

YouGov / Campaign to End Loneliness survey results

UK Sample: 2035 UK adults

Fieldwork dates: 25th - 26th April 2018

Total	Gender		Age					Region								
	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland

You previously said you feel busy in your day-to-day life...

Which, if any, of the following are your reasons for this? (Please select all that apply)

Unweighted base	1578	687	889	117	261	297	306	595	366	254	148	183	366	1317	80	137	42
Base: All UK adults online that feel busy	1567	722	845	170	264	293	288	553	361	247	142	199	362	1311	78	135	43
My work	63%	66%	61%	73%	83%	77%	77%	36%	57%	62%	66%	69%	65%	63%	57%	69%	59%
Family commitments (e.g. looking after children, seeing family, etc.)	47%	43%	50%	29%	42%	55%	56%	46%	49%	46%	49%	40%	47%	46%	48%	49%	56%
Social media (e.g. time spent checking it, scrolling through news feeds, messaging people, etc.)	20%	18%	22%	35%	18%	17%	13%	22%	18%	21%	15%	23%	19%	19%	22%	29%	16%
Technology (e.g. being distracted by computers/ tablets/ games consoles, being able to instantly contact anyone, etc.)	26%	27%	24%	36%	20%	25%	21%	28%	22%	23%	29%	26%	30%	26%	19%	28%	24%
General fast pace of life (e.g. having social activities, hobbies, etc.)	40%	39%	41%	58%	40%	36%	31%	42%	42%	39%	39%	40%	44%	41%	34%	36%	39%
The high amount of information I need to process each day	27%	29%	26%	43%	30%	32%	29%	18%	25%	26%	22%	31%	33%	28%	17%	29%	27%
Doing chores (e.g. grocery shopping, cleaning, etc.)	65%	56%	74%	51%	58%	64%	67%	74%	68%	61%	66%	63%	68%	66%	68%	65%	60%
Other	8%	9%	8%	8%	4%	3%	9%	13%	9%	7%	9%	7%	8%	8%	9%	11%	5%
Don't know	1%	2%	1%	1%	0%	3%	1%	1%	1%	2%	3%	0%	1%	1%	1%	1%	-

To what extent do you agree or disagree with the following statement?

Being busy in my day-to-day life stops me from connecting with people as much as I would like to (e.g. family, friends, new people, etc.)

Unweighted base	2035	931	1104	150	307	356	362	860	480	332	179	243	471	1705	100	173	57
Base: All UK adults	2035	987	1048	229	311	353	341	800	474	326	171	267	471	1709	98	171	56
Strongly agree	12%	12%	12%	14%	21%	17%	16%	4%	10%	10%	13%	15%	12%	12%	11%	15%	13%
Tend to agree	37%	37%	37%	49%	43%	45%	42%	25%	39%	34%	38%	33%	37%	36%	34%	39%	41%
Tend to disagree	34%	34%	35%	20%	21%	24%	29%	51%	35%	37%	35%	30%	35%	35%	33%	34%	32%
Strongly disagree	9%	8%	9%	2%	5%	4%	8%	15%	8%	10%	8%	12%	8%	9%	16%	6%	8%
Don't know	8%	9%	7%	15%	9%	11%	6%	5%	8%	10%	6%	10%	8%	8%	6%	7%	5%
Net: Agree	49%	48%	49%	63%	65%	61%	58%	28%	49%	44%	51%	48%	49%	48%	46%	54%	54%
Net: Disagree	43%	42%	44%	22%	26%	28%	36%	66%	43%	46%	43%	43%	43%	44%	48%	39%	40%

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Thinking about valued connections and friends you have, either personal or through work...

To what extent to you agree or disagree with the following statement?

I feel it's been a long time since I made a new valued connection or friend

Unweighted base	2035	931	1104	150	307	356	362	860	480	332	179	243	471	1705	100	173	57
Base: All UK adults	2035	987	1048	229	311	353	341	800	474	326	171	267	471	1709	98	171	56
Strongly agree	19%	19%	19%	18%	24%	24%	21%	15%	22%	21%	18%	21%	18%	20%	11%	15%	14%
Tend to agree	34%	36%	33%	32%	34%	32%	38%	34%	34%	31%	40%	31%	35%	34%	40%	36%	32%
Tend to disagree	29%	25%	32%	29%	26%	26%	25%	33%	26%	27%	28%	27%	31%	28%	34%	33%	34%
Strongly disagree	10%	10%	10%	10%	8%	9%	9%	12%	9%	10%	7%	15%	10%	10%	9%	10%	14%
Don't know	7%	9%	6%	10%	7%	10%	6%	6%	8%	11%	7%	6%	6%	8%	6%	7%	6%
Net: Agree	54%	55%	52%	50%	58%	56%	59%	49%	57%	51%	58%	52%	53%	54%	51%	51%	46%
Net: Disagree	39%	36%	42%	40%	35%	34%	34%	45%	35%	38%	35%	42%	41%	38%	43%	42%	48%

For the following question, by "small moments of connection", we mean things like saying hello to someone on the bus, smiling at someone on the street, having small talk with strangers, etc.

In general, how valuable, if at all, do you think small moments of connection can be for helping someone who has feelings of loneliness?

Unweighted base	2035	931	1104	150	307	356	362	860	480	332	179	243	471	1705	100	173	57
Base: All UK adults	2035	987	1048	229	311	353	341	800	474	326	171	267	471	1709	98	171	56
Very valuable	54%	45%	63%	53%	44%	50%	54%	61%	52%	53%	50%	54%	59%	54%	58%	56%	50%
Fairly valuable	33%	37%	30%	31%	41%	33%	34%	31%	37%	33%	36%	31%	31%	34%	29%	36%	29%
Not very valuable	4%	6%	3%	2%	7%	4%	6%	3%	3%	4%	6%	6%	3%	4%	3%	3%	9%
Not at all valuable	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	0%	1%	1%	1%	2%	1%
Don't know	7%	10%	4%	12%	8%	10%	6%	4%	8%	8%	6%	9%	6%	7%	9%	3%	10%
Net: Valuable	88%	83%	92%	84%	84%	83%	88%	92%	88%	86%	87%	85%	90%	88%	87%	92%	79%
Net: Not valuable	5%	7%	3%	4%	7%	6%	7%	4%	4%	6%	7%	6%	4%	5%	4%	5%	11%

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As a reminder, by "divided", we mean any type of separation between groups of people (e.g. they don't talk to each other, they don't get along, etc.).

In general, how divided, if at all, do you think groups of people within each of the following are? (Please select one option in each column)

General UK society

Unweighted base	2035	931	1104			307	356	362	860	480	332	179	243	471	1705	100	173	57
Base: All UK adults	2035	987	1048	229	311	353	341	800	474	326	171	267	471	1709	98	171	56	56
Very divided	33%	34%	32%	27%	32%	33%	35%	35%	32%	33%	37%	28%	35%	33%	31%	36%	34%	34%
Fairly divided	47%	46%	47%	49%	43%	47%	48%	47%	47%	46%	48%	50%	47%	47%	51%	42%	34%	41%
Not very divided	10%	10%	9%	11%	13%	10%	8%	9%	10%	10%	7%	12%	11%	10%	5%	13%	3%	3%
Not at all divided	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	4%	2%	2%	2%
Don't know	9%	8%	9%	11%	10%	10%	7%	8%	10%	11%	7%	8%	6%	9%	9%	6%	20%	6%
Net: Divided	80%	80%	79%	76%	75%	80%	83%	82%	79%	79%	84%	78%	81%	80%	82%	78%	75%	75%
Net: Not divided	11%	12%	11%	13%	15%	11%	10%	10%	11%	11%	8%	14%	12%	11%	9%	15%	5%	5%

As a reminder, by "small moments of connection", we mean things like saying hello to someone on the bus, smiling at someone on the street, having small talk with strangers, etc.

By "division", we mean any type of separation between groups of people (e.g. they don't talk to each other, get along, etc.).

In general, to what extent do you agree or disagree with the following statement?

Small moments of connection are a good way to break down divisions in UK society

Unweighted base	1629	753	876	114	232	283	299	701	381	260	151	194	383	1369	82	135	43
Base: All UK adults who think there is a division in society	1625	793	832	175	233	282	282	653	376	256	144	207	384	1368	80	134	42
Strongly agree	24%	21%	27%	29%	21%	23%	19%	26%	25%	21%	21%	23%	25%	24%	25%	23%	27%
Tend to agree	58%	56%	60%	51%	56%	60%	60%	60%	58%	59%	61%	53%	59%	58%	63%	62%	48%
Tend to disagree	8%	10%	6%	9%	10%	6%	9%	8%	9%	10%	6%	8%	8%	8%	3%	5%	15%
Strongly disagree	2%	3%	1%	3%	2%	1%	3%	2%	1%	4%	2%	1%	2%	2%	-	1%	8%
Don't know	8%	10%	6%	8%	11%	10%	10%	5%	6%	5%	10%	15%	6%	8%	9%	9%	2%
Net: Agree	82%	77%	87%	80%	77%	83%	78%	86%	83%	80%	82%	76%	85%	82%	89%	85%	75%
Net: Disagree	2%	3%	1%	3%	2%	1%	3%	2%	1%	4%	2%	1%	2%	2%	-	1%	8%

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If we made more time for connections with others, there would be less divisions in UK society

Unweighted base	1629	753	876	114	232	283	299	701	381	260	151	194	383	1369	82	135	43
Base: All UK adults who think there is a division in society	1625	793	832	175	233	282	282	653	376	256	144	207	384	1368	80	134	42
Strongly agree	25%	24%	26%	29%	22%	25%	21%	26%	29%	24%	20%	22%	25%	25%	27%	22%	27%
Tend to agree	54%	51%	58%	53%	53%	56%	54%	54%	52%	52%	53%	55%	56%	54%	55%	55%	60%
Tend to disagree	11%	12%	9%	9%	13%	10%	12%	10%	12%	11%	13%	10%	8%	10%	9%	13%	5%
Strongly disagree	3%	4%	1%	2%	0%	1%	4%	4%	2%	4%	3%	0%	3%	3%	1%	3%	6%
Don't know	8%	9%	7%	7%	11%	8%	9%	6%	5%	10%	11%	13%	6%	8%	8%	6%	2%
Net: Agree	79%	74%	83%	82%	75%	81%	75%	80%	81%	75%	73%	76%	82%	79%	82%	78%	87%
Net: Disagree	3%	4%	1%	2%	0%	1%	4%	4%	2%	4%	3%	0%	3%	3%	1%	3%	6%