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 8.0% increase on August 2025, and a -3.5% decrease with respect to September 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 (August 2025) and previous year (September 2024) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

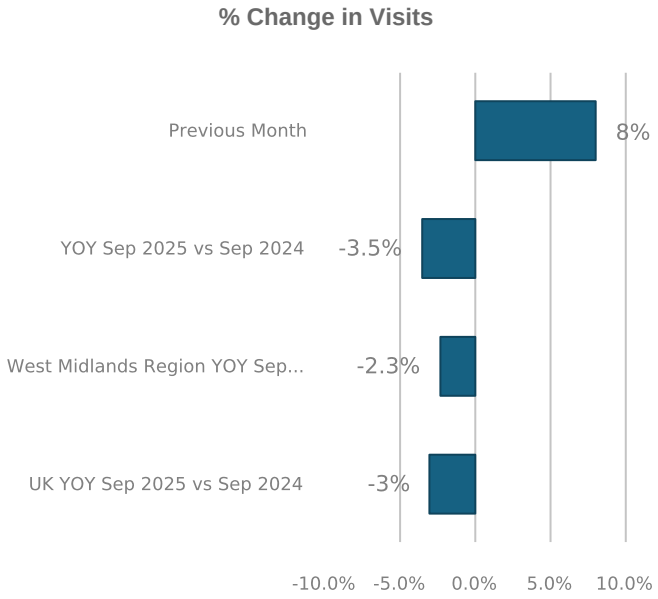

Fig.1 % change in total visits to the town centre

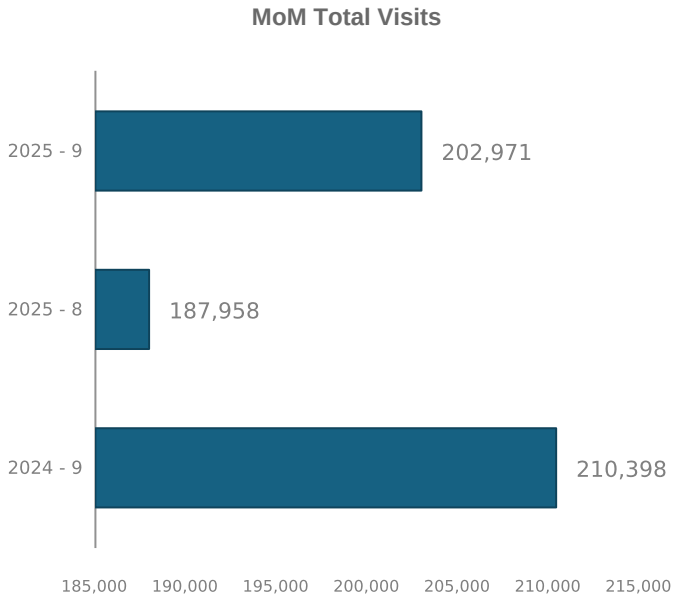

Fig.2 Total visits to the town centre

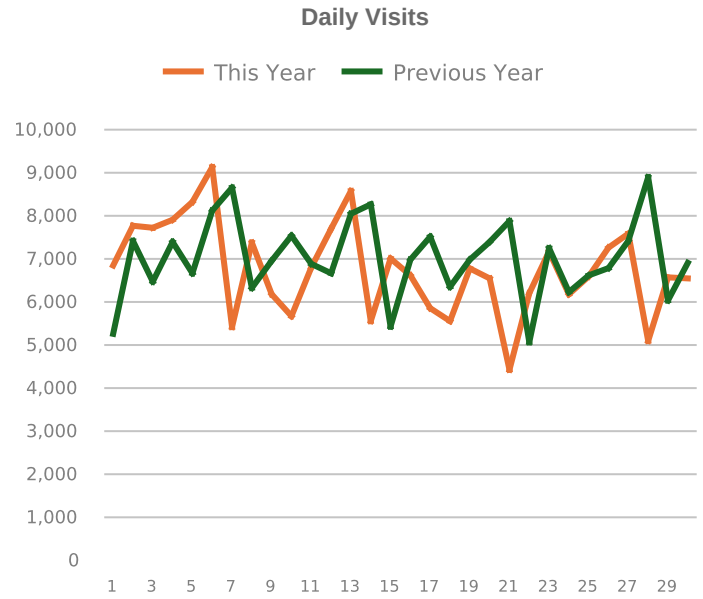

Fig.3 Number of daily visits to the town centre

Visitors to Streets

The following charts provide footfall by streets in Market Drayton town centre. Cheshire Street is the busiest road with 71,459 visits in September 2025 (Fig .4), this was 0.8% higher than September 2024 (Fig. 5) and 14.6% higher than in August 2025. Cheshire Street attracts the most visitors with 27.8 % of all street visits. (Fig .6)

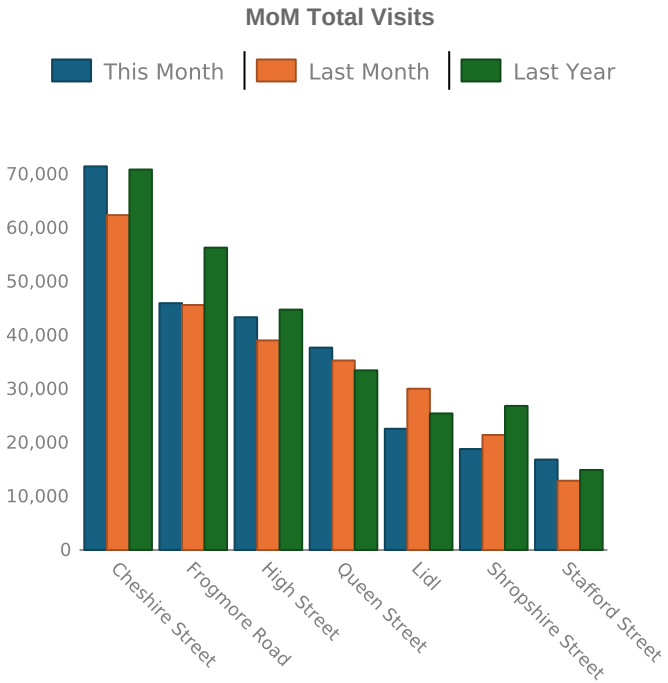

Fig.4 Total visits to street

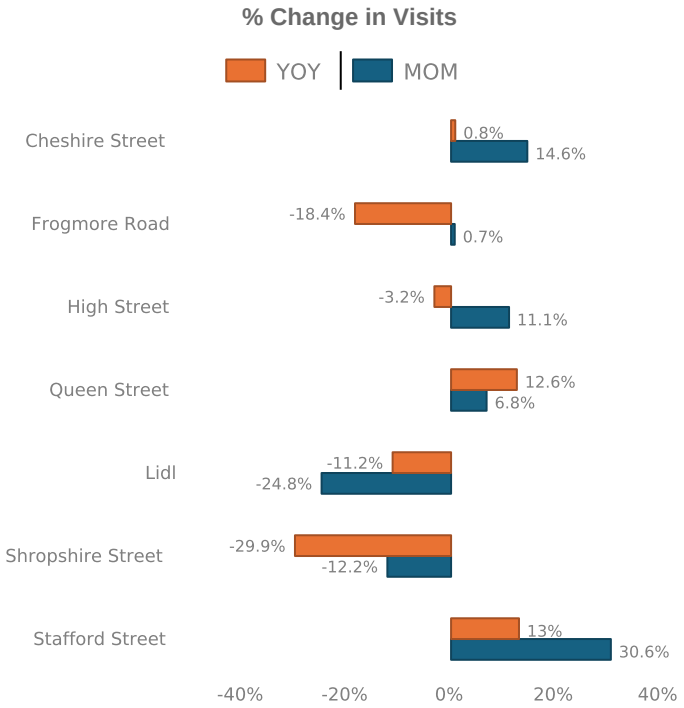

Fig.5 % in visits to street

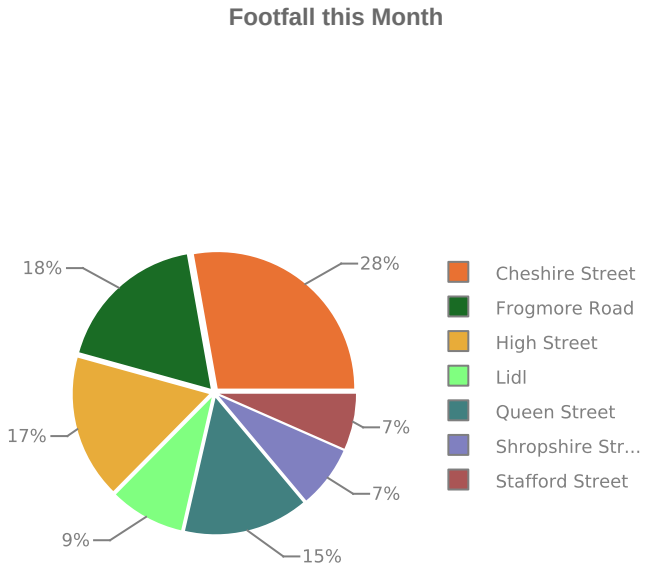

Fig.6 % footfall by street

How Long do Visitors Stay For?

Average dwell time in Market Drayton town centre was 101 Minutes in September 2025 (Fig. 7) an increase of 44 minutes compared to September 2024.
The percentage of visitors by dwell minutes has shown 25.4% of all visitors in September 2025 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 15.9% of all visitors.

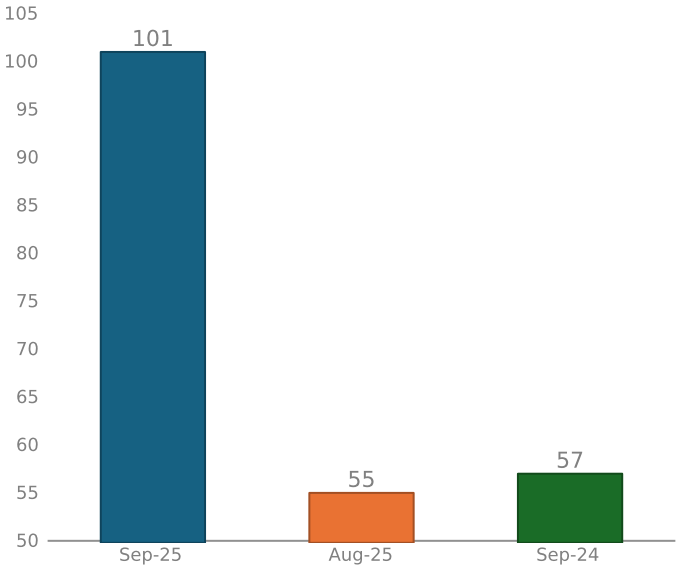

Fig.7 Average dwell time (minutes) in the town centre

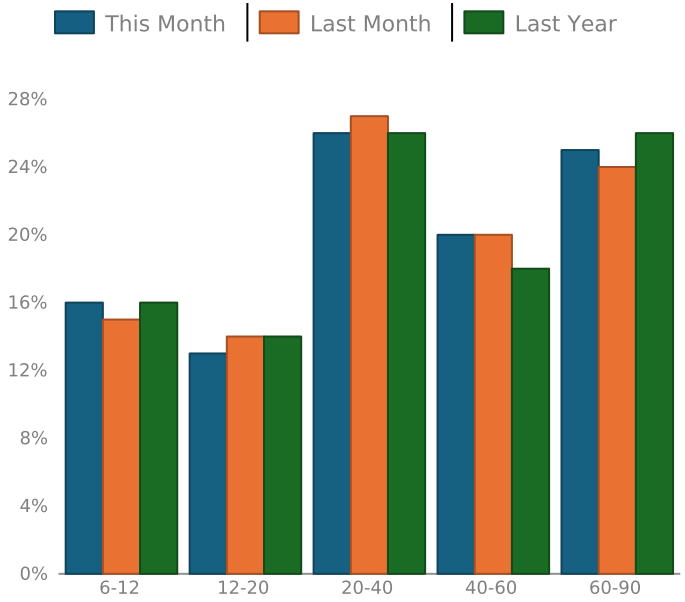

Fig.8 % of visitors by dwell time (minutes)

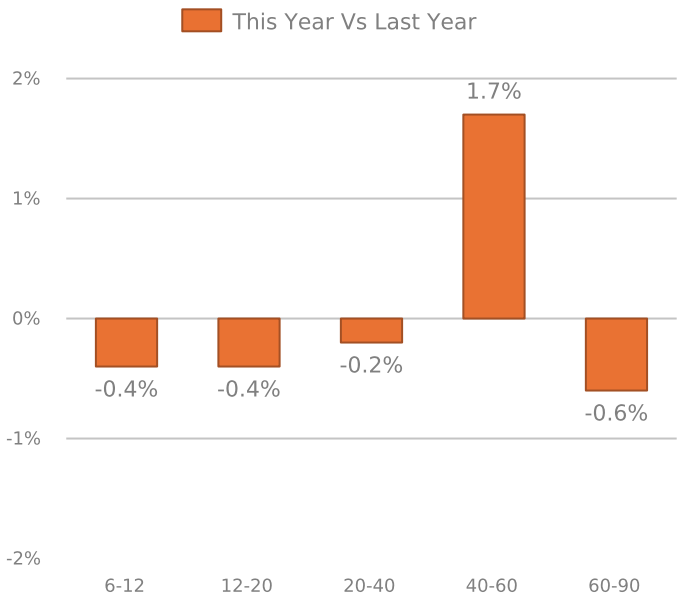

Fig.9 Change in % of visitors by dwell time (minutes)

Where Do Visitors Come From?

The total number of visitors to Market Drayton town centre has decreased from 19,994 in September 2024 to 19,160 in September 2025. The proportion of visitors residing within 3 miles has fallen from 86.78% (Fig . 12) in August 2025 to 85.43% in September 2025.

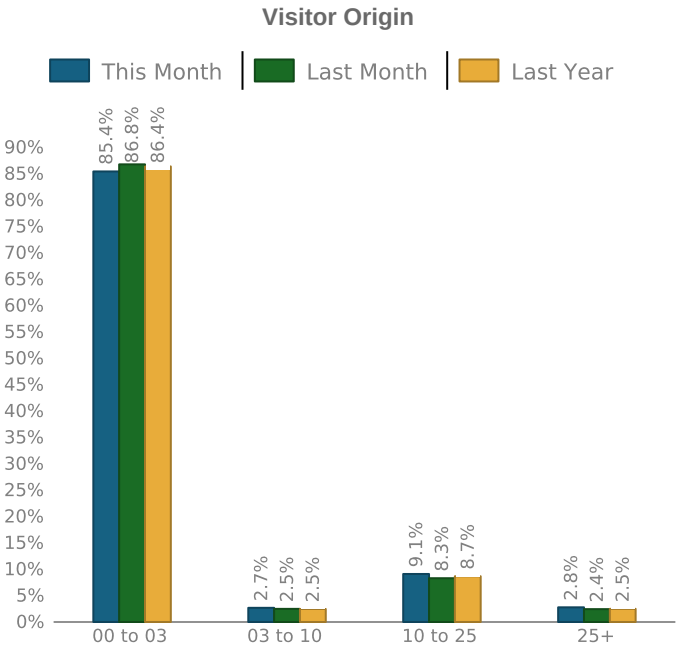

Fig.10 % volume of visitors by origin distance (miles)

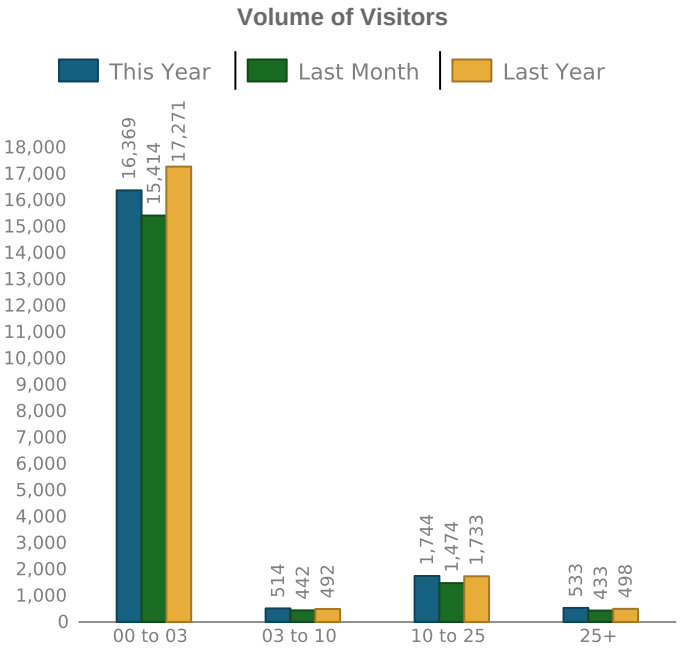

Fig.11 Volume of visitors by origin distance (miles)

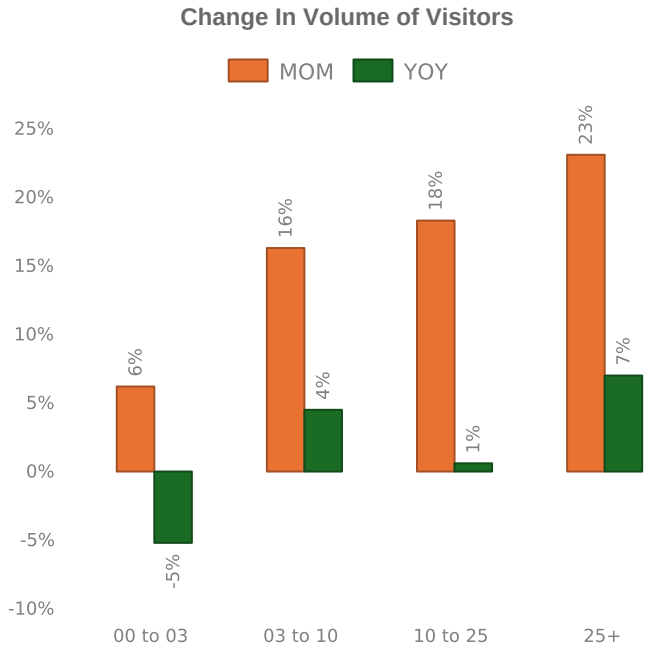

Fig.12 % of visitors by visitor origin distance (miles)

Where do visitors with the highest spend potential come from?

TF9 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 3,557 in September 2025. Postcode ST5 (Fig. 14) has the largest number of potential high spend visitors totalling 15,757. Currently 9 high spend visitors are from this postcode. In September 2025 22% of all visitors to Market Drayton were classified as high spend potential, 52% medium and 26% low spend potential.

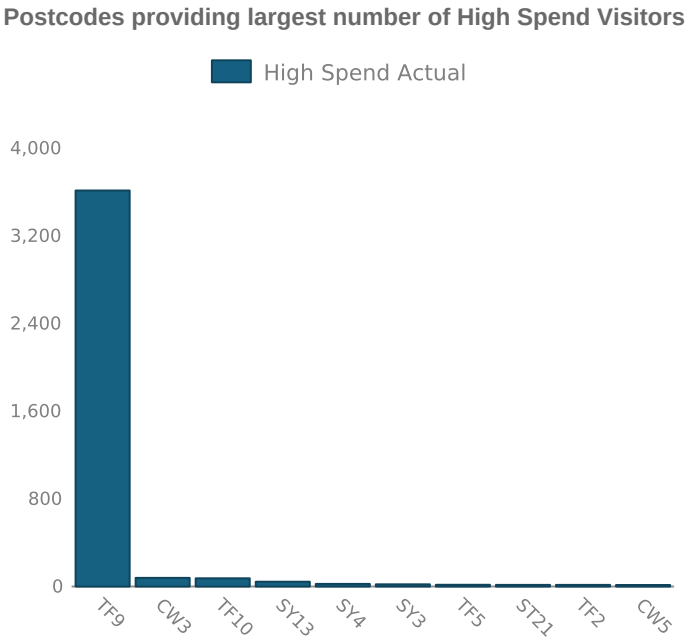

Fig.13 Visitors by postcode district

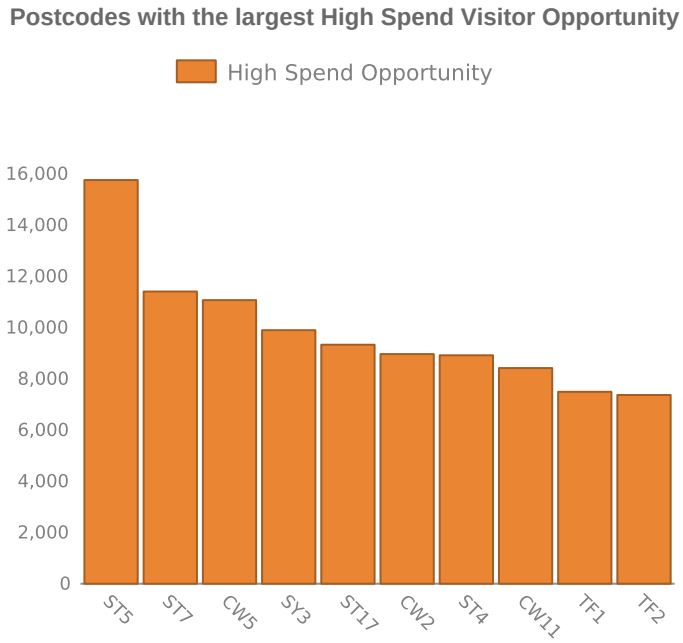

Fig.14 Visitors by postcode district

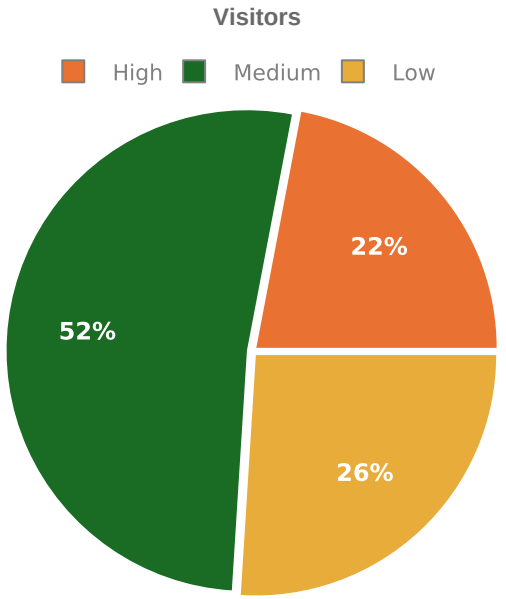

Fig.15 % of visitors by spend potential

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

In September 2025, the largest number of visitors came from IMD decile 6 areas(Fig.16), contributing 9,870 visitors(Fig.17). The postcode district contributing the largest number of visitors was TF9 which ranked in IMD decile 6(Fig.18).

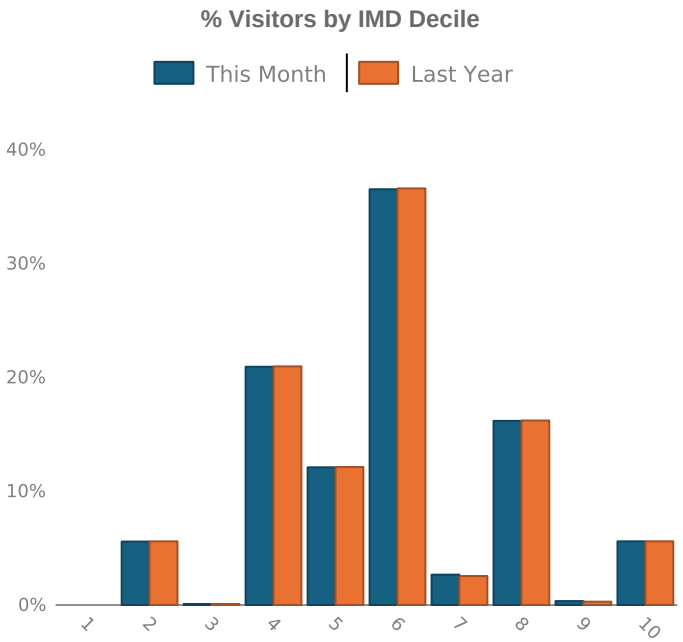

Fig.16 % of Visitors by Index of Multiple Deprivation Decile

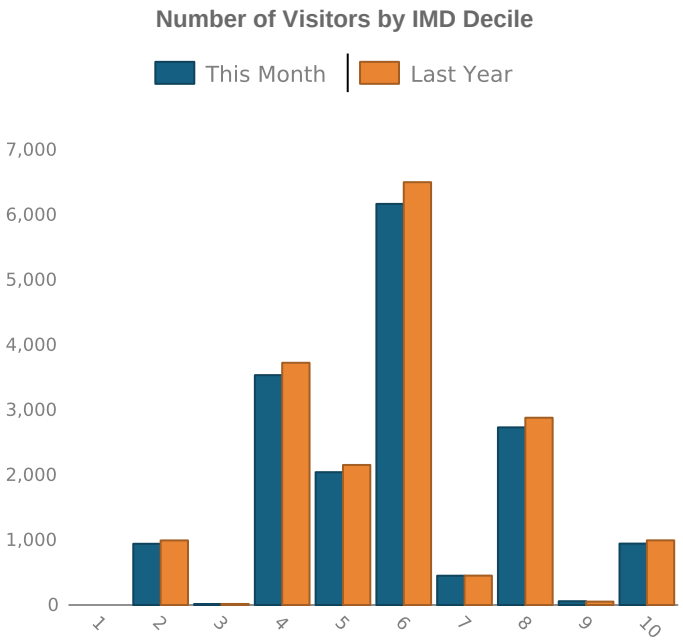

Fig.17 Visitors by Index of Multiple Deprivation Decile

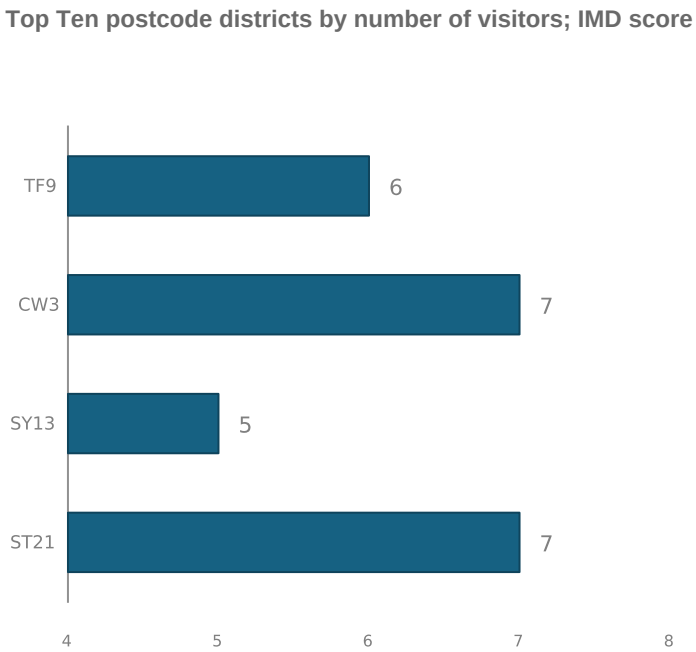

Fig.18 Top Ten postcode districts by number of visitors; IMD score

What are visitor incomes?

The average income of the outcode contributing the most visitors is £31,720 (Fig.19). The £40,040 income group experienced the greatest increase in visitor volume, rising by a 0.2% share of the nearest 10 postcode districts(Fig.20)

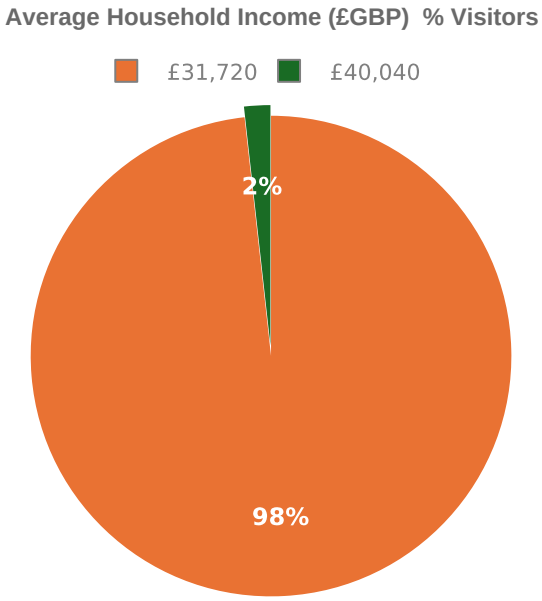

Fig.19 % of Visitors by Average Household Income (£GBP)

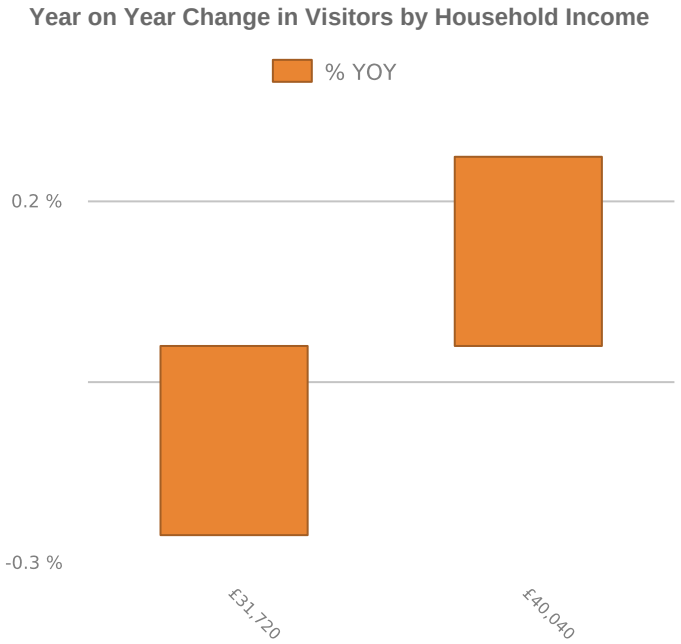

Fig.20 Change in % of visitors by income (£GBP)