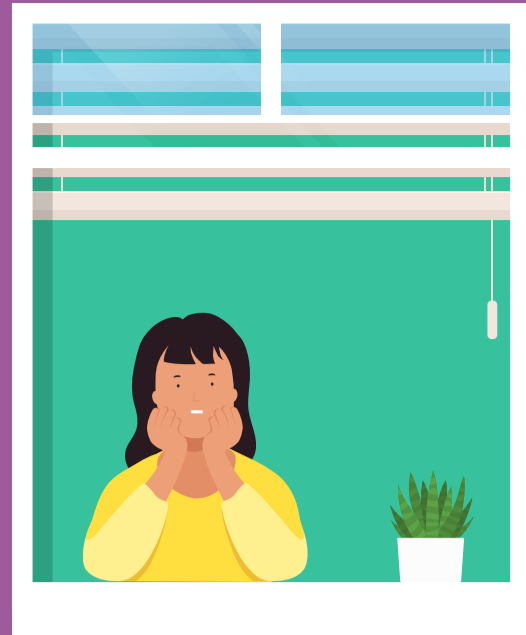


# Have A Chat survey infographic

The *Have A Chat* survey was commissioned by Bristol Myers Squibb in partnership with the Campaign to End Loneliness, and was carried out by Ipsos MORI.

Our survey revealed that people's sense of community and connections with those around them helped to keep loneliness at bay during the Spring lockdown, but that these connections may need a boost to help stop loneliness taking hold this winter.<sup>1</sup>



Our survey found that loneliness was a serious issue during the COVID-19 pandemic in the UK & Ireland. Our polling showed that many struggled to replace in-person communication with online communication using digital technology.<sup>1</sup>



## Over a third (37%)

of people agreed that they were **worried about feeling lonely as a result of possible future lockdowns**



## 1 in 3 (33%)

people agreed that using **digital forms of communication** to talk to others made them feel lonelier than talking to someone in person

However, our *Have A Chat* survey also found that the Spring lockdown had enhanced the nation's sense of community, and showed that staying in touch is vital to combating loneliness during lockdown(s):<sup>1</sup>



## Almost half (48%)

of those asked agreed that **staying in touch with people during lockdown** helped them **overcome any feelings of loneliness** they might have had



## Nearly a third (31%)

of people agreed that they **felt more like they were part of their community** during the lockdown than out of lockdown



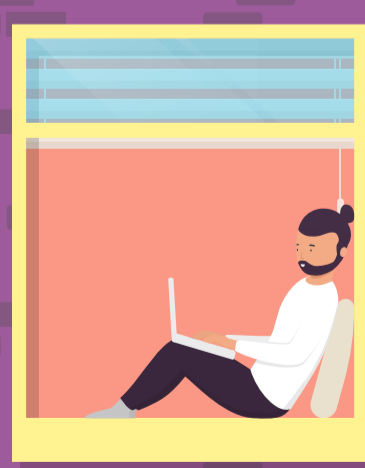
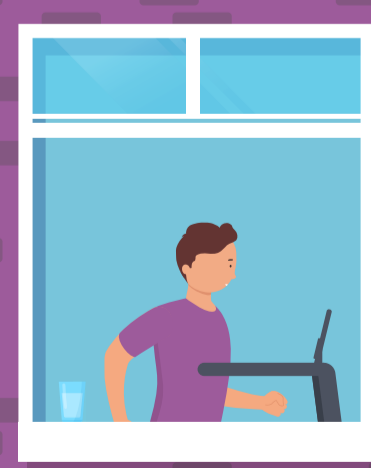
## More than half (59%)

of those asked agreed that **staying connected** to people had become **more important** to them since the lockdown restrictions came into place



## Nearly a third (30%)

of people agreed that they had made **new connections with people in their local community**



Research was carried out by Ipsos MORI on behalf of Bristol Myers Squibb/Havas. It surveyed a nationally representative quota sample of 2,233 adults in the United Kingdom aged 16-75 and 1,034 adults in the Republic of Ireland aged 16-75, using its online I:Omnibus between the 23rd and 30th October 2020. Data has been weighted to the known offline population proportions for age within gender, government office region, working status (and social grade in the UK).

#### References

1. Have A Chat survey, commissioned by Bristol Myers Squibb in partnership with the Campaign to End Loneliness, carried out by Ipsos MORI. October 2020. Data on file