



Real Relationships Report 2025

November 2025



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About the report

The Real Relationships Report 2025 is part of the Real Insurance Research Series. It explores how Australians are meeting new friends, nurturing existing bonds, and navigating the complex dynamics of social interaction in contemporary society.

The report examines the influence of technology, social media, and shifting cultural norms on how relationships are formed and sustained. It also considers the rising costs – both emotional and financial – associated with maintaining these connections. The research looks at generational differences in social connections, the lifespan of friendships, and the effects of broader social divides, particularly in the context of political polarisation.

Commissioned by Real Insurance and conducted by MYMAVINS, the research is based on a quantitative online survey undertaken between 13 and 18 August 2025, with 1,204 Australian adults. The sample is broadly representative across age, gender, wealth, and location.

Important things to observe about the charts and figures

- ✓ Figures are based on self-reported estimates from survey respondents.
- ✓ Footnotes below charts may indicate:
 - A subset of the total sample size when certain questions only asked to specific respondents.
 - Types of questions asked, for instance, multiple responses allowed, appear when the question calls for more than one answer from the respondent.
 - Data has been excluded from analysis (e.g., outliers removed in analysis).
 - Some charts and figures may not be equal to 100% due to rounding differences. This is also true for summed-up figures.



Key findings



Australians tend to keep a tight circle of close friends

- ✓ Australians report an average of 4 close friends. However, nearly 1 in 8 (12%) report having no close friends. Baby Boomers report the highest average number of close friends, while Gen X have the least.
- ✓ Close to 4 in 5 (78%) speak with close friends weekly or more often, with over 1 in 3 (35%) connecting a few times a week. Gen Z leads in daily chats, while Baby Boomers prefer weekly catch-ups.
- ✓ Close to half (44%) meet friends through work. Women are more likely to meet friends through school and parenting, men through sports and nightlife. Gen Z and Gen Y lean into gaming and school, while Baby Boomers cite community events and family.

Many Australians experience social isolation

- ✓ Half (50%) of Australians say forming new friendships has become more difficult, especially for women. Baby Boomers are more likely to feel things haven't changed.
- ✓ Nearly 1 in 3 (32%) lost a close friendship in the past 2 years, often due to lack of effort or time, feelings of one-sidedness or emotional drain, or betrayal or loss of trust.
- ✓ Over 2 in 5 (41%) have been ghosted by a friend, with Gen Y and Gen Z most affected.
- ✓ Close to 2 in 3 (62%) have experienced a period of social isolation, and nearly 1 in 3 (32%) currently feel disconnected. This is more common among Gen Z, Gen Y, and women.

Modern romantic relationships can be 'complicated'

- ✓ Australians report an average of 3 romantic partners, with most meeting through mutual friends, work, or dating apps.
- ✓ Close to 1 in 2 (45%) have experienced a "situationship," with younger generations significantly more likely to engage in them.
- ✓ Over half (51%) say dating has become harder in recent years, though Gen Z are more optimistic, with nearly 1 in 3 (32%) finding it easier.
- ✓ Over 1 in 4 (27%) have experienced a breakup or divorce in the past 5 years.
- ✓ Nearly 3 in 5 (58%) say prioritising romance has strained other close relationships, especially among Gen Z and Gen Y.

*There have been some changes in the questions used across waves.

Most believe employers generally discourage workplace romance

- ✓ Around 3 in 10 (30%) Australians have been in a workplace romance, while 1 in 2 (50%) say they would never consider it. Men are more open to the idea than women (34% vs 26%).
- ✓ Two-thirds (66%) believe employers discourage workplace relationships – especially Gen Z (84%).
- ✓ Among those who are currently employed, close to 3 in 5 (56%) would avoid dating a colleague today.
- ✓ About 1 in 4 (25%) workers say their openness depends on factors such as seniority or team dynamics, and 1 in 5 (19%) would consider it if the connection felt right.

Australians connect with more friends online than in person

- ✓ Each month, Australians connect with more friends online or via messaging than in person (6 friends vs 4 friends, respectively).
- ✓ Nearly 2 in 5 (38%) have used apps to meet new people, considerably more among Gen Z (63%) and Gen Y (61%).
- ✓ About 1 in 3 (35%) feel digital fatigue or burnout from maintaining relationships online, with Gen Z (73%), Gen Y (54%), and women (41%) particularly affected.
- ✓ Nearly 2 in 5 (37%) Gen Z and 1 in 4 (25%) Gen Y sometimes feel a stronger connection with online personalities than with some of their friends.
- ✓ Over 1 in 3 (34%) AI users feel a sense of personal connection with an AI tool – either a strong connection like with a friend (13%) or in a more light-hearted casual way (21%).

The cost of catching up is impacting our social connections

- ✓ Australians spend an average of \$107 per month catching up with friends and \$198.50 per month on dating, with Gen Y topping both categories (\$163 on friends, \$238.70 on dating).
- ✓ Nearly 7 in 10 (69%) say the rising cost of living has changed how they spend time with friends or date, leading to less frequent outings (44%), more low-cost or free activities (31%), and local meetups or staying in (25%).
- ✓ Nearly half of Gen Z (48%) and a third of Gen Y (33%) always or often feel they are missing out on making memories due to money concerns, much higher than older generations (22% Gen X and 11% Baby Boomers).
- ✓ Gen Z (50%) and Gen Y (42%) are the most open about discussing money constraints when making social plans, while 3 in 10 (30%) avoid the topic altogether.

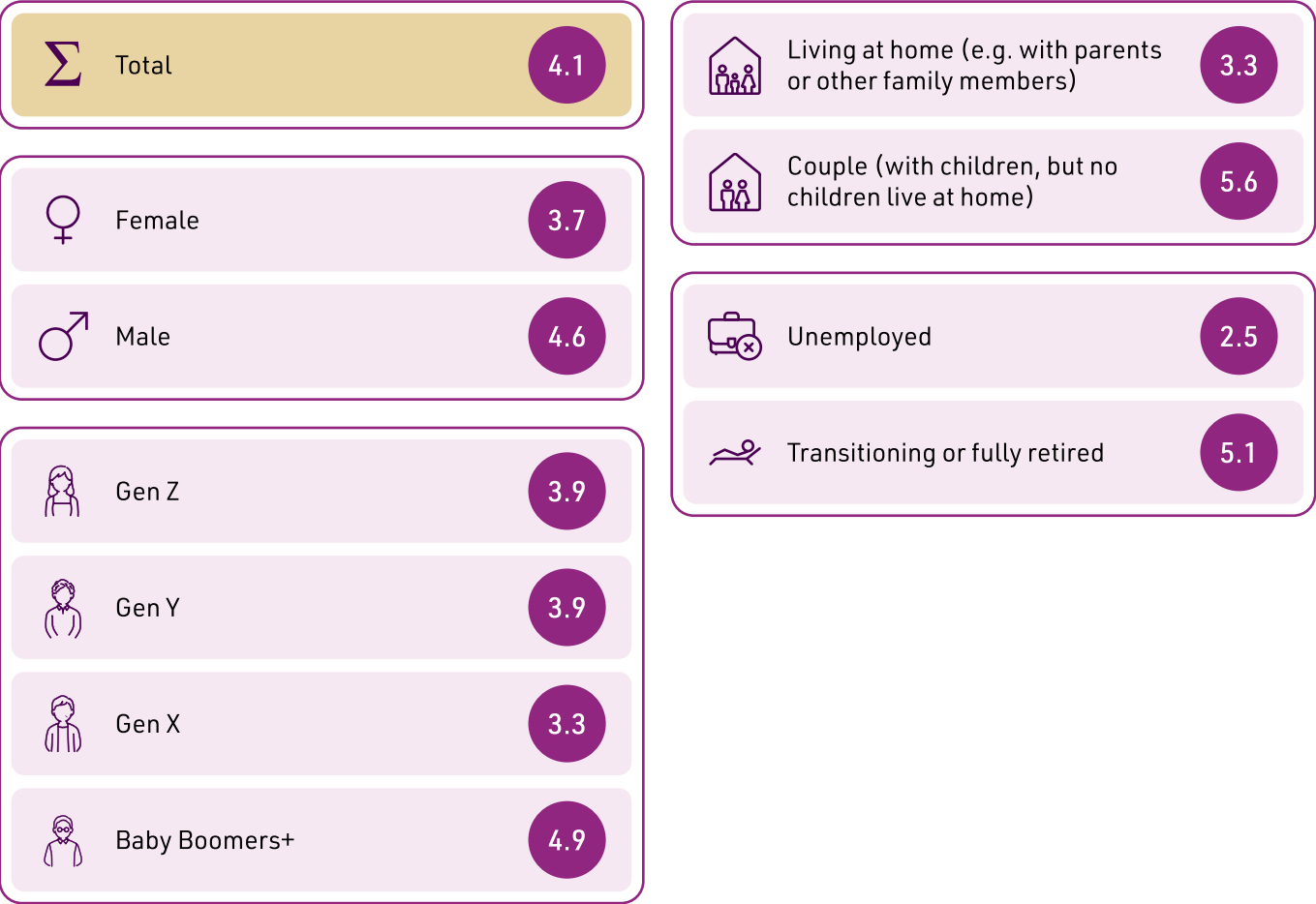


Friendship journeys



Friendly Australians

How many close friends would you say you currently have?

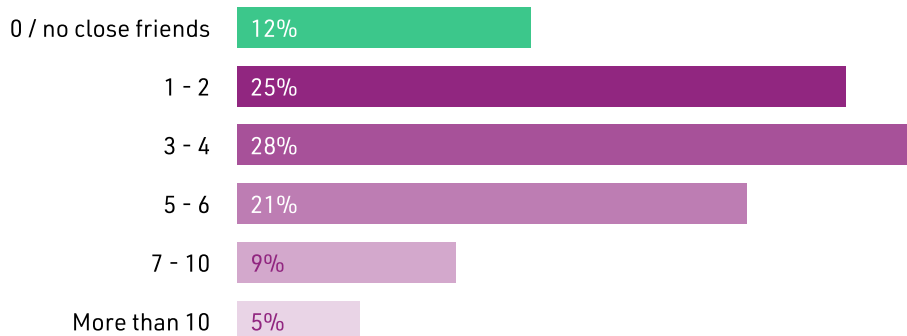


Australians report they currently have 4 close friends they can turn to for support or meaningful contact. Men report slightly more friends than women (5 vs 4). Younger generations Gen Z and Gen Y report an average of 4 close friends, consistent with the overall average. Gen X report a lower average of 3 close friends, while Baby Boomers report having 5.

Working adults, whether employed full-time, part-time, or casually, report an average of 4 close friends. This contrasts with the unemployed, who maintain only 3 close friends, on average. Retirees, on the other hand, report a higher average of 5 close friends.

Notably, empty nesters or couples whose children no longer live at home also report a higher average of 6 close friends.

How many close friends would you say you currently have? (Banded)



Nearly 1 in 8 (12%) Australians report having no close friends (i.e. friends they can turn to for support or meaningful contact), while over half (53%) maintain a small circle of only 1 to 4 close friends. Just over 1 in 5 (21%) have 5 to 6 close friends, while 1 in 7 (14%) have 7 or more.



Friendship dynamics

Thinking about now vs the past, has the number of friends you have increased, decreased, or stayed the same as you have gotten older?



13%
Increased



33%
Stayed the same

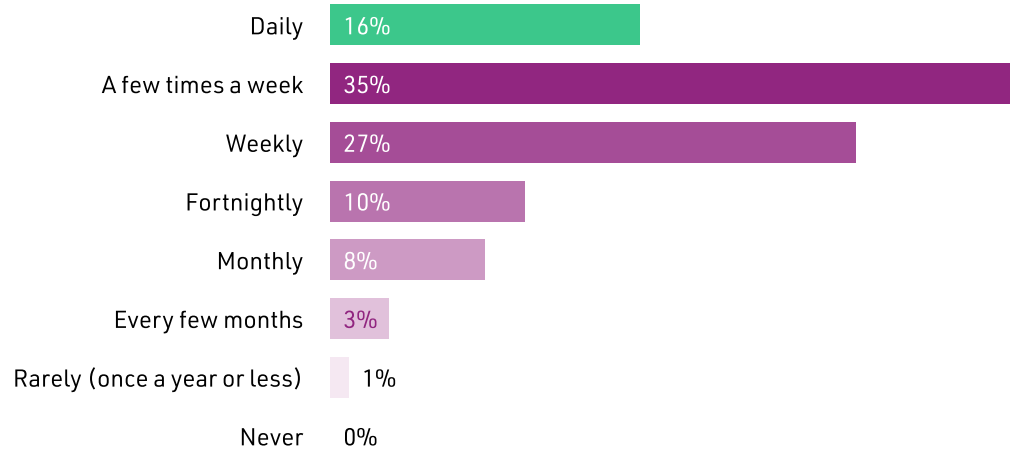


54%
Decreased

Over 1 in 2 (54%) Australians say the number of friends they have has decreased, while about 1 in 8 (13%) say the number has increased. Women are more likely than men to report a decline (60% vs 48%). Men are more likely to say the number has stayed the same (38% vs 27%).

Around 1 in 5 younger (20% Gen Y and 17% Gen Z) report an increase, more often than older generations. In contrast, only 1 in 10 (9%) Baby Boomers say their number of friends has increased, but they are also the most likely to say the size of their circle has stayed the same (40%).

How often do you typically speak to your close friends?

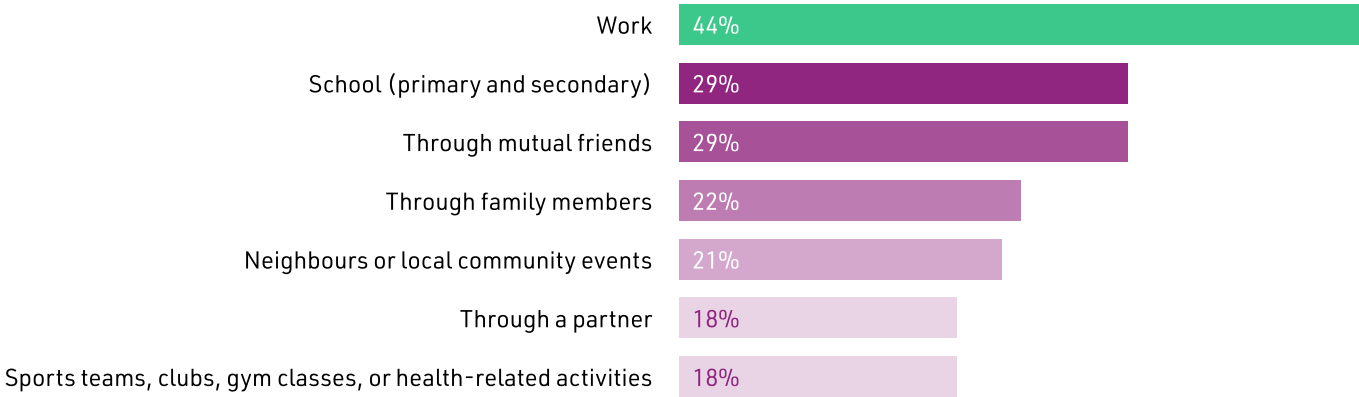


The majority (78%) of Australians typically speak with their close friends at least once a week. Around 1 in 6 (16%) speak daily, over 1 in 3 (35%) a few times a week, and more than 1 in 4 (27%) weekly.

Gen Z are much more likely to speak with close friends daily (36%) or a few times a week (42%). In contrast, Baby Boomers are least likely to speak with friends daily (8%) and are more likely to catch up weekly (36%).

Making friends

How have you made your close friends?



*n= 1,055 those with friends. Top 7 answers only. Multiple responses allowed.

The most popular place for making friends is at work, where more than 2 in 5 (44%) Australians found their mates. Other common venues are school (29%) and neighbours or local community events (21%). Others met through mutual friends (22%), family members (22%) or a partner (18%).

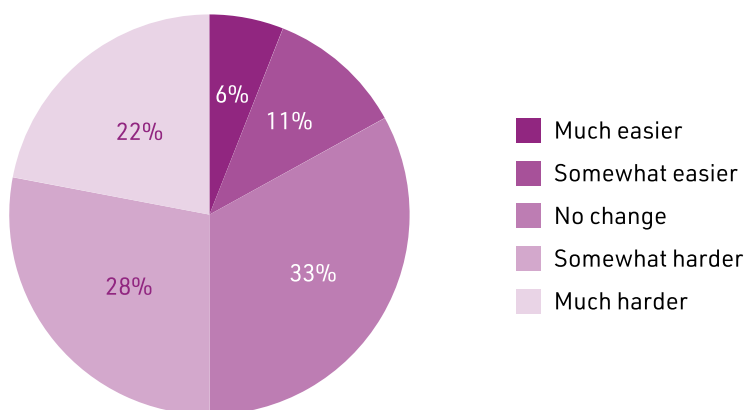
Women are more likely to meet friends at school (35% vs 23% for men) and at their kids' school (11% vs 4% for men), while men are more likely to make friends in sports teams (25% vs 11% for women), nightclubs or bars (12% vs 7% for women), and gaming (8% vs 3% for women).

School and work are significantly more common sources among Gen Z and Gen Y. More than half (52%) of Gen Y cite work as a key source for their close friendships, while Gen Z relies heavily on school (49%) and university/TAFE (31%). Gen Z (12%) and Gen Y (10%) are also twice as likely to have formed close friendships through gaming (although this remains a small percentage overall).

In contrast, Baby Boomers are more likely to cite a wider range of venues, such as community events (32%), sports (22%), volunteering (16%), and through their partner (23%) or family (28%).

Notably, those in regional or rural areas are more likely to make friends in local neighbourhood or community events (26% vs 18% for those in suburban areas).

In recent years, have you found it easier or harder to make new friends?



*n=1,145, those who tried to make new friends.

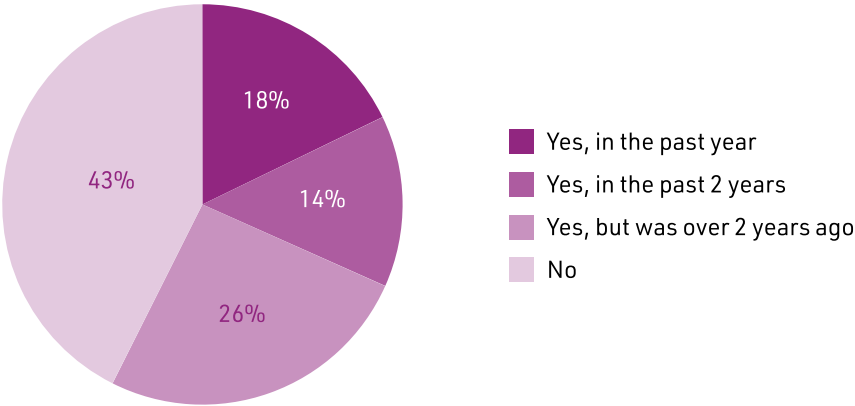
Among those who have tried making friends, 1 in 2 (50%) say it has become harder in recent years, compared to only nearly 1 in 6 (16%) who find it easier. Women are more likely than men to report difficulty (58% vs 42%).

Nearly 3 in 5 of Gen Y (57%) and Gen Z (55%) say it has become harder to make new friends in recent years. In contrast, Baby Boomers are less likely to report increased difficulty (42%) and are more likely to say their experience hasn't changed (46%).



Growing apart

Have you had a close friendship end in the recent past?

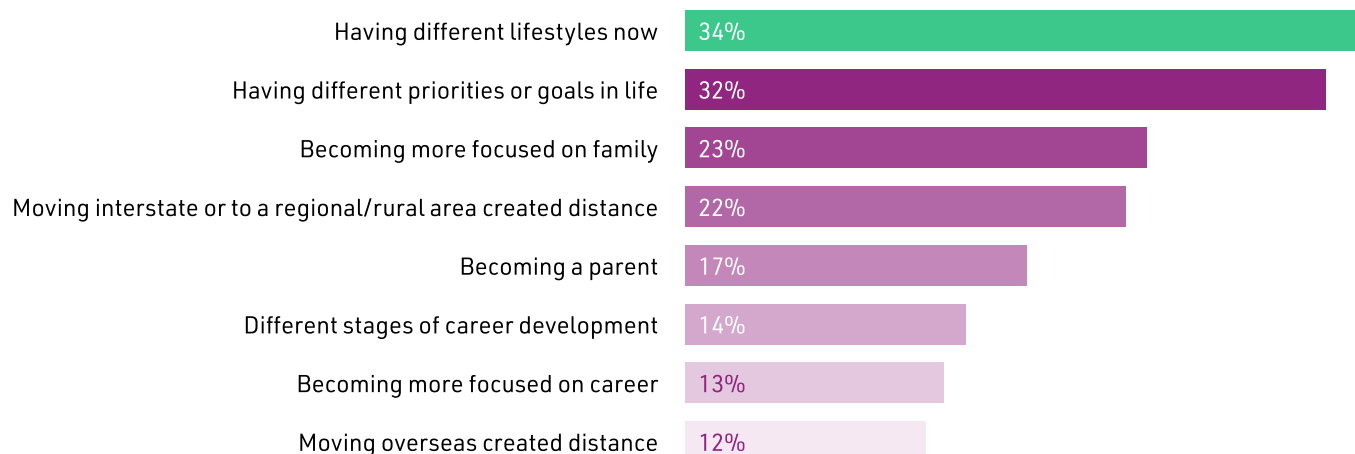


Nearly 1 in 3 (32%) Australians lost a close friendship in the past 2 years, and an additional 1 in 4 (26%) lost one more than 2 years ago. Gen Z (30%) and Gen Y (23%) are the most likely to have had a friendship end in the past year, more than double the rate seen among Baby Boomers (11%).

The most common reason for the end of a friendship was lack of effort or time from one side (24%), followed by the feeling that the friendship was one-sided or draining (21%). Other reasons included betrayal or loss of trust (19%), naturally drifting apart (18%), conflict or argument (17%), unresolved conflict or tension (17%), and differences in values or beliefs (16%).

Many say they would still consider rekindling a lost friendship if the other person reached out and wanted to reconnect (28%) or if they ran into each other naturally (21%). Some would reconsider if the other party had changed (20%) or apologised and acknowledged what happened (18%). Others remain open if circumstances would lead them to spend more time together or cross paths more (17%).

Which of the following life changes have negatively affected your friendships, if any?



*n=952, those with friends and experienced life changes. Multiple responses allowed.

Having different lifestyles (34%) and different priorities or goals in life (32%) are the most common life changes that negatively affect friendships, whether experienced by respondents themselves or by their friends. Other common factors include becoming more focused on family (23%) and moving interstate or to regional/rural areas (22%).

Women's friendships are more likely than men's to be impacted by life changes, particularly shifts in lifestyle (40% vs. 28%), evolving priorities or life goals (38% vs. 25%) and the transition to parenthood (22% vs. 13%). Moreover, couples with children at home and single parents are significantly more likely to report negative impacts on their friendships as they focus more on family (40% couples with children, 37% single parents vs 23% overall).



Friendship loss

Have you ever gone through a friendship breakup that felt as emotionally significant as a romantic breakup?



33%
Yes



59%
No



8%
Not Sure

Around 1 in 3 (33%) Australians say they have gone through a friendship breakup that felt as emotionally significant as a romantic breakup. This experience is more common among women (39%) than men (25%), and particularly among younger generations, Gen Z (47%) and Gen Y (45%). In contrast, fewer than 1 in 5 (18%) Baby Boomers report such an experience.

The majority (70%) feel there was a certain point in their adult life when they lost the most friends, at an average age of 35 (though this varies by generation). Women report losing the most friends earlier, at age 33, while men report it later, at age 37.

Have you ever been ghosted by a friend?



41%
Yes



50%
No



8%
Not Sure

About 2 in 5 (41%) Australians report having been ghosted by a friend (i.e. when all contact stopped without explanation). Women are more likely than men to have experienced ghosting (48% vs 35%).

It is also more common among younger generations, with nearly 3 in 5 Gen Y (59%) and Gen Z (54%) reporting being ghosted, compared with over 2 in 5 Gen X (43%) and only 1 in 4 Baby Boomers (25%). In contrast, 2 in 3 (66%) Baby Boomers say they have never been ghosted, while fewer than 2 in 5 Gen Z (38%) and Gen Y (37%) say the same.

Over 3 in 5 (61%) report experiencing a period of social isolation or a lack of meaningful friendships during adulthood, with nearly 1 in 3 (32%) currently feeling this way. Women (40%) are more likely than men (23%) to report current isolation. Younger adults are the most affected, with nearly 3 in 5 Gen Z (58%) and 2 in 5 Gen Y (41%) currently experiencing isolation, compared to just 1 in 6 (17%) Baby Boomers.

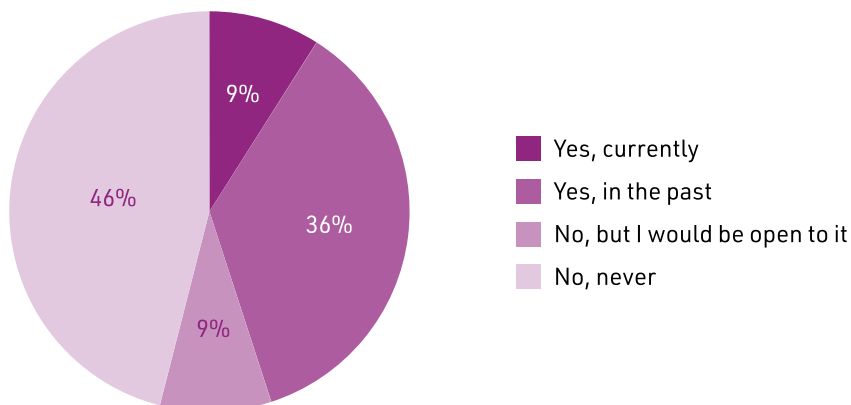


Romantic
relationships



Dating trends

Have you ever personally experienced a “situationship” – a romantic connection that lacks clear labels or commitment?



Australians report an average of 3 romantic partners in their lives to date, with men reporting slightly more (4 partners) than women (3 partners). However, close to 1 in 10 (9%) report having had no romantic partner ever.

Most met their current or last partner through mutual friends (17%), work (15%), or an online dating app or website (15%). Others met in person at social venues (12%), through family (7%), or at school or university (7%). Some also met through social media (5%), clubs (4%), or hobby, religious or community groups (3%).

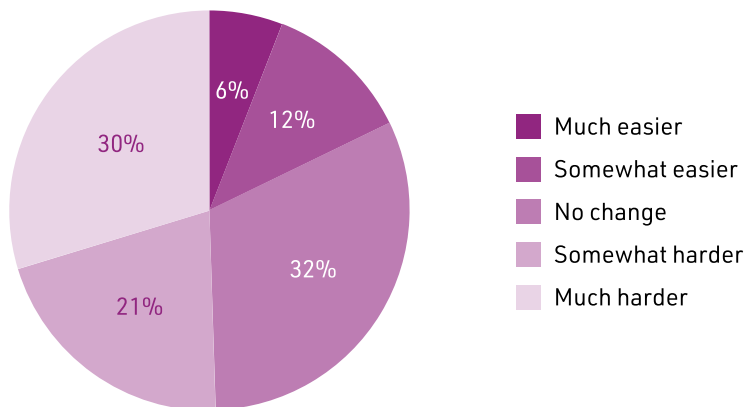
Gen Y are more likely than average to have met their partner in school or university (13%), while Gen Z are more likely to have met their partner via social media (12%).

Close to 1 in 2 (45%) report having been in a “situationship” – 9% currently in one, and 36% in the past.

Younger generations are more likely to engage in this setup, with 20% of Gen Z currently in one and nearly half (47%) have been in one before. Among Gen Y, more than half (54%) report either currently being in a “situationship” or having experienced one in the past.

In contrast, only 32% of Baby Boomers have experienced a “situationship”, and 60% say they have never experienced one.

In recent years, have you found it easier or harder to date or meet new romantic partners?



*n=705, those who tried to date or meet new romantic partners.

Over 1 in 2 (51%) Australians say it has become harder to date or meet new romantic partners in recent years – either much harder (30%) or somewhat harder (21%). Around 1 in 3 (32%) report no real change, while only a small minority (17%) say it has become easier.

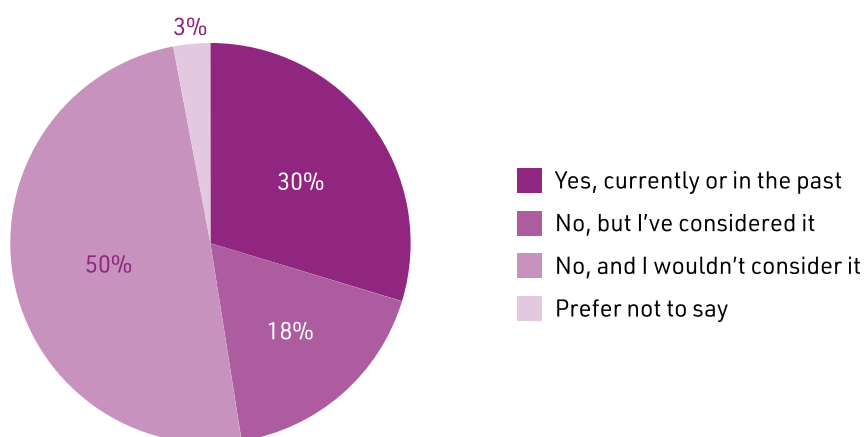
Nearly 3 in 5 (57%) women report dating has become much difficult, compared to under 1 in 2 (45%) men.

By contrast, nearly 1 in 3 (32%) Gen Z actually find dating has become easier, significantly higher than just 1 in 9 (11%) Gen X and fewer than 1 in 10 (9%) Baby Boomers.



Workplace romance

Have you ever been in a romantic relationship with someone you worked with?

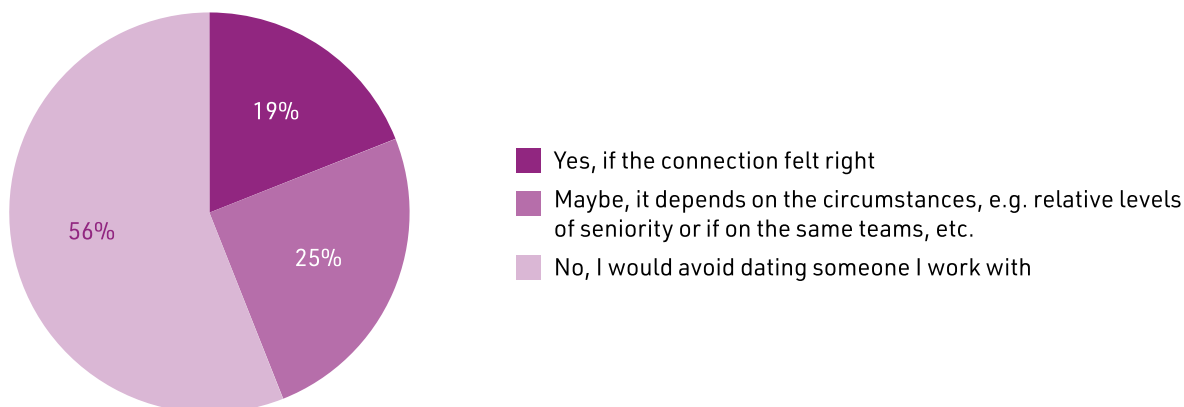


Around 3 in 10 (30%) Australians are currently in, or have previously been in, a romantic relationship with someone they worked with. Close to 1 in 5 (18%) have considered it but have never been in one. The majority (50%) say they have never been in a workplace romance and would never consider it.

Men are more likely than women to be currently in, or to have ever been in, a romantic relationship with someone they worked with (34% vs 26%). In contrast, the majority of women (57%) say they would never consider a workplace romance, compared with just over 2 in 5 (42%) men.

Most (66%) believe employers generally discourage romantic relationships in the workplace – 22% to a great extent and 45% to some extent. Gen Z are more likely than older generations to believe this (84%).

Would you consider a romantic relationship with a colleague in today's workplace environment?



*n=521, those who are currently employed.

Among those currently employed, nearly 3 in 5 (56%) say they would avoid dating someone they work with in today's workplace environment. However, 1 in 4 (25%) say it would depend on circumstances such as seniority or team dynamics, while close to 1 in 5 (19%) are open to the idea if the connection felt right.

Breaking up

Have you experienced a romantic breakup or divorce in the past five years?



22%
Yes, a breakup



6%
Yes, a divorce



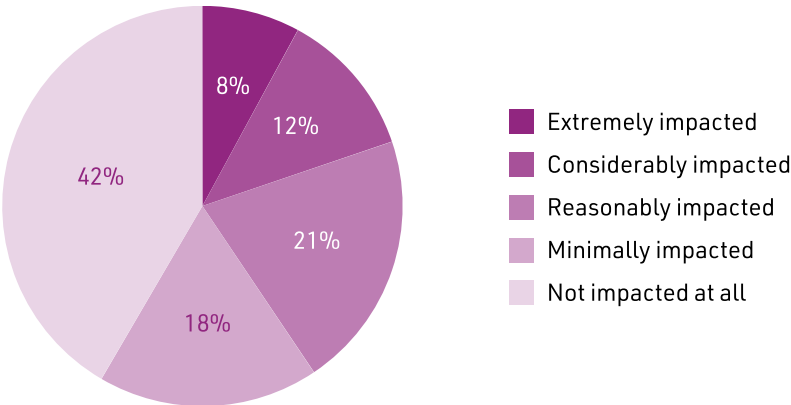
73%
No

*n=1,100, those who have ever had a romantic partner.

Among those who have ever had a romantic partner, over 1 in 4 have experienced a breakup (22%) or a divorce (6%) in the past 5 years. Close to 1 in 2 (45%) describe these breakups or divorces as difficult or messy, while 1 in 4 (26%) say things ended amicably. Close to 3 in 10 (29%) describe the split as neutral or mutual.

More than 1 in 2 (55%) have remained friends or on good terms with their former partners. Of these, 14% say they stay on good terms with most, 22% with some, and 19% with only one of their ex-partners.

Have you ever felt that prioritisation of a romantic relationship has negatively impacted any of your close relationships?



Nearly 3 in 5 (58%) say prioritising a romantic relationship – whether by themselves or by a close friend – has negatively impacted some of their close relationships. Younger generations are more affected, with 3 in 4 Gen Z (75%) and Gen Y (73%) feeling this way. In contrast, only 2 in 3 Gen X (66%) and fewer than 2 in 5 Baby Boomers (38%) report the same.

Men are more likely than women to claim that their romantic relationships do not affect their other close relationships at all (48% vs 36%).

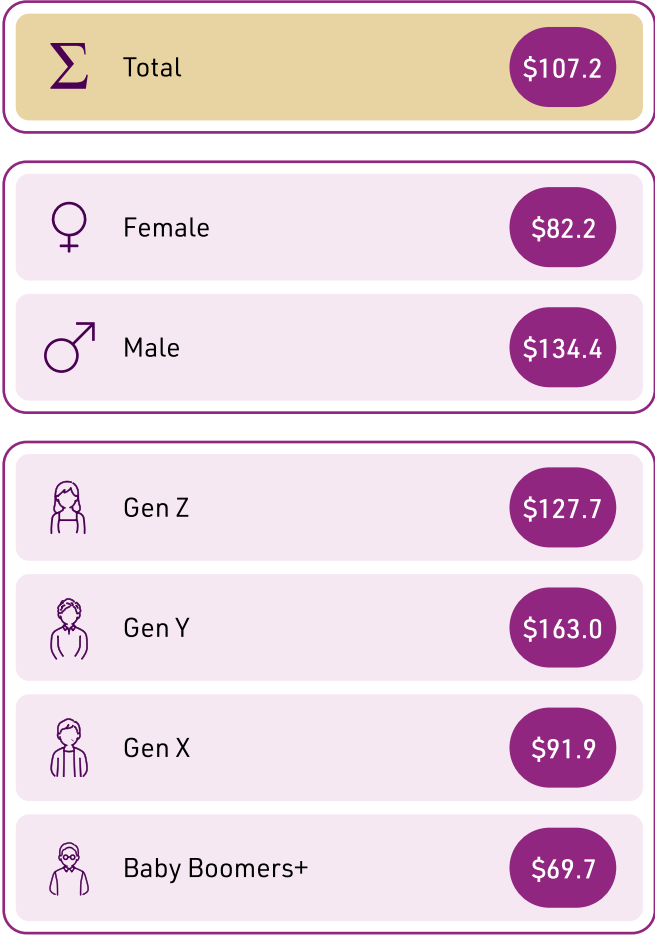


Financial impact



Cost of catching up

On average, how much do you spend each month when you catch up with friends?

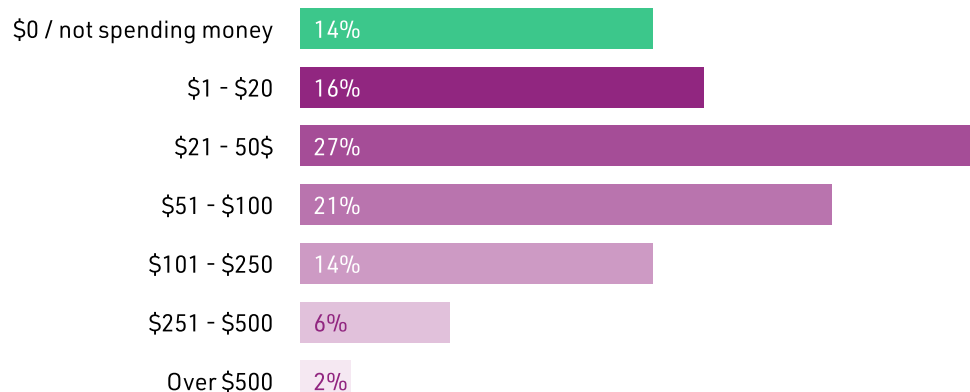


*n=1,055 total, 546 women, 506 men, 139 Gen Z, 281 Gen Y, 249 Gen X, 395 Baby Boomers+, those with friends. Including the cost of travelling.

Australians spend an average of \$107 each month catching up with friends. Men report higher spending (\$134) than women (\$82). By generation, Gen Y report the highest average spending at \$163, followed by Gen Z at \$128. Gen X spend an average of \$92, while Baby Boomers report the lowest at \$70.

Excluding those who do not spend money on catch-ups, the overall average rises to \$125.

On average, how much do you spend each month when you catch up with friends? (Banded)



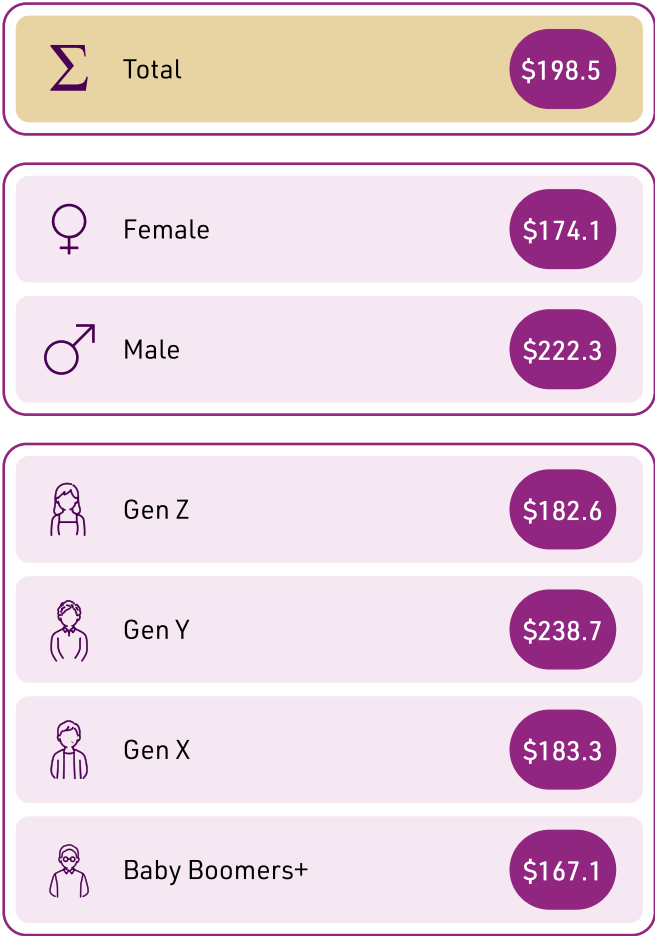
*n=1,055 total, 546 women, 506 men, 139 Gen Z, 281 Gen Y, 249 Gen X, 395 Baby Boomers+, those with friends. Including the cost of travelling.

Around 1 in 7 (14%) Australians say they do not spend money on catch-ups. More men than women report spending nothing (18% vs 10%). Baby Boomers (21%) are also more likely to say they spend nothing, while Gen Z (5%) are the least likely not to spend.

Over 2 in 5 (43%) spend under \$50 each month on catch-ups. Only 1 in 3 (36%) women spend more than \$50, compared with 1 in 2 (50%) men. Close to 3 in 5 (59%) Gen Z and over 1 in 2 (52%) Gen Y spend at this level, compared with only 42% of Gen X and 31% of Baby Boomers.

Cost of dating

On average, how much do you spend on dating each month?



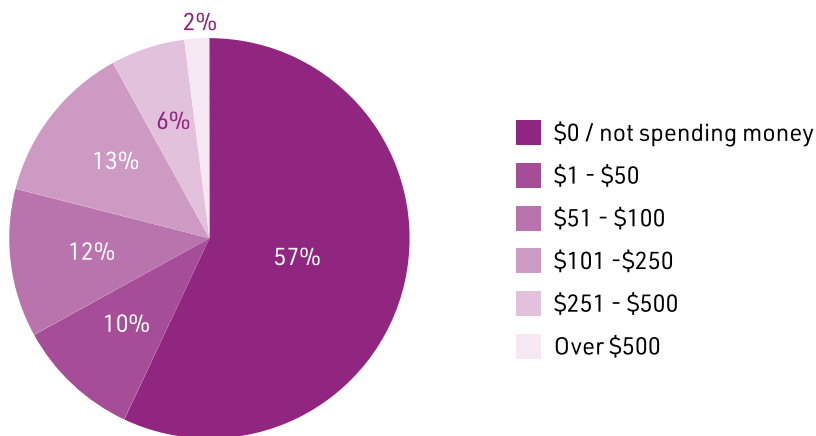
*n=519 total, 254 women, 264 men, 100 Gen Z, 180 Gen Y, 115 Gen X, 124 Baby Boomers+, those who spend money on dating. Including 'date nights' with partner if applicable.

Australians spend an average of \$86 on dating each month. This rises to \$199 when excluding those who say they do not spend any money on dates.

Men report a higher average monthly spend of \$222, compared to \$174 for women.

By generation, Gen Y report the highest average spend of \$239, followed by Gen Z at \$183. Gen X average \$183, while Baby Boomers report the lowest average spend of \$167.

On average, how much do you spend on dating each month? (Banded)



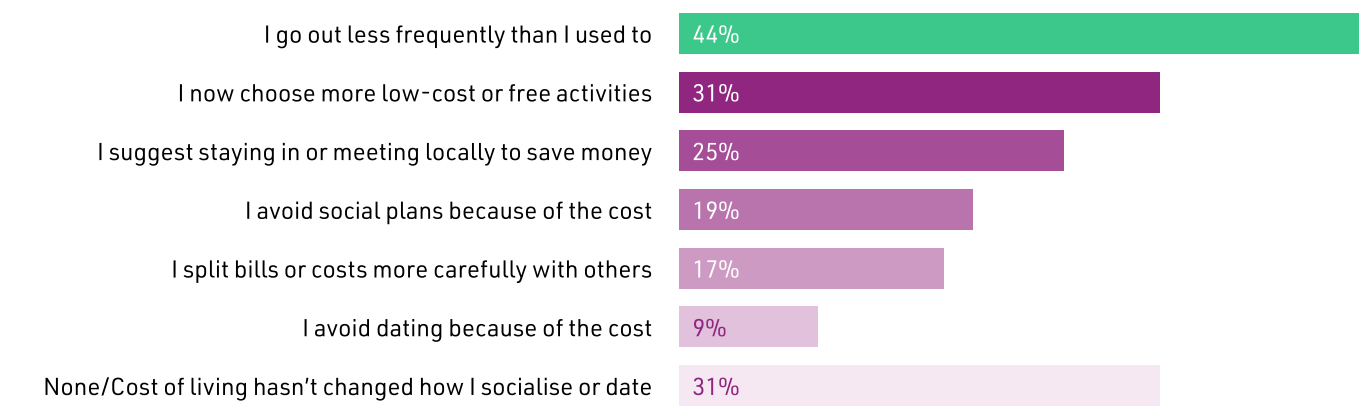
*n=519 total, 254 women, 264 men, 100 Gen Z, 180 Gen Y, 115 Gen X, 124 Baby Boomers+, those who spend money on dating. Including 'date nights' with partner if applicable.

Close to 3 in 5 (57%) Australians report spending nothing on dates each month. Baby Boomers (73%) are most likely not to spend on dates, compared to younger generations (34% Gen Z, 41% Gen Y, and 60% Gen X).



Cost of living impact

In what ways, if any, has the cost of living changed how you spend time with friends or how you date?

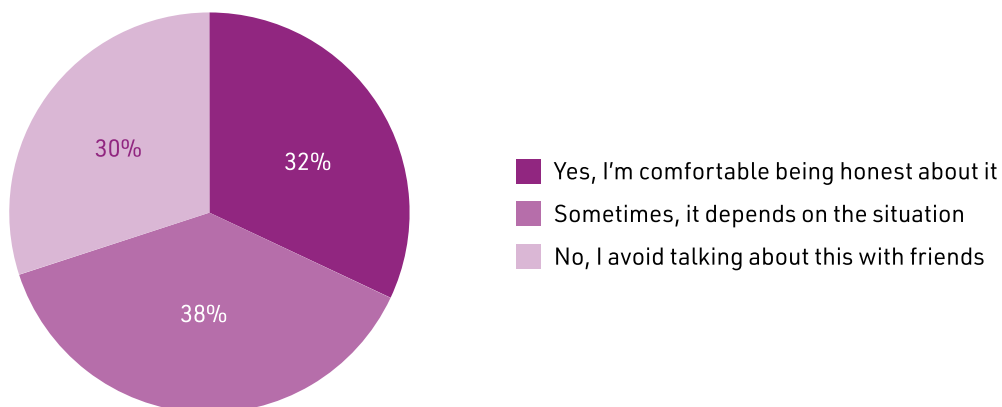


*Multiple answers allowed.

Cost of living has affected 7 in 10 (69%) Australians in the way they spend time with friends or date. Over 2 in 5 (44%) say they go out less frequently, while just over 3 in 10 (31%) choose more low-cost or free activities. About 1 in 4 (25%) suggest staying in or meeting locally to save money. Close to 1 in 5 (19%) avoid social plans altogether due to cost, and 1 in 6 (17%) are more careful about splitting bills.

Close to 1 in 4 (24%) report they always or often feel like they are missing out on making new memories with friends due to money concerns. An additional 31% feel this way sometimes. Younger generations are more likely to feel like they are missing out often or always (48% Gen Z and 33% Gen Y).

Do you openly talk to friends about adapting social plans to accommodate budget concerns?



Close to 1 in 3 (32%) Australians say they feel comfortable being honest about budget concerns when making social plans with friends, while nearly 2 in 5 (38%) say it depends on the situation. About 3 in 10 (30%) avoid bringing it up altogether.

Men are more likely than women to avoid talking about budget concerns (37% vs 23%). Younger generations are more open, with 1 in 2 (50%) Gen Z and over 2 in 5 (42%) Gen Y saying they are comfortable being honest about it.



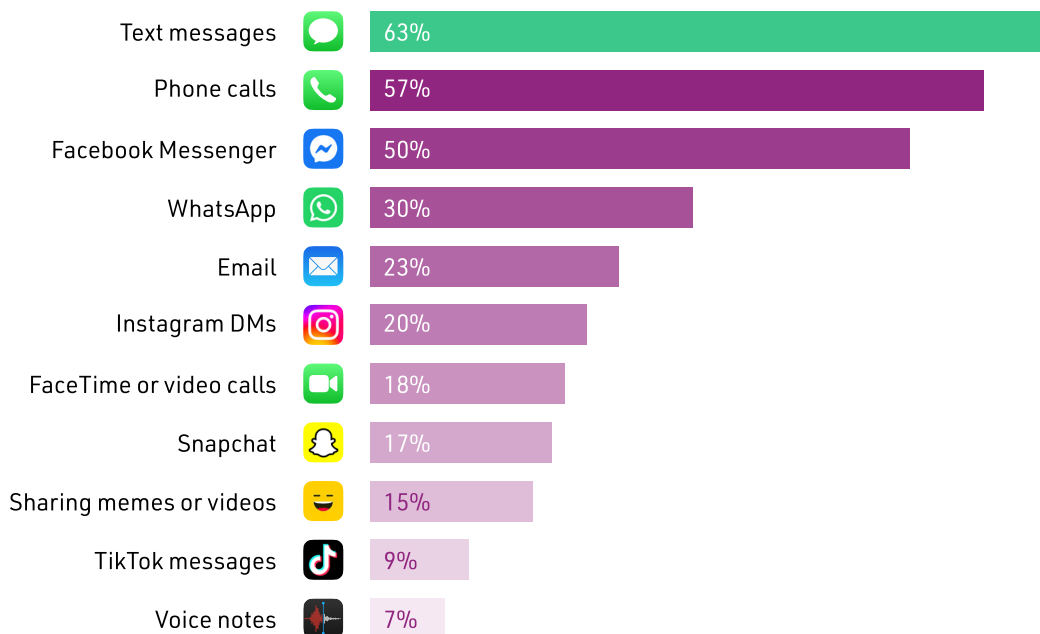


Digital relationships



Digital connections

What are your most common digital ways of communicating with friends?



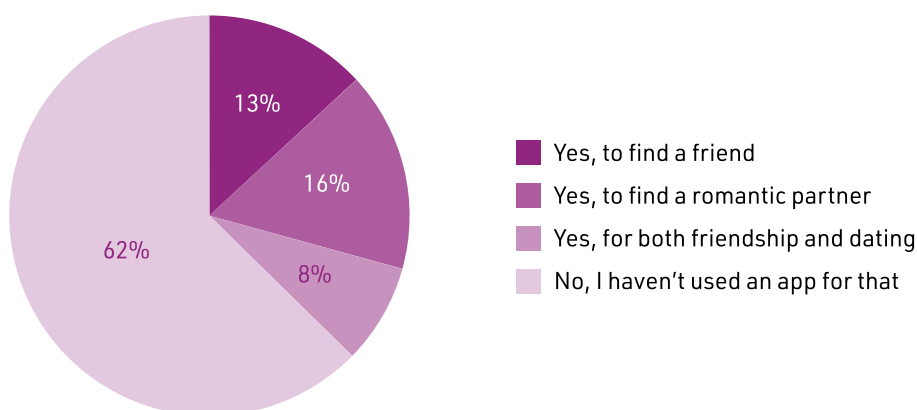
*n=1,055, those with friends. Multiple responses allowed.

Text messaging (63%), phone calls (57%), and Facebook Messenger (50%) are the three most commonly cited digital ways of communicating with friends.

Women are generally more likely than men to use most digital modes of communication, except email, which men are more likely to use. Preferences vary widely across generations.

Gen Y are more likely than other generations to use Facebook Messenger (58%) and WhatsApp (47%), while Gen Z are more likely to use FaceTime or video calls (29%). Gen Z and Gen Y are also more likely to use Instagram DMs (55% Gen Z, 35% Gen Y), Snapchat (60% Gen Z, 23% Gen Y), sharing memes or videos (30% Gen Z, 23% Gen Y), TikTok messages (33% Gen Z, 14% Gen Y), and voice notes (18% Gen Z, 14% Gen Y). By contrast, Baby Boomers prefer phone calls (72%) and emails (38%).

Have you ever used an app or online platform to connect with someone new?

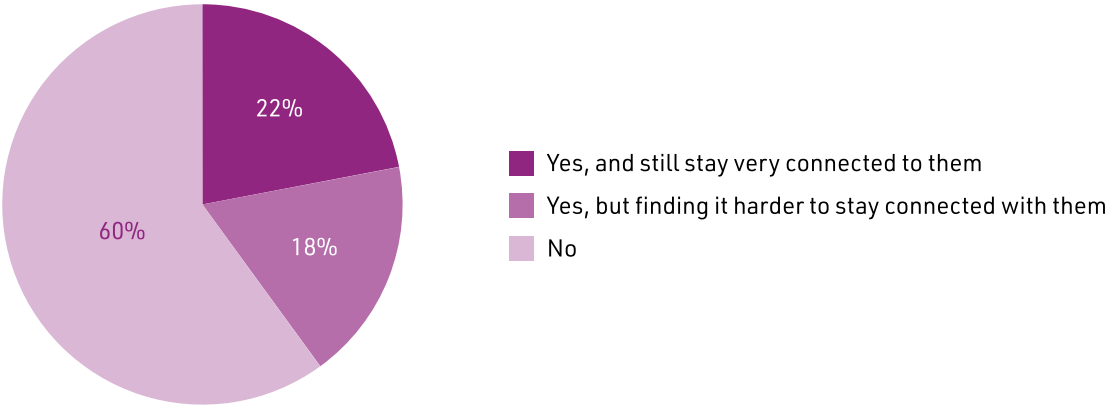


Nearly 2 in 5 (38%) Australians have used an app or online platform to connect with someone new – a friend (13%), a romantic partner (16%), or both (8%). Usage is significantly higher among younger generations, with over 3 in 5 Gen Z (63%) and Gen Y (61%) using these apps. In contrast, fewer than 1 in 5 (17%) Baby Boomers report using them.

Nearly 4 in 10 (37%) of those who have used apps and online platforms say they find it harder to meet people in person. Over 1 in 3 (34%) say they turned to apps because it was more convenient or accessible, while the same proportion (34%) say they were feeling lonely or disconnected. About 3 in 10 (31%) were looking for people with similar interests.

Long-distance friendships

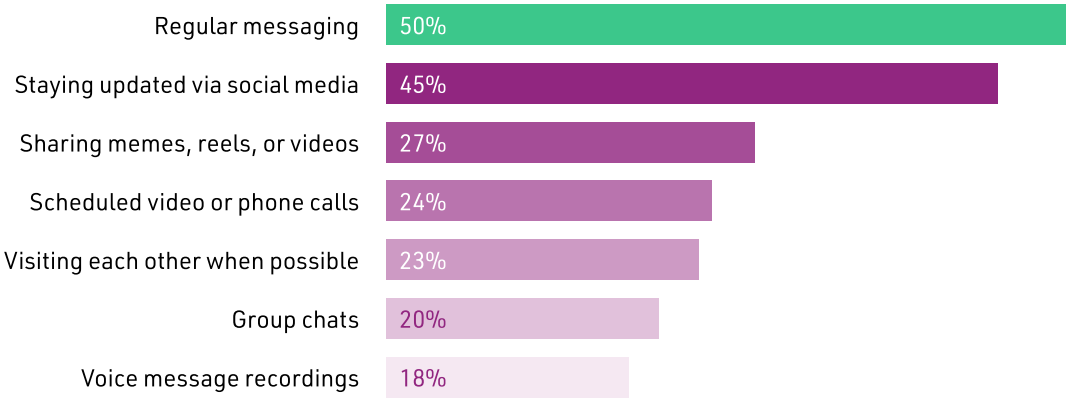
Do you have close friends who have moved overseas?



*n=1,055, those with friends.

Around 2 in 5 (40%) have close friends who have moved overseas. Over 1 in 5 (22%) say they still stay very connected, while fewer than 1 in 5 (18%) find it harder to stay connected. Notably, Baby Boomers (28%) are much less likely to have close friends living overseas.

How do you maintain friendships with friends who've moved overseas?

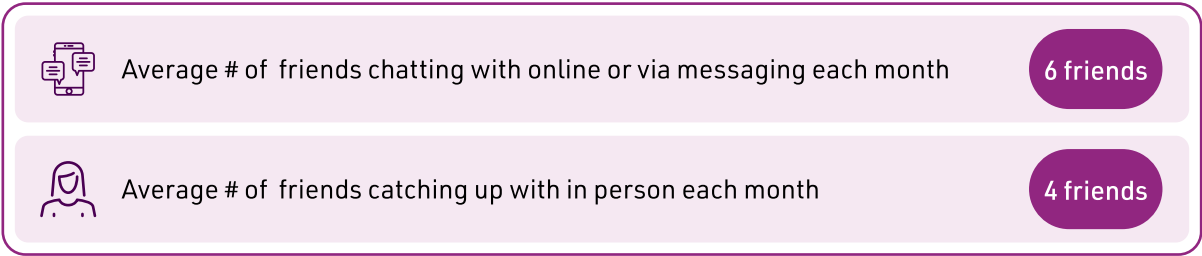


*n=427, those who have close friends who moved overseas. Top 7 answers only. Multiple responses allowed.

Regular messaging (50%) and staying updated via social media (45%) are the top two ways Australians maintain friendships overseas. Around 1 in 4 also share memes, reels, or videos (27%), schedule video or phone calls (24%), or visit each other when possible (23%). Others keep in touch through group chats (20%) and voice message recordings (18%).

Digital fatigue

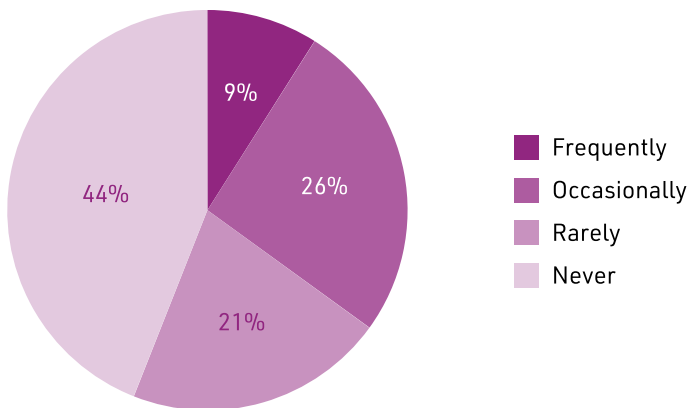
On average, how many different friends do you talk to online or via messaging each month? ...do you catch up with in person each month?



*n=1,055, those with friends.

Every month, Australians connect with more friends online or via messaging than in person (6 friends vs 4 friends, respectively).

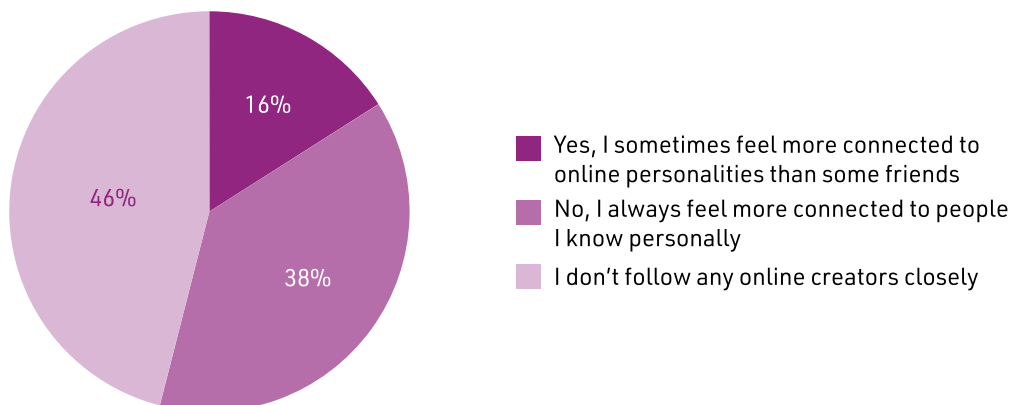
Have you ever felt digital fatigue or burnout from having to maintain relationships online?



While most (65%) rarely or never feel digital fatigue or burnout from maintaining relationships online (e.g. group chats, text messages, social media groups, or dating apps), about 1 in 3 (35%) feel it at least occasionally. Women are more likely than men to report digital fatigue (41% vs. 28%), while half of men (50%) say they never experience it. Younger generations are also more prone, with nearly 3 in 4 Gen Z (73%) and over half of Gen Y (54%) reporting fatigue. In contrast, 7 in 10 (70%) Baby Boomers say they do not experience it.

Parasocial relationships

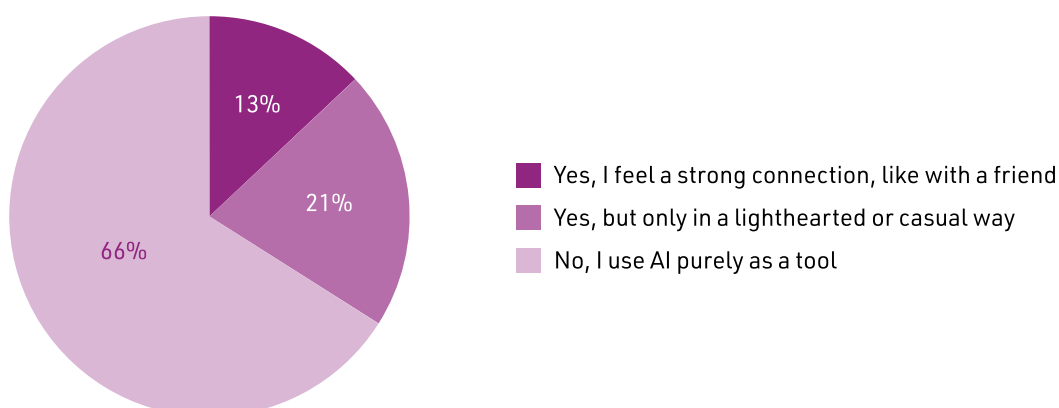
Have you ever felt as connected to an online personality than to people you know in real life?



While the majority either don't follow any online creators closely (46%) or always feel more connected to people they know personally (38%), around 1 in 6 (16%) say they have felt as connected to an online personality as to people they know in real life.

Younger generations are much more likely to follow online creators closely (85% Gen Z and 79% Gen Y). Nearly 2 in 5 Gen Z (37%) and 1 in 4 Gen Y (25%) admit to feeling strong connections with online personalities.

Do you feel any sense of personal connection with an AI tool?



*n=583, those who use AI tools.

Around 1 in 3 (34%) AI tool users admit to feeling some personal connection with AI. Over 1 in 5 (21%) feel the connection as light-hearted or casual, while 1 in 8 (13%) feel a stronger connection, similar to that with a friend.

This sense of connection is especially pronounced among younger generations. Around 2 in 5 Gen Z (40%) and Gen Y (42%) report a sense of connection with AI tools, compared to only 15% of Baby Boomers.

More research from Real Insurance coming soon...

About Real Insurance

At Real Insurance, we pride ourselves on providing trusted service and real value to our customers. Our passion for what we do has been recognised by 17 consecutive years of industry awards. We specialise in life, income protection, funeral, health, home, car, pet, travel and landlords insurance products. In the market since 2005, We have helped protect the quality of life of thousands of Australians, through the delivery of innovative products that protect the financial future of people across Australia.

