

PATS

SANDOWN 2022

visitor breakdown

	2020	2022
TOTAL NUMBER OF VISITORS TO SANDOWN 2022	1677	1794

MAIN COMPANY ACTIVITY		
Pet Retailer / Other Specialist Retailer	1048	1204
Equestrian / Farm Shop	69	79
Garden Centre	121	123
Groomers / Kennel / Cattery	172	104
Mail Order / Online	166	172
Manufacturer	51	65
Vet Practice	22	26
Wholesaler	28	21

JOB TITLE		
Director / Partner / Owner	1269	1358
Buyer / Product Manager	182	191
Merchandiser	13	15
Sales / Marketing	55	68
Department Manager	147	153
Student	11	9

PRODUCT INTEREST (MULTIPLE TICK BOX)		
Pet Products	1586	1689
Grooming	529	417
Shop Fittings / Retail Services	201	198
Aquatic Products and Reptiles	183	161
Equestrian	191	179
Veterinary Products	257	284

	2020	2022
OUTLETS YOU BUY FOR		
1 Outlet	1362	1423
2 - 6 Outlets	215	263
7 - 10 Outlets	19	28
11 - 20 Outlets	17	21
21+ Outlets	64	59

HOW DID YOU HEAR ABOUT PATS?		
Trade Press	151	162
Colleague	317	321
Previous Visitor	463	518
Direct Mail	315	352
Email	97	104
Link from Website	94	93
Social Media	71	82
Website Search	99	76
Other	70	86

GEOGRAPHICAL BREAKDOWN OF VISITORS		
London & South East	1214	1275
South West	115	109
East Anglia	59	55
Midlands	49	81
East Midlands	55	63
Wales	33	29
North West	32	42
Yorks & Humberside	37	38
North East	5	11
Scotland	13	15
Northern Ireland	3	7
Europe	48	52
Rest of World	14	17