| all Convenience goods - 2017 MARKET Share analysis (\%) Including internet Shopping and other Special Forms of Trading |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| zoNE: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ${ }^{8}$ | 9 | 10 | 11 | 12 | 13 | 14 | Total Study | Rough MK Council Area <br> 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\% |
| Sainsbur'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 Miltoon 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\% | 5.1\% | 6.1\% | 0.3\% | 0.0\% | 4.8\% | 9.1\% |
| Kingston DC - Other In Centre | 0.8\% | 0.2\% | 0.0\% | 1.0\% | 0.3\% | 0.8\% | 0.3\% | 0.0\% | 4.3\% | 0.2\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.3\% | 0.9\% |
| Westroft District Centre | 8.6\% | 36.0\% | 5.3\% | 2.0\% | 1.7\% | 2.6\% | 4.2\% | 0.0\% | 1.3\% | 0.0\% | 0.5\% | 0.6\% | 3.0\% | 1.0\% | 4.4\% | 9.8\% |
| Aldi, Westeroft Retail Park | 0.5\% | 8.4\% | 1.3\% | 0.8\% | 1.3\% | 0.4\% | 0.9\% | 0.0\% | 0.1\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.7\% | 0.9\% | 2.2\% |
| Morrisons, Westroft District Centre | 8.1\% | 27.2\% | 4.0\% | 1.2\% | 0.4\% | 2.2\% | 2.7\% | 0.0\% | 0.8\% | 0.0\% | 0.5\% | 0.6\% | 2.4\% | 0.4\% | 3.3\% | 7.4\% |
| Westroft 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\% | 1.8\% | 0.1\% | 0.7\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.2\% | 0.5\% |
| Tesco Superstore, McConnell Drive | 0.0\% | 0.4\% | 0.5\% | 2.3\% | 0.7\% | 16.7\% | 33.9\% | 3.1\% | 14.2\% | 0.4\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 2.9\% | 6.8\% |
| Wolverton DC - Other in Centre | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.2\% | 0.0\% | 1.1\% | 0.0\% | 0.2\% | 0.0\% | 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 Stratord | 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\% | ${ }^{9.1 \%}$ | ${ }_{1}^{1.6 \%}$ | 0.4\% | ${ }^{9.6 \%}$ | ${ }^{0.1 \%}$ | 0.4\% | 0.2\% | 0.6\% | 0.0\% | 3.5\% | 8.8\% $18 \%$ |
| 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 - Lid, 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\% | 23.9\% | 32.7\% | 30.6\% | 28.9\% | 14.9\% | 16.4\% | 3.7\% | 19.0\% | 7.7\% | 6.0\% | 8.7\% | 5.8\% | 0.2\% 0 | 13.3\% | 27.4\% |
| 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\% | 0.0\% | 0.3\% | 0.1\% | 0.4\% | 0.6\% | 0.3\% | 0.0\% | 0.6\% | 1.0\% |
| Tesco Extra, Wating 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 | 0.0\% | 0.0\% | 0.0\% | 0.6\% | 0.0\% | 0.0\% | 0.0\% | 19.5\% | 0.9\% | 0.0\% | 0.0\% | 0.0\% | 2.4\% | 10.7\% | 3.9\% | 0.2\% |
| Ounstable | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.2\% | 0.0\% | 0.2\% | 5.0\% | 0.0\% | 0.0\% | 0.7\% | 0.0\% |
| Filtwick | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 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\% | 0.3\% | 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\% | ${ }^{2.0 \%}$ | ${ }^{0.0 \%}$ | 80\% ${ }^{0.0 \%}$ | 0.0\% | ${ }^{0.0 \%}$ | 1.3\% | 0.4\% |
| Other ${ }_{\text {O }}^{\text {Otowcester }}$ | 0.1\% | ${ }^{0.3 \%}$ | ${ }^{0.0 \%}$ | 1.0\% | 0.9\% | 0.7\% | 0.7\% | ${ }^{6.8 \%}$ | ${ }^{1.1 \%}$ | 12.1\% | 21.9\% | 8.8\% | 6.0\% | 5.4\% $0.0 \%$ | 6.1\% | 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 | 10\% | 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: $\quad \begin{aligned} & \text { MAIN FOOD PURCHASES - } 2017 \text { MARKET SHARE ANALYSIS (\%) } \\ & \text { Including Internet Shopping and other Special Forms of Trading }\end{aligned}$

| zone: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | Total Study | Rough MK Council Area <br> 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\% |
| Sainsburr'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.\% | 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\% | 46.3\% | 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 | 0.0\% | 0.0\% | 0.0\% | 0.7\% | 0.5\% | 0.0\% | 0.6\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.1\% | 0.2\% |
| Westeroft District Centre | 5.7\% | 47.3\% | 6.8\% | 2.0\% | 2.0\% | 3.4\% | 3.9\% | 0.0\% | 1.4\% | 0.0\% | 0.0\% | 0.7\% | 2.7\% | 0.6\% | 5.1\% | 11.9\% |
| Addi, 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\% | 0.0\% | 0.0\% | 0.0\% | 0.9\% | 2.5\% |
| Morrisons, Westeroft District Centre | 5.7\% | 36.3\% | 5.7\% | 2.0\% | 0.0\% | 2.8\% | 3.3\% | 0.0\% | 0.9\% | 0.0\% | 0.0\% | 0.7\% | 2.7\% | 0.6\% | 4.1\% | 9.2\% |
| Westroft DC - Other I In Centre | 0.0\% | 0.7\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.6\% | 0.0\% | 0.0\% | 0.0\% | 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\% |
| Bletchly 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\% |
| Wolvertoon 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\% |
| Oiney | 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 Stratord | 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\% | 0.3\% |
| Woburn Sands | 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\% | 0.2\% |
| Local Centres | 2.0\% | 9.0\% | 20.2\% | 2.3\% | 24.7\% | 29.7\% | 5.4\% | 0.7\% | 6.7\% | 14.3\% | 5.6\% | 0.0\% | 0.0\% | 0.0\% | 4.9\% | 11.5\% |
| Aldi, Bradwell Common | 0.0\% | 0.0\% | 7.9\% | 2.3\% | 10.0\% | 24.2\% | 4.0\% | 0.0\% | 4.2\% | 12.4\% | 2.2\% | 0.0\% | 0.0\% | 0.0\% | 2.3\% | 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, Wating 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\% | ${ }^{84.1 \%}$ | 7.3\% | 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\% |
| ${ }^{\text {B }}$ 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\% | 40.5\% | 4.0\% | 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\% | 22.0\% | 2.0\% | 0.0\% |
| Brackley | 0.9\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 29.4\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 8.9\% | 4.6\% | 0.1\% |
| Buckingham | 0.0\% | 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\% | 3.7\% | 0.1\% |
| Ounstable | 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\% | 0.0\% |
| 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 Buzard | 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\% |
| Mk Council Area | 95.9\% | 98.1\% | 96.5\% | 94.7\% | 97.3\% | 97.6\% | 95.5\% | 10.7\% | 73.0\% | 64.8\% | 19.0\% | 19.4\% | 9.7\% | 0.6\% | 100.0\% | 100.0\% |


| zoNE: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | Total Study | Rough MK Council Area <br> Zones 1-7, 9 and 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Central Milton Keynes | 0.9\% | 8.6\% | 21.4\% | 13.5\% | 6.0\% | 24.7\% | 4.2\% | 2.9\% | 12.4\% | 10.3\% | 3.9\% | 2.5\% | 0.0\% | 0.0\% | 5.1\% | 10.8\% |
| Iceland, The Food Centre | 0.0\% | 0.0\% | 0.0\% | 2.2\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.1\% | 0.3\% |
| Marks \& Spencer, Sunset Walk | 0.0\% | 0.0\% | 1.1\% | 1.5\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.3\% | 1.2\% | 0.0\% | 0.0\% | 0.4\% | 0.3\% |
| Morrisons, Milton Keynes Leisure Plaza | 0.9\% | 2.2\% | 8.1\% | 1.5\% | 4.2\% | 14.6\% | 4.2\% | 1.9\% | 2.6\% | 0.0\% | 0.0\% | 1.3\% | 0.0\% | 0.0\% | 1.9\% | 4.0\% |
| Sainsbury's Superstore, Witan Gate | 0.0\% | 6.4\% | 12.2\% | 8.3\% | 1.9\% | 10.1\% | 0.0\% | 1.0\% | 9.8\% | 10.3\% | 2.6\% | 0.0\% | 0.0\% | 0.0\% | 2.7\% | 6.2\% |
| Central Milton Keynes - 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\% |
| District Centres | 61.2\% | 27.4\% | 30.7\% | 31.3\% | 18.6\% | 29.5\% | 47.3\% | 4.4\% | 39.5\% | 10.3\% | 7.6\% | 3.5\% | 9.5\% | 3.5\% | 16.4\% | 33.9\% |
| Kingston District Centre | 3.9\% | 3.8\% | 18.3\% | 16.6\% | 9.9\% | 2.7\% | 1.2\% | 1.0\% | 21.3\% | 8.9\% | 4.0\% | 1.2\% | 0.0\% | 0.0\% | 4.2\% | 9.6\% |
| Tesco Extra, Winchester Circle | 0.0\% | 3.8\% | 18.3\% | 16.6\% | 9.9\% | 0.0\% | 1.2\% | 1.0\% | 4.1\% | 8.9\% | 4.0\% | 1.2\% | 0.0\% | 0.0\% | 3.3\% | 7.1\% |
| Kingston DC-Other In Centre | 3.9\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 2.7\% | 0.0\% | 0.0\% | 17.2\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.9\% | 2.4\% |
| Westeroft District Centre | 8.8\% | 18.4\% | 5.3\% | 5.6\% | 0.9\% | 3.9\% | 8.5\% | 0.0\% | 1.8\% | 0.0\% | 3.6\% | 0.0\% | 4.9\% | 3.5\% | 4.3\% | 7.5\% |
| Aldi, Westcroft Retail Park | 3.2\% | 1.2\% | 2.6\% | 5.6\% | 0.9\% | 0.0\% | 3.7\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 3.5\% | 1.1\% | 2.2\% |
| Morrisons, Westerof District Centre | 5.6\% | 17.2\% | 3.2\% | 0.0\% | 0.0\% | 3.9\% | 4.9\% | 0.0\% | 1.8\% | 0.0\% | 3.6\% | 0.0\% | 3.6\% | 0.0\% | 2.9\% | 5.3\% |
| Westroft 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\% | 1.4\% | 0.0\% | 0.2\% | 0.0\% |
| Bletchley District Centre | 48.5\% | 5.2\% | 6.6\% | 9.1\% | 1.2\% | 9.0\% | 0.0\% | 0.0\% | 1.4\% | 0.0\% | 0.0\% | 2.4\% | 4.5\% | 0.0\% | 4.7\% | 9.5\% |
| Farmfoods, The Brunel Centre | 0.0\% | 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\% | 0.1\% | 0.2\% |
| Iceland, Duke's street | 16.4\% | 0.0\% | 0.0\% | 1.7\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.2\% | 0.0\% | 0.0\% | 0.9\% | 2.1\% |
| Lidl, Dukes Drive | 23.4\% | 2.8\% | 4.5\% | 7.5\% | 1.2\% | 3.4\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 4.5\% | 0.0\% | 2.7\% | 5.2\% |
| Sainsbury'S Superstore, Brunel Centre | 7.5\% | 1.1\% | 1.1\% | 0.0\% | 0.0\% | 5.7\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.2\% | 0.0\% | 0.0\% | 0.8\% | 1.6\% |
| Bletchley DC - Other in Centre | 1.3\% | 0.0\% | 1.1\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.4\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.1\% | 0.4\% |
| Wolverton District Centre | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 6.6\% | 14.0\% | 37.6\% | 3.5\% | 15.0\% | 1.4\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 3.2\% | 7.3\% |
| Asda, Glyn Square | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 3.2\% | 0.0\% | 11.8\% | 0.0\% | 0.0\% | 1.4\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.6\% | 1.6\% |
| Co-op, Agora Centre | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 3.9\% | 0.0\% | 1.2\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.2\% | 0.5\% |
| Farmfoods, Glyn Square | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.5\% | 8.5\% | 1.0\% | 4.7\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.7\% | 1.5\% |
| Tesco Superstore, McConnell Dive | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.9\% | 12.4\% | 13.4\% | 2.5\% | 9.1\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.6\% | 3.5\% |
| Wolverton DC - Other in Centre | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.5\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.1\% | 0.2\% |
| Town Centres | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.9\% | 0.0\% | 1.2\% | 0.0\% | 10.5\% | 40.9\% | 0.0\% | 2.5\% | 0.0\% | 0.0\% | 1.5\% | 3.0\% |
| Newport Pagnell | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.9\% | 0.0\% | 0.0\% | 0.0\% | 10.5\% | 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\% | 0.0\% | 0.0\% | 40.9\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.6\% | 1.7\% |
| Stony Stratiord | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.2\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.1\% |
| Woburn Sands | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 2.5\% | 0.0\% | 0.0\% | 0.4\% | 0.0\% |
| Local Centres | 1.8\% | 31.3\% | 19.2\% | 18.4\% | 33.8\% | 29.5\% | 7.1\% | 1.8\% | 16.9\% | 0.0\% | 4.4\% | 1.2\% | 2.1\% | 8.0\% | 9.2\% | 19.7\% |
| Aldi, Bradwell Common | 0.9\% | 4.2\% | 4.4\% | 10.6\% | 5.6\% | 9.1\% | 3.6\% | 0.0\% | 6.1\% | 0.0\% | 1.3\% | 0.0\% | 1.0\% | 0.0\% | 2.3\% | 5.3\% |
| 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 | 0.0\% | 6.3\% | 6.1\% | 0.0\% | 0.9\% | 5.9\% | 0.0\% | 1.8\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.1\% | 2.4\% |
| Other Local Centres | 0.9\% | 18.5\% | 0.0\% | 2.2\% | 6.0\% | 0.0\% | 0.0\% | 0.0\% | 1.8\% | 0.0\% | 1.4\% | 1.2\% | 0.0\% | 0.0\% | 2.1\% | 4.9\% |
| Other Local Centres - Asda, Selkirk Drive, Oakridge Park | 0.0\% | 2.4\% | 2.7\% | 0.0\% | 18.7\% | 9.1\% | 1.2\% | 0.0\% | 7.3\% | 0.0\% | 0.0\% | 0.0\% | 1.0\% | 4.5\% | 2.3\% | 4.5\% |
| Other Local Centres - Lid, Oldbrook Boulevard | 0.0\% | 0.0\% | 6.0\% | 5.6\% | 2.6\% | 5.4\% | 2.4\% | 0.0\% | 1.8\% | 0.0\% | 1.8\% | 0.0\% | 0.0\% | 3.5\% | 1.5\% | 2.6\% |
| Out of Centre | 35.2\% | 26.8\% | 26.2\% | 33.0\% | 35.8\% | 14.8\% | 30.1\% | 2.9\% | 12.4\% | 6.4\% | 10.1\% | 12.4\% | 5.3\% | 1.0\% | 14.0\% | 26.6\% |
| Assda, Denbigh North, Bletchley | 22.9\% | 3.6\% | 11.5\% | 4.8\% | 1.9\% | 5.4\% | 22.1\% | 1.0\% | 5.8\% | 0.0\% | 5.9\% | 2.5\% | 1.0\% | 0.0\% | 4.4\% | 8.7\% |
| Costco Wholesale, Kingston | 0.0\% | 1.2\% | 2.6\% | 3.8\% | 13.0\% | 0.0\% | 0.0\% | 1.0\% | 3.6\% | 2.7\% | 0.0\% | 3.0\% | 0.0\% | 1.0\% | 1.8\% | 3.0\% |
| Marks \& Spencer, Denbigh North, Bletchley | 0.9\% | 3.6\% | 1.1\% | 1.5\% | 0.9\% | 0.0\% | 1.2\% | 0.0\% | 1.2\% | 0.0\% | 0.0\% | 1.2\% | 0.0\% | 0.0\% | 0.7\% | 1.5\% |
| Tesco Extra, Watting Street, Bletchley | 5.1\% | 10.2\% | 4.2\% | 0.0\% | 11.7\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.8\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.6\% | 4.4\% |
| Waitrose, Babage Gate, Oakgrove | 1.3\% | 6.7\% | 6.8\% | 21.2\% | 7.4\% | 9.4\% | 6.8\% | 1.0\% | 0.0\% | 1.8\% | 2.8\% | 4.6\% | 4.2\% | 0.0\% | 4.6\% | 7.7\% |
| Other Out of Centre | 4.9\% | 1.6\% | 0.0\% | 1.7\% | 0.9\% | 0.0\% | 0.0\% | 0.0\% | 1.8\% | 0.0\% | 1.4\% | 1.2\% | 0.0\% | 0.0\% | 0.8\% | 1.4\% |
| Locations Outside MKBC | 0.9\% | 2.2\% | 0.0\% | 0.0\% | 3.2\% | 1.5\% | 5.7\% | 80.4\% | 5.5\% | 30.3\% | 65.1\% | 75.4\% | 81.2\% | 84.0\% | 50.0\% | 3.4\% |
| Aylesbury | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.3\% | 73.4\% | 0.0\% | 12.9\% | 0.0\% |
| Bedford | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 6.8\% | 20.7\% | 0.0\% | 0.0\% | 3.5\% | 2.3\% | 0.3\% |
| Bicester | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.3\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 58.9\% | 5.4\% | 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\% | 10.9\% | 1.0\% | 0.0\% |
| Brackey | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 18.7\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 2.0\% | 2.6\% | 0.0\% |
| Buckingham | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 18.4\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 2.0\% | 5.4\% | 3.2\% | 0.0\% |
| Ounstable | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.3\% | 7.3\% | 0.0\% | 0.0\% | 1.2\% | 0.0\% |
| Flitwick | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 10.4\% | 3.4\% | 0.0\% | 0.0\% | 1.5\% | 0.0\% |
| Leighton Buzard | 0.9\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 53.0\% | 1.0\% | 0.0\% | 7.8\% | 0.1\% |
| 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\% | 0.0\% | 0.6\% | 0.3\% |
| 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\% | 2.0\% |
| 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\% | 0.7\% |
| Sft | 0.0\% | 3.7\% | 2.6\% | 3.8\% | 1.8\% | 0.0\% | 4.4\% | 7.5\% | 2.7\% | 1.8\% | 9.0\% | 2.6\% | 2.0\% | 3.5\% | 3.8\% | 2.6\% |
| Total | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| MK Council Area | 99.1\% | 94.1\% | 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\% | 100.0\% |



| zoNE: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ${ }^{8}$ | 9 | 10 | 11 | 12 | 13 | 14 | Total Study | Rough MK Council Area <br> Zones 1-7, 9 and 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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\% |
| Sainstury'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\% | 13.6\% | 16.5\% | 2.6\% | 2.6\% | 0.0\% | 0.0\% | 11.3\% | 0.0\% | 0.0\% | 4.8\% | 0.0\% | 0.0\% | 2.8\% | 5.8\% |
| Tesco Extra, Winchester Circle | 0.0\% | 0.0\% | 13.6\% | 14.5\% | 2.6\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 4.8\% | 0.0\% | 0.0\% | 2.1\% | 3.8\% |
| Kingston DC - Other in Centre | 0.0\% | 1.4\% | 0.0\% | 2.0\% | 0.0\% | 2.6\% | 0.0\% | 0.0\% | 11.3\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.7\% | 1.9\% |
| Westeroft 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\% | 0.9\% | 2.1\% | 4.3\% |
| Aldi, Westrooft 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, Westeroft 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\% |
| Westeroft 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\% |
| Woovertoon 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\% |
| 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\% | 2.8\% |
| Oiney | 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\% | 1.4\% | 3.5\% |
| Stony Stratord | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 15.7\% | 1.4\% | 3.9\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.9\% | 2.0\% |
| Woburn Sands | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 11.7\% | 0.0\% | 0.0\% | 1.7\% | 0.0\% |
| Local Centres | 4.1\% | 59.0\% | 36.6\% | 46.6\% | 61.4\% | 63.6\% | 13.6\% | 0.8\% | 30.2\% | 0.8\% | 3.7\% | 1.3\% | 3.9\% | 0.0\% | 16.0\% | 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\% | ${ }_{0}^{0.7 \%}$ | ${ }_{\text {1.7\% }}$ |
| 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, Wating 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 | 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\% | 6.5\% | 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\% | 4.1\% | 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\% | 0.8\% | 7.3\% | 2.7\% | 0.6\% |
| Ounstable | 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\% |
| Filtwick | 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 Buzard | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 33.2\% | 0.8\% | 0.0\% | 4.9\% | 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\% | ${ }_{12.2 \%}$ | 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\% |
| ${ }_{\text {STT }}$ | 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 | 10\% | 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\% |


| zone: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | Total Study | Rough MK Council Area <br> 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\% |
| Sainsbur's Superstore, Witan Gate | 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\% | 1.3\% | 2.3\% |
| Central Milton Keynes - Other in Centre | 0.0\% | 0.0\% | 0.0\% | 3.4\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.2\% | 0.5\% |
| 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\% |
| Westeroft 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, Westerof 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\% |
| Westroff DC - Other In Centre | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 5.6\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 4.2\% | 0.0\% | 0.9\% | 0.6\% |
| Bletchley District Centre | 32.4\% | 10.3\% | 2.6\% | 0.0\% | 0.0\% | 0.0\% | 7.8\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 5.9\% | 0.0\% | 3.5\% | 6.7\% |
| 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\% | 0.0\% | 0.0\% | 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 Dive | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 17.8\% | 5.6\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.8\% | 2.0\% |
| Wolvertoon DC - Other in Centre | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 4.3\% | 0.0\% | 1.8\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.2\% | 0.6\% |
| Town Centres | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 23.4\% | 0.0\% | 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\% |
| Oiney | 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 | 4.9\% | 43.0\% | 24.3\% | 36.0\% | 36.2\% | 29.7\% | 14.5\% | 0.0\% | 45.6\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 11.0\% | 29.5\% |
| Other Local Centres - Asda, Selkirk Drive, Oakridge Park | 0.0\% | 3.7\% | 0.0\% | 0.0\% | 4.1\% | 0.0\% | 0.0\% | 0.0\% | 7.8\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.7\% | 2.0\% |
| Other Local Centres - Lid, 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\% | 0.6\% | 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\% |
| Assda, 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 Norrt, 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, Watiing 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 | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 57.6\% | 0.0\% | 10.0\% | 0.0\% |
| Bedford | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.8\% | 15.1\% | 0.0\% | 4.2\% | 0.0\% | 2.2\% | 0.1\% |
| 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\% | 0.0\% |
| 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\% | 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\% |
| Filiwick | 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 | 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 | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 2.3\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.3\% | 0.0\% |
| Total | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| MK Council Area | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 4.6\% | 94.8\% | 94.9\% | 7.7\% | 45.7\% | 21.1\% | 0.0\% | 100.0\% | 100.0\% |

