TABLE 1: BASE YEAR (2017) POPULATION & PROJECTIONS (to 2031)

GROWTH 2017 to 2031:

ZONE:	2017	2022	2027	2031	%	2017-31
Zone 1	30,903	32,698	34,211	35,303	14.2%	4,400
Zone 2	53,666	57,212	60,295	62,525	16.5%	8,859
Zone 3	29,766	31,753	33,436	34,557	16.1%	4,791
Zone 4	39,473	43,107	43,414	43,414	10.0%	3,941
Zone 5	29,134	30,866	32,374	33,363	14.5%	4,229
Zone 6	22,200	23,607	24,686	25,409	14.5%	3,209
Zone 7	27,871	29,656	31,047	31,932	14.6%	4,061
Zone 8	83,744	86,701	89,333	91,206	8.9%	7,462
Zone 9	24,511	25,001	29,319	32,025	30.7%	7,514
Zone 10	9,611	10,170	10,641	10,961	14.0%	1,350
Zone 11	59,450	62,732	65,734	68,038	14.4%	8,588
Zone 12	91,919	97,107	101,744	105,020	14.3%	13,101
Zone 13	116,707	123,077	128,603	132,401	13.4%	15,694
Zone 14	58,853	61,094	63,046	64,453	9.5%	5,600
Study Area	**677,808**	**714,781**	**747,883**	**770,607**	**13.7%**	**92,799**
MK Council Area (zones 1-7, 9, 10)	**267,135**	**284,070**	**299,423**	**309,489**		**42,354**

Source:

For the base year (2017) the population figures have been sourced from Experian's 'Retail Planner Reports" using CJ's (Experian-based) MMG3 Geographic Information System (GIS)). The population figures are based on the ONS Sub-National Population Projections (2015).

For Zones 4 and 9 population for 2022, 2027 and 2032 have been provided by the Council, and are produced using POPGROUP model. The model uses a standard cohort component forecasting method to produce age specific population projections. The population age structure in the forecast's start year is based on 2016 Mid-year Population Estimates Office for National Statistics. The standard schedule of age-specific fertility and mortality rates is taken from the latest (2014-based) schedule produced by ONS. The standard schedule of migration rates (internal and external) are from a 5 year average of ONS estimates specific to Milton Keynes. The projections also take into account the population increase associated with the number of future dwellings, as set out in the proposed submission Plan:MK produced in October 2017.

For the remaining Zones, the population projections for zones are derived from Experian's revised 'demographic component model - these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc. The figures do not take account of the impact of local housing-led policy allocations on potential population growth, however these figures have been verified against the Council's projections that take into account forecast housing allocated growth and have been found to be compatible.

TABLE 2: REVISED CONVENIENCE EXPENDITURE PER CAPITA FORECASTS (excluding SFT that is not sourced from shops in the Study Area)

	2017	2017	2022	2027	2031
	(incl SFT)	EXCLUDING SPECIAL FORMS OF TRADING THAT IS NOT LOCALLY SOURCED			
EXPERIAN - SPECIAL FORMS OF TRADING (%):		14.8%	17.2%	17.6%	17.8%
REVISED SPECIAL FORMS OF TRADING (%):		15.2%	17.7%	18.1%	18.3%
Zone 1	£2,996	£2,539	£2,791	£3,251	£3,796
Zone 2	£3,534	£2,995	£3,293	£3,835	£4,478
Zone 3	£2,610	£2,212	£2,432	£2,833	£3,307
Zone 4	£3,760	£3,187	£3,503	£4,080	£4,764
Zone 5	£3,478	£2,948	£3,241	£3,775	£4,407
Zone 6	£3,328	£2,821	£3,101	£3,611	£4,217
Zone 7	£3,221	£2,730	£3,002	£3,496	£4,082
Zone 8	£4,157	£3,523	£3,873	£4,511	£5,267
Zone 9	£4,015	£3,403	£3,741	£4,357	£5,088
Zone 10	£4,282	£3,629	£3,989	£4,646	£5,425
Zone 11	£3,998	£3,389	£3,725	£4,339	£5,066
Zone 12	£4,067	£3,447	£3,789	£4,413	£5,153
Zone 13	£3,736	£3,167	£3,481	£4,054	£4,734
Zone 14	£3,987	£3,380	£3,715	£4,327	£5,052
STUDY AREA AVERAGE:	£3,655	£3,098	£3,405	£3,966	£4,631

Source: Average spend per capita estimates (2015 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 15 published by Experian Business Strategies (December 2017).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 15 (Dec 2017).

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2017) TO 2031 (£m)

GROWTH 2017 to 2031:

	2017	2017	2022	2027	2031	%	2017-31
	(incl SFT)	EXCLUDING SPECIAL FORMS OF TRADING THAT IS NOT LOCALY SOURCED					
Zone 1	£92.6	£78.5	£91.3	£111.2	£134.0	70.8%	£55.5
Zone 2	£189.7	£160.8	£188.4	£231.2	£280.0	74.2%	£119.2
Zone 3	£77.7	£65.9	£77.2	£94.7	£114.3	73.6%	£48.4
Zone 4	£148.4	£125.8	£151.0	£177.1	£206.8	64.4%	£81.0
Zone 5	£101.3	£85.9	£100.0	£122.2	£147.0	71.2%	£61.1
Zone 6	£73.9	£62.6	£73.2	£89.1	£107.1	71.1%	£44.5
Zone 7	£89.8	£76.1	£89.0	£108.5	£130.3	71.3%	£54.2
Zone 8	£348.1	£295.1	£335.8	£403.0	£480.4	62.8%	£185.4
Zone 9	£98.4	£83.4	£93.5	£127.8	£162.9	95.3%	£79.5
Zone 10	£41.2	£34.9	£40.6	£49.4	£59.5	70.5%	£24.6
Zone 11	£237.7	£201.5	£233.7	£285.2	£344.7	71.1%	£143.2
Zone 12	£373.8	£316.8	£368.0	£449.0	£541.2	70.8%	£224.3
Zone 13	£436.0	£369.6	£428.4	£521.4	£626.8	69.6%	£257.2
Zone 14	£234.7	£198.9	£227.0	£272.8	£325.6	63.7%	£126.7
STUDY AREA:	£2,543.2	£2,155.6	£2,497.1	£3,042.8	£3,660.7	69.8%	£1,505.1
MK Council Area	£912.9	£773.8	£904.2	£1,111.4	£1,342.0	73.4%	£568.3