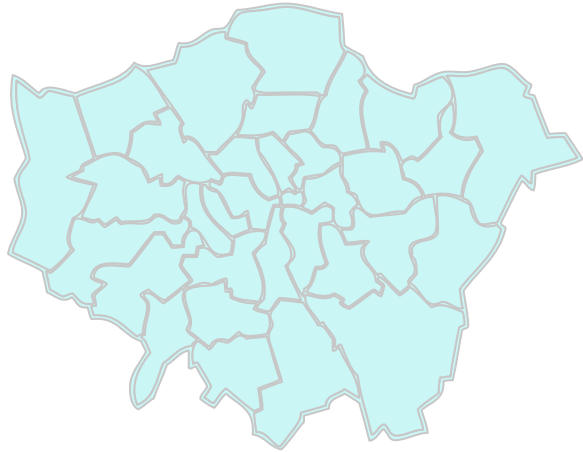


2024 Survey of Londoners

December 2024

Background and methodology



- London Councils commissioned independent research company, Ipsos, to conduct a poll of Londoners, exploring perceptions of the most important issues facing the capital, views of the local area, devolution, housing, transport, employment and crime. In 2024, new questions were added in the housing, devolution and employment sections. The equality section which in the 2022 survey and removed in 2023, was reinstated for this year's survey.
- Ipsos conducted an online survey of ~1,000 adults aged 18+ living in London using Ipsos's Online Access Panel, a panel of pre-recruited individuals who have agreed to take part in research.
- Fieldwork took place between 1 – 17 October 2024 inclusive.
- Quotas were set by age, gender, work status and inner/outer London, with final data also weighted to these profiles along with housing tenure and ethnicity to match the profile of the wider London population.
- Further technical information about statistical reliability can be found in the Appendices.
- An asterisk (*) represents a value of less than one per cent, but not zero.
- N/C = no change in the trend data from previous wave; N/A = not applicable.
- Results are based on all participants unless otherwise stated.
- Trend data from previous online surveys conducted in 2018, 2019, 2021, 2022 and 2023 have been shown where this is available and comparable, with fieldwork dates as follows:
 - 2018: 26 October – 5 November 2018
 - 2019: 29 November – 4 December 2019
 - 2021: 27 October – 15 November 2021
 - 2022: 27 October – 9 November 2022
 - 2023: 18 September – 9 October 2023

Key findings (1)

The **cost of living** continues to be the most important issue facing Londoners in 2024, followed by housing affordability, and crime and policing.

Four in five say there are **not enough affordable homes in London**. Londoners continue to see their housing costs increase and most have had to take action as a result.

Still, fewer Londoners say they are likely to move out of the capital, as **some attitudes around the quality of homes are improving**.

A majority **support new homes being built**, especially if they are affordable and available to buy (not rent).

Londoners trust their local communities and local councils to make development decisions.

There is **openness to taking action to making homes more energy efficient**, especially switching to renewable tariffs and insulating homes.

Londoners are increasingly **satisfied with their local area** and most feel a sense of belonging.

Half are satisfied with their local council. There is **growing optimism that public services will improve**, and more economic optimism.

Most support a road tax and funding for more pavement and pedestrian areas.

Nearly half support more devolution, but majorities support more devolution of **housing** and **transport**.

Support for increased taxation and spending powers is contingent on **local communities having more of a say** on how revenues are spent and revenues being directed to services in London.

Key findings (2)

Londoners are **generally satisfied with their jobs**, but satisfaction is lower among those dissatisfied with their health.

The main **barriers to employment are low pay, job flexibility and travel costs**.

Londoners would find access to digital technology and support with the job search useful.

Most are **satisfied with their physical and mental health**.

Satisfaction with most health services is growing. And while on a positive trajectory, satisfaction with GPs is still lower than with other services.

Waiting times continue to be the biggest problem facing London's healthcare system.

Most Londoners continue to feel **safe in their local areas**, but women are much less likely to feel safe after dark.

Londoners are **most worried about fraud, robbery and knife crime**, and would like the police to prioritise knife crime.

One in three have been impacted by domestic violence, up from a quarter in 2022.

A **growing number of Londoners say everyone living in London has equal access to the same opportunities**, but people continue to be split on whether this applies regardless of disability or social class.

Half think **more needs to be done to tackle racism**.

Key issues facing London

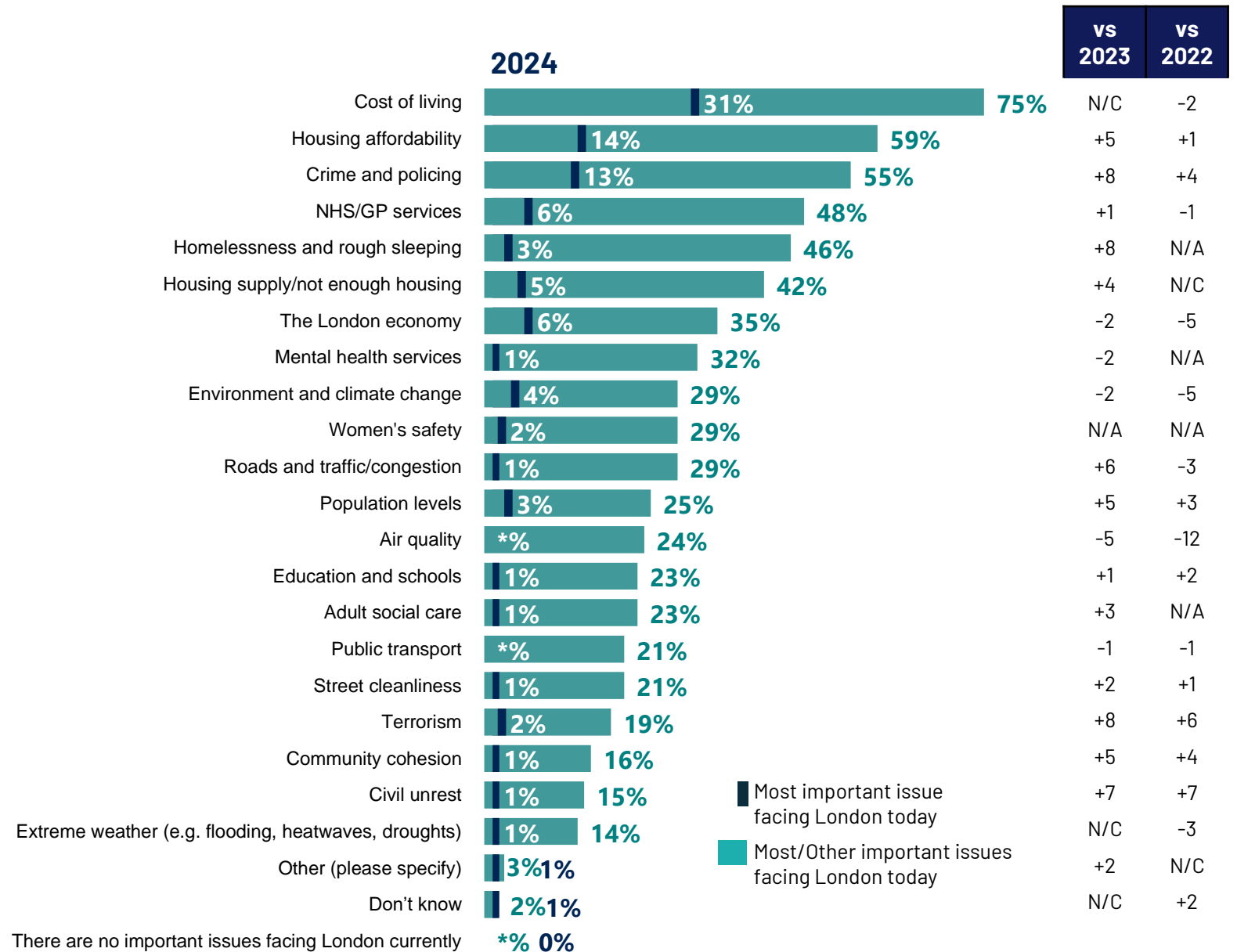
In line with last year's findings, three quarters of Londoners think the cost of living is the most important issue facing London. Housing affordability and crime and policing also register highly as key issues facing London today.

- The cost of living is particularly important for private renters (83%) and people from a minority ethnic background (81%).
- Alongside the cost of living, housing affordability (59%) and crime and policing (55%), make up the top three issues facing London. Housing affordability, and crime and policing, have increased by 5 and 8 percentage points respectively since 2023.
- NHS/GP services (48%) and homelessness and rough sleeping (46%) round out the top five issues that Londoners think London is facing. Notably, homelessness and rough sleeping has increased by 8ppts.
- Other notable changes are an increase in concern about roads and traffic (up 6ppts to 29%), terrorism (up 8ppts to 19%) and civil unrest (up 7ppts to 15%).
- Women's safety was a new code introduced in 2024, and around three in ten think this is a key issue facing London (29%); 39% of women see women's safety as key issue facing London.



The cost of living continues to be the most important issue facing Londoners, followed by housing affordability and crime/policing.

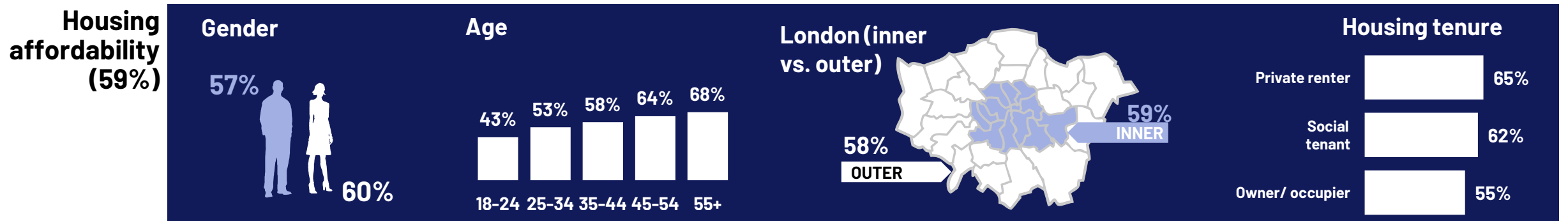
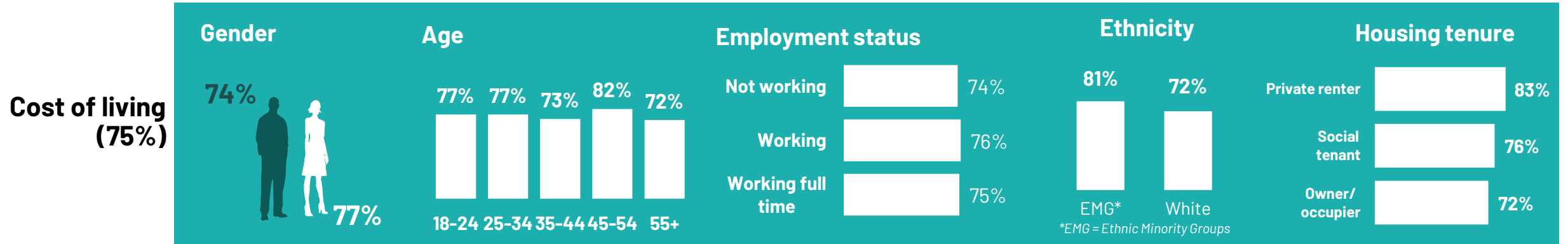
Q. What would you say is the most important issue facing London today?
Q. And what do you see as other important issues facing London today?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK



Private renters and ethnic minorities are more likely to say the cost of living is a key issue facing London. Private renters are also more likely to be concerned about housing affordability, as are older Londoners.

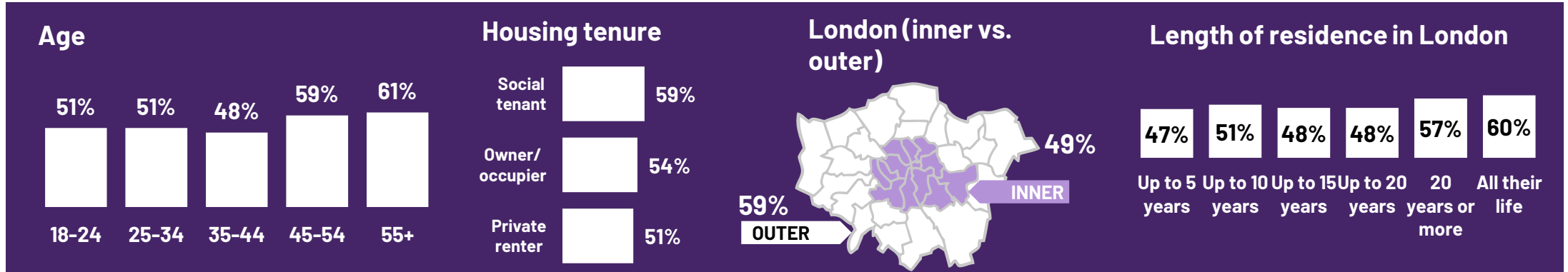


Q1A. What would you say is the most important issue facing London today?/ Q1B. And what do you see as other important issues facing London today?

Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Older Londoners are more concerned with both crime and women's safety than younger Londoners. Women are more concerned with women's safety than men.

Crime and policing (55%)



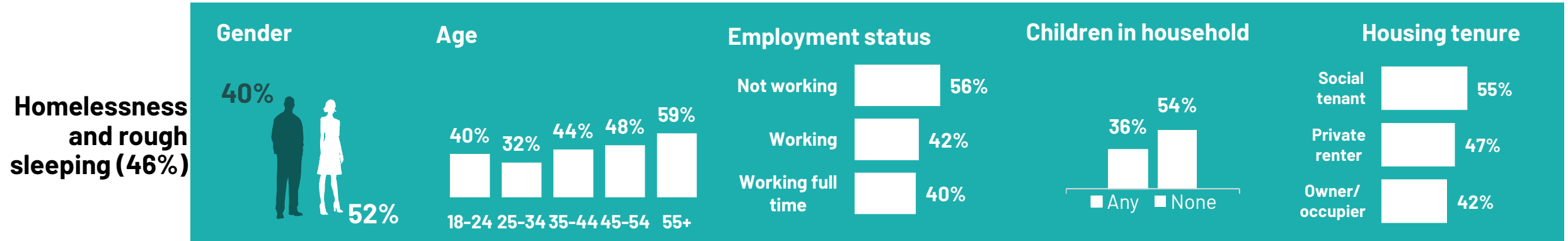
Women's safety (29%)



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

Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

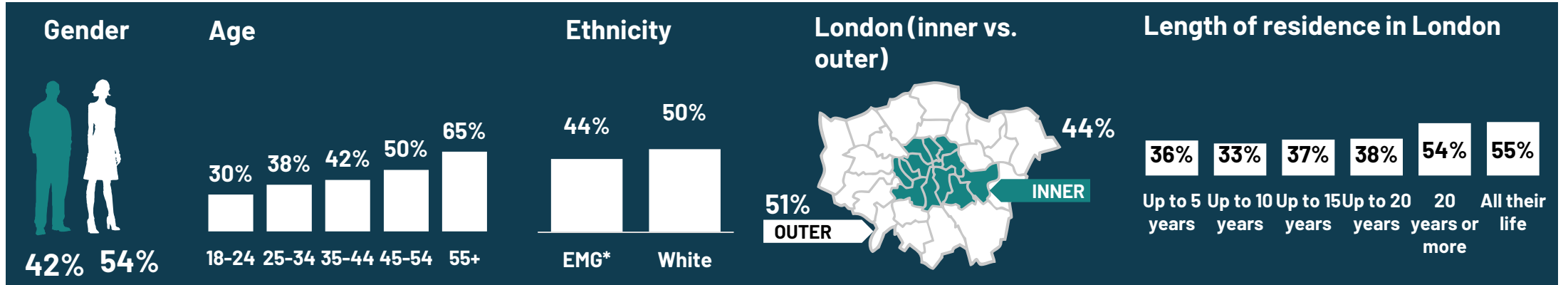
Older Londoners, social tenants, those who are not in work and without children in the household are more likely than average to think homelessness and housing supply are key issues facing London.



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

Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Older Londoners and women are more concerned with health services than other groups. Mental health also features as an important issue for social tenants.



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

Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Housing affordability

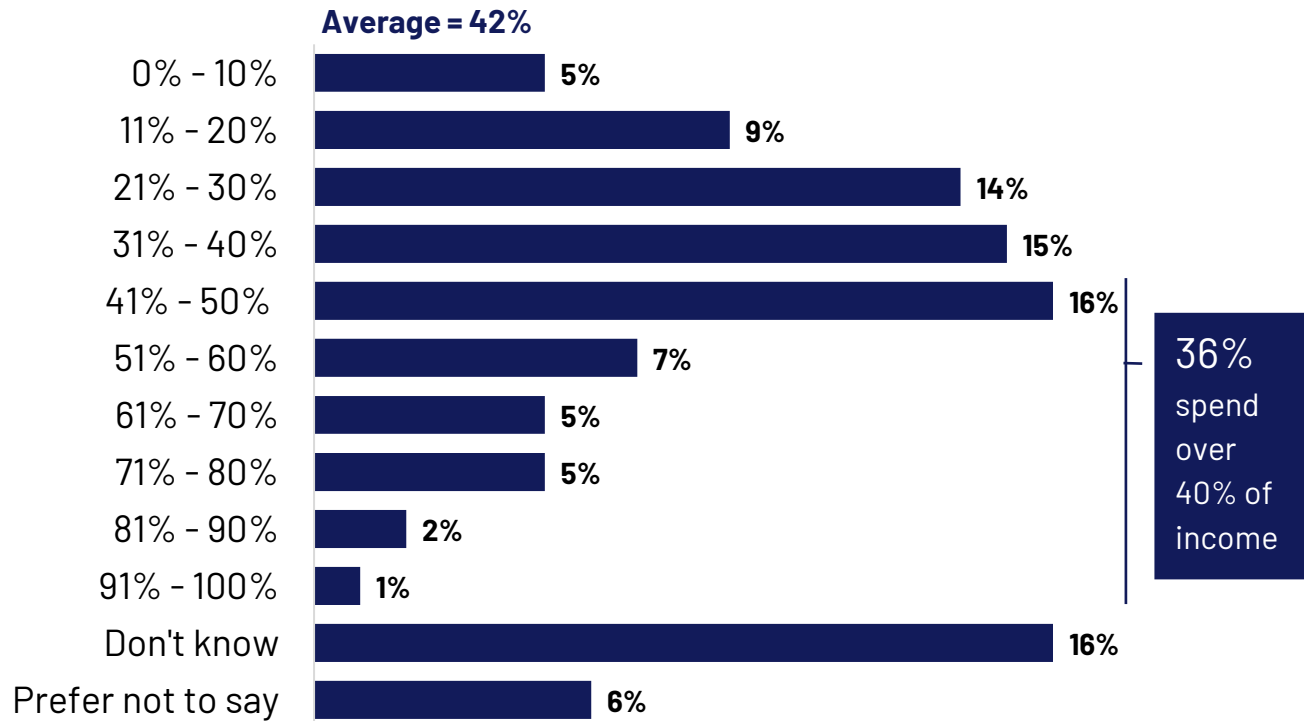
With a majority of Londoners continuing to face rising rent or mortgage payments, the 2024 survey highlights that affordability remains a key factor in determining Londoners' attitudes towards housing.

- On average Londoners spend 42% of their personal monthly income on their rent/mortgage. Once this is paid, a majority prioritise spending their remaining money on utility bills or food shopping.
- Most Londoners continue to say they are facing rising housing costs (72%). Over half of Londoners who rent are concerned their landlord will increase their rent (56%) – and almost half (48%) think they might have to move if their rent is increased further.
- As a result, many Londoners have reduced their spending to afford their living costs (40%) or dipped into their savings (24%) to cover the costs.
- 80% of Londoners who rent think there are not enough affordable homes in London. Just 24% of Londoners who rent think there are enough suitable properties available for them to rent in London.
- There has been a softening of some attitudes around the quality of homes, with renters less likely than in 2023, to say their home is too small indoors or too small for the number of people living in it.
- Londoners do not see housing affordability going away as an issue, with almost half (48%) thinking house prices will not fall in the next two years (+11ppts from 2023).
- However, 42% think they are likely to own their own home when they next move. Affording a deposit and mortgage continue to be the main barrier to buying.
- Despite concerns over costs of living in London, enthusiasm for London remains, with over half (54%) saying it is unlikely they will leave London in the next five years (+11 percentage points since 2023).
- Amidst rising concern about homelessness as a key issue facing London, 83% think rough sleeping is a serious problem for London, up slightly (+4) from 2023.

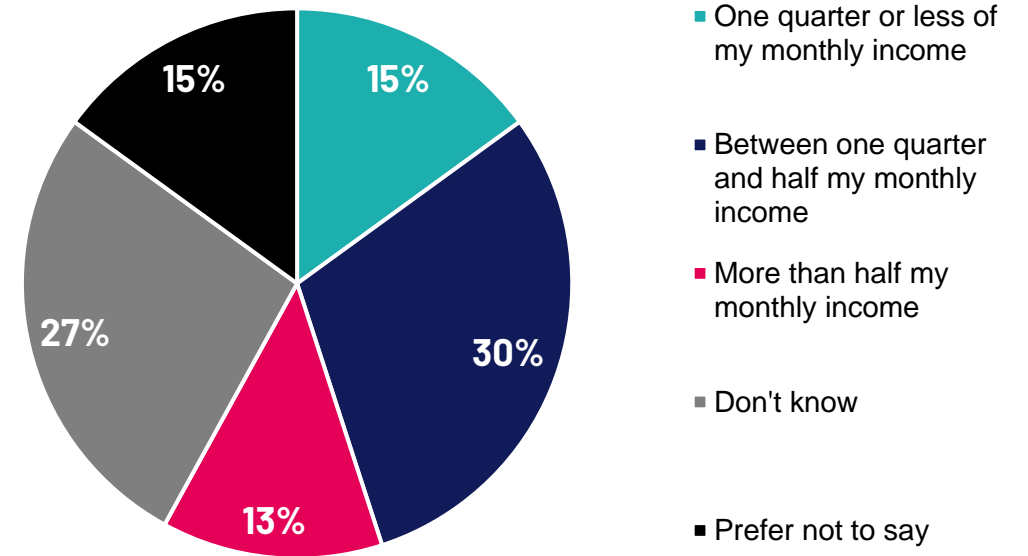


Over a third of renters and mortgage owners report spending at least 40% of their personal monthly income on housing costs.

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



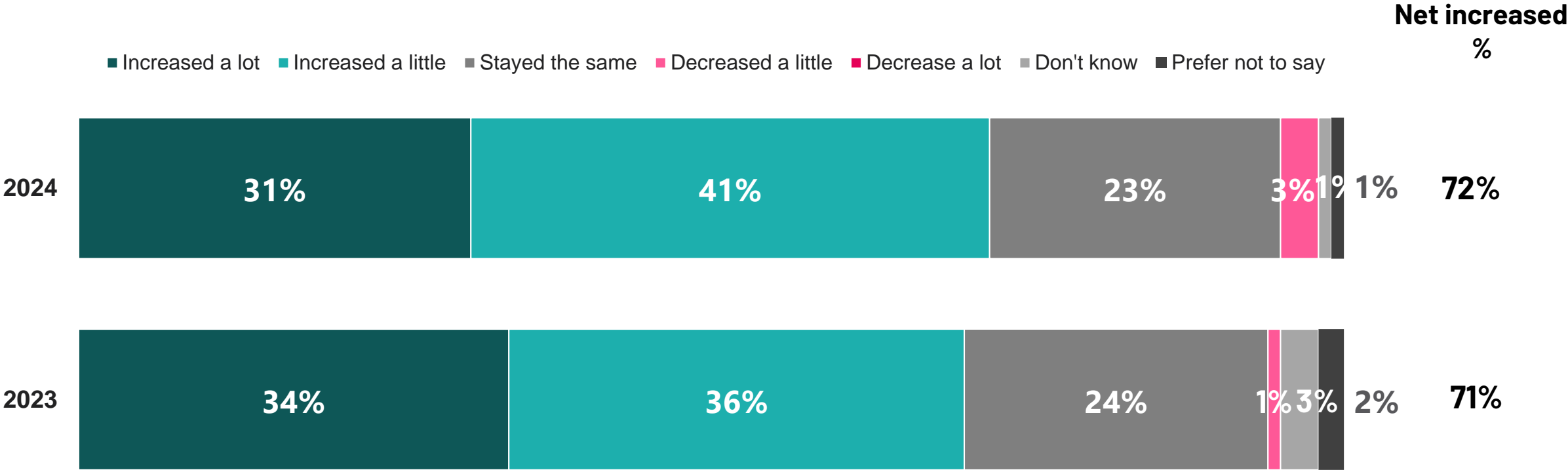
Q23_03B. Roughly what proportion of your personal monthly income do you currently spend on your rent or mortgage?



Base: All adults aged 18+ in Inner/Outer London who own on a mortgage or rent: 738; Fieldwork dates 1 - 17 October 2024; and All adults aged 18+ in Inner/Outer London who own on a mortgage or rent and Don't Know/Prefer not to say the percentage of personal monthly income they currently spend on rent or mortgage: 157. Source: Ipsos UK

Housing challenges persist for Londoners - around 7 in 10 say their rent or mortgage payments have increased in the past 12 months.

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

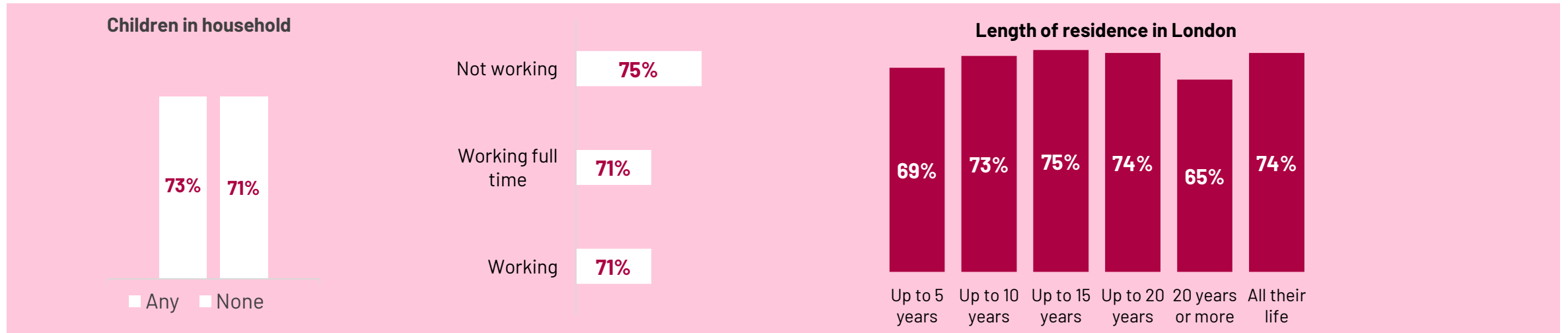
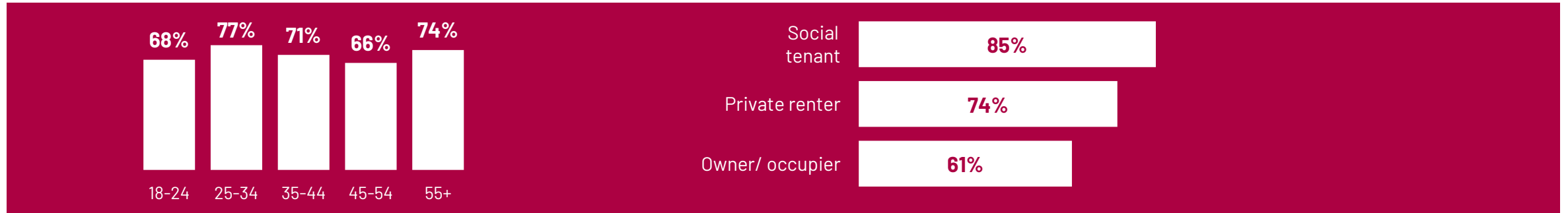


Base: All adults aged 18+ in Inner/Outer London who own on a mortgage or rent (2024:738; 2023: 659) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK



While this is felt across demographic groups, people aged 25-34 years old and social tenants were among those most likely than average to see increases in their rent/mortgage payments

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

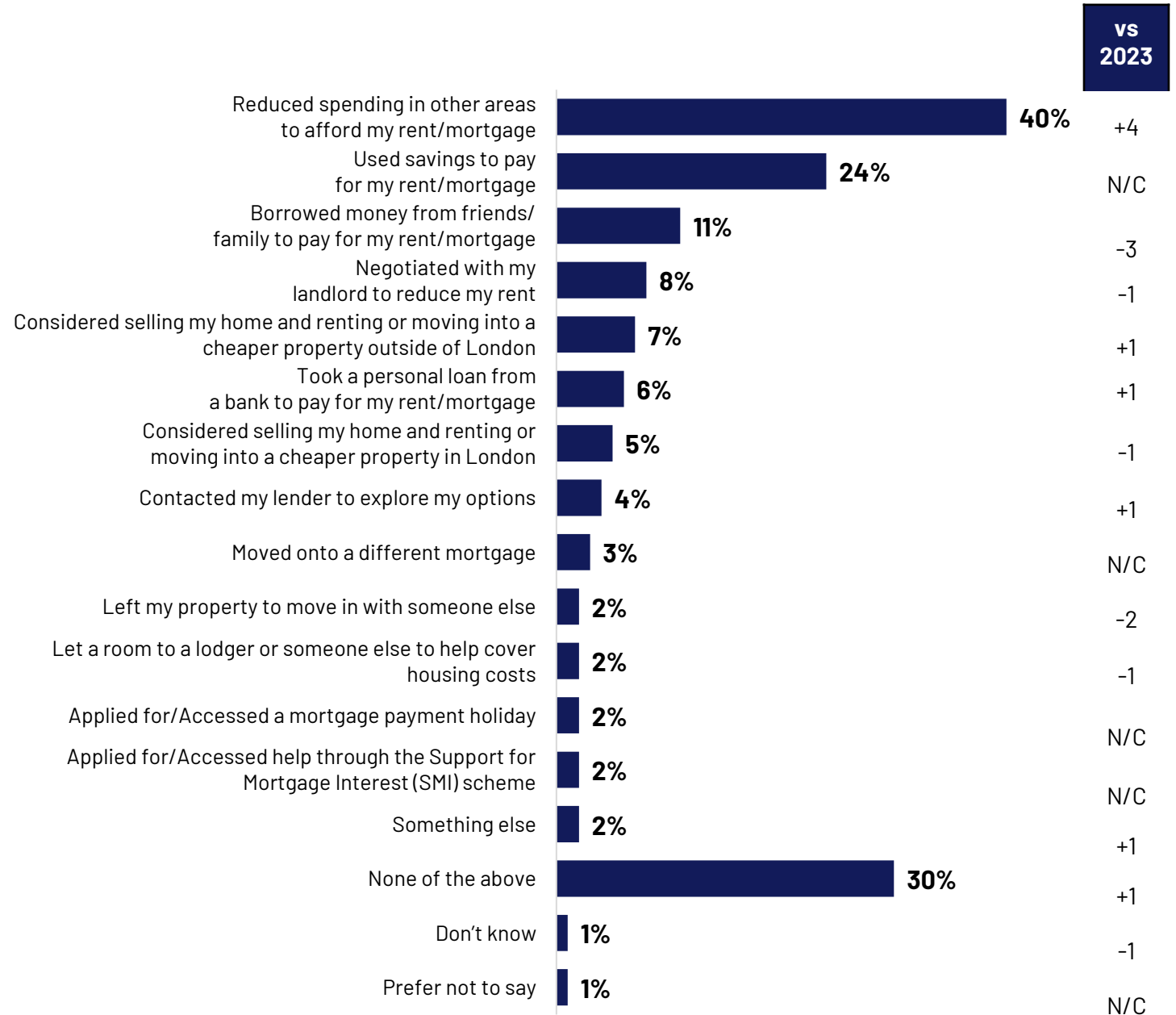


Q23_01. In the last 12 months, have your rent or mortgage payments increased, decreased or stayed the same?

Base: All adults aged 18+ in Inner/Outer London who own on a mortgage or rent: 738; Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

7 in 10 Londoners say they have taken action in response to rising rent/mortgage costs, in particular reducing spending in other areas and using savings.

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?



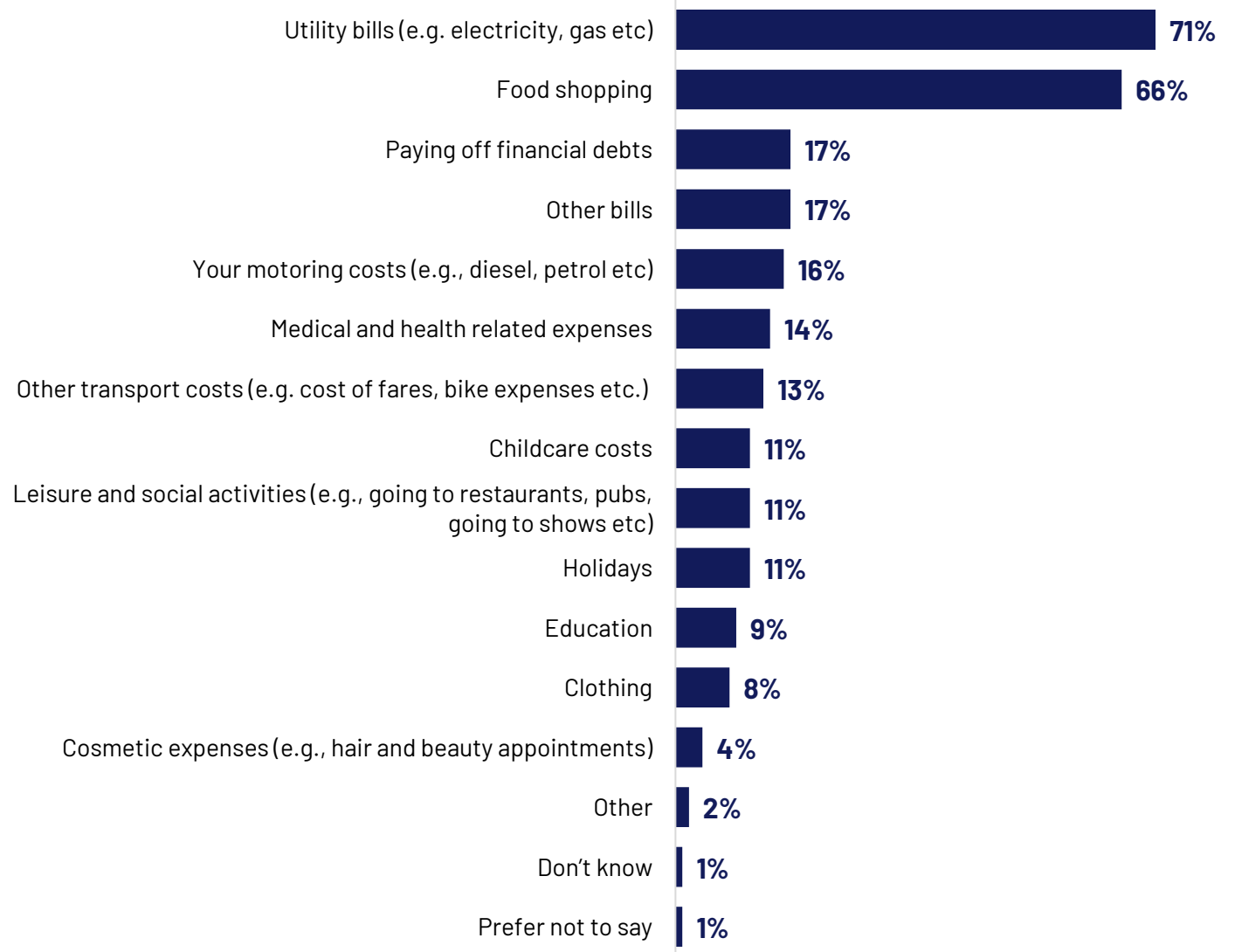
Base: All adults aged 18+ in Inner/Outer London who own on a mortgage or rent (2024:738; 2023: 659); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

vs 2023



Once Londoners have paid their rent or mortgage, a majority spend most of their disposable income on utilities bills and food shopping.

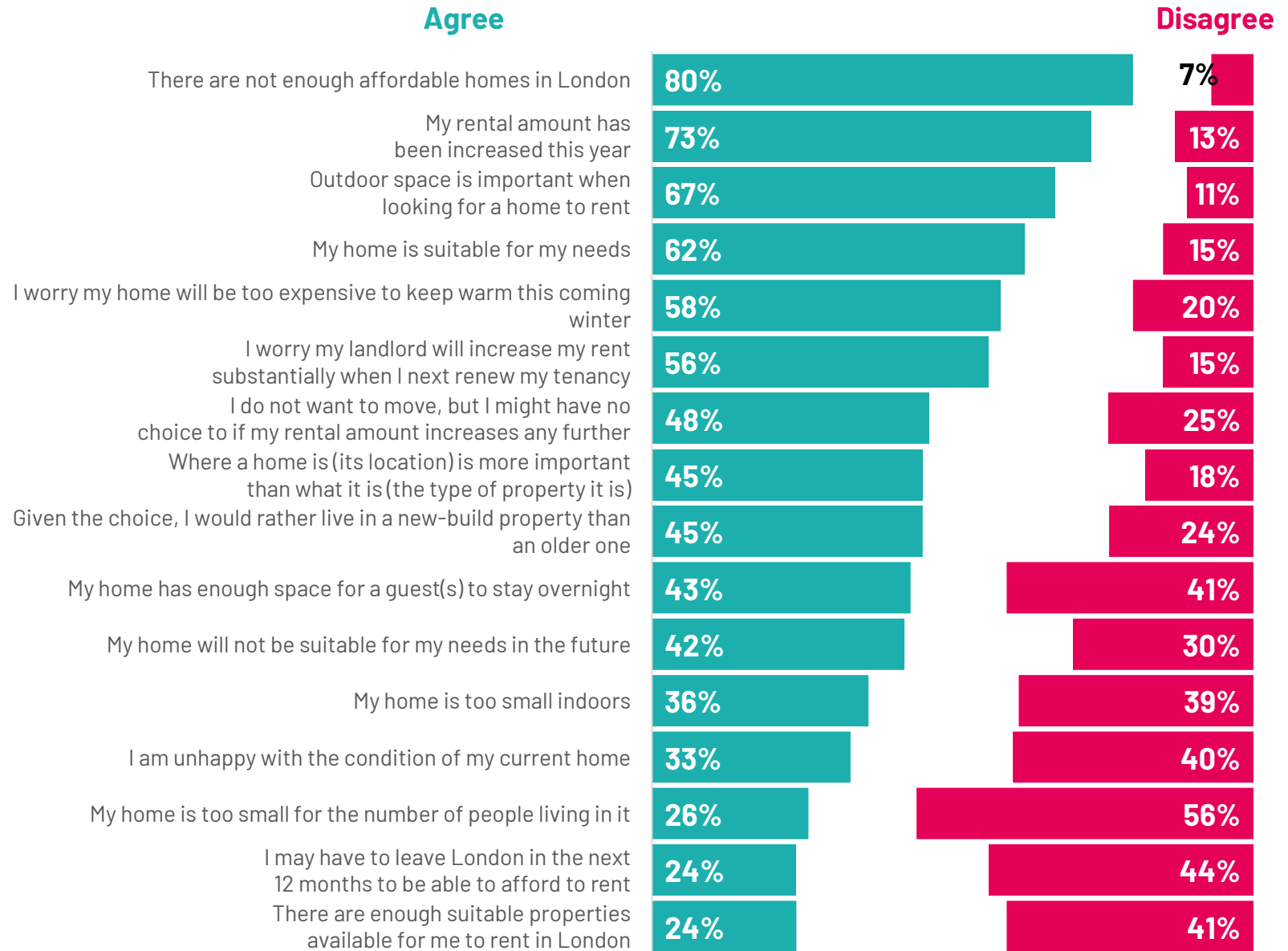
Q24_01 Thinking about your disposable monthly income, i.e. after you have paid your rent or mortgage, if relevant, which two or three of the following do you prioritise paying?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Renters were asked to consider several statements related to their home and housing in London. 4 in 5 renters think that there are not enough affordable homes in London.

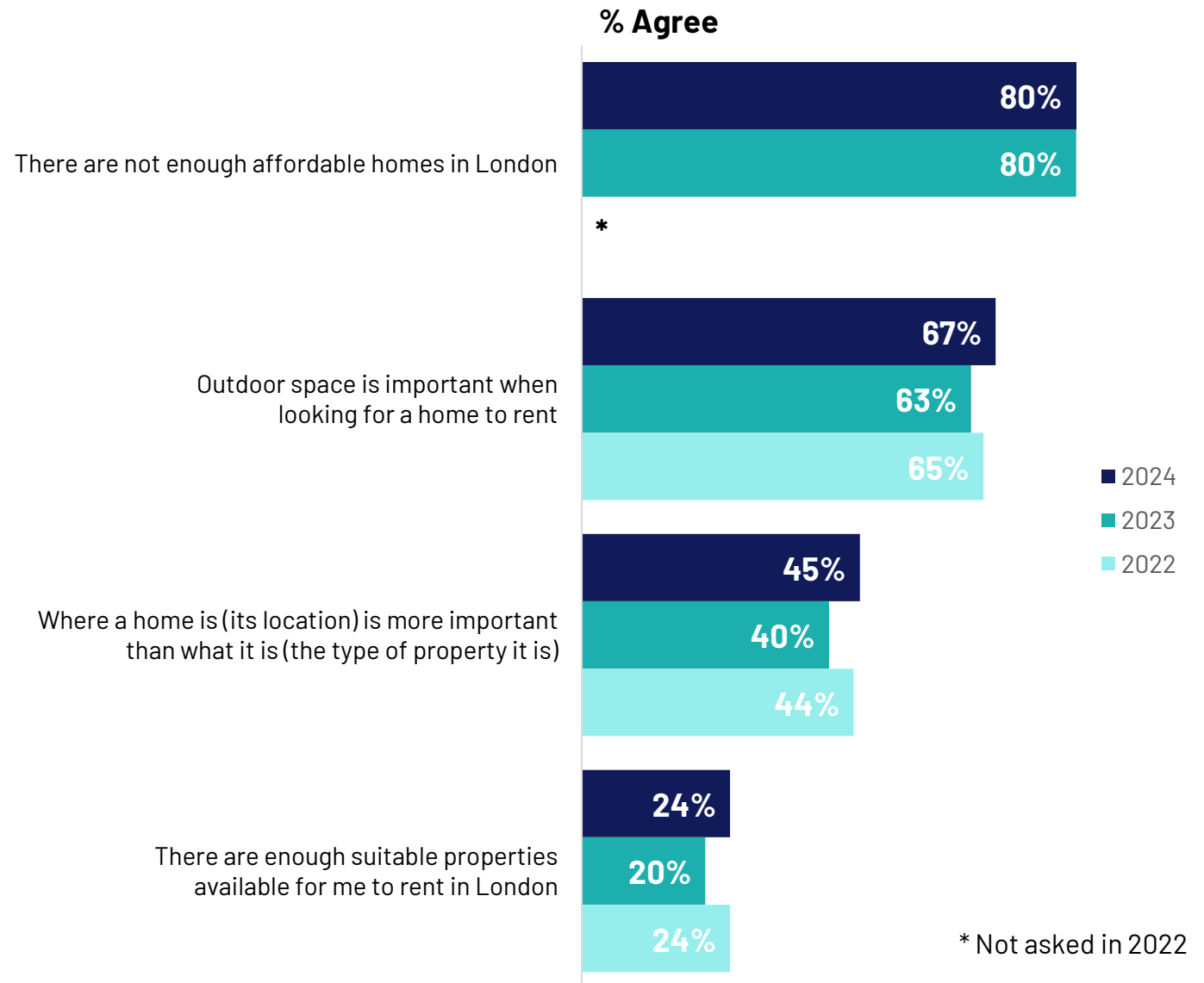
Q22_08. To what extent do you agree or disagree with each of the following statements?



Base: All adults aged 18+ in Inner/Outer London who are currently renting (2024: 425)
2023: 382; 2022: 334) Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

And this is in line with 2023 data - a majority of Londoners who rent continue to believe there are not enough affordable homes in London and that outdoor space is important when looking for a home to rent

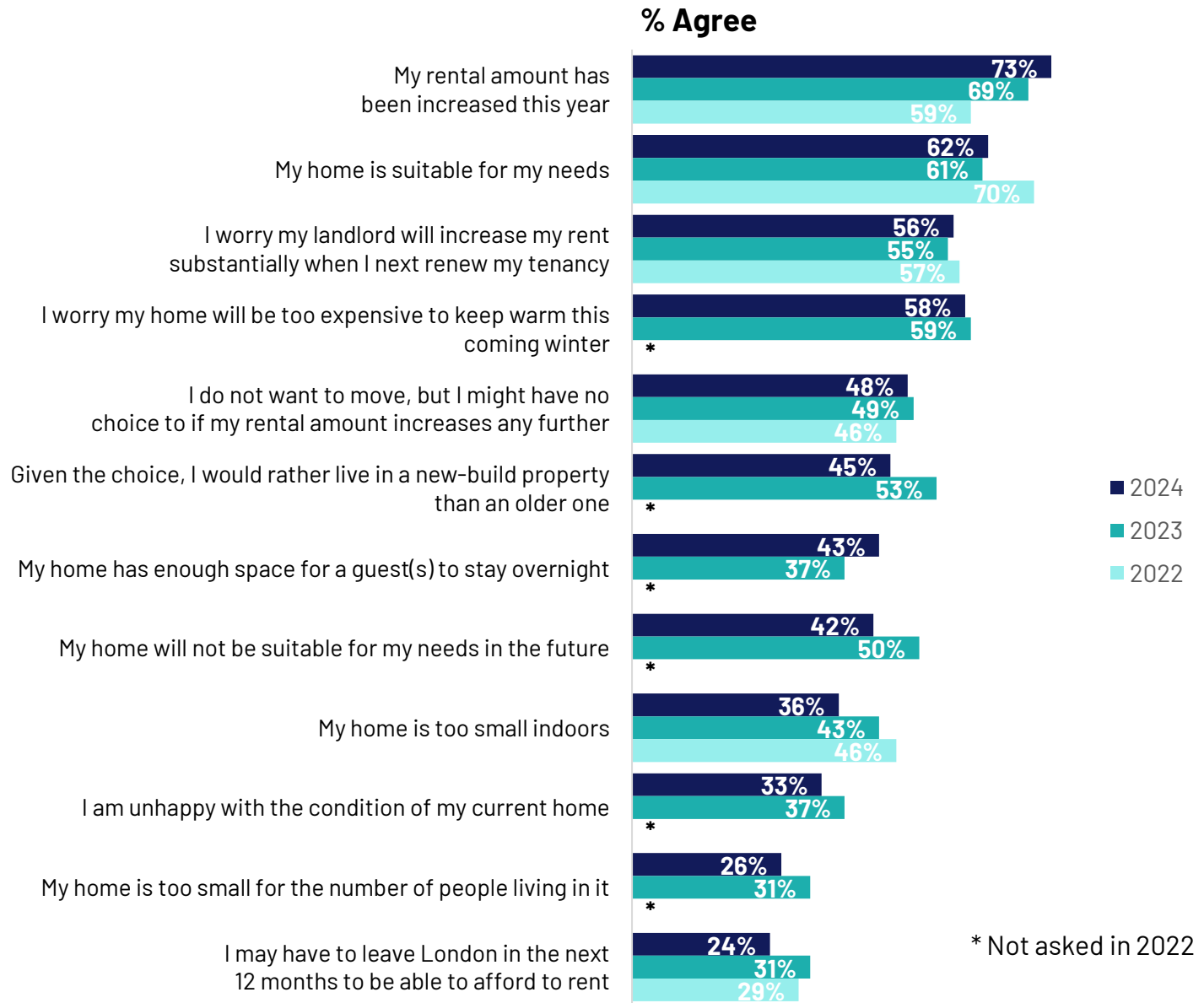
Q22_08. To what extent do you agree or disagree with each of the following statements?



Base: All adults aged 18+ in Inner/Outer London who are currently renting (2024: 425) 2023: 382; 2022: 334) Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

While the number of Londoners saying their rent has increased continues to grow, some perceptions of the quality of homes are softening, and fewer Londoners say they might need to leave London to afford rent.

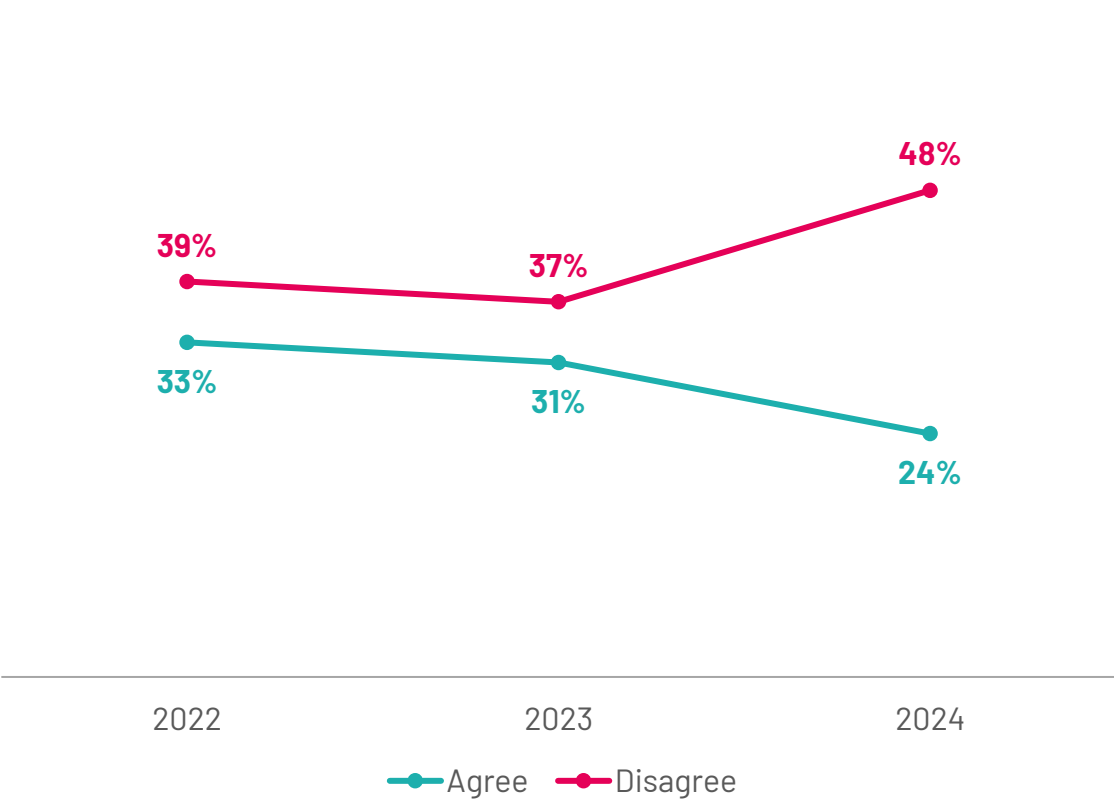
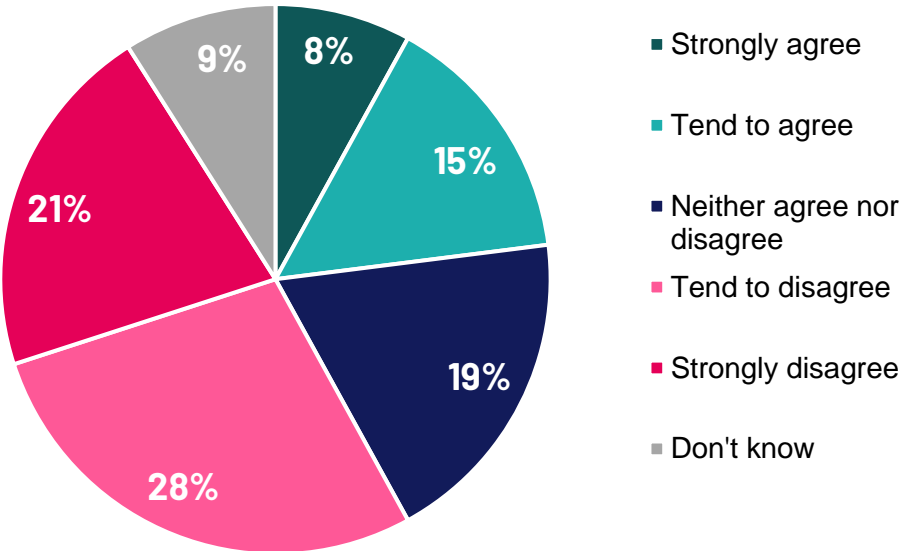
Q22_08. To what extent do you agree or disagree with each of the following statements?



Base: All adults aged 18+ in Inner/Outer London who are currently renting (2024: 425)
2023: 382; 2022: 334) Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Londoners are sceptical about house prices - almost half disagree that house prices will fall in London over the next two years, a sharp increase since 2023.

Q16. To what extent do you agree or disagree with each of the following statements? House prices will fall in London over the next two years

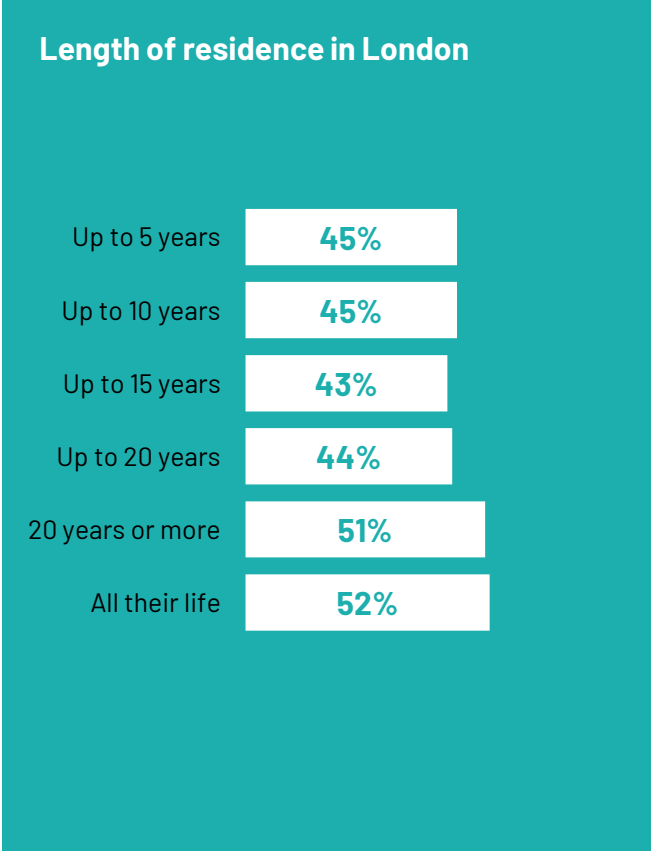
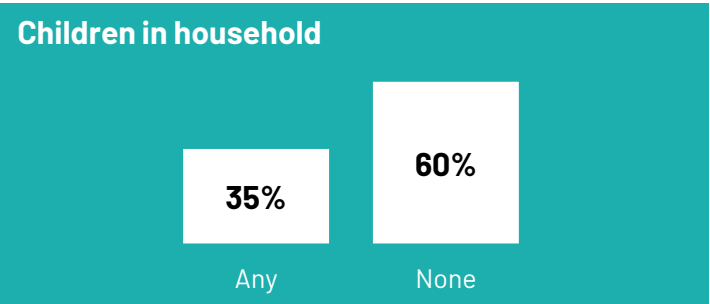
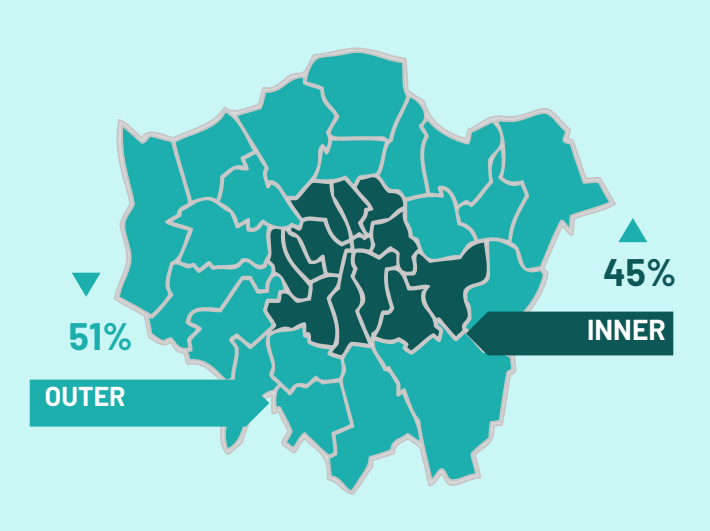
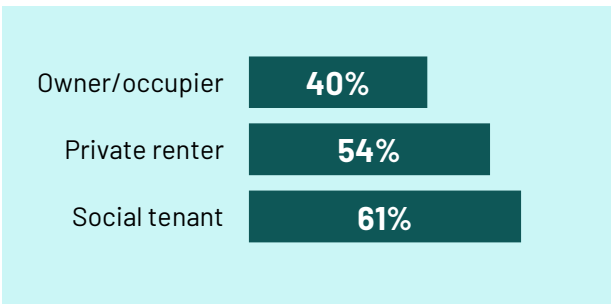
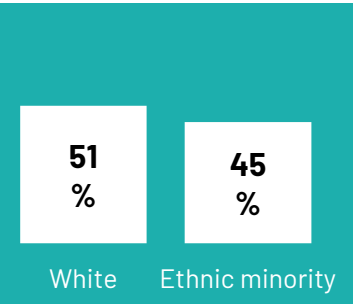
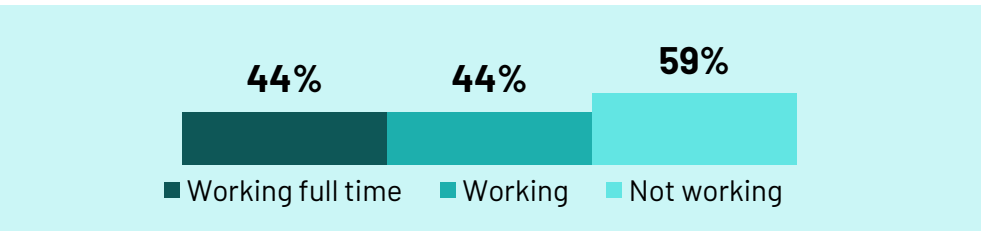
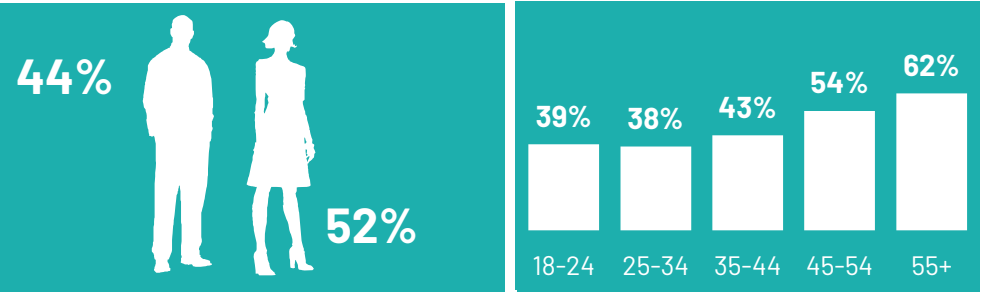


Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK



Londoners aged 55+, those who are not working, and renters (either private or social) are most sceptical that house prices will fall in the next two years.

% disagree that house prices will fall in the next two years ...

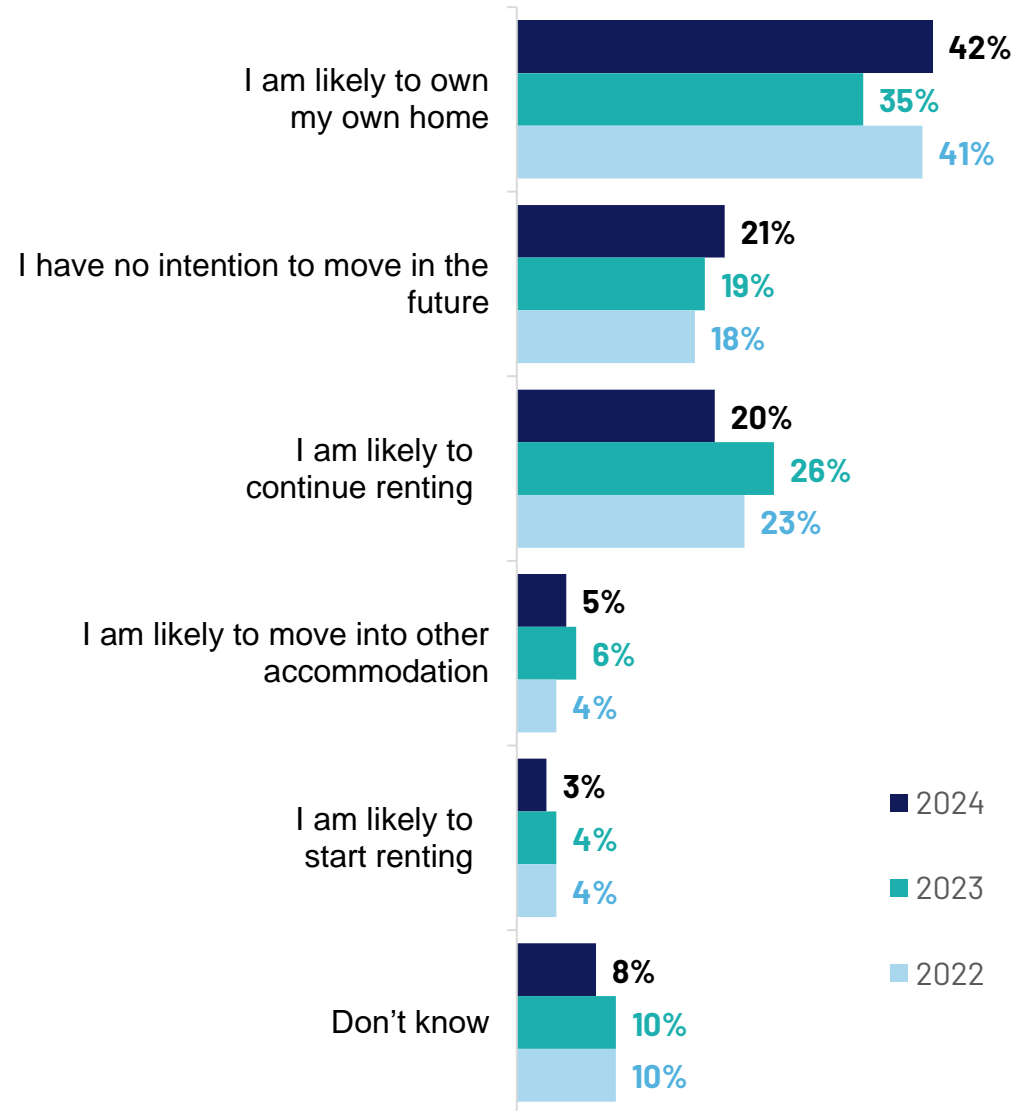


Base: All adults aged 18+ in Inner/Outer London (2024:1000); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK



Despite concerns about the affordability of housing, two in five Londoners say they are likely to own their home next time they move.

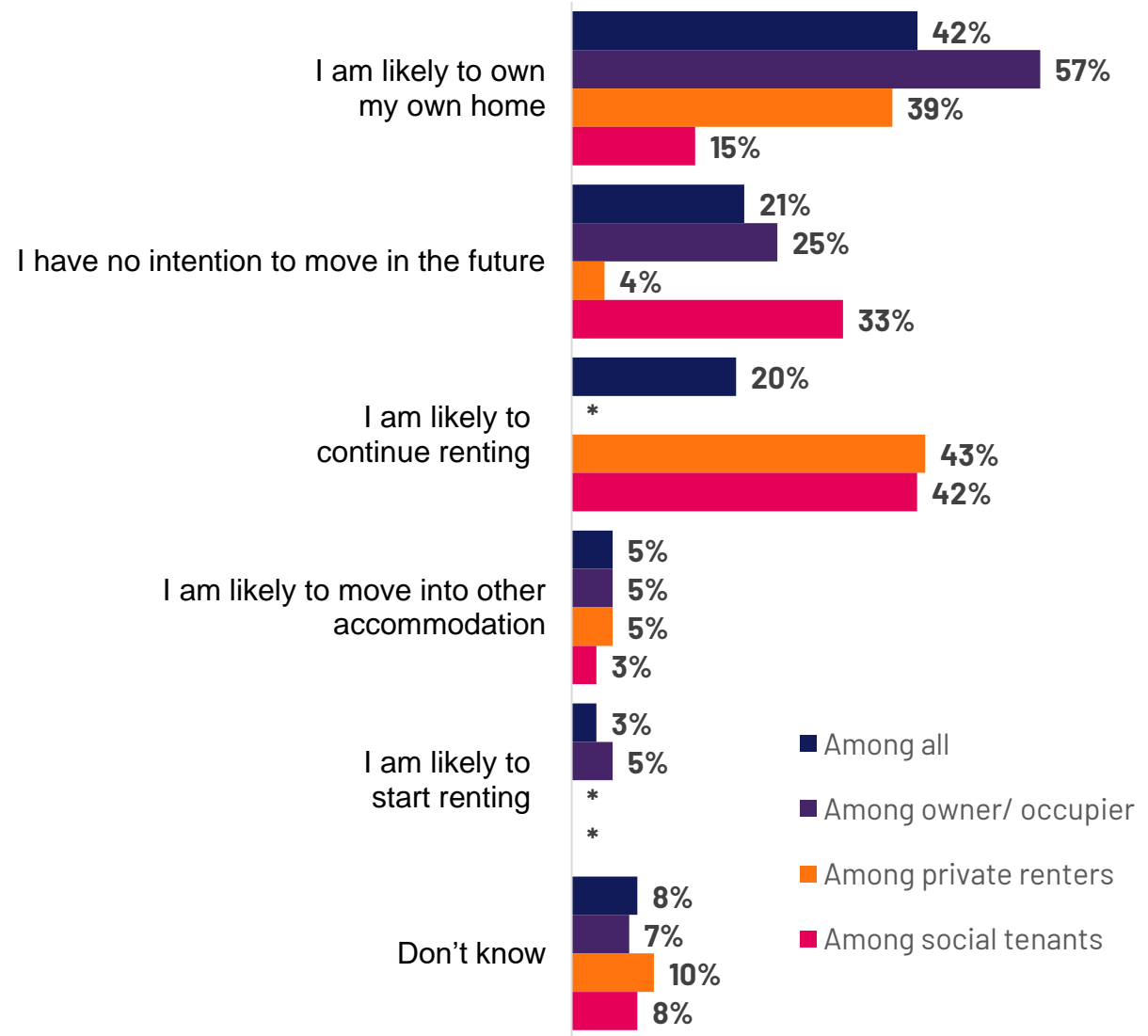
Q22_06. Thinking about the future, approximately for how long do you expect to rent?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

However, private renters are split between saying they are likely to continue renting and likely to own their home.

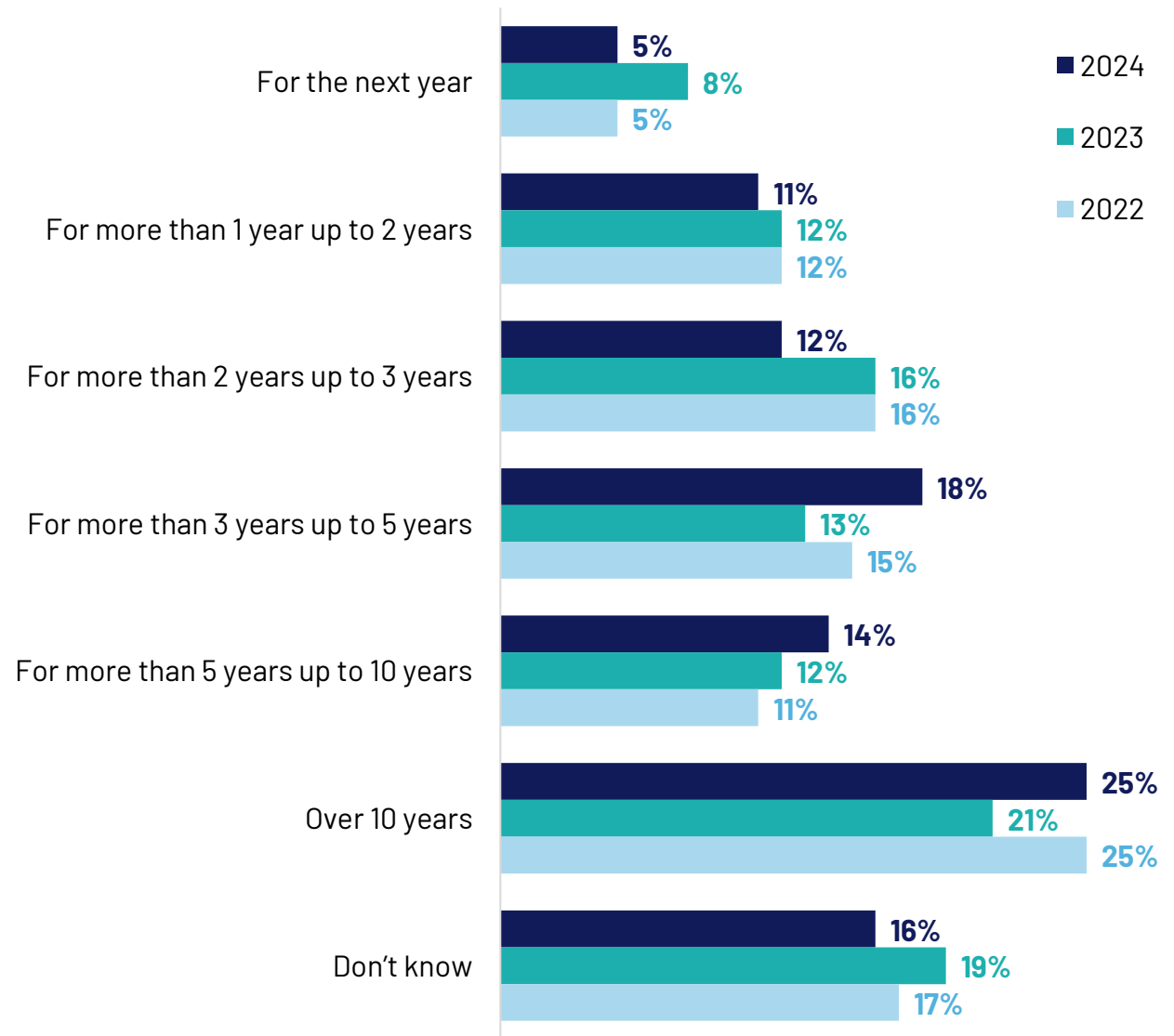
Q22_06. Thinking about the future, approximately for how long do you expect to rent?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

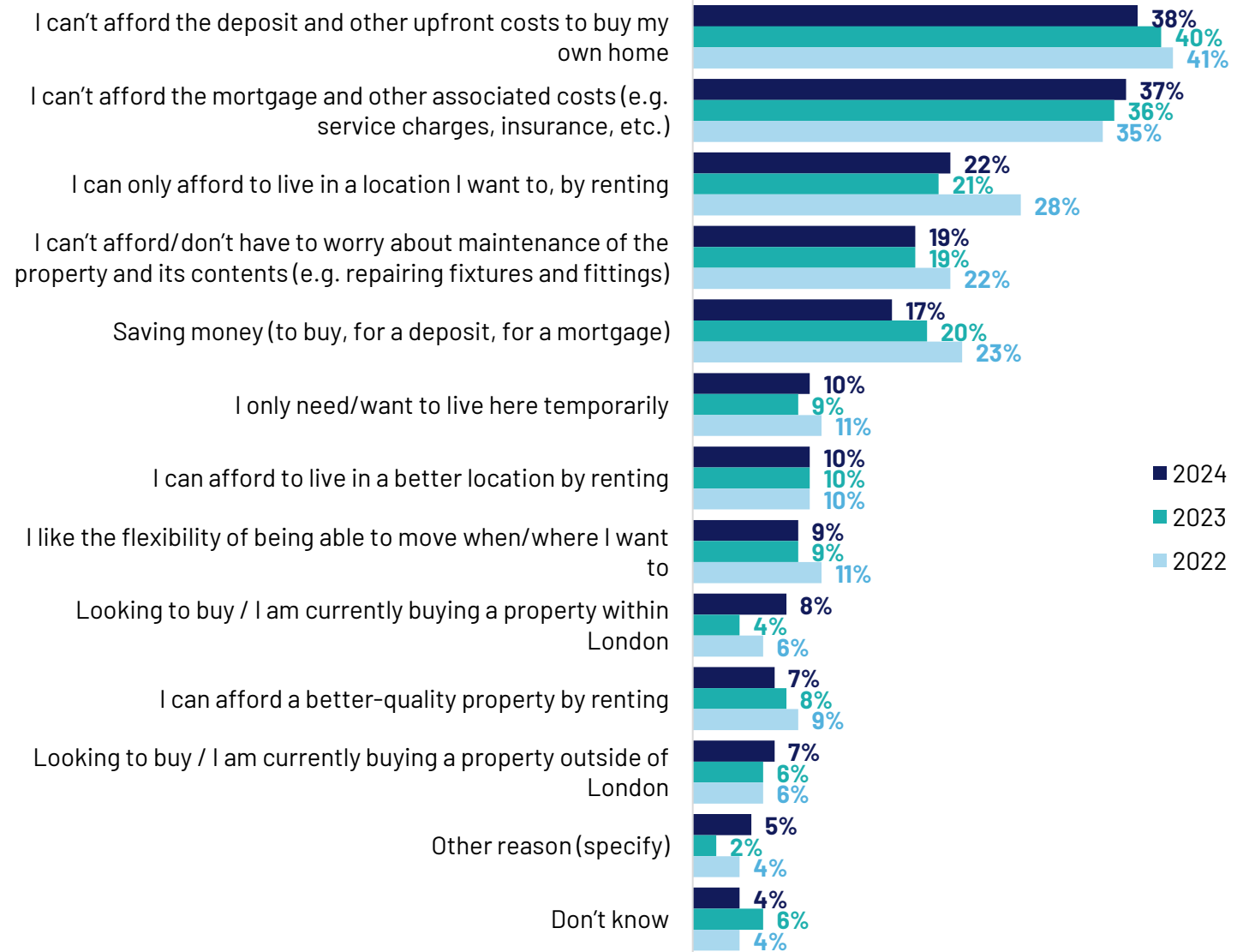
Most renters say they are likely to be renting for at least 3 more years, with one in four saying they will rent for over 10 years.

Q22_07. Thinking of the next time you move home, which of the following best applies to you, or do you have no intention to move in the future?



Base: All adults aged 18+ in Inner/Outer London who are currently renting (2024: 425)
2023: 382; 2022: 334) Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Affordability of a deposit and mortgage, and upfront/associated costs continue to be the main barriers for buying a home among renters.

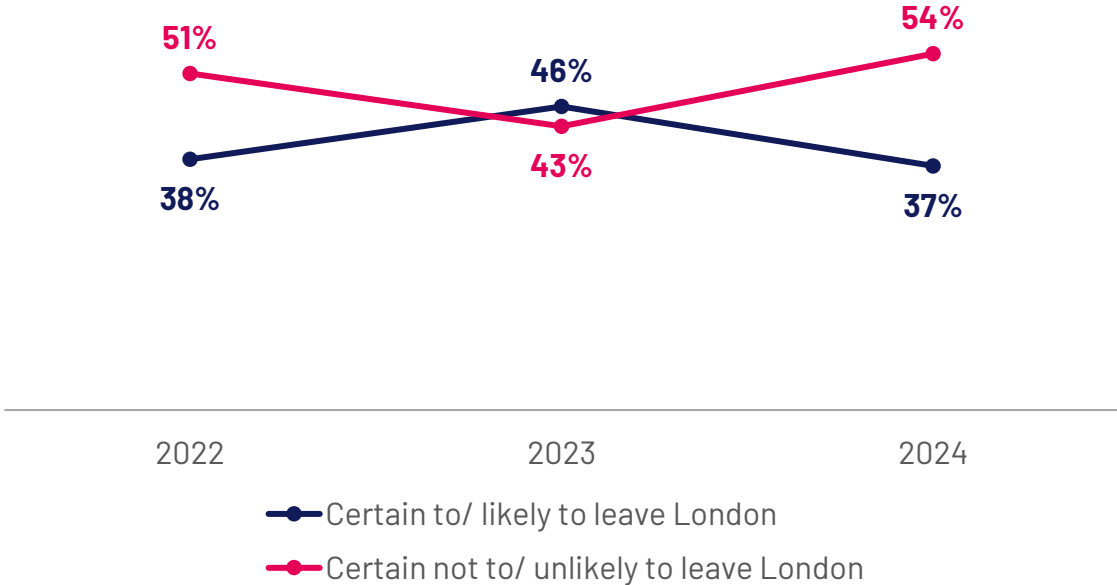
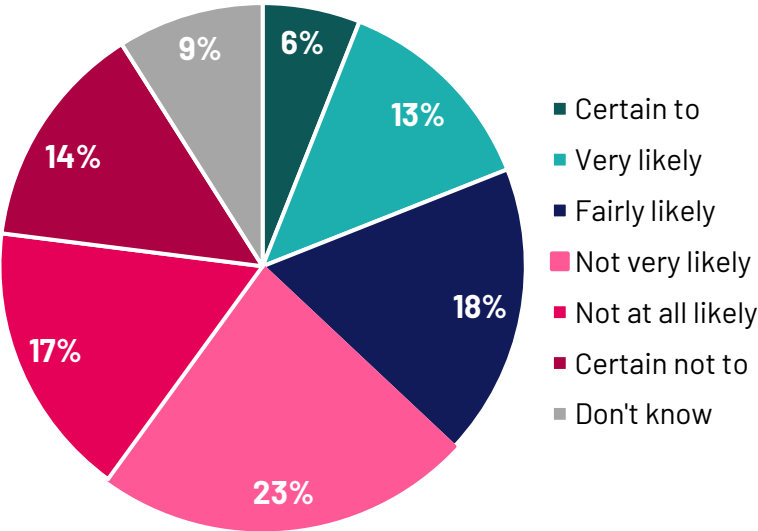


Q22_05. Which of the following, if any, describes why you are currently renting, instead of buying, a property?

Base: All adults aged 18+ in Inner/Outer London who are currently renting (2024: 425)
2023: 382; 2022: 334) Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Despite concerns related to affordability of living in London, the proportion of Londoners who say they are certain or very/fairly likely to move away from the capital has fallen to levels seen in 2022.

Q21_03. How likely or unlikely is it that you will move out of London in the next five years?



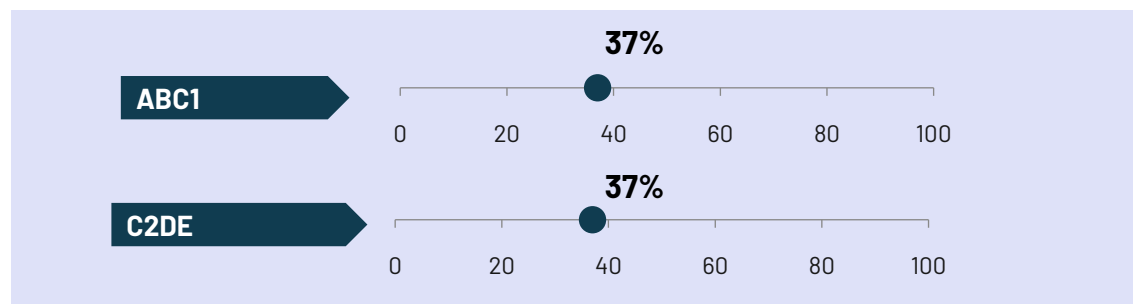
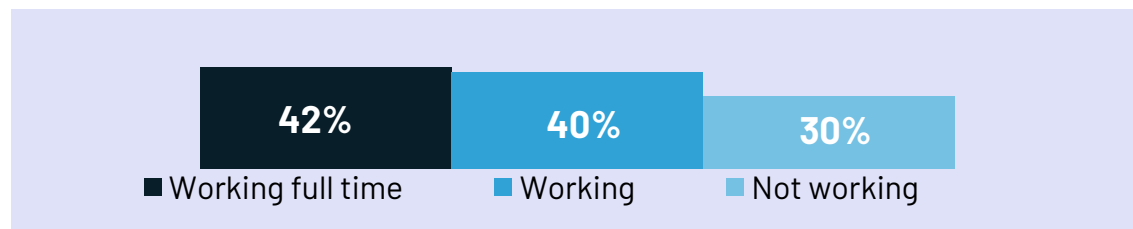
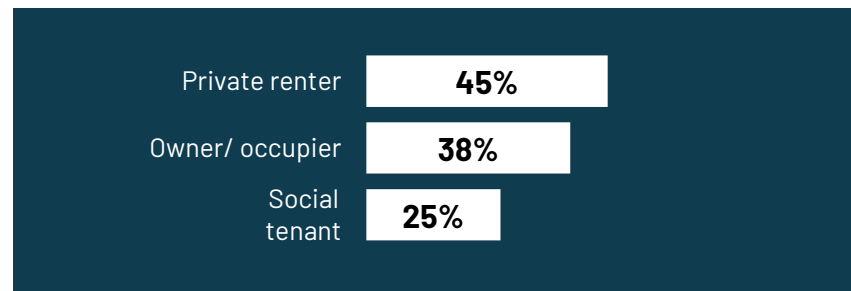
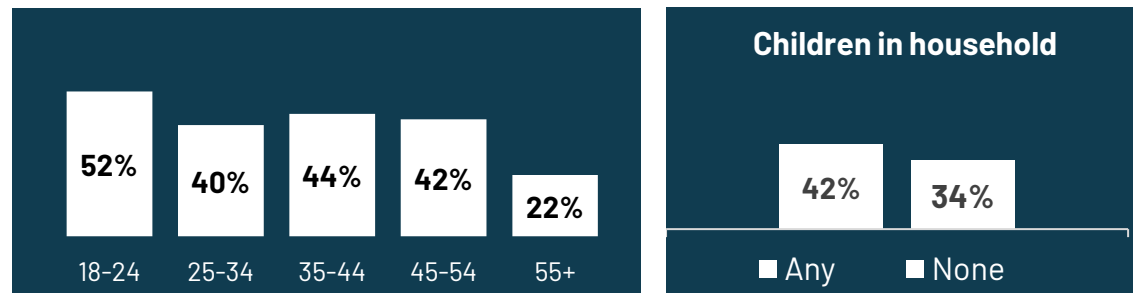
Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK



18-24s, private renters, and those who have lived in London the shortest amount of time are more likely to say they will like move out of London in the next five years.

Q21_03. How likely or unlikely is it that you will move out of London in the next five years?

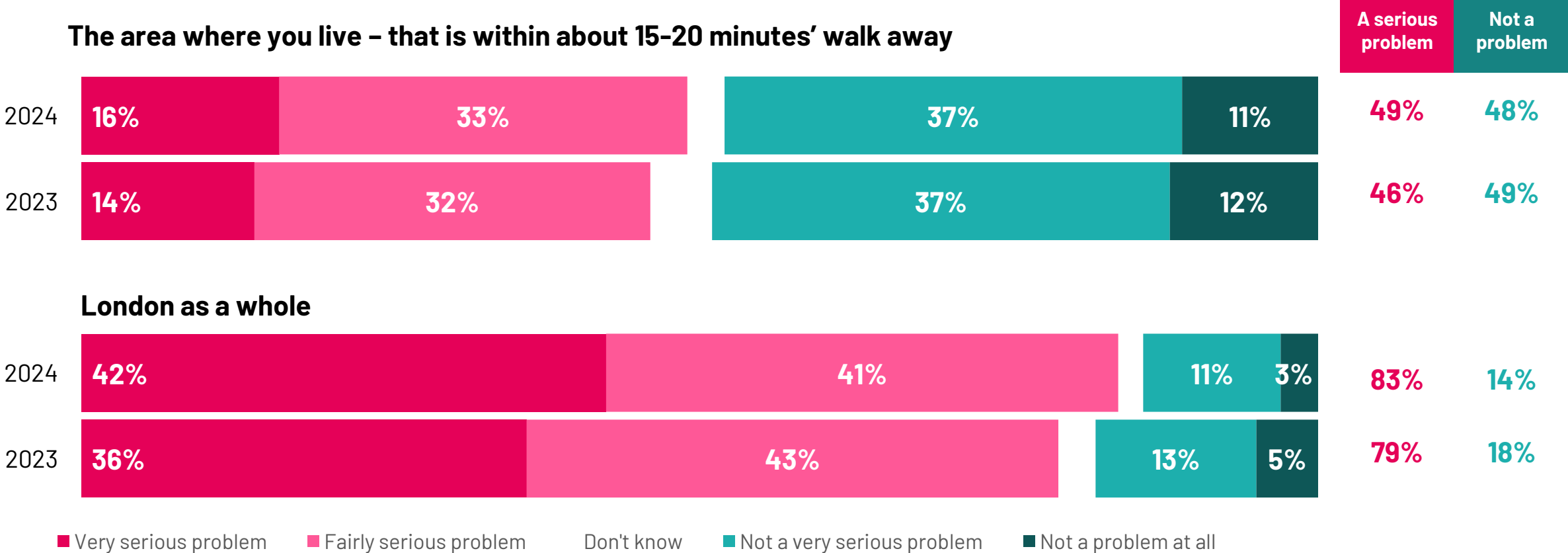
% certain to/likely to move out of London in the next five years...



Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Whilst Londoners continue to be split on whether rough sleeping is a serious problem or not in the area where they live, an overwhelming majority think it is a serious problem for London as a whole

Q23_07. Now thinking about rough sleeping, how serious a problem, if at all, do you think it is in the following areas?



Base size: All adults aged 18+ in Inner/Outer London (2024: 1000| 2023: 1000); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK



Building and retrofitting homes

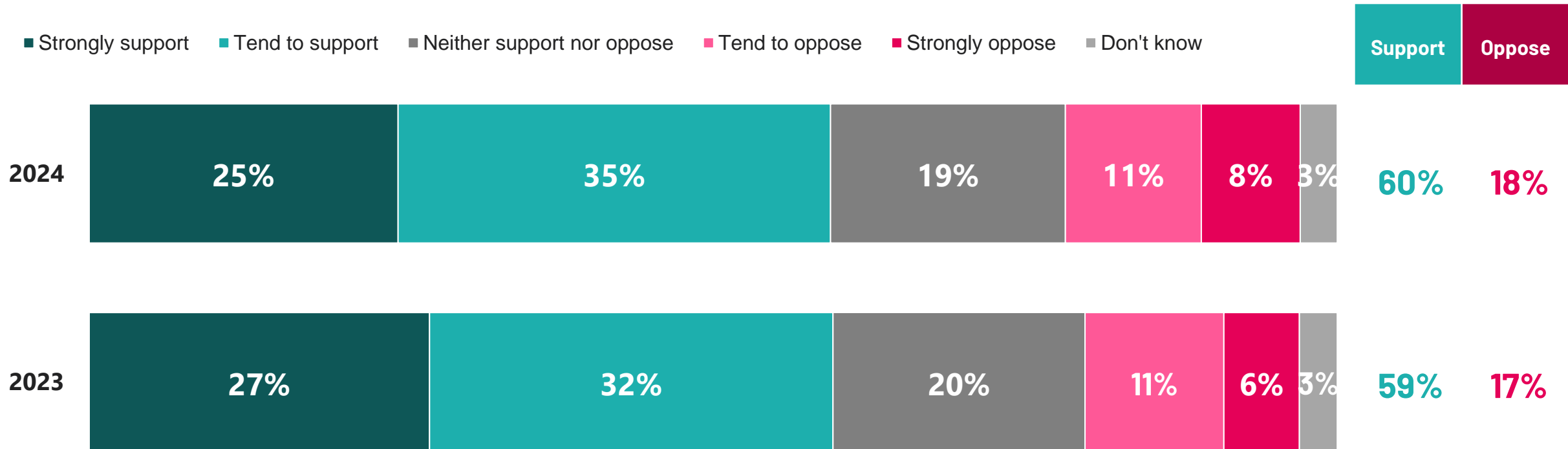
A majority of Londoners support new homes being built. But opinions are divided on who they trust most to make decisions on new housing developments

- Three in five Londoners (60%) support more homes being built in their local area. Fewer than one in five (18%) oppose more homes being built.
- Private renters, those in inner London, and men are among those most supportive of new homes being built.
- Londoners are most supportive of new homes being built if they are affordable (74% support). Three in five support new homes being built if they were available to buy, were council housing or were housing association housing (each 60%).
- Over half (56%) of Londoners support new homes being built if they are built on green belt land which has previously been built on (sometimes described as grey belt land).
- However, Londoners are less supportive of new homes being built if they were high rise flats (34% support, 40% oppose) or for private renting (36% support, 33% oppose).
- Londoners are most likely to trust their local community (63%) to make decisions on new housing developments – but support is also high for their local council (57%) and the Mayor of London (50%).
- Many Londoners have already taken action to make their home more energy efficient. 43% have reduced their electricity use at home and 35% have lowered the temperature at home by two degrees. A quarter (25%) have insulated their home, and a fifth (19%) have switched to a renewable energy tariff.
- 61% of Londoners say they would consider switching to a renewable energy tariff and 56% would consider insulating their home



Three in five Londoners continue to support more homes being built in their local area.

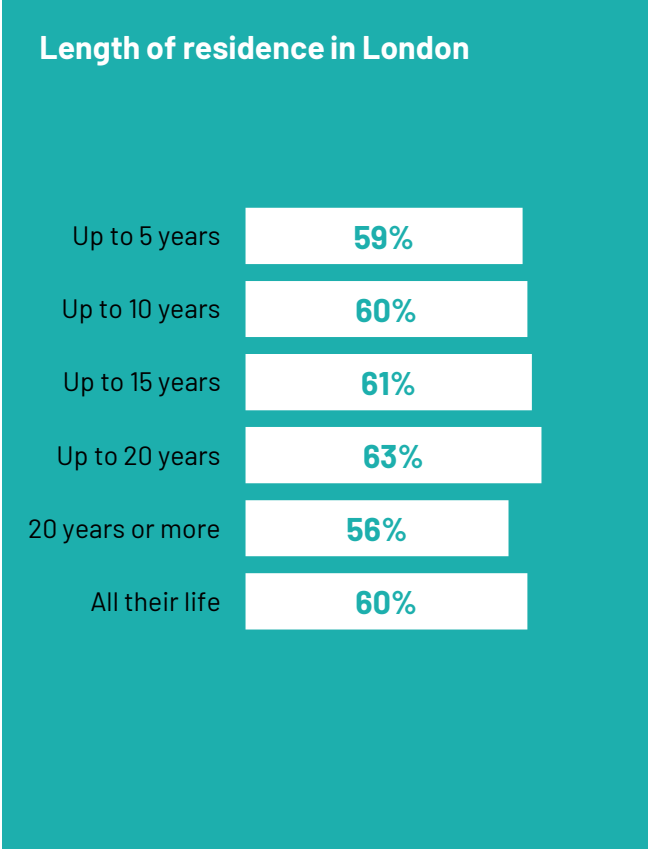
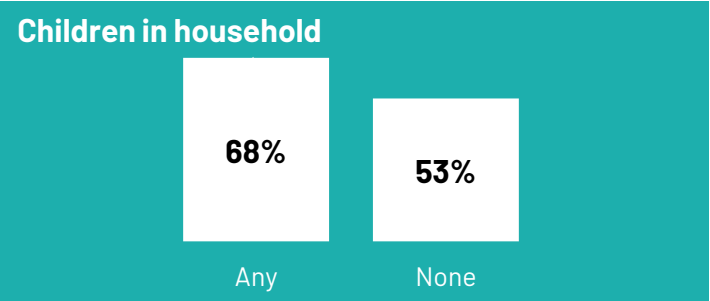
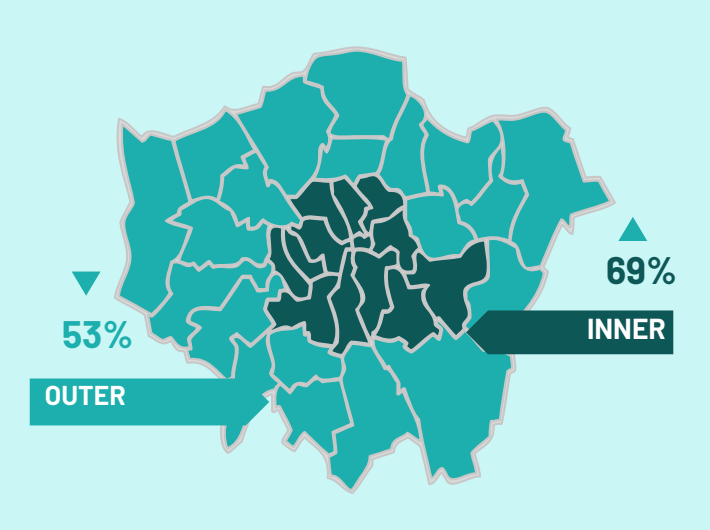
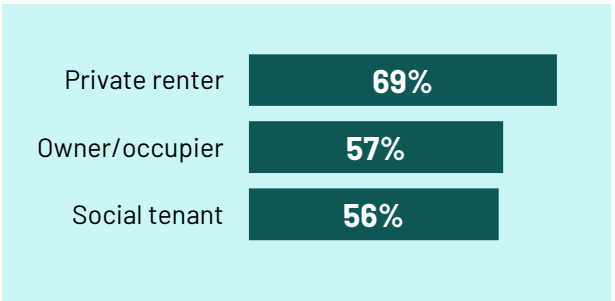
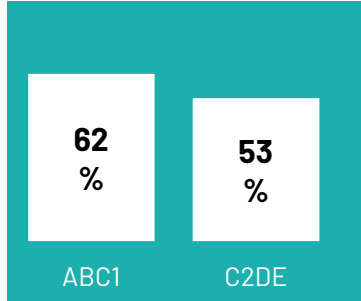
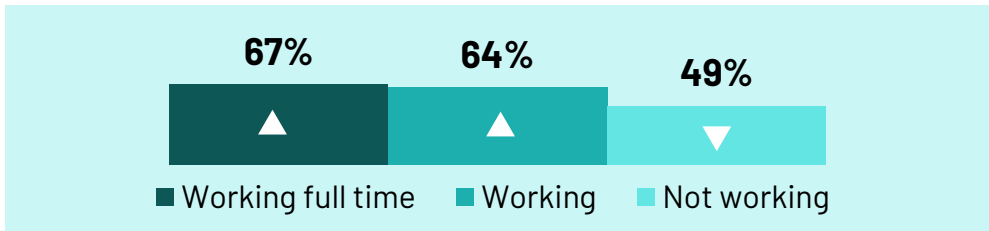
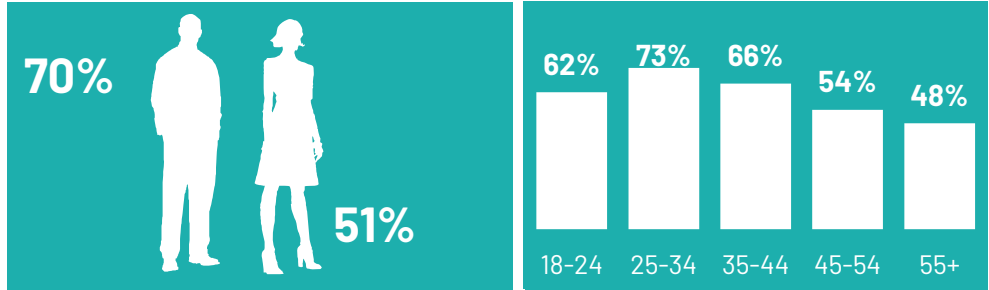
Q23_05. To what extent would you support or oppose more homes being built in your local area?



Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Men, private renters, those aged 25-44, those from inner London, and households with children, are among those who are most likely to say they support more homes being built.

% support more homes being built in their local area

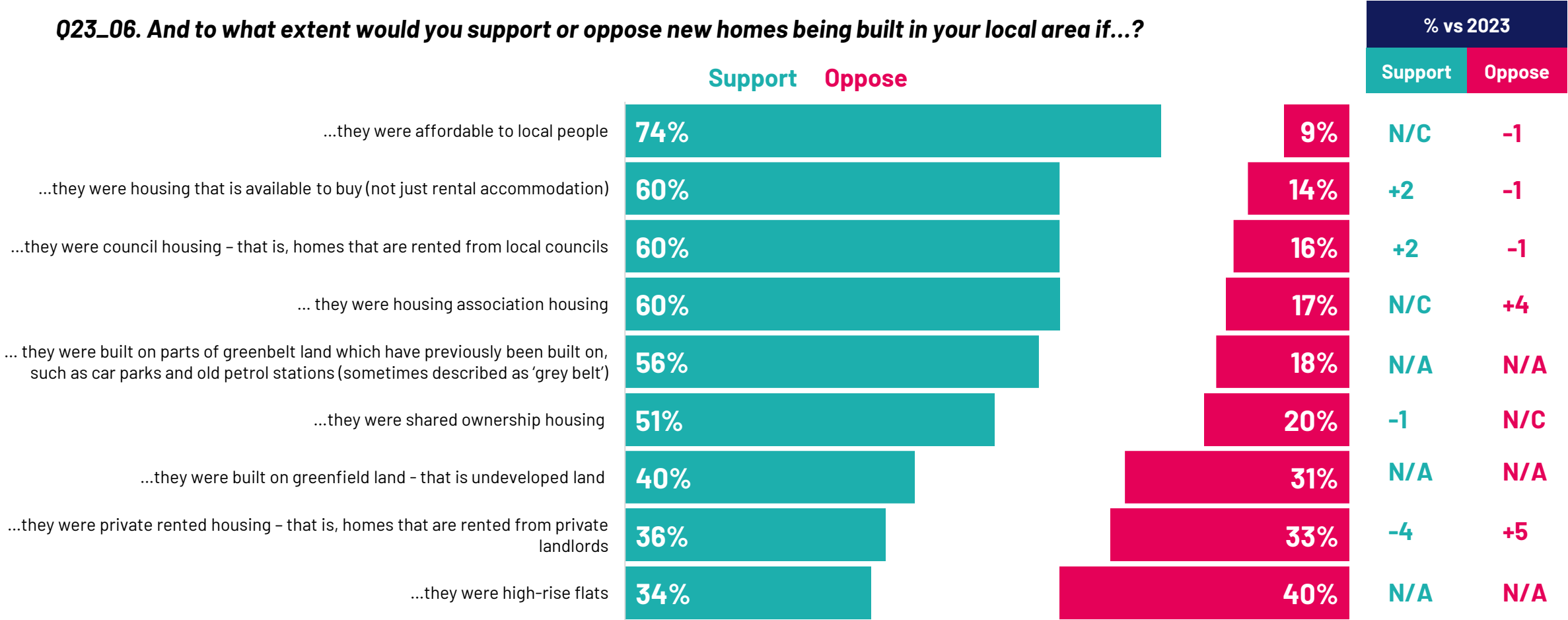


Base: All adults aged 18+ in Inner/Outer London (2024:1000); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK



Support for building new homes rises if they are affordable to local people. Building new private rented housing and high-rise flats is more polarising.

Q23_06. And to what extent would you support or oppose new homes being built in your local area if...?

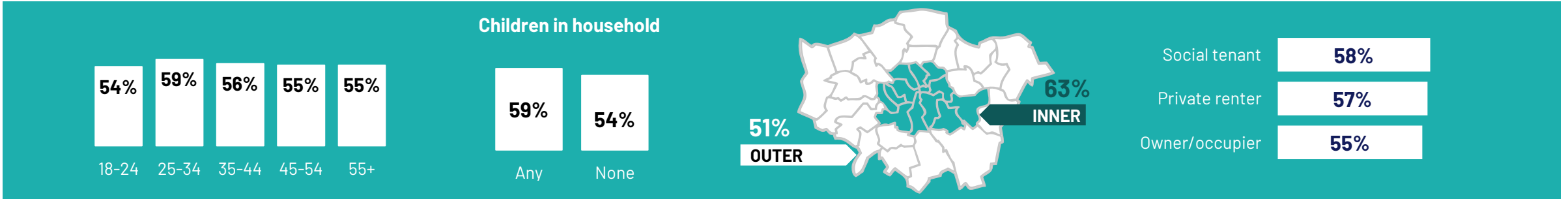


Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

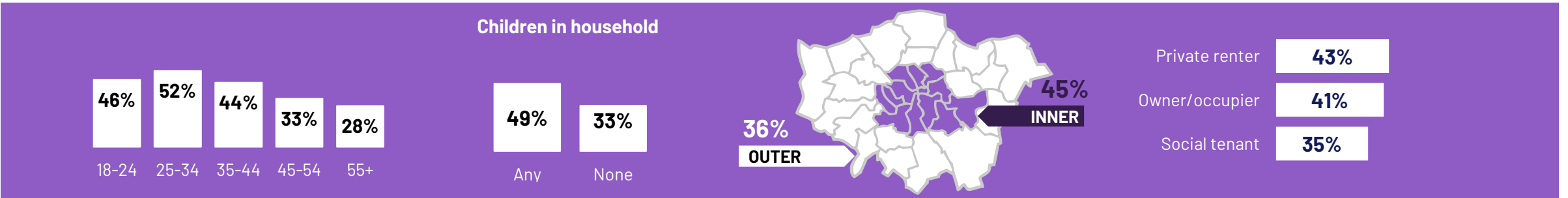


Londoners across different demographic groups are supportive of building on grey belt land. Inner Londoners are generally more supportive of building, than outer Londoners.

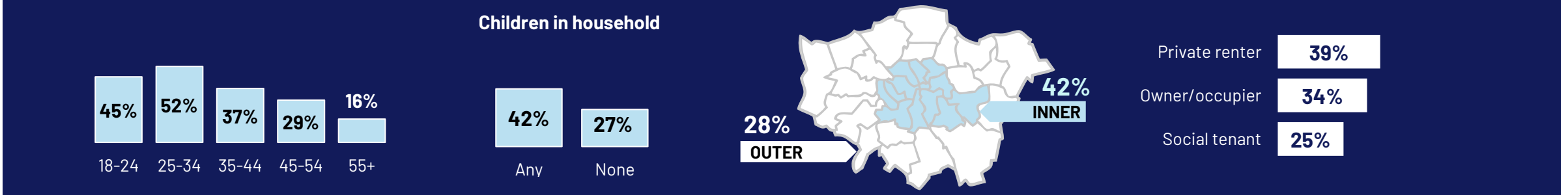
% support building on grey belt land



% who say they support building on greenfield land



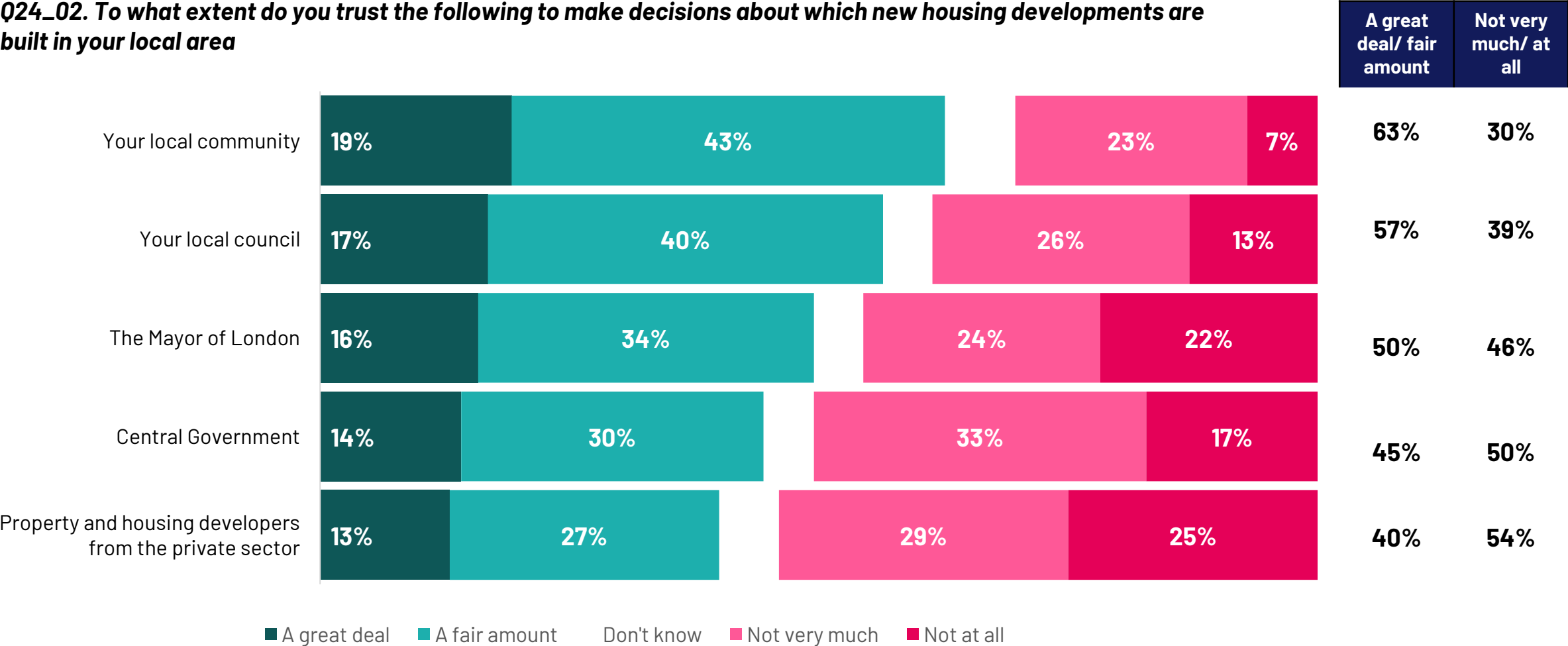
% who say they support building new high-rise flats



Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000): Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Almost two thirds of Londoners say they trust their local community to make decisions about new housing developments built in the local area, followed by local councils and the Mayor of London.

Q24_02. To what extent do you trust the following to make decisions about which new housing developments are built in your local area

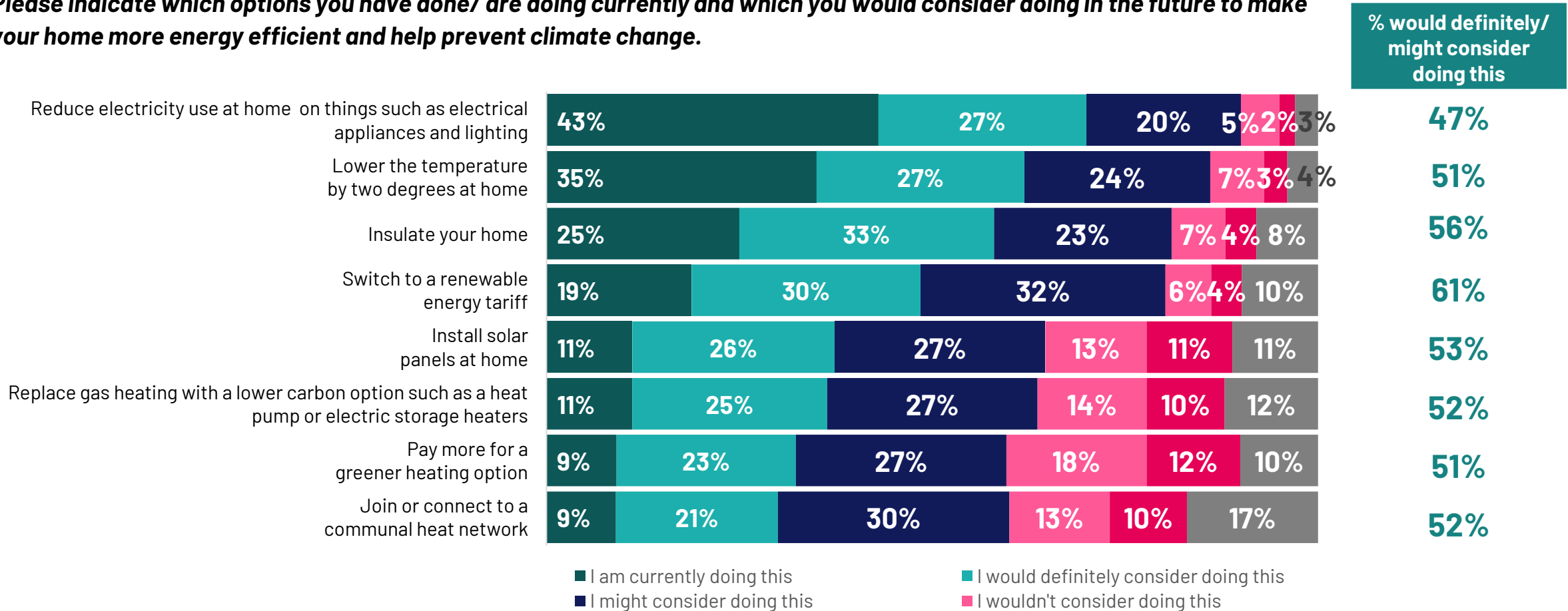


Base: All adults aged 18+ in Inner/Outer London (2024:1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK



Out of a range of measures intended to make their home more energy efficient, Londoners are most likely to say they already reduce electricity use at home on electrical appliances and lighting.

Please indicate which options you have done/ are doing currently and which you would consider doing in the future to make your home more energy efficient and help prevent climate change.



Base: All adults aged 18+ in Inner/Outer London (2024:1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Attitudes to councils and the local area

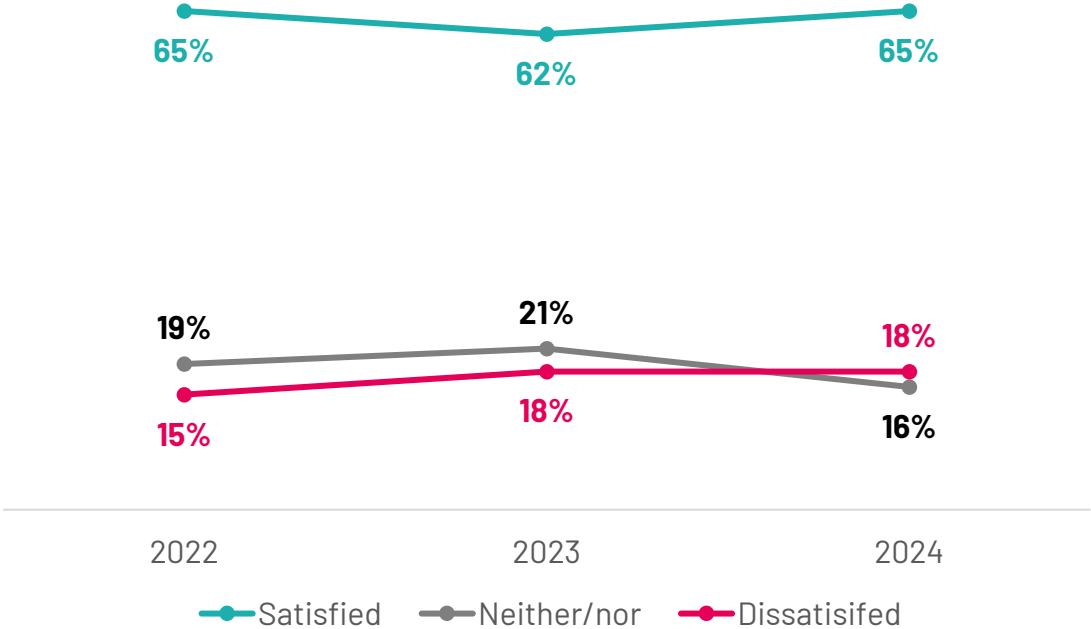
Satisfaction with the local area and local councils have held up in 2023, and most people feel a sense of belonging.

- There has been a slight uptick in how satisfied Londoners are with their local area as a place to live (65%, +3 percentage points). Likewise, nearly 7 in 10 Londoners continue to say they have a sense of belonging to their local area. Those who are satisfied with their council, local area, homeowners, and those with children are most likely to feel this sense of belonging.
- Most Londoners (74%) are satisfied with their home, up slightly from 2023 (+3). There has been a slight decline in how satisfied Londoners are with their local high street/town centre – yet 57% remain satisfied. But Londoners are divided about whether their local area and their high street/ town centre has got better, worse, or stayed the same.
- Half of Londoners are satisfied with how their local council runs things, in line with previous years.
- Londoners are increasingly optimistic about public services in London, with 40% (+4) saying they think they will improve over the next five years, though 31% disagree. Men, Londoners under 34s, and those with children in the household are particularly optimistic.
- When considering new policies that could be introduced in London, Londoners remain very supportive of policies that would support London’s infrastructure, like introducing a road tax (67%) and funding more pavements, footpaths and pedestrian areas (64%).

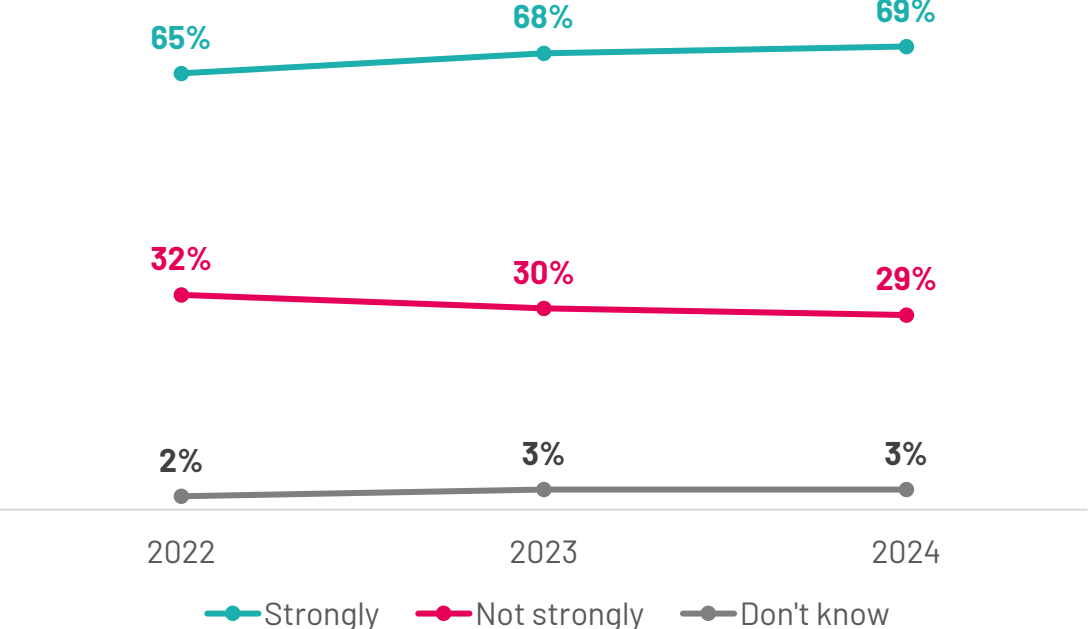


Two thirds of Londoners say they are satisfied with their local area as a place to live, with a majority of Londoners saying they feel a strong sense of belonging to their local area.

Q21_01. Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Q21_02. How strongly, if at all, do you feel you belong to your local area?

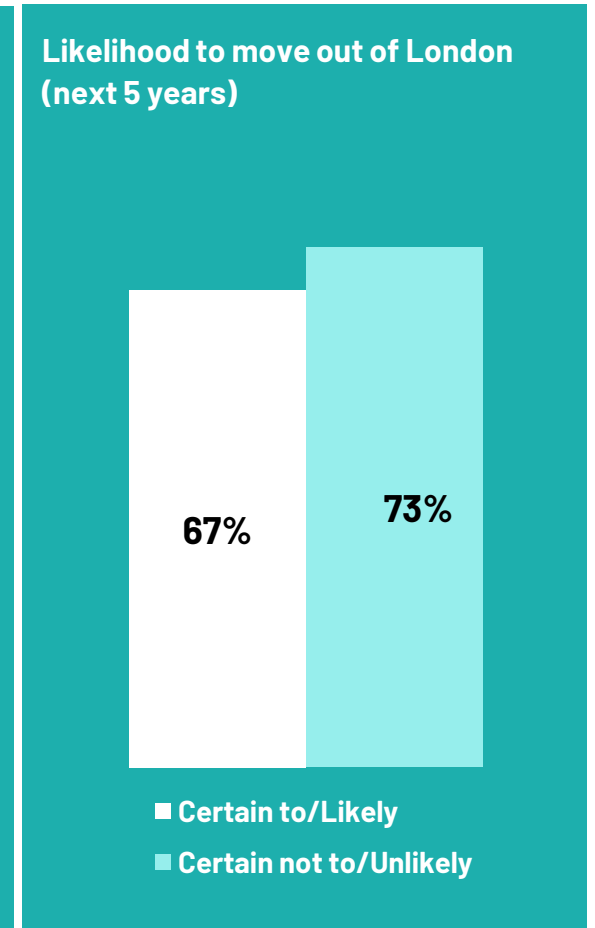
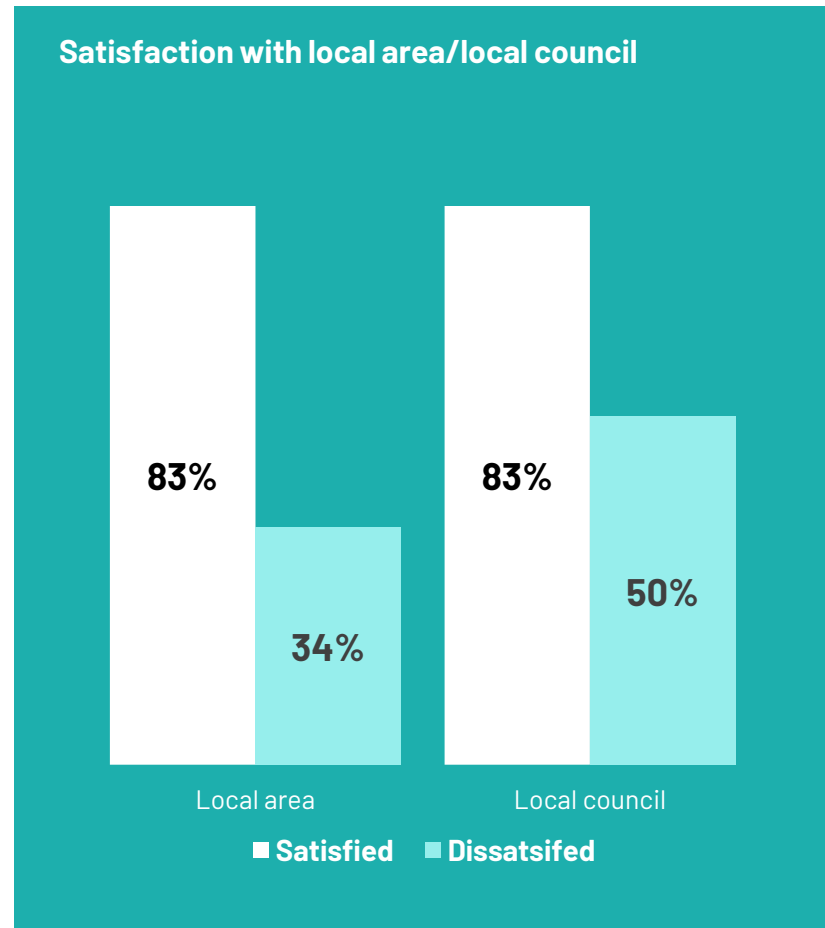
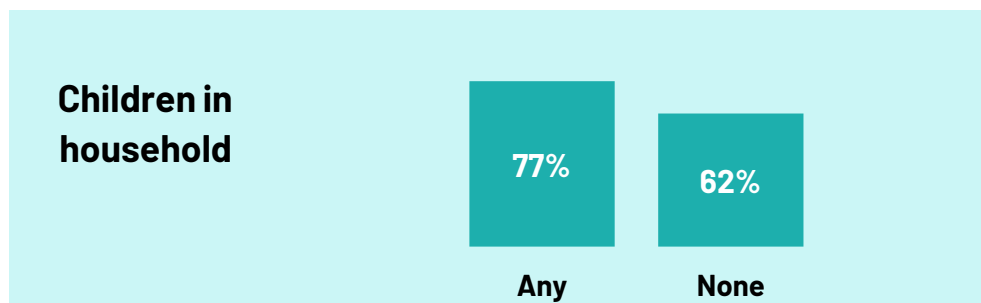
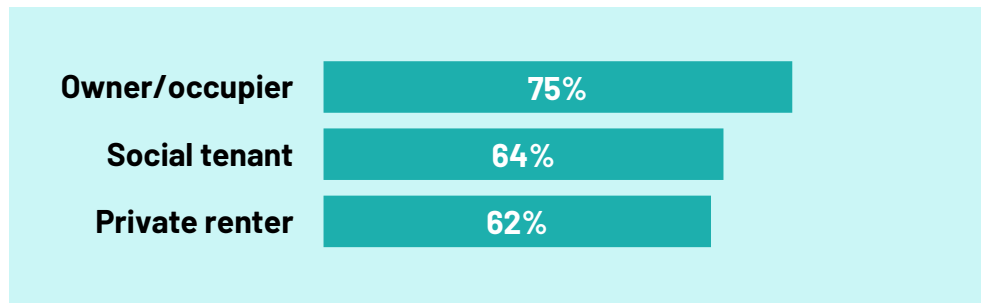
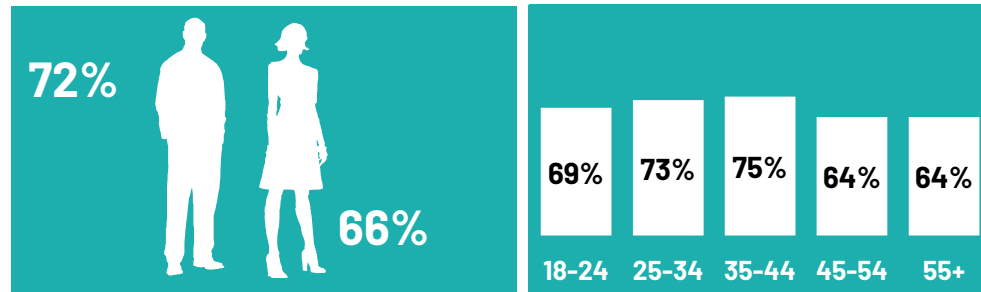


Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK



Londoners who are satisfied with the local area and council are more likely than average to say they feel strongly that they belong to their local area.

% feel strongly that they belong to their local area...



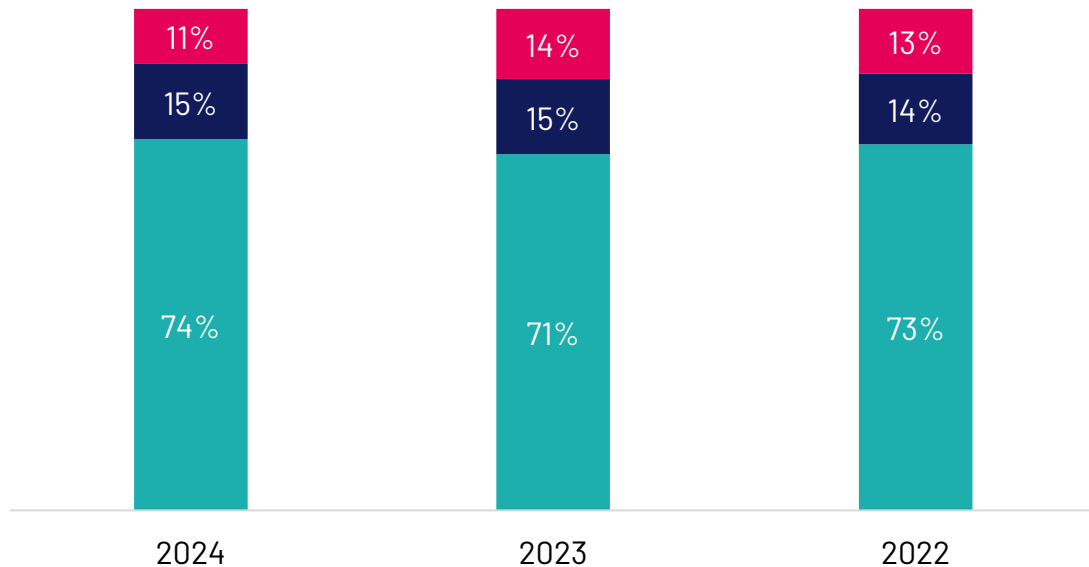
Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Londoners continue to have high levels of satisfaction with their current home and local high street.

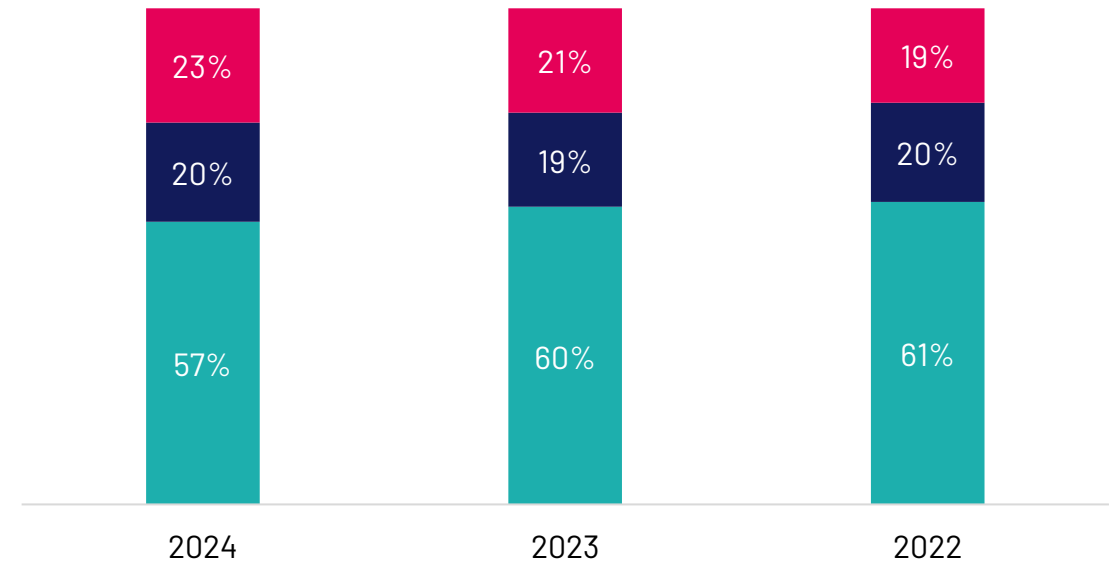
Q22_01. How satisfied or dissatisfied are you with each of the following?

Satisfied Neither Dissatisfied

...your current home



...your local high street or town centre

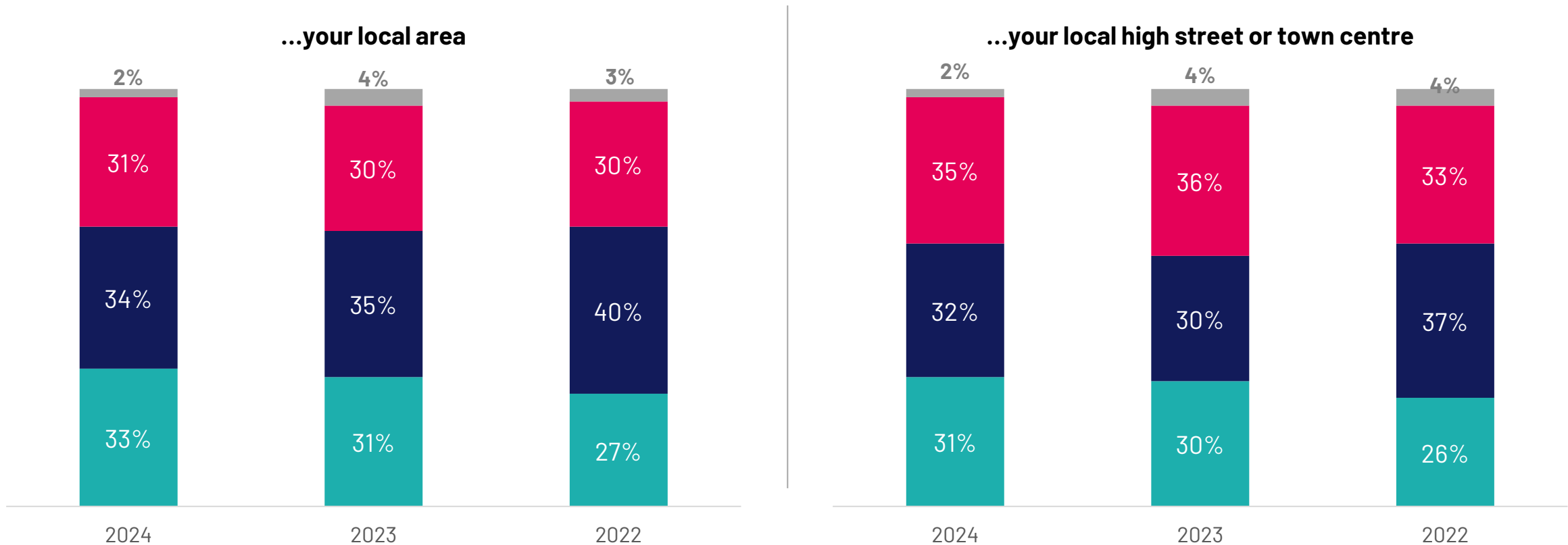


Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK

But Londoners continue to be divided in terms of whether their local area, and local high street has got better, worse, or stayed the same in the past two years.

Q22_02. And over the past two years, do you think each of the following has got better, got worse, or stayed the same?

■ Got better
 ■ Stayed the same
 ■ Got worse
 ■ Don't know

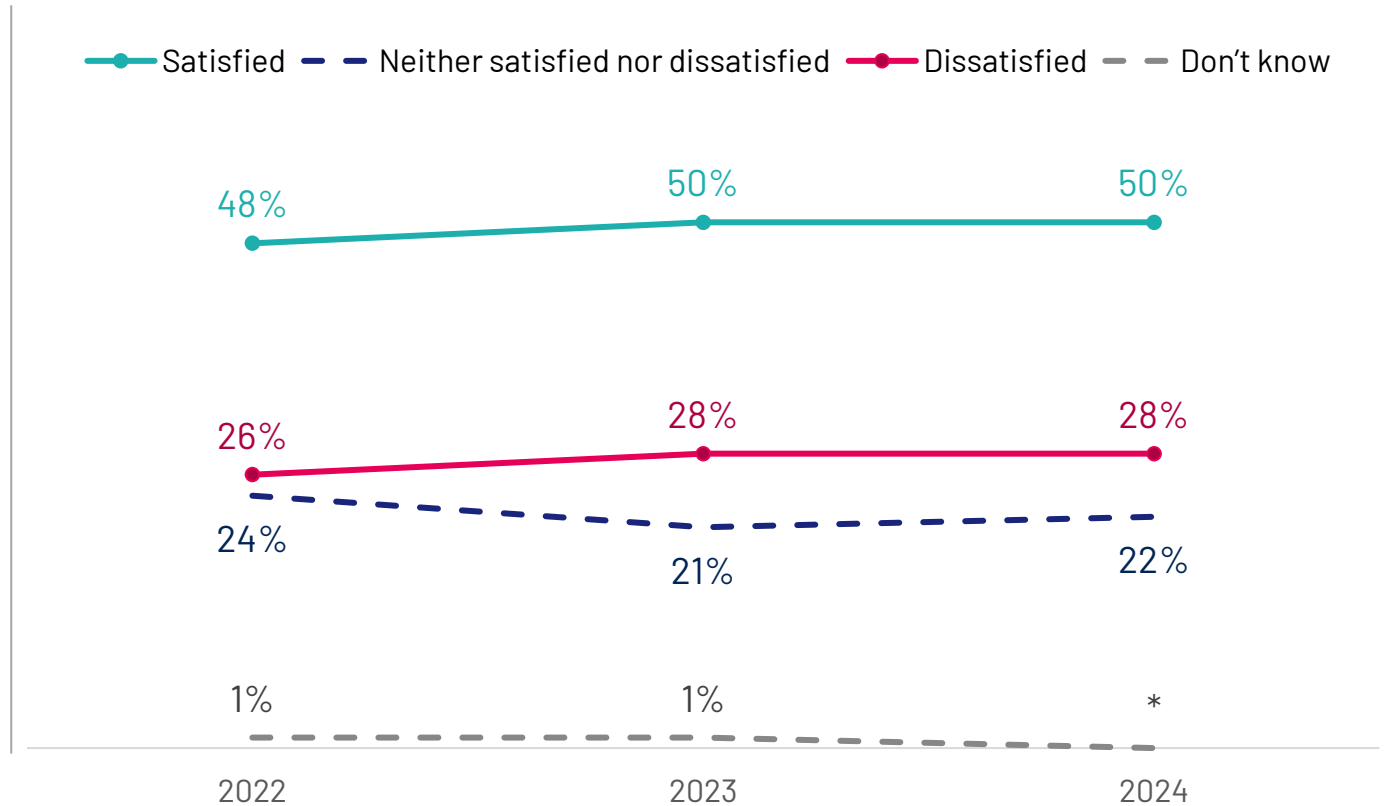
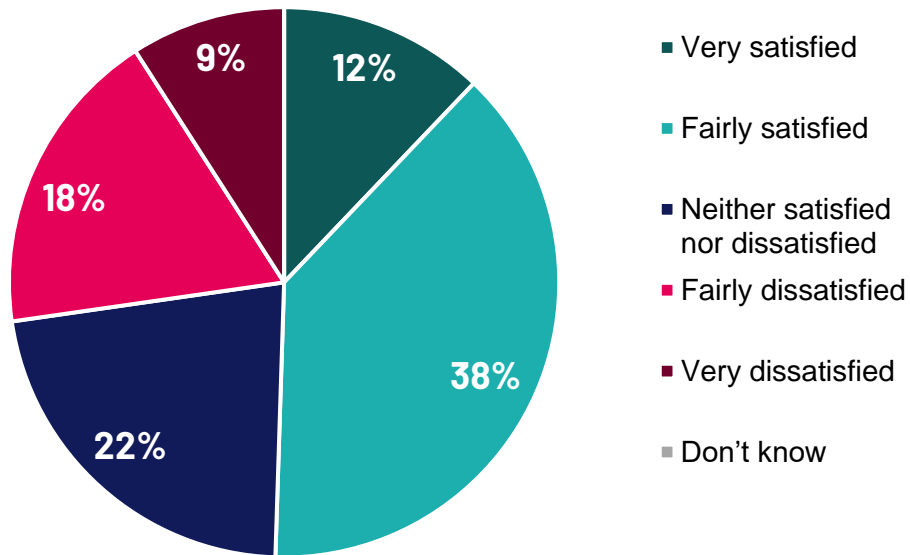


Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK



Half of Londoners continue to be satisfied with the way that their local council runs things.

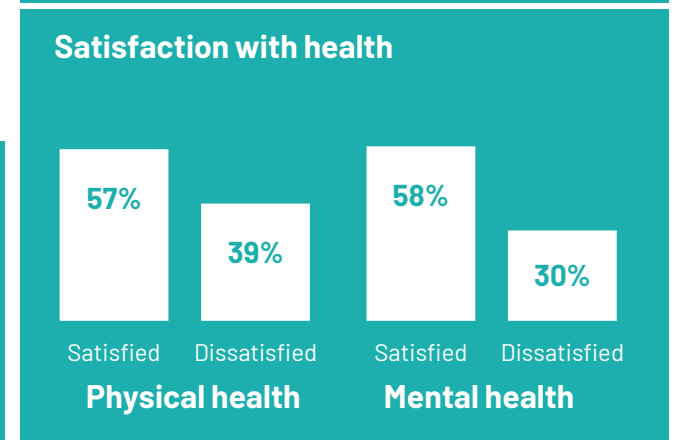
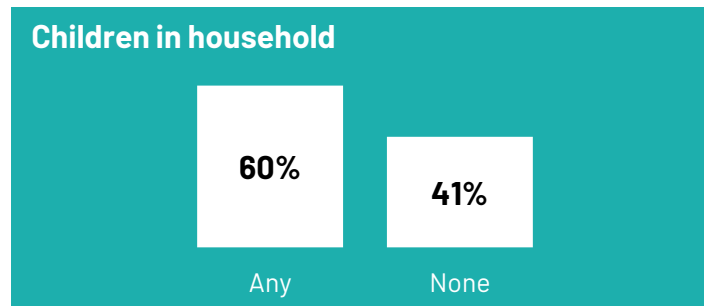
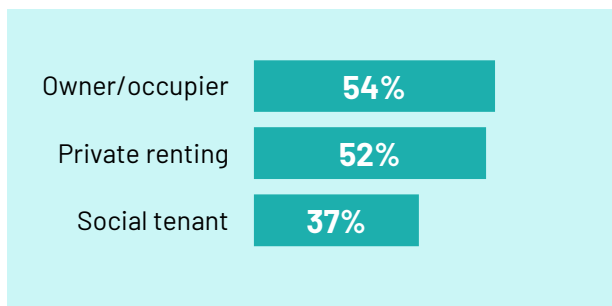
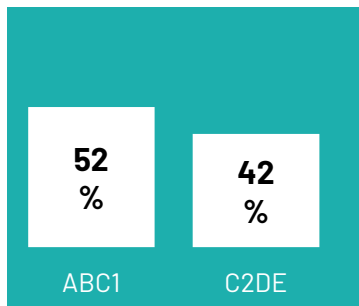
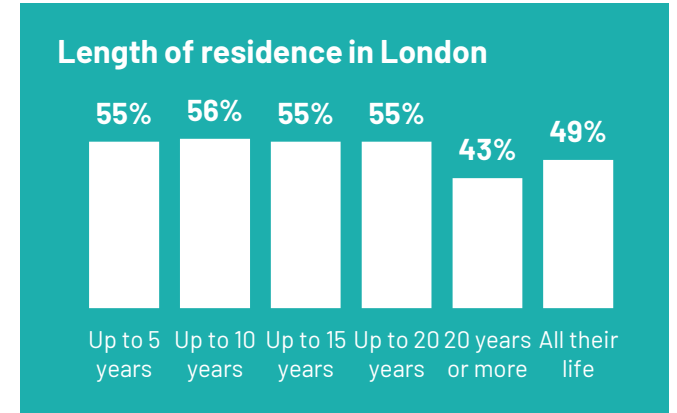
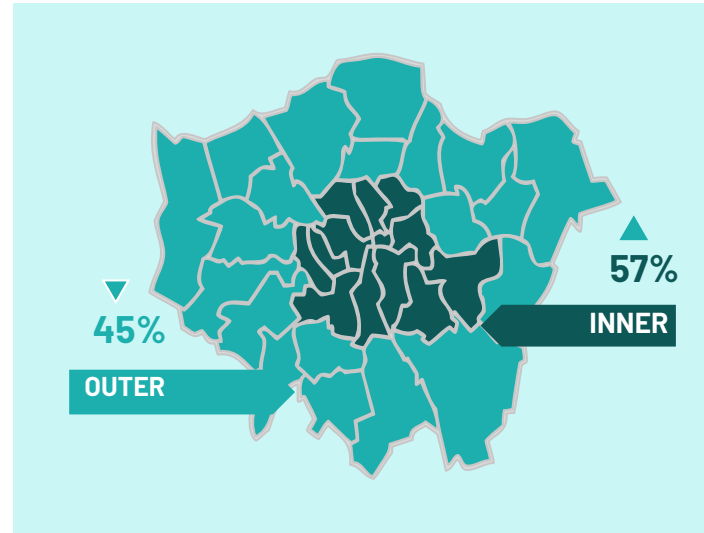
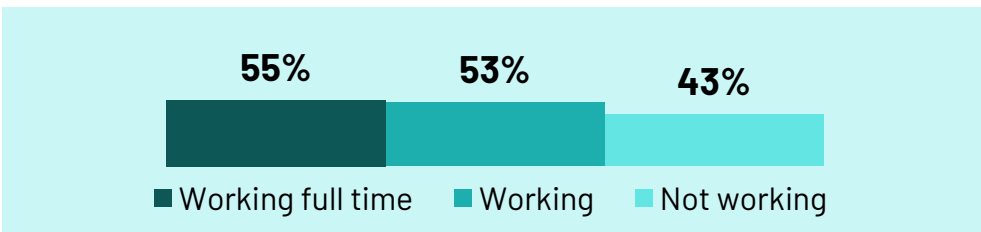
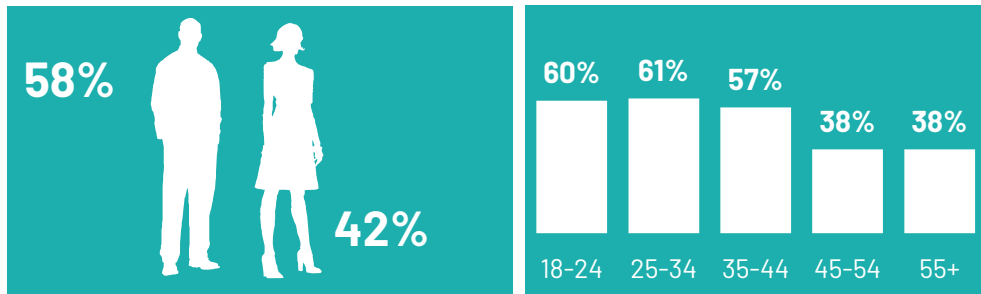
Q2. Overall, how satisfied or dissatisfied are you with the way your local council runs things?



Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Women, those aged over 45, from outer London, social renters, those in socio-economic grade C2DE and those with no children in the household are less satisfied with their local council than average.

% satisfied with their how their local council runs things



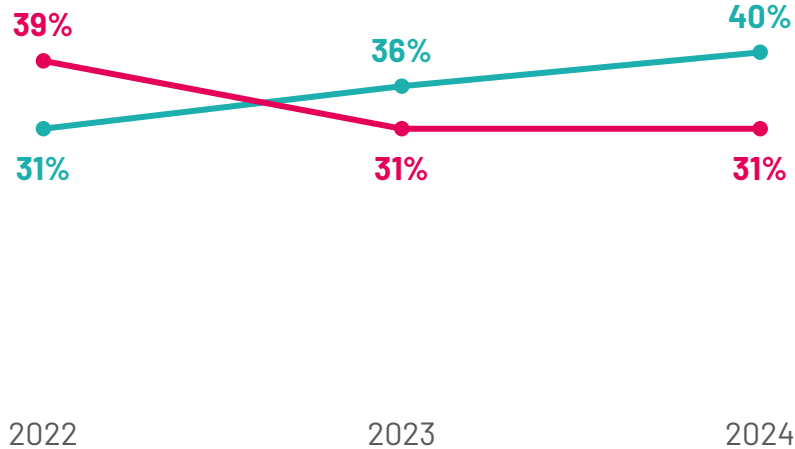
Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Londoners are increasingly optimistic about public services and London's economy over the next five years.

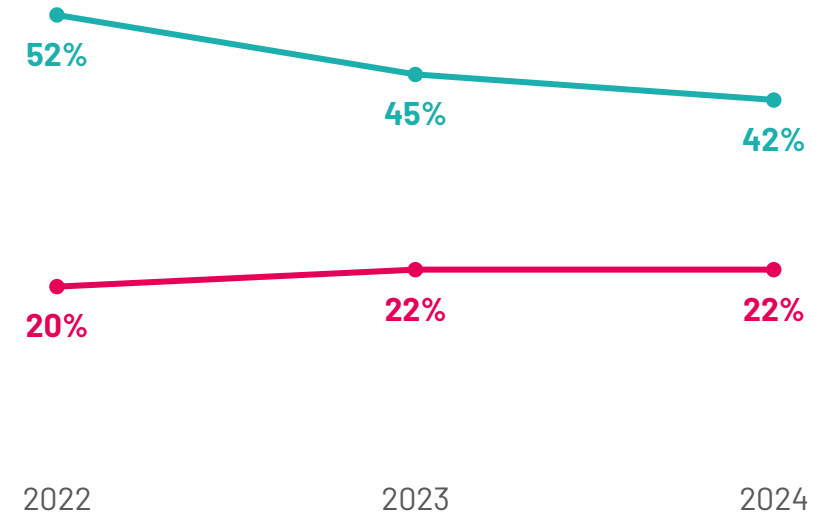
% agree % disagree

Q16. To what extent do you agree or disagree with each of the following statements?

Public services in London will improve over the next five years



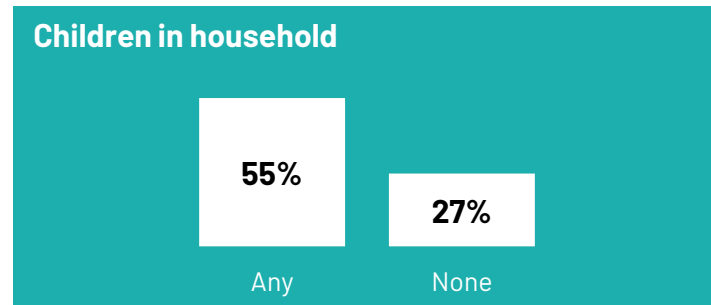
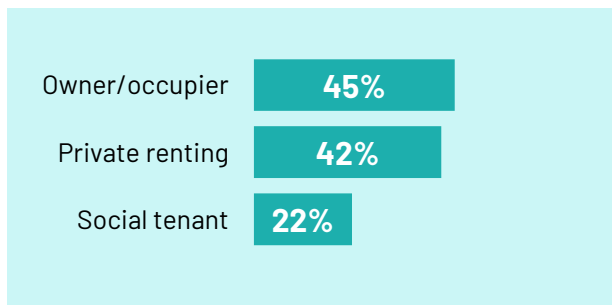
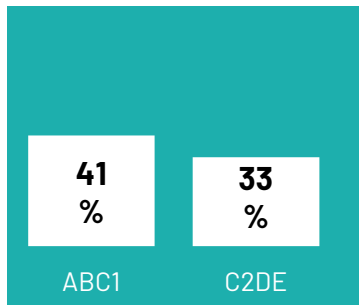
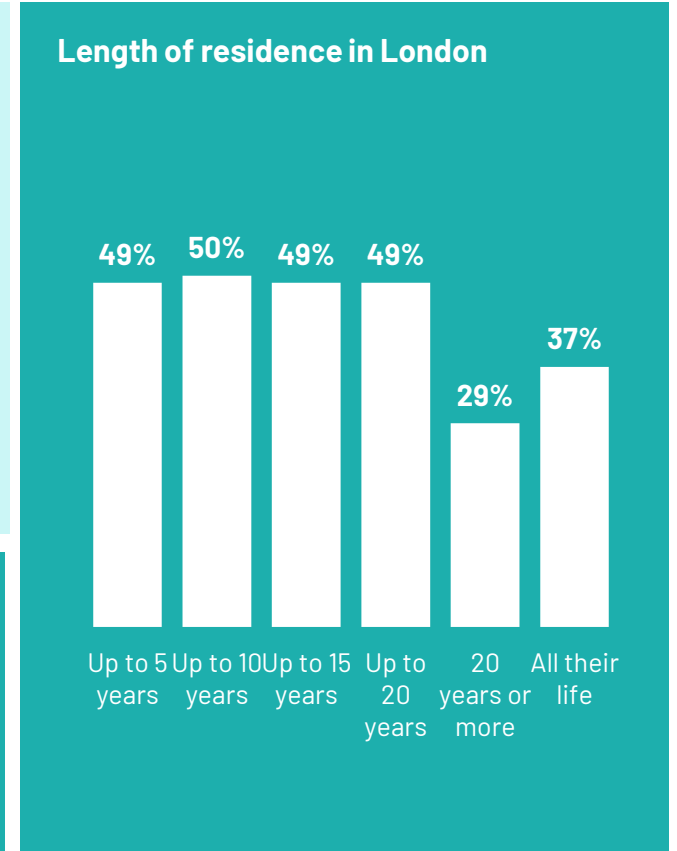
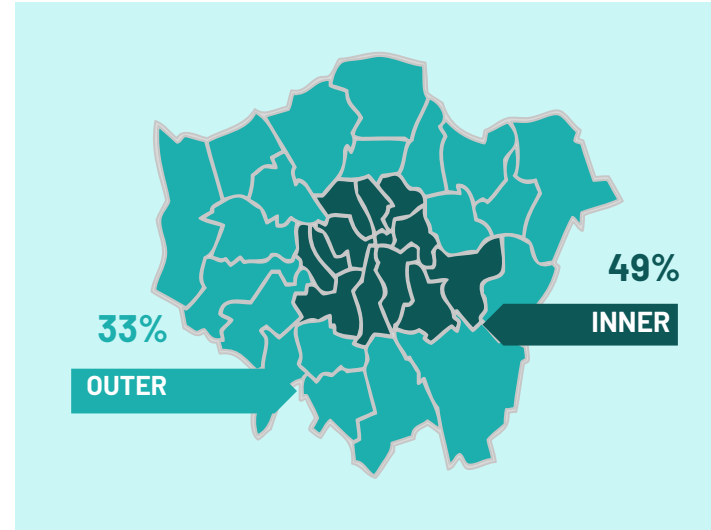
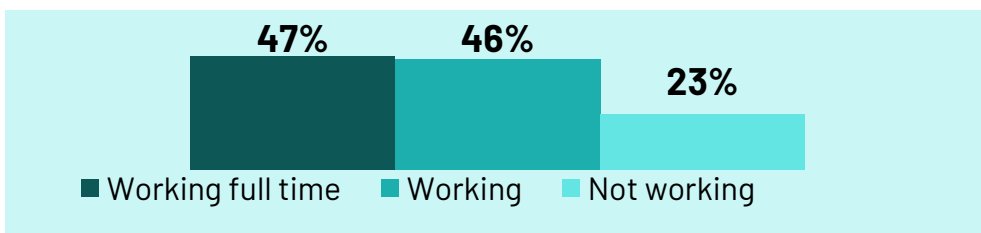
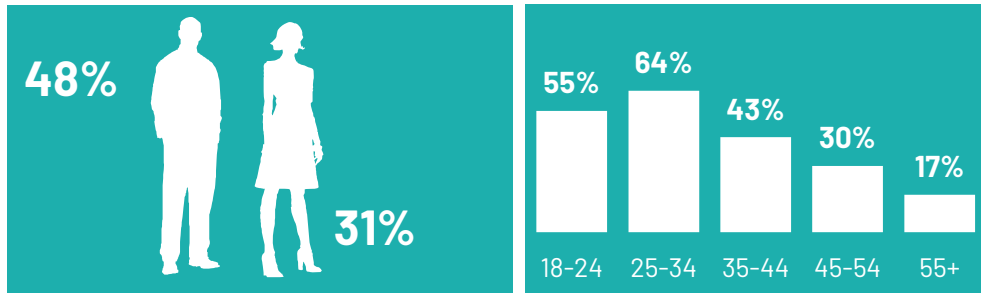
London's economy will become weaker over the next five years



Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Men, 18-34s, those in work, as well as those in inner London are more likely than average to agree that public services in London will improve over the next five years.

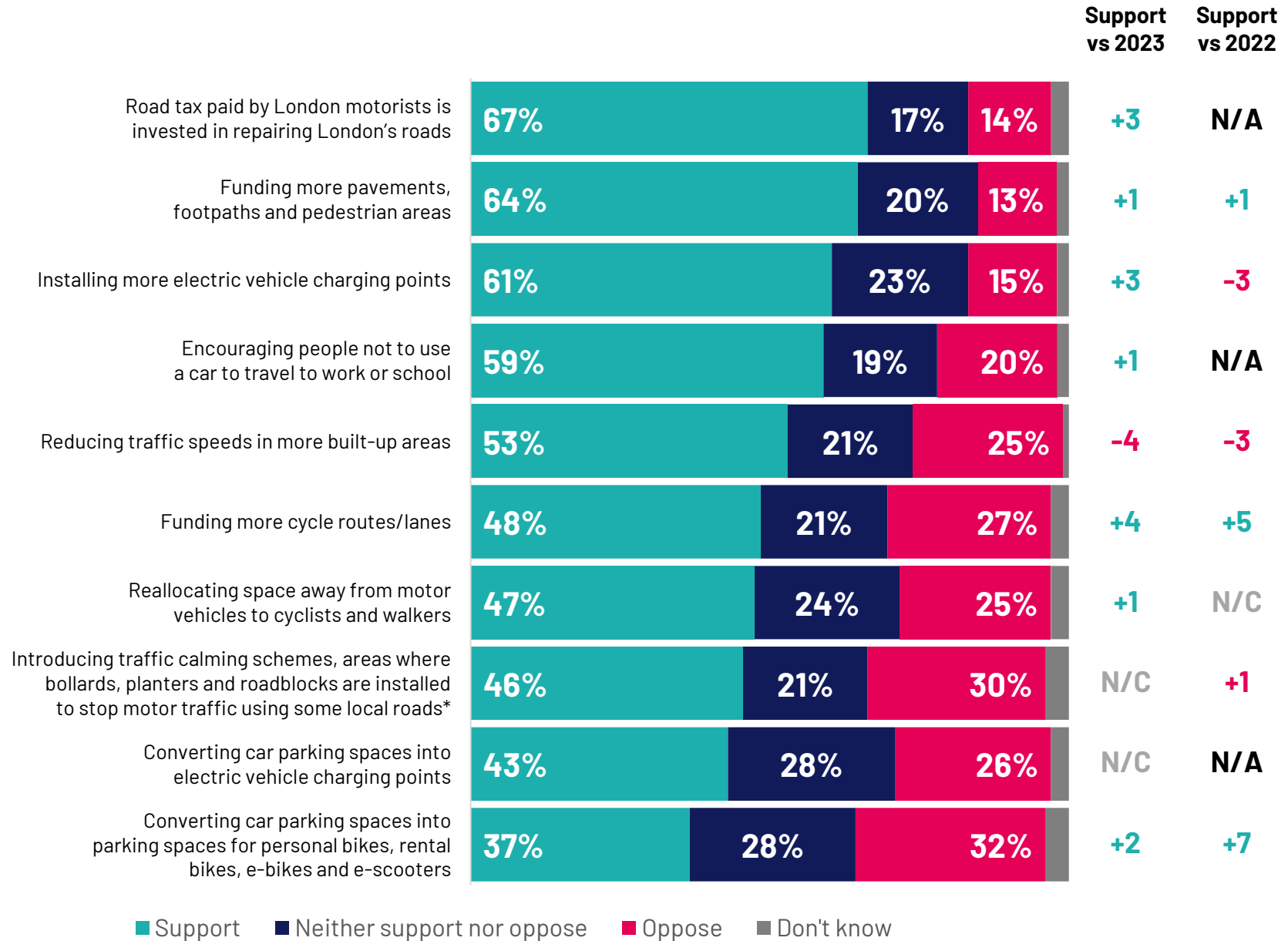
% agree that public services in London will improve over the next five years...



Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Londoners continue to be most supportive of introducing a road tax paid by London motorists. There has been a slight fall in support for reducing traffic speeds in more built-up areas.

Q21_04. 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 (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

London's institutions and devolution

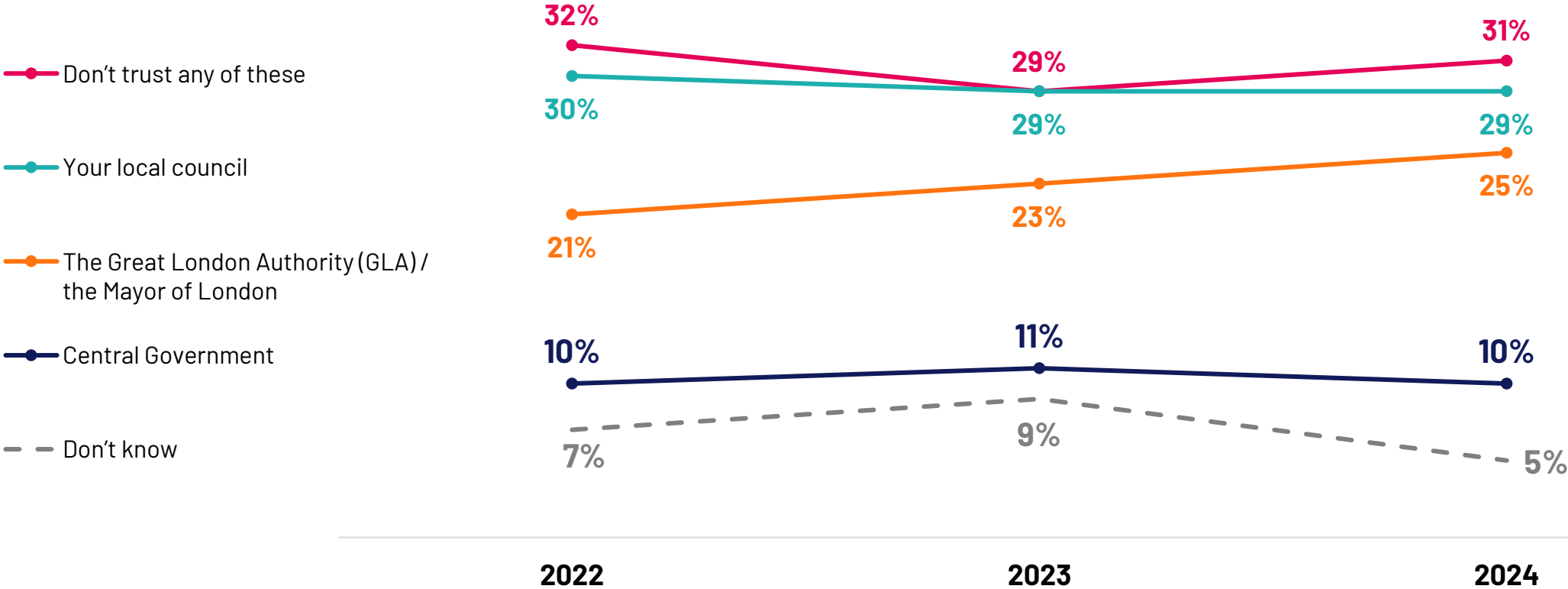
Londoners continue to support more powers being transferred to London, especially around housing and transport.

- Londoners are now slightly more likely to say that they do not trust any of the key institutions to make decisions on how services are provided in their local areas. Amongst the institutions, local councils continue to be most trusted. The upward trend in trust in the GLA/ Mayor of London has continued.
- Almost half (46%) of Londoners continue to support transferring more powers to councils.
- Support for transferring powers to London's regional and local government continues to be stronger when Londoners are faced with specific policy areas like housing (61%) and public transport (61%).
- Half (49%) of Londoners agree that the Mayor of London and London boroughs currently have enough powers to develop solutions that work for local communities. This continues an upward trend from 2022 (42%) and 2023 (45%).
- 44% of Londoners want to see local councils have more powers over tax and spending, in line with 2023. Support for local councils having more powers rises if it means local communities have more say over how revenues are spent locally (70%), or if the spending remains in London (64%). But support continues to be weaker if it means that London and other parts of the UK pay different rates of taxation (40%).



Local government continues to be more trusted than central government to make decisions on how services are provided locally. Though more Londoners now do not trust any governmental institution.

Q14. Which of these, if any, do you trust most to make decisions about how services are provided in your local area?



Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK

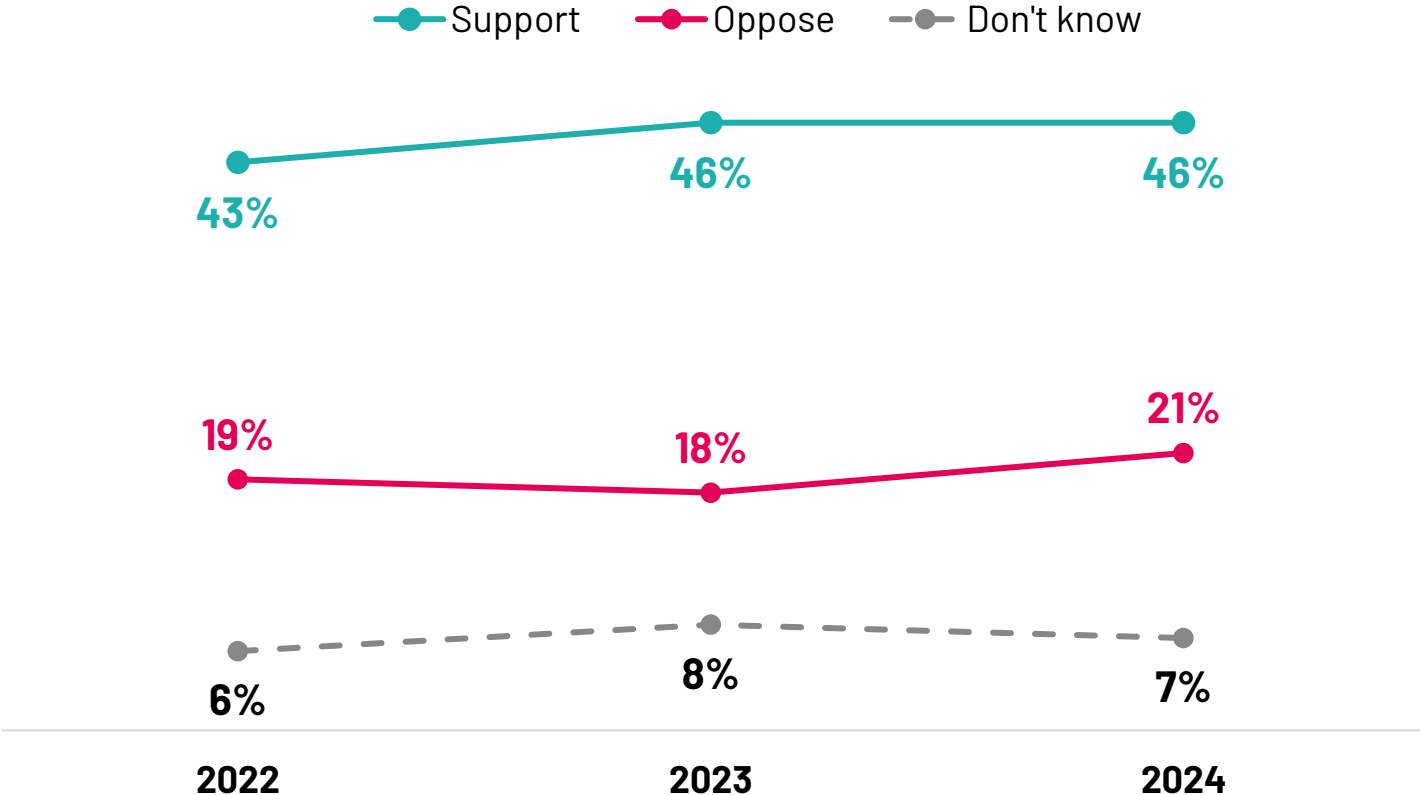


Support for granting more powers to London remains in line with 2023.

INTRO. A growing number of cities across England are agreeing devolution deals with central government. Devolution means transferring powers over budgets and services from central government to local government.

In London, devolution means transferring more powers to London local and regional government – that is the London Mayor and the London Boroughs.

Q15. To what extent, if at all, do you support or oppose transferring more powers to London?

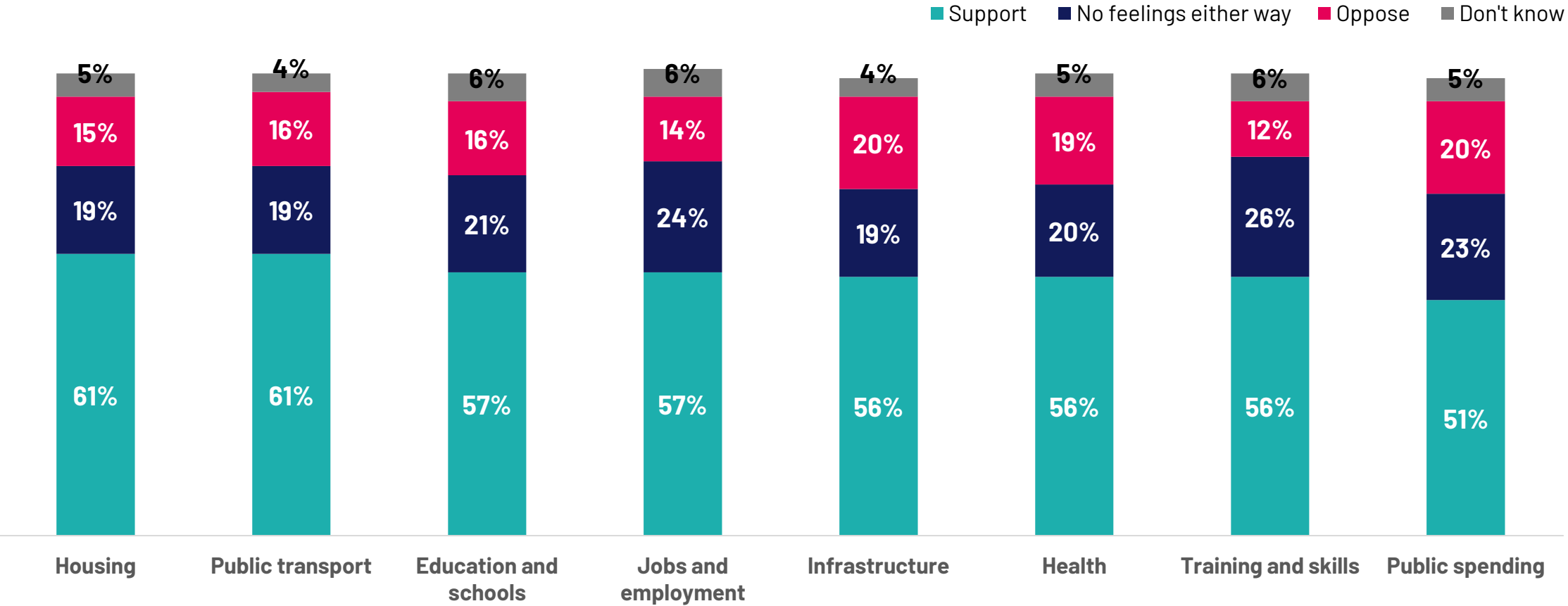


Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK



Londoners support more powers being transferred to London local and regional government for housing and public transport in particular.

Q22_11. And to what extent, if at all, do you support or oppose transferring more powers to London local and regional government in terms of each of the following?

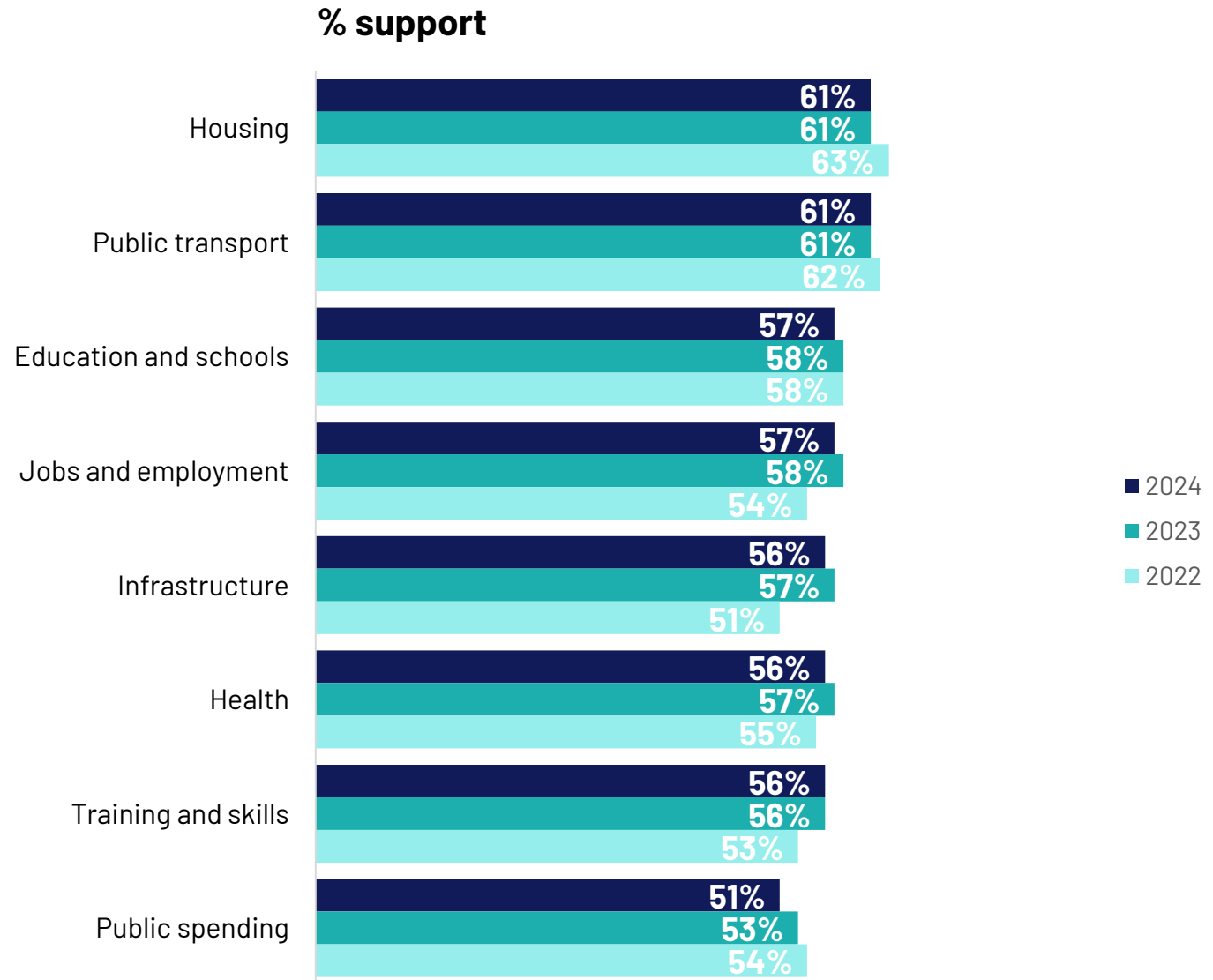


Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK



Levels of support for transferring powers for different policy areas is consistent with previous years.

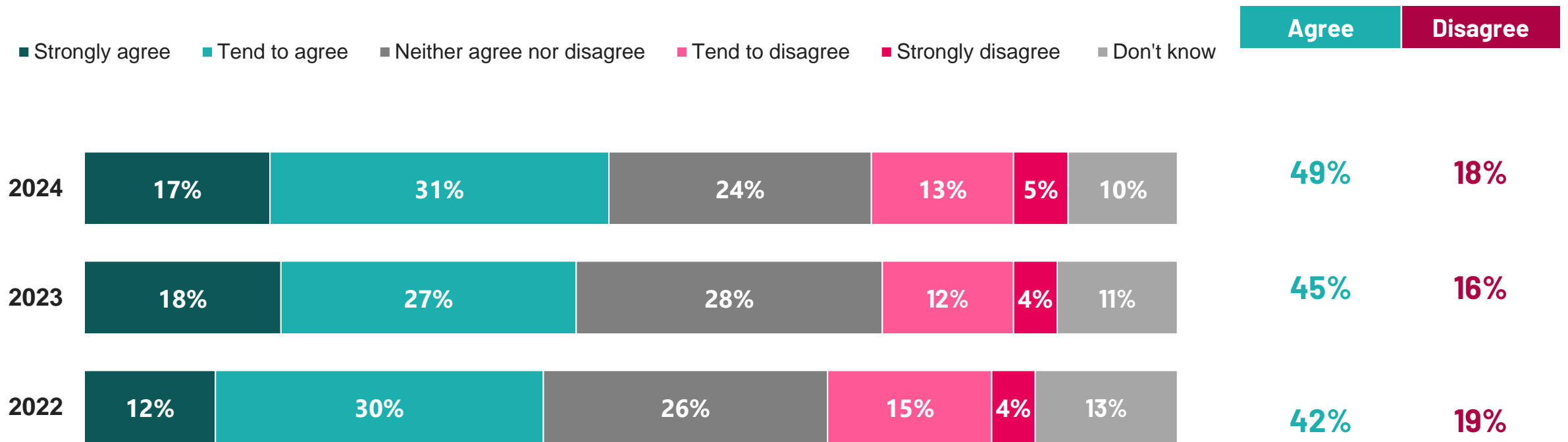
Q22_11. And to what extent, if at all, do you support or oppose transferring more powers to London local and regional government in terms of each of the following?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Nearly half of Londoners agree that the Mayor of London and London boroughs have enough power to develop solutions that work for communities in their area.

Q22_12. To what extent would you agree or disagree that the Mayor of London and London boroughs currently have enough power to develop solutions that work for communities in your area?

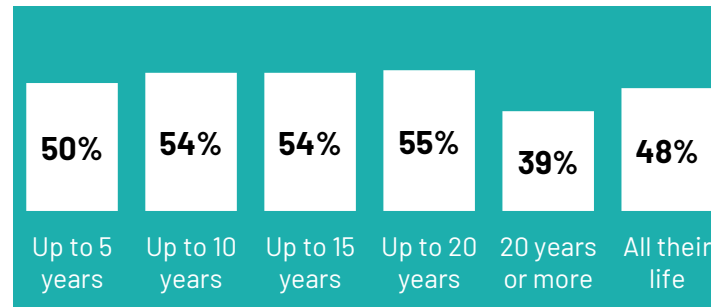
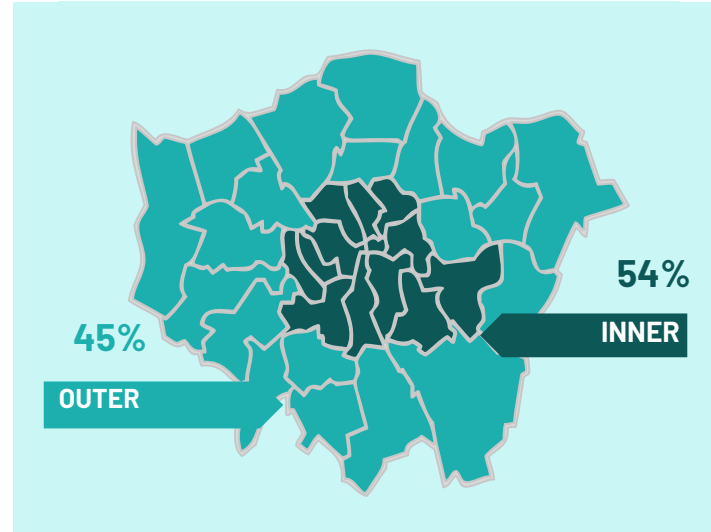
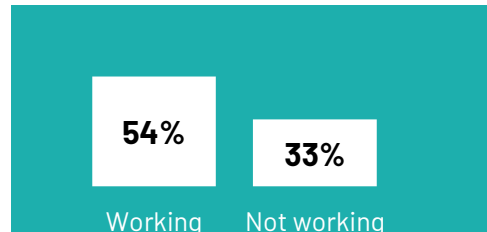
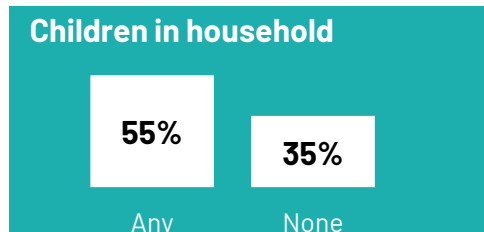
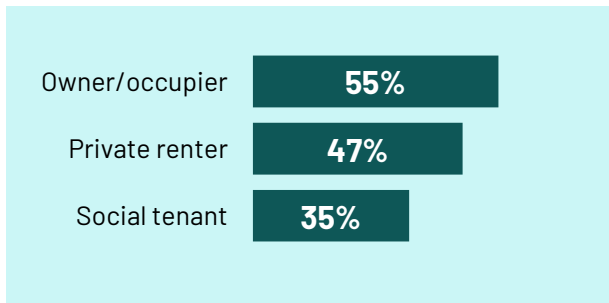
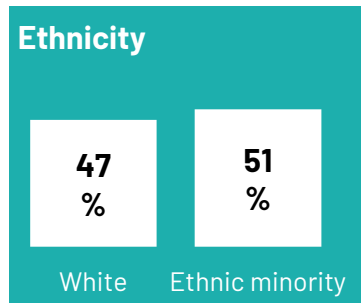
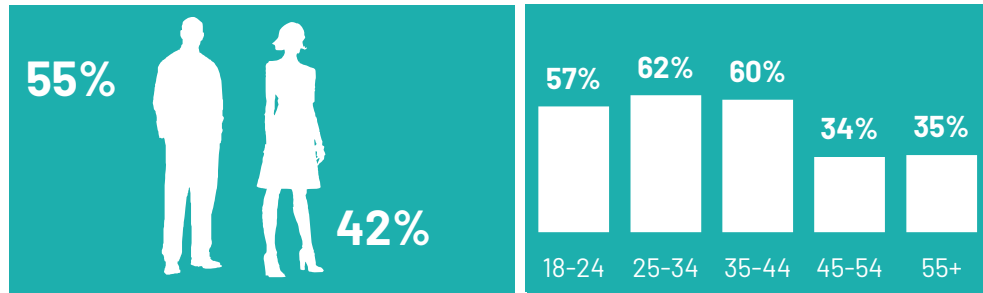


Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK



Men, Londoners aged under 45, and those who are satisfied with their local council and local area are more likely to agree the Mayor of London and London boroughs currently have enough power.

% agree that the Mayor of London and London boroughs currently have enough power to develop solutions that work for communities in your local area



Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Londoners were asked for views about giving local councils more fiscal power...

INTRO. Currently, most taxes in the UK are controlled by the UK government, with tax rates set by the Government and the Treasury determining how money should be distributed across government.

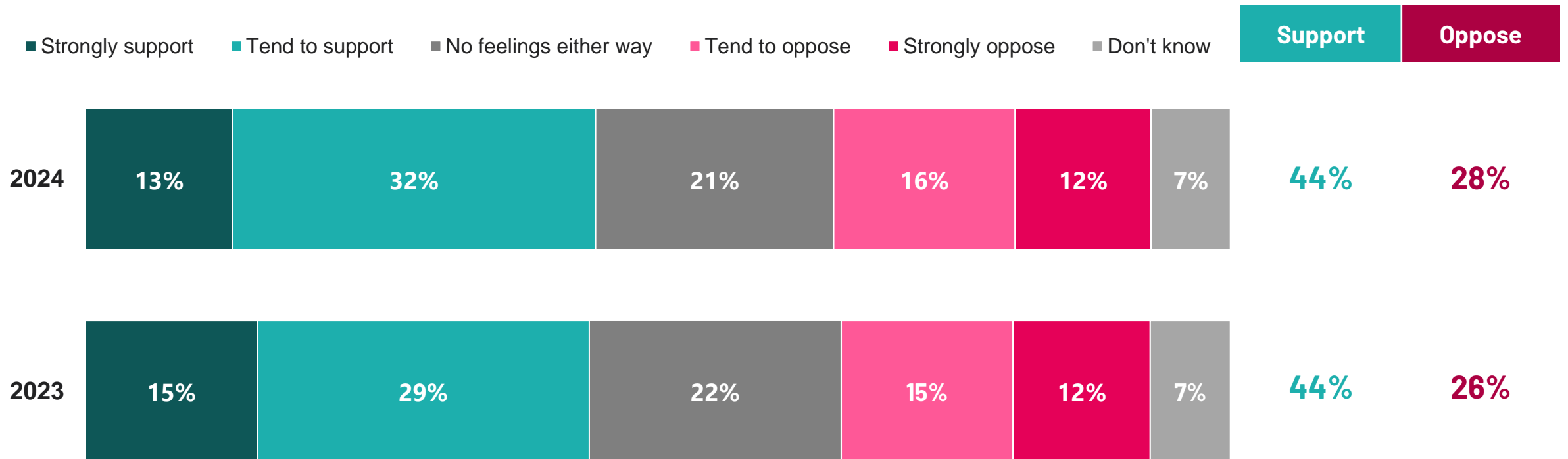
In England, local authorities set council tax rates up to a limit set by the government and collect and keep the revenue.

Some argue that local councils should have increased powers to set levels of tax and decide how it is spent, even if it means levels of tax differ between London and other parts of the country.

Q23_08. To what extent do you support or oppose local councils having more powers over tax setting and spending locally?

Londoners lean towards supporting giving local councils more taxation and spend powers, as also seen in 2023.

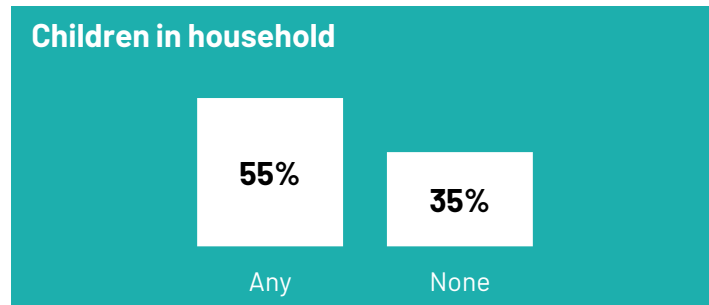
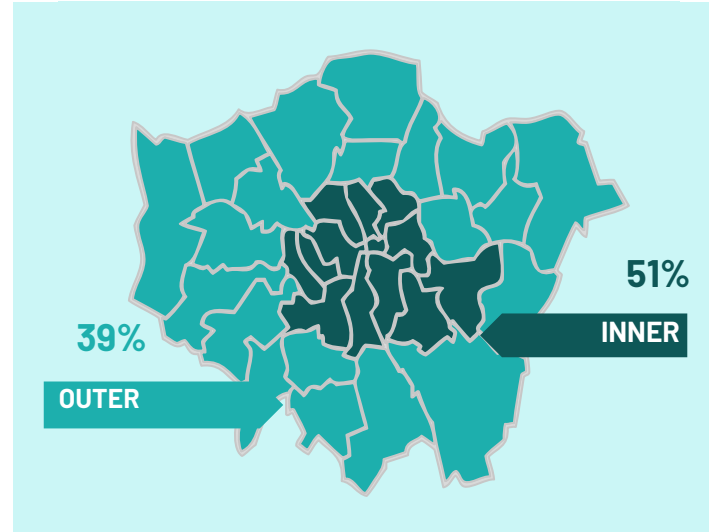
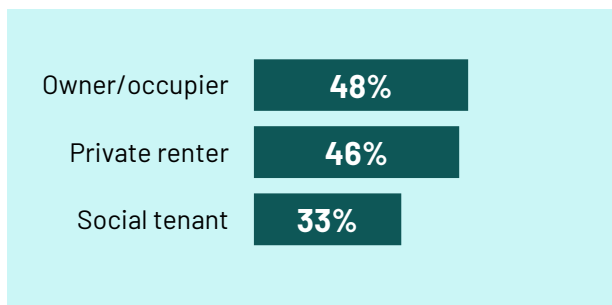
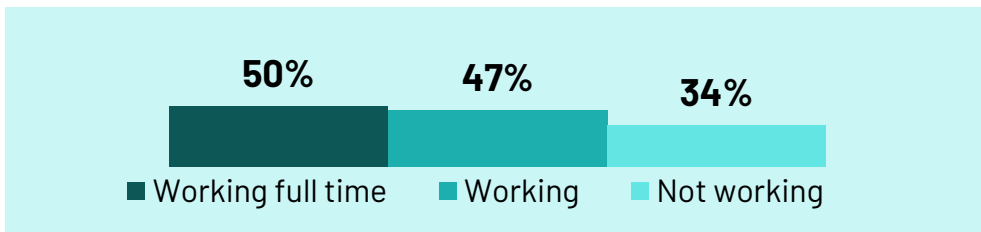
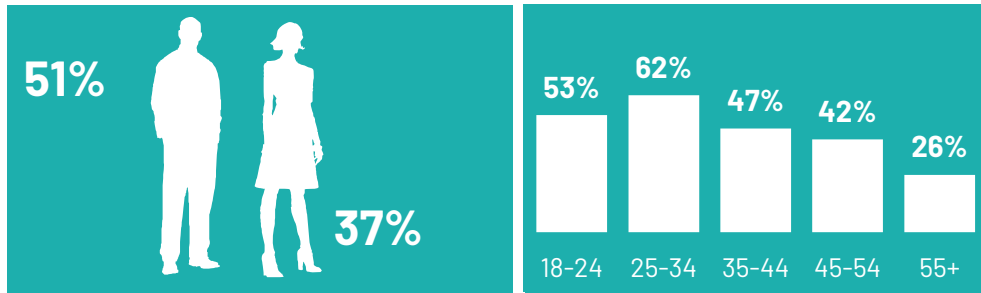
Q23_08. To what extent do you support or oppose local councils having more powers over tax setting and spending locally?



Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Support is highest among men, people aged under 34, and those who live in Inner London.

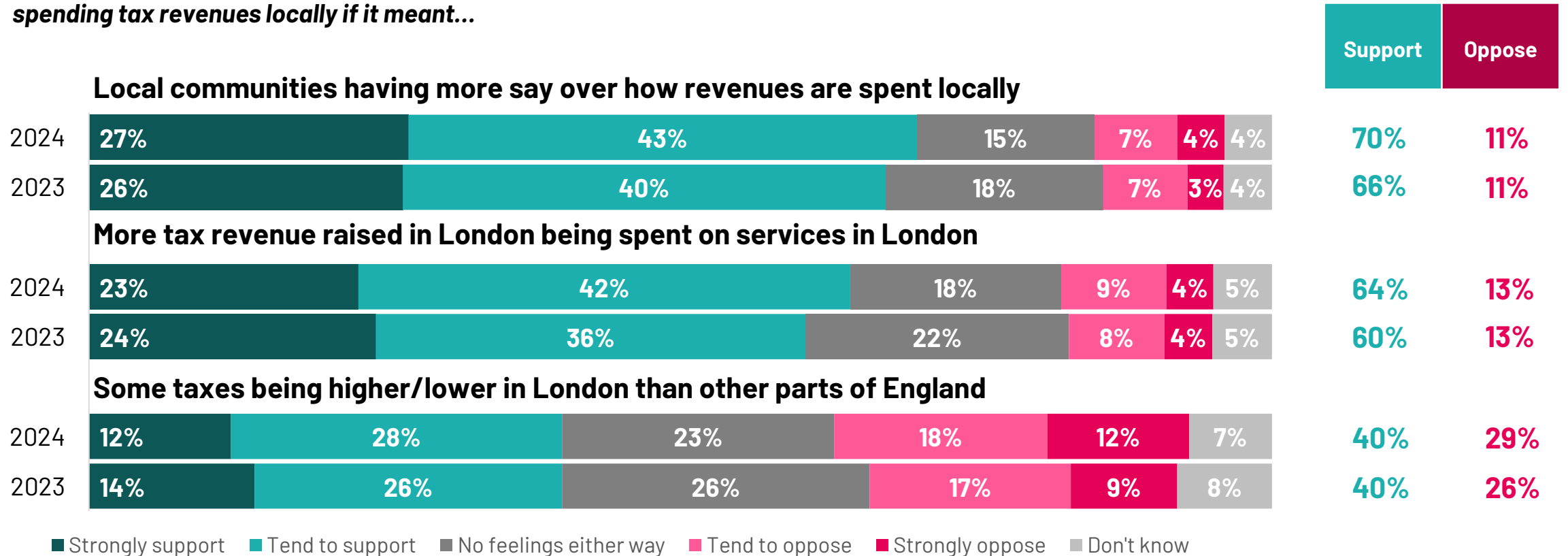
% support local councils having more powers over tax setting and spending locally...



Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000): Fieldwork dates 1-17 October 2024; Source: Ipsos UK

A majority of Londoners support local councils having more power over tax and spending if it meant local communities having more of a say.

Q23_09. And to what extent do you support or oppose local councils having more powers over setting and spending tax revenues locally if it meant...



Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Employment

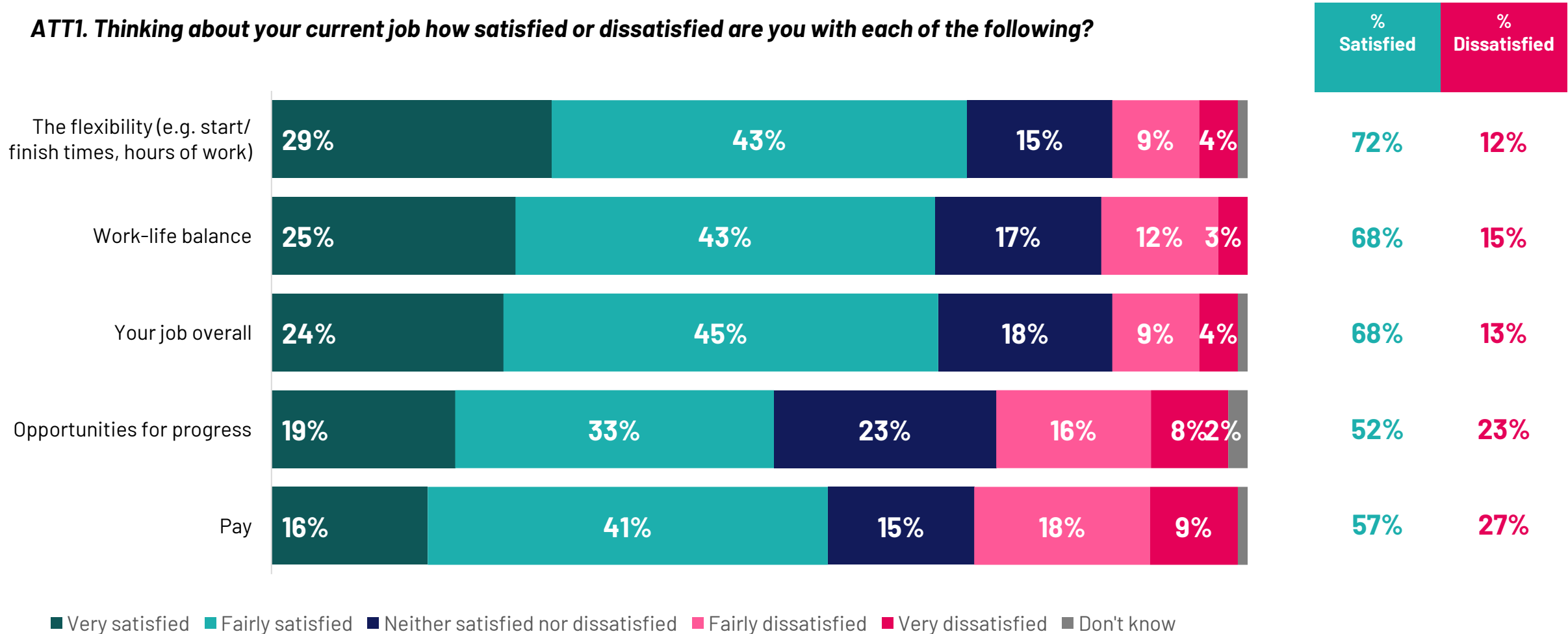
A new series of questions were asked in 2024 exploring attitudes towards employment among Londoners. The findings identify high levels of satisfaction among those in work for the flexibility, work-life balance, and their job overall.

- Around 7 in 10 of those in work say they are satisfied with the flexibility of their work (72%), their work-life balance and their job overall (both 68%). Likewise, over half of those in work are satisfied with their pay (57%) and opportunities for progress (52%).
- Job satisfaction is lower among those dissatisfied with their physical or mental health.
- The main barriers to employment are pay (17%), job flexibility and travel costs (both 15%).
- Half (53%) of Londoners would use a job website to access information about employment opportunities. This is followed by recruitment agencies (35%) and friend or family member (27%). Around 1 in 5 would go to their local council (20%) or the GLA (17%).
- Digital technology and the internet plays a key role in helping Londoners find paid work. 30% say that access to digital technology/the internet has / would help them find paid work. Likewise, 22% say support with using technology has / would help them find paid work. Support and training is also important, with 23% referencing support and training around finding a new job (e.g. interview skills, CV skills) and 21% referencing work-related skills training (e.g. for spoken/ written English, IT, job-specific skills).



Around 7 in 10 Londoners who work say that they are satisfied with the flexibility of their job, their work-life balance, and their job overall.

ATT1. Thinking about your current job how satisfied or dissatisfied are you with each of the following?

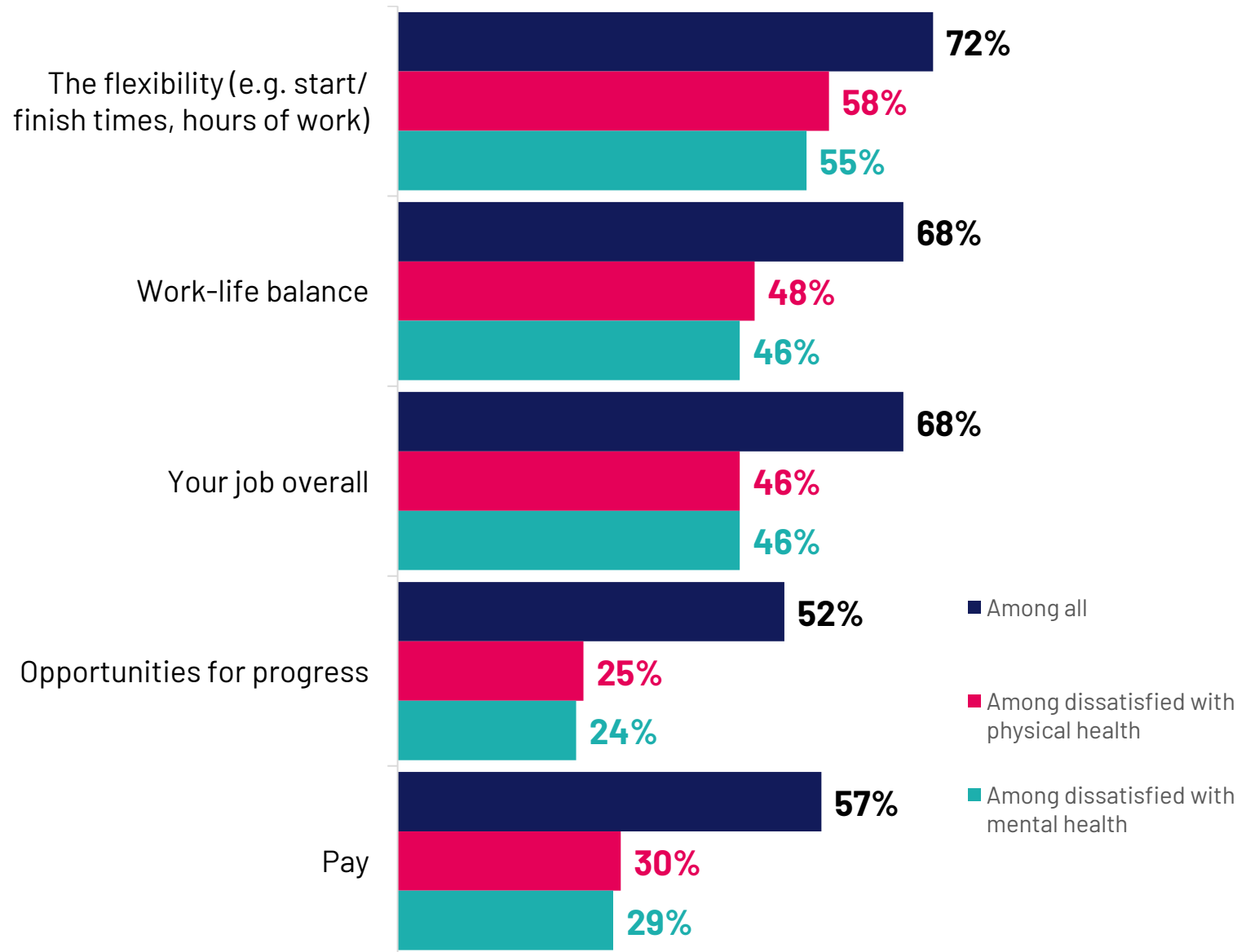


Base: All adults aged 18+ in Inner/Outer London who are in work (2024: 745); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK



Londoners who are dissatisfied with their physical and mental health are less likely to be satisfied with various aspects of their job.

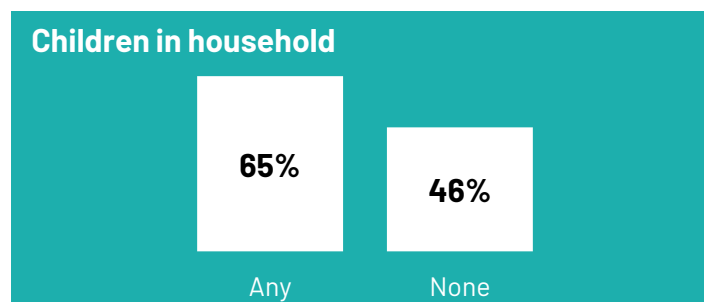
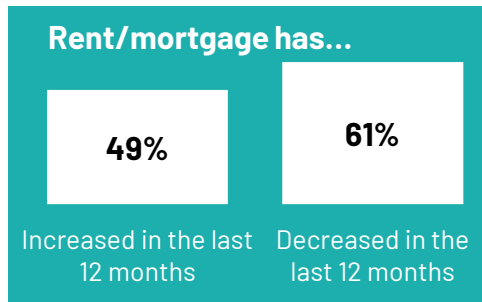
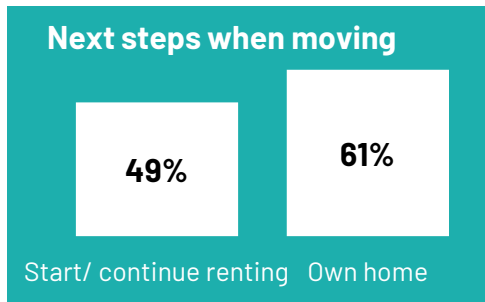
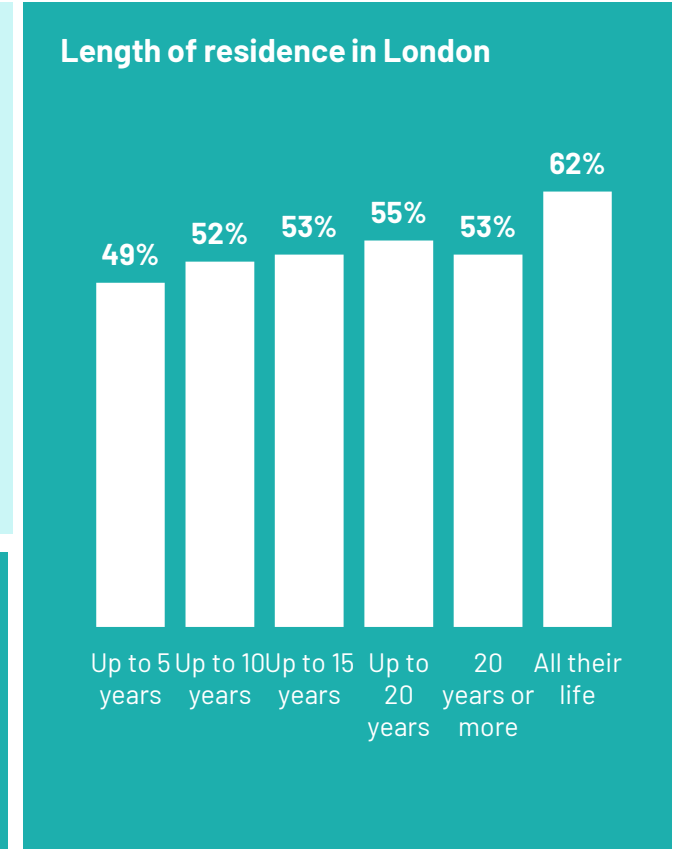
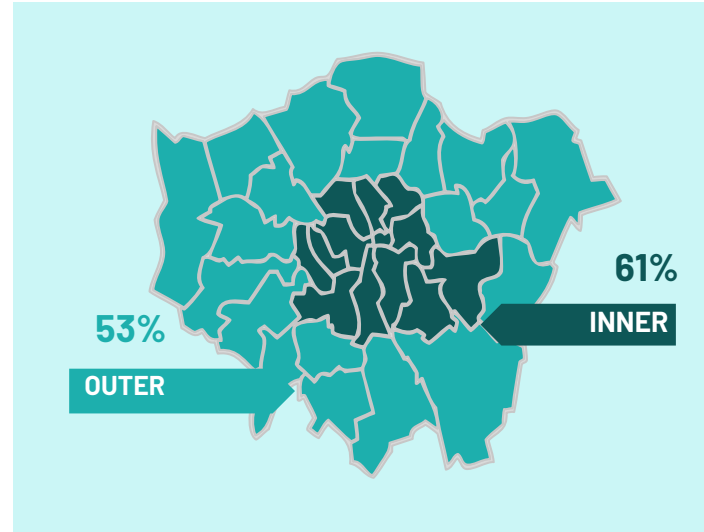
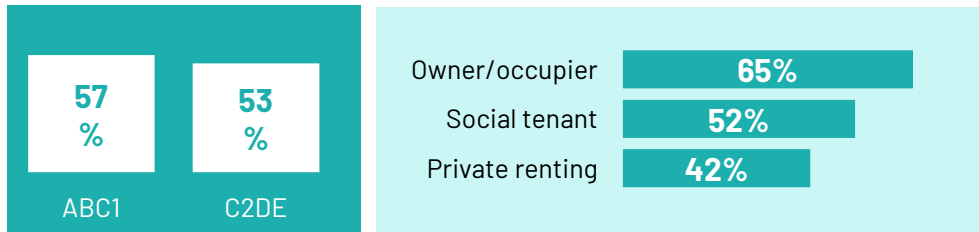
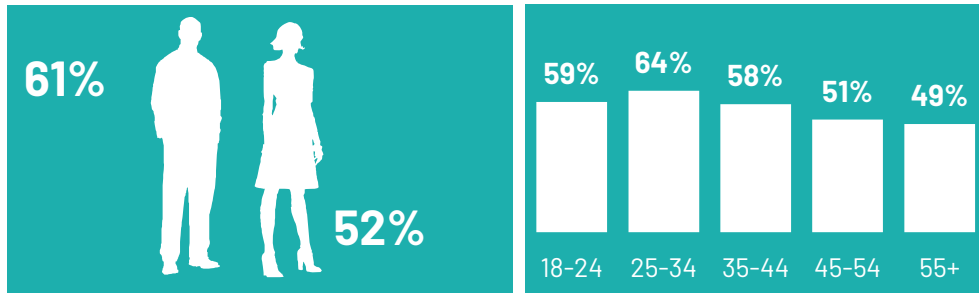
ATT1. Thinking about your current job how satisfied or dissatisfied are you with each of the following?



Base: All adults aged 18+ in Inner/Outer London who are in work (2024: 745); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Private renters, those newest to London, and those who have seen their rent/mortgage increase in the last 12 months are less likely to be satisfied about pay.

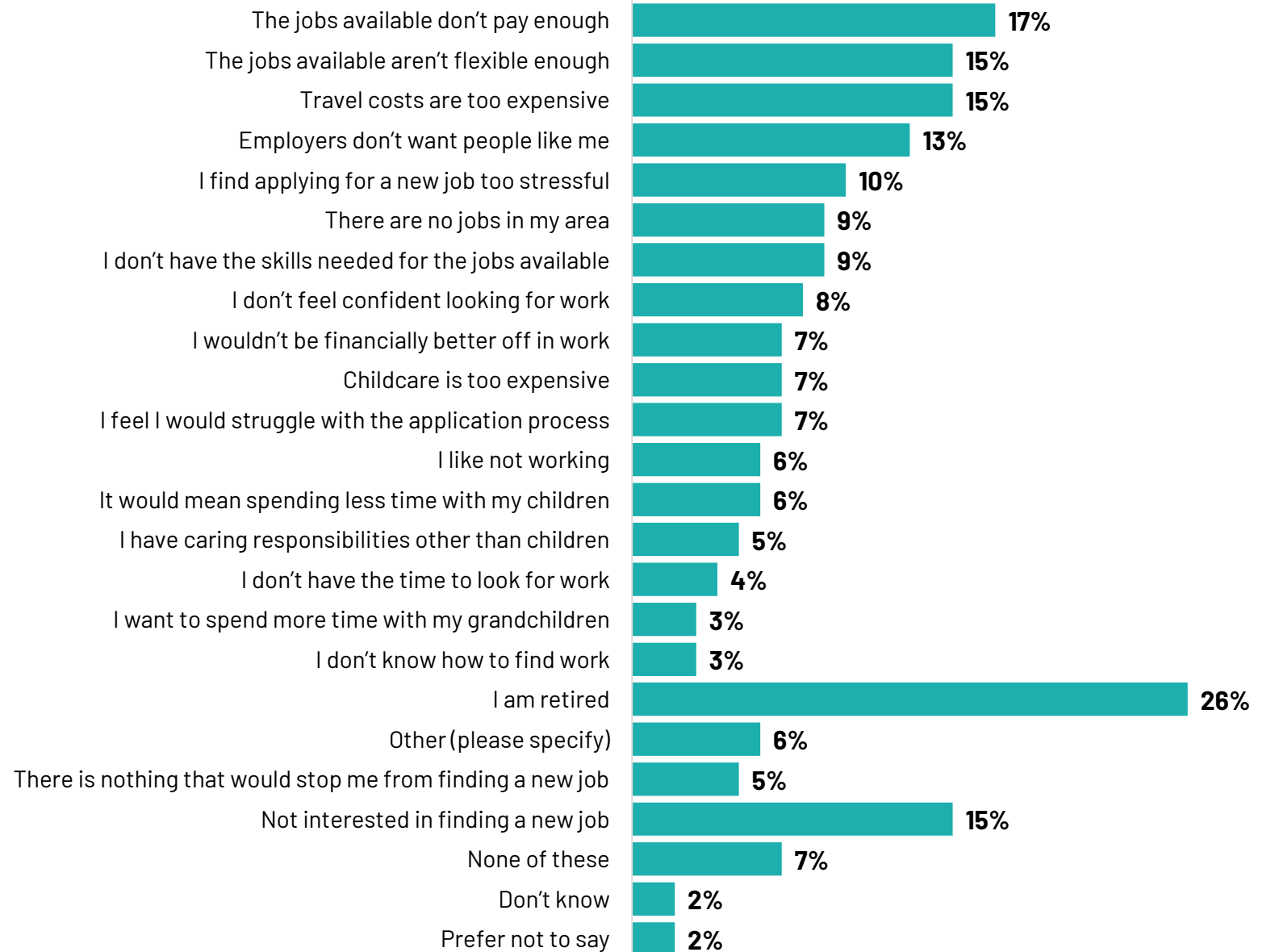
% satisfied with their pay...



Base: All adults aged 18+ in Inner/Outer London who are in work (2024: 745); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Those not in work say that a range of factors could stop them from finding a new job, including that the jobs available don't pay enough or are flexible enough.

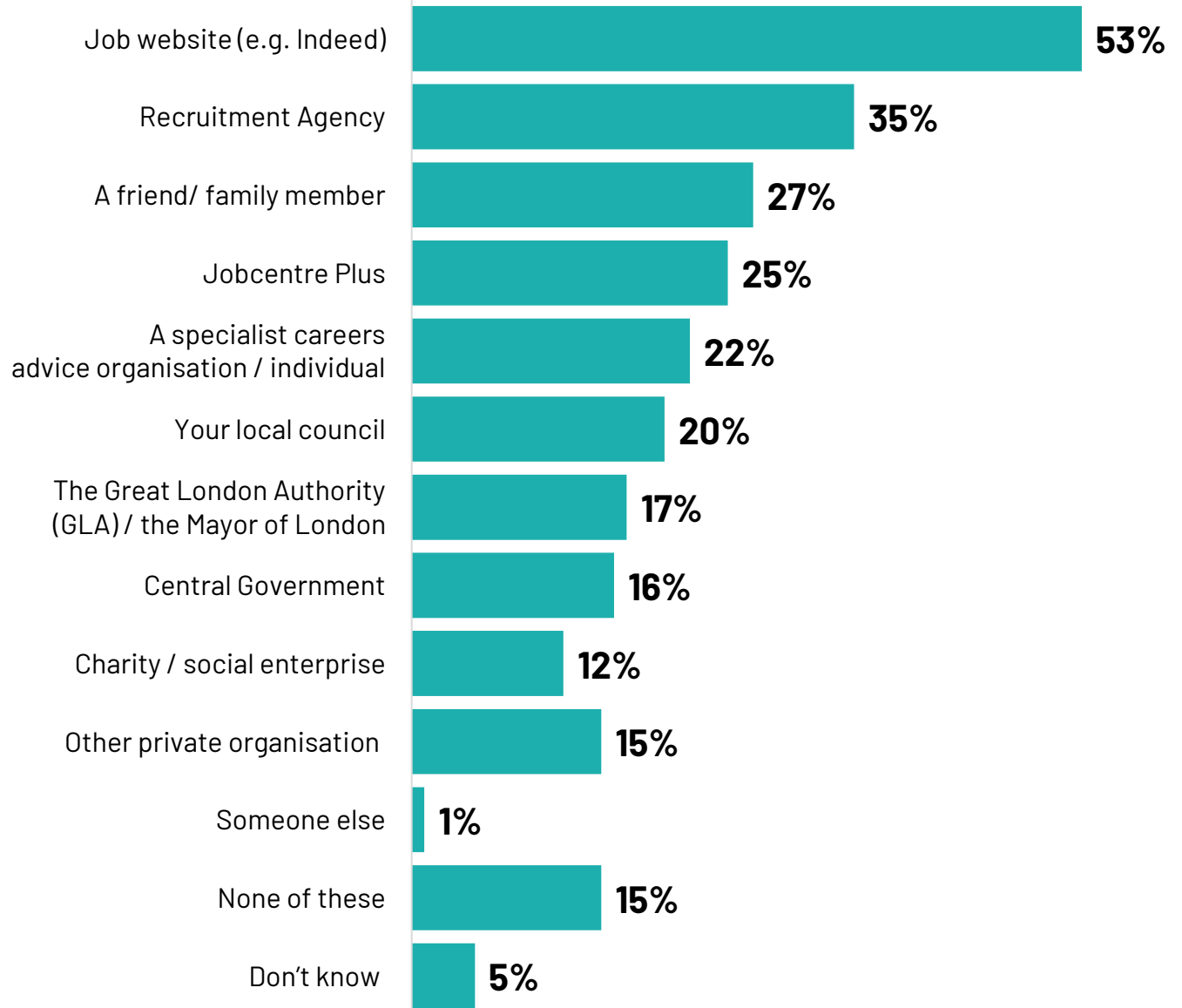
Which of the following, if any, could stop you from finding a new job?



Base: All adults aged 18+ in Inner/Outer London who are not in work (2024: 255); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Over half of Londoners say they would use a job website to access information about employment opportunities.

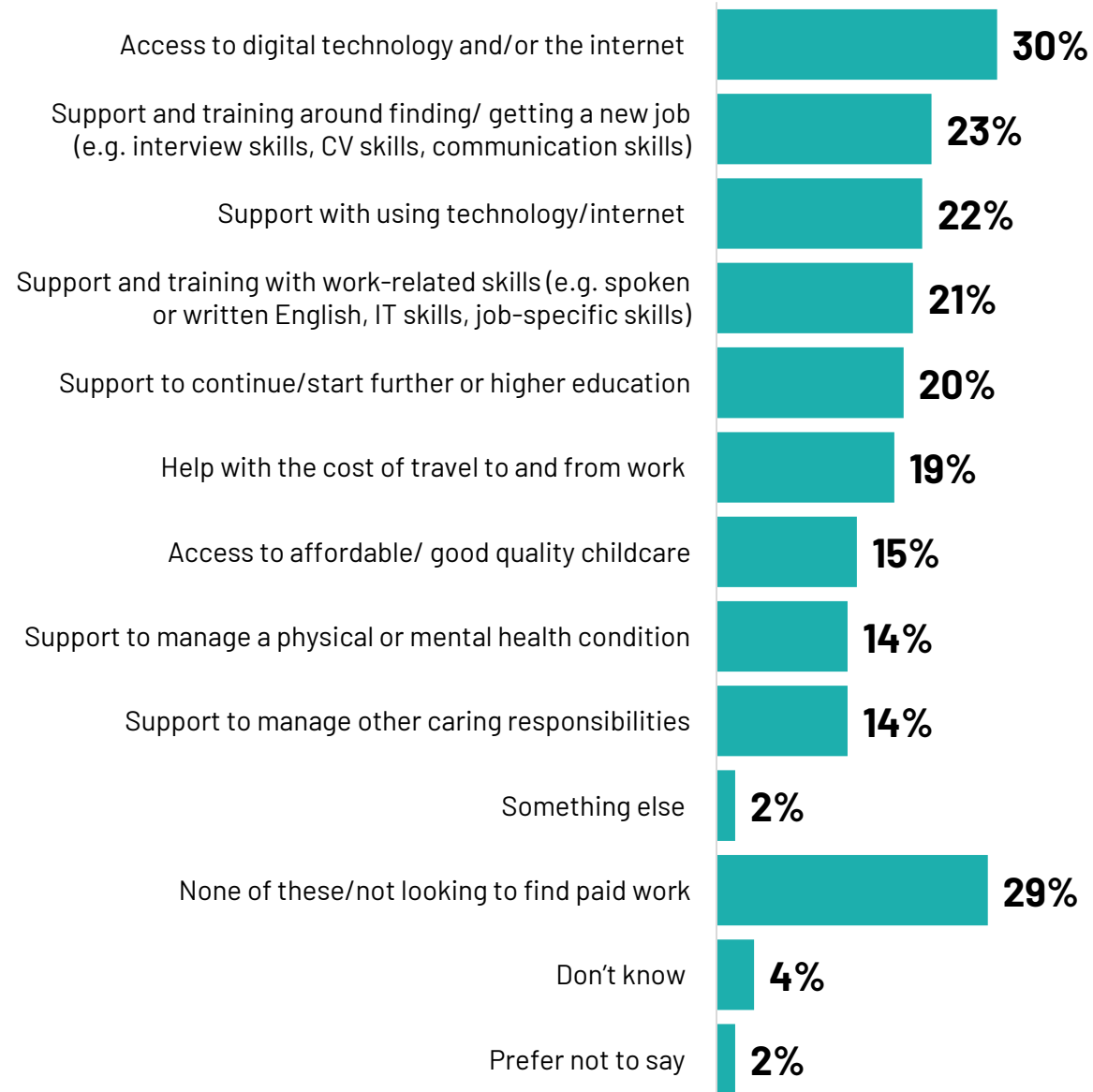
QADV10. Which, if any, of the following organisations would you use to access information about employment opportunities?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Three in ten Londoners say that access to digital technology has helped / would help them to find paid work.

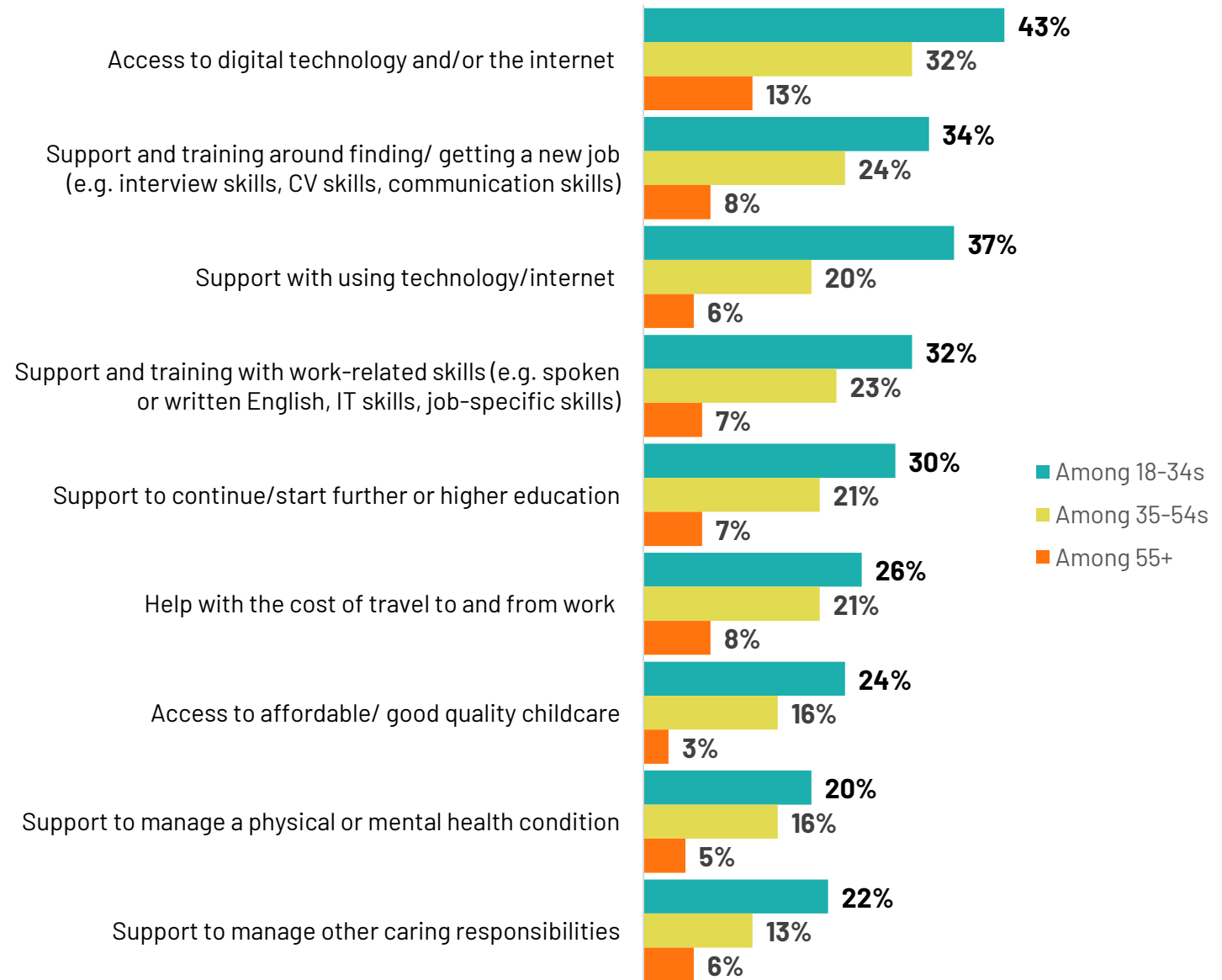
QB4. What, if anything would help/ has helped you to find paid work?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Londoners aged 18-34 are more likely than older age groups to say that a range of factors have helped / would help them find paid work.

QB4. What, if anything would help/ has helped you to find paid work?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Three in ten Londoners say that they would find information about how they can use their skills in different jobs useful

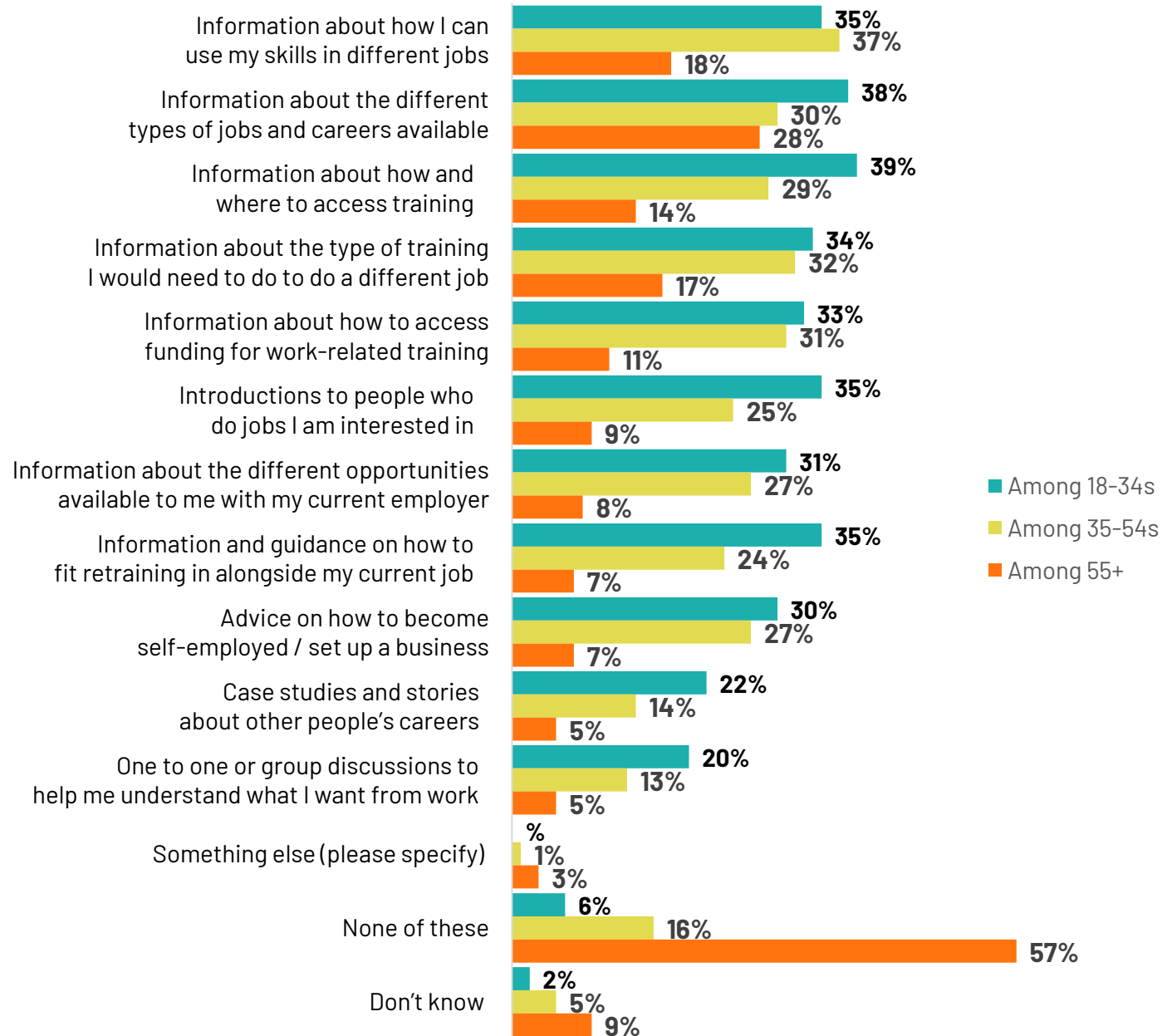
QADV12 Which if any, of the following would you find useful?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

18-34s are more likely than average to find different types of employment support useful.

QADV12 Which if any, of the following would you find useful?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Health services

Long waiting times are the biggest perceived issue facing London's health system.

- Most Londoners continue to be satisfied with their physical health (63%) and mental health (68%). Londoners are also more likely to think that their physical and mental health has got better, rather than worse in the last year.
- Half of Londoners (49%) have accessed a GP in the last 12 months, and a third (32%) an NHS hospital. There has been a slight increase in the proportion of Londoners who have used private healthcare (18%, +5ppts). 11% have used NHS funded mental health services.
- Satisfaction with the services provided by an NHS GP has risen 8 ppts, returning to a similar level seen in 2022. Londoners who have used vaccination services are most satisfied by the service they received (95%).
- A majority of Londoners (79%) accessed an NHS GP service within a month (+3), and around half (46%) were seen within a week. But Londoners continue to have greater difficulties being seen by an NHS hospital (46%) or NHS clinic (51%) within a month.
- Within this context, two thirds of Londoners (65%) continue to see long waiting times as the biggest problem facing the healthcare system in London (-2 compared with 2023). This is followed by slow referrals between services (43%) and access to treatment (42%). A smaller number of Londoners (23%) see poor treatment as the biggest problem facing the healthcare system in London (-3 compared with 2023).

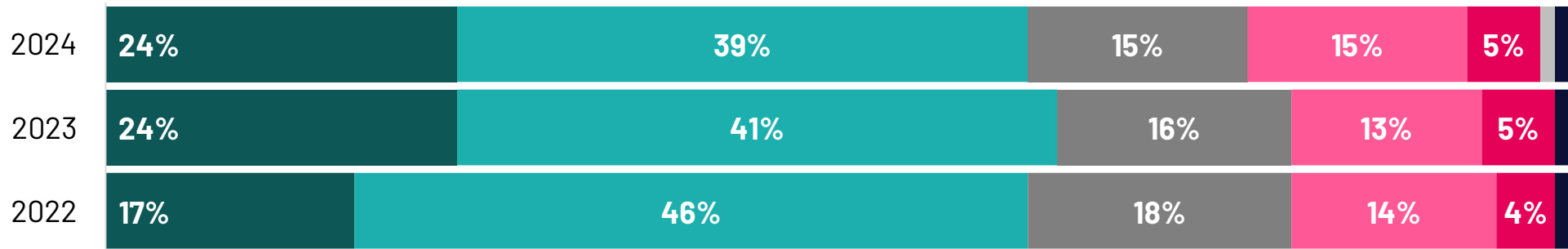


Londoners continue to report high levels of satisfaction with their physical and mental health.

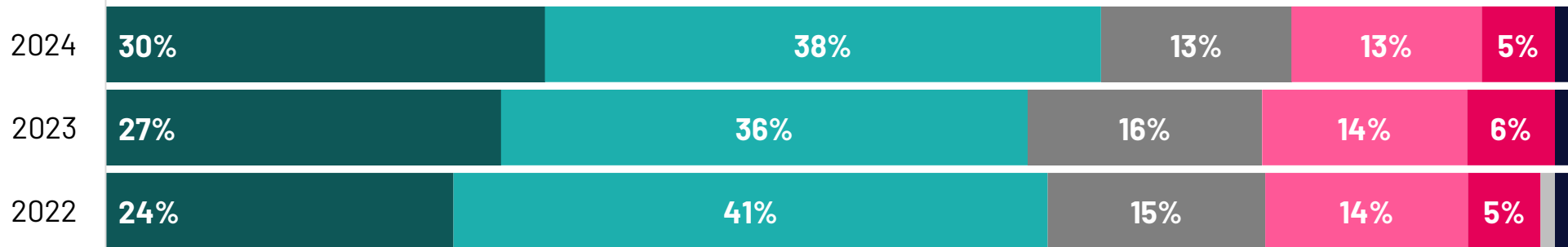
Q22_25. In general, how would you describe the following...?

Satisfied Dissatisfied

Your physical health



Your mental health

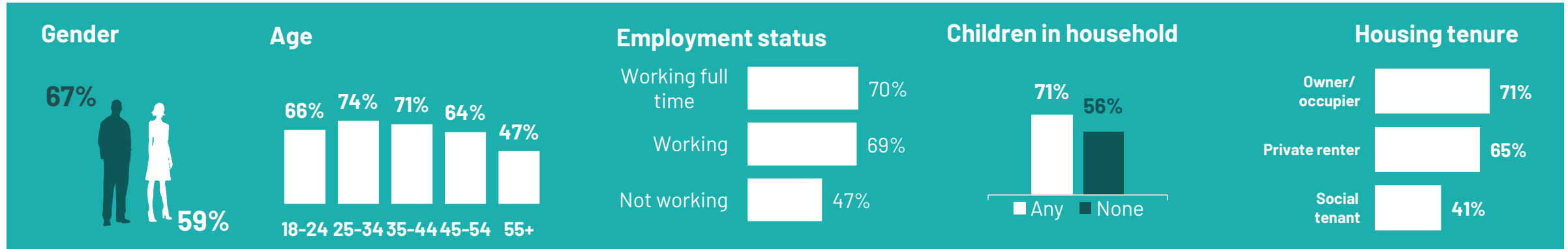


Very satisfied Fairly satisfied Neither/nor Fairly dissatisfied Very dissatisfied Don't know Prefer not to say

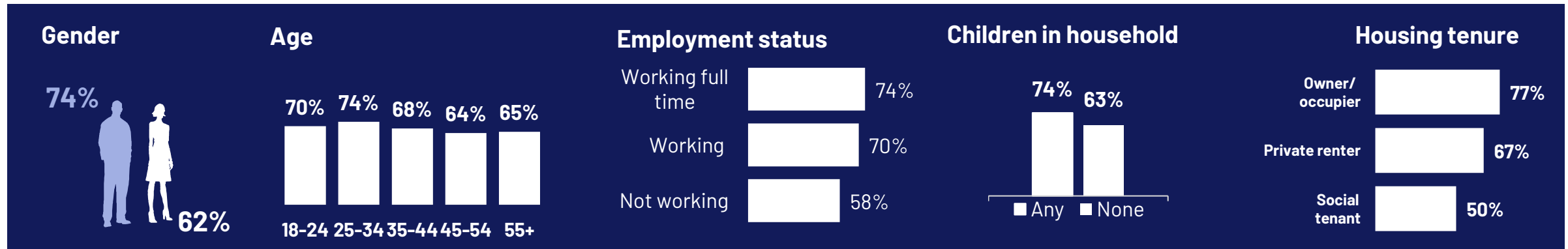
Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Londoners who are not working and social tenants are less likely than average to say that they are satisfied with their physical and mental health

% satisfied with their physical health



% satisfied with their mental health



Q22_25. In general, how would you describe the following...?

Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Londoners are more likely to think their physical and mental health has got better, rather than worse, in the past year.

Q22_25B And over the past year, do you think each of the following has got better, got worse, or stayed the same?

Your physical health



40% **28%**

Your mental health



37% **22%**

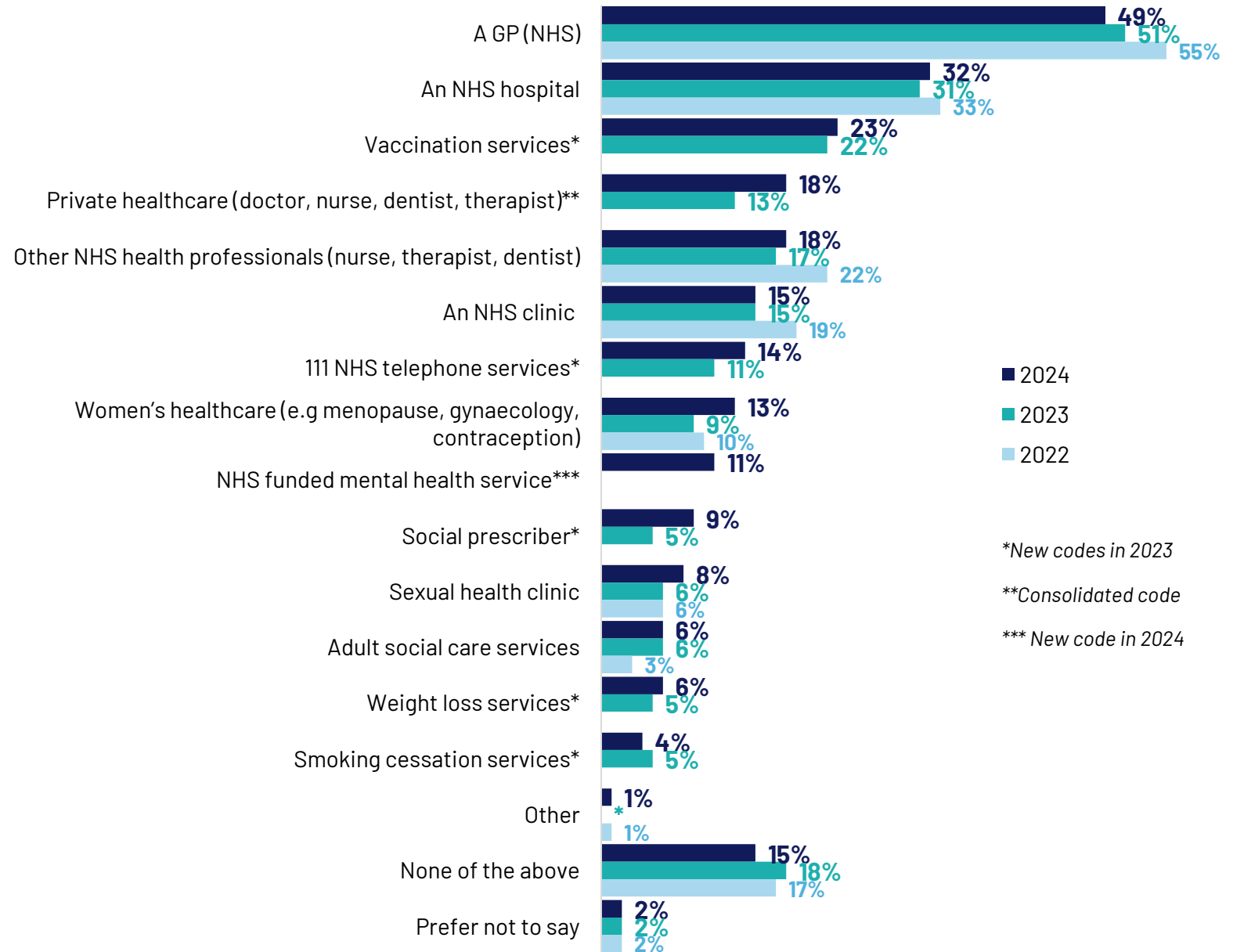
■ Got a lot better
■ Got a little better
■ Stayed the same
■ Got a little worse
■ Got a lot worse
■ Don't know
■ Prefer not to say

Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK



Half of Londoners say they have accessed a GP in the last 12 months. 11% say they have accessed NHS funded mental health services, which is a new answer code for 2024.

Q22_26. Which, if any, of the following health services have you accessed in the last 12 months?

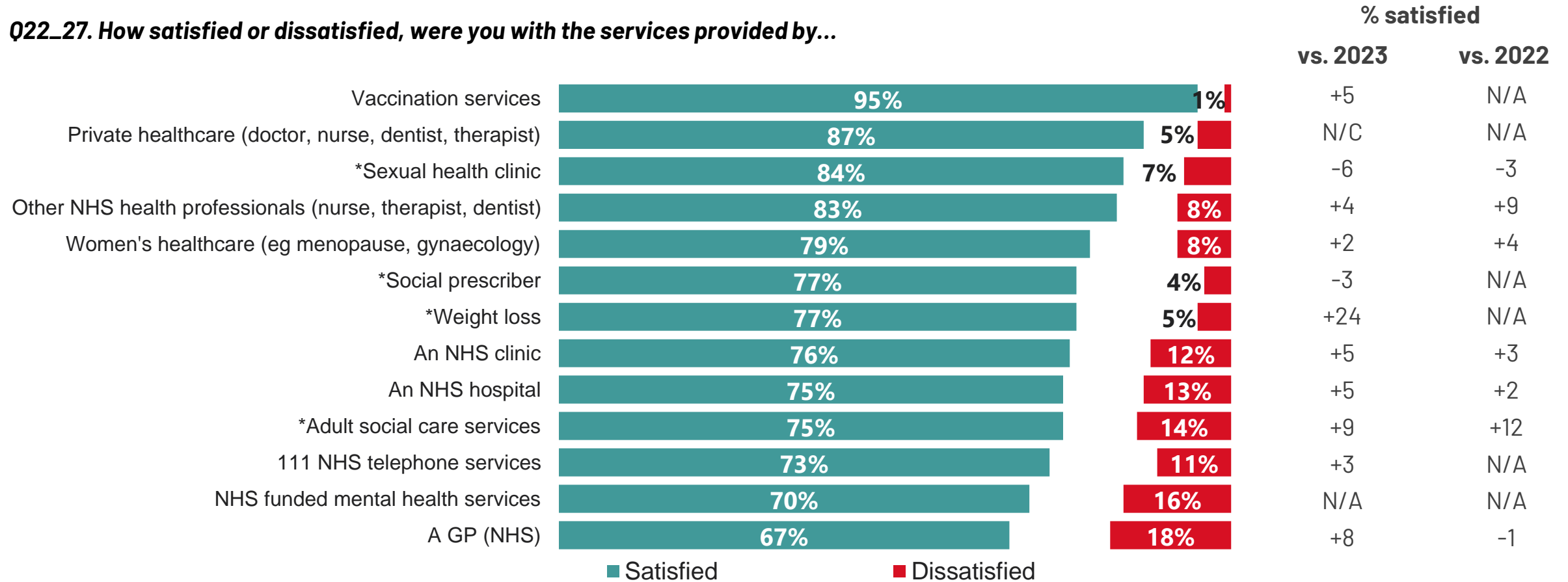


*New codes in 2023
 **Consolidated code
 *** New code in 2024

Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK



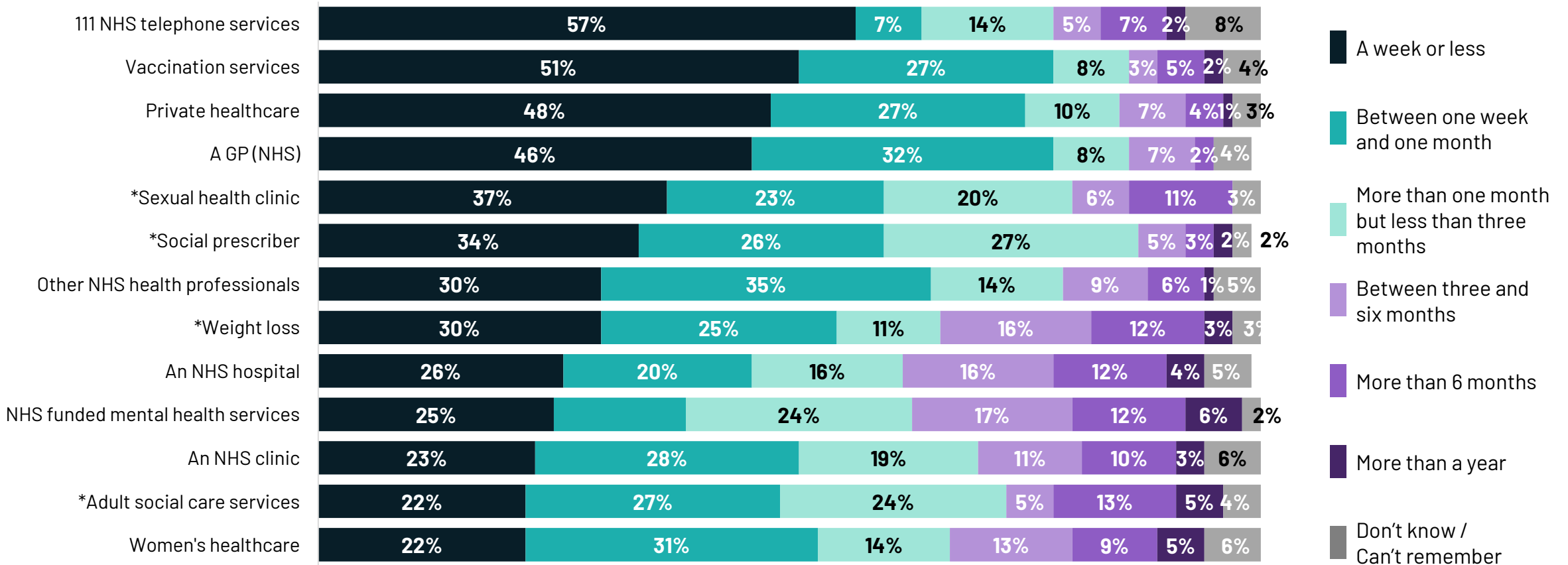
Londoners who have used vaccination services are most likely to say they are satisfied with the services. Whilst GP users are least likely to say they are satisfied, ratings are up compared with 2023.



Base: All adults aged 18+ in Inner/Outer London who accessed healthcare service mentioned within the last 12 months (GP NHS: 479; NHS hospital: 312; NHS Clinic: 149; Other NHS Professional: 179; Private healthcare: 190; Sexual health clinic: 82*; Adult social care services: 67*; Women's healthcare: 139; 111 telephone service: 140; Social prescriber: 89*; Weight loss services: 63*; Vaccination services: 234; NHS funded mental health services: 110) - *caution small base. Fieldwork dates 1 - 17 October 2024. Source: Ipsos UK

While most Londoners were able to access services provided by an NHS GP within one month, waiting times for an NHS hospital or clinic were slightly longer.

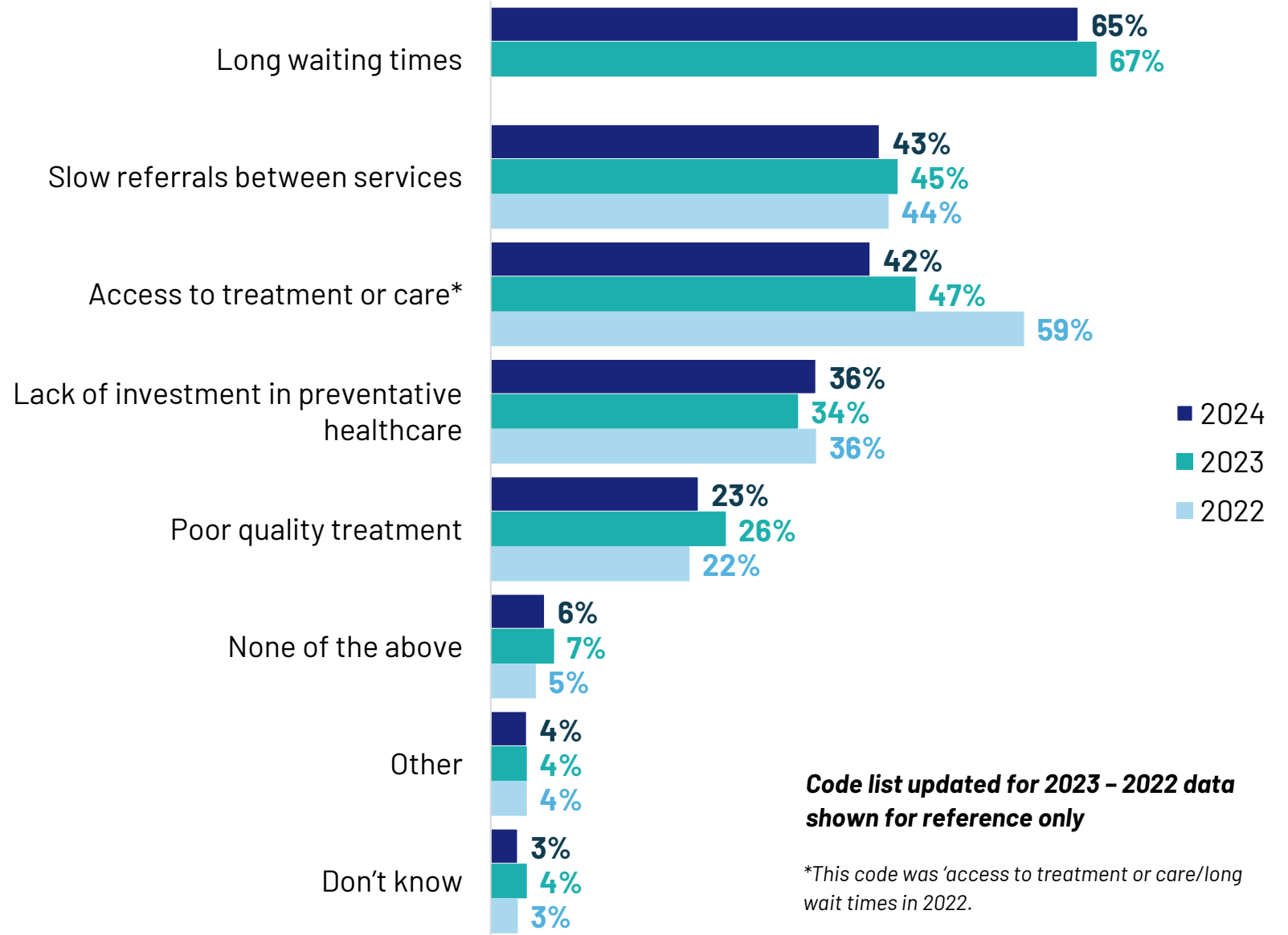
Q23_14. And roughly how long did you have to wait to access the services provided by ...?



Base: All adults aged 18+ in Inner/Outer London who accessed healthcare service mentioned within the last 12 months (GP NHS: 479; NHS hospital: 312; NHS Clinic: 149; Other NHS Professional: 179; Private healthcare: 190; Sexual health clinic: 82*; Adult social care services: 67*; Women's healthcare: 139; 111 telephone service: 140; Social prescriber: 89; Weight loss services: 63*; Vaccination services: 234; NHS funded mental health services: 110) - *caution small base. Fieldwork dates 1 - 17 October 2024. Source: Ipsos UK

Londoners continue to see long waiting times as the biggest problem facing the healthcare system in London.

Q22_28. Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in London?

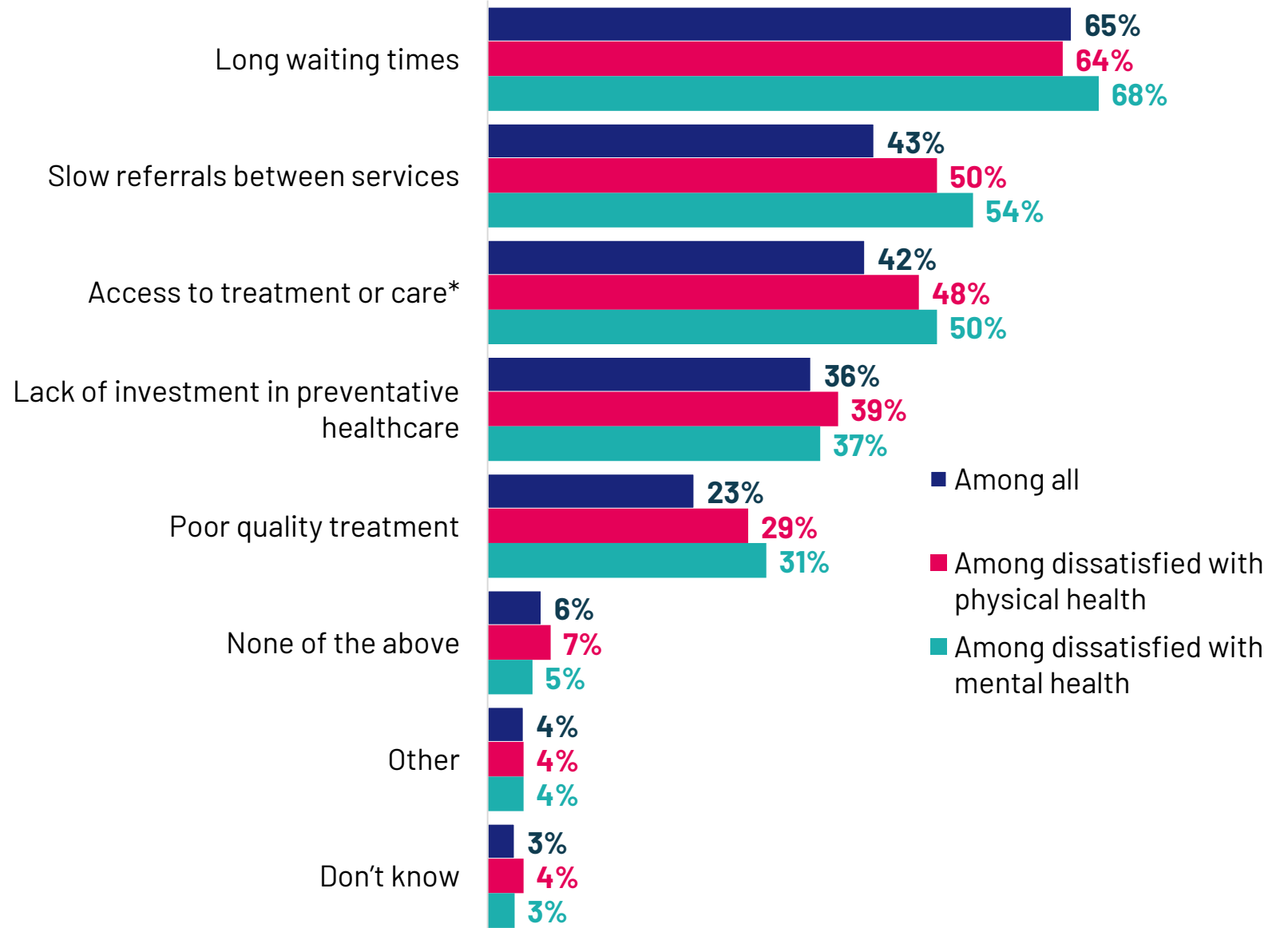


Code list updated for 2023 – 2022 data shown for reference only

*This code was 'access to treatment or care/long wait times in 2022.

Londoners who are dissatisfied with their mental health are more likely than average to say slow referrals, access to care, and poor quality treatment, are the biggest problems facing the healthcare system in London.

Q22_28. Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in London?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Crime and feelings of safety

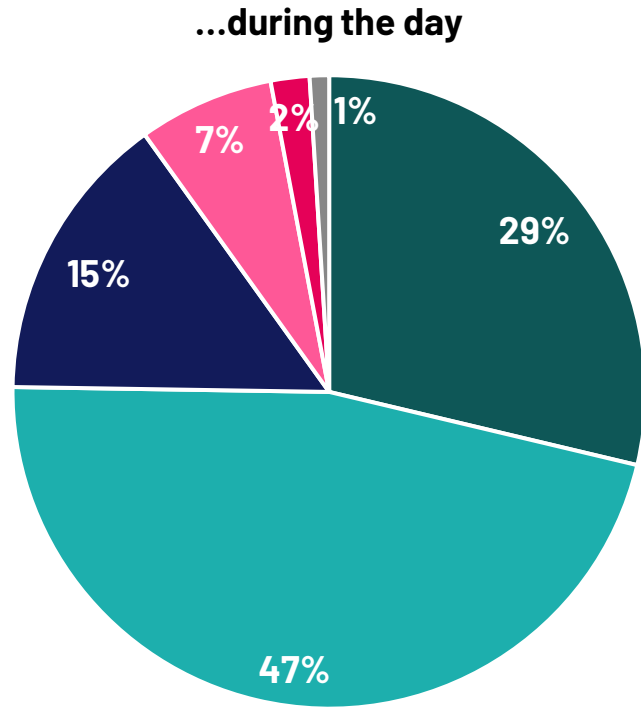
Londoners' opinions on crime are mostly consistent with 2023. Londoners are most likely to say that out of different types of crimes, they would like the police to prioritise knife crime

- Londoners' perceptions of levels of safety remain consistent with 2023, with Londoners more likely to feel safe in their local area during the day (76%, - 2ppts) than after dark (48%, +1ppt). Women (35%) continue to feel considerably less safe after dark than men (60%).
 - Londoners are most worried about being a victim of fraud/scams (68%). There has been an increase in concern about being a victim of violence (+5), a hate crime (+5), and terrorism/extremism (+6). Three new codes were added to this year's survey: being a victim of harassment (51%), indecent exposure (42%) and stalking (41%).
 - Londoners are most likely to think that the type of crime the police should give highest priority to is knife crime (44%).
- This has a sizeable lead over robberies, violence (both 25%), and burglary (24%). But Londoners are split on whether they have the opportunity share their views with the police on what the police should prioritise.
- A third of Londoners say they know someone who has been affected by domestic abuse, which is an increase on 2023 (+4), including 12% being a victim themselves. Two thirds of Londoners continue to say that they would report domestic abuse to the police (65%), followed by around half who would report it to a helpline (53%) or domestic abuse specialist (49%). 27% are not confident that someone experiencing domestic abuse would be able to access support if they reported it, which whilst down on 2023 (-2%), remains a sizeable minority.

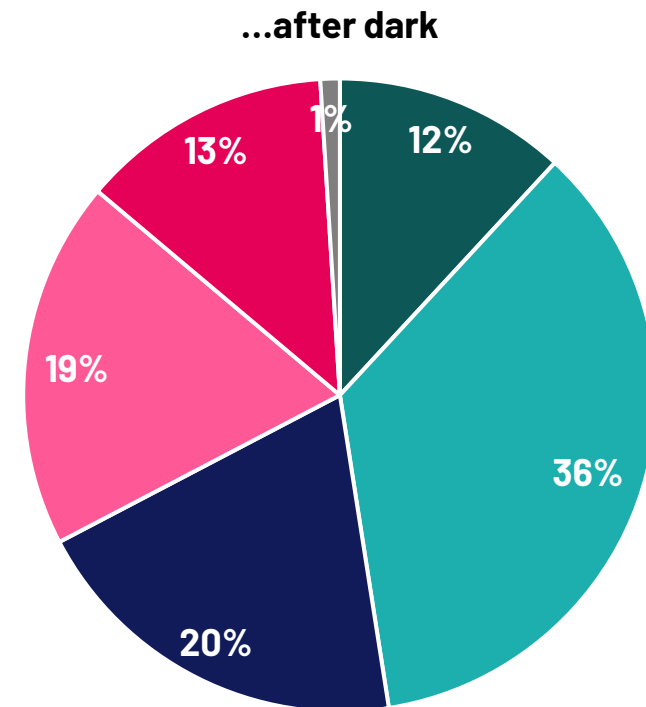


Feelings of safety in the local area are consistent with 2023. Three quarters feel safe during the day, falling to around half feeling safe after dark.

Q22_31. To what extent do you feel safe, or unsafe, when travelling outside in your local area...



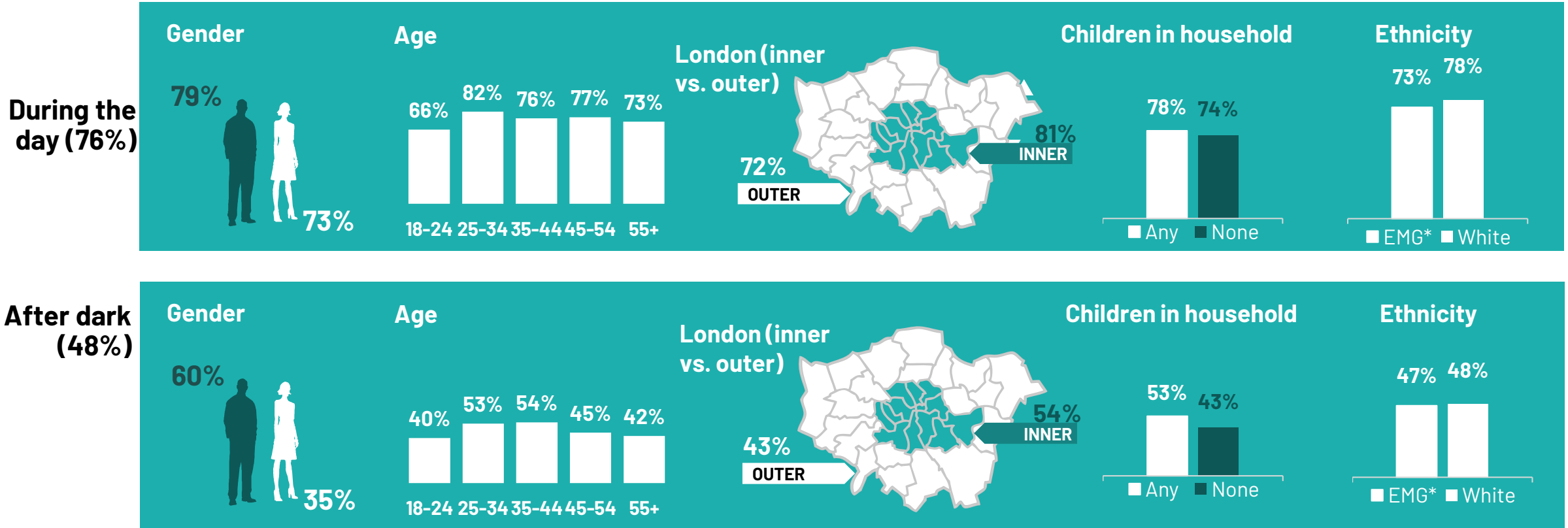
Safe	76% (vs 78% in 2023, 80% in 2022)
Unsafe	9% (vs 7% in 2023, 7% in 2022)



Safe	48% (vs 47% in 2023, 47% in 2022)
Unsafe	32% (vs 33% in 2023, 34% in 2022)

Women, 18-24s, and those in outer London are less likely than average to say that they feel safe when travelling in their local area, either during the day or after dark.

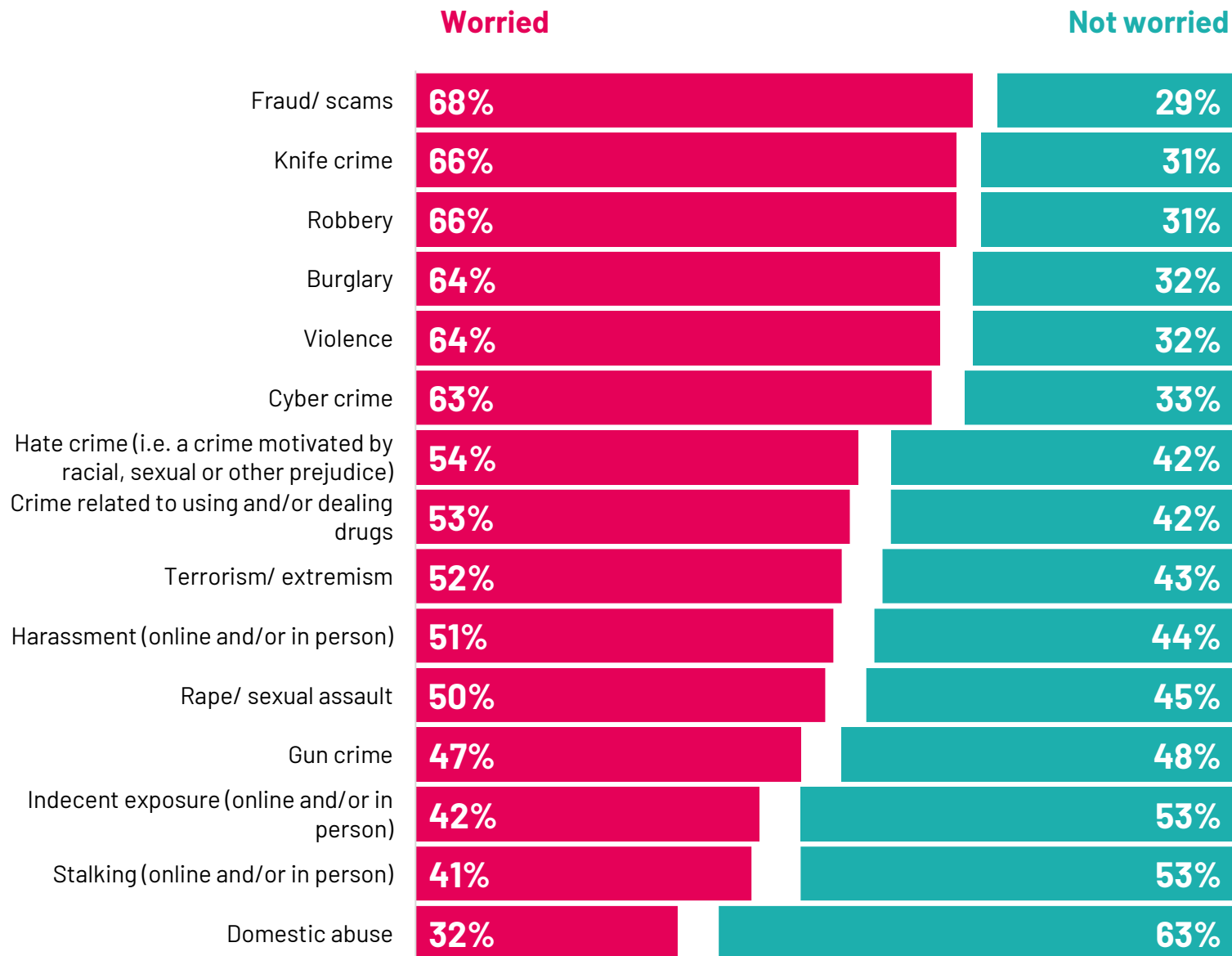
% feel safe



Q22_31. To what extent do you feel safe, or unsafe, when travelling outside in your local area...

Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK

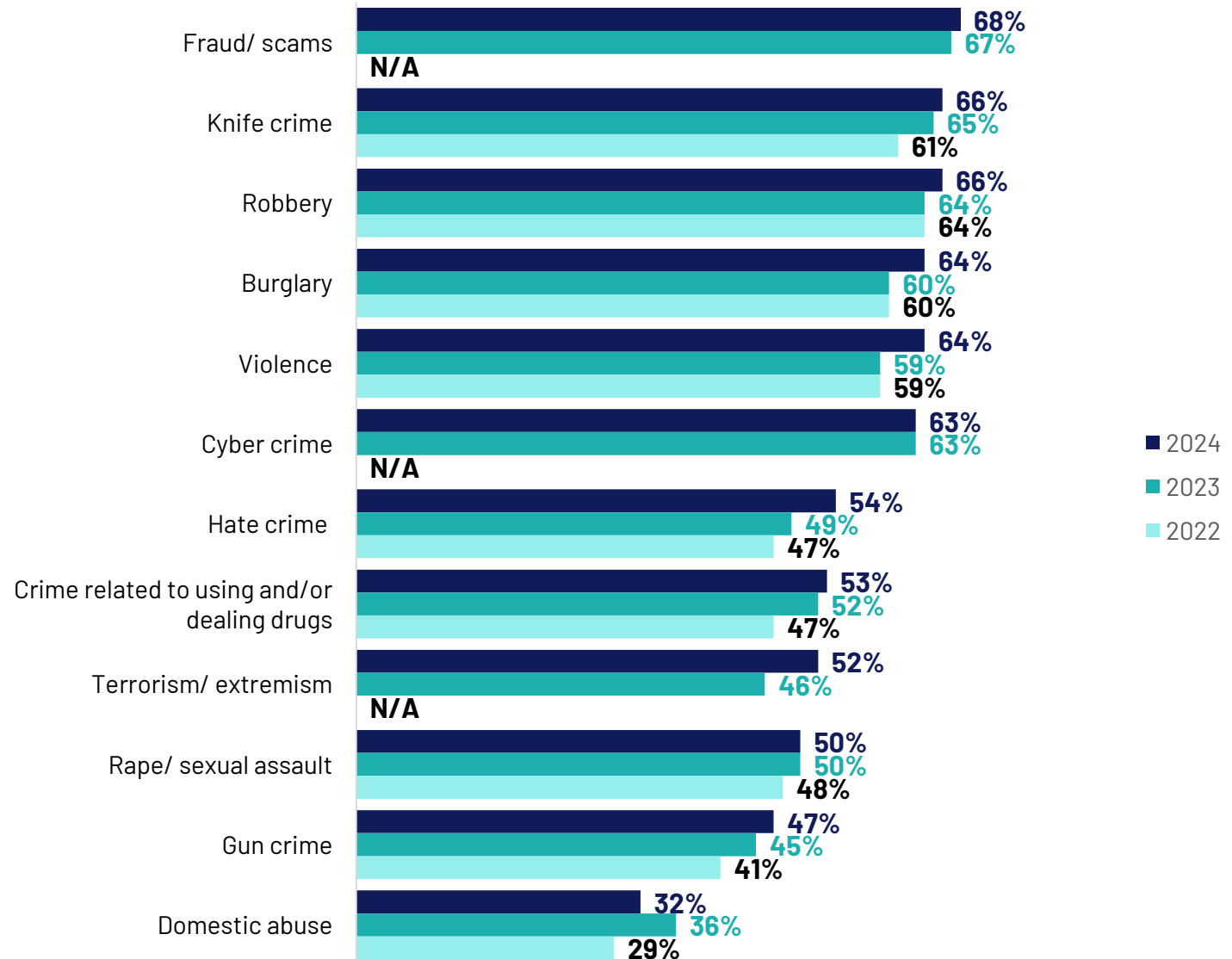
Londoners are most worried about being a victim of fraud/scams, followed by knife crime and robbery.



Q21_06. 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 who are currently renting (2024: 425); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

There has been a slight increase Londoners saying they are worried about being a victim of violence, hate crime, or terrorism/ extremism.

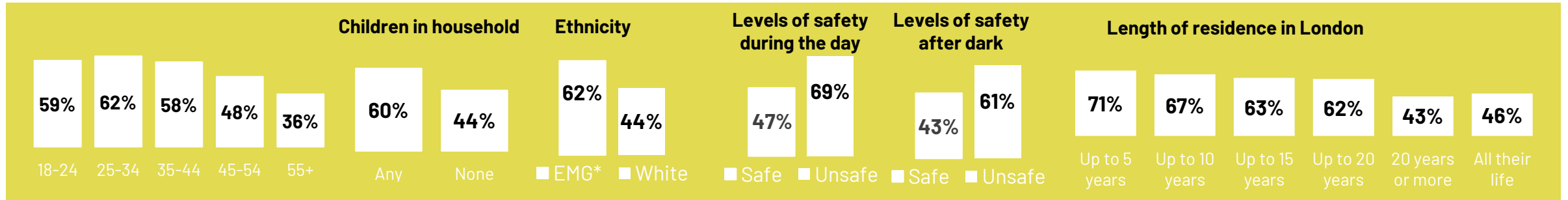


Q21_06. How worried are you, if at all, about being a victim of each of these crimes in London?

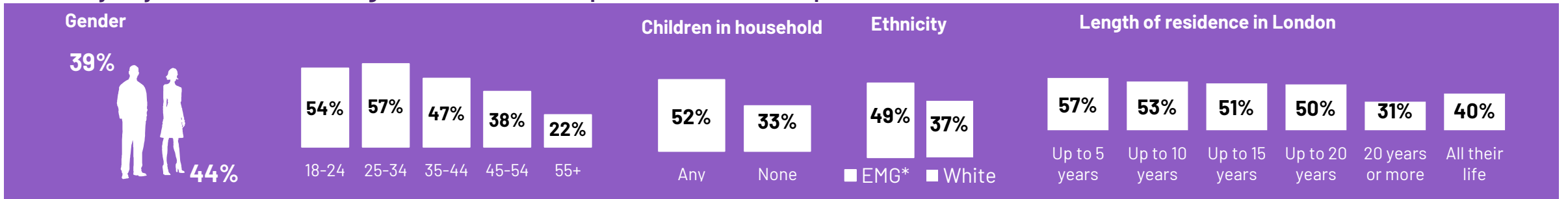
Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Looking at the new codes added in 2024, younger Londoners and ethnic minorities are among those most concerned at being a victim of these crimes.

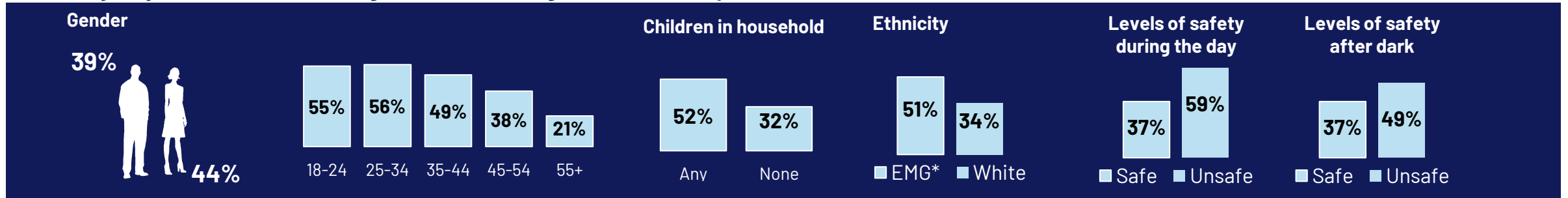
% worried about being a victim of harassment (online and/or in person)



% who say they are worried about being a victim of indecent exposure (online and/or in person)



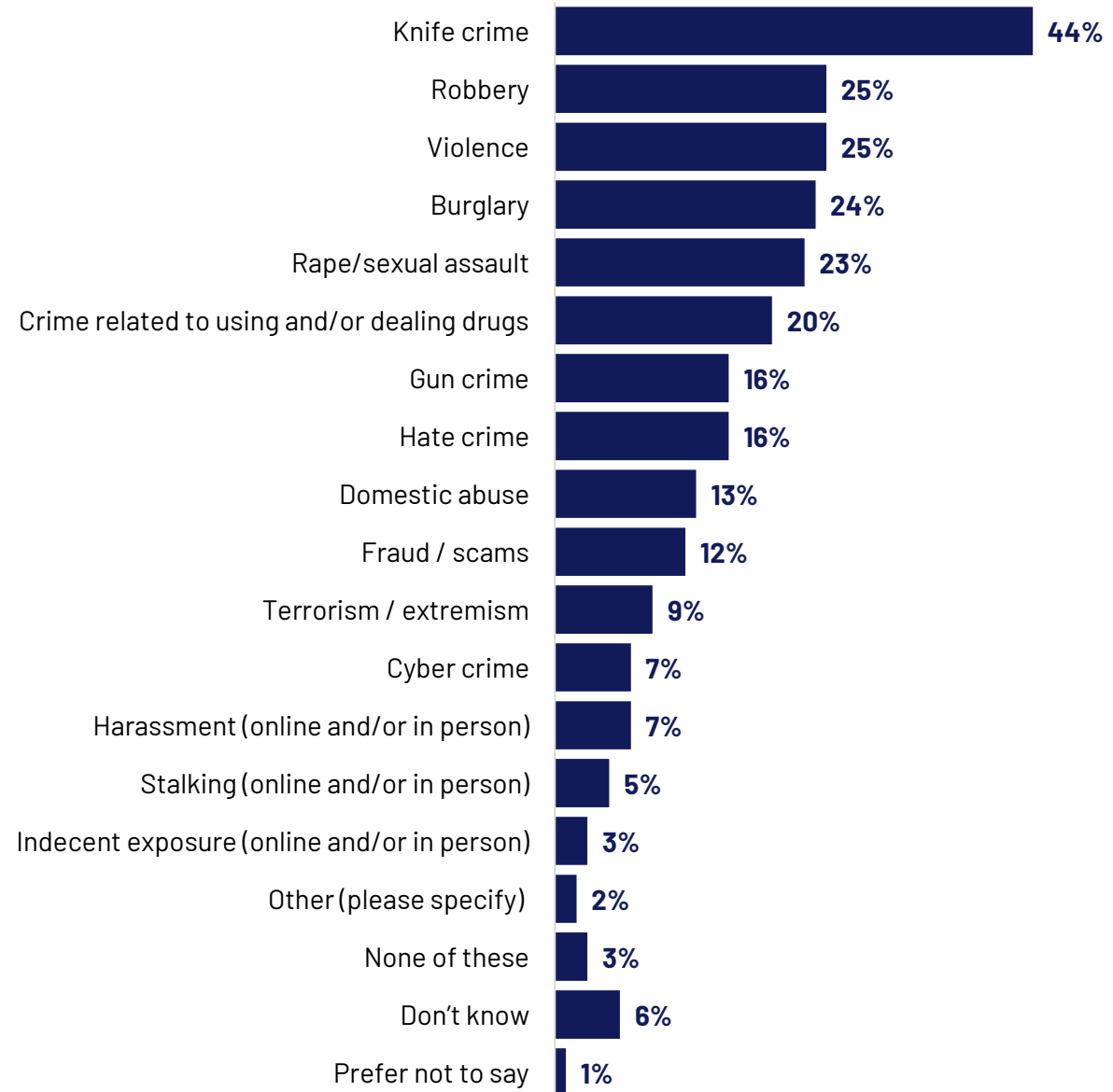
% who say they are worried about being a victim of stalking (online and/or in person)



Base: All adults aged 18+ in Inner/Outer London (2024:1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Knife crime is the type of crime that people in London think the police should give highest priority to in their local area.

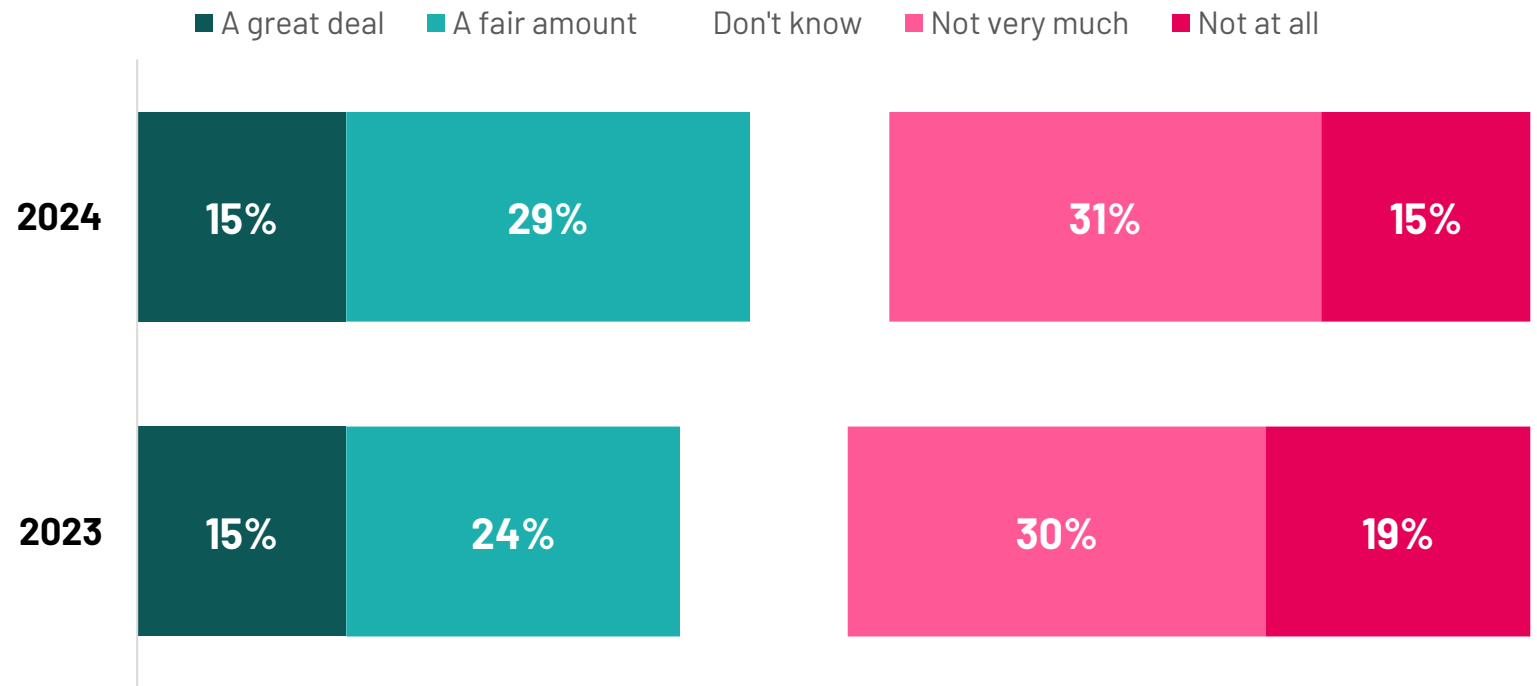
Which two or three, if any, of the following types of crime do you think the police should give highest priority to in your local area?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000); Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Londoners are split on whether they have the opportunity to share their views on what they think the police should prioritise in their local area.

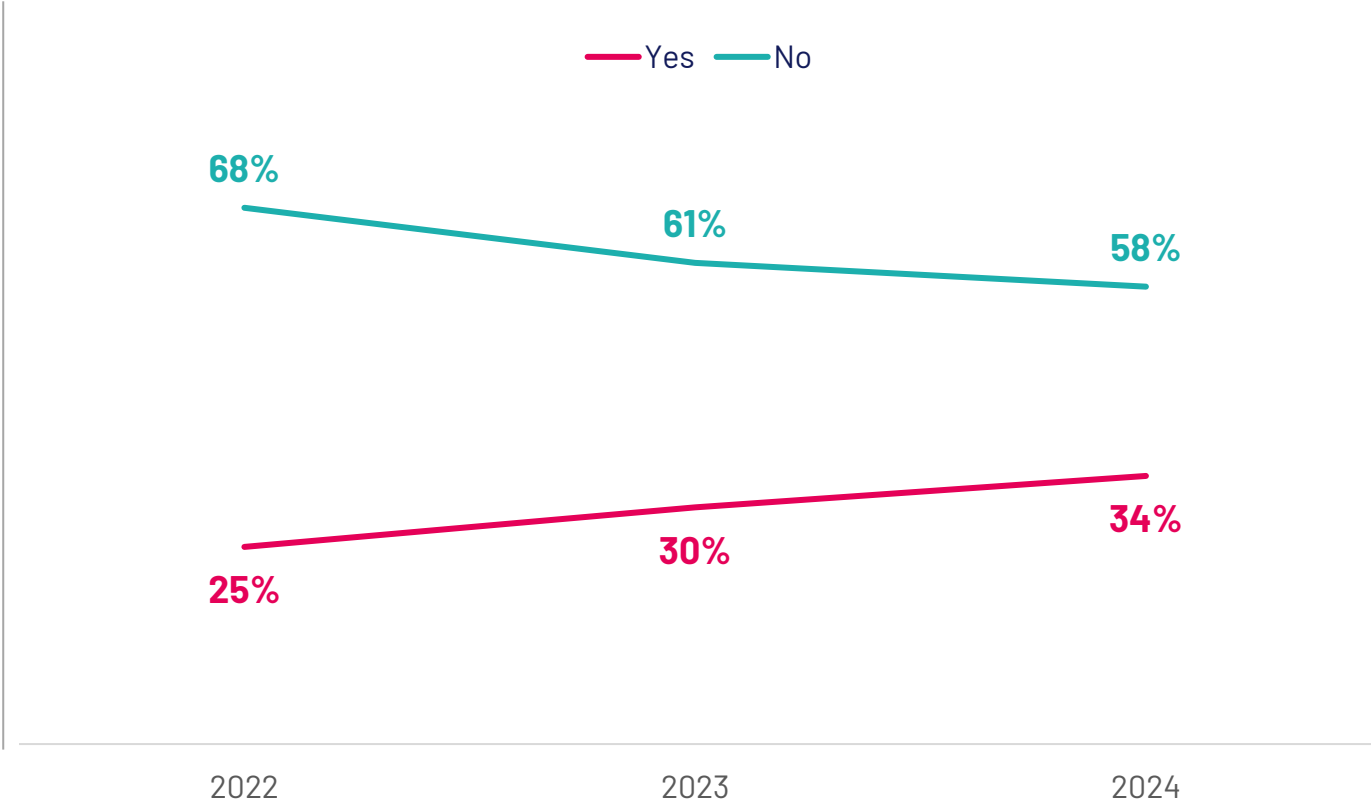
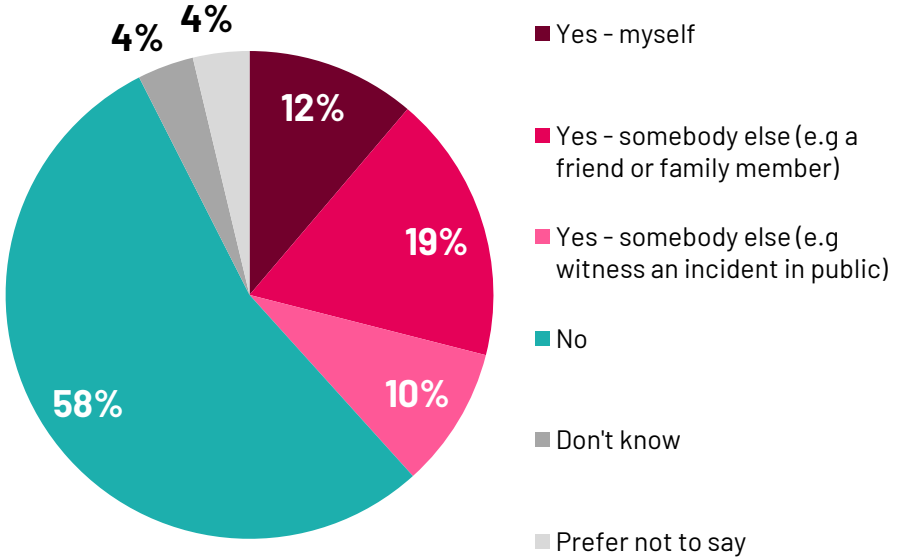
Q23_17. To what extent, if at all, do you feel you have the opportunity to share your views on what the priorities for policing should be in your local area?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000);
Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

A third of Londoners say they have been personally affected by domestic abuse, either as direct victims or through someone they know, continuing an upward trend.

Q22_34. Do you know anyone who has been personally affected by the issue of domestic abuse?

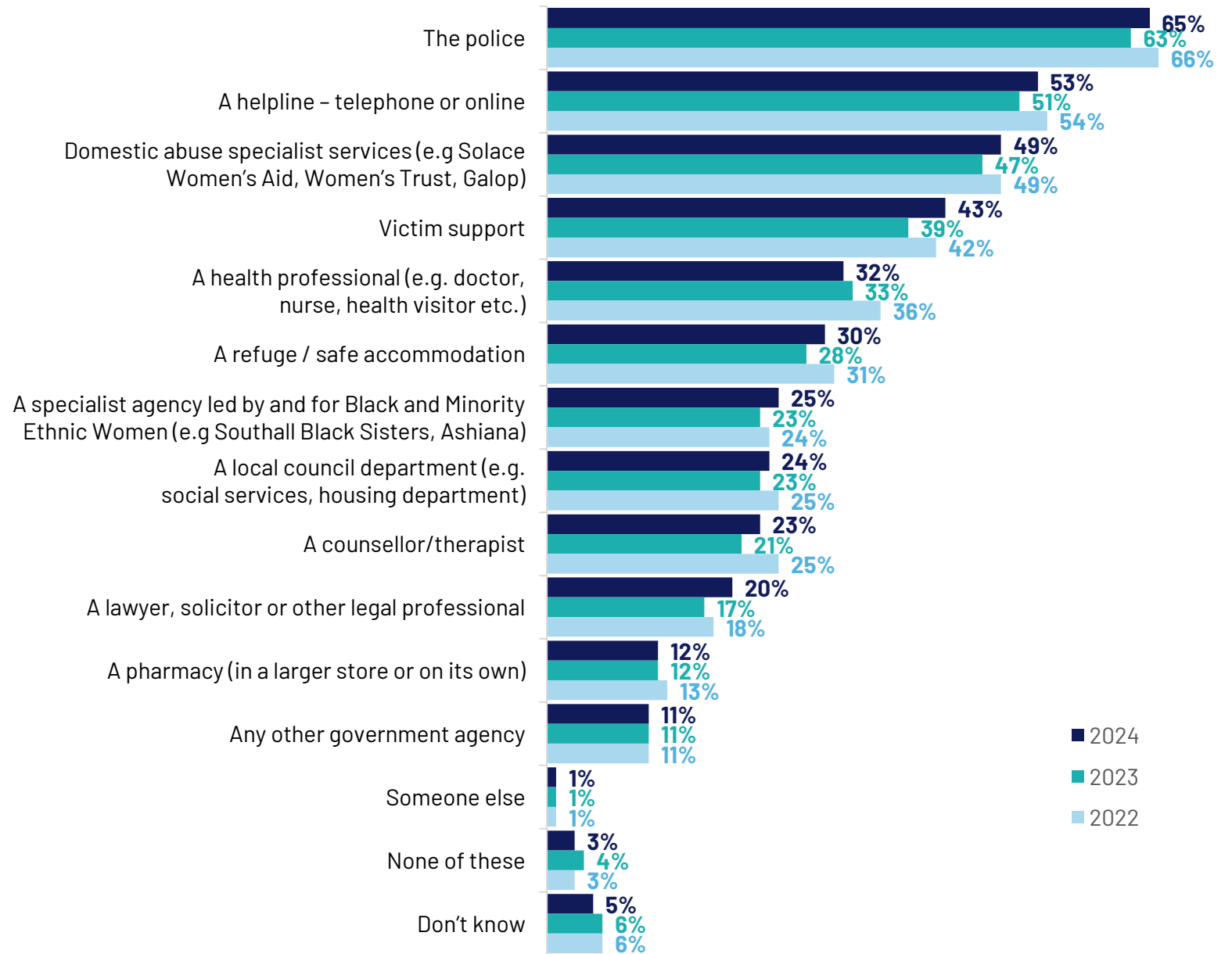


Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK



Two thirds of Londoners would go to the police if someone was experiencing domestic abuse. Around half would go to a helpline or domestic abuse specialist service.

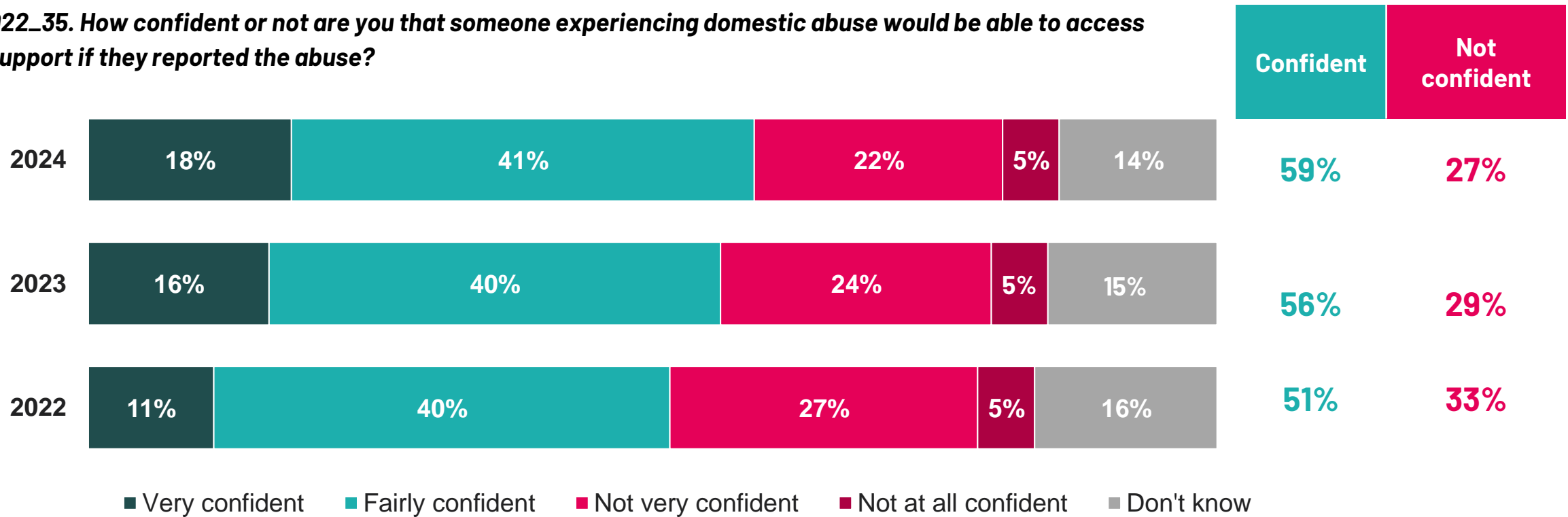
Q22_32. If someone in London was experiencing domestic abuse, which of the following, if any, do you think they could tell or report it to?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2023: 1000; 2022: 1021); Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

Around three in five Londoners say that they are confident that someone experiencing domestic abuse would be able to access support if they reported the abuse.

Q22_35. How confident or not are you that someone experiencing domestic abuse would be able to access support if they reported the abuse?



Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2023: 1000; 2022 : 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Equality

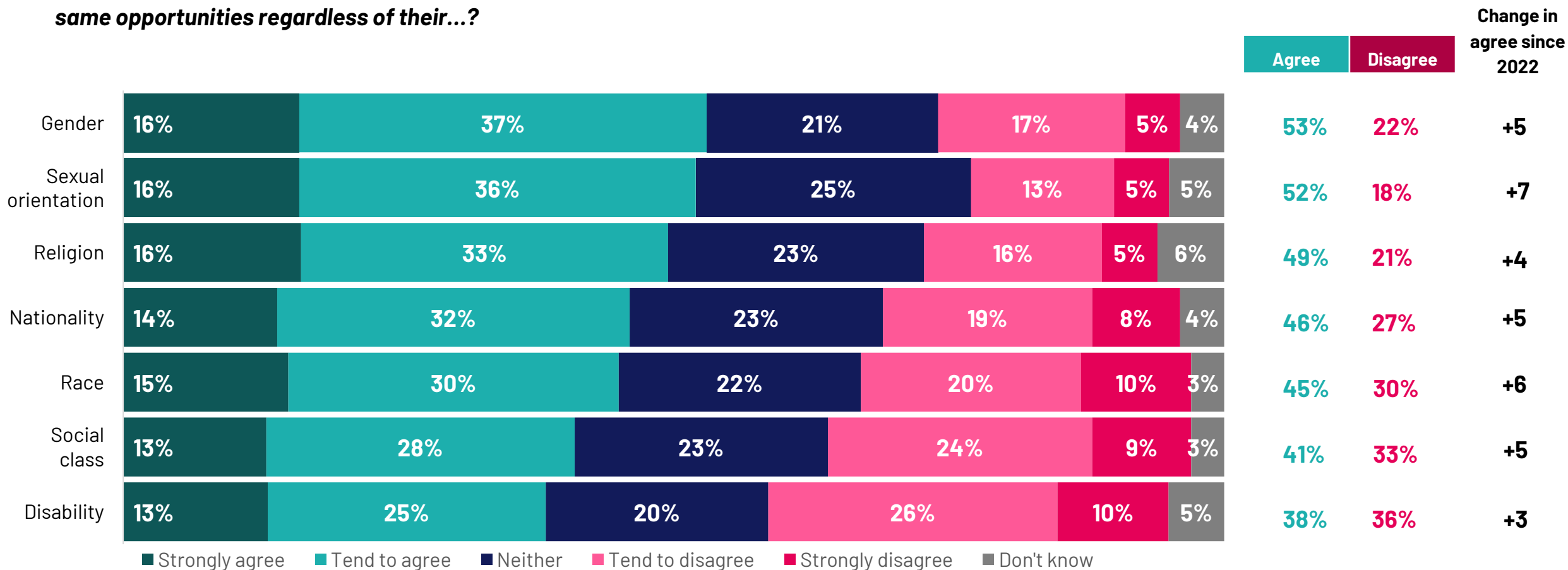
Attitudes towards equality are slightly improved on 2022, when these questions were last asked. However, whilst Londoners are more likely than not to think that everyone has equal access to the same opportunities regardless of different identities, over half continue to think more needs to be done to tackle racism facing ethnic minorities in London.

- Around half of Londoners think that everyone living in London has equal access to the same opportunities regardless of their gender (53%), sexual orientation (52%) and religion (49%). These are all up compared to when the question was last asked in 2022.
- 46% think everyone has access to the same opportunities regardless of their nationality (27% disagree), and 45% in terms of their race (30% disagree). Both forms of identity have seen a move towards the public agreeing with this statement. In 2022, the public were split in terms of whether they agreed or disagreed that everyone had the same opportunities regardless of their race.
- A smaller percentage agree that everyone living in London has access to equal opportunity regardless of their social class (41%) or disability (38%). However, in 2022, Londoners were more likely to disagree, than agree, with the statement for these groups.
- Over half (54%) of Londoners think more needs to be done to tackle racism in London (+3 pts from 2022), rising to 65% among those from minority ethnic backgrounds (+4 from 2022). One in five (20%) think enough is already being done to tackle racism in London. A smaller minority think that either more than enough is being done to tackle racism in London (12%) or that no racism is faced by ethnic minorities in London (4%).



Half of Londoners think that everyone has equal access to the same opportunities regardless of their gender and sexual orientation, but views are more split on disability and social class.

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...?



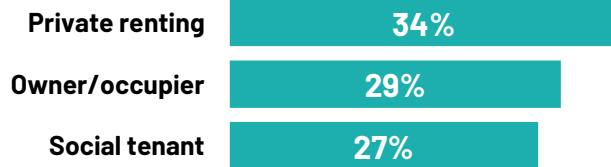
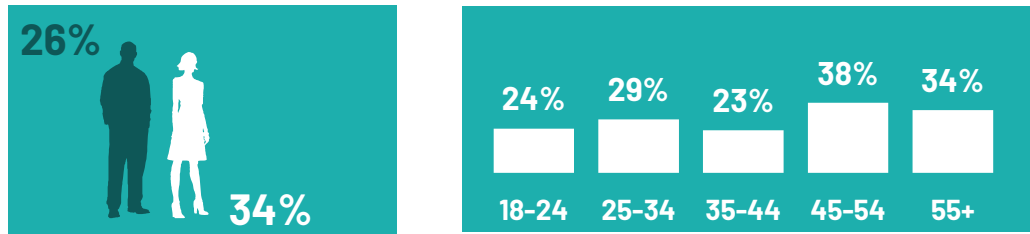
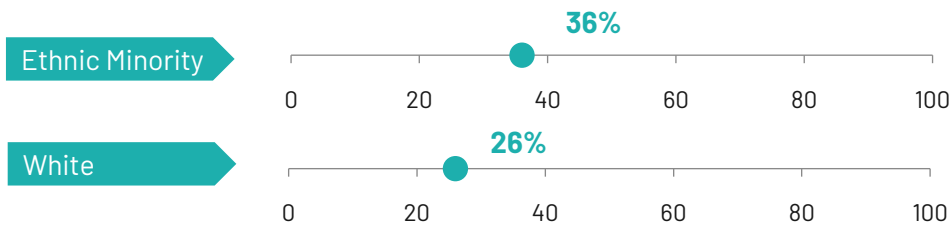
Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2022: 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK



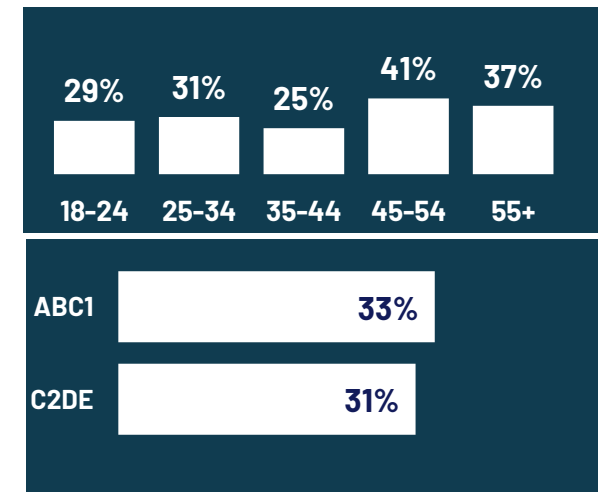
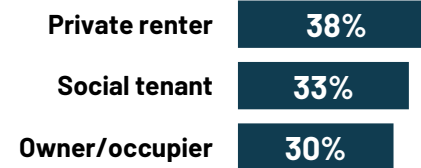
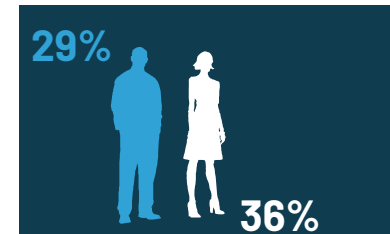
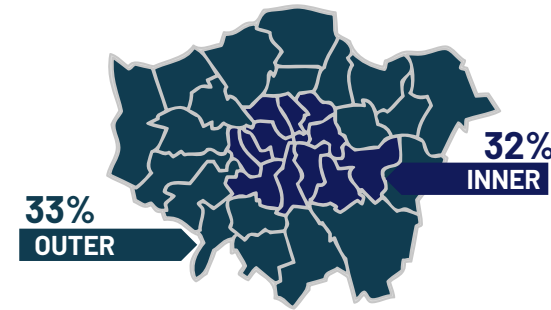
People from minority ethnic backgrounds are more likely to disagree that everyone in London currently has equal access to the same opportunities regardless of their race.

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...?

Race (% disagree): 30%



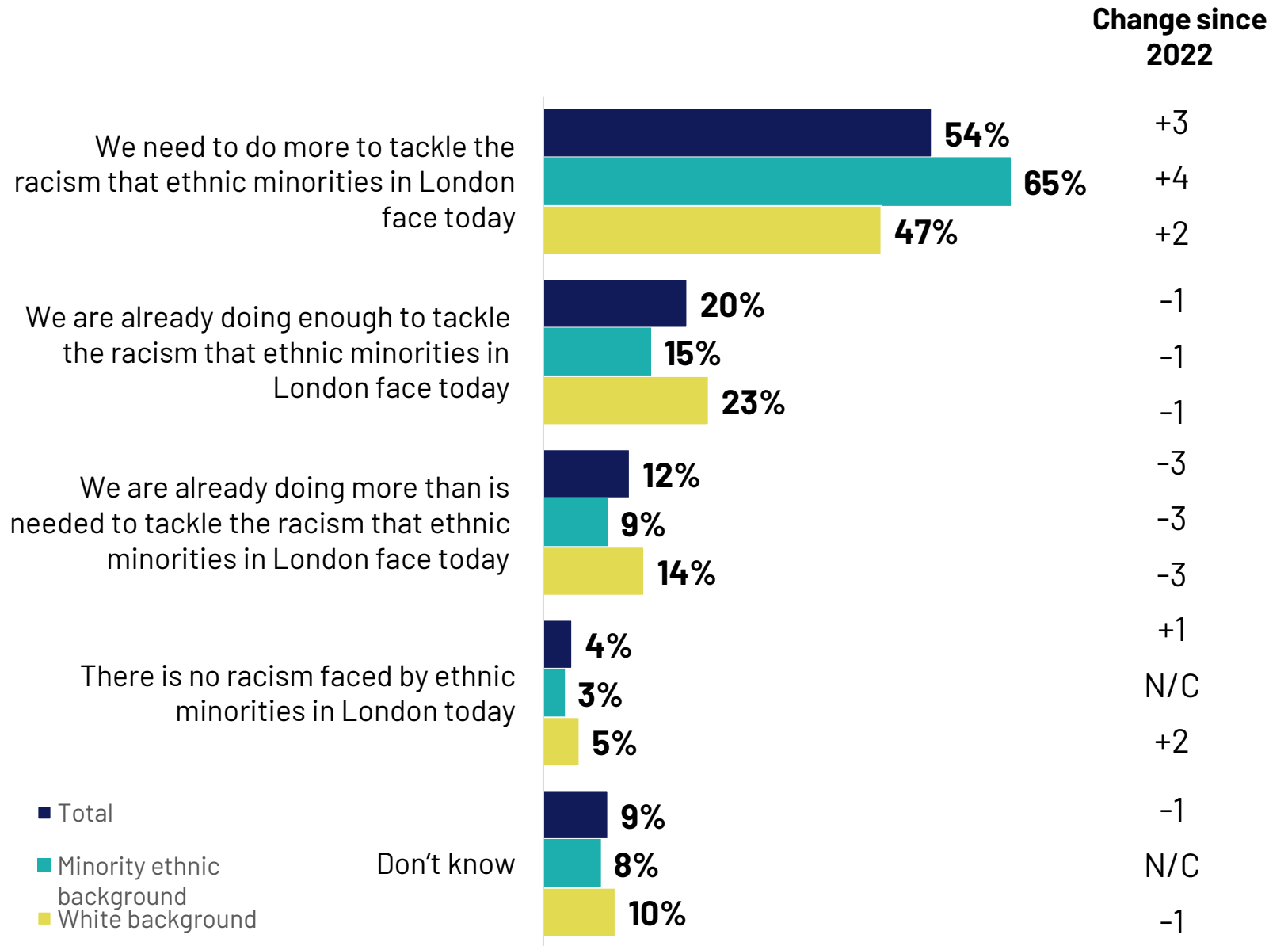
Social Class (% disagree): 33%



Base: All adults aged 18+ in Inner/Outer London (2024:1000; 2022: 1021) : Fieldwork dates 1-17 October 2024; Source: Ipsos UK

Over half of Londoners, including two thirds from minority ethnic backgrounds, think more needs to be done to tackle racism in London today. This is up slightly from 2022

Which of the following statements comes closest to your view?



Base: All adults aged 18+ in Inner/Outer London (2024: 1000; 2022: 1021);
Fieldwork dates 1 - 17 October 2024; Source: Ipsos UK

THANK YOU

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