

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 compulsory)

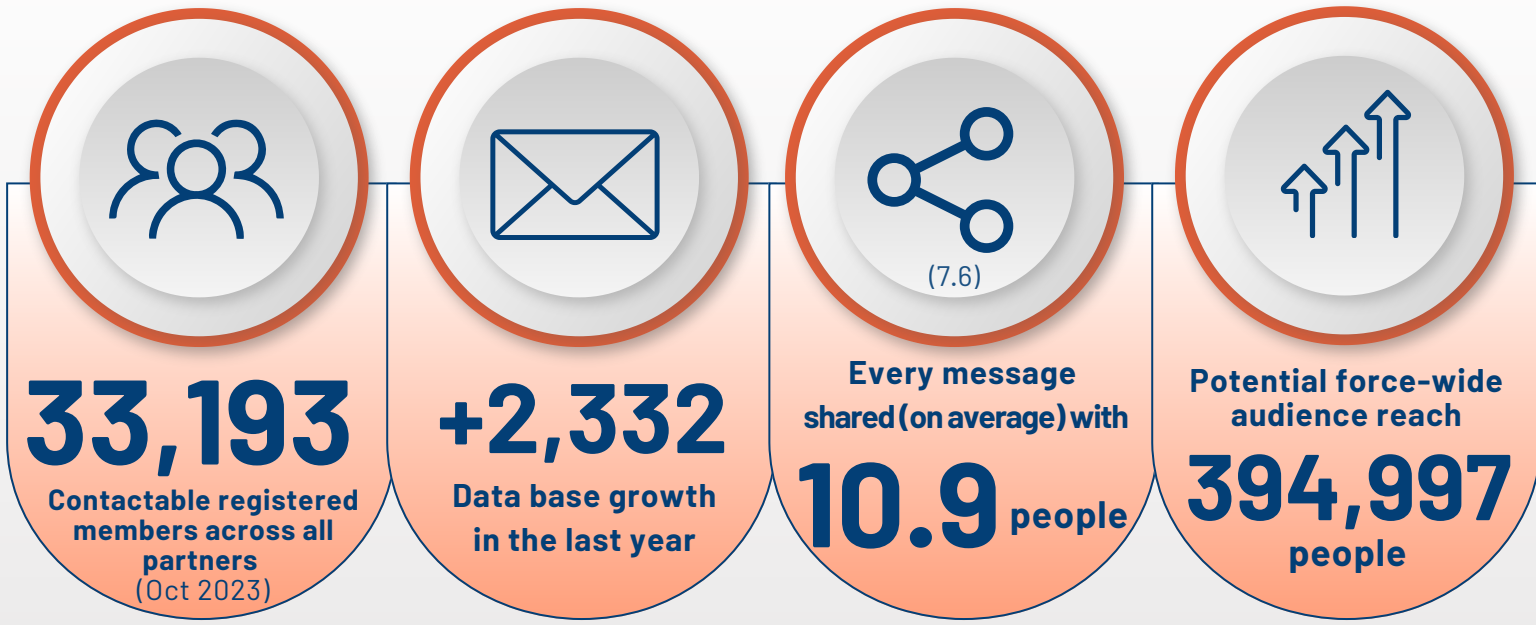
11.4% (10.3%)
Response rate

Response rate for members in area

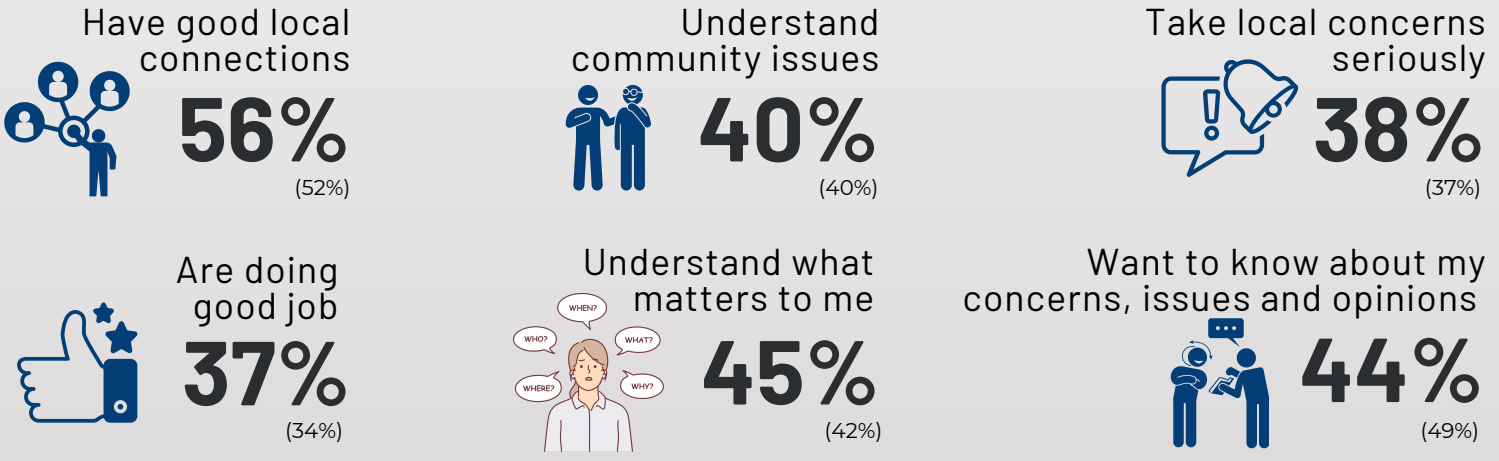
(Note: All figures shown in brackets represent the equivalent national figure).

Reach

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

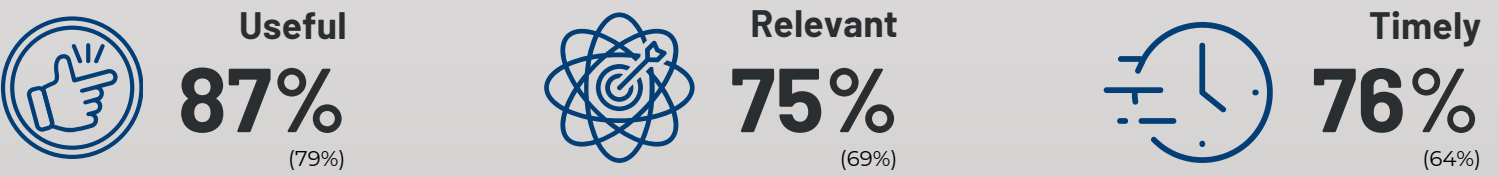


I feel that my local police...

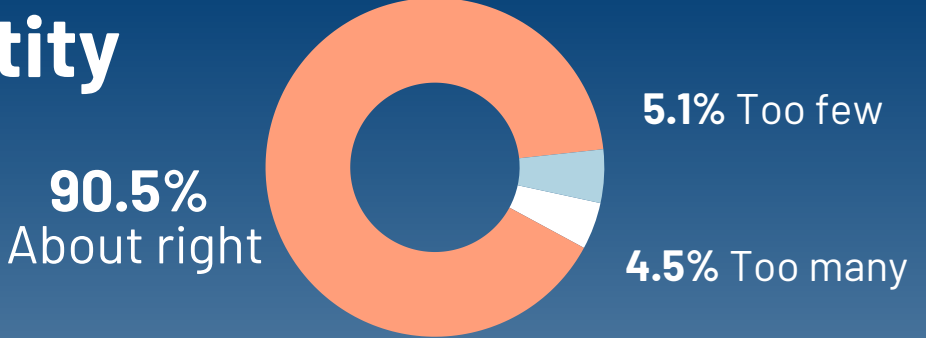


Feedback

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

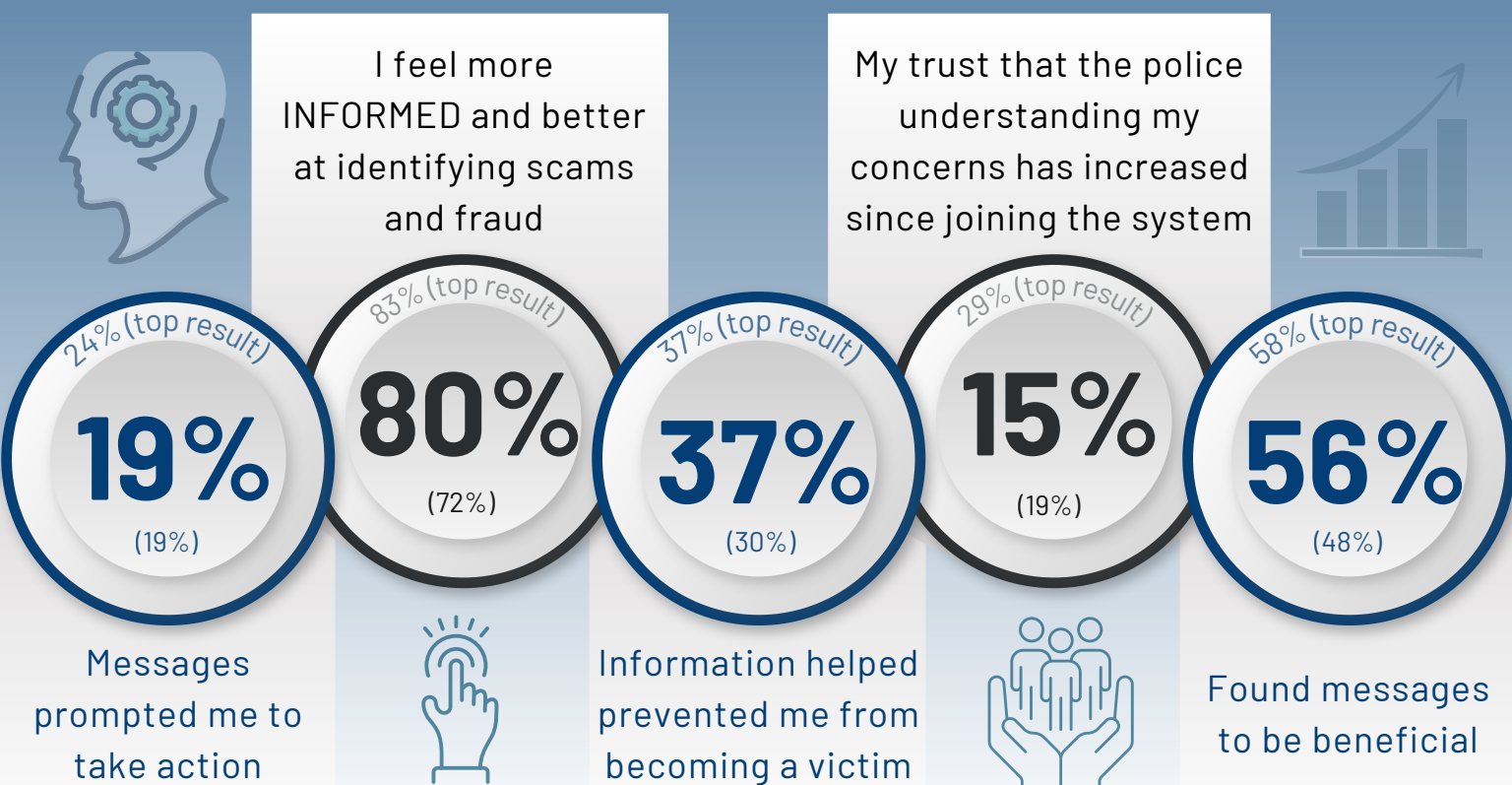


Message quantity

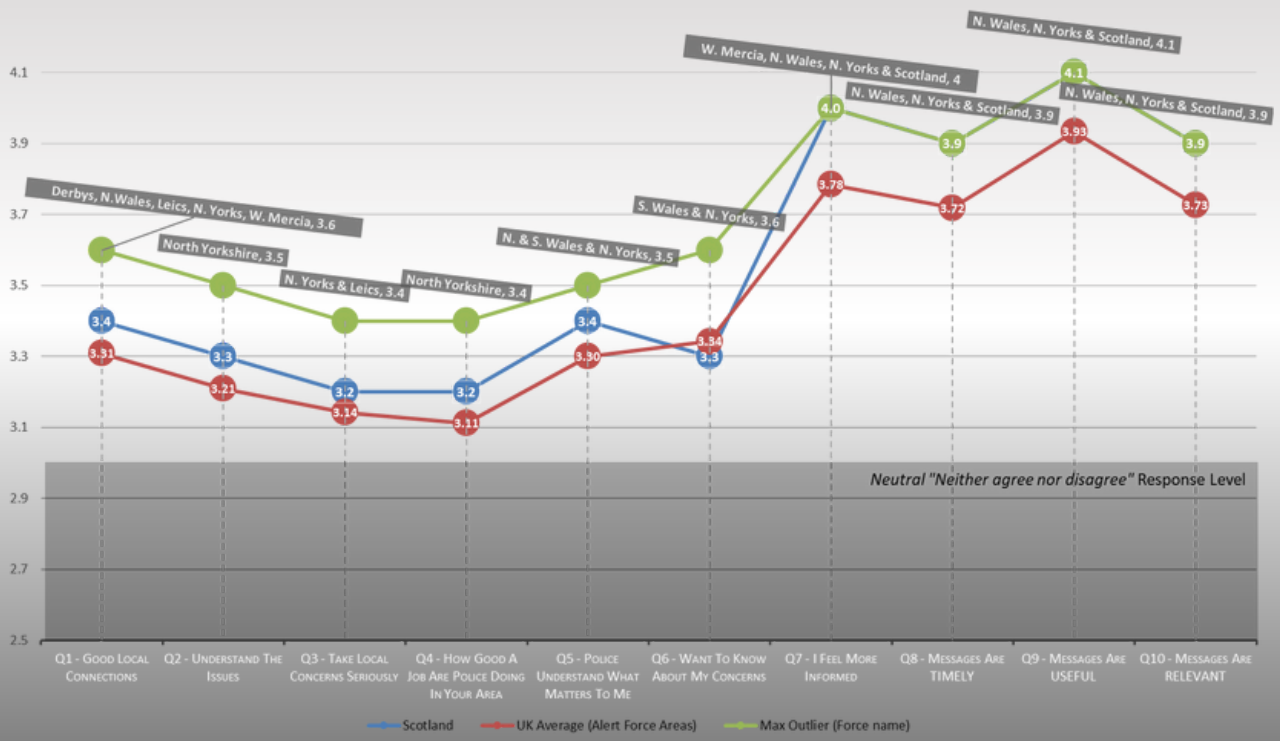


Impact

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

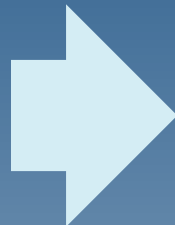
Percentage of members in your area that do NOT follow Scotland police on social media

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

71% (63%)



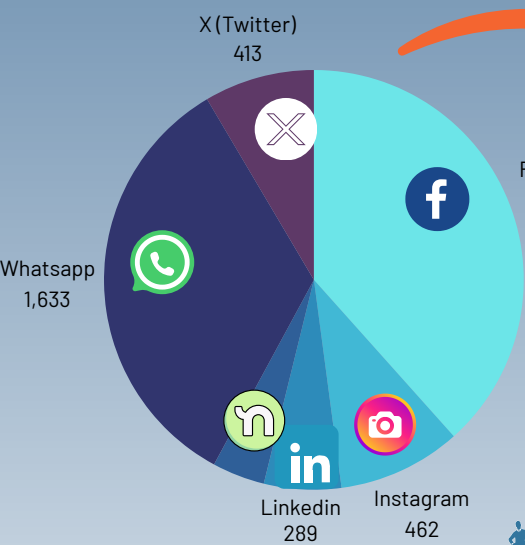
95% (91%) % that trust Scotland Alert



Facebook is the next most trusted channel

27% (31%)

A Social Media Springboard



60% of these respondents would forward relevant messages if they got them first

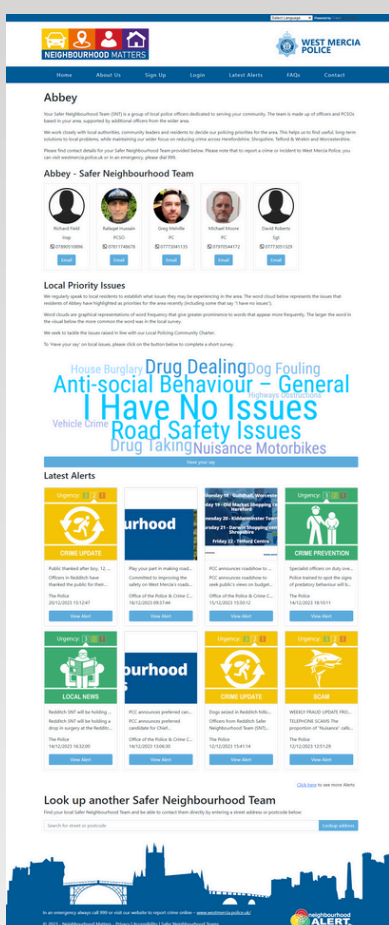
1,944 Channels used by registered respondents

2,953,042

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



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

61% (57%)

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