

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

March 2021

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



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 April 2021.

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 – March 2021

The 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 of March 2021, the directory of services included **17,103** markers, each representing a service available to veterans or service families.

During March 2021, the directory attracted **1,687** individual searches for services across the UK.

- A total of **479** cases were from the Veterans' Gateway Online Directory.
- A total of **1,043** cases were from the Veterans' Gateway Mobile Directory.
- A total of **165** cases had users located overseas or with a null location.
- When considering all searches, 'Employment', followed by 'Finances' and 'Mental Wellbeing' were the primary search criteria.

Usage of the Veterans' Gateway directory of services (all searches), March 2021

Table 1 provides an overview of the general criteria of searches made UK-wide through the directory of services during March 2021. This table combines all searches made into general categories of search criteria.

- 'Employment' followed by 'Finances' and 'Mental Wellbeing' were the primary general search criteria for users located in the UK during March 2021.

Table 2 provides a more detailed breakdown of the exact criteria of all searches made UK-wide through the directory of services during March 2021. The top ten search criteria accessed by users located in the UK during March 2021 are highlighted.

- 'Employment - Job Seeking', followed by 'Mental Wellbeing - Accessing Support' and 'Finances - Grants' were the primary search criteria.

Figures 1 to 4 illustrate the spatial distribution of all directory users located across the UK during March 2021, and the spatial hotspots and outliers in terms of usage.

Table 3 provides an overview of the directory usage across each country/region of the UK during March 2021.

- The North West followed by the South East and the South West were the regions with the highest directory usage during March 2021.

Table 4 provides an overview of the 20 local authorities with the highest usage during March 2021.

- Fylde followed by Plymouth and Waltham Forest were the local authorities with the highest online usage.

Veterans' Gateway Online Directory, March 2021 (N= 479)

Table 5 provides an overview of the general criteria of online searches made UK-wide through the online directory during March 2021. This table combines all searches made into general categories of search criteria.

- 'Housing' followed by 'Family and Communities' and 'Mental Wellbeing' were the primary general search criteria for online users during March 2021.

Table 6 provides a more detailed breakdown of the exact criteria of all searches made UK-wide through the online directory during March 2021. The top ten search criteria accessed by online users located in the UK during March 2021 are highlighted.

- 'Specific Search for an Organisation', followed by 'Mental Wellbeing - Accessing Support' and 'Employment - Job Seeking' were the primary online search criteria.

Figures 5 to 7 illustrate the spatial distribution of all online users located across the UK during March 2021, 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 March 2021.

- London followed by North West and the South East were the regions with the highest online usage during March 2021.

Table 8 provides an overview of the 20 local authorities with the highest online usage during March 2021.

- Waltham Forest followed by Fylde and Brent were the local authorities with the highest online usage.

Veterans' Gateway Mobile Directory, March 2021 (N= 1,043)

Table 9 provides an overview of the general criteria of mobile searches made UK-wide through the mobile directory during March 2021. This table combines all mobile searches made into general categories of search criteria.

- 'Employment' followed by 'Finances' and 'Mental Wellbeing' were the primary mobile search criteria for users located in the UK during March 2021.

Table 10 provides a more detailed breakdown of the exact criteria of all mobile searches made UK-wide through the mobile directory during March 2021. The top ten mobile search criteria accessed by users located in the UK during March 2021 are highlighted.

- 'Employment - Job Seeking', followed by 'Finances - Pensions and Compensation' and 'Finances - Grants' were the primary mobile search criteria.

Figures 9 to 11 illustrate the spatial distribution of all mobile users during March 2021.

Table 11 provides an overview of the mobile usage across each country/region of the UK during March 2021.

- The South East followed by the North West and the South West were the regions with the highest mobile usage during March 2021.

Table 12 provides an overview of the 20 local authorities with the highest mobile usage during March 2021.

- Plymouth followed by North East Lincolnshire and County Durham were the local authorities with the highest mobile usage.

Veterans' Gateway mobile platform performance data

- Total downloads since app launch: 5,360 on Apple and 4,502 on Android.
- Number of software crashes since app launch: 19 on Apple and 153 on Android.
- Number of downloads in March: 183 on Apple and 183 on Android.
- Number of software crashes in March: 1 on Apple and 5 on Android.

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

Table 1. General search criteria from users located in the UK – All searches, March 2021

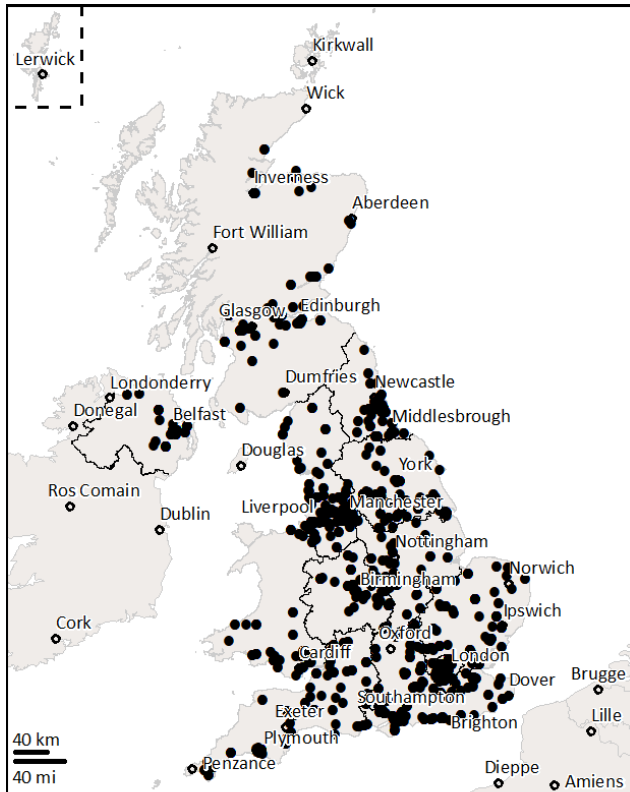
Search Criteria	Search Count	Search Percentage
Employment	297	19.51%
Finances	243	15.97%
Mental Wellbeing	238	15.64%
Housing	213	13.99%
Physical Health	145	9.53%
COVID19 Local Support	105	6.90%
Family and Communities	105	6.90%
National Charities/Organisations	65	4.27%
Legal Support and Advocacy	57	3.75%
Specific Search for an Organisation	54	3.55%
Total	1,522	100%

Table 2. A detailed breakdown of exact search criteria from users located in the UK – All searches, March 2021

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	161	10.58%
Mental Wellbeing - Accessing Support	85	5.58%
Finances - Grants	81	5.32%
Finances - Pensions and Compensation	67	4.40%
Housing - Housing Advice and Support	67	4.40%
Employment - Education and Training	64	4.20%
Specific Search for an Organisation	54	3.55%
Housing - Homelessness	48	3.15%
Mental Wellbeing - Support Groups and Emotional Support	42	2.76%
Finances - Benefits	40	2.63%
Legal Support and Advocacy - Legal Advice	39	2.56%
Mental Wellbeing - Drug and Alcohol Services	37	2.43%
Housing - Retirement	36	2.37%
Family and Communities - Recreation	35	2.30%
Finances - Money and Debt Advice	32	2.10%
Physical Health - GPs	30	1.97%
Family and Communities - Support Groups and Emotional Support	30	1.97%
Employment - Volunteering	29	1.91%
Housing - Supported Living	27	1.77%
Mental Wellbeing - Treatment	26	1.71%
Physical Health - Sports	24	1.58%
Physical Health - Rehabilitation and Recovery	23	1.51%
Finances - Financial Services	23	1.51%
Mental Wellbeing - GPs	22	1.45%
Physical Health - Home and Mobility Aids	20	1.31%
Family and Communities - Support for Carers	20	1.31%
Employment - Self Employment	19	1.25%
Housing - Independent Living	18	1.18%
Physical Health - Healthcare Services	16	1.05%
COVID19 Local Support - North West	15	0.99%
Physical Health - Support Groups and Emotional Support	15	0.99%
Legal Support and Advocacy - Legal Aid	15	0.99%
National Charities/Organisations - SSAFA	14	0.92%
COVID19 Local Support - East of England	14	0.92%
Family and Communities - Bereavement	14	0.92%
Employment - Support for Offenders	14	0.92%

Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Bereavement	14	0.92%
COVID19 Local Support - Scotland	13	0.85%
COVID19 Local Support - South East	12	0.79%
Mental Wellbeing - Sports	12	0.79%
National Charities/Organisations - ASDIC Drop In Centres	11	0.72%
COVID19 Local Support - Wales	11	0.72%
National Charities/Organisations - Help for Heroes	11	0.72%
Employment - Transition	10	0.66%
COVID19 Local Support - South West	10	0.66%
National Charities/Organisations - Royal British Legion	10	0.66%
Housing - Eviction and Repossession	9	0.59%
National Charities/Organisations - Armed Forces Covenant Fund Trust	9	0.59%
COVID19 Local Support - Yorkshire/ The Humber	9	0.59%
Physical Health - Drug and Alcohol Services	8	0.53%
COVID19 Local Support - Northern Ireland	8	0.53%
COVID19 Local Support - East Midlands	8	0.53%
Physical Health - Limb Loss	5	0.33%
Housing - Respite Care (Day Care and Respite)	5	0.33%
Family and Communities - GPs	4	0.26%
Legal Support and Advocacy - Legal Advocacy	3	0.20%
National Charities/Organisations - Combat Stress	3	0.20%
Housing - Nursing and Dementia Care	3	0.20%
COVID19 Local Support - North East	3	0.20%
Physical Health - End of Life Care	3	0.20%
National Charities/Organisations - Shelter	2	0.13%
COVID19 Local Support - West Midlands	2	0.13%
National Charities/Organisations - Legion Scotland	2	0.13%
Family and Communities - Drug and Alcohol Services	2	0.13%
National Charities/Organisations - Mind	1	0.07%
Physical Health - Nursing and Dementia Care	1	0.07%
National Charities/Organisations - Blesma	1	0.07%
National Charities/Organisations - Citizen Advice Bureau	1	0.07%
Total	1,522	100%

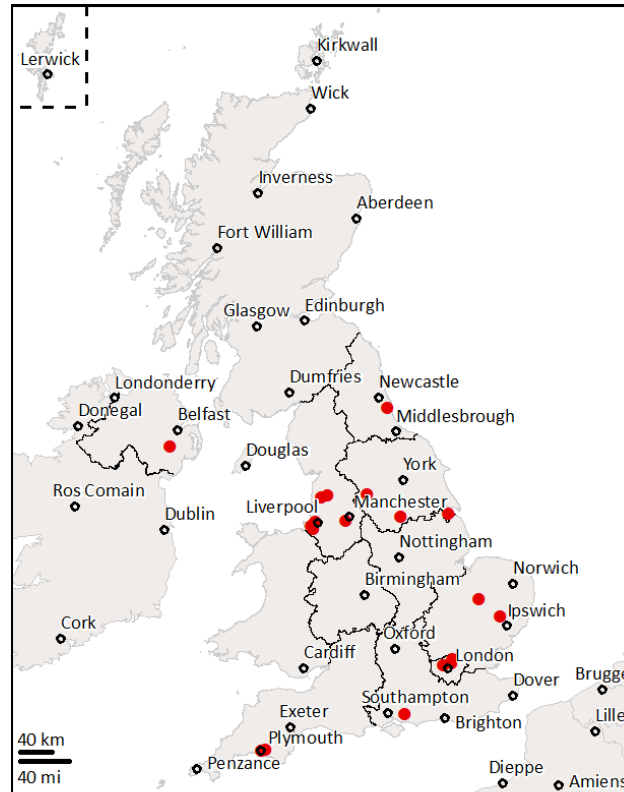
Figure 1. User locations in the UK – All searches, March 2021



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The figure above shows the location of all the postcode districts with directory users during March 2021.

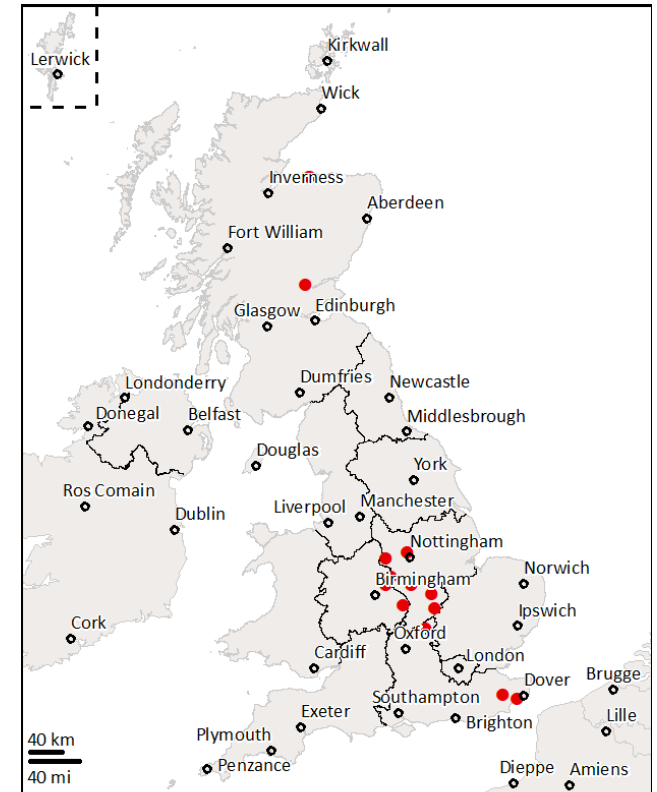
Figure 2. User hotspots in the UK – All searches, March 2021



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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.

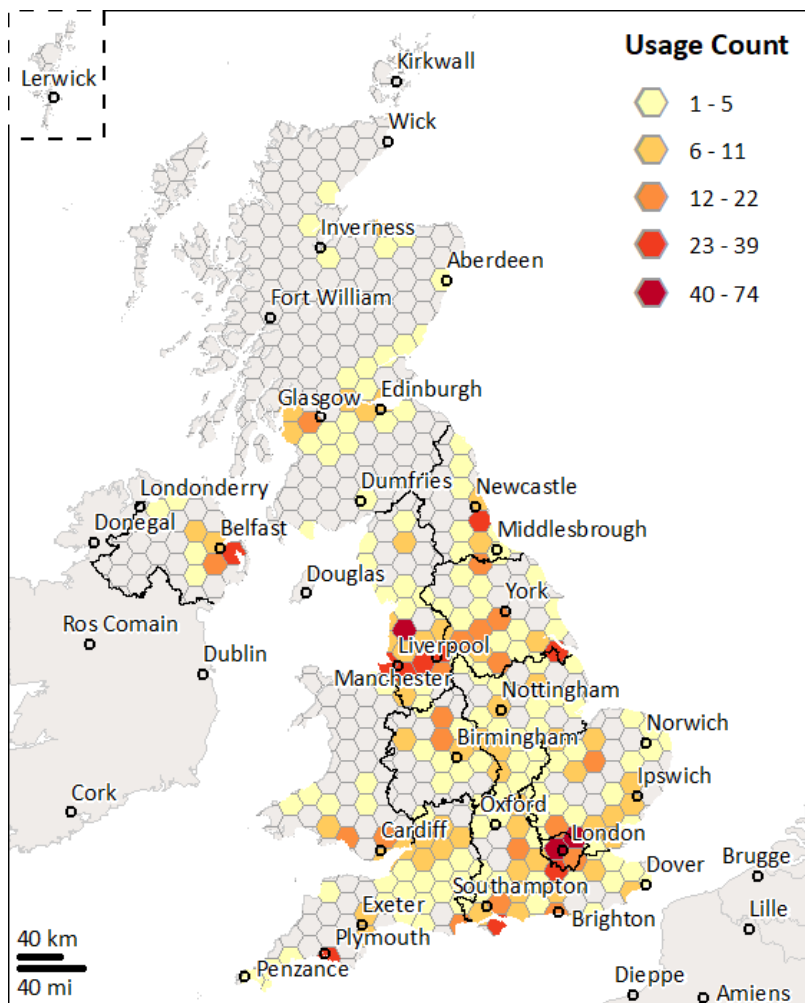
Figure 3. User outliers in the UK – All searches, March 2021



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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 – All searches, March 2021



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

Table 3. UK regional usage – All searches, March 2021

N = 1,522

Region	Usage Count	Usage Percentage
North West	253	16.62%
South East	213	13.99%
South West	166	10.91%
London	161	10.58%
Yorkshire and The Humber	135	8.87%
East of England	130	8.54%
Scotland	106	6.96%
North East	88	5.78%
Northern Ireland	71	4.66%
Wales	67	4.40%
East Midlands	66	4.34%
West Midlands	66	4.34%

Table 4. Main local authorities for usage – All searches, March 2021

N = 1,522

Top 20 Local Authorities	Usage Count	Usage Percentage
Fylde	40	2.63%
Plymouth	38	2.50%
Waltham Forest	37	2.43%
Wirral	32	2.10%
County Durham	30	1.97%
North East Lincolnshire	29	1.91%
Brent	21	1.38%
Bradford	19	1.25%
Doncaster	19	1.25%
Belfast	18	1.18%
Sunderland	15	0.99%
Forest Heath	15	0.99%
Cornwall	15	0.99%
Armagh City, Banbridge and Craigavon	15	0.99%
North Down and Ards	14	0.92%
Liverpool	14	0.92%
Portsmouth	14	0.92%
Falkirk	14	0.92%
York	14	0.92%
Darlington	13	0.85%

Usage of the Veterans' Gateway Online Directory

Table 5. General search criteria from users located in the UK – Veterans' Gateway online directory, March 2021

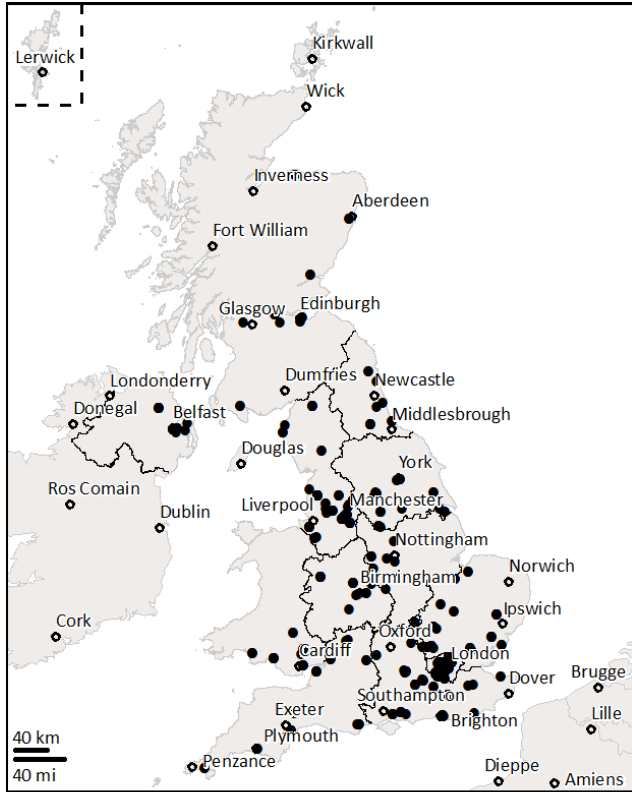
Search Criteria	Search Count	Search Percentage
Housing	76	15.87%
Family and Communities	74	15.45%
Mental Wellbeing	73	15.24%
Employment	71	14.82%
Finances	45	9.39%
COVID19 Local Support	38	7.93%
Physical Health	36	7.52%
Specific Search for an Organisation	35	7.31%
Legal Support and Advocacy	21	4.38%
National Charities/Organisations	10	2.09%
Total	479	100%

Table 6. A detailed breakdown of exact search criteria from users located in the UK – Veterans' Gateway online directory, March 2021

Search Criteria	Search Count	Search Percentage
Specific Search for an Organisation	35	7.31%
Mental Wellbeing - Accessing Support	35	7.31%
Employment - Job Seeking	35	7.31%
Housing - Housing Advice and Support	34	7.10%
Family and Communities - Recreation	30	6.26%
Family and Communities - Support Groups and Emotional Support	24	5.01%
Finances - Grants	19	3.97%
Employment - Education and Training	17	3.55%
Legal Support and Advocacy - Legal Advice	14	2.92%
Housing - Supported Living	13	2.71%
Family and Communities - Support for Carers	12	2.51%
Housing - Retirement	11	2.30%
Housing - Homelessness	11	2.30%
Physical Health - Sports	10	2.09%
Mental Wellbeing - Support Groups and Emotional Support	10	2.09%
Employment - Support for Offenders	9	1.88%
Finances - Financial Services	9	1.88%
COVID19 Local Support - North West	9	1.88%
Mental Wellbeing - GPs	8	1.67%
Mental Wellbeing - Bereavement	8	1.67%
Finances - Money and Debt Advice	8	1.67%
COVID19 Local Support - Northern Ireland	8	1.67%
Legal Support and Advocacy - Legal Aid	7	1.46%
COVID19 Local Support - Wales	7	1.46%
Family and Communities - Bereavement	7	1.46%
Mental Wellbeing - Drug and Alcohol Services	7	1.46%
Physical Health - Home and Mobility Aids	6	1.25%
Physical Health - Drug and Alcohol Services	5	1.04%
Employment - Transition	5	1.04%
Finances - Benefits	5	1.04%
COVID19 Local Support - Yorkshire/ The Humber	4	0.84%
Mental Wellbeing - Treatment	4	0.84%
Finances - Pensions and Compensation	4	0.84%
Employment - Self Employment	4	0.84%
National Charities/Organisations - ASDIC Drop In Centres	4	0.84%
Housing - Independent Living	3	0.63%

Search Criteria	Search Count	Search Percentage
Physical Health - Limb Loss	3	0.63%
COVID19 Local Support - South West	3	0.63%
National Charities/Organisations - SSAFA	3	0.63%
Physical Health - Rehabilitation and Recovery	3	0.63%
Physical Health - Support Groups and Emotional Support	3	0.63%
Physical Health - Healthcare Services	3	0.63%
COVID19 Local Support - South East	3	0.63%
COVID19 Local Support - East of England	2	0.42%
Housing - Respite Care (Day Care and Respite)	2	0.42%
National Charities/Organisations - Help for Heroes	2	0.42%
Physical Health - GPs	2	0.42%
COVID19 Local Support - North East	1	0.21%
Employment - Volunteering	1	0.21%
Housing - Eviction and Repossession	1	0.21%
National Charities/Organisations - Combat Stress	1	0.21%
COVID19 Local Support - East Midlands	1	0.21%
Family and Communities - Drug and Alcohol Services	1	0.21%
Physical Health - End of Life Care	1	0.21%
Mental Wellbeing - Sports	1	0.21%
Housing - Nursing and Dementia Care	1	0.21%
Total	479	100%

Figure 5. User locations in the UK – Veterans’ Gateway online directory, March 2021



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The figure above shows the location of all the postcode districts with online users during March 2021.

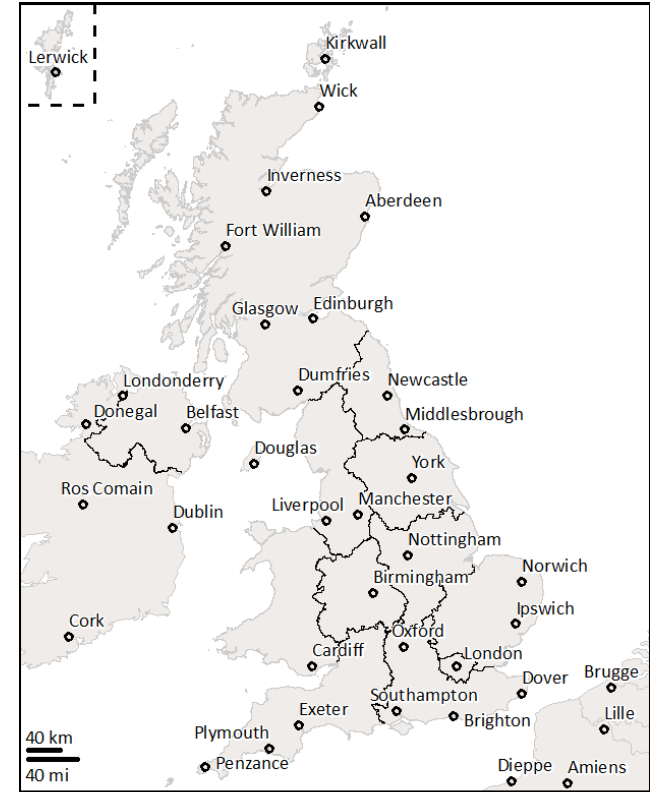
Figure 6. User hotspots in the UK – Veterans’ Gateway online directory, March 2021



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

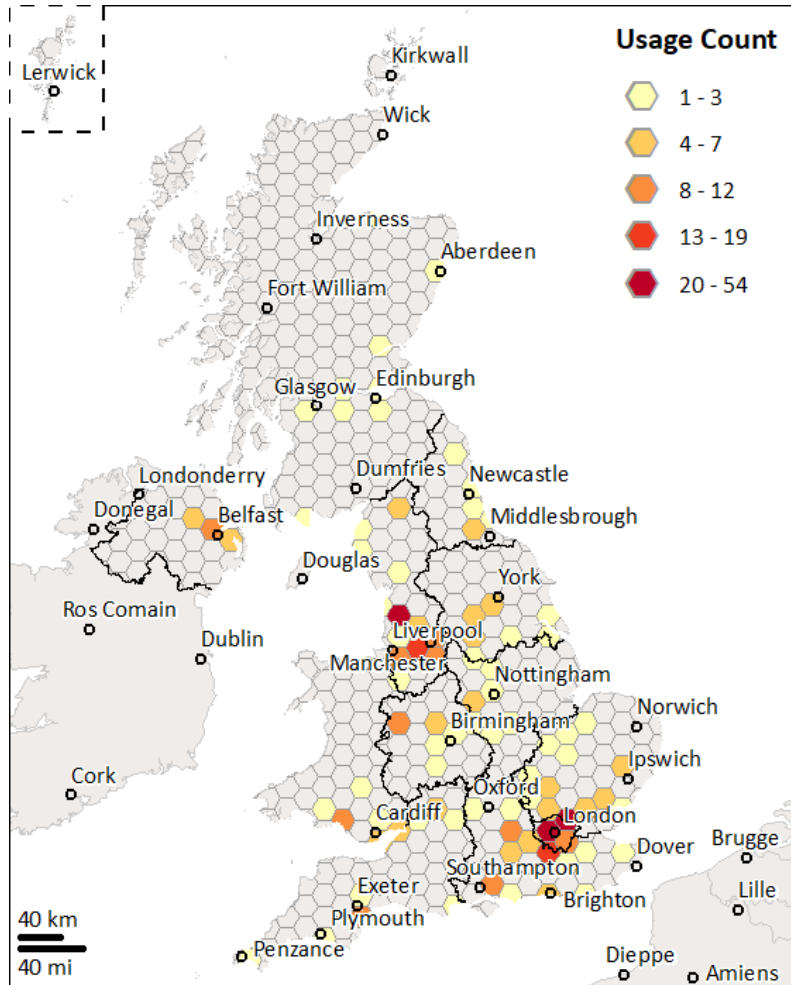
Figure 7. User outliers in the UK – Veterans’ Gateway online directory, March 2021



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

Figure 8. User locations in the UK – Veterans’ Gateway online directory, March 2021



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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 – Veterans’ Gateway online directory, March 2021

N = 479

Region	Usage Count	Usage Percentage
London	131	27.35%
North West	106	22.13%
South East	46	9.60%
East of England	42	8.77%
South West	30	6.26%
Yorkshire and The Humber	25	5.22%
Northern Ireland	23	4.80%
Wales	20	4.18%
West Midlands	19	3.97%
Scotland	17	3.55%
North East	12	2.51%
East Midlands	8	1.67%

Table 8. Main local authorities for usage – Veterans’ Gateway online directory, March 2021

N = 479

Top 20 Local Authorities	Usage Count	Usage Percentage
Waltham Forest	37	7.72%
Fylde	36	7.52%
Brent	21	4.38%
Belfast	13	2.71%
Wirral	12	2.51%
Trafford	11	2.30%
Newham	10	2.09%
Sutton	9	1.88%
City of London	9	1.88%
Manchester	8	1.67%
Neath Port Talbot	8	1.67%
Stockport	8	1.67%
Shropshire	8	1.67%
Kingston upon Thames	7	1.46%
St Albans	7	1.46%
Mid and East Antrim	7	1.46%
Chelmsford	6	1.25%
Wokingham	6	1.25%
County Durham	6	1.25%
North Somerset	6	1.25%

Usage of the Veterans' Gateway mobile directory of services

Table 9. General search criteria from users located in the UK – Veterans' Gateway mobile directory, March 2021

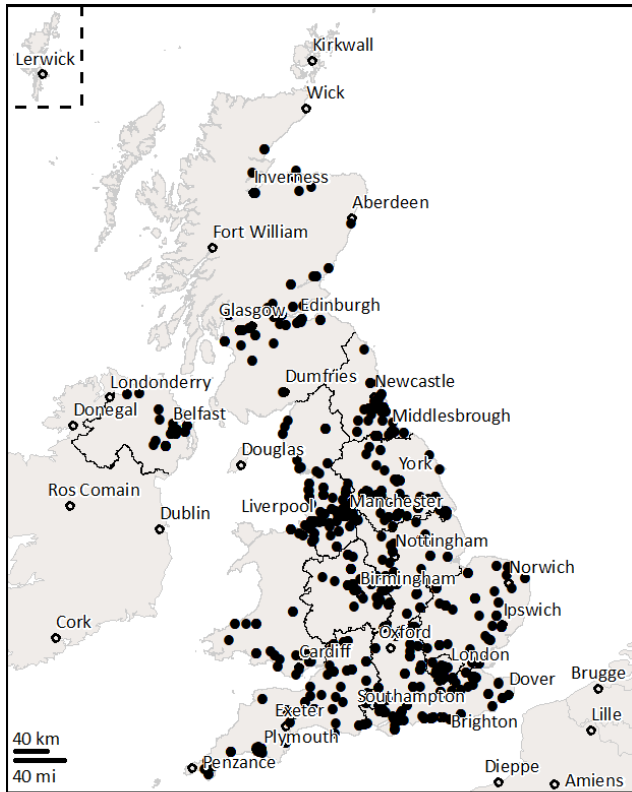
Search Criteria	Search Count	Search Percentage
Employment	226	21.67%
Finances	198	18.98%
Mental Wellbeing	165	15.82%
Housing	137	13.14%
Physical Health	109	10.45%
COVID19 Local Support	67	6.42%
National Charities/Organisations	55	5.27%
Legal Support and Advocacy	36	3.45%
Family and Communities	31	2.97%
Specific Search for an Organisation	19	1.82%
Total	1,043	100%

Table 10. A detailed breakdown of exact search criteria from users located in the UK – Veterans' Gateway mobile directory, March 2021

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	126	12.08%
Finances - Pensions and Compensation	63	6.04%
Finances - Grants	62	5.94%
Mental Wellbeing - Accessing Support	50	4.79%
Employment - Education and Training	47	4.51%
Housing - Homelessness	37	3.55%
Finances - Benefits	35	3.36%
Housing - Housing Advice and Support	33	3.16%
Mental Wellbeing - Support Groups and Emotional Support	32	3.07%
Mental Wellbeing - Drug and Alcohol Services	30	2.88%
Employment - Volunteering	28	2.68%
Physical Health - GPs	28	2.68%
Legal Support and Advocacy - Legal Advice	25	2.40%
Housing - Retirement	25	2.40%
Finances - Money and Debt Advice	24	2.30%
Mental Wellbeing - Treatment	22	2.11%
Physical Health - Rehabilitation and Recovery	20	1.92%
Specific Search for an Organisation	19	1.82%
Housing - Independent Living	15	1.44%
Employment - Self Employment	15	1.44%
Physical Health - Home and Mobility Aids	14	1.34%
Housing - Supported Living	14	1.34%
Physical Health - Sports	14	1.34%
Mental Wellbeing - GPs	14	1.34%
Finances - Financial Services	14	1.34%
Physical Health - Healthcare Services	13	1.25%
COVID19 Local Support - Scotland	13	1.25%
Physical Health - Support Groups and Emotional Support	12	1.15%
COVID19 Local Support - East of England	12	1.15%
National Charities/Organisations - SSAFA	11	1.05%
Mental Wellbeing - Sports	11	1.05%
National Charities/Organisations - Royal British Legion	10	0.96%
National Charities/Organisations - Help for Heroes	9	0.86%
COVID19 Local Support - South East	9	0.86%

Search Criteria	Search Count	Search Percentage
National Charities/Organisations - Armed Forces Covenant Fund Trust	9	0.86%
Legal Support and Advocacy - Legal Aid	8	0.77%
Family and Communities - Support for Carers	8	0.77%
Housing - Eviction and Repossession	8	0.77%
COVID19 Local Support - South West	7	0.67%
National Charities/Organisations - ASDIC Drop In Centres	7	0.67%
Family and Communities - Bereavement	7	0.67%
COVID19 Local Support - East Midlands	7	0.67%
COVID19 Local Support - North West	6	0.58%
Family and Communities - Support Groups and Emotional Support	6	0.58%
Mental Wellbeing - Bereavement	6	0.58%
Employment - Transition	5	0.48%
Employment - Support for Offenders	5	0.48%
Family and Communities - Recreation	5	0.48%
COVID19 Local Support - Yorkshire/ The Humber	5	0.48%
Family and Communities - GPs	4	0.38%
COVID19 Local Support - Wales	4	0.38%
Housing - Respite Care (Day Care and Respite)	3	0.29%
Physical Health - Drug and Alcohol Services	3	0.29%
Legal Support and Advocacy - Legal Advocacy	3	0.29%
National Charities/Organisations - Combat Stress	2	0.19%
Physical Health - End of Life Care	2	0.19%
Housing - Nursing and Dementia Care	2	0.19%
National Charities/Organisations - Shelter	2	0.19%
COVID19 Local Support - West Midlands	2	0.19%
National Charities/Organisations - Legion Scotland	2	0.19%
Physical Health - Limb Loss	2	0.19%
COVID19 Local Support - North East	2	0.19%
National Charities/Organisations - Mind	1	0.10%
Physical Health - Nursing and Dementia Care	1	0.10%
Family and Communities - Drug and Alcohol Services	1	0.10%
National Charities/Organisations - Blesma	1	0.10%
National Charities/Organisations - Citizen Advice Bureau	1	0.10%
Total	1,043	100%

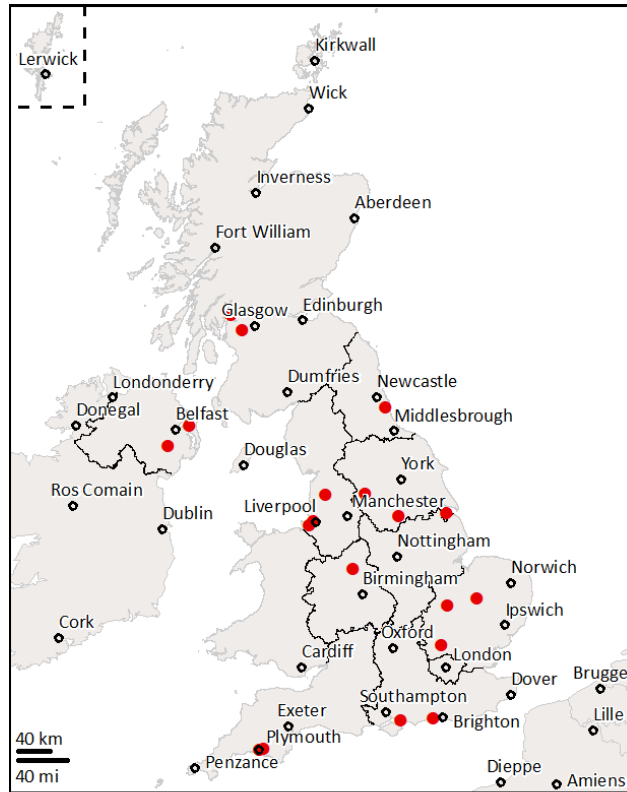
Figure 9. User locations in the UK – Veterans' Gateway mobile directory, March 2021



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The figure above shows the location of all the postcode districts with mobile users during March 2021.

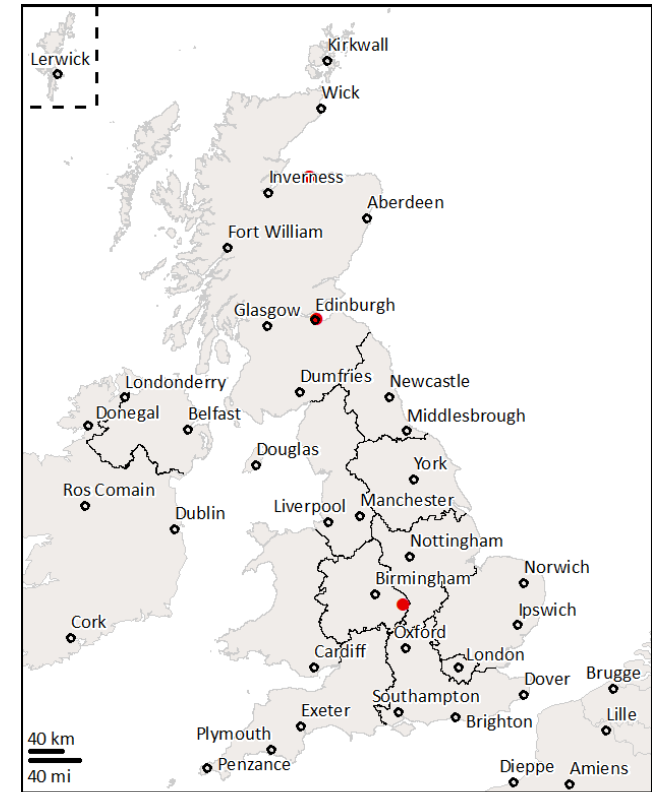
Figure 10. User hotspots in the UK – Veterans' Gateway mobile directory, March 2021



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

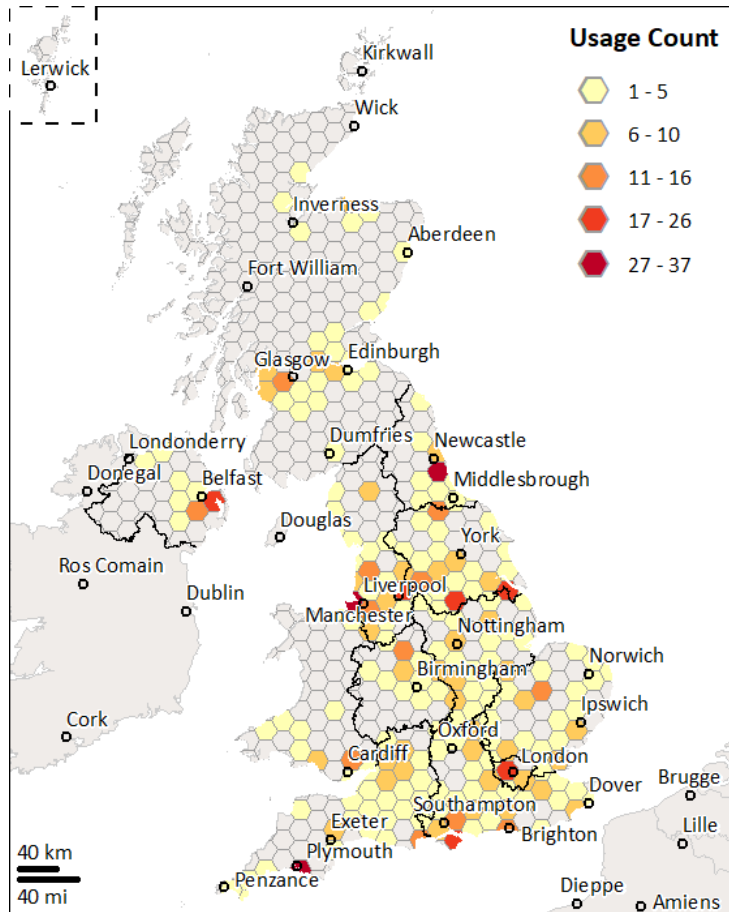
Figure 11. User outliers in the UK – Veterans' Gateway mobile directory, March 2021



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

Figure 12. User locations in the UK – Veterans’ Gateway mobile directory, March 2021



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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 – Veterans’ Gateway mobile directory, March 2021

N = 1,043

Region	Usage Count	Usage Percentage
South East	167	16.01%
North West	147	14.09%
South West	136	13.04%
Yorkshire and The Humber	110	10.55%
Scotland	89	8.53%
East of England	88	8.44%
North East	76	7.29%
East Midlands	58	5.56%
Northern Ireland	48	4.60%
Wales	47	4.51%
West Midlands	47	4.51%
London	30	2.88%

Table 12. Main local authorities for usage – Veterans’ Gateway mobile directory, March 2021

N = 1,043

Top 20 Local Authorities	Usage Count	Usage Percentage
Plymouth	36	3.45%
North East Lincolnshire	26	2.49%
County Durham	24	2.30%
Wirral	20	1.92%
Bradford	19	1.82%
Doncaster	18	1.73%
Armagh City, Banbridge and Craigavon	15	1.44%
Forest Heath	15	1.44%
Sunderland	14	1.34%
Portsmouth	14	1.34%
Liverpool	14	1.34%
Wiltshire	13	1.25%
Cornwall	13	1.25%
Darlington	13	1.25%
North Down and Ards	12	1.15%
Falkirk	11	1.05%
Preston	10	0.96%
Moray	10	0.96%
Ipswich	9	0.86%
Renfrewshire	9	0.86%