



Results of YouGov/University of Liverpool experiment polling

Fieldwork dates: 10-13th March 2026

Sample size: 4280 UK adults

Summary results of a conjoint experiment which explored which crimes are deemed more worthy of tougher punishment. Each condition involved someone being hit, but the presence of alcohol in the individual's system, whether or not the individual was dependent on alcohol, and whether or not the individual was in treatment for alcohol dependency was varied. Respondents were presented with two hypothetical people and then asked 'Looking at the two cases shown, do you think that Person A or Person B should face a tougher punishment?'. They were given the following answer options: 'Person A should face a significantly tougher punishment', 'Person A should face a slightly tougher punishment', 'About the same level of punishment', 'Person B should face a slightly tougher punishment', 'Person B should face a significantly tougher punishment'. Each crime condition was seen by approximately 1400 respondents.

Figures reported are the percentage of times a crime was chosen as to receive the tougher punishment, when presented. Given the experimental designs, they should be treated as probabilities rather than population point estimates.

Note: These figures are experimental test results, and are **not** intended for publication along any lines suggesting they are representative figures in terms of agreement/support.

University of Liverpool / YouGov Survey Results

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

	Vote in 2024 GE					
	Total	Con	Lab	Lib Dem	Reform UK	Green
Weighted Sample	4280	745	1062	385	449	245
Unweighted Sample	4280	692	1114	388	492	271
	%	%	%	%	%	%

[Respondents were shown two hypothetical situations where the offender had hit someone]

Looking at the two cases shown, do you think that Person A or Person B should face a tougher punishment?

About the same level of punishment	70	71	70	73	70	67
Person A / B should face a slightly tougher punishment	16	15	17	17	14	21
Person A / B should face a significantly tougher punishment	14	14	14	10	16	13

In the previous scenario, you saw two people. When deciding on a suitable punishment for the following people, which of the following, if any, do you think is the most important purpose of their punishment?

Person A / B

Punishing offenders	21	25	18	15	29	13
Reducing crime (including its reduction by deterrence)	9	10	8	11	10	10
Reforming and rehabilitating of offenders	25	21	32	34	18	40
Protecting the public	24	25	25	23	24	21
Making reparations by offenders to victims of their offences	10	10	9	12	11	10
Other	1	0	1	0	1	2
Don't know	10	10	9	7	9	7

Under the influence, dependent on alcohol, undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1155]

Punishing offenders	17	18	16	8	24	6
Reducing crime (including its reduction by deterrence)	8	7	8	8	8	3
Reforming and rehabilitating of offenders	33	34	37	41	25	47
Protecting the public	24	27	26	24	25	20
Making reparations by offenders to victims of their offences	7	9	6	9	7	8
Other	1	0	0	0	1	3
Don't know	9	7	7	9	10	14

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

	Vote in 2024 GE					
	Total	Con	Lab	Lib Dem	Reform UK	Green
Weighted Sample	4280	745	1062	385	449	245
Unweighted Sample	4280	692	1114	388	492	271
	%	%	%	%	%	%

Not under the influence, dependent on alcohol, undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1179]

Punishing offenders	18	24	13	15	27	14
Reducing crime (including its reduction by deterrence)	9	10	8	10	10	9
Reforming and rehabilitating of offenders	27	20	34	42	21	33
Protecting the public	24	24	25	22	23	25
Making reparations by offenders to victims of their offences	8	13	7	7	9	7
Other	1	0	1	0	0	0
Don't know	12	9	11	4	10	13

Under the influence, not dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1906]

Punishing offenders	25	30	22	20	31	17
Reducing crime (including its reduction by deterrence)	11	12	10	14	12	13
Reforming and rehabilitating of offenders	19	14	25	20	15	33
Protecting the public	23	21	22	21	22	17
Making reparations by offenders to victims of their offences	12	13	11	18	11	13
Other	1	0	1	0	0	1
Don't know	10	10	8	7	9	6

Under the influence, dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1157]

Punishing offenders	19	25	16	7	26	5
Reducing crime (including its reduction by deterrence)	7	9	5	9	8	6
Reforming and rehabilitating of offenders	36	28	47	50	25	55
Protecting the public	22	23	20	24	27	20
Making reparations by offenders to victims of their offences	5	5	4	8	4	4
Other	1	0	1	0	0	3
Don't know	9	11	6	3	9	6

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

	Vote in 2024 GE					
	Total	Con	Lab	Lib Dem	Reform UK	Green
Weighted Sample	4280	745	1062	385	449	245
Unweighted Sample	4280	692	1114	388	492	271
	%	%	%	%	%	%

Not under the influence, not dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=2031]

Punishing offenders	24	27	22	18	32	16
Reducing crime (including its reduction by deterrence)	10	11	9	9	10	10
Reforming and rehabilitating of offenders	16	13	21	26	8	31
Protecting the public	25	27	26	23	20	25
Making reparations by offenders to victims of their offences	14	11	15	15	19	12
Other	1	1	0	0	2	2
Don't know	10	10	7	9	10	4

Not under the influence, dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1132]

Punishing offenders	18	20	12	13	30	9
Reducing crime (including its reduction by deterrence)	9	13	5	12	6	9
Reforming and rehabilitating of offenders	30	23	35	40	23	53
Protecting the public	25	26	29	27	25	16
Making reparations by offenders to victims of their offences	6	7	6	2	7	7
Other	1	0	1	0	0	2
Don't know	10	11	13	5	8	3

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

University of Liverpool / YouGov Survey Results

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

		2016 EU Ref		Gender	
	Total	Remain	Leave	Male	Female
Weighted Sample	4280	1515	1524	2076	2204
Unweighted Sample	4280	1629	1576	1811	2469
	%	%	%	%	%

[Respondents were shown two hypothetical situations where the offender had hit someone]

Looking at the two cases shown, do you think that Person A or Person B should face a tougher punishment?

About the same level of punishment	70	72	71	69	71
Person A / B should face a slightly tougher punishment	16	16	14	16	16
Person A / B should face a significantly tougher punishment	14	12	15	15	13

In the previous scenario, you saw two people. When deciding on a suitable punishment for the following people, which of the following, if any, do you think is the most important purpose of their punishment?

Person A / B

Punishing offenders	21	17	27	23	19
Reducing crime (including its reduction by deterrence)	9	11	9	11	8
Reforming and rehabilitating of offenders	25	30	18	25	26
Protecting the public	24	24	26	24	24
Making reparations by offenders to victims of their offences	10	10	11	9	11
Other	1	1	1	1	1
Don't know	10	8	10	9	11

Under the influence, dependent on alcohol, undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1155]

Punishing offenders	17	12	21	20	15
Reducing crime (including its reduction by deterrence)	8	11	6	10	6
Reforming and rehabilitating of offenders	33	37	27	31	36
Protecting the public	24	23	28	25	24
Making reparations by offenders to victims of their offences	7	9	8	7	8
Other	1	1	1	1	1
Don't know	9	7	9	7	11

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

	2016 EU Ref			Gender	
	Total	Remain	Leave	Male	Female
Weighted Sample	4280	1515	1524	2076	2204
Unweighted Sample	4280	1629	1576	1811	2469
	%	%	%	%	%

Not under the influence, dependent on alcohol, undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1179]

Punishing offenders	18	17	22	20	16
Reducing crime (including its reduction by deterrence)	9	9	10	10	9
Reforming and rehabilitating of offenders	27	31	21	27	27
Protecting the public	24	26	26	25	24
Making reparations by offenders to victims of their offences	8	7	10	8	9
Other	1	1	0	0	1
Don't know	12	9	11	10	15

Under the influence, not dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1906]

Punishing offenders	25	21	30	26	23
Reducing crime (including its reduction by deterrence)	11	12	10	14	9
Reforming and rehabilitating of offenders	19	23	12	18	19
Protecting the public	23	21	26	22	23
Making reparations by offenders to victims of their offences	12	14	12	11	14
Other	1	0	0	1	0
Don't know	10	8	10	9	11

Under the influence, dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1157]

Punishing offenders	19	15	27	22	17
Reducing crime (including its reduction by deterrence)	7	6	7	8	5
Reforming and rehabilitating of offenders	36	43	25	31	41
Protecting the public	22	23	23	24	21
Making reparations by offenders to victims of their offences	5	4	7	4	6
Other	1	2	1	1	1
Don't know	9	7	9	10	9

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

	2016 EU Ref			Gender	
	Total	Remain	Leave	Male	Female
Weighted Sample	4280	1515	1524	2076	2204
Unweighted Sample	4280	1629	1576	1811	2469
	%	%	%	%	%

Not under the influence, not dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=2031]

Punishing offenders	24	20	30	26	22
Reducing crime (including its reduction by deterrence)	10	11	10	11	9
Reforming and rehabilitating of offenders	16	22	10	17	15
Protecting the public	25	24	25	23	26
Making reparations by offenders to victims of their offences	14	13	14	12	15
Other	1	1	1	1	1
Don't know	10	9	8	9	11

Not under the influence, dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1132]

Punishing offenders	18	13	25	20	17
Reducing crime (including its reduction by deterrence)	9	10	8	8	9
Reforming and rehabilitating of offenders	30	33	21	30	29
Protecting the public	25	27	26	25	26
Making reparations by offenders to victims of their offences	6	6	7	6	7
Other	1	1	1	2	1
Don't know	10	10	11	10	11

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University of Liverpool / YouGov Survey Results

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

Weighted Sample Unweighted Sample		Age				Socio-economic classification (NS-SEC)		
	Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
	4280	449	1768	1062	1002	1447	959	1280
	4280	355	1607	1127	1191	1608	941	1079
	%	%	%	%	%	%	%	%

[Respondents were shown two hypothetical situations where the offender had hit someone]

Looking at the two cases shown, do you think that Person A or Person B should face a tougher punishment?

About the same level of punishment	70	62	70	77	67	70	70	72
Person A / B should face a slightly tougher punishment	16	25	16	13	17	17	16	13
Person A / B should face a significantly tougher punishment	14	13	15	11	16	13	15	15

In the previous scenario, you saw two people. When deciding on a suitable punishment for the following people, which of the following, if any, do you think is the most important purpose of their punishment?

Person A / B

Punishing offenders	21	15	22	23	22	19	22	26
Reducing crime (including its reduction by deterrence)	9	8	10	10	10	12	10	8
Reforming and rehabilitating of offenders	25	40	26	21	22	29	21	23
Protecting the public	24	20	24	26	24	24	24	24
Making reparations by offenders to victims of their offences	10	9	8	10	13	11	10	9
Other	1	1	1	1	1	1	1	1
Don't know	10	9	11	9	10	7	14	11

Under the influence, dependent on alcohol, undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1155]

Punishing offenders	17	15	19	19	15	12	18	23
Reducing crime (including its reduction by deterrence)	8	3	10	8	7	11	7	6
Reforming and rehabilitating of offenders	33	50	31	27	37	38	30	30
Protecting the public	24	18	23	27	25	25	24	25
Making reparations by offenders to victims of their offences	7	2	6	9	10	8	9	4
Other	1	0	1	1	1	0	1	1
Don't know	9	12	11	9	6	6	10	11

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

		Age				Socio-economic classification (NS-SEC)		
	Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	4280	449	1768	1062	1002	1447	959	1280
Unweighted Sample	4280	355	1607	1127	1191	1608	941	1079
	%	%	%	%	%	%	%	%

Not under the influence, dependent on alcohol, undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1179]

Punishing offenders	18	9	19	18	20	17	18	23
Reducing crime (including its reduction by deterrence)	9	5	9	10	10	11	10	7
Reforming and rehabilitating of offenders	27	42	26	27	22	29	20	25
Protecting the public	24	22	25	24	25	27	26	23
Making reparations by offenders to victims of their offences	8	7	7	8	12	9	8	9
Other	1	3	1	0	0	1	1	0
Don't know	12	13	13	13	11	6	18	13

Under the influence, not dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1906]

Punishing offenders	25	16	25	28	24	22	25	30
Reducing crime (including its reduction by deterrence)	11	15	11	9	12	14	11	7
Reforming and rehabilitating of offenders	19	31	20	15	15	21	15	17
Protecting the public	23	19	23	25	21	22	23	22
Making reparations by offenders to victims of their offences	12	11	10	14	15	14	13	10
Other	1	1	1	1	0	1	0	1
Don't know	10	7	12	8	11	6	13	13

Under the influence, dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1157]

Punishing offenders	19	10	21	19	20	17	20	23
Reducing crime (including its reduction by deterrence)	7	5	6	8	6	7	7	6
Reforming and rehabilitating of offenders	36	56	36	29	33	41	29	35
Protecting the public	22	15	20	27	26	25	22	21
Making reparations by offenders to victims of their offences	5	3	5	5	7	4	6	6
Other	1	0	1	1	0	1	1	1
Don't know	9	12	10	10	7	6	15	8

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

	Age				Socio-economic classification (NS-SEC)		
Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	4280	449	1768	1062	1002	1447	959
Unweighted Sample	4280	355	1607	1127	1191	1608	941
	%	%	%	%	%	%	%

Not under the influence, not dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=2031]

Punishing offenders	24	23	22	25	28	21	25	29
Reducing crime (including its reduction by deterrence)	10	5	10	12	9	11	10	9
Reforming and rehabilitating of offenders	16	20	19	13	13	21	13	11
Protecting the public	25	25	25	26	24	24	26	25
Making reparations by offenders to victims of their offences	14	17	11	15	16	14	13	14
Other	1	0	1	1	1	0	1	3
Don't know	10	9	11	9	9	8	12	9

Not under the influence, dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1132]

Punishing offenders	18	9	18	21	21	14	18	23
Reducing crime (including its reduction by deterrence)	9	7	8	10	11	12	8	9
Reforming and rehabilitating of offenders	30	53	31	25	20	33	26	25
Protecting the public	25	18	25	29	24	25	26	27
Making reparations by offenders to victims of their offences	6	8	5	5	11	6	6	6
Other	1	1	2	1	0	1	1	0
Don't know	10	5	11	9	14	8	14	10

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University of Liverpool / YouGov Survey Results

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

	Country				
	Total	England	Wales	Scotland	Northern Ireland
Weighted Sample	4280	3582	223	355	120
Unweighted Sample	4280	3578	234	369	99
	%	%	%	%	%

[Respondents were shown two hypothetical situations where the offender had hit someone]

Looking at the two cases shown, do you think that Person A or Person B should face a tougher punishment?

About the same level of punishment	70	70	72	70	59
Person A / B should face a slightly tougher punishment	16	16	17	13	22
Person A / B should face a significantly tougher punishment	14	14	10	16	19

In the previous scenario, you saw two people. When deciding on a suitable punishment for the following people, which of the following, if any, do you think is the most important purpose of their punishment?

Person A / B

Punishing offenders	21	21	23	22	30
Reducing crime (including its reduction by deterrence)	9	9	8	11	9
Reforming and rehabilitating of offenders	25	26	20	25	22
Protecting the public	24	25	24	22	17
Making reparations by offenders to victims of their offences	10	10	10	13	12
Other	1	1	2	2	1
Don't know	10	10	15	9	11

Under the influence, dependent on alcohol, undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1155]

Punishing offenders	17	18	17	14	13
Reducing crime (including its reduction by deterrence)	8	8	3	10	11
Reforming and rehabilitating of offenders	33	33	26	41	32
Protecting the public	24	25	27	15	15
Making reparations by offenders to victims of their offences	7	7	4	12	5
Other	1	1	3	0	0
Don't know	9	8	21	9	24

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

	Country				
	Total	England	Wales	Scotland	Northern Ireland
Weighted Sample	4280	3582	223	355	120
Unweighted Sample	4280	3578	234	369	99
	%	%	%	%	%

Not under the influence, dependent on alcohol, undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1179]

Punishing offenders	18	17	26	21	28
Reducing crime (including its reduction by deterrence)	9	9	10	12	12
Reforming and rehabilitating of offenders	27	28	16	25	21
Protecting the public	24	25	26	17	22
Making reparations by offenders to victims of their offences	8	8	9	11	5
Other	1	1	0	1	0
Don't know	12	12	14	13	11

Under the influence, not dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1906]

Punishing offenders	25	24	24	22	40
Reducing crime (including its reduction by deterrence)	11	12	7	12	3
Reforming and rehabilitating of offenders	19	19	15	20	20
Protecting the public	23	23	25	20	8
Making reparations by offenders to victims of their offences	12	12	11	18	21
Other	1	1	1	1	0
Don't know	10	10	17	6	9

Under the influence, dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1157]

Punishing offenders	19	19	22	18	36
Reducing crime (including its reduction by deterrence)	7	7	5	6	3
Reforming and rehabilitating of offenders	36	36	33	40	19
Protecting the public	22	22	21	25	26
Making reparations by offenders to victims of their offences	5	6	5	4	8
Other	1	1	1	2	5
Don't know	9	10	13	5	4

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

		Country				
		Total	England	Wales	Scotland	Northern Ireland
Weighted Sample	4280	3582	223	355	120	
Unweighted Sample	4280	3578	234	369	99	
		%	%	%	%	%

Not under the influence, not dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=2031]

Punishing offenders	24	24	23	26	29
Reducing crime (including its reduction by deterrence)	10	10	11	10	9
Reforming and rehabilitating of offenders	16	16	15	13	20
Protecting the public	25	26	19	25	12
Making reparations by offenders to victims of their offences	14	13	17	17	19
Other	1	1	3	2	0
Don't know	10	10	13	7	11

Not under the influence, dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1132]

Punishing offenders	18	18	23	19	29
Reducing crime (including its reduction by deterrence)	9	8	9	12	18
Reforming and rehabilitating of offenders	30	31	21	20	24
Protecting the public	25	25	24	23	25
Making reparations by offenders to victims of their offences	6	6	10	6	0
Other	1	1	0	3	0
Don't know	10	10	13	17	4

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University of Liverpool / YouGov Survey Results

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

		Region in England				Alcohol consumption		
	Total	North	Midlands	London	South	0 units	1-9 units	10+ units
Weighted Sample	4280	984	681	492	1425	1682	1533	796
Unweighted Sample	4280	1009	698	360	1511	1688	1550	801
	%	%	%	%	%	%	%	%

[Respondents were shown two hypothetical situations where the offender had hit someone]

Looking at the two cases shown, do you think that Person A or Person B should face a tougher punishment?

About the same level of punishment	70	74	70	63	70	69	70	72
Person A / B should face a slightly tougher punishment	16	13	14	21	16	16	15	15
Person A / B should face a significantly tougher punishment	14	12	15	16	15	15	15	13

In the previous scenario, you saw two people. When deciding on a suitable punishment for the following people, which of the following, if any, do you think is the most important purpose of their punishment?

Person A / B

Punishing offenders	21	21	23	19	21	21	22	21
Reducing crime (including its reduction by deterrence)	9	10	9	10	9	9	9	11
Reforming and rehabilitating of offenders	25	25	24	27	27	24	25	29
Protecting the public	24	25	24	25	25	23	26	25
Making reparations by offenders to victims of their offences	10	9	10	10	10	11	10	9
Other	1	1	1	1	1	1	1	1
Don't know	10	11	10	10	10	12	8	6

Under the influence, dependent on alcohol, undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1155]

Punishing offenders	17	19	20	15	17	18	16	19
Reducing crime (including its reduction by deterrence)	8	9	5	8	9	7	7	11
Reforming and rehabilitating of offenders	33	32	28	40	35	32	36	32
Protecting the public	24	24	30	23	24	25	25	23
Making reparations by offenders to victims of their offences	7	7	9	5	7	8	7	7
Other	1	1	1	0	0	1	1	0
Don't know	9	8	8	9	7	9	9	8

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

		Region in England				Alcohol consumption		
	Total	North	Midlands	London	South	0 units	1-9 units	10+ units
Weighted Sample	4280	984	681	492	1425	1682	1533	796
Unweighted Sample	4280	1009	698	360	1511	1688	1550	801
	%	%	%	%	%	%	%	%

Not under the influence, dependent on alcohol, undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1179]

Punishing offenders	18	17	16	15	18	16	21	21
Reducing crime (including its reduction by deterrence)	9	9	9	11	7	10	8	12
Reforming and rehabilitating of offenders	27	22	33	29	30	26	28	29
Protecting the public	24	27	23	26	24	22	26	26
Making reparations by offenders to victims of their offences	8	8	6	11	8	11	7	5
Other	1	2	0	1	0	1	1	0
Don't know	12	15	12	6	13	14	10	7

Under the influence, not dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1906]

Punishing offenders	25	23	27	20	25	26	24	23
Reducing crime (including its reduction by deterrence)	11	11	13	13	11	11	11	13
Reforming and rehabilitating of offenders	19	18	18	21	19	17	18	22
Protecting the public	23	26	23	21	22	22	24	23
Making reparations by offenders to victims of their offences	12	12	10	12	12	12	13	11
Other	1	1	1	0	0	0	1	1
Don't know	10	9	8	13	11	12	8	6

Under the influence, dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1157]

Punishing offenders	19	20	21	20	17	20	20	18
Reducing crime (including its reduction by deterrence)	7	8	8	3	7	6	7	8
Reforming and rehabilitating of offenders	36	34	34	35	39	34	38	40
Protecting the public	22	23	20	20	23	21	24	21
Making reparations by offenders to victims of their offences	5	4	7	7	5	7	4	5
Other	1	1	1	1	0	1	0	1
Don't know	9	10	9	14	9	10	6	7

Sample Size: 4280 UK adults
Fieldwork: 10th - 13th March 2026

		Region in England				Alcohol consumption		
	Total	North	Midlands	London	South	0 units	1-9 units	10+ units
Weighted Sample	4280	984	681	492	1425	1682	1533	796
Unweighted Sample	4280	1009	698	360	1511	1688	1550	801
	%	%	%	%	%	%	%	%

Not under the influence, not dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=2031]

Punishing offenders	24	24	28	22	23	23	27	22
Reducing crime (including its reduction by deterrence)	10	11	9	14	8	9	10	12
Reforming and rehabilitating of offenders	16	19	15	14	16	17	13	22
Protecting the public	25	24	24	28	27	25	26	26
Making reparations by offenders to victims of their offences	14	11	14	12	14	15	14	13
Other	1	1	0	1	1	1	2	0
Don't know	10	11	10	9	10	12	8	5

Not under the influence, dependent on alcohol, not undergoing treatment

[Shown to respondents who had seen this hypothetical situation previously; N=1132]

Punishing offenders	18	17	19	16	18	19	16	20
Reducing crime (including its reduction by deterrence)	9	8	8	8	9	8	11	7
Reforming and rehabilitating of offenders	30	31	25	32	35	30	29	34
Protecting the public	25	27	25	29	24	23	28	26
Making reparations by offenders to victims of their offences	6	5	10	7	5	7	7	5
Other	1	1	2	1	0	1	1	1
Don't know	10	11	11	7	9	12	8	6

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

YouGov / University of Liverpool Conjoint Results

Sample Size: 4280 adults in UK
Fieldwork: 10th - 13th March 2026

Message	Picked Overall Tougher (probability)	Vote in 2024 GE				EU Ref 2016	
		Con	Lab	Lib Dem	Reform UK	Remain	Leave
Approximate sample per message	2334 - 6266	388-996	608-1620	192-584	277-707	896-2362	869-2283
Influence Message							
Person X hit someone while being under the influence of alcohol	0.19	0.16	0.20	0.15	0.19	0.19	0.17
Person X hit someone without being under the influence of alcohol	0.11	0.13	0.10	0.11	0.11	0.09	0.12
Dependence Message							
They are not dependent on alcohol	0.16	0.15	0.16	0.16	0.14	0.14	0.14
They are dependent on alcohol	0.15	0.14	0.14	0.11	0.15	0.14	0.15
Treatment Message							
They are not involved in treatment for alcohol dependency	0.16	0.16	0.16	0.16	0.15	0.15	0.16
They are undergoing treatment for alcohol dependency	0.11	0.10	0.11	0.05	0.14	0.10	0.12
Approximate sample per combined message	1132 - 2031	183-326	301-528	96-191	116-232	412-718	398-737
Combined Message							
Person X hit someone while being under the influence of alcohol. They are dependent on alcohol, and are not involved in treatment for alcohol dependency.	0.23	0.20	0.24	0.18	0.20	0.23	0.19
Person X hit someone while being under the influence of alcohol. They are not dependent on alcohol, and are not involved in treatment for alcohol dependency.	0.20	0.15	0.19	0.18	0.19	0.18	0.16
Person X hit someone while being under the influence of alcohol. They are dependent on alcohol, and are undergoing treatment for alcohol dependency.	0.15	0.13	0.16	0.06	0.20	0.15	0.15
Person X hit someone without being under the influence of alcohol. They are dependent on alcohol, and are not involved in treatment for alcohol dependency.	0.13	0.16	0.09	0.13	0.14	0.11	0.16
Person X hit someone without being under the influence of alcohol. They are not dependent on alcohol, and are not involved in treatment for alcohol dependency.	0.12	0.15	0.14	0.14	0.11	0.11	0.13
Person X hit someone without being under the influence of alcohol. They are dependent on alcohol, and are undergoing treatment for alcohol dependency.	0.07	0.06	0.07	0.04	0.08	0.06	0.09

Results based on samples of less than 100 are italicised, and are not deemed robust enough to report on.

YouGov / University of Liverpool Conjoint Results

Sample Size: 4280 adults in UK
Fieldwork: 10th - 13th March 2026

Message	Picked Overall Tougher (probability)	Gender		Age			
		Male	Female	18-24	25-49	50-64	65+
<i>Approximate sample per message</i>	<i>2334 - 6266</i>	1002-2620	1332-3606	189-521	857-2357	633-1621	655-1727
Influence Message							
Person X hit someone while being under the influence of alcohol	0.19	0.21	0.18	0.28	0.21	0.14	0.18
Person X hit someone without being under the influence of alcohol	0.11	0.11	0.11	0.11	0.09	0.09	0.15
Dependence Message							
They are not dependent on alcohol	0.16	0.16	0.15	0.24	0.15	0.11	0.17
They are dependent on alcohol	0.15	0.15	0.14	0.15	0.15	0.12	0.16
Treatment Message							
They are not involved in treatment for alcohol dependency	0.16	0.17	0.16	0.23	0.16	0.13	0.18
They are undergoing treatment for alcohol dependency	0.11	0.12	0.11	0.08	0.13	0.10	0.12
<i>Approximate sample per combined message</i>	<i>1132 - 2031</i>	476-862	656-1169	94-160	416-780	289-530	302-561
Combined Message							
Person X hit someone while being under the influence of alcohol . They are dependent on alcohol , and are not involved in treatment for alcohol dependency .	0.23	0.25	0.21	0.31	0.24	0.17	0.22
Person X hit someone while being under the influence of alcohol . They are not dependent on alcohol , and are not involved in treatment for alcohol dependency .	0.20	0.21	0.19	0.34	0.21	0.14	0.18
Person X hit someone while being under the influence of alcohol . They are dependent on alcohol , and are undergoing treatment for alcohol dependency .	0.15	0.16	0.14	0.13	0.18	0.12	0.14
Person X hit someone without being under the influence of alcohol . They are dependent on alcohol , and are not involved in treatment for alcohol dependency .	0.13	0.12	0.14	0.13	0.09	0.13	0.20
Person X hit someone without being under the influence of alcohol . They are not dependent on alcohol , and are not involved in treatment for alcohol dependency .	0.12	0.12	0.11	0.15	0.11	0.09	0.15
Person X hit someone without being under the influence of alcohol . They are dependent on alcohol , and are undergoing treatment for alcohol dependency .	0.07	0.08	0.07	0.03	0.07	0.07	0.10

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YouGov / University of Liverpool Conjoint Results

Sample Size: 4280 adults in UK
Fieldwork: 10th - 13th March 2026

Message	Picked Overall Tougher (probability)	Socio-economic classification (NS-SEC)			Country		
		Higher	Intermediate	Routine	England	Wales	Scotland
<i>Approximate sample per message</i>	<i>2334 - 6266</i>	815-2401	532-1350	614-1544	1943-5213	131-337	197-541
Influence Message							
Person X hit someone while being under the influence of alcohol	0.19	0.20	0.19	0.17	0.19	<i>0.16</i>	0.22
Person X hit someone without being under the influence of alcohol	0.11	0.10	0.11	0.11	0.11	<i>0.12</i>	0.09
Dependence Message							
They are not dependent on alcohol	0.16	0.16	0.15	0.14	0.16	<i>0.13</i>	0.15
They are dependent on alcohol	0.15	0.14	0.15	0.14	0.14	<i>0.15</i>	0.15
Treatment Message							
They are not involved in treatment for alcohol dependency	0.16	0.16	0.16	0.16	0.16	<i>0.15</i>	0.17
They are undergoing treatment for alcohol dependency	0.11	0.12	0.12	0.10	0.11	<i>0.12</i>	0.10
<i>Approximate sample per combined message</i>	<i>1132 - 2031</i>	405-792	217-440	287-509	951-1677	58-116	89-184
Combined Message							
Person X hit someone while being under the influence of alcohol . They are dependent on alcohol , and are not involved in treatment for alcohol dependency .	0.23	0.20	0.22	0.24	0.22	<i>0.24</i>	<i>0.27</i>
Person X hit someone while being under the influence of alcohol . They are not dependent on alcohol , and are not involved in treatment for alcohol dependency .	0.20	0.21	0.19	0.16	0.20	<i>0.13</i>	<i>0.24</i>
Person X hit someone while being under the influence of alcohol . They are dependent on alcohol , and are undergoing treatment for alcohol dependency .	0.15	0.18	0.16	0.12	0.15	<i>0.12</i>	<i>0.14</i>
Person X hit someone without being under the influence of alcohol . They are dependent on alcohol , and are not involved in treatment for alcohol dependency .	0.13	0.11	0.15	0.12	0.12	<i>0.13</i>	<i>0.13</i>
Person X hit someone without being under the influence of alcohol . They are not dependent on alcohol , and are not involved in treatment for alcohol dependency .	0.12	0.12	0.10	0.12	0.12	<i>0.12</i>	<i>0.08</i>
Person X hit someone without being under the influence of alcohol . They are dependent on alcohol , and are undergoing treatment for alcohol dependency .	0.07	0.07	0.09	0.07	0.07	<i>0.11</i>	<i>0.08</i>

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YouGov / University of Liverpool Conjoint Results

Sample Size: 4280 adults in UK
Fieldwork: 10th - 13th March 2026

Message	Picked Overall Tougher (probability)	Region in England				Weekly alcohol consumption		
		North	Midlands	London	Rest of South	0 units	1-9 units	10+ units
<i>Approximate sample per message</i>	2334 - 6266	555-1463	377-1019	191-529	820-2202	949-2427	831-2269	421-1181
Influence Message								
Person X hit someone while being under the influence of alcohol	0.19	0.18	0.18	0.22	0.19	0.20	0.20	0.16
Person X hit someone without being under the influence of alcohol	0.11	0.09	0.12	0.15	0.10	0.11	0.10	0.12
Dependence Message								
They are not dependent on alcohol	0.16	0.14	0.16	0.18	0.16	0.17	0.15	0.15
They are dependent on alcohol	0.15	0.13	0.14	0.19	0.14	0.14	0.15	0.14
Treatment Message								
They are not involved in treatment for alcohol dependency	0.16	0.15	0.16	0.19	0.16	0.17	0.16	0.16
They are undergoing treatment for alcohol dependency	0.11	0.10	0.12	0.16	0.11	0.11	0.12	0.11
<i>Approximate sample per combined message</i>	1132 - 2031	261-473	177-316	92-174	393-714	444-776	401-751	205-394
Combined Message								
Person X hit someone while being under the influence of alcohol . They are dependent on alcohol , and are not involved in treatment for alcohol dependency .	0.23	0.20	0.19	0.29	0.22	0.22	0.26	0.18
Person X hit someone while being under the influence of alcohol . They are not dependent on alcohol , and are not involved in treatment for alcohol dependency .	0.20	0.20	0.20	0.19	0.20	0.22	0.18	0.17
Person X hit someone while being under the influence of alcohol . They are dependent on alcohol , and are undergoing treatment for alcohol dependency .	0.15	0.13	0.13	0.20	0.16	0.15	0.16	0.14
Person X hit someone without being under the influence of alcohol . They are dependent on alcohol , and are not involved in treatment for alcohol dependency .	0.13	0.12	0.13	0.14	0.11	0.13	0.11	0.15
Person X hit someone without being under the influence of alcohol . They are not dependent on alcohol , and are not involved in treatment for alcohol dependency .	0.12	0.08	0.11	0.17	0.13	0.12	0.11	0.14
Person X hit someone without being under the influence of alcohol . They are dependent on alcohol , and are undergoing treatment for alcohol dependency .	0.07	0.07	0.09	0.12	0.06	0.08	0.08	0.07

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