

# SUGARCOOKIE

## Why are so many men lonely at Christmas?

### LONELY MEN

## How many are there?

80% have felt lonely at Christmas | 50% expect to be this year

Loneliness is a huge problem for many men at Christmas. It's staggering how many expect to feel lonely at this time of year.

### LOCATION

## Who will lonely guys be with?

35% will be spending Christmas alone | 50% will be with family

It was a surprise that 50% of men that expect to feel lonely this Christmas will be spending it with their family. Explanations varied. Some did not feel close to their family, others were with just one relative or even spending it with an ex.

With 35% of lonely guys spending Christmas alone, it means that nearly 1 in 5 men will spend the holidays alone this year.

### WHY?

## 30% will be working

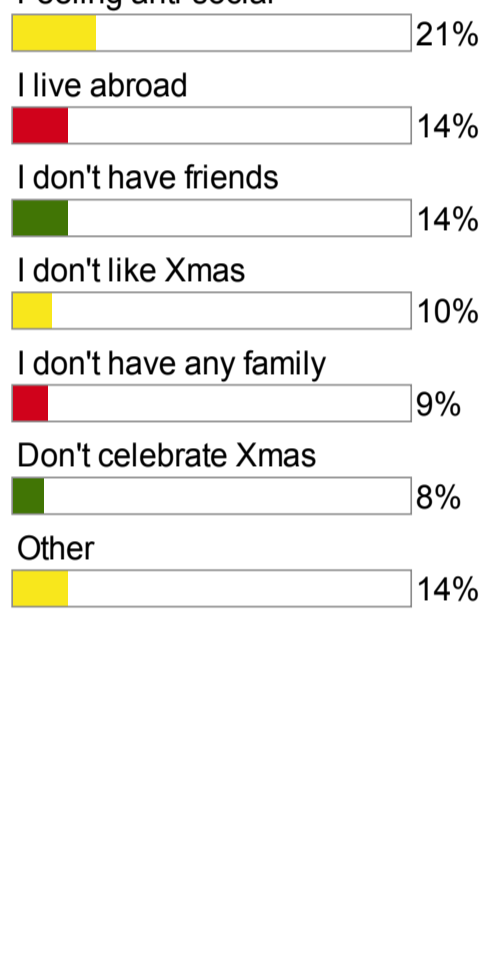
### Why will they be alone?

There are many reasons why a man can end up spending Christmas alone. The most common one is that he will be working. So remember to invite your colleagues for Christmas celebration if you're working because they will be feeling just as lonely as you.

1 in 5 guys will be alone because they don't get on with their family and 1 in 10 don't have any family.

18% either don't like or don't celebrate Christmas.

Christmas and family go hand in hand. From films to adverts, we're constantly reminded that we should be surrounded by parents and children. For those who have estranged families or non at all, this pressure will only isolate them further.



### FIGHTING IT

## How do guys beat loneliness?

53% play video games | 37% watch TV | 36% watch porn

We asked guys spending Christmas alone how they will combat the loneliness. By far the most common way to beat it is to play video games, which isn't so surprising as gaming is the now the worlds most popular video game, and things like gaming is also very social, specially if you're playing an online multiplayer game.

So it's an awesome cure to loneliness.

And it's traditional to watch TV in the winter months with TV Networks and streaming services packing the services with amazing programming.

More surprising is porn's popularity. We expected more people to use live webcam (7%) or escort services (5%) when they're lonely, which is way more interactive. But very few lonely guys admitted to the practice.

Other popular activities were drinking (25%) and many said they simply don't mind being alone (27%).

### HELPING OTHERS

## Lonely men should reach out

### Men need to talk more

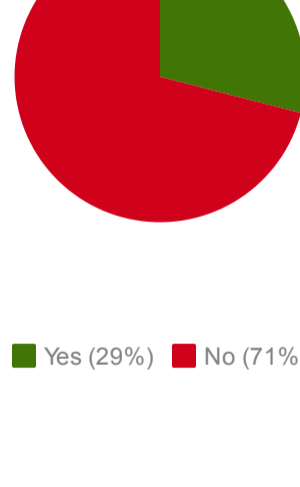
We asked all the guys who are expecting to be lonely this year if they have ever invited another lonely person to join them for Christmas.

Only 1 in 3 men have ever done that.

Many men find themselves lonely during the Christmas season. They will find ways of filling the time with various forms of entertainment. It's much harder to speak out and admit to your own loneliness. Often it's considered a sign of weakness.

But if men were able to be more open and honest about their loneliness they may find it's a lot more common than they think, and even find others, whether friends or colleagues, who they could reach out to and spend time together.

Have you ever invited a lonely person to join you at Christmas?



### IDEAS

## How to not be alone this year

Organise an event | Use technology | Volunteer

First you need to decide if you mind being alone this year. If you don't, be alone at Christmas, there's nothing wrong with that at all. But if you do, then here's how to do it.

### Use technology

You're not going to be the only person that's alone this year. Check local facebook groups, ask your friends and colleagues what they're doing and make sure you check Couchsurfing.com and Meetup.com. They have thriving communities who are very welcoming to new people.

### Organise your own event

If you can't find an event you like, why not create your own? You don't even have to be traditional. Just organise something around the things you like, and things that are open.

### Volunteer

There are lots of places you can volunteer at Christmas. Volunteering isn't for everyone but if you want to make a difference this Christmas why not check out your local charities and see what help they need, or even organise something for elderly neighbours who may also be alone this Christmas?

## SUGARCOOKIE

SUGARCOOKIE.com

Sugarcookie.com is a men's lifestyle site founded by Harriet Sugarcookie.

Every year on Christmas Day she opens up her personal email address to everyone that's lonely - and if they write in she writes them a personal message back so they are not alone.

If you're lonely this Christmas and want a message from Harriet, send a message to harrietsugarcookie@gmail.com

This year we also created this survey to find out more about male loneliness at Christmas. The survey is based on results from more than 1000 18-40 year old men.