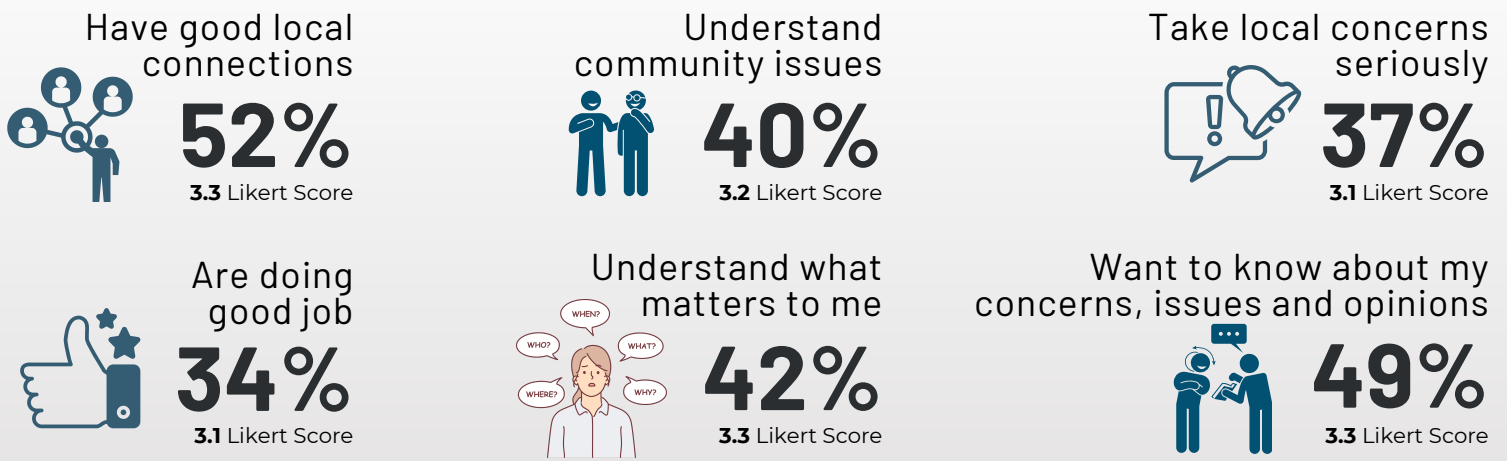
[Download a local version of this report here](#)

## Reach

Total average reach of a message sent nationally

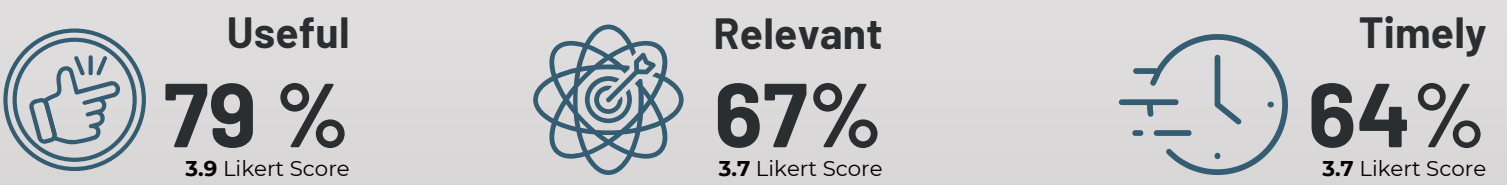


## I feel that my local police...

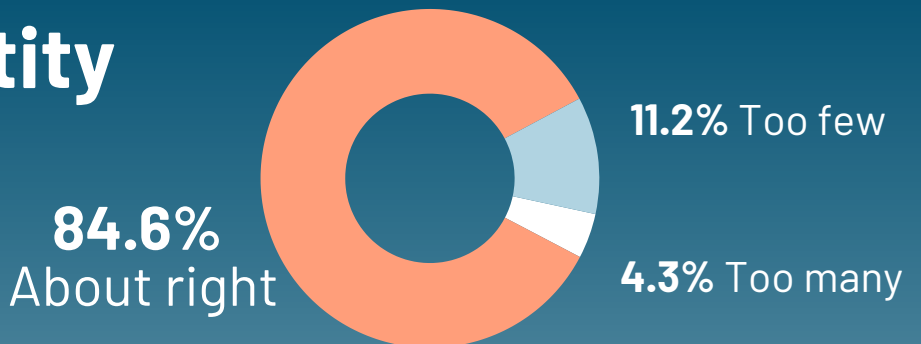


## Feedback

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



## Message quantity



## Impact

Evaluating the effect of the messages over 12 months



# Not a Social Media

Comparison with social media reach and trust

## Percentage that do NOT follow local police social media

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

63%



% that trust Neighbourhood Alert

91%



Facebook is the next most trusted channel

31%

## A Social Media Springboard



45% of respondents would forward relevant messages if they got them first



147,506 use popular sharing channels



9,022,367 reach across social media from respondents

765,563 potential UK wide social media groups & accounts

The potential national reach via social media could reach

45 million people

(most with notifications on)

## Appetite for local, relevant information



### Top key information members find valuable on Local Pages:

Local neighbourhood policing team 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

57%

Members anticipate finding helpful Local Pages like this