TABLE 1: ALL CONVENIENCE GOODS - 2017 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	ns of Trading															
																Rough MK Council
	1		3				7		9							Area
ZONE:			3						9	10		12	13	14	Total Study	Zones 1-7, 9 and 10
Central Milton Keynes	3.1%	8.5%	19.0%	5.2%	14.6%	20.9%	12.9%	1.5%	6.5%	9.9%	0.6%	1.8%	0.4%	0.0%	4.5%	10.5%
Iceland, The Food Centre	0.0%	0.0%	0.1%	0.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Marks & Spencer, Sunset Walk	0.0%	0.0%	1.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.6%	0.0%	0.0%	0.2%	0.1%
Morrisons, Milton Keynes Leisure Plaza	1.4%	1.8%	8.2%	1.6%	9.2%	12.9%	8.8%	0.6%	1.2%	6.3%	0.0%	0.2%	0.3%	0.0%	2.0%	5.0%
Sainsbury's Superstore, Witan Gate	1.7%	6.7%	7.5%	2.6%	4.0%	8.1%	3.5%	0.9%	5.3%	3.5%	0.4%	0.9%	0.0%	0.0%	2.1%	4.8%
Central Milton Keynes - Other in Centre	0.0%	0.0%	2.2%	0.3%	0.3%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.4%
District Centres	37.5%	40.3%	21.9%	44.0%	17.9%	25.6%	51.1%	3.4%	31.1%	8.7%	5.6%	7.3%	4.6%	1.0%	15.5%	33.7%
Kingston District Centre	0.8%	0.8%	10.9%	34.5%	12.6%	3.5%	0.5%	0.1%	12.9%	8.1%	5.1%	6.1%	0.3%	0.0%	5.1%	9.9%
Tesco Extra, Winchester Circle	0.0%	0.6%	10.9%	33.5%	12.3%	2.7%	0.2%	0.1%	8.7%	7.8% 0.2%	5.1% 0.0%	6.1%	0.3%	0.0%	4.8% 0.3%	9.1%
Kingston DC - Other In Centre	0.8%		0.0%	1.0%	0.3%	0.8%	0.3%		4.3%					0.0%		
Westcroft District Centre Aldi, Westcroft Retail Park	8.6% 0.5%	36.0% 8.4%	5.3% 1.3%	2.0% 0.8%	1.7%	2.6% 0.4%	4.2% 0.9%	0.0%	1.3% 0.1%	0.0%	0.5%	0.6%	3.0% 0.0%	1.0% 0.7%	4.4% 0.9%	9.8%
Morrisons, Westcroft District Centre	8.1%	27.2%	4.0%	1.2%	0.4%	2.2%	2.7%	0.0%	0.1%	0.0%	0.5%	0.6%	2.4%	0.7%	3.3%	7.4%
Westcroft DC - Other In Centre	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.4%	0.0%	0.0%	0.0%	0.6%	0.0%	0.2%	0.2%
Bletchley District Centre	28.0%	3.1%	5.2%	5.1%	0.6%	1.4%	0.8%	0.0%	0.2%	0.0%	0.0%	0.6%	1.3%	0.0%	2.3%	5.3%
Farmfoods, The Brunel Centre	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Iceland, Duke's Street	4.9%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%	0.6%
Lidl, Dukes Drive	6.0%	1.6%	1.7%	4.9%	0.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.7%	0.0%	0.9%	2.0%
Sainsbury's Superstore, Brunel Centre	15.5%	0.9%	3.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.9%	2.3%
Bletchley DC - Other in Centre	1.4%	0.4%	0.5%	0.0%	0.0%	0.0%	0.8%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.0%	0.2%	0.4%
Wolverton District Centre	0.0%	0.4%	0.5%	2.3%	2.9%	18.1%	45.6%	3.2%	16.7%	0.6%	0.0%	0.0%	0.1%	0.0%	3.7%	8.7%
Asda, Glyn Square	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%	5.5%	0.0%	1.1%	0.2%	0.0%	0.0%	0.1%	0.0%	0.3%	0.8%
Co-op, Agora Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Farmfoods, Glyn Square	0.0%	0.0%	0.0%	0.0%	1.4%	1.1% 16.7%	1.8% 33.9%	0.1% 3.1%	0.7% 14.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2% 2.9%	6.8%
Tesco Superstore, McConnell Drive Wolverton DC - Other in Centre	0.0%	0.4%	0.5%	0.0%	0.7%	0.0%	1.1%	0.0%	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Town Centres	0.0%	0.5%	0.0%	0.0%	2.9%	0.2%	7.1%	0.4%	8.1%	38.0%	0.4%	5.2%	0.0%	0.0%	2.2%	3.6%
Newport Pagnell	0.0%	0.0%	0.0%	0.0%	2.9%	0.2%	0.5%	0.0%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.2%
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	38.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.6%
Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%
Woburn Sands	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	5.2%	0.0%	0.0%	0.8%	0.1%
Local Centres	2.8%	24.7%	23.9%	15.1%	33.3%	36.7%	8.2%	1.0%	16.7%	8.9%	4.6%	0.4%	0.9%	1.2%	8.2%	19.5%
Aldi, Bradwell Common	0.4%	0.8%	5.7%	3.0%	6.9%	18.9%	3.6%	0.3%	3.4%	7.4%	1.5%	0.0%	0.2%	0.0%	1.9%	4.6%
Bradwell Common Other	0.0%	0.0%	0.0%	0.0%	0.1%	1.7%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Shenley Church End	0.5%	8.5%	5.8%	0.2%	0.4%	3.6%	0.5%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.8%
Other Local Centres	2.0%	13.9%	6.2%	10.7%	14.9%	9.1%	1.6%	0.4%	9.6%	0.1%	0.4%	0.2%	0.6%	0.0%	3.5%	8.8%
Other Local Centres - Asda, Selkirk Drive, Oakridge Park	0.0%	0.7%	0.7%	0.0%	7.3%	2.6%	1.8%	0.0%	2.8%	0.8%	0.4%	0.0%	0.2%	0.7%	0.8%	1.8%
Other Local Centres - Lidi, Oldbrook Boulevard	0.0%	0.7%	5.5%	1.2%	3.5%	0.8%	0.7%	0.0%	0.7%	0.4%	2.3%	0.2%	0.0%	0.5%	0.8%	1.5%
Out of Centre Asda, Denbigh North, Bletchley	53.7% 17.9%	23.9% 10.1%	32.7% 13.3%	30.6% 5.7%	28.9% 12.5%	14.9% 4.9%	16.4% 6.0%	3.4% 1.7%	19.0% 7.6%	7.7% 0.0%	6.0% 1.1%	8.7% 1.3%	5.8% 1.5%	0.2%	13.3% 4.2%	27.0% 9.4%
Costco Wholesale, Kingston	0.0%	0.2%	0.4%	0.9%	2.2%	0.0%	0.0%	0.1%	0.5%	1.0%	2.0%	1.4%	0.4%	0.2%	0.7%	0.6%
Marks & Spencer, Denbigh North, Bletchley	0.7%	2.1%	1.0%	0.5%	0.6%	1.9%	1.2%	0.1%	0.3%	0.1%	0.4%	0.6%	0.4%	0.0%	0.6%	1.0%
Tesco Extra, Watling Street, Bletchley	27.0%	6.6%	2.5%	2.3%	2.5%	2.0%	0.0%	0.6%	1.5%	0.3%	0.6%	2.2%	0.8%	0.0%	2.7%	5.5%
Waitrose, Babbage Gate, Oakgrove	1.3%	3.6%	8.7%	19.5%	8.0%	5.0%	4.5%	0.9%	7.6%	3.4%	0.8%	1.9%	1.3%	0.0%	3.4%	7.3%
Other Out of Centre	6.9%	1.3%	6.8%	1.7%	3.2%	1.0%	4.7%	0.1%	1.5%	3.0%	1.1%	1.4%	1.5%	0.0%	1.8%	3.2%
Locations Outside MKBC	0.8%	0.5%	0.0%	2.0%	0.9%	0.9%	1.4%	83.9%	7.9%	17.6%	76.0%	69.1%	84.2%	93.4%	51.5%	2.3%
Aylesbury	0.0%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	75.0%	4.7%	13.5%	0.1%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.5%	34.1%	1.5%	0.5%	0.5%	3.7%	0.3%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	51.1%	4.8%	0.0%
Bicester Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.4%	1.4%	0.0%
Brackley	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.2%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	3.5%	0.1%
Buckingham Dunstable	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	19.5%	0.9%	0.0%	0.0%	0.0% 5.0%	2.4%	10.7%	3.9% 0.7%	0.2%
Flitwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	19.8%	7.2%	0.0%	0.0%	2.9%	0.0%
Leighton Buzzard	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.8%	0.0%	0.0%	6.6%	0.0%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	8.8%	2.5%	2.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.4%
Other	0.1%	0.3%	0.0%	1.0%	0.0%	0.7%	0.7%	6.8%	1.1%	12.1%	21.9%	8.8%	6.0%	5.4%	6.1%	1.0%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	23.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.2%
SFT	2.2%	1.7%	2.5%	3.1%	1.6%	0.8%	3.0%	6.5%	10.6%	9.2%	6.8%	7.5%	4.0%	4.3%	4.9%	3.3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MK Council Area	97.0%	97.8%	97.5%	94.9%	97.5%	98.3%	95.6%	9.6%	81.4%	73.2%	17.2%	23,4%	11.8%	2.4%	43.6%	94.4%

TABLE 2: MAIN FOOD PURCHASES - 2017 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

																Rough MK Council
ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Total Study	Area
															,	Zones 1-7, 9 and 10
Central Milton Keynes	4.7%	11.8%	20.6%	3,9%	20.0%	25.9%	16,9%	1,6%	7.0%	13.7%	0.0%	1.0%	0.5%	0.0%	5,2%	12.9%
Iceland, The Food Centre	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Marks & Spencer, Sunset Walk	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Morrisons, Milton Keynes Leisure Plaza	1.8%	2.4%	10.2%	2.3%	11.8%	16.5%	13.4%	0.5%	1.0%	10.5%	0.0%	0.0%	0.5%	0.0%	2.6%	6.7%
Sainsbury's Superstore, Witan Gate	2.8%	9.4%	9.4%	1.6%	5.9%	9.4%	3.5%	1.0%	6.0%	3.2%	0.0%	1.0%	0.0%	0.0%	2.5%	5.9%
Central Milton Keynes - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
District Centres	26.0%	49.2%	23.3%	58.7%	23.0%	27.7%	56.5%	4.5%	33.8%	11.5%	7.5%	9.5%	3.1%	0.6%	17.5%	38.2%
Kingston District Centre	0.0%	0.0%	10.2%	46.8%	17.9%	4.5%	0.6%	0.0%	13.4%	10.8%	7.5%	8.7%	0.5%	0.0%	6.6%	12.3%
Tesco Extra, Winchester Circle	0.0%	0.0%	10.2%	46.2%	17.4%	4.5%	0.0%	0.0%	13.4%	10.8%	7.5%	8.7%	0.5%	0.0%	6.5%	12.1%
Kingston DC - Other In Centre Westcroft District Centre	0.0% 5.7%	0.0% 47.3%	0.0% 6.8%	0.7%	0.5%	0.0% 3.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1% 5.1%	0.2% 11.9%
Aldi, Westcroft Retail Park	0.0%	10.3%	1.1%	0.0%	2.0%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.6%	0.9%	2.5%
Morrisons, Westcroft District Centre	5.7%	36.3%	5.7%	2.0%	0.0%	2.8%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.6%	4.1%	9.2%
Westcroft DC - Other In Centre	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.2%
Bletchley District Centre	20.3%	1.3%	5.5%	6.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1,5%	4.1%
Farmfoods, The Brunel Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Duke's Street	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lidl. Dukes Drive	2.3%	0.7%	1.3%	6.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.5%
Sainsbury's Superstore, Brunel Centre	17.0%	0.6%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.4%
Bletchley DC - Other in Centre	0.5%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Wolverton District Centre	0.0%	0.7%	0.8%	3.9%	2.4%	19.8%	52.0%	4.5%	18.9%	0.6%	0.0%	0.0%	0.0%	0.0%	4.3%	10.0%
Asda, Glyn Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.3%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Co-op, Agora Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfoods, Glyn Square	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Tesco Superstore, McConnell Drive	0.0%	0.7%	0.8%	3.9%	0.5%	19.2%	48.2%	4.5%	18.3%	0.6%	0.0%	0.0%	0.0%	0.0%	4.0%	9.2%
Wolverton DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Town Centres	0.0%	0.9%	0.0%	0.0%	0.5%	0.0%	4.0%	0.0%	0.6%	17.9%	0.0%	0.0%	0.0%	0.0%	0.5%	1.4%
Newport Pagnell	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.6%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.9%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%
Stony Stratford Woburn Sands	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1% 0.1%	0.3%
Local Centres Aldi, Bradwell Common	2.0% 0.0%	9.0%	20.2% 7.9%	2.3%	24.7% 10.0%	29.7% 24.2%	5.4% 4.0%	0.7%	6.7% 4.2%	14.3% 12.4%	5.6% 2.2%	0.0%	0.0%	0.0%	4.9% 2.3%	11.5% 5.6%
Bradwell Common Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenley Church End	0.5%	7.5%	6.1%	0.0%	0.5%	3.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	2.6%
Other Local Centres	1.5%	0.6%	0.5%	0.0%	3.1%	0.0%	0.0%	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%
Other Local Centres - Asda, Selkirk Drive, Oakridge Park	0.0%	0.0%	0.5%	0.0%	6.1%	1.7%	0.8%	0.0%	1.2%	1.3%	0.6%	0.0%	0.0%	0.0%	0.5%	1.1%
Other Local Centres - Lidl, Oldbrook Boulevard	0.0%	0.9%	5.1%	0.0%	4.9%	0.0%	0.0%	0.0%	0.7%	0.6%	2.8%	0.0%	0.0%	0.0%	0.8%	1.3%
Out of Centre	63.3%	27.2%	32.4%	29.8%	29.2%	14.4%	12.8%	3.9%	24.9%	7.5%	5.9%	8.9%	6.1%	0.0%	14.1%	28.8%
Asda, Denbigh North, Bletchley	23.2%	14.8%	17.2%	8.1%	18.9%	5.5%	4.4%	1.7%	10.8%	0.0%	0.0%	1.5%	2.2%	0.0%	5.5%	12.6%
Costco Wholesale, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	3.4%	1.5%	0.7%	0.0%	0.7%	0.0%
Marks & Spencer, Denbigh North, Bletchley	0.5%	0.7%	0.5%	0.0%	0.5%	0.7%	1.4%	0.0%	0.0%	0.0%	0.6%	0.0%	0.5%	0.0%	0.3%	0.5%
Tesco Extra, Watling Street, Bletchley	36.2%	7.7%	2.3%	2.9%	1.2%	3.0%	0.0%	1.0%	2.2%	0.0%	0.6%	3.7%	1.1%	0.0%	3.5%	6.9%
Waitrose, Babbage Gate, Oakgrove	1.8%	3.9%	12.3%	18.1%	8.6%	4.0%	5.6%	1.2%	11.9%	5.0%	0.6%	1.4%	1.2%	0.0%	3.7%	8.2%
Other Out of Centre	1.6%	0.0%	0.0%	0.7%	0.0%	1.3%	1.4%	0.0%	0.0%	1.6%	0.6%	0.7%	0.5%	0.0%	0.5%	0.6%
Locations Outside MKBC	0.9%	0.0%	0.0%	1.4%	0.5%	1.1%	0.6%	81.0%	10.0%	20.3%	72.9%	68.7%	84.1%	93.2%	50.8%	2.4%
Aylesbury	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	77.6%	7.3%	14.2%	0.1%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	3.6%	40.3%	1.5%	0.0%	0.0%	4.2%	0.5%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.5% 22.0%	4.0%	0.0%
Bicester Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 29.4%	0.0%	0.0%	0.0%	0.0%	0.0%	22.0% 8.9%	2.0% 4.6%	0.0%
Brackley Buckingham	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.5%	1.4%	0.0%	0.0%	0.0%	3.3%	13.6%	4.6% 3.7%	0.1%
Dunstable	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.5%	0.1%
Flitwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.1%	8.5%	0.0%	0.0%	3.1%	0.0%
Leighton Buzzard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	7.2%	0.0%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	3.4%	2.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.4%
Other	0.0%	0.0%	0.0%	0.7%	0.5%	1.1%	0.0%	1.0%	0.6%	14.4%	12.5%	4.4%	3.2%	0.8%	2.9%	0.9%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	23,4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.2%
SFT	3.2%	1.9%	3.5%	3.9%	2.2%	1.3%	3.9%	8.3%	17.0%	14.9%	8.2%	11.9%	6.2%	6.2%	7.0%	4.8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2017 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Central Millers Repress Sept. Se	Rough MK Council																
Existing From Center O.D. O.D. O.D. C.D. O.D.	idy Area	Total Study	14	13	12	11	10		8		6			3			ZONE:
Extend Free Center	Zones 1-7, 9 and 10																
Marks Septemer, Sumer Walk O.O.S. 0.05 0	10.8%	5.1%	0.0%	0.0%	2.5%	3.9%	10.3%	12.4%	2.9%	4.2%	24.7%	6.0%	13.5%	21.4%	8.6%	0.9%	Central Milton Keynes
Martinest Harman 1976 2.5 2.	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	Iceland, The Food Centre
Sundary Supersince, Wann Garde	0.3%	0.4%	0.0%	0.0%	1.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.1%	0.0%	0.0%	Marks & Spencer, Sunset Walk
Control Minister Control Min	4.0%		0.0%	0.0%											2.2%		Morrisons, Milton Keynes Leisure Plaza
September Sept	6.2%	2.7%	0.0%	0.0%	0.0%	2.6%	10.3%	9.8%	1.0%	0.0%	10.1%	1.9%	8.3%	12.2%	6.4%	0.0%	Sainsbury's Superstore, Witan Gate
Perform District Center 1.9% 3.8% 18.3% 16.6% 9.9% 2.7% 1.2% 1.0% 1.1% 8.9% 4.0% 1.2% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	Central Milton Keynes - Other in Centre
Execution Confidence Conf	33.9%	16.4%	3.5%	9.5%	3.5%	7.6%	10.3%	39.5%	4.4%	47.3%	29.5%	18.6%	31.3%	30.7%	27.4%	61.2%	District Centres
Companies 1.9% 0.0% 0.	9.6%	4.2%	0.0%	0.0%	1.2%	4.0%	8.9%	21.3%	1.0%	1.2%	2.7%	9.9%	16.6%	18.3%	3.8%	3.9%	Kingston District Centre
Mestant District Center	7.1%																
May Newtonn Netal Park 3.2% 1.2% 2.6% 5.0% 0.9% 0.0% 3.7% 0.0	2.4%		0.0%	0.0%	0.0%	0.0%	0.0%	17.2%	0.0%			0.0%					Kingston DC - Other In Centre
Mortinary Mort	7.5%																
Westerlay Direct Center 4.5 % 5.7 % 6.6 % 5.1 % 6.6 % 6.6 % 5.1 % 6.6 %	2.2%																
Section Sect	5.3%		0.0%	3.6%	0.0%	3.6%	0.0%	1.8%	0.0%		3.9%	0.0%	0.0%		17.2%		Morrisons, Westcroft District Centre
Farmfoods, The Brunet Centre 0.0% 1.2% 0.0%	0.0%																
Elembor Duble's Street 16.4% 0.0%	9.5%																
Light Divides Priver 23-444 2.944 2.945 4.574 7.575 1.124 0.044 0.074 0.	0.2%																
Sain-Dury Superstore, Brunnel Centers 7.5% 1.1% 1.1% 0.0% 0.	2.1%																
Betchey C- Other in Centre	5.2%																
Wolverton District Centre	1.6%																
Each Sign Square	0.4%											0.070		1.1/0			
Co-op, Agroar Centre	7.3%		0.0%					15.0%									Wolverton District Centre
Farmfoods, Glyn Square	1.6%		0.0%														Asda, Glyn Square
Tests Superstore, McComell Drive 0.0%	0.5%																
Volvertan DC - Other in Centre	1.5%																
Newport Newp	3.5%																
Newport Pagnel	0.2%																
Diesy Control Contro	3.0%							10.570		1.270		0.570	0.070				
Story Stratford Q,0% Q,0	1.2%																
Volume Sandes	1.7%																
	0.1%																
Ald, Bradwell Common 0.9% 4.2½ 4.4% 10.6% 5.6% 9.1% 3.6% 0.0%	0.0%																
Bradwell Common Other 0.0%	19.7%																
Shenley Church End O,0% 6.3% 6.1% O,0%	5.3%																
Other Local Centres 0.9% 18.5% 0.0% 2.2% 6.0% 0.0% 0.0% 0.0% 1.8% 0.0%<	0.0%																
Other Local Centres: - Auda, Selikir Drive, Obsiridge Park 0.0% 2.4% 2.7% 0.0% 1.5% 1.5% 1.2% 0.0% 7.3% 0.0% 0.0% 0.0% 4.5% 2.3% Other Local Centre 3.5.1% 28.8% 25.2% 33.0% 38.8% 1.9% 3.4% 2.24% 0.0% 1.8% 0.0% 1.8% 0.0% 0.0% 1.8% 0.0% 0.0% 1.8% 0.0% 0.0% 1.8% 0.0% 0.0% 1.8% 0.0% 0.0% 1.8% 0.0% 0.0% 1.8% 0.0% 0.0% 1.8% 0.0% 0.0% 1.8% 1.80 0.0% 0.0% 1.4% 1.84 1.8% 1.0% 0.0%	2.4%																
Other Local Centers - Lidi, Oldbrook Boulevard O.0% 6.0% 5.6% 2.5% 2.6% 2.6% 0.0% 0.0% 0.0% 3.5% 1.5% Out of Centre 33.2% 2.68% 2.2% 3.0% 3.5% 1.8% 0.0% 0.0% 3.5% 1.5% Axida, Denbigh North, Bietchley 2.29% 3.6% 1.15% 4.8% 1.9% 5.4% 2.21% 1.0% 5.8% 0.0% 5.9% 2.5% 1.0% 0.0% 1.0% 3.6% 2.2% 0.0% 1.0% 3.6% 2.2% 1.0% 0.0% 0.0% 1.0% 3.0% 0.0% 0.0% 1.0% 3.0% 0.0% 1.0% 0.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 0.0% 1.2% 0.0%	4.9%																
Out of Centre 3.5.1% 26.8% 26.2V 3.0 N/S 3.8% 1.0.4% 2.48% 1.0.4% 1.4.6% 1.4.6% 1.0.4% 1.0.4% 5.3% 1.0% 1.4.6% 1.0.4% 0.0% 0.0% 1.0% 1.0.4% 1.4.6% 1.0.4% 0.0% 0.0% 1.0% 0.0% 4.8% 1.0.0% 0.	4.5% 2.6%																
Acads, Denebligh North, Biletchley 2.9 % 3.6 % 1.15% 4.8 % 1.9 % 5.4 % 2.2 1 % 1.0 % 5.8 % 0.0 % 5.9 % 2.5 % 1.0 % 0.0 % 4.4 % Costoo Wholesale, Migration 0.0 % 1.2 ½ 2.6 % 3.8 % 1.3 % 0.0 % 0.0 % 0.0 % 2.7 % 0.0 % 3.0 % 0.0 % 1.0 % 3.0 % 0.0 % 0.0 % 1.2 % 0.0 %																	
Coston Molesale, Kingstron O,0%																	
Mark & Spencer, Dendigh North, Bletchley 0.9% 3.6% 1.1% 1.5% 0.9% 0.0% 1.2% 0.0% <td>8.7%</td> <td></td>	8.7%																
Tesco Estra, Watling Street, Bletchley	3.0% 1.5%																
Walfroor, Babbage Cate, Oakgrove 1.3% 6.7% 6.8% 2.12% 7.4% 0.9% 6.8% 1.0% 0.0% 1.8% 2.8% 4.6% 4.2% 0.0% 4.6% Other Out of Centre 4.9% 1.6% 0.0% 1.7% 0.0% 0.0% 0.0% 1.8% 0.0% 0.	1.5%																
Other Out of Centre 4.9% 1.6% 0.0% 1.7% 0.9% 0.0% 0.0% 1.8% 0.0% 1.4% 1.2% 0.0% </td <td>7.7%</td> <td></td>	7.7%																
December	1.7%																
Ayle-shury 0.0%																	
Bedford 0,0% 0,0% 0,0% 0,0% 0,0% 0,0% 0,0% 0,																	
Secter 0,0%	0.3%																
Becster Village	0.0%																
Brackley 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0%																
Backingham 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0%																
Ounstable 0.0%	0.0%																
Filtwick 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0%																
Leighton Buzzard 0.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0%																
Northampton 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 4.0% 1.2% 4.1% 0.0% 0.0% 0.0% 0.6% 0.6% 0.0% 0.0% 0.0	0.1%																
Other 0.0% 2.2% 0.0% 0.0% 3.2% 0.0% 4.4% 1.8% 0.0% 19.4% 32.7% 10.4% 4.7% 3.4% 6.7% Towcester 0.0% 0.0% 0.0% 0.0% 0.0% 1.5% 1.3% 36.2% 4.3% 0.0% 0.0% 0.0% 0.0% 0.0% 4.9%	0.3%																
Towcester 0.0% 0.0% 0.0% 0.0% 0.0% 1.5% 1.3% 36.2% 4.3% 0.0% 0.0% 0.0% 0.0% 0.0% 4.9%	2.0%																
	0.7%																
	2.6%	3.8%	3.5%	2.0%	2.6%	9.0%	1.8%	2.7%	7.5%	4.4%	0.0%	1.8%	3.8%	2.6%	3.7%	0.0%	SFT
Total 100% 100% 100% 100% 100% 100% 100% 100	100%																
MK Council Area 99.1% 97.4% 96.2% 95.0% 98.5% 89.8% 12.0% 91.7% 67.8% 26.0% 22.0% 16.8% 12.5% 100.0%																	

TABLE 4: TOP UP FOOD PURCHASES - 2017 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

Including Internet Shopping and other Special Form	s of Trading															
																Rough MK Council
ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Total Study	Area
																Zones 1-7, 9 and 1
Central Milton Keynes	1.1%	0.9%	16.6%	1.0%	11.2%	7.7%	4.8%	0.8%	0.0%	1.1%	0.0%	0.0%	0.8%	0.0%	1.9%	4.6%
Iceland, The Food Centre	0.0%	0.0%	0.9%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Marks & Spencer, Sunset Walk	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Milton Keynes Leisure Plaza	1.1%	0.0%	0.9%	0.0%	10.0%	1.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.6%
Sainsbury's Superstore, Witan Gate	0.0%	0.9%	0.0%	0.0%	1.2%	6.3%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%
Central Milton Keynes - Other in Centre	0.0%	0.0%	14.8%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%	1.9%
District Centres	39.0%	23.3%	20.1%	17.5%	3.9%	14.2%	38.6%	0.0%	26.0%	0.0%	0.0%	7.5%	2.3%	0.9%	9.7%	21.8%
Kingston District Centre	0.0%	1.4% 0.0%	13.6%	16.5% 14.5%	2.6% 2.6%	2.6% 0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	4.8%	0.0%	0.0%	2.8% 2.1%	5.8% 3.8%
Tesco Extra, Winchester Circle Kingston DC - Other In Centre	0.0%	1.4%	13.6%	2.0%	0.0%	2.6%	0.0%	0.0%	0.0% 11.3%	0.0%	0.0%	4.8%	0.0%		0.7%	1.9%
Westcroft District Centre	3.5%	18.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.3%	1.5%	0.0%	2.1%	4.3%
Aldi. Westcroft Retail Park	0.0%	9.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	2.1%
Morrisons, Westcroft District Centre	3.5%	9.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.5%	0.0%	1.3%	2.3%
Westcroft DC - Other In Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bletchley District Centre	35.5%	3.4%	4.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	2.2%	5.2%
Farmfoods, The Brunel Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Duke's Street	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.3%
Lidl, Dukes Drive	1.9%	2.4%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.5%	0.8%
Sainsbury's Superstore, Brunel Centre	19.5%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	2.6%
Bletchley DC - Other in Centre	2.6%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Wolverton District Centre	0.0%	0.0%	0.0%	0.0%	1.4%	11.6%	38.6%	0.0%	13.9%	0.0%	0.0%	0.0%	0.8%	0.0%	2.6%	6.5%
Asda, Glyn Square	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.4%	0.7%
Co-op, Agora Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.9%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%
Farmfoods, Glyn Square	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Tesco Superstore, McConnell Drive	0.0%	0.0%	0.0%	0.0%	0.7%	10.1%	15.9%	0.0%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	3.8%
Wolverton DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Town Centres	0.0%	0.0%	0.0%	0.0%	1.2%	1.5%	16.7%	2.4%	27.6%	85.7%	0.0%	11.7%	0.0%	0.0%	5.1%	8.3% 2.8%
Newport Pagnell	0.0%	0.0%	0.0%	0.0%	1.2%	1.5%	1.0%	0.0%	23.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	85.7% 0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	3.5%
Stony Stratford	0.0%	0.0%	0.0%	0.0%			15.7%		3.9%		0.0%	0.0%	0.0%	0.0%	1.7%	
Woburn Sands Local Centres	0.0%	0.0%	0.0% 36.6%	0.0% 46.6%	0.0%	0.0% 63.6%	0.0%	0.0%	0.0%	0.0%	0.0% 3.7%	11.7% 1.3%	0.0%	0.0%	16.0%	0.0% 39.3%
Aldi. Bradwell Common	0.0%	1.4%	0.0%	0.0%	0.7%	10.0%	4.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.6%
Bradwell Common Other	0.0%	0.0%	0.0%	0.0%	1.0%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%
Shenley Church End	1.1%	13.3%	6.7%	1.1%	0.0%	3.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	4.0%
Other Local Centres	3.0%	43.4%	22.7%	45.5%	56.9%	41.2%	1.0%	0.0%	29.3%	0.8%	1.1%	0.0%	3.9%	0.0%	12.3%	30.8%
Other Local Centres - Asda, Selkirk Drive, Oakridge Park	0.0%	0.0%	0.0%	0.0%	2.9%	1.5%	7.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.3%
Other Local Centres - Lidl, Oldbrook Boulevard	0.0%	0.9%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	1.3%	0.0%	0.0%	0.8%	0.9%
Out of Centre	53.3%	15.7%	26.7%	26.4%	21.6%	13.1%	25.4%	2.5%	12.1%	9.9%	3.7%	5.4%	1.8%	0.0%	10.5%	23.5%
Asda, Denbigh North, Bletchley	3.3%	4.1%	2.9%	1.1%	1.7%	5.4%	0.0%	1.7%	1.8%	0.0%	1.1%	0.0%	0.0%	0.0%	1.2%	2.5%
Costco Wholesale, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Denbigh North, Bletchley	0.0%	3.1%	1.8%	0.0%	0.7%	3.1%	1.0%	0.0%	0.9%	0.8%	0.0%	2.7%	0.0%	0.0%	0.9%	1.4%
Tesco Extra, Watling Street, Bletchley	30.0%	3.0%	3.4%	3.6%	0.0%	1.6%	0.0%	0.0%	0.9%	0.0%	1.5%	0.0%	1.1%	0.0%	2.2%	5.1%
Waitrose, Babbage Gate, Oakgrove	0.0%	0.0%	0.0%	17.1%	10.1%	1.6%	1.0%	0.0%	3.2%	0.8%	0.0%	0.0%	0.0%	0.0%	1.6%	4.3%
Other Out of Centre	20.1%	5.4%	18.5%	4.5%	9.2%	1.5%	23.4%	0.8%	5.3%	8.4%	1.1%	2.7%	0.8%	0.0%	4.6%	10.3%
Locations Outside MKBC	0.7%	1.0%	0.0%	7.5%	0.7%	0.0%	1.0%	92.5%	4.0%	2.4%	88.7%	74.1%	91.2%	99.1%	56.2%	2.1%
Aylesbury	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	77.9%	1.7%	13.9%	0.2%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	35.7%	4.0%	0.8%	0.0%	4.0%	0.0%
Bicester Bicester Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	72.6% 4.1%	6.5% 0.4%	0.0%
Brackley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%
Buckingham	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	2.3%	0.6%
Dunstable	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	9.4%	0.0%	0.0%	1.4%	0.1%
Flitwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.1%	10.4%	0.0%	0.0%	4.4%	0.0%
Leighton Buzzard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.2%	0.0%	0.0%	4.4%	0.0%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	8.5%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.3%
Other	0.7%	0.0%	0.0%	3.7%	0.7%	0.0%	0.0%	36.8%	1.2%	1.5%	22.0%	15.8%	10.9%	13.4%	12.5%	0.9%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
SFT	1.8%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.6%	0.4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MK Council Area	97.5%	99.0%	100.0%	91.5%	99.3%	100.0%	99.0%	6.5%	96.0%	97.6%	7.5%	25.9%	8.8%	0.9%	100.0%	100.0%

Milton Keynes Retail Capacity and Leisure Study 2018 Convenience Goods Market Shares

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2017 MARKET SHARE ANALYSIS (%)

																Rough MK Council
ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Total Study	Area
ZONE.		-								10		12	13	14	Total Study	
																Zones 1-7, 9 and 10
Central Milton Keynes	0.0%	0.0%	9.2%	6.9%	0.0%	5.7%	14.5%	0.0%	4.4%	0.0%	0.0%	7.6%	0.0%	0.0%	2.7%	4.4%
Iceland, The Food Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Sunset Walk	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.7%	0.2%
Morrisons, Milton Keynes Leisure Plaza	0.0%	0.0%	6.9%	0.0%	0.0%	5.7%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.4%
Sainsbury's Superstore, Witan Gate Central Milton Keynes - Other in Centre	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	14.5%	0.0%	2.6%	0.0%	0.0%	3.1% 0.0%	0.0%	0.0%	1.3%	2.3%
District Centres	68.5%	31.2%	2.6%	14.9%	6.6%	24.1%	43.3%	0.0%	10.4%	2.4%	0.0%	0.0%	10.1%	0.0%	10.9%	24.6%
Kingston District Centre	2.4%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.0%	2.6%
Tesco Extra, Winchester Circle	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%
Kingston DC - Other In Centre	2.4%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%
Westcroft District Centre	33.6%	20.9%	0.0%	0.0%	4.1%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	4.0%	8.9%
Aldi, Westcroft Retail Park	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.1%
Morrisons, Westcroft District Centre	33.6%	15.2%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	7.2%
Westcroft DC - Other In Centre	0.0% 32.4%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6% 7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.9% 3.5%	0.6% 6.7%
Bletchley District Centre Farmfoods, The Brunel Centre	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9% 0.0%	0.0%	3.5% 0.1%	0.3%
Iceland, Duke's Street	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Lidl. Dukes Drive	8.4%	3.7%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.9%
Sainsbury's Superstore, Brunel Centre	13.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	1.3%	2.2%
Bletchley DC - Other in Centre	5.1%	2.9%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	1.2%	1.9%
Wolverton District Centre	0.0%	0.0%	0.0%	0.0%	2.4%	24.1%	30.0%	0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	6.4%
Asda, Glyn Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.5%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.2%
Co-op, Agora Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Farmfoods, Glyn Square	0.0%	0.0%	0.0%	0.0%	2.4%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Tesco Superstore, McConnell Drive Wolverton DC - Other in Centre	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%	5.6% 4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.0%
Town Centres	0.0%	0.0%	0.0%	0.0%	23.4%	0.0%	4.3% 19.8%	0.0%	20.5%	83.1%	3.9%	31.1%	0.0%	0.0%	8.6%	10.2%
Newport Pagnell	0.0%	0.0%	0.0%	0.0%	23.4%	0.0%	0.0%	0.0%	20.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	4.7%
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	83.1%	0.0%	0.0%	0.0%	0.0%	1.3%	3.4%
Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	2.0%
Woburn Sands	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	31.1%	0.0%	0.0%	4.8%	0.0%
Local Centres	7.3%	57.0%	34.3%	39.4%	42.2%	50.0%	18.4%	2.3%	55.4%	1.8%	0.0%	0.0%	0.0%	0.0%	14.4%	37.9%
Aldi, Bradwell Common	2.4%	0.0%	3.4%	0.0%	0.0%	14.6%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.8%
Bradwell Common Other	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Shenley Church End	0.0%	10.3%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.5%
Other Local Centres Other Local Centres - Asda, Selkirk Drive, Oakridge Park	4.9%	43.0% 3.7%	24.3%	36.0%	36.2% 4.1%	29.7%	14.5%	0.0%	45.6% 7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	29.5%
Other Local Centres - Asda, Seikirk Drive, Oakridge Park Other Local Centres - Lidi. Oldbrook Boulevard	0.0%	0.0%	4.2%	3.4%	1.9%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.5%
Out of Centre	24.2%	11.8%	53.9%	38.8%	27.8%	20.2%	3.9%	2.3%	4.0%	7.6%	3.9%	6.9%	11.0%	0.0%	11.8%	22.3%
Asda, Denbigh North, Bletchley	0.0%	0.0%	8.2%	0.0%	6.4%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.6%
Costco Wholesale, Kingston	0.0%	0.0%	0.0%	3.4%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Marks & Spencer, Denbigh North, Bletchley	2.7%	6.6%	2.6%	3.1%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	3.2%
Tesco Extra, Watling Street, Bletchley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Babbage Gate, Oakgrove	0.0%	2.6%	2.6%	28.8%	2.4%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	2.8%	6.2%
Other Out of Centre	21.5%	2.6%	40.4%	3.4%	16.5%	0.0%	3.9%	0.0%	4.0%	7.6%	3.9%	3.4%	11.0%	0.0%	6.7%	10.6%
Locations Outside MKBC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	93.1%	5.2%	5.1%	92.3%	54.3%	78.9%	100.0%	51.2%	0.7%
Aylesbury Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 15.1%	0.0%	57.6% 4.2%	0.0%	10.0%	0.0%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	70.6%	6.3%	0.1%
Bicester Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brackley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Buckingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	60.4%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	8.3%	0.0%
Dunstable	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.5%	0.0%
Flitwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.4%	0.0%	0.0%	0.0%	1.4%	0.0%
Leighton Buzzard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.4%	0.0%	0.0%	4.1%	0.0%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	5.2%	3.3%	61.8%	22.5%	17.1%	23.5%	14.9%	0.7%
Towcester SFT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0% 0.3%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MK Council Area	100%	100%	100%	100%	100%	100%	100%	4.6%	94.8%	94.9%	7.7%	45.7%	21.1%	0.0%	100.0%	100%