



Monthly Performance Report

Market Drayton

June 2024

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Town Monthly Footfall: June 2024

<h1 style="font-size: 2em; margin: 0;">-3.1%</h1> <p style="margin: 0;">Jun Year on Year</p>		Jun 24	Jun 23	% Change
	Footfall YTD	1,245,905	1,247,769	-0.1%
	Footfall Month	207,717	214,305	-3.1%
		Average Footfall Per Hour	Average Footfall Per Day	
	Jun 24 Ave	577	6,924	

Footfall Monthly Year-To-Date

<h1 style="font-size: 2em; margin: 0;">-0.1%</h1> <p style="margin: 0;">YTD Year on Year</p>		YTD	Jan	Feb	Mar	Apr	May	Jun
	2024		211,292	416,346	622,676	830,432	1,038,188	1,245,905
	2023		202,475	408,686	613,111	817,105	1,033,464	1,247,769
	% Change		+4.3%	+1.9%	+1.6%	+1.6%	+0.5%	-0.1%
		YTD	Jul	Aug	Sep	Oct	Nov	Dec
	2024							
	2023	1,453,307	1,654,810	1,866,411	2,083,882	2,299,071	2,507,468	
	% Change							



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Unique Visitors to Towns

<h1>0.0%</h1> <p>Jun Year on Year</p>		Jun 24	Jun 23	% Change	
	Unique Visitors YTD	120,424	117,569	+2.4%	
	Unique Visitors Month	20,453	20,453	0.0%	
<p>Unique Visitor = One person visiting the site during the month. A unique visitor can visit multiple times which is calculated as footfall</p>					
<p>Where unique visitors originate from by catchment area</p>					
	Catchment Area	Postcodes	% Unique Visitors	Nº Unique Visitors	% Mthly change
	Primary	1	80%	16,315	+3.7%
	Secondary	14	23%	4,710	-9.1%
	Tertiary	95	15%	3,167	-15.0%
<p>Postcode catchment area categories are based on the distance of the postcode from the location and the percentage of footfall and the number of unique visitors to the town..</p> <p>Primary: < 2 miles or > 5% Footfall Secondary: > 2 miles & < 25 miles or < 5% footfall with > 10 unique visitors Tertiary: > 25 miles or < 25 miles with < 10 unique visitors</p>					



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Unique Visitors Monthly Year-To-Date

<p>+2.4%</p> <p>YTD Year on Year</p>	YTD	Jan	Feb	Mar	Apr	May	Jun
	2024	20,335	40,433	60,137	79,546	99,971	120,424
	2023	18,391	37,795	56,650	76,681	97,116	117,569
	% Change	+10.6%	+7.0%	+6.2%	+3.7%	+2.9%	+2.4%
	YTD	Jul	Aug	Sep	Oct	Nov	Dec
	2024						
	2023	137,059	156,004	175,728	196,321	216,422	236,157
	% Change						

Catchment



<p>+4.8%</p> <p>Variance Month on Month</p>		May 24	Jun 24	Variance	% Mth on Mth change	% Yr on Yr
	Catchment Population	59,767	59,767	0	0.0%	0.0%
	% of Catchment Population Visiting	29%	30%	1%	+4.8%	-2.6%
	Catchment Population: Aggregated population of postcodes with visitors to the town within 10 miles.					

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% of Visits by Dwell Time

<p>+22.2%</p> <p>40 - 60 Minutes Most Improved Dwell Time</p>	Dwell Time (minutes)			Dwell Time (minutes)				
	% Visits May 24	% Visits Jun 24	Variance Mth on Mth	% Visits May 24	% Visits Jun 24	Vari		
	6 - 12	17%	16%	-1%	40 - 60	17%	18%	+1%
	12 - 20	15%	14%	-1%	60 - 90	23%	23%	0%
20 - 40	28%	27%	-1%					

Demographics

<p>-0.5%</p> <p>AB Month on Month</p>	AB	C1	C2	DE	
	Primary	22%	29%	23%	26%
	Secondary	20%	30%	23%	27%
	Primary + Secondary	20%	30%	22%	27%
	Mth on Mth Variance	-0.5%	+2.2%	-1.0%	-0.8%



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Average Dwell

-0.4% Month on Month	May 24 00:52:39	Jun 24 00:52:26	Variance -00:00:13	Growth -0.4%
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Average Visit Frequency

-5.2% Month on Month	May 24 7.35	Jun 24 6.97	Variance -0.38	Growth -5.2%
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Glossary

Unique Visitor	A person can only be a unique visitor once in a defined time period e.g. once in a month.															
Footfall	Total number of unique visits made to a location by a unique visitor.															
Primary, Secondary, Tertiary Postcodes	Postcode catchment area categories are based on the distance of the postcode from the location and the percentage of footfall and the number of unique visitors to the town. <u>Category</u> Primary: < 2 miles or > 5% Footfall Secondary: > 2 miles & < 25 miles or < 5% footfall with > 10 unique visitors Tertiary: > 25 miles or < 25 miles with < 10 unique visitors															
Postcode Catchment Population	Aggregated population of postcodes with visitors to the town within 10 miles e.g. WA15: 30,000 population, M33: 25,000 population. Total catchment population 55,000.															
Postcode Catchment Conversion	% of the Postcode Catchment Population visiting the location.															
% Visitors By Dwell Time	% of visitors who dwell by time period e.g. 7% of all visitors dwell 6 -12 minutes.															
% Visitors By Social Demographics	% of visitors from Primary and Secondary Postcodes who are classified as social grade AB,C1, C2, DE. Social grade classifications are published by Office for National Statistics (ONS) and are based on occupation, employment status, qualification and full/part time not working. <table border="1"> <thead> <tr> <th><u>Social Grade</u></th> <th><u>Description</u></th> <th><u>% Population</u></th> </tr> </thead> <tbody> <tr> <td>AB:</td> <td>Higher & Intermediate Manager</td> <td>22</td> </tr> <tr> <td>C1:</td> <td>Supervisory, Junior Managerial, Administrative</td> <td>31</td> </tr> <tr> <td>C2:</td> <td>Skilled Manual Occupations</td> <td>21</td> </tr> <tr> <td>DE:</td> <td>Semi-skilled, Unskilled, Unemployed</td> <td>26</td> </tr> </tbody> </table>	<u>Social Grade</u>	<u>Description</u>	<u>% Population</u>	AB:	Higher & Intermediate Manager	22	C1:	Supervisory, Junior Managerial, Administrative	31	C2:	Skilled Manual Occupations	21	DE:	Semi-skilled, Unskilled, Unemployed	26
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