

Statistical bulletin

Public opinions and social trends, Great Britain: 13 to 24 March 2024

Social insights on daily life and events from the Opinions and Lifestyle Survey (OPN) relating to the biggest issues facing society today.

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1 . Main points

The following information is for the latest survey period 13 to 24 March 2024, based on adults in Great Britain.

- When asked about the important issues facing the UK today, the most commonly reported issues were: the cost of living (88%), the NHS (85%) and the economy (70%).
- Climate change and the environment (57%), crime (57%), housing (56%), immigration (51%) and international conflict (48%) were other commonly reported important issues facing the UK today.
- Just under half of adults (48%) reported their cost of living had increased over the last month, this proportion has gradually decreased since April 2023 (76% in the period 22 March to 2 April 2023); around half (49%) said their cost of living had remained the same over the last month, with 3% saying it had decreased.

Among adults who told us that their cost of living had increased over the last month:

- Rises in the price of their food shopping (93%), their gas and electricity bills (66%) or their fuel (59%) continue to be the most commonly reported reasons for an increase in their cost of living.
- The proportion reporting the price of their fuel had increased (59%) has gradually risen since the start of 2024 (41% in the period 4 to 14 January 2024).
- The proportion reporting the price of their gas or electricity bills had increased (66%) has gradually fallen since the start of 2024 (85% in the period 4 to 14 January 2024).

Among all adults:

- Around two-thirds (66%) reported their health was "very good" or "good" in general; this proportion appears to have decreased since we first started asking about this (77% in the period 20 to 30 March 2020).
- Average ratings of personal well-being remained similar to the same time a year ago (8 to 19 March 2023): 6.8 out of 10 for life satisfaction (7.0 a year ago), 7.2 out of 10 feeling that the things done in life are worthwhile (7.3 a year ago), 6.8 out of 10 for happiness (6.9 a year ago) and 4.1 out of 10 for anxiety (the same as a year ago).

2 . Public opinions and social trends data

[Public opinions and social trends, Great Britain: household finances](#)

Dataset | Released 28 March 2024

Indicators from the Opinions and Lifestyle Survey (OPN) of people's experiences of changes in their cost of living and household finances in Great Britain.

[Public opinions and social trends, Great Britain: personal well-being and loneliness](#)

Dataset | Released 28 March 2024

Indicators from the Opinions and Lifestyle Survey (OPN) of worries, personal well-being and loneliness in Great Britain.

[Public opinions and social trends, Great Britain: personal experiences of shortages of goods](#)

Dataset | Released 28 March 2024

Indicators from the Opinions and Lifestyle Survey (OPN) of whether people experienced shortages of goods such as food, medicine or fuel when shopping in Great Britain.

[Public opinions and social trends, Great Britain: GP practice access](#)

Dataset | Released 28 March 2024

Indicators from the Opinions and Lifestyle Survey (OPN) related to people's experiences of GP practice access in Great Britain.

3 . Measuring the data

This release contains data and indicators from the Office for National Statistics' (ONS's) Opinions and Lifestyle Survey (OPN).

From the 16 June 2023 release onwards, we made changes that reduced the scope of the release and accompanying datasets. This was based on a routine review of the relevance and usefulness of this release.

Breakdowns by age and sex are no longer provided for fortnightly estimates in the latest [Public opinions and social trends, Great Britain datasets](#). All previous versions of the dataset remain available from this page. Estimates from the OPN by these and other personal characteristics continue to be provided on a regular basis in other ONS releases. For example, OPN estimates relating to the impact of the cost of living among different sub-groups of the population are provided within the regular [Impact of increased cost of living on adults across Great Britain](#) series.

[Confidence intervals](#) are provided for all estimates in the datasets. Where changes in results from previous weeks are presented in this release, or comparisons between estimates are made, associated confidence intervals should be used to assess the [statistical significance](#) of the differences.

Sampling and weighting

In the latest period (13 to 24 March 2024), we sampled 5,008 households. This sample was randomly selected from people who had previously completed the Labour Market Survey (LMS) or OPN. The responding sample for the latest period contained 2,357 individuals, representing a 47% response rate.

Survey weights were applied to make estimates representative of the population (based on ONS population estimates). Because of sampling changes in July 2023, some groups in our unweighted sample may be over-represented. Further information on the survey design and quality can be found in our [Opinions and Lifestyle Survey Quality and Methodology Information \(QMI\)](#).

4 . Related links

[The impact of winter pressures on different population groups in Great Britain: 18 October 2023 to 1 January 2024](#)

Article | Released 29 January 2024

In-depth analysis on how increases in the cost of living and difficulty accessing NHS services have impacted people's lives during the autumn and winter period.

[Impact of increased cost of living on adults across Great Britain: July to October 2023](#)

Article | Released 4 December 2023

Analysis of the groups of the population affected by recent increases in the cost of living using data from the Opinions and Lifestyle Survey and of the characteristics associated with financial resilience from the Wealth and Assets Survey.

[UK Measures of National Well-being Dashboard](#)

Article | Released 9 February 2024

An overview of well-being in the UK on an individual, community and national level. Considers change across 58 measures of well-being, grouped by 10 topic areas.

[Economic activity and social change in the UK, real-time indicators: 28 March 2024](#)

Bulletin | Released 28 March 2024

Early data on the UK economy and society. These faster indicators are created using rapid response surveys, novel data sources and innovative methods. These are official statistics in development.

5 . Cite this statistical bulletin

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