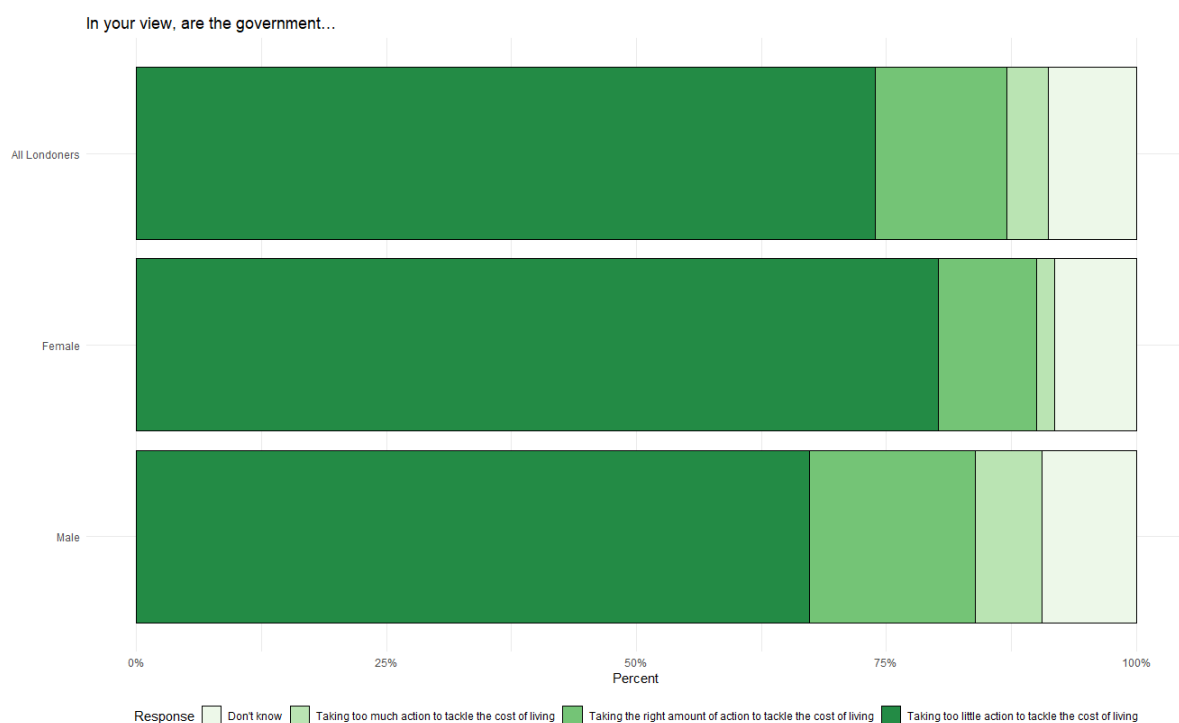


Londoners think the government is doing too little to tackle the cost-of-living crisis, and call for energy-related policy interventions to make costs more manageable

A recent poll conducted by the Mile End Institute at Queen Mary University of London shows that almost three quarters of Londoners (74 per cent) say the government is taking too little action to tackle the cost-of-living crisis. This compares to 13 per cent of Londoners who say the government is taking the right amount of action and just 4 per cent who believe the government is taking too much action, as illustrated in the figure below.

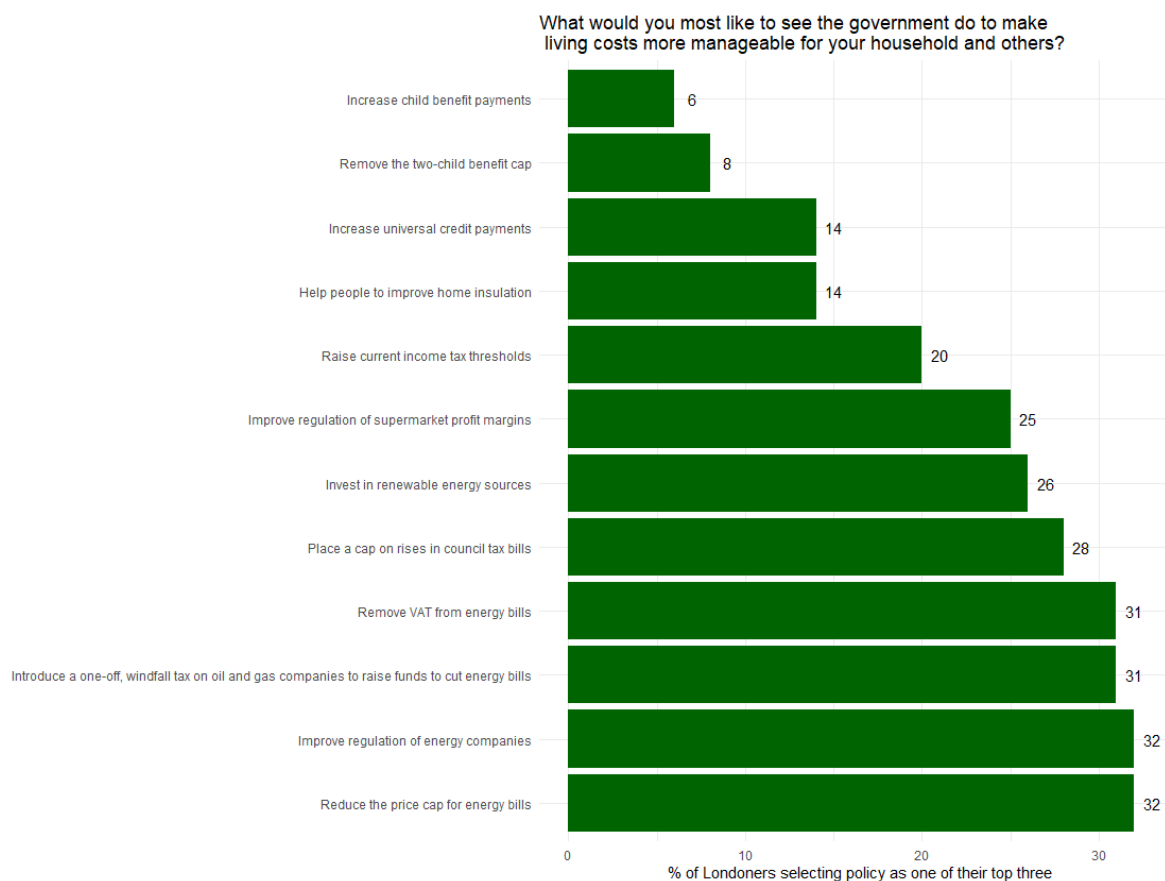
Women in London seem particularly concerned that government action on the cost-of-living crisis is falling short with 80 per cent of female Londoners saying the government are taking too little action to tackle the cost-of-living crisis, compared to 67 per cent of men.



Among Londoners who believe the government are taking too little action to tackle the cost-of-living crisis, there is consensus that energy-based solutions (i.e., capping the price of household energy bills or improving the regulation of energy companies) offer the best hope of making living costs more manageable for their household. We can infer from this finding that Londoners' key cost-of-living concern is the high cost of energy bills. This is perhaps not surprising given we are heading into a winter where the government are no longer offering mass support for paying bills as they did last winter under the Energy Bill Support Scheme. [That scheme gave every household a £400 discount on their energy bills over 6 months from October 2022-March 2023.](#)

The figure below shows that 32 per cent of Londoners who believe the government are taking too little action to tackle the cost-of-living crisis want to see the price cap for energy bills lowered, alongside improved regulation of energy companies. Policy interventions also popular among Londoners who believe the government are taking too little action to

tackle the cost-of-living are introducing a one-off windfall tax on oil and gas companies to raise funds to cut energy bills and removing VAT from energy bills. Other policies to address the cost-of-living such as capping Council Tax increases, improving regulation of supermarket profit margins and raising the current income tax thresholds - were less popular among Londoners.



As such, the vast majority of Londoners believe the government is doing too little to tackle the cost-of-living crisis. It appears unlikely that this feeling is unique to those living in London. Rather, this view is likely to be shared by adults across the rest of the United Kingdom. What remains to be seen is whether the government is able to respond to these concerns.

Data tables are available here: [QMUL LondonOnly Tabs Oct23.xls \(live.com\)](#)

All figures, unless otherwise stated, are from fieldwork conducted by YouGov Plc for the Mile End Institute (which should be credited as the commissioner and designer of the survey). Fieldwork was conducted online between 12th – 17th October 2023. Total sample size was 1,066 adults living in inner and outer London. The figures have been weighted and are representative of all adults living in London (aged 18+). YouGov is a member of the British Polling Council and abide by their rules.