

# Loneliness Study Phase 2

Uniting Communities

Square Holes Omnibus April 2020

## **The Square Holes Team:**

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## **Data Collected:**

27 April to 4 May 2020

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Job No.: 200205

# 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	9%
25 to 29	9%
30 to 34	9%
35 to 39	8%
40 to 44	9%
45 to 49	9%
50 to 54	9%
55 to 59	9%
60 to 64	8%
65+	21%

Location	
Metro Adelaide	74%
Regional SA	26%

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>	30 April to 4 May 2020

# Key Findings

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- 1 **Overall there is a slight increase in frequency in loneliness measures**, from *hardly ever/never* to *some of the time*, however no change in those experiencing often. There are some key fluctuations through age groups.

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- 2 **Metropolitan South Australians** show a slight increase in feelings of loneliness, from *hardly ever /never* to *some of the time*.

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- 3 **Regional South Australians have noted a greater increase in aspects of loneliness** when compared to March measures, with an increase in '*often*' statements, particularly around feeling isolated

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## Loneliness:

- 4
    - **18-24:** 4% moved from *hardly ever/never* to *some of the time* yet 6% moved from *often* to *some of the time*
    - **25-29:** very different to last time with 17% recording *often* (from 0% in March) and *hardly ever / never* from 46% to 14%.
    - **35-39** and **55-59:** show improvements with an increase in *hardly ever/never*
    - All other age groups show slight increase in frequency to sometimes
- 









## Isolation:

- 5
    - Most aged segments have increased frequency of feeling isolated, with a larger proportion stating *some of the time* and *often*, and less stating *hardly ever* or *never*, with some exceptions:
    - 18-24 which has halved the '*often*' (from 41% to 24%)
    - 35-39, 45-49 and 55-59 have slight decreased frequency, with 4%, 6% and 7% less, stating *often*.
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# How are South Australians feeling?

## Feelings of loneliness and isolation are being experienced slightly more frequently than one month ago

- The % of those stating 'often' have remained relatively consistent across the first 3 statements, however *feeling isolated often* has increased 5%.
- There is an approximate 7% increase in stating 'hardly ever / never' to 'sometimes' across the statements, showing that these feelings are slightly more prominent now, than one month ago.

	Hardly or never		Some of the time		Often	
	March	April	March	April	March	April
How often do you feel lonely?	46%	 39%	40%	 47%	14%	14%
How often do you feel that you lack companionship?	50%	 42%	36%	 43%	15%	16%
How often do you feel left out?	46%	 39%	37%	 44%	18%	17%
How often do you feel isolated from others?	48%	 35%	33%	 41%	19%	24%

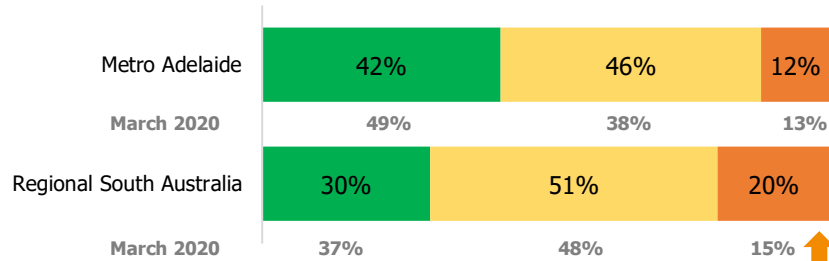
 Indicates decrease from March to April       Indicates increase from March to April

# Metro v Regional SA

- **Metropolitan South Australians** show a slight increase in feelings of loneliness, from hardly ever /never to some of the time.
- **Regional South Australians have noted the strongest increase in aspects of loneliness** when compared to previous March tracking measures, with an increase in 'often' statements, particularly around feeling isolated.

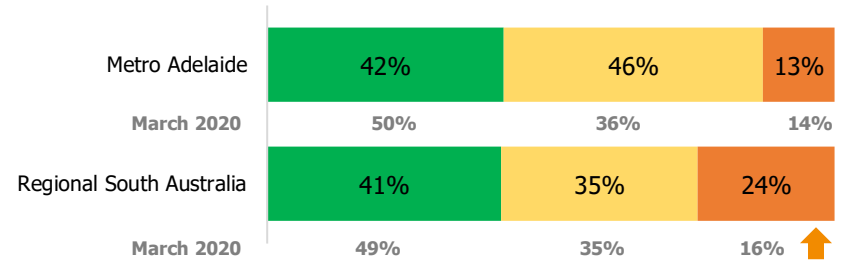
## Feeling Lonely

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



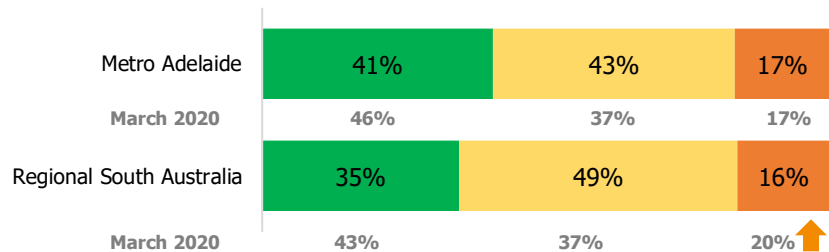
## Lacking Companionship

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



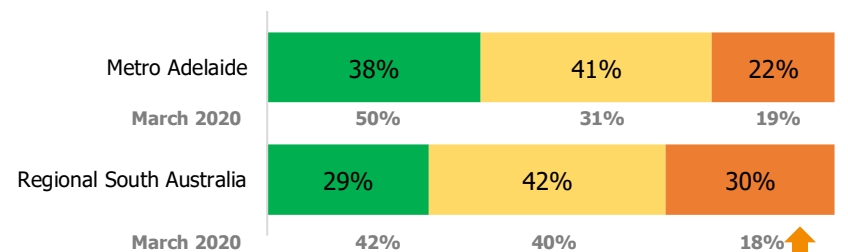
## Feeling Left Out

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



## Feeling Isolated From Others

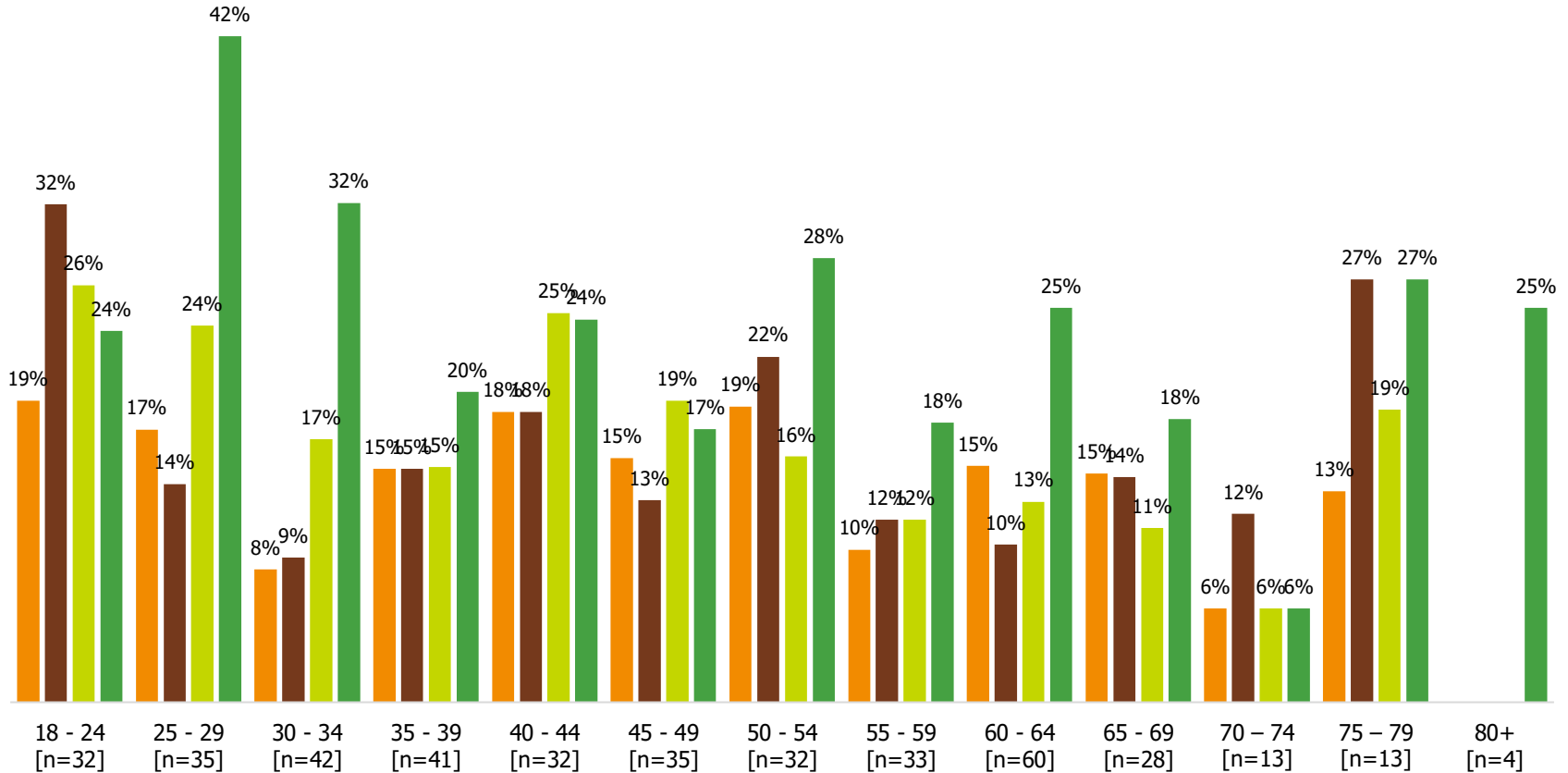
■ Hardly ever or never ■ Some of the time ■ Often



# 'Often' feelings of loneliness by age

Often feeling...

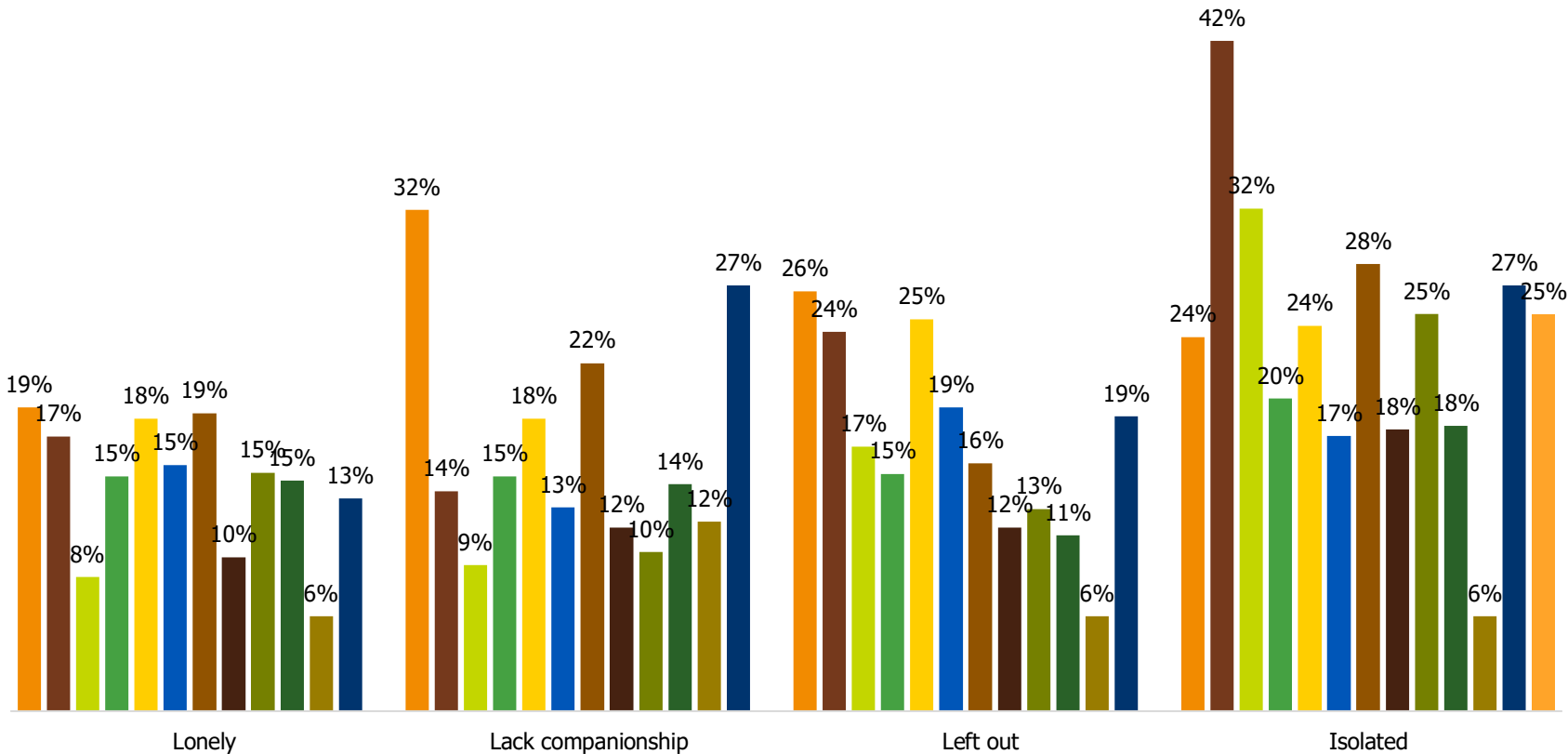
■ Lonely
 ■ Lack companionship
 ■ Left out
 ■ Isolated



# 'Often' feelings of loneliness by age

Often feeling....

■ 18 - 24 [n=32]  
 ■ 25 - 29 [n=35]  
 ■ 30 - 34 [n=42]  
 ■ 35 - 39 [n=41]  
 ■ 40 - 44 [n=32]  
 ■ 45 - 49 [n=35]  
 ■ 50 - 54 [n=32]  
 ■ 55 - 59 [n=33]  
 ■ 60 - 64 [n=60]  
 ■ 65 - 69 [n=28]  
 ■ 70 - 74 [n=13]  
 ■ 75 - 79 [n=13]  
 ■ 80+ [n=4]

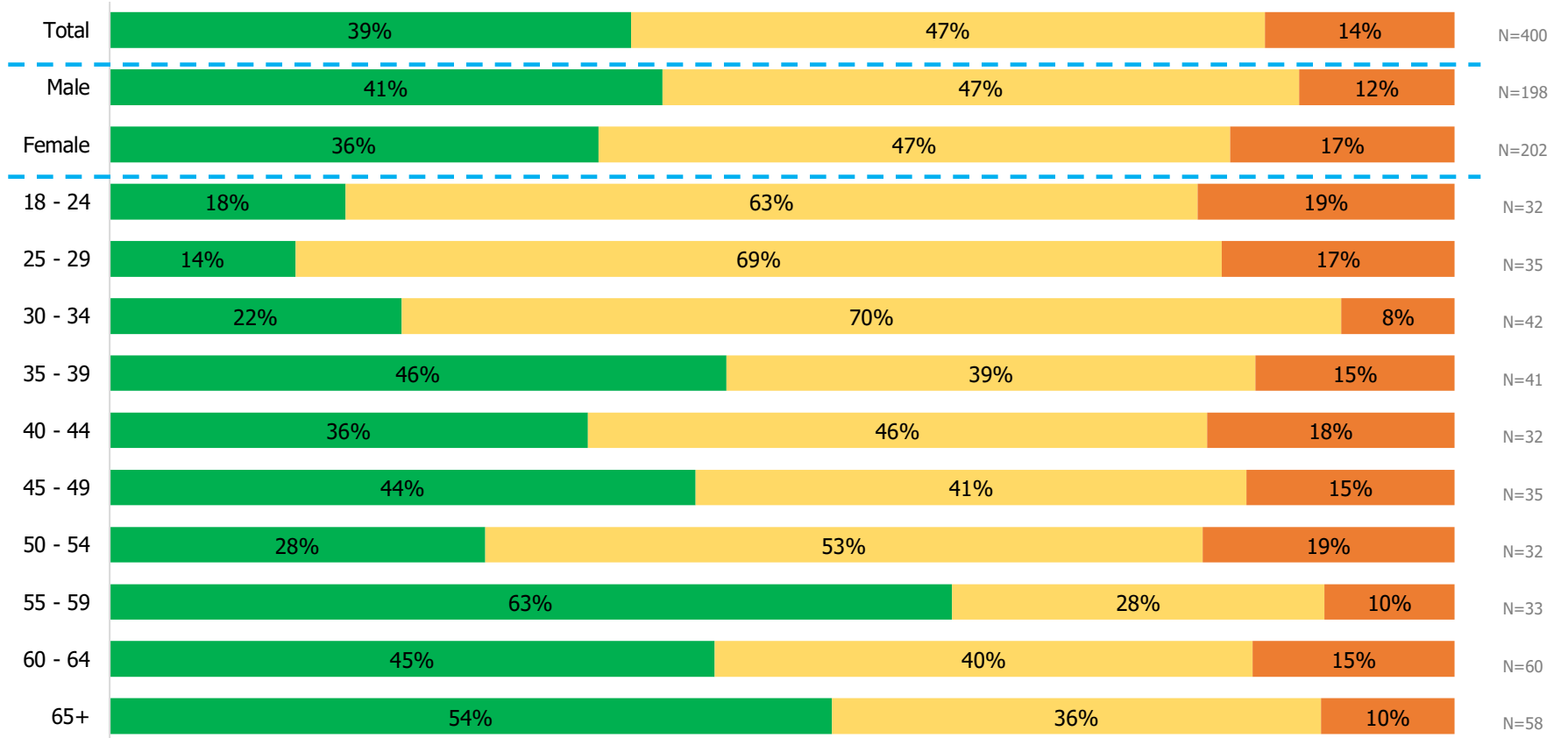


Please note small sample sizes in some age groups.

# Loneliness

## Feelings of loneliness

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

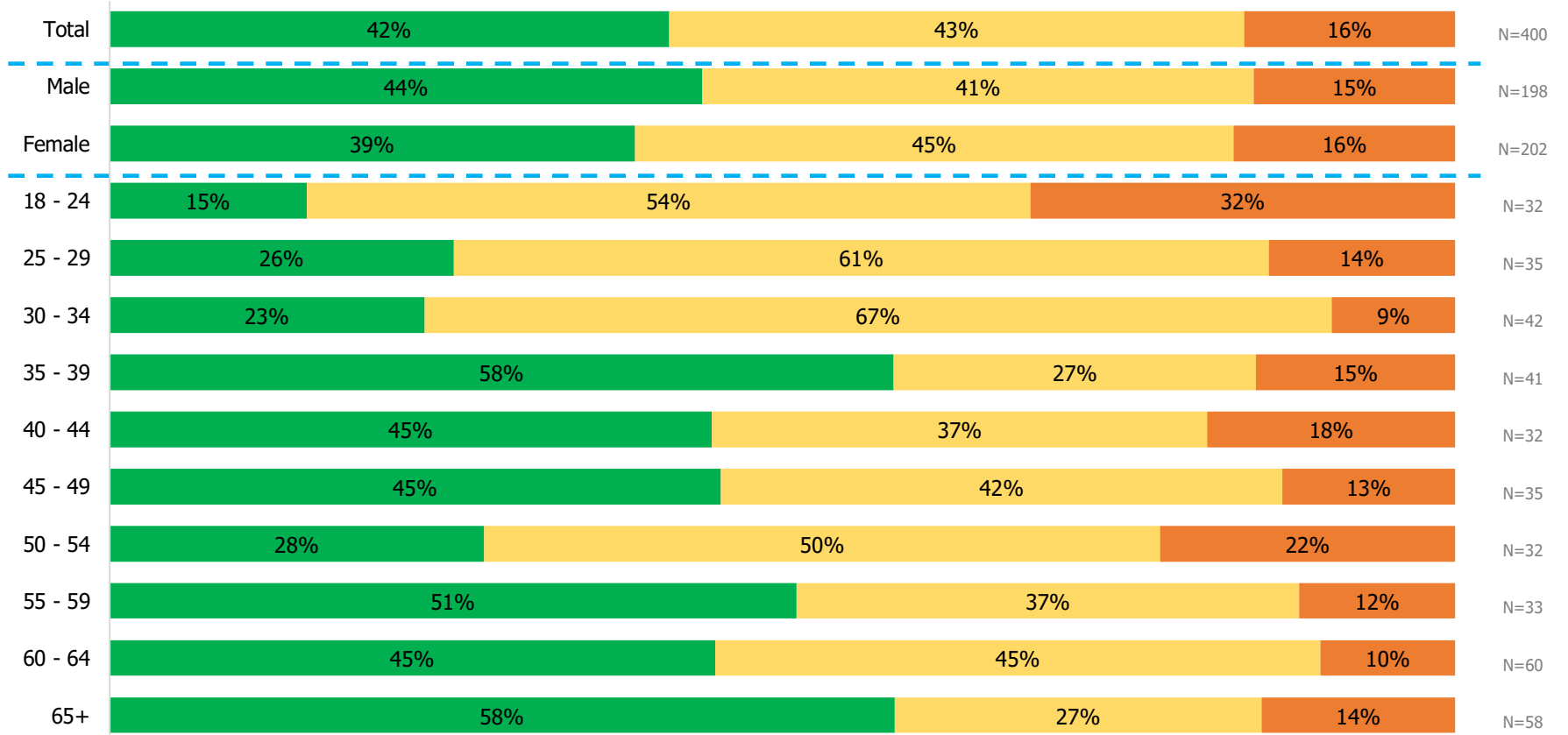




# Companionship

## Feelings of lacking companionship

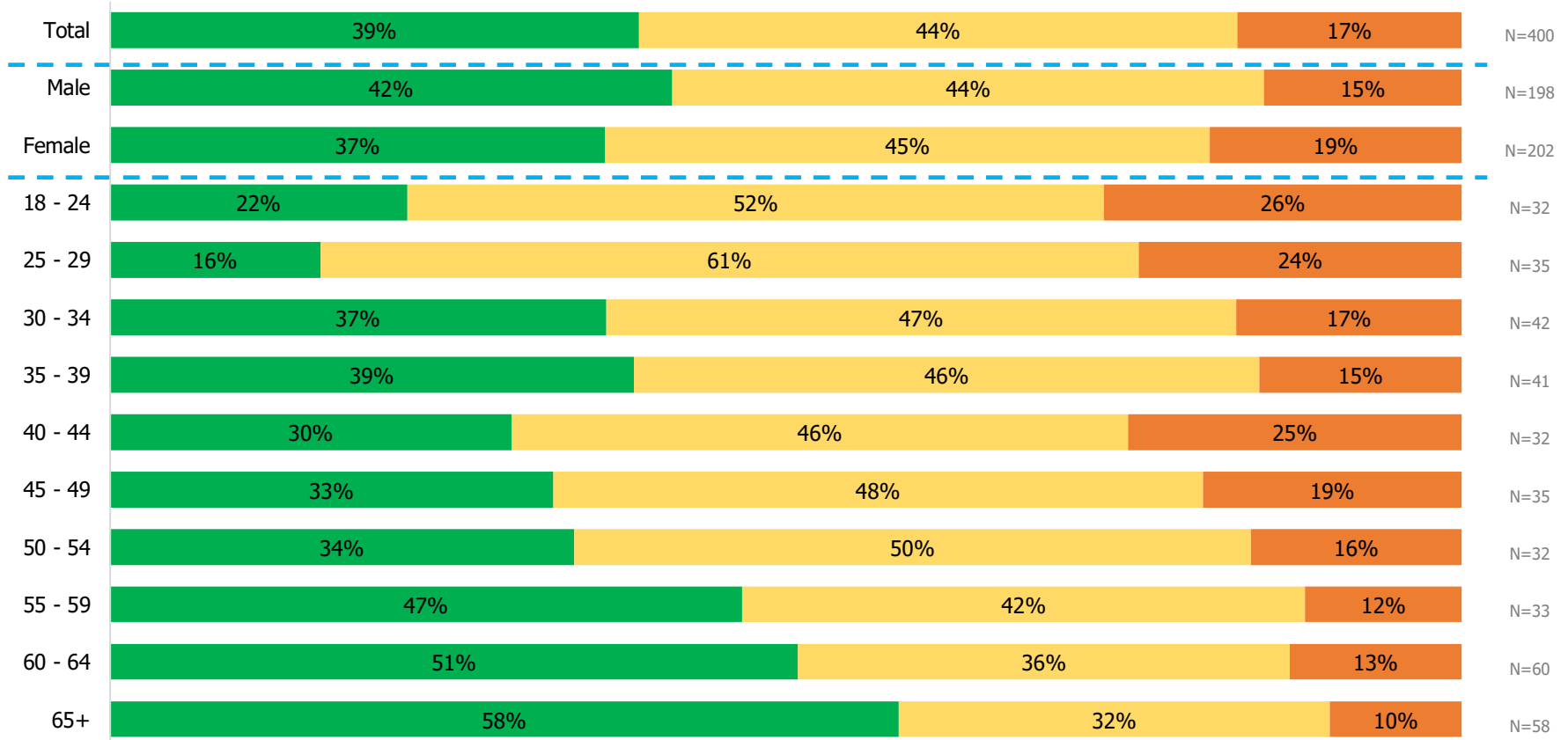
■ Hardly ever or never   ■ Some of the time   ■ Often



# Left Out

## Feelings of being left out

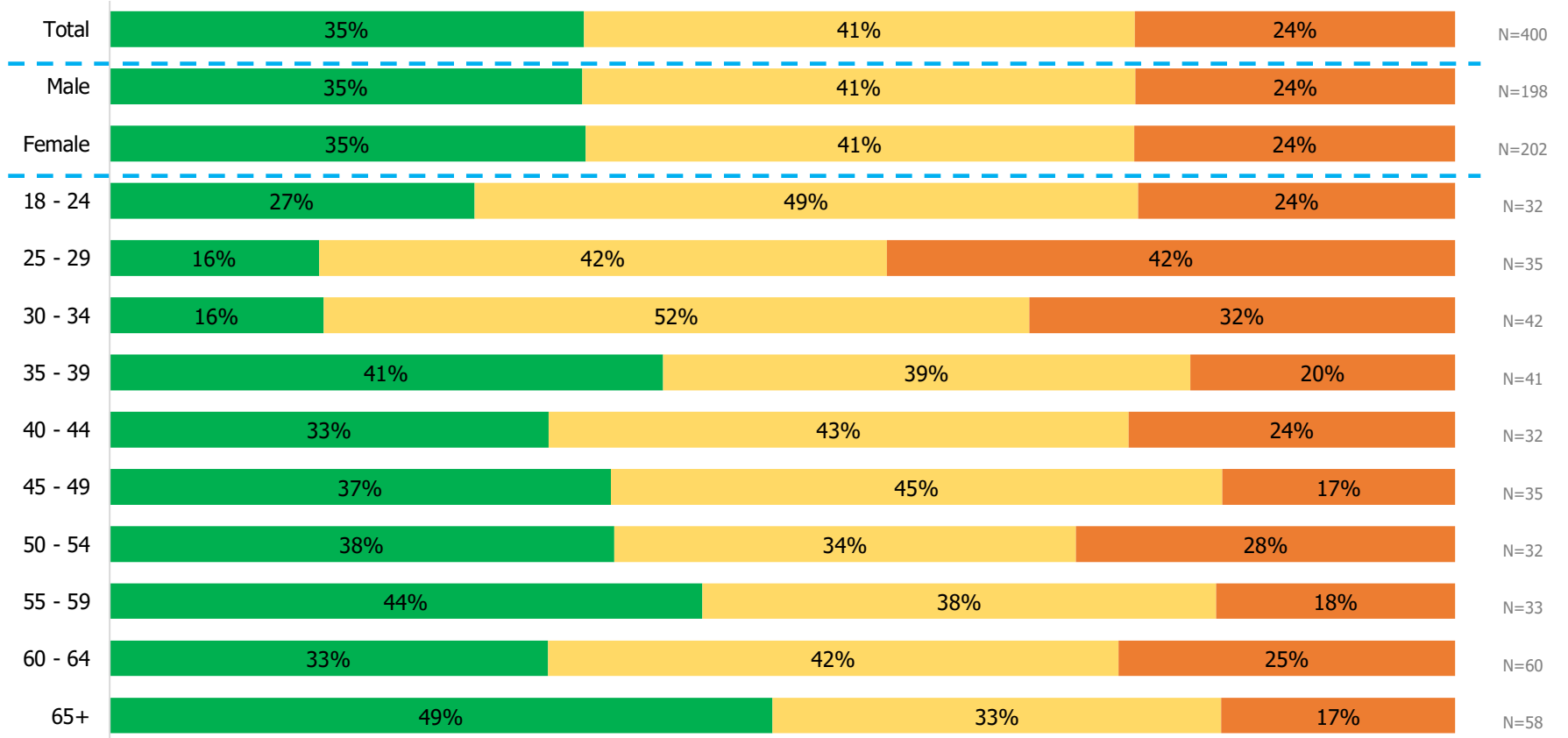
■ Hardly ever or never ■ Some of the time ■ Often



# Isolation

## Feelings of isolation

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

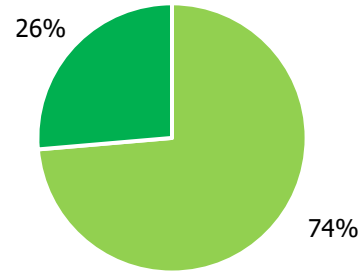


# Appendices

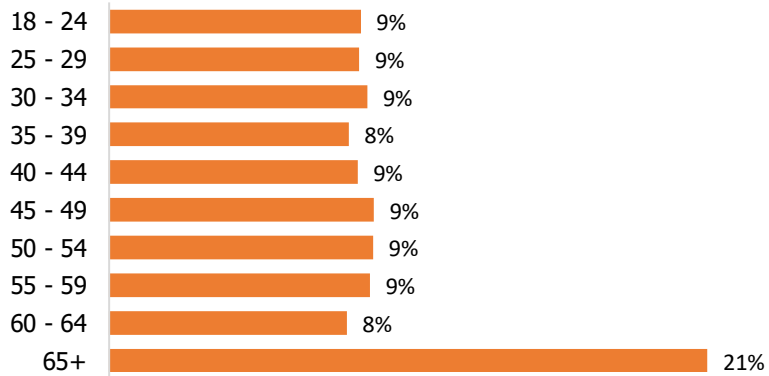
# Demographics

## Residential location

■ Metro Adelaide ■ Regional South Australia

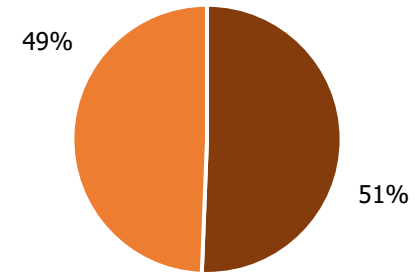


## Age



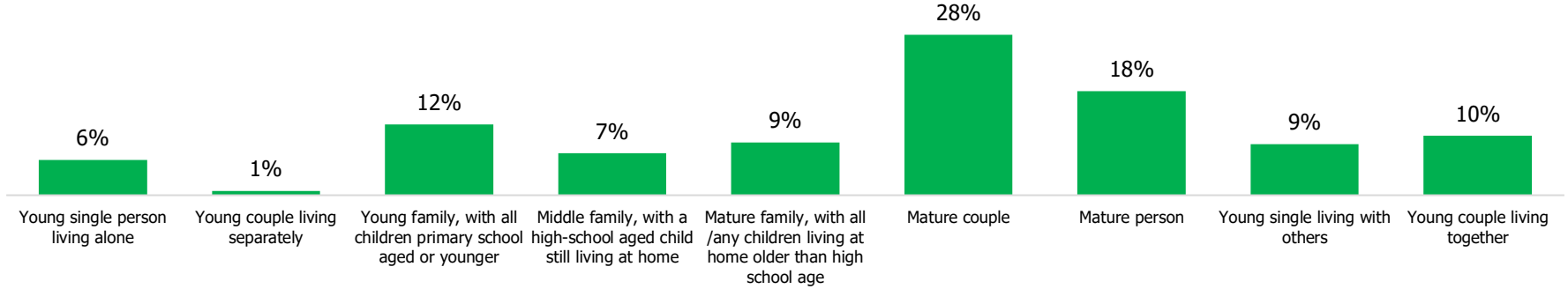
## Gender

■ Male ■ Female

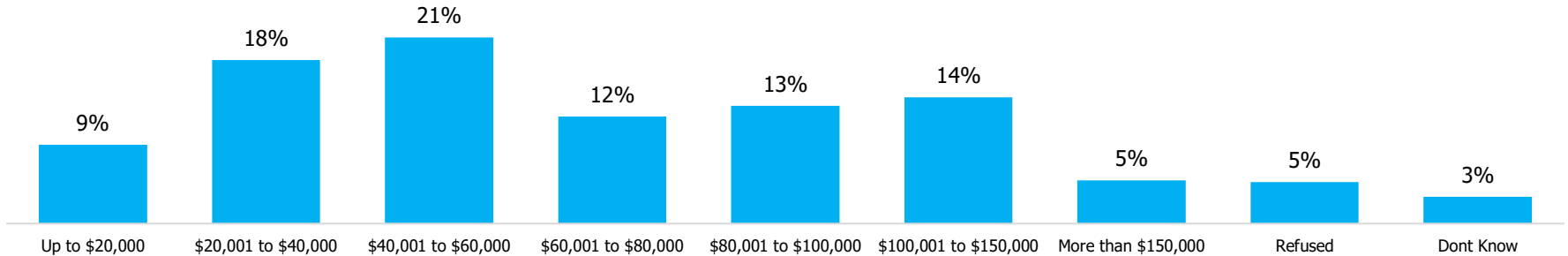


# Demographics

## Household composition



## Income



**Square Holes**

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