

Are you feeling lonely?

Don't feel isolated during isolation

The COVID-19 pandemic has highlighted the importance of staying connected, so we don't feel isolated, but loneliness has been a cause for concern for quite some time. Lifting lockdown measures won't necessarily solve the problem for many people¹.

¹ Research conducted on behalf of Kaspersky by Arlington Research in 12 European countries in April and May 2020.

41%

41% of Europeans admit to feeling lonely **before social distancing rules were put in place**

68%

68% of **Generation Z** felt 'lonely at least some of the time' in April or May 2020

52%

52% of people who feel 'lonely all of the time'² **wish they were more tech-savvy**

² European survey respondents who felt lonely all of the time in the week prior to research in April and May 2020.

What can help you feel less lonely?

Everyone manages their loneliness in different ways. Here are some of the activities people do combat their loneliness during the crisis:



82% use **technology**



64% **phone, video call or message** their family and friends



61% **watch TV / films / listen to music**



24% **talk to their pets**

Staying connected

Keeping in touch with loved ones often helps people feel less lonely, with technology proving to be a benefit to those who need support.



36%

36% agree they **feel more comfortable using technology** than they did before the coronavirus outbreak

71%

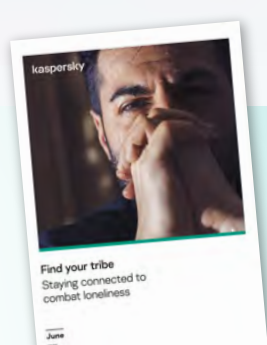
71% agree **technology helps them feel connected to friends or family who live far away**

40%

40% agree they will **use more technology when the pandemic is over**

Technology has been vital in helping people carry out their daily lives, including:

- Communicating with family and friends
- Online grocery shopping
- Home education and extracurricular activities
- Remote working



More information about how people combat loneliness can be found in the Find your tribe report.