

Usage of the Veterans' Gateway online and mobile directory of services

October 2020

Research funded by the Armed Forces Covenant Fund Trust within the Map of Need project

**ARMED FORCES
COVENANT**

FUND TRUST

The Northern Hub for Veterans and Military Families Research



**Northumbria
University**
NEWCASTLE

Analytical Methodology

Hexagonal binning

Analysis was conducted in order to normalise geographical space across the UK for mapping analysis. This was achieved through the process of aggregating and summarizing spatial data into equal sized connected hexagons. This method is referred to as hexagonal binning. Using regularly spaced hexagons for spatial analysis (opposed to irregular shaped areas such as counties, local authorities, etc.), resolves issues such as disparities in perceptions between geographical areas which vary significantly in shape and size. It is important to note the purpose of hexagonal binning is to assist in the visualization of spatial data and that the units do not have a correspondence with real-world area boundaries.

Analysis of spatial hotspots

Analysis was conducted to identify significant postcode districts which are hotspots with regards to the number of directory users. The hotspot analysis uses the Getis-Ord G_i^* statistic (pronounced G-i-star) to indicate geographical areas with counts of users more pronounced than one would expect in a random distribution of users at the regional level. This method works by looking at each area within the context of neighbouring areas. The local sum of users for an area and the neighbouring areas is compared proportionally to the sum of users in all areas in the region; when the local sum differs significantly from the expected range, and when that difference is too large to be the result of random chance, a statistically significant hotspot of users is identified.

Analysis of spatial outliers

Analysis was conducted to identify significant postcode districts that are outliers with regards to the number of directory users. Outliers are postcodes districts that have a high number of users in comparison with neighbouring postcode districts. The method uses the Anselin Local Moran's I statistic to indicate whether the observed spatial outliers are more pronounced than one would expect in a random distribution of those same values. Only the postcode districts that have at least a 95% confidence level are identified as outliers.

Map of Need Covenant Officers

The geospatial directory of services is continuously updated with the collaboration of trusted partners that are responsible for a given geographical area: Covenant Officers (COs). We rely in the local knowledge of these trusted partners to make sure the directory is meaningful to each veteran community across the UK. The following table lists the current geographical coverage as of October 2020.

Map of Need Covenant Officers

UK Wide COs	Coverage
The Royal British Legion	UK
Cobseo	UK
Help For Heroes	UK
England COs	Coverage
Greater Manchester Combined Authority	Manchester City, Bolton, Bury, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, Wigan
Dorset Local Authority	Dorset, Poole, Christchurch
Milton Keynes, Bedford Borough, Central Bedfordshire & Luton Councils	Milton Keynes, Bedford Borough, Central Bedfordshire, Luton
Rutland County Council	Rutland, Harborough, South Kesteven
Lancashire Armed Forces Covenant Hub	Lancashire
Renewing the Covenant in the Capital	London City, Greater London
Norfolk County Council	Norfolk
Charnwood, Melton and Rushcliffe Councils	Charnwood, Melton, Rushcliffe
Wales COs	Coverage
Welsh Government	Wales
Northern Ireland COs	Coverage
The Veterans Support Office	Northern Ireland
Scotland COs	Coverage
To be determined by Central Scottish Government	Scotland

Key Findings – October 2020

The Veterans' Gateway online and mobile directory of services provides veterans, service families and health and social care providers easy access to thousands of services, which deliver care or support to veterans and service families across the UK.

On the 1st November 2020, the directory of services included **16,870** markers, each representing a service available to veterans or service families.

During October 2020, the directory attracted **2,209** individual searches for services.

- A total of **19** cases were from the NHS Durham Dales social prescribing pilot project.
- A total of **1,568** cases were from the mobile version of the directory.
- A total of **622** cases were from the online directory of services (Local Support) on Veterans' Gateway.
- Amongst **622** cases that had the online directory of services as the referrer, a total of **75** cases had users located overseas or with a null location, and a total of **547** cases had users located within the UK.
- Amongst **1,568** cases that had the mobile directory of services as the referrer, a total of **74** cases had users located overseas or with a null location, and a total of **1,494** cases had users located within the UK.
- When considering both the online and mobile directory, 'Employment - Job Seeking', followed by 'Mental Wellbeing - Accessing Support' and 'Employment - Education and Training' were the primary search criteria. In October, searches related to these three criteria concentrated almost a quarter of all the usage.

Key Findings – Online directory, October 2020 (N= 547)

Table 5 provides an overview of the general criteria of online searches made UK-wide through the online directory during October 2020. This table combines all searches made into general categories of search criteria.

- 'Mental Wellbeing', followed by 'Housing' and 'Family and Communities' were the primary general online search criteria for online users located in the UK during October 2020.

Table 6 provides a more detailed breakdown of the exact criteria of all online searches made UK-wide through the online directory during October 2020. The top ten online search criteria accessed by online users located in the UK during October 2020 are highlighted.

- 'Mental Wellbeing - Accessing Support', followed by 'Mental Wellbeing - Support Groups and Emotional Support' and 'Housing - Homelessness' were the primary online search criteria.

Figures 5 to 7 illustrate the spatial distribution of all online users located across the UK during October 2020, and the spatial hotspots and outliers in terms of usage.

Table 7 provides an overview of the online usage across each country/region of the UK during October 2020.

- North West followed by London and the South East were the regions with the highest online usage during October 2020.

Table 8 provides an overview of the 20 local authorities with the highest online usage during October 2020.

- Bury followed by Lichfield and Bromley were the local authorities with the highest online usage.

Key Findings – Mobile directory, October 2020 (N= 1,494)

Table 9 provides an overview of the general criteria of mobile searches made UK-wide through the mobile directory during October 2020. This table combines all mobile searches made into general categories of search criteria.

- 'Employment', followed by 'Mental Wellbeing' and 'Finances' were the primary general mobile search criteria for users located in the UK during October 2020.

Table 10 provides a more detailed breakdown of the exact criteria of all mobile searches made UK-wide through the directory during October 2020. The top ten mobile search criteria accessed by users located in the UK during October 2020 are highlighted.

- 'Employment - Job Seeking', followed by 'Employment - Education and Training' and 'Mental Wellbeing - Accessing Support' were the primary mobile search criteria.

Figures 9 to 11 illustrate the spatial distribution of all mobile users located across the UK during October 2020.

Table 11 provides an overview of the mobile usage across each country/region of the UK during October 2020.

- South West followed by North West and East Midlands were the regions with the highest mobile usage during October 2020.

Table 12 provides an overview of the 20 local authorities with the highest mobile usage during October 2020.

- Pendle followed by Wiltshire and Lincoln were the local authorities with the highest mobile usage.

Mobile platform performance data

- Total downloads since app launch: 4,258 on Apple and 3,386 on Android.
- Number of software crashes since app launch: 15 on Apple and 131 on Android.
- Number of downloads in October: 348 on Apple and 98 on Android.
- Number of software crashes in October: 4 on Apple and 5 on Android.

Usage of the directory of services (Local Support) on Veterans' Gateway (all searches)

**Table 1. General search criteria from users located in the UK – Online & Mobile directory,
October 2020**

Search Criteria	Search Count	Search Percentage
Employment	412	20.19%
Mental Wellbeing	397	19.45%
Housing	289	14.16%
Finances	263	12.89%
Physical Health	214	10.49%
COVID-19 Local Support	182	8.92%
Family and Communities	123	6.03%
National Charities/Organisations	63	3.09%
Legal Support and Advocacy	51	2.50%
Specific search for an organisation	47	2.30%
Total	2041	100%

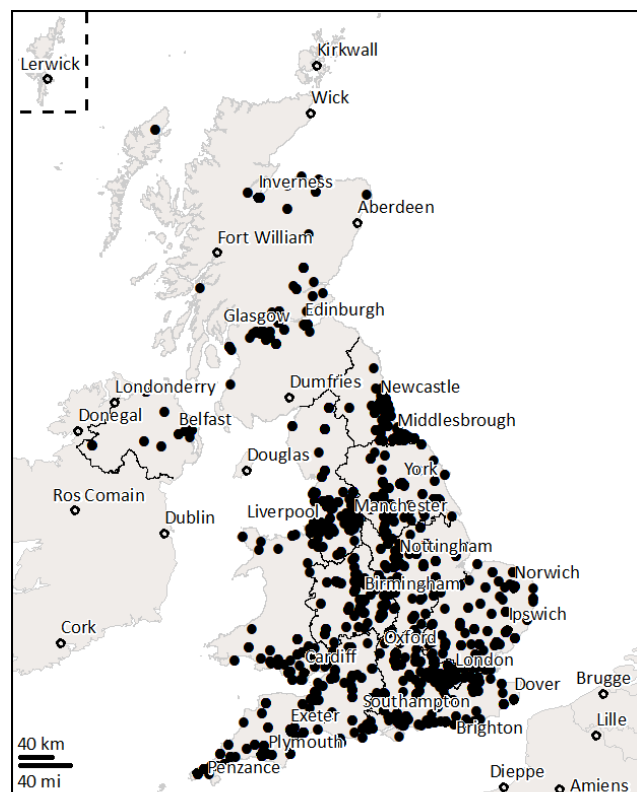
**Table 2. A detailed breakdown of exact search criteria from users located in the UK – Online
& Mobile directory, October 2020**

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	182	8.92%
Mental Wellbeing - Accessing Support	140	6.86%
Employment - Education and Training	123	6.03%
Mental Wellbeing - Support Groups and Emotional Support	99	4.85%
Housing - Homelessness	99	4.85%
Finances - Benefits	84	4.12%
Finances - Grants	81	3.97%
Housing - Housing Advice and Support	77	3.77%
Mental Wellbeing - Treatment	65	3.18%
Finances - Pensions and Compensation	53	2.60%
Specific search for an organisation	47	2.30%
Family and Communities - Support Groups and Emotional Support	46	2.25%
Employment - Volunteering	46	2.25%
Housing - Supported Living	45	2.20%
Physical Health - Sports	41	2.01%
Physical Health - GPs	38	1.86%
Legal Support and Advocacy - Legal Advice	36	1.76%
Finances - Money and Debt Advice	34	1.67%
Physical Health - Support Groups and Emotional Support	33	1.62%
Physical Health - Home and Mobility Aids	33	1.62%
COVID-19 Local Support - South West	31	1.52%
Physical Health - Healthcare Services	29	1.42%
Employment - Self Employment	28	1.37%
Mental Wellbeing - Sports	28	1.37%
Mental Wellbeing - Drug and Alcohol Services	27	1.32%
Housing - Retirement	25	1.22%
Family and Communities - Recreation	24	1.18%
Mental Wellbeing - GPs	24	1.18%
Employment - Transition	23	1.13%

Search Criteria	Search Count	Search Percentage
Family and Communities - Support for Carers	23	1.13%
COVID-19 Local Support - East Midlands	22	1.08%
COVID-19 Local Support - North East	21	1.03%
COVID-19 Local Support - East of England	20	0.98%
Family and Communities - GPs	19	0.93%
Housing - Independent Living	19	0.93%
COVID-19 Local Support - North West	18	0.88%
COVID-19 Local Support - Wales	17	0.83%
National Charities/Organisations - Armed Forces Covenant Fund Trust	17	0.83%
Physical Health - Rehabilitation and Recovery	16	0.78%
COVID-19 Local Support - Yorkshire/ The Humber	15	0.73%
COVID-19 Local Support - West Midlands	15	0.73%
Mental Wellbeing - Bereavement	14	0.69%
National Charities/Organisations - Royal British Legion	13	0.64%
Housing - Eviction and Repossession	12	0.59%
National Charities/Organisations - ASDIC Drop In Centres	12	0.59%
Legal Support and Advocacy - Legal Aid	10	0.49%
Employment - Support for Offenders	10	0.49%
Physical Health - End of Life Care	9	0.44%
National Charities/Organisations - Help for Heroes	9	0.44%
Housing - Respite Care (Day Care and Respite)	9	0.44%
Finances - Financial Services	9	0.44%
COVID-19 Local Support - Scotland	8	0.39%
Physical Health - Nursing and Dementia Care	7	0.34%
COVID-19 Local Support - South East	6	0.29%
COVID-19 Local Support - London	6	0.29%
Family and Communities - Bereavement	5	0.24%
Legal Support and Advocacy - Legal Advocacy	5	0.24%
Family and Communities - Drug and Alcohol Services	4	0.20%
National Charities/Organisations - Mind	3	0.15%
Physical Health - Drug and Alcohol Services	3	0.15%
COVID-19 Local Support - Northern Ireland	3	0.15%
Physical Health - Limb Loss	3	0.15%
Housing - Nursing and Dementia Care	3	0.15%
Finances - Support for the Gurkha Community	2	0.10%
National Charities/Organisations - Combat Stress	2	0.10%
Physical Health - Blind Veterans	2	0.10%
National Charities/Organisations - Blesma	2	0.10%
Family and Communities - Support for the Gurkha Community	2	0.10%
National Charities/Organisations - Shelter	2	0.10%
National Charities/Organisations - SSAFA	2	0.10%
National Charities/Organisations - Legion Scotland	1	0.05%
Employment - Job Seeking	182	8.92%
Mental Wellbeing - Accessing Support	140	6.86%
Employment - Education and Training	123	6.03%
Mental Wellbeing - Support Groups and Emotional Support	99	4.85%
Housing - Homelessness	99	4.85%
Finances - Benefits	84	4.12%
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Specific search for an organisation	47	2.30%
Family and Communities - Support Groups and Emotional Support	46	2.25%
Employment - Volunteering	46	2.25%

Search Criteria	Search Count	Search Percentage
Housing - Supported Living	45	2.20%
Physical Health - Sports	41	2.01%
Physical Health - GPs	38	1.86%
Legal Support and Advocacy - Legal Advice	36	1.76%
Finances - Money and Debt Advice	34	1.67%
Physical Health - Support Groups and Emotional Support	33	1.62%
Total	2041	100%

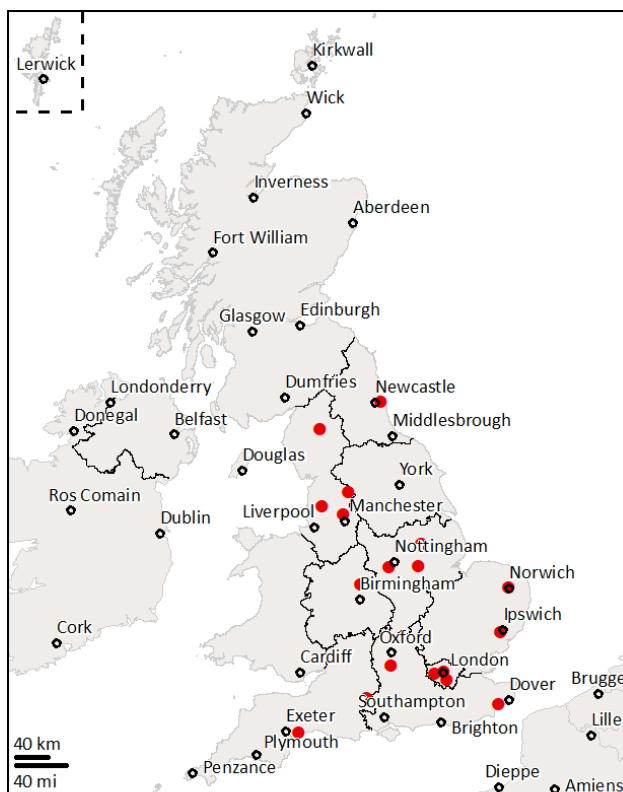
Figure 1. User locations in the UK – Online & Mobile directory, October 2020



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The figure above shows the location of all the postcode districts with directory users during October 2020.

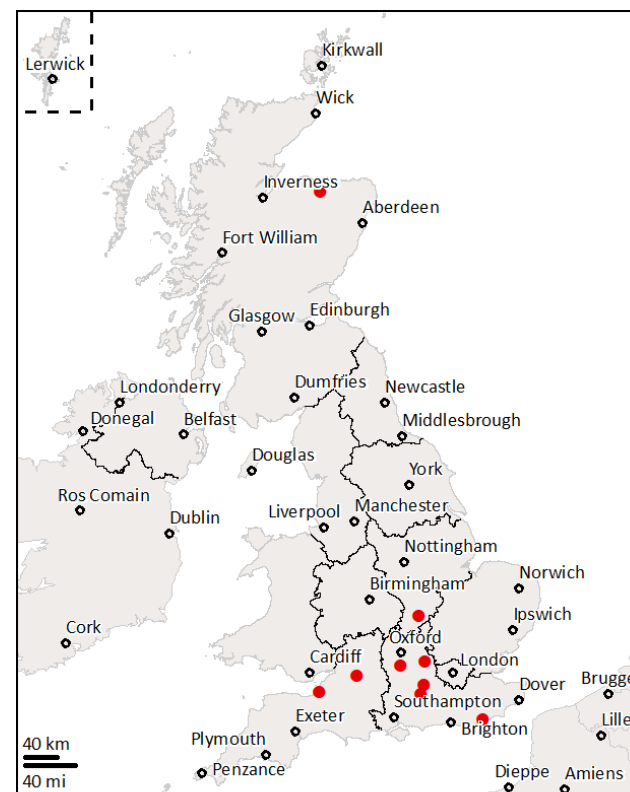
Figure 2. User hotspots in the UK – Online & Mobile directory, October 2020



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The figure above shows postcode districts that can be considered hotspots, because they have a high number of directory users in comparison with the remaining postcodes. This pattern is not attributable to random chance.

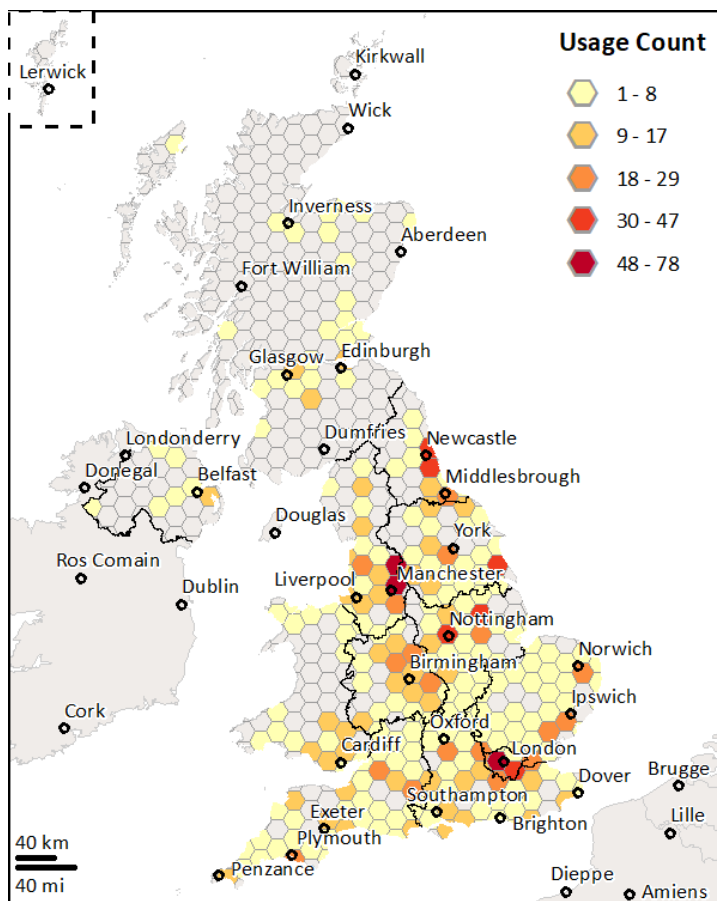
Figure 3. User outliers in the UK – Online & Mobile directory, October 2020



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The figure above shows postcode districts that can be considered outliers, because they have a high number of directory users and are surrounded by postcode districts with a low number of directory users. This pattern is not attributable to random chance.

Figure 4. User locations in the UK – Online & Mobile directory, October 2020



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The figure above shows the location and count of usage across the UK. Each hexagonal area is represented with the count of usage on that same area.

Table 3. UK regional usage – Online & Mobile directory, October 2020

N = 2,041

Region	Usage Count	Usage Percentage
North West	318	15.58%
South West	255	12.49%
South East	234	11.46%
East Midlands	192	9.41%
East of England	186	9.11%
West Midlands	179	8.77%
Yorkshire and The Humber	160	7.84%
North East	150	7.35%
London	138	6.76%
Scotland	101	4.95%
Wales	97	4.75%
Northern Ireland	31	1.52%

Table 4. Main local authorities for usage – Online & Mobile directory, October 2020

N = 2,041

Top 20 Local Authorities	Usage Count	Usage Percentage
Pendle	56	2.74%
Wiltshire	48	2.35%
Cornwall	41	2.01%
Bury	40	1.96%
Lincoln	36	1.76%
North Tyneside	33	1.62%
Kingston upon Hull, City of	30	1.47%
Manchester	28	1.37%
Plymouth	25	1.22%
County Durham	22	1.08%
South Oxfordshire	22	1.08%
Lichfield	22	1.08%
Redcar and Cleveland	21	1.03%
City of London	21	1.03%
Norwich	21	1.03%
East Devon	20	0.98%
South Kesteven	20	0.98%
York	20	0.98%
East Riding of Yorkshire	19	0.93%
Hillingdon	19	0.93%

Usage of the online directory of services (Local Support) on Veterans' Gateway

Table 5. General search criteria from users located in the UK – Online directory, October 2020

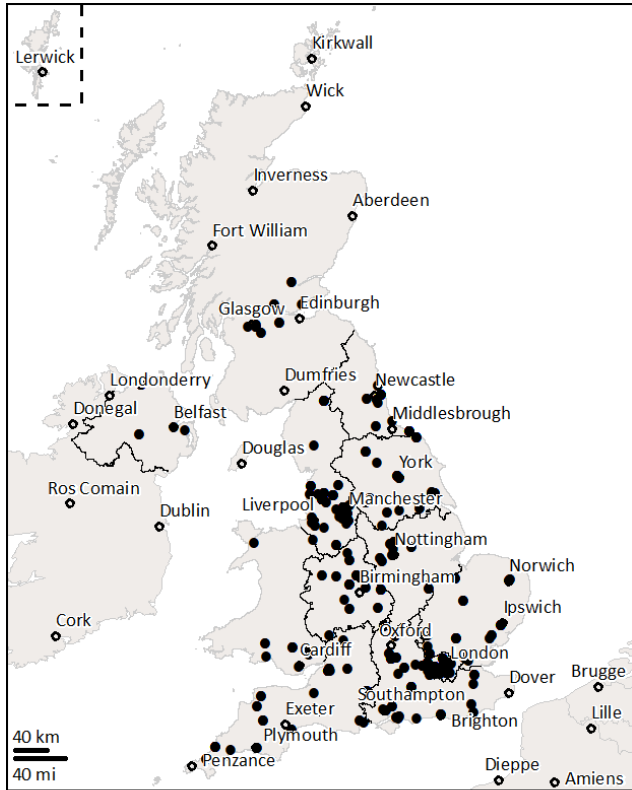
Search Criteria	Search Count	Search Percentage
Mental Wellbeing	166	30.35%
Housing	102	18.65%
Family and Communities	57	10.42%
Employment	51	9.32%
Finances	40	7.31%
Physical Health	35	6.40%
COVID-19 Local Support	34	6.22%
Specific search for an organisation	30	5.48%
National Charities/Organisations	26	4.75%
Legal Support and Advocacy	6	1.10%
Total	547	100%

Table 6. A detailed breakdown of exact search criteria from users located in the UK – Online directory, October 2020

Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Accessing Support	62	11.33%
Mental Wellbeing - Support Groups and Emotional Support	47	8.59%
Housing - Homelessness	40	7.31%
Family and Communities - Support Groups and Emotional Support	34	6.22%
Specific search for an organisation	30	5.48%
Housing - Supported Living	29	5.30%
Mental Wellbeing - Treatment	27	4.94%
Housing - Housing Advice and Support	25	4.57%
Employment - Education and Training	22	4.02%
Mental Wellbeing - Drug and Alcohol Services	18	3.29%
Finances - Benefits	13	2.38%
Physical Health - Support Groups and Emotional Support	13	2.38%
Family and Communities - Support for Carers	12	2.19%
Employment - Job Seeking	11	2.01%
Finances - Money and Debt Advice	9	1.65%
Finances - Grants	9	1.65%
National Charities/Organisations - ASDIC Drop In Centres	8	1.46%
Physical Health - Healthcare Services	7	1.28%
Finances - Pensions and Compensation	7	1.28%
Family and Communities - Recreation	7	1.28%
COVID-19 Local Support - North East	6	1.10%
Employment - Self Employment	6	1.10%
National Charities/Organisations - Armed Forces Covenant Fund Trust	6	1.10%
Mental Wellbeing - Bereavement	6	1.10%
Employment - Volunteering	5	0.91%
COVID-19 Local Support - Wales	5	0.91%
COVID-19 Local Support - South West	5	0.91%
National Charities/Organisations - Help for Heroes	5	0.91%

Search Criteria	Search Count	Search Percentage
Employment - Transition	5	0.91%
National Charities/Organisations - Royal British Legion	4	0.73%
COVID-19 Local Support - Scotland	4	0.73%
Covid-19 Local Support - South East	4	0.73%
Physical Health - GPs	4	0.73%
Legal Support and Advocacy - Legal Advice	4	0.73%
Physical Health - Rehabilitation and Recovery	4	0.73%
Housing - Independent Living	4	0.73%
Mental Wellbeing - GPs	3	0.55%
Mental Wellbeing - Sports	3	0.55%
Physical Health - Home and Mobility Aids	3	0.55%
Family and Communities - GPs	3	0.55%
COVID-19 Local Support - East Midlands	3	0.55%
COVID-19 Local Support - Northern Ireland	2	0.37%
Physical Health - Nursing and Dementia Care	2	0.37%
COVID-19 Local Support - East of England	2	0.37%
Employment - Support for Offenders	2	0.37%
Housing - Respite Care (Day Care and Respite)	2	0.37%
Finances - Financial Services	2	0.37%
Housing - Retirement	1	0.18%
Family and Communities - Support for the Gurkha Community	1	0.18%
Legal Support and Advocacy - Legal Aid	1	0.18%
Physical Health - End of Life Care	1	0.18%
National Charities/Organisations - Mind	1	0.18%
Total	547	100%

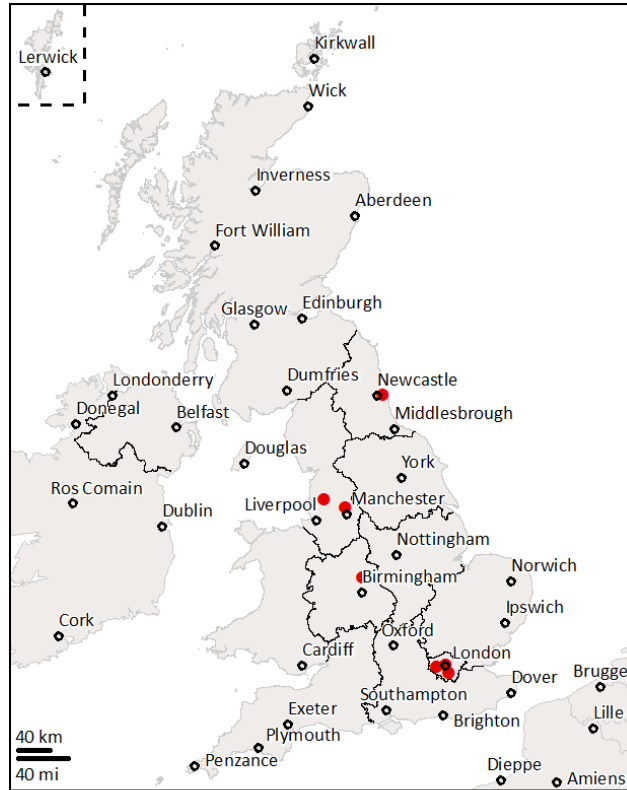
Figure 5. User locations in the UK – Online directory, October 2020



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The figure above shows the location of all the postcode districts with online directory users during October 2020.

Figure 6. User hotspots in the UK – Online directory, October 2020



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The figure above shows postcode districts that can be considered hotspots, because they have a high number of online directory users in comparison with the remaining postcodes. This pattern is not attributable to random chance.

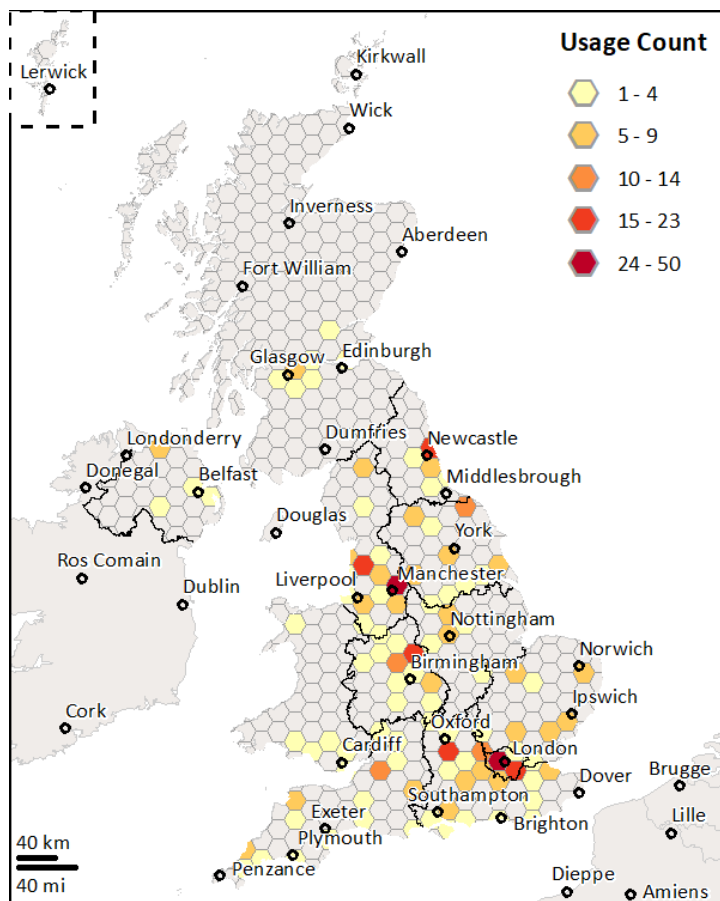
Figure 7. User outliers in the UK – Online directory, October 2020



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The figure above shows postcode districts that can be considered outliers, because they have a high number of online directory users and are surrounded by postcode districts with a low number of online directory users. This pattern is not attributable to random chance.

Figure 8. User locations in the UK – Online directory, October 2020



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The figure above shows the location and count of online usage across the UK. Each hexagonal area is represented with the count of online usage on that same area.

Table 7. UK regional usage – Online directory, October 2020

N = 547

Region	Usage Count	Usage Percentage
North West	115	21.02%
London	90	16.45%
South East	62	11.33%
West Midlands	54	9.87%
South West	49	8.96%
East of England	41	7.50%
Yorkshire and The Humber	40	7.31%
North East	38	6.95%
East Midlands	19	3.47%
Scotland	16	2.93%
Wales	13	2.38%
Northern Ireland	10	1.83%

Table 8. Main local authorities for usage – Online directory, October 2020

N = 547

Top 20 Local Authorities	Usage Count	Usage Percentage
Bury	30	5.48%
Lichfield	20	3.66%
Bromley	18	3.29%
North Tyneside	16	2.93%
South Ribble	16	2.93%
South Oxfordshire	14	2.56%
Hounslow	14	2.56%
Manchester	14	2.56%
Bristol, City of	13	2.38%
City of London	13	2.38%
Hillingdon	10	1.83%
Redcar and Cleveland	9	1.65%
Haringey	9	1.65%
Kingston upon Hull, City of	9	1.65%
Cornwall	8	1.46%
Wiltshire	8	1.46%
Nuneaton and Bedworth	7	1.28%
Kirklees	7	1.28%
Wyre	7	1.28%
Gateshead	7	1.28%

Usage of the Veterans' Gateway mobile directory of services

Table 9. General search criteria from users located in the UK – Mobile directory, October 2020

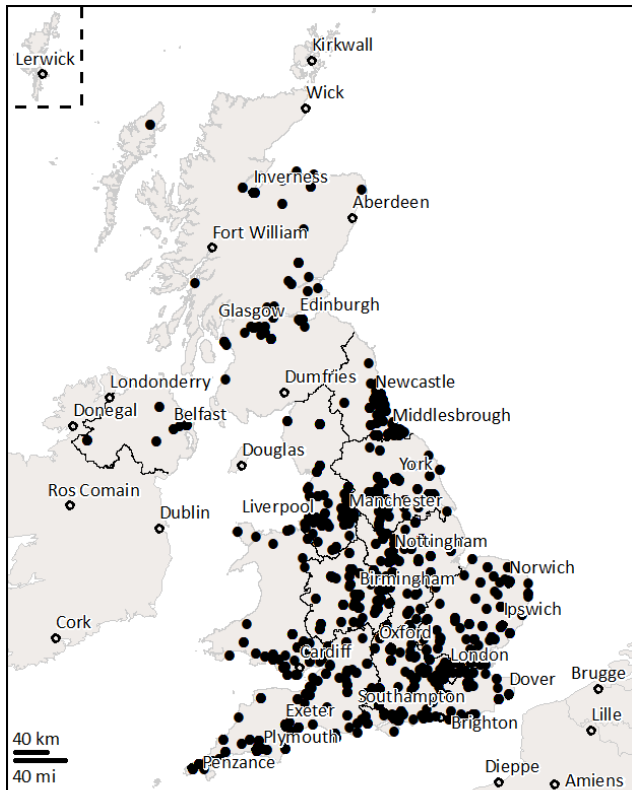
Search Criteria	Search Count	Search Percentage
Employment	361	24.16%
Mental Wellbeing	231	15.46%
Finances	223	14.93%
Housing	187	12.52%
Physical Health	179	11.98%
COVID-19 Local Support	148	9.91%
Family and Communities	66	4.42%
Legal Support and Advocacy	45	3.01%
National Charities/Organisations	37	2.48%
Specific search for an organisation	17	1.14%
Total	1,494	100%

Table 10. A detailed breakdown of exact search criteria from users located in the UK – Mobile directory, October 2020

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	171	11.45%
Employment - Education and Training	101	6.76%
Mental Wellbeing - Accessing Support	78	5.22%
Finances - Grants	72	4.82%
Finances - Benefits	71	4.75%
Housing - Homelessness	59	3.95%
Mental Wellbeing - Support Groups and Emotional Support	52	3.48%
Housing - Housing Advice and Support	52	3.48%
Finances - Pensions and Compensation	46	3.08%
Physical Health - Sports	41	2.74%
Employment - Volunteering	41	2.74%
Mental Wellbeing - Treatment	38	2.54%
Physical Health - GPs	34	2.28%
Legal Support and Advocacy - Legal Advice	32	2.14%
Physical Health - Home and Mobility Aids	30	2.01%
COVID-19 Local Support - South West	26	1.74%
Mental Wellbeing - Sports	25	1.67%
Finances - Money and Debt Advice	25	1.67%
Housing - Retirement	24	1.61%
Employment - Self Employment	22	1.47%
Physical Health - Healthcare Services	22	1.47%
Mental Wellbeing - GPs	21	1.41%
Physical Health - Support Groups and Emotional Support	20	1.34%
COVID-19 Local Support - East Midlands	19	1.27%
Employment - Transition	18	1.20%
COVID-19 Local Support - East of England	18	1.20%
Family and Communities - Recreation	17	1.14%
COVID-19 Local Support - North West	17	1.14%
Specific search for an organisation	17	1.14%
Family and Communities - GPs	16	1.07%

Search Criteria	Search Count	Search Percentage
Housing - Supported Living	16	1.07%
COVID-19 Local Support - Yorkshire/ The Humber	15	1.00%
Housing - Independent Living	15	1.00%
COVID-19 Local Support - North East	15	1.00%
COVID-19 Local Support - West Midlands	14	0.94%
Family and Communities - Support Groups and Emotional Support	12	0.80%
Physical Health - Rehabilitation and Recovery	12	0.80%
COVID-19 Local Support - Wales	12	0.80%
National Charities/Organisations - Armed Forces Covenant Fund Trust	11	0.74%
Housing - Eviction and Repossession	11	0.74%
Family and Communities - Support for Carers	11	0.74%
National Charities/Organisations - Royal British Legion	9	0.60%
Mental Wellbeing - Drug and Alcohol Services	9	0.60%
Legal Support and Advocacy - Legal Aid	9	0.60%
Mental Wellbeing - Bereavement	8	0.54%
Physical Health - End of Life Care	8	0.54%
Employment - Support for Offenders	8	0.54%
Finances - Financial Services	7	0.47%
Housing - Respite Care (Day Care and Respite)	7	0.47%
Physical Health - Nursing and Dementia Care	5	0.33%
Family and Communities - Bereavement	5	0.33%
COVID-19 Local Support - London	5	0.33%
COVID-19 Local Support - Scotland	4	0.27%
National Charities/Organisations - Help for Heroes	4	0.27%
National Charities/Organisations - ASDIC Drop In Centres	4	0.27%
Family and Communities - Drug and Alcohol Services	4	0.27%
Legal Support and Advocacy - Legal Advocacy	4	0.27%
Physical Health - Drug and Alcohol Services	3	0.20%
Physical Health - Limb Loss	3	0.20%
Housing - Nursing and Dementia Care	3	0.20%
National Charities/Organisations - Mind	2	0.13%
National Charities/Organisations - Combat Stress	2	0.13%
National Charities/Organisations - SSAFA	2	0.13%
Finances - Support for the Gurkha Community	2	0.13%
COVID-19 Local Support - South East	2	0.13%
National Charities/Organisations - Shelter	1	0.07%
Family and Communities - Support for the Gurkha Community	1	0.07%
Total	1,494	100%

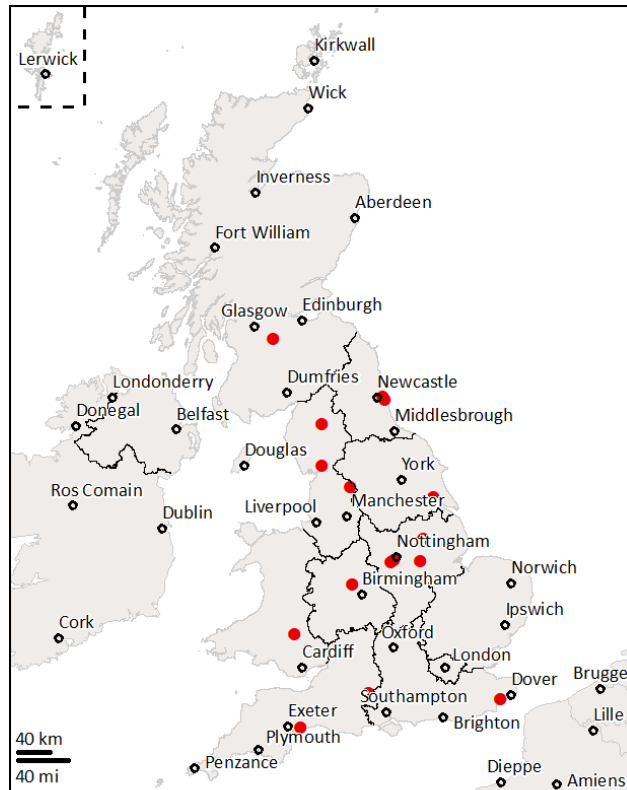
Figure 9. User locations in the UK – Mobile directory, October 2020



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The figure above shows the location of all the postcode districts with mobile users during October 2020.

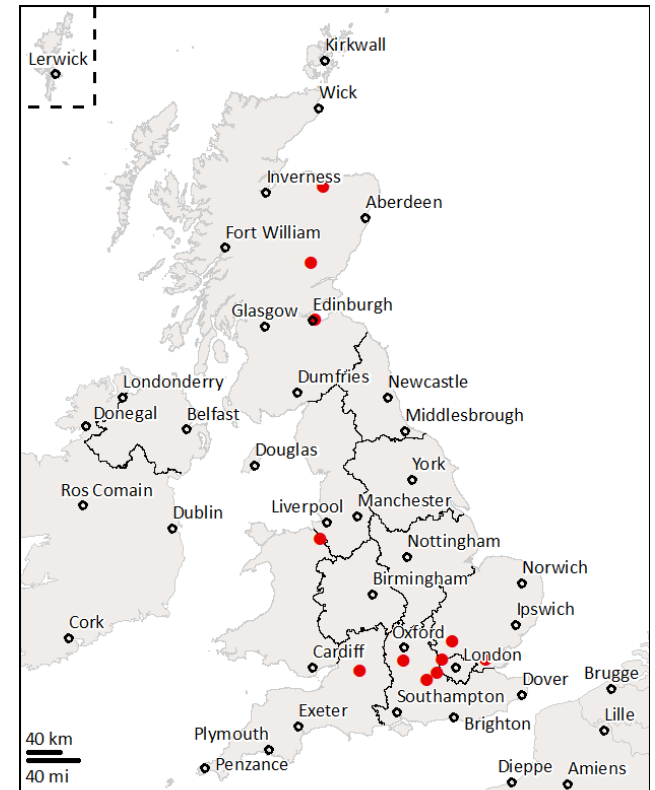
Figure 10. User hotspots in the UK – Mobile directory, October 2020



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The figure above shows postcode districts that can be considered hotspots, because they have a high number of online directory users in comparison with the remaining postcodes. This pattern is not attributable to random chance.

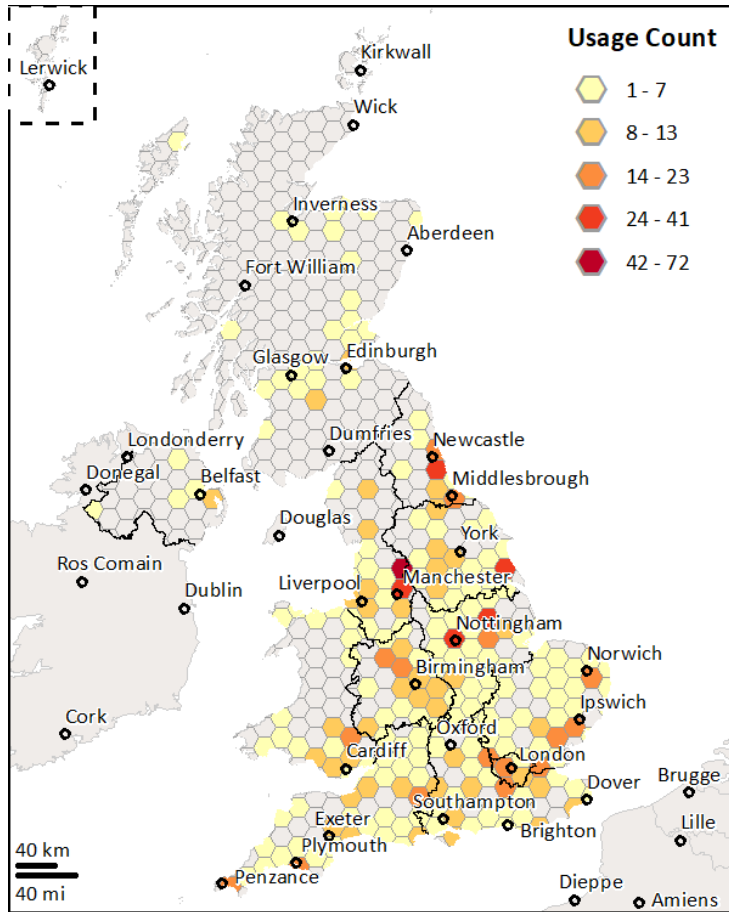
Figure 11. User outliers in the UK – Mobile directory, October 2020



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The figure above shows postcode districts that can be considered outliers, because they have a high number of online directory users and are surrounded by postcode districts with a low number of online directory users. This pattern is not attributable to random chance.

Figure 12. User locations in the UK – Mobile directory, October 2020



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The figure above shows the location and count of mobile usage across the UK. Each hexagonal area is represented with the count of mobile usage on that same area.

Table 11. UK regional usage – Mobile directory, October 2020

N = 1,494

Region	Usage Count	Usage Percentage
South West	206	13.79%
North West	203	13.59%
East Midlands	173	11.58%
South East	172	11.51%
East of England	145	9.71%
West Midlands	125	8.37%
Yorkshire and The Humber	120	8.03%
North East	112	7.50%
Scotland	85	5.69%
Wales	84	5.62%
London	48	3.21%
Northern Ireland	21	1.41%

Table 12. Main local authorities for usage – Mobile directory, October 2020

N = 1,494

Top 20 Local Authorities	Usage Count	Usage Percentage
Pendle	56	3.75%
Wiltshire	40	2.68%
Lincoln	36	2.41%
Cornwall	33	2.21%
Plymouth	23	1.54%
Kingston upon Hull, City of	21	1.41%
South Kesteven	20	1.34%
County Durham	20	1.34%
East Riding of Yorkshire	19	1.27%
East Devon	17	1.14%
North Tyneside	17	1.14%
Lancaster	17	1.14%
North Kesteven	17	1.14%
Norwich	16	1.07%
Telford and Wrekin	15	1.00%
Test Valley	15	1.00%
Manchester	14	0.94%
Birmingham	13	0.87%
Erewash	13	0.87%
Sedgemoor	13	0.87%