

2022 Survey of Londoners

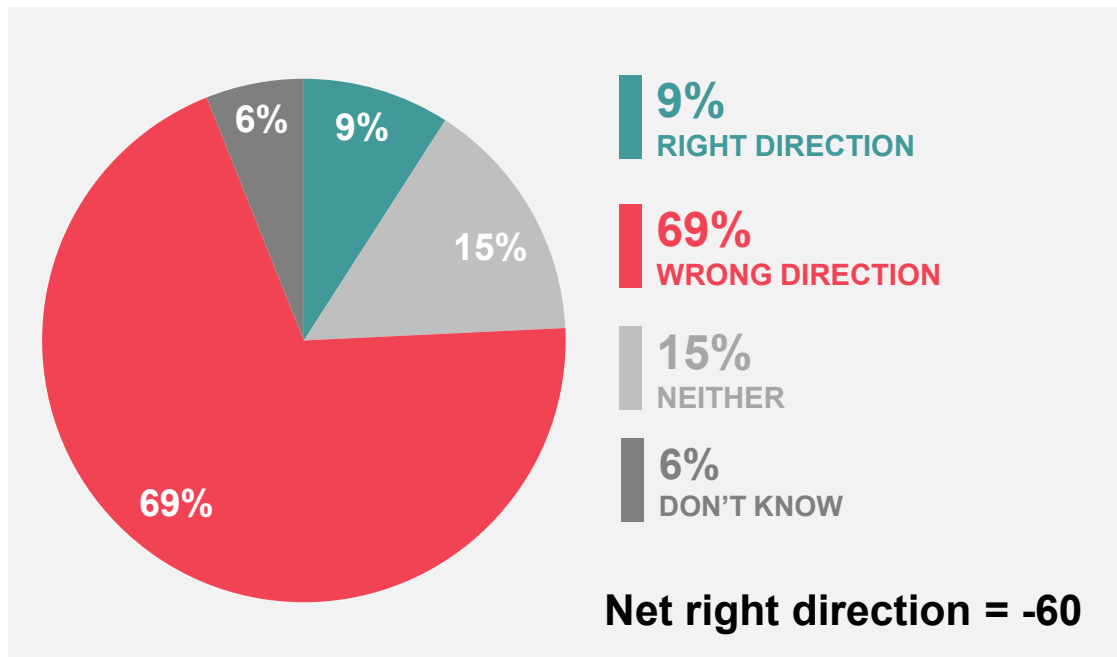
Presentation to Leaders' Committee

13 December 2022

The national context: the public mood is grim, and we are in something of an ‘optimism recession’

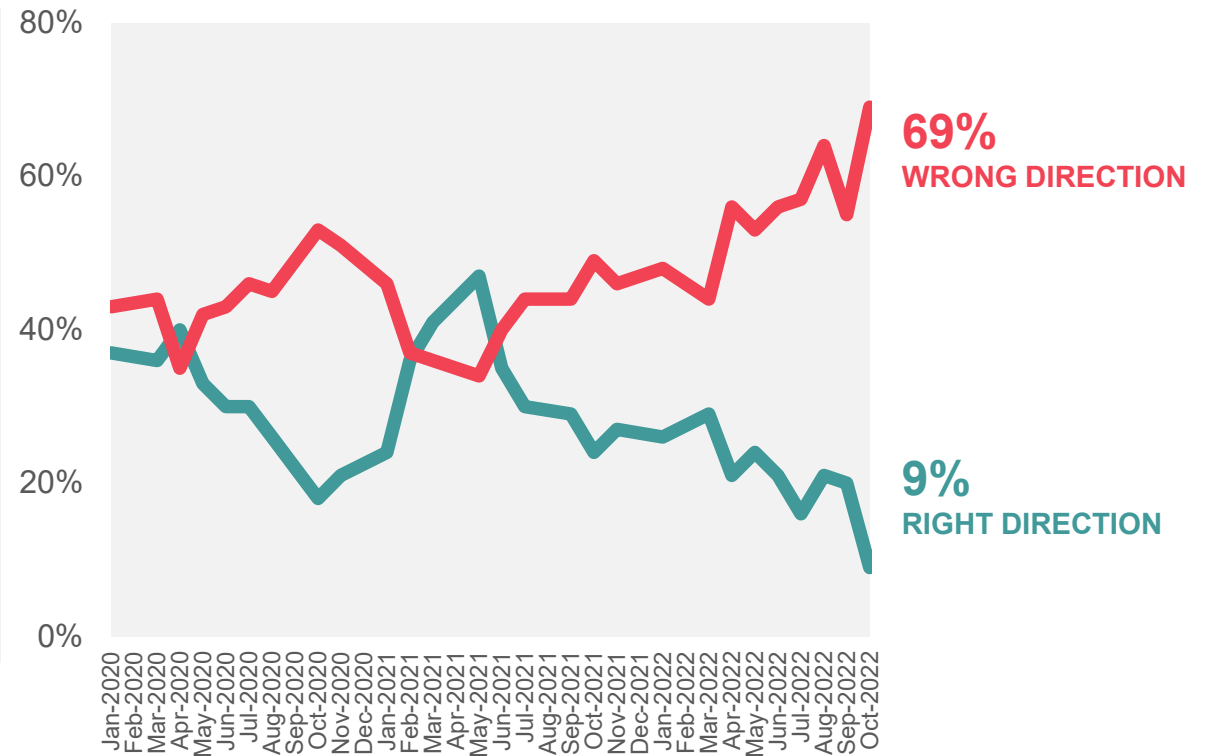
Q. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

October 2022



Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

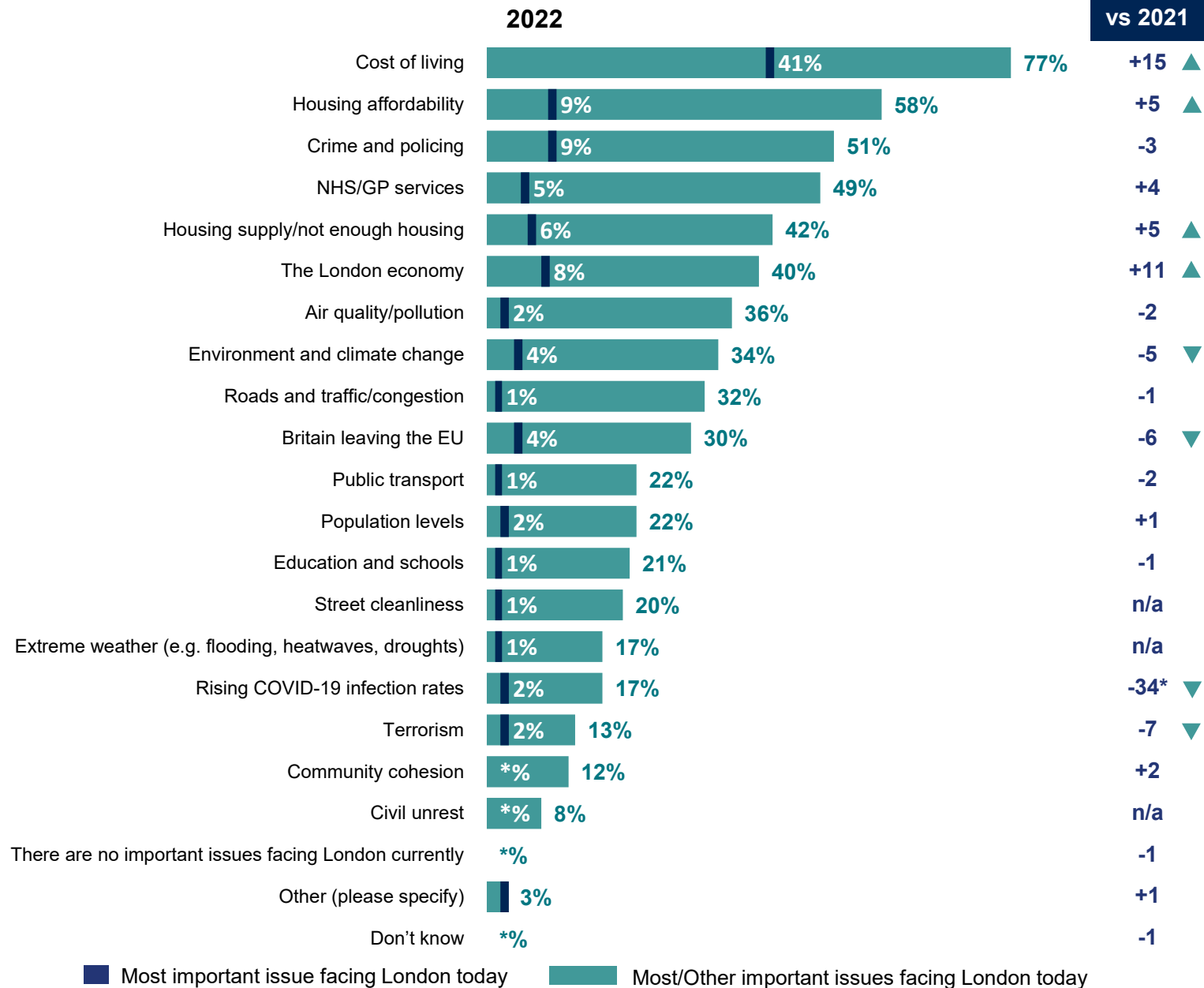
January 2020 – October 2022



The rising cost of living is the top issue facing London, even more so than last year

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?

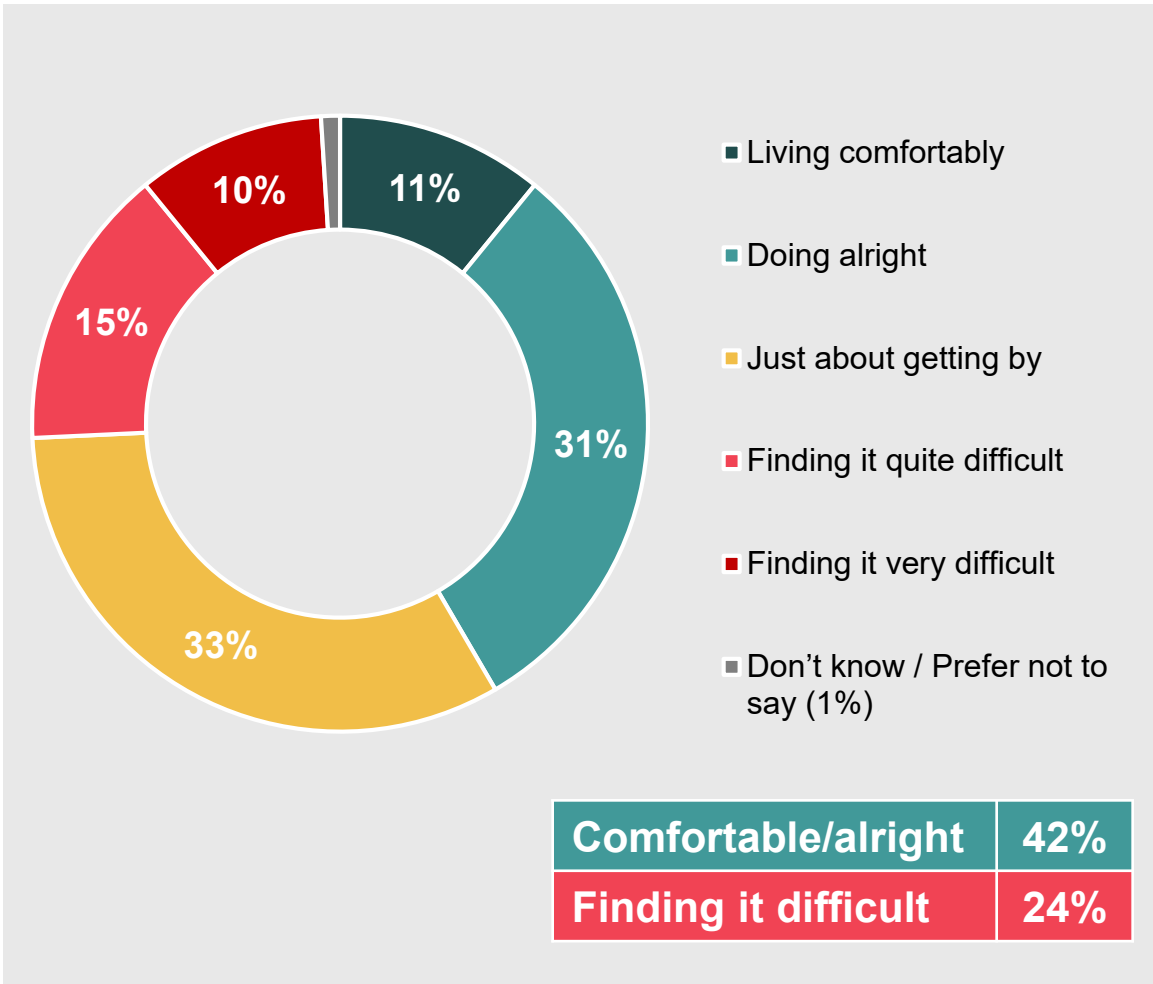


* Code was 'The COVID-19 pandemic' in 2021

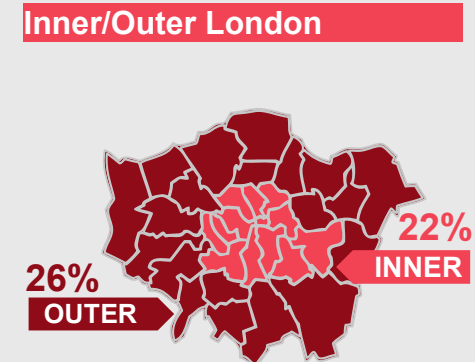
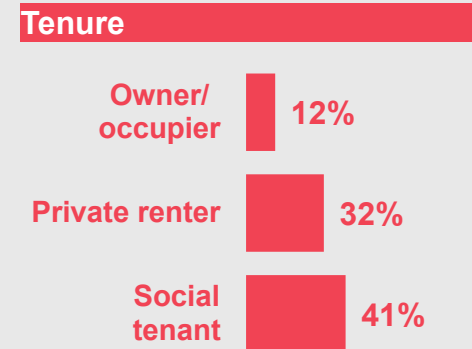
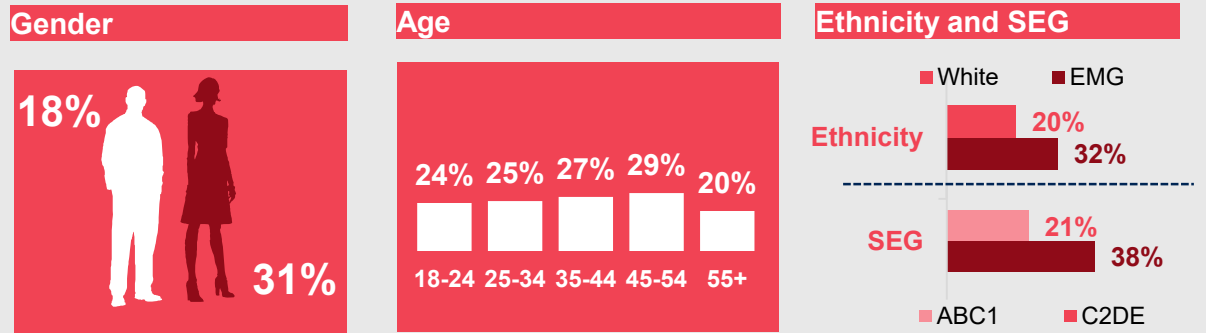
Base: All adults aged 18+ in Inner/Outer London (2022: 1021); Fieldwork dates 27th October - 9th November 2022; Source: Ipsos UK



Who is more likely to find it difficult to manage financially these days? Women, renters, those from minority ethnic backgrounds and in lower social grades in particular



Among the 24% who say they are finding it difficult to manage financially these days...

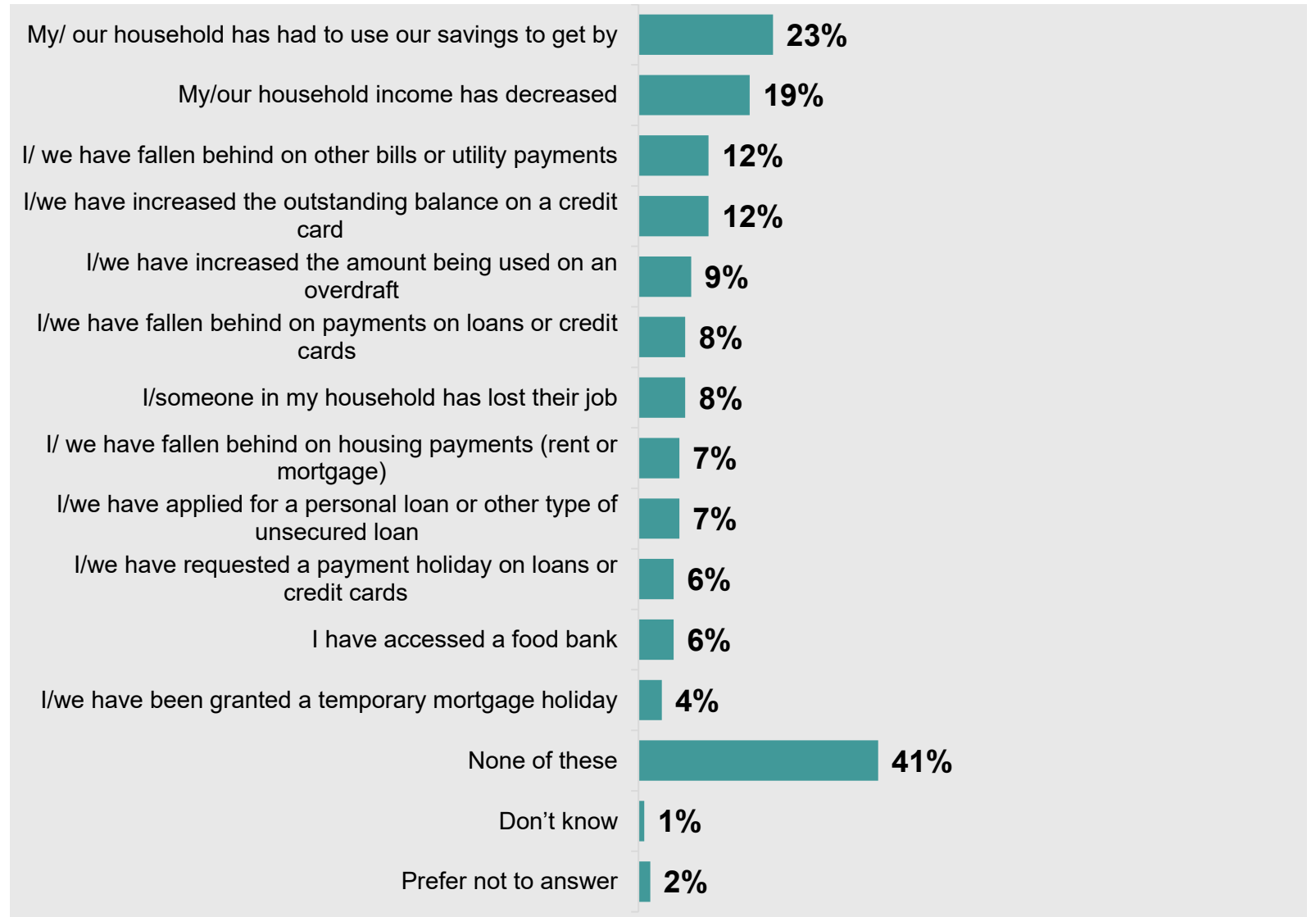


Q. How well would you say you are managing financially these days? Would you say you are...?

Base: All adults aged 18+ in Inner/Outer London (2022: 1021) : Fieldwork dates 27th October - 9th November 2022; Source: Ipsos UK
 * New codes in 2022

One in four Londoners has had to use savings, and some have used credit or loans, to help with the rising cost of living

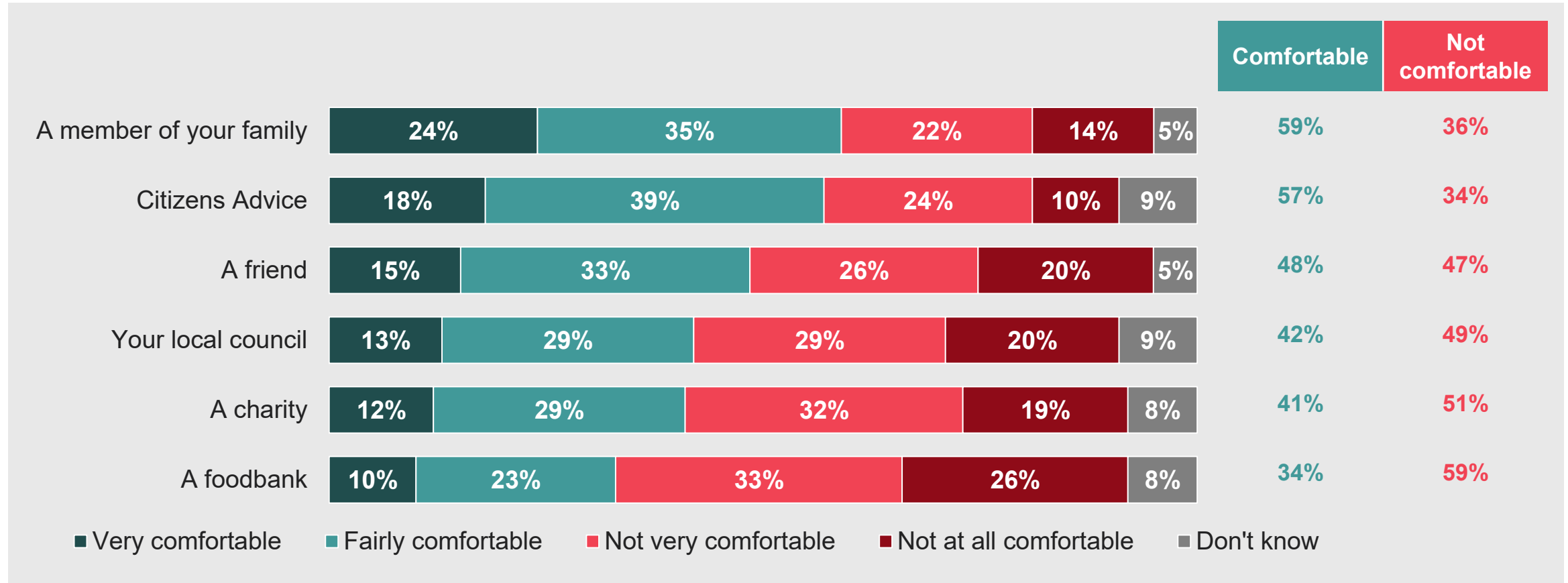
Q. Within the last 12 months, which, if any, of the following have you personally experienced, in response to rises in the cost of living?



Base: All adults aged 18+ in Inner/Outer London (2022:1021) : Fieldwork dates 27th October - 9th November 2022; Source: Ipsos UK

Most would feel comfortable asking family or Citizens Advice for support, but comparatively few are comfortable asking their local council (especially private renters)

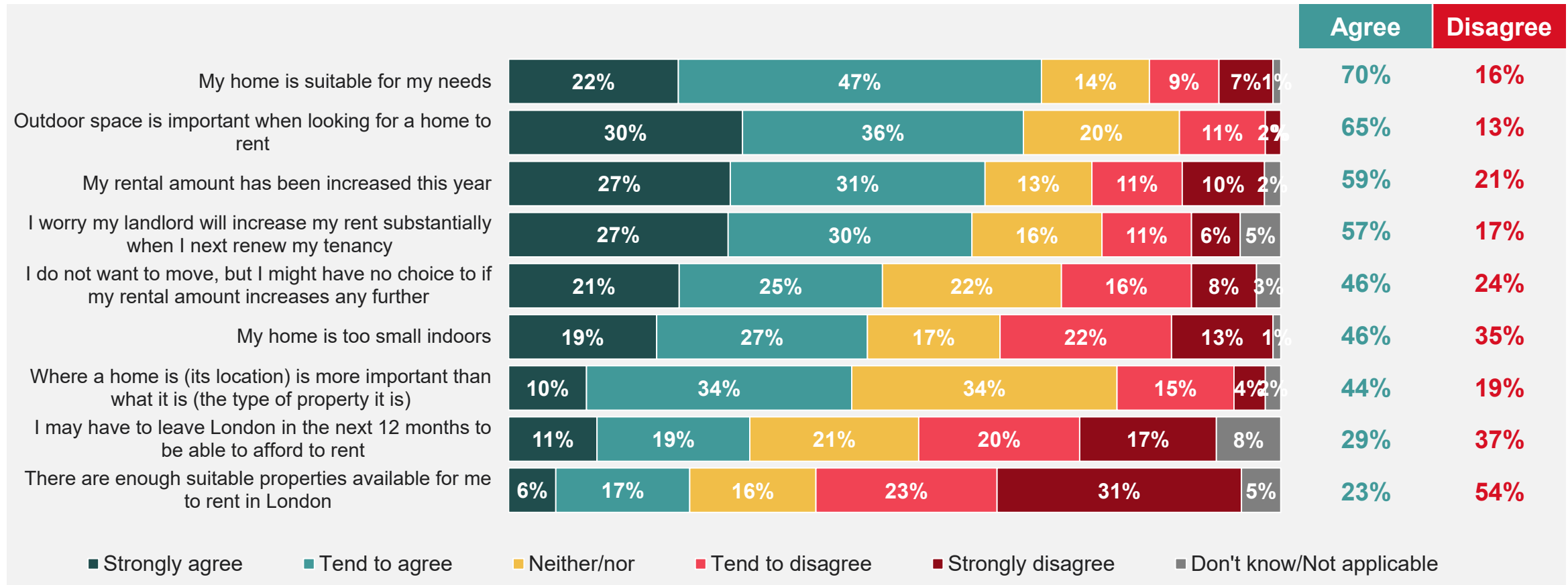
Q. If you needed support or advice to help with the rising cost of living, how comfortable, if at all, do you think you would feel asking each of the following?



Base: All adults aged 18+ in Inner/Outer London (2022: 1021) : Fieldwork dates 27th October - 9th November 2022; Source: Ipsos UK

While most renters feel their home is suitable for their needs, many face a range of other challenges, including rising rents and limited options

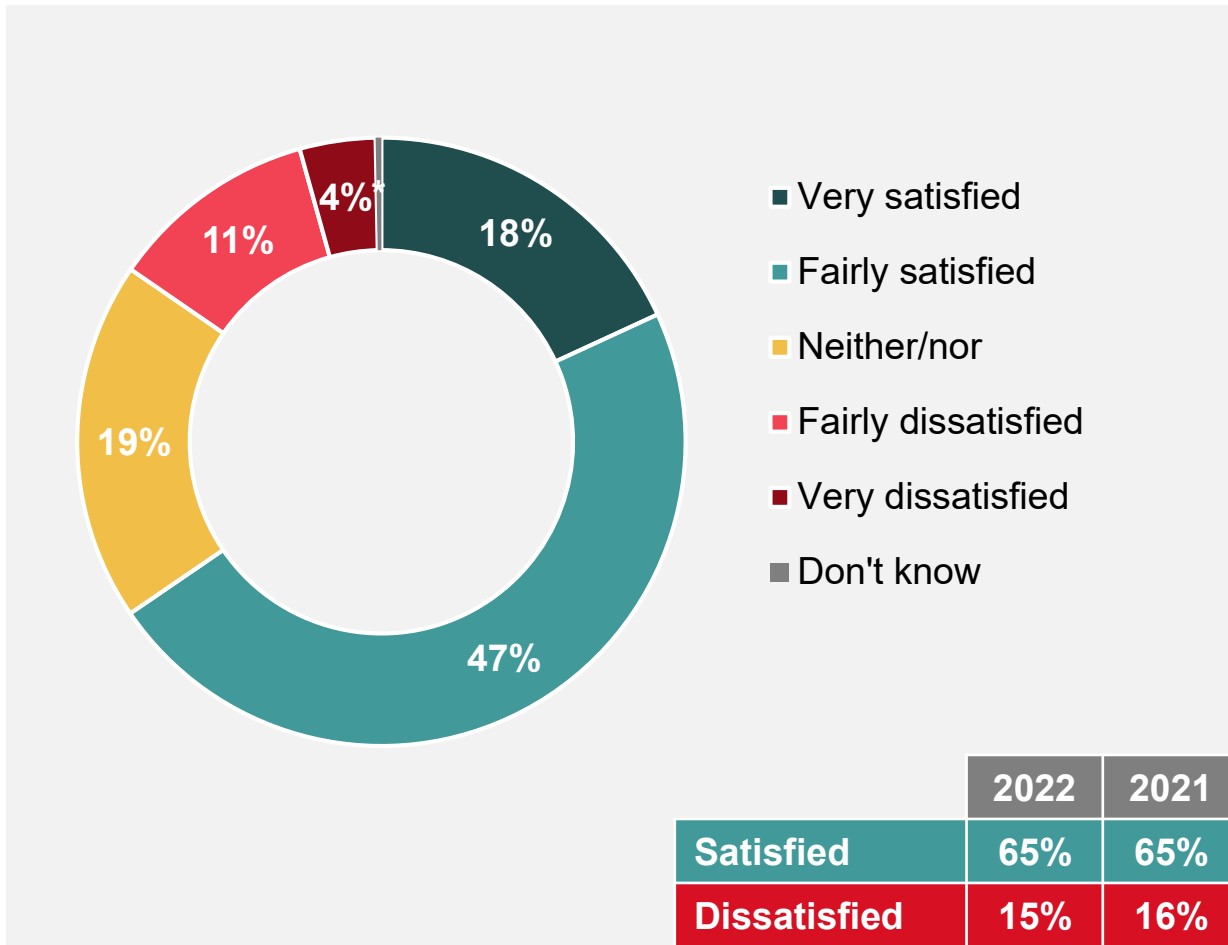
Q. To what extent do you agree or disagree with each of the following statements?



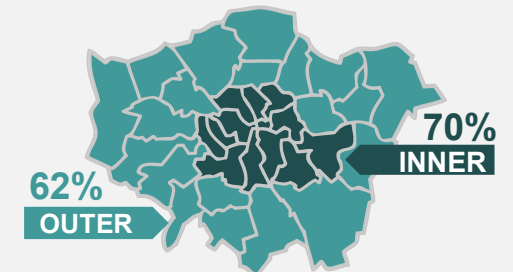
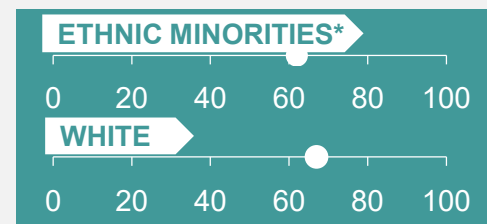
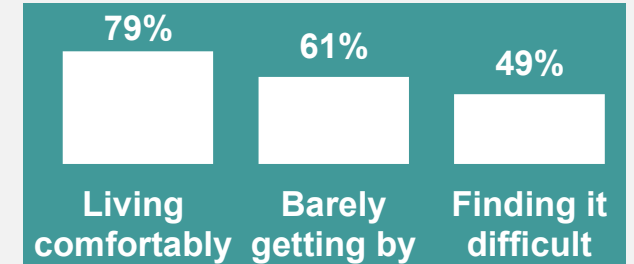
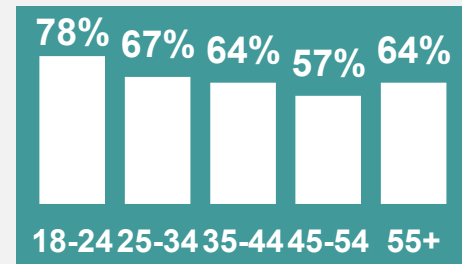
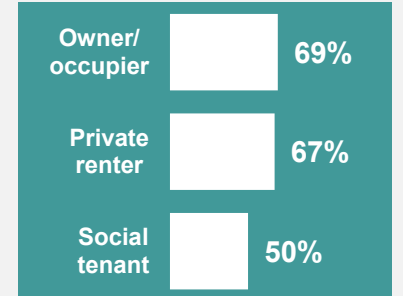
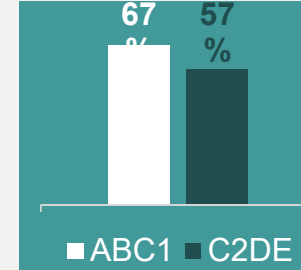
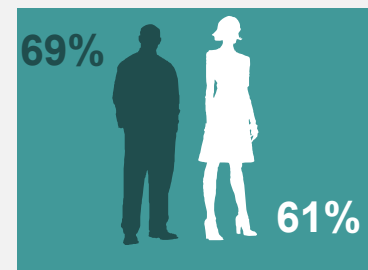
Base: All adults aged 18+ in Inner/Outer London who are currently renting (2022: 334) : Fieldwork dates 27th October - 9th November 2022; Source: Ipsos UK

Most Londoners are still satisfied with their local area...

Q. Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Among the 65% who are satisfied with their local area...



Base: All adults aged 18+ in Inner/Outer London (2022: 1021; 2021: 1000) : Fieldwork dates: 27th October - 9th November 2021

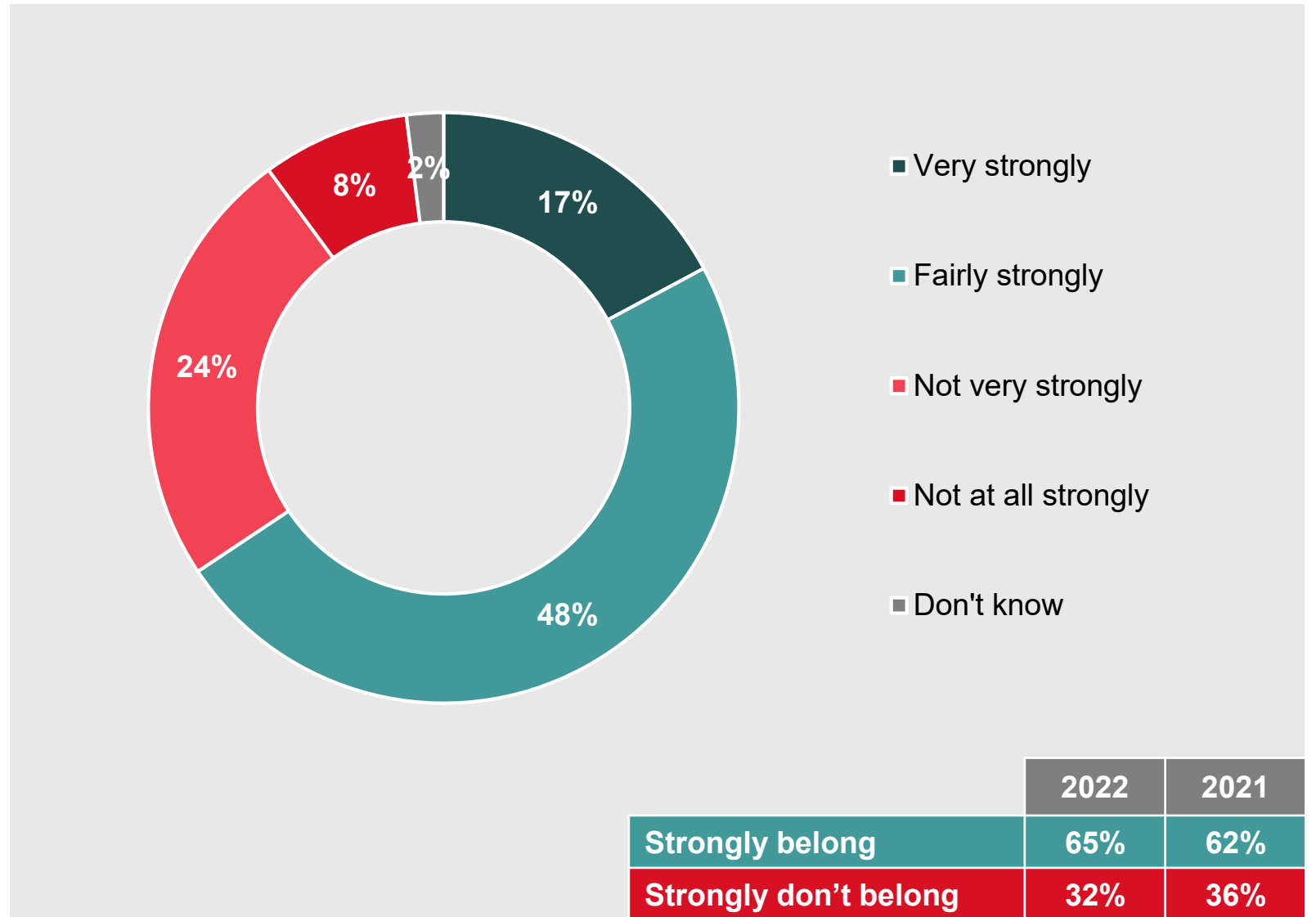
Source: Ipsos UK *Excluding white minorities



...and more feel strongly that they belong to their local area this year than last

Those from Ethnic Minority Groups (71%), homeowners (73%) those with children (75%) and those who are living comfortably on current income (74%) are more likely to say they feel they strongly belong to their local area compared to the London average (65%)

Q. How strongly, if at all, do you feel you belong to your local area?

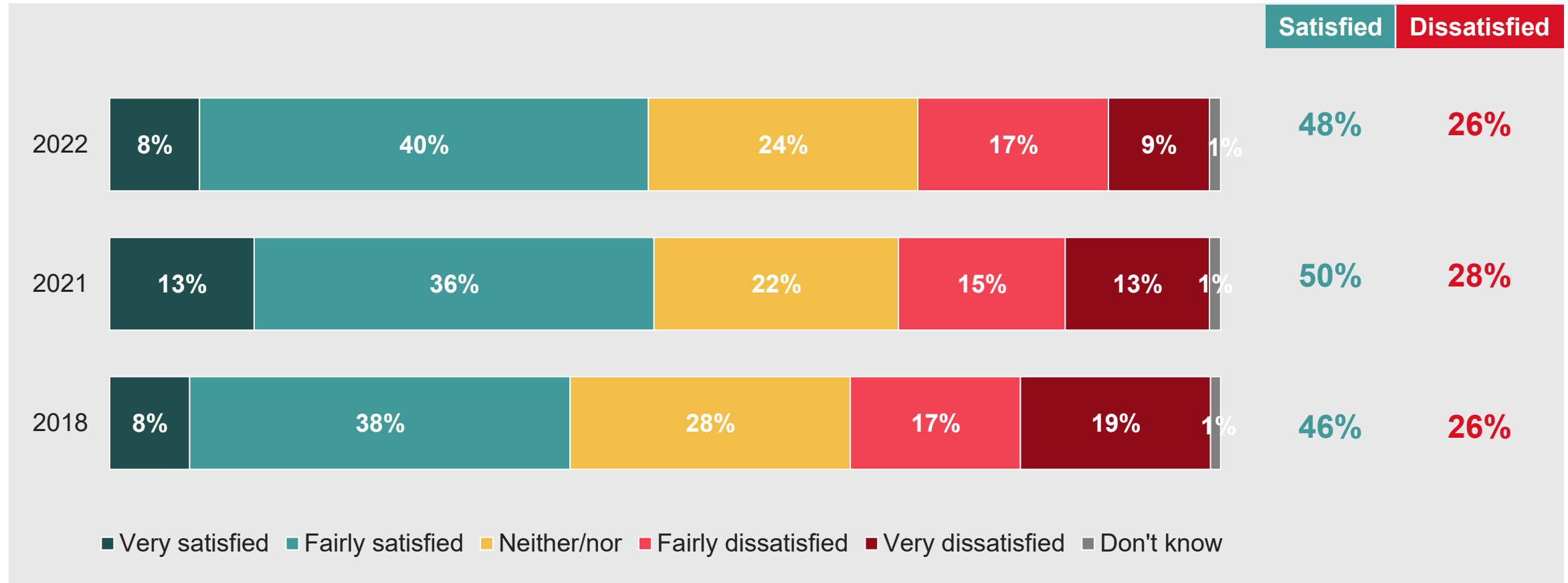


Base: All adults aged 18+ in Inner/Outer London (2022: 1021; 2021: 1000) : Fieldwork dates: 27th October - 9th November 2021

Source: Ipsos UK

Satisfaction with local councils in London has held up well through the pandemic

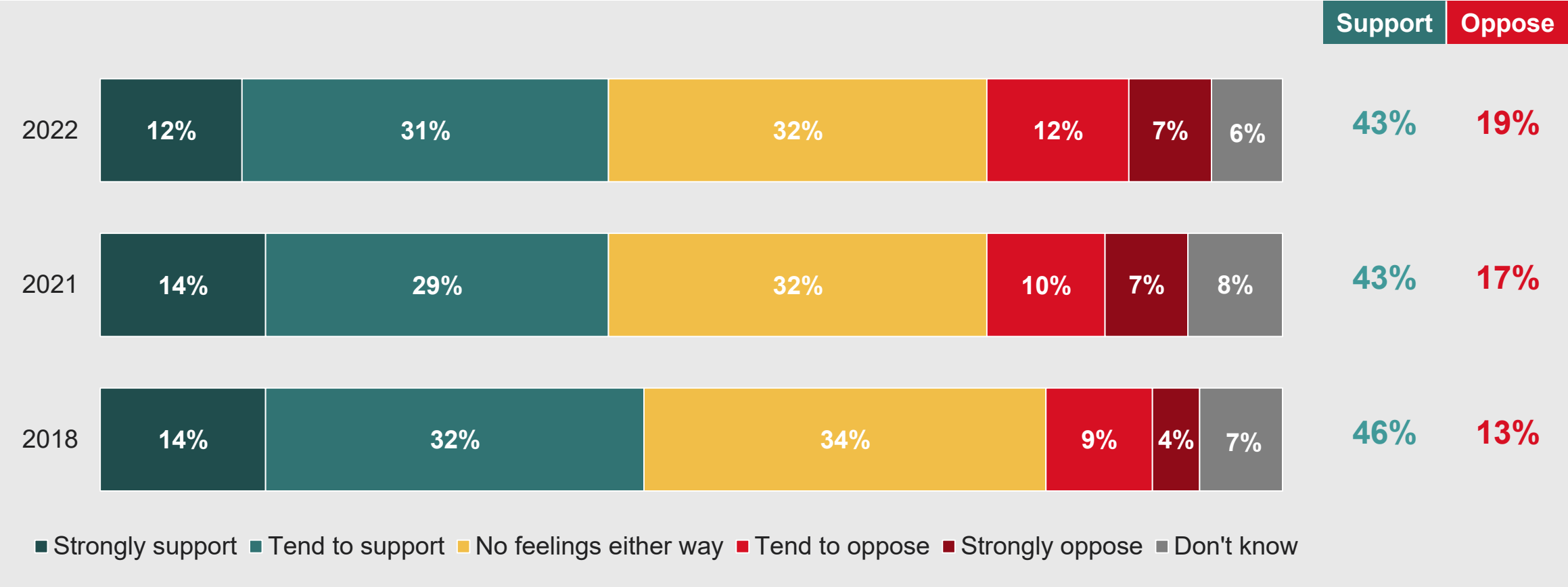
Q. Overall, how satisfied or dissatisfied are you with the way your local council runs things?



Base: All adults aged 18+ in Inner/Outer London (2022: 1021; 2021: 1000; 2018: 1000) : Fieldwork dates 27th October - 9th November 2021; Source: Ipsos UK

Meanwhile, plurality support for transferring more powers to London has remained constant in recent years...

Q. To what extent, if at all, do you support or oppose transferring more powers to London?

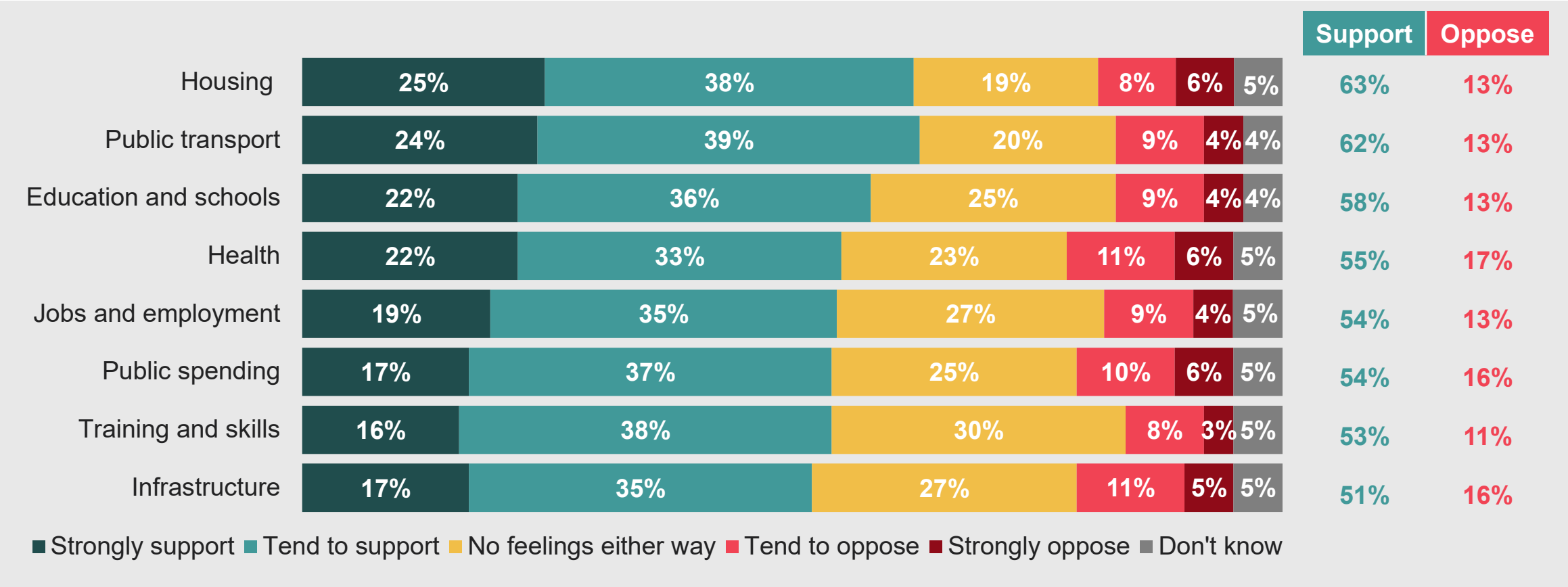


Base: All adults aged 18+ in Inner/Outer London (2022: 1021; 2021: 1000; 2018: 1000) : Fieldwork dates 27th October - 9th November 2022; Source: Ipsos UK



...but Londoners are more likely support greater power transfer when framed around particularly policy areas, especially housing and transport

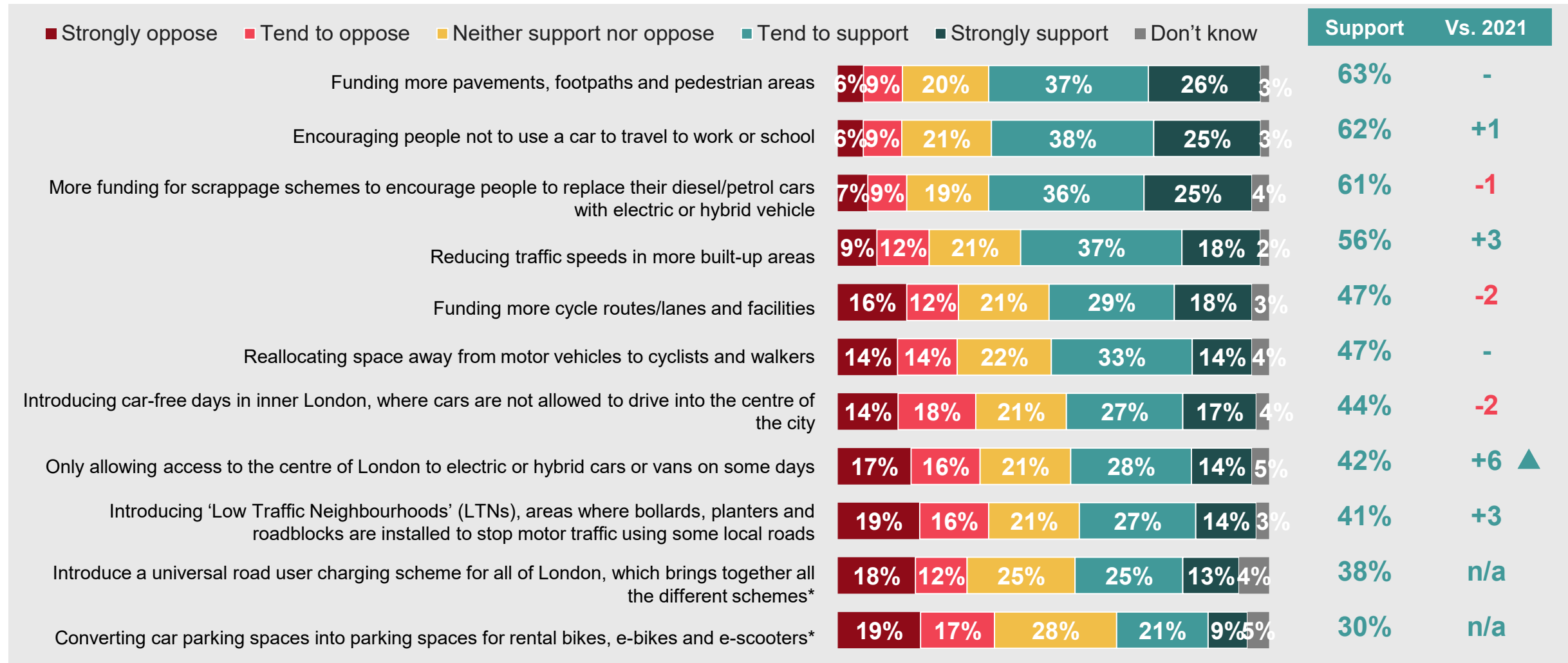
Q. And to what extent, if at all, do you support or oppose transferring more powers to London in each of the following areas?



Base: All adults aged 18+ in Inner/Outer London (2022: 1021) : Fieldwork dates 27th October - 9th November 2022; Source: Ipsos UK



On transport and the environment, after falls last year, it appears levels of support for different initiatives have remained fairly consistent in 2022



Q. In principle, to what extent would you support or oppose introducing the following policies in London?

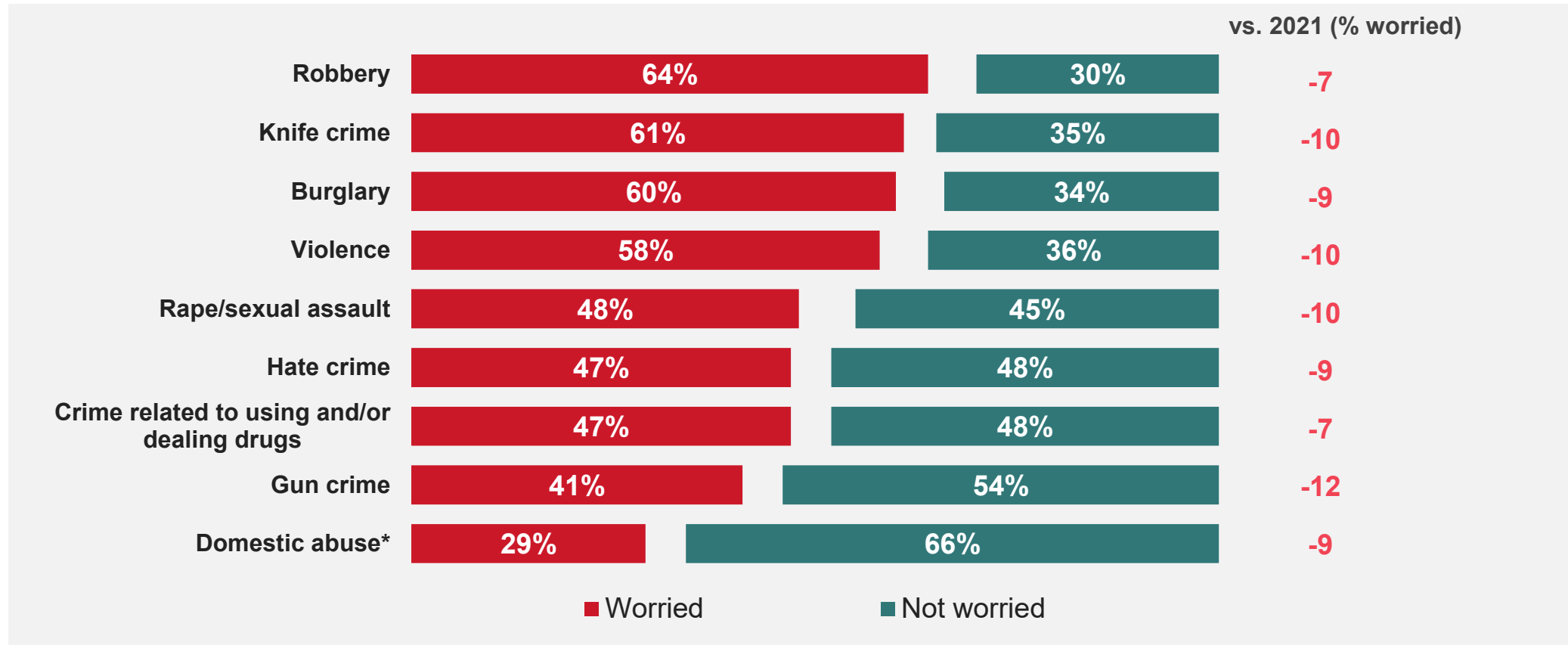
Base: All adults aged 18+ in Inner/Outer London (2022: 1021; 2021: 1000) : Fieldwork dates 27th October - 9th November 2022; Source: Ipsos UK

* New codes in 2022



While many continue to be worried about being a victim of a range of different crimes, levels of worry have fallen since 2021

Q. How worried are you, if at all, about being a victim of each of these crimes in London?



Base: All adults aged 18+ in Inner/Outer London (2022: 1021; 2021: 1000). Fieldwork dates 27th October - 9th November 2022; 27th October - 15th November 2021.

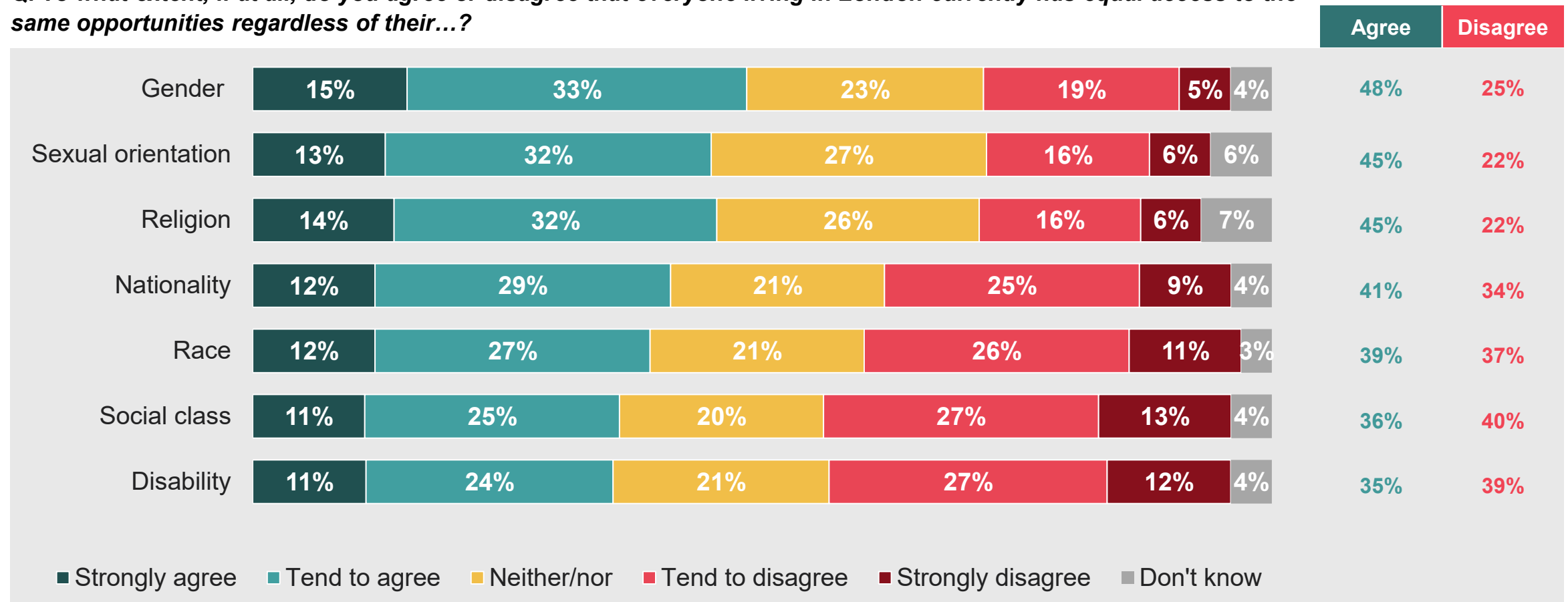
Source: Ipsos

* This option was "Domestic Violence" in 2021



An unequal city? We are split on the extent to which all living in London have equal access to the same opportunities

Q. To what extent, if at all, do you agree or disagree that everyone living in London currently has equal access to the same opportunities regardless of their...?

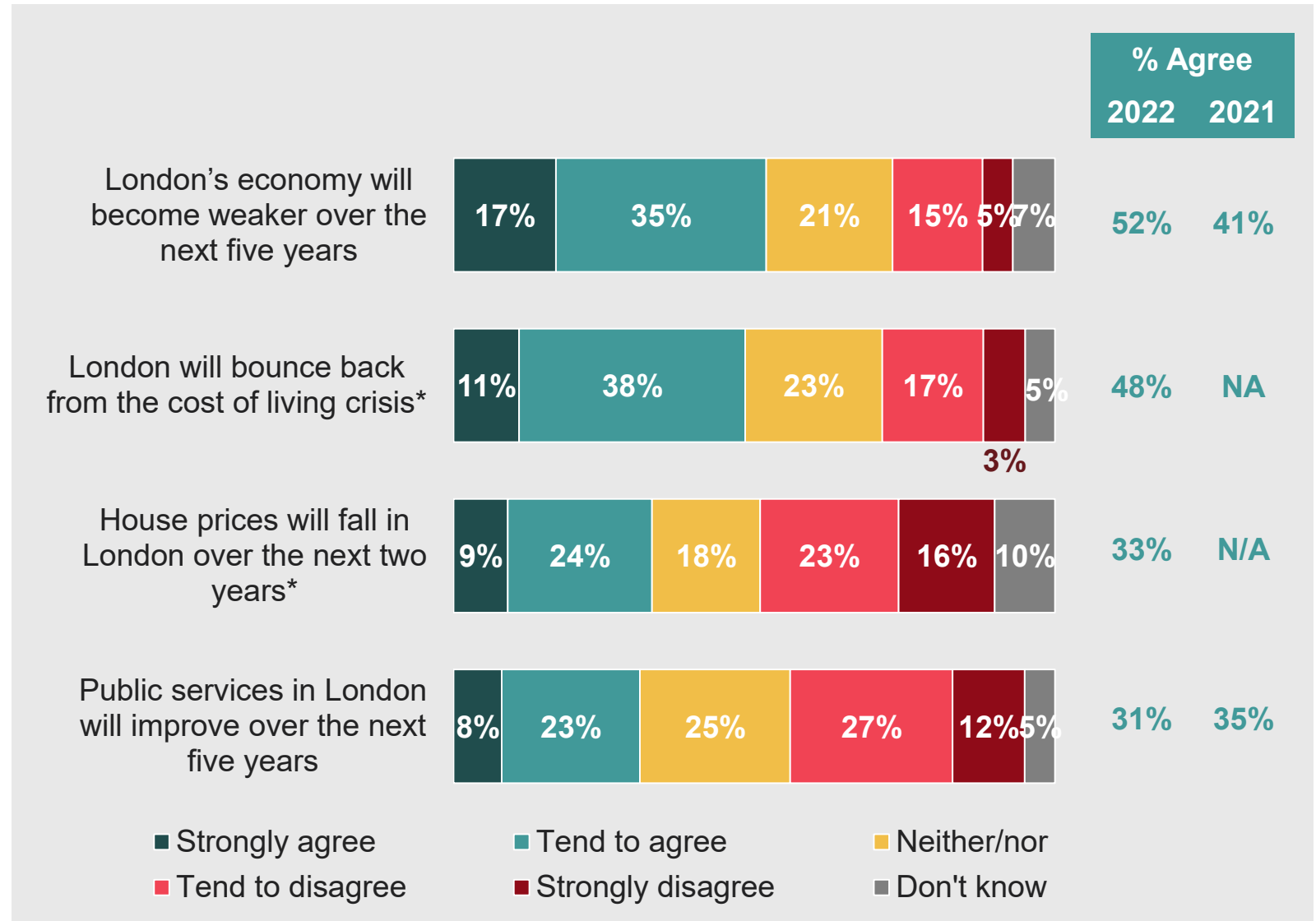


Base: All adults aged 18+ in Inner/Outer London (1021) : Fieldwork dates 27th October - 9th November 2022

Source: Ipsos

Londoners are bullish about the capital's ability to bounce back from the cost of living crisis, but less sure about the future of London's economy and public services

Q. To what extent do you agree or disagree with each of the following statements?

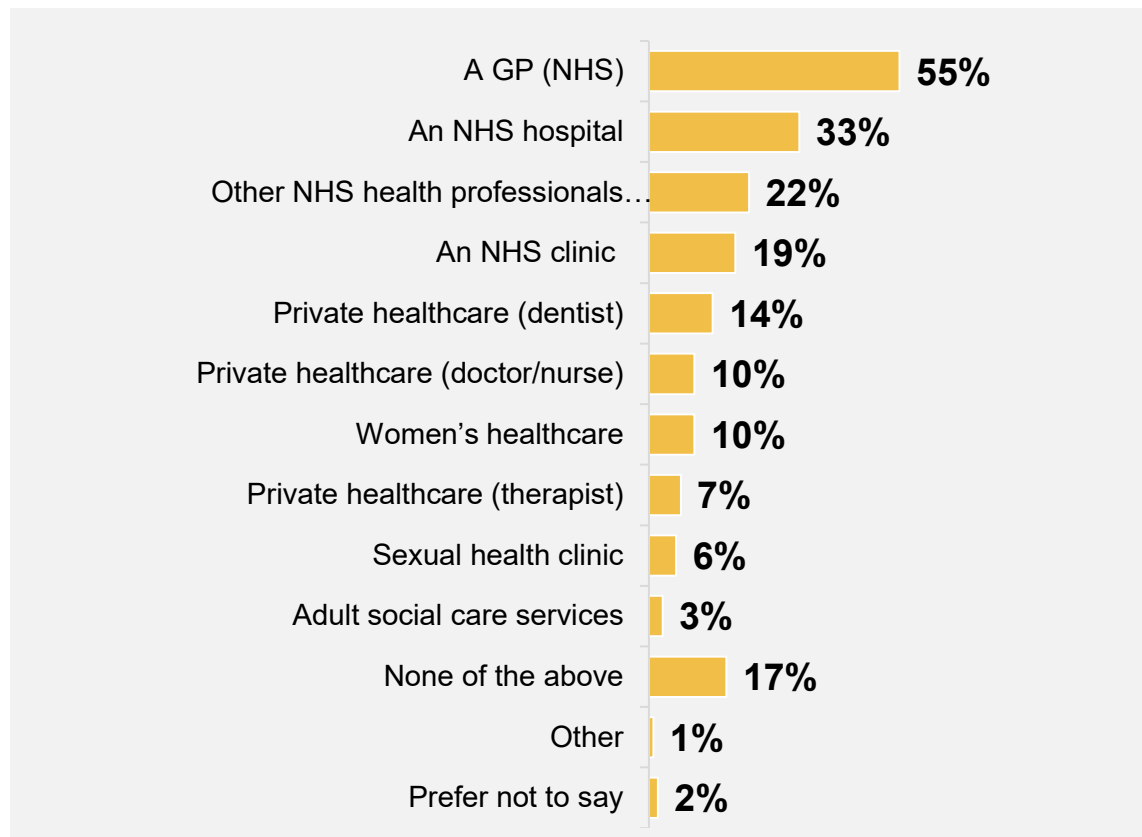


Base: All adults aged 18+ in Inner/Outer London (2022: 1021) : Fieldwork dates 27th October - 9th November 2022
Source: Ipsos



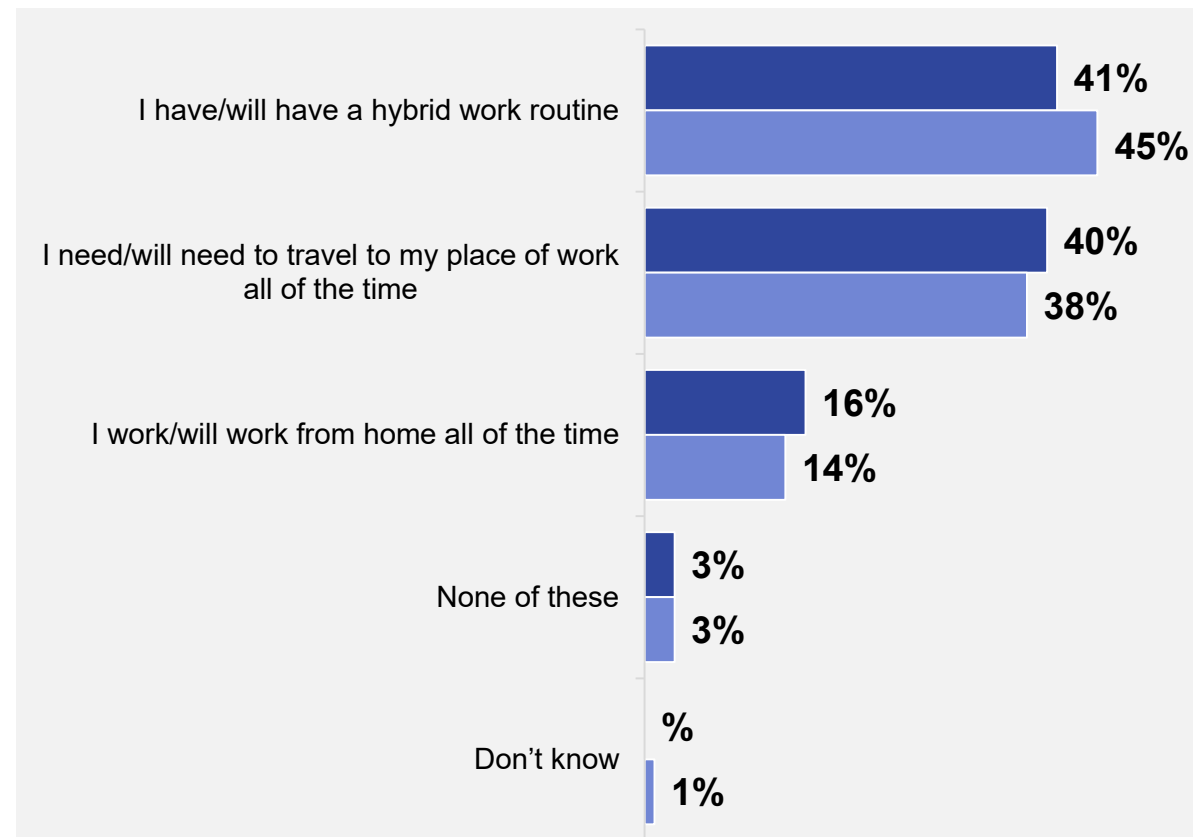
And finally... a plug for this year's survey – much more on health, asylum seekers/refugees, domestic abuse and the future of hybrid working

Q. Which, if any, of the following health services have you accessed in the last 12 months?



Base: All adults aged 18+ in Inner/Outer London (1021) : Fieldwork dates 27th October - 9th November 2022

Q. Which, if any, of the following best describes your current work situation/your work situation over the next 12 months?



Base: All adults aged 18+ in Inner/Outer London who are in work (721)

Source: Ipsos UK

In summary...

1. **Cost of living is *the key story this year*** – we saw it emerging as early as 2018, but it dominates now
2. Some Londoners are struggling financially, and are taking (risky) steps to cope. **Many would be uncomfortable asking councils for help**. How can you tackle this perception and stop people, especially private renters, falling through the cracks?
3. Against this backdrop, **renters are navigating a range of housing challenges**
4. Despite the challenges, **most are satisfied with their local area and feel a sense of belonging**
5. **Satisfaction with councils** has made it through the pandemic intact too
6. Support for devolution has remained steady for many years now, but in principle **support appears to increase for specific policy areas**, especially **transport and housing**
7. Many believe London is **not equal**, particularly by race, social class and disability
8. We tend to feel the capital will recover from the cost of living crisis, but have **real concerns about the future of the economy** and the **impact on public services**

Over to you!

Thank you.

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