



## 1 in 10 of us haven't met half our 'friends'

- **It's National Unfriend Day on 17th November 2016**
- **Almost three-quarters (72%) of Brits have followers on social media that they have never met**
- **Nearly a fifth (18%) interact daily with people they have never met**

Social media has been a major part of our lives since the launch of Facebook way back in 2004, but how much has it impacted our concept of friendship?

Research from mobile phone insurer Insurance2go has revealed that 72% of Brits admit to having followers on their social media channels that they have never met. The results also show that more than a quarter (28%) of us class 1 in 10 of these strangers as actual friends. A further 9% claim they haven't met half of the people that follow them on social media.

Those in the 18 to 24 year old category were the most likely to speak to their online friends multiple times a day (24%), but they still had time for their 'real life' friends, as 33% said they also spoke to those friends multiple times a day, too. Interestingly, it was the over 65s who were more likely to class followers they have never met as actual friends, with 10% saying they do.

When asked why they speak to people they have never met so frequently, 63% said it was because they had 'more in common' with their virtual friends and they were 'more responsive' than their real life pals (42%).

Social Media guru Lukasz Zelezny said: "I have around 100k followers on social media, and I can easily say I never meet 99% of them. Life in a social media ecosystem is an independent life to reality. It's where people exchange ideas and you want to be part of it. Without access to social media I would feel a bit detached to real world."

Duncan Spencer, Managing Director of Insurance2Go, said: "Making friends online is much more of the norm these days than it was 10 or 15 years ago.

"As long as social media users are being vigilant with the information they share and have the right safety precautions in place, making friends online is a wonderful thing. It allows us to expand our interests and meet people who we'd never usually encounter in real life!"

Insurance2Go has given some advice for anyone who thinks they need a digital detox: <https://www.insurance2go.co.uk/media-centre/2016/11/01/how-to-avoid-smartphone-addiction/>

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**Notes to Editor**

The survey polled 1,007 people and was conducted by The Leadership Factor.

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**About Insurance2Go**

Insurance2go is a trading name of Loyal Insurance Services Ltd, founded in February 2005 by Duncan Spencer, Managing Director. The company was launched to provide great value insurance products for mobile phones.

Since its launch the company has expanded its services to offer cover for Laptops, Tablets, Business Mobile Phones and Smartphones. Insurance2go was awarded the 5 star Defaqto rating in February 2015.



Find out more about Insurance2Go, here: <http://www.insurance2go.co.uk/>