

## Report Purpose:

WIFI Figures

## Author:

Communications Officer

Wifi connection figures had started to decline at the start of autumn, through winter, and that decline has continued

**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

January 2025 14,350 vs 16,235 in January 2024

February 2025 14,197 vs 16,510 in February 2024

March 2025 16,880 vs 18,131 in March 2024

April 2025 16,096 vs 17,421 in April 2025

May 2025 14,396 vs 18,839 in May 2025

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

August 2024 4,919 vs 4,970 in August 2023

September 2024 4,997 vs 4,650 in September 2023

October 2024 4,637 vs 4,889 on October 2023

November 2024 4,768 vs 5,113 in November 2023

December 2024 4,077 vs 5,110 in December 2023

January 2025 3,461 vs 4,708 in January 2024

February 2025 3,311 vs 4,728 in February 2024

March 2025 4,226 vs 5,171 in March 2024

April 2025 4,171 vs 4,850 in April 2025

May 2025 3,898 vs 5,437 in May 2025

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. However feedback on socials is often negative for example “it doesn’t work”, when this happens we have checked it and it does work.