

PATS

TELFORD 2019

visitor breakdown

	2017	2018	2019
TOTAL NUMBER OF VISITORS TO TELFORD	2148	2047	2103

MAIN COMPANY ACTIVITY			
Equestrian / Farm Shop	55	47	42
Garden Centre	131	119	138
Groomers/Kennel/Cattery	209	176	158
Mail Order / Online	115	122	131
Manufacturer	37	41	29
Pet Retailer	1506	1469	1533
Vet Practice	48	36	25
Wholesaler	47	37	47

JOB TITLE			
Director / Partner / Owner	1575	1489	1514
Buyer / Product Manager	306	301	321
Merchandiser	15	19	16
Sales / Marketing	36	42	49
Department Manager	167	153	165
Student	30	27	23
Other	19	16	15

PRODUCT INTEREST (MULTIPLE TICK BOX)			
Aquatic Products	417	398	327
Equestrian	241	211	213
Grooming	749	757	702
Pet Products	2087	2042	2098
Retail Services	351	346	402
Veterinary Products	290	301	277

	2017	2018	2019
OUTLETS YOU BUY FOR			
1 only	1697	1642	1613
2-6 outlets	302	284	329
7-10 outlets	21	13	34
11-20 outlets	24	19	36
21+ outlets	104	89	91

HOW DID YOU HEAR ABOUT PATS?			
Trade Press	103	114	119
Colleague	489	436	398
Previous Visitor	775	712	741
Direct Mail	289	232	275
Email	248	237	261
Link from Website	17	25	18
Social Media	75	124	135
Website Search	98	106	111
Other	54	61	45

GEOGRAPHICAL BREAKDOWN OF VISITORS			
London & South East	304	297	243
South West	147	141	137
East Anglia	201	185	165
Midlands	495	417	516
East Midlands	195	183	208
Wales	103	88	93
North West	263	302	287
Yorks & Humberside	184	187	195
North East	112	104	117
Scotland	47	39	41
Northern Ireland	11	12	13
Europe	71	75	53
Rest of World	15	17	35