

YouGov Topic Quantifier Results

Sample Size: 2149 adults in GB
Fieldwork: 2nd - 3rd April 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2149	387	552	198	232	754	767	1040	1109	226	888	531	505	1225	924	1859	103	187	509	352	260	737
Unweighted Sample	2149	407	609	209	238	888	793	978	1171	120	846	588	595	1314	835	1854	102	193	513	377	240	724
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What ONE THING would you most like to see the UK Government do to improve the prison system? Please be as specific as possible.
Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Longer sentences / No early release	17	22	17	9	22	14	22	17	17	12	17	18	19	13	22	17	19	23	17	18	11	18
Rehabilitation / Reduce reoffending	17	6	25	28	5	23	6	15	18	38	19	11	9	22	10	17	10	20	16	14	24	15
Build more prisons / address overcrowding	13	18	12	11	17	13	17	18	9	10	11	13	19	14	13	13	21	12	14	14	11	12
Harsher environments in prison	8	13	5	2	11	6	11	6	9	3	7	9	9	7	8	8	7	7	7	9	4	10
More education / work in prison	5	6	6	5	3	7	3	4	5	1	4	6	7	5	5	5	6	4	5	4	6	5
Bring back death penalty	4	5	2	2	9	1	6	5	3	3	3	5	5	3	5	4	1	2	5	8	3	3
Deport foreign criminals	4	4	1	3	14	2	7	5	3	3	3	5	4	3	4	4	6	1	4	3	3	5
Make the sentence consistently match the severity	3	3	2	3	0	2	2	3	3	6	3	3	2	4	2	3	2	3	3	2	5	3
Address drug problems / legalize drugs	3	3	3	4	2	3	3	2	3	0	3	3	3	3	2	3	3	2	3	3	1	3
Alternative punishments to prison	2	2	3	3	1	4	2	2	2	0	2	3	3	2	3	2	1	4	2	1	2	3
More staff / better training	2	2	3	0	1	2	2	2	2	1	2	3	2	2	2	2	2	1	2	2	4	1
Treat the causes	2	1	3	2	0	2	1	2	2	5	2	0	1	1	2	2	0	2	1	2	2	2
Complete reform / Abolish	1	1	1	1	0	1	1	1	1	2	1	1	1	1	1	1	3	1	1	1	2	1
Not using prison for hate speech / politics	1	0	1	0	3	0	2	1	1	0	1	1	1	1	1	1	3	3	1	0	0	1
Other	6	6	6	8	3	7	5	7	6	5	7	6	5	7	6	7	2	5	6	7	10	6
Don't know	12	8	10	16	8	13	9	9	16	11	14	12	11	12	13	12	15	11	12	13	12	13

*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.