neighbourhood ALERT

Local Results Analysis

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

KENT
My Community Voice
Protecting the neighbourhoods of Kent and Medway

15,502 (1,05 million)
Recipients
Emails sent to registered members in the Kent area **(2,350 interacted)**

2,284 (108,690)
Respondents
Answered at least one question (all questions non compulsory)

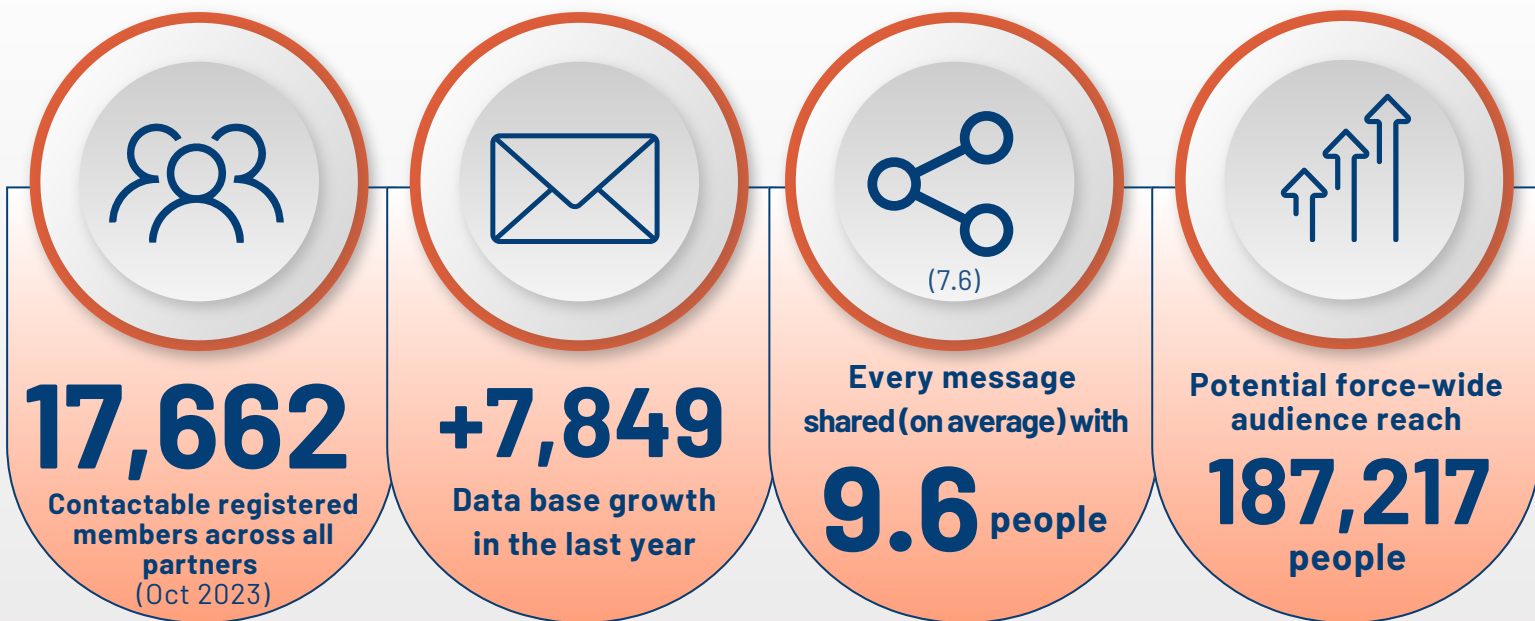**14.7%** (10.3%)
Response rate
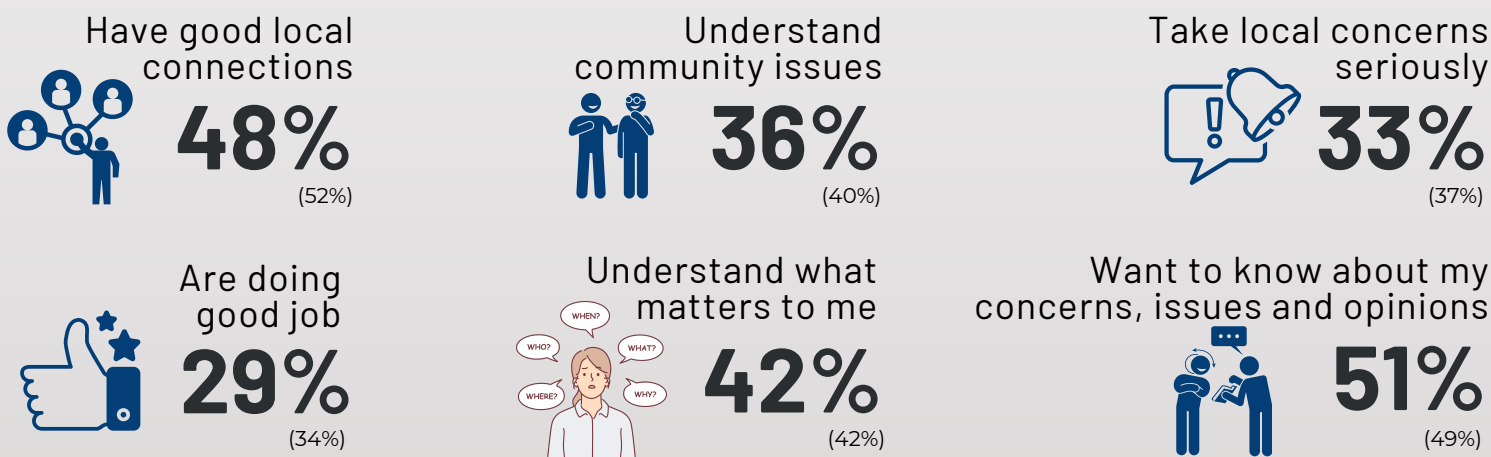Response rate for members in area

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

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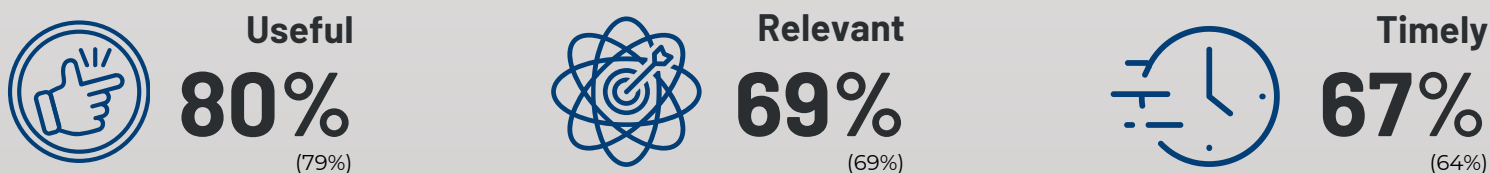Registered members, database size, message sharing and total potential reach in Kent

17,662
**Contactable registered members across all partners**
(Oct 2023)

+7,849
Data base growth in the last year

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

Potential force-wide audience reach
187,217 people

I feel that my local police...

Have good local connections
48%
(52%)

Understand community issues
36%
(40%)

Take local concerns seriously
33%
(37%)

Are doing good job
29%
(34%)

Understand what matters to me
42%
(42%)

Want to know about my concerns, issues and opinions
51%
(49%)

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

Useful
80%
(79%)

Relevant
69%
(69%)

Timely
67%
(64%)

Message quantity

85.8% About right
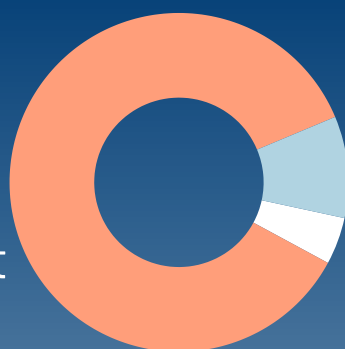
9.7% Too few

4.5% 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)
17%
(19%)
Messages prompted me to take action

83% (top result)
76%
(72%)

37% (top result)
34%
(30%)
Information helped prevented me from becoming a victim

29% (top result)
24%
(19%)

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

Likert Scale Question Rankings

Line chart with x-axis questions Q1–Q10 and y-axis from 2.5 to 4.1.

Labels on chart:
- N. Wales, N. Yorks & Scotland, 4.1
- W. Mercia, N. Wales, N. Yorks & Scotland, 4
- N. Wales, N. Yorks & Scotland, 3.9
- N. Wales, N. Yorks & Scotland, 3.9
- Derbys, N.Wales, Leics, N. Yorks, W. Mercia, 3.6
- S. Wales & N. Yorks, 3.6
- N. & S. Wales & N. Yorks, 3.5
- North Yorkshire, 3.5
- North Yorkshire, 3.4
- N. Yorks & Leics, 3.4
- 3.9
- 3.78
- 3.8
- 3.95
- 3.9
- 3.8
- 3.73
- 3.72
- 3.31
- 3.21
- 3.2
- 3.1
- 3.14
- 3.1
- 3.11
- 3
- 3.3
- 3.34
- 3.4

Neutral "Neither agree nor disagree" Response Level

X-axis: 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

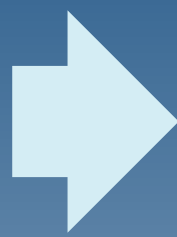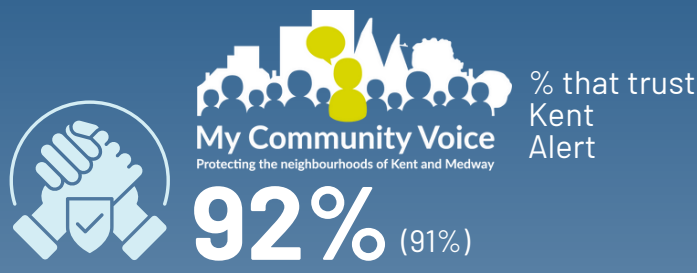Legend: Kent — UK Average (Alert Force Areas) — Max Outlier (Force name)

Not Social Media

Comparison with social media reach and trust

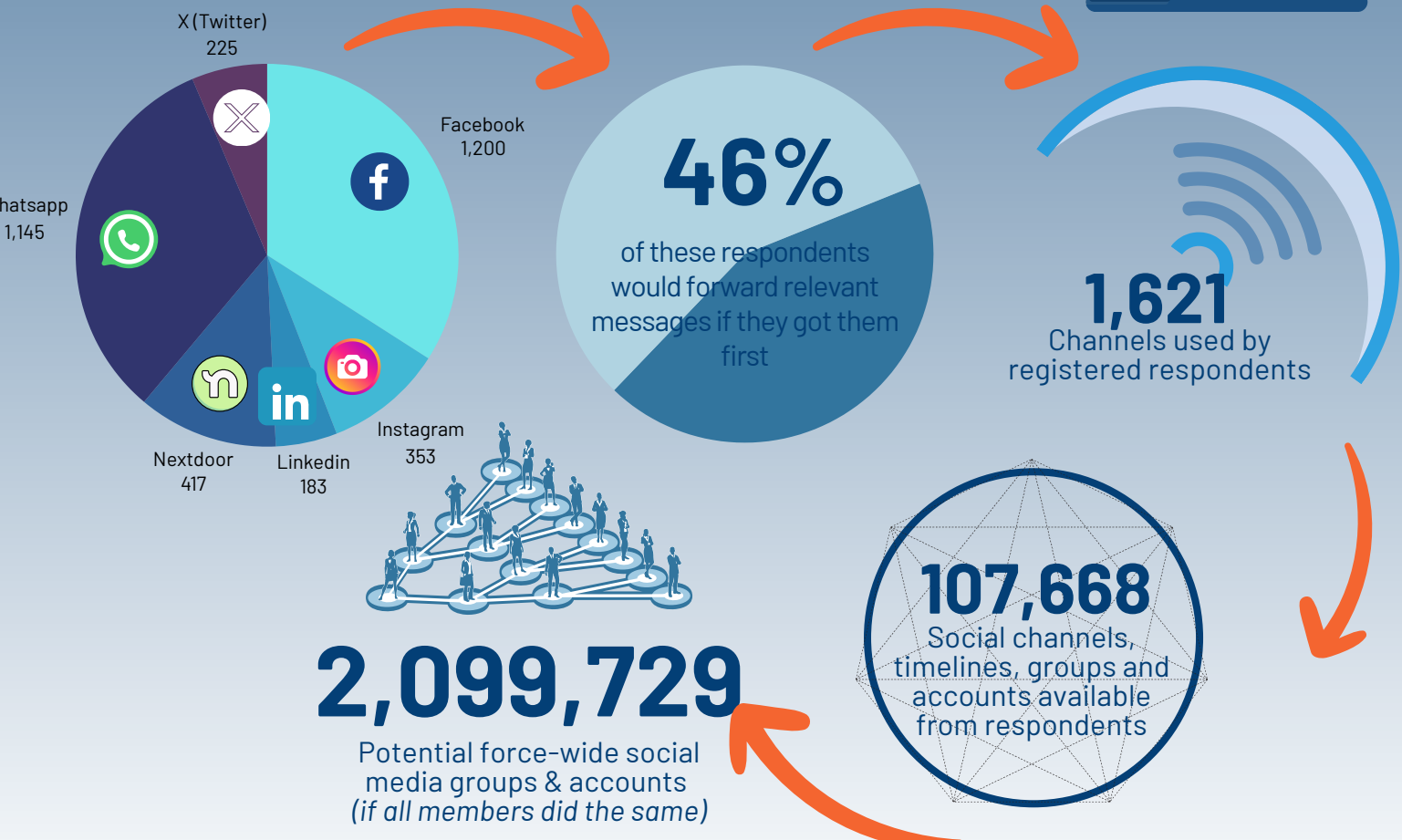**Percentage of members in your area that do NOT follow Kent police on social media**
(inc. Facebook, Instagram, Nextdoor, X or WhatsApp)

67% (63%)

My Community Voice
Protecting the neighbourhoods of Kent and Medway

% that trust Kent Alert

92% (91%)

Facebook is the next most trusted channel

27% (31%)

A Social Media Springboard

Pie chart channels:
- X (Twitter) 225
- Facebook 1,200
- Whatsapp 1,145
- Nextdoor 417
- Linkedin 183
- Instagram 353

46%
of these respondents would forward relevant messages if they got them first

1,621
Channels used by registered respondents

107,668
Social channels, timelines, groups and accounts available from respondents

2,099,729
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

64% (57%)
1185 respondents in your area said a local area page would be useful to them