

Local Results Analysis

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



NORTH YORKSHIRE



15,197 (1,05 million)
Recipients

Emails sent to registered members in the North Yorkshire area (3,125 interacted)

3,017 (108,690)
Respondents

Answered at least one question (all questions non compulsory)

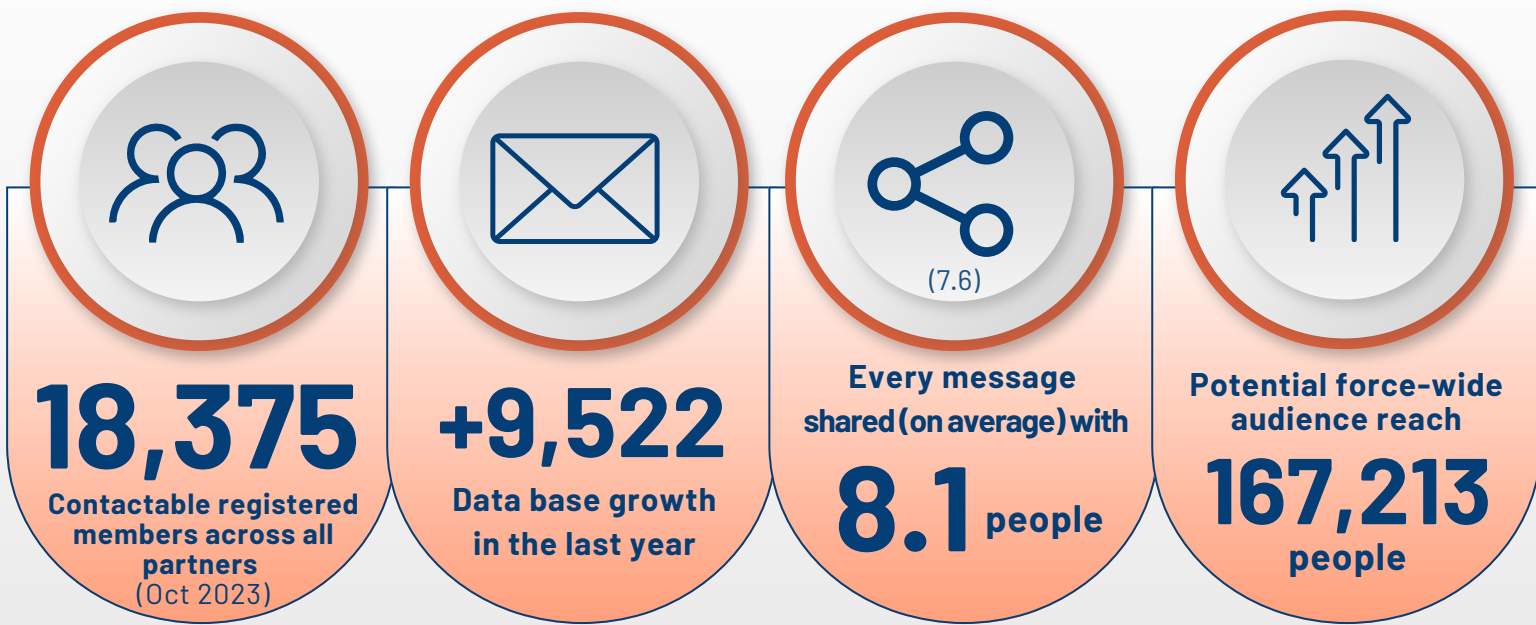
19.9% (10.3%)
Response rate

Response rate for members in area

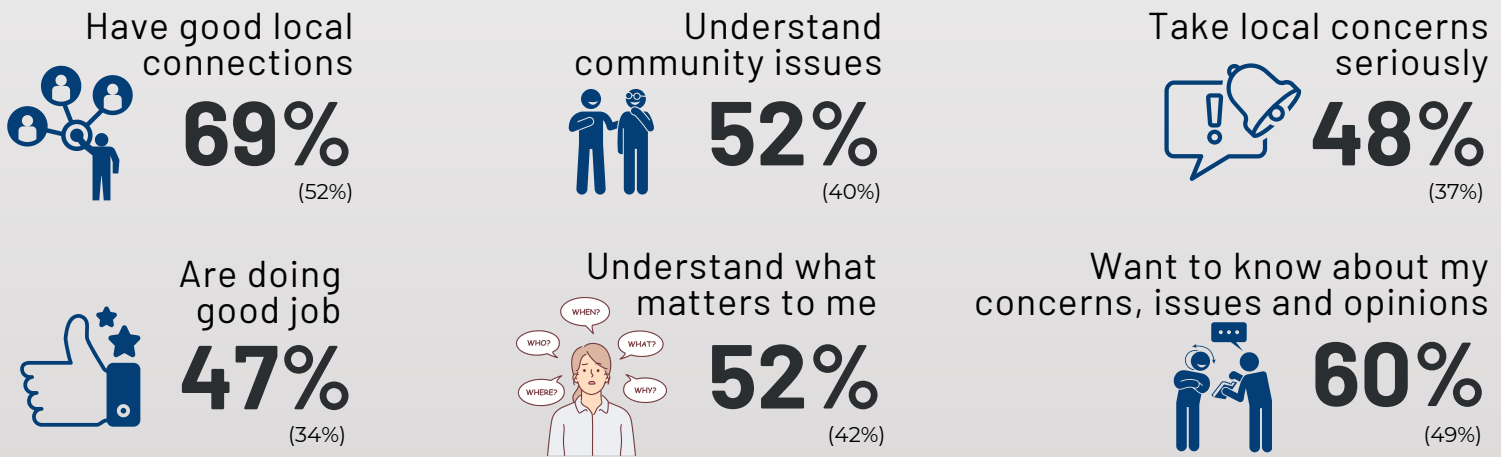
(Note: All figures shown in brackets represent the equivalent national figure).

Reach

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

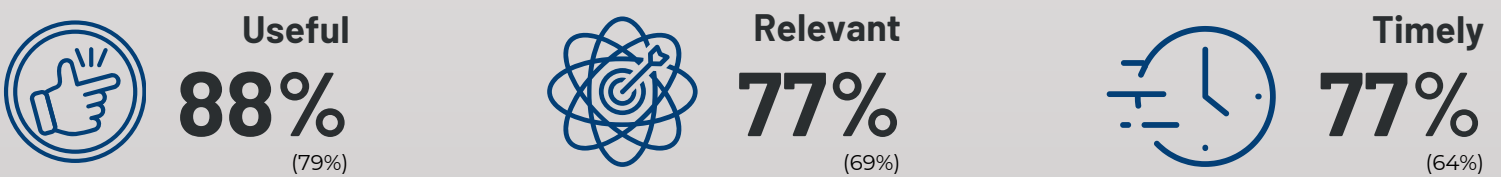


I feel that my local police...



Feedback

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



Message quantity

90.1%
About right

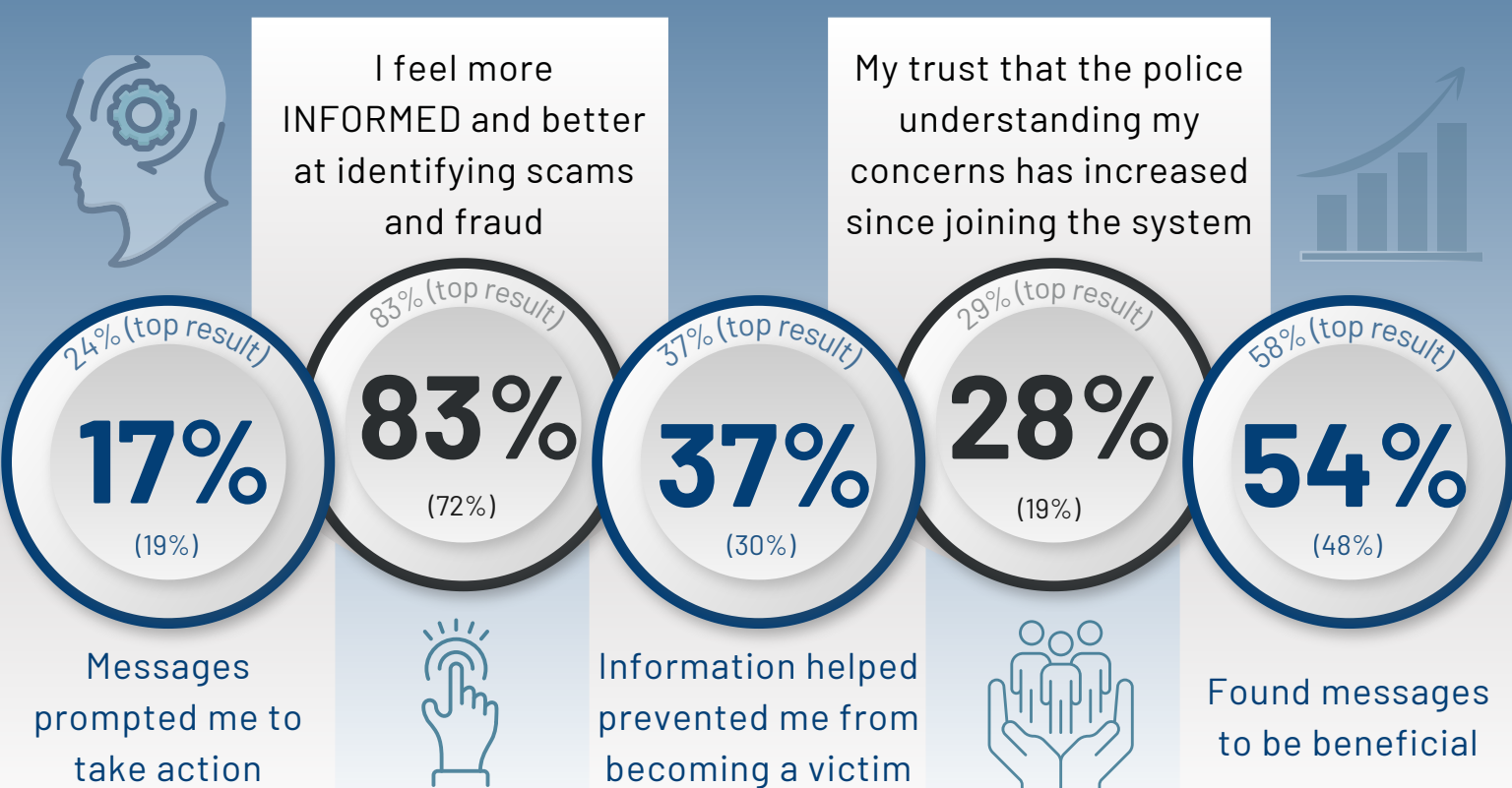


6.9% Too few

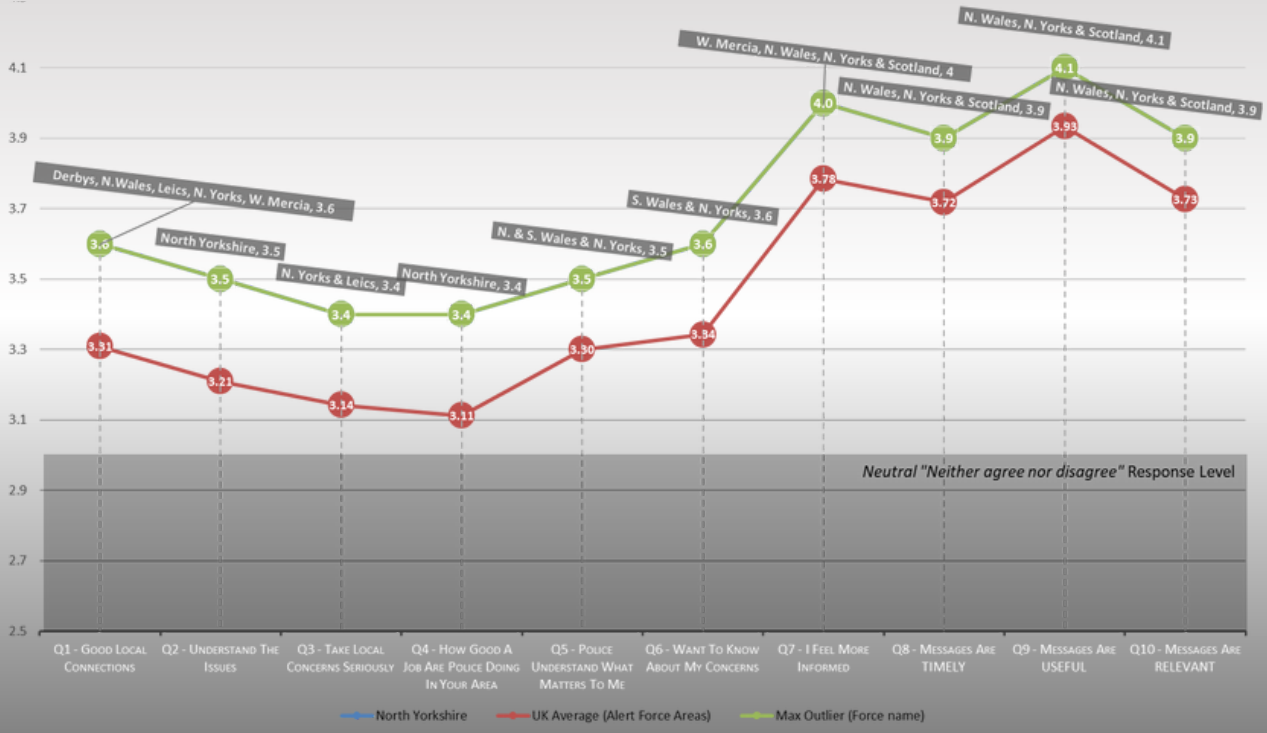
3.0% Too many

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 North Yorkshire police on social media

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

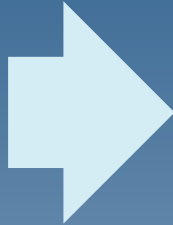
63% (63%)



northyorkshire community messaging

% that trust North Yorkshire Alert

94% (91%)



Facebook is the next most trusted channel

29% (31%)

A Social Media Springboard



X(Twitter) 237

Facebook 1,538

42%

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

1,652 Channels used by registered respondents

Whatsapp 1,383

LinkedIn 203

Instagram 393

2,361,141

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

110,544

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

55% (57%)

1381 respondents in your area said a local area page would be useful to them