

# How seniors handle 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 seniors in the U.S.



## Our methodology

By gathering, mining and analyzing the open-sourced, unbiased and unfiltered conversations happening between seniors online, our Social Isolation Sentimeter™ can effectively map the impact of social isolation on this 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 their segment approaches social isolation.

## How many seniors talk online about isolation?

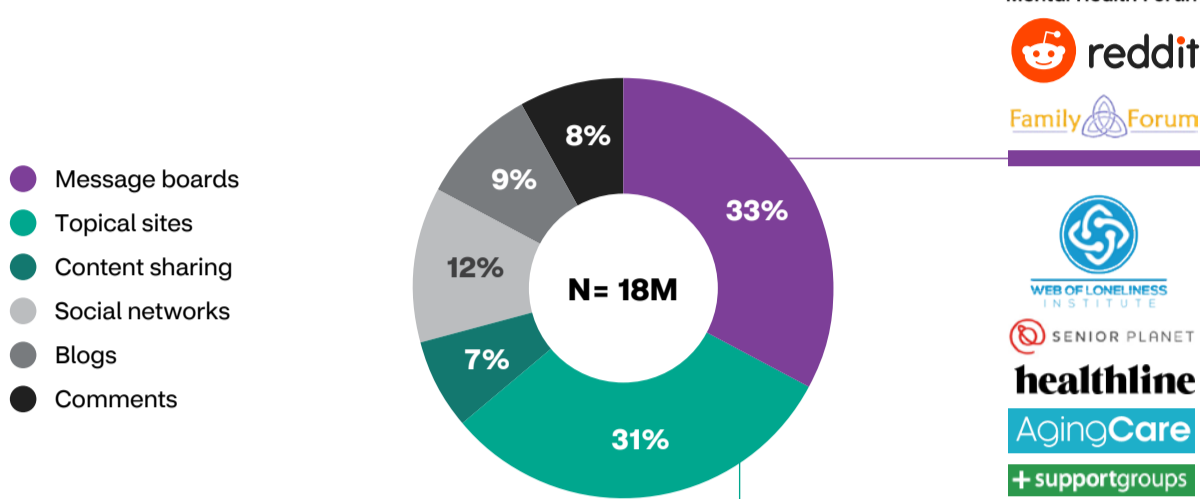
### Determining the demographics

In this case, seniors are people born anywhere between 1946 and 1964. Ages are determined through self-identification within a conversation and/or what is listed on a public profile.

Race and ethnicity are also determined through self-identification within a conversation and/or personal profile.



## Where do seniors talk online about isolation?<sup>2</sup>

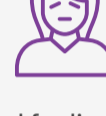


## The bigger picture on seniors' isolation

In their discussions online, seniors not only shared the impact of isolation on their emotional state and lives, but sought advice and support from their peers.

69%

talk about isolation in a negative manner vs 74% for Gen X and 76% for Millennials<sup>3</sup>



Seniors mentioned feeling lonely as a negative consequence of isolation

11%

talk about isolation in a positive manner vs 6% for Gen X and 9% for Millennials<sup>3</sup>

1.3X more than Millennials<sup>4</sup>



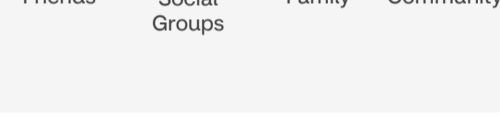
Seniors look for support

1.3X more than Millennials<sup>5</sup>



Seniors look for social connections to express their emotions

Seniors look for support from<sup>6</sup>:



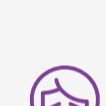
1.9X more than Millennials<sup>7</sup>

## A closer look at Black American seniors

Black American seniors similarly discuss loneliness and depression as a direct consequence of isolation while also mentioning the effect it has on their self esteem.

69%

of Black American seniors talk about isolation in a negative manner<sup>8</sup>



16%

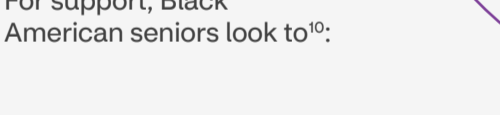
mention the negative effect of isolation on their self esteem<sup>9</sup>

9%

talk about isolation in a positive manner vs 3% for Gen X and 4% for Millennials<sup>9</sup>



For support, Black American seniors look to<sup>10</sup>:



Black American seniors seek social connections to:

gain a boost in self-esteem

2X more than seniors overall<sup>11</sup>

feel they belong to a community

1.2X more than seniors overall<sup>11</sup>

## A closer look at Hispanic seniors

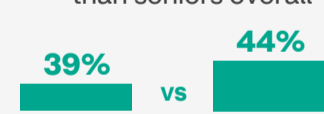
When it comes to discussing isolation online, Hispanic seniors have the most negative outlook overall seniors, feeling it makes them more lonely and negatively effects their sense of self and self esteem.

82%

talk about isolation in a negative manner<sup>12</sup>



Hispanic seniors feel more lonely than seniors overall<sup>13</sup>

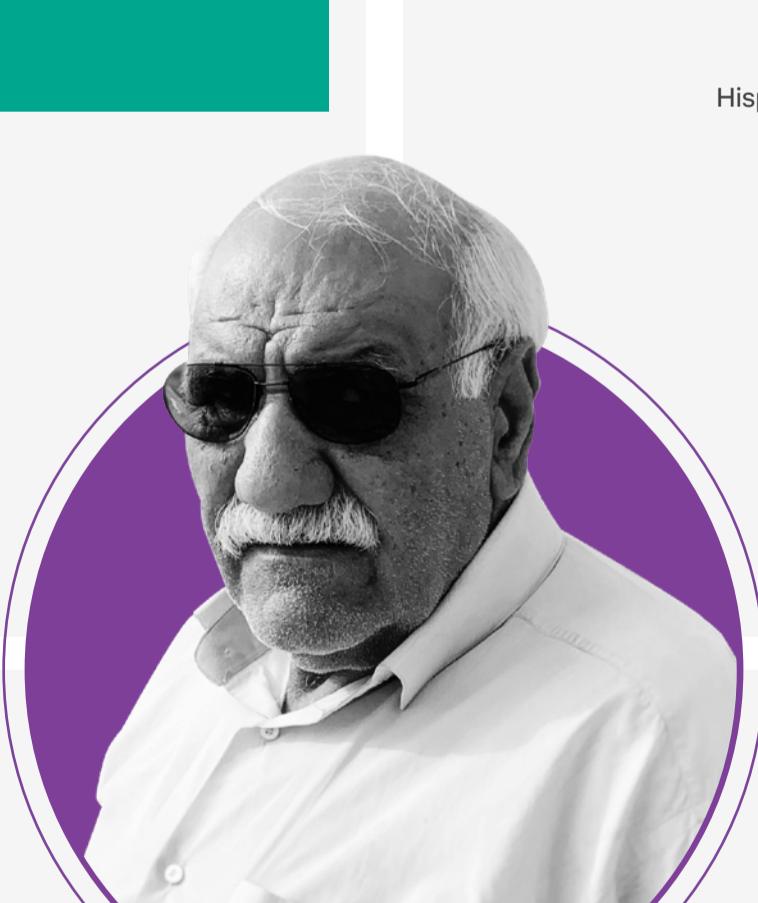


13%

also mentioned the negative impact on their self-esteem<sup>14</sup>

Hispanic seniors are

1.2X more negative about isolation than seniors overall<sup>11</sup>



Just like other seniors, Hispanic seniors look for support to deal with isolation<sup>11</sup>

Hispanic seniors seek social connections to:

gain a boost in self-esteem

3X more than seniors overall<sup>11</sup>

feel they belong to a community

1.4X more than seniors overall<sup>11</sup>

## Key learnings

1 One size does not fit all. Regardless of their demographic, seniors overall seek personalized and personable support.

2 Leveraging online & offline tools to connect seniors with professionals, can help them share their situations and/or younger generations can help them share their emotions and experiences in new, innovative ways.

3 Helping Hispanic and Black American seniors participate in community projects can give them a greater sense of purpose and community while also boosting their self esteem.

## Key contact

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<sup>1</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Isolation." April 2020: 21.  
<sup>2</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Isolation." April 2020: 23.  
<sup>3</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Isolation." April 2020: 101.  
<sup>4</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Isolation." April 2020: 102.  
<sup>5</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Isolation." April 2020: 104.  
<sup>6</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Connection & Isolation Part 2 Executive Summary." April 2020: 7.  
<sup>7</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Isolation." April 2020: 144.  
<sup>8</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Isolation." April 2020: 111.  
<sup>9</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Isolation." April 2020: 113.  
<sup>10</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Connection & Isolation Part 2 Executive Summary." April 2020: 12.  
<sup>11</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Isolation." April 2020: 9.  
<sup>12</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Isolation." April 2020: 106.  
<sup>13</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Isolation." April 2020: 103, 108.  
<sup>14</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence" reveals about how people perceive Social Isolation." April 2020: 108.