
MARKET FACTS!

MARKET FACT #82

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442%

is the increase of loneliness in the United States since the 1960s.

DATE: October 31, 2023

COMMENT: Why is this important? Because it is a HEALTH CRISIS. A Mental Health Crisis. **The population of single-person households in the USA in 1960 was 7 million people. Now in 2023 it's 38 million people.** And over 50% of U.S. adults report feeling lonely. That's a big number. But aren't we all super-connected online nowadays with social networks and all that? Negative. We are not connected at the human level as we used to be anymore. We don't spend much time without our devices anymore. So if you're running a business today, don't forget that your employees may be going through a very hard time due to extensive loneliness and that may impact your profits at the end of the day. Remember: A healthy workforce is a productive workforce.

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