

Local Results Analysis

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

SCOTLAND

31,443 (1,05 million) Recipients

Emails sent to registered members in the Scotland area (3,746 interacted)



3,597 (108,690)
Respondents
Answered at least one question (all questions non

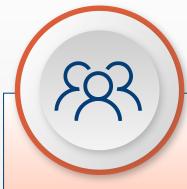
11.4%(10.3%)
Response rate

Response rate for members in are

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

Reach

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



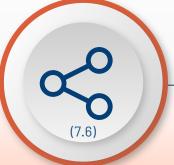
33,193

Contactable registered members across all partners (Oct 2023)



+2,332

Data base growth in the last year



Every message shared (on average) with

10.9 people



Potential force-wide audience reach

394,997
people

I feel that my local police...

Have good local connections



56%

(52%)



Are doing good job

(34%

7%

Understand community issues



40%

Understand what matters to me

Take local concerns seriously



38%

Want to know about my concerns, issues and opinions



44%

4 /0

Feedback

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



87%

Useful



Relevant

75%



76%

Message quantity

90.5% About right



5.1% Too few

4.5% 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%)

80%

37%

(30%)

15%(19%)

56%(48%)

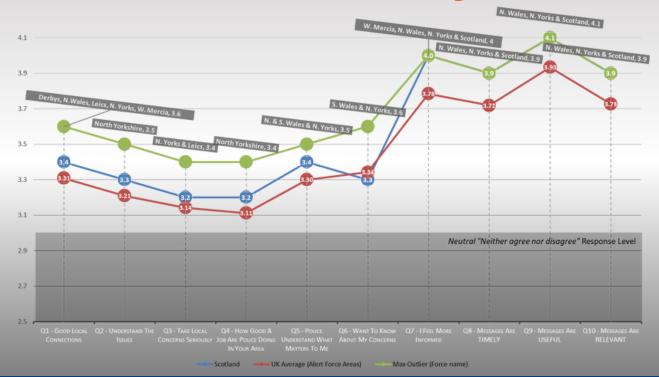
Messages prompted me to take action



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 Scotland police on social media

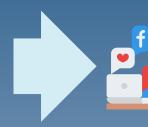
(inc. Facebook, Instagram, Nextdoor, X or WhatsApp)

71% (63%)





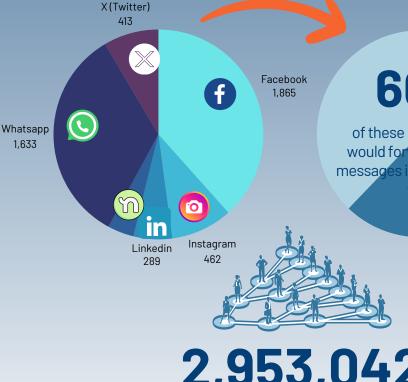




Facebook is the next

A Social Media Springboard





60% 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)

131,672 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



1768 respondents in your area said a local area page would be useful to them