

PATS **TELFORD 2021**

visitor breakdown

	2018	2019	2021
TOTAL NUMBER OF VISITORS TO TELFORD	2047	2103	2062

MAIN COMPANY ACTIVITY			
Equestrian / Farm Shop	47	42	27
Garden Centre	119	138	129
Groomers / Kennel / Cattery	176	158	146
Mail Order / Online	122	131	151
Manufacturer	41	29	63
Pet Retailer	1469	1533	1482
Vet Practice	36	25	31
Wholesaler	37	47	33

JOB TITLE			
Director / Partner / Owner	1489	1514	1499
Buyer / Product Manager	301	321	307
Merchandiser	19	16	12
Sales / Marketing	42	49	71
Department Manager	153	165	148
Student	27	23	13
Other	16	15	12

PRODUCT INTEREST (MULTIPLE TICK BOX)			
Aquatic Products	398	327	285
Equestrian	211	213	196
Grooming	757	702	713
Pet Products	2042	2098	1968
Retail Services	346	402	387
Veterinary Products	301	277	294

	2018	2019	2021
OUTLETS YOU BUY FOR			
1 only	1642	1613	1594
2-6 outlets	284	329	319
7-10 outlets	13	34	36
11-20 outlets	19	36	29
21+ outlets	89	91	84

HOW DID YOU HEAR ABOUT PATS?			
Trade Press	114	119	123
Colleague	436	398	402
Previous Visitor	712	741	725
Direct Mail	232	275	283
Email	237	261	301
Link from Website	25	18	12
Social Media	124	135	107
Website Search	106	111	51
Other	61	45	58

GEOGRAPHICAL BREAKDOWN OF VISITORS			
London & South East	297	243	213
South West	141	137	133
East Anglia	185	165	178
Midlands	417	516	539
East Midlands	183	208	201
Wales	88	93	112
North West	302	287	318
Yorks & Humberside	187	195	191
North East	104	117	119
Scotland	39	41	32
Northern Ireland	12	13	9
Europe	75	53	12
Rest of World	17	35	5



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