

Statistical bulletin

Public opinions and social trends, Great Britain: 24 April to 6 May 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, 24 April to 6 May 2024, based on adults in Great Britain.

In the latest survey period, we asked some new questions about people's attitudes towards elections and social media use.

- Around 6 in 10 (58%) adults agreed (strongly agreed or agreed) with the statement "Elections in the UK are fair and democratic"; this proportion was higher among men (66%) compared with women (51%) and among adults aged 70 years and over (70%) compared with other age groups (55% among those aged 16 to 29 years, 53% among those aged 30 to 49 years, and 60% among those aged 50 to 69 years).
- When asked about what issues, if any, people were most concerned about when thinking about the process of the next general election, commonly reported issues were the spread of misinformation and "fake news" (64%), bias in the media (54%), foreign influence on UK election results (35%), the need for voters to present ID (19%), electoral fraud (18%), and the safety of candidates who run for election (15%); 18% reported that they did not have any concerns about the next general election.
- Around two thirds (65%) of adults reported using social media on a daily basis; this proportion was higher among adults aged 16 to 29 years (87%) compared with other age groups (73% among those aged 30 to 49 years, 60% among those aged 50 to 69 years, and 38% among those aged 70 years and over) and was higher among women (70%) compared with men (61%).

We continued to ask about what people felt were important issues facing the UK today.

- The most commonly reported issues were the cost of living (89%), the NHS (88%), and the economy (70%); these have been the top three issues reported by adults since October 2022.
- Other commonly reported issues were housing (64%), climate change and the environment (60%), crime (60%), and immigration (56%).
- The proportion of adults reporting housing as an important issue has increased since we first started asking about this in October 2022 (from 53% in the period 26 October to 6 November 2022 to 64% in the latest period).

We also asked about people's experiences of the cost of their housing payments in more detail. Among those who pay rent or mortgages:

- around 4 in 10 (41%) reported their rent or mortgage had gone up in the last in the last 6 months; this proportion remains higher than when we first asked about this in March 2022 (27% in the period 16 to 27 March 2022)
- around a third (36%) reported it was difficult (very or somewhat) to afford their rent or mortgage payments in the latest period; this proportion remains higher than when we first asked about this in March 2022 (30% during the period 16 to 27 March 2022)

2 . Public opinions and social trends data

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

Dataset | Released 10 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 10 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 10 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 10 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 10 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 10 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 10 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's (ONS's) Opinions and Lifestyle Survey (OPN).

Breakdowns by age and sex have been provided for fortnightly estimates since the 27 March to 7 April 2024 edition of the [Public opinions and social trends, Great Britain datasets](#). Prior to 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.

[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 (24 April to 6 May 2024), we sampled 4,997 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 2,645 individuals, representing a 53% 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. 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: 10 May 2024](#)

Bulletin | Released 10 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](#)

Article | Released 9 May 2024

Exploring quality of life in the UK, drawing on the latest economic, environmental and social statistics.

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

Article | 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](#)

Article | 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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