

Ipsos Broken Britain polling

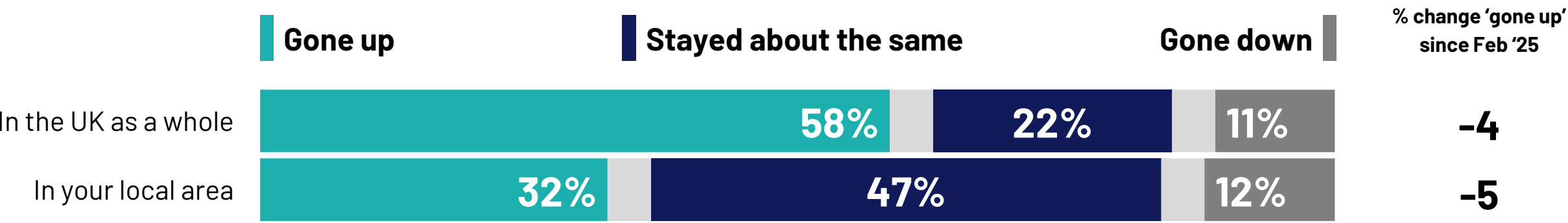
June 2025

A majority of Britons remain concerned about crime and ASB across the UK and think crime has risen over the past 12 months. They see this as less of a problem in their local area

How much of a problem, if at all, do you think crime and anti-social behaviour are in...



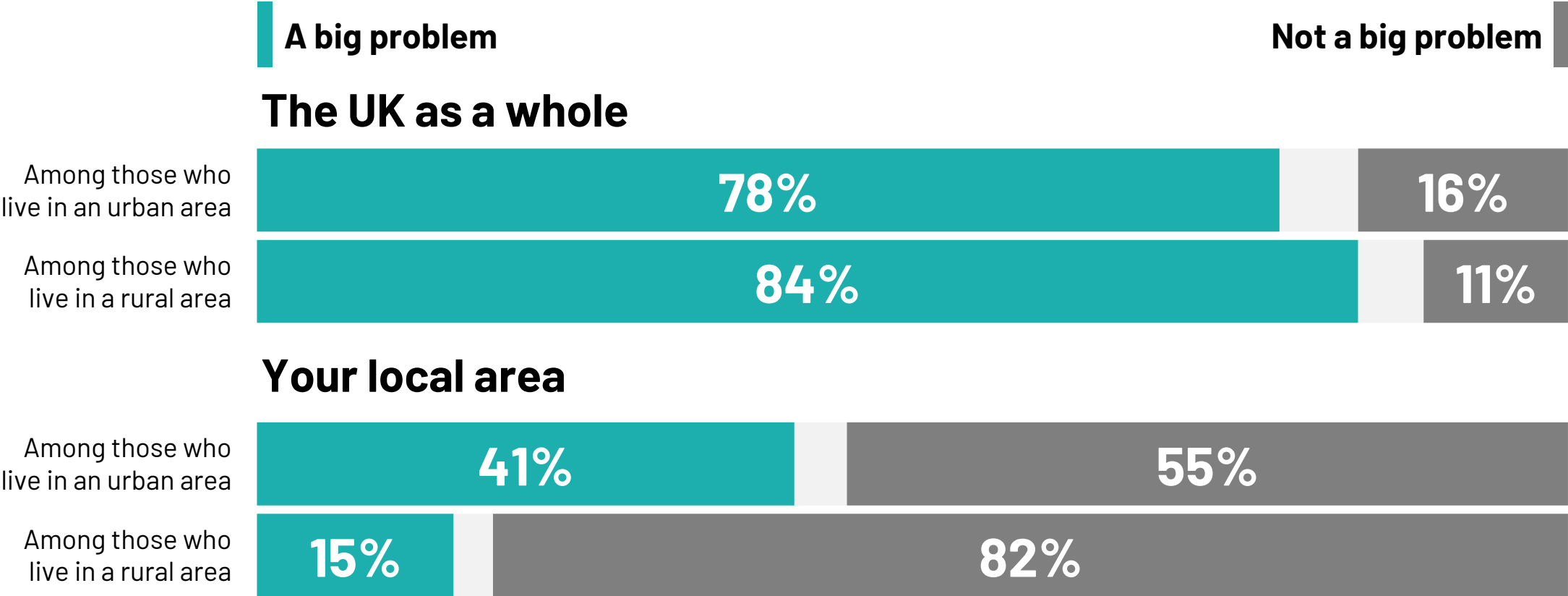
What do you think has happened to crime over the past 12 months?



Base: 1,081 Online British adults aged 18-75, 13 - 16 June 2025

People who live in a rural area are much less likely than those in an urban area to say crime is a big problem in their local area. This is despite people from a rural area being slightly more likely than people from an urban area to think crime and anti-social behaviour is a big problem for the UK as a whole

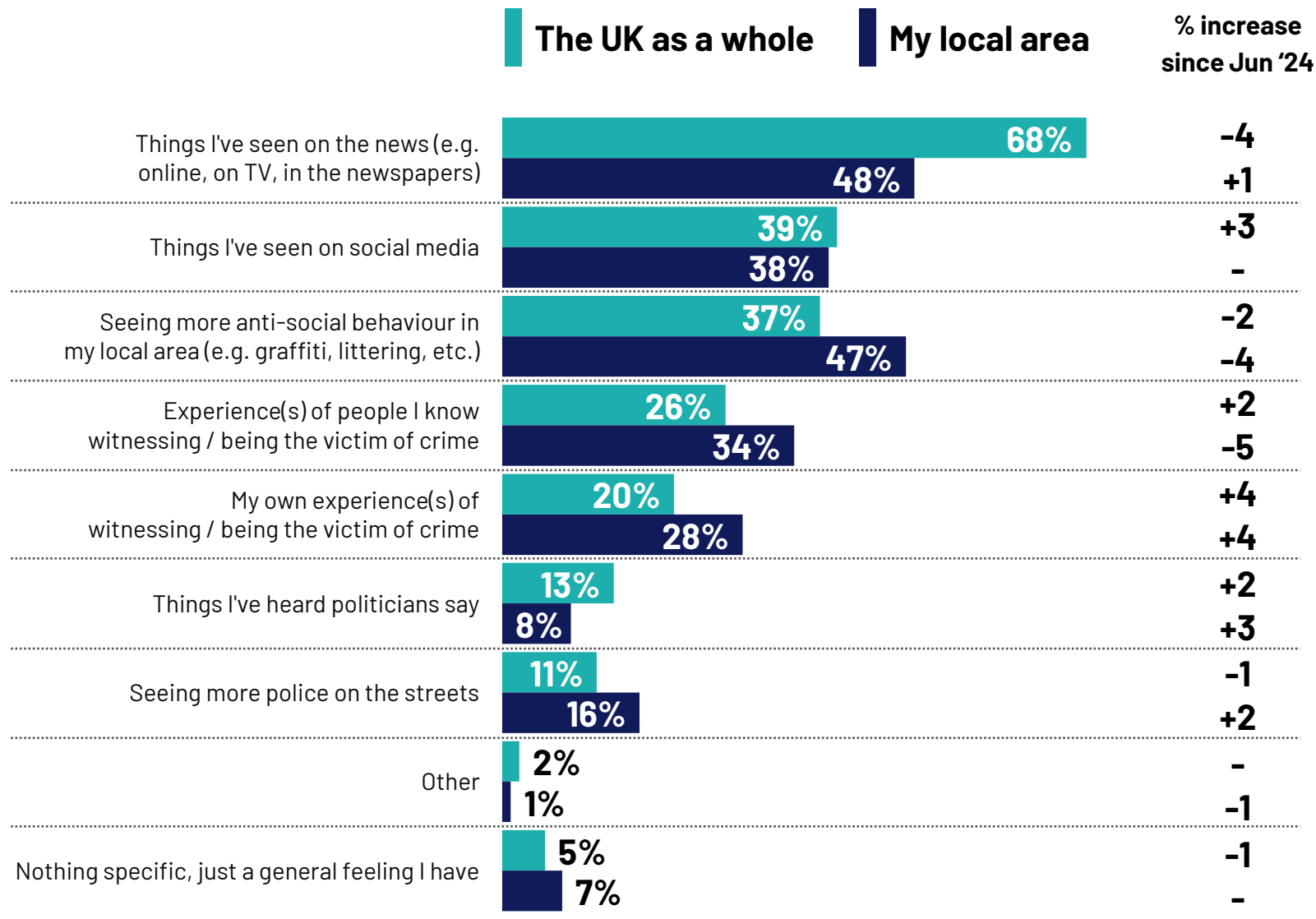
How much of a problem, if at all, do you think crime and anti-social behaviour are in...



Base: 1,081 Online British adults aged 18-75, including (919) from an urban area and (162) from a rural area, 13 - 16 June 2025

The majority of those who think crime has gone up in the UK in the past 12 months think this because of things they've seen on the news. Those who think it has gone up in their local area cite an increase in anti-social behaviour, as well as things on the news

Which, if any of the following, makes you think that crime has gone up in the UK as a whole / your local area in the past 12 months?

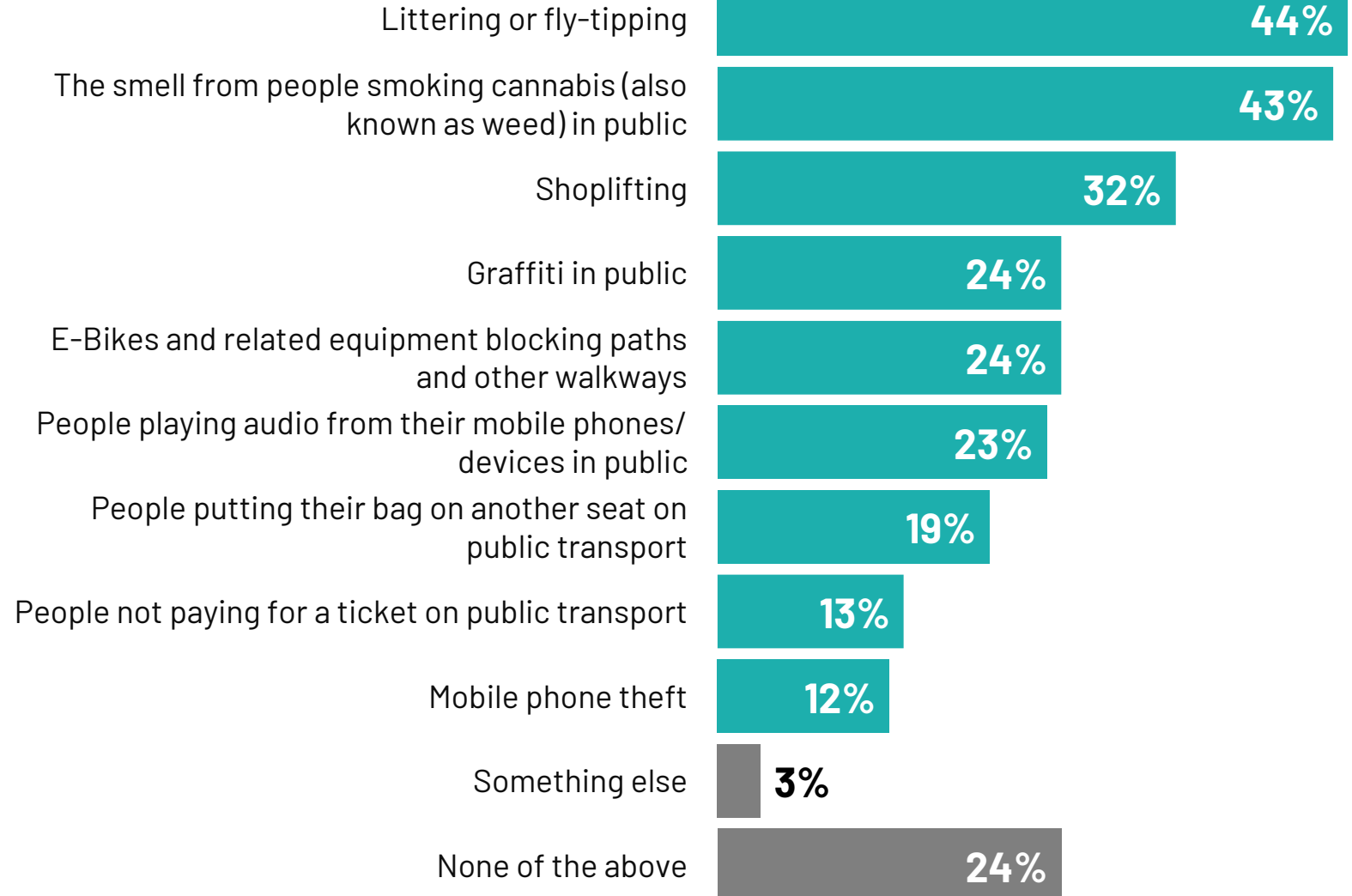


Base: Online British adults aged 18-75 who think crime has gone up in the past 12 months in the UK as a whole (606) and in their local area (334), 13 - 16 June 2025

Two in five say they have witnessed or heard about littering/fly-tipping and the smell of people smoking cannabis in their local area in the past month

Which of the following, if any, incidents of crime or anti-social behaviour have you personally witnessed or heard about in your local area in the past month?

By local area we mean within about 15 minutes walking distance of your home. Please select all that apply.



Base: 1,081 Online British adults aged 18-75, 13 - 16 June 2025

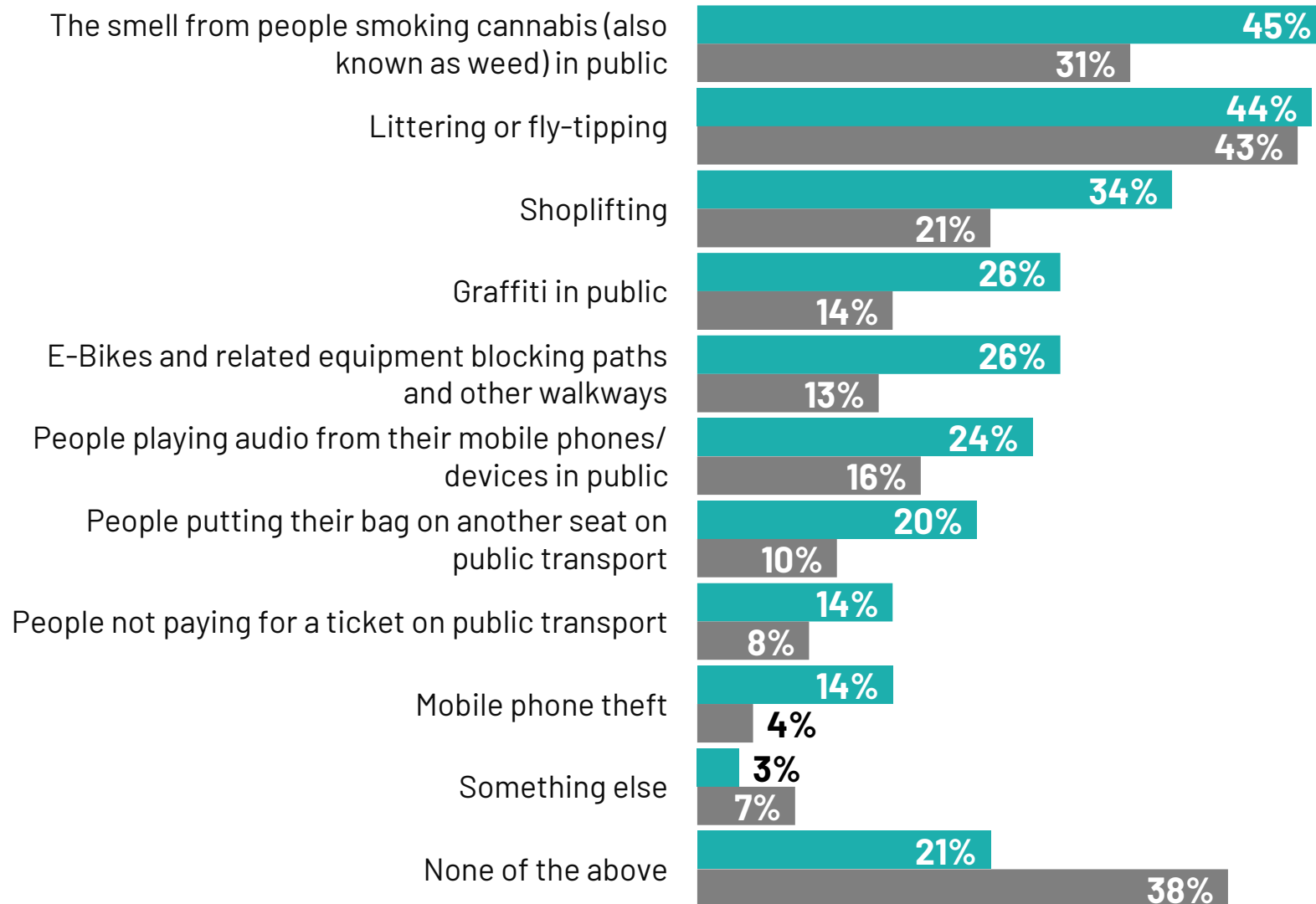
People who live in urban areas are more likely to have witnessed or heard about different types of crimes or anti-social behaviours, than those who live in rural areas.

Which of the following, if any, incidents of crime or anti-social behaviour have you personally witnessed or heard about in your local area in the past month?

By local area we mean within about 15 minutes walking distance of your home. Please select all that apply.

Among people who live in an urban area

Among people who live in a rural area

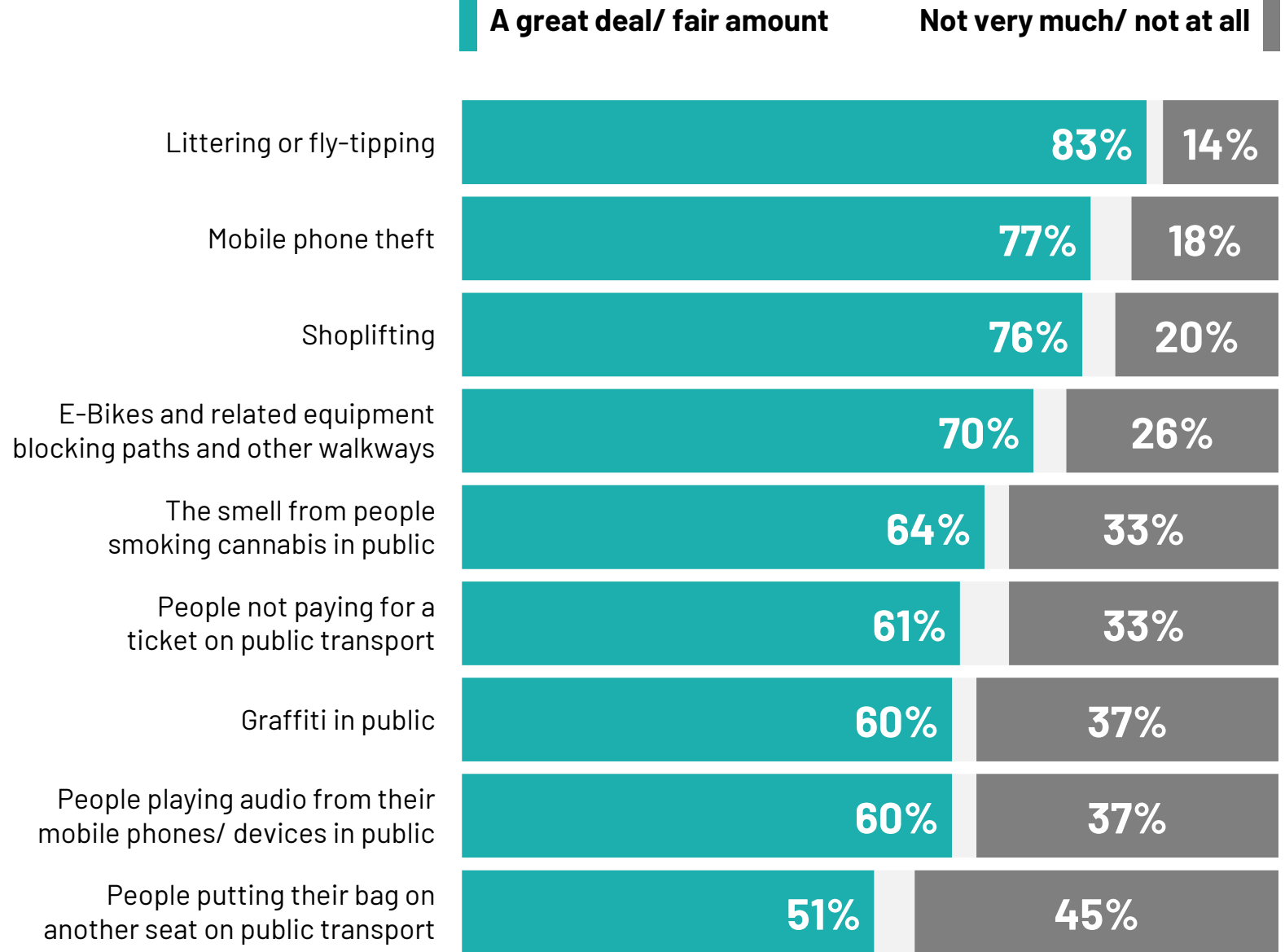


Base: 1,081 Online British adults aged 18-75, including (919) from an urban area and (162) from a rural area, 13 - 16 June 2025

Four in five say littering/fly-tipping in public would bother them, followed by three quarters who say mobile phone theft and shoplifting

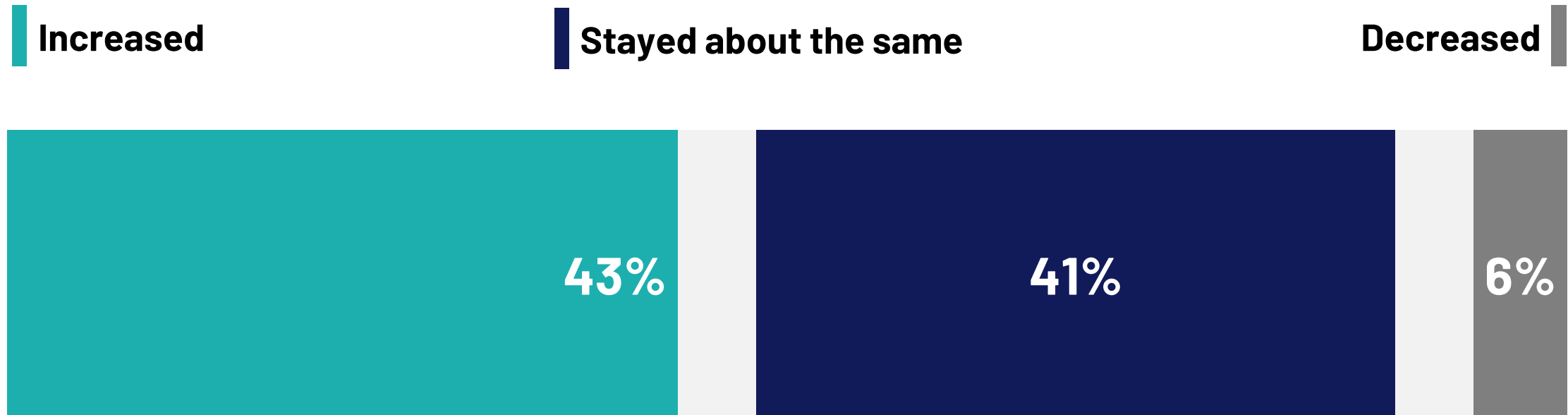
To what extent, if at all, would experiencing each of the following in public bother you?

Base: 1,081 Online British adults aged 18-75, 13 – 16 June 2025



Two in five think the number of times they have smelled cannabis in public has either increased or stayed about the same in the past year

To what extent, if at all, do you think the number of times you have smelled cannabis in public, has increased, decreased or stayed about the same, in the past year?

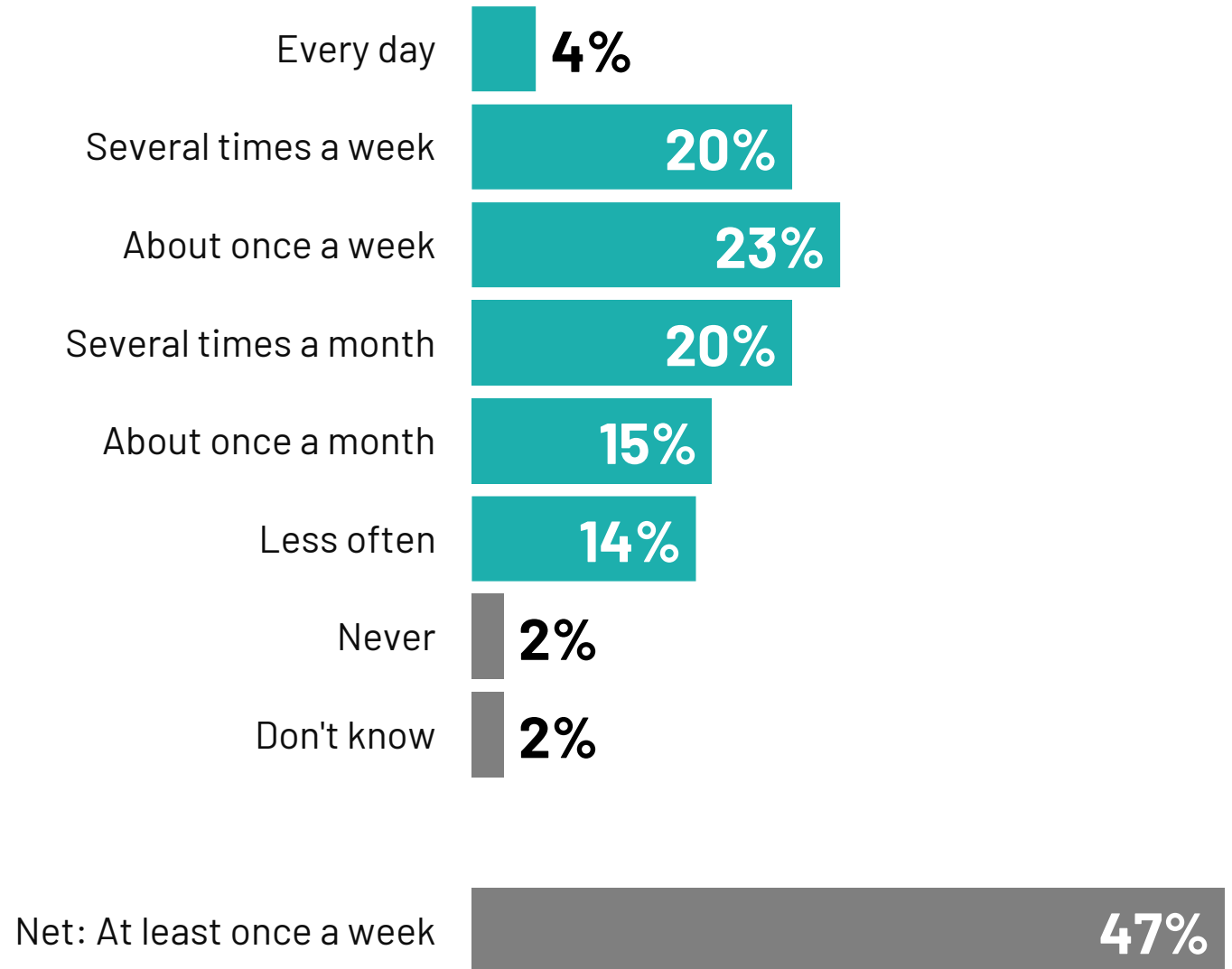


Base: 1,081 Online British adults aged 18-75, 13 - 16 June 2025

Almost half of Britons visit their local high street or shopping area at least once a week

On average, how often, if at all, would you say that you visit your local high street or shopping area?

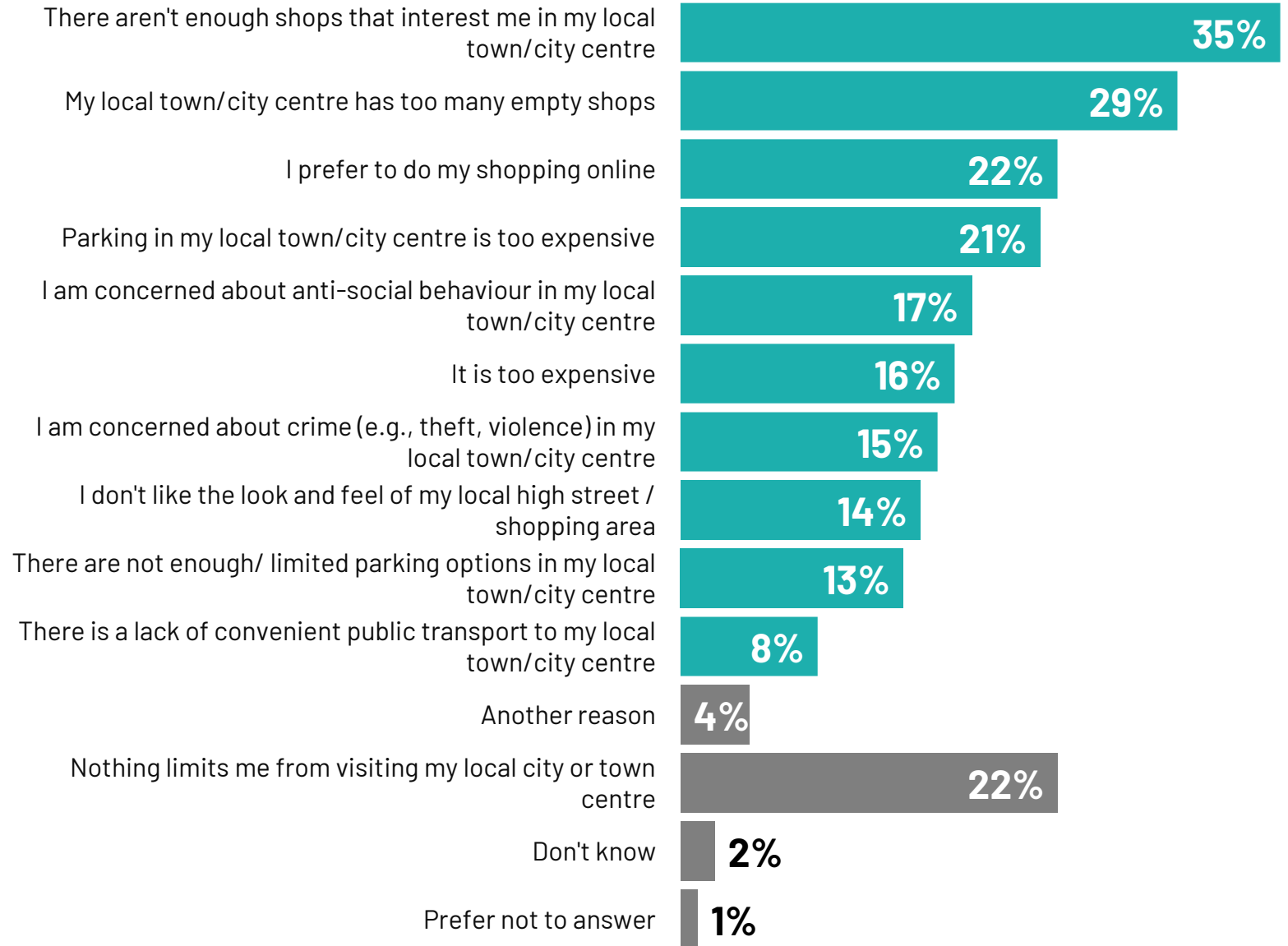
Base: 1,081 Online British adults aged 18-75, 13 - 16 June 2025



A lack of shops that interest them and too many empty shops are the top reasons limiting Britons from visiting their local high street or shopping area

Which, if any, of the following, limit you from visiting your local high street or shopping area?

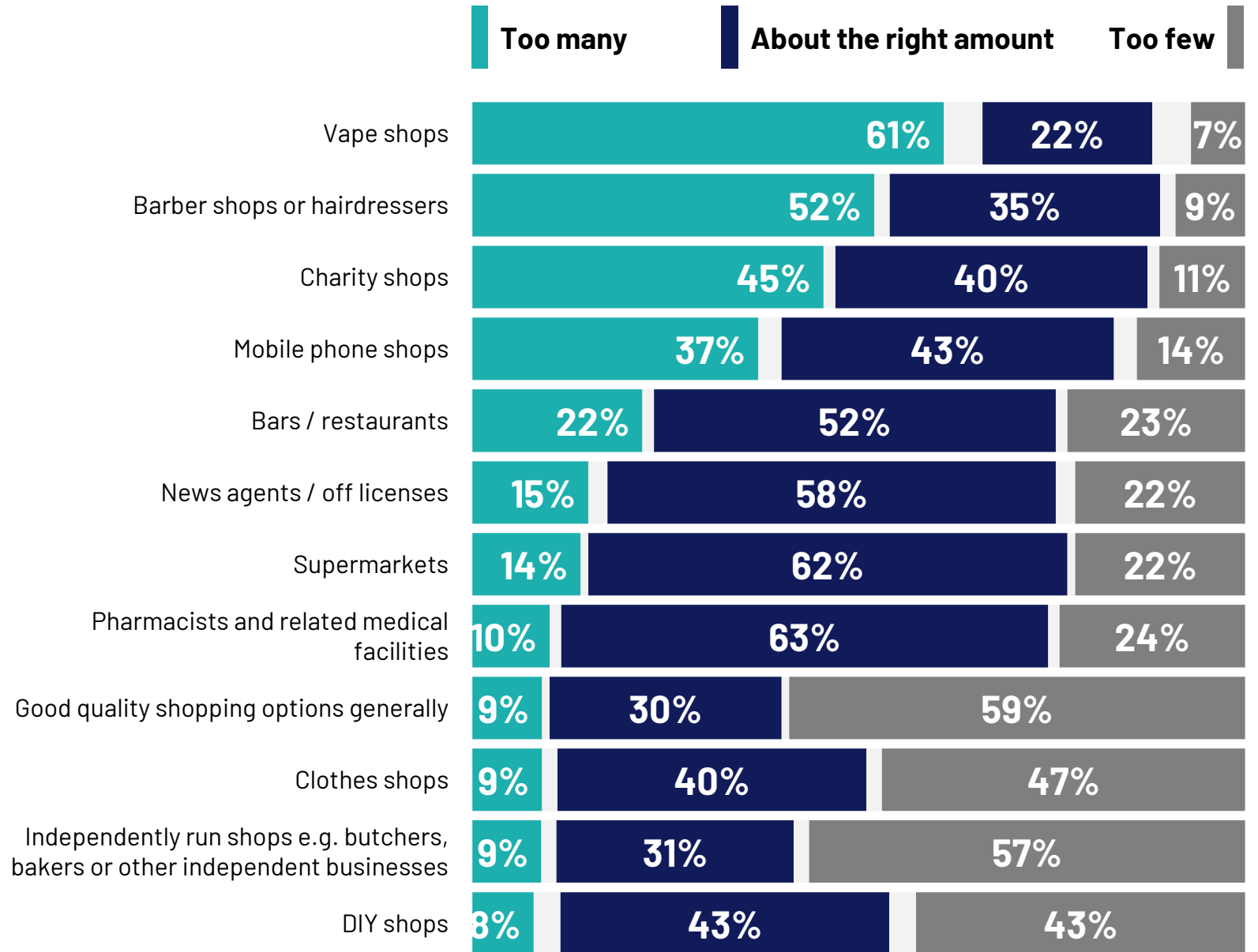
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The public are most likely to think their local area has too many vape shops and barber shops/hairstylists

Thinking about your local high street or shopping area, to what extent would you say it has too many, too few, or just about the right amount of the following?

Base: 1,081 Online British adults aged 18-75, 13 - 16 June 2025





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For more information

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