

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 2.4% increase on February 2025, and a 2.2% increase with respect to March 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 (February 2025) and previous year (March 2024) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

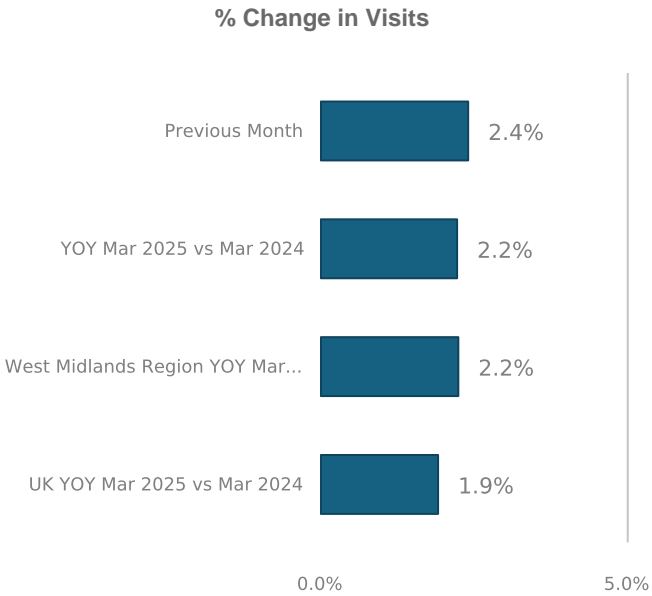


Fig.1 % change in total visits to the town centre

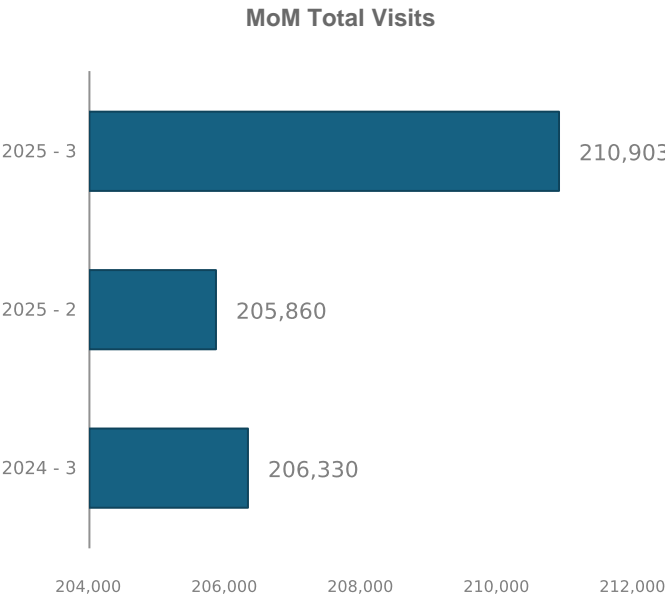


Fig.2 Total visits to the town centre

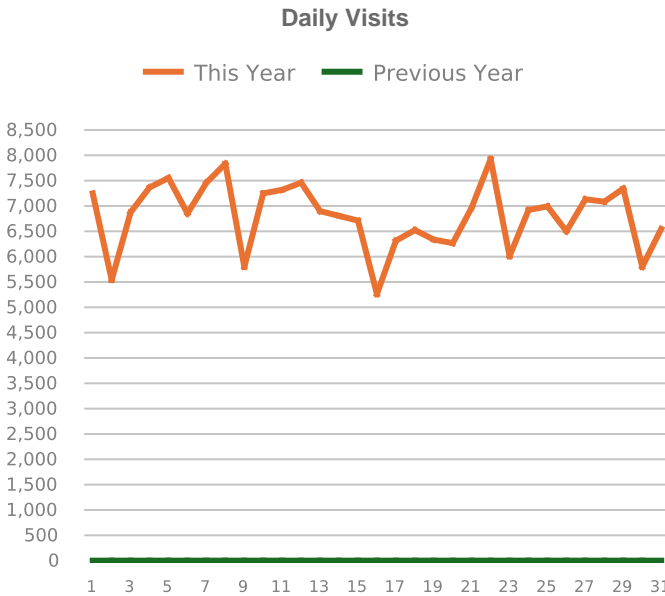


Fig.3 Number of daily visits to the town centre

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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 62429.175 visits in March 2025 (Fig .4), this was -2.3% lower than March 2024 (Fig. 5) and -11.8% lower than in February 2025. Cheshire Street attracts the most visitors with 25.0 % of all street visits. (Fig .6)

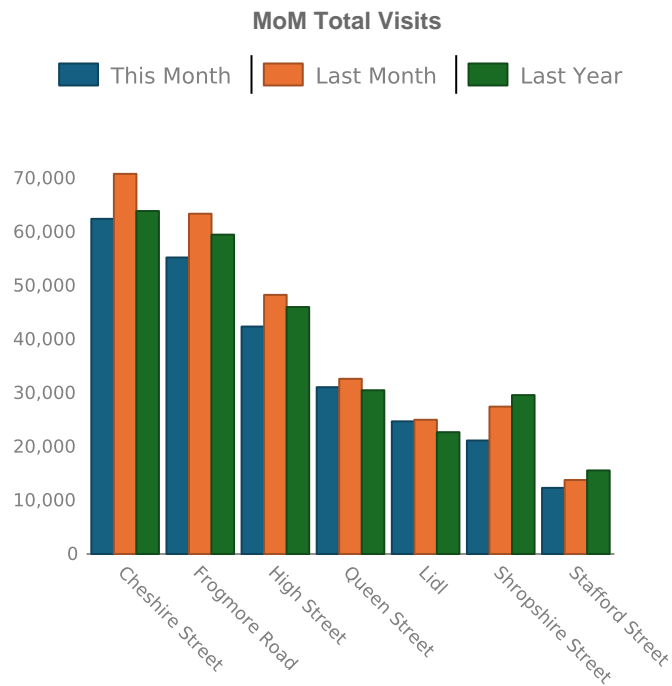


Fig.4 Total visits to street

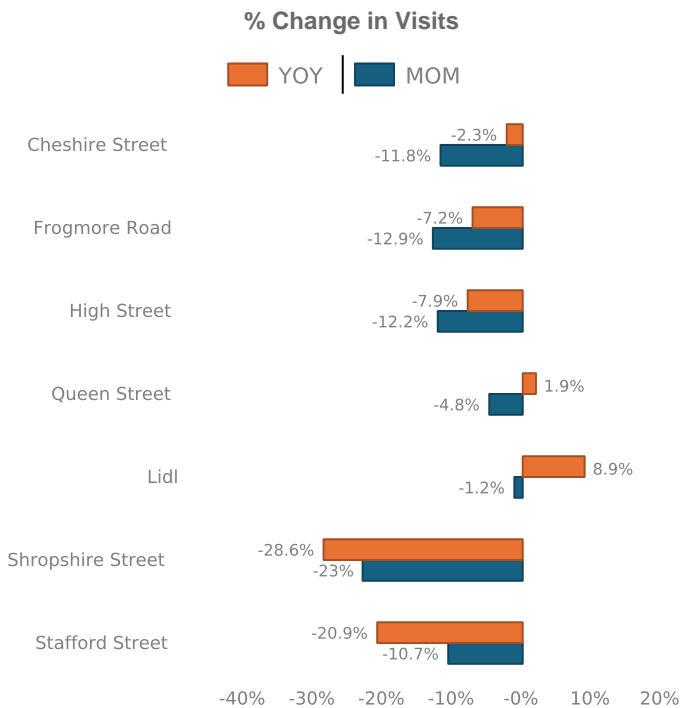


Fig.5 % in visits to street

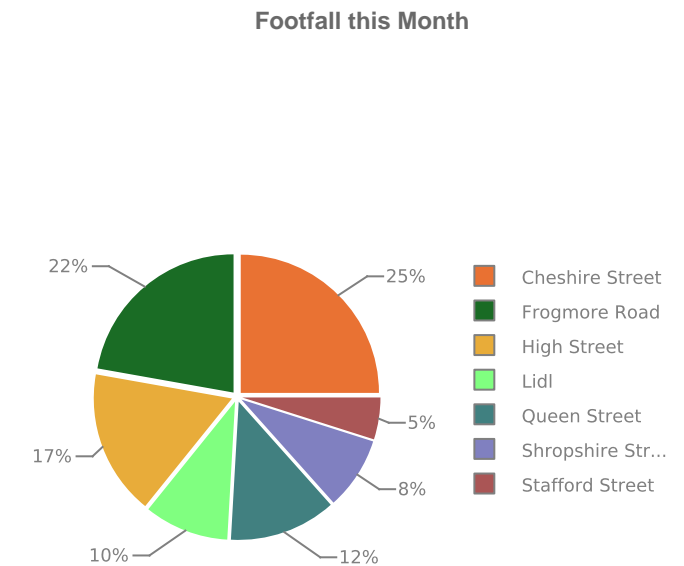


Fig.6 % footfall by street

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How Long do Visitors Stay For?

Average dwell time in Market Drayton town centre was 60 Minutes in March 2025 (Fig. 7) an increase of 7 minutes compared to March 2024.

The percentage of visitors by dwell minutes has shown 22.7% of all visitors in March 2025 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 15.7% of all visitors.

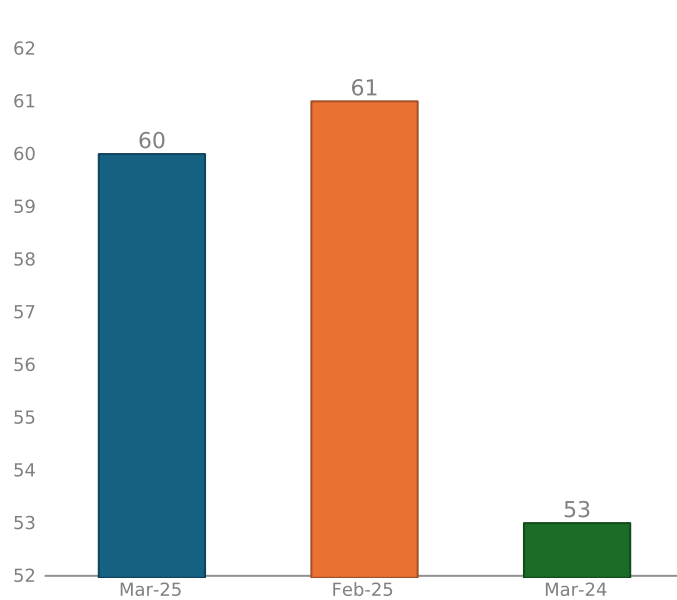


Fig.7 Average dwell time (minutes) in the town centre

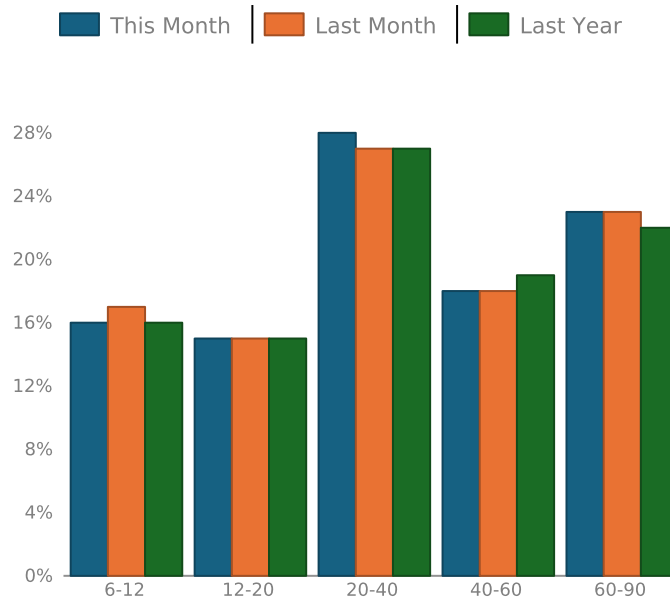


Fig.8 % of visitors by dwell time (minutes)

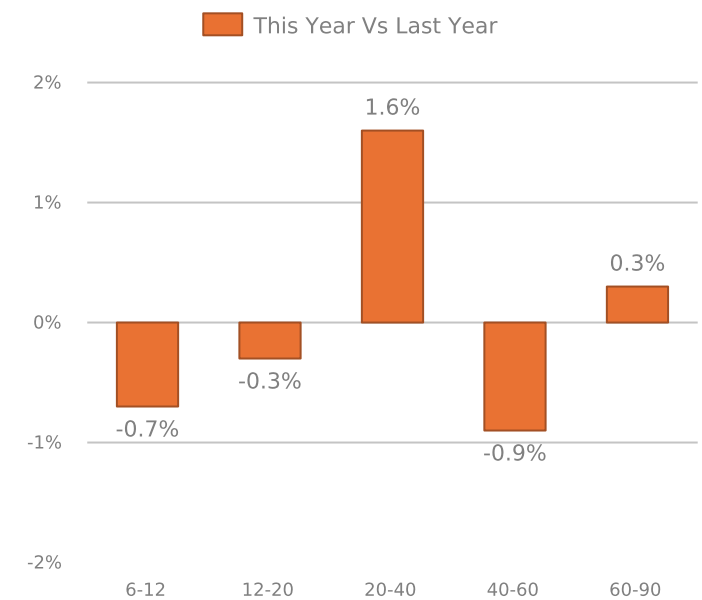


Fig.9 Change in % of visitors by dwell time (minutes)

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Where Do Visitors Come From?

The total number of visitors to Market Drayton town centre has decreased from 23998 in March 2024 to 22584 in March 2025. The proportion of visitors residing within 3 miles has fallen from 65.03% (Fig . 12) in February 2025 to 64.82% in March 2025.

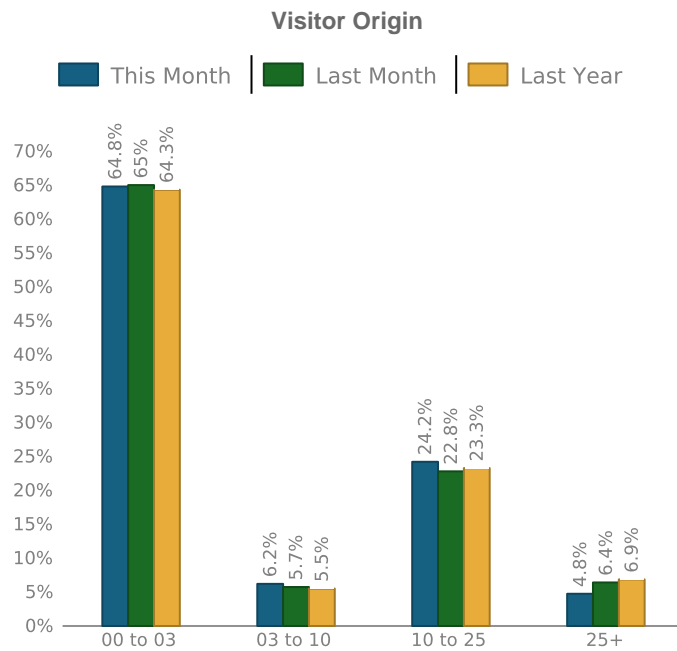


Fig.10 % volume of visitors by origin distance (miles)

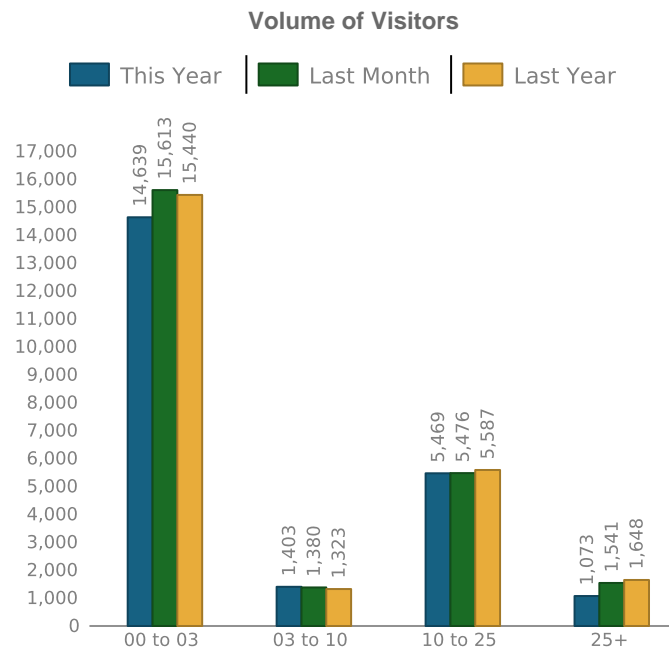


Fig.11 Volume of visitors by origin distance (miles)

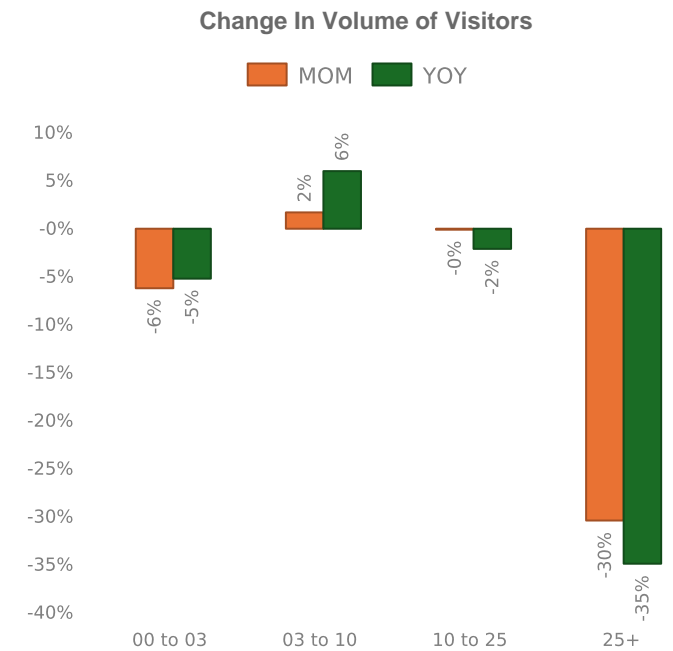


Fig.12 % of visitors by visitor origin distance (miles)

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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 3232 in March 2025. Postcode ST5 (Fig. 14) has the largest number of potential high spend visitors totalling 15755. Currently 15755 high spend visitors are from this postcode. In March 2025 22% of all visitors to Market Drayton were classified as high spend potential, 52% medium and 26% low spend potential.

Postcodes providing largest number of High Spend Visitors

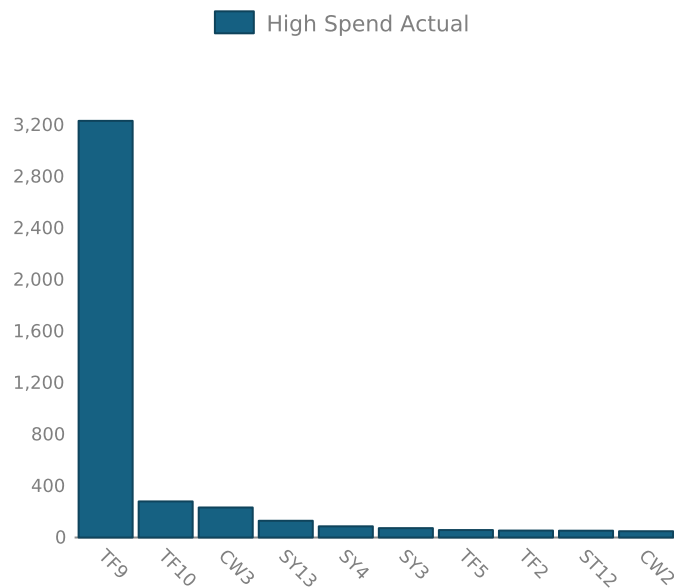


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

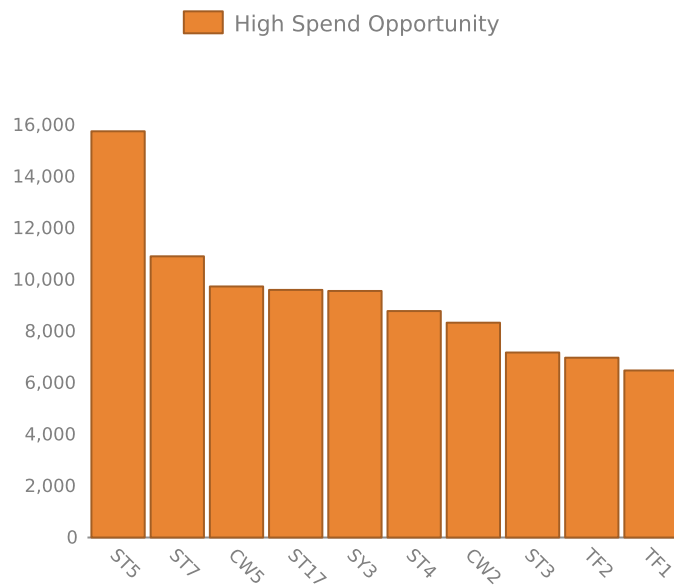


Fig.14 Visitors by postcode district

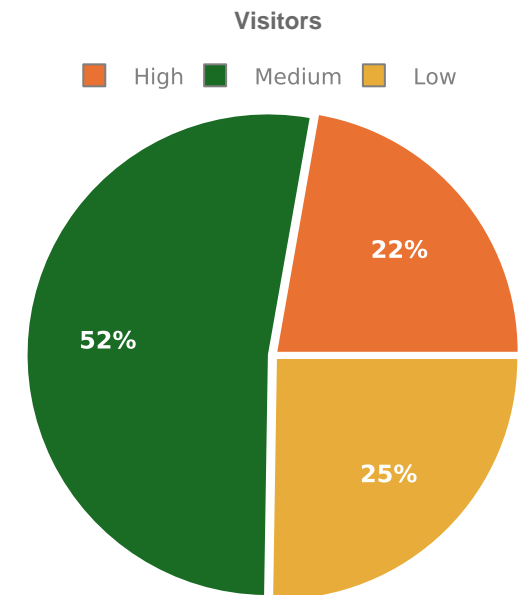


Fig.15 % of visitors by spend potential

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

In March 2025, the largest number of visitors came from IMD decile 6 areas(Fig.16), contributing 5604 visitors(Fig.17). The postcode district contributing the largest number of visitors was TF9 which ranked in IMD decile 6(Fig.18).

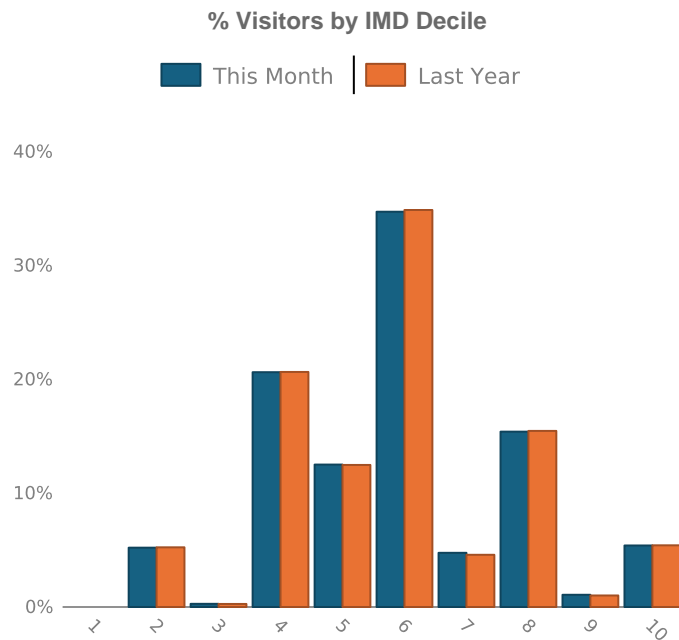


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

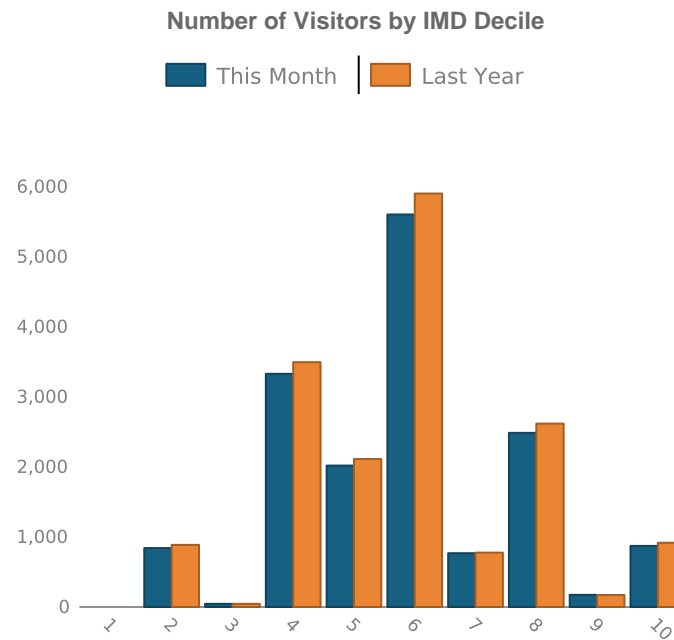


Fig.17 Visitors by Index of Multiple Deprivation Decile

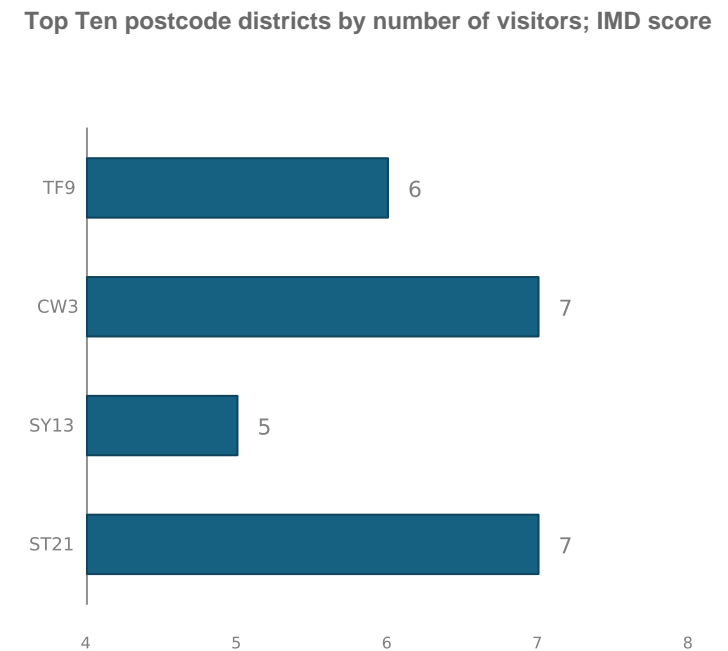


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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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 0.3% share of the nearest 10 postcode districts(Fig.20)

Average Household Income (£GBP) % Visitors

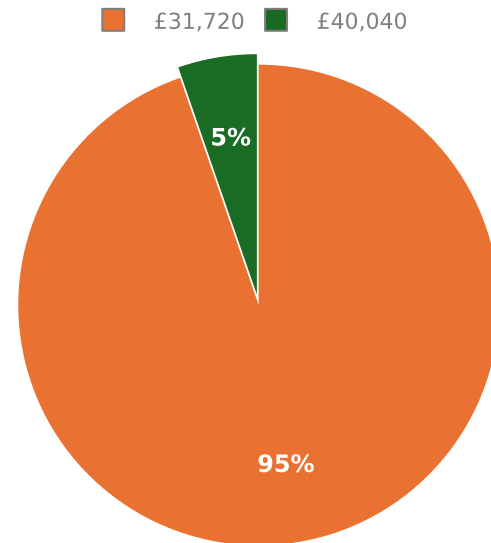


Fig.19 % of Visitors by Average Household Income (£GBP)

Year on Year Change in Visitors by Household Income

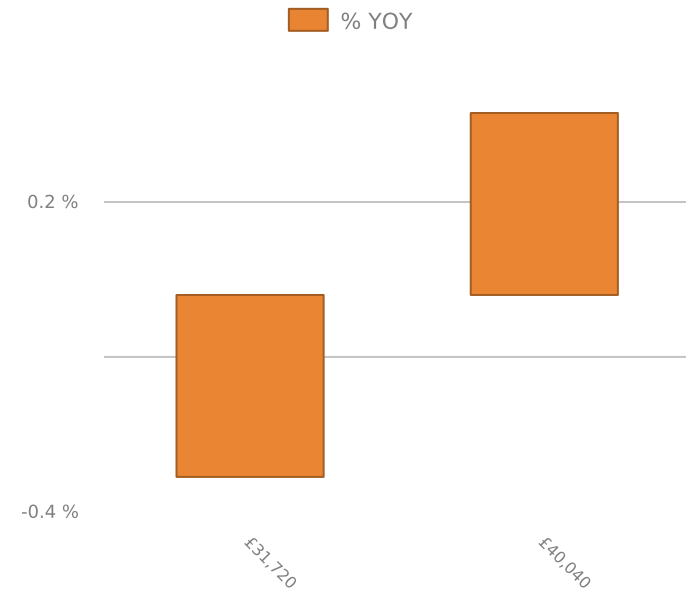


Fig.20 Change in % of visitors by income (£GBP)