

## Report Purpose:

WIFI Figures

## Author:

Communications Officer

Wifi connection figures had started to decline at the start of autumn, and that has continued across November and December.

**Connections** are visitors that have connected to the wifi.

August 2024 18,030 vs 17,845 in August 2023

September 2024 16,369 vs 17,704 in September 2023

October 2024 17,345 vs 17,511 in October 2023

November 2024 17,511 vs 17,831 in November 2023

December 2024 16,640 vs 17,821 in December 2023

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

August 2024 4919 vs 4970 in August 2023

September 2024 4997 vs 4650 in September 2023

October 2024 4637 vs 4889 on October 2023

November 2024 4768 vs 5,113 in November 2023

December 2024 4077 vs 5,110 in December 2023

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.