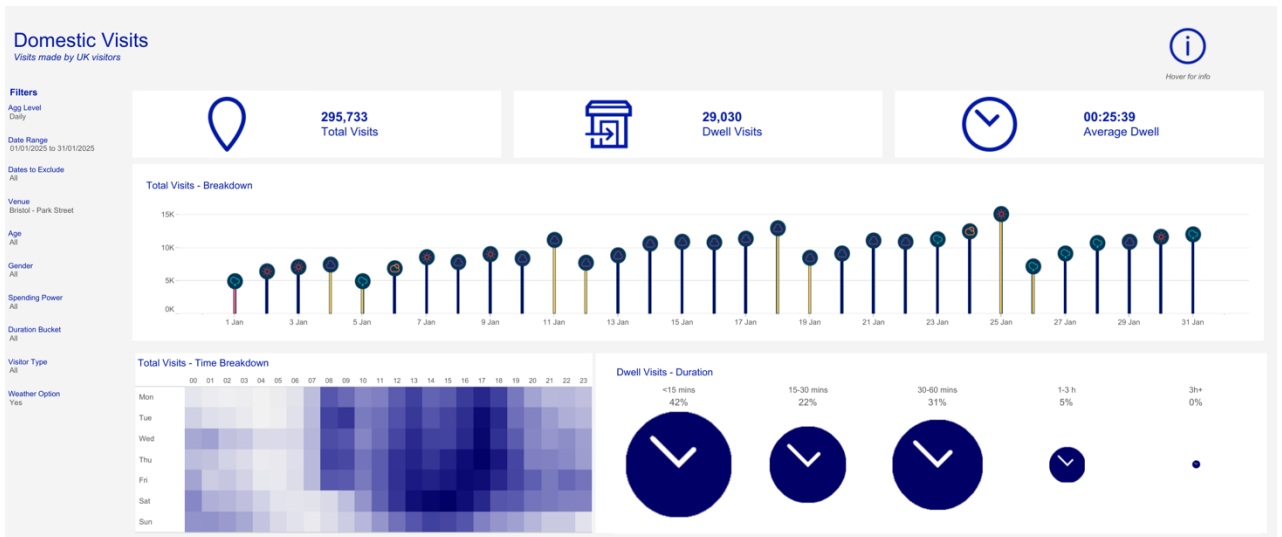
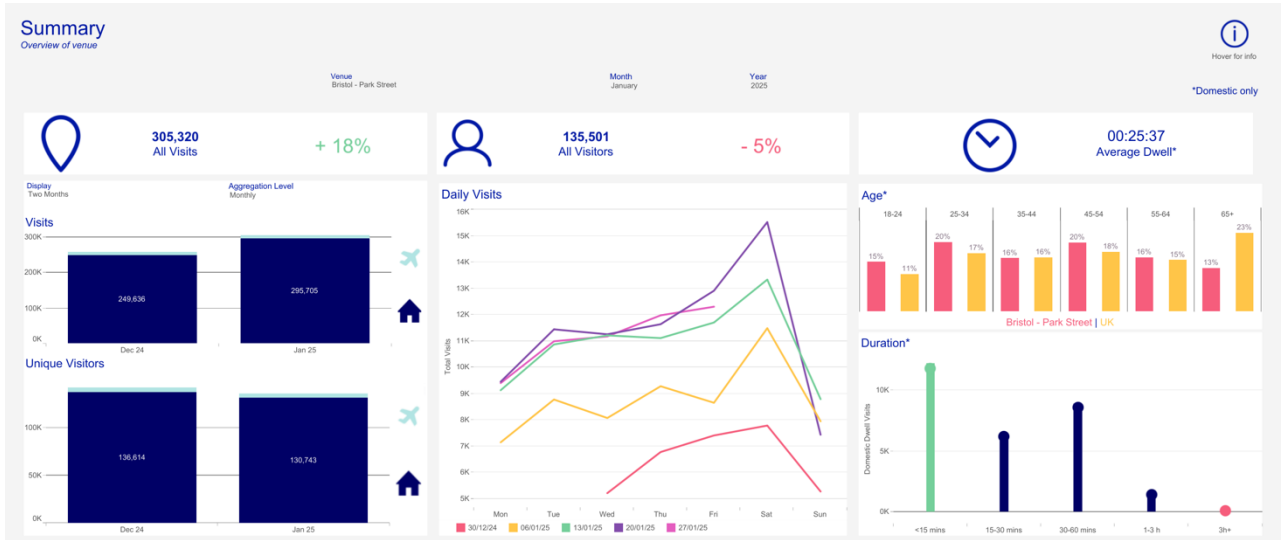


# Monthly Visitor Insights

## January 2025

### Park Street



### Audience Profile

The profile of the visitors to the venue



Hover for info

Venue 1  
Bristol - Park Street

Venue 2  
UK

Month  
January

Year  
2025

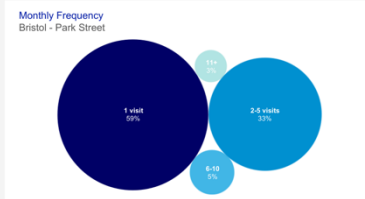
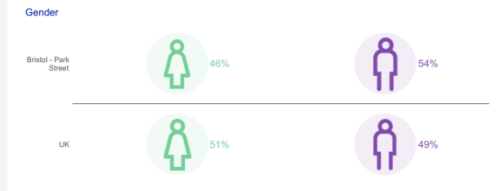
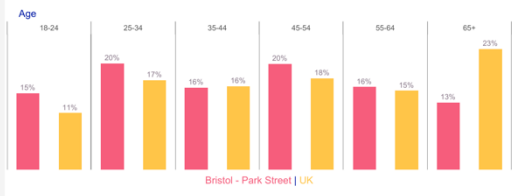
Age  
All

Frequency  
All

Gender  
All

Spend Power  
All

Visitor Type  
All



Age & Gender  
Bristol - Park Street

Age Group	Female	Male
18-24	7%	8%
25-34	9%	11%
35-44	7%	8%
45-54	10%	11%
55-64	7%	9%
65+	6%	7%



## Victoria Street

### Summary

Overview of venue



Hover for info

Venue  
Bristol - Victoria Street

Month  
January

Year  
2025

\*Domestic only



67,952  
All Visits

+ 25%



39,595  
All Visitors

+ 10%



00:30:49  
Average Dwell\*

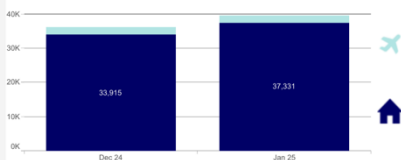
Display  
Two Months

Aggregation Level  
Monthly

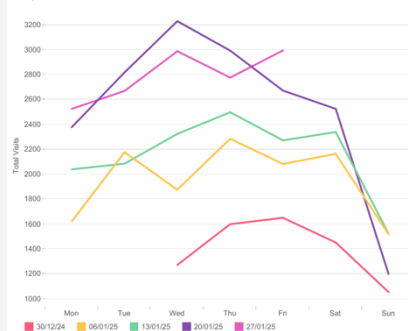
Visits



Unique Visitors



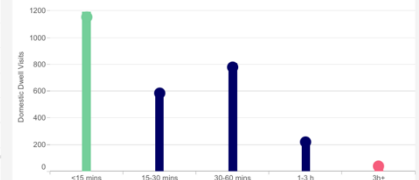
Daily Visits



Age\*



Duration\*



## Domestic Visits

Visits made by UK visitors



### Filters

- Agg Level: Daily
- Date Range: 01/01/2025 to 31/01/2025
- Dates to Exclude: All
- Venue: Bristol - Victoria Street
- Age: All
- Gender: All
- Spending Power: All
- Duration Bucket: All
- Visitor Type: All
- Weather Option: Yes



**63,101**  
Total Visits



**2,862**  
Dwell Visits

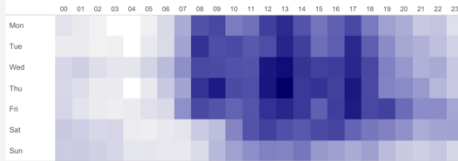


**00:31:34**  
Average Dwell

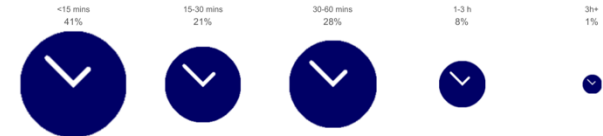
### Total Visits - Breakdown



### Total Visits - Time Breakdown



### Dwell Visits - Duration



## Audience Profile

The profile of the visitors to the venue



Venue 1  
Bristol - Victoria Street

Venue 2  
UK

Month  
January

Year  
2025

Age  
All

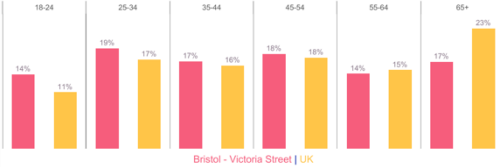
Frequency  
All

Gender  
All

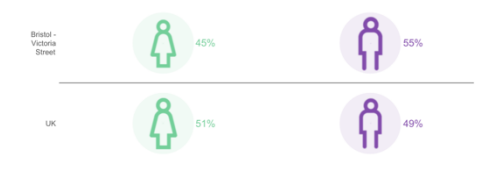
Spending Power  
All

Visitor Type  
All

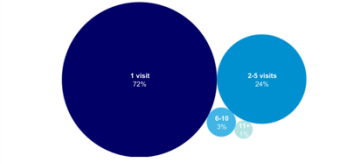
### Age



### Gender



### Monthly Frequency



### Age & Gender

Age Group	Female	Male
18-24	5%	9%
25-34	8%	11%
35-44	8%	9%
45-54	9%	9%
55-64	7%	8%
65+	8%	9%

### Spend Power



## The Data Insights

The BID has invested in Micro Location Insights via O2/Virgin Media giving detailed insights on people visiting our city centre.

- Two sensors are installed in Park Street and Victoria Street.
- The sensor detects the presence of all 4G capable handsets within range able to use the O2 mobile network.
- This presence data is then combined with O2's customer data to provide
- anonymised demographic information e.g., age and gender, home location, spending power, and interests (based on their web and app usage).
- The expanded customer data can be viewed through our online dashboard for more effective and factual decision making ([Get in touch](#) with the BID team if you would like more information)
- The data collected by the sensors (detected visitors devices) are combined with the O2 Motion insights data collected when customers use the O2 mobile network and in their contract data.
- The sensor events are combined into visits by combining events that are no more than 60 minutes apart.
- The data is expanded to represent the UK 12+ population.

## Monthly Visitor Insight reports - Glossary of terms

### Executive Summary

This page is designed to give a simple summary of the visits & visitors to a particular venue.

Volumes shown are expanded to represent the relative number of visitors or visits of UK based visitors (house icon) and international visitors (airplane icon).

Indexed views are compared against the UK.

Charts marked with \* are include domestic data only i.e. international visitors are excluded from these views.

### Domestic Visits

This page gives a breakdown of the visits of UK based people to the venue by day, time and duration.

**Visit Logic:** When a user is sighted by any one of the devices they contribute to the Visits and in some cases the Dwell Visits metric. A visit is classified as a 'dwell visit' if the device is seen more than once within the dwell definition.

## Audience Profile

This page allows users to understand the profile of the visitors to the venue and compare that to the profile of the O2 UK base.

**Frequency:** the number of visits for that month per user.

**Visitor Type:** Residents and Workers based on the area around the cell location that defines who lives and works in the area vs visitors.

**Spend Power:** This metric is based on a predictive model that is using a user's behaviours to determine their spend power (disposable income) – for example amount of travel abroad.