

## **Local Results Analysis**

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

### **NORTHAMPTONSHIRE**

**34,112** (1,05 million)

Recipients

nails sent to registered embers in the Northamptonshire area (3,258 interacted)

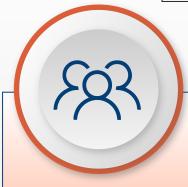
**3,144** (108,690) Respondents

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 Northamptonshire



Contactable registered members across all partners Oct 2023



+9,327

Data base growth in the last year



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

8.8 people



Potential force-wide audience reach

people

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

Have good local connections







Are doing good job

Understand community issues



Understand what matters to me



Take local concerns seriously



Want to know about my concerns, issues and opinions



(37%)

### **Feedback**

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



Useful



Relevant



Timely

### Message quantity

86.0% About right



**8.2%** Too few

**5.8%** 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%)

69% (72%)

(30%)

(19%)

Messages prompted me to take action

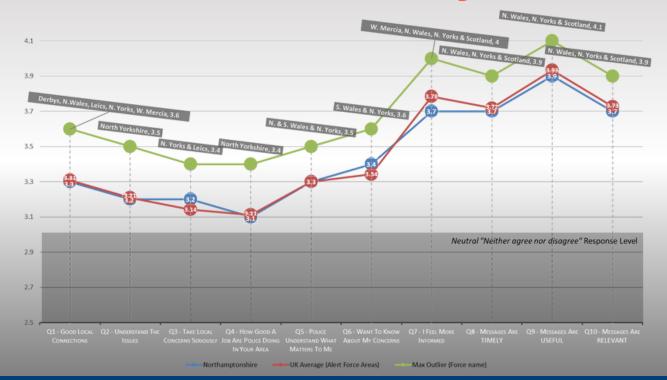


Information helped prevented me from becoming a victim



Found messages to be beneficial

### **Likert Scale Question Rankings**



### **Not Social Media**

Comparison with social media reach and trust

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

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

> X (Twitter) 282





1,422

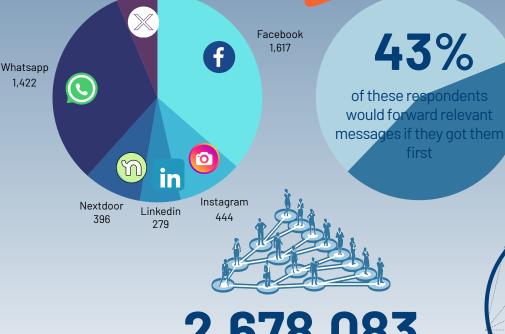
% that trust Northamptonshire Alert





# A Social Media Springboard





2,678,083

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

128,368 Social channels, timelines, groups and accounts available from respondents

# Appetite for local, relevant information



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



**53%** (57%)

1319 respondents in your area said a local area page would be useful to them