

# **Local Results Analysis**

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

#### **NORTH WALES**

**13,616** (1,05 million) Recipients

area (1,519 interacted)

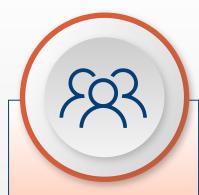
**1,470** (108,690) Respondents

**10.8%** (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 North Wales



Contactable registered members across all partners (Oct 2023)



+2,371

Data base growth in the last year



**Every message** shared (on average) with

**2** people



Potential force-wide audience reach

people

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

Have good local connections







good job

(34%)

Understand community issues



Understand what matters to me



Take local concerns seriously



Want to know about my concerns, issues and opinions



# **Feedback**

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



Useful



Relevant



**Timely** 

### Message quantity

88.0% About right



9.1 % Too few

2.9% 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%)

(72%)

(30%)

(19%)

Messages prompted me to take action



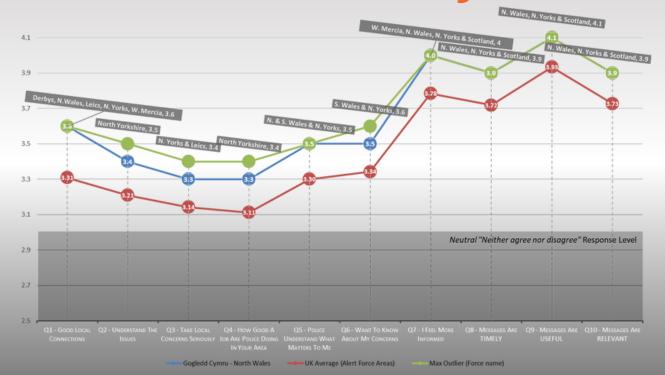
Information helped prevented me from

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 North Wales police on social media

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

54%(63%)









# A Social Media Springboard (Facebook 840) (F

1,296,744

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

69,384
Social channels, timelines, groups and accounts available from respondents

# Appetite for local, relevant information

The control of the co

ok up another Safer Neighbourhood Team

Nextdoor

Instagram 219

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



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