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 13.4% increase on August 2026, and a 4.3% increase with respect to September 2025.

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 2026) and previous year (September 2025) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

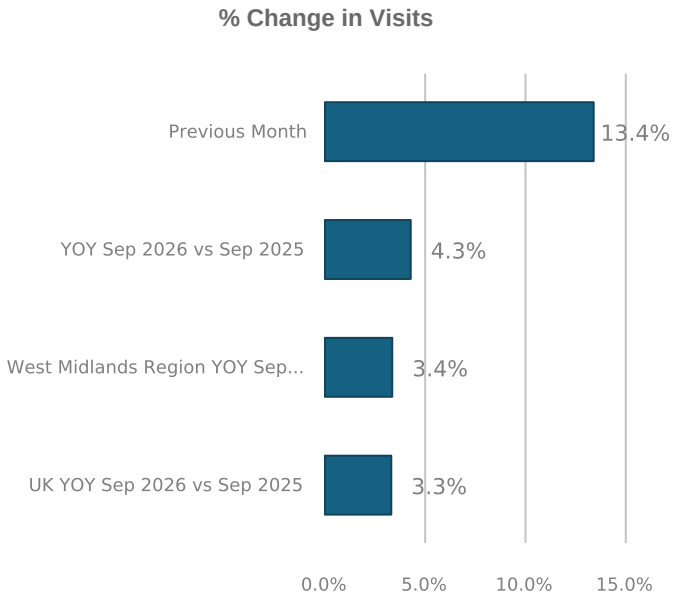

Fig.1 % change in total visits to the town centre

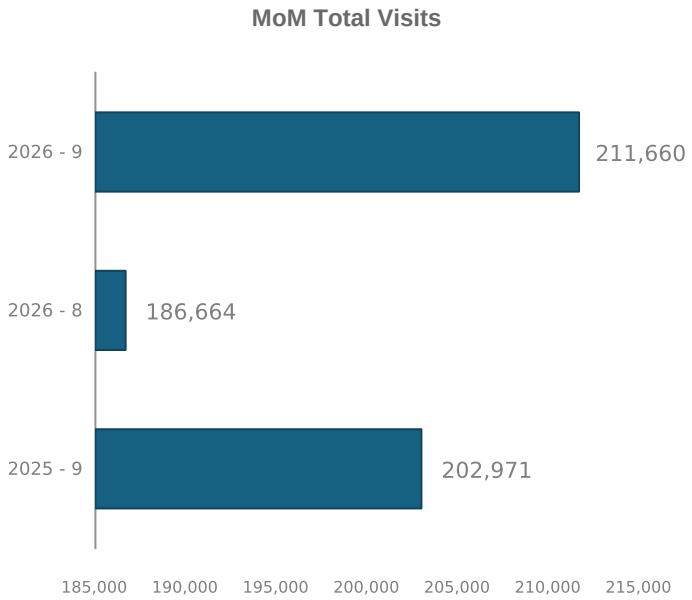

Fig.2 Total visits to the town centre

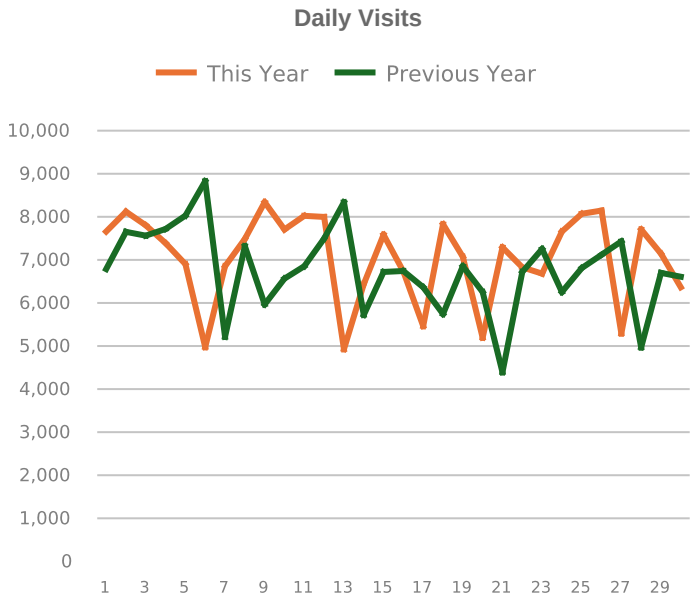

Fig.3 Number of daily visits to the town centre

Visitors to Streets

The following charts provide footfall by streets in Market Drayton town centre. Cheshire Street is the busiest road with 80,562 visits in September 2026 (Fig .4), this was 11.6% higher than September 2025 (Fig. 5) and 10.0% higher than in August 2026. Cheshire Street attracts the most visitors with 28.1 % of all street visits. (Fig .6)

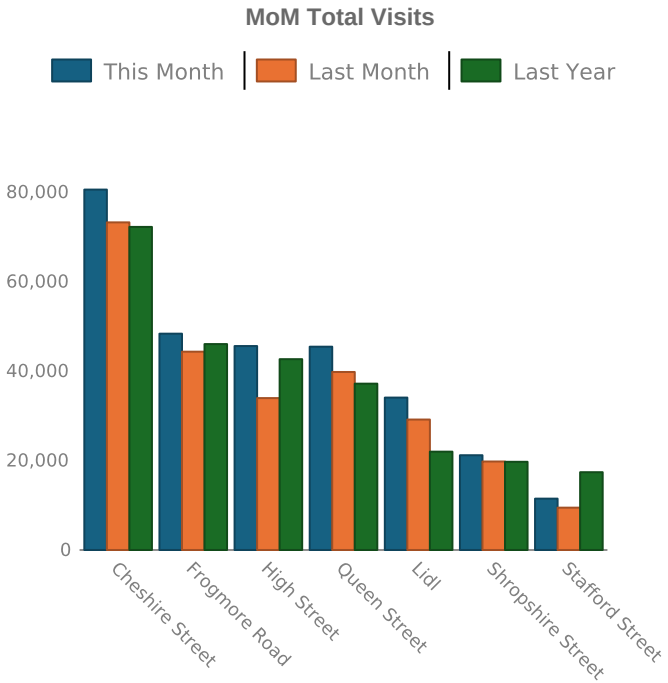

Fig.4 Total visits to street

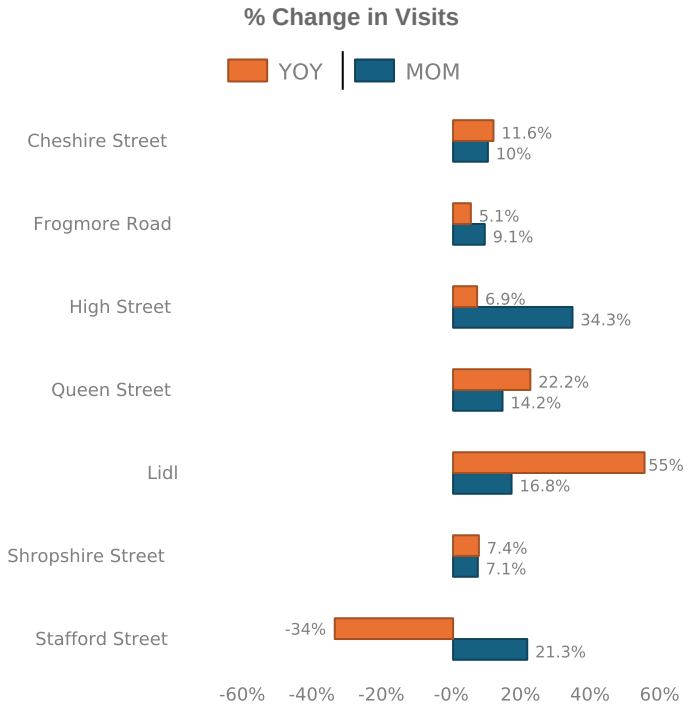

Fig.5 % in visits to street

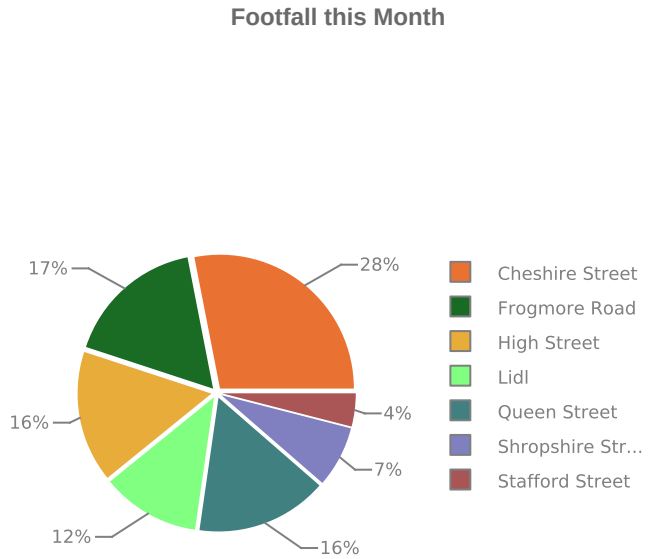

Fig.6 % footfall by street

We are moving away from Average Dwell

Every location attracts a mix of different visitor types, and a single average dwell time can mask that variety. To give a more accurate picture, we've introduced **three visitor audiences** into the dashboard:

- **Typical** — a representative sample of all visitors, closest to the previous flat average.
- **Engaged** — visitors moving across multiple streets and locations for a range of reasons.
- **Visitor** — the most engaged group, who dwell longest and interact most with the town.

This feature **will soon be live on the dashboard** and will **be applied retrospectively across historical data**, so you can compare consistently across all time periods.

Why we made this change

Our aim is always to give you the most realistic view of visitor behaviour. As with any data or analytics platform, the underlying models evolve over time as we gather more data and refine our methods — this is standard practice across the industry, not something unique to your account. As we continue to advance the models used, we have identified that a **three-tier breakdown** gives a much clearer and more truthful picture of how different visitors actually engage with your town.

How Long do Visitors Stay For?

Engaged dwell time in Market Drayton town centre was n/a Minutes in September 2026 (Fig. 7).
The percentage of visitors by dwell minutes has shown 24.6% of all visitors in September 2026 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 15.5% of all visitors.

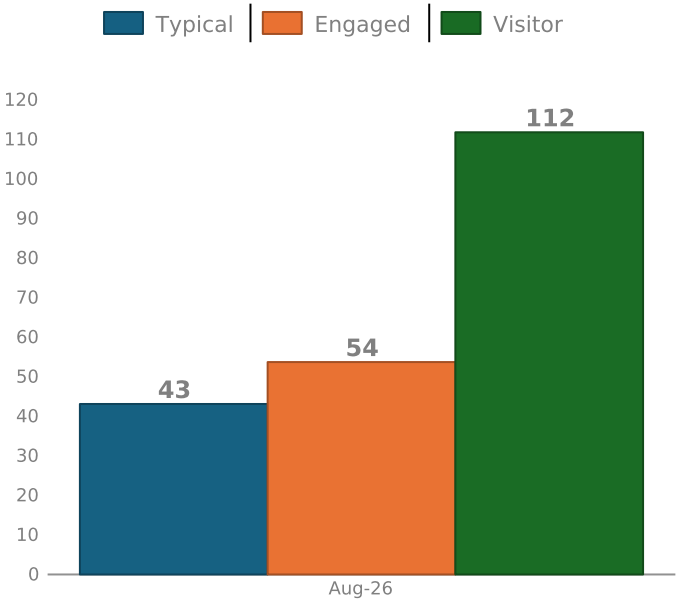

Fig.7 Average dwell time (minutes) in the town centre

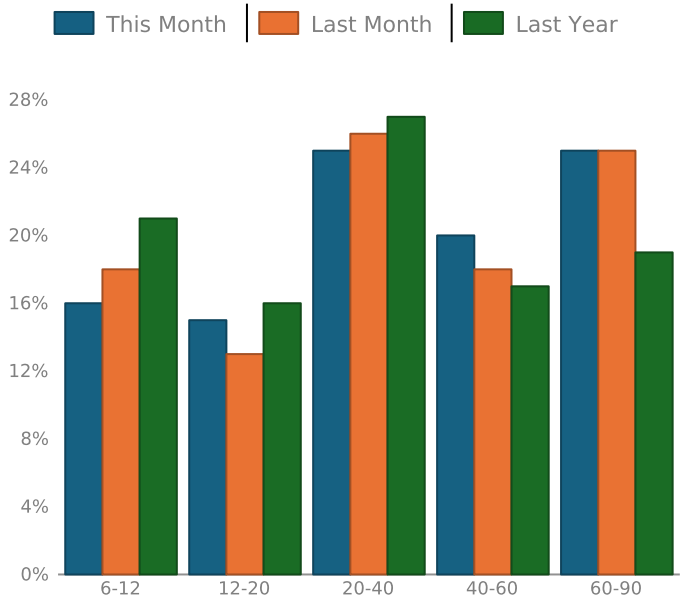

Fig.8 % of visitors by dwell time (minutes)

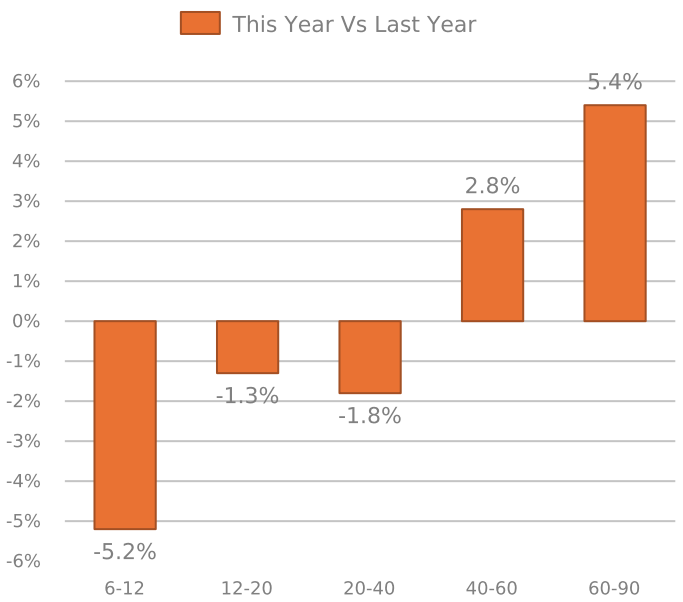

Fig.9 Change in % of visitors by dwell time (minutes)

Where Do Visitors Come From?

The total number of visitors to Market Drayton town centre has decreased from 29,173 in September 2025 to 26,829 in September 2026. The proportion of visitors residing within 3 miles has risen from 85.6% (Fig . 12) in August 2026 to 85.87% in September 2026.

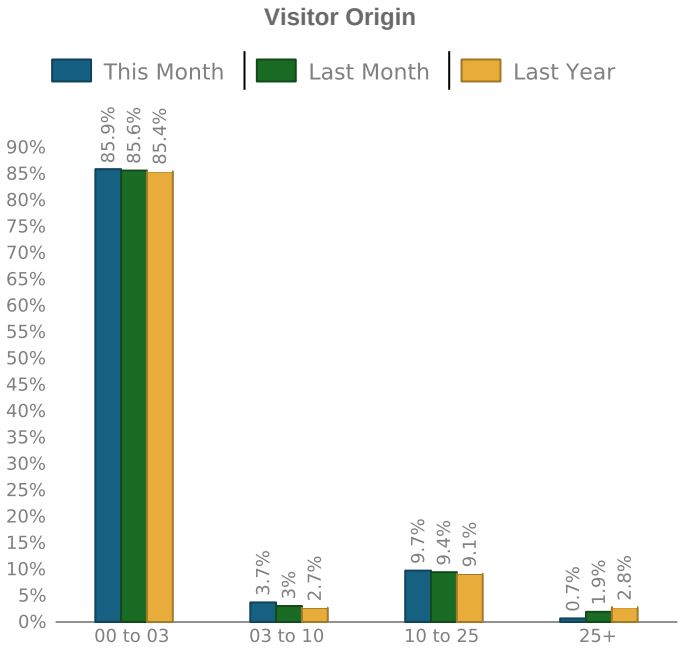

Fig.10 % volume of visitors by origin distance (miles)

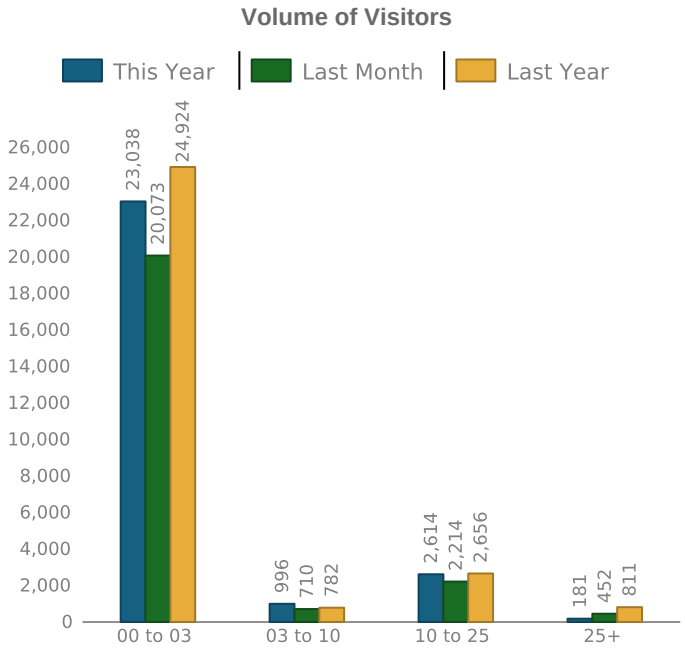

Fig.11 Volume of visitors by origin distance (miles)

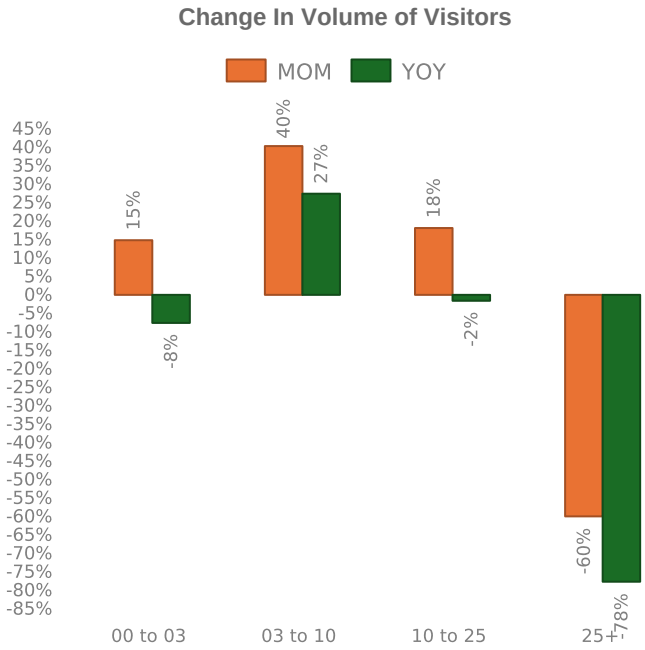

Fig.12 % of visitors by visitor origin distance (miles)

Where do visitors with the highest spend potential come from?

TF9 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 5,087 in September 2026. Postcode ST5 (Fig. 14) has the largest number of potential high spend visitors totalling 15,749. Currently 17 high spend visitors are from this postcode. In September 2026 22% of all visitors to Market Drayton were classified as high spend potential, 52% medium and 26% low spend potential.

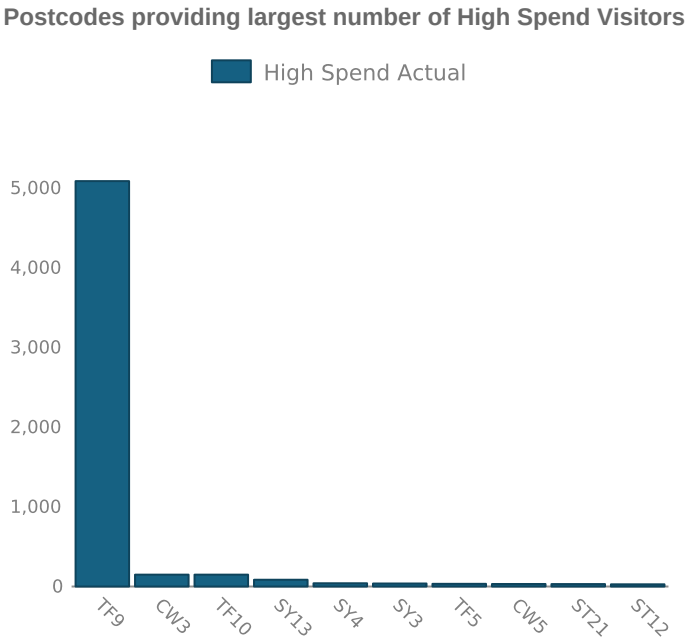

Fig.13 Visitors by postcode district

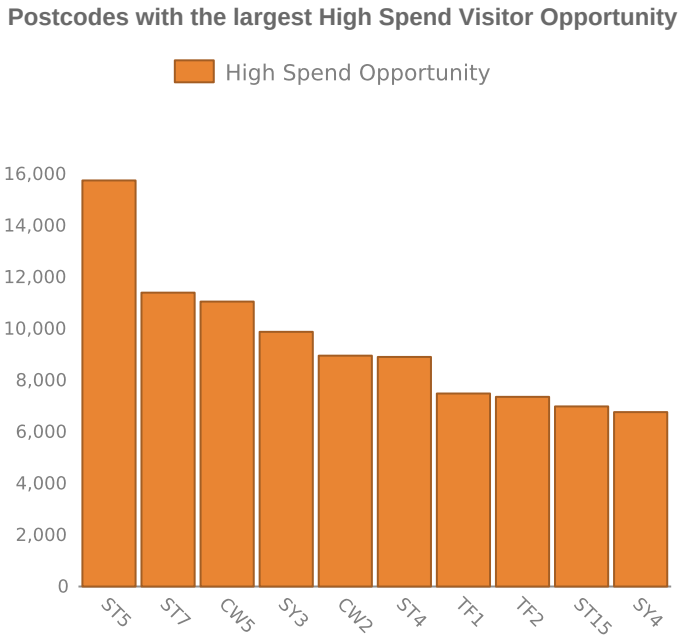

Fig.14 Visitors by postcode district

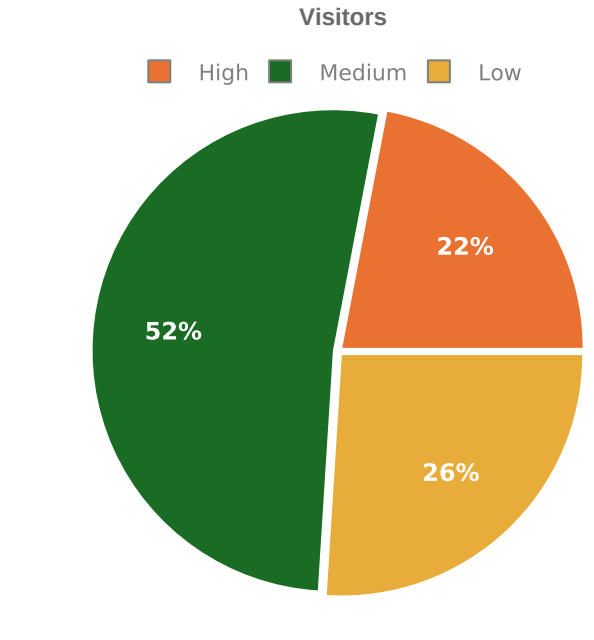

Fig.15 % of visitors by spend potential

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

In September 2026, the largest number of visitors came from IMD decile 6 areas(Fig.16), contributing 13,821 visitors(Fig.17). The postcode district contributing the largest number of visitors was TF9 which ranked in IMD decile 6(Fig.18).

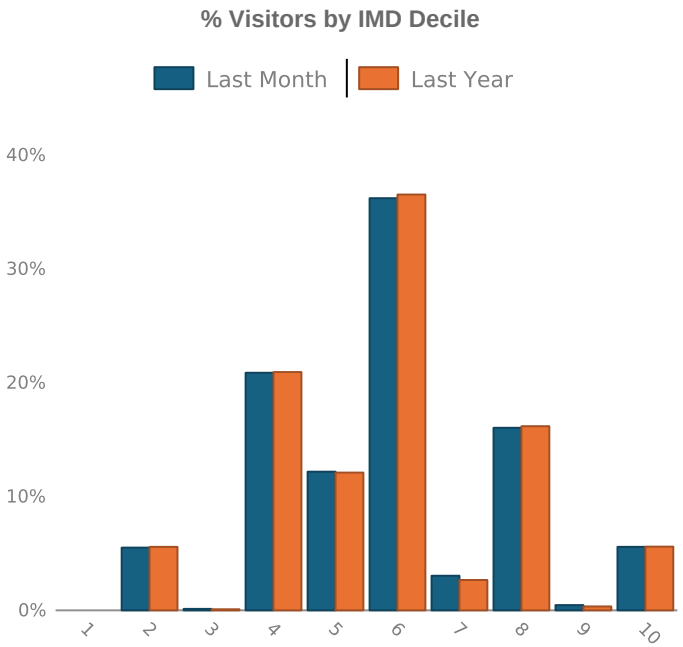

Fig.16 % of Visitors by Index of Multiple Deprivation Decile

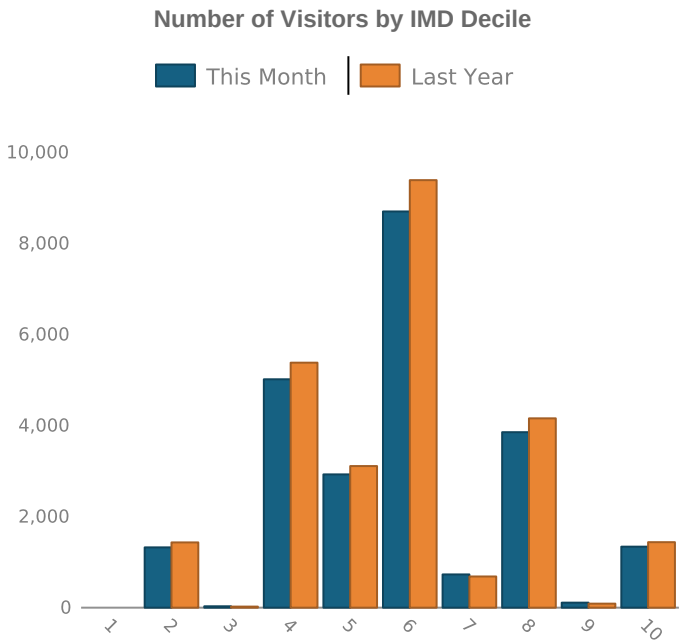

Fig.17 Visitors by Index of Multiple Deprivation Decile

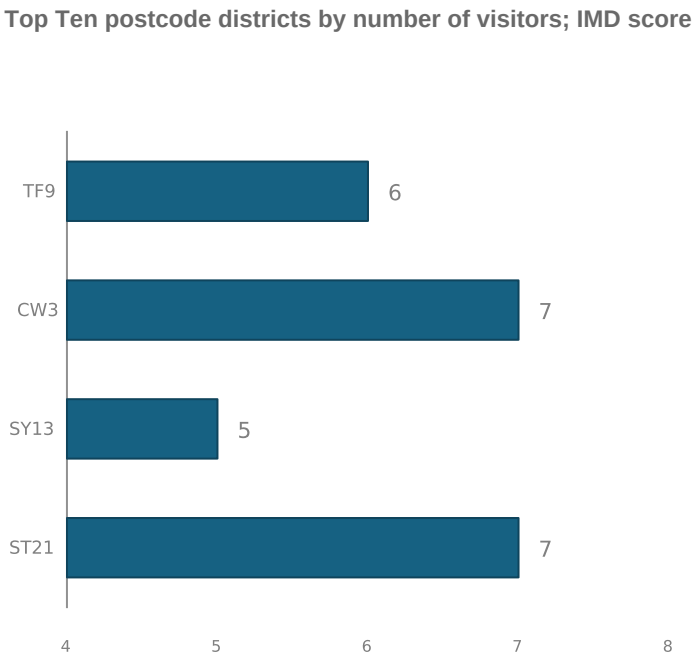

Fig.18 Top Ten postcode districts by number of visitors; IMD score

What is the disposable income of your visitors?

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 0.5% share of the nearest 10 postcode districts(Fig.20)

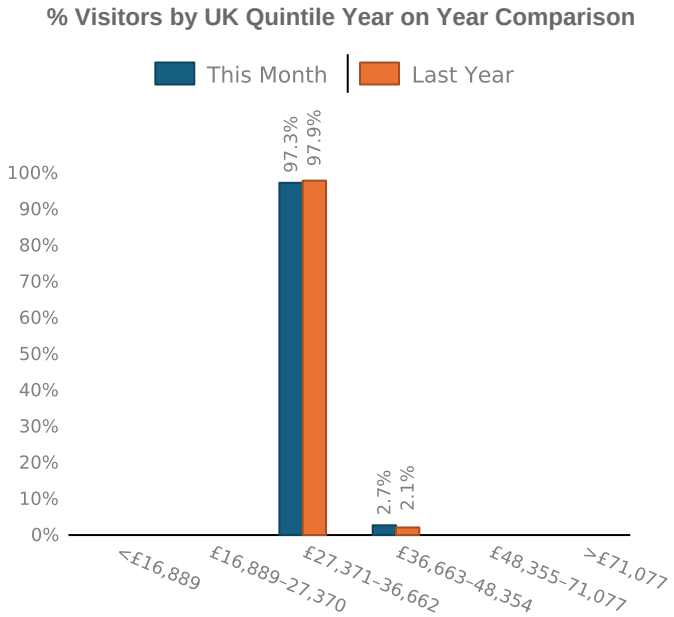

Fig.19 % Visitors by UK Disposable Income Quintile

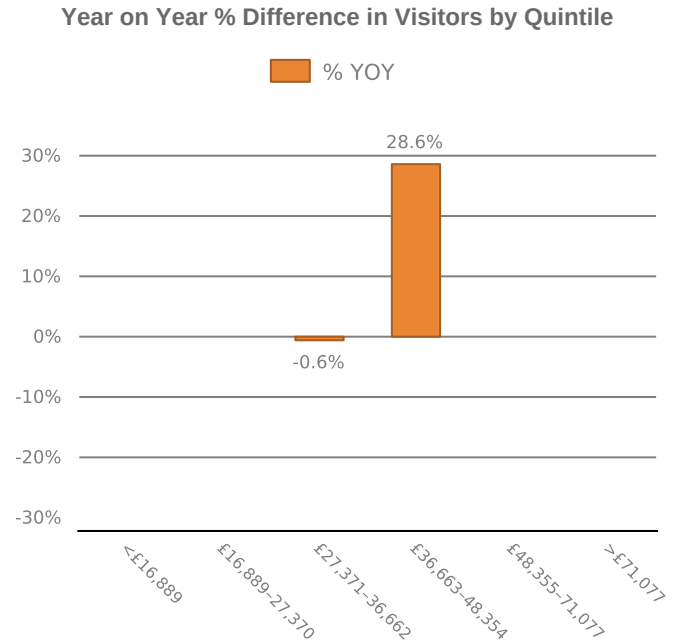

Fig.20 % Difference in Visitors by income Quintile