

# “Ah, look at all the lonely people”

Using secondary data to identify lonely older people





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**Age UK is largest older person's charity in the UK**



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**Vision is a world where everyone can love later life**



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Vision is a world where everyone can love later life

**Combatting loneliness**



**Loneliness?**



# Devastating impact on Quality of Life



Devastating impact of Quality of Life

**Associated with physical and mental health issues**





Devastating impact of Quality of Life

Associated with physical and mental health issues

**Loneliness carries a stigma**





# Literature Review



Literature Review

**English Longitudinal Study of Ageing (ELSA)**



Literature Review

English Longitudinal Study of Ageing (ELSA)

**Two-level mixed-effects logistic regression model**





**HEALTH**



**MARITAL  
STATUS**



**HOUSEHOLD  
SIZE**



**AGE**



**PETS**



**EYE  
SIGHT**



Factor	Odds ratio
Health poor	10.1
Health fair	5.9
Widowed	3
Household size =1	2.6
Health good	2.9
Divorced/separated	1.7
age 75-79	-0.7



**Table 2**

**Logistic Regression Results  
Reduced model on Extended Sample**

**Dependent variable: Probability of Feeling Lonely**

<b>Variables</b>	<b>Estimate</b>	<b>Standard Error</b>	<b>z value</b>	<b>Probability</b>
<b>Divorced/Separated</b>	0.54	0.28	1.91	0.06
<b>Poor Health</b>	2.32	0.37	6.21	0.00
<b>Fair Health</b>	1.77	0.36	4.93	0.00
<b>Age 75-79</b>	-0.31	0.19	-1.67	0.09
<b>1-person household</b>	0.97	0.24	-3.98	0.00





Literature Review

Two-level mixed-effects logistic regression model

English Longitudinal Study of Ageing (ELSA)

**Census data applied to regression coefficients**



# [www.ageuk.org.uk/loneliness-maps](http://www.ageuk.org.uk/loneliness-maps)

data.ageuk.org.uk/loneliness-maps/england-2016/


Apps Susans asana.com Cal GMaps Google HSBC News World Clock - Tim Halifax Amazon.co.uk: Lc The Weather Cha Sign in to Pocket Dashboard - Babi Trustpilot Review Other bookmarks

Help Print Share

## Risk of Loneliness in England 2016

We have calculated the risk of loneliness for people aged 65+ at the local level. [Click here to read a lay summary](#), or [here for the more technical version](#).



There are two ways you can view the risk of loneliness at local level within a local authority:

1. Click on a local authority on the map here. You can zoom in to find your local authority.
2. Click on  on the map toolbar menu and start typing in the local authority name, then choose the one you want from the list that drops down under the search bar.

**Regions**

- East
- East Midlands
- London
- North East
- North West
- South East
- South West
- West Midlands
- Yorkshire and The Humber

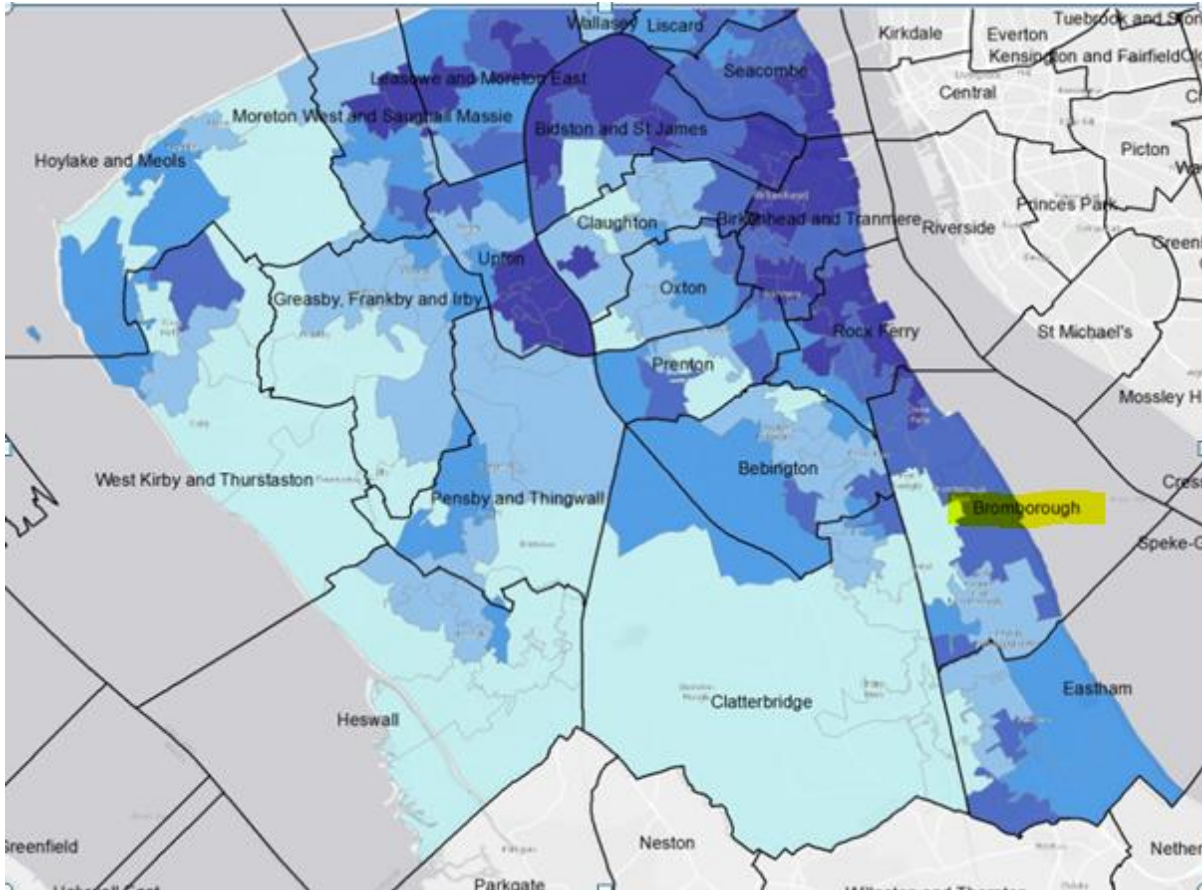
Find out more about our campaign to tackle loneliness



The map displays the risk of loneliness for people aged 65+ in England in 2016, categorized by local authority. The map is color-coded by region: East (green), East Midlands (yellow), London (grey), North East (red), North West (blue), South East (orange), South West (light green), West Midlands (pink), and Yorkshire and The Humber (brown). Major cities like London, Manchester, Birmingham, and Bristol are labeled. The map includes a search bar and a toolbar with zoom and location pin icons.



# Age UK Wirral



*“The Loneliness Heat Map has been very beneficial in identifying the local hotspot... and has helped identify an area where Age UK Wirral had no venues or any social hubs for clients to meet and engage with each other.”*



The image is a screenshot of a webpage. At the top, it says 'MAYOR OF LONDON LONDON ASSEMBLY'. The main heading is 'Probability of loneliness for those aged 65 and over' in pink. There is a 'Bookmark' button on the right. Below the heading, it says 'Created 8 months ago, modified 7 months ago'. The text reads: 'These small area model-based estimates of subjective loneliness have been produced by Age UK, for people aged 65 and over at Borough level and middle and lower super output areas (MSOALSAs) in London. They are calculated using a model based method using a combination of data from the English Longitudinal Survey of Ageing (ELSA) from 2010-12 and small area Census data from 2011. Further details of the methodology can be found at Age UK.'



*“One of the difficulties we’ve faced in identifying people so far has been how to find them. This tool gives us an easy way of identifying areas and targeting help and resources”*



**Secondary data can support identification when used intelligently with local knowledge**



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**Be transparent about the limitations of the secondary data being used and its implications**



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**Developing a user-friendly tool is key to its success – develop with users, continually seek feedback and improve**





**Thank You**

**Questions**

