

Statistical bulletin

# Public opinions and social trends, Great Britain: 4 to 14 January 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, 4 to 14 January 2024, based on adults in Great Britain.

- Around 4 in 10 (39%) agreed or strongly agreed that artificial intelligence (AI) will benefit them, this proportion appears to be remaining stable (38% in the period 1 to 12 November 2023).
- Around 1 in 6 adults (16%) reported they were often or always able to recognise when they were using AI; this proportion has also remained stable (15% in the period 1 to 12 November 2023).

In a period that included planned industrial action by NHS, travel, and refuse workers, we asked respondents about their experiences of industrial action and access to services.

- When asked if industrial action had affected them in the past month, around three-quarters (78%) said they had not been affected; the most commonly reported impacts were spending more money on travel (7%), being unable to take part in leisure activities (7%), and being unable to travel for holiday or leisure as planned (6%).
- Around 1 in 33 (3%) said that in the past month they were unable to attend a medical appointment because of industrial action, similar to when we last asked this question in the period 29 November 2023 to 10 December 2023 (2%).
- Among those who had tried to make contact with their GP in the past month, around 4 in 10 (37%) said it was easy or very easy to make contact, a decrease compared with 45% in the previous period (13 December 2023 to 1 January 2024).

We also continued to ask about people's experiences related to increases in the cost of living and when food shopping.

- Around half of adults (52%) 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).
- Among those who told us that their cost of living had increased, the most common reasons continue to be rises in the price of their food shopping (90%) or the price of their gas and electricity bills (85%).
- Around 4 in 10 (39%) reported there was less variety in shops than usual when food shopping in the last two weeks, an increase compared with 33% in the previous period (13 December 2023 to 1 January 2024).

## 2 . Public opinions and social trends data

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

Dataset | Released 19 January 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 19 January 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 19 January 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 19 January 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](#)

Dataset | Released 19 January 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, as described in our [Uncertainty methodology](#), 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 (4 to 14 January 2024), we sampled 4,985 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 2,594 individuals, representing a 52% 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

[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.

[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.

[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.

[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

Office for National Statistics (ONS), released 19 January 2024, ONS website, statistical bulletin, [Public opinions and social trends, Great Britain: 4 to 14 January 2024](#)