

## 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 -3.2% decrease on April 2025, and a -0.4% decrease with respect to May 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 (April 2025) and previous year (May 2024) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

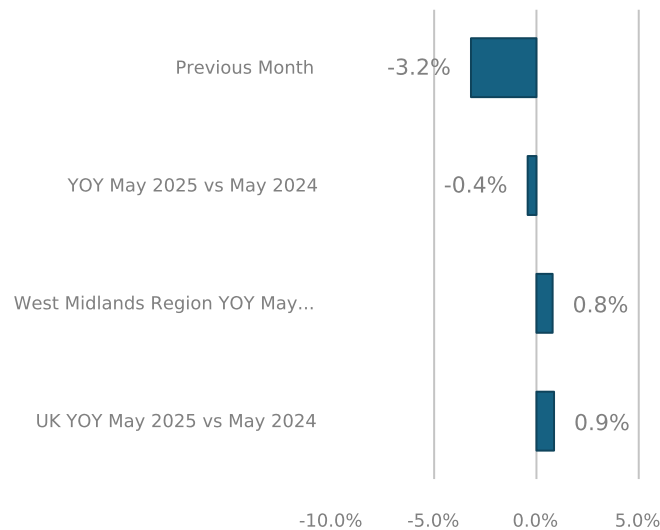


Fig.1 % change in total visits to the town centre

MoM Total Visits

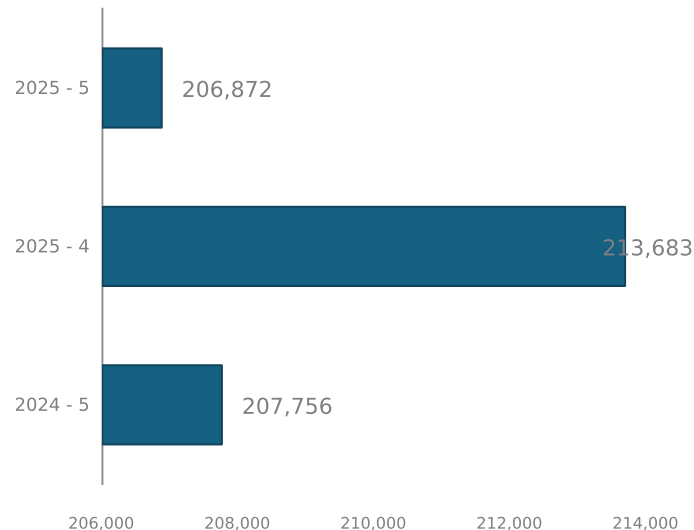


Fig.2 Total visits to the town centre

Daily Visits

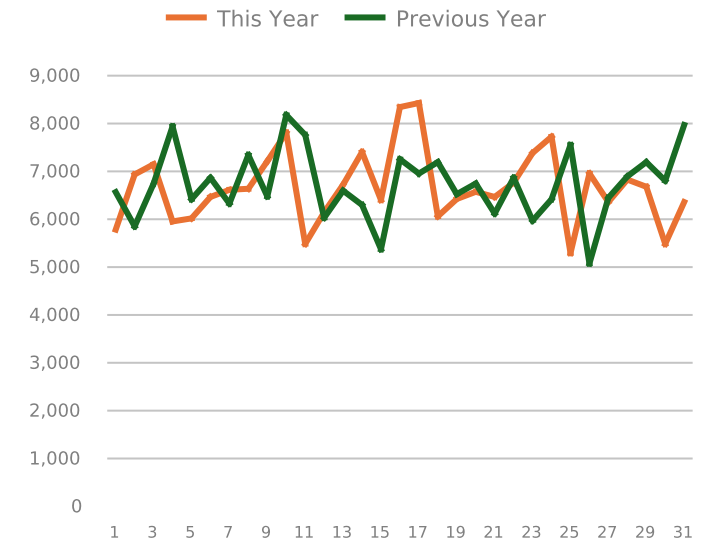


Fig.3 Number of daily visits to the town centre

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## How Long do Visitors Stay For?

Average dwell time in Market Drayton town centre was 54 Minutes in May 2025 (Fig. 7) an increase of 1 minutes compared to May 2024.

The percentage of visitors by dwell minutes has shown 21.9% of all visitors in May 2025 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 18.0% of all visitors.

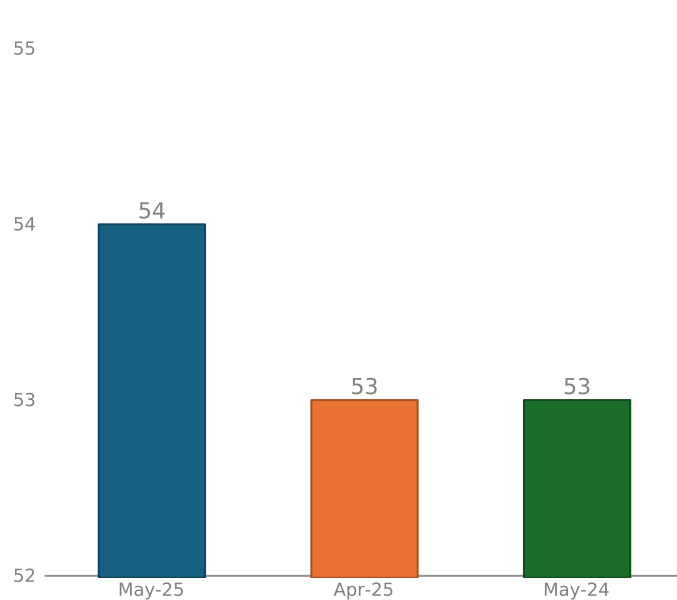


Fig.7 Average dwell time (minutes) in the town centre

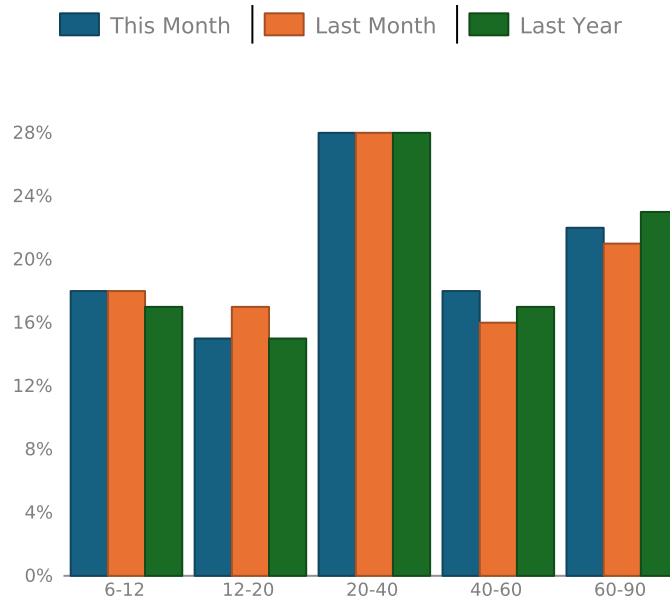


Fig.8 % of visitors by dwell time (minutes)

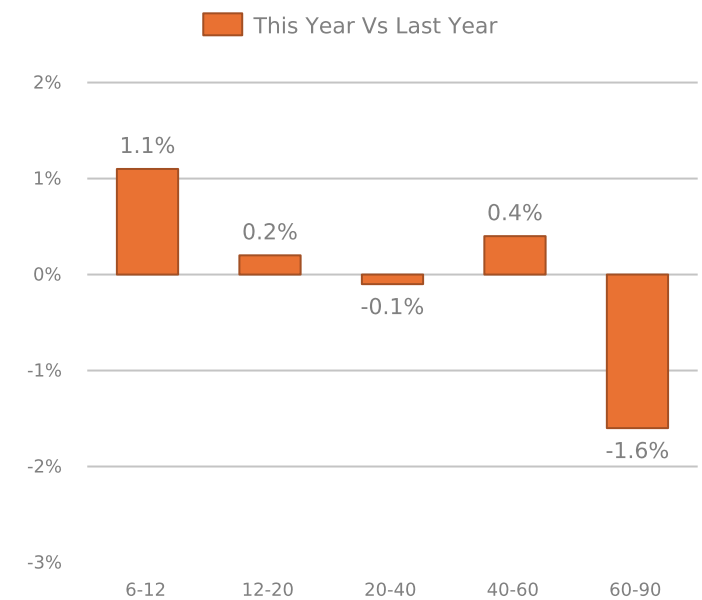


Fig.9 Change in % of visitors by dwell time (minutes)

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## Where Do Visitors Come From?

The total number of visitors to Market Drayton town centre has increased from 178593 in May 2024 to 180327 in May 2025. The proportion of visitors residing within 3 miles has fallen from 80.18% (Fig . 12) in April 2025 to 79.35% in May 2025.

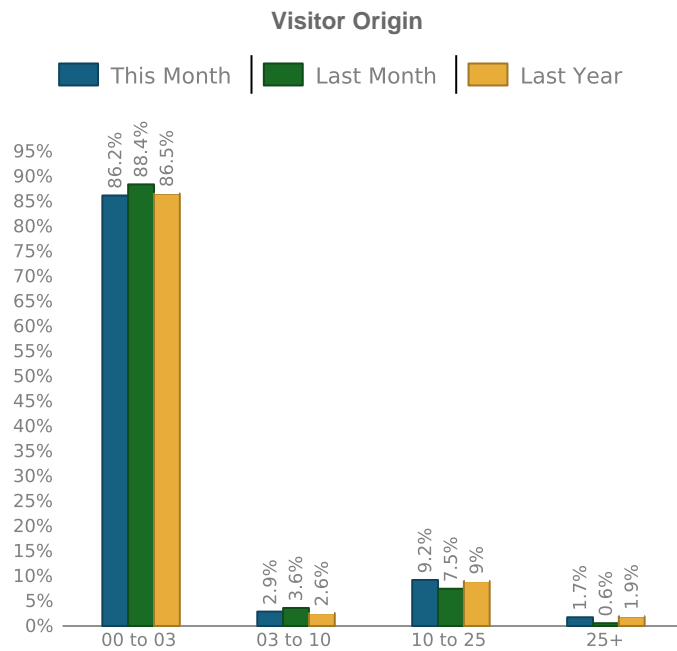


Fig.10 % volume of visitors by origin distance (miles)

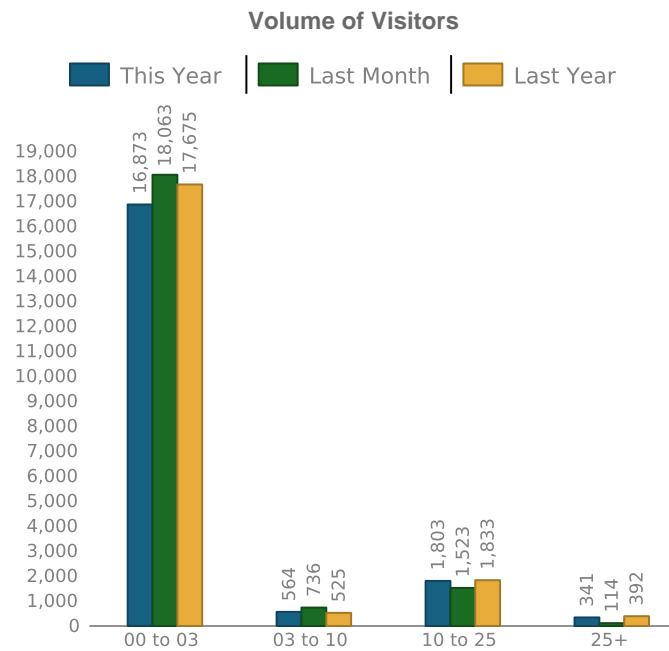


Fig.11 Volume of visitors by origin distance (miles)

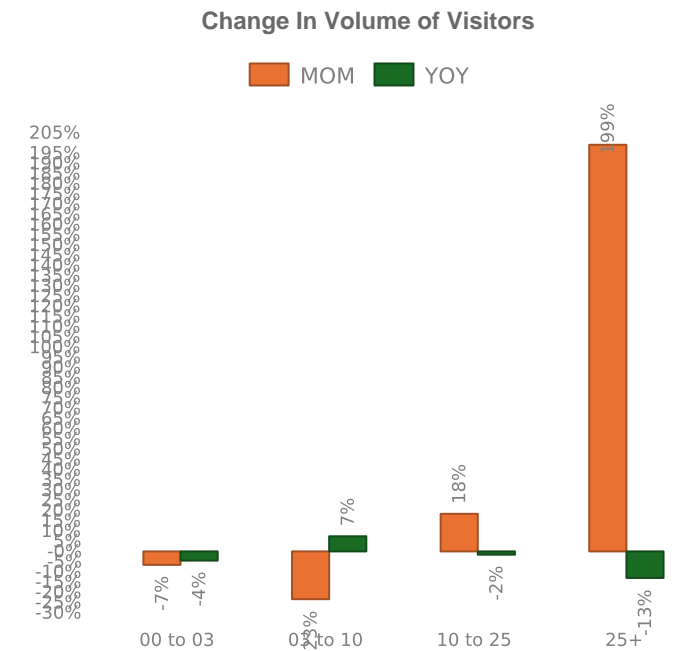


Fig.12 % of visitors by visitor origin distance (miles)

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

In May 2025, the largest number of visitors came from IMD decile 6 areas(Fig.16), contributing 10087 visitors(Fig.17). The postcode district contributing the largest number of visitors was TF9 which ranked in IMD decile 6(Fig.18).

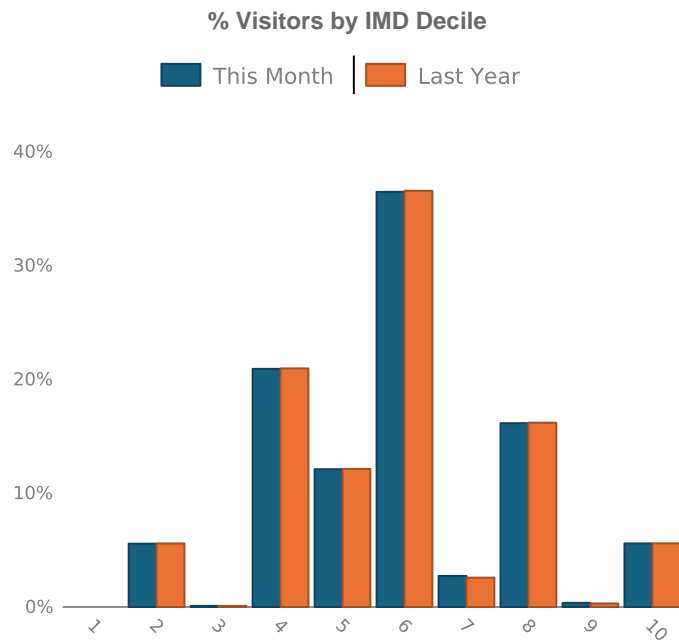


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

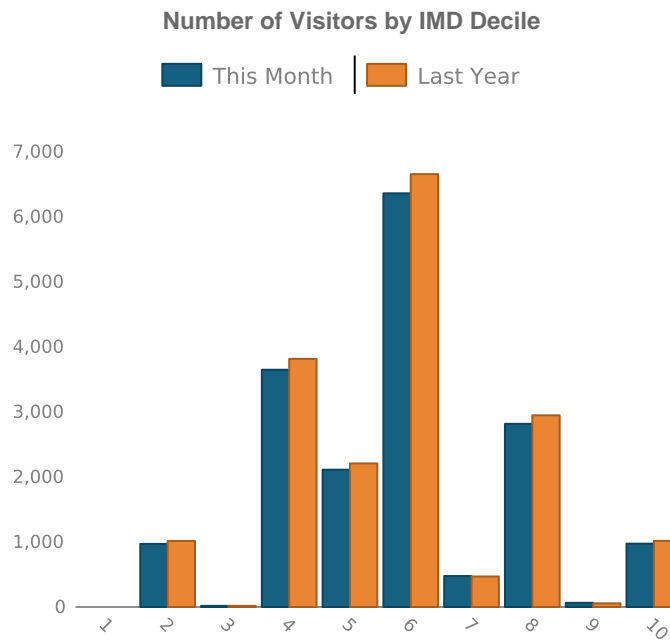


Fig.17 Visitors by Index of Multiple Deprivation Decile

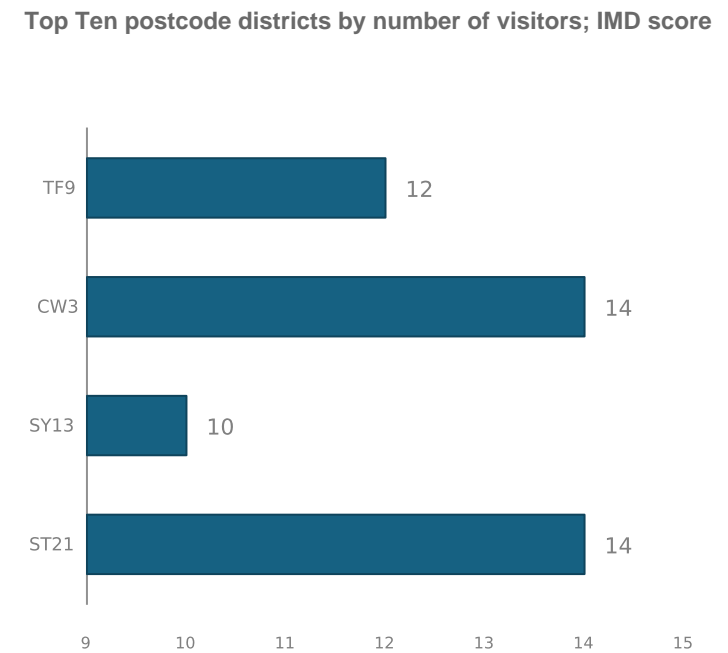


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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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

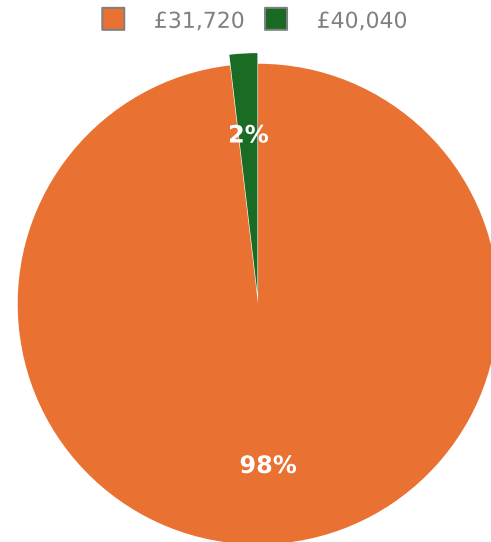


Fig.19 % of Visitors by Average Household Income (£GBP)

Year on Year Change in Visitors by Household Income

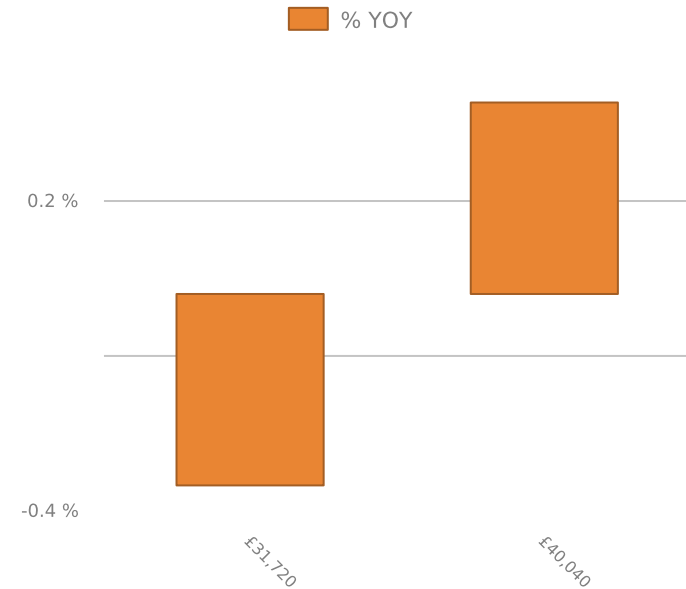


Fig.20 Change in % of visitors by income (£GBP)