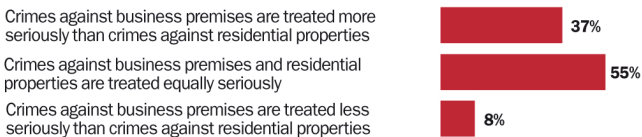


## Q Thinking about crimes that occur against business premises and residential properties, which of the following statements best reflects your thoughts?



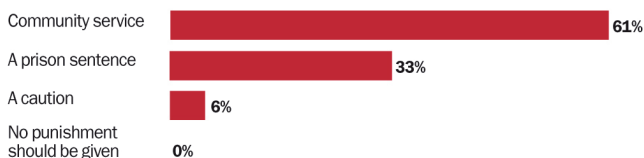
Just over half of the respondents felt crimes to business premises and residential properties are treated equally seriously. However, perhaps in light of recent large-scale police operations instigated due to the riots, almost four in 10 say crimes to business premises are treated more seriously than crimes to residential premises. Londoners were significantly more likely to believe this (44%).

## Q How serious a crime do you think shoplifting is?



Shoplifting is deemed a serious crime by the majority (93%) of respondents. Young people are significantly more likely to think it is not very serious (10% of under-34s). On the other hand, over 55s are significantly more likely to say it is a very serious crime (57% of those aged 55 to 64 and 59% of those aged 65+).

## Q What do you think is the most appropriate punishment for shoplifting?



With six in 10 respondents agreeing, community service is thought to be the most appropriate punishment for shoplifting. This rises significantly to seven in 10 for Scotland. A third of consumers think shoplifting warrants a custodial sentence while a caution is most popular with younger people (9% of under 34s).

## Q Thinking about your current shopping behaviour, where do you go to shop most often?



When it comes to general shopping habits, respondents said they most often chose to shop at the nearest big high street/shopping centre (40%). This is driven by consumers in Northeast (56%) and London (50%). The internet is the main shopping channel for one in six consumers. Local shops are significantly more popular amongst DEs (31%).