

## YouGov Conjoint Experiment Results

Sample Size: 4322 adults in GB

Fieldwork: 2nd April - 7th May 2025

Policy	Picked Overall (%)
<b>Thinking about how we deal with those who commit violent / non-violent crimes, which of the following proposals for a new prison policy would you MOST like to see?</b>	
Invest in support for children vulnerable to crime	68
Investment in purposeful activities in prisons (e.g. education, employment)	63
Invest in education around crime in schools	61
Invest in support for preparing and getting prisoners into work	60
Invest in drug and addiction facilities	57
Invest in health (including mental health) facilities within prisons	55
Increase court processing capabilities to reduce time prisoners spend on remand	54
Invest in probation services and support	53
Build more prisons across the UK to house more prisoners	52
Increase the use of prison recalls for prisoners who breach their license	49
Decrease the use of early release schemes from prisons	45
Increase the length of prison sentences	45
Increase the use of Electronic Monitoring (EM) tags instead of recalling ex-prisoners	44
Invest in making prison officer roles more appealing	43
Increase the use of Electronic Monitoring (EM) tags instead of a prison sentence	41
Renovate prisons to create safer environments	40
Increase the severity of a license breach needed to recall a prisoner	40
Increase the use of community orders instead of a prison sentence	36
Increase the use of community orders instead of recalling ex-prisoners	35
Increase the number and use of open prisons	33
Increase the use of fines instead of a prison sentence	26
Decrease the number and use of open prisons	25
Increase the use of fines instead of recalling ex-prisoners	24
Increase the use of early release schemes from prisons	15
Reduce the length of prison sentences	11
<i>[Post-Hoc Categorisation]</i>	
Prevention	64
Improve prison environment	54
Rehabilitation/Staff	52
Tougher sentences	43
Alternatives to recall	36
Alternatives to prison	34
More lenient sentences	20

Crime	
Violent	Non-Violent
67	70
61	65
61	60
57	62
54	59
56	55
53	55
51	54
58	46
56	42
55	36
58	32
41	47
45	41
35	47
42	38
41	39
26	45
29	39
32	35
19	33
31	20
20	29
10	20
7	15
64	65
54	54
52	53
51	35
33	39
27	42
16	23