



Meeting	Policing Performance Committee
Date	11 June 2024
Location	Video Conference
Title of Paper	Public Polling Insights
Presented By	Martin Smith, Strategy and Research Lead - SPA
Recommendation to Members	For Discussion
Appendix Attached	No

PURPOSE

This paper provides the Committee with key findings and insights gained from the in-depth, aggregated analysis of four waves of Authority commissioned independent public polling.

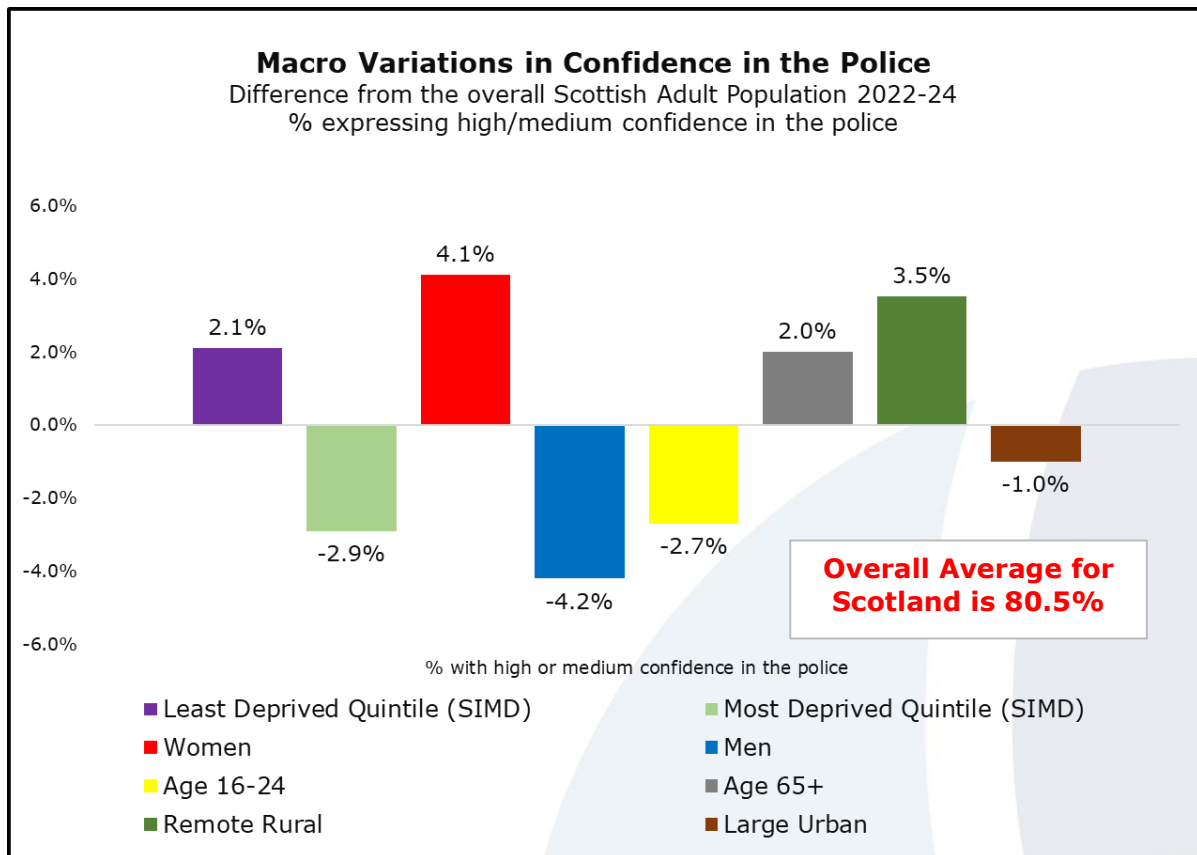
The focus of this in-depth analysis is on the views of women as determined from a total of over 10,000 public poll responses across 4 polls, exploring how their views differ from men, and how there is variation in views among women depending on a range of factors.

The paper also updates the Committee with details of ongoing focus group research which will produce more in-depth insights into the dynamics and drivers of trust and confidence in the police among segments of the Scottish population.

1. Background and Context

- 1.1 During the period 2020-2022, aligned to the key Authority priority to maintain a focus on the public interest and to develop an understanding of the drivers of public trust and confidence in policing, the Authority commissioned a series of standalone independent public polling exercises.
- 1.2 These polling exercises used the well established *ScotPulse* national polling mechanism in order to gather independent, non self selecting and representative data for the Scottish adult population on public confidence associated with policing across a range of issues. Four separate polling exercises were undertaken during 2020-21 to establish and monitor public confidence data on the policing of the pandemic, giving informative and insightful trend data over the period. Using this same process subsequent surveys were carried out to explore views on support for the use of new and emerging technology in policing and the policing of COP26.
- 1.3 Building on the insights gained through the previous standalone polling, the Authority moved forward by developing a multi-year programme of commissioned regular independent polling of a representative sample of the Scottish public, with a view to establishing a regular and consistent representative poll that would further enhancing its understanding of variations in public trust and confidence.
- 1.4 This contributes to the Authority's vision of policing in the public interest, by providing a large sample which is representative of the diverse profile of Scotland. The ongoing work is carried out by Diffley Partnership with polling on a six-monthly basis using the STV product, *ScotPulse*. This mechanism gives the Authority access to a panel of more than 43,000 citizens from which random, representative samples are drawn.
- 1.5 The disaggregation possible from the *Scotpulse* data set allows the overall average levels of trust and confidence in the police to be further explored in terms of gender, age geography, household size, SIMD and socio-economic status. The analysis of this data allows cross correlation of these factors and supports the Authority in identifying the sub-groups whose confidence in policing is both higher and lower than average. The graph below illustrates the degree of variation in confidence already evident at the macro level in Scotland: Women are more confident than men, older people are

more confident than younger people, and people living in rural and less deprived areas are more confident than people living in deprived urban areas.



- 1.6 During the last two years the Authority and Police Scotland have been investing significant effort to understand why confidence and trust is lower among some segments of the population and in some areas of Scotland, through detailed analysis of both SPA polling data and Police Scotland’s Your Police data. To date the main focus has been on engaging with those communities that experience socio-economic deprivation in some way, to better understand the reasons behind observations in the polling data that indicate there is lower-than-average levels of confidence in policing.
- 1.7 The Committee was updated in March 2024 on the work of the joint Community Confidence Action Research (CCAR) project and its participative, community-based approach in a diverse group of Scottish communities, covering Ayrshire, Fife, Perthshire and Caithness. Findings from the CCAR project are due to be published later in 2024-25 however early themes indicate that the drivers of confidence primarily relate to: (1) the visibility of community policing; (2) the presence and participation by the police in community events and meetings; and (3) the availability and

relevance of information about local policing activity and achievements via local media, including more 'hyperlocal' social media.

- 1.8 As of June 2024, four waves of routine public polling have been conducted, extending back to the summer of 2022 and collectively they produce a sample of more than 10,500 people. This large sample size permits the production of statistically robust sub-group analysis and intersectional analysis.
- 1.9 This paper sets out key findings arising from analysis of the aggregated waves of data, focusing in this study on the views of women about policing and how (1) they differ from men and (2) there are variations among women based on a range of factors.

2. Key Points from the Deeper Dive

- Trust in Scottish policing remains strong, and most people think that the police are doing a good job (or are at least performing fairly). The public does, however, think that the police are not performing as well when it comes to building more cohesive communities.
- Confidence in policing remains mostly strong, with confidence being greater for policing services generally, including local, community policing. There is notably less confidence in the population in relation to tackling antisocial behaviour, although women do have more confidence than men in this regard by some margin.
- Gender is the most important single factor in influencing levels of trust and confidence in the police, and views about policing performance, with women being more positive than men across a suite of indicators. Notably women are more likely to say that the police care about them, are providing protection, and are listening and responding to their needs.
- Among women there is a great deal of variation depending on circumstances. Women who live in a two-person household tend to be more confident in the police than those who live alone. Women who live in rural areas or small towns tend to show more confidence than those who live in urban areas. Trust among women aged 65+ is higher than women aged 16-24, although the last 12 months has seen more younger women changing their level of trust positively than has been the case for other women.

- Geography and deprivation continue to influence the overall findings, with women living in more affluent and rural communities expressing more confidence and trust in the police than others, and rating police performance more positively.

3. Aggregated Sample Overview and Composition

3.1 The aggregated waves of SPA polling data form an overall sample size of 10,562 people from across Scotland, all of whom have been selected randomly from the larger *ScotPulse* panel of more than 43,000 people.

- Wave 1 was collected in July 2022 and consists of 2,594 people.
- Wave 2 was collected in February 2023 and consists of 2,663 people.
- Wave 3 was collected in July 2023 and consists of 2,718 people and
- Wave 4 was collected in January 2024 and consists of 2,587 people.

These similarly-sized samples, each of a statistically significant size in their own right, were therefore collected at roughly six-monthly intervals over an 18-month period, and collectively form a very large overall sample size to enable reliable sub-group analysis.

3.2 An indication of the diversity across the overall aggregated sample of 10,562 is shown below.

It should be noted that when analysing the sample, statistical weightings (by age and gender) are applied to individual responses to ensure a balance with what is known about the size and structure of the wider Scottish population. Applying weightings increases the sample's representativeness and therefore its reliability when speaking for the population of Scotland as a whole.

Aggregated Sample Composition

<p>Gender 51.8% Women 48.2% Men</p>	<p>Geography 30.8% from East Command 27.2% from North Command 41.7% from West Command</p>
<p>Urban-Rural 35% Large Urban Areas 33% Other Urban Areas 8.5% Accessible Small Towns 4.4% Remote Small Towns 12.3% Accessible Rural Areas 6.9% Remote Rural Areas</p>	<p>SIMD 16.3% from SIMD Quintile 1 18.9% from SIMD Quintile 2 21.9% from SIMD Quintile 3 22% from SIMD Quintile 4 21% from SIMD Quintile 5</p>
<p>Age Group 12.4% aged 16-24 16.5% aged 25-34 14.9% aged 35-44 16.4% aged 45-54 16.5% aged 55-64 23.3% aged 65+</p>	<p>Household Composition 17.2% 1 Person Household 44% 2 Person Household 19.2% 3 Person Household 14.5% 4 Person Household 4% 5 Person Household 1.1% 6 Persons+ in Household</p>

4. National Level Picture

- 4.1. The following summaries describe what our polling has recorded the Scottish population aged 16+ think about policing, extending back to the summer of 2022, and based on an aggregated sample of 10,562 respondents.
- 4.2. Most peoples’ views are positive, however a long-term trend of declining trust and confidence has been evidenced as in existence for more than a decade (as published in Scottish Crime and Justice Survey findings), and this is evident across the four waves of SPA polling. It should be noted that the overall decline in this recent period is marginal.
- 4.3. The summary below is split into three sections based on question theme, namely Trust, Confidence, and Performance. Note that respondents who did not provide an answer or otherwise express a view (e.g. “don’t know” or “not applicable”) have been excluded from the analysis. Confidence and Trust levels in the survey are derived using an 11-point scoring method, ranging from 0-10. High Confidence and Trust relates to scores of 7 out of 10 or more, and Medium Confidence and Trust relates to scores of 4 to 6 out of 10.

4.4. Trust – Scotland as a whole

The following statements are listed in order, starting with those that refer to the highest level of trust in the police:

- 77.6% have high-medium trust in **Police Scotland overall**
- 77% have high-medium trust in their **local police**
- 72.4% have high-medium trust that the police **will protect them**
- 70.9% have high-medium trust that the **police care about people like them**
- 69.6% have high-medium trust in the police **listening and responding to their needs**

Respondents in the January 2024 poll were also asked whether their *trust* in the police had changed in the previous 12 months. 63.7% of respondents reported no change, 5.4% had more trust, and 30.9% had less trust.

4.5. Confidence – Scotland as a whole

The following statements are listed in order, starting with those that refer to the highest level of confidence in the police:

- 80.5% have high-medium confidence in **Police Scotland overall**
- 79.1% have high-medium confidence in their **local police**
- 72.3% have high-medium confidence in the police **keeping their area safe**
- 70.1% have high-medium confidence in the police **tackling crime** in their local area
- 67.2% have high-medium confidence in the police **being there when people need them**
- 66.2% have high-medium confidence in the police **preventing crime** in their local area
- 64.8% have high-medium confidence in the police **providing an appropriate and timely response**

- 60.6% have high-medium confidence in the police **tackling antisocial behaviour** in their local area

Respondents in the January 2024 wave were also asked whether their *confidence* in the police had changed in the previous 12 months. 57.1% of respondents reported no change, 6.8% were more confident, and 36.1% were less confident.

4.6. Performance – Scotland as a whole

The following statements are listed in order, starting with those that rate the police as doing a good job:

- 73.1% think that the **police in general** are doing a good/very good job, or at least performing fairly
- 69.7% think that the police in are doing a good/very good job, or at least performing fairly, at **keeping their area safe**
- 65.9% think that the police in are doing a good/very good job, or at least performing fairly, at **tackling crime**
- 54.5% think that the police in are doing a good/very good job, or at least performing fairly, at **tackling antisocial behaviour**
- 53.6% think that the police in are doing a good/very good job, or at least performing fairly, in **bringing the community closer together**.

5. Variations by social, economic and geographic factors

- 5.1. Variations in the overall findings become evident when the data is broken down into sub-groups of the population along demographic, social, economic and geographic lines. By way of illustration, the data presented below shows how various sub-groups responded to the single question of how much confidence they have in policing in Scotland in general terms. The sub-groups are sorted by the maximum range among responses.

% expressing high or medium confidence in policing generally

Gender – 76.3% to 84.6%
RANGE 8.3%

Women	84.6%
Men	76.3%

Scottish Parliamentary Region – 76% to 83.6%
RANGE 7.6%

Highland and Islands	83.6%
Lothian	81.3%
West Scotland	80.8%
North East Scotland	80.7%
Mid Scotland, Fife	80.5%
Central Scotland	80.3%
South Scotland	80.0%
Glasgow	76.0%

SIMD – 77.6% to 82.6%
RANGE 5%

SIMD 5 (least deprived)	82.6%
SIMD 3	80.9%
SIMD 4	80.1%
SIMD 2	80%
SIMD 1 (most deprived)	77.6%

Age Band – 77.8% to 82.5%
RANGE 4.7%

65+	82.5%
55-64	81.2%
25-34	80.7%
35-44	79.8%
45-54	79.3%
16-24	77.8%

Urban-Rural Classification – 79.5% to 83.9%
RANGE 4.4%

Remote Rural	83.9%
Remote Small Towns	82.2%
Accessible-Rural	82.2%
Other Urban Areas	80.2%

OFFICIAL

Accessible Small Towns	79.6%
Large Urban Areas	79.5%

**Household Composition – 78.6% to 81.8%
RANGE 3.2%**

2-person household	81.8%
6 or more-person household	80.7%
3–5-person household	79.9%
Single person household	78.6%

- 5.2. At this macro level, the single most important of the factors under investigation is gender, which is notably stronger than age band, the other main demographic factor. Parliamentary region is also strong, with a clear contrast evident between Highland and Islands and Glasgow, yet very similar levels across the rest of Scotland. There is also evidence of different views according to SIMD category, with people living in less deprived communities expressing the most confidence. Household size is the least significant of the factors available for investigation.
- 5.3. It is important to note that some factors, when combined with other factors, can become much more powerful than at the single factor level where underlying variations are often masked.

6. The Views of Women

- 6.1. As has been shown so far, at the single-factor level, a respondent’s gender appears to influence their view of the police in Scotland, with women generally having more confidence in the police than men.
- 6.2. The following summaries describe what women in Scotland aged 16+ think about different aspects of policing in comparison with men. A total of 5,471 women were polled during the four waves, and their response rate to questions on confidence, trust and policing performance ranged from 79.4% to 92.8% depending on the question being asked. In the case of men, 5,091 were polled during the four waves, with a valid opinion response rate to individual questions ranging from 86.7% to 95.6%. Across all polling questions, women are more likely than men to choose ‘*opinionless*’ options such as “Don’t Know” or “Not Applicable” or “No Opinion”, which are discounted from the analysis.

- 6.3. The analysis shows that among people expressing their views on the police in relation to confidence, trust and police performance, women are much more likely to give a positive response.

This gender-based positivity applies to some aspects of policing, crime, and personal and community safety more than others, as detailed below. In terms of the largest differences, women are more likely to say that the police generally are doing a good job, particularly at tackling crime, and women have greater trust that the police will protect them, and care about them. Women are also more likely than men to say that their trust and confidence in the police has changed over the last 12 months, with a greater proportion of women than men reporting being more confident.

6.4. **Confidence – Women compared with men**

The following statements are listed in order, starting with those that show the largest differences between the views of women versus men:

- 84.6% of women have high-medium confidence in **Police Scotland overall** compared with 76.3% for men - **8.3% higher**
- 64.1% of women have high-medium confidence in the police **tackling antisocial behaviour** in their local area compared with 57% of men – **7.1% higher**
- 70.5% of women have high-medium confidence in the police **being there when people need them** compared with 63.6% for men – **6.9% higher**
- 67.8% of women have high-medium confidence in the police **providing an appropriate and timely response** compared with 61.9% for men – **5.9% higher**
- 81.4% of women have high-medium confidence in their **local police** compared with 76.5% for men - **4.9% higher**
- 68.5% of women have high-medium confidence in the police **preventing crime** in their local area compared with 63.7% for men – **4.8% higher**
- 74.6% of women have high-medium confidence in the police **keeping their area safe** compared with 70% for men – **4.6% higher**

- 72.4% of women have high-medium confidence in the police **tackling crime** in their local area compared with 67.8% for men – **4.6% higher**

Respondents in the January 2024 poll were also asked whether their *confidence* in the police had changed in the previous 12 months. 56.7% of women reported no change, compared with 57.7% of men. 7.9% of women were more confident, compared with 5.7% of men.

6.5. Trust – Women compared with men

The following statements are listed in order, starting with those that show the largest differences between the views of women versus men:

- 74.7% of women have high-medium trust that the **police care about people like them** compared with 66.9% for men – **7.8% higher**
- 76% of women have high-medium trust that the police **will protect them** compared with 68.6% for men – **7.4% higher**
- 72.9% of women have high-medium trust in the police **listening and responding to their needs** compared with 66% for men – **6.9% higher**
- 80.1% of women have high-medium trust in **Police Scotland overall** compared with 75.1% for men - **5% higher**
- 78.9% of women have high-medium trust in their **local police** compared with 75.1% for men – **3.8% higher**

Respondents in the January 2024 poll were also asked whether their *trust* in the police had changed in the previous 12 months. 60.9% of women reported no change, compared with 66.7% of men. 6.7% of women had more trust, compared with 4% of men.

6.6. Performance – women compared with men

The following statements are listed in order, starting with those that show the largest differences between the views of women versus men:

- 77.7% of women think that the **police in general** are doing a good/very good job, or at least performing fairly, compared with 68.3% for men – **9.4% higher**
- 69.9% of women think that the police in are doing a good/very good job, or at least performing fairly, at **tackling crime**, compared with 61.8% for men – **8.1% higher**
- 73% of women think that the police in are doing a good/very good job, or at least performing fairly, at **keeping their area safe**, compared with 66.4% for men – **6.6% higher**
- 56.8% of women think that the police in are doing a good/very good job, or at least performing fairly, in **bringing the community closer together**, compared with 50.3% for men – **6.5% higher**
- 57.1% of women think that the police in are doing a good/very good job, or at least performing fairly, at **tackling antisocial behaviour**, compared with 51.9% for men – **5.2% higher**

7. Variations within the views of Women

7.1. Variations in the overall findings for women become evident when the data is broken down further, by demographic, social, economic and geographic lines. To illustrate this, the data presented below shows how various sub-groups of women responded to the three core questions of how much confidence they have in policing in Scotland in general terms, how much trust they have in the police in Scotland, whether they think the police are generally doing a good job, and whether their confidence and trust in the police has changed during the last 12 months. Each question area's sub-groups are sorted by the maximum range among responses.

7.2. Confidence in the Police Among Women

The following statements are listed in order, starting with those that show the largest differences among the views of women:

% of women expressing high or medium confidence in policing generally

Household Composition – 79.1% to 85.6%
RANGE 6.5%

2-person household

85.6%

OFFICIAL

3-5-person household	84.4%
6 or more-person household	81.0%
Single person household	79.1%

Urban-Rural Classification – 82.9% to 89.1%
RANGE 6.2%

Remote Small Towns	89.1%
Remote Rural	87.6%
Accessible-Rural	85.4%
Accessible Small Towns	84.5%
Other Urban Areas	83.9%
Large Urban Areas	82.9%

Scottish Parliamentary Region – 81.2% to 86.3%
RANGE 5.1%

Highland and Islands	86.3%
Mid Scotland, Fife	85.7%
Central Scotland	85.5%
South Scotland	85.2%
North East Scotland	84.5%
West Scotland	84.0%
Lothian	83.7%
Glasgow	81.2%

Age Band – 81.1% to 85.8%
RANGE 4.3%

35-44	85.8%
65+	85.4%
55-64	84.7%
45-54	84.6%
25-34	84.5%
16-24	81.1%

SIMD – 83.2% to 85.4%
RANGE 2.2%

SIMD 5 (least deprived)	85.4%
SIMD 4	85.1%
SIMD 3	84.5%
SIMD 1 (most deprived)	84.0%
SIMD 2	83.2%

7.3. Trust in the Police Among Women

The following statements are listed in order, starting with those that show the largest differences among the views of women:

% of women expressing high or medium trust in policing generally

Age Band – 72.5% to 82.6%
RANGE 10.1%

65+	82.6%
35-44	82.0%
55-64	81.0%
45-54	81.0%
25-34	78.8%
16-24	72.5%

Scottish Parliamentary Region – 76.4% to 85.2%
RANGE 8.8%

South Scotland	85.2%
Highland and Islands	84.2%
Mid Scotland, Fife	81.3%
North East Scotland	80.9%
West Scotland	80.0%
Central Scotland	78.8%
Lothian	78.7%
Glasgow	76.4%

SIMD – 76.5% to 84.1%
RANGE 7.6%

SIMD 5 (least deprived)	84.1%
SIMD 4	80.4%
SIMD 3	80.4%
SIMD 1 (most deprived)	78.4%
SIMD 2	76.5%

Urban-Rural Classification – 78.1% to 83.6%
RANGE 5.5%

Remote Rural	83.6%
Remote Small Towns	83.1%
Accessible-Rural	81.4%
Accessible Small Towns	80.8%
Other Urban Areas	79.6%

Large Urban Areas 78.1%

Household Composition – 79.1% to 81.4%
RANGE 2.3%

2-person household 81.4%
6 or more-person household 80.3%
3–5-person household 79.2%
Single person household 79.1%

7.4. Women’s views on Police Performance

The following statements are listed in order, starting with those that show the largest differences among the views of women:

% of women saying that the police are doing a good or very good job, or at least performing fairly.

Urban-Rural Classification – 71.2% to 81%
RANGE 9.8%

Remote Rural 81.0%
Remote Small Towns 80.7%
Accessible-Rural 79.9%
Other Urban Areas 77.8%
Large Urban Areas 77.3%
Accessible Small Towns 71.2%

Scottish Parliamentary Region – 74.2% to 80.9%
RANGE 6.7%

Highland and Islands 80.9%
Mid Scotland, Fife 79.7%
South Scotland 78.5%
North East Scotland 77.9%
Central Scotland 77.9%
Lothian 77.3%
West Scotland 75.4%
Glasgow 74.2%

Age Band – 74.3% to 80.1%
RANGE 5.8%

35-44 80.1%
25-34 79.3%

65+	78.1%
55-64	77.1%
45-54	76.7%
16-24	74.3%

SIMD – 74.2% to 79.8%
RANGE 5.6%

SIMD 5 (least deprived)	79.8%
SIMD 3	78.9%
SIMD 4	78.5%
SIMD 2	77.1%
SIMD 1 (most deprived)	74.2%

Household Composition – 75.4% to 79.7%
RANGE 4.3%

6 or more-person household	79.7%
2-person household	78.6%
3–5-person household	77.8%
Single person household	75.4%

7.5. Changing Levels of Confidence and Trust among Women

In January 2024 (Wave 4), 1,340 women were asked whether their views on the police had changed over the past 12 months in terms of their confidence and trust.

The results among women, when broken down into sub-categories, are detailed below, initially for confidence and then trust, and sorted by the factors with the greatest amount of difference.

7.6. Changing Confidence

% of women saying that their level of confidence had improved or remained the same over the previous 12 months.

Household Composition – 59.8% to 83.3%
RANGE 23.5%

6 or more-person household	83.3%
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OFFICIAL

3-5-person household	67.5%
2-person household	63.4%
Single person household	59.8%

Urban-Rural Classification – 62.1% to 76.3%
RANGE 14.2%

Remote Rural	76.3%
Remote Small Towns	69.0%
Accessible Small Towns	66.3%
Other Urban Areas	63.9%
Large Urban Areas	63.0%
Accessible-Rural	62.1%

Age Band – 61.8% to 75.0%
RANGE 13.2%

16-24	75.0%
25-34	64.1%
35-44	63.9%
45-54	63.3%
65+	62.7%
55-64	61.8%

Scottish Parliamentary Region – 59.6% to 72.6%
RANGE 13%

Highland and Islands	72.6%
Lothian	70.4%
Central Scotland	66.1%
West Scotland	64.4%
South Scotland	64.3%
North East Scotland	60.2%
Glasgow	60.5%
Mid Scotland, Fife	59.6%

SIMD – 60.8% to 69.0%
RANGE 8.2%

SIMD 3	69.0%
SIMD 5 (least deprived)	67.2%
SIMD 1 (most deprived)	63.3%
SIMD 2	62.3%
SIMD 4	60.8%

7.7. Changing Trust

% of women saying that their level of trust had improved or remained the same over the previous 12 months.

Household Composition – 64.4% to 83.3% RANGE 18.9%

6 or more-person household	83.3%
3–5-person household	70.2%
2-person household	66.0%
Single person household	64.4%

Scottish Parliamentary Region – 59.8% to 75.8% RANGE 16%

Highland and Islands	75.8%
Lothian	72.1%
South Scotland	70.1%
West Scotland	66.5%
Mid Scotland, Fife	66.5%
North East Scotland	65.9%
Central Scotland	64.8%
Glasgow	59.8%

Urban-Rural Classification – 65.8% to 81.4% RANGE 15.6%

Remote Small Towns	81.4%
Remote Rural	72.2%
Accessible Small Towns	68.6%
Accessible-Rural	68.3%
Other Urban Areas	67.0%
Large Urban Areas	65.8%

SIMD – 64.5% to 70.8% RANGE 6.3%

SIMD 5 (least deprived)	70.8%
SIMD 3	70.1%
SIMD 2	68.4%
SIMD 4	65.1%
SIMD 1 (most deprived)	64.5%

Age Band – 66.7% to 70.9%
RANGE 4.2%

16-24	70.9%
35-44	68.1%
45-54	67.6%
65+	67.0%
25-34	66.7%
55-64	66.7%

8. Summary of Key Points from the Deeper Dive

- 8.1. Trust in Scottish policing remains strong, and most people think that the police are doing a good job (or are at least performing fairly). The public does, however, think that the police are not performing as well when it comes to building more cohesive communities.
- 8.2. Confidence in policing remains mostly strong, with confidence being greater for policing services generally, including local, community policing. There is notably less confidence in the population in relation to tackling antisocial behaviour, although women do have more confidence than men in this regard by some margin.
- 8.3. Gender is the most important single factor in influencing levels of trust and confidence in the police, and views about policing performance, with women being more positive than men across a suite of indicators. Notably women are more likely to say that the police care about them, are providing protection, and are listening and responding to their needs.
- 8.4. Among women there is a great deal of variation depending on circumstances. Women who live in a two person household tend to be more confident in the police than those who live alone. Women who live in rural areas or small towns tend to show more confidence than those who live in urban areas. Trust among women aged 65+ is higher than women aged 16-24, although the last 12 months has seen more younger women changing their level of trust positively than has been the case for other women.
- 8.5. Geography and deprivation continue to influence the overall findings, with women living in more affluent and rural communities

expressing more confidence and trust in the police than others, and rating police performance more positively.

9. Next Steps in the Deeper Dive Series

- 9.1 In recognition of the amount of data variations reported in deeper dives, the Authority's Strategy and Performance team will prepare infographic-based "summaries on a page" to accompany the deeper-dive series as it unfolds. These will be published on the Insights section of the Authority's website.
- 9.2 The findings in this report as they relate to women, and variations in views among women, will be discussed at a future meeting of the Joint Research and Evidence Forum for consideration of how they may be understood more comprehensively using a wider range of methodologies.
- 9.3 The Diffley Partnership is currently conducting/analysing focus groups on behalf of the Authority, exploring the underlying reasons for attitudes towards the police, crime and antisocial behaviour. The current focus groups include people who have persistently low confidence and trust in the police, and people who have previously said that they had high confidence and trust in the police but have lost some of it. This work is expected to conclude over the summer of 2024 and findings will be brought back to the Police Performance Committee in due course. Further candidate profiles for focus-group research will also be considered with the Diffley partnership based on findings, as they emerge, during the deeper dive series.
- 9.4 Further regular polling will be carried out in the summer of 2024 (Sweep 5). In addition to core, recurring questions, topical questions will be developed in the coming weeks, taking account of trends, the views of stakeholders, and findings arising from this initial deep dive exercise on gender.
- 9.5 In developing the deeper dive series further, it is proposed that the following schedule of deeper dives is undertaken and reported to the Policing Performance Committee as 2024-25 progresses.

Summer 2024: the views of people living in rural and remote areas of Scotland, reporting to the Policing Performance Committee in Autumn 2024.

Autumn 2024: the views of young people aged 16-24, reporting to the Policing Performance Committee in Winter 2024-25.

9.6 It is also proposed that a question asked in the January 2024 poll about long-term health issues (mental and physical, and whether limiting or non-limiting) is asked again in the next two sweeps of polling (July 2024 and January 2025) to build up a sufficiently large sample of responses and permit a deep dive in 2025.

10. FINANCIAL IMPLICATIONS

10.1. There are no direct financial implications in this report.

11. PERSONNEL IMPLICATIONS

11.1. There are no direct personnel implications in this report.

12. LEGAL IMPLICATIONS

12.1. There are no direct legal implications in this report.

13. REPUTATIONAL IMPLICATIONS

13.1. There are no direct reputational implications in this report.

14. SOCIAL IMPLICATIONS

14.1. There are no direct social implications in this report.

15. COMMUNITY IMPACT

15.1. There are no direct community implications in this report.

16. EQUALITIES IMPLICATIONS

16.1. There are no direct equalities implications in this report.

17. ENVIRONMENT IMPLICATIONS

17.1. There are no direct environment implications in this report.

RECOMMENDATIONS

Members are invited to discuss the contents of this report.

