

Report Purpose:

WIFI Figures

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Wifi connection figures had steadied in the spring, over early summer they had increased, but at the start of autumn they have started to decline again.

Connections are visitors that have connected to the wifi.

August 18,030 vs 17,845 in August 2024 – 1 % increase

September 16,369 vs 17,704 in September 2024 – 7.5% decrease

Users are visitors that have authorised (*ie browsed the internet*) **ANY TIME** in the past.

August 4919 vs 4970 in August 2024 – 1% increase

September 4997 vs 4650 in September 2024 – 7% decrease

The most popular time of day remains across the lunchtime period from 12-2pm

The Town Council Comms Officer is still promoting the free wifi, with social media posts, and posters in high traffic area.