neighbourhood ALERT

Local Results Analysis

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

WEST MIDLANDS

WM now | West Midlands Police updates

116,504 (1,05 million)
Recipients
Emails sent to registered members in the West Midlands area **(9,243 interacted)**
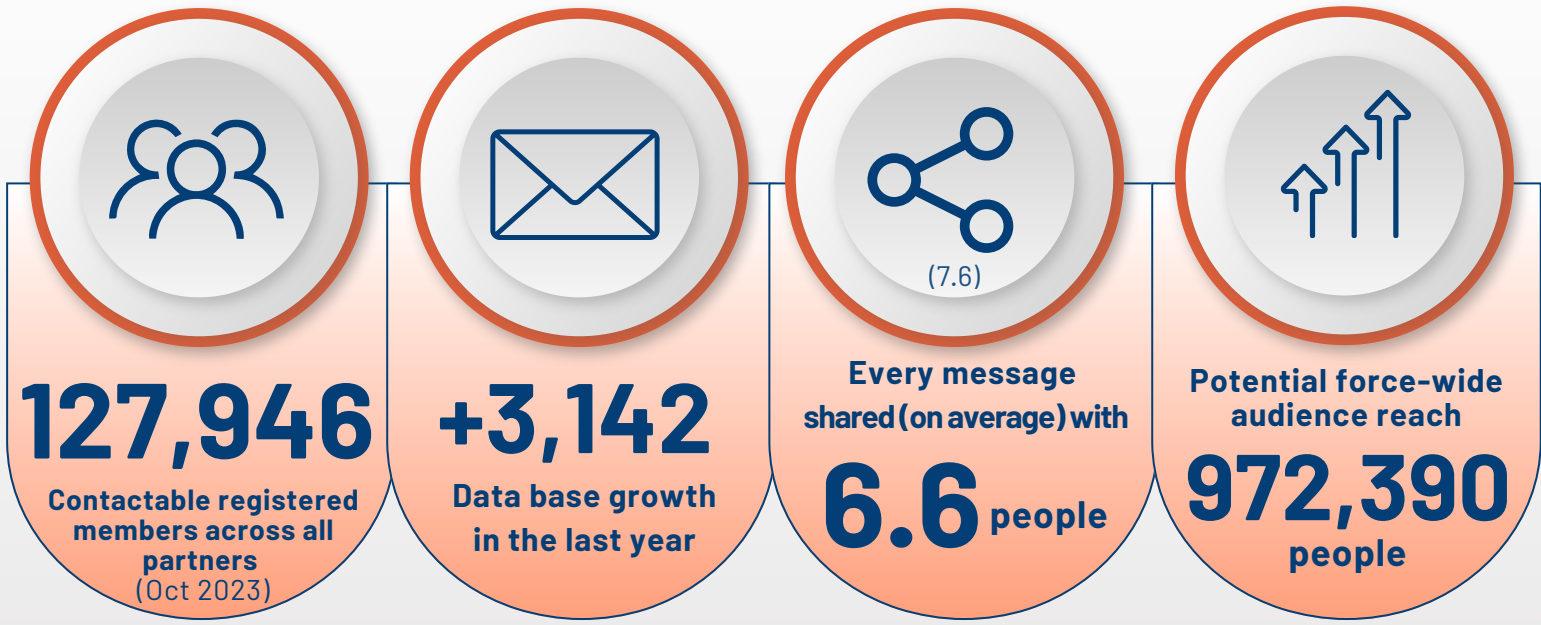
8,927 (108,690)
Respondents
Answered at least one question (all questions non compulsory)

7.7% (10.3%)
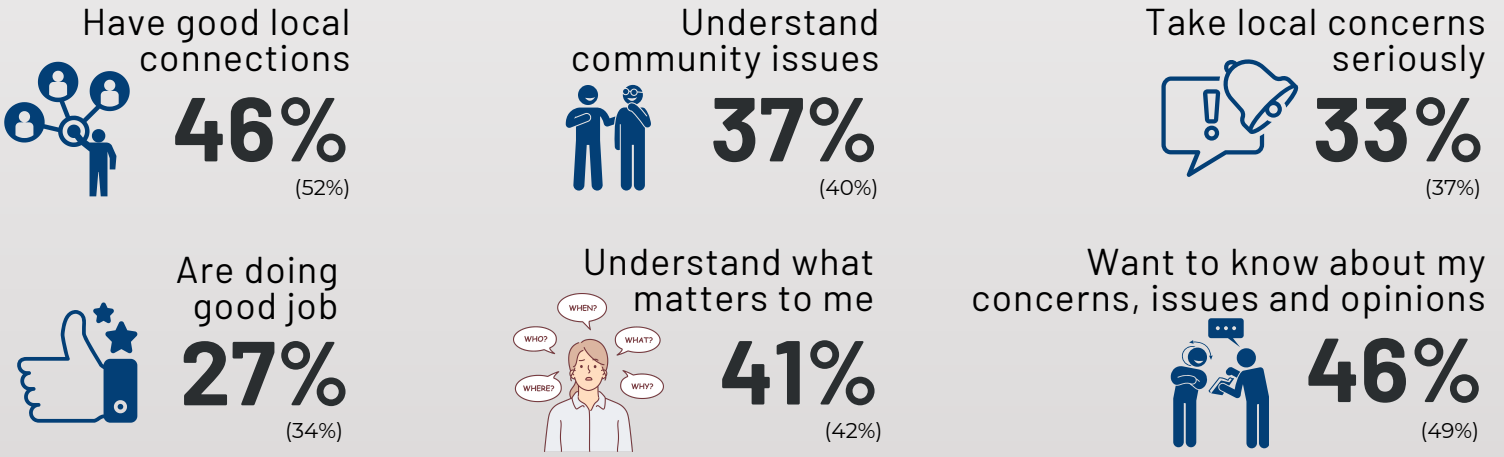**Response rate**
Response rate for members in area

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

Reach
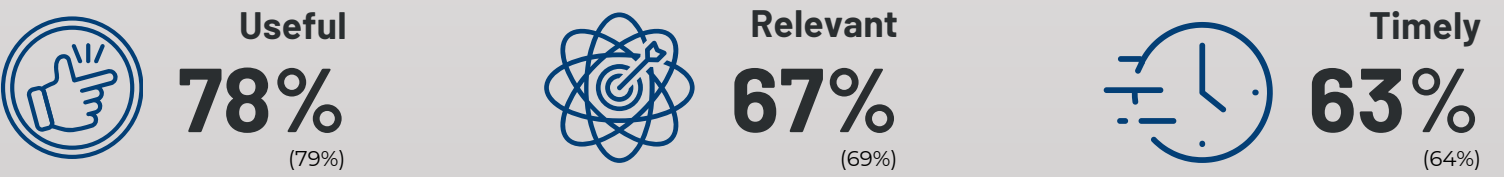Registered members, database size, message sharing and total potential reach in West Midlands

127,946
Contactable registered members across all partners
(Oct 2023)

+3,142
Data base growth in the last year

(7.6)
Every message shared (on average) with
6.6 people

Potential force-wide audience reach
972,390 people

I feel that my local police...

Have good local connections
46%
(52%)

Understand community issues
37%
(40%)

Take local concerns seriously
33%
(37%)

Are doing good job
27%
(34%)

Understand what matters to me
41%
(42%)

Want to know about my concerns, issues and opinions
46%
(49%)

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

Useful
78%
(79%)

Relevant
67%
(69%)

Timely
63%
(64%)

Message quantity

84% About right

12.3% Too few

3.7% 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

24% (top result)
21%
(19%)
Messages prompted me to take action

83% (top result)
68%
(72%)

37% (top result)
30%
(30%)
Information helped prevented me from becoming a victim

29% (top result)
21%
(19%)

58% (top result)
51%
(48%)
Found messages to be beneficial

Likert Scale Question Rankings

Chart axis values: 4.1, 3.9, 3.7, 3.5, 3.3, 3.1, 2.9, 2.7, 2.5

Data labels:
- Derbys, N.Wales, Leics, N. Yorks, W. Mercia, 3.6
- North Yorkshire, 3.5
- N. Yorks & Leics, 3.4
- North Yorkshire, 3.4
- N. & S. Wales & N. Yorks, 3.5
- S. Wales & N. Yorks, 3.6
- W. Mercia, N. Wales, N. Yorks & Scotland, 4
- N. Wales, N. Yorks & Scotland, 3.9
- N. Wales, N. Yorks & Scotland, 4.1
- N. Wales, N. Yorks & Scotland, 3.9

West Midlands / UK Average values: 3.2, 3.1, 3, 2.9, 3.2, 3.3, 3.7, 3.5, 3.9, 3.7
UK Average: 3.31, 3.21, 3.1, 3.11, 3.30, 3.6, 3.75, 3.7, 3.93, 3.72

Neutral "Neither agree nor disagree" Response Level

Questions:
Q1 - GOOD LOCAL CONNECTIONS
Q2 - UNDERSTAND THE ISSUES
Q3 - TAKE LOCAL CONCERNS SERIOUSLY
Q4 - HOW GOOD A JOB ARE POLICE DOING IN YOUR AREA
Q5 - POLICE UNDERSTAND WHAT MATTERS TO ME
Q6 - WANT TO KNOW ABOUT MY CONCERNS
Q7 - I FEEL MORE INFORMED
Q8 - MESSAGES ARE TIMELY
Q9 - MESSAGES ARE USEFUL
Q10 - MESSAGES ARE RELEVANT

Legend: West Midlands | UK Average (Alert Force Areas) | Max Outlier (Force name)

Not Social Media

Comparison with social media reach and trust

Percentage of members in your area that do NOT follow West Midlands police on social media
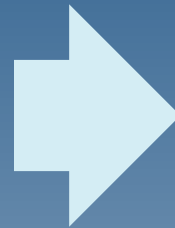(inc. Facebook, Instagram, Nextdoor, X or WhatsApp)

65% (63%)

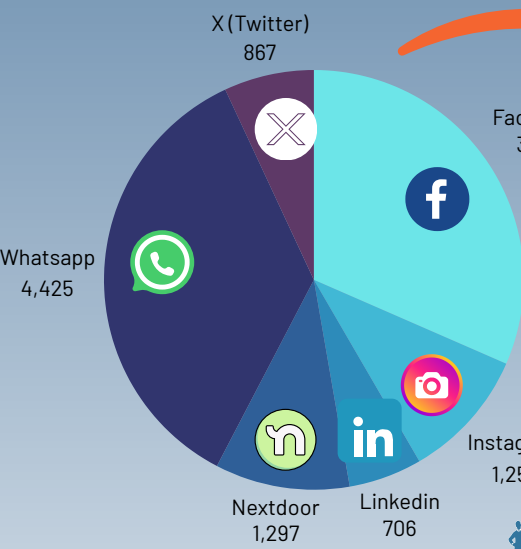WM now West Midlands Police updates

% that trust West Midlands Alert

91% (91%)

Facebook is the next most trusted channel

27% (31%)

A Social Media Springboard

Pie chart channels:
- X (Twitter) 867
- Facebook 3,941
- Whatsapp 4,425
- Nextdoor 1,297
- Linkedin 706
- Instagram 1,258

49%
of these respondents would forward relevant messages if they got them first

6,122
Channels used by registered respondents

396,288
Social channels, timelines, groups and accounts available from respondents

7,255,217
Potential force-wide social media groups & accounts
(if all members did the same)

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

56% (57%)
3,865 respondents in your area said a local area page would be useful to them