# YouGov / QMUL Survey Results

**Sample Size: 1066 adults in London**
**Fieldwork: 12th - 17th October 2023**

|  | Total | Westminster VI | | | Vote in 2019 GE | | | 2016 EU Ref | | Gender | | Age | | | | Social Grade | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
| **Weighted Sample** | 1066 | 144 | 401 | 66 | 249 | 375 | 117 | 453 | 296 | 521 | 545 | 122 | 553 | 230 | 161 | 629 | 437 |
| Unweighted Sample | 1066 | 134 | 431 | 77 | 240 | 367 | 116 | 519 | 245 | 468 | 598 | 120 | 565 | 237 | 144 | 668 | 398 |
|  | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

**WESTMINSTER VOTING INTENTION:**
**Headline Voting Intention**
*[Excluding those who don't know, refused or would not vote,*
*and weighting by likelihood to vote]*

|  | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Con | 20 | 100 | 0 | 0 | 59 | 4 | 6 | 10 | 44 | 20 | 19 | 10 | 15 | 15 | 47 | 20 | 19 |
| Lab | 55 | 0 | 100 | 0 | 18 | 80 | 43 | 66 | 29 | 53 | 57 | 72 | 59 | 57 | 31 | 54 | 57 |
| Lib Dem | 9 | 0 | 0 | 100 | 3 | 4 | 40 | 12 | 5 | 9 | 10 | 8 | 9 | 10 | 10 | 11 | 6 |
| Reform UK | 4 | 0 | 0 | 0 | 14 | 0 | 0 | 1 | 12 | 6 | 3 | 1 | 4 | 7 | 5 | 4 | 5 |
| Green | 9 | 0 | 0 | 0 | 3 | 11 | 5 | 11 | 3 | 8 | 10 | 10 | 12 | 3 | 6 | 9 | 9 |
| Other | 2 | 0 | 0 | 0 | 3 | 1 | 5 | 1 | 6 | 4 | 1 | 0 | 1 | 6 | 2 | 2 | 3 |

**LONDON MAYORAL VOTING INTENTION:**
**Headline Voting Intention**
*[Excluding those who don't know, refused or would not vote,*
*and weighting by likelihood to vote]*

|  | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Susan Hall – Con | 25 | 88 | 5 | 8 | 67 | 3 | 13 | 11 | 55 | 25 | 25 | 10 | 18 | 27 | 55 | 22 | 29 |
| Sadiq Khan – Lab | 50 | 7 | 82 | 31 | 11 | 78 | 53 | 66 | 17 | 50 | 49 | 63 | 56 | 46 | 26 | 53 | 45 |
| Rob Blackie – Lib Dem | 7 | 3 | 2 | 52 | 4 | 3 | 26 | 8 | 6 | 7 | 7 | 4 | 5 | 11 | 8 | 8 | 5 |
| Zoe Garbett – Green | 11 | 0 | 8 | 6 | 4 | 13 | 6 | 11 | 9 | 8 | 13 | 17 | 12 | 7 | 6 | 9 | 14 |
| Howard Cox - Reform UK | 4 | 1 | 0 | 2 | 11 | 0 | 0 | 1 | 11 | 6 | 2 | 3 | 5 | 5 | 2 | 5 | 4 |
| Other | 3 | 1 | 2 | 2 | 3 | 3 | 1 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 |

# YouGov / QMUL Survey Results

**Sample Size: 1066 adults in London**
**Fieldwork: 12th - 17th October 2023**

| | Total | Region | | | | | Inner / Outer | | Ethnicity | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Central | North | South | East | West | Inner London | Outer London | White | BME |
| Weighted Sample | 1066 | 224 | 135 | 210 | 326 | 170 | 434 | 632 | 598 | 452 |
| Unweighted Sample | 1066 | 226 | 135 | 211 | 328 | 166 | 430 | 636 | 653 | 395 |
| | % | % | % | % | % | % | % | % | % | % |

## WESTMINSTER VOTING INTENTION:
**Headline Voting Intention**
*[Excluding those who don't know, refused or would not vote,*
*and weighting by likelihood to vote]*

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Con | 20 | 15 | 13 | 23 | 20 | 27 | 16 | 23 | 24 | 15 |
| Lab | 55 | 63 | 65 | 43 | 56 | 49 | 64 | 49 | 49 | 65 |
| Lib Dem | 9 | 8 | 7 | 17 | 7 | 6 | 7 | 11 | 10 | 8 |
| Reform UK | 4 | 2 | 3 | 7 | 5 | 4 | 2 | 6 | 6 | 2 |
| Green | 9 | 10 | 9 | 7 | 9 | 10 | 10 | 8 | 9 | 9 |
| Other | 2 | 1 | 2 | 3 | 2 | 4 | 2 | 3 | 3 | 2 |

## LONDON MAYORAL VOTING INTENTION:
**Headline Voting Intention**
*[Excluding those who don't know, refused or would not vote,*
*and weighting by likelihood to vote]*

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Susan Hall – Con | 25 | 21 | 23 | 28 | 24 | 31 | 19 | 29 | 30 | 18 |
| Sadiq Khan – Lab | 50 | 61 | 51 | 44 | 51 | 38 | 62 | 41 | 45 | 57 |
| Rob Blackie – Lib Dem | 7 | 7 | 6 | 8 | 5 | 10 | 5 | 8 | 8 | 6 |
| Zoe Garbett – Green | 11 | 4 | 12 | 12 | 12 | 14 | 7 | 13 | 9 | 12 |
| Howard Cox - Reform UK | 4 | 3 | 3 | 7 | 4 | 4 | 3 | 5 | 5 | 2 |
| Other | 3 | 4 | 4 | 1 | 5 | 4 | 4 | 3 | 3 | 4 |

**Sample Size: 1066 adults in London**
**Fieldwork: 12th - 17th October 2023**

| | Total | Westminster VI | | | Vote in 2019 GE | | | 2016 EU Ref | | Gender | | Age | | | | Social Grade | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
| **Weighted Sample** | **1066** | 144 | 401 | 66 | 249 | 375 | 117 | 453 | 296 | 521 | 545 | 122 | 553 | 230 | 161 | 629 | 437 |
| **Unweighted Sample** | **1066** | 134 | 431 | 77 | 240 | 367 | 116 | 519 | 245 | 468 | 598 | 120 | 565 | 237 | 144 | 668 | 398 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

**If there were a general election held tomorrow, which party would you vote for?**

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Conservative | **13** | 100 | 0 | 0 | 43 | 3 | 5 | 8 | 30 | 14 | 13 | 7 | 10 | 10 | 34 | 14 | 12 |
| Labour | **38** | 0 | 100 | 0 | 12 | 66 | 32 | 51 | 20 | 38 | 37 | 45 | 40 | 39 | 23 | 38 | 37 |
| Liberal Democrat | **6** | 0 | 0 | 100 | 2 | 3 | 30 | 9 | 4 | 6 | 6 | 5 | 6 | 7 | 8 | 8 | 4 |
| Reform UK | **3** | 0 | 0 | 0 | 10 | 0 | 0 | 1 | 8 | 4 | 2 | 1 | 3 | 5 | 3 | 3 | 4 |
| Green | **7** | 0 | 0 | 0 | 2 | 10 | 4 | 9 | 2 | 6 | 7 | 7 | 8 | 3 | 4 | 7 | 6 |
| Some other party | **2** | 0 | 0 | 0 | 2 | 1 | 3 | 1 | 4 | 3 | 1 | 0 | 1 | 5 | 2 | 2 | 2 |
| Would not vote | **10** | 0 | 0 | 0 | 4 | 4 | 1 | 4 | 8 | 9 | 11 | 10 | 12 | 7 | 8 | 8 | 13 |
| Don't know | **16** | 0 | 0 | 0 | 19 | 8 | 24 | 16 | 19 | 15 | 17 | 13 | 14 | 22 | 18 | 16 | 16 |
| Refused | **5** | 0 | 0 | 0 | 5 | 5 | 1 | 3 | 5 | 4 | 6 | 12 | 6 | 1 | 1 | 4 | 6 |

**And which of these parties would you vote for?**

*[Asked only to those who answered 'some other party'; n=16]*

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| UK Independence Party (UKIP) | *9* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *14* | *6* | *16* | *0* | *0* | *16* | *0* | *7* | *11* |
| Women's Equality Party | *6* | *0* | *0* | *0* | *0* | *50* | *0* | *27* | *0* | *0* | *22* | *0* | *16* | *0* | *0* | *9* | *0* |
| Some other party | *86* | *0* | *0* | *0* | *100* | *50* | *100* | *73* | *86* | *94* | *62* | *0* | *84* | *84* | *100* | *84* | *89* |
| Don't know | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| Refused | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |

**On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?**

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 - Certain NOT to vote | **10** | 1 | 1 | 1 | 1 | 2 | 4 | 4 | 5 | 9 | 10 | 8 | 12 | 6 | 5 | 8 | 11 |
| 1 | **2** | 0 | 0 | 2 | 1 | 0 | 1 | 0 | 3 | 2 | 2 | 4 | 0 | 4 | 4 | 1 | 4 |
| 2 | **1** | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 0 | 1 | 2 |
| 3 | **1** | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 2 | 2 | 1 | 3 | 2 | 0 | 0 | 1 | 2 |
| 4 | **2** | 2 | 1 | 0 | 3 | 0 | 1 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 |
| 5 | **7** | 7 | 3 | 3 | 8 | 5 | 4 | 5 | 6 | 5 | 8 | 7 | 8 | 6 | 4 | 6 | 8 |
| 6 | **4** | 3 | 4 | 3 | 1 | 1 | 6 | 2 | 4 | 4 | 4 | 13 | 4 | 2 | 0 | 4 | 4 |
| 7 | **6** | 4 | 6 | 4 | 4 | 6 | 7 | 8 | 3 | 7 | 6 | 10 | 7 | 5 | 4 | 7 | 6 |
| 8 | **7** | 12 | 7 | 1 | 9 | 7 | 3 | 7 | 9 | 7 | 7 | 7 | 6 | 9 | 7 | 7 | 7 |
| 9 | **10** | 15 | 11 | 20 | 12 | 10 | 13 | 11 | 8 | 9 | 10 | 12 | 8 | 9 | 13 | 10 | 8 |
| 10 - Absolutely certain to vote | **51** | 55 | 66 | 64 | 58 | 67 | 60 | 61 | 55 | 53 | 48 | 32 | 49 | 55 | 62 | 53 | 47 |

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**Sample Size: 1066 adults in London**
**Fieldwork: 12th - 17th October 2023**

| | Total | Region | | | | | Inner / Outer | | Ethnicity | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Central | North | South | East | West | Inner London | Outer London | White | BME |
| **Weighted Sample** | 1066 | 224 | 135 | 210 | 326 | 170 | 434 | 632 | 598 | 452 |
| **Unweighted Sample** | 1066 | 226 | 135 | 211 | 328 | 166 | 430 | 636 | 653 | 395 |
| | % | % | % | % | % | % | % | % | % | % |

**If there were a general election held tomorrow, which party would you vote for?**

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Conservative | **13** | 11 | 9 | 15 | 14 | 18 | 11 | 15 | 16 | 10 |
| Labour | **38** | 45 | 42 | 28 | 38 | 34 | 45 | 33 | 33 | 44 |
| Liberal Democrat | **6** | 6 | 5 | 11 | 5 | 4 | 5 | 7 | 7 | 5 |
| Reform UK | **3** | 2 | 2 | 5 | 4 | 2 | 2 | 4 | 4 | 2 |
| Green | **7** | 7 | 8 | 5 | 7 | 6 | 7 | 6 | 7 | 6 |
| Some other party | **2** | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 2 |
| Would not vote | **10** | 6 | 8 | 11 | 13 | 12 | 9 | 11 | 10 | 11 |
| Don't know | **16** | 14 | 18 | 20 | 14 | 18 | 14 | 18 | 17 | 14 |
| Refused | **5** | 8 | 6 | 3 | 5 | 2 | 7 | 4 | 4 | 6 |

**And which of these parties would you vote for?**

*[Asked only to those who answered 'some other party'; n=16]*

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| UK Independence Party (UKIP) | *9* | *0* | *50* | *0* | *0* | *18* | *0* | *13* | *13* | *0* |
| Women's Equality Party | *6* | *18* | *0* | *11* | *0* | *0* | *9* | *4* | *9* | *0* |
| Some other party | *86* | *82* | *50* | *89* | *100* | *82* | *91* | *83* | *78* | *100* |
| Don't know | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| Refused | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |

**On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?**

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 - Certain NOT to vote | **10** | 6 | 8 | 9 | 14 | 7 | 11 | 9 | 8 | 11 |
| 1 | **2** | 1 | 6 | 3 | 0 | 4 | 1 | 3 | 3 | 1 |
| 2 | **1** | 1 | 1 | 0 | 1 | 3 | 1 | 2 | 1 | 2 |
| 3 | **1** | 2 | 1 | 0 | 1 | 2 | 2 | 1 | 1 | 1 |
| 4 | **2** | 3 | 2 | 2 | 1 | 0 | 2 | 2 | 1 | 2 |
| 5 | **7** | 8 | 9 | 6 | 7 | 5 | 7 | 7 | 6 | 8 |
| 6 | **4** | 6 | 5 | 2 | 3 | 4 | 4 | 4 | 1 | 7 |
| 7 | **6** | 5 | 1 | 7 | 8 | 9 | 7 | 6 | 5 | 7 |
| 8 | **7** | 7 | 3 | 5 | 9 | 9 | 7 | 7 | 7 | 7 |
| 9 | **10** | 11 | 7 | 10 | 9 | 11 | 11 | 9 | 9 | 10 |
| 10 - Absolutely certain to vote | **51** | 51 | 56 | 57 | 46 | 46 | 48 | 52 | 56 | 44 |

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| | | Westminster VI | | | Vote in 2019 GE | | | 2016 EU Ref | | Gender | | Age | | | | Social Grade | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
| **Weighted Sample** | 1066 | 144 | 401 | 66 | 249 | 375 | 117 | 453 | 296 | 521 | 545 | 122 | 553 | 230 | 161 | 629 | 437 |
| **Unweighted Sample** | 1066 | 134 | 431 | 77 | 240 | 367 | 116 | 519 | 245 | 468 | 598 | 120 | 565 | 237 | 144 | 668 | 398 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

**On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in these elections?**

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 0 – Certain NOT to vote | 9 | 1 | 2 | 1 | 2 | 2 | 5 | 4 | 5 | 10 | 9 | 11 | 12 | 5 | 5 | 9 | 10 |
| 1 | 1 | 1 | 0 | 0 | 0 | 0 | 2 | 1 | 1 | 1 | 2 | 4 | 0 | 1 | 2 | 0 | 3 |
| 2 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 2 | 1 | 0 | 1 | 1 | 1 |
| 3 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 4 | 2 | 2 | 1 | 1 | 2 |
| 4 | 2 | 1 | 0 | 3 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | 1 | 3 | 0 | 0 | 1 | 2 |
| 5 | 8 | 12 | 7 | 5 | 11 | 4 | 10 | 5 | 10 | 8 | 8 | 15 | 7 | 7 | 8 | 8 | 8 |
| 6 | 5 | 7 | 5 | 4 | 4 | 3 | 4 | 5 | 2 | 6 | 5 | 10 | 5 | 5 | 4 | 5 | 5 |
| 7 | 7 | 3 | 7 | 7 | 3 | 9 | 2 | 8 | 6 | 6 | 9 | 11 | 8 | 6 | 3 | 7 | 8 |
| 8 | 9 | 11 | 11 | 5 | 9 | 10 | 5 | 9 | 9 | 9 | 8 | 9 | 9 | 9 | 5 | 9 | 7 |
| 9 | 9 | 10 | 11 | 10 | 11 | 9 | 9 | 9 | 8 | 7 | 10 | 6 | 7 | 12 | 10 | 7 | 10 |
| 10 – Absolutely certain to vote | 47 | 52 | 54 | 61 | 59 | 58 | 59 | 56 | 56 | 50 | 45 | 28 | 45 | 53 | 60 | 50 | 43 |

**In May next year, elections will be held for the post of London Mayor. If there were an election tomorrow for Mayor of London, how would you vote?**

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Susan Hall – Conservative | 16 | 75 | 4 | 6 | 53 | 2 | 10 | 9 | 37 | 17 | 16 | 6 | 12 | 19 | 37 | 15 | 18 |
| Sadiq Khan – Labour | 33 | 8 | 66 | 25 | 9 | 57 | 39 | 47 | 13 | 35 | 32 | 37 | 37 | 32 | 17 | 37 | 28 |
| Rob Blackie – Liberal Democrats | 5 | 3 | 2 | 44 | 3 | 2 | 20 | 6 | 4 | 5 | 4 | 3 | 3 | 8 | 5 | 6 | 4 |
| Zoë Garbett – Green Party | 7 | 0 | 6 | 4 | 3 | 10 | 4 | 8 | 6 | 6 | 9 | 10 | 9 | 6 | 4 | 6 | 9 |
| Howard Cox - Reform UK | 3 | 1 | 0 | 2 | 9 | 0 | 0 | 1 | 7 | 4 | 1 | 2 | 3 | 4 | 1 | 3 | 2 |
| Some other candidate | 3 | 1 | 2 | 1 | 3 | 3 | 1 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 |
| Don't know | 21 | 10 | 16 | 18 | 16 | 21 | 26 | 21 | 23 | 19 | 23 | 19 | 20 | 23 | 24 | 20 | 23 |
| Would not vote | 8 | 2 | 2 | 0 | 2 | 2 | 0 | 3 | 5 | 9 | 8 | 9 | 10 | 5 | 8 | 7 | 10 |
| Refused | 3 | 0 | 2 | 0 | 2 | 2 | 0 | 2 | 3 | 3 | 4 | 12 | 4 | 1 | 0 | 3 | 5 |

**Are you generally satisfied or dissatisfied with the way the government are running the country?**

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Very satisfied | 2 | 7 | 3 | 3 | 3 | 2 | 6 | 3 | 3 | 4 | 1 | 8 | 2 | 1 | 1 | 3 | 2 |
| Somewhat satisfied | 11 | 36 | 8 | 7 | 23 | 8 | 7 | 8 | 16 | 13 | 9 | 11 | 11 | 6 | 17 | 11 | 11 |
| **TOTAL SATISFIED** | **13** | **43** | **11** | **10** | **26** | **10** | **13** | **11** | **19** | **17** | **10** | **19** | **13** | **7** | **18** | **14** | **13** |
| Neither satisfied nor dissatisfied | 16 | 35 | 9 | 10 | 25 | 6 | 17 | 11 | 22 | 17 | 16 | 10 | 16 | 13 | 26 | 16 | 18 |
| Somewhat dissatisfied | 23 | 19 | 21 | 20 | 25 | 19 | 18 | 20 | 24 | 20 | 27 | 25 | 21 | 26 | 28 | 23 | 24 |
| Very dissatisfied | 45 | 3 | 59 | 61 | 24 | 65 | 51 | 58 | 34 | 44 | 46 | 39 | 48 | 52 | 28 | 47 | 42 |
| **TOTAL DISSATISFIED** | **68** | **22** | **80** | **81** | **49** | **84** | **69** | **78** | **58** | **64** | **73** | **64** | **69** | **78** | **56** | **70** | **66** |
| Don't know | 2 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 2 | 2 | 7 | 2 | 1 | 0 | 1 | 3 |

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|  | | Region | | | | | Inner / Outer | | Ethnicity | |
|---|---|---|---|---|---|---|---|---|---|---|
|  | **Total** | **Central** | **North** | **South** | **East** | **West** | **Inner London** | **Outer London** | **White** | **BME** |
| **Weighted Sample** | **1066** | 224 | 135 | 210 | 326 | 170 | 434 | 632 | 598 | 452 |
| **Unweighted Sample** | **1066** | 226 | 135 | 211 | 328 | 166 | 430 | 636 | 653 | 395 |
|  | **%** | % | % | % | % | % | % | % | % | % |

**On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in these elections?**

|  | **Total** | **Central** | **North** | **South** | **East** | **West** | **Inner London** | **Outer London** | **White** | **BME** |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 – Certain NOT to vote | **9** | 5 | 9 | 9 | 12 | 9 | 10 | 9 | 8 | 12 |
| 1 | **1** | 0 | 4 | 1 | 1 | 1 | 1 | 2 | 2 | 1 |
| 2 | **1** | 2 | 0 | 0 | 0 | 2 | 1 | 1 | 0 | 1 |
| 3 | **2** | 1 | 3 | 1 | 3 | 1 | 2 | 2 | 2 | 2 |
| 4 | **2** | 1 | 2 | 4 | 1 | 1 | 1 | 2 | 1 | 2 |
| 5 | **8** | 10 | 8 | 7 | 8 | 8 | 9 | 8 | 6 | 11 |
| 6 | **5** | 9 | 3 | 3 | 4 | 7 | 7 | 4 | 5 | 5 |
| 7 | **7** | 6 | 4 | 7 | 11 | 7 | 7 | 7 | 6 | 9 |
| 8 | **9** | 10 | 6 | 7 | 9 | 10 | 9 | 9 | 8 | 9 |
| 9 | **9** | 8 | 8 | 9 | 8 | 10 | 9 | 8 | 8 | 9 |
| 10 – Absolutely certain to vote | **47** | 47 | 52 | 53 | 43 | 45 | 45 | 49 | 54 | 39 |

**In May next year, elections will be held for the post of London Mayor. If there were an election tomorrow for Mayor of London, how would you vote?**

|  | **Total** | **Central** | **North** | **South** | **East** | **West** | **Inner London** | **Outer London** | **White** | **BME** |
|---|---|---|---|---|---|---|---|---|---|---|
| Susan Hall – Conservative | **16** | 15 | 15 | 18 | 15 | 21 | 13 | 19 | 20 | 11 |
| Sadiq Khan – Labour | **33** | 44 | 34 | 29 | 32 | 27 | 41 | 28 | 31 | 36 |
| Rob Blackie – Liberal Democrats | **5** | 5 | 5 | 6 | 3 | 6 | 3 | 6 | 6 | 4 |
| Zoë Garbett – Green Party | **7** | 4 | 9 | 8 | 8 | 10 | 5 | 9 | 7 | 8 |
| Howard Cox - Reform UK | **3** | 3 | 2 | 5 | 2 | 3 | 2 | 3 | 4 | 2 |
| Some other candidate | **3** | 3 | 3 | 1 | 3 | 3 | 3 | 2 | 2 | 3 |
| Don't know | **21** | 19 | 19 | 22 | 22 | 22 | 20 | 22 | 19 | 23 |
| Would not vote | **8** | 4 | 8 | 11 | 10 | 9 | 8 | 9 | 8 | 9 |
| Refused | **3** | 4 | 6 | 0 | 5 | 1 | 5 | 2 | 3 | 5 |

**Are you generally satisfied or dissatisfied with the way the government are running the country?**

|  | **Total** | **Central** | **North** | **South** | **East** | **West** | **Inner London** | **Outer London** | **White** | **BME** |
|---|---|---|---|---|---|---|---|---|---|---|
| Very satisfied | **2** | 4 | 2 | 1 | 3 | 1 | 4 | 1 | 1 | 4 |
| Somewhat satisfied | **11** | 8 | 11 | 9 | 11 | 18 | 10 | 11 | 10 | 12 |
| **TOTAL SATISFIED** | **13** | **12** | **13** | **10** | **14** | **19** | **14** | **12** | **11** | **16** |
| Neither satisfied nor dissatisfied | **16** | 15 | 20 | 16 | 18 | 12 | 15 | 17 | 16 | 18 |
| Somewhat dissatisfied | **23** | 21 | 24 | 25 | 20 | 31 | 20 | 25 | 23 | 24 |
| Very dissatisfied | **45** | 49 | 42 | 47 | 46 | 37 | 47 | 43 | 48 | 41 |
| **TOTAL DISSATISFIED** | **68** | **70** | **66** | **72** | **66** | **68** | **67** | **68** | **71** | **65** |
| Don't know | **2** | 3 | 2 | 2 | 1 | 1 | 3 | 1 | 2 | 2 |

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**Sample Size: 1066 adults in London**
**Fieldwork: 12th - 17th October 2023**



| | Total | Westminster VI | | | Vote in 2019 GE | | | 2016 EU Ref | | Gender | | Age | | | | Social Grade | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
| Weighted Sample | 1066 | 144 | 401 | 66 | 249 | 375 | 117 | 453 | 296 | 521 | 545 | 122 | 553 | 230 | 161 | 629 | 437 |
| Unweighted Sample | 1066 | 134 | 431 | 77 | 240 | 367 | 116 | 519 | 245 | 468 | 598 | 120 | 565 | 237 | 144 | 668 | 398 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

**Are you generally satisfied or dissatisfied with the way Sadiq Khan has performed since becoming Mayor of London?**

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Very satisfied | 6 | 4 | 10 | 8 | 1 | 9 | 12 | 9 | 3 | 6 | 5 | 8 | 7 | 3 | 3 | 7 | 3 |
| Somewhat satisfied | 24 | 12 | 36 | 33 | 12 | 34 | 31 | 33 | 12 | 27 | 21 | 27 | 27 | 21 | 15 | 27 | 19 |
| **TOTAL SATISFIED** | **30** | **16** | **46** | **41** | **13** | **43** | **43** | **42** | **15** | **33** | **26** | **35** | **34** | **24** | **18** | **34** | **22** |
| Neither satisfied nor dissatisfied | 21 | 18 | 23 | 17 | 8 | 26 | 17 | 24 | 12 | 21 | 21 | 21 | 24 | 16 | 17 | 22 | 20 |
| Somewhat dissatisfied | 16 | 14 | 15 | 22 | 16 | 14 | 16 | 14 | 15 | 15 | 17 | 24 | 13 | 19 | 14 | 16 | 16 |
| Very dissatisfied | 30 | 51 | 14 | 19 | 63 | 14 | 23 | 18 | 57 | 28 | 30 | 8 | 24 | 40 | 50 | 25 | 36 |
| **TOTAL DISSATISFIED** | **46** | **65** | **29** | **41** | **79** | **28** | **39** | **32** | **72** | **43** | **47** | **32** | **37** | **59** | **64** | **41** | **52** |
| Don't know | 4 | 0 | 2 | 1 | 0 | 3 | 1 | 2 | 1 | 3 | 5 | 12 | 5 | 1 | 1 | 4 | 5 |

**The Ultra Low Emissions Zone is an area in which Transport for London charge a £12.50 daily fee to the drivers of vehicles that do not meet a certain emissions standard. On August 29th 2023, the Ultra Low Emissions Zone was expanded to cover the entirety of London rather than just inner London.**
**To what extent, if at all, do you support or oppose this expansion of the Ultra Low Emissions Zone?**

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Strongly support | 17 | 4 | 26 | 23 | 5 | 27 | 25 | 25 | 5 | 19 | 14 | 10 | 20 | 16 | 11 | 20 | 12 |
| Support | 23 | 14 | 32 | 33 | 11 | 27 | 34 | 29 | 14 | 26 | 21 | 35 | 26 | 21 | 10 | 27 | 19 |
| **TOTAL SUPPORT** | **40** | **18** | **58** | **56** | **16** | **54** | **59** | **54** | **19** | **45** | **35** | **45** | **46** | **37** | **21** | **47** | **31** |
| Neither support nor oppose | 16 | 16 | 18 | 15 | 15 | 17 | 11 | 16 | 16 | 15 | 16 | 20 | 17 | 13 | 15 | 14 | 19 |
| Oppose | 14 | 19 | 11 | 12 | 17 | 10 | 7 | 11 | 16 | 12 | 16 | 17 | 12 | 13 | 18 | 13 | 15 |
| Strongly oppose | 26 | 45 | 11 | 14 | 51 | 14 | 23 | 18 | 48 | 25 | 27 | 10 | 20 | 36 | 46 | 24 | 29 |
| **TOTAL OPPOSE** | **40** | **64** | **22** | **26** | **68** | **24** | **30** | **29** | **64** | **37** | **43** | **27** | **32** | **49** | **64** | **37** | **44** |
| Don't know | 5 | 1 | 2 | 2 | 1 | 5 | 0 | 2 | 2 | 3 | 6 | 8 | 6 | 1 | 1 | 3 | 7 |

**Thinking about the Ultra Low Emissions Zone, which of the following comes closest to your view?**

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The Ultra Low Emissions Zone should return to its former inner London boundaries | 26 | 38 | 21 | 24 | 36 | 20 | 29 | 21 | 32 | 24 | 28 | 21 | 23 | 30 | 35 | 24 | 30 |
| The Ultra Low Emissions Zone should continue to cover the entirety of London | 42 | 18 | 60 | 59 | 17 | 58 | 56 | 55 | 21 | 48 | 36 | 56 | 46 | 38 | 26 | 48 | 34 |
| The Ultra Low Emissions Zone should be scrapped entirely | 20 | 36 | 13 | 4 | 38 | 14 | 8 | 14 | 36 | 18 | 22 | 11 | 17 | 25 | 30 | 17 | 24 |
| Don't know | 12 | 8 | 6 | 13 | 8 | 8 | 8 | 9 | 11 | 10 | 13 | 11 | 14 | 6 | 10 | 11 | 12 |

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|  | Total | Region | | | | | Inner / Outer | | Ethnicity | |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Central | North | South | East | West | Inner London | Outer London | White | BME |
| **Weighted Sample** | **1066** | 224 | 135 | 210 | 326 | 170 | 434 | 632 | 598 | 452 |
| **Unweighted Sample** | **1066** | 226 | 135 | 211 | 328 | 166 | 430 | 636 | 653 | 395 |
|  | % | % | % | % | % | % | % | % | % | % |

**Are you generally satisfied or dissatisfied with the way Sadiq Khan has performed since becoming Mayor of London?**

|  | Total | Central | North | South | East | West | Inner London | Outer London | White | BME |
|---|---|---|---|---|---|---|---|---|---|---|
| Very satisfied | **6** | 9 | 3 | 4 | 6 | 3 | 8 | 4 | 7 | 5 |
| Somewhat satisfied | **24** | 30 | 24 | 23 | 23 | 18 | 30 | 20 | 23 | 25 |
| **TOTAL SATISFIED** | **30** | **39** | **27** | **27** | **29** | **21** | **38** | **24** | **30** | **30** |
| Neither satisfied nor dissatisfied | **21** | 22 | 24 | 16 | 23 | 21 | 23 | 20 | 17 | 26 |
| Somewhat dissatisfied | **16** | 12 | 13 | 15 | 15 | 27 | 12 | 18 | 15 | 18 |
| Very dissatisfied | **30** | 21 | 32 | 39 | 30 | 27 | 21 | 36 | 35 | 22 |
| **TOTAL DISSATISFIED** | **46** | **33** | **45** | **54** | **45** | **54** | **33** | **54** | **50** | **40** |
| Don't know | **4** | 7 | 4 | 3 | 4 | 5 | 7 | 2 | 3 | 5 |

**The Ultra Low Emissions Zone is an area in which Transport for London charge a £12.50 daily fee to the drivers of vehicles that do not meet a certain emissions standard. On August 29th 2023, the Ultra Low Emissions Zone was expanded to cover the entirety of London rather than just inner London.**
**To what extent, if at all, do you support or oppose this expansion of the Ultra Low Emissions Zone?**

|  | Total | Central | North | South | East | West | Inner London | Outer London | White | BME |
|---|---|---|---|---|---|---|---|---|---|---|
| Strongly support | **17** | 24 | 19 | 14 | 14 | 13 | 22 | 13 | 20 | 12 |
| Support | **23** | 31 | 18 | 20 | 24 | 21 | 30 | 19 | 21 | 26 |
| **TOTAL SUPPORT** | **40** | **55** | **37** | **34** | **38** | **34** | **52** | **32** | **41** | **38** |
| Neither support nor oppose | **16** | 16 | 12 | 11 | 19 | 19 | 16 | 16 | 13 | 20 |
| Oppose | **14** | 8 | 15 | 23 | 12 | 13 | 9 | 17 | 13 | 15 |
| Strongly oppose | **26** | 15 | 29 | 31 | 26 | 32 | 17 | 32 | 30 | 20 |
| **TOTAL OPPOSE** | **40** | **23** | **44** | **54** | **38** | **45** | **26** | **49** | **43** | **35** |
| Don't know | **5** | 6 | 7 | 2 | 5 | 2 | 6 | 4 | 3 | 7 |

**Thinking about the Ultra Low Emissions Zone, which of the following comes closest to your view?**

|  | Total | Central | North | South | East | West | Inner London | Outer London | White | BME |
|---|---|---|---|---|---|---|---|---|---|---|
| The Ultra Low Emissions Zone should return to its former inner London boundaries | **26** | 16 | 27 | 35 | 25 | 30 | 17 | 32 | 27 | 26 |
| The Ultra Low Emissions Zone should continue to cover the entirety of London | **42** | 56 | 41 | 33 | 42 | 37 | 53 | 35 | 44 | 41 |
| The Ultra Low Emissions Zone should be scrapped entirely | **20** | 15 | 20 | 24 | 20 | 21 | 17 | 22 | 20 | 20 |
| Don't know | **12** | 12 | 12 | 8 | 13 | 12 | 13 | 11 | 10 | 13 |

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**Sample Size: 1066 adults in London**
**Fieldwork: 12th - 17th October 2023**

| | Total | Westminster VI | | | Vote in 2019 GE | | | 2016 EU Ref | | Gender | | Age | | | | Social Grade | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
| Weighted Sample | 1066 | 144 | 401 | 66 | 249 | 375 | 117 | 453 | 296 | 521 | 545 | 122 | 553 | 230 | 161 | 629 | 437 |
| Unweighted Sample | 1066 | 134 | 431 | 77 | 240 | 367 | 116 | 519 | 245 | 468 | 598 | 120 | 565 | 237 | 144 | 668 | 398 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

**Why do you oppose the expansion of the Ultra Low Emissions Zone? Please select all that apply.**
*[Asked only to those who oppose or strongly oppose the expansion of ULEZ; n=412]*

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Because I do not think this policy will be effective in reducing emissions | 60 | 70 | 44 | *68* | 73 | 52 | *66* | 58 | 71 | 51 | 67 | *33* | 57 | 59 | 73 | 54 | 66 |
| Because I think this policy was not properly consulted on | 52 | 64 | 50 | *48* | 65 | 39 | *69* | 55 | 56 | 55 | 49 | *22* | 47 | 60 | 61 | 55 | 48 |
| Because Transport for London should seek to reduce emissions in other ways (e.g., using only electric buses) | 44 | 55 | 49 | *64* | 48 | 52 | *53* | 52 | 45 | 34 | 53 | *52* | 36 | 48 | 52 | 45 | 44 |
| Because I think this policy was implemented too quickly | 37 | 47 | 36 | *37* | 45 | 27 | *50* | 41 | 37 | 32 | 40 | *24* | 30 | 39 | 49 | 37 | 36 |
| Because the policy will increase my cost of living | 36 | 27 | 43 | *40* | 31 | 44 | *26* | 40 | 32 | 34 | 38 | *42* | 42 | 33 | 27 | 34 | 38 |
| Because it will damage my business or other businesses in the local area | 28 | 32 | 20 | *43* | 34 | 17 | *30* | 30 | 29 | 24 | 30 | *18* | 27 | 28 | 31 | 24 | 32 |
| Because the public transport links in my area are inadequate | 20 | 19 | 18 | *28* | 25 | 16 | *26* | 24 | 22 | 19 | 21 | *8* | 23 | 20 | 18 | 21 | 18 |
| Other | 10 | 14 | 8 | *12* | 10 | 9 | *11* | 9 | 8 | 10 | 9 | *12* | 11 | 9 | 8 | 8 | 11 |
| Don't know | 2 | 1 | 4 | *0* | 0 | 1 | *3* | 2 | 2 | 3 | 2 | *9* | 1 | 1 | 3 | 2 | 3 |

**In your view, are the government…**

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Taking too much action to tackle the cost of living | 4 | 6 | 2 | 7 | 5 | 1 | 8 | 3 | 5 | 7 | 2 | 3 | 4 | 4 | 4 | 4 | 5 |
| Taking the right amount of action to tackle the cost of living | 13 | 35 | 10 | 6 | 25 | 7 | 17 | 10 | 22 | 17 | 10 | 20 | 10 | 13 | 18 | 15 | 11 |
| Taking too little action to tackle the cost of living | 74 | 48 | 85 | 83 | 61 | 88 | 66 | 81 | 65 | 67 | 80 | 67 | 77 | 77 | 65 | 72 | 77 |
| Don't know | 9 | 11 | 3 | 4 | 9 | 4 | 9 | 6 | 8 | 9 | 8 | 10 | 9 | 6 | 12 | 10 | 7 |

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**Sample Size: 1066 adults in London**
**Fieldwork: 12th - 17th October 2023**

| | Total | Region | | | | | Inner / Outer | | Ethnicity | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Central | North | South | East | West | Inner London | Outer London | White | BME |
| **Weighted Sample** | 1066 | 224 | 135 | 210 | 326 | 170 | 434 | 632 | 598 | 452 |
| **Unweighted Sample** | 1066 | 226 | 135 | 211 | 328 | 166 | 430 | 636 | 653 | 395 |
| | % | % | % | % | % | % | % | % | % | % |

**Why do you oppose the expansion of the Ultra Low Emissions Zone? Please select all that apply.**
*[Asked only to those who oppose or strongly oppose the expansion of ULEZ; n=412]*

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Because I do not think this policy will be effective in reducing emissions | **60** | 58 | 63 | 62 | 57 | 59 | 50 | 63 | 66 | 49 |
| Because I think this policy was not properly consulted on | **52** | 50 | 39 | 56 | 55 | 53 | 48 | 53 | 58 | 42 |
| Because Transport for London should seek to reduce emissions in other ways (e.g., using only electric buses) | **44** | 54 | 48 | 37 | 40 | 54 | 39 | 46 | 43 | 45 |
| Because I think this policy was implemented too quickly | **37** | 40 | 38 | 37 | 37 | 33 | 30 | 39 | 39 | 33 |
| Because the policy will increase my cost of living | **36** | 29 | 35 | 30 | 39 | 46 | 29 | 39 | 32 | 43 |
| Because it will damage my business or other businesses in the local area | **28** | 20 | 25 | 30 | 27 | 33 | 22 | 29 | 30 | 23 |
| Because the public transport links in my area are inadequate | **20** | 4 | 26 | 22 | 24 | 16 | 15 | 22 | 22 | 16 |
| Other | **10** | 15 | 9 | 6 | 13 | 6 | 15 | 8 | 10 | 9 |
| Don't know | **2** | 0 | 6 | 0 | 4 | 1 | 5 | 1 | 2 | 3 |

**In your view, are the government…**

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Taking too much action to tackle the cost of living | **4** | 4 | 2 | 5 | 6 | 2 | 6 | 3 | 5 | 3 |
| Taking the right amount of action to tackle the cost of living | **13** | 13 | 14 | 11 | 13 | 16 | 12 | 14 | 13 | 13 |
| Taking too little action to tackle the cost of living | **74** | 71 | 74 | 74 | 73 | 79 | 72 | 75 | 73 | 75 |
| Don't know | **9** | 12 | 10 | 10 | 8 | 4 | 10 | 8 | 9 | 8 |

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**Sample Size: 1066 adults in London**
**Fieldwork: 12th - 17th October 2023**

| | Total | Westminster VI Con | Lab | Lib Dem | Vote in 2019 GE Con | Lab | Lib Dem | 2016 EU Ref Remain | Leave | Gender Male | Female | Age 18-24 | 25-49 | 50-64 | 65+ | Social Grade ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Weighted Sample** | 1066 | 144 | 401 | 66 | 249 | 375 | 117 | 453 | 296 | 521 | 545 | 122 | 553 | 230 | 161 | 629 | 437 |
| **Unweighted Sample** | 1066 | 134 | 431 | 77 | 240 | 367 | 116 | 519 | 245 | 468 | 598 | 120 | 565 | 237 | 144 | 668 | 398 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

**What would you most like to see the government do to make living costs more manageable for your household and others? Please select your top three.**
*[Asked only to those who said the government are taking too little action to tackle the cost of living; n=822]*

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Reduce the price cap for energy bills | 32 | 29 | 34 | 25 | 36 | 32 | 27 | 30 | 34 | 29 | 34 | 28 | 31 | 32 | 38 | 27 | 39 |
| Improve regulation of energy companies | 32 | 35 | 33 | 31 | 34 | 36 | 32 | 36 | 31 | 32 | 32 | 36 | 32 | 32 | 30 | 37 | 26 |
| Introduce a one-off, windfall tax on oil and gas companies to raise funds to cut energy bills | 31 | 19 | 35 | 38 | 32 | 34 | 35 | 33 | 35 | 33 | 29 | 30 | 27 | 37 | 41 | 35 | 27 |
| Remove VAT from energy bills | 31 | 44 | 25 | 24 | 47 | 24 | 32 | 26 | 46 | 30 | 31 | 15 | 23 | 42 | 53 | 29 | 33 |
| Place a cap on rises in council tax bills | 28 | 28 | 24 | 26 | 33 | 26 | 26 | 24 | 34 | 19 | 34 | 25 | 31 | 26 | 19 | 25 | 31 |
| Invest in renewable energy sources (e.g., wind and solar) | 26 | 17 | 29 | 32 | 17 | 29 | 38 | 33 | 14 | 26 | 25 | 22 | 26 | 24 | 30 | 28 | 22 |
| Improve regulation of supermarket profit margins | 25 | 17 | 28 | 14 | 27 | 24 | 14 | 20 | 29 | 23 | 26 | 33 | 24 | 24 | 22 | 23 | 27 |
| Raise current income tax thresholds (e.g., scrap recent national insurance rise, or raise minimum threshold for payment of income tax) | 20 | 30 | 20 | 33 | 25 | 16 | 20 | 20 | 23 | 22 | 18 | 19 | 20 | 20 | 23 | 23 | 16 |
| Help people to improve home insulation | 14 | 13 | 12 | 20 | 6 | 15 | 19 | 14 | 12 | 18 | 10 | 16 | 14 | 13 | 14 | 17 | 9 |
| Increase universal credit payments | 14 | 6 | 18 | 9 | 2 | 22 | 15 | 19 | 6 | 14 | 14 | 14 | 15 | 15 | 8 | 13 | 16 |
| Remove the two-child benefit cap, allowing people to claim child tax credits and universal credit for third and subsequent children | 8 | 0 | 9 | 6 | 1 | 10 | 13 | 10 | 2 | 5 | 10 | 3 | 9 | 6 | 8 | 7 | 8 |
| Increase child benefit payments | 6 | 3 | 6 | 10 | 4 | 6 | 9 | 6 | 3 | 6 | 7 | 4 | 9 | 3 | 1 | 5 | 8 |
| Other | 4 | 6 | 4 | 2 | 2 | 5 | 4 | 3 | 3 | 4 | 4 | 7 | 4 | 2 | 3 | 5 | 3 |
| Don't know | 4 | 5 | 3 | 5 | 3 | 3 | 2 | 3 | 2 | 6 | 2 | 8 | 4 | 2 | 0 | 3 | 4 |

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**Sample Size: 1066 adults in London**
**Fieldwork: 12th - 17th October 2023**

| | Total | Region | | | | | Inner / Outer | | Ethnicity | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Central | North | South | East | West | Inner London | Outer London | White | BME |
| **Weighted Sample** | 1066 | 224 | 135 | 210 | 326 | 170 | 434 | 632 | 598 | 452 |
| **Unweighted Sample** | 1066 | 226 | 135 | 211 | 328 | 166 | 430 | 636 | 653 | 395 |
| | % | % | % | % | % | % | % | % | % | % |

**What would you most like to see the government do to make living costs more manageable for your household and others? Please select your top three.**
*[Asked only to those who said the government are taking too little action to tackle the cost of living; n=822]*

| | Total | Central | North | South | East | West | Inner London | Outer London | White | BME |
|---|---|---|---|---|---|---|---|---|---|---|
| Reduce the price cap for energy bills | **32** | 30 | 32 | 40 | 33 | 25 | 34 | 31 | 31 | 34 |
| Improve regulation of energy companies | **32** | 34 | 25 | 37 | 31 | 33 | 31 | 33 | 37 | 25 |
| Introduce a one-off, windfall tax on oil and gas companies to raise funds to cut energy bills | **31** | 34 | 32 | 28 | 30 | 33 | 32 | 31 | 36 | 25 |
| Remove VAT from energy bills | **31** | 23 | 32 | 37 | 30 | 34 | 25 | 35 | 30 | 33 |
| Place a cap on rises in council tax bills | **28** | 21 | 32 | 27 | 28 | 31 | 24 | 30 | 25 | 32 |
| Invest in renewable energy sources (e.g., wind and solar) | **26** | 30 | 23 | 26 | 25 | 23 | 28 | 24 | 30 | 20 |
| Improve regulation of supermarket profit margins | **25** | 28 | 24 | 21 | 22 | 29 | 27 | 23 | 27 | 22 |
| Raise current income tax thresholds (e.g., scrap recent national insurance rise, or raise minimum threshold for payment of income tax) | **20** | 14 | 27 | 18 | 23 | 20 | 16 | 23 | 19 | 21 |
| Help people to improve home insulation | **14** | 15 | 17 | 14 | 13 | 9 | 15 | 13 | 15 | 12 |
| Increase universal credit payments | **14** | 15 | 13 | 13 | 17 | 9 | 17 | 13 | 11 | 18 |
| Remove the two-child benefit cap, allowing people to claim child tax credits and universal credit for third and subsequent children | **8** | 10 | 4 | 10 | 7 | 5 | 9 | 7 | 6 | 9 |
| Increase child benefit payments | **6** | 5 | 4 | 8 | 7 | 4 | 6 | 6 | 4 | 8 |
| Other | **4** | 9 | 4 | 3 | 1 | 2 | 5 | 3 | 4 | 3 |
| Don't know | **4** | 3 | 4 | 2 | 4 | 6 | 3 | 4 | 3 | 4 |

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**Sample Size: 1066 adults in London**
**Fieldwork: 12th - 17th October 2023**

| | Total | Westminster VI | | | Vote in 2019 GE | | | 2016 EU Ref | | Gender | | Age | | | | Social Grade | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
| **Weighted Sample** | 1066 | 144 | 401 | 66 | 249 | 375 | 117 | 453 | 296 | 521 | 545 | 122 | 553 | 230 | 161 | 629 | 437 |
| **Unweighted Sample** | 1066 | 134 | 431 | 77 | 240 | 367 | 116 | 519 | 245 | 468 | 598 | 120 | 565 | 237 | 144 | 668 | 398 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

**Thinking about how you feel TODAY about climate change and its effects, which of the following comes closest to your view?**

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| I am currently very worried about climate change and its effects | 31 | 13 | 40 | 43 | 16 | 45 | 34 | 44 | 13 | 30 | 32 | 33 | 37 | 25 | 19 | 34 | 27 |
| I am currently fairly worried about climate change and its effects | 37 | 40 | 42 | 40 | 41 | 35 | 41 | 38 | 36 | 35 | 38 | 40 | 34 | 37 | 42 | 36 | 37 |
| **TOTAL WORRIED** | **68** | **53** | **82** | **83** | **57** | **80** | **75** | **82** | **49** | **65** | **70** | **73** | **71** | **62** | **61** | **70** | **64** |
| I am currently not very worried about climate change and its effects | 17 | 28 | 11 | 10 | 21 | 10 | 19 | 11 | 25 | 18 | 16 | 12 | 16 | 19 | 22 | 17 | 16 |
| I am currently not at all worried about climate change and its effects | 11 | 18 | 5 | 5 | 20 | 8 | 2 | 4 | 23 | 11 | 10 | 6 | 8 | 14 | 16 | 8 | 13 |
| **TOTAL NOT WORRIED** | **28** | **46** | **16** | **15** | **41** | **18** | **21** | **15** | **48** | **29** | **26** | **18** | **24** | **33** | **38** | **25** | **29** |
| Don't know | 5 | 2 | 2 | 1 | 3 | 2 | 4 | 2 | 3 | 6 | 4 | 9 | 5 | 5 | 1 | 4 | 6 |

**The UK Government have set a target of achieving Net Zero emissions by 2050. This means that by 2050 the total level of greenhouse gas emissions emitted by the UK is equal to the amount of these gases removed from the atmosphere. How confident are you, if at all, that the UK is on track to meet its Net Zero target by 2050?**

| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Very confident | 3 | 6 | 3 | 3 | 2 | 2 | 8 | 2 | 4 | 4 | 1 | 8 | 2 | 2 | 1 | 3 | 3 |
| Somewhat confident | 13 | 21 | 15 | 14 | 18 | 11 | 11 | 11 | 16 | 14 | 12 | 16 | 13 | 11 | 15 | 13 | 14 |
| **TOTAL CONFIDENT** | **16** | **27** | **18** | **17** | **20** | **13** | **19** | **13** | **20** | **18** | **13** | **24** | **15** | **13** | **16** | **16** | **17** |
| Not very confident | 37 | 43 | 38 | 47 | 39 | 37 | 38 | 38 | 37 | 32 | 43 | 35 | 35 | 41 | 42 | 37 | 38 |
| Not at all confident | 35 | 15 | 38 | 33 | 30 | 44 | 36 | 40 | 32 | 36 | 34 | 34 | 37 | 36 | 28 | 36 | 34 |
| **TOTAL NOT CONFIDENT** | **72** | **58** | **76** | **80** | **69** | **81** | **74** | **78** | **69** | **68** | **77** | **69** | **72** | **77** | **70** | **73** | **72** |
| Don't know | 12 | 14 | 5 | 3 | 10 | 7 | 7 | 9 | 11 | 14 | 10 | 7 | 12 | 10 | 15 | 11 | 12 |

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

| | Total | Region | | | | | Inner / Outer | | Ethnicity | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Central | North | South | East | West | Inner London | Outer London | White | BME |
| **Weighted Sample** | **1066** | 224 | 135 | 210 | 326 | 170 | 434 | 632 | 598 | 452 |
| **Unweighted Sample** | **1066** | 226 | 135 | 211 | 328 | 166 | 430 | 636 | 653 | 395 |
| | % | % | % | % | % | % | % | % | % | % |

**Thinking about how you feel TODAY about climate change and its effects, which of the following comes closest to your view?**

| | Total | Central | North | South | East | West | Inner London | Outer London | White | BME |
|---|---|---|---|---|---|---|---|---|---|---|
| I am currently very worried about climate change and its effects | **31** | 34 | 33 | 29 | 31 | 30 | 35 | 29 | 34 | 28 |
| I am currently fairly worried about climate change and its effects | **37** | 35 | 30 | 39 | 37 | 41 | 33 | 39 | 36 | 37 |
| **TOTAL WORRIED** | **68** | **69** | **63** | **68** | **68** | **71** | **68** | **68** | **70** | **65** |
| I am currently not very worried about climate change and its effects | **17** | 12 | 22 | 19 | 17 | 18 | 14 | 19 | 15 | 20 |
| I am currently not at all worried about climate change and its effects | **11** | 11 | 10 | 10 | 12 | 7 | 11 | 10 | 11 | 10 |
| **TOTAL NOT WORRIED** | **28** | **23** | **32** | **29** | **29** | **25** | **25** | **29** | **26** | **30** |
| Don't know | **5** | 8 | 6 | 3 | 4 | 3 | 6 | 3 | 4 | 6 |

**The UK Government have set a target of achieving Net Zero emissions by 2050. This means that by 2050 the total level of greenhouse gas emissions emitted by the UK is equal to the amount of these gases removed from the atmosphere. How confident are you, if at all, that the UK is on track to meet its Net Zero target by 2050?**

| | Total | Central | North | South | East | West | Inner London | Outer London | White | BME |
|---|---|---|---|---|---|---|---|---|---|---|
| Very confident | **3** | 4 | 5 | 0 | 3 | 1 | 4 | 1 | 2 | 3 |
| Somewhat confident | **13** | 18 | 7 | 9 | 15 | 15 | 16 | 12 | 12 | 16 |
| **TOTAL CONFIDENT** | **16** | **22** | **12** | **9** | **18** | **16** | **20** | **13** | **14** | **19** |
| Not very confident | **37** | 33 | 46 | 43 | 32 | 39 | 31 | 41 | 37 | 38 |
| Not at all confident | **35** | 31 | 35 | 34 | 39 | 33 | 36 | 34 | 37 | 31 |
| **TOTAL NOT CONFIDENT** | **72** | **64** | **81** | **77** | **71** | **72** | **67** | **75** | **74** | **69** |
| Don't know | **12** | 14 | 8 | 13 | 10 | 11 | 12 | 11 | 11 | 13 |

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

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