

Local Results Analysis

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



NORTHUMBRIA



12,964 (1.05 million)
Recipients

Emails sent to registered members in the Northumbria area (2,177 interacted)

2,105 (108,690)
Respondents

Answered at least one question (all questions non compulsory)

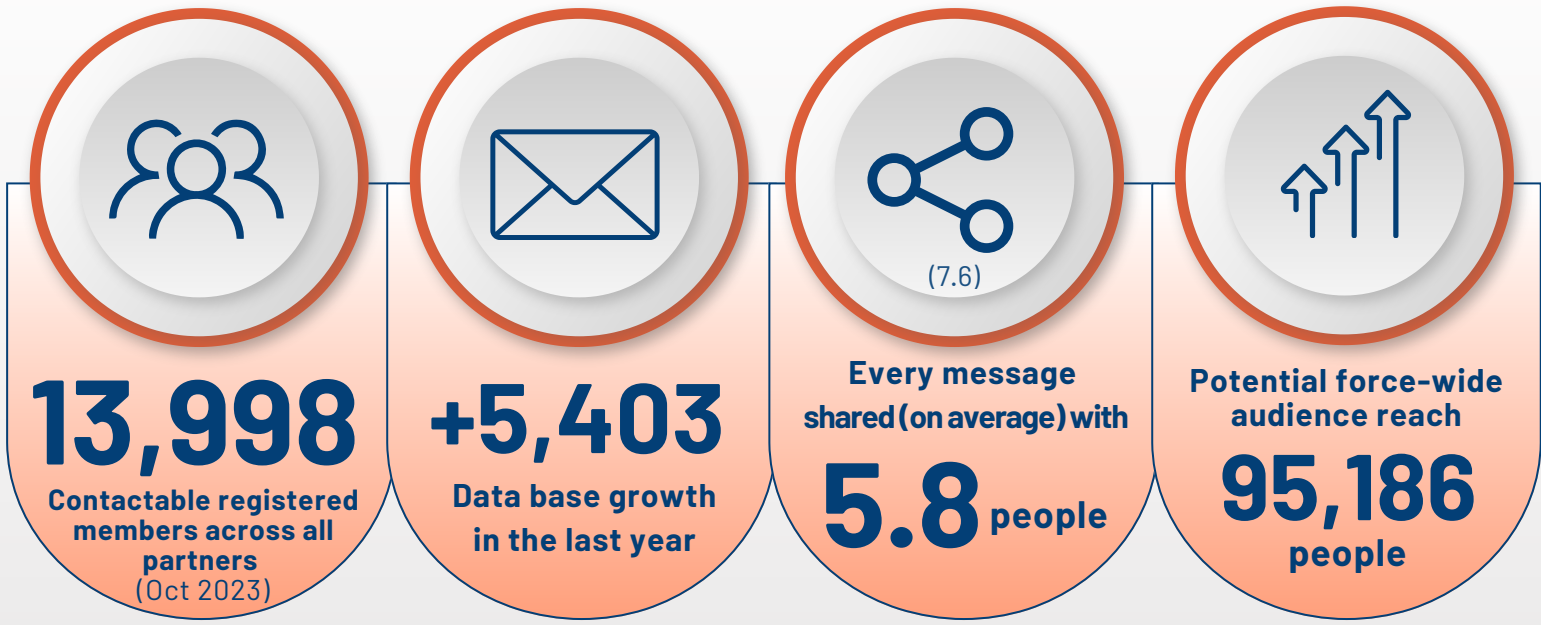
16.2% (10.3%)
Response rate

Response rate for members in area

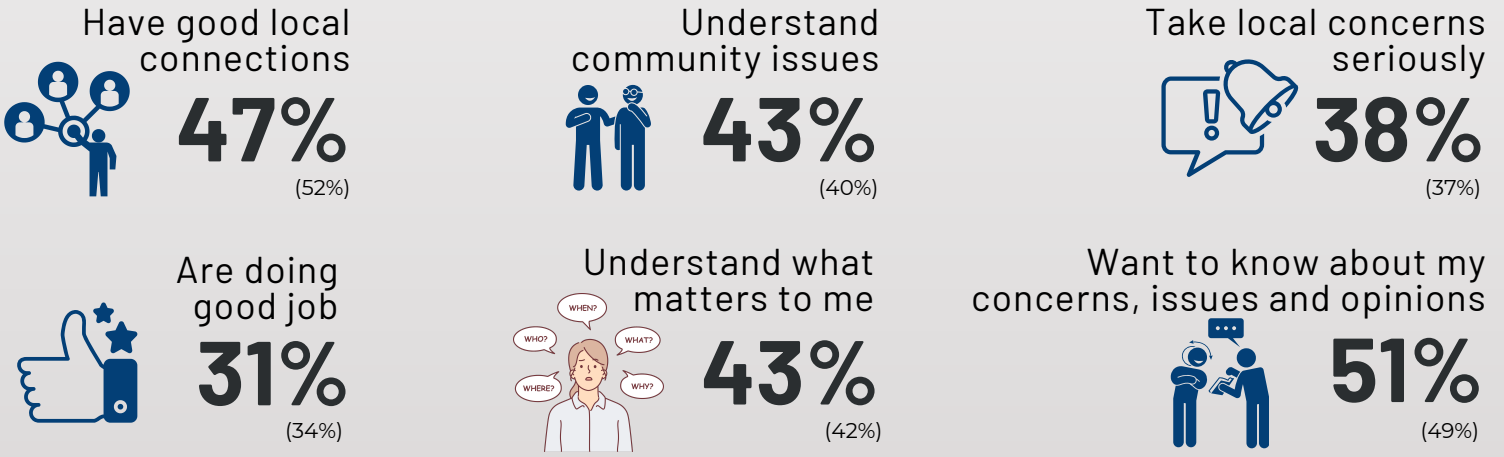
(Note: All figures shown in brackets represent the equivalent national figure).

Reach

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

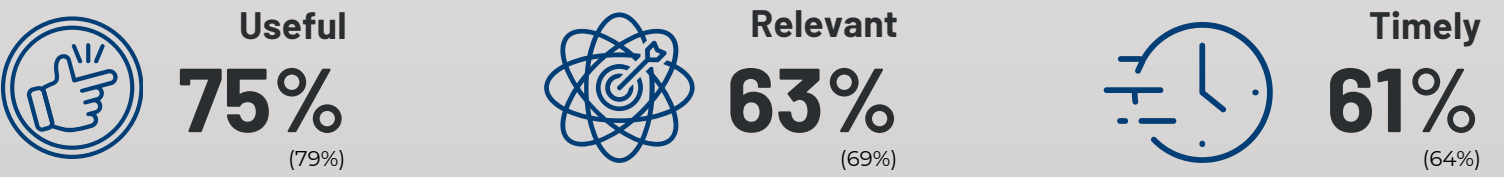


I feel that my local police...



Feedback

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



Message quantity

81.7%
About right



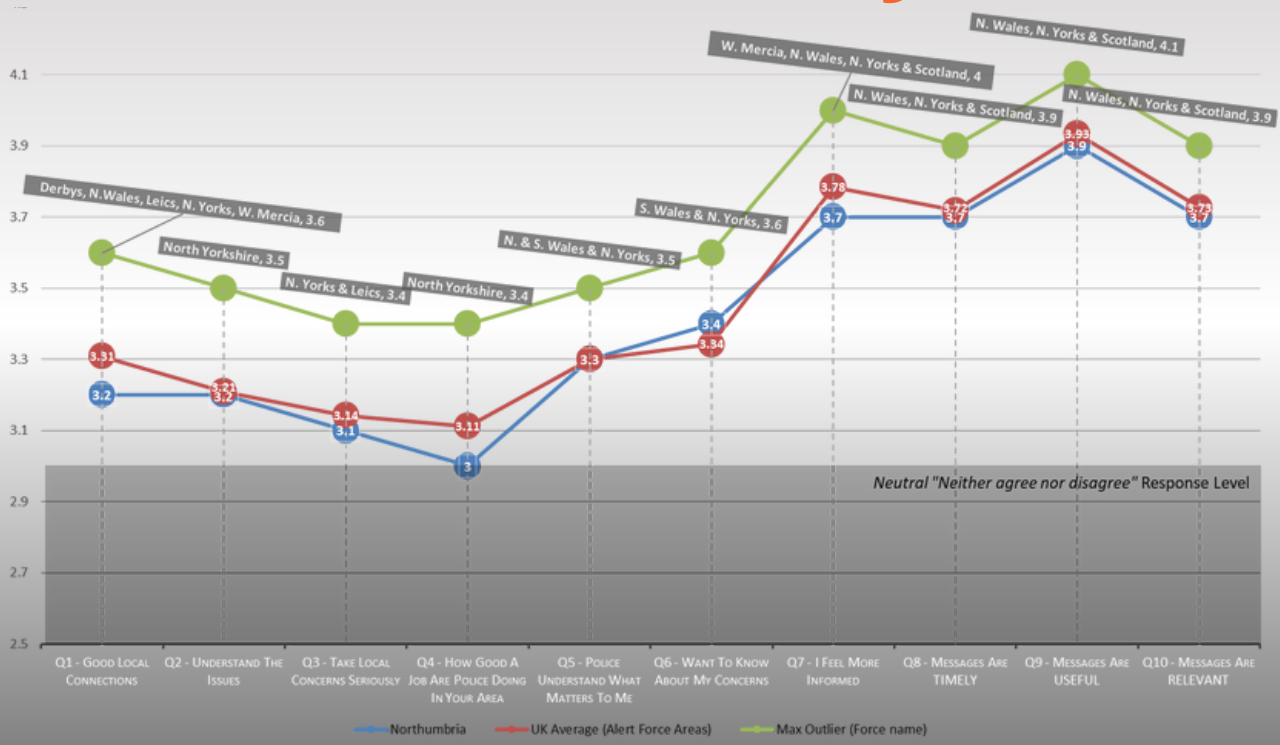
15.6% Too few
2.7% Too many

Impact

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



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)

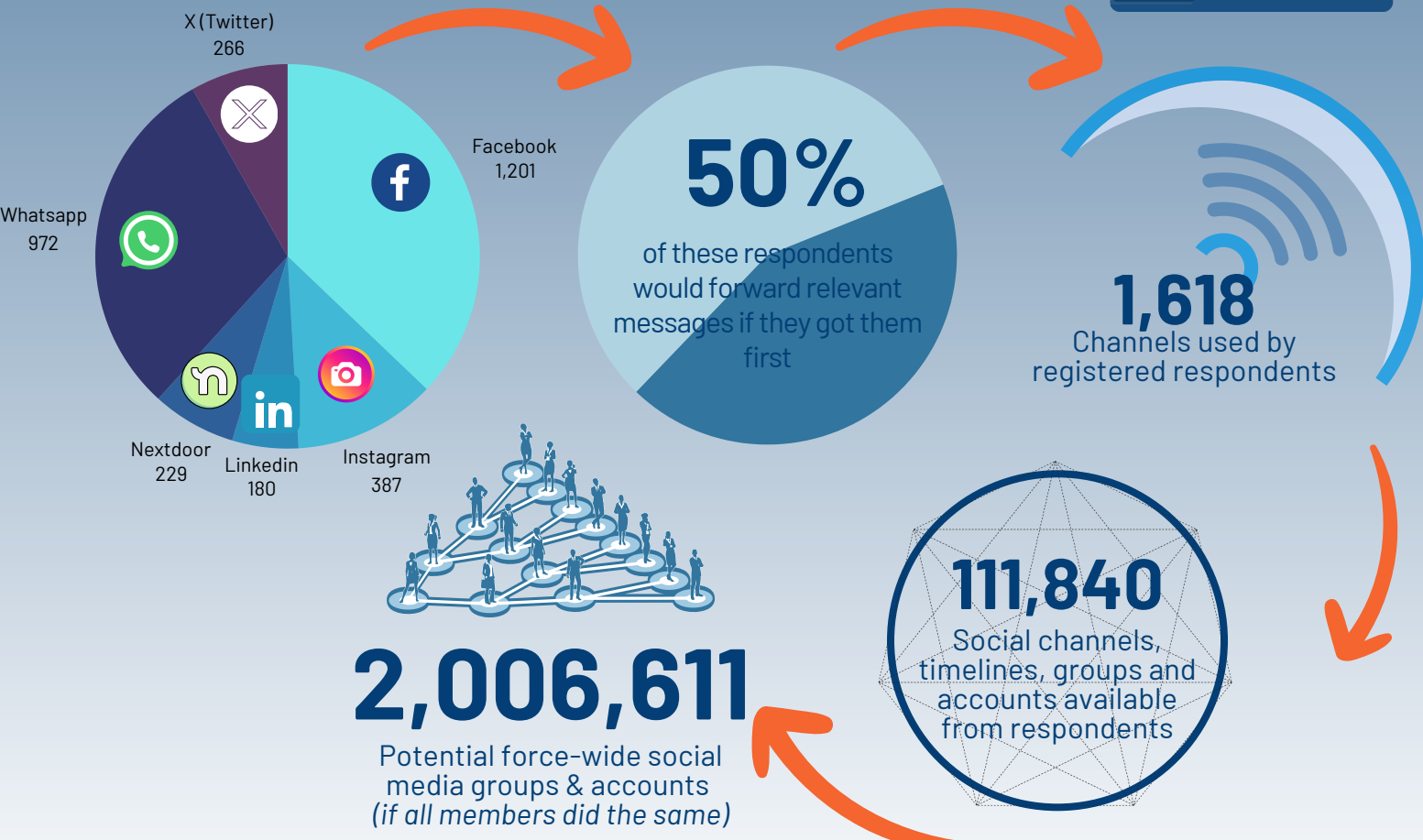
59% (63%)



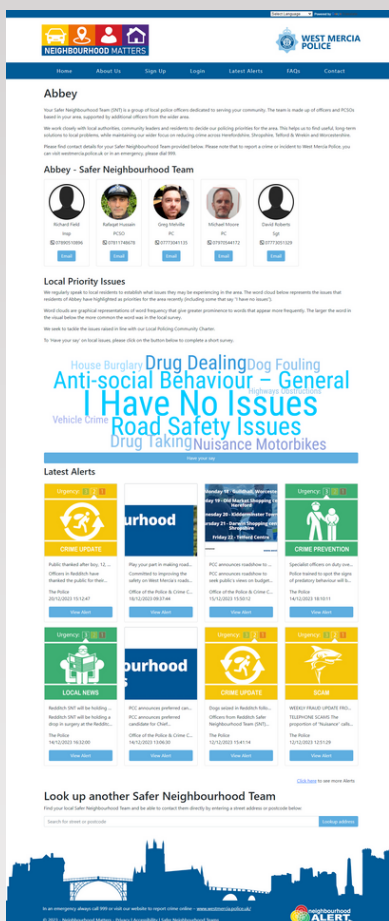
Facebook is the next most trusted channel

30% (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

64% (57%)

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