

PATS TELFORD 2023

visitor breakdown

	2021	2022	2023
TOTAL NUMBER OF VISITORS TO TELFORD	2062	2185	2332

MAIN COMPANY ACTIVITY			
Equestrian / Farm Shop	27	35	51
Garden Centre	129	142	152
Groomers / Kennel / Cattery	146	127	179
Mail Order / Online	151	156	137
Manufacturer	63	83	118
Pet Retailer	1482	1563	1613
Vet Practice	31	36	29
Wholesaler	33	43	53

JOB TITLE			
Director / Partner / Owner	1499	1565	1667
Buyer / Product Manager	307	329	345
Merchandiser	12	18	20
Sales / Marketing	71	83	121
Department Manager	148	157	123
Student	13	11	19
Other	12	22	37

PRODUCT INTEREST (MULTIPLE TICK BOX)			
Aquatic Products	285	301	615
Equestrian	196	173	271
Grooming	713	775	823
Pet Products	1968	2187	2278
Retail Services	387	394	407
Veterinary Products	294	321	389

	2021	2022	2023
OUTLETS YOU BUY FOR			
1 only	1594	1681	1797
2-6 outlets	319	334	322
7-10 outlets	36	41	34
11-20 outlets	29	33	25
21+ outlets	84	96	154

HOW DID YOU HEAR ABOUT PATS?			
Trade Press	123	136	114
Colleague	402	412	634
Previous Visitor	725	731	842
Direct Mail	283	307	262
Email	301	317	225
Link from Website	12	16	15
Social Media	107	173	119
Website Search	51	64	85
Other	58	29	36

GEOGRAPHICAL BREAKDOWN OF VISITORS			
London & South East	213	334	348
South West	133	153	172
East Anglia	178	162	169
Midlands	539	501	526
East Midlands	201	211	222
Wales	112	119	141
North West	318	311	331
Yorks & Humberside	191	201	187
North East	119	126	123
Scotland	32	33	57
Northern Ireland	9	11	5
Europe	12	16	29
Rest of World	5	7	22