

Statistical bulletin

Public opinions and social trends, Great Britain: 1 to 12 November 2023

Social insights on daily life and events, including estimates from the Opinions and Lifestyle Surveys (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 1 to 12 November 2023, based on adults in Great Britain.

- Among those who had tried to contact their GP in the last month, 35% reported that it was very difficult or difficult making contact; this was 31% during the period 22 March to 2 April 2023, when the data were first collected.
- Around half (52%) of adults reported that their cost of living had increased compared with a month ago; this has decreased from around 4 in 5 (77%) adults during a similar period one year ago (26 October to 6 November 2022).
- More than 9 in 10 (91%) adults who reported their cost of living had increased compared with one month ago reported the price of their food shop had increased, around two-thirds (66%) reported the price of their fuel had increased, while 66% reported their gas or electricity bills had increased.
- When asked about what people are doing because of the increases in the cost of living, 64% said they were spending less on non-essentials, around half of all adults (48%) were shopping around more, 49% of adults were using less fuel such as gas or electricity in their homes, and around 4 in 10 (41%) were spending less on food shopping and essentials.
- Among those who are currently paying rent or a mortgage, 35% reported finding it very or somewhat difficult affording these payments; this was 37% during a similar period one year ago (26 October to 6 November 2022).
- Among those who pay energy bills, around 4 in 10 (38%) adults reported it being very or somewhat difficult to afford them; this is down from 47% during a similar period one year ago (26 October to 6 November 2022).

We also asked adults about their awareness, opinions and expectations about artificial intelligence (AI).

- When asked how often they could recognise when they are using AI, 15% of adults said they could often or always recognise it, while 16% reported they can never recognise when they are using it.
- When asked about their thoughts on the benefits and risks of AI, almost half (46%) of adults reported equal benefits and risks, while 26% reported more risks than benefits.
- Around 4 in 10 (38%) adults strongly agreed or agreed that AI will benefit them, however, around half (47%) neither agreed nor disagreed.

2 . Public opinions and social trends data

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

Dataset | Released 17 November 2023

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 17 November 2023

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 17 November 2023

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 17 November 2023

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](#)

Dataset | Released 17 November 2023

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 have made changes that reduce the scope of the release and accompanying datasets. This is 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 will 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 (1 to 12 November 2023), we sampled 4,979 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 2,370 individuals, representing a 47.6% response rate.

Survey weights were applied to make estimates representative of the population (based on ONS population estimates). 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

[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.

[Student voices: experiences of the rising cost of living](#)

Article | Released 6 September 2023

The rising cost of living has brought new challenges to higher education, with student budgets being squeezed. Interviews with students in England during the 2022 to 2023 academic year have helped shed light on the difficulties they are facing.

[Climate change insights, families and households, UK: August 2023](#)

Article | Released 11 August 2023

Latest climate change-related analysis using a range of UK official statistics.

[UK Measures of National Well-being: August 2023](#)

Article | Released 11 August 2023

An update on the UK's progress across 10 domains of national well-being, which include personal well-being, relationships, health, what we do, where we live, personal finance, economy, education and skills, governance, and the environment.

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

Article | Released 14 July 2023

Analysis of the proportion of the population that are affected by an increase in their cost of living, and of the characteristics associated with financial vulnerability, using data from the Opinions and Lifestyle Survey.

[Tracking the impact of winter pressures in Great Britain: November 2022 to February 2023](#)

Article | Released 24 April 2023

Insights from our Winter Survey as we tracked participants to examine how increases in the cost of living and difficulty accessing NHS services had impacted their lives during the winter months.

[Cost of living insights](#)

Web page | Updated frequently

The latest data and trends about the cost of living. Explore changes in the cost of everyday items and how this is affecting people.

5 . Cite this statistical bulletin

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