TABLE 1:

| zone: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | Study area | Rough MK Area <br> Zones 1-7, 9 and 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | 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\% |
| Westroft 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\% |
| Olney | 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\% | 0.3\% | 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\% | 0.2\% | 0.0\% | 0.0\% | 0.5\% | 0.0\% | 0.1\% | 0.1\% | 0.0\% | 0.3\% | 0.0\% | 0.0\% | 0.1\% | 0.1\% |
| Local Centres | 0.1\% | 1.4\% | 3.1\% | 0.9\% | 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\% | 0.3\% | 1.3\% | 0.2\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.3\% | 0.0\% | 0.2\% | 0.5\% |
| Bletchley - Denbigh North - kea | 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\% | 0.0\% | 0.0\% | 0.1\% | 0.0\% | 0.0\% | 0.2\% | 0.5\% |
| Bletchley - Rushmere Retail Park | 0.2\% | 0.1\% | 0.2\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.2\% | 0.0\% | 0.1\% | 0.1\% | 0.1\% |
| Bletchley - Wating Street | 3.2\% | 2.1\% | 0.2\% | 0.5\% | 2.9\% | 0.6\% | 0.3\% | 0.1\% | 0.1\% | 0.0\% | 0.2\% | 0.7\% | 0.3\% | 0.3\% | 0.7\% | 1.3\% |
| CMK - Central Retail Park | 3.3\% | 2.9\% | 3.4\% | 3.4\% | 3.4\% | 5.4\% | 2.5\% | 2.7\% | 6.4\% | 1.9\% | 0.4\% | 2.4\% | 0.5\% | 0.1\% | 2.2\% | 3.6\% |
| CMK - Routeco Retail Park, Winterhill | 3.0\% | 4.2\% | 5.4\% | 5.4\% | 3.5\% | 3.6\% | 4.1\% | 3.2\% | 2.2\% | 1.6\% | 0.5\% | 1.7\% | 1.2\% | 0.3\% | 2.4\% | 3.9\% |
| CMk - Winterhill Retail Park | 0.2\% | 0.1\% | 0.1\% | 0.2\% | 1.1\% | 0.9\% | 0.6\% | 0.0\% | 0.4\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.1\% | 0.4\% |
| Kingston - Costco Wholesale | 0.0\% | 0.0\% | 0.1\% | 0.5\% | 0.2\% | 0.6\% | 0.1\% | 0.0\% | 0.3\% | 0.6\% | 0.1\% | 0.3\% | 0.0\% | 0.1\% | 0.1\% | 0.2\% |
| Other Out of Centre | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.2\% | 1.0\% | 0.2\% | 0.3\% | 0.1\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.1\% | 0.1\% |
| Locations Outside MKBC | 0.9\% | 1.2\% | 0.6\% | 1.0\% | 0.6\% | 0.7\% | 0.6\% | 40.4\% | 3.7\% | 6.6\% | 40.2\% | 27.2\% | 52.6\% | 51.5\% | 27.6\% | 1.4\% |
| Aylesbury | 0.0\% | 0.0\% | 0.2\% | 0.0\% | 0.0\% | 0.0\% | 0.1\% | 0.4\% | 0.0\% | 0.0\% | 0.0\% | 0.5\% | 45.7\% | 1.4\% | 8.1\% | 0.0\% |
| Banbury | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 20.2\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 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 | 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 | 79.6\% | 83.6\% | 81.7\% | 77.5\% | 76.2\% | 80.9\% | 72.1\% | 39.9\% | 78.4\% | 70.1\% | 41.6\% | 52.0\% | 29.8\% | 19.0\% | 52.1\% | 78.7\% |

TABLE 2: CLOTHING \& FOOTWEAR - 2017 MARKET SHARE ANALYSII (\%M)

| zone: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | Study area | Rough MK Area <br> Zones 1-7, 9 and 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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\% |
| Westeroft 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\% | 5.5\% | 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\% |
| Bletchley - 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\% |
| 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 - Watting 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\% |

## $\begin{array}{ll}\text { TABLE 3: } & \left.\begin{array}{l}\text { RECORDING MEDAA- } 2017 \text { MARKET SHARE ANALYSIS (\%M) } \\ \text { Including Internet Shopping and other Special Forms of Tradins }\end{array}\right]\end{array}$

| zone: | ${ }^{1}$ | 2 | ${ }^{3}$ | ${ }^{4}$ | 5 | ${ }^{6}$ | ${ }^{7}$ | ${ }^{8}$ | ${ }^{9}$ | 10 | 11 | 12 | 13 | 14 | Study area | Rough MK Area <br> 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 - Watting 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.\% | 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: $\begin{aligned} & \text { AUDDI VISUAL- } 2017 \text { MARKET SHARE ANALYIIS (\%M) } \\ & \text { Including Internet Shopping and other Special Forms of }\end{aligned}$

| zone: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | Study area | Rough MK Area <br> 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\% |
| Westroft 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\% |
| Oiney | 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 - Wating 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\% |
| Filwick | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 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\% |

$\begin{array}{ll}\text { TABLE 5: } & \begin{array}{l}\text { BOOKS, STATIONARY - } 2017 \text { MARKET SHARE ANALYSIS (\%M) } \\ \text { Including Internet Shopping ond other Special Forms of Trading }\end{array}\end{array}$

| zone: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | STUDY AREA | Rough MK Area <br> 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\% |
| Westroft 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 - Wating 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 - Costoo 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\% |

$\begin{array}{ll}\text { TABLE 6: } & \begin{array}{l}\text { PETS, SPPRTS, } \\ \text { Including Internet Shopping and other Special Forms of Tradins }\end{array}\end{array}$

| zone: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | STUDY AREA | Rough MK Area <br> Zones 1-7, 9 and 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% |
| Westroft 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\% |
| Oiney | 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\% |
| Bietchley - Wating 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\% |
| Filwick | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 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\% | 0.2\% |
| Other Locations Outside MKBC | 1.5\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.9\% | 6.3\% | 0.0\% | 2.4\% | 3.4\% | 3.1\% | 0.7\% | 0.8\% | 1.8\% | 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\% | 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 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\% |

ABLE 7: FURNITURE, FLOOR COVERINGS, HOUSEHOLD TEXTLLES - 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 <br> Zones 1-7, 9 and 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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\% |
| Westroft 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 - Watting 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\% |
| Filtwick | 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 COUNCII 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: $\begin{aligned} & \text { DIV, GARDENING - } 2017 \text { MARKET SHARE ANALYISI (\%M) } \\ & \text { Including Internet Shopping and other Special Forms of Trading }\end{aligned}$

| zone: | ${ }^{1}$ | 2 | ${ }^{3}$ | ${ }^{4}$ | ${ }^{5}$ | ${ }^{6}$ | ${ }^{7}$ | ${ }^{8}$ | ${ }^{9}$ | 10 | 11 | 12 | ${ }^{13}$ | 14 | STUDY AREA | Rough MK Area <br> 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\% |
| Westroft 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 - Watting 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\% | 0.0\% | 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\% | 0.0\% | 3.8\% | 0.6\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.6\% | 0.1\% |
| SFT | 1.9\% | 0.9\% | 1.9\% | 1.6\% | 4.6\% | 2.8\% | 11.0\% | 1.5\% | 0.0\% | 1.6\% | 2.2\% | 0.0\% | 0.0\% | 4.3\% | 1.7\% | 2.7\% |
| 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 | 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 10:
Including Internet Shopping and other Special Forms of Tradin!

| zone: | 1 | 2 | ${ }^{3}$ | 4 | 5 | ${ }^{6}$ | 7 | ${ }^{8}$ | 9 | 10 | 11 | 12 | 13 | 14 | Study area | Rough MK Area <br> Zones 1-7, 9 and 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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\% 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\% |
| Oiney | 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\% |
| 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 | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 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 - Watting 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\% | 0.1\% |
| 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\% | 0.2\% |
| Other Locations Outside MKBC | 0.0\% | 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\% | 0.0\% | 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\% |
| Towcester | 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\% |
| 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\% | 100.0\% |
| 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\% |

