



How differing financial situations can affect social isolation: Aetna Social Isolation Sentimeter™

Using millions of unbiased, open-sourced online conversations, we can discover the feelings, drivers and barriers of social isolation among both Black Americans and Hispanics who live comfortably and those who struggle financially in the U.S.



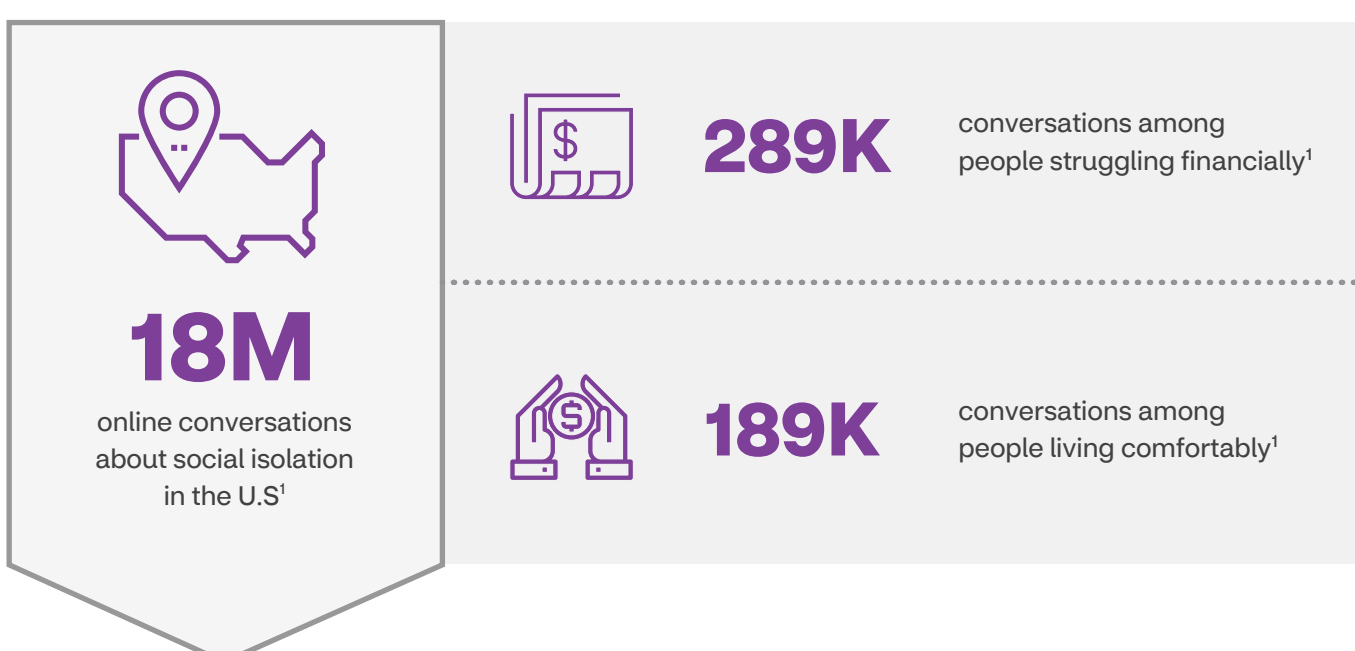
Our methodology

By gathering, mining and analyzing the open-sourced, unbiased and unfiltered conversations happening online, our Social Isolation Sentimeter™ can effectively map the impact of social isolation on a particular group's overall attitude. With the help of our CulturIntel® Big Data and AI Powered methodology, we can use these real-time, authentic resources of consumer insight to understand how this group approaches social isolation.

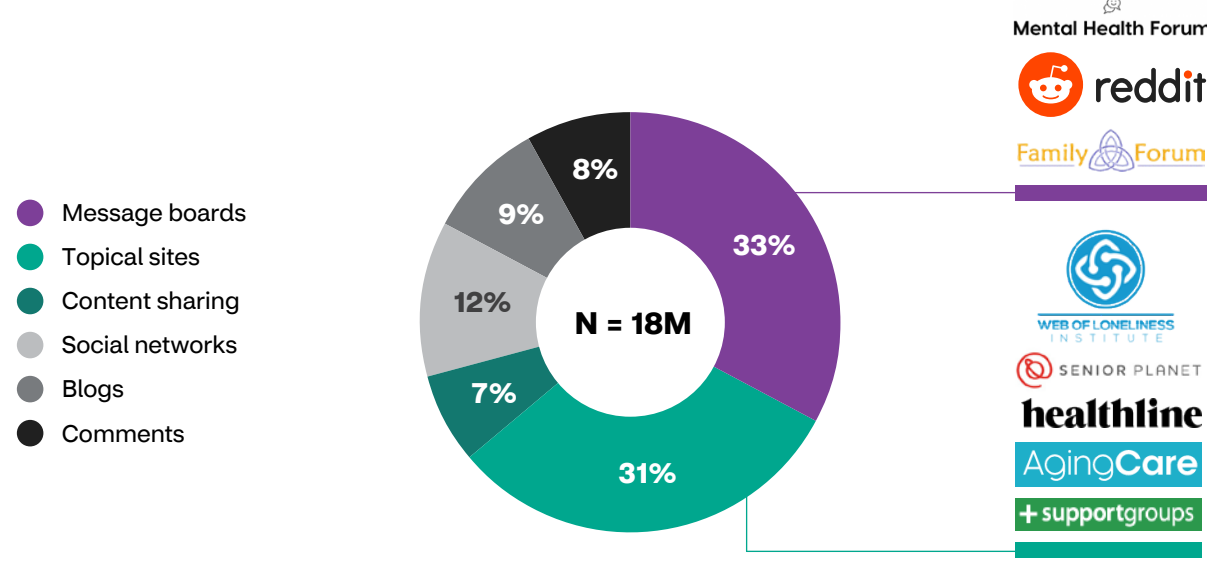
How many people talk online about isolation?

Determining the demographics

Financial status is determined through self-identification within a conversation and/or personal perception of one's economic situation rather than income levels among Black American and Hispanic populations.



Where do people talk online about isolation?²



The bigger picture on people struggling financially

When discussing their social isolation online, struggling financially mentioned the resulting depression and negative effect on their self-esteem. They often seek connections online to both express their emotional hardship while also boosting their sense of self worth.

79%

talk about isolation in a negative manner³

3%

talk about isolation in a positive manner³



Beyond loneliness, people struggling financially mentioned they are suffering from depression. They also mentioned the negative impact of isolation on their self-esteem

3X more than people living comfortably⁴



When dealing with isolation, people struggling financially are grateful for the support of others

boost their self-esteem

1.4X more than people living comfortably⁵

share their emotions

2.3X more than people living comfortably⁶

The bigger picture on people living comfortably

Isolation still directly impacts mental health for people living comfortably, fueling depression and a sense of insignificance. They seek connections online to foster a greater sense of community and boost their self-esteem.

67%

talk about isolation in a negative manner⁷

12%

talk about isolation in a positive manner that's **4X more** than people struggling financially⁷



People living comfortably are still likely to state they're feeling insignificant and unworthy

1.6X more than people struggling financially⁸



Given the right support, isolation can provide an opportunity for self-reliance and personal growth

People living comfortably seek social interactions online to feel they belong to a larger group

1.8X more than people struggling financially⁹

Key learnings

1



One size does not fit all. Regardless of whether they're struggling or financially secure, people seek personalized and personable support.

2



Leveraging online and offline tools to connect people struggling financially with professionals and others in similar situations and/or mindsets can help them share their emotions and experiences in new, innovative ways.

3



Connecting people living comfortably with professionals and support groups can help them fight depression, share their expertise within larger communities and gain a greater self-worth.

Key contact

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¹CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 20
²CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 23
³CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 97
⁴CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 96
⁵CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 142 & 143
⁶CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 142
⁷CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 96
⁸CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 97
⁹CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 142