

Despite having hundreds of online friends - Brits are losing touch with the people who mean most to them

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NEWS RELEASE

Despite the average adult having HUNDREDS of online “friends” – busy Brits are losing touch with the people who mean most to them, according to a new study.

Researchers carried out a nationwide study into our friendships and families and revealed modern life is taking its toll on our most important relationships, with over half (54 percent) of Brits having not seen their closest school friends in over three years.

More worryingly, over a quarter (28 percent) have not seen their grandparents in more than two years, while a staggering 40 percent have not visited their OWN sibling in over 1.5 years.

However, one in five adults complain that they miss their friends and family dearly, while 45 percent say they need to make more of an effort to see the people who mean most to them.

But 16 percent haven't seen their very best friend in more than 12 months, with the typical adult now living 71 miles from their oldest friend and 57 miles away from their parents.

And when it comes to excuses for not keeping up with friends and family, 62 percent say they are just too busy and stressed to make time for the people who mean the most to them.

A spokesman for NESCAFÉ which conducted the study of 1,500 people in conjunction with their 'Those Few People' campaign commented: “Busy lives often mean we resort to social media to keep in touch with those closest to us, which is great, however the fact that as a nation we're living further away from our nearest and dearest can mean real life tangible connections happen less and less.

“We want to remind people how important it is to make time to connect directly with friends and family, whether it's a coffee and a chat, or just a simple phone call.”

38 percent admit to neglecting their friends and family due to work commitments and family pressures - with more than one in five (21 percent) saying they're too tired to make the journey.

Not surprisingly then, the typical adult has not visited their home town in the last year, with more than two thirds (67 percent) saying despite living in a world with so many online connections - they are lacking real life communication with real friends.

And it's not just friends we are losing connections with, as the survey shows grandparents receive a phone call just three times in an average year and we keep in touch with cousins just twice a year.

*The study was commissioned in conjunction with NESCAFÉ's 'Those Few People' campaign to celebrate the relaunch of its NESCAFÉ Gold Blend which aims to drive home the message that each one of us will

meet around 80,000 people in our lifetime but only a few will be really special to us.*

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