Local Results Analysis

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

STAFFORDSHIRE

19,932 (1,05 million)
Recipients
Emails sent to registered members in the Staffordshire area (2,938 interacted)

2,848 (108,690)
Respondents
Answered at least one question (all questions non compulsory)

14.3% (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 Staffordshire

21,418
Contactable registered members across all partners (Oct 2023)

+3,611
Data base growth in the last year

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

Potential force-wide audience reach
334,121 people

I feel that my local police...

Have good local connections
54% (52%)

Understand community issues
38% (40%)

Take local concerns seriously
37% (37%)

Are doing good job
31% (34%)

Understand what matters to me
42% (42%)

Want to know about my concerns, issues and opinions
48% (49%)

Feedback

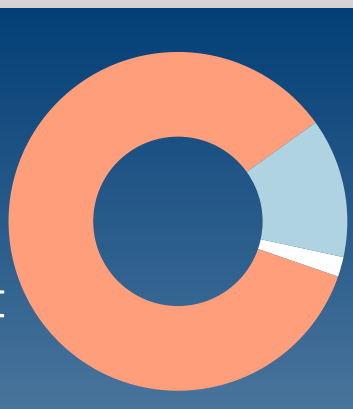
Percentage that agreed (or strongly agreed) that messages in the last year were...

Useful
84% (79%)

Relevant
72% (69%)

Timely
68% (64%)

Message quantity



84.8% About right

13.3% Too few

1.9% Too many

Impact

Evaluating the effect of the messages received over the last 12 months

Messages prompted me to take action
24% (top result)
22% (19%)

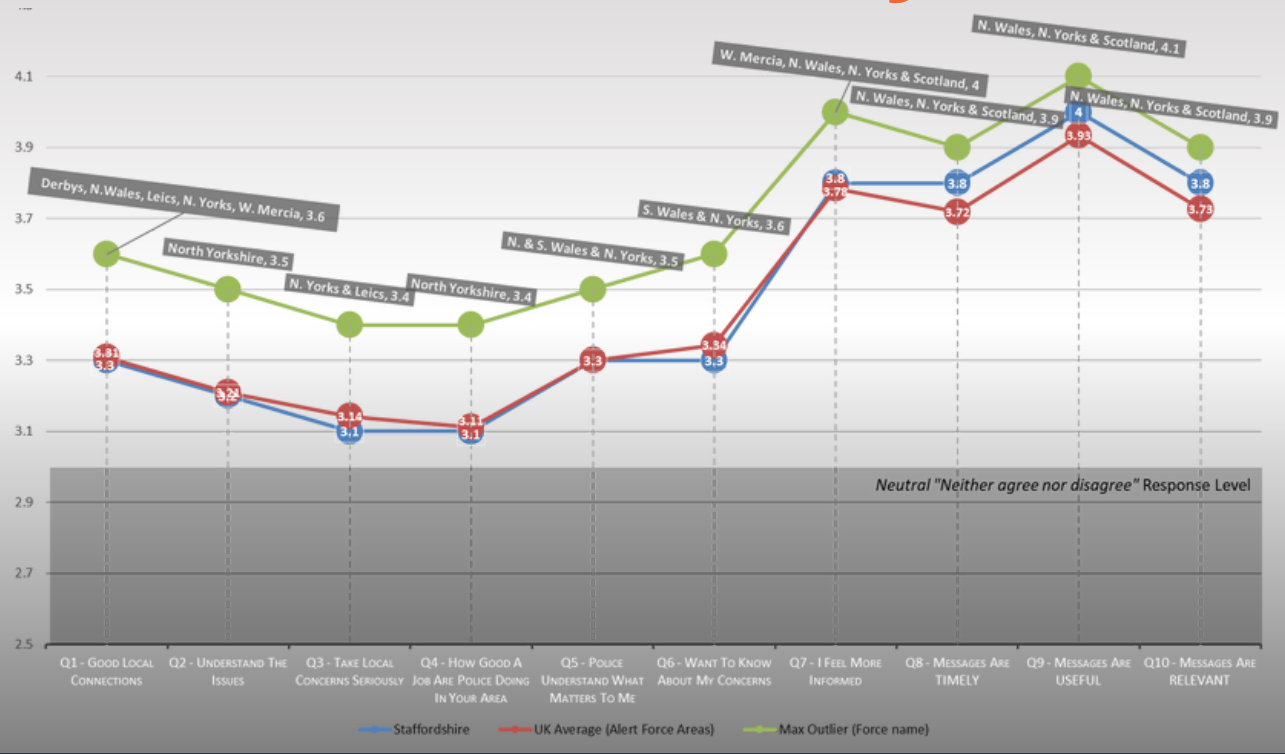
I feel more INFORMED and better at identifying scams and fraud
83% (top result)
74% (72%)

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

My trust that the police understanding my concerns has increased since joining the system
29% (top result)
20% (19%)

Found messages to be beneficial
58% (top result)
52% (48%)

Likert Scale Question Rankings



Not Social Media

Comparison with social media reach and trust

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

60% (63%)

STAFFORDSHIRE SMART ALERT

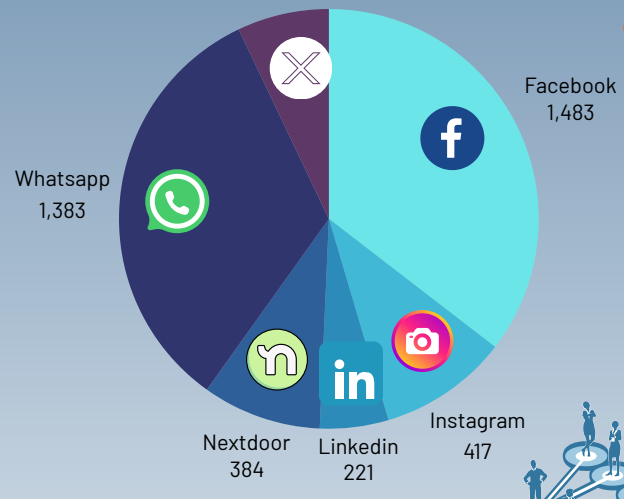
% that trust Staffordshire Alert

93% (91%)

Facebook is the next most trusted channel

31% (31%)

A Social Media Springboard



48%
of these respondents would forward relevant messages if they got them first

2,008
Channels used by registered respondents

134,016
Social channels, timelines, groups and accounts available from respondents

2,504,676
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

59% (57%)

1344 respondents in your area said a local area page would be useful to them