

Sample size: 1162 adults in London

Fieldwork: 21st - 27th October 2022

Which, if any, of the following are you doing to help manage living costs? Please tick all that apply.

	All	Households with children under 18	Households without children under 18
Weighted N	1162	260	902
Unweighted N	1162	247	915
I am buying less food and essentials	32%	43%	29%
I am using less water, energy or fuel	49%	51%	48%
I am buying cheaper products	50%	57%	49%
I am shopping around more or switching providers	26%	30%	24%
I am spending less on non-essentials	51%	49%	52%
I am using free transport (walking or cycling)	25%	22%	25%
I am doing free activities	15%	17%	14%
I am going without essentials (food, electricity or gas for example)	8%	13%	7%
I am stopping or delaying spend on non-essentials	26%	27%	25%
I am using my savings	23%	23%	23%
I am saving less	32%	29%	33%
I am borrowing money from friends or family	7%	10%	6%
I am using more credit or going into debt (including overdrafts, loans, credit or store cards or missing payments)	11%	15%	10%
I am looking for a better-paying job	15%	15%	15%
I am negotiating a higher wage	5%	7%	5%
I am working more paid hours	6%	7%	6%
I am taking on additional paid work	7%	8%	7%
I am seeking paid employment	4%	3%	5%
I have started in paid employment	1%	0%	1%
None of these	9%	5%	10%
I have reviewed the state benefits I'm entitled to	5%	5%	5%
I am claiming a wider range of state benefits than I was before	1%	1%	1%
I am now claiming state benefits, when I wasn't before	2%	2%	1%
Other	1%	1%	2%
Don't know	3%	2%	3%
Prefer not to say	4%	2%	4%

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1162 adults. Fieldwork was undertaken between 21st - 27th October 2022. The survey was carried out online. The figures have been weighted and are representative of all London adults (aged 18+).