

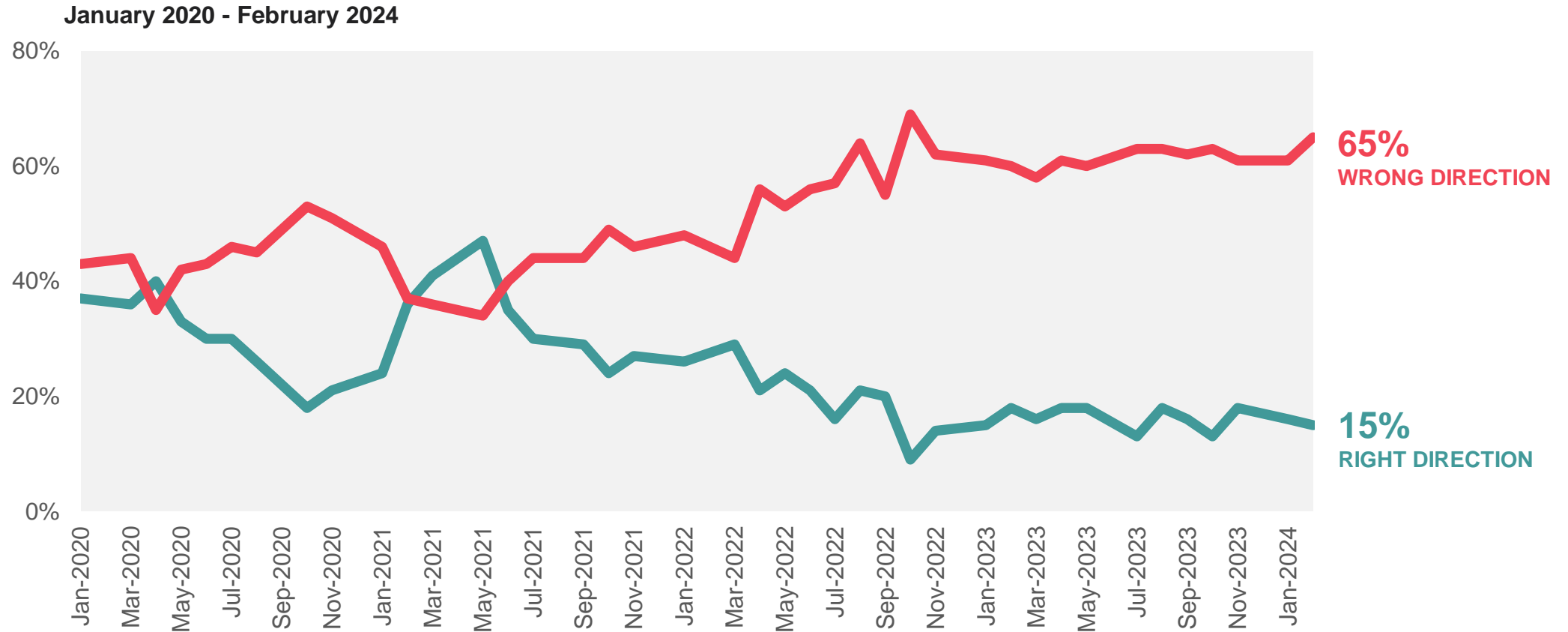
# Public perceptions – elections, crime and policing

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Head of Crime, Justice and Security,  
Ipsos



# Levels of general pessimism are at a four year high...

Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

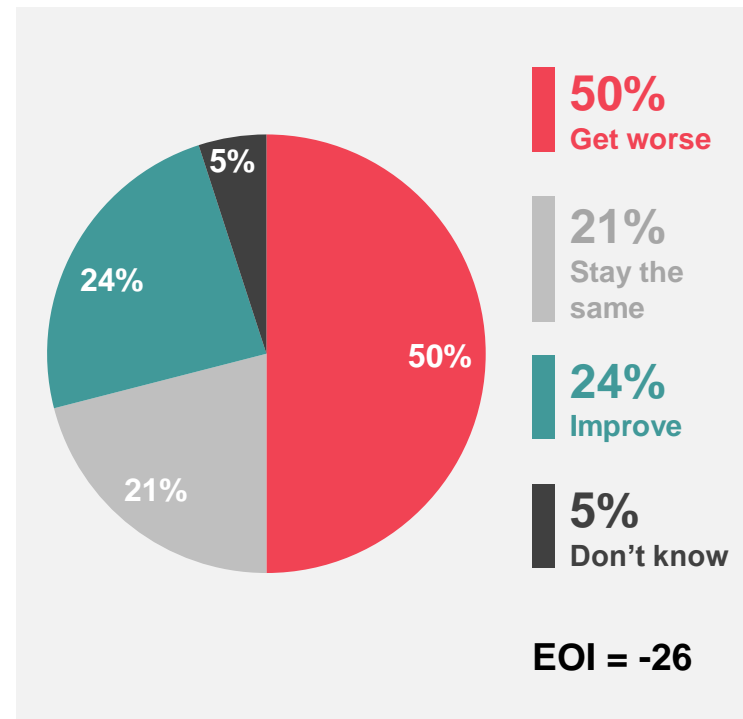


Base: 1,105 Online British adults aged 18+, 16-19 February 2024

# And economic pessimism is nearly as bad as it was during the financial crisis of 2008

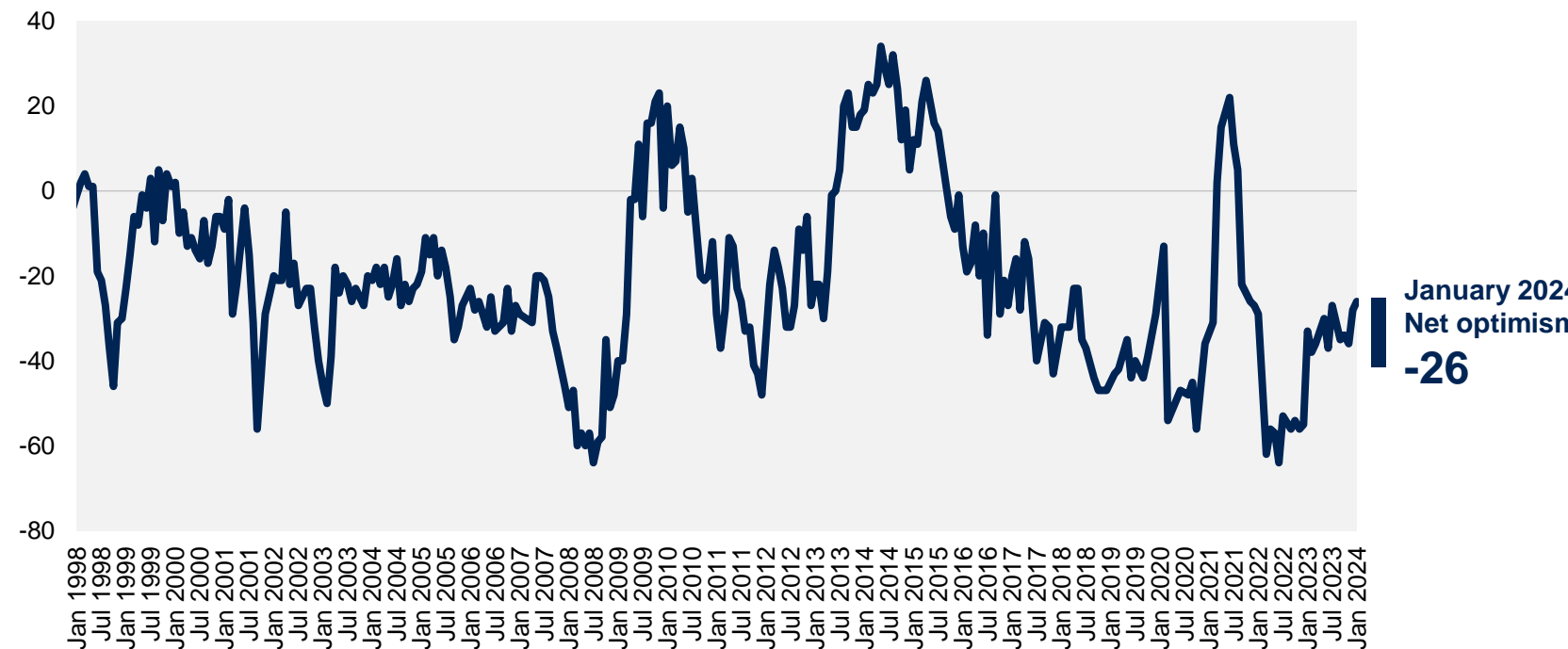
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

January 2024



Base: 1,003 British adults 18+, 17-23 January 2024

January 2007 – January 2024

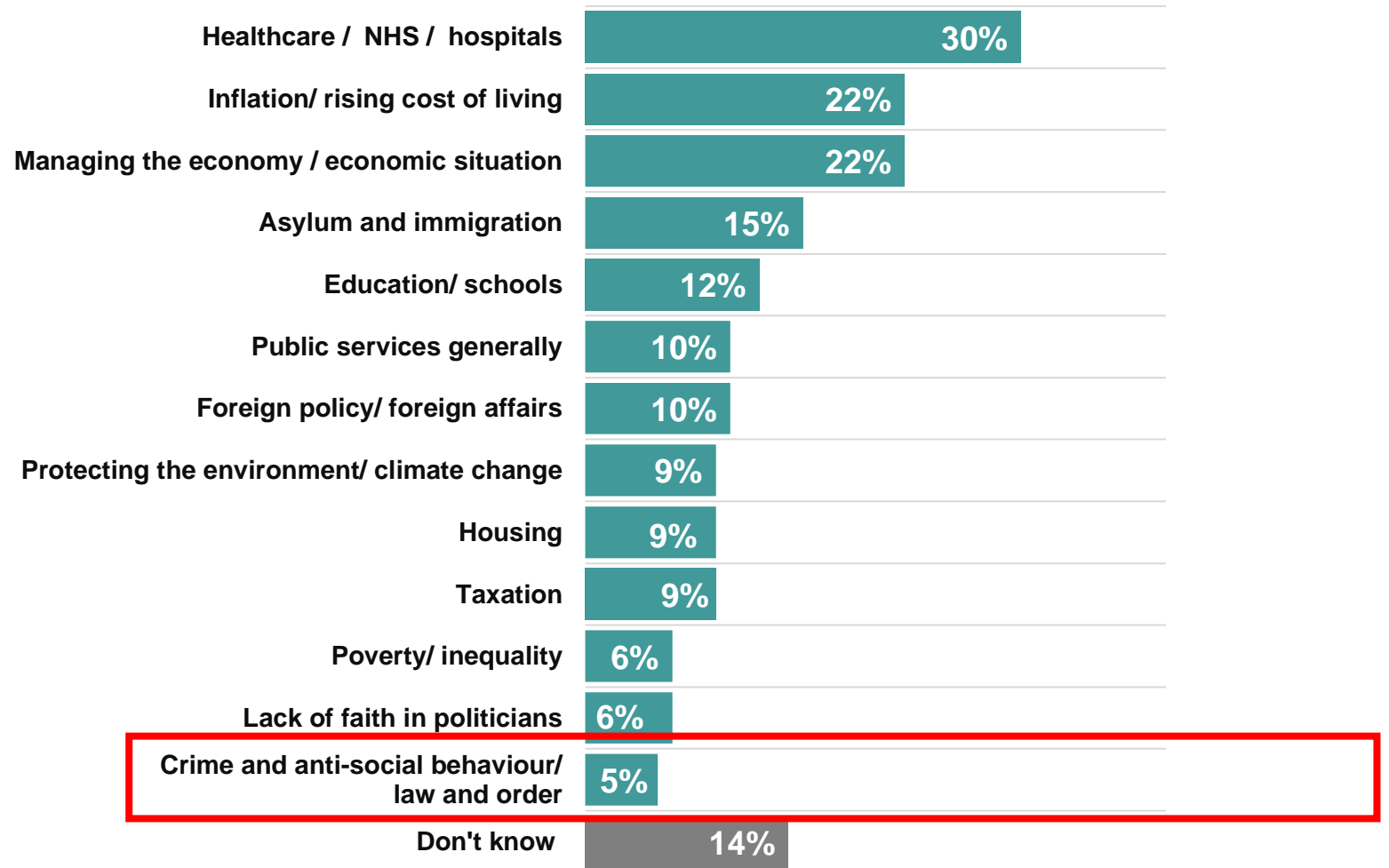


Source: Ipsos Political Monitor



# No surprise at the top reported issues people say will influence their voting at the general election

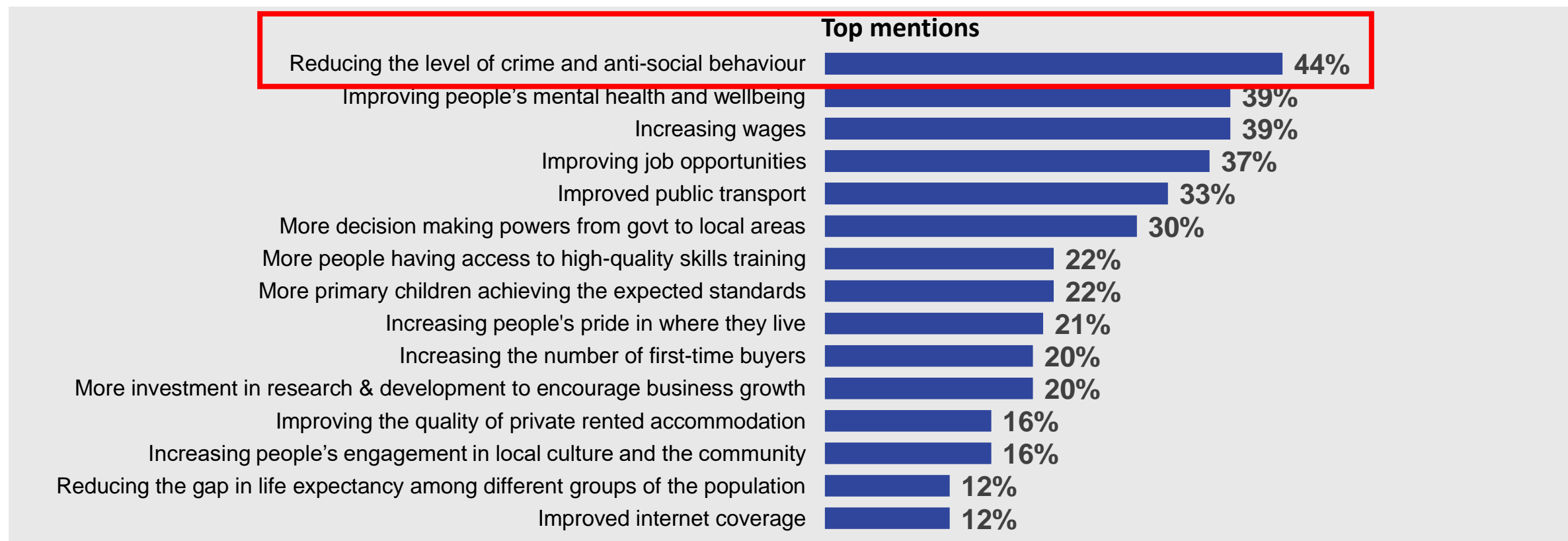
Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?



Base: 1,004 British adults 18+, 21-28 February 2024.. \*This chart only shows issues which were mentioned by at least 5%. For the full list of issues, please see the full data tables.

# But when asked about their local area, reduction of crime and ASB becomes a priority

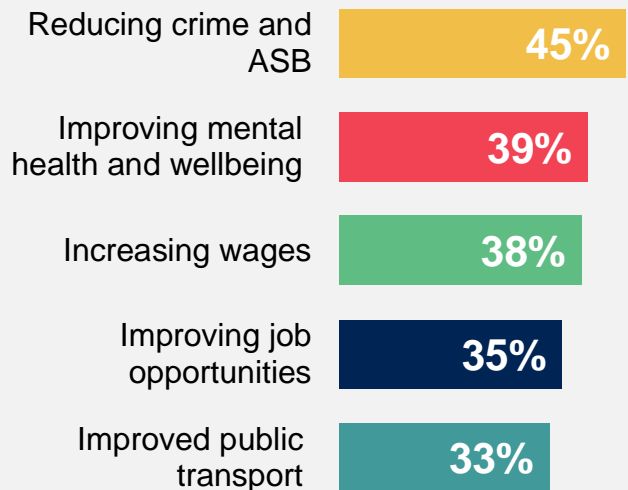
The government's plans for reducing regional inequalities (or Levelling Up) includes a number of objectives. Which three or four of the following, if any, do you consider to be the main priorities for improvement in your local area?



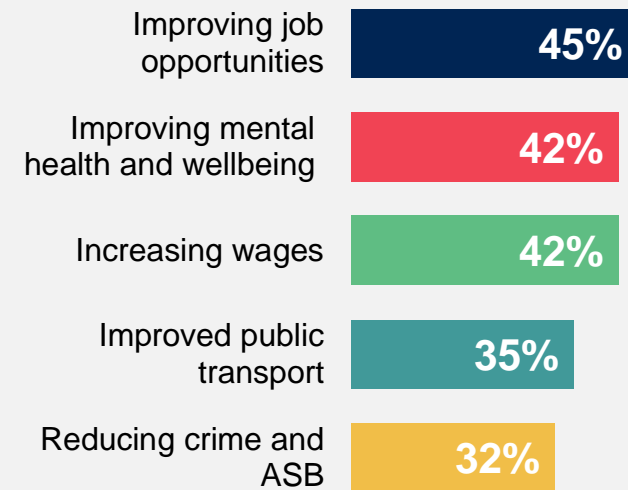
Base: All UK adults 16+ (6189)  
Fieldwork dates: 2-8 February 2023

Although there are differences between nations.... crime is the biggest issue in England, while jobs and wages are top priorities elsewhere

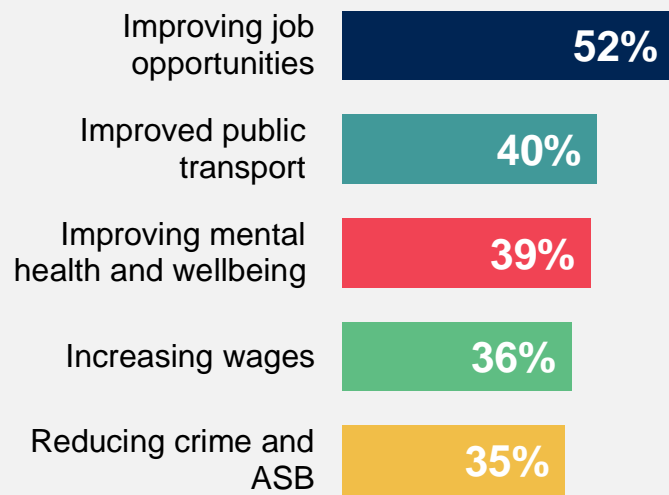
### England



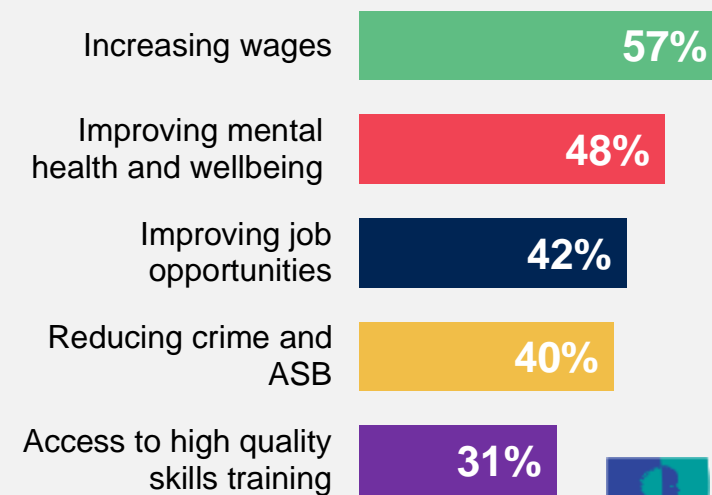
### Scotland



### Wales



### Northern Ireland

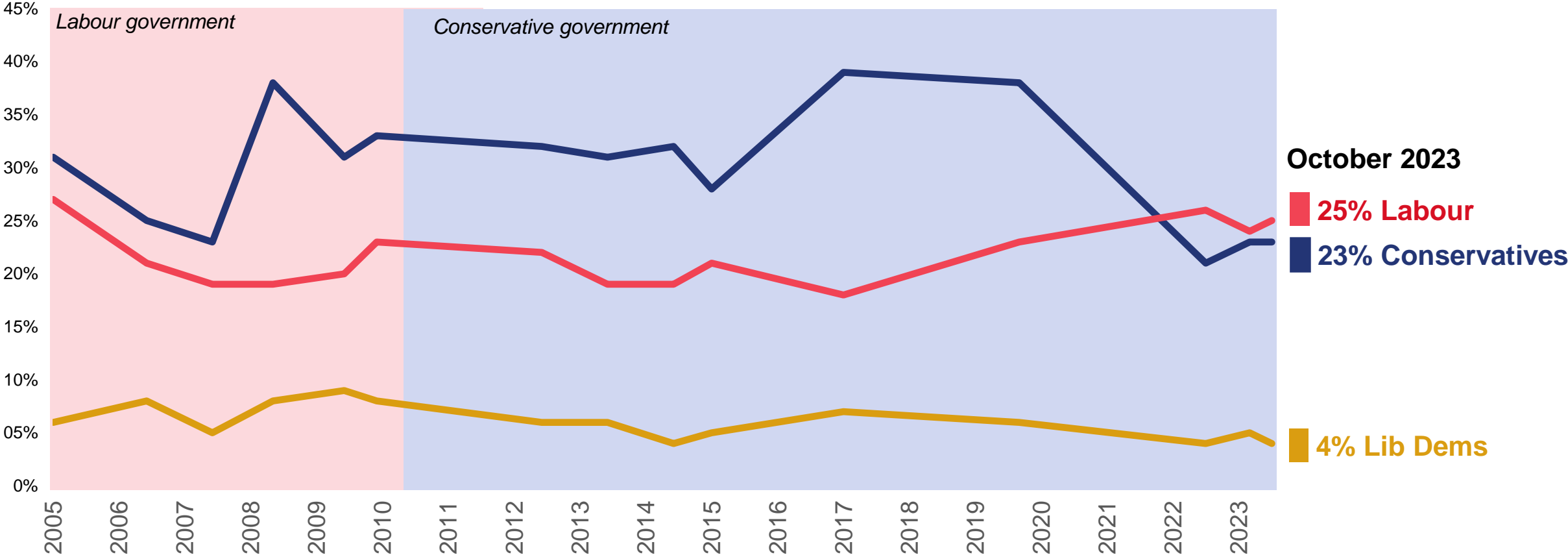


Base: All UK adults 16+ (6189): England (5177); Scotland (510); Wales (259); Northern Ireland (243)  
Fieldwork dates: 2-8 February 2023



# This is combined with a fall in confidence in the current government to deal with crime

Which party do you think has the best policies on crime and anti-social behaviour, the Conservatives, Labour, Liberal Democrats or some other party?



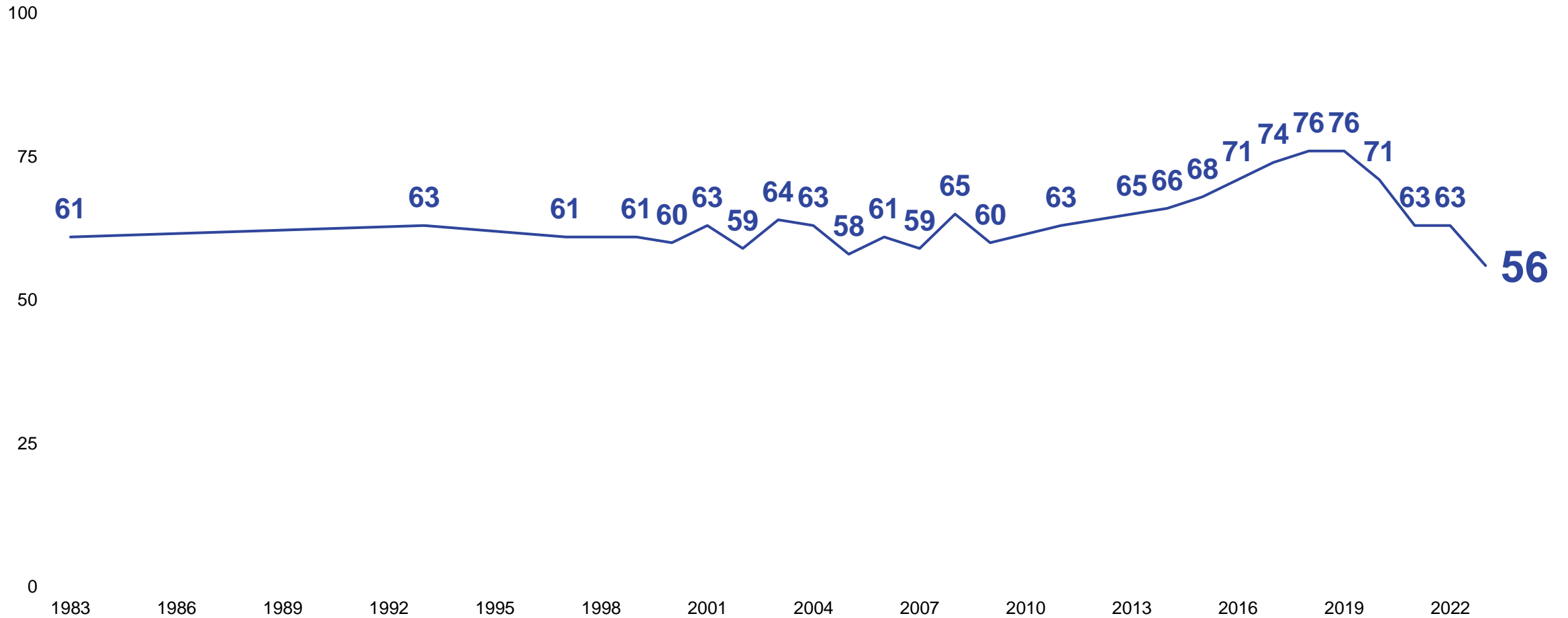
Latest wave base: 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



# And trust in the police in general taken a hit over the last five years

*% trust to tell the truth:*



\*: This profession listed for the first time in 2022

Base: c.1,000 British adults interviewed per year. 2020 – 2023 and 2013 conducted by telephone; all other years face-to-face

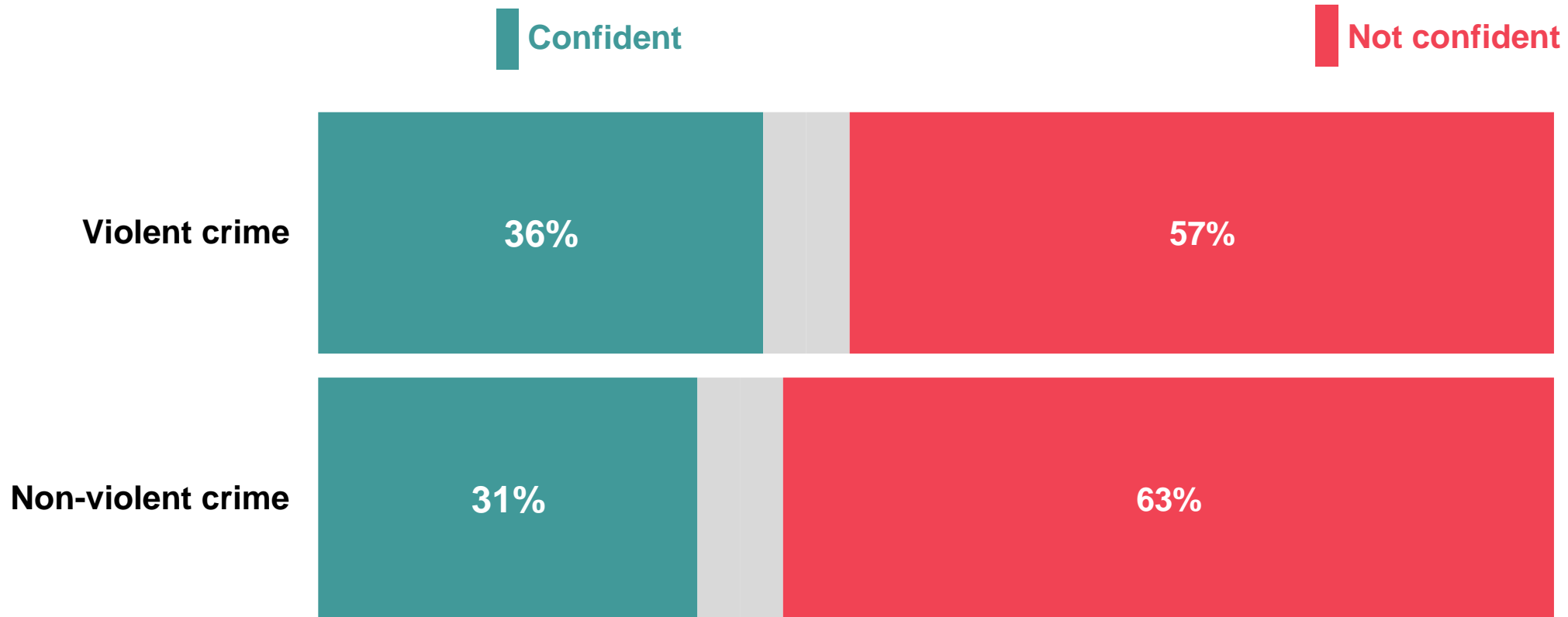
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# Confidence in the police / law enforcement to tackle violent and non-violent crime remains low...

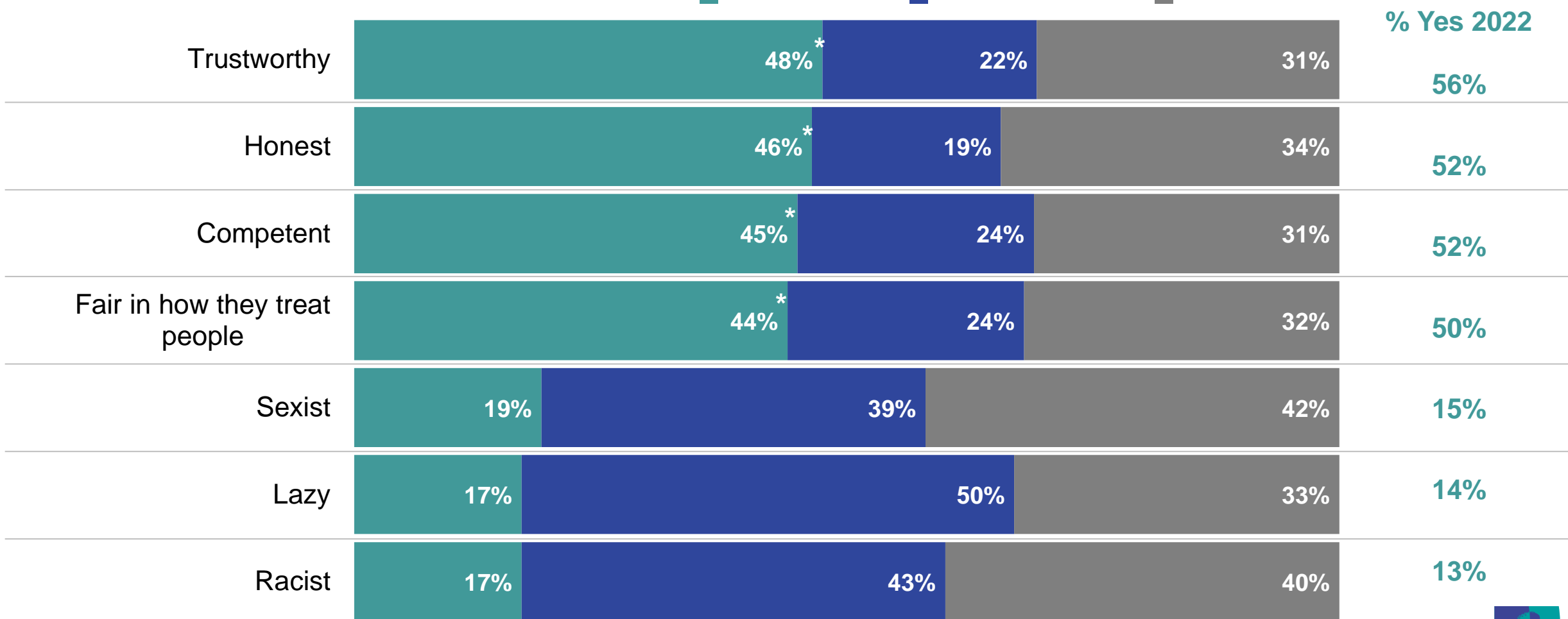
How confident are you, if at all, in law enforcement (e.g., the police) to stop the following form happening...



# Also applies to how Britons would describe their local police

Here is a list of characteristics that a police officer may have. Thinking about the police in your local area, please indicate whether you think that, on the whole, they are or are not...?

■ Yes, they are
 ■ No, they are not
 ■ Don't know



Source: Ipsos 2023

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Base: 6.213 Online British adults 18-75, 18-24 May, 2023

\*Statistically significant difference vs. 2022



# Yet opinions can vary by region...

Thinking now about the police in your local area, which of these phrases best describes the way you would speak about them to other people?

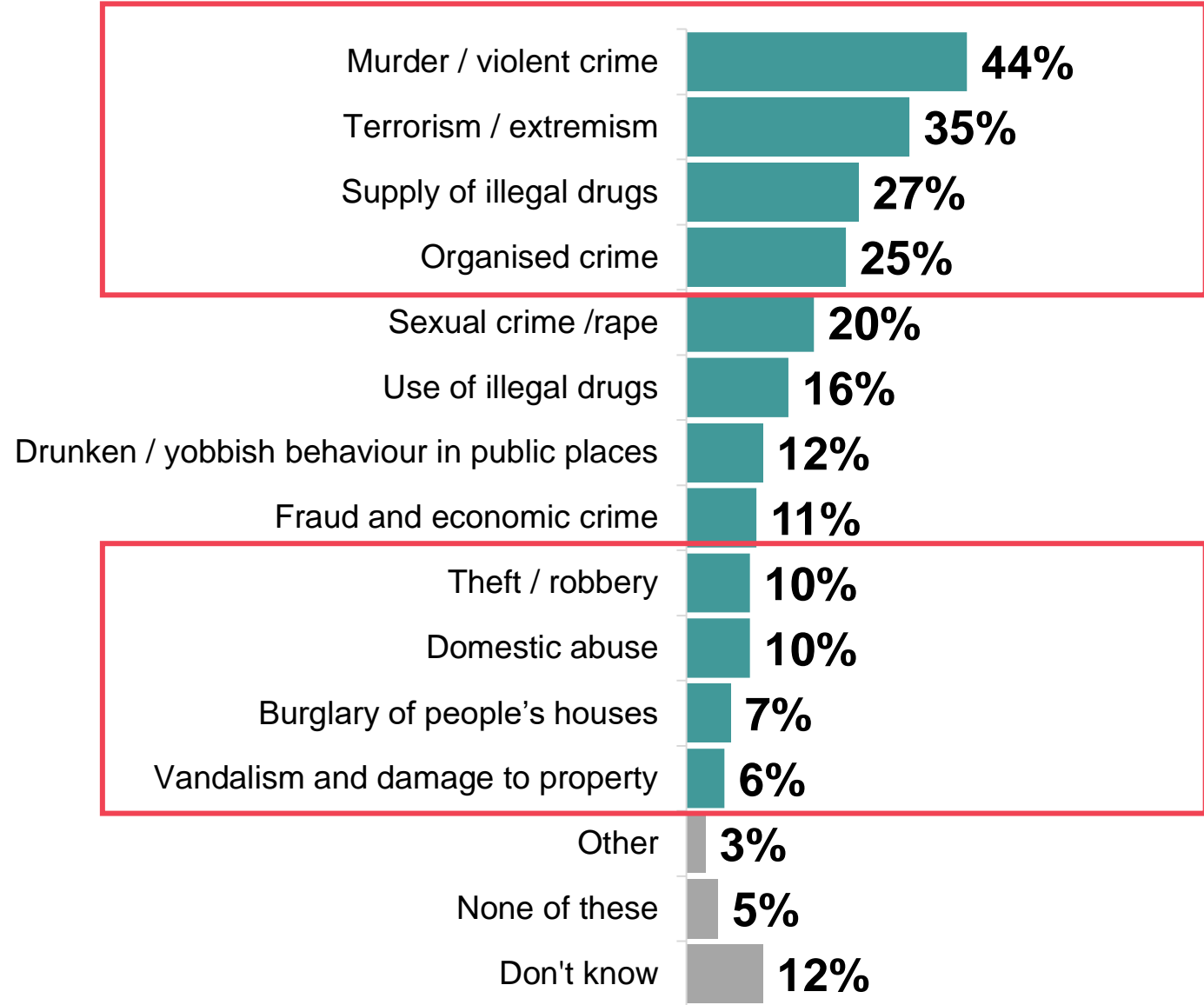


Source: Ipsos 2023

Base 2023: Respondents from Scotland (1132), Wales (531), North East (234), North West (564), Yorkshire and the Humber (454), East Midlands (425), West Midlands (495), East of England (513), South East (718), South West (493), London (654)

# What crimes the public think the police currently prioritise the most...

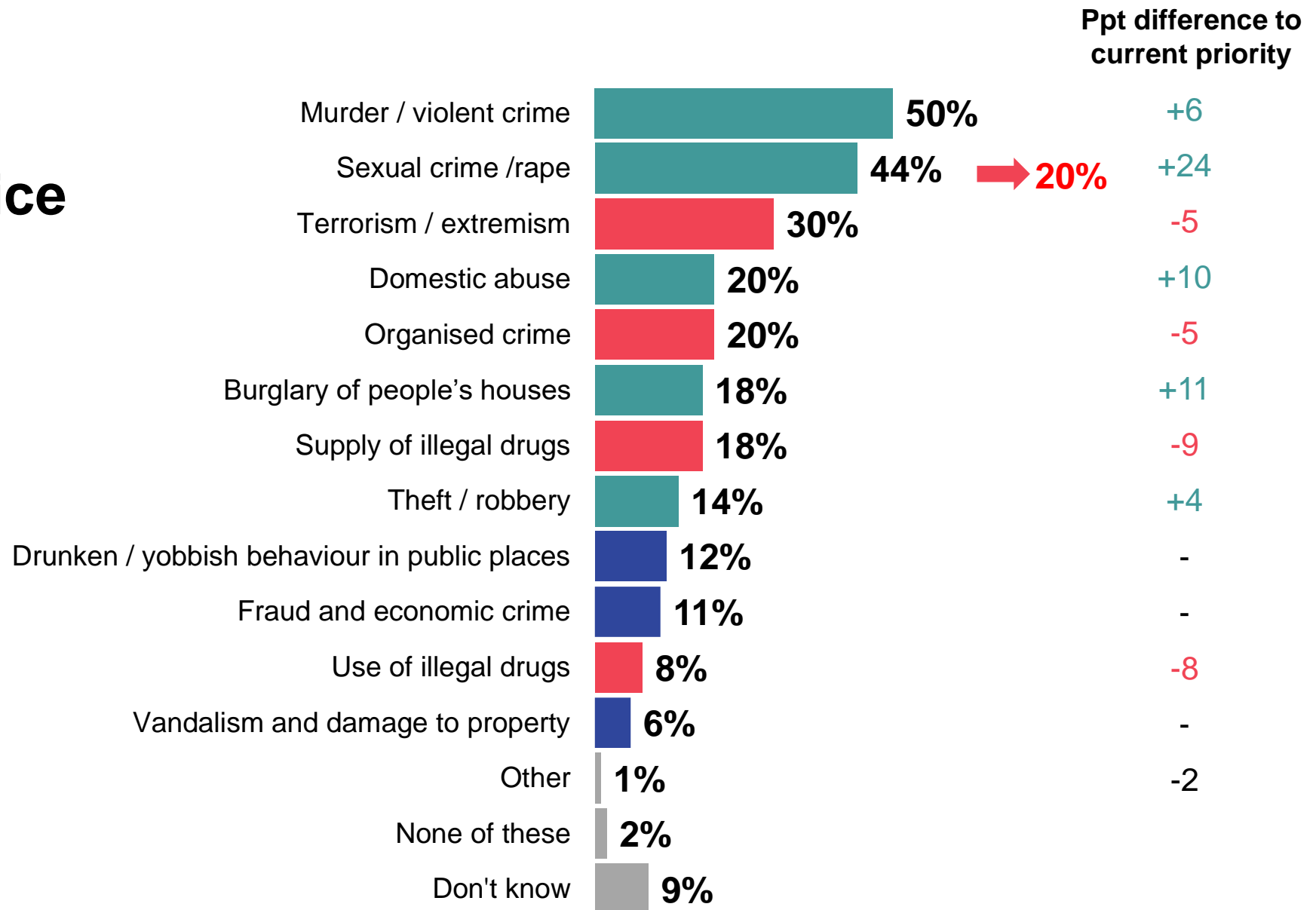
Q Which, two or three, if any, of the following do you think the police in Britain currently prioritise the most?



Base: 2,178 Online all adults aged 16+ in GB, 9th – 12th June 2023

# Perception gap between what the public think the police DO prioritise and what they think the police SHOULD prioritise

QC6. And which two or three, if any, of the following types of crime do you think the police should prioritise the most?



**THANK  
YOU!**

