

Local Results Analysis

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







Recipients

area (2,177 interacted)

12,964 (1,05 million) 2,105 (108,690) Respondents

Answered at least one question (all questions non

5.2%(10.3%)

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 Northumbria



Contactable registered members across all partners (Oct 2023)



+5,403

Data base growth in the last vear



Every message shared (on average) with

5.8 people



Potential force-wide audience reach

people

I feel that my local police...

Have good local connections



(52%)



Are doing good job

Understand community issues



Understand what matters to me



Take local concerns seriously



Want to know about my

(37%)





Feedback

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



Useful



Relevant



Timely

Message quantity

81.7% About right



15.6% Too few

2.7% 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%)

67% (72%)

(30%)

20% (19%)

Messages prompted me to take action

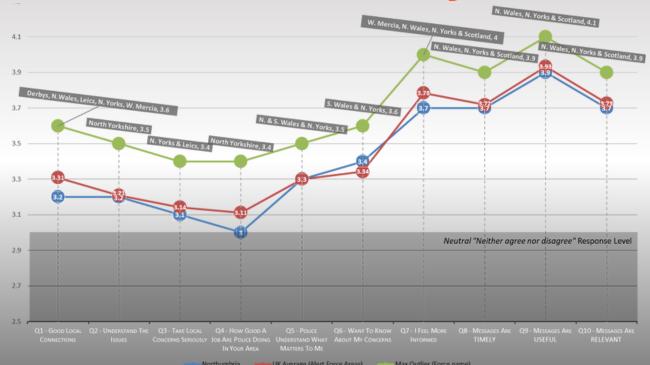


Information helped prevented me from becoming a victim



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 Northumbria police on social media

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

59% (63%)





X (Twitter)

972

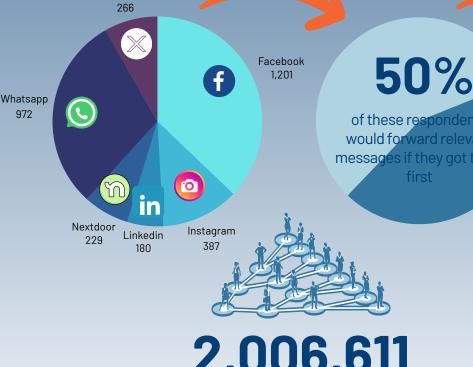




Facebook is the next







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

Channels used by registered respondents

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

111,840 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



64% (57%)

1058 respondents in your area said a local area page would be useful to them