

Statistical bulletin

# Public opinions and social trends, Great Britain: 8 to 19 May 2024

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

Contact:  
The Policy Evidence and  
Analysis team  
policy.evidence.analysis@ons.  
gov.uk  
+44 3000 671543

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# 1 . Main points

The following information is for the latest survey period, 8 to 19 May 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 (85%), the economy (68%), climate change and the environment (61%), crime (59%) and housing (58%).
- Immigration (54%), international conflict (50%) and education (46%) were other commonly reported important issues facing the UK today.

We also continued to ask about people's experiences of the cost of living.

- Just over half of adults (55%) reported that their cost of living had increased over the last month, 42% said their cost of living had remained the same, and 3% said 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 (94%), their fuel (61%) and their gas and electricity bills (53%) continue to be the most commonly reported reasons for an increase in their cost of living
- the proportion reporting that the price of their gas or electricity bills had increased (53%) has gradually fallen since the start of 2024 (85% in the period 4 to 14 January 2024)
- the proportion reporting that the price of their fuel had increased (61%) has gradually risen since the start of 2024 (41% in the period 4 to 14 January 2024)

## 2 . Public opinions and social trends data

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

Dataset | Released 24 May 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 24 May 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 24 May 2024

Indicators from the Opinions and Lifestyle Survey (OPN) of whether people experienced shortages of food when shopping in Great Britain.

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

Dataset | Released 24 May 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 24 May 2024

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

### [Public opinions and social trends, Great Britain: working arrangements](#)

Dataset | Released 24 May 2024

Indicators from the Opinions and Lifestyle Survey (OPN) related to the working arrangements of people in Great Britain.

### [Public opinions and social trends, Great Britain: social media use and attitudes towards elections](#)

Dataset | Released 24 May 2024

Indicators from the Opinions and Lifestyle Survey (OPN) related to people's social media use and attitudes towards elections 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).

Breakdowns by age and sex have been provided for fortnightly estimates since our 27 March to 7 April 2024 edition of the [Public opinions and social trends, Great Britain datasets](#). Before this, breakdowns by age and sex were reported until the 17 to 29 May 2023 edition of all datasets. This is based on routine review of the relevance and usefulness of this release.

Estimates from the OPN by a variety of personal characteristics are 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.

For all estimates in the datasets, [confidence intervals](#) are provided. 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 (8 to 19 May 2024), we sampled 4,989 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 2,616 individuals, representing a 52% response rate. This response rate is higher than in previous periods, likely as a result of an unconditional non-financial incentive (items of stationery) to participate being added to the survey in the latest period.

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 (for example, older adults).

Estimates for some groups of the population may be subject to greater uncertainty because of smaller sample sizes for these groups (for example, younger adults).

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

### [Economic activity and social change in the UK, real-time indicators: 23 May 2024](#)

Bulletin | Released 23 May 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.

### [Measuring progress, well-being and beyond GDP in the UK: May 2024](#)

Bulletin | Released 9 May 2024

Exploring quality of life in the UK, drawing on the latest economic, environmental and social statistics. This quarter we focus on the quality of life of individuals.

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

Online tool | Released 9 May 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.

### [Trust in government, UK: 2023](#)

Bulletin | Released 1 March 2024

Estimates of trust in government and institutions, satisfaction with public services, and political attitudes, collected as part of an international research project. These are official statistics in development.

### [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.

## 5 . Cite this statistical bulletin

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