

## **Local Results Analysis**

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



**34,595** (1,05 million) Recipients

Emails sent to registered members in the Nottinghamshire area (3,159 interacted)

**3,068** (108,690) Respondents

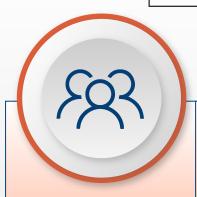
Answered at least one question (all questions non compulsory)

**8.9%** (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 Nottinghamshire



42,440

Contactable registered members across all partners (Oct 2023)



+1,647

Data base growth in the last year



Every message shared (on average) with

4.9 people



Potential force-wide audience reach

250,396
people

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

Have good local connections

45%



Are doing good job

**2 3 7 3 3** 

Understand community issues



34%

Understand what matters to me



**36**%

Take local concerns seriously



Want to know about my concerns, issues and opinions



LO%

**+U%**(49%)

#### **Feedback**

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



78%

Relevant

7%



Timely **62%** 

### Message quantity

**84.5**% About right



**14%** Too few

**1.5%** 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%

(19%)

**69%**(72%)

**32%** 

14%

**50%**(48%)

Messages prompted me to take action

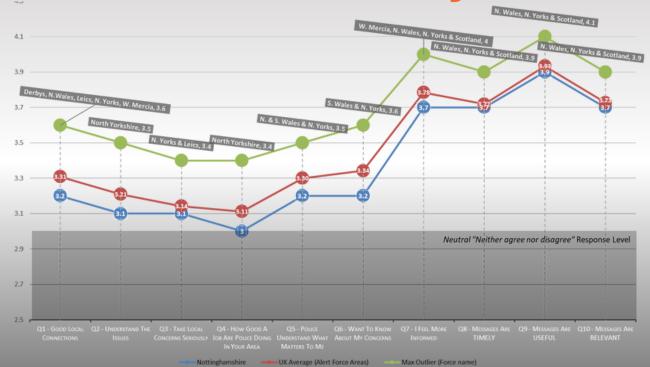


Information helped prevented me from becoming a victim



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 Nottinghamshire police on social media

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

64% (63%)





1,357

% that trust Nottinghamshire Alert



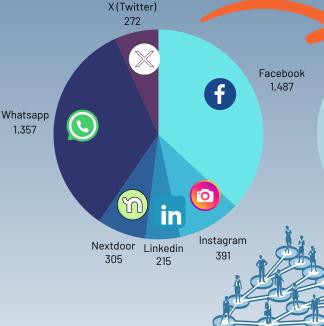


Facebook is the next

# A Social Media Springboard



registered respondents



50% of these respondents would forward relevant messages if they got them

first

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

Social channels, timelines, groups and accounts available from respondents

# Appetite for local, relevant information

NEIGHBOURHOOD MATTER WEST MERCIA ee Burglay Drug DealingDog Fouling -social Behaviour - General Have No Issues

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

