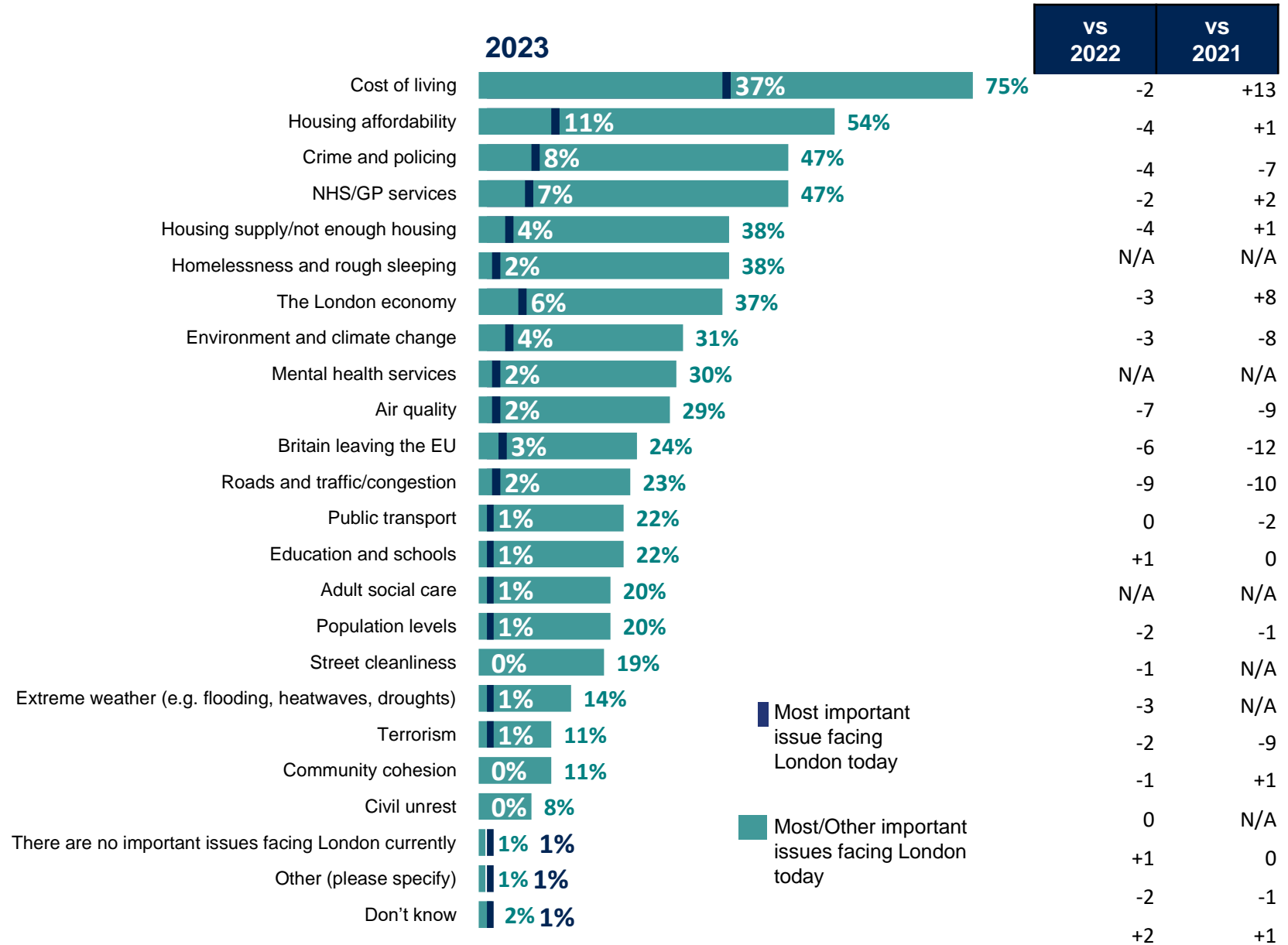


2023 Survey of Londoners

**Findings under embargo until 00:01
Monday 20 November**

The cost of living continues to dominate Londoners' list of concerns



Q. What would you say is the most important issue facing London today?/

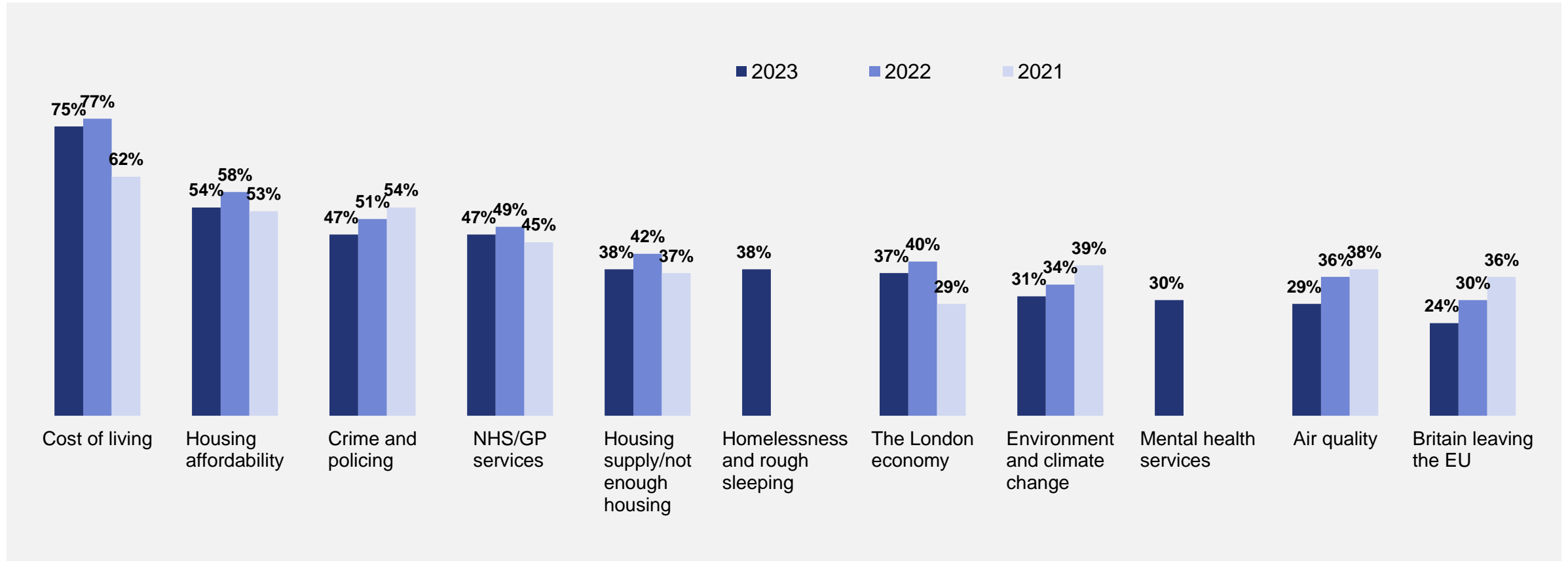
Q. And what do you see as other important issues facing London today?

Base: All adults aged 18+ in Inner/Outer London (2023: 1000; 2022: 1021; 2021: 1000); Fieldwork dates 18 September - 9 October 2023; Source: Ipsos UK



Post-Covid, it really is the cost of living that dominates

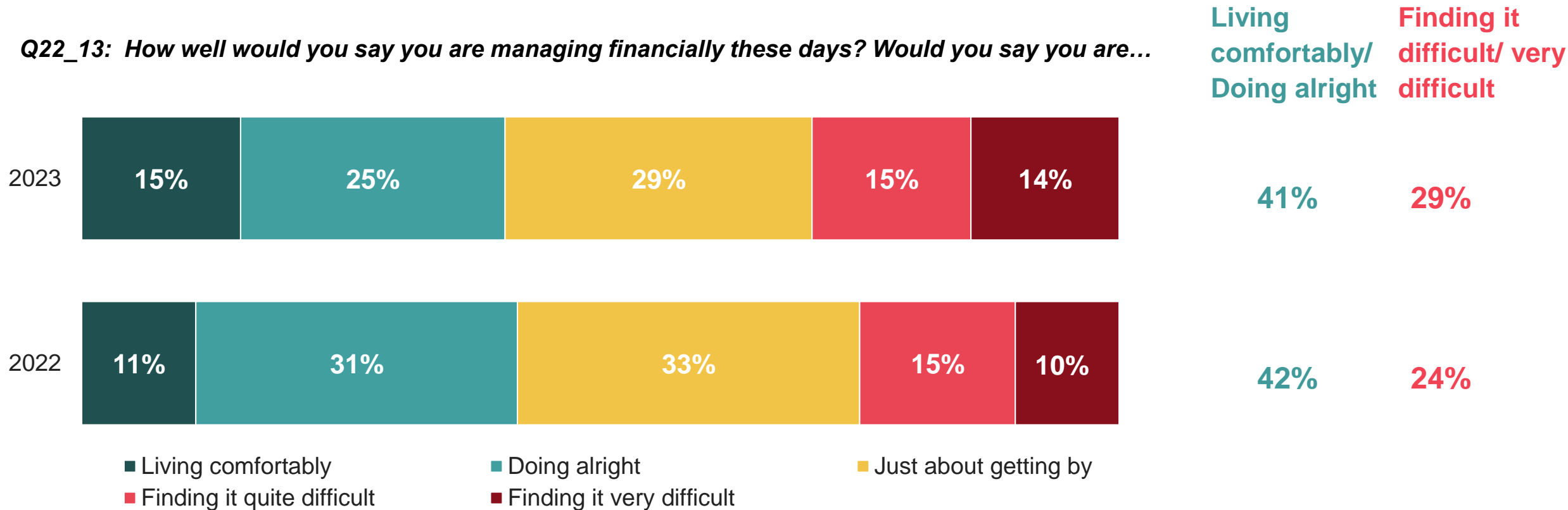
Q1A/Q1B. What would you say is the most important issue facing London today? And what do you see as other important issues facing London today?



Base size: All adults aged 18+ in Inner/Outer London (2023: 1000, 2022: 1021; 2021: 1000); Fieldwork dates 18 September - 9 October 2023; Source: Ipsos UK

The proportion of those who say they are finding it difficult to manage financially has gone up by 5ppts since last year...

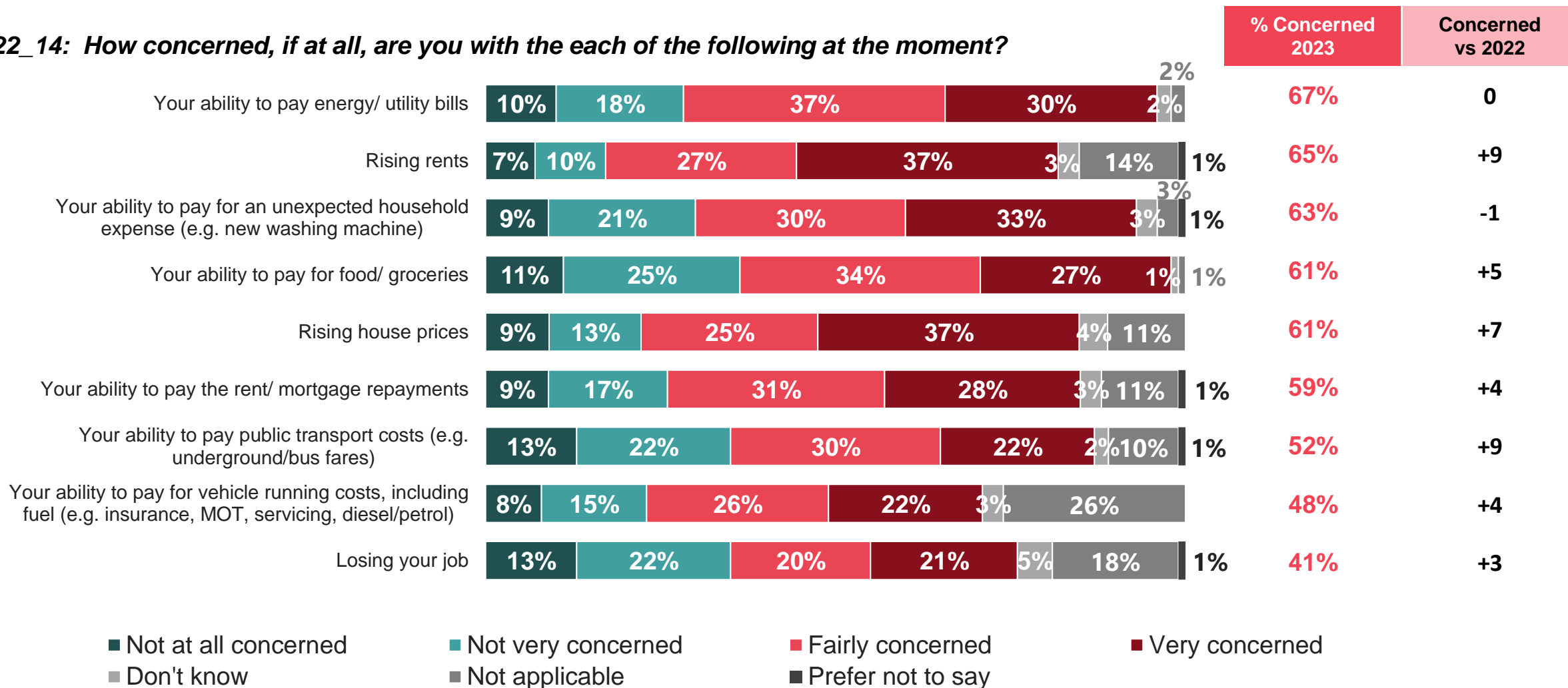
Q22_13: How well would you say you are managing financially these days? Would you say you are...



Base: All adults aged 18+ in Inner/Outer London (2023: 1000, 2022: 1021); Fieldwork dates 18 September - 9 October 2023; Source: Ipsos UK

...and Londoners are particularly concerned about rising rents and energy going into winter...

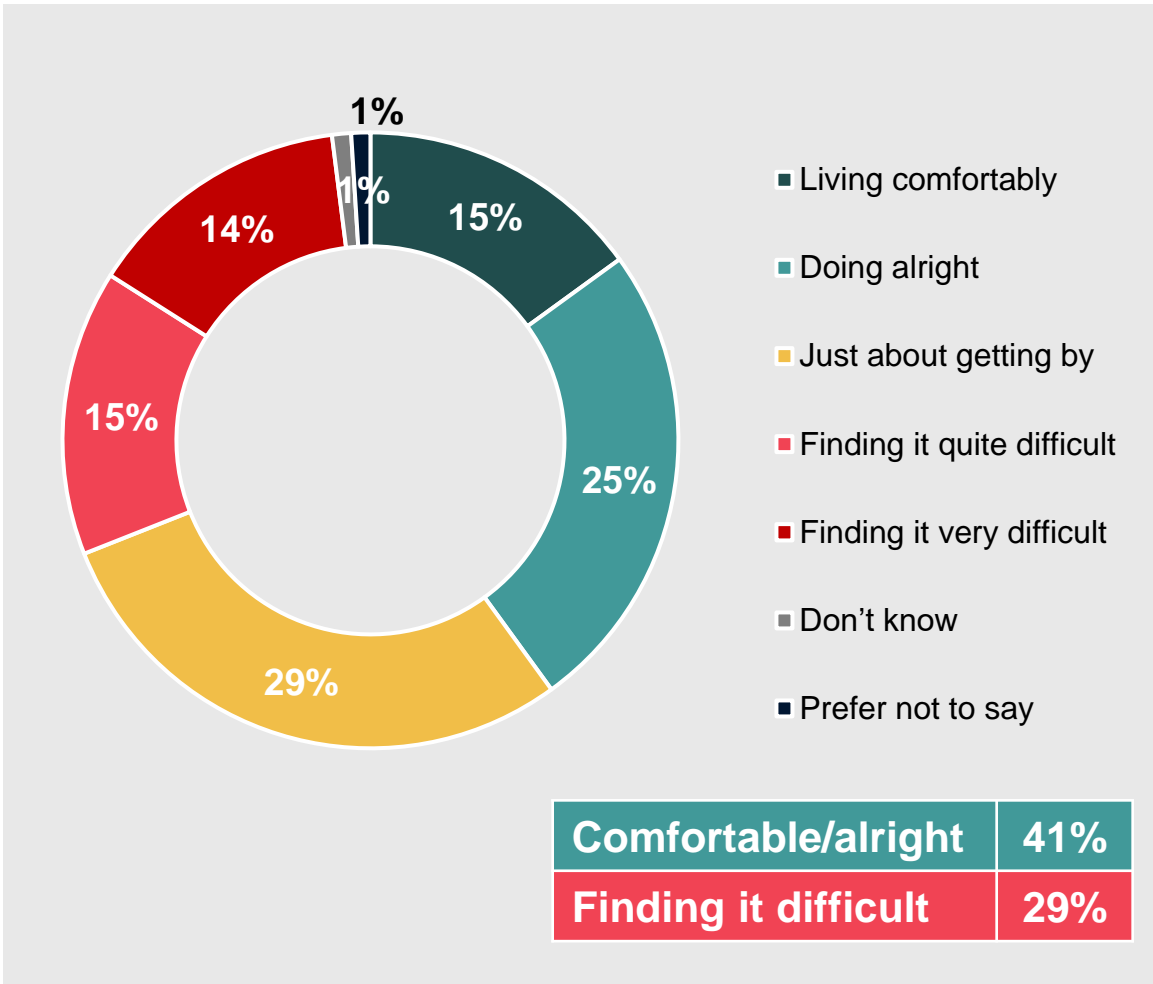
Q22_14: How concerned, if at all, are you with the each of the following at the moment?



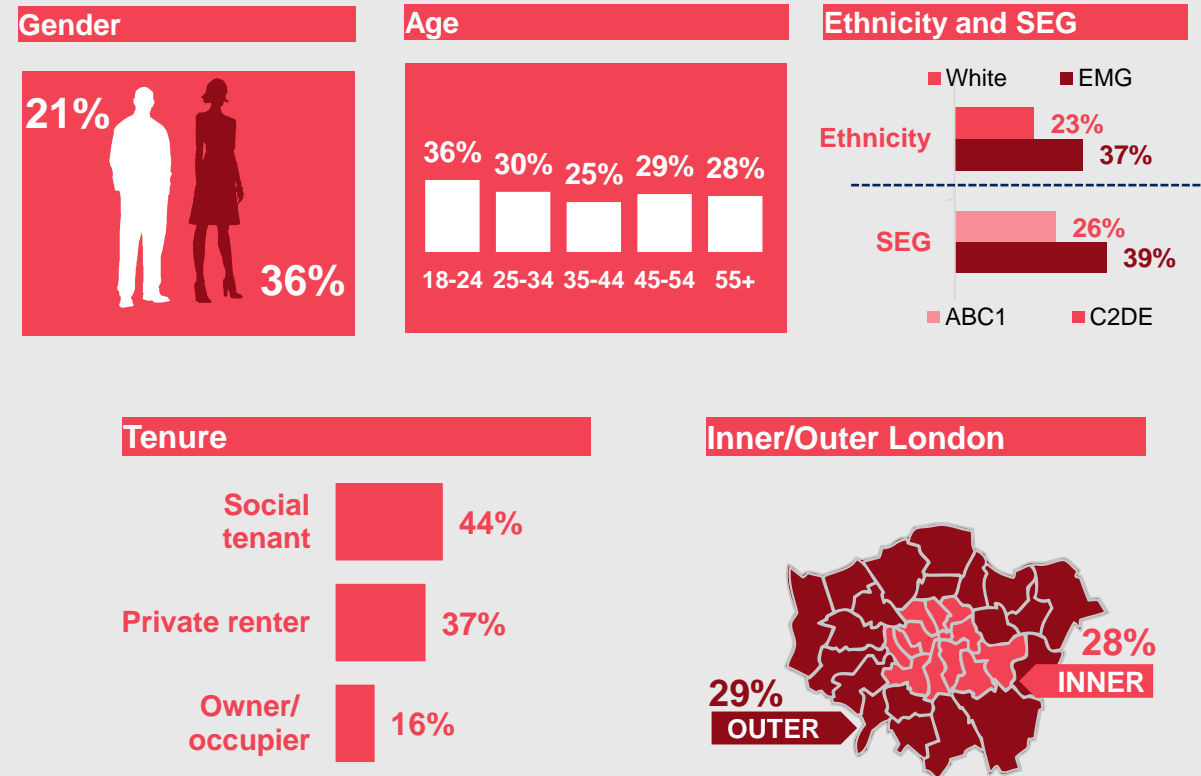
Base size: All adults aged 18+ in Inner/Outer London (2023: 1000; 2022: 1021); Fieldwork dates 18 September - 9 October 2023; Source: Ipsos UK



Three in ten Londoners are finding managing financially difficult these days, 5ppts higher than last year, and the impacts are being unevenly felt across the capital



Among the 29% who say they are finding it difficult to manage financially these days...

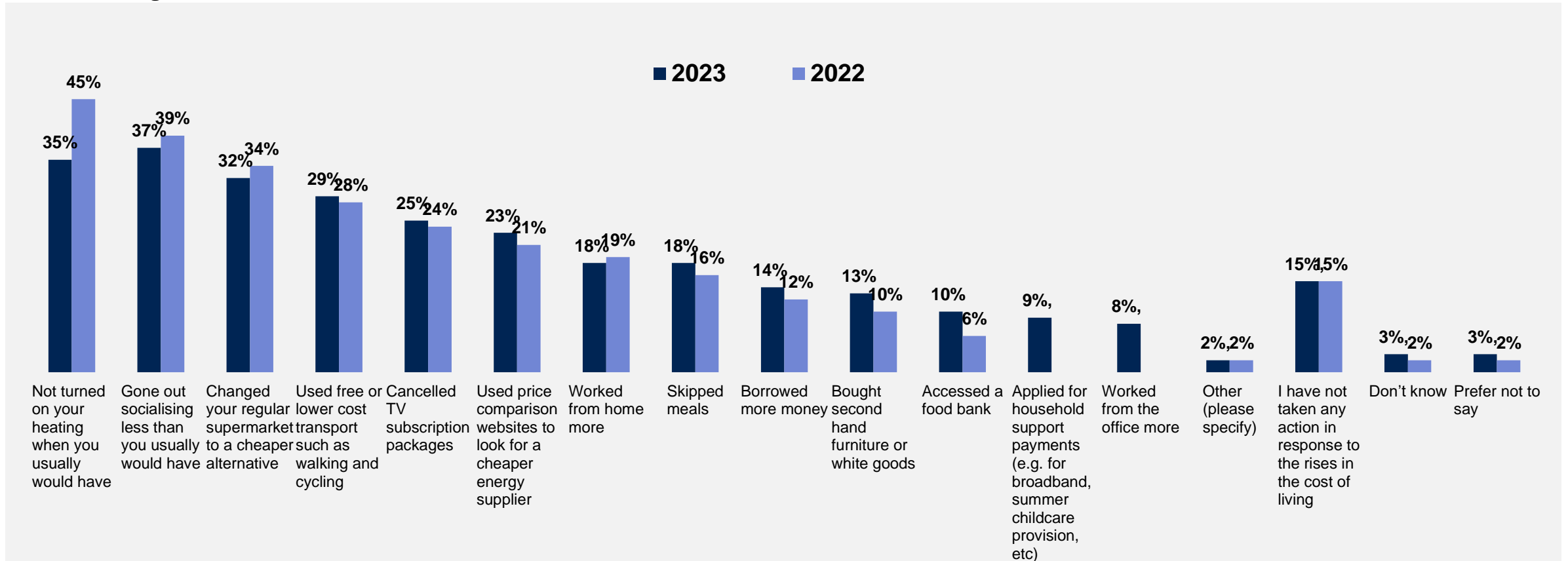


Q. How well would you say you are managing financially these days? Would you say you are...?

Base: All adults aged 18+ in Inner/Outer London (2023: 1000); Fieldwork dates 18 September - 9 October 2023; Source: Ipsos UK

Warmer temperatures may have protected Londoners from heating costs so far, but many are still having to take action in response to the rising cost of living

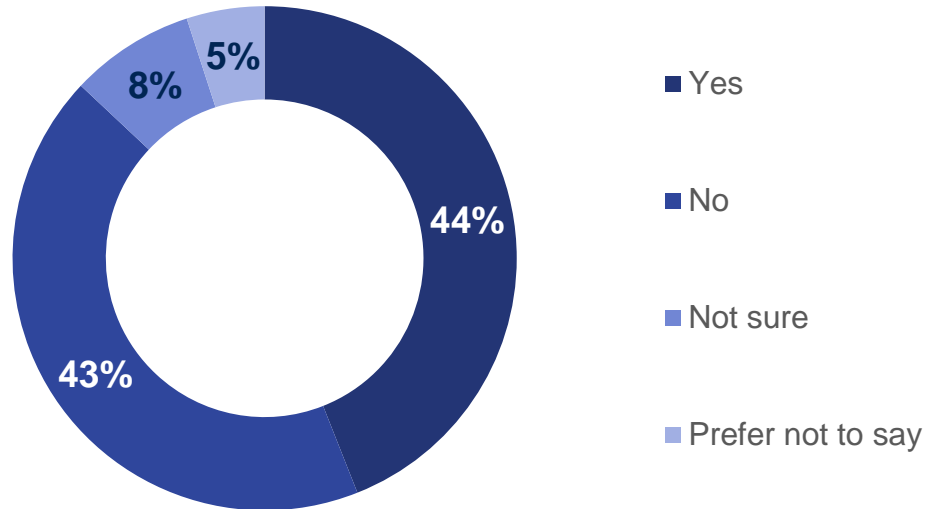
Q22_16: Within the last 12 months, which of the following actions, if any, have you specifically taken in response to rises in the cost of living?



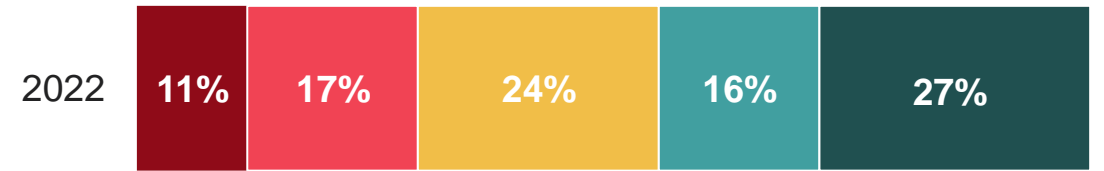
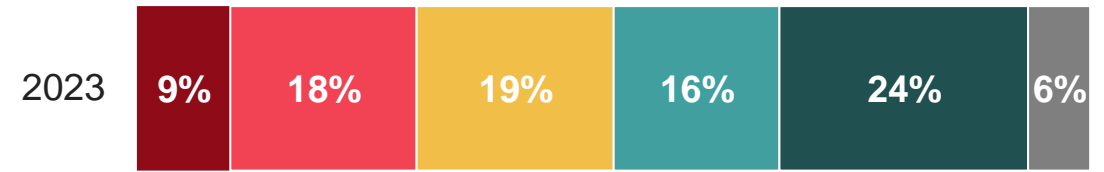
Base size: All adults aged 18+ in Inner/Outer London (2023: 1000, 2022: 1021); Fieldwork dates 18 September - 9 October 2023; Source: Ipsos UK

Many Londoners are not saving, and the financial resilience of those who are is being stretched

Q22_20. Apart from any contributions you might make to a pension(s), are you saving money on a regular basis (monthly) for any other reason?



Q22_23: Now imagine that your current source of income no longer covered your costs, how long do you think your savings would last you?



- Less than one month
- Between 1 to 3 months
- Between 3 - 6 months
- Between 6 - 12 months
- 12 months or more
- My income does not currently cover my costs*

*New code in 2023

Base: All adults aged 18+ in Inner/Outer London who are saving on a regular (monthly) basis (2023: 395; 2022: 461)

| | 2023 | 2022 |
|-----|------|------|
| Yes | 44% | 42% |
| No | 43% | 45% |

Base size: All adults aged 18+ in Inner/Outer London (2023: 1000, 2022: 1021)

Fieldwork dates 18 September - 9 October 2023; Source: Ipsos UK

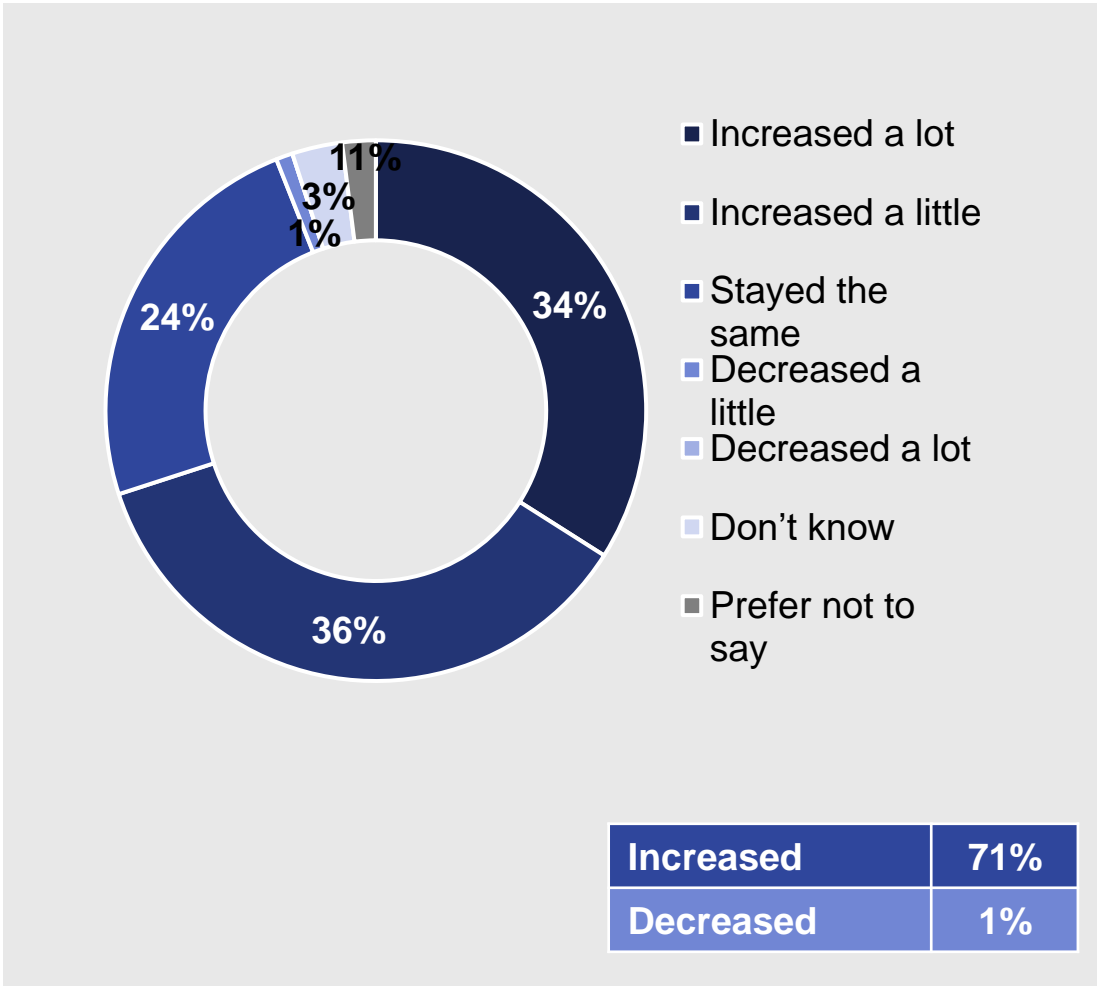


Housing challenges persist for many in the capital

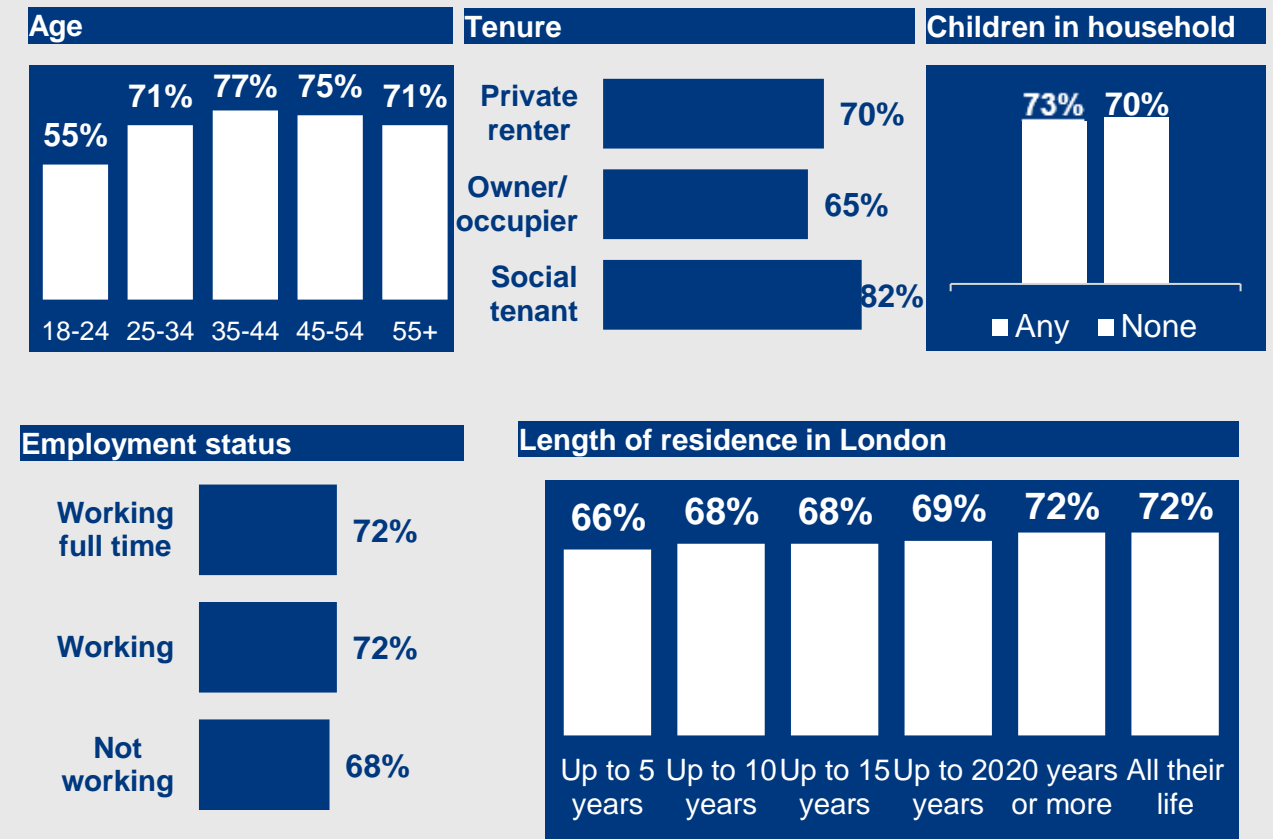


Around 7 in 10 Londoners say that their rent or mortgage payments have increased in the last 12 months...

Q23_01. In the last 12 months, have your rent or mortgage payments increased, decreased or stayed the same?



Among the 71% who say their rent or mortgage payments have increased in the last 12 months...



Base: All adults aged 18+ in Inner/Outer London who own on a mortgage or rent: 659; Fieldwork dates 18 September - 9 October 2023; Source: Ipsos UK

...and most have had to take action to afford their rent or mortgage payments, including using savings and/or borrowing

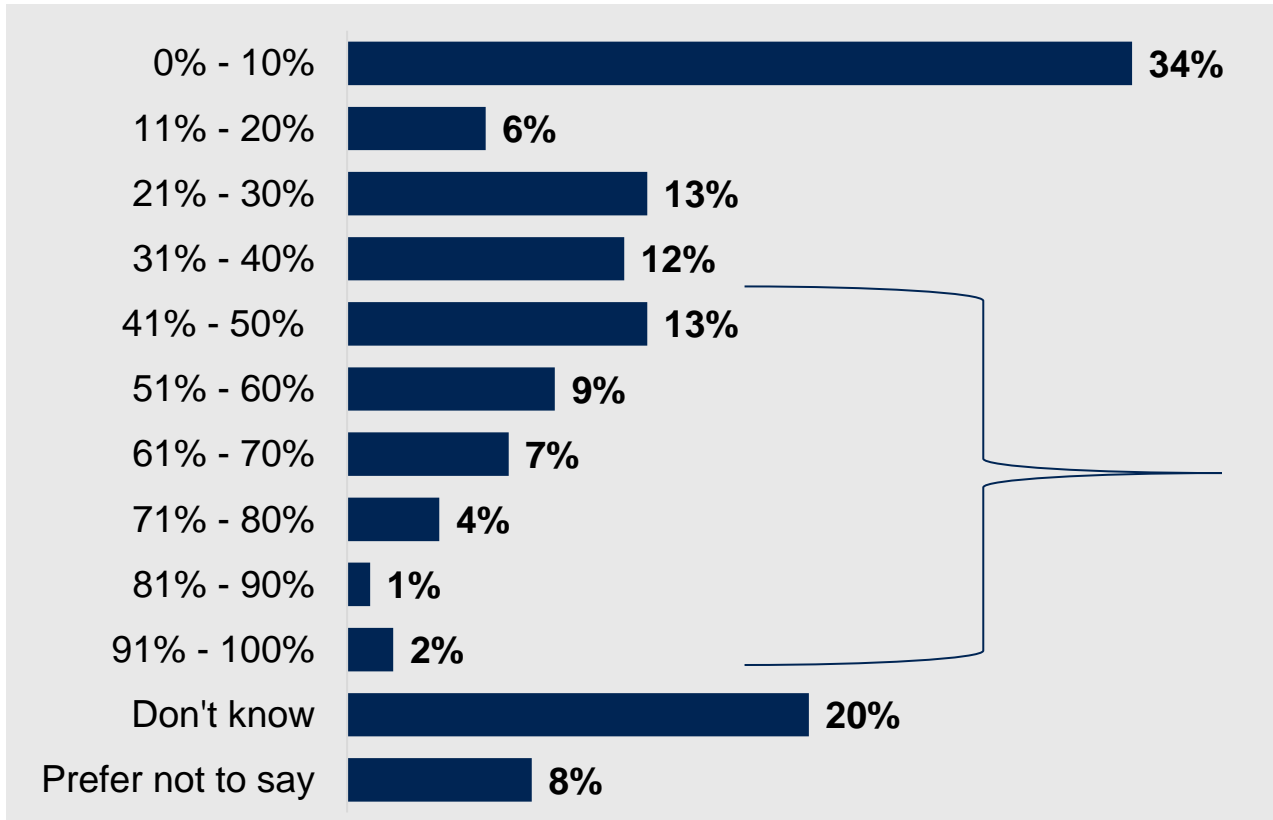
Q23_02. And which, if any, of the following actions, if any, have you personally taken in response to rising rent/mortgage costs in the past 12 months?



Base: All adults aged 18+ in Inner/Outer London who own on a mortgage or rent: 659; Fieldwork dates 18 September - 9 October 2023; Source: Ipsos UK

More than one third (36%) of Londoners with a mortgage or renting say they spend at least two fifths of their personal monthly income on their mortgage or rent

Q23_03A. What percentage of your personal monthly income do you currently spend on your rent or mortgage?



Proportion spending at least 40% of personal income on housing costs – selected groups:

| | |
|-------------------------------|-----|
| 18-34 year olds | 45% |
| Private renters | 47% |
| Residence in London < 5 years | 50% |
| Inner Londoners | 37% |
| Outer Londoners | 35% |

Base: All adults aged 18+ in Inner/Outer London who own on a mortgage or rent: 659; Fieldwork dates 18 September - 9 October 2023; Source: Ipsos UK

Thank you! Any questions?

