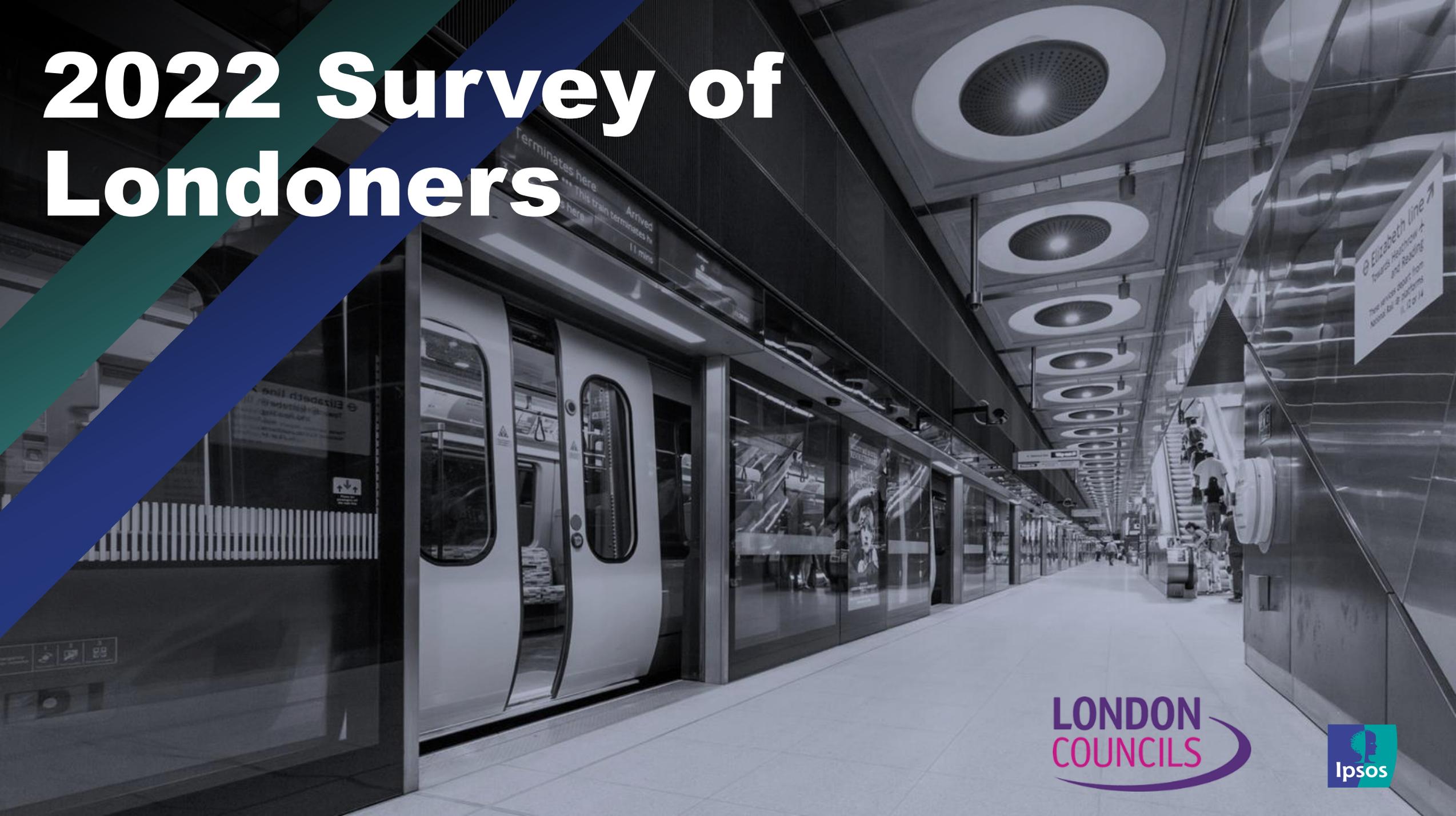
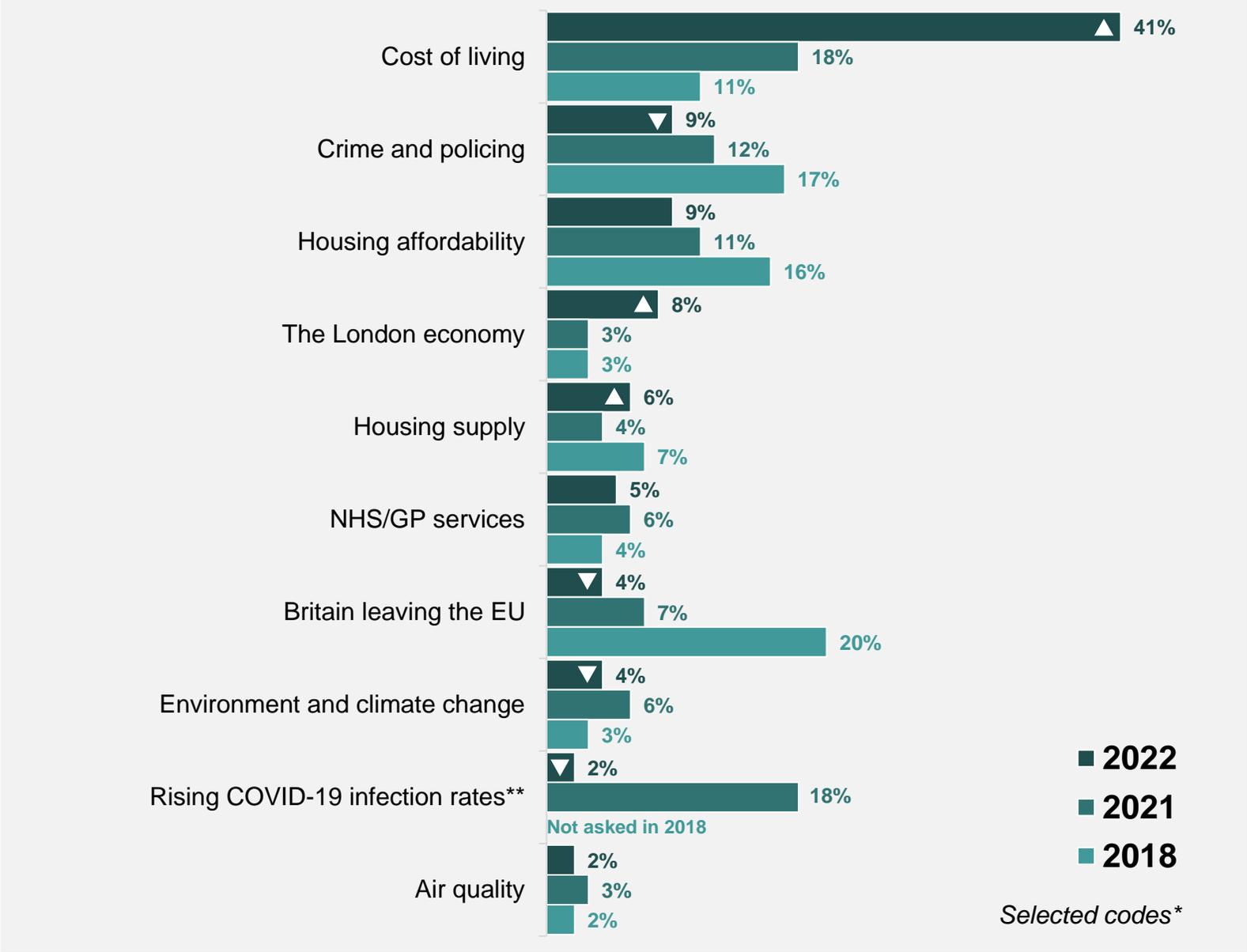


2022 Survey of Londoners



Cost of living continues to be the *most* important issues for Londoners in 2022



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

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

* For full list of codes, please see appendix section

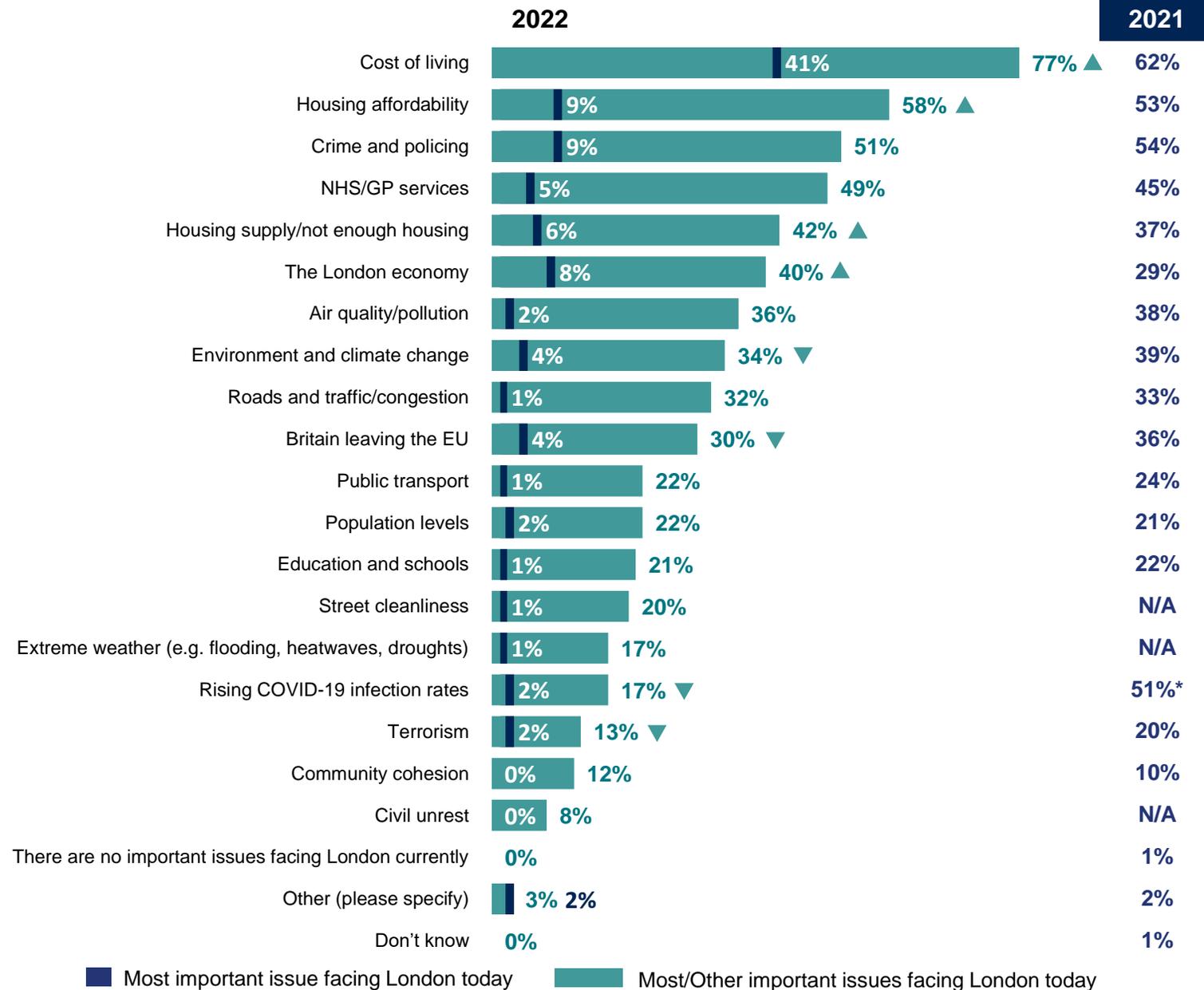
** In 2021 this code was "The COVID-19 pandemic"



When *all* issues are considered, the cost of living stands out as overwhelmingly the top issue, even more so than last year, ahead of housing, crime and health services

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

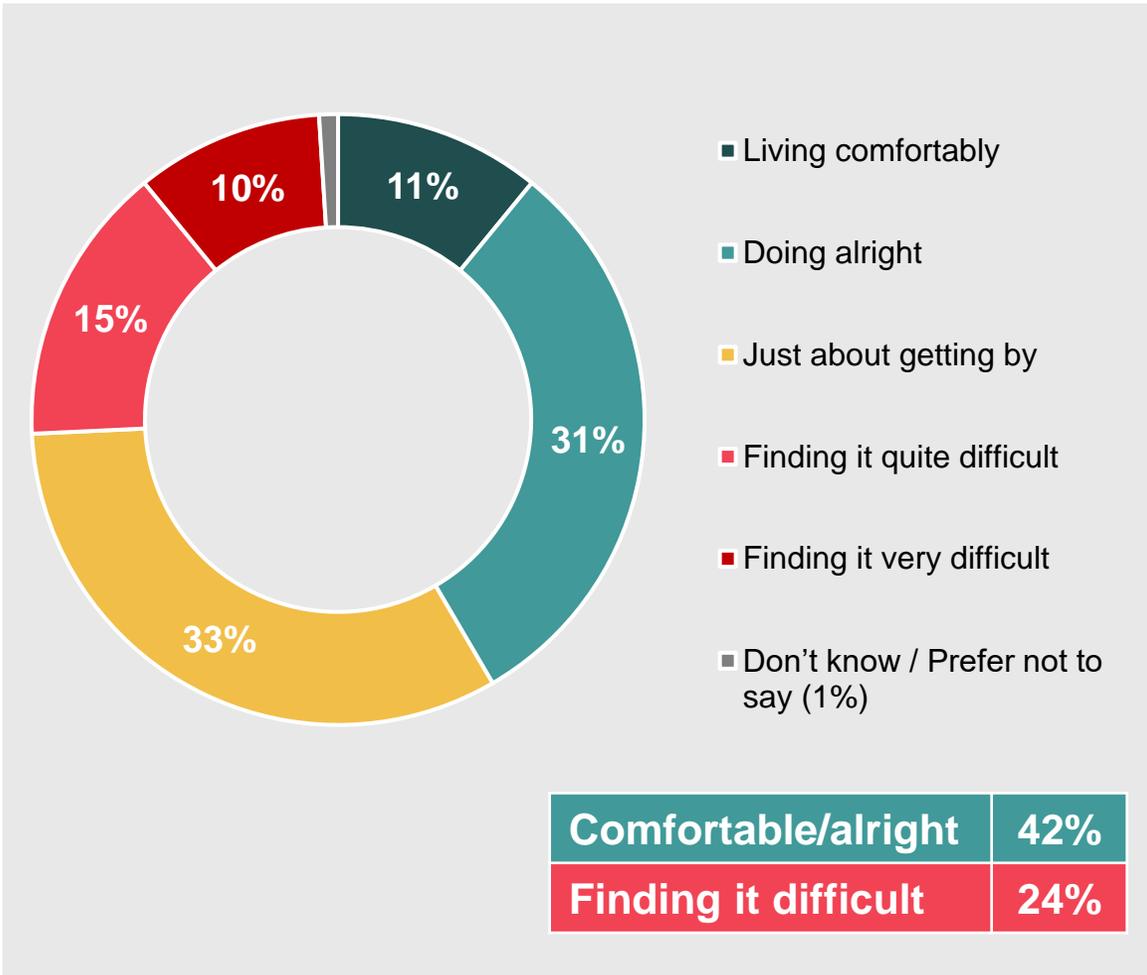
Q. And what do you see as other important issues facing London today?



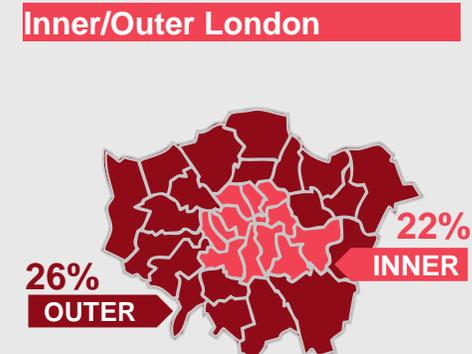
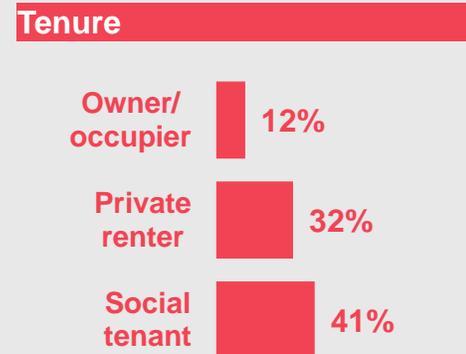
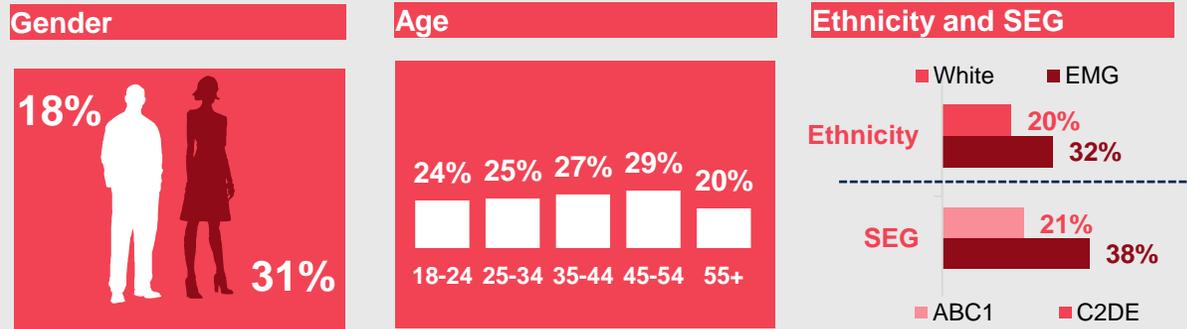
* Code was 'The COVID-19 pandemic' in 2021

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

Around one in four Londoners say they are finding managing financially these days difficult, particularly women, renters, families and those from a minority ethnic background



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



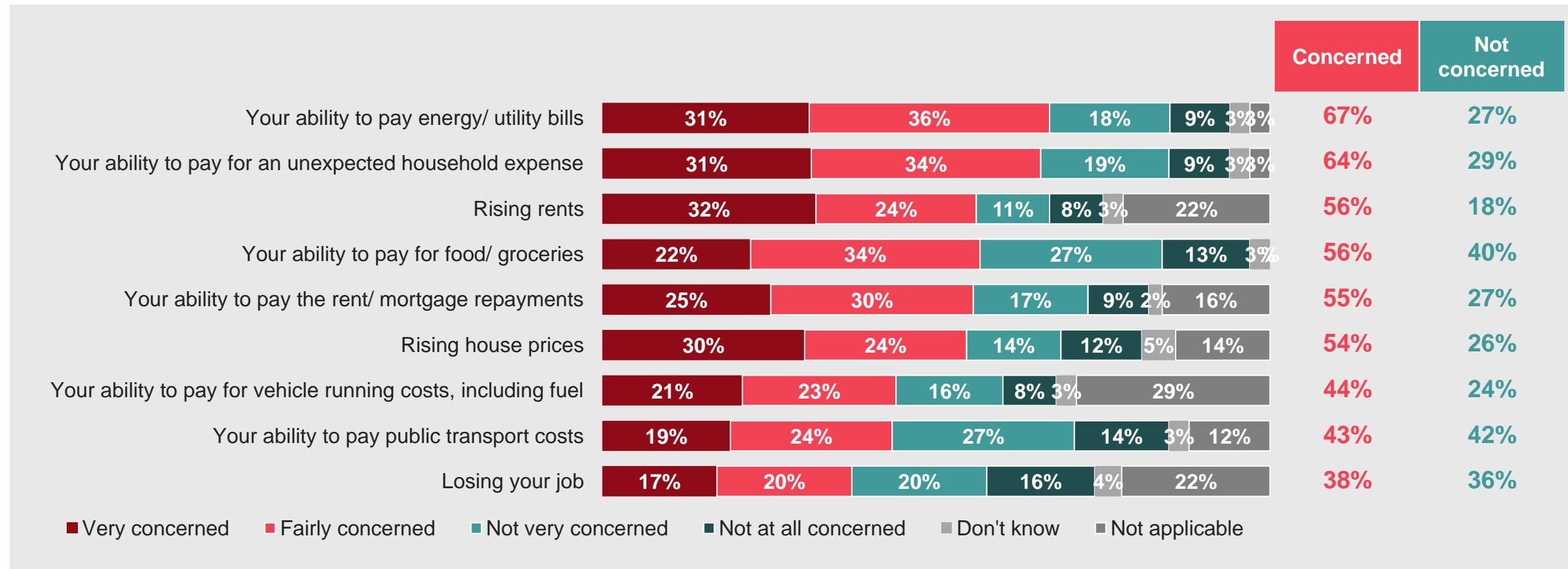
Q. How well would you say you are managing financially these days? Would you say you are...?

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

* New codes in 2022

There are high levels of concern among Londoners about their ability to pay energy/utility bills, unexpected bills or household expenses, food prices and rising housing costs in particular

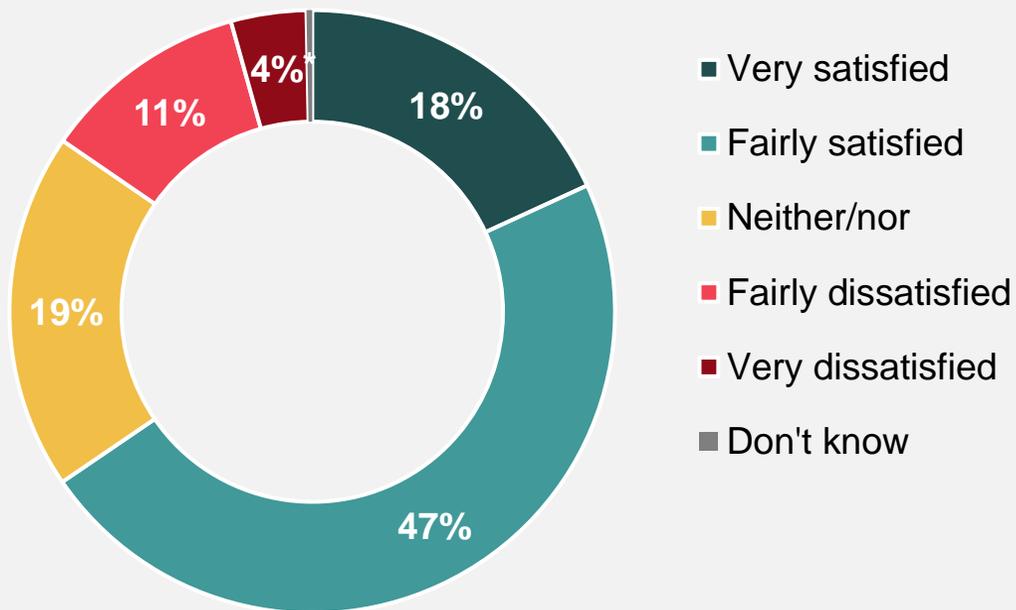
Q. How concerned, if at all, are you with the each of the following at the moment?



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

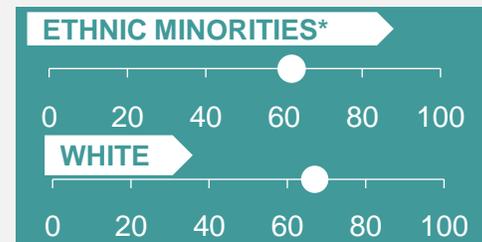
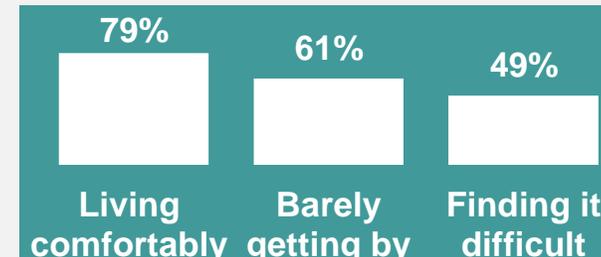
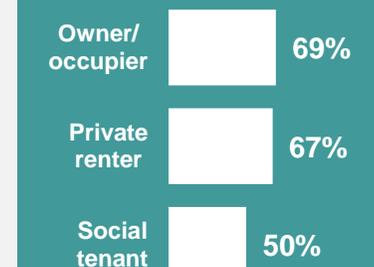
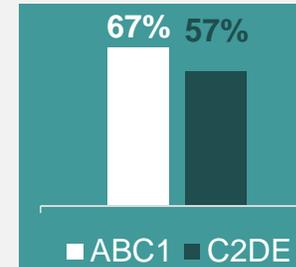
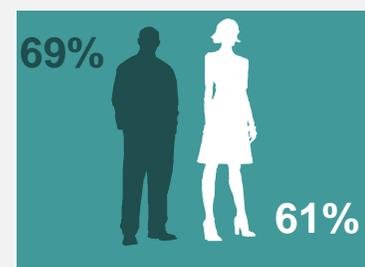
Two thirds of Londoners are satisfied with their local area. Men, younger adults, owner occupiers and those living in inner London are among those most satisfied

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



	2022	2021
Satisfied	65%	65%
Dissatisfied	15%	16%

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



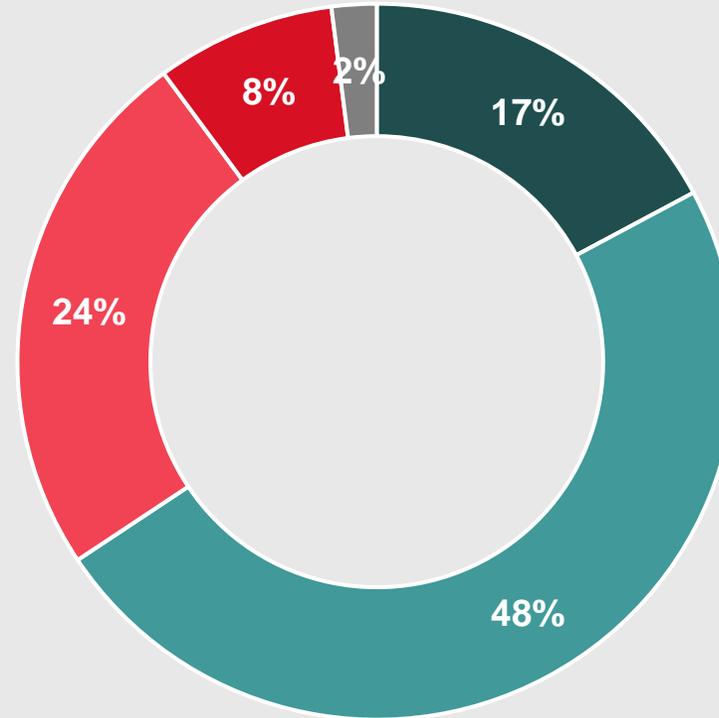
Base: All adults aged 18+ in Inner/Outer London (2022: 1021; 2021: 1000) : Fieldwork dates: 27th October - 9th November 2021

Source: Ipsos *Excluding white minorities

Two thirds feel strongly that they belong to their local area, a slight increase on last year

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?



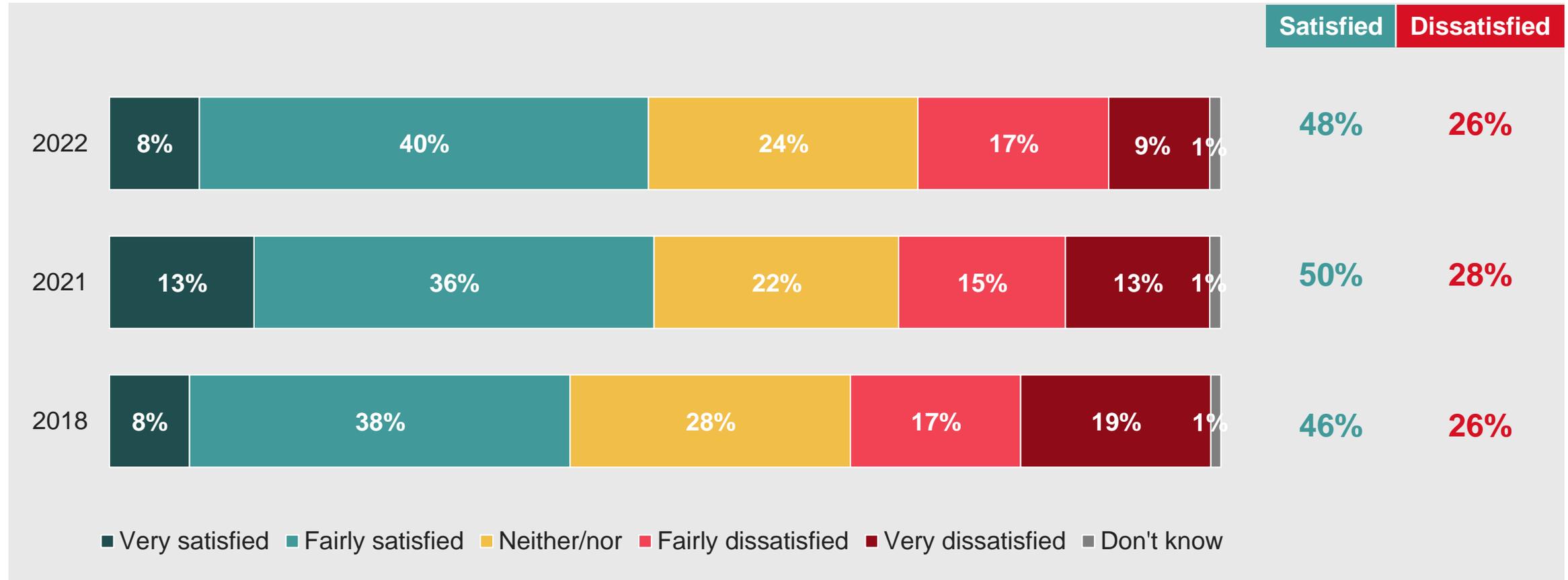
- Very strongly
- Fairly strongly
- Not very strongly
- Not at all strongly
- Don't know

	2022	2021
Strongly belong	65%	62%
Strongly don't belong	32%	36%

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

Satisfaction with local councils has held up well since 2018

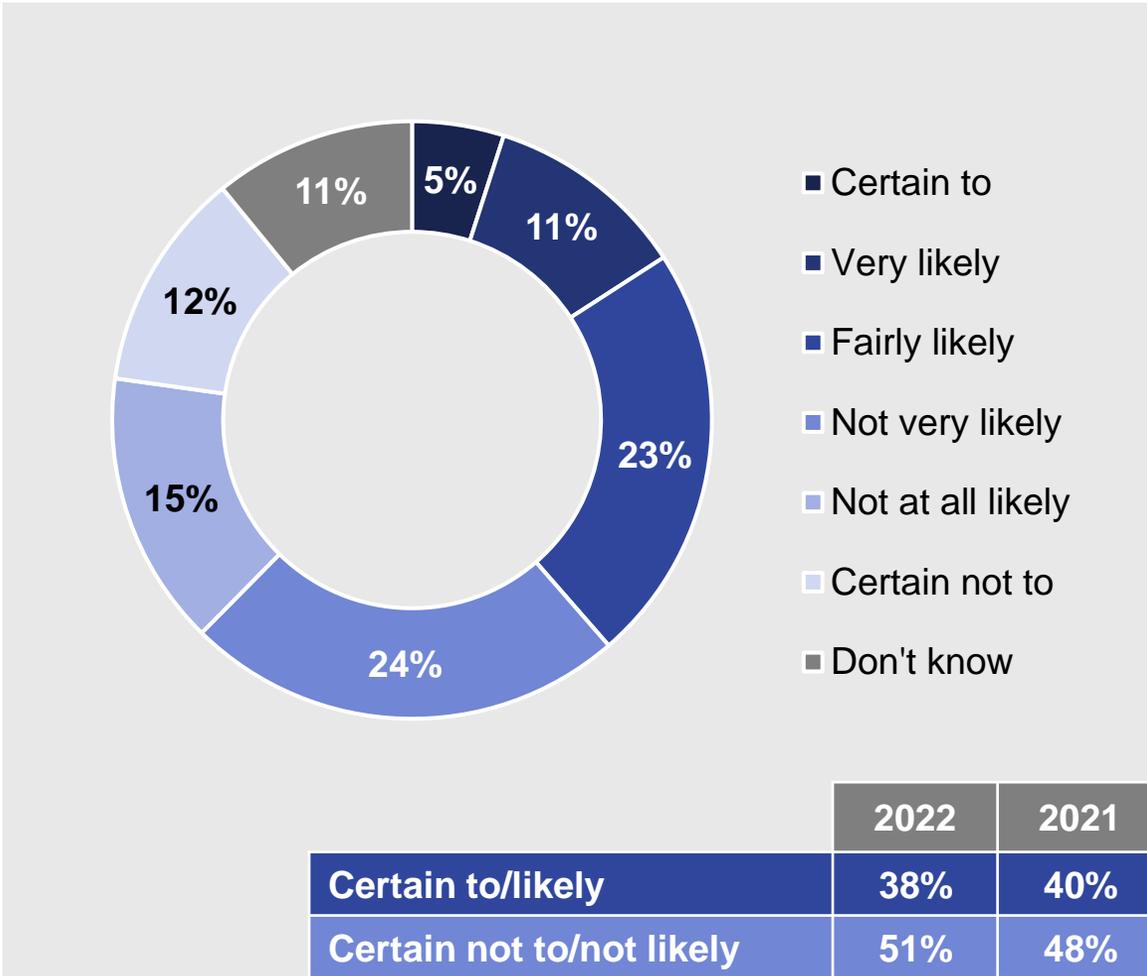
Q. Overall, how satisfied or dissatisfied are you with the way your local council runs things?



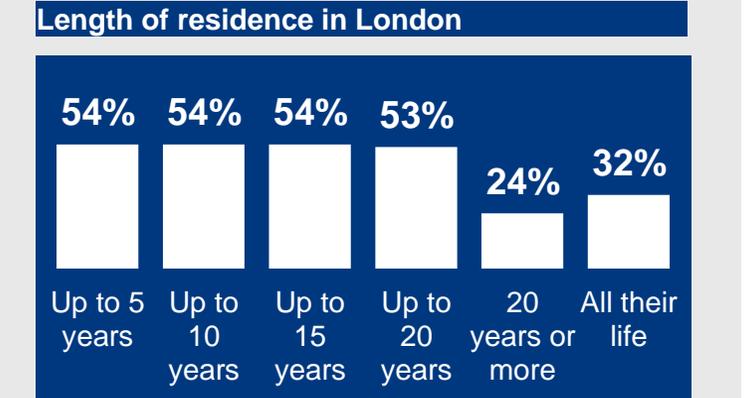
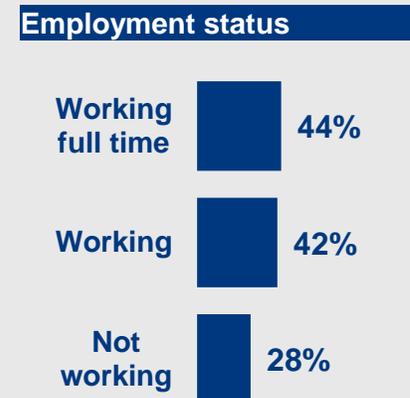
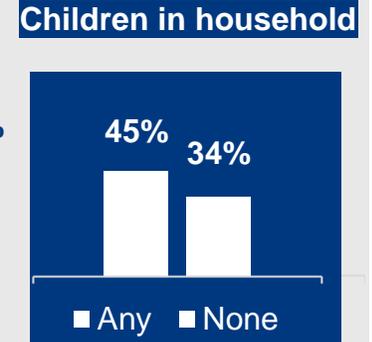
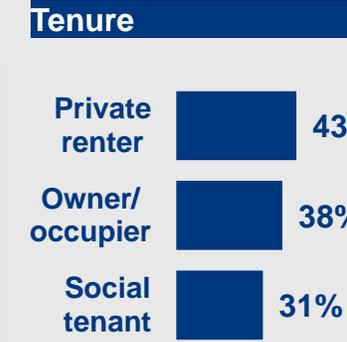
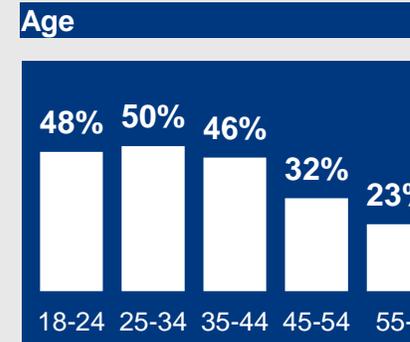
Base: All adults aged 18+ in Inner/Outer London (2022: 1021; 2021: 1000; 2018: 1000) : Fieldwork dates 27th October - 9th November 2021; Source: Ipsos

Londoners are no more likely than last year to be likely to leave the capital. Younger people and private renters are more likely to say they will within five years

Q. How likely or unlikely is it that you will move out of London in the next five years?



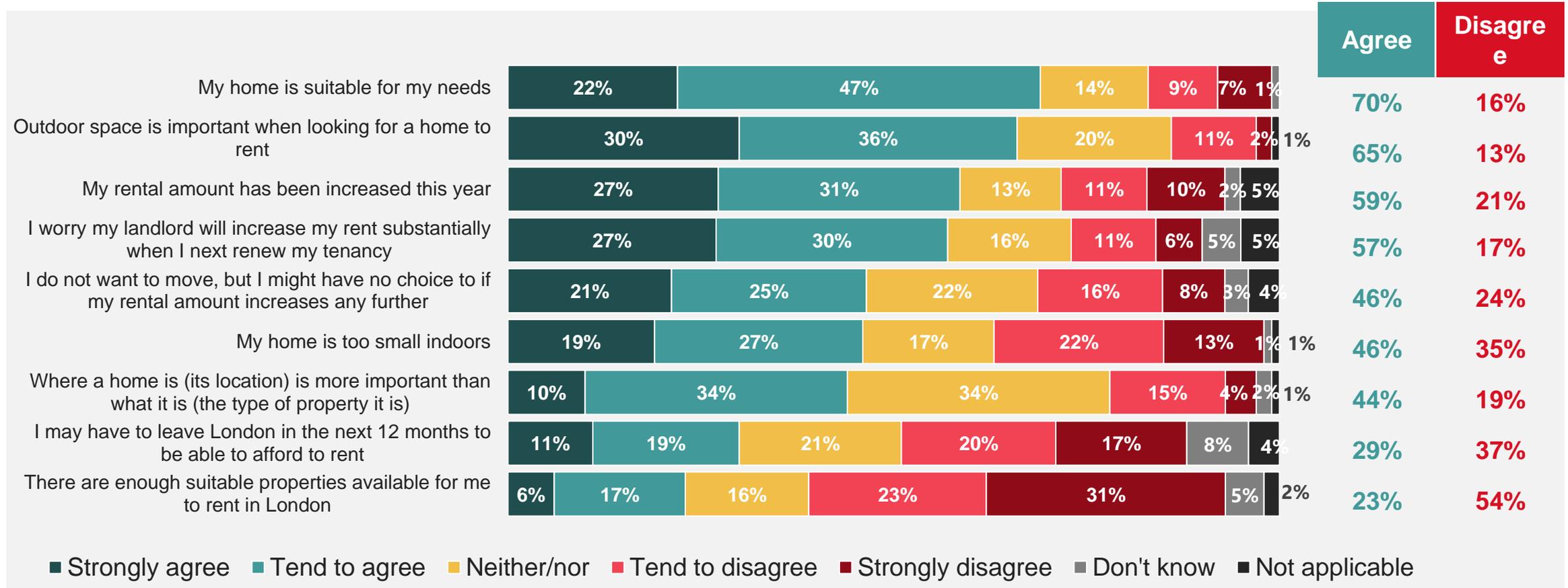
Among the 38% who are certain to/likely to move out of London in the next five years...



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

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

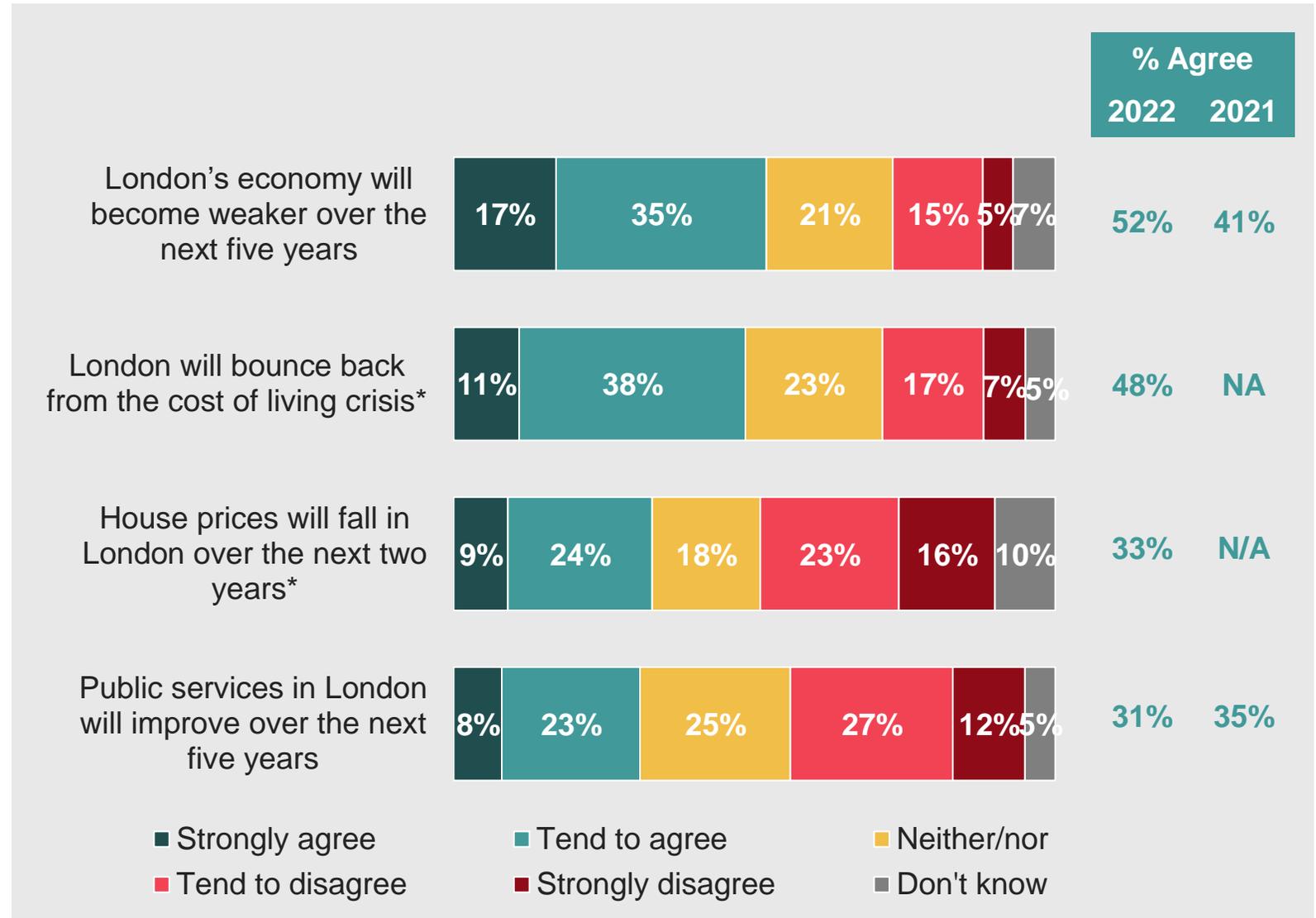
Q. To what extent do you agree or disagree with each of the following statements?



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

Londoners are bullish about the capital's ability to bounce back from the cost of living crisis, but are more pessimistic 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; 2021: 1000) : Fieldwork dates 27th October - 9th November 2022; Source: Ipsos



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