

Report Purpose:

WIFI Figures

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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.

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 2024

May 2025 14,396 vs 18,839 in May 2024

June 2025 12,957 vs 24,633 in June 2024

July 2025 11,839 vs 18,855 in July 2024

August 2025 12,189 vs 18,030 in August 2024

September 2025 10,832 vs 16369 in September 2024

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

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 2024

May 2025 3,898 vs 5,437 in May 2024

June 2025 3,392 vs 7,377 in June 2024

July 2025 3,290 vs 5,347 in July 2024

August 2025 3,255 vs 4919 in August 2024

September 2025 2,883 vs 4,997 in September 2024

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.