

LONELINESS

“Loneliness is an emotional state that arises from not having the desired sufficient meaningful connections with others – those people you could rely on in time of need”

- Research shows that the quality and quantity of our social relationships link to physical health and life expectancy. Studies show the long-term harm caused by loneliness is similar to smoking or obesity, shortening a life span by 15 years, and that social isolation is associated with a 50% increased likelihood of developing dementia.
- The global pandemic has deepened an ‘epidemic of loneliness’ with psychologists concerned that young adults are the hardest hit.
- Globally researchers are talking about what they call a ‘friendship recession’.
- And, markets are responding with the rise of the ‘loneliness economy’, stepping in with substitutes where people can’t achieve a real human connection (pets, networking sites, streaming services, sex robots)

The following data comes from our nationwide survey that was conducted in February this year. The results are bleak.

For more information on these insights contact liz@researchfirst.co.nz

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46%

do not have a place, outside of their home and workplace, that they visit regularly **where people know them by name, and they feel that they belong.**

32% do; **22%** were not sure.



27%

have **no one they feel comfortable talking to** about intimate personal problems.



64%

think it is **harder to make genuine friends** than it used to be.



22%

say that when they’re lonely there are **not several people in their life they can talk to**



14%

have no-one to turn to for advice about **making very important decisions.**



44%

know only 1 or 2 people that would **drop everything to come to their help** if needed.

6% know no-one.

in association with

