

Report Statement

Report Purpose:
WIFI Figures

Author:
Communications Officer

Wifi connection figures continue to see a decrease on number of connections. The number of new users remains consistent, but overall the wifi is not being used as much as it was. For example,.

June 2023 13,009 vs 22,435 in June 2022 – 42% decrease

July 2023 11,461 vs 22,855 in July 2022 – 49.8% decrease

August 12,742 vs 18,442 in August 2022 – 37% decrease

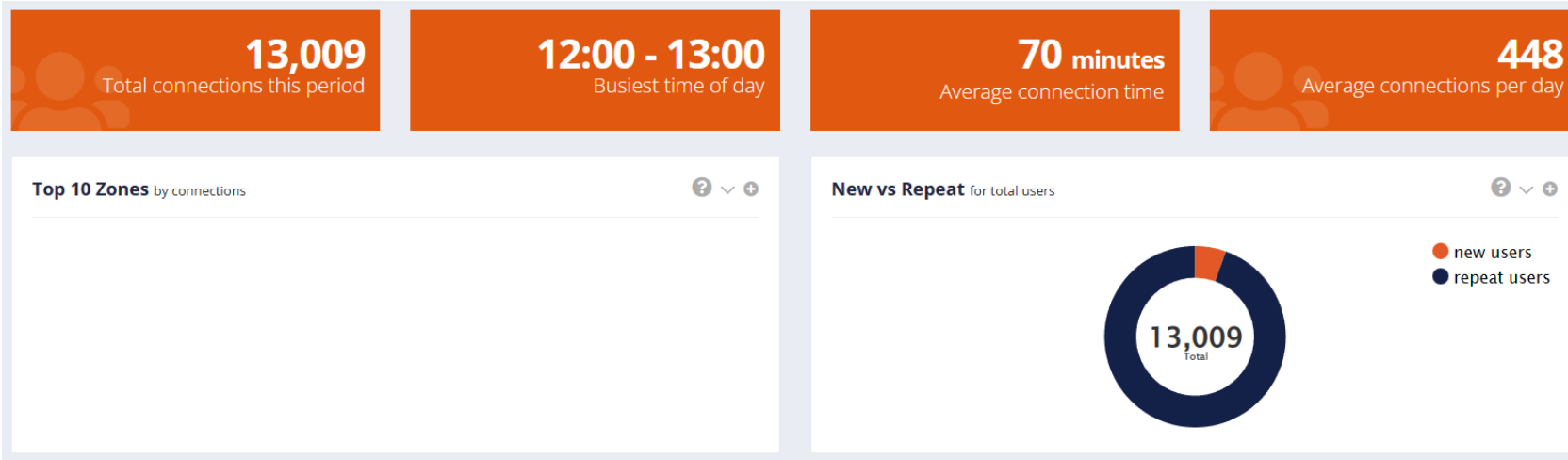
September 17,119 vs 20,305 in September 2022 – 15% decrease

October 16,879 vs 22,744 in September 2022 – 25% decrease

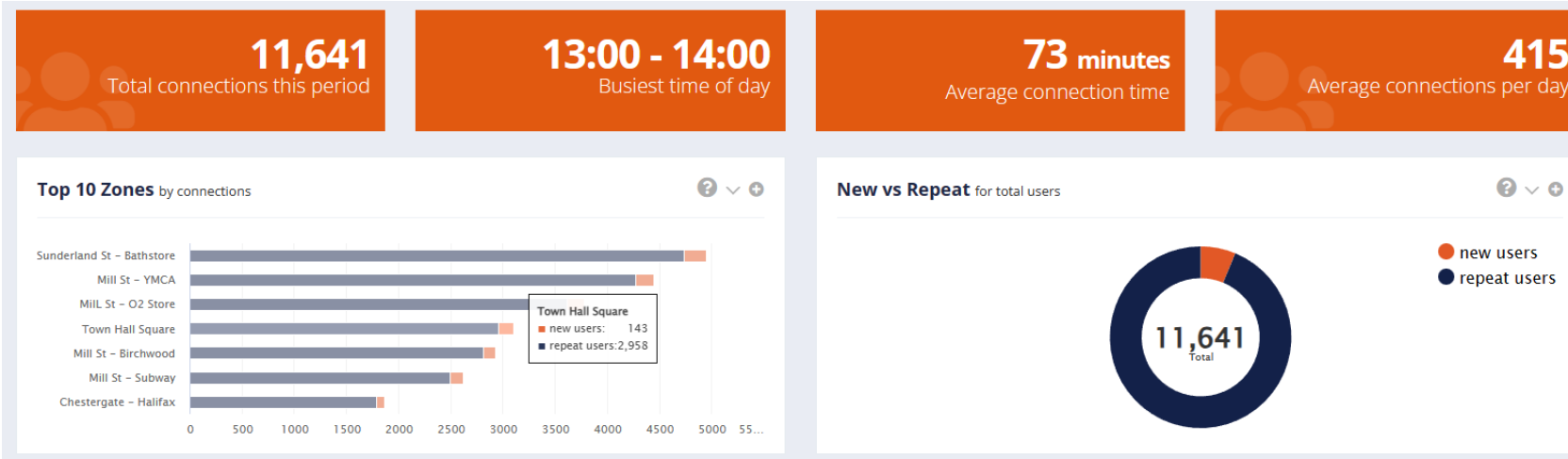
Mobile phone packages now come with a lot more data than they used to, and therefore people are not as concerned about logging on to free wifi. However we can see the decrease is not as big as it was over the summer.

The Comms Officer will then do a promotional campaign to remind everyone that the free wifi is available and now includes the new areas.

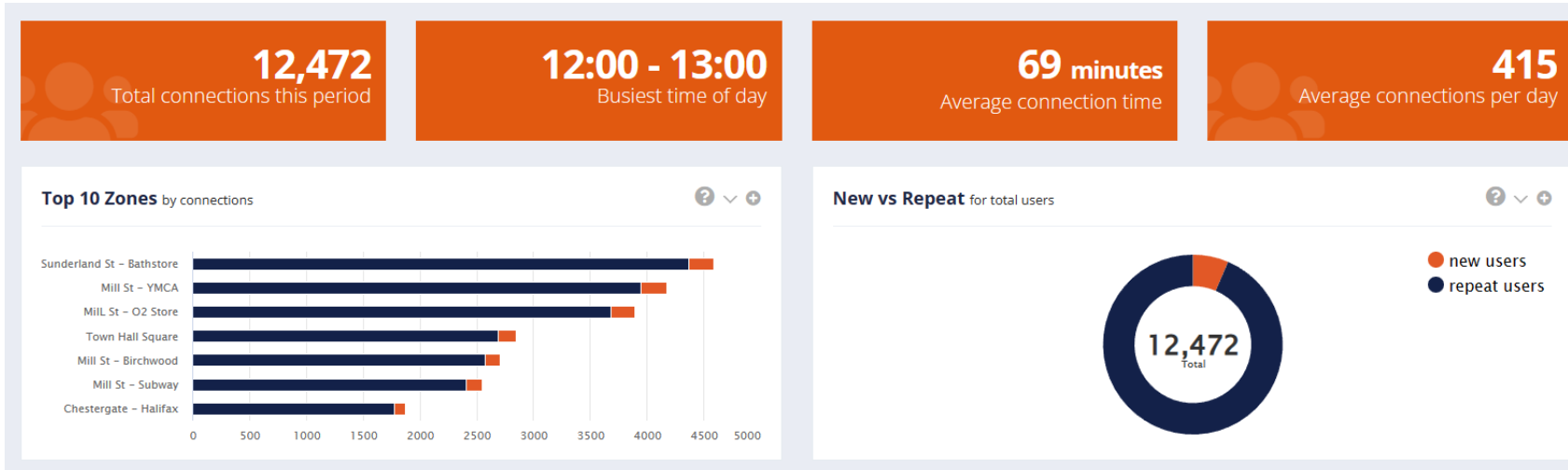
JUNE 2023



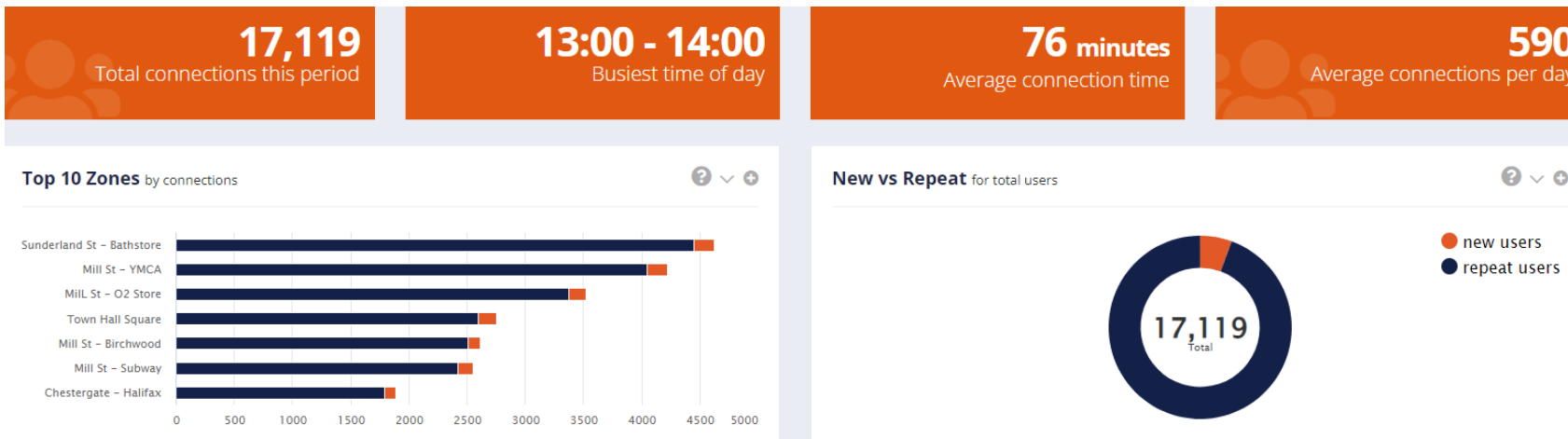
JULY 2023



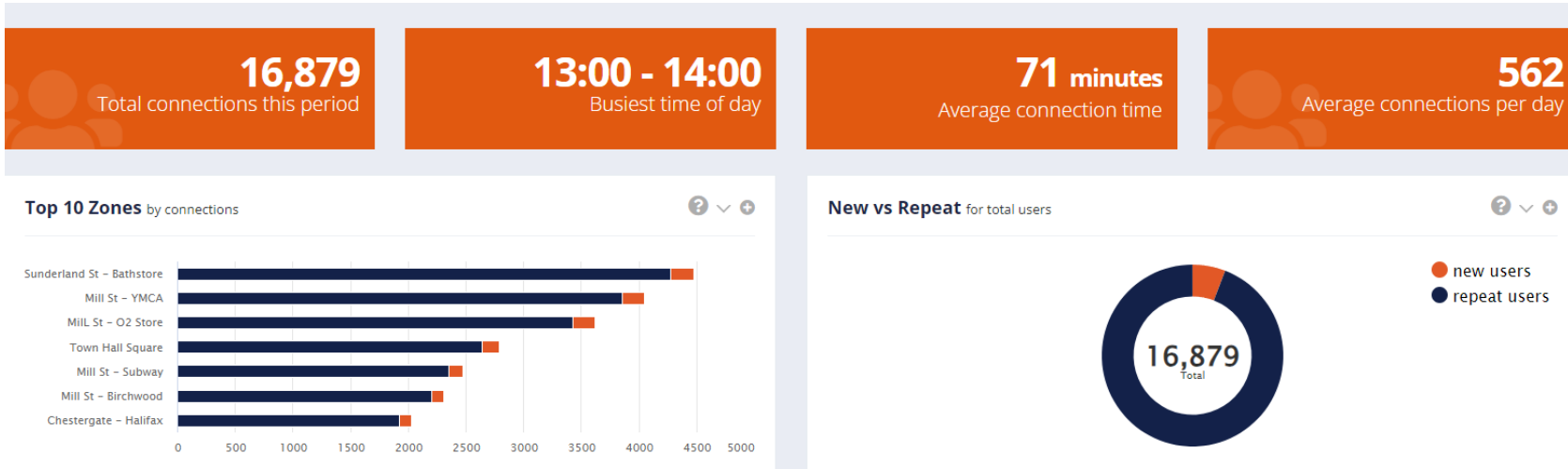
AUGUST 2023



SEPTEMBER 2023



OCTOBER 2023



Website address www.elephantwifi.co.uk

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