

Statistical bulletin

Public opinions and social trends, Great Britain: 28 February to 10 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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Table of contents

1. [Main points](#)
2. [Public opinions and social trends data](#)
3. [Measuring the data](#)
4. [Related links](#)
5. [Cite this statistical bulletin](#)

1 . Main points

The following information is for the latest survey period 28 February to 10 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 (87%), the NHS (83%) and the economy (67%).
- Climate change and the environment (57%), housing (56%), crime (55%), international conflict (48%) and immigration (47%) were other commonly reported important issues facing the UK today.
- Around 1 in 8 adults (13%) reported they were often or always able to recognise when they were using AI; this proportion appears to have remained stable since we first asked the question in November 2023 (15% in the period 1 to 12 November 2023).
- Just under half of adults (46%) 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 (51%) 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 (89%), their gas and electricity bills (67%) or their fuel (55%) 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 (55%) 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 (67%) has gradually fallen since the start of 2024 (85% in the period 4 to 14 January 2024).

Among adults who pay energy bills:

- Around 4 in 10 (39%) reported finding it very or somewhat difficult to afford them; this proportion was at its highest in spring 2023 (49% in the period 17 to 29 May 2023).

2 . Public opinions and social trends data

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

Dataset | Released 15 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 15 March 2024

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

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

Dataset | Released 15 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 15 March 2024

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

[Public opinions and social trends, Great Britain: artificial intelligence \(AI\)](#)

Dataset | Released 15 March 2024

Indicators from the Opinions and Lifestyle Survey (OPN) on the public's awareness, opinions, and expectations about artificial intelligence (AI).

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 (28 February to 10 March 2024), we sampled 4,952 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 2,268 individuals, representing a 46% response rate. In the latest period, online data collection was interrupted for a short time on the 6 and 7 March because of a server issue.

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.

[Public awareness, opinions and expectations about artificial intelligence: July to October 2023](#)

Article | Released 30 October 2023

An analysis exploring adults' awareness of artificial intelligence (AI) use and attitudes towards the adoption of AI, including benefits and risks.

[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.

5 . Cite this statistical bulletin

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