

# Prospect Retail Trends Report

2017/2018



The free and publically accessible Prospect Fast WiFi system was launched in January 2017 and upgraded in December 2017. The system has installations running from Barker Gardens/ Gladstone Road to Rose Street/ Labrina Avenue on Prospect Road. City of Prospect, Network Prospect, Vintek, and local business and property owners have been collaborating improve the free Wi-Fi system. Prospect Fast WiFi consistently achieves speeds between 200% and 500% faster than ADSL.



Prospect Fast WiFi is part of City of Prospect’s Digital Economy Strategy to boost local business. The system allows visitors to browse the web, check emails, stream videos, check-in for work or business meetings as they move around the Village Heart. The service is accessible to residents and visitors walking along the main street precinct. As there are no guarantees of coverage inside shops and premises, the system should not serve as a substitute day-to-day enterprise connection.

**Connect to Prospect Fast WiFi:**

1. Enable Wi-Fi on your device
2. In Wi-Fi settings, choose ‘Prospect Fast WiFi’



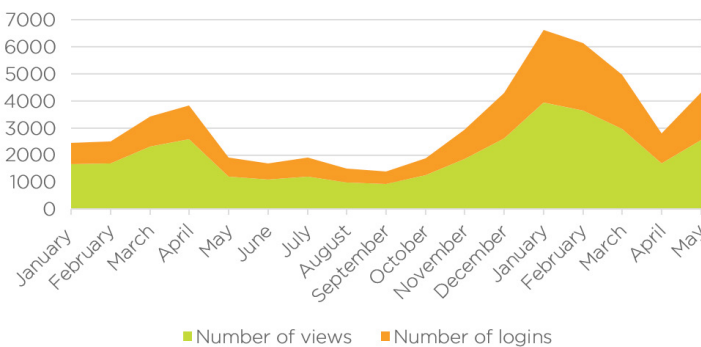
Prospect Fast WiFi Coverage Area

**Prospect Fast WiFi Trends**

The Prospect Retail Trends Report will be distributed twice yearly to business and property owners through Network Prospect. Wi-Fi trends are measured in the Village Heart and can be used to ‘mirror’ pedestrian movements and as such are a useful barometer of visitation to Prospect Road. City of Prospect does not collect personal data via the public Wi-Fi system.

**Prospect Fast WiFi Views and Logins**

January 2017 - June 2018



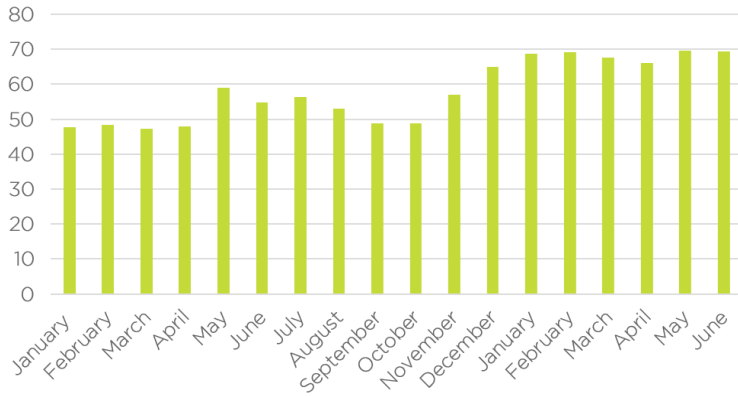
**Conclusions**

- Footfall has significantly increased
- As more foot traffic has come to the street, Wi-Fi use has steadily increased

**What does this mean for you?**

- What am I doing to promote my business during the busy time of year?
- Do my sales match this data?
- What marketing ideas can I use to promote my business during the colder months?

### Prospect Fast WiFi User Acceptance Rate



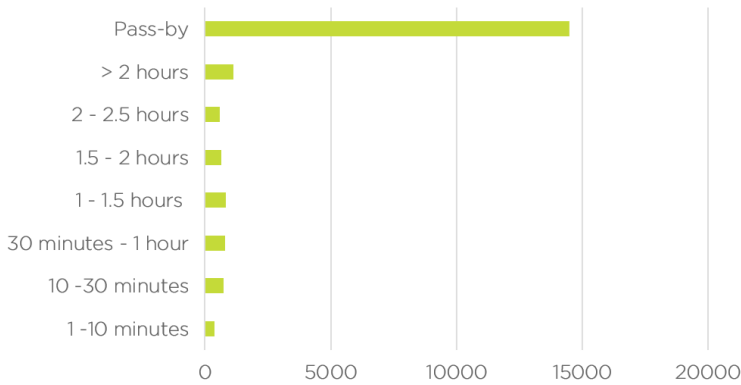
### Conclusions

- As more foot traffic has come to the street, Wi-Fi use has steadily increased

### What does this mean for you?

- Do my staff know about the free Wi-Fi system?
- Do my customers know about the free Wi-Fi system?
- Can I educate my customers about the system?

### Tourrific Prospect Street Party 2018 Devices Visible



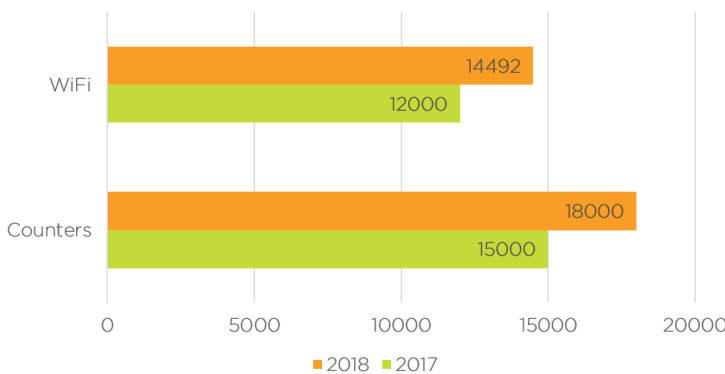
### Conclusions

- The system can be used to collect event attendance data

### What does this mean for you?

- How do I activate my business during events?
- How can I encourage event attendees to return to my business in the future?
- If my business runs a major event, could I collaborate with City of Prospect for data?

### Tourrific Prospect Street Party 2017 - 2018 Comparison & Validity



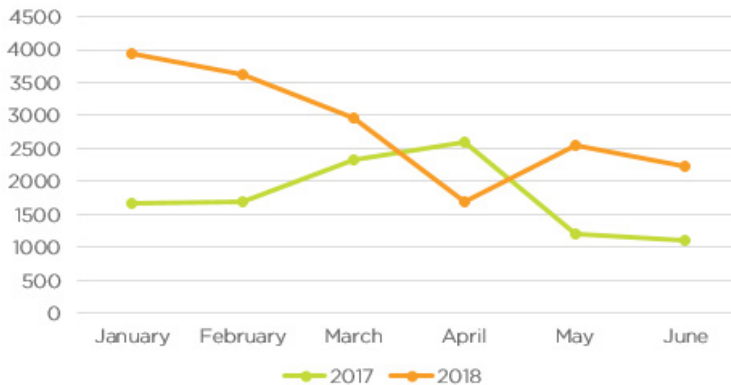
### Conclusions

- The Wi-Fi data is a reliable and valid resource

### What does this mean for you?

- How do I activate my business during events?
- How can I encourage event attendees to return to my business in the future?

### Prospect Fast WiFi Year on Year Comparison Devices Visible



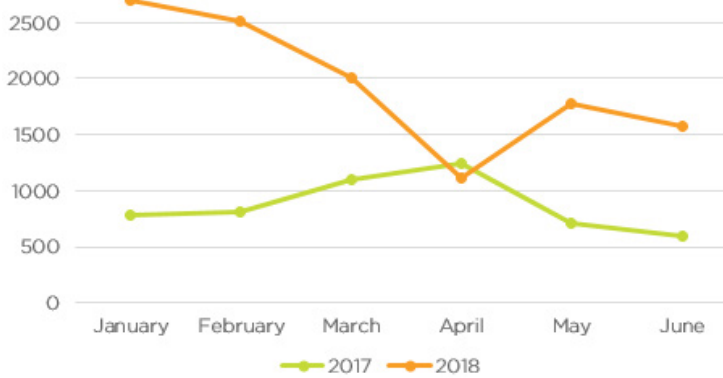
### Conclusions

- Devices visible on the street have increased in Summer 2018
- Footfall has significantly increased
- April data could be seasonal

### What does this mean for you?

- Do my sales match this data?
- What marketing ideas can I use to promote my business during the colder months?
- How can I attract more business in April?

### Prospect Fast WiFi Year on Year Comparison Logins



### Conclusions

- Logins have significantly increased in 2018, regardless of the decrease in footfall in April
- As more foot traffic has come to the street, Wi-Fi use has steadily increased

### What does this mean for you?

- Can I educate my customers about the system?

### Prospect Fast WiFi Weekly Aggregated Top Hours January 2018 - June 2018

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9am							
10am							
11am							
12pm							
1pm							
2pm							
3pm							
6pm							
7pm							

**Legend**

	1
	2
	3
	4

### Conclusions

- Fridays, Saturdays, Sundays, and middays have high traffic
- Busiest nights are Monday, Friday, and Saturday

### What does this mean for you?

- Could my business trading hours change to include these peak periods?
- Do I trade on Sundays?
- How can my business promote night time activation?
- Does this data reflect my sales and traffic?