

## Market Drayton Town Centre Monthly Report for Visit Shropshire

All data is anonymised, aggregated and GDPR compliant

### Summary

The monthly footfall in Market Drayton town centre has seen a 1.3% increase on March 2025, and a 2.9% increase with respect to April 2024.

### Footfall

Footfall is measured by the volume of sample unique phones visiting Market Drayton town centre which is then extrapolated to represent the actual volume of visitors. The % change against previous month (March 2025) and previous year (April 2024) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

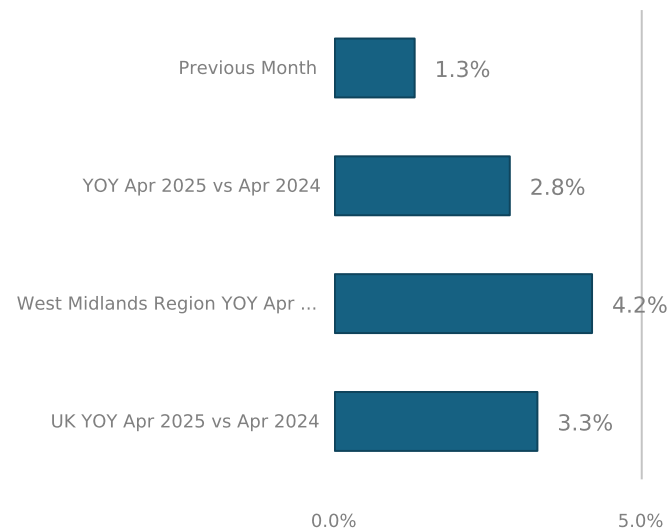


Fig.1 % change in total visits to the town centre

MoM Total Visits

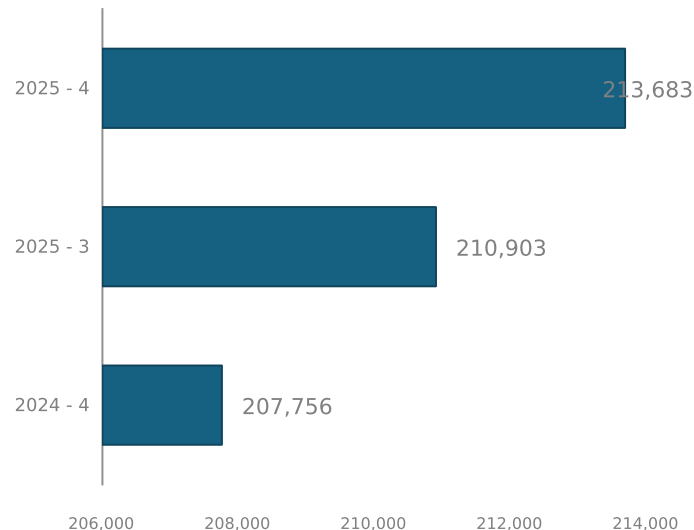


Fig.2 Total visits to the town centre

Daily Visits

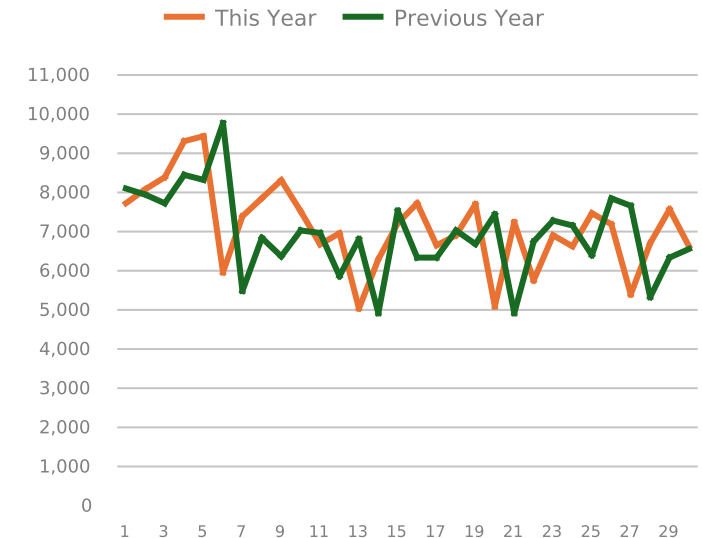


Fig.3 Number of daily visits to the town centre

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## Visitors to Streets

The following charts provide footfall by streets in Market Drayton town centre. Cheshire Street is the busiest road with 71386.940 visits in April 2025 (Fig .4), this was 4.3% higher than April 2024 (Fig. 5) and 14.3% higher than in March 2025. Cheshire Street attracts the most visitors with 24.6 % of all street visits. (Fig .6)

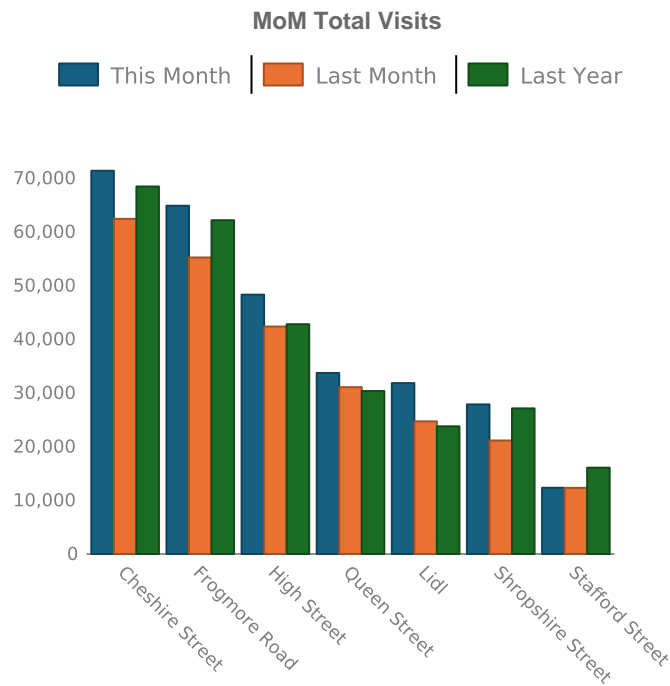


Fig.4 Total visits to street

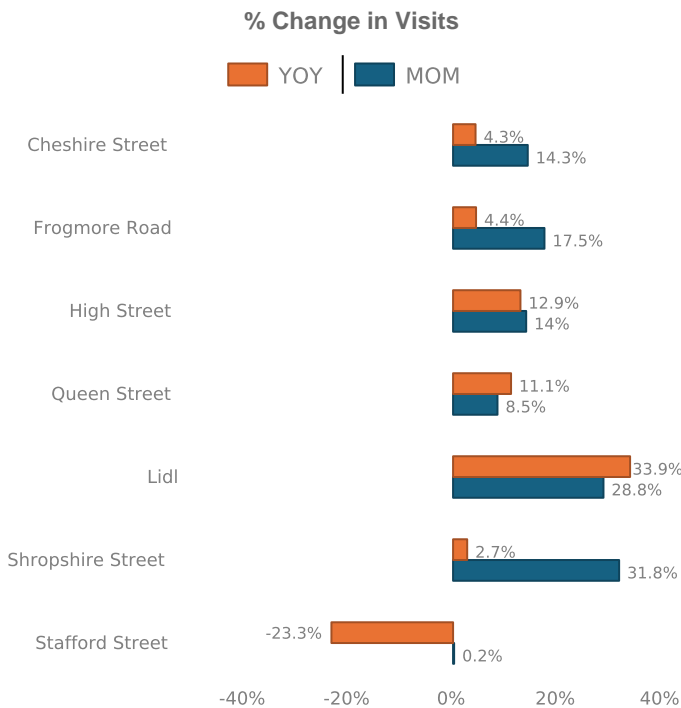


Fig.5 % in visits to street

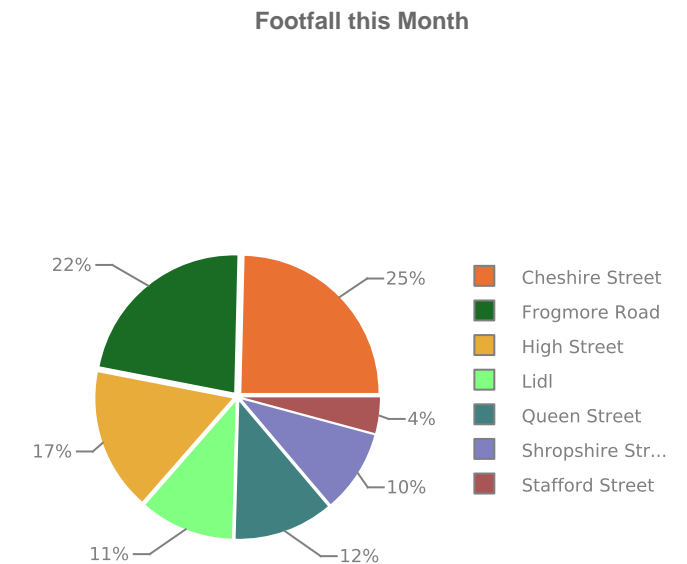


Fig.6 % footfall by street

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## How Long do Visitors Stay For?

Average dwell time in Market Drayton town centre was 53 Minutes in April 2025 (Fig. 7) a decrease of 3 minutes compared to April 2024.

The percentage of visitors by dwell minutes has shown 21.0% of all visitors in April 2025 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 18.3% of all visitors.

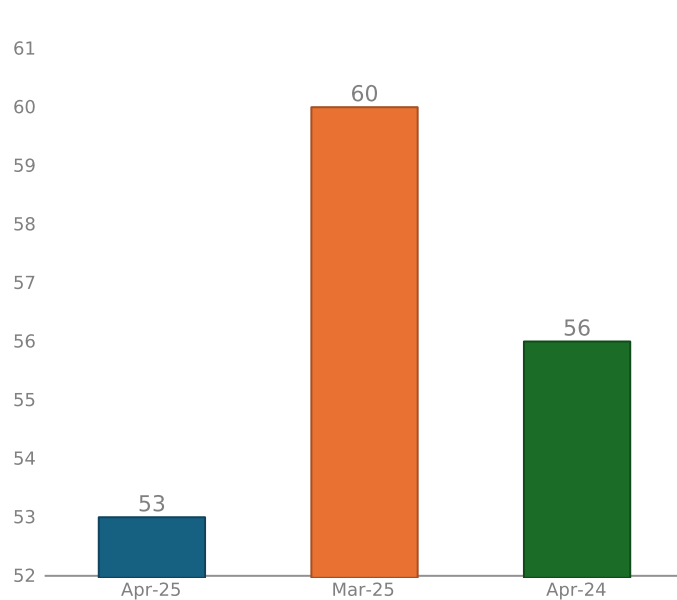


Fig.7 Average dwell time (minutes) in the town centre

Visitor Origin

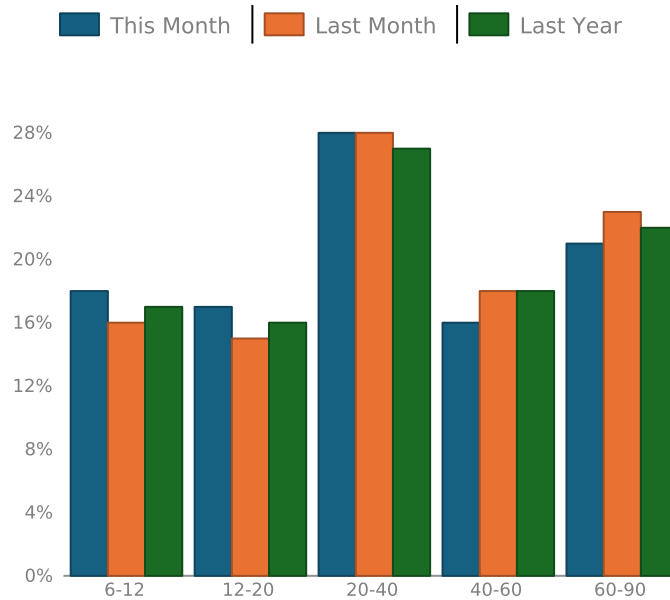


Fig.8 % of visitors by dwell time (minutes)

Volume of Visitors

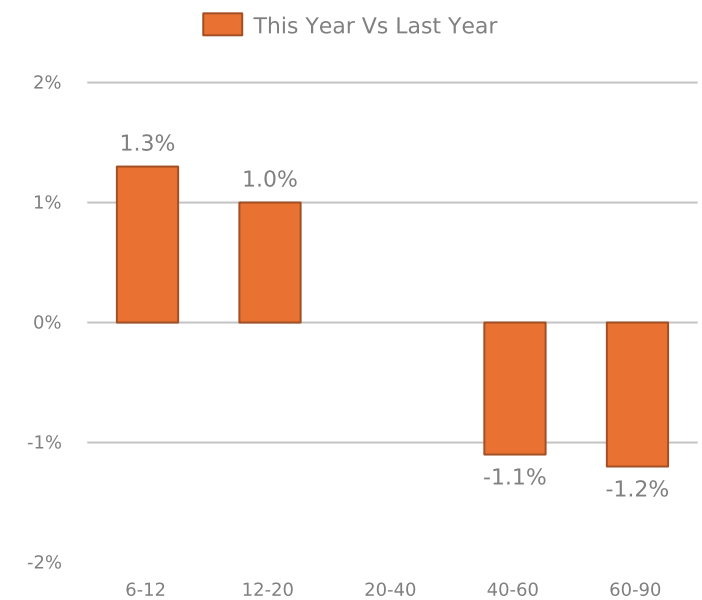


Fig.9 Change in % of visitors by dwell time (minutes)

Change In Volume of Visitors

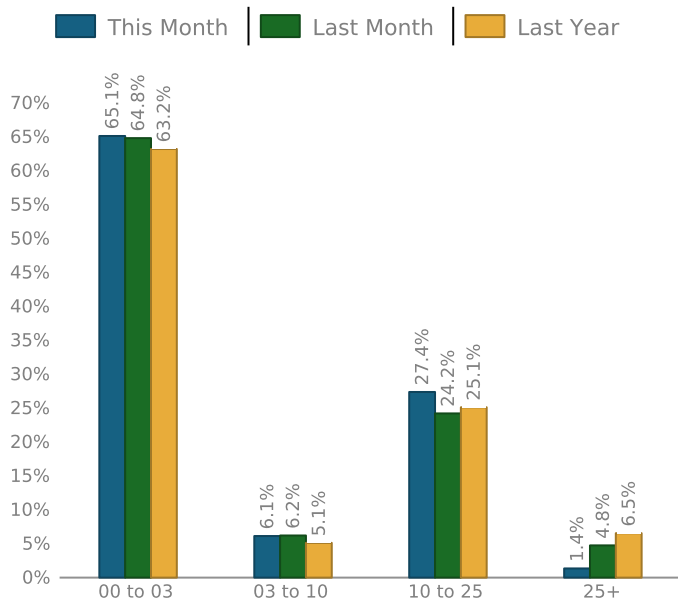


Fig.10 % volume of visitors by origin distance (miles)

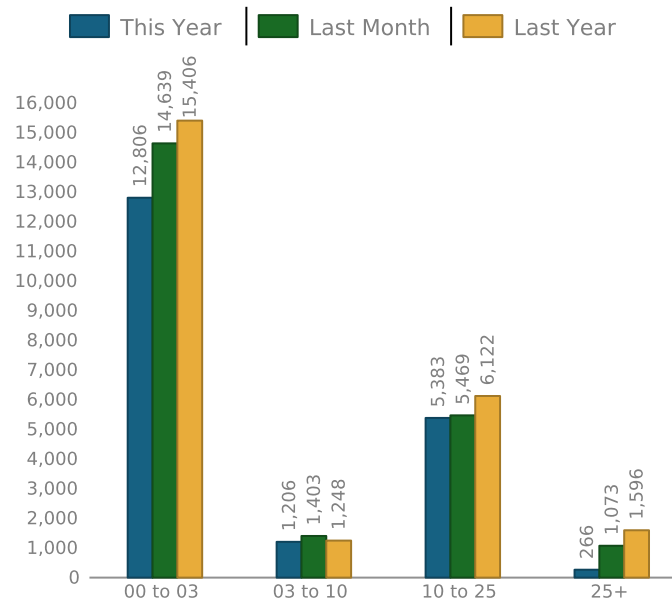


Fig.11 Volume of visitors by origin distance (miles)

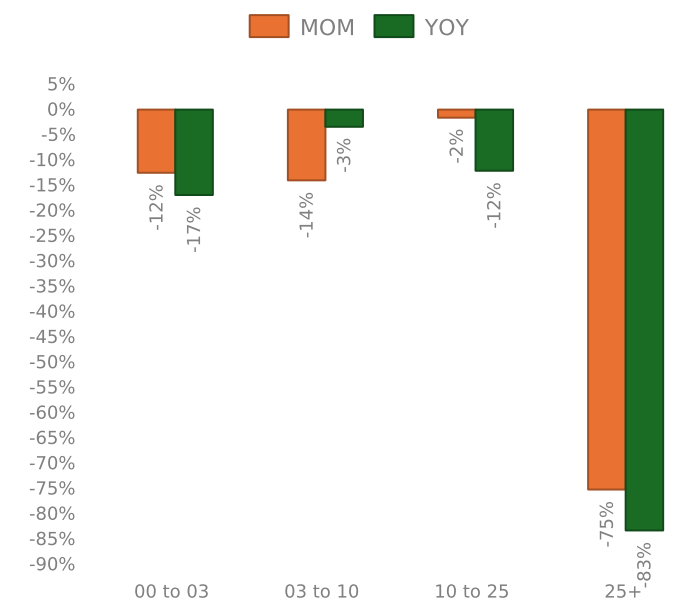


Fig.12 % of visitors by visitor origin distance (miles)

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## Where do visitors with the highest spend potential come from?

TF9 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 2828 in April 2025. Postcode ST5 (Fig. 14) has the largest number of potential high spend visitors totalling 15754. Currently 15754 high spend visitors are from this postcode. In April 2025 23% of all visitors to Market Drayton were classified as high spend potential, 52% medium and 25% low spend potential.

Postcodes providing largest number of High Spend Visitors

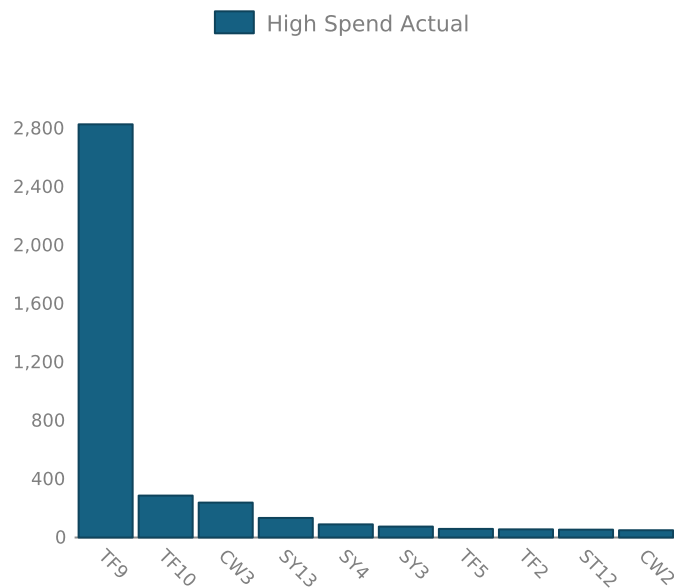


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

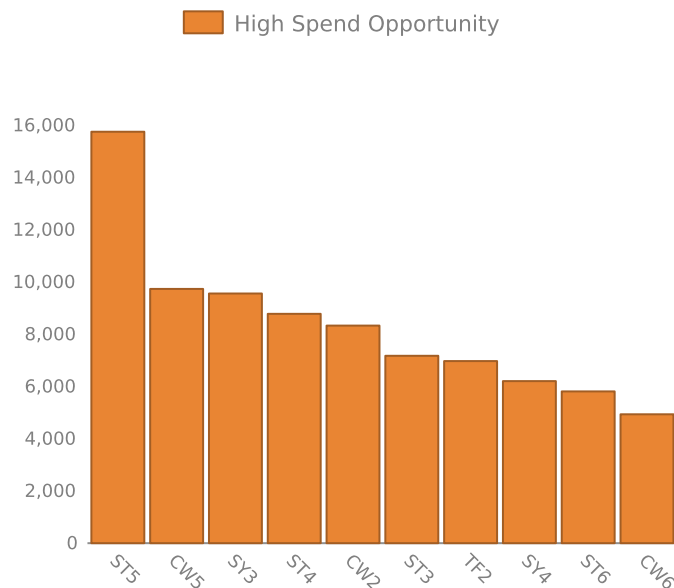


Fig.14 Visitors by postcode district

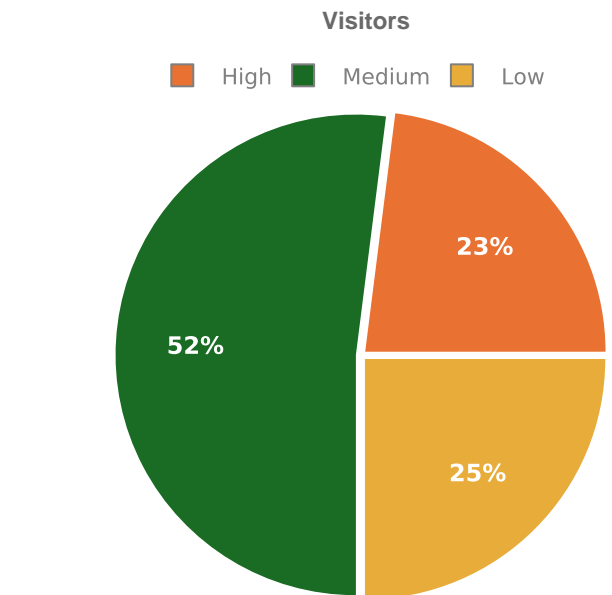


Fig.15 % of visitors by spend potential

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## What is the Index of Multiple Deprivation Decile Profile of Visitors from 0 to 10 miles?

In April 2025, the largest number of visitors came from IMD decile 6 areas(Fig.16), contributing 4922 visitors(Fig.17). The postcode district contributing the largest number of visitors was TF9 which ranked in IMD decile 6(Fig.18).

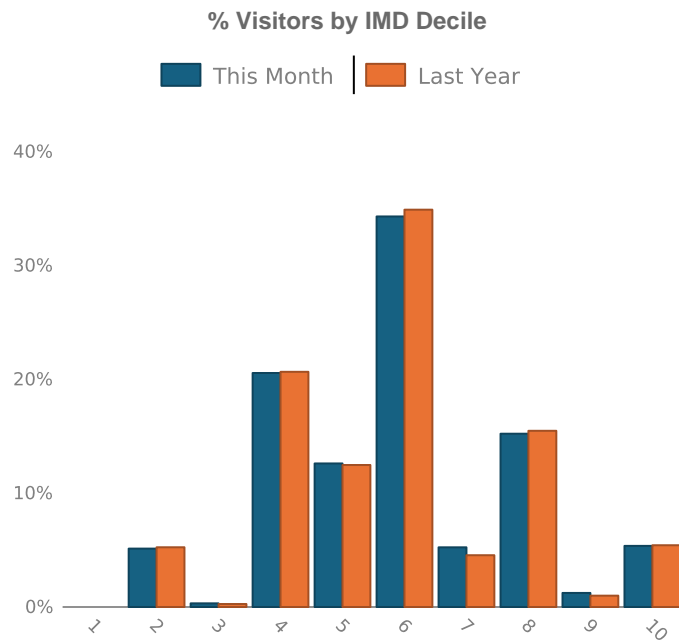


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

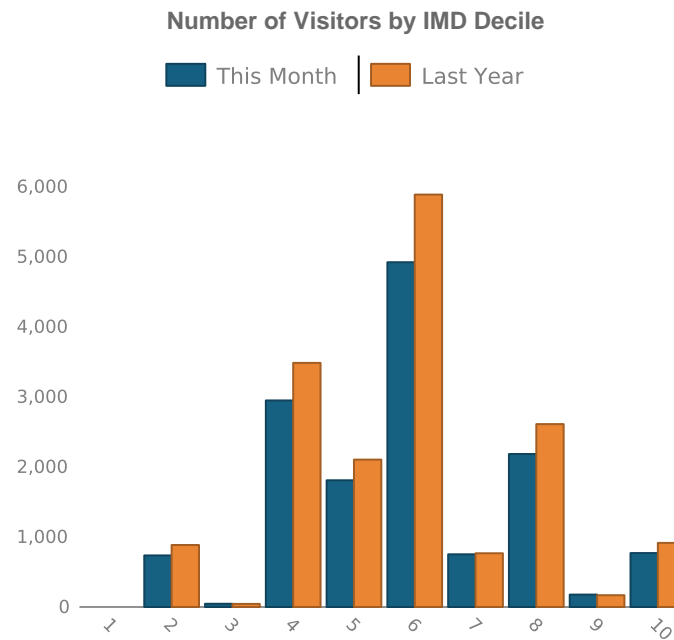


Fig.17 Visitors by Index of Multiple Deprivation Decile

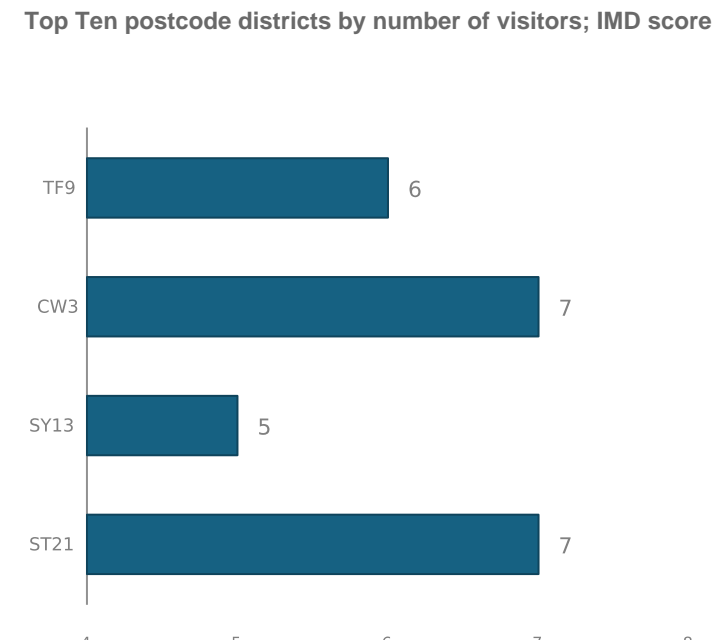


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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## What are visitor incomes?

The average income of the outcode contributing the most visitors is £31720 (Fig.19). The £40040 income group experienced the greatest increase in visitor volume, rising by a 1% share of the nearest 10 postcode districts(Fig.20)

Average Household Income (£GBP) % Visitors

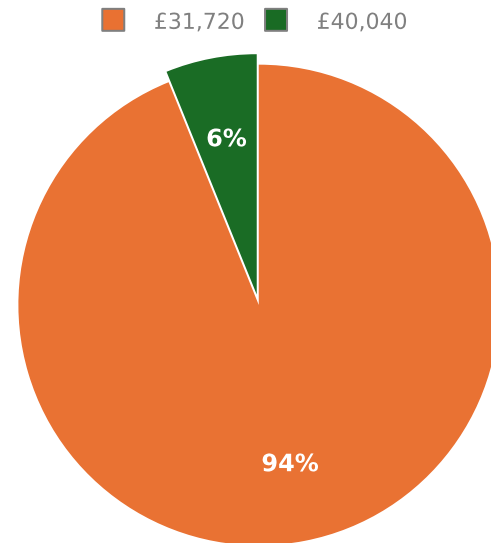


Fig.19 % of Visitors by Average Household Income (£GBP)

Year on Year Change in Visitors by Household Income

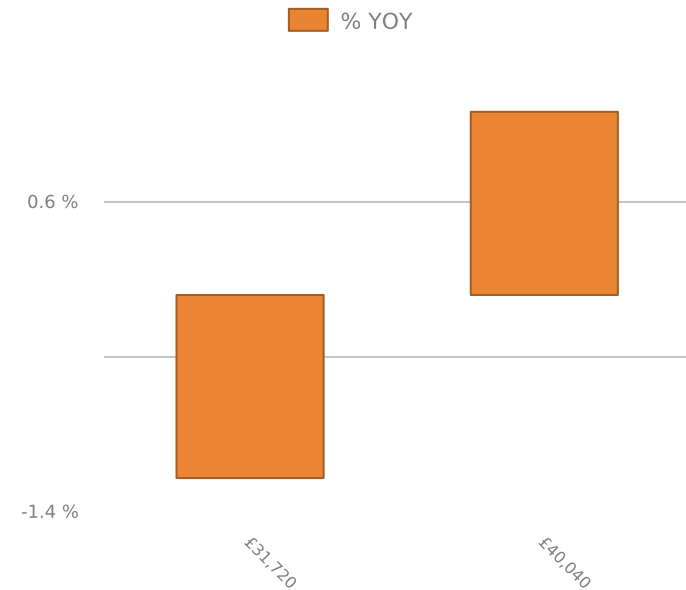


Fig.20 Change in % of visitors by income (£GBP)