



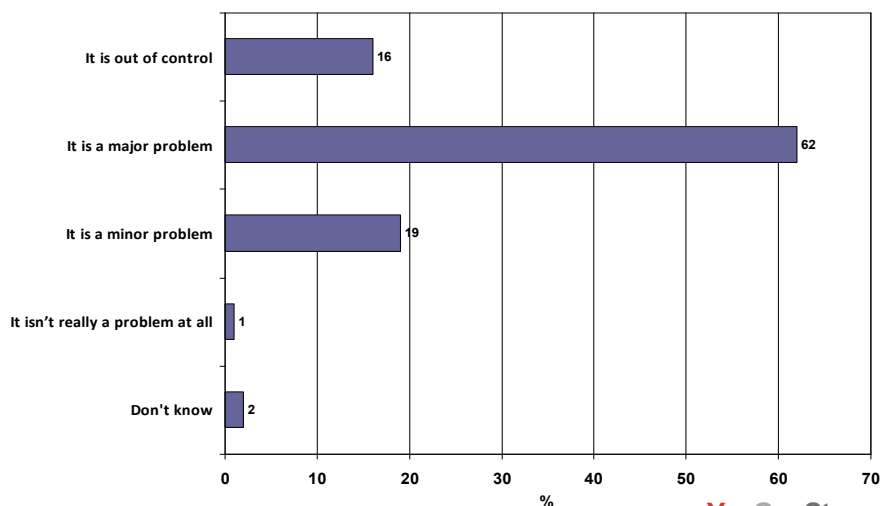
YouGovStone *Influentials Monitor* - survey results July 10th

This summary contains the results of the YouGovStone *Influentials Monitor* for July 10th 2008. The survey interviewed 252 senior individuals between July 7th and 10th 2008. Respondents are all members of the YouGovStone ThinkTank of influential people, drawn from a wide variety of backgrounds including politics, business, media, academia and the public sector.

Knife Crime in the UK

With almost daily media headlines, this week's *Influentials Monitor* survey focused on UK knife crime and the key issues that surround it. 62% of our ThinkTank members think that it is a major problem at the moment, while a further 16% feel that the situation is out of control. Only 1% think that it is not a problem at all.

How much of a problem, if any, do you feel knife crime is in Britain at the moment?



Base: 252 YouGovStone "influentials" July 7th-10th 2008

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86% of respondents agree that the issue needs to be tackled immediately and similarly, 83% agree that it is near the top of the public's concerns.

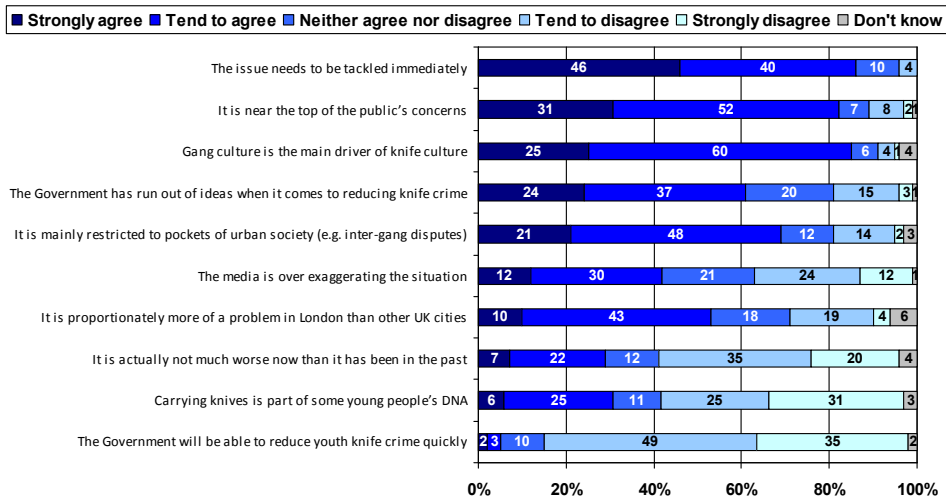
Interestingly, a majority of 55% do not feel that knife crime is much worse than it has been in past but there is split opinion as to whether the media is over-exaggerating the situation and over-hyping the issue.

Gangs and gang culture is held up by 86% of influentials as the main driver of knife culture. Just over two thirds (69%) agree that such culture is mainly restricted to pockets of urban



society (e.g. inter-gang disputes) and in particular, half (54%) feel that it is proportionally more of a problem in London than in other UK cities. There is limited support for Security & Policing Minister Tony McNulty's opinion that carrying knives is part of some young people's DNA with 56% disagreeing and 30% agreeing.

To what extent do you agree or disagree with each of the following statements about knife crime?



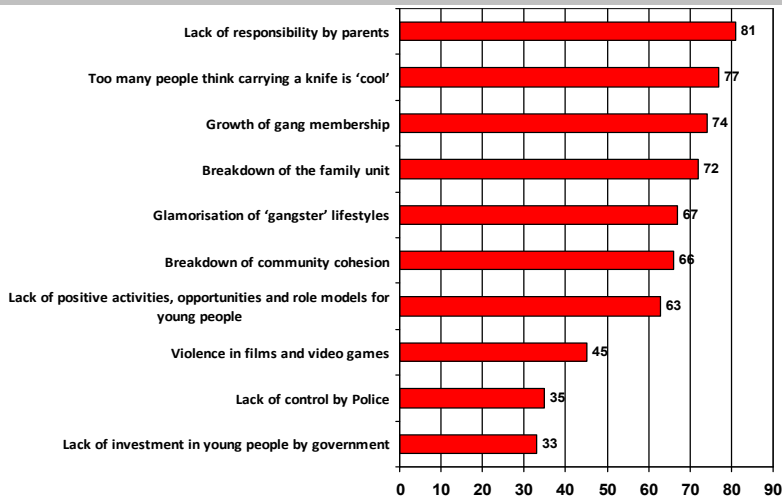
Base: 252 YouGovStone "influentials" July 7th-10th 2008

Respondents do not have much faith in the Government tackling the issue, with just 5% agreeing that the Government will be able to reduce youth knife crime quickly and 61% agreeing that the Government has run out of ideas when it comes to reducing knife crime (only 18% disagree).

Asked what they feel has contributed to the apparent increase in knife crime recently, be it a real or just perceived increase, respondents say that the main factors are gang and family/community related. 81% think lack of responsibility by parents is a big contributor, with 72% blaming the breakdown of the family unit, 66% the breakdown of community cohesion and 63% the lack of positive activities or opportunities or role models for young people. 74% of our influentials think that the growth of gang membership and two-thirds the glamorisation of 'gangster' lifestyles have influenced the increase. Over three-quarters of our respondents (77%) feel that too many people think carrying a knife is 'cool' and 45% agree that violent video games and films are a major contributor, encouraging the normalisation of carrying weapons.



Which of the following, if any, do you think have contributed to the real or perceived recent increase in knife crime?



Base: 252 YouGovStone "influentials" July 7th-10th 2008

% YouGovStone

Tackling Knife Crime

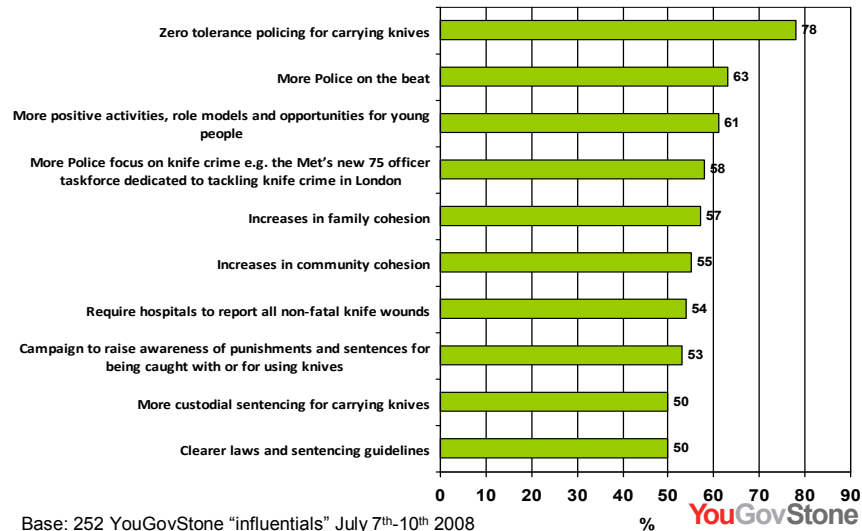
When asked to consider a number of possible strategies to reduce the incidence of knife crime, in the long or short term, the majority of our ThinkTank members suggested focusing on policing, punishment and, again, family and community issues.

74% think there should be zero tolerance policing for carrying knives, 56% think we need more police on the beat and 57% back more focus by police on knife crime, such as the Met's new 75 officer taskforce. As for sentencing, 50% agree with more custodial sentencing for those caught carrying knives and they want to see clearer laws and sentencing guidelines, while 53% support the idea of a campaign to raise awareness of punishments and sentencing for being caught with a knife or for using one.

To target concerns over family and community issues being one of the primary causes for the increase in knife crime, 61% feel more positive activities, role models and opportunities for young people are needed. 56% of respondents think there must be an increase in family cohesion and 55% suggest an increase in community cohesion. Additionally, 54% think hospitals should be required to report all non-fatal knife wounds, such as is required with non-fatal gunshot wounds, in order to gain insight into the real figures of knife crime across the UK.



Which of the following, if any, do you think can reduce the incidence of knife crime either in the shorter or longer term? Top 10 answers



Respondent were asked what effect, if any, they thought new proposals would have which will set up local children's trusts to take over responsibility and funding of youth crime teams and youth offender teams from the Youth Justice Board. 45% thought that the proposals will have no effect and while 42% thought that they will have a positive effect but only in the long-term. Only 14% feel that the changes will have a negative effect, whether immediately or in the longer-term.

David Cameron laid out the Tories potential approach to knife crime by stating that "The Government should say not just there is a presumption you will be prosecuted if you carry a knife, but that there will be a presumption you will go to jail." Asked to what extent they agreed or disagreed with this statement, a majority, over 60% of our influentials, were in agreement, 32% strongly, while just 28% disagreed with him.

Ray Lewis

After recent allegations concerning Ray Lewis' history, the deputy mayor of London for young people is now the second member of Boris Johnson's new team to resign from London's City Hall. Questioned on the significance this will have, 48% agree that his resignation undermines Boris Johnson's administration compared with 33% who disagree. Respondents are more mixed as to whether it is damaging to the Conservative Party, 41% think it is but 32% don't think it is. A third (35%) think it is a serious setback for Boris Johnson's attempt to tackle youth crime in London while a third don't (38%). Only 12% think that it will affect London in the longer-term.

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YouGovStone's ThinkTank is a group of over 3,000 influential individuals, predominantly UK based, drawn from various sectors including politics, business, media, the arts, academia, health, charity and law. The *Influentials Monitor* is a weekly survey completed by a representative sample of the ThinkTank.

For more details about these results or how to ask your questions to the ThinkTank, please contact Oliver Rowe, YouGovStone's Business Development Director on +44 (0)207 012 6032 or email oliver.rowe@yougovstone.com