

Local Results Analysis

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



DERBYSHIRE



31,105 (1,05 million)
Recipients

Emails sent to registered members in the Derbyshire area (3,620 interacted)

3,521 (108,690)
Respondents

Answered at least one question (all questions non compulsory)

11.3% (10.3%)
Response rate

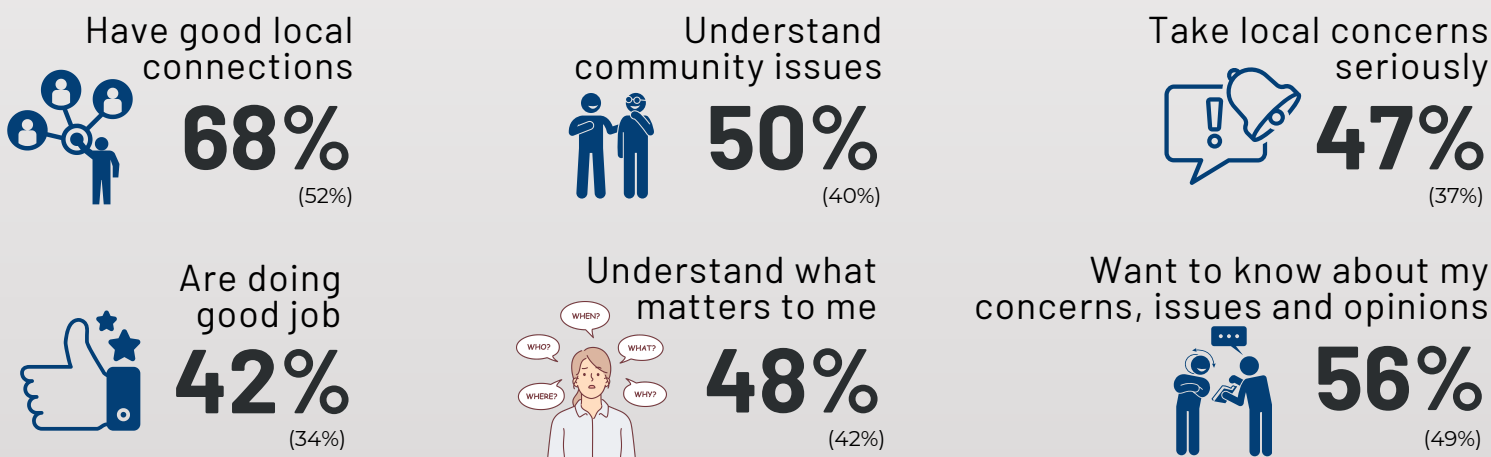
Response rate for members in area

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

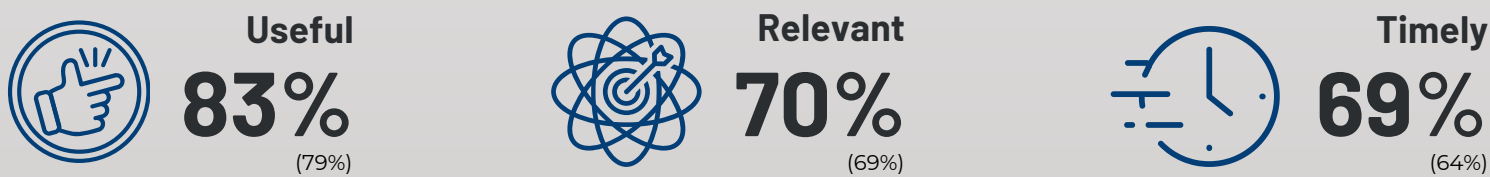
Reach Registered members, database size, message sharing and total potential reach in Derbyshire



I feel that my local police...



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



Message quantity

86.7%
About right



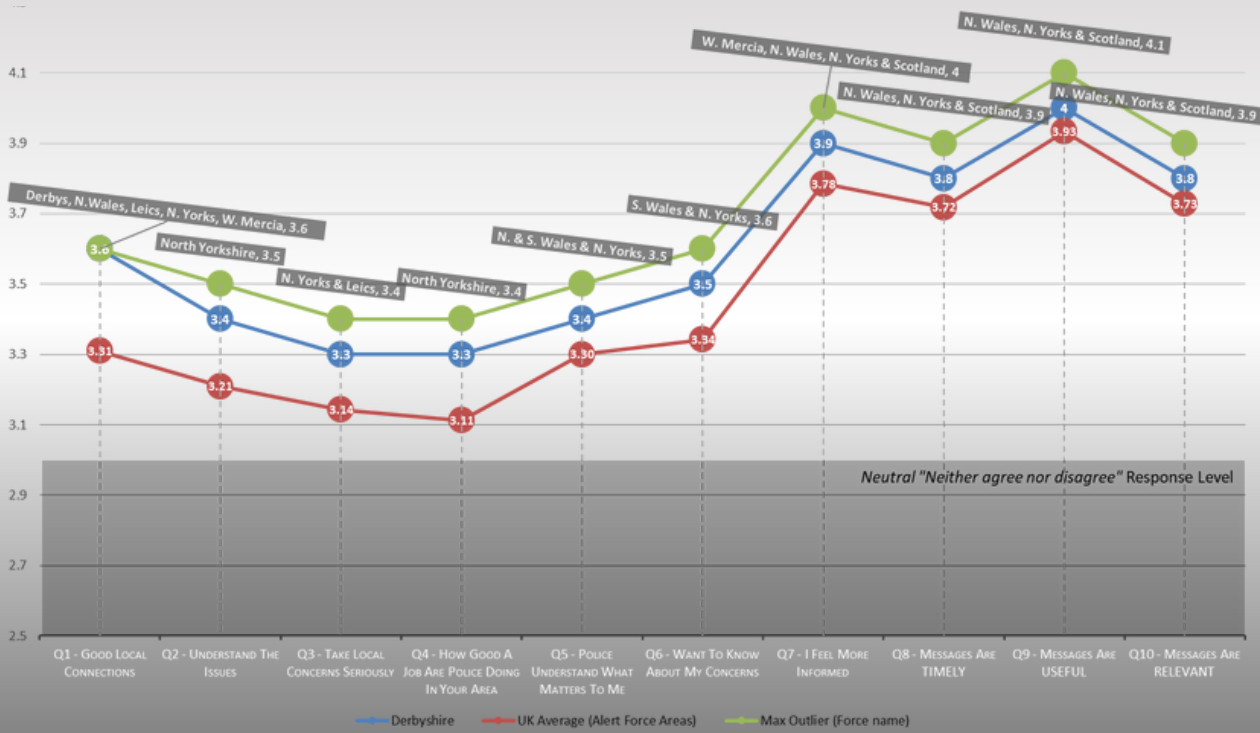
7.1% Too few

6.2% 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

Derbyshire police on social media

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

61% (63%)



% that trust Derbyshire Alert

93% (91%)



Facebook is the next most trusted channel

31% (31%)

A Social Media Springboard



X (Twitter) 290

Facebook 1,730

42% of these respondents would forward relevant messages if they got them first

1,953 Channels used by registered respondents

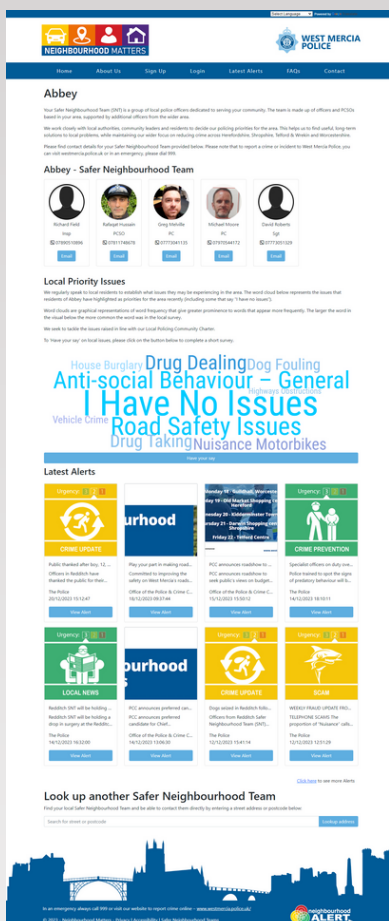
Nextdoor 301

Instagram 456

2,729,487 Potential force-wide social media groups & accounts (if all members did the same)

127,789 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

53% (57%)

1518 respondents in your area said a local area page would be useful to them