

# Loneliness Study Phase 1

Uniting Communities

Square Holes Omnibus March 2020

## **The Square Holes Team:**

Jason Dunstone [Managing Director]

Linley Bertram [Project Director]

Christine Dunstone [General Manager]

Dylan Jacob [Research Analyst]

## **Data Collected:**

18-23 March 2020

## **Client Contact:**

Mark Henley

MarkH@unitingcommunities.org

Square Holes Pty Ltd  
8-10 Regent Street Nth, Adelaide 5000  
www.squareholes.com  
Job No.: 200301

# Methodology & Approach

The research methodology consisted of an online survey distributed to the general population of South Australia.

Results have been reported as an aggregate, with some comparisons between demographics.

Demographics for the sample are below:

Age	
18 to 24	8%
25 to 29	9%
30 to 34	10%
35 to 39	10%
40 to 44	8%
45 to 49	9%
50 to 54	8%
55 to 59	8%
60+	30%

Location	
Metro Adelaide	75%
Regional SA	25%

Gender	
Male	49%
Female	51%

## Survey Sample: General population, South Australia

<b>Sample achieved</b>	400
<b>Sample source</b>	Research-only online panel
<b>Distribution of survey</b>	Square Holes
<b>Questionnaire length</b>	< 5 min
<b>Margin of error</b>	+/- 5%
<b>Collection Dates</b>	18 - 23 March 2020

- 
- 1** Approximately half the SA population surveyed state they **hardly ever or never feel lonely**. A further **40% feel lonely some of the time**, while **14% often feel lonely**
  - 2** There is a general trend across these 4 aspects of loneliness, whereby **loneliness becomes less frequent as age increases**, with the exception of the 18-24 age group and a slight peak with 45-59 year olds
  - 3** **18-24 year olds experience loneliness and isolation more often**, nearly twice that of the average general population, yet companionship and feeling left out are more inline with the average
  - 4** **Loneliness** and feelings of **isolation increases** again amongst **45-59** year olds and is also slightly more common in **regional South Australia**
  - 5** **Males** are slightly more likely to **'feel lonely'** and **'left out'**
-

# How are South Australians feeling?

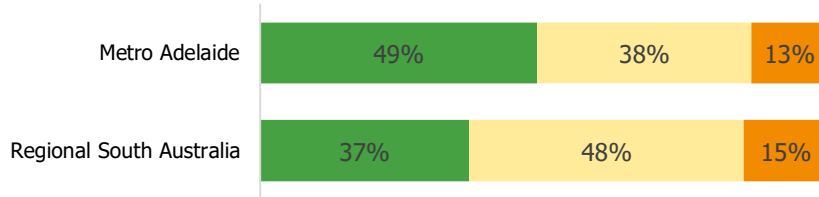
	Hardly or never	Some of the time	Often
How often do you feel lonely?	46%	40%	14%
How often do you feel that you lack companionship?	50%	36%	15%
How often do you feel left out?	46%	37%	18%
How often do you feel isolated from others?	48%	33%	19%

# Metro v Regional SA

**Metropolitan South Australians seem to experience aspects of loneliness less often**, particularly with loneliness in general and feelings of isolation which are more common feelings amongst regional South Australians.

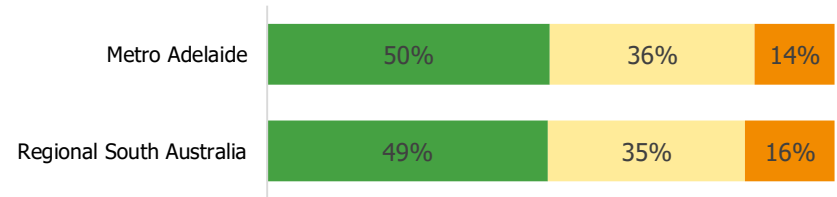
## Feeling Lonely

■ Hardly ever or never ■ Some of the time ■ Often



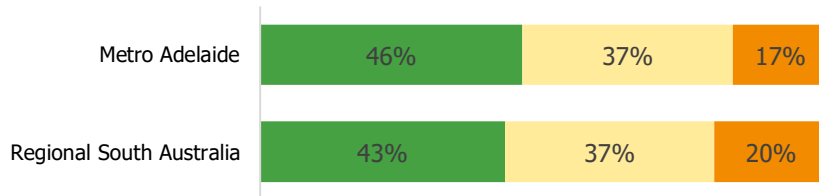
## Lacking Companionship

■ Hardly ever or never ■ Some of the time ■ Often



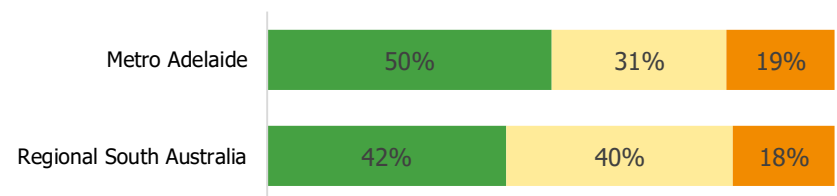
## Feeling Left Out

■ Hardly ever or never ■ Some of the time ■ Often



## Feeling Isolated from Others

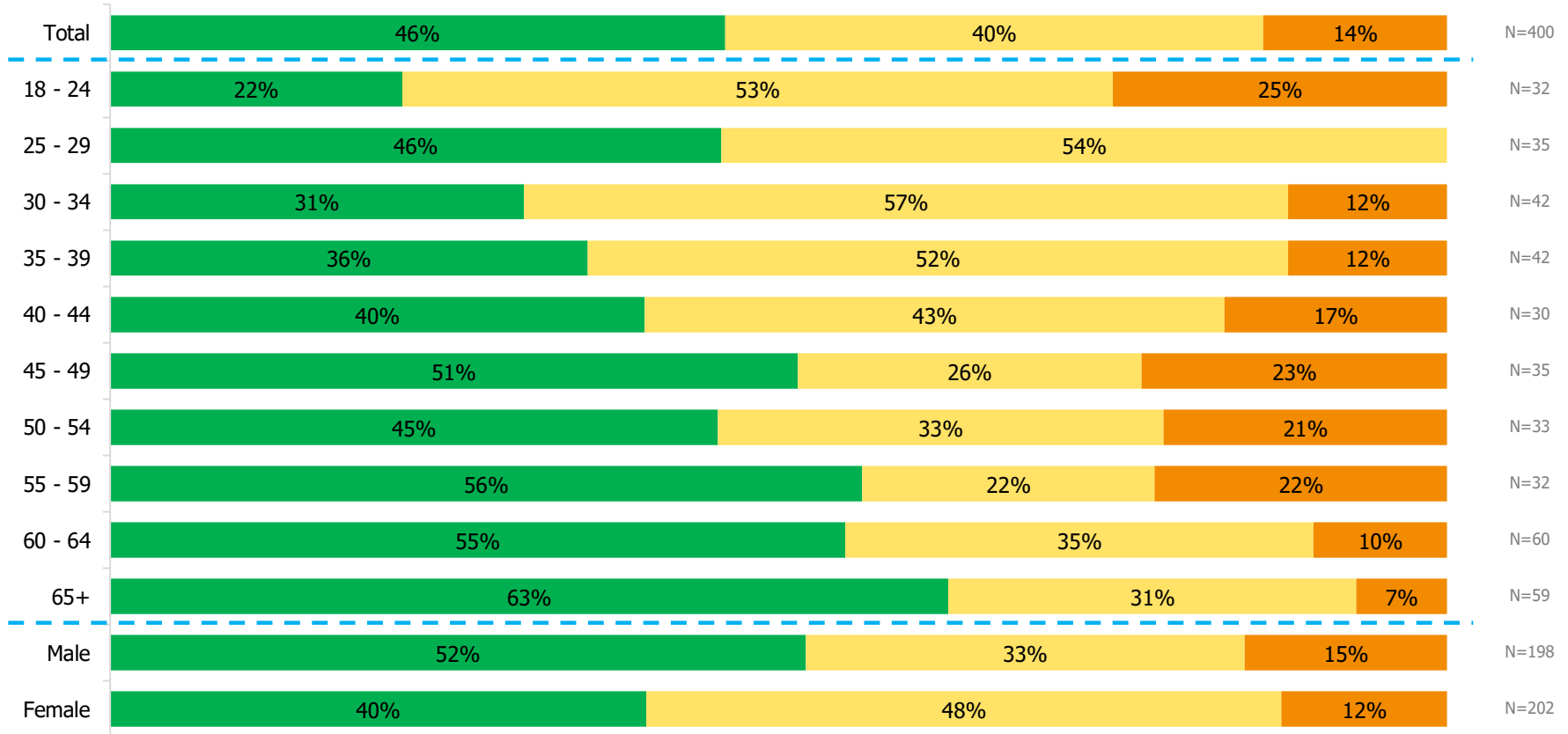
■ Hardly ever or never ■ Some of the time ■ Often



# Loneliness

## Feelings of loneliness

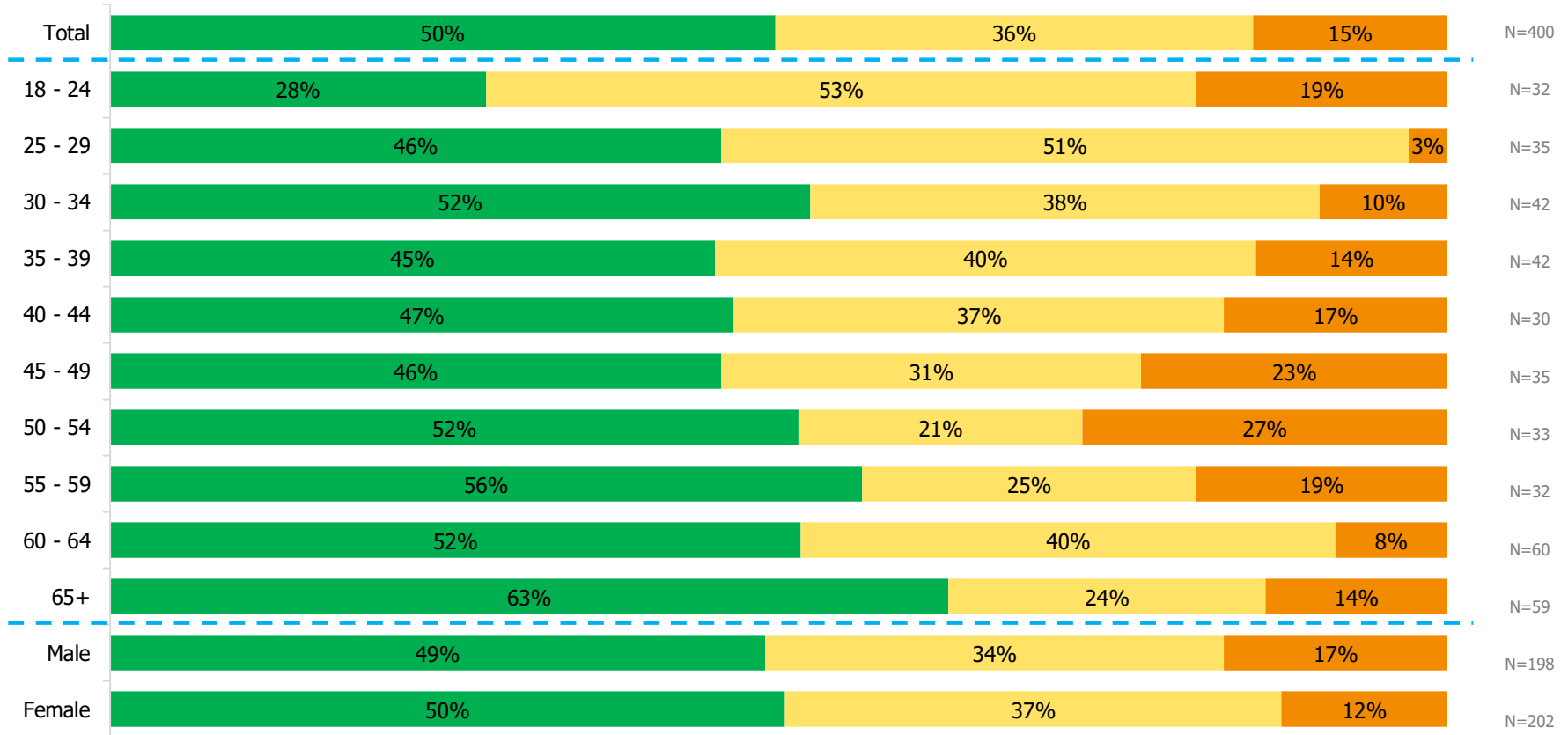
■ Hardly ever or never ■ Some of the time ■ Often



# Companionship

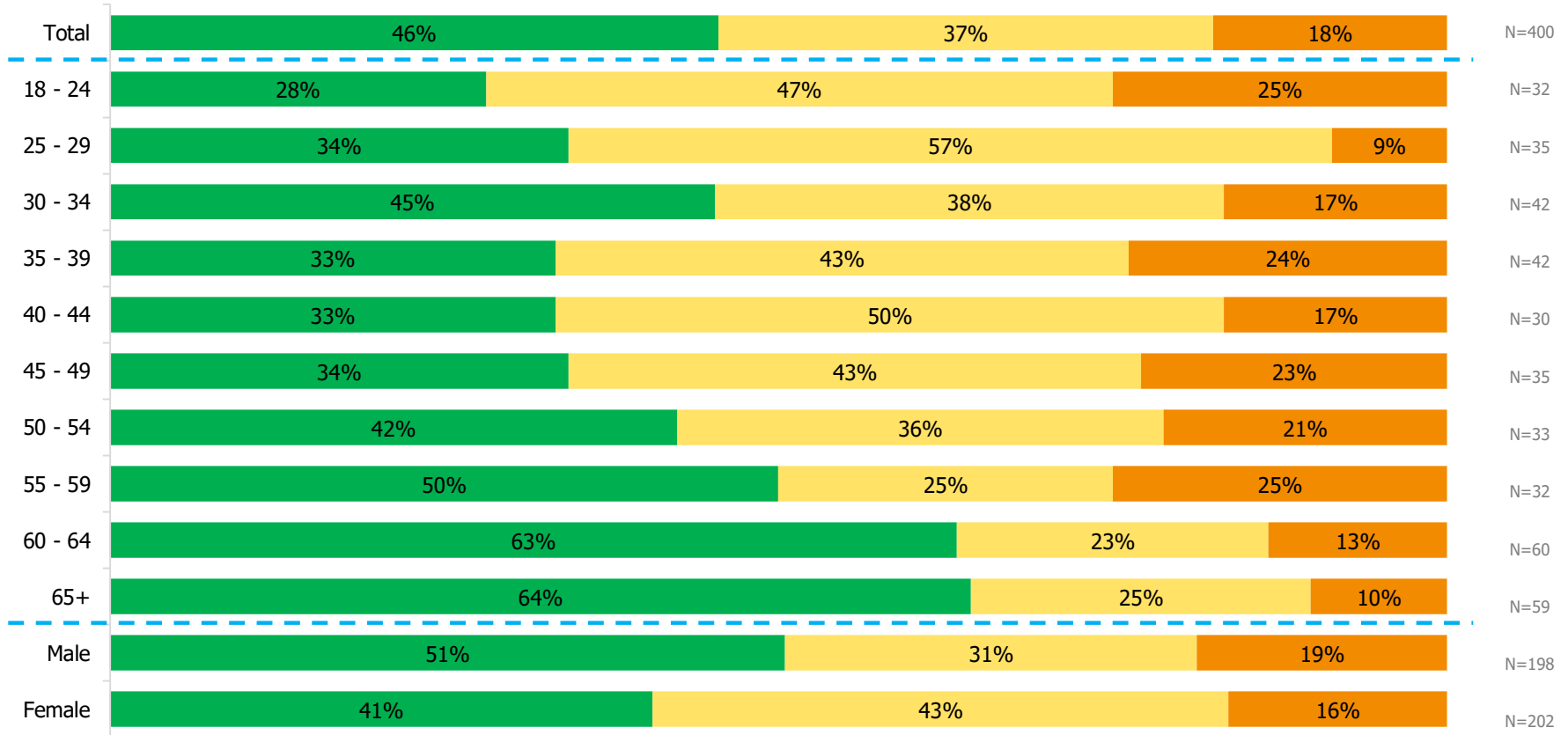
## Feelings of lacking companionship

■ Hardly ever or never    ■ Some of the time    ■ Often



## Feelings of being left out

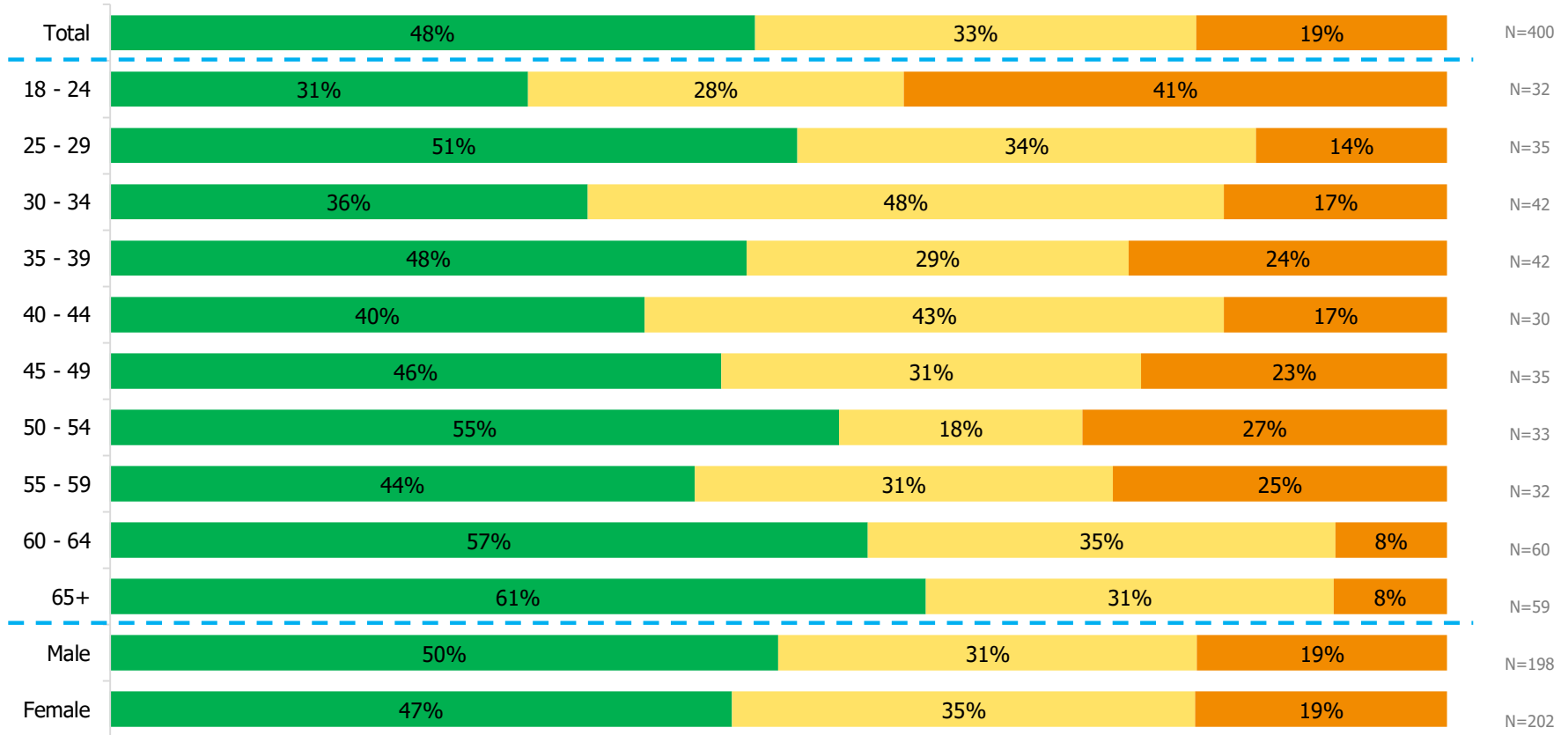
■ Hardly ever or never   ■ Some of the time   ■ Often





## Feelings of isolation

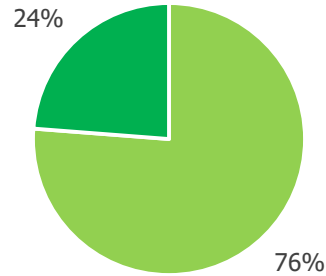
■ Hardly ever or never
 ■ Some of the time
 ■ Often



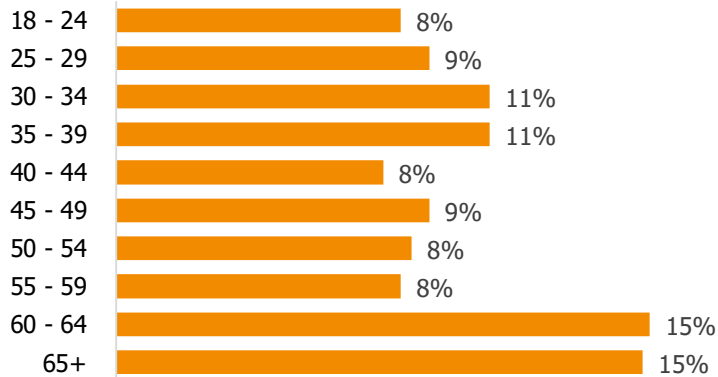
# Appendices

## Residential Location

■ Metro Adelaide ■ Regional South Australia

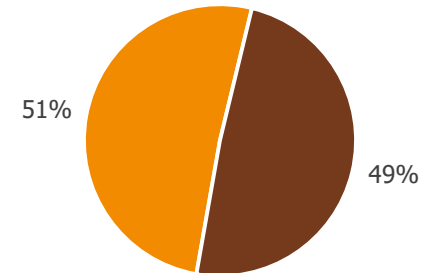


## Age

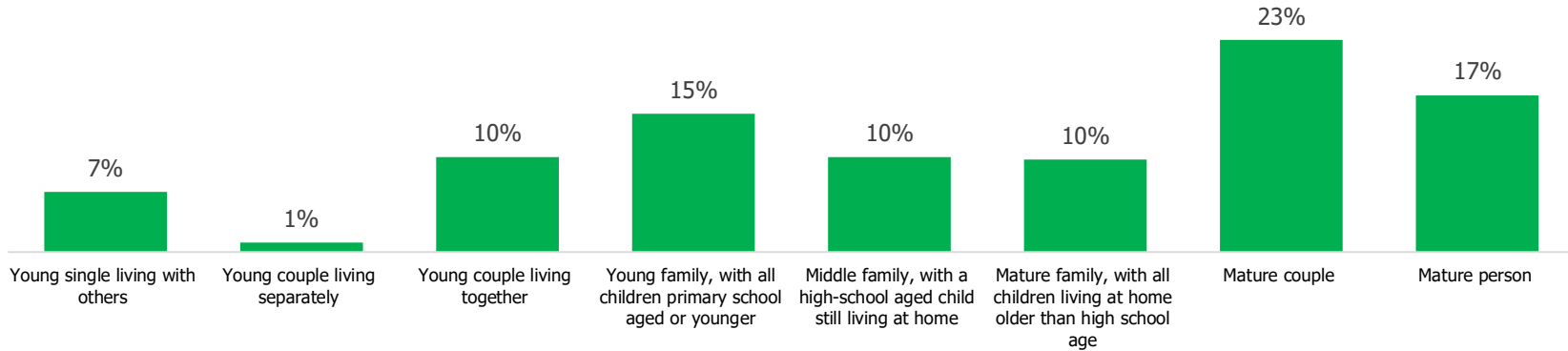


## Gender

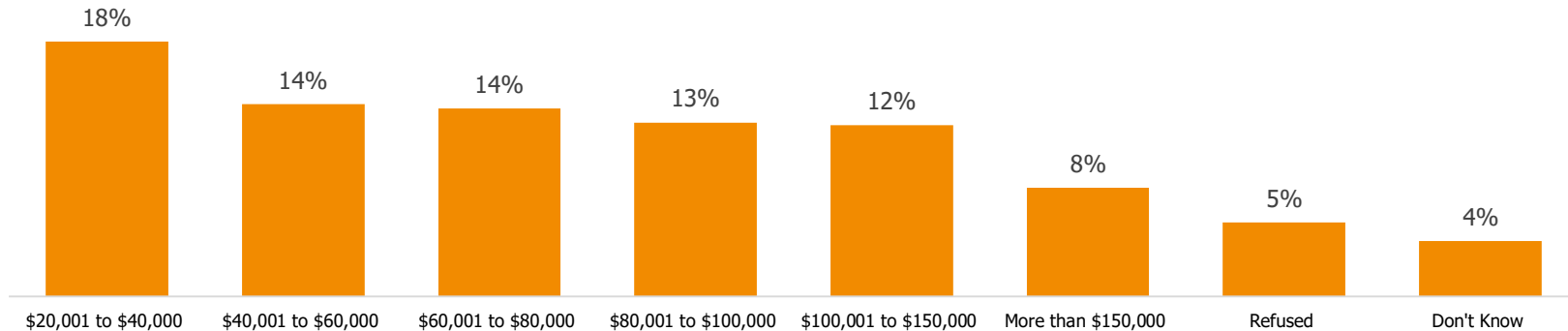
■ Female ■ Male



## Household Composition



## Income



## **Square Holes**

Jason Dunstone [Managing Director] | [jason@squareholes.com](mailto:jason@squareholes.com)

Linley Bertram [Project Director] | [linley@squareholes.com](mailto:linley@squareholes.com)

Square Holes Pty Ltd

8-10 Regent Street Nth, Adelaide 5000

[www.squareholes.com](http://www.squareholes.com)

1800 038 257

Job No.: 200301