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

ZONE:								8		10	11	12	13	14	STUDY AREA	Rough MK Area
Central Milton Keynes	36,6%	56.9%	52.8%	48,1%	53.9%	53.2%	45.8%	28.5%	51,1%	48.0%	31.9%	31.1%	22.6%	15.8%	34.9%	Zones 1-7, 9 and 10 50.3%
District Centres	24.3%	10.1%	10.9%	13.8%	4.8%	7.4%	9.2%	3.0%	8.8%	2.8%	6.7%	6.7%	2.3%	0.5%	6.4%	10.9%
Kingston District Centre	0.0%	0.6%	7.8%	11.8%	4.1%	1.2%	0.4%	0.0%	4.9%	2.4%	6.0%	2.1%	0.1%	0.1%	2.3%	3.9%
Westcroft District Centre	1.0%	4.9%	0.8%	0.5%	0.2%	0.0%	1.0%	0.0%	0.3%	0.0%	0.0%	0.1%	0.9%	0.0%	0.7%	1.4%
Bletchley District Centre	23.1%	4.3%	2.1%	1.6%	0.3%	2.9%	1.7%	2.6%	1.0%	0.2%	0.6%	4.4%	1.4%	0.4%	2.8%	4.2%
Wolverton District Centre	0.1%	0.3%	0.1%	0.0%	0.3%	3.3%	6.1%	0.5%	2.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.5%	1.3%
Town Centres	0.2%	0.0%	0.3%	0.3%	0.9%	0.0%	5.0%	0.2%	6.3%	13.3%	0.4%	0.3%	0.0%	0.0%	0.8%	2.0%
Newport Pagnell	0.0%	0.0%	0.2%	0.0%	0.8%	0.0%	0.2%	0.0%	4.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Olnev	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	12.2%	0.4%	0.0%	0.0%	0.0%	0.2%	0.6%
Stony Stratford	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	4.3%	0.2%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Woburn Sands	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.5%	0.2%	0.1%	0.1%	0.0%	0.3%	0.0%	0.0%	0.1%	0.1%
Local Centres	0.1%	1.4%	3.1%	0.2%	1.8%	0.1%	0.4%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.4%	1.0%
Out of Centre	18.4%	15.1%	14.6%	14.4%	14.9%	20.2%	11.7%	8.2%	12.1%	6.0%	2.7%	13.9%	4.8%	2.8%	9.7%	14.6%
Bletchley - Beacon Retail Park	2.1%	0.5%	2.0%	0.7%	0.2%	0.4%	0.8%	0.5%	0.3%	0.4%	0.2%	2.8%	0.3%	0.4%	0.9%	0.8%
Bletchley - Denbigh North - Asda	0.5%	0.2%	1.1%	0.7%	0.2%	1.3%	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.9%	0.5%
Bletchley - Denbigh North - Ikea	1.0%	2.4%	0.4%	1.9%	1.5%	5.6%	1.6%	0.5%	2.1%	1.3%	0.6%	1.6%	1.8%	1.1%	1.5%	2.0%
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	1.8%	1.9%	1.7%	1.2%	1.5%	1.0%	1.2%	0.8%	0.0%	0.2%	0.7%	4.2%	0.5%	0.4%	1.4%	1.3%
Bletchley - Denbigh North - Other	3.1%	0.6%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%	0.2%	0.7%	0.1%	0.5%	0.4%	0.2%	0.5%
Bletchley - Bushmere Retail Park	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.1%
	3.2%	2.1%	0.2%	0.5%	2.9%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.1%	1.3%
Bletchley - Watling Street	3.3%	2.1%	3.4%	3.4%	3.4%	5.4%	2.5%	2.7%		1.9%	0.2%	2.4%	0.5%	0.3%	2.2%	3.6%
CMK - Central Retail Park CMK - Routeco Retail Park. Winterhill	3.3%	4.2%	5.4%	5.4%	3.4%	3.6%	4.1%	3.2%	6.4% 2.2%	1.6%	0.4%	1.7%	1.2%	0.1%	2.2%	3.6%
CMK - Winterhill Retail Park, Winternill	0.2%	0.1%	0.1%	0.2%	1.1%	0.9%	0.6%	0.0%	0.4%	0.0%	0.5%	0.0%	0.0%		0.1%	0.4%
	0.2%	0.1%	0.1%	0.2%	0.2%	0.6%	0.6%	0.0%	0.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Kingston - Costco Wholesale Other Out of Centre	0.0%	0.0%	0.1%	0.5%	0.2%	1.0%	0.1%	0.0%	0.3%	0.6%	0.1%	0.3%	0.0%	0.1%		
Other Out of Centre Locations Outside MKBC	0.0%	1.2%		1.0%	0.2%	0.7%	0.2%	40.4%			40.2%		52.6%	51.5%	0.1%	0.1%
	0.9%	0.0%	0.6%	0.0%	0.6%	0.7%	0.6%	0.4%	0.0%	0.0%	0.0%	27.2% 0.5%	45.7%	1.4%	27.6%	1.4%
Aylesbury	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	20.2%	0.0%	0.0%	0.0%	0.5%	0.0%		8.1%	0.0%
Banbury														8.0%	3.5%	0.0%
Bedford	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.5%	2.0%	34.7%	3.6%	0.2%	0.0%	3.9%	0.2%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%	29.2%	2.8%	0.0%
Flitwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.8%	0.0%	0.0%	0.3%	0.0%
Leighton Buzzard	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	17.3%	0.2%	0.0%	2.6%	0.0%
Northampton	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	9.0%	1.1%	1.2%	0.1%	0.0%	0.1%	0.2%	1.4%	0.2%
Other Locations Outside MKBC	0.6%	1.1%	0.4%	0.8%	0.6%	0.0%	0.4%	6.6%	1.9%	3.4%	3.0%	4.9%	6.2%	4.1%	3.7%	0.9%
Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.8%	0.0%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
SFT	19.5%	15.2%	17.7%	21.5%	23.2%	18.4%	27.2%	19.6%	17.9%	23.3%	18.2%	20.8%	17.7%	29.4%	20.3%	19.9%
TOTAL STUDY AREA TOTAL MK COUNCIL AREA	100.0% 79.6%	100.0% 83.6%	100.0% 81.7%	100.0% 77.5%	100.0% 76.2%	100.0%	100.0% 72.1%	100.0% 39.9%	100.0% 78.4%	100.0% 70.1%	100.0% 41.6%	100.0% 52.0%	100.0% 29.8%	100.0%	100.0% 52.1%	100.0% 78.7%

TABLE 2: CLOTHING & FOOTWEAR - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:								8		10	11	12	13	14	STUDY AREA	Rough MK Area
																Zones 1-7, 9 and
Central Milton Keynes	43.9%	65.2%	62.7%	56.0%	66.5%	67.6%	70.1%	37.5%	67.1%	63.7%	53,3%	48.7%	35,4%	25.7%	48.3%	62,2%
District Centres	21.0%	7.4%	11.2%	9.0%	3.3%	4.7%	5.5%	0.9%	11.2%	5.3%	11.9%	5.3%	1.8%	1.0%	5.7%	8.9%
Kingston District Centre	0.0%	1.4%	8.9%	7.5%	3.3%	1.8%	0.6%	0.0%	7.8%	4.6%	11.3%	0.8%	0.0%	0.0%	2.6%	3.9%
Westcroft District 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	21.0%	6.0%	2.4%	1.4%	0.0%	2.8%	3.1%	0.9%	2.0%	0.7%	0.6%	4.5%	1.8%	1.0%	3.0%	4.7%
Wolverton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Town Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.6%	5.6%	0.6%	0.0%	0.0%	0.0%	0.2%	0.4%
Newport Pagnell	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%
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.6%	0.0%	0.0%	0.0%	0.1%	0.2%
Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%	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%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Local Centres	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Out of Centre	17.3%	9.5%	9.5%	4.7%	5.8%	9.6%	4.1%	4.3%	0.7%	0.7%	2.8%	19.4%	4.1%	3.2%	7.3%	7.3%
Bletchlev - Beacon Retail Park	1.5%	0.7%	2.7%	0.0%	0.0%	1.6%	0.0%	0.6%	0.7%	0.0%	0.7%	1.6%	0.0%	0.0%	0.6%	0.7%
Bletchley - Denbigh North - Asda	0.9%	0.0%	0.6%	0.0%	0.7%	1.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Bletchley - Denbigh North - Ikea	0.6%	3.1%	0.0%	0.7%	0.0%	3.1%	0.0%	0.6%	0.0%	0.0%	0.0%	2.8%	2.3%	0.8%	1.3%	1.1%
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	4.9%	5.0%	5.0%	3.4%	5.0%	2.5%	2.3%	2.4%	0.0%	0.7%	2.2%	15.0%	1.8%	1.3%	4.4%	3.6%
Bletchley - Denbigh North - Other	8.8%	0.7%	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%
Bletchlev - Rushmere Retail Park	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 - Watling Street	0.7%	0.0%	0.6%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%	0.2%
CMK - Central Retail Park	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%	0.0%	0.0%	0.1%
CMK - Routeco Retail Park, Winterhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
CMK - Winterhill Retail Park	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%
Kingston - Costco Wholesale	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Other Out of 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%
Locations Outside MKBC	1.2%	2.1%	0.6%	2.5%	0.0%	1.8%	0.0%	45.0%	1.6%	4.8%	21.2%	8.7%	47.5%	43.0%	21.6%	1.6%
Aylesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	33.8%	2.1%	6.1%	0.0%
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.8%	0.0%	0.0%	0.0%	0.0%	0.0%	18.2%	5.8%	0.0%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	18.3%	2.6%	0.5%	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%	0.7%	7.3%	0.8%	0.0%
Flitwick	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%
Leighton Buzzard	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.2%	0.1%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	10.0%	0.6%	0.7%	0.0%	0.0%	0.0%	0.6%	1.4%	0.2%
Other Locations Outside MKBC	0.6%	2.1%	0.6%	2.5%	0.0%	0.0%	0.0%	1.6%	0.9%	1.9%	2.9%	3.8%	12.5%	2.1%	3.8%	1.2%
Oxford	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%	12.7%	1.2%	0.1%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
SFT	16.7%	15.8%	16.0%	27.0%	24.4%	16.4%	19.0%	12.3%	18.8%	19.9%	10.1%	17.9%	11.2%	27.1%	16.8%	19.5%
TOTAL STUDY AREA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL MK COUNCIL AREA	82.2%	82.1%	83.4%	70.5%	75.6%	81.8%	81.0%	42.6%	79.6%	75.4%	68.7%	73.4%	41.3%	29.9%	61.6%	78.9%

TABLE 3: RECORDING MEDIA- 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	STUDY AREA	Rough MK Area
																Zones 1-7, 9 and 10
Central Milton Keynes	11.1%	45.8%	28.3%	23.7%	19.0%	41.2%	12.4%	5.2%	24.7%	10.9%	5.4%	27.6%	8.1%	5.9%	16.3%	26.8%
District Centres	13.1%	4.4%	2.8%	9.5%	1.2%	2.5%	2.7%	1.2%	2.0%	1.1%	2.4%	3.5%	0.8%	0.0%	2.7%	4.9%
Kingston District Centre	0.0%	0.0%	1.0%	8.5%	1.2%	0.0%	0.0%	0.0%	0.0%	1.1%	2.4%	2.3%	0.0%	0.0%	1.2%	1.7%
Westcroft District 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%	0.3%
Bletchley District Centre	13.1%	3.2%	1.8%	1.0%	0.0%	0.0%	1.7%	1.2%	1.0%	0.0%	0.0%	1.3%	0.8%	0.0%	1.3%	2.5%
Wolverton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	1.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Town Centres	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Newport Pagnell	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%
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centres	0.0%	4.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%
Out of Centre	12.9%	2.4%	1.0%	2.9%	1.2%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.7%
Bletchley - Beacon Retail Park	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 - Denbigh North - Asda	0.0%	1.2%	0.0%	0.0%	1.2%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Bletchley - Denbigh North - Ikea	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%	0.0%	0.1%	0.3%
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	0.0%	0.0%	1.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Bletchley - Denbigh North - Other	12.9%	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%	0.5%	1.5%
Bletchley - Rushmere Retail Park	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 - Watling Street	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%
CMK - Central Retail Park	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%
CMK - Routeco Retail Park, Winterhill	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%
CMK - Winterhill Retail Park	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%
Kingston - Costco Wholesale	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%
Other Out of 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%
Locations Outside MKBC	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.0%	27.5%	1.0%	2.9%	21.2%	5.2%	32.1%	24.8%	15.0%	0.6%
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%	30.8%	0.0%	4.7%	0.0%
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.5%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	4.5%	0.0%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.6%	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%	10.1%	0.8%	0.0%
Flitwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.0%	0.0%	0.0%	0.0%	1.7%	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%	5.2%	0.0%	0.0%	0.8%	0.0%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	1.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.2%
Other Locations Outside MKBC	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.1%	0.0%	1.3%	4.7%	0.8%	0.3%
Oxford	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%	0.8%	0.1%	0.0%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
SFT	63.0%	42.2%	66.9%	63,9%	77.1%	53.7%	83.0%	66.1%	72,3%	82.3%	70,9%	63.7%	59.0%	69.3%	64.7%	63.7%
TOTAL STUDY AREA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL MK COUNCIL AREA	37.1%	56.7%	33.1%	36.1%	22.9%	46.3%	16.1%	6.4%	26.7%	14.8%	7.8%	31.1%	8,9%	5.9%	20.3%	35.8%

TABLE 4: AUDIO VISUAL- 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	STUDY AREA	Rough MK Area
																Zones 1-7. 9 and 10
Central Milton Keynes	54.4%	72.7%	62.0%	58.0%	61.9%	57.9%	43.7%	25.1%	59.6%	64.4%	25.4%	53.2%	21.8%	13.2%	39.6%	60.3%
District Centres	7.5%	0.8%	2.7%	3.4%	1.2%	2.5%	5.2%	0.0%	1.7%	1.3%	1.5%	1.8%	0.0%	1.1%	1.4%	2.8%
Kingston District Centre	0.0%	0.0%	1.2%	3.4%	1.2%	2.5%	2.5%	0.0%	1.0%	1.3%	1.5%	1.8%	0.0%	1.1%	1.0%	1.4%
Westcroft District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Bletchley District Centre	7.5%	0.8%	1.4%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.1%
Wolverton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Town Centres	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Newport Pagnell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Stony Stratford	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Woburn Sands	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%
Local Centres	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	0.1%
Out of Centre	2.8%	4.3%	4.1%	5.7%	5.4%	7.7%	6.7%	2.1%	10.8%	1.1%	2.5%	3.3%	2.6%	0.7%	3.4%	5.6%
Bletchley - Beacon Retail Park	0.0%	0.0%	3.5%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	2.0%	0.0%	0.6%	0.5%
Bletchley - Denbigh North - Asda	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 - Denbigh North - Ikea	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%	0.2%	0.1%
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%	0.1%
Bletchley - Denbigh North - Other	0.0%	0.8%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Bletchley - Rushmere Retail Park	0.8%	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%
Bletchley - Watling Street	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%
CMK - Central Retail Park	1.4%	1.5%	0.0%	4.2%	0.8%	1.0%	1.4%	0.6%	6.5%	0.0%	0.0%	1.2%	0.0%	0.0%	1.0%	2.1%
CMK - Routeco Retail Park, Winterhill	0.6%	1.9%	0.0%	0.8%	0.0%	2.9%	4.6%	1.4%	1.7%	0.0%	1.0%	1.2%	0.0%	0.0%	1.0%	1.5%
CMK - Winterhill Retail Park	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%
Kingston - Costco Wholesale	0.0%	0.0%	0.7%	0.8%	1.9%	1.7%	0.7%	0.0%	2.6%	1.1%	0.0%	0.9%	0.0%	0.0%	0.5%	1.0%
Other Out of 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%
Locations Outside MKBC	0.8%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	23.5%	0.0%	1.8%	36.2%	8.8%	48.4%	28.6%	19.3%	0.2%
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%	45.6%	0.7%	7.6%	0.0%
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	2.6%	0.0%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	34.7%	2.9%	0.6%	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%	17.7%	1.5%	0.0%
Flitwick	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%
Leighton Buzzard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.8%	0.0%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%
Other Locations Outside MKBC	0.8%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.5%	0.9%	2.2%	0.0%	0.7%	0.2%
Oxford	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%	5.9%	0.5%	0.0%
Towcester	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%
SFT	34.4%	22.2%	29.7%	32.8%	31.6%	30.9%	43.3%	49.3%	27.9%	29.3%	34.4%	32.9%	27.2%	55.7%	36.0%	30.7%
TOTAL STUDY AREA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL MK COUNCIL AREA	64.8%	77.8%	69.7%	67.2%	68.4%	69.1%	56.7%	27.2%	72.1%	68.9%	29.4%	58.3%	24.3%	15.8%	44.7%	69.1%

TABLE 5: BOOKS, STATIONARY - 2017 MARKET SHARE ANALYSIS (%M)

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	STUDY AREA	Rough MK Area
																Zones 1-7, 9 and 10
Central Milton Keynes	12.5%	42.5%	53.3%	36.6%	39.9%	56.0%	42.3%	16.5%	24.2%	20.0%	12.8%	9.0%	7.7%	3.1%	19.4%	37.3%
District Centres	26.1%	14.3%	3.0%	13.2%	2.1%	4.2%	8.6%	7.8%	9.4%	0.7%	2.1%	2.8%	0.6%	0.0%	5.3%	10.2%
Kingston District Centre	0.0%	0.0%	1.4%	13.2%	2.1%	0.0%	0.0%	0.0%	3.4%	0.7%	1.5%	0.9%	0.0%	0.0%	1.3%	2.8%
Westcroft District Centre	1.2%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.5%
Bletchley District Centre	24.9%	7.5%	1.6%	0.0%	0.0%	0.0%	2.0%	7.2%	0.8%	0.0%	0.7%	1.8%	0.6%	0.0%	2.9%	4.3%
Wolverton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	6.6%	0.6%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.6%
Town Centres	0.0%	0.0%	0.0%	1.0%	1.2%	0.0%	5.2%	0.5%	4.1%	7.2%	0.0%	0.9%	0.0%	0.0%	0.8%	1.6%
Newport Pagnell	0.0%	0.0%	0.0%	1.0%	0.6%	0.0%	0.0%	0.0%	1.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	5.2%	0.5%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.9%
Woburn Sands	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.1%	0.0%
Local Centres	0.0%	1.1%	1.6%	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%
Out of Centre	10.9%	4.2%	2.3%	4.2%	2.8%	6.1%	2.3%	0.0%	0.8%	1.1%	0.0%	2.2%	0.7%	0.0%	1.8%	3.9%
Bletchley - Beacon Retail Park	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Bletchley - Denbigh North - Asda	1.4%	0.9%	0.0%	4.2%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.0%
Bletchley - Denbigh North - Ikea	0.0%	0.8%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.2%	0.3%
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	0.0%	0.9%	0.9%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.3%	0.3%
Bletchley - Denbigh North - Other	9.5%	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%	0.4%	1.1%
Bletchley - Rushmere Retail Park	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 - Watling Street	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
CMK - Central Retail Park	0.0%	0.9%	0.7%	0.0%	0.0%	2.4%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
CMK - Routeco Retail Park, Winterhill	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%	0.0%	0.1%
CMK - Winterhill Retail Park	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%
Kingston - Costco Wholesale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.9%	0.0%	0.0%	0.2%	0.1%
Other Out of 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%
Locations Outside MKBC	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	33.4%	2.2%	6.4%	21.2%	30.4%	58.7%	50.4%	26.5%	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%	53.2%	1.5%	9.5%	0.0%
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	3.1%	0.0%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	20.5%	1.3%	0.0%	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%	33.8%	3.2%	0.0%
Flitwick	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%
Leighton Buzzard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.9%	0.0%	0.0%	4.1%	0.0%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.8%	1.6%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%
Other Locations Outside MKBC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	1.3%	2.6%	0.7%	2.2%	5.4%	2.0%	2.4%	0.3%
Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	0.8%	0.1%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
SFT	50.5%	37.9%	39.8%	45.1%	54.0%	32.2%	41.6%	41.8%	59.2%	64.6%	63.8%	54.6%	32.3%	46.6%	46.0%	45.8%
TOTAL STUDY AREA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL MK COUNCIL AREA	49.5%	62.1%	60.2%	54.9%	46.0%	66.4%	58.4%	24.8%	38.6%	29.0%	15.0%	14.9%	9.0%	3.1%	27.5%	53.5%

TABLE 6: PETS, SPORTS, HOBBIES, BIKES - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:								8		10	11	12	13	14	STUDY AREA	Rough MK Area
																Zones 1-7, 9 and
Central Milton Keynes	39.7%	54.0%	45.7%	42.6%	48.5%	44.1%	27.1%	18.2%	44.9%	30.4%	20.2%	13.3%	22.7%	5.2%	27.0%	43.9%
District Centres	23.7%	8.2%	15.5%	17.8%	4.7%	4.9%	9.2%	0.0%	2.2%	3.4%	14.9%	7.5%	4.6%	0.0%	7.2%	10.6%
Kingston District Centre	0.0%	0.0%	9.6%	15.6%	2.7%	0.0%	0.0%	0.0%	1.3%	2.3%	14.0%	2.1%	0.0%	0.0%	3.0%	3.9%
Westcroft District Centre	3.7%	3.9%	2.7%	1.0%	1.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	1.2%	2.1%
Bletchley District Centre	20.0%	3.2%	3.2%	1.1%	0.0%	4.9%	1.5%	0.0%	0.0%	0.0%	0.9%	5.4%	2.3%	0.0%	2.6%	3.7%
Wolverton District Centre	0.0%	1.1%	0.0%	0.0%	1.0%	0.0%	3.8%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%
Town Centres	1.0%	0.0%	0.0%	1.0%	2.6%	0.0%	8.6%	0.0%	6.5%	7.5%	0.0%	0.0%	0.0%	0.0%	0.9%	2.4%
Newport Pagnell	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.8%	0.0%	6.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.1%
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%
Woburn Sands	1.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Local Centres	0.0%	3.2%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.1%
Out of Centre	21.8%	9.6%	6.6%	10.4%	22.7%	18.9%	8.2%	13.4%	13.3%	5.5%	0.9%	15.6%	0.0%	1.1%	9.0%	13.0%
Bletchley - Beacon Retail Park	7.8%	0.0%	2.5%	3.6%	0.0%	0.0%	4.3%	2.5%	0.0%	1.4%	0.0%	4.1%	0.0%	1.1%	1.8%	2.1%
Bletchley - Denbigh North - Asda	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Bletchley - Denbigh North - Ikea	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 - Denbigh North - MK1 Shopping & Leisure Park	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Bletchley - Denbigh North - Other	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Bletchley - Rushmere Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.2%	0.0%
Bletchley - Watling Street	14.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%	0.0%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	1.2%	2.9%
CMK - Central Retail Park	0.0%	4.8%	3.4%	4.6%	8.5%	12.5%	3.0%	10.9%	12.5%	2.7%	0.0%	8.5%	0.0%	0.0%	4.7%	5.7%
CMK - Routeco Retail Park, Winterhill	0.0%	1.5%	0.8%	2.2%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.6%	1.0%
CMK - Winterhill Retail Park	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%
Kingston - Costco Wholesale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Locations Outside MKBC	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	26.4%	0.0%	10.1%	36.1%	20.0%	43.0%	42.1%	20.9%	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%	41.0%	2.7%	7.5%	0.0%
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	2.0%	0.0%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	32.7%	7.4%	0.0%	0.0%	3.8%	0.2%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	2.3%	0.0%
Flitwick	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%
Leighton Buzzard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	0.7%	0.0%	1.4%	0.0%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	3.8%	0.0%	0.0%	0.6%	0.0%	0.7%	0.0%
Other Locations Outside MKBC	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	2.4%	3.4%	3.1%	0.7%	0.0%	1.8%	0.2%
Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	12.7%	1.2%	0.0%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
SFT	12.3%	25.0%	32.2%	25.9%	21.5%	32.0%	45.9%	42.1%	33.0%	43.1%	27.9%	43.6%	29.7%	51.7%	34.6%	28.3%
TOTAL STUDY AREA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL STODY AREA TOTAL MK COUNCIL AREA	86.3%	75.0%	67.8%	74.1%	78.5%	68.0%	53.2%	31.6%	67.0%	46.7%	36.0%	36.4%	27.2%	6.2%	44.5%	71.0%

TABLE 7: FURNITURE, FLOOR COVERINGS, HOUSEHOLD TEXTILES - 2017 MARKET SHARE ANALYSIS (%M) Including Internet Shopping and other Special Forms of Trading

ZONE:								8		10	11	12	13	14	STUDY AREA	Rough MK Area
																Zones 1-7, 9 and 1
Central Milton Keynes	32.8%	42.0%	28.4%	43.9%	39.0%	46.1%	27.0%	28.7%	47.2%	55.0%	19.0%	29.8%	20.3%	26.2%	30.3%	40.0%
District Centres	10.5%	0.8%	10.4%	3.3%	0.0%	1.2%	1.1%	0.0%	0.7%	0.0%	0.0%	2.1%	0.0%	0.0%	1.3%	2.9%
Kingston District Centre	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Westcroft District 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	9.2%	0.8%	1.0%	3.3%	0.0%	1.2%	0.0%	0.0%	0.7%	0.0%	0.0%	2.1%	0.0%	0.0%	1.0%	1.9%
Wolverton District Centre	1.3%	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%	0.1%	0.2%
Town Centres	0.0%	0.0%	0.7%	1.0%	0.0%	0.0%	4.2%	0.0%	4.3%	12.0%	0.8%	0.0%	0.0%	0.0%	0.7%	1.7%
Newport Pagnell	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	2.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.8%	0.0%	0.0%	0.0%	0.2%	0.5%
Stony Stratford	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	4.2%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Woburn Sands	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%
Local Centres	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Out of Centre	36.7%	46.9%	48.1%	45.3%	44.9%	42.9%	39.0%	24.7%	38.4%	17.6%	9.3%	39.9%	18.4%	5.6%	28.7%	41.9%
Bletchley - Beacon Retail Park	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.2%	0.0%	14.4%	0.0%	1.6%	2.3%	0.3%
Bletchley - Denbigh North - Asda	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Bletchley - Denbigh North - Ikea	4.6%	8.8%	3.2%	4.2%	12.3%	7.9%	11.1%	2.3%	16.8%	4.0%	6.0%	7.1%	7.3%	1.5%	6.2%	8.4%
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	0.0%	0.0%	1.0%	0.9%	1.0%	1.6%	1.1%	0.7%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.4%	0.6%
Bletchley - Denbigh North - 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%
Bletchley - Rushmere Retail Park	0.9%	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%	0.3%
Bletchley - Watling Street	1.0%	11.2%	0.0%	2.7%	0.7%	4.2%	0.0%	0.7%	0.0%	0.0%	0.0%	5.1%	2.3%	0.0%	2.4%	3.2%
CMK - Central Retail Park	7.5%	0.0%	2.9%	2.3%	0.7%	1.6%	0.8%	0.7%	5.1%	1.6%	0.0%	2.4%	0.0%	0.0%	1.3%	2.3%
CMK - Routeco Retail Park, Winterhill	21.4%	24.6%	37.6%	34.4%	21.1%	23.9%	20.9%	20.2%	13.1%	10.7%	3.3%	9.9%	8.8%	2.4%	15.0%	24.0%
CMK - Winterhill Retail Park	1.3%	1.2%	0.0%	0.9%	9.2%	3.8%	4.3%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.7%
Kingston - Costco Wholesale	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%
Other Out of 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%
Locations Outside MKBC	1.3%	1.2%	2.7%	1.6%	0.7%	1.1%	0.8%	44.2%	3.2%	4.8%	62.2%	24.4%	49.1%	40.1%	28.5%	1.7%
Aylesbury	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.8%	2.4%	0.0%	0.0%	0.0%	1.0%	42.8%	1.5%	8.2%	0.2%
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.5%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	3.3%	0.0%
Bedford	0.0%	0.0%	0.0%	1.6%	0.0%	1.1%	0.0%	0.0%	1.1%	1.6%	56.1%	4.3%	0.0%	0.0%	5.5%	0.5%
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%	23.2%	2.2%	0.0%
Flitwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.2%	0.0%
Leighton Buzzard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	13.3%	0.0%	0.0%	1.9%	0.1%
Northampton	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%
Other Locations Outside MKBC	1.3%	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%	7.2%	1.1%	3.2%	3.7%	5.8%	6.3%	3.4%	3.9%	0.6%
Oxford	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%	4.3%	0.4%	0.0%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%
SFT	18.7%	9.1%	9.8%	4.9%	12.9%	8.7%	26.5%	2.4%	6.2%	10.6%	8.7%	3.9%	12.1%	28.1%	10.4%	11.3%
TOTAL STUDY AREA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL MK COUNCIL AREA	80.0%	89.7%	87.6%	93.6%	86.4%	90,2%	72.7%	53.4%	90.6%	84.5%	29.1%	71.7%	38.7%	31.8%	61.1%	87.0%

TABLE 8: DIY, GARDENING - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:								8		10	11	12	13	14	STUDY AREA	Rough MK Area
																Zones 1-7, 9 and 10
Central Milton Keynes	8.2%	12.9%	9.0%	25.1%	25.5%	22.2%	16.4%	18.3%	16.7%	17.5%	5.6%	8.2%	5.5%	9.3%	12.0%	17.2%
District Centres	14.7%	2.7%	2.3%	0.8%	0.8%	0.0%	1.1%	0.0%	1.3%	0.0%	3.3%	3.7%	0.6%	0.0%	1.9%	2.7%
Kingston District Centre	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.6%	0.0%	0.3%	0.1%
Westcroft District Centre	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Bletchley District Centre	14.7%	2.7%	1.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	3.3%	2.8%	0.0%	0.0%	1.5%	2.3%
Wolverton District 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%	0.0%	0.0%	2.3%	0.0%	11.5%	32.3%	0.0%	0.0%	0.0%	0.0%	1.1%	3.5%
Newport Pagnell	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%
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	32.3%	0.0%	0.0%	0.0%	0.0%	1.0%	3.1%
Stony Stratford	0.0%	0.0%	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%	0.1%
Woburn Sands	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Local Centres	0.0%	0.9%	0.0%	0.0%	7.9%	0.0%	2.8%	0.6%	0.7%	1.1%	0.0%	0.0%	0.0%	0.0%	0.6%	1.5%
Out of Centre	75.2%	82.5%	86.8%	71.1%	60.6%	75.1%	64.9%	24.4%	65.3%	34.5%	7.2%	20.9%	13.8%	4.3%	33.3%	70.7%
Bletchley - Beacon Retail Park	2.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.7%	0.5%	0.6%
Bletchley - Denbigh North - Asda	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 - Denbigh North - Ikea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.0%	2.1%	0.0%	0.5%	0.6%
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	2.4%	1.2%	0.0%	0.7%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	1.0%	0.0%	0.6%	0.0%	0.7%	0.6%
Bletchley - Denbigh North - Other	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.3%	0.2%
Bletchley - Rushmere Retail Park	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.3%	0.3%
Bletchley - Watling Street	11.6%	11.3%	0.7%	3.9%	10.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.8%	5.3%
CMK - Central Retail Park	48.1%	45.1%	54.5%	49.0%	39.2%	60.9%	34.3%	19.0%	56.2%	21.9%	4.8%	14.1%	9.2%	2.0%	22.4%	46.5%
CMK - Routeco Retail Park, Winterhill	10.3%	23.1%	24.4%	15.7%	8.5%	5.8%	26.0%	3.4%	6.7%	1.6%	0.7%	4.2%	1.9%	0.0%	6.3%	14.7%
CMK - Winterhill Retail Park	0.6%	0.0%	2.5%	1.8%	1.2%	6.4%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.5%
Kingston - Costco Wholesale	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%
Other Out of Centre	0.0%	0.0%	0.7%	0.0%	0.6%	0.8%	0.7%	0.0%	2.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Locations Outside MKBC	0.0%	0.0%	0.0%	1.4%	0.6%	0.0%	1.5%	55.2%	4.4%	13.0%	81.8%	67.2%	80.1%	82.1%	49.4%	1.7%
Aylesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	2.8%	80.1%	0.9%	14.6%	0.0%
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	77.4%	7.3%	0.0%	0.0%	8 9%	0.0%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	78.2%	7.5%	0.0%
Flitwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.2%	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%	41.5%	0.0%	0.0%	6.7%	0.0%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	12.2%	3.1%	2.1%	0.0%	0.0%	0.0%	0.0%	2.0%	0.6%
Other Locations Outside MKBC	0.0%	0.0%	0.0%	1.4%	0.6%	0.0%	0.7%	3.4%	0.7%	10.1%	2.1%	15.7%	0.0%	3.0%	3.9%	1.0%
Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%
SFT	1.9%	0.0%	1.9%	1.6%	4.6%	2.8%	11.0%	1.5%	0.6%	1.6%	2.2%	0.0%	0.0%	4.3%	1.7%	2.7%
TOTAL STUDY AREA	1.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL STUDY AREA TOTAL MK COUNCIL AREA	98.1%	99.1%	98.1%	97.0%	94.8%	97.2%	87.5%	43.3%	95.6%	85.3%	16.0%	32.8%	19.9%	13.6%	48.9%	95.6%

TABLE 9: PERSONAL CARE (Personal App+Medical Gds+Therapeutic) - 2017 MARKET SHARE ANALYSIS (%M) Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	STUDY AREA	Rough MK Area
Central Milton Keynes	16.0%	48.8%	54,7%	35,3%	55,4%	55.3%	43,8%	17.6%	36.0%	45.0%	18.9%	12.2%	7.6%	11.1%	23,5%	Zones 1-7, 9 and 10 43.1%
District Centres	67.4%	38.9%	14.5%	46.4%	19.5%	30.0%	33.7%	10.0%	32.7%	45.0%	6.3%	16.1%	4.4%	0.6%	17.6%	45.1% 35.2%
Kineston District Centre	0.0%	0.7%	9.7%	40.1%	16.5%	3.0%	0.0%	0.0%	16.6%	4.9%	5.4%	8.4%	0.5%	0.0%	5.9%	11.4%
Westcroft District Centre	2.5%	28.0%	2.5%	2.1%	0.0%	0.0%	2.3%	0.0%	1.6%	0.0%	0.0%	0.8%	3.4%	0.0%	3.1%	7.0%
Bletchley District Centre	64.9%	9.4%	1.8%	4.1%	2.2%	7.2%	2.9%	6.9%	1.6%	0.0%	0.9%	7.0%	0.5%	0.6%	6.0%	10.7%
Wolverton District Centre	0.0%	0.8%	0.6%	0.0%	0.8%	19.8%	28.6%	3.1%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	6.1%
Town Centres	0.0%	0.0%	0.9%	0.0%	2.7%	0.0%	14.0%	1.1%	21.7%	34.9%	0.7%	0.8%	0.0%	0.0%	2.3%	5.6%
Newport Pagnell	0.0%	0.0%	0.9%	0.0%	2.1%	0.0%	0.6%	0.0%	17.6%	3.1%	0.0%	0.0%	0.0%	0.0%	0.8%	2.4%
Olnev	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	31.8%	0.7%	0.0%	0.0%	0.0%	0.6%	1.6%
Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	12.7%	1.1%	2.5%	0.0%	0.7%	0.0%	0.0%	0.0%	0.5%	1.6%
Woburn Sands	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%
Local Centres	0.0%	4.4%	19.5%	1.8%	7.4%	0.0%	0.6%	0.0%	0.6%	0.0%	0.0%	0.8%	0.0%	0.0%	1.4%	3.9%
Out of Centre	4.3%	5.7%	5.8%	7.4%	4.2%	9.8%	2.4%	1.9%	0.5%	1.6%	1.3%	2.7%	2.8%	0.0%	3.0%	5.0%
	1.5%	0.8%	0.9%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.3%	0.5%
Bletchley - Beacon Retail Park	1.5%	0.8%	5.0%	3.5%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.8%	0.0%	0.8%	1.5%
Bletchley - Denbigh North - Asda	0.0%	0.8%	0.0%	1.0%	0.8%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.8%	0.2%
Bletchley - Denbigh North - Ikea																
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	0.9%	0.7%	0.0%	0.7%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Bletchley - Denbigh North - Other	0.0%	0.8%	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%	
Bletchley - Rushmere Retail Park	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 - Watling Street	0.7%	2.7%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.4%	0.8%
CMK - Central Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.6%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%	0.1%
CMK - Routeco Retail Park, Winterhill	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%
CMK - Winterhill Retail Park	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%	0.0%	0.1%
Kingston - Costco Wholesale	0.0%	0.0%	0.0%	1.4%	0.0%	1.7%	0.0%	0.0%	0.7%	1.6%	0.6%	1.1%	0.0%	0.0%	0.4%	0.5%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	1.4%	4.4%	1.2%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.6%
Locations Outside MKBC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	64.7%	3.6%	8.2%	59.3%	55.0%	81.7%	84.3%	45.0%	0.9%
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%	75.5%	0.8%	12.8%	0.0%
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.6%	0.0%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	46.7%	3.4%	0.0%	0.0%	5.4%	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%	71.4%	6.3%	0.0%
Flitwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	3.0%	0.0%	0.0%	1.2%	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%	43.3%	0.5%	0.0%	6.9%	0.0%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	3.6%	1.4%	0.7%	0.0%	0.0%	0.0%	1.6%	0.4%
Other Locations Outside MKBC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	24.2%	0.0%	4.4%	4.4%	5.2%	5.7%	11.4%	6.6%	0.3%
Oxford	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%
Towcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	10.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.1%
SFT	12.4%	2.3%	4.7%	9.1%	10.8%	4.9%	4.3%	4.7%	4.6%	5.4%	13.6%	13.2%	3.5%	4.0%	7.3%	6.3%
TOTAL STUDY AREA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL MK COUNCIL AREA	87.6%	97.7%	95.3%	90.9%	89.2%	95.1%	94.5%	30.6%	91.8%	86.4%	27.1%	31.8%	14.8%	11.8%	47.7%	92.8%

TABLE 10: ALL OTHER COMPARISON GOODS - 2017 MARKET SHARE ANALYSIS (%M) Including Internet Shopping and other Special Forms of Trading

ZONE:								8		10	11	12	13	14	STUDY AREA	Rough MK Area
																Zones 1-7, 9 and
Central Milton Keynes	56.1%	75.6%	74.1%	63.7%	60.0%	46.6%	55.6%	55.5%	68.2%	48.9%	56.8%	41.0%	29.7%	11.0%	47.8%	63.7%
District Centres	7.0%	2.2%	12.1%	4.6%	0.8%	3.3%	2.9%	10.1%	0.0%	0.0%	0.0%	7.6%	3.6%	0.0%	4.2%	3.5%
Kingston District Centre	0.0%	1.0%	9.7%	4.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.9%
Westcroft District 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	7.0%	1.1%	2.4%	0.0%	0.0%	1.2%	0.0%	10.1%	0.0%	0.0%	0.0%	7.6%	3.6%	0.0%	3.4%	1.2%
Wolverton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Town Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	5.8%	14.9%	0.0%	1.2%	0.0%	0.0%	0.8%	1.6%
Newport Pagnell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Olney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Stony Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Woburn Sands	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.2%	0.0%
Local Centres	1.0%	1.0%	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%
Out of Centre	5.7%	5.0%	2.4%	13.0%	3.8%	31.2%	5.2%	0.7%	1.9%	2.9%	0.0%	1.2%	1.1%	6.4%	3.9%	7.8%
Bletchley - Beacon Retail Park	1.1%	1.1%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.1%	0.0%	0.4%	0.6%
Bletchley - Denbigh North - Asda	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Bletchley - Denbigh North - Ikea	3.1%	3.9%	0.0%	8.3%	0.8%	31.2%	2.4%	0.7%	0.0%	1.3%	0.0%	0.0%	0.0%	5.2%	2.6%	5.5%
Bletchley - Denbigh North - MK1 Shopping & Leisure Park	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.3%	0.4%
Bletchlev - Denbigh North - 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%
Bletchley - Rushmere Retail Park	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 - Watling Street	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%
CMK - Central Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
CMK - Routeco Retail Park, Winterhill	0.0%	0.0%	0.7%	3.6%	3.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.4%	1.1%
CMK - Winterhill Retail Park	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%
Kingston - Costco Wholesale	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%	1.2%	0.1%	0.0%
Other Out of 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%
Locations Outside MKBC	1.0%	3.8%	0.8%	0.0%	4.2%	0.0%	1.3%	23.9%	17.7%	7.0%	33.3%	40.5%	35.2%	61.9%	25.6%	3.7%
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%	29.0%	0.0%	5.0%	0.0%
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	1.2%	0.0%
Bedford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	1.3%	27.8%	1.2%	0.0%	0.0%	3.0%	0.4%
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%	31.2%	3.0%	0.0%
Flitwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	2.9%	0.0%	0.0%	0.7%	0.0%
Leighton Buzzard	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.0%	0.0%	0.0%	4.2%	0.0%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.1%
Other Locations Outside MKBC		3.8%	0.8%	0.0%	4.2%	0.0%	1.3%	3.6%	12.7%	5.8%	2.7%	8.4%	6.2%	8.1%	4.9%	3.1%
Oxford	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.1%	1.5%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Towcester SFT	29.2%	12.3%	10.6%	18.7%	31.2%	18.9%	31.6%	9.7%	6.4%	26.3%	9.9%	8.5%	30.5%	20.7%	17.7%	19.3%
TOTAL STUDY AREA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	19.3%
TOTAL STUDY AREA TOTAL MK COUNCIL AREA	69.8%	83.9%	88.6%	81.3%	64.6%	81.1%	67.1%	66.4%	75.9%	66.7%	56.8%	51.0%	34.3%	17.4%	56.8%	76.9%