Milton Keynes Household Survey
for
Carter Jonas

February 2017

Job Ref: 160217

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Introduction

1.1   Research Background & Objectives

To conduct a survey amongst residents in the Milton Keynes area to assess shopping habits for main food and grocery, top-up, non-food shopping and leisure activities. Respondents were also asked for their opinions on Milton Keynes, Bletchley, Kingston and Wolverton town centres.

1.2   Research Methodology

A total of 1400 telephone interviews were conducted between Friday 24th February 2017 and Tuesday 14th March 2017. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 14 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	MK1 1, MK2 2, MK2 3, MK3 5, MK3 6	100
2	MK3 7, MK4 1, MK4 2, MK4 3, MK4 4, MK5 6, MK5 7, MK8 0	100
3	MK5 8, MK6 1, MK6 2, MK6 4, MK6 5, MK9 1, MK9 2, MK9 3	100
4	MK6 3, MK7 6, MK7 7, MK7 8, MK10 0, MK10 7, MK10 9	100
5	MK9 4, MK14 5, MK14 6, MK14 7, MK15 0, MK15 8, MK15 9	100
6	MK8 8, MK8 9, MK13 7, MK13 8, MK13 9	100
7	MK11 1, MK11 2, MK11 3, MK12 5, MK12 6, MK13 0	100
8	MK18 1, MK18 5, MK18 6, MK18 7, MK19 6, NN7 2, NN7 3, NN12 6, NN12 7, NN12 8, NN13 5, NN13 6, NN13 7	100
9	MK16 0, MK16 8, MK16 9, MK19 7	100
10	MK46 4, MK46 5	100
11	MK43 0, MK43 8, MK43 9, MK45 1, MK45 2, MK45 3	100
12	LU5 6, LU6 2, LU7 0, LU7 1, LU7 2, LU7 3, LU7 4, LU7 9, MK17 8, MK17 9, MK45 5	100
13	HP19 0, HP19 7, HP19 8, HP19 9, HP20 1, HP20 2, HP21 7, HP21 8, HP21 9, HP22 4, HP22 5, HP23 4, MK17 0, MK18 3	100
14	MK18 2, MK18 4, OX25 1, OX25 2, OX25 3, OX26 1, OX26 2, OX26 3, OX26 4, OX26 5, OX26 6, OX27 0, OX27 7, OX27 8, OX27 9	100
Total		**1400**

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main-shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly

updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next random selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	22.4%	39	7.8188
35-44	20.6%	132	2.1251
45-54	19.2%	418	0.6250
55-64	18.2%	303	0.8167
65+	19.6%	468	0.5676
(Refused)	n/a	40	1.0000
Total		**1400**	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	30,903	100	110	0.5779
2	53,666	100	93	1.1901
3	29,766	100	107	0.5772
4	39,473	100	86	0.9510
5	29,134	100	112	0.5350
6	22,200	100	92	0.5005
7	27,871	100	99	0.5794
8	83,744	100	117	1.4801
9	24,511	100	96	0.5285
10	9,611	100	88	0.2256
11	59,450	100	96	1.2734
12	91,919	100	79	2.4037
13	116,707	100	123	1.9607
14	58,853	100	102	1.1954
Total	**677,808**	**1400**		

* Source: Census 2011

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 1400 answers "Yes" to a question, we can be 95% sure that between 47.4% and 52.6% of the population holds the same opinion (i.e. +/- 2.6%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.6%
20%	±2.1%
30%	±2.4%
40%	±2.6%
50%	±2.6%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zones 1-7 (Filtered & Weighted)

By Zone Filtered

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q01 **Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?**
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Aldi, Vimy Road, Linslade, Leighton Buzzard	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Laporte Retail Park, Dallow Road, Luton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bradwell Common Boulevard, Milton Keynes	2.4%	33	0.0%	0	0.0%	0	7.9%	5	2.3%	2	10.0%	6	24.2%	11	4.0%	2
Aldi, Harlestone Road, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Victoria Road, Wellingborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Westcroft Retail Park, Westcroft	1.0%	14	0.0%	0	10.3%	11	1.1%	1	0.0%	0	2.0%	1	0.7%	0	0.6%	0
Asda, Bletcham Way, Bletchley, Milton Keynes	5.8%	81	23.2%	15	14.8%	16	17.2%	11	8.1%	7	18.9%	11	5.5%	3	4.4%	3
Asda, Selkirk Drive, Oakridge Park, Milton Keynes	0.5%	7	0.0%	0	0.0%	0	0.5%	0	0.0%	0	6.1%	4	1.7%	1	0.8%	0
Asda, Glyn Square, Creed Street, Wolverton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.3%	1
Budgens, Cofferidge Close, Stony Stratford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Co-op, Farthing Grove, Netherfield, Milton Keynes	0.0%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, Newton Road, Bletchley, Milton Keynes	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 75-77 High Street, Newport Pagnell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0
Co-op, Wordsworth Avenue, 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
Co-op, Stanley Court, Weston Road, Olney	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Glyn Square, Wolverton, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.6%	0
Iceland, Greenhill Street, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Duke's Street, Bletchley	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Food Centre, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Lidl, Dukes Drive (off Princes Way), Bletchley	0.6%	8	2.3%	1	0.7%	1	1.3%	1	6.0%	5	0.7%	0	0.0%	0	0.0%	0
Lidl, Northfield Avenue, Kettering	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes	0.8%	11	0.0%	0	0.9%	1	5.1%	3	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Marks & Spencer, High Street, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Midland Road, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brackley BP, Brackley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kingston Roundabout, Kingston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	0
Marks & Spencer, Denbigh North, Stadium Milton Keynes	0.1%	1	0.5%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0
Marks & Spencer, Simply Food, ElderGate, Milton Keynes	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0
Marks & Spencer, Sunset Walk, Milton Keynes	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Winchester Circle, The Kingston Centre, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	0	0.0%	0	0.6%	0
Morrisons, Station Way, Aylesbury	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Road, Banbury																
Morrisons, Lake Street, Leighton Buzzard	3.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Milton Keynes Leisure Plaza, Elder Gate, Milton Keynes	2.8%	39	1.8%	1	2.4%	3	10.2%	6	2.3%	2	11.8%	7	16.5%	8	13.4%	8
Morrisons, Oxford Street, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Westcroft District Centre, Barnsdale Drive, Westcroft	4.4%	61	5.7%	4	36.3%	40	5.7%	4	2.0%	2	0.0%	0	2.8%	1	3.3%	2
Sainsbury's Superstore, Buckingham Street, Aylesbury	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Fairfield Park, Clapham Road, Bedford	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bells Brook, Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Concourse, Brunel Centre, Bletchley	1.0%	14	17.0%	11	0.6%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bedford Road, The Saxon Centre, Kempston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunstable Road, BuryPark, Luton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes	1.1%	15	0.5%	0	7.5%	8	6.1%	4	0.0%	0	0.5%	0	3.7%	2	0.6%	0
Sainsbury's Superstore, Witan Gate, Central Milton Keynes, Milton Keynes	2.6%	37	2.8%	2	9.4%	10	9.4%	6	1.6%	1	5.9%	4	9.4%	4	3.5%	2
Sainsbury's Superstore, Gambrel Road, Northampton	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Granville Square, Willen, Milton Keynes	0.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Spar, Saxon Street, Bletchley, Milton Keynes	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury	5.6%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Icknield Way, Skimpot Road, Dunstable	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kettering Business Park, Karina Road, Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes	3.6%	51	36.2%	23	7.7%	9	2.3%	1	2.9%	2	1.2%	1	3.0%	1	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes	6.6%	92	0.0%	0	0.0%	0	10.2%	6	46.2%	38	17.4%	10	4.5%	2	0.0%	0
Tesco Extra, Clannell Road, Hunsbury Hill Centre, Northampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury	4.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Riverfield Drive, Bedford	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley	2.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London	2.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Road, Buckingham																
Tesco Superstore, Coniston Road, Flitwick	2.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes	4.2%	58	0.0%	0	0.7%	1	0.8%	0	3.9%	3	0.5%	0	19.2%	9	48.2%	28
Tesco Superstore, Old Tiffield Road, Towcester	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Park, Turnells Mill Lane, Wellingborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Arndale Centre, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Somerville Way, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hart Place, Southwold, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nightingale Place, Bicester	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pavillons Way, LarkRise, Brackley	0.9%	12	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Hill, Buckingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coniston Road, Linslade, Leighton Buzzard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ardwell Lane, Greenleys, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0
Tesco Express, Buckingham Road, Bletchley, Milton Keynes	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Express, High Street, Woburn Sands, Milton Keynes	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Swinden Court, Heelands, Milton Keynes	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wellingborough Road, Northampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bedford Street, Ampthill	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bowen Square, Daventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterbourne Walk, Leighton Buzzard	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Oakgrove, Milton Keynes	3.8%	53	1.8%	1	3.9%	4	12.3%	8	18.1%	15	8.6%	5	4.0%	2	5.6%	3
Waitrose, The Kingsthorpe Centre, Harborough Road, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crown Park, Northampton Road, Rushden	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Water Lane, Towcester	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet - Collection (Click & Collect)	0.6%	8	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Delivered	6.2%	87	2.7%	2	1.9%	2	3.5%	2	3.9%	3	2.2%	1	1.3%	1	3.9%	2
Aylesbury	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	2.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village	1.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
MK - 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
Northampton	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	0.0%	0	0.0%	0
Towcester	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Weighted base:	1400		64		111		61		82		60		46		58	
Sample:	1400		100		100		100		100		100		100		100	

Q01A Which retailer do you purchase your main food internet / home delivery shopping from?
Those who said internet at Q01 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Asda	6.2%	6	0.0%	0	0.0%	0	36.7%	1	18.5%	1	0.0%	0	0.0%	0	16.1%	0
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	0	0.0%	0	0.0%	0
Ocado	26.7%	25	0.0%	0	35.5%	1	26.5%	1	63.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	9.9%	9	0.0%	0	32.3%	1	21.7%	0	18.5%	1	0.0%	0	47.6%	0	54.7%	1
Tesco	41.9%	40	100.0%	2	0.0%	0	15.1%	0	0.0%	0	33.5%	0	52.4%	0	14.6%	0
Waitrose	8.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Hello Fresh	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.0%	1	0.0%	0	0.0%	0
Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakhouse Foods	0.7%	1	0.0%	0	32.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	95		2		2		2		3		1		1		2	
Sample:	91		3		3		5		3		3		2		4	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q02 What do you like about (STORE MENTIONED AT Q01)? [MR]
Not those who said internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Clean store	1.1%	14	0.0%	0	0.9%	1	0.6%	0	0.8%	1	1.7%	1	1.4%	1	1.2%	1
Close to family / friends	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Convenient to home	49.3%	643	68.4%	42	46.9%	51	39.9%	24	54.8%	43	39.3%	23	35.6%	16	59.6%	33
Convenient to work	1.7%	23	0.0%	0	0.6%	1	0.8%	0	4.3%	3	2.8%	2	3.6%	2	9.7%	5
Delivery service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.1%	28	3.3%	2	2.9%	3	2.4%	1	2.2%	2	1.0%	1	5.7%	3	0.9%	0
Easy to get to by foot	0.3%	4	0.0%	0	0.7%	1	1.3%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Easy to get to by public transport	0.4%	5	0.0%	0	0.6%	1	0.0%	0	3.3%	3	0.0%	0	1.5%	1	2.2%	1
Ethical policy	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Friendly / helpful staff	2.7%	35	4.8%	3	2.6%	3	5.1%	3	2.1%	2	5.2%	3	3.3%	2	1.2%	1
Good layout / easy to get around	4.1%	54	2.1%	1	2.2%	2	5.9%	4	7.2%	6	2.6%	2	0.0%	0	2.1%	1
Good offers	3.2%	42	0.5%	0	1.3%	1	9.7%	6	2.4%	2	5.0%	3	8.6%	4	1.8%	1
Habit / always used it	5.0%	66	5.5%	3	4.2%	5	6.2%	4	8.0%	6	2.5%	1	1.9%	1	2.2%	1
Has a cafe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Has a petrol station	1.1%	14	2.0%	1	8.6%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large store	1.4%	18	2.1%	1	0.6%	1	2.1%	1	3.3%	3	2.7%	2	0.7%	0	4.1%	2
Long opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / value for money	20.2%	264	16.0%	10	22.2%	24	31.2%	19	14.1%	11	30.6%	18	32.0%	14	16.7%	9
Loyalty scheme / reward points	1.8%	24	2.5%	2	0.6%	1	2.1%	1	0.0%	0	8.4%	5	0.0%	0	0.6%	0
Online shopping is convenient	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Only one in the area	1.1%	14	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Parking is free	1.4%	18	0.6%	0	2.9%	3	0.0%	0	4.6%	4	1.3%	1	0.0%	0	0.7%	0
Parking prices are low	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Parking provision is good	3.2%	42	0.6%	0	5.8%	6	2.7%	2	1.0%	1	0.6%	0	7.3%	3	10.4%	6
Pleasant shopping environment	0.7%	10	0.0%	0	0.7%	1	0.6%	0	0.8%	1	1.3%	1	0.0%	0	0.0%	0
Preference for retailer	2.0%	26	10.6%	7	0.0%	0	3.3%	2	1.0%	1	0.5%	0	4.2%	2	4.0%	2
Quality of food goods available	9.9%	130	5.8%	4	9.0%	10	21.3%	13	9.1%	7	13.1%	8	11.9%	5	6.3%	3
Self-service checkouts	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Quality of non-food goods available	1.0%	13	0.0%	0	0.9%	1	0.0%	0	1.4%	1	1.1%	1	0.6%	0	0.7%	0
Range of food goods available	12.0%	157	7.6%	5	21.3%	23	12.7%	8	7.7%	6	18.4%	11	11.2%	5	10.5%	6
Range of non-food goods available	3.2%	41	1.8%	1	4.7%	5	1.1%	1	0.0%	0	1.5%	1	1.9%	1	2.3%	1
Safe shopping environment	0.3%	4	0.5%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.4%	1
Small / quiet store	1.7%	22	1.9%	1	1.3%	1	3.4%	2	5.7%	4	5.6%	3	2.6%	1	2.0%	1
Staff discount / work there	2.4%	31	1.8%	1	2.3%	2	2.6%	2	0.8%	1	2.6%	2	2.2%	1	2.3%	1
Supporting local business	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
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
Offer scan-as-you shop facility	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to other shops / services / activities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Offers Click & Collect facility	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.1%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has an ATM	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers free coffee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a toilet	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing)	4.4%	58	1.6%	1	2.2%	2	0.8%	0	3.8%	3	1.3%	1	5.2%	2	2.6%	1
Weighted base:		1305		62		109		59		78		59		45		55
Sample:		1309		97		97		95		97		97		98		96

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q03 How do you normally travel to (STORE MENTIONED AT Q01)?
Not those who said internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Car / van (as driver)	83.7%	1093	59.5%	37	85.9%	93	68.8%	41	83.4%	65	81.0%	48	83.4%	38	72.3%	40
Car / van (as passenger)	6.5%	85	19.3%	12	8.6%	9	17.3%	10	6.6%	5	9.1%	5	6.4%	3	9.7%	5
Bus, minibus or coach	1.6%	20	4.5%	3	0.6%	1	5.5%	3	2.8%	2	4.2%	2	2.2%	1	1.8%	1
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.2%	81	14.4%	9	1.3%	1	5.6%	3	6.2%	5	3.8%	2	3.3%	1	9.1%	5
Taxi	0.5%	7	0.0%	0	0.7%	1	1.7%	1	0.0%	0	1.3%	1	3.5%	2	0.6%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	4	0.8%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	0	2.2%	1
Mobility scooter / wheelchair	0.2%	3	0.5%	0	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	1
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
(Don't know)	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
(Varies)	0.8%	11	0.5%	0	2.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.9%	1
Weighted base:		1305		62		109		59		78		59		45		55
Sample:		1309		97		97		95		97		97		98		96

Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Not those who said internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Yes - non-food shopping	10.3%	134	13.4%	8	12.4%	13	10.4%	6	14.2%	11	5.6%	3	2.9%	1	7.3%	4
Yes - other food shopping	7.6%	99	6.7%	4	8.0%	9	3.2%	2	4.9%	4	15.2%	9	6.8%	3	4.9%	3
Yes - bars / pubs	0.1%	1	0.8%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	1.4%	19	2.8%	2	2.5%	3	1.3%	1	4.1%	3	1.5%	1	0.7%	0	1.2%	1
Yes - cinemas	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	2.0%	26	3.8%	2	0.7%	1	2.8%	2	4.3%	3	1.7%	1	1.6%	1	1.2%	1
Yes - go to park	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Yes - gyms / health and fitness	1.1%	15	0.8%	0	1.6%	2	0.6%	0	1.4%	1	0.5%	0	0.0%	0	1.2%	1
Yes - library	0.5%	7	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	0
Yes - markets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - meeting family	0.8%	11	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - meeting friends	0.3%	4	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.8%	11	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Yes - restaurants	0.8%	10	0.5%	0	0.7%	1	2.6%	2	0.8%	1	1.0%	1	0.0%	0	0.7%	0
Yes - swimming	0.2%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	1.9%	25	2.6%	2	0.9%	1	3.4%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Yes - work	4.2%	55	8.1%	5	1.3%	1	16.0%	9	4.1%	3	3.1%	2	0.0%	0	8.8%	5
Yes - 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
Yes - browsing / walking the dog	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - playing golf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - school run	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting medical services (doctor, dentist, optician etc.)	0.2%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Yes - visiting the waste and recycling 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
(No)	71.5%	933	65.9%	41	69.7%	76	60.4%	36	73.6%	58	73.9%	43	89.4%	40	73.8%	41
(Don't know)	1.1%	14	0.5%	0	2.3%	2	0.6%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Weighted base:		1305		62		109		59		78		59		45		55
Sample:		1309		97		97		95		97		97		98		96

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q05 When you combine your trip with other activities, where do you normally go?
Those who combine their main food shopping with other activities at Q04 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Asda Supercentre, Bletcham Way, Denbigh North	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Kingston District	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ampthill	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	5.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkhamsted	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	4.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	7.7%	27	72.5%	12	13.1%	4	9.3%	2	13.4%	3	0.0%	0	0.0%	0	3.3%	0
Brackley	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradville	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0	0.0%	0
Buckingham	5.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecotte	0.3%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	12.5%	43	0.0%	0	2.3%	1	25.0%	6	55.9%	10	38.7%	5	9.7%	0	0.0%	0
Leighton Buzzard	14.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	13.1%	45	12.1%	2	26.3%	8	34.0%	8	6.4%	1	30.6%	4	55.9%	2	48.2%	7
Newport Pagnell	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.1%	0	0.0%	0	2.3%	0
Northampton	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	3.1%	0	0.0%	0	0.0%	0
Olney	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.7%	2	0.0%	0	4.9%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.5%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Towcester	6.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wavendon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	6.7%	23	5.8%	1	42.4%	12	0.0%	0	5.8%	1	0.0%	0	7.4%	0	11.0%	2
Willen	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	1	0.0%	0	2.3%	0
Winterhill	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	3.1%	11	0.0%	0	0.0%	0	2.0%	0	0.0%	0	8.0%	1	13.5%	1	21.3%	3
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.8%	3	9.6%	2	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	1.1%	4	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	6.7%	0	0.0%	0
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS, Sofolog	0.4%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	2.1%	0	0.0%	0	0.0%	0
The Kingston Centre, Milton Keynes	0.5%	2	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park,	0.7%	2	0.0%	0	2.6%	1	2.8%	1	2.9%	1	3.1%	1	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Westcroft, Milton Keynes																
Broadfields Retail Park, Aylesbury Vale	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.5%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell Common	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Denbigh North	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emerson Valley	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishermead	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK - Out of Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Oakgrove	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		346		16		29		23		19		14		4		14	
Sample:		381		29		33		36		24		25		13		24	

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q06 In addition to (STORE MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Aldi, Carina Road, Kettering	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vimy Road, Linslade, Leighton Buzzard	4.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Laporte Retail Park, Dallow Road, Luton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bradwell Common Boulevard, Milton Keynes	2.2%	16	0.9%	0	4.2%	3	4.4%	1	10.6%	4	5.6%	2	9.1%	2	3.6%	1
Aldi, Harlestone Road, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Westcroft Retail Park, Westcroft	1.2%	9	3.2%	1	1.2%	1	2.6%	1	5.6%	2	0.9%	0	0.0%	0	3.7%	1
Asda, Bletcham Way, Bletchley, Milton Keynes	4.5%	33	22.9%	8	3.6%	2	11.5%	4	4.8%	2	1.9%	1	5.4%	1	22.1%	6
Asda, Court Drive, Dunstable	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Milton Keynes	2.3%	17	0.0%	0	2.4%	1	2.7%	1	0.0%	0	18.7%	7	9.1%	2	1.2%	0
Asda, Washbrook Road, Rushden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Glyn Square, Creed Street, Wolverton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	11.8%	3
Budgens, Meadow Walk, HighStreet, Buckingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bedford Road, Barton-le-Clay	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Agora Centre, Wolverton, Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Co-op, Newton Road, Bletchley, Milton Keynes	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plaistow Crescent, Monkston Park, Milton Keynes	1.3%	9	0.0%	0	15.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Leger Court, Great Linford, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Co-op, Tanfield Lane, Broughton, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Tower Crescent, Tower Drive, Neath Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Co-op, 62 High Street, Newport Pagnell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 75-77 High Street, Newport Pagnell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Co-op, Wordsworth Avenue, Newport Pagnell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Brackley, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanley Court, Weston Road, Olney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Woburn Sands	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes	1.9%	14	0.0%	0	1.2%	1	2.6%	1	3.8%	1	13.0%	5	0.0%	0	0.0%	0
Farmfoods, Glyn Square, Wolverton, Milton Keynes	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	8.5%	2
Farmfoods, The Brunel Centre, Bletchley, Milton Keynes	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Aylesbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Greenhill Street, Bedford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Duke's Street, Bletchley	1.1%	8	16.4%	6	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Square, Leighton Buzzard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Food Centre, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Dukes Drive (off Princes Way), Bletchley	2.8%	21	23.4%	8	2.8%	2	4.5%	1	7.5%	3	1.2%	0	3.4%	1	0.0%	0
Lidl, Northfield Avenue,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Kettering																
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes	1.4%	10	0.0%	0	0.0%	0	6.0%	2	5.6%	2	2.6%	1	5.4%	1	2.4%	1
Marks & Spencer, Midland Road, Bedford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sheep Street, Bicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kingston Roundabout, Kingston	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Denbigh North, Stadium Milton Keynes	0.3%	2	0.9%	0	1.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.2%	0
Marks & Spencer, Simply Food, ElderGate, Milton Keynes	0.5%	4	0.0%	0	2.3%	1	1.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Marks & Spencer, Sunset Walk, Milton Keynes	0.4%	3	0.0%	0	0.0%	0	1.1%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Winchester Circle, The Kingston Centre, Milton Keynes	0.8%	6	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Marks & Spencer, Toddington South Service Area, M1 Motorway, Toddington	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way, Aylesbury	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lake Street, Leighton Buzzard	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Milton Keynes Leisure Plaza, Elder Gate, Milton Keynes	1.9%	14	0.9%	0	2.2%	1	8.1%	3	1.5%	1	4.2%	1	14.6%	3	4.2%	1
Morrisons, Victoria Promenade, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oxford Street, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Westcroft District Centre, Barnsdale Drive, Westcroft	3.0%	22	5.6%	2	17.2%	10	3.2%	1	0.0%	0	0.0%	0	3.9%	1	4.9%	1
Sainsbury's Superstore, Buckingham Street, Aylesbury	3.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Fairfield Park, Clapham Road, Bedford	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bells Brook, Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Concourse, Brunel Centre, Bletchley	0.8%	6	7.5%	3	1.1%	1	1.1%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Sainsbury's Superstore, Bedford Road, The Saxon Centre, Kempston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bramingham Park, Quantock Rise (Off Newbold Road), LUTON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunstable Road, BuryPark, Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes	1.2%	9	0.0%	0	6.3%	4	6.1%	2	0.0%	0	0.9%	0	5.9%	1	0.0%	0
Sainsbury's Superstore, Witan Gate, Central Milton Keynes, Milton Keynes	2.6%	19	0.0%	0	6.4%	4	12.2%	4	8.3%	3	1.9%	1	10.1%	2	0.0%	0
Sainsbury's Local, Granville Square, Willen, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Tesco Extra, Broadfields	3.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Retail Park, Bicester Road, Aylesbury																
Tesco Extra, Cardington Road, Bedford	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes	1.9%	14	5.1%	2	10.2%	6	4.2%	1	0.0%	0	11.7%	4	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes	3.3%	24	0.0%	0	3.8%	2	18.3%	6	16.6%	6	9.9%	4	0.0%	0	1.2%	0
Tesco Extra, Clannell Road, Hunsbury Hill Centre, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Riverfield Drive, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Buckingham	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	12.4%	2	13.4%	4
Tesco Superstore, Old Tiffield Road, Towcester	3.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Park, Turnells Mill Lane, Wellingborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Road, Bletchley, Milton Keynes	0.3%	2	4.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dulverton Drive, Furzton, Milton Keynes	0.2%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Egerton Gate, Shenley Brook End, Milton Keynes	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes	0.2%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cannon Street, Wellingborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Waitrose, Bedford Street, Ampthill	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bowen Square, Daventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterbourne Walk, Leighton Buzzard	1.2%	9	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Oakgrove, Milton Keynes	4.5%	34	1.3%	0	6.7%	4	6.8%	2	21.2%	8	7.4%	3	9.4%	2	6.8%	2
Waitrose, The Kingsthorpe Centre, Harborough Road, Northampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crown Park, Northampton Road, Rushden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Water Lane, Towcester	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.3%	0
Other	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Internet - Delivered	3.7%	27	0.0%	0	3.7%	2	2.6%	1	3.8%	1	1.8%	1	0.0%	0	4.4%	1
Aylesbury	2.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	5.8%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley	0.2%	1	1.3%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Towcester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Weighted base:	739		36		61		31		36		36		19		28	
Sample:	763		56		59		68		47		56		49		49	

Q06A Which internet / home delivery retailer do you also use for your main food shopping?

Those who said internet at Q06 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Asda	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.3%	0	0.0%	0	0.0%	0
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	2.9%	1	0.0%	0	0.0%	0	58.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	11.5%	3	0.0%	0	0.0%	0	41.1%	0	43.3%	1	0.0%	0	0.0%	0	0.0%	0
Ocado	21.2%	6	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	10.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Tesco	43.4%	12	0.0%	0	33.3%	1	0.0%	0	56.7%	1	47.6%	0	0.0%	0	0.0%	0
Waitrose	3.4%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakhouse Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	27		0		2		1		1		1		0		1	
Sample:	25		0		3		2		2		2		0		1	

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?
Excl. Nulls

Store																
Aldi, Vimy Road, Linslade, Leighton Buzzard	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Laporte Retail Park, Dallow Road, Luton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bradwell Common Boulevard, Milton Keynes	0.6%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	0	10.0%	2	4.2%	1
Aldi, Westcroft Retail Park, Westcroft	0.9%	8	0.0%	0	9.5%	7	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes	1.3%	11	3.3%	1	4.1%	3	2.9%	1	1.1%	1	1.7%	1	5.4%	1	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Milton Keynes	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.5%	0	7.4%	2
Asda, Glyn Square, Creed Street, Wolverton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	5.7%	2
Budgens, Jansel Square, Bedgrove, Aylesbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Stagsden Road, Bromham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Cranfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Cofferidge Close, Stony Stratford	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	5
Co-op, Orwell Drive, Hawkslade Farm, Aylesbury	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wedgewood Street, Aylesbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bedford Road, Barton-le-Clay	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ampthill Road, Maulden, Bedford	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Harrold, Bedford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Marston Moretaine, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Barberry Place, Bicester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassett Avenue, Bicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Challenge House, Sherwood Drive, Bletchley	0.5%	4	4.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Road, Cranfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Park End, Croughton	1.7%	15	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Westfield Road, Dunstable	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Russell Centre, Conniston Road, Flitwick	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Birds Hill, Heathand Reach, Leighton Buzzard	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clarence Road, Leighton Buzzard	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Agora Centre, Wolverton, Milton Keynes	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	5
Co-op, Dunthorne Way, GrangeFarm, Milton Keynes	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Co-op, Farthing Grove, Netherfield, Milton Keynes	0.8%	7	0.0%	0	0.0%	0	5.4%	2	1.0%	1	9.1%	4	0.0%	0	0.0%	0
Co-op, Fishermead Boulevard, Fishermead, Milton Keynes	0.8%	7	0.0%	0	0.0%	0	18.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newton Road, Bletchley, Milton Keynes	0.7%	6	7.2%	3	2.4%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-op, Plaistow Crescent, Monkston Park, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Co-op, St Leger Court, Great Linford, Milton Keynes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0
Co-op, Tanfield Lane, Broughton, Milton Keynes	1.2%	10	0.0%	0	0.0%	0	0.0%	0	19.1%	10	0.0%	0	0.0%	0	0.0%	0
Co-op, The Boulevard, Fishermead, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Water Eaton Road, Bletchley, Milton Keynes	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winfold Lane, Emerson Valley, Milton Keynes	0.4%	3	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tower Crescent, Tower Drive, Neath Hill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0
Co-op, 62 High Street, Newport Pagnell	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Co-op, 75-77 High Street, Newport Pagnell	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	0
Co-op, Wordsworth Avenue, Newport Pagnell	0.9%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Brackley, Northampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanley Court, Weston Road, Olney	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Purbeck, Stantonbury Centre, Stantonbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-op, West Street, Steeple Claydon	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Woburn Sands	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wootton Fields Centre, Wootton Hope Drive, Wootton	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Glyn Square, Wolverton, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.0%	0
Iceland, Duke's Street, Bletchley	0.6%	5	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Square, Leighton Buzzard	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Food Centre, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.9%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Dukes Drive (off Princes Way), Bletchley	0.5%	5	1.9%	1	2.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes	0.7%	6	0.0%	0	0.9%	1	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Gold Street, Hanslope, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Victoria Road, Bletchley, Milton Keynes	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Aylesbury	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Midland Road, Bedford	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sheep Street, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kingston Roundabout, Kingston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Denbigh North, Stadium Milton Keynes	0.4%	3	0.0%	0	1.0%	1	0.9%	0	0.0%	0	0.0%	0	1.6%	0	1.0%	0
Marks & Spencer, Simply Food, ElderGate, Milton Keynes	0.5%	4	0.0%	0	2.1%	1	0.9%	0	0.0%	0	0.7%	0	1.5%	0	0.0%	0
Marks & Spencer, Sunset Walk, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Winchester Circle, The Kingston Centre, Milton Keynes	0.8%	7	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0	2.6%	1	0.0%	0
Marks & Spencer, Toddington South Service Area, M1 Motorway, Toddington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Aylesbury																
Morrisons, Lake Street, Leighton Buzzard	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Milton Keynes Leisure Plaza, Elder Gate, Milton Keynes	0.7%	6	1.1%	0	0.0%	0	0.9%	0	0.0%	0	10.0%	5	1.5%	0	1.1%	0
Morrisons, Westcroft District Centre, Barnsdale Drive, Westcroft	1.3%	12	3.5%	2	9.1%	6	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Meadowcroft, Bicester Road, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cause End Road, Wootton, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bradwell Common Blvd, Bradwell Common, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
One Stop, Garraways, Coffee Hall, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Two Mile Ash, Milton Keynes	0.4%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
One Stop, Knebworth Gate, Giffard Park, Milton Keynes	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	10	0.0%	0	0.0%	0
One Stop, White Horse Drive, Emerson Valley, Milton Keynes	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Gloucester Road, Northampton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Springfield Local Centre, Springfield Boulevard, Springfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Buckingham Street, Aylesbury	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Fairfield Park, Clapham Road, Bedford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Concourse, Brunel Centre, Bletchley	1.2%	10	19.5%	9	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bedford Road, The Saxon Centre, Kempston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes	1.5%	13	1.1%	0	12.3%	9	6.7%	2	1.1%	1	0.0%	0	3.5%	1	1.0%	0
Sainsbury's Superstore, Witan Gate, Central Milton Keynes, Milton Keynes	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	1	6.3%	1	0.0%	0
Sainsbury's Superstore, Gambrel Road, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Sainsbury's Local, Granville Square, Willen, Milton Keynes	1.1%	10	0.7%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	8	0.0%	0	0.0%	0
Spar, Portway, Conniburrow, Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury	3.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cardington Road, Bedford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Icknield Way, Skimpot Road, Dunstable	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes	2.5%	22	30.0%	13	3.0%	2	3.4%	1	3.6%	2	0.0%	0	1.6%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes	2.1%	19	0.0%	0	0.0%	0	13.6%	5	14.5%	8	2.6%	1	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Tesco Extra, Clannell Road, Hunsbury Hill Centre, Northampton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Riverfield Drive, Bedford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Buckingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coniston Road, Flitwick	3.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	10.1%	2	15.9%	5
Tesco Superstore, Old Tiffield Road, Towcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Jackson Road, Aylesbury	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bowmont Square, Shakespeare Drive, Bicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hart Place, Southwold, Bicester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Holm Square, Southwold, Bicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nightingale Place, Bicester	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pavillons Way, LarkRise, Brackley	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Hill, Buckingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street North, Dunstable	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aries Court, Appenine Way, Leighton Buzzard	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coniston Road, Linslade, Leighton Buzzard	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Farm Park Local Centre, Holst Cresent, Old Farm Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ardwell Lane, Greenleys, Milton Keynes	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	7
Tesco Express, Buckingham Road, Bletchley, Milton Keynes	0.5%	4	6.7%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tesco Express, Dulverton Drive, Furzton, Milton Keynes	0.6%	5	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Egerton Gate, Shenley Brook End, Milton Keynes	1.5%	13	0.0%	0	18.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fyfield Barrow, Walnut Tree, Milton Keynes	0.6%	5	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Woburn Sands, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Marshworth, Tinkers Bridge, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	1.3%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Tesco Express, Oldbrook Boulevard, Oldbrook, Milton Keynes	0.5%	4	0.0%	0	0.0%	0	11.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Tesco Express, Oxley Park, Milton Keynes	0.9%	8	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Springfield Local Centre, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Tesco Express, Swinden Court, Heelands, Milton Keynes	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	5	1.0%	0
Tesco Express, Elthorne Way, Green Park Drive, Newport Pagnell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bedford Street, Ampthill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterbourne Walk, Leighton Buzzard	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Oakgrove, Milton Keynes	1.8%	16	0.0%	0	0.0%	0	0.0%	0	17.1%	9	10.1%	5	1.6%	0	1.0%	0
Waitrose, The Kingsthorpe Centre, Harborough Road, Northampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crown Park, Northampton Road, Rushden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Water Lane, Towcester	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.3%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Delivered	0.6%	5	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ampthill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	3.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	3.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley	0.1%	1	0.8%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell Common - In Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.6%	0	0.0%	0
Buckingham	2.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eaglestone	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emerson Valley	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenny Stratford	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heelands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Leighton Buzzard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.9%	8	0.0%	0	0.0%	0	14.8%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	1
MK - Out of Centre	0.7%	6	0.0%	0	0.9%	1	0.0%	0	1.1%	1	0.0%	0	1.5%	0	1.1%	0
Newport Pagnell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Lodge	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Towcester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Two Mile Ash	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Walnut Tree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Weighted base:		886		45		71		36		54		46		20		33
Sample:		872		67		64		56		69		64		45		62

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey

for Carter Jonas

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February 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7

Q07A Which retailer do you purchase your top-up food internet / home delivery shopping from?
Those who said internet at Q07 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
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
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	66.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	19.5%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milkman	14.5%	1	0.0%	0	0.0%	0	0.0%	0	99.9%	1	0.0%	0	0.0%	0	0.0%	0
Oakhouse Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4		1		0		0		1		0		0		0
Sample:		4		2		0		0		1		0		0		0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q08 In addition to (STORE MENTIONED AT Q07), is there anywhere else you regularly use for your household's small scale top-up food shopping?

Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q07 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Aldi, Vimy Road, Linslade, Leighton Buzzard	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bradwell Common Boulevard, Milton Keynes	0.8%	2	2.4%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	14.6%	1	0.0%	0
Aldi, Harlestone Road, Northampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Westcroft Retail Park, Westcroft	0.5%	1	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes	1.1%	3	0.0%	0	0.0%	0	8.2%	1	0.0%	0	6.4%	1	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Milton Keynes	1.0%	3	0.0%	0	3.7%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Asda, Glyn Square, Creed Street, Wolverton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	1
Budgens, Jansel Square, Bedgrove, Aylesbury	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Stagsden Road, Bromham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Cofferidge Close, Stony Stratford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1
Co-op, Station Road, Marston Moretaine, Bedford	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Barberry Place, Bicester	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bassett Avenue, Bicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Challenge House, Sherwood Drive, Bletchley	0.2%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Russell Centre, Conniston Road, Flitwick	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Birds Hill, Heathand Reach, Leighton Buzzard	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clarence Road, Leighton Buzzard	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Agora Centre, Wolverton, Milton Keynes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	0
Co-op, Dunthorne Way, GrangeFarm, Milton Keynes	0.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Farthing Grove, Netherfield, Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Fishermead Boulevard, Fishermead, Milton Keynes	0.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, New Bradwell, Milton Keynes	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	1
Co-op, Newton Road, Bletchley, Milton Keynes	0.7%	2	15.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plaistow Crescent, Monkston Park, Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, St Leger Court, Great Linford, Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Boulevard, Fishermead, Milton Keynes	0.3%	1	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Water Eaton Road, Bletchley, Milton Keynes	0.1%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winfold Lane, Emerson Valley, Milton Keynes	0.4%	1	0.0%	0	2.9%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tower Crescent, Tower Drive, Neath Hill	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0
Co-op, 62 High Street, Newport Pagnell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 75-77 High Street,	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	4	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Newport Pagnell																
Co-op, Wordsworth Avenue, Newport Pagnell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Brackley, Northampton	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanley Court, Weston Road, Olney	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Steeple Claydon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Woburn Sands	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.4%	0	0.0%	0	0.0%	0
Farmfoods, Glyn Square, Wolverton, Milton Keynes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	6.3%	0	0.0%	0
Farmfoods, The Brunel Centre, Bletchley, Milton Keynes	0.1%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Duke's Street, Bletchley	0.2%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dukes Drive (off Princes Way), Bletchley	0.9%	2	8.4%	1	3.7%	1	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes	0.6%	2	0.0%	0	0.0%	0	4.2%	1	3.4%	1	1.9%	0	0.0%	0	3.9%	0
Marks & Spencer, High Street, Aylesbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Midland Road, Bedford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sheep Street, Bicester	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kingston Roundabout, Kingston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Marks & Spencer, Denbigh North, Stadium Milton Keynes	0.7%	2	2.7%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Simply Food, ElderGate, Milton Keynes	0.5%	1	0.0%	0	0.0%	0	2.6%	0	3.1%	1	0.0%	0	10.1%	1	0.0%	0
Marks & Spencer, Sunset Walk, Milton Keynes	0.8%	2	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Winchester Circle, The Kingston Centre, Milton Keynes	0.4%	1	2.4%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way, Aylesbury	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lake Street, Leighton Buzzard	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Milton Keynes Leisure Plaza, Elder Gate, Milton Keynes	0.5%	2	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	5.7%	0	0.0%	0
Morrisons, Westcroft District Centre, Barnsdale Drive, Westcroft	3.2%	9	33.6%	5	15.2%	4	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
One Stop, Bradwell Common Blvd, Bradwell Common, Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0
One Stop, Knebworth Gate, Giffard Park, Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
One Stop, White Horse Drive, Emerson Valley, Milton Keynes	1.4%	4	0.0%	0	16.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Lennon Drive, Crownhill, Milton Keynes	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Buckingham Street, Aylesbury	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Concourse, Brunel Centre, Bletchley	1.3%	4	13.0%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Sainsbury's Superstore, Bedford Road, The Saxon Centre, Kempston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunstable Road, BuryPark, Luton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes	1.2%	3	0.0%	0	10.3%	3	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Central Milton Keynes, Milton Keynes	1.3%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	14.5%	1
Sainsbury's Local, Granville Square, Willen, Milton Keynes	2.6%	7	0.0%	0	0.0%	0	0.0%	0	11.7%	2	30.2%	5	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes	0.7%	2	0.0%	0	0.0%	0	0.0%	0	11.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Buckingham	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	1	5.6%	0
Tesco Superstore, Old Tiffield Road, Towcester	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hart Place, Southwold, Bicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nightingale Place, Bicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Hill, Buckingham	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Langdale Road, Dunstable	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ardwell Lane, Greenleys, Milton Keynes	1.6%	5	0.0%	0	0.0%	0	32.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Road, Bletchley, Milton Keynes	1.8%	5	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Egerton Gate, Shenley Brook End, Milton Keynes	1.7%	5	0.0%	0	18.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fyfield Barrow, Walnut Tree, Milton Keynes	0.7%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Woburn Sands, Milton Keynes	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Marshworth, Tinkers Bridge, Milton Keynes	0.9%	3	0.0%	0	0.0%	0	3.4%	0	6.6%	1	0.0%	0	21.5%	1	0.0%	0
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes	0.2%	1	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oldbrook Boulevard, Oldbrook, Milton Keynes	0.6%	2	0.0%	0	2.6%	1	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Swinden Court, Heelands, Milton Keynes	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Tesco Express, Elthorne Way, Green Park Drive, Newport Pagnell	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bedford Street, Ampthill	4.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterbourne Walk, Leighton Buzzard	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Oakgrove, Milton Keynes	2.9%	8	0.0%	0	2.6%	1	2.6%	0	28.8%	5	2.4%	0	10.1%	1	0.0%	0
Other	7.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Internet - Delivered	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley	1.1%	3	5.1%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1
Buckingham	5.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heelands	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	0	0.0%	0
Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
MK - Out of Centre	1.0%	3	0.0%	0	0.0%	0	2.6%	0	3.4%	1	6.4%	1	0.0%	0	0.0%	0
Neath Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Northampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbrook	0.2%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	1
Towcester	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	0
Wolverton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Weighted base:	288		13		26		14		17		18		5		8	
Sample:	320		22		30		24		24		23		12		16	

Q08A Which internet / home delivery retailer do you also use for your top-up food shopping?

Those who said internet at Q08 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
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
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakhouse Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	0		0		0		0		0		0		0		0	
Sample:	0		0		0		0		0		0		0		0	

Meanscore: [%]

Q09 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping? (All respondents)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
None	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 - 10%	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20%	0.3%	5	0.6%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.7%	0	0.0%	0
21 - 30%	0.5%	6	2.6%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	0	0.0%	0
31 - 40%	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	0	0.0%	0	0.6%	0
41 - 50%	4.8%	68	10.9%	7	3.1%	3	2.2%	1	3.6%	3	4.9%	3	1.9%	1	11.6%	7
51 - 60%	4.7%	65	7.2%	5	1.3%	1	1.5%	1	6.4%	5	6.2%	4	6.5%	3	6.8%	4
61 - 70%	7.7%	108	3.2%	2	8.3%	9	18.5%	11	2.9%	2	8.4%	5	2.9%	1	12.7%	7
71 - 80%	21.7%	304	18.9%	12	26.4%	29	25.1%	15	29.2%	24	28.7%	17	4.2%	2	11.4%	7
81 - 90%	13.8%	193	10.4%	7	18.2%	20	7.1%	4	7.8%	6	4.0%	2	17.2%	8	11.6%	7
91 - 99%	3.4%	48	3.7%	2	0.0%	0	1.1%	1	3.1%	3	4.1%	2	0.9%	0	4.8%	3
100%	33.0%	462	28.6%	18	23.9%	26	41.5%	26	32.2%	26	22.1%	13	52.1%	24	32.9%	19
(Dont know)	9.2%	129	13.3%	9	18.2%	20	2.4%	1	12.6%	10	19.9%	12	12.7%	6	6.8%	4
(Refused)	0.2%	3	0.5%	0	0.6%	1	0.0%	0	0.7%	1	0.5%	0	0.0%	0	0.8%	0
Mean:	*84.72*		*80.80*		*85.04*		*85.50*		*84.37*		*81.31*		*90.45*		*82.14*	
Weighted base:	1400		64		111		61		82		60		46		58	
Sample:	1400		100		100		100		100		100		100		100	

Column %ges.

By Zone Filtered

Weighted:

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for Carter Jonas

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	Total		**Zone 1**		**Zone 2**		**Zone 3**		**Zone 4**		**Zone 5**		**Zone 6**		**Zone 7**	

Meanscore: [%]

Q09X Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping? (Those who do top-up shopping)

Not those who said '(Don't do this type of shopping)' at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
None	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 - 10%	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20%	0.5%	5	0.8%	0	0.0%	0	0.9%	0	0.0%	0	0.9%	0	1.4%	0	0.0%	0
21 - 30%	0.7%	6	3.6%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.9%	0	0.0%	0
31 - 40%	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	0	0.0%	0	0.9%	0
41 - 50%	7.2%	68	15.3%	7	4.1%	3	3.8%	1	5.3%	3	6.2%	3	4.0%	1	17.3%	7
51 - 60%	7.0%	65	10.1%	5	1.8%	1	2.6%	1	9.5%	5	8.0%	4	13.6%	3	10.2%	4
61 - 70%	11.5%	108	4.5%	2	11.0%	9	31.7%	11	4.3%	2	10.8%	5	6.0%	1	18.9%	7
71 - 80%	32.4%	304	26.5%	12	34.7%	29	42.9%	15	43.0%	24	36.8%	17	8.7%	2	17.0%	7
81 - 90%	20.6%	193	14.6%	7	23.9%	20	12.1%	4	11.4%	6	5.2%	2	35.9%	8	17.3%	7
91 - 99%	5.1%	48	5.2%	2	0.0%	0	1.9%	1	4.5%	3	5.2%	2	1.9%	0	7.1%	3
100%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know)	13.7%	129	18.7%	9	23.9%	20	4.0%	1	18.5%	10	25.6%	12	26.6%	6	10.1%	4
(Refused)	0.4%	3	0.7%	0	0.8%	1	0.0%	0	1.0%	1	0.6%	0	0.0%	0	1.2%	0
Mean:	*75.95*		*71.24*		*78.82*		*74.77*		*75.17*		*74.13*		*76.27*		*72.25*	
Weighted base:	938		46		84		36		55		47		22		39	
Sample:	914		69		70		56		71		67		50		65	

Column %ges.

By Zone Filtered

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q10 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Asda Supercentre, Bletcham Way, Denbigh North	0.2%	2	0.9%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	1.0%	0	0.7%	0
Costco, Kingston District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0
Debenhams, Intu Milton Keynes	1.7%	23	3.2%	2	0.0%	0	0.6%	0	0.7%	1	12.8%	8	0.7%	0	3.6%	2
House of Fraser, The Centre MK	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	1.3%	18	0.6%	0	3.1%	3	0.0%	0	0.7%	1	0.0%	0	3.1%	1	0.0%	0
John Lewis, The Centre MK	1.8%	23	3.1%	2	1.7%	2	1.0%	1	2.7%	2	3.4%	2	0.7%	0	1.8%	1
M&S, The Centre MK	2.2%	30	3.0%	2	4.0%	4	2.1%	1	4.5%	4	3.5%	2	4.7%	2	4.2%	2
Next, The Centre MK	1.0%	13	2.9%	2	0.0%	0	0.0%	0	1.5%	1	0.7%	0	12.5%	5	8.2%	5
Aylesbury	6.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	5.7%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	3.0%	40	21.0%	12	6.0%	6	2.4%	1	1.4%	1	0.0%	0	2.8%	1	3.1%	2
Buckingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.5%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.4%	18	0.0%	0	0.0%	0	1.3%	1	6.0%	5	3.3%	2	1.8%	1	0.6%	0
Leighton Buzzard	0.2%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letchworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	41.9%	557	31.8%	18	58.0%	58	59.1%	35	46.6%	37	46.1%	27	48.9%	21	52.4%	29
Northampton	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Olney	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Stony Stratford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Towcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Wolverton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.7%	9	1.5%	1	0.7%	1	2.7%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Bletchley, Watling Street (Matalan, Carpet Right, B&M Homestore)	0.2%	3	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	4.4%	58	4.9%	3	5.0%	5	5.0%	3	3.4%	3	5.0%	3	2.5%	1	2.3%	1
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0

Column %ges.

By Zone Filtered

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Sofolog																
The Kingston Centre, Milton Keynes	1.3%	17	0.0%	0	1.4%	1	7.5%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.9%	25	0.0%	0	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	16.7%	222	16.7%	9	15.8%	16	16.0%	10	27.0%	21	24.4%	14	16.4%	7	19.0%	11
Denbigh North	0.4%	6	8.8%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walnut Tree	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1329		55		101		60		78		59		43		55
Sample:		1321		89		88		95		97		98		94		93

Q11 How do you normally travel to (STORE / CENTRE MENTIONED AT Q10)?
Not those who said 'Abroad' or 'Internet / catalogue / TV shopping' or '(Don't know / varies)' or '(Don't do this type of shopping)' at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Car / van (as driver)	79.8%	880	58.2%	27	86.7%	74	68.0%	34	81.9%	46	65.7%	29	65.7%	24	76.8%	34
Car / van (as passenger)	5.2%	58	15.8%	7	4.7%	4	13.0%	7	7.6%	4	19.8%	9	3.2%	1	6.3%	3
Bus, minibus or coach	7.8%	86	10.4%	5	6.9%	6	7.1%	4	6.6%	4	5.3%	2	6.6%	2	14.6%	7
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.0%	44	14.6%	7	0.9%	1	7.9%	4	3.0%	2	5.1%	2	12.0%	4	0.8%	0
Taxi	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.7%	1	1.7%	1	0.0%	0
Train	1.7%	19	0.0%	0	0.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Mobility scooter / wheelchair	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
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
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.1%	12	0.0%	0	0.0%	0	2.1%	1	1.0%	1	2.4%	1	10.9%	4	0.0%	0
Weighted base:		1103		46		85		50		56		44		36		45
Sample:		1071		80		74		82		76		77		74		72

Column %ges.

By Zone Filtered

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Asda Supercentre, Bletcham Way, Denbigh North	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	0	2.6%	1	0.0%	0
H&M, Intu Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Centre MK	0.3%	2	0.9%	0	1.6%	1	0.7%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Aylesbury	3.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	4.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	1.5%	13	13.1%	5	3.2%	2	1.8%	1	1.0%	1	0.0%	0	0.0%	0	1.7%	1
Buckingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.0%	9	0.0%	0	0.0%	0	1.0%	0	7.4%	4	1.2%	0	0.0%	0	0.0%	0
Leighton Buzzard	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	16.5%	146	10.2%	4	44.3%	27	26.5%	12	22.2%	12	17.8%	6	41.2%	11	11.0%	4
Newport Pagnell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Northampton	0.6%	5	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	0.0%	0	0.0%	0
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Brook End	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Towcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.1%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.1%	1	0.0%	0	0.0%	0	1.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	64.6%	571	63.0%	22	42.2%	26	66.9%	30	63.9%	34	77.1%	28	53.7%	15	83.0%	29
Denbigh North	0.6%	5	12.9%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbrook	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		884		35		61		46		53		36		28		34
Sample:		778		54		48		60		61		55		49		53

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q13 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Apple, Intu Milton Keynes	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Argos, Grafton Gate, Milton Keynes	1.8%	21	19.9%	11	2.4%	2	1.3%	1	4.8%	3	1.8%	1	5.6%	2	1.4%	1
Costco, Kingston District	0.5%	6	0.0%	0	0.0%	0	0.7%	0	0.8%	1	1.9%	1	1.7%	1	0.7%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
John Lewis, The Centre MK	17.6%	210	14.8%	8	34.8%	31	17.7%	10	31.0%	22	17.9%	10	20.3%	6	19.2%	9
Aylesbury	5.6%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	0.5%	6	7.5%	4	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Brackley	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	0.8%	9	0.0%	0	0.0%	0	1.2%	1	2.5%	2	1.2%	1	2.5%	1	2.5%	1
Leighton Buzzard	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	12.5%	149	13.5%	8	27.2%	24	11.6%	6	11.7%	8	22.1%	12	22.0%	6	9.8%	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
Northampton	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Olney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.7%	8	0.0%	0	0.0%	0	3.5%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	1.0%	12	1.4%	1	1.5%	1	0.0%	0	4.2%	3	0.8%	0	1.0%	0	1.4%	1
Grafton Retail Park, Milton Keynes	0.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS, Sofolog	1.0%	12	0.6%	0	1.9%	2	0.0%	0	0.8%	1	0.0%	0	2.9%	1	4.6%	2
Rushmere Retail Park, Watling Street, Bletchley (Wickes & Halfords)	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Milton Keynes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC	8.4%	101	6.1%	3	8.3%	7	30.8%	17	10.6%	7	20.1%	11	10.0%	3	10.8%	5

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)																
Westcroft Retail Park, Westcroft, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Aspects Leisure Park, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Close Retail Park, Aylesbury Vale	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Business Park Fairground Way, Northampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southam Road Retail Park, Banbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Northampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Centre / Rope Walk, Bedford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	35.3%	421	34.4%	19	22.2%	20	29.7%	16	32.8%	23	31.6%	17	30.9%	9	43.3%	21
Denbigh North	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Weighted base:		1194		56		89		55		71		55		29		49
Sample:		1192		81		77		95		87		86		72		86

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey

for Carter Jonas

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February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q14 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Asda Supercentre, Bletcham Way, Denbigh North	0.4%	4	1.4%	1	0.9%	1	0.0%	0	4.2%	3	0.0%	0	0.8%	0	0.0%	0
Costco, Kingston District	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
John Lewis, The Centre MK	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	0	0.0%	0
Aylesbury	8.6%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	3.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	2.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkhamsted	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	3.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	3.2%	37	24.9%	12	7.5%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Brackley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.1%	13	0.0%	0	0.0%	0	1.4%	1	10.4%	6	2.1%	1	0.0%	0	0.0%	0
Leighton Buzzard	3.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	20.2%	230	11.5%	5	41.7%	36	52.6%	27	36.6%	23	38.5%	20	54.0%	18	42.3%	19
Newport Pagnell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	0	0.0%	0	0.0%	0
Northampton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Shenley Church End	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	5.2%	2
Towcester	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	0.6%	6	1.2%	1	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	6.6%	3
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley, Watling Street (Matalan, Carpet Right, B&M Homestore)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.2%	3	0.0%	0	0.9%	1	0.7%	0	0.0%	0	0.0%	0	2.4%	1	1.5%	1
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.3%	4	0.0%	0	0.9%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS, Sofolog	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
The Kingston Centre, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)																
Broadfields Retail Park, Aylesbury Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Centre / Rope Walk, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	45.9%	523	50.5%	24	37.9%	33	39.8%	20	45.1%	28	54.0%	28	32.2%	11	41.6%	18
Denbigh North	0.5%	5	9.5%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.8%	0	0.0%	0
Netherfield	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbrook	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1141		48		86		50		62		51		34		44
Sample:		1091		70		78		81		75		79		66		77

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q15 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments? *Excl. Nulls*																
Argos, Grafton Gate, Milton Keynes	1.2%	11	4.4%	1	0.0%	0	0.0%	0	5.9%	3	3.6%	2	4.1%	1	0.0%	0
Asda Supercentre, Bletcham Way, Denbigh North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Costco, Kingston District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Centre MK	0.6%	6	0.0%	0	0.0%	0	0.7%	0	3.6%	2	2.0%	1	1.4%	0	1.7%	1
Toys R Us, Grafton Gate, Milton Keynes	2.6%	24	2.5%	1	2.3%	1	4.0%	2	7.9%	4	0.7%	0	10.2%	2	0.0%	0
Ampthill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	5.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	2.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	2.4%	22	20.0%	6	3.2%	2	3.2%	1	1.1%	1	0.0%	0	4.9%	1	1.5%	1
Brackley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Buckingham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hoddesdon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.7%	16	0.0%	0	0.0%	0	9.6%	5	9.7%	5	2.7%	1	0.0%	0	0.0%	0
Leighton Buzzard	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	21.5%	200	31.8%	10	46.7%	30	31.4%	15	25.2%	14	42.2%	18	28.5%	7	23.3%	9
Newport Pagnell	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.8%	0
Northampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Brook End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stacy Bushes	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3
Tattenhoe	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	0.9%	8	3.7%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	4.0%	2
Weston Favell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.1%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	0.2%	1	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	0
Wolverton	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	3.8%	1
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	1.7%	15	7.8%	3	0.0%	0	2.5%	1	3.6%	2	0.0%	0	0.0%	0	4.3%	2
Bletchley, Watling Street (Matalan, Carpet Right, B&M Homestore)	1.2%	11	14.0%	5	0.0%	0	0.0%	0	0.0%	0	12.2%	5	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	4.4%	41	0.0%	0	4.8%	3	3.4%	2	4.6%	2	8.5%	4	12.5%	3	3.0%	1
Grafton Retail Park, Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Routeco Retail Park,	0.5%	5	0.0%	0	1.5%	1	0.8%	0	2.2%	1	2.0%	1	0.0%	0	0.0%	0

By Zone Filtered

Weighted:

Milton Keynes Household Survey
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS, Sofolog																
Rushmere Retail Park, Watling Street, Bletchley (Wickes & Halfords)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Milton Keynes	1.4%	13	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)	1.2%	11	1.0%	0	5.0%	3	9.6%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Westcroft Retail Park, Westcroft, Milton Keynes	0.4%	4	0.0%	0	3.9%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale	2.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Close Retail Park, Aylesbury Vale	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Business Park Fairground Way, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vale Retail Park, Aylesbury Vale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Internet / catalogue / TV shopping	34.4%	319	12.3%	4	25.0%	16	32.2%	15	25.9%	14	21.5%	9	32.0%	7	45.9%	18
Denbigh North	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Walnut Tree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		929		32		65		47		54		44		23		39	
Sample:		822		52		49		66		63		61		45		53	

Column % ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q16 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Argos, Grafton Gate, Milton Keynes	0.3%	3	0.0%	0	0.9%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bletcham Way, Denbigh North	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams, Intu Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	6.4%	66	4.6%	2	8.8%	7	3.2%	2	4.2%	3	12.3%	6	7.9%	2	11.1%	5
John Lewis, The Centre MK	11.7%	121	13.6%	5	18.0%	15	7.6%	4	21.5%	13	7.8%	4	10.8%	3	12.7%	6
M&S, The Centre MK	0.1%	1	0.9%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, The Centre MK	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Ampthill	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	5.9%	61	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Banbury	2.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	4.1%	43	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	0	0.0%	0
Bicester	1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	1.0%	10	9.2%	3	0.8%	1	1.0%	0	3.3%	2	0.0%	0	1.2%	0	0.0%	0
Brackley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempston	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	0.4%	5	0.0%	0	0.0%	0	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	17.5%	181	18.3%	7	20.8%	17	19.4%	9	15.8%	10	31.2%	14	33.7%	9	14.3%	6
Newport Pagnell	0.1%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.4%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Olney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stacy Bushes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Stony Stratford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.2%	2
Towcester	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill	1.0%	10	1.3%	0	1.2%	1	0.0%	0	0.9%	1	9.2%	4	3.8%	1	4.3%	2
Winslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	2.2%	23	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Bletchley, Watling Street (Matalan, Carpet Right, B&M Homestore)	2.4%	25	1.0%	0	11.2%	9	0.0%	0	2.7%	2	0.7%	0	4.2%	1	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	1.3%	13	7.5%	3	0.0%	0	2.9%	1	2.3%	1	0.7%	0	1.6%	0	0.8%	0
Grafton Retail Park, Milton Keynes	0.1%	1	0.0%	0	1.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.4%	5	0.0%	0	0.0%	0	1.0%	0	0.9%	1	1.0%	0	1.6%	0	1.1%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS, Sofolog	15.5%	160	21.4%	8	24.6%	20	37.6%	18	34.4%	21	21.1%	10	23.9%	6	20.9%	9
Rushmere Retail Park, Watling Street, Bletchley (Wickes & Halfords)	0.1%	1	0.9%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Aspects Leisure Park, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale	2.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Close Retail Park, Aylesbury Vale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Business Park Fairground Way, Northampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southam Road Retail Park, Banbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Northampton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Centre / Rope Walk, Bedford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	10.7%	110	18.7%	7	9.1%	8	9.8%	5	4.9%	3	12.9%	6	8.7%	2	26.5%	12
Milton Keynes	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1035		37		83		48		61		45		26		44
Sample:		1010		63		72		85		73		70		57		68

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q17 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Argos, Grafton Gate, Milton Keynes	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	9.6%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	3.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	3.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	4.3%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	1.6%	19	14.7%	7	2.7%	2	1.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Brackley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.7%	0
Buckingham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Flitwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavendon	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	5.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	10.5%	125	8.2%	4	4.6%	4	6.6%	3	23.5%	18	24.3%	13	21.3%	8	14.9%	7
New Bradwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Northampton	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stacy Bushes	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Towcester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill	0.6%	7	0.6%	0	0.0%	0	2.5%	1	1.8%	1	1.2%	1	6.4%	2	2.8%	1
Woburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.7%	0
Woburn Sands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Wolverton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.4%	5	2.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley, Watling Street (Matalan, Carpet Right, B&M Homestore)	2.1%	25	11.6%	6	11.3%	9	0.7%	0	3.9%	3	10.6%	6	1.1%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	24.6%	291	48.1%	24	45.1%	37	54.5%	27	49.0%	37	39.2%	21	60.9%	23	34.3%	15
Grafton Retail Park, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.7%	8	2.4%	1	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS, Sofolog	7.3%	86	10.3%	5	23.1%	19	24.4%	12	15.7%	12	8.5%	4	5.8%	2	26.0%	12
Rushmere Retail Park,	0.3%	4	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Watling Street, Bletchley (Wickes & Halfords) The Kingston Centre, Milton Keynes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)	0.6%	7	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspects Leisure Park, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale	2.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Close Retail Park, Aylesbury Vale	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatters Way Retail Park / Chaul End Lane, Luton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford	3.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester	2.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverfield Drive, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Business Park Fairground Way, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Southam Road Retail Park, Banbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Northampton	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Centre / Rope Walk, Bedford	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vale Retail Park, Aylesbury Vale	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Wellingborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	1.8%	22	1.9%	1	0.9%	1	1.9%	1	1.6%	1	4.6%	2	2.8%	1	11.0%	5
Bradwell Common	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0
Denbigh North	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	0
Milton Keynes	0.7%	8	0.0%	0	6.5%	5	1.7%	1	1.6%	1	0.0%	0	0.0%	0	0.7%	0
MK - Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1185		51		82		49		75		53		37		44
Sample:		1149		78		71		89		92		84		78		68

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q18 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Argos, Grafton Gate, Milton Keynes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bletcham Way, Denbigh North	0.9%	12	1.2%	1	0.8%	1	5.0%	3	3.5%	3	0.8%	0	1.5%	1	0.0%	0
Costco, Kingston District	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.7%	1	0.0%	0
Debenhams, Intu Milton Keynes	0.6%	8	0.6%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
House of Fraser, The Centre MK	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	0	0.0%	0
John Lewis, The Centre MK	1.3%	17	0.0%	0	1.0%	1	0.6%	0	2.2%	2	1.0%	1	1.4%	1	1.3%	1
M&S, The Centre MK	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Arlesey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	13.0%	171	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	2.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	3.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkhamsted	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	6.4%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	6.2%	82	64.9%	35	9.4%	9	1.8%	1	4.1%	3	2.2%	1	7.2%	3	2.9%	2
Brackley	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Bradwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Buckingham	3.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenleys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Hemel Hempstead	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	5.2%	69	0.0%	0	0.7%	1	1.5%	1	35.1%	27	16.5%	9	3.0%	1	0.0%	0
Leighton Buzzard	6.1%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	22.1%	291	15.4%	8	47.0%	45	53.4%	30	31.7%	24	54.4%	30	53.1%	21	41.9%	23
New Bradwell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Newport Pagnell	0.8%	11	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.1%	1	0.0%	0	0.6%	0
Northampton	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.1%	2	0.0%	0	0.0%	0
Olney	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Brook End	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.3%	4	0.0%	0	2.1%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stantonbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	12.7%	7
Tattenhoe	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tring	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	2.6%	34	2.5%	1	22.5%	21	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1
Willen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Winterhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Woburn Sands	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0
Wolverton	2.8%	37	0.0%	0	0.8%	1	0.6%	0	0.0%	0	0.8%	0	19.8%	8	28.6%	16
Woughton on the Green	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.3%	4	1.5%	1	0.8%	1	0.9%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Bletchley, Watling Street (Matalan, Carpet Right,	0.4%	5	0.7%	0	2.7%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0

Column %ges.

By Zone Filtered

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
B&M Homestore)																
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.2%	2	0.9%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	0
The Kingston Centre, Milton Keynes	0.8%	10	0.0%	0	0.0%	0	8.2%	5	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes	0.7%	9	0.0%	0	5.5%	5	2.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Close Retail Park, Aylesbury Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Internet / catalogue / TV shopping	7.0%	93	12.4%	7	2.3%	2	4.7%	3	9.1%	7	10.8%	6	4.9%	2	4.3%	2
Beanhill	0.1%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denbigh North	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eaglestone	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishermead	0.2%	3	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	0	0.0%	0
Neath Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Netherfield	0.1%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakgrove	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Oldbrook	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walnut Tree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1316		54		95		55		76		55		40		54
Sample:		1290		87		83		95		95		89		87		93

Column %ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q19 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Argos, Grafton Gate, Milton Keynes	1.3%	11	1.5%	0	1.0%	1	10.4%	5	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bletcham Way, Denbigh North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Costco, Kingston District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams, Intu Milton Keynes	0.3%	3	0.0%	0	1.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Fraser, The Centre MK	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	2.7%	23	3.1%	1	3.9%	3	0.0%	0	8.3%	5	0.8%	0	31.2%	8	2.4%	1
John Lewis, The Centre MK	8.2%	69	10.4%	3	6.2%	4	6.4%	3	25.1%	14	2.0%	1	3.4%	1	8.0%	2
M&S, The Centre MK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Next, The Centre MK	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	3.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	2.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	3.4%	29	7.0%	2	1.1%	1	2.4%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Brackley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.8%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.3%	0
Flitwick	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	0.8%	7	0.0%	0	1.0%	1	9.7%	5	2.5%	1	0.8%	0	0.0%	0	0.0%	0
Leighton Buzzard	3.8%	32	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	39.5%	334	43.1%	14	67.2%	44	56.2%	26	33.7%	19	58.0%	22	41.8%	11	47.6%	14
Newport Pagnell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	1.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Tattenhoe	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.9%	1
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.4%	3	1.1%	0	1.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.3%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village,	0.4%	4	0.0%	0	0.0%	0	0.7%	0	3.6%	2	3.0%	1	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Harveys Furnishings, Oak Furnitureland, SCS, Sofolog																
The Kingston Centre, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Close Retail Park, Aylesbury Vale	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverfield Drive, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.9%	16	0.0%	0	2.6%	2	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	17.1%	145	29.2%	9	12.3%	8	10.6%	5	18.7%	10	31.2%	12	18.9%	5	31.6%	9
Melrose Avenue	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		845		32		65		47		56		38		27		29
Sample:		831		56		54		73		65		62		50		48

Meanscore: [Number of visits per week]

Q20 How often do you or your household visit Milton Keynes City Centre for shopping and other town centre uses?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Daily	0.6%	8	0.5%	0	0.9%	1	2.0%	1	2.5%	2	0.6%	0	0.7%	0	0.0%	0
4-6 days a week	0.3%	4	0.6%	0	0.0%	0	0.6%	0	1.6%	1	1.5%	1	0.9%	0	0.6%	0
2-3 days a week	2.8%	39	2.2%	1	4.8%	5	10.9%	7	6.7%	5	12.9%	8	10.3%	5	4.3%	2
One day a week	12.6%	176	5.8%	4	33.5%	37	29.2%	18	22.3%	18	26.9%	16	16.8%	8	22.5%	13
Every two weeks	15.2%	213	15.2%	10	12.8%	14	18.4%	11	12.2%	10	29.8%	18	32.1%	15	15.9%	9
Monthly	20.1%	281	10.2%	6	20.0%	22	15.2%	9	20.6%	17	8.3%	5	18.0%	8	22.7%	13
Once every two months	14.9%	209	22.5%	14	6.8%	8	7.0%	4	9.6%	8	5.8%	3	4.5%	2	8.8%	5
Three-four times a year	15.1%	211	20.8%	13	7.8%	9	11.1%	7	16.7%	14	8.7%	5	8.9%	4	13.8%	8
Once a year	6.5%	91	14.0%	9	4.2%	5	1.4%	1	4.7%	4	0.6%	0	1.5%	1	3.0%	2
Less often	1.7%	24	0.5%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0	1.6%	1	1.8%	1
Never	9.6%	134	7.0%	4	8.6%	9	2.9%	2	2.3%	2	5.1%	3	3.9%	2	5.7%	3
(Don't know)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
(Varies)	0.5%	7	0.7%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Mean:	*0.42*		*0.33*		*0.66*		*0.89*		*0.79*		*0.89*		*0.75*		*0.54*	
Weighted base:	1400		64		111		61		82		60		46		58	
Sample:	1400		100		100		100		100		100		100		100	

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q21 What do you like about Milton Keynes City Centre? [MR]
Not those who said 'Never' to visiting Milton Keynes City Centre at Q20

Category	Total %	Total	Z1 %	Z1	Z2 %	Z2	Z3 %	Z3	Z4 %	Z4	Z5 %	Z5	Z6 %	Z6	Z7 %	Z7
Attractive environment / nice place	4.2%	54	4.0%	2	13.7%	14	5.2%	3	5.9%	5	2.6%	1	10.7%	5	7.2%	4
Close to friends or relatives	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Close to home	15.5%	196	6.5%	4	21.0%	21	35.5%	21	26.2%	21	41.6%	24	38.1%	17	21.1%	11
Close to work	2.2%	28	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.9%	2	1.6%	1	1.5%	1
Compact	9.8%	123	17.6%	10	9.2%	9	5.4%	3	3.2%	3	7.2%	4	8.9%	4	3.4%	2
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.8%	11	8.7%	5	0.0%	0	0.5%	0	1.4%	1	1.1%	1	1.8%	1	0.7%	0
Easy to get to by car	7.2%	92	3.5%	2	12.6%	13	8.3%	5	1.4%	1	2.3%	1	2.6%	1	1.2%	1
Easy to park	10.7%	135	1.8%	1	18.5%	19	0.0%	0	6.2%	5	4.9%	3	4.1%	2	10.8%	6
Good facilities in general	4.4%	56	0.8%	0	5.4%	5	10.1%	6	3.3%	3	10.4%	6	0.7%	0	2.1%	1
Good food stores	0.8%	11	2.1%	1	0.0%	0	8.7%	5	0.0%	0	0.0%	0	0.7%	0	1.2%	1
Good pubs, cafés or restaurants	4.0%	50	1.9%	1	1.7%	2	1.9%	1	4.7%	4	7.3%	4	0.0%	0	1.2%	1
Good range of non-food shops	24.8%	314	27.6%	16	25.0%	25	30.0%	18	30.9%	25	31.1%	18	6.4%	3	15.3%	8
Good range of independent shops	7.0%	88	3.4%	2	4.3%	4	4.2%	3	19.7%	16	10.1%	6	0.6%	0	10.1%	5
Good range of 'high street' retailers / multiples	19.7%	249	7.4%	4	11.2%	11	6.1%	4	16.5%	13	12.1%	7	3.4%	2	23.7%	13
Affordable shops	0.2%	3	0.6%	0	0.0%	0	0.8%	0	0.0%	0	1.7%	1	0.6%	0	0.6%	0
High quality shops	2.6%	33	2.6%	2	0.0%	0	0.0%	0	2.2%	2	0.8%	0	2.2%	1	2.3%	1
The street market	0.9%	12	1.1%	1	4.1%	4	3.0%	2	0.7%	1	1.5%	1	0.0%	0	2.4%	1
Makes a change from other places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Quiet	0.9%	11	1.7%	1	0.0%	0	0.5%	0	0.0%	0	2.0%	1	1.4%	1	2.1%	1
Safe and secure	1.5%	20	2.8%	2	0.7%	1	0.0%	0	5.8%	5	2.0%	1	0.7%	0	0.9%	0
Traditional	0.9%	11	2.9%	2	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.9%	0	1.2%	1
Traffic free shopping centre	0.6%	8	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Big / spacious	1.2%	16	0.8%	0	9.2%	9	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0
Breastfeeding Café MK	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	1.4%	18	0.6%	0	4.3%	4	1.0%	1	0.7%	1	1.5%	1	3.6%	2	0.6%	0
Clean / tidy	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	0	0.0%	0
Free / cheap car parking	0.2%	2	0.0%	0	0.7%	1	0.5%	0	0.0%	0	0.8%	0	1.1%	1	0.0%	0
Friendly / good atmosphere	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.6%	8	0.6%	0	0.7%	1	0.8%	0	0.7%	1	0.0%	0	0.6%	0	0.0%	0
Good entertainment facilities e.g. cinema / theatre	0.1%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	0
Good layout / flat / easy to get around	0.9%	12	0.6%	0	2.6%	3	1.3%	1	0.0%	0	0.5%	0	0.6%	0	0.6%	0
Good seating areas	0.2%	3	0.8%	0	0.0%	0	0.5%	0	0.0%	0	0.9%	1	0.6%	0	0.0%	0
Has electric car-charging facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
John Lewis store	0.4%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice and busy	0.1%	1	0.6%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops are open late	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover / indoor shops	8.7%	110	4.6%	3	6.8%	7	6.3%	4	11.9%	9	17.1%	10	8.3%	4	6.8%	4
Undercover parking	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Well-designed shopping centre	0.2%	2	0.0%	0	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
(Dont know)	1.5%	18	0.6%	0	2.1%	2	0.0%	0	2.5%	2	0.5%	0	1.4%	1	0.0%	0
(Nothing / very little)	17.1%	216	27.9%	17	18.2%	18	20.1%	12	19.0%	15	8.3%	5	19.6%	9	28.4%	15
Weighted base:		1265		59		101		60		80		57		44		54
Sample:		1272		89		92		95		97		96		96		94

By Zone Filtered

Weighted:

Milton Keynes Household Survey

for Carter Jonas

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q22 What could be improved about Milton Keynes City Centre that would make you visit more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Better access by road	0.8%	12	0.0%	0	0.0%	0	7.3%	5	0.0%	0	1.1%	1	0.0%	0	0.6%	0
Better public transport	3.6%	51	1.5%	1	1.8%	2	0.6%	0	1.6%	1	0.0%	0	2.3%	1	2.0%	1
Better signposting	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.3%	5	0.6%	0	0.6%	1	1.3%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Free car parking	27.7%	387	20.3%	13	28.3%	31	25.2%	15	31.9%	26	35.1%	21	34.9%	16	33.3%	19
More / better town centre events	0.8%	11	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.8%	39	0.5%	0	2.4%	3	0.5%	0	6.6%	5	3.2%	2	3.3%	2	0.0%	0
More / better value or affordable shops	1.8%	25	0.5%	0	1.9%	2	1.1%	1	4.6%	4	1.5%	1	3.2%	1	0.6%	0
More / better entertainment	0.8%	11	0.6%	0	8.4%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	1.8%	25	2.4%	2	1.3%	1	2.2%	1	3.4%	3	8.0%	5	0.0%	0	2.8%	2
More / better food shops	0.7%	9	0.0%	0	0.0%	0	2.1%	1	3.1%	3	7.5%	5	0.0%	0	0.6%	0
More / better parking	18.4%	257	16.8%	11	18.9%	21	20.9%	13	19.5%	16	25.5%	15	28.0%	13	15.7%	9
More / better pedestrianised streets	0.6%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.3%	2
More / better public conveniences	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0
More / better seats / flower displays	0.4%	6	0.0%	0	0.6%	1	2.6%	2	0.7%	1	0.9%	1	0.0%	0	0.0%	0
More / better services	0.2%	3	0.7%	0	0.0%	0	0.5%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More advertising	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	2.2%	30	0.0%	0	3.4%	4	9.1%	6	6.1%	5	8.5%	5	6.0%	3	2.4%	1
More independent shops	5.0%	69	2.8%	2	13.9%	15	5.4%	3	8.9%	7	12.8%	8	15.9%	7	14.6%	8
Street markets - physical improvements	0.3%	4	1.1%	1	0.0%	0	0.0%	0	3.2%	3	0.5%	0	0.0%	0	0.6%	0
Street markets - better range and quality of offer	0.2%	2	0.5%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	0	0.6%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Shops / services open on Sundays	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A monorail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A tram system	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	3	0.0%	0	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Better layout	1.3%	19	0.7%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Build a prayer room	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Build a traditional indoor market	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	2.2%	31	1.3%	1	1.3%	1	3.2%	2	3.8%	3	8.0%	5	2.3%	1	1.9%	1
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the food court	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Improve the pavements	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the taxi rank area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Later opening hours	0.7%	9	0.0%	0	8.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowded / busy	1.2%	16	8.0%	5	0.6%	1	0.5%	0	2.4%	2	0.0%	0	0.7%	0	0.6%	0
Less eating places	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	1
Less empty shops	0.7%	9	1.8%	1	0.7%	1	2.1%	1	2.5%	2	1.7%	1	0.6%	0	0.0%	0
Lower business rates for shops	0.2%	3	0.0%	0	0.6%	1	0.5%	0	0.0%	0	0.6%	0	3.6%	2	0.0%	0
Make it look more attractive	0.4%	6	0.5%	0	0.9%	1	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
More / better bicycle locking areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More disabled parking	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
More dog litter bins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
More for elderly people	0.2%	2	0.5%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	0	1.2%	1	0.0%	0
More help for the homeless	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
More litter bins	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for children	0.4%	5	0.0%	0	0.7%	1	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More zebra crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Primark store	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Remove undesirables (e.g. tramps, beggars etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Repair parking payment machines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair potholes in the roads	0.2%	2	0.7%	0	0.0%	0	0.0%	0	1.7%	1	0.7%	0	0.0%	0	0.0%	0
Return the multi-storey car park to a pay-for-what-you-use system	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses there	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
(Don't know)	6.5%	91	7.4%	5	2.8%	3	1.8%	1	1.4%	1	11.1%	7	3.3%	2	4.6%	3
(Nothing)	37.6%	526	44.8%	29	22.0%	24	37.0%	23	30.1%	25	16.0%	10	33.1%	15	36.1%	21
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

Meanscore: [Number of visits per week]

Q23 How often do you or your household visit Bletchley Town Centre for shopping and other town centre uses?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Daily	0.2%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.2%	3	1.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	1.9%	27	28.8%	18	2.1%	2	2.4%	1	0.7%	1	1.9%	1	0.0%	0	0.6%	0
One day a week	6.0%	84	25.3%	16	21.3%	24	8.6%	5	5.9%	5	11.4%	7	8.1%	4	3.3%	2
Every two weeks	2.8%	40	4.6%	3	5.2%	6	10.8%	7	0.7%	1	0.6%	0	2.0%	1	2.0%	1
Monthly	6.5%	91	12.4%	8	7.3%	8	5.8%	4	9.1%	7	3.7%	2	9.7%	4	11.6%	7
Once every two months	4.4%	61	11.6%	7	3.6%	4	8.6%	5	5.5%	4	3.6%	2	5.3%	2	9.1%	5
Three-four times a year	6.7%	94	5.0%	3	3.0%	3	2.1%	1	10.3%	8	13.6%	8	10.5%	5	2.7%	2
Once a year	3.4%	48	1.3%	1	4.0%	4	0.5%	0	7.1%	6	6.2%	4	13.5%	6	2.4%	1
Less often	2.4%	33	0.0%	0	2.8%	3	8.1%	5	1.5%	1	9.0%	5	1.9%	1	6.2%	4
Never	64.8%	907	5.1%	3	49.2%	55	52.6%	32	53.7%	44	50.0%	30	48.9%	22	61.6%	35
(Don't know)	0.4%	5	0.0%	0	0.9%	1	0.5%	0	3.2%	3	0.0%	0	0.0%	0	0.6%	0
(Varies)	0.3%	5	0.5%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		*0.18*		*1.41*		*0.35*		*0.23*		*0.18*		*0.19*		*0.14*		*0.11*
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q24 What do you like about Bletchley Town Centre? [MR]
Not those who said 'Never' to visiting Bletchley Town Centre at Q23

	Total %	Total	Zone 1 %	Z1	Zone 2 %	Z2	Zone 3 %	Z3	Zone 4 %	Z4	Zone 5 %	Z5	Zone 6 %	Z6	Zone 7 %	Z7
Attractive environment / nice place	2.5%	12	2.1%	1	2.4%	1	5.3%	2	4.4%	2	2.9%	1	2.7%	1	1.6%	0
Close to friends or relatives	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Close to home	13.2%	65	63.4%	38	8.8%	5	5.1%	1	7.2%	3	0.0%	0	3.5%	1	3.8%	1
Close to work	5.4%	26	0.0%	0	19.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Compact	4.6%	22	10.1%	6	1.3%	1	19.3%	6	1.6%	1	0.0%	0	1.3%	0	3.6%	1
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.5%	2	0.6%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	5.6%	28	0.5%	0	18.9%	11	1.2%	0	1.4%	1	0.0%	0	1.7%	0	1.5%	0
Easy to park	7.7%	38	4.1%	3	5.6%	3	2.4%	1	5.2%	2	2.5%	1	6.3%	1	9.5%	2
Good facilities in general	5.6%	28	2.2%	1	4.7%	3	4.0%	1	4.9%	2	3.8%	1	2.6%	1	3.1%	1
Good food stores	5.8%	28	0.8%	0	1.7%	1	8.1%	2	1.4%	1	16.5%	5	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	0.6%	3	0.0%	0	2.9%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	10.5%	52	10.3%	6	7.5%	4	16.6%	5	12.0%	5	5.9%	2	9.2%	2	8.2%	2
Good range of independent shops	13.5%	67	3.7%	2	17.6%	10	10.0%	3	12.5%	5	6.9%	2	10.5%	2	4.6%	1
Good range of 'high street' retailers / multiples	7.9%	39	8.0%	5	7.7%	4	2.7%	1	3.6%	1	1.0%	0	1.3%	0	1.5%	0
Affordable shops	4.4%	22	0.0%	0	4.5%	3	4.6%	1	12.1%	5	4.9%	1	12.3%	3	3.0%	1
High quality shops	0.9%	4	0.5%	0	1.3%	1	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0
The street markets	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	1.5%	8	0.0%	0	0.0%	0	15.5%	5	1.6%	1	1.5%	0	3.8%	1	0.0%	0
Quiet	3.1%	15	0.5%	0	5.8%	3	17.1%	5	0.0%	0	7.6%	2	1.3%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street markets	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Traditional	1.5%	7	1.5%	1	1.7%	1	1.1%	0	0.0%	0	0.0%	0	6.3%	1	1.5%	0
Traffic free shopping 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
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
Free / cheap parking	2.5%	12	2.0%	1	5.6%	3	3.6%	1	3.0%	1	0.0%	0	3.8%	1	0.0%	0
Good range of charity shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	1.5%	0
Can get everything you need there	1.1%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too big	0.5%	2	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Friendly / good atmosphere	1.4%	7	0.0%	0	1.3%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know)	6.0%	30	0.0%	0	1.7%	1	2.0%	1	6.9%	3	20.3%	6	22.4%	5	5.6%	1
(Nothing / very little)	25.8%	127	28.7%	17	29.9%	17	24.1%	7	41.3%	16	31.2%	9	22.9%	5	60.8%	13
Weighted base:		493		61		56		29		38		30		23		22
Sample:		512		92		56		41		47		38		50		39

Column %ges.

By Zone Filtered

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q25 What could be improved about Bletchley Town Centre that would make you visit more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Better access by road	1.8%	25	1.4%	1	0.0%	0	0.8%	0	3.8%	3	0.0%	0	0.7%	0	0.6%	0
Better public transport	0.3%	4	0.5%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.6%	0	1.4%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.8%	40	3.4%	2	6.5%	7	1.8%	1	4.5%	4	0.0%	0	6.8%	3	10.5%	6
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	2.1%	29	0.0%	0	0.7%	1	0.5%	0	4.6%	4	1.1%	1	1.5%	1	0.6%	0
More / better town centre events	0.8%	12	0.7%	0	8.4%	9	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	3.6%	50	15.9%	10	7.5%	8	5.3%	3	7.6%	6	2.7%	2	2.8%	1	1.8%	1
More / better value or affordable shops	1.7%	24	11.6%	7	1.5%	2	3.5%	2	4.5%	4	0.0%	0	0.7%	0	0.0%	0
More / better entertainment	0.2%	3	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More / better food shops	1.0%	13	1.9%	1	1.9%	2	1.1%	1	1.4%	1	0.7%	0	0.0%	0	0.0%	0
More / better parking	5.3%	74	7.8%	5	11.0%	12	14.4%	9	12.6%	10	10.5%	6	7.5%	3	0.6%	0
More / better pedestrianised streets	0.6%	8	2.3%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.4%	5	0.7%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More / better services	0.7%	10	0.5%	0	8.4%	9	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
More advertising	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	5.4%	76	34.9%	22	8.9%	10	4.1%	3	11.8%	10	15.2%	9	11.7%	5	8.0%	5
More independent shops	4.1%	57	22.3%	14	7.7%	9	4.8%	3	8.3%	7	13.5%	8	7.1%	3	9.8%	6
Street markets - physical improvements	1.3%	18	3.7%	2	0.0%	0	2.0%	1	1.7%	1	8.8%	5	3.0%	1	4.0%	2
Street markets - better range and quality of offer	0.2%	3	2.3%	1	0.0%	0	1.8%	1	0.0%	0	0.6%	0	0.9%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0
Shops / services open on Sundays	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Better layout	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.2%	2	0.0%	0	0.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bring the Co-op back	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cheaper car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the pavements	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.9%	13	6.8%	4	5.1%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Less coffee shops	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowded / busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less eating places	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.3%	4	1.0%	1	0.6%	1	0.5%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.5%	7	0.5%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates for shops	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it look more attractive	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
More cycle paths	0.2%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic wardens	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needs a revamp	3.0%	42	4.3%	3	6.9%	8	0.6%	0	4.5%	4	3.5%	2	1.9%	1	4.0%	2
(Don't know)	19.7%	275	1.3%	1	8.0%	9	9.9%	6	7.5%	6	21.5%	13	27.5%	13	7.7%	4
(Nothing)	54.1%	757	24.7%	16	37.6%	42	58.3%	36	50.0%	41	44.5%	27	42.9%	20	59.8%	34
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

Column %ges.

By Zone Filtered

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Meanscore: [Number of visits per week]

Q26 How often do you or your household visit Kingston for shopping and other town centre uses?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Daily	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.6%	0	0.9%	0	0.0%	0
4-6 days a week	0.4%	6	0.0%	0	0.0%	0	8.3%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	2.9%	41	0.0%	0	0.9%	1	8.1%	5	20.5%	17	5.0%	3	0.0%	0	0.6%	0
One day a week	6.0%	85	0.7%	0	3.6%	4	1.7%	1	39.7%	32	14.1%	8	6.2%	3	0.6%	0
Every two weeks	5.6%	78	0.0%	0	7.3%	8	4.1%	3	16.3%	13	21.3%	13	5.6%	3	3.3%	2
Monthly	9.0%	126	13.0%	8	16.3%	18	14.5%	9	8.4%	7	10.8%	7	17.0%	8	5.2%	3
Once every two months	5.2%	72	3.7%	2	4.7%	5	1.1%	1	1.4%	1	11.0%	7	4.4%	2	9.8%	6
Three-four times a year	10.2%	142	6.4%	4	14.7%	16	11.8%	7	0.0%	0	5.2%	3	11.9%	5	20.4%	12
Once a year	5.9%	82	5.6%	4	6.2%	7	1.5%	1	0.7%	1	3.1%	2	3.6%	2	5.9%	3
Less often	4.7%	66	4.3%	3	3.7%	4	0.8%	0	0.7%	1	7.0%	4	2.1%	1	10.1%	6
Never	48.9%	685	66.1%	42	40.8%	45	46.3%	28	8.5%	7	21.5%	13	46.1%	21	44.0%	25
(Don't know)	0.5%	7	0.0%	0	1.8%	2	2.0%	1	0.0%	0	0.5%	0	1.4%	1	0.0%	0
(Varies)	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Mean:		*0.24*		*0.06*		*0.17*		*0.72*		*1.27*		*0.46*		*0.22*		*0.08*	
Weighted base:		1400		64		111		61		82		60		46		58	
Sample:		1400		100		100		100		100		100		100		100	

Q27 What do you like about Kingston? [MR]
Not those who said 'Never' to visiting Kingston at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Attractive environment / nice place	1.1%	8	2.2%	0	0.0%	0	0.0%	0	2.1%	2	1.9%	1	1.1%	0	2.0%	1
Close to friends or relatives	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.7%	0	0.0%	0
Close to home	15.3%	109	3.9%	1	6.1%	4	1.0%	0	51.9%	39	14.8%	7	8.4%	2	0.0%	0
Close to work	2.5%	18	3.9%	1	1.1%	1	15.4%	5	2.7%	2	6.4%	3	7.6%	2	0.0%	0
Compact	3.5%	25	3.9%	1	1.5%	1	1.1%	0	2.2%	2	0.0%	0	0.0%	0	2.1%	1
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	4.3%	31	0.0%	0	7.1%	5	2.2%	1	4.5%	3	1.6%	1	0.0%	0	1.0%	0
Easy to park	15.9%	113	8.7%	2	15.2%	10	5.3%	2	16.4%	12	12.2%	6	5.7%	1	10.6%	3
Good facilities in general	2.2%	16	2.2%	0	1.1%	1	1.0%	0	0.0%	0	3.2%	2	2.9%	1	0.0%	0
Good food stores	11.0%	79	12.9%	3	5.5%	4	19.2%	6	9.2%	7	26.0%	12	2.4%	1	3.8%	1
Good pubs, cafés or restaurants	8.6%	61	10.4%	2	20.7%	14	13.7%	5	8.4%	6	12.8%	6	2.4%	1	1.0%	0
Good range of non-food shops	14.0%	100	36.2%	8	14.6%	10	30.7%	10	16.2%	12	20.9%	10	24.8%	6	13.1%	4
Good range of independent shops	5.9%	42	24.6%	5	5.8%	4	3.8%	1	11.3%	8	12.9%	6	9.4%	2	2.1%	1
Good range of 'high street' retailers/ multiples	9.4%	67	3.2%	1	10.7%	7	21.4%	7	8.6%	6	12.4%	6	11.5%	3	15.4%	5
Affordable shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
High quality shops	2.1%	15	1.5%	0	3.9%	3	0.0%	0	3.6%	3	0.7%	0	2.4%	1	4.9%	2
The street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	1.1%	8	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.9%	0	0.0%	0	0.0%	0
Quiet	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.2%	2	0.0%	0	0.0%	0	1.0%	0	20.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping 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
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
Can get everything you need there	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Cheap petrol	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Costco store	4.4%	32	0.0%	0	5.0%	3	3.8%	1	0.0%	0	3.1%	1	3.7%	1	10.9%	4
Free / cheap parking	5.2%	37	0.0%	0	4.0%	3	5.7%	2	2.2%	2	11.4%	5	3.7%	1	7.0%	2
Good leisure facilities	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good library	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.7%	5	1.5%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco store	2.8%	20	0.0%	0	1.5%	1	3.4%	1	2.3%	2	3.1%	1	1.7%	0	0.0%	0
Waitrose store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilkinsons store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Dont know)	4.0%	29	3.7%	1	5.3%	4	0.0%	0	0.0%	0	0.0%	0	7.7%	2	2.2%	1
(Nothing / very little)	22.0%	157	17.0%	4	22.4%	15	12.6%	4	14.9%	11	12.7%	6	19.4%	5	47.9%	15
Weighted base:		715		22		66		33		75		47		25		32	
Sample:		763		41		61		39		91		74		53		46	

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q28 What could be improved about Kingston that would make you visit more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Better access by road	0.8%	11	0.0%	0	0.7%	1	0.6%	0	5.7%	5	0.0%	0	0.9%	0	1.2%	1
Better public transport	0.3%	4	0.7%	0	0.0%	0	2.0%	1	0.7%	1	0.0%	0	0.6%	0	1.7%	1
Better signposting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.1%	2	0.0%	0	0.6%	1	0.5%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.2%	16	1.0%	1	1.2%	1	2.0%	1	2.9%	2	2.6%	2	0.7%	0	1.3%	1
More / better town centre events	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.0%	28	7.6%	5	9.3%	10	1.2%	1	0.7%	1	0.0%	0	0.0%	0	1.3%	1
More / better value or affordable shops	0.6%	8	0.0%	0	0.9%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
More / better entertainment	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.6%	8	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.5%	0	0.6%	0	0.0%	0
More / better parking	10.6%	148	7.4%	5	14.5%	16	15.5%	10	16.3%	13	27.7%	17	5.0%	2	5.9%	3
More / better pedestrianised streets	0.5%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
More / better public conveniences	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	2.0%	27	0.0%	0	0.7%	1	0.5%	0	1.0%	1	1.8%	1	0.0%	0	0.0%	0
More independent shops	1.4%	20	0.7%	0	1.3%	1	1.1%	1	1.7%	1	2.3%	1	0.0%	0	0.6%	0
Street markets - physical improvements	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.8%	0
Street markets - better range and quality of offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larger Marks & Spencer Food Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowded / busy	0.6%	9	0.0%	0	0.9%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less eating places	0.0%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.8%	12	0.0%	0	2.3%	3	0.0%	0	0.0%	0	1.8%	1	1.1%	1	0.0%	0
Make it look more attractive	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Post Office	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.0%	0	0.6%	0	0.0%	0
Repair potholes in the roads	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.9%	1	0.9%	0	0.0%	0
Sainsbury's store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.8%	221	18.5%	12	7.0%	8	17.8%	11	4.1%	3	2.1%	1	15.1%	7	10.3%	6
(Nothing)	64.8%	907	63.5%	41	65.8%	73	60.4%	37	62.3%	51	61.3%	37	75.2%	34	78.9%	45
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey

for Carter Jonas

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February 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Meanscore: [Number of visits per week]

Q29 How often do you or your household visit Wolverton for shopping and other town centre uses?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Daily	0.4%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	5.1%	3
4-6 days a week	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	0	1.8%	1
2-3 days a week	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.1%	1	20.3%	12
One day a week	3.5%	50	0.0%	0	0.0%	0	0.8%	0	1.3%	1	5.3%	3	17.9%	8	24.3%	14
Every two weeks	1.6%	23	0.7%	0	0.7%	1	0.9%	1	4.7%	4	1.2%	1	4.4%	2	14.0%	8
Monthly	2.2%	31	0.0%	0	6.1%	7	3.1%	2	5.6%	5	3.4%	2	6.0%	3	7.9%	5
Once every two months	1.3%	19	0.5%	0	3.2%	4	0.5%	0	2.5%	2	2.1%	1	1.2%	1	7.9%	5
Three-four times a year	2.9%	40	0.7%	0	2.8%	3	1.2%	1	4.9%	4	11.9%	7	3.9%	2	3.9%	2
Once a year	1.9%	27	3.0%	2	4.2%	5	1.5%	1	2.1%	2	1.0%	1	3.0%	1	1.1%	1
Less often	0.6%	9	1.3%	1	1.5%	2	0.0%	0	2.4%	2	0.5%	0	2.1%	1	0.0%	0
Never	83.0%	1162	91.8%	59	79.5%	88	92.0%	57	71.7%	58	72.6%	44	51.6%	24	13.1%	8
(Don't know)	0.5%	7	0.0%	0	1.5%	2	0.0%	0	1.6%	1	0.0%	0	1.8%	1	0.0%	0
(Varies)	0.5%	7	1.3%	1	0.6%	1	0.0%	0	3.2%	3	0.7%	0	1.1%	1	0.6%	0
Mean:		*0.13*		*0.06*		*0.03*		*0.02*		*0.06*		*0.13*		*0.57*		*1.31*
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

Q30 What do you like about Wolverton? [MR]
Not those who said 'Never' to visiting Wolverton at Q29

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Attractive environment / nice place	5.5%	13	15.3%	1	3.0%	1	6.7%	0	13.4%	3	28.0%	5	9.7%	2	2.7%	1
Close to friends or relatives	2.5%	6	9.0%	0	3.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Close to home	15.4%	37	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	25.3%	6	48.3%	24
Close to work	3.9%	9	9.0%	0	3.3%	1	9.6%	0	2.6%	1	2.7%	0	4.8%	1	2.2%	1
Compact	1.9%	5	0.0%	0	11.1%	3	0.0%	0	0.0%	0	1.8%	0	0.0%	0	1.6%	1
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.7%	0
Easy to get to by car	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	1.6%	1
Easy to park	2.7%	7	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.7%	0
Good facilities in general	1.1%	3	0.0%	0	0.0%	0	13.3%	1	3.4%	1	0.0%	0	0.0%	0	0.7%	0
Good food stores	8.9%	21	0.0%	0	10.2%	2	9.6%	0	5.1%	1	12.2%	2	13.6%	3	10.8%	5
Good pubs, cafés or restaurants	2.9%	7	6.9%	0	3.0%	1	9.6%	0	4.9%	1	6.9%	1	3.7%	1	3.9%	2
Good range of non-food shops	3.3%	8	0.0%	0	0.0%	0	14.0%	1	11.3%	3	0.0%	0	1.3%	0	1.7%	1
Good range of independent shops	10.7%	25	0.0%	0	39.3%	9	9.6%	0	0.0%	0	8.7%	1	6.1%	1	16.9%	8
Good range of 'high street' retailers/ multiples	1.2%	3	0.0%	0	3.3%	1	6.7%	0	0.0%	0	0.0%	0	1.4%	0	0.7%	0
Affordable shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
High quality shops	1.3%	3	0.0%	0	11.1%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.7%	0
The street markets	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	1.2%	3	0.0%	0	0.0%	0	0.0%	0	8.7%	2	3.9%	1	0.0%	0	0.0%	0
Quiet	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street markets	1.2%	3	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0
Traditional	1.6%	4	9.0%	0	3.0%	1	13.3%	1	0.0%	0	1.8%	0	2.6%	1	1.4%	1
Traffic free shopping 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
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
Asda store	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheap petrol	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by train	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	2	1.8%	0	0.0%	0
Free / cheap parking	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0
Friendly people / atmosphere	2.9%	7	0.0%	0	0.0%	0	0.0%	0	8.7%	2	25.4%	4	1.8%	0	0.7%	0
Good leisure facilities	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.7%	0
Tesco store	11.3%	27	0.0%	0	0.0%	0	9.6%	0	0.0%	0	0.0%	0	1.8%	0	2.3%	1
(Dont know)	10.2%	24	15.9%	1	18.4%	4	0.0%	0	8.5%	2	4.5%	1	4.9%	1	0.0%	0
(Nothing / very little)	24.0%	57	52.8%	3	16.1%	4	30.7%	2	37.1%	9	20.4%	3	27.9%	6	26.7%	13
Weighted base:		238		5		23		5		23		16		22		50
Sample:		323		13		20		12		24		28		48		82

By Zone Filtered

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q31 What could be improved about Wolverton that would make you visit more often? [MR]																
Better access by road	0.7%	10	1.0%	1	2.3%	3	0.0%	0	0.7%	1	0.0%	0	0.9%	0	0.0%	0
Better public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.7%	10	0.0%	0	1.8%	2	0.6%	0	0.0%	0	0.0%	0	4.2%	2	2.0%	1
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	0
More / better town centre events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	1.6%	23	0.0%	0	10.8%	12	0.9%	1	0.0%	0	3.2%	2	1.3%	1	9.1%	5
More / better value or affordable shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More / better entertainment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0
More / better places for eating out (e.g. cafes and restaurants)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.7%	0	1.7%	1
More / better parking	1.5%	21	1.0%	1	5.2%	6	9.4%	6	0.0%	0	1.7%	1	0.0%	0	1.8%	1
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
More / better public conveniences	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	0
More / better seats / flower displays	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0
More / better services	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.1%	1
More advertising	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	2.2%	31	1.1%	1	0.9%	1	3.1%	2	1.5%	1	14.5%	9	5.3%	2	6.1%	3
More independent shops	1.6%	23	1.1%	1	0.0%	0	3.1%	2	1.3%	1	7.0%	4	2.7%	1	5.6%	3
Street markets - physical improvements	0.3%	5	0.7%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	0	4.6%	3
Street markets - better range and quality of offer	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bring back the Nationwide Building Society	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Develop Wolverton railway works	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	0	0.0%	0
Do something about the Agora Centre	0.5%	8	0.0%	0	0.0%	0	2.5%	2	1.4%	1	1.7%	1	0.0%	0	5.5%	3
Improve the pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Keep the Co-op store open	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.6%	0
Keep the Post Office open	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less eating places	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lower business rates for shops	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Make it look more attractive	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0
More leisure facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
More traffic wardens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Needs a revamp	1.6%	23	0.0%	0	0.6%	1	0.5%	0	7.3%	6	3.7%	2	4.1%	2	1.8%	1
Repair potholes in the roads	0.4%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.9%	3
(Don't know)	26.1%	366	32.0%	20	15.9%	18	10.5%	6	17.5%	14	14.6%	9	16.4%	8	1.8%	1
(Nothing)	62.8%	879	63.9%	41	61.2%	68	73.9%	45	67.6%	55	59.6%	36	64.9%	30	55.7%	32
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

Column %ges.

Milton Keynes Household Survey
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	Total %	Total	Zone 1 %	Zone 1	Zone 2 %	Zone 2	Zone 3 %	Zone 3	Zone 4 %	Zone 4	Zone 5 %	Zone 5	Zone 6 %	Zone 6	Zone 7 %	Zone 7

Q32 Do you or your household visit the following leisure attractions? [MR/PR]

	Total %	Total	Zone 1 %	Zone 1	Zone 2 %	Zone 2	Zone 3 %	Zone 3	Zone 4 %	Zone 4	Zone 5 %	Zone 5	Zone 6 %	Zone 6	Zone 7 %	Zone 7
Bingo / casino / bookmaker	4.7%	66	3.0%	2	1.3%	1	4.2%	3	7.4%	6	8.8%	5	13.4%	6	16.3%	9
Cinema	67.7%	947	55.4%	35	75.0%	83	40.5%	25	72.2%	59	58.1%	35	50.9%	23	51.6%	30
Gym / health club / sports facility	25.4%	356	25.4%	16	46.9%	52	25.9%	16	23.8%	19	25.3%	15	9.9%	5	20.7%	12
Theatre / concert / music venue	54.3%	760	46.5%	30	54.4%	60	39.3%	24	55.3%	45	58.3%	35	43.5%	20	44.6%	26
Museum / gallery or place of historical / cultural interest	28.1%	393	25.3%	16	26.3%	29	12.8%	8	23.3%	19	36.8%	22	19.3%	9	33.8%	19
Pub / bar / nightclub	48.0%	671	26.2%	17	39.1%	43	23.9%	15	38.4%	31	47.4%	29	31.0%	14	49.2%	28
Restaurant / café	80.8%	1131	76.3%	49	83.5%	93	83.8%	52	79.0%	64	88.2%	53	49.9%	23	69.6%	40
Family entertainment (e.g. tenpin bowling, skating rink)	33.5%	468	23.9%	15	41.9%	46	23.0%	14	30.1%	25	31.5%	19	11.2%	5	23.7%	14
Horse riding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't visit ANY leisure activities	9.0%	126	15.0%	10	7.5%	8	13.8%	8	5.3%	4	5.9%	4	19.4%	9	17.8%	10
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

Meanscore: [Number of times per month]

Q33 How often do you or your household play bingo or visit casinos or bookmakers?
Those who said 'Bingo / casino / bookmaker' at Q32

	Total %	Total	Zone 1 %	Zone 1	Zone 2 %	Zone 2	Zone 3 %	Zone 3	Zone 4 %	Zone 4	Zone 5 %	Zone 5	Zone 6 %	Zone 6	Zone 7 %	Zone 7
More than once a week	4.9%	3	19.2%	0	0.0%	0	31.1%	1	0.0%	0	0.0%	0	4.6%	0	3.5%	0
Once a week	8.7%	6	36.6%	1	0.0%	0	28.1%	1	9.0%	1	0.0%	0	4.6%	0	19.0%	2
Once a fortnight	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	17.2%	11	0.0%	0	0.0%	0	0.0%	0	9.9%	1	8.3%	0	15.3%	1	52.0%	5
Once every two months	44.5%	30	19.2%	0	50.0%	1	40.8%	1	18.8%	1	91.7%	5	70.4%	4	5.0%	0
Once every six months	7.8%	5	0.0%	0	0.0%	0	0.0%	0	18.8%	1	0.0%	0	0.0%	0	16.6%	2
Once a year or less	10.6%	7	25.1%	0	50.0%	1	1.0%	0	43.5%	3	0.0%	0	5.1%	0	0.0%	0
(Don't know / varies)	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Mean:	1.17		2.74		0.30		3.19		0.63		0.54		0.97		1.61	
Weighted base:		66		2		1		3		6		5		6		9
Sample:		73		5		2		7		8		4		8		12

Q34 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those who said 'Bingo / casino / bookmaker' at Q32 AND Excl. Nulls

	Total %	Total	Zone 1 %	Zone 1	Zone 2 %	Zone 2	Zone 3 %	Zone 3	Zone 4 %	Zone 4	Zone 5 %	Zone 5	Zone 6 %	Zone 6	Zone 7 %	Zone 7
Aspers Casino, Commercial Street, Northampton	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Gala Bingo, Midsummer Boulevard, The Point, Milton Keynes	21.3%	14	51.1%	1	0.0%	0	54.9%	1	52.4%	3	8.3%	0	11.8%	1	64.7%	6
Gala Bingo, Bolton Road, Banbury	17.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, High Street, Aylesbury	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genting Casino, Skimpot Road, Luton	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, London Road, Bedford	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Casino MK, Xscape, Milton Keynes	30.2%	20	25.6%	0	50.0%	1	31.1%	1	28.7%	2	91.7%	5	78.5%	5	8.9%	1
Other	5.2%	3	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	4.6%	0	0.0%	0
Bedford	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley	0.5%	0	23.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	1.4%	1	0.0%	0	0.0%	0	0.0%	0	9.9%	1	0.0%	0	5.1%	0	0.0%	0
Newport Pagnell	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.6%	0	0.0%	0	0.0%	0	14.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	1.2%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0
Wolverton	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	1
Internet	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Weighted base:		65		1		1		3		6		5		6		9
Sample:		70		4		2		7		8		4		8		12

Column %ges.

By Zone Filtered

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Meanscore: [Number of times per month]

Q35 How often do you or your household go to the cinema?
Those who said 'Cinema' at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
More than once a week	1.4%	13	1.9%	1	13.2%	11	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.1%	0
Once a week	4.1%	39	0.0%	0	6.5%	5	3.2%	1	3.6%	2	19.2%	7	18.0%	4	3.9%	1
Once a fortnight	9.5%	90	8.5%	3	7.8%	6	30.5%	8	12.1%	7	4.5%	2	11.9%	3	9.3%	3
Once a month	28.1%	266	31.0%	11	33.2%	28	31.4%	8	28.1%	17	32.0%	11	43.3%	10	25.2%	7
Once every two months	35.1%	333	26.3%	9	17.2%	14	23.1%	6	33.9%	20	31.2%	11	10.1%	2	47.1%	14
Once every six months	16.3%	154	15.8%	6	15.3%	13	8.6%	2	12.8%	8	9.7%	3	11.4%	3	9.9%	3
Once a year or less	3.7%	35	15.4%	5	5.8%	5	3.2%	1	5.7%	3	1.3%	0	3.9%	1	1.2%	0
(Don't know / varies)	1.7%	16	0.9%	0	0.9%	1	0.0%	0	3.8%	2	0.0%	0	1.3%	0	2.3%	1
Mean:	0.95		0.78		1.68		1.19		0.91		1.49		1.49		0.94	
Weighted base:	947		35		83		25		59		35		23		30	
Sample:	827		59		66		41		71		58		40		46	

Q36 Where do you or members of your household normally go to the cinema?
Those who said 'Cinema' at Q32 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Cineworld, Aspects Leisure Park, Newnham Avenue, Bedford	5.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Sixfields Leisure, Weedon Road, Northampton	3.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, The Galaxy Centre, Bridge Street, Luton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Xscape, Marlborough Gate, Milton Keynes	34.8%	324	18.9%	7	72.1%	59	57.6%	14	55.0%	32	83.7%	29	89.4%	21	46.3%	13
Leighton Buzzard Library Theatre & Cinema, Lake Street, Leighton Buzzard	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, Exchange Street, Aylesbury	15.6%	146	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, MK1 Shopping & Leisure Park, Stadium Way West, Bletchley, Milton Keynes	24.8%	231	81.1%	28	27.9%	23	24.3%	6	41.8%	25	15.4%	5	10.7%	2	53.7%	15
Vue Cinema, Pioneer Square, Bure Place, Bicester	11.3%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Sol Central, Doddridge Street, Northampton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.7%	25	0.0%	0	0.0%	0	18.1%	5	1.3%	1	0.9%	0	0.0%	0	0.0%	0
Buckingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	931		35		82		25		59		35		23		28	
Sample:	808		58		65		41		71		57		39		43	

Meanscore: [Number of times per month]

Q37 How often do you or your household use a gym / healthclub / sports facility?
Those who said 'Gym / health club / sports facility' at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
More than once a week	53.7%	191	55.6%	9	68.4%	36	54.1%	9	43.1%	8	70.3%	11	59.1%	3	62.5%	7
Once a week	22.4%	80	7.0%	1	27.5%	14	32.7%	5	29.9%	6	16.1%	2	0.0%	0	24.7%	3
Once a fortnight	6.7%	24	0.0%	0	1.3%	1	5.2%	1	10.4%	2	6.4%	1	23.6%	1	0.0%	0
Once a month	9.4%	34	27.9%	5	0.0%	0	0.0%	0	3.1%	1	5.1%	1	0.0%	0	7.0%	1
Once every two months	3.1%	11	2.0%	0	1.3%	1	2.1%	0	10.4%	2	0.0%	0	0.0%	0	0.0%	0
Once every six months	1.5%	5	0.0%	0	0.0%	0	2.3%	0	3.1%	1	0.0%	0	0.0%	0	2.8%	0
Once a year or less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.1%	11	7.6%	1	1.4%	1	3.6%	1	0.0%	0	2.2%	0	17.4%	1	3.0%	0
Mean:	4.51		4.22		5.32		4.85		4.08		5.15		4.86		4.96	
Weighted base:	356		16		52		16		19		15		5		12	
Sample:	296		16		40		19		22		26		10		23	

Column %ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q38 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who said 'Gym / health club / sports facility' at Q32 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Abbey Hill Golf Course, Monks Way, Two Mile Ash, Stony Stratford, Milton Keynes	0.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, Benbow Court, Shenley Church End	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atlas Fitness, Glyn Square, Wolverton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	1
Bannatynes Health Club, Midsummer Boulevard, Milton Keynes	1.3%	4	3.1%	0	2.1%	1	2.3%	0	0.0%	0	5.8%	1	27.1%	1	3.2%	0
Big Rock Climbing Centre, Newmarket Court, Kingston	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley Leisure Centre, Princes Way, Bletchley	2.3%	7	10.9%	2	6.1%	3	0.0%	0	12.7%	2	2.3%	0	0.0%	0	0.0%	0
Brook End Sports Centre at Shenley Brook End School, Walbank Grove, Shenley Brook End, Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Courtside Sports and Fitness Facility, Milton Keynes College, Bletchley Campus, Sherwood Drive, Bletchley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Livingstone Drive, Newlands, Milton Keynes	7.3%	23	0.0%	0	5.4%	2	4.0%	1	48.5%	9	17.1%	2	23.2%	1	11.3%	1
DW Sports & Fitness Club, Stadium Way West, Denbigh North	7.4%	23	5.3%	1	7.2%	3	10.5%	2	0.0%	0	7.8%	1	0.0%	0	0.0%	0
Energie Fitness for Women, St John Street, Newport Pagnell	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freedom Fitness, Brickhill Street, Willen Lake	1.1%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	12.2%	2	0.0%	0	3.2%	0
Fusion Health Club, National Badminton Centre, Bradwell Road, Loughton Lodge	0.4%	1	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Gynastics centre, Winchester Circle, Kingston, Milton Keynes	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiss Gym, Roebuck Way, Knowlhill	1.9%	6	30.2%	5	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingwell Fitness, Hilton Hotel, Timbold Drive, Kents Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Middleton Swimming Pool, Tickford Street, Newport Pagnell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	3.2%	0
Nuffield Health, Xscape, Marlborough Gate, Milton Keynes	2.6%	8	2.4%	0	1.6%	1	0.0%	0	3.1%	1	5.1%	1	0.0%	0	3.5%	0
Pure Gym, Winterhill House, Snowdon Drive, Winterhill	6.7%	21	38.3%	6	5.4%	2	64.8%	9	6.8%	1	0.0%	0	10.4%	0	0.0%	0
Shenley Leisure Centre, Denbigh Secondary School, Burchard Crescent, Shenley Church End, Milton Keynes	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness, Holiday Inn, Saxon Gate West, Milton Keynes	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	1
Stantonbury Arts & Leisure, Stantonbury Campus, Purbeck, Stantonbury, Milton Keynes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	10.4%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Tattenhoe Pavilion, Holbourne Crescent, Tattenhoe	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym Ltd, Elder Gate, Milton Keynes	4.1%	13	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	8.0%	0	3.2%	0
Wavendon Golf Academy, Lower End Road, Wavendon, Milton Keynes	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmill Hill Golf Club, Tattenhoe Lane, Bletchley, Milton Keynes	0.3%	1	2.2%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton Swimming and Fitness Centre, Addington Avenue, Wolverton	2.1%	7	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	10.4%	0	27.8%	3
Woughton on the Green Pavilion, The Pavilion, Newport Road, Milton Keynes	0.4%	1	0.0%	0	1.5%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Xercise4Less, Winterhill House, Snowdon Drive, Winterhill	10.6%	33	0.0%	0	46.0%	21	0.0%	0	0.0%	0	34.8%	5	10.4%	0	0.0%	0
Other	4.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Aylesbury	10.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	5.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	5.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley	0.3%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Buckingham	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	8.3%	26	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	4.0%	13	3.1%	0	12.7%	6	2.3%	0	17.2%	3	6.7%	1	0.0%	0	3.5%	0
Newport Pagnell	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	2.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willen	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	7.8%	1
Weighted base:		316		15		46		14		19		15		4		10
Sample:		263		15		32		16		22		24		8		21

Meanscore: [Number of times per month]

Q39 How often do you or your household visit a theatre / concert / music venue?
Those who said 'Theatre / concert / music venue' at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.9%	7	0.0%	0	3.1%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Once a month	9.2%	70	9.9%	3	9.4%	6	3.3%	1	6.9%	3	5.6%	2	4.1%	1	9.9%	3
Once every two months	30.5%	231	39.5%	12	31.5%	19	47.5%	11	40.0%	18	49.3%	17	42.6%	9	22.0%	6
Once every six months	38.1%	289	37.9%	11	36.1%	22	24.6%	6	29.5%	13	34.4%	12	41.0%	8	53.2%	14
Once a year or less	17.9%	136	8.3%	2	18.3%	11	15.4%	4	13.9%	6	8.9%	3	8.2%	2	12.3%	3
(Don't know / varies)	3.5%	27	4.3%	1	1.6%	1	4.3%	1	9.8%	4	0.9%	0	4.1%	1	1.3%	0
Mean:		*0.37*		*0.40*		*0.41*		*0.48*		*0.38*		*0.40*		*0.36*		*0.36*
Weighted base:		760		30		60		24		45		35		20		26
Sample:		776		61		54		47		62		57		42		47

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q40 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?
Those who said 'Theatre / concert / music venue' at Q32 AND Excl. Nulls

	Total %	Total N	Z1 %	Z1 N	Z2 %	Z2 N	Z3 %	Z3 N	Z4 %	Z4 N	Z5 %	Z5 N	Z6 %	Z6 N	Z7 %	Z7 N
Chrysalis Theatre, Japonica Lane, Milton Keynes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Milton Keynes Theatre, Marlborough Gate, Milton Keynes	68.7%	477	79.0%	23	88.2%	49	88.2%	20	77.2%	32	94.3%	28	90.6%	18	98.5%	23
Open Air Theatre, Campbell Park, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Stantonbury Campus Theatre, Stantonbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
The Stables, Wavendon	5.2%	36	13.8%	4	10.5%	6	1.5%	0	17.5%	7	1.0%	0	6.3%	1	0.0%	0
Wilton Hall, Wilton Avenue, Bletchley	0.1%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Aylesbury	10.4%	72	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	11.4%	80	4.0%	1	1.3%	1	8.8%	2	2.6%	1	3.6%	1	0.0%	0	1.5%	0
Northampton	0.6%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		695		29		56		22		42		30		19		23
Sample:		713		60		49		43		59		55		40		44

Meanscore: [Number of times per month]

Q41 How often do you or your household go to a museum, gallery, or other place of historical / cultural interest?
Those who said 'Museum / gallery or place of historical / cultural interest' at Q32

	Total %	Total N	Z1 %	Z1 N	Z2 %	Z2 N	Z3 %	Z3 N	Z4 %	Z4 N	Z5 %	Z5 N	Z6 %	Z6 N	Z7 %	Z7 N
More than once a week	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0
Once a week	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	3.3%	13	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.7%	0
Once a month	6.4%	25	7.2%	1	5.9%	2	0.0%	0	10.3%	2	9.4%	2	0.0%	0	14.8%	3
Once every two months	23.3%	92	15.1%	2	20.8%	6	18.9%	1	15.3%	3	47.7%	11	16.0%	1	13.9%	3
Once every six months	39.3%	155	25.1%	4	37.9%	11	30.9%	2	42.6%	8	17.7%	4	73.7%	7	13.3%	3
Once a year or less	21.1%	83	47.7%	8	21.3%	6	42.9%	3	22.9%	4	17.6%	4	3.5%	0	43.7%	8
(Don't know / varies)	6.0%	24	5.0%	1	14.2%	4	7.3%	1	5.7%	1	7.5%	2	3.5%	0	12.7%	2
Mean:	*0.40*		*0.26*		*0.30*		*0.22*		*0.37*		*0.42*		*0.44*		*0.37*	
Weighted base:		393		16		29		8		19		22		9		19
Sample:		413		26		30		20		27		31		14		27

Column %ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q42 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?
Those who said 'Museum / gallery or place of historical / cultural interest' at Q32 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Bletchley Park Museum, Sherwood Drive, Bletchley	3.9%	9	12.3%	1	22.5%	3	5.5%	0	14.5%	2	8.1%	1	0.0%	0	3.1%	0
City Discovery Centre, Milton Keynes	1.2%	3	4.8%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Cowper and Newton Museum, Orchard Side, Market Place, Olney	1.4%	3	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Badminton Museum, Bradwell Road, Loughton Lodge, Milton Keynes	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Museum, McConnell Drive, Wolverton, Milton Keynes	26.9%	64	46.5%	3	36.5%	5	11.0%	1	44.0%	7	31.8%	5	76.8%	5	54.6%	6
National Computing Museum, Bletchley Park, Bletchley	3.3%	8	0.0%	0	5.1%	1	0.0%	0	8.0%	1	0.0%	0	0.0%	0	4.5%	0
Other	9.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	14.9%	1	0.0%	0
Aylesbury	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	2.4%	6	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	35.8%	85	36.4%	2	28.6%	4	70.1%	4	29.4%	4	53.0%	8	8.4%	1	34.3%	4
Milton Keynes	1.2%	3	0.0%	0	0.0%	0	7.9%	0	4.0%	1	2.9%	0	0.0%	0	3.5%	0
Northampton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	8.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		237		7		13		6		15		15		7		10
Sample:		264		15		15		15		20		26		9		19

Meanscore: [Number of times per month]

Q43 How often do you or your household go to pubs / bars / nightclubs?
Those who said 'Pub / bar / nightclub' at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
More than once a week	5.8%	39	10.0%	2	4.0%	2	9.9%	1	3.6%	1	0.0%	0	10.6%	2	2.3%	1
Once a week	20.5%	138	12.4%	2	13.9%	6	9.4%	1	20.8%	7	14.1%	4	15.2%	2	47.8%	14
Once a fortnight	30.6%	205	6.8%	1	34.6%	15	17.6%	3	31.6%	10	37.9%	11	16.8%	2	17.8%	5
Once a month	20.5%	138	22.1%	4	28.8%	12	33.2%	5	28.0%	9	21.4%	6	37.3%	5	11.0%	3
Once every two months	14.8%	99	10.4%	2	13.2%	6	23.9%	4	9.7%	3	6.7%	2	14.6%	2	14.3%	4
Once every six months	5.2%	35	3.9%	1	5.5%	2	2.2%	0	1.9%	1	10.4%	3	5.5%	1	6.8%	2
Once a year or less	0.5%	3	0.0%	0	0.0%	0	3.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	14	34.4%	6	0.0%	0	0.0%	0	1.9%	1	9.5%	3	0.0%	0	0.0%	0
Mean:		2.11		2.30		1.85		1.78		2.06		1.76		2.04		2.60
Weighted base:		671		17		43		15		31		29		14		28
Sample:		564		27		36		26		43		32		26		38

Milton Keynes Household Survey
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Q44 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?
Those who said 'Pub / bar / nightclub' at Q32 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Ampthill	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Astwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	17.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	3.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	4.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	2.4%	14	76.2%	10	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Brackley	3.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradville	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Bradwell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0
Broughton	1.1%	7	0.0%	0	0.0%	0	34.7%	5	4.3%	1	0.0%	0	3.2%	0	0.0%	0
Buckingham	2.3%	14	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Central London	1.0%	6	0.0%	0	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Chicheley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emberton	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giffard Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Great Linford	0.7%	4	0.0%	0	0.0%	0	0.0%	0	7.3%	2	1.8%	0	0.0%	0	0.0%	0
Hanslope	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston District centre	0.6%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavendon	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	7.2%	42	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.6%	4	0.0%	0	0.0%	0	14.2%	2	2.8%	1	0.0%	0	2.4%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	16.7%	98	9.3%	1	49.7%	18	20.1%	3	52.2%	14	54.9%	14	59.4%	8	29.2%	7
New Bradwell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Newport Pagnell	3.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	5	0.0%	0	19.7%	5
Newton Blossomville	0.2%	1	0.0%	0	0.0%	0	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Old Wolverton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.3%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Lodge	0.3%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Sherington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	3.2%	19	2.6%	0	2.7%	1	2.5%	0	7.8%	2	0.0%	0	5.4%	1	26.8%	6
Stotfold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tattenhoe	0.9%	5	0.0%	0	10.8%	4	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	3.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Wavendon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft District centre	0.6%	3	3.4%	0	6.6%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Weston Underwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willen	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	3	8.3%	1	0.0%	0
Winterhill	0.1%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	1.6%	9	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	6.3%	1
Woolstone	0.5%	3	3.4%	0	0.0%	0	0.0%	0	4.3%	1	1.2%	0	0.0%	0	0.0%	0
Woughton on the Green	0.5%	3	0.0%	0	0.0%	0	2.5%	0	5.0%	1	0.0%	0	2.2%	0	0.0%	0
Xscape Leisure, Milton Keynes	0.1%	1	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0
White Lion Retail Park, Dunstable	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Other	7.2%	42	2.4%	0	0.0%	0	2.8%	0	2.2%	1	0.0%	0	0.0%	0	1.4%	0
Eaglestone	0.1%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emerson Valley	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0

Column %ges.

By Zone Filtered

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Neath Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Peartree Bridge	0.1%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	587		14		36		13		28		25		13		23	
Sample:	476		22		28		22		37		26		22		30	

Meanscore: [Number of times per month]

Q45 How often do you or your household eat out (e.g. visit cafes and restaurants)?
Those who said 'Restaurant / café' at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
More than once a week	4.9%	55	4.5%	2	5.2%	5	14.1%	7	2.0%	1	7.8%	4	10.7%	2	2.5%	1
Once a week	18.4%	208	12.2%	6	22.3%	21	8.0%	4	18.9%	12	28.6%	15	31.2%	7	26.1%	10
Once a fortnight	23.7%	268	19.7%	10	11.5%	11	21.8%	11	22.2%	14	10.5%	6	11.3%	3	32.8%	13
Once a month	27.2%	307	28.9%	14	35.8%	33	34.2%	18	38.9%	25	28.9%	15	15.7%	4	18.7%	7
Once every two months	17.9%	203	18.1%	9	17.9%	17	14.7%	8	10.9%	7	11.5%	6	15.2%	3	11.7%	5
Once every six months	3.7%	42	14.3%	7	3.5%	3	1.9%	1	2.1%	1	2.8%	1	8.7%	2	2.6%	1
Once a year or less	1.1%	13	0.7%	0	0.0%	0	1.8%	1	3.1%	2	0.0%	0	1.4%	0	0.0%	0
(Don't know / varies)	3.0%	34	1.7%	1	3.8%	4	3.5%	2	1.8%	1	10.0%	5	5.9%	1	5.5%	2
Mean:	*1.93*		*1.59*		*1.96*		*2.10*		*1.81*		*2.41*		*2.52*		*2.23*	
Weighted base:	1131		49		93		52		64		53		23		40	
Sample:	1067		73		78		85		81		81		52		65	

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q46 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?
Those who said 'Restaurant / café' at Q32 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Ampthill	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	13.1%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Banbury	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Bedford	4.5%	38	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Berkhamsted	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	6.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakelands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	2.4%	21	27.4%	11	4.5%	3	3.5%	1	1.5%	1	9.8%	4	0.0%	0	0.0%	0
Brackley	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Broughton	0.1%	1	0.0%	0	0.0%	0	0.8%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Buckingham	2.0%	17	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Caldecotte	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Dunstable	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenny Stratford	0.2%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1
Furzton	0.3%	2	0.0%	0	0.0%	0	0.8%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Flitwick	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giffard Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	1.8%	0
Great Linford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	0	0.0%	0	0.0%	0
Grange Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Hanslope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston District centre	3.2%	27	0.0%	0	1.0%	1	10.6%	5	19.2%	10	2.1%	1	0.0%	0	0.0%	0
Lavendon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	3.3%	28	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.4%	4	0.0%	0	2.1%	1	2.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Luton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	30.6%	262	59.7%	23	65.2%	46	64.6%	27	50.6%	27	46.2%	20	79.4%	16	38.2%	8
New Bradwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1
Newport Pagnell	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	6	0.0%	0	0.0%	0
Newton Blossomville	0.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	1.1%	9	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Oakridge Park (formerly Stantonbury Park)	0.3%	3	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Wolverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Olney	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Brook End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Shenley Church End	0.3%	3	0.0%	0	3.0%	2	0.8%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shenley Lodge	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	2.2%	19	1.2%	0	2.1%	1	0.8%	0	3.6%	2	1.0%	0	1.6%	0	26.9%	5
Stotfold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tattenhoe	0.3%	3	0.0%	0	3.3%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	2.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wavendon	0.2%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Westcroft District centre	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Willen	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Winterhill	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	1.0%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.9%	7	0.0%	0	0.0%	0	1.1%	0	0.0%	0	6.1%	3	3.0%	1	14.4%	3
Woolstone	0.2%	2	0.0%	0	0.0%	0	1.1%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Woughton on the Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.6%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Bargains, Pets at home, Sports Dire																
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	4.4%	37	4.8%	2	10.3%	7	0.9%	0	3.4%	2	2.7%	1	5.4%	1	0.0%	0
The Kingston Centre, Milton Keynes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Xscape Leisure, Milton Keynes	1.0%	9	0.9%	0	3.6%	3	0.0%	0	3.8%	2	1.8%	1	2.1%	0	0.0%	0
Bicester Village Outlet Centre, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Business Park Fairground Way, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.0%	34	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	0	0.0%	0
Eaglestone	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishermead	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walnut Tree	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Weighted base:	856		39		70		42		53		43		20		20	
Sample:	806		51		54		72		68		67		44		45	

Meanscore: [Number of times per month]

Q47 How often do you or your household go to family entertainment venues?
Those who said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
More than once a week	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	2.4%	0
Once a week	2.8%	13	8.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	20.7%	1	0.0%	0
Once a fortnight	1.8%	9	0.0%	0	7.1%	3	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0
Once a month	15.4%	72	0.0%	0	41.7%	19	8.2%	1	15.0%	4	0.0%	0	0.0%	0	9.0%	1
Once every two months	34.6%	162	8.0%	1	6.8%	3	35.3%	5	41.1%	10	45.9%	9	26.7%	1	54.0%	7
Once every six months	28.6%	134	79.6%	12	27.1%	13	41.2%	6	33.4%	8	36.6%	7	27.5%	1	16.8%	2
Once a year or less	13.6%	64	0.0%	0	10.3%	5	6.7%	1	10.4%	3	9.2%	2	11.6%	1	14.4%	2
(Don't know / varies)	2.9%	13	4.3%	1	5.6%	3	8.7%	1	0.0%	0	2.3%	0	8.0%	0	3.5%	0
Mean:	0.58		0.55		0.76		0.38		0.43		0.44		1.48		0.57	
Weighted base:	468		15		46		14		25		19		5		14	
Sample:	280		12		27		12		22		14		11		14	

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q48 Where do you or members of your household normally go for family entertainment?
Those who said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q32 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Arts Gateway MK, Arts Central, Milton Keynes	4.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0
Bounce, Peveral Drive, Bletchley	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Xscape, Milton Keynes	29.1%	102	80.5%	8	43.3%	17	97.0%	12	56.7%	13	60.8%	9	49.0%	2	25.9%	3
iFLY (used to be AirKix), Xscape, Milton Keynes	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	1
Planet Ice, Leisure Plaza, Milton Keynes	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.5%	1	0.0%	0
The Casino MK, Xscape, Milton Keynes	0.1%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xscape, Milton Keynes	20.5%	72	0.0%	0	18.9%	8	0.0%	0	40.6%	9	37.1%	5	14.2%	1	63.8%	8
Other	2.7%	10	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	13.5%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	4.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	3.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	6.4%	22	11.8%	1	37.9%	15	3.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Northampton	10.0%	35	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		350		10		40		12		23		14		4		12
Sample:		211		10		19		9		21		12		9		12

Meanscore: [Number of times per month]

Q49 How often do you or your household go horse riding?
Those who said 'Horse riding' at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year or less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		4.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		1		0		0		0		0		0		0		0
Sample:		1		0		0		0		0		0		0		0

Q50 Where do you or members of your household normally go horse riding?
Those who said 'Horse riding' at Q32 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Other	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1		0		0		0		0		0		0		0
Sample:		1		0		0		0		0		0		0		0

Column %ges.

By Zone Filtered

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

Q51 What improvements could be made to the leisure offer in the Milton Keynes City Council area that would make you visit / partake in leisure activities more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	5.3%	74	2.7%	2	12.1%	13	4.4%	3	12.1%	10	12.0%	7	16.4%	8	2.1%	1
A theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
A multi-screen cinema	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
An art house cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Cheaper prices	6.4%	90	7.6%	5	4.9%	5	3.1%	2	11.7%	10	18.1%	11	2.0%	1	6.3%	4
Improved access by foot and cycle	0.2%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	1	0.0%	0
Improved public transport	0.7%	9	3.3%	2	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.6%	0	0.8%	0
Improved security / CCTV	0.1%	2	0.0%	0	0.0%	0	0.5%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	0
Improved street furniture	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	0.1%	2	0.7%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
More / better car parking	4.8%	67	4.4%	3	0.0%	0	0.5%	0	3.8%	3	10.3%	6	2.3%	1	6.6%	4
More / better cultural facilities	1.1%	16	0.7%	0	0.7%	1	1.1%	1	0.7%	1	2.4%	1	0.0%	0	9.0%	5
More / better disabled access	0.3%	4	1.3%	1	0.6%	1	0.0%	0	0.7%	1	0.0%	0	1.3%	1	0.0%	0
More / better health clubs / gyms	0.6%	8	0.7%	0	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
More / better policing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
More / better seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better signposting and information	1.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0
More better parks / green spaces	0.6%	8	2.0%	1	0.6%	1	0.5%	0	1.0%	1	0.6%	0	0.7%	0	0.8%	0
More for children	1.8%	25	3.2%	2	3.0%	3	0.0%	0	4.9%	4	7.0%	4	2.9%	1	0.6%	0
More local sports & recreation facilities	3.8%	53	0.5%	0	8.4%	9	1.1%	1	5.3%	4	0.6%	0	1.3%	1	0.6%	0
More nightclubs	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
More pavement cafes	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More quality restaurants	0.9%	13	3.0%	2	1.5%	2	0.6%	0	3.4%	3	2.0%	1	0.0%	0	0.0%	0
More street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	1.8%	25	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	0	0.0%	0	0.0%	0
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
A skate park	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
A theme park	0.3%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
An ice rink	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Free / cheaper parking	1.4%	19	1.3%	1	0.7%	1	0.0%	0	0.7%	1	0.7%	0	0.0%	0	3.0%	2
Improve / update the current leisure facilties	0.4%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Improved access by car	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later opening hours at leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
More / better advertising of what's on / available	0.7%	10	1.1%	1	1.1%	1	1.3%	1	0.0%	0	7.0%	4	0.0%	0	0.0%	0
More for elderly people	0.3%	5	0.0%	0	0.7%	1	0.5%	0	1.3%	1	1.5%	1	0.6%	0	1.1%	1
More live music venues	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	7.9%	5
(Dont do leisure activities)	3.1%	44	1.4%	1	2.8%	3	1.1%	1	0.7%	1	1.5%	1	7.0%	3	3.5%	2
(Don't know)	9.3%	131	22.0%	14	9.8%	11	2.1%	1	1.6%	1	11.2%	7	11.3%	5	3.2%	2
(Nothing)	59.4%	831	52.8%	34	53.1%	59	84.2%	52	57.0%	46	39.2%	24	54.7%	25	52.6%	30
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Male	38.0%	533	34.7%	22	44.9%	50	38.2%	23	32.1%	26	33.2%	20	34.2%	16	46.7%	27
Female	62.0%	867	65.3%	42	55.1%	61	61.8%	38	67.9%	55	66.8%	40	65.8%	30	53.3%	31
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

AGE Can I ask how old you are please?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
18-24	7.6%	106	7.1%	5	16.8%	19	7.3%	5	0.0%	0	20.9%	13	17.1%	8	7.9%	5
25-34	13.1%	183	28.3%	18	0.0%	0	29.4%	18	0.0%	0	7.0%	4	0.0%	0	15.7%	9
35-44	22.4%	313	7.7%	5	20.5%	23	6.0%	4	34.7%	28	18.9%	11	13.9%	6	21.4%	12
45-54	20.4%	286	7.9%	5	25.5%	28	7.6%	5	28.4%	23	14.4%	9	17.7%	8	12.0%	7
55-64	16.1%	225	24.4%	16	18.4%	20	16.9%	10	17.2%	14	21.8%	13	23.2%	11	12.3%	7
65+	18.1%	254	20.0%	13	17.7%	20	27.2%	17	18.5%	15	12.6%	8	20.4%	9	29.7%	17
(Refused)	2.4%	33	4.5%	3	1.1%	1	5.6%	3	1.2%	1	4.4%	3	7.6%	4	1.0%	1
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

CAR How many cars does your household own or have the use of?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
None	5.2%	72	16.1%	10	3.1%	3	9.6%	6	3.9%	3	5.6%	3	7.3%	3	8.7%	5
One	29.9%	419	47.6%	30	21.7%	24	50.2%	31	36.2%	30	31.0%	19	54.2%	25	48.6%	28
Two	44.5%	623	20.2%	13	62.3%	69	23.7%	15	47.2%	38	39.6%	24	27.0%	12	37.3%	21
Three or more	17.9%	250	11.9%	8	12.8%	14	11.3%	7	11.6%	9	17.7%	11	6.2%	3	3.9%	2
(Refused)	2.5%	35	4.2%	3	0.0%	0	5.3%	3	1.2%	1	6.1%	4	5.5%	3	1.6%	1
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Working full time	60.2%	843	47.9%	31	65.5%	73	46.1%	28	52.8%	43	60.0%	36	34.6%	16	61.5%	35
Working part time	6.5%	90	12.1%	8	6.2%	7	5.8%	4	11.3%	9	5.9%	4	14.3%	7	6.2%	4
Unemployed	1.7%	24	1.5%	1	0.0%	0	8.7%	5	3.2%	3	2.2%	1	10.8%	5	0.8%	0
Retired	22.2%	310	28.3%	18	22.0%	24	31.4%	19	21.5%	17	15.1%	9	26.7%	12	27.0%	16
A housewife	0.6%	8	0.7%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
A student	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Self employed	4.4%	62	2.3%	1	5.7%	6	2.1%	1	2.5%	2	8.8%	5	2.9%	1	2.1%	1
Sick / disabled	0.8%	12	1.5%	1	0.0%	0	0.6%	0	1.0%	1	1.9%	1	5.3%	2	0.8%	0
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
Carer	0.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.4%	47	4.9%	3	0.7%	1	5.3%	3	4.6%	4	6.1%	4	5.5%	3	1.6%	1
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	

PC   Postcode Sector

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
HP190	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP197	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP198	2.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP199	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP201	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP202	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP217	2.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP218	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP219	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP224	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP225	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP234	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU5 6	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU6 2	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 0	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 2	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 3	4.2%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 4	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 9	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 1	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK107	0.9%	13	0.0%	0	0.0%	0	0.0%	0	16.0%	13	0.0%	0	0.0%	0	0.0%	0
MK109	2.4%	33	0.0%	0	0.0%	0	0.0%	0	40.6%	33	0.0%	0	0.0%	0	0.0%	0
MK111	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	12
MK112	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
MK125	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	13
MK126	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	16
MK130	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	14
MK137	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.1%	22	0.0%	0
MK138	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	13	0.0%	0
MK139	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	7	0.0%	0
MK145	1.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.1%	27	0.0%	0	0.0%	0
MK146	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	5	0.0%	0	0.0%	0
MK147	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.0%	0
MK150	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
MK158	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
MK159	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	21	0.0%	0	0.0%	0
MK160	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK168	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK169	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK170	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK178	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK179	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK181	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK182	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK183	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK184	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK187	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK196	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK197	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK2 2	0.6%	9	13.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK2 3	1.7%	24	38.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK3 5	1.2%	16	25.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK3 6	1.0%	14	21.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK3 7	1.1%	15	0.0%	0	13.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK4 1	0.3%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK4 2	1.0%	15	0.0%	0	13.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK4 3	1.3%	18	0.0%	0	16.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK4 4	0.3%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK430	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK438	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK439	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK451	2.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK452	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK453	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK455	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK464	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK465	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK5 6	0.9%	12	0.0%	0	11.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK5 7	2.8%	39	0.0%	0	34.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK5 8	0.9%	12	0.0%	0	0.0%	0	20.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK6 2	1.8%	25	0.0%	0	0.0%	0	40.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
MK6 3	0.5%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0
MK6 4	1.0%	14	0.0%	0	0.0%	0	23.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK6 5	0.5%	7	0.0%	0	0.0%	0	11.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK7 6	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
MK7 7	1.0%	15	0.0%	0	0.0%	0	0.0%	0	17.9%	15	0.0%	0	0.0%	0	0.0%	0
MK7 8	0.8%	12	0.0%	0	0.0%	0	0.0%	0	14.4%	12	0.0%	0	0.0%	0	0.0%	0
MK8 0	0.4%	5	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK8 8	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0
MK8 9	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
MK9 3	0.2%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN126	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN127	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN128	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN135	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN136	2.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN137	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN7 2	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN7 3	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX251	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX252	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX253	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX261	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX262	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX263	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX264	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX265	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX266	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX270	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX277	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX278	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX279	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

QUOTA Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Zone 1	4.6%	64	100.0%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.9%	111	0.0%	0	100.0%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	4.4%	61	0.0%	0	0.0%	0	100.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.8%	82	0.0%	0	0.0%	0	0.0%	0	100.0%	82	0.0%	0	0.0%	0	0.0%	0
Zone 5	4.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	60	0.0%	0	0.0%	0
Zone 6	3.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	46	0.0%	0
Zone 7	4.1%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	58
Zone 8	12.4%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	3.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	8.8%	123	0.0%	0	0.0%	0	0.0%	0	8.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	13.6%	190	0.0%	0	0.0%	0	23.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	17.2%	241	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	8.7%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1400		64		111		61		82		60		46		58
Sample:		1400		100		100		100		100		100		100		100

Column %ges.

Appendix 2:

Data Tabulations

By Zones 8-14 (Filtered & Weighted)

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?
Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Aldi, Vimy Road, Linslade, Leighton Buzzard	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0
Aldi, Laporte Retail Park, Dallow Road, Luton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	2	0.0%	0	0.0%	0
Aldi, Bradwell Common Boulevard, Milton Keynes	2.4%	33	0.0%	0	4.2%	2	12.4%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Harlestone Road, Northampton	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Victoria Road, Wellingborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Westcroft Retail Park, Westcroft	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes	5.8%	81	1.7%	3	10.8%	5	0.0%	0	0.0%	0	1.5%	3	2.2%	5	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Milton Keynes	0.5%	7	0.0%	0	1.2%	1	1.3%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Glyn Square, Creed Street, Wolverton	0.1%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Cofferidge Close, Stony Stratford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Farthing Grove, Netherfield, Milton Keynes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newton Road, Bletchley, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 75-77 High Street, Newport Pagnell	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wordsworth Avenue, Newport Pagnell	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanley Court, Weston Road, Olney	0.2%	3	0.0%	0	0.0%	0	16.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes	0.6%	9	0.0%	0	0.0%	0	0.9%	0	3.4%	4	1.5%	3	0.7%	2	0.0%	0
Farmfoods, Glyn Square, Wolverton, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Greenhill Street, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Duke's Street, Bletchley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Food Centre, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dukes Drive (off Princes Way), Bletchley	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northfield Avenue, Kettering	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes	0.8%	11	0.0%	0	0.7%	0	0.6%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, Midland Road, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brackley BP, Brackley	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kingston Roundabout, Kingston	0.2%	3	0.0%	0	0.0%	0	0.9%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Denbigh North, Stadium Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Simply Food, ElderGate, Milton Keynes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, Sunset Walk, Milton Keynes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Winchester Circle, The Kingston Centre, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way, Aylesbury	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	16	0.0%	0
Morrisons, Swan Close	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Road, Banbury																
Morrisons, Lake Street, Leighton Buzzard	3.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	50	0.0%	0	0.0%	0
Morrisons, Milton Keynes Leisure Plaza, Elder Gate, Milton Keynes	2.8%	39	0.5%	1	1.0%	1	10.5%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Morrisons, Oxford Street, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Westcroft District Centre, Barnsdale Drive, Westcroft	4.4%	61	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.7%	1	2.7%	6	0.6%	1
Sainsbury's Superstore, Buckingham Street, Aylesbury	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Fairfield Park, Clapham Road, Bedford	0.7%	10	0.0%	0	0.9%	0	2.2%	0	7.6%	9	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bells Brook, Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Concourse, Brunel Centre, Bletchley	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bedford Road, The Saxon Centre, Kempston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunstable Road, BuryPark, Luton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Central Milton Keynes, Milton Keynes	2.6%	37	1.0%	2	6.0%	3	3.2%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Gambrel Road, Northampton	0.6%	8	4.7%	8	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Sainsbury's Local, Granville Square, Willen, Milton Keynes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Saxon Street, Bletchley, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury	5.6%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	70	7.3%	9
Tesco Extra, Cardington Road, Bedford	1.3%	18	0.0%	0	0.0%	0	0.0%	0	14.5%	18	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Icknield Way, Skimpot Road, Dunstable	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Tesco Extra, Kettering Business Park, Karina Road, Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes	3.6%	51	1.0%	2	2.2%	1	0.0%	0	0.6%	1	3.7%	7	1.1%	3	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes	6.6%	92	0.0%	0	13.4%	7	10.8%	2	7.5%	9	8.7%	17	0.5%	1	0.0%	0
Tesco Extra, Clannell Road, Hunsbury Hill Centre, Northampton	0.4%	5	2.3%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury	4.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	24.9%	60	0.0%	0
Tesco Superstore, Riverfield Drive, Bedford	0.7%	10	0.0%	0	2.2%	1	0.6%	0	4.5%	6	1.5%	3	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley	2.4%	33	13.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	10
Tesco Superstore, London	2.3%	32	7.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	8	10.2%	12

Column %ges.

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Road, Buckingham																
Tesco Superstore, Coniston Road, Flitwick	2.9%	41	0.0%	0	0.0%	0	0.0%	0	20.1%	25	8.5%	16	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	22	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes	4.2%	58	4.5%	8	18.3%	9	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Old Tiffield Road, Towcester	0.5%	7	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Park, Turnells Mill Lane, Wellingborough	0.1%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Arndale Centre, Luton	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Somerville Way, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Express, Hart Place, Southwold, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, Nightingale Place, Bicester	0.9%	13	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	12
Tesco Express, Pavillons Way, LarkRise, Brackley	0.9%	12	6.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Hill, Buckingham	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coniston Road, Linslade, Leighton Buzzard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Ardwell Lane, Greenleys, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Road, Bletchley, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Express, High Street, Woburn Sands, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Swinden Court, Heelands, Milton Keynes	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wellingborough Road, Northampton	0.2%	3	1.8%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bedford Street, Ampthill	0.6%	9	0.0%	0	0.0%	0	0.0%	0	7.0%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bowen Square, Daventry	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterbourne Walk, Leighton Buzzard	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	18	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Oakgrove, Milton Keynes	3.8%	53	1.2%	2	11.9%	6	5.0%	1	0.6%	1	1.4%	3	1.2%	3	0.0%	0
Waitrose, The Kingsthorpe Centre, Harborough Road, Northampton	0.1%	1	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crown Park, Northampton Road, Rushden	0.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Water Lane, Towcester	1.5%	20	11.2%	19	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.0%	14	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.5%	3	2.7%	7	0.8%	1
Internet - Collection (Click & Collect)	0.6%	8	0.0%	0	2.9%	1	2.2%	0	1.3%	2	0.0%	0	1.0%	2	1.2%	1
Internet - Delivered	6.2%	87	8.3%	14	14.2%	7	12.7%	3	6.9%	8	11.9%	23	5.2%	13	5.0%	6
Aylesbury	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	33	0.0%	0
Bedford	1.1%	15	0.0%	0	0.0%	0	0.7%	0	12.3%	15	0.0%	0	0.0%	0	0.0%	0
Bicester	2.9%	41	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.2%	37
Bicester Village	1.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	27
Bletchley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley	1.2%	16	9.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Buckingham	1.2%	17	7.4%	13	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Dunstable	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK - Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	1.0%	15	8.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1400		173		51		20		123		190		241		122	
Sample:	1400		100		100		100		100		100		100		100	

Q01A Which retailer do you purchase your main food internet / home delivery shopping from?
Those who said internet at Q01 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Asda	6.2%	6	0.0%	0	0.0%	0	9.1%	0	26.2%	3	0.0%	0	8.2%	1	0.0%	0
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	5.3%	5	21.9%	3	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0
Ocado	26.7%	25	28.4%	4	58.7%	5	6.2%	0	0.0%	0	31.3%	7	27.9%	4	18.9%	1
Sainsbury's	9.9%	9	0.0%	0	3.8%	0	10.6%	0	15.9%	2	6.0%	1	0.0%	0	33.6%	3
Tesco	41.9%	40	6.4%	1	33.7%	3	74.1%	2	57.9%	6	50.0%	11	63.9%	10	47.6%	4
Waitrose	8.3%	8	43.2%	6	3.8%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0
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
Hello Fresh	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakhouse Foods	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	95		14		9		3		10		23		15		8	
Sample:	91		8		10		15		12		10		5		8	

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q02 What do you like about (STORE MENTIONED AT Q01)? [MR]
Not those who said internet at Q01

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Clean store	1.1%	14	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	4.2%	9	0.0%	0
Close to family / friends	0.1%	1	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient to home	49.3%	643	47.1%	75	29.3%	12	25.9%	4	51.0%	57	63.1%	105	43.1%	97	52.0%	59
Convenient to work	1.7%	23	0.0%	0	0.0%	0	5.8%	1	0.7%	1	1.7%	3	1.1%	2	2.2%	2
Delivery service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.1%	28	0.0%	0	1.5%	1	5.6%	1	2.6%	3	2.0%	3	3.4%	8	0.0%	0
Easy to get to by foot	0.3%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Easy to get to by public transport	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethical policy	0.3%	4	1.2%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Friendly / helpful staff	2.7%	35	3.1%	5	1.8%	1	4.5%	1	1.3%	1	2.5%	4	2.7%	6	0.6%	1
Good layout / easy to get around	4.1%	54	9.6%	15	6.3%	3	7.3%	1	2.0%	2	0.9%	2	6.3%	14	1.3%	1
Good offers	3.2%	42	11.4%	18	0.0%	0	13.4%	2	2.4%	3	0.8%	1	0.0%	0	0.7%	1
Habit / always used it	5.0%	66	0.5%	1	6.1%	3	8.4%	1	1.6%	2	9.6%	16	7.0%	16	5.1%	6
Has a cafe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1
Has a petrol station	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	2	0.0%	0
Large store	1.4%	18	0.6%	1	1.8%	1	0.8%	0	0.6%	1	2.3%	4	0.0%	0	1.5%	2
Long opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / value for money	20.2%	264	35.1%	56	23.0%	10	27.5%	5	11.6%	13	10.7%	18	17.2%	39	16.5%	19
Loyalty scheme / reward points	1.8%	24	0.5%	1	2.7%	1	2.6%	0	1.3%	1	6.6%	11	0.0%	0	0.0%	0
Online shopping is convenient	1.0%	13	7.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only one in the area	1.1%	14	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	8.2%	9
Parking is free	1.4%	18	2.7%	4	1.0%	0	2.9%	0	0.0%	0	0.9%	2	0.7%	2	1.5%	2
Parking prices are low	0.3%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking provision is good	3.2%	42	3.2%	5	5.5%	2	4.5%	1	0.6%	1	1.7%	3	3.3%	7	3.6%	4
Pleasant shopping environment	0.7%	10	1.5%	2	3.5%	1	0.8%	0	0.0%	0	0.8%	1	0.9%	2	0.0%	0
Preference for retailer	2.0%	26	0.8%	1	1.8%	1	2.7%	0	1.4%	2	2.4%	4	0.5%	1	2.2%	2
Quality of food goods available	9.9%	130	17.6%	28	8.4%	4	5.3%	1	9.1%	10	10.8%	18	6.0%	14	5.3%	6
Self-service checkouts	0.5%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.5%	1	1.7%	2
Quality of non-food goods available	1.0%	13	0.6%	1	1.8%	1	1.1%	0	0.6%	1	2.4%	4	1.2%	3	0.0%	0
Range of food goods available	12.0%	157	4.9%	8	30.2%	13	33.5%	6	10.0%	11	8.5%	14	15.2%	34	6.8%	8
Range of non-food goods available	3.2%	41	1.5%	2	10.6%	4	1.8%	0	1.9%	2	1.2%	2	7.3%	16	3.4%	4
Safe shopping environment	0.3%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet store	1.7%	22	0.0%	0	3.2%	1	4.2%	1	0.0%	0	1.6%	3	1.0%	2	0.0%	0
Staff discount / work there	2.4%	31	1.3%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	18	0.7%	1
Supporting local business	0.1%	1	0.5%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Offer scan-as-you shop facility	0.2%	2	0.6%	1	0.8%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Close to other shops / services / activities	0.2%	2	0.0%	0	3.5%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers Click & Collect facility	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has an ATM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers free coffee	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a toilet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing)	4.4%	58	5.6%	9	4.3%	2	2.1%	0	15.3%	17	2.8%	5	2.6%	6	6.6%	7
Weighted base:		1305		159		42		17		113		167		226		114
Sample:		1309		92		90		85		88		90		95		92

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q03 How do you normally travel to (STORE MENTIONED AT Q01)?
Not those who said internet at Q01

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Car / van (as driver)	83.7%	1093	85.2%	135	90.6%	38	83.0%	14	85.7%	97	84.5%	141	87.5%	198	94.7%	108
Car / van (as passenger)	6.5%	85	4.5%	7	5.8%	2	4.5%	1	8.0%	9	5.6%	9	2.8%	6	0.0%	0
Bus, minibus or coach	1.6%	20	0.5%	1	2.1%	1	0.0%	0	2.6%	3	0.0%	0	0.7%	2	0.6%	1
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.2%	81	9.2%	15	1.5%	1	9.4%	2	2.8%	3	6.2%	10	8.0%	18	4.7%	5
Taxi	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.2%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.8%	11	0.5%	1	0.0%	0	1.1%	0	0.9%	1	2.8%	5	0.0%	0	0.0%	0
Weighted base:		1305		159		42		17		113		167		226		114
Sample:		1309		92		90		85		88		90		95		92

Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Not those who said internet at Q01

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Yes - non-food shopping	10.3%	134	5.4%	9	20.7%	9	10.1%	2	8.8%	10	21.5%	36	6.2%	14	6.8%	8
Yes - other food shopping	7.6%	99	5.0%	8	6.9%	3	7.3%	1	4.3%	5	20.6%	35	2.8%	6	7.2%	8
Yes - bars / pubs	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	1.4%	19	0.6%	1	1.6%	1	2.2%	0	1.3%	2	0.8%	1	1.2%	3	0.6%	1
Yes - cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	2.0%	26	2.5%	4	1.5%	1	1.5%	0	1.3%	2	4.7%	8	0.0%	0	0.7%	1
Yes - go to park	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	3
Yes - gyms / health and fitness	1.1%	15	0.0%	0	6.1%	3	2.7%	0	0.0%	0	0.9%	2	1.8%	4	1.3%	1
Yes - library	0.5%	7	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.6%	1
Yes - markets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.6%	1
Yes - meeting family	0.8%	11	0.0%	0	2.7%	1	2.4%	0	0.0%	0	0.8%	1	2.6%	6	0.0%	0
Yes - meeting friends	0.3%	4	0.9%	1	1.5%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.2%	2	0.0%	0	0.0%	0	0.8%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.9%	2	0.6%	1
Yes - restaurants	0.8%	10	0.9%	1	0.0%	0	1.1%	0	0.0%	0	2.0%	3	0.5%	1	0.0%	0
Yes - swimming	0.2%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	1.9%	25	0.6%	1	0.0%	0	0.8%	0	4.3%	5	5.7%	10	0.0%	0	3.7%	4
Yes - work	4.2%	55	11.2%	18	0.8%	0	5.1%	1	1.4%	2	0.8%	1	1.6%	4	3.2%	4
Yes - 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
Yes - browsing / walking the dog	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.7%	1
Yes - playing golf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Yes - school run	0.5%	7	3.2%	5	0.0%	0	0.8%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1
Yes - visiting medical services (doctor, dentist, optician etc.)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1
Yes - visiting the waste and recycling centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	71.5%	933	70.6%	112	66.2%	28	67.1%	11	82.9%	93	47.2%	79	85.3%	193	71.5%	82
(Don't know)	1.1%	14	0.5%	1	0.7%	0	0.8%	0	0.7%	1	2.0%	3	1.3%	3	2.2%	2
Weighted base:		1305		159		42		17		113		167		226		114
Sample:		1309		92		90		85		88		90		95		92

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q05 When you combine your trip with other activities, where do you normally go?
Those who combine their main food shopping with other activities at Q04 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Asda Supercentre, Bletcham Way, Denbigh North	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Kingston District	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Ampthill	0.6%	2	0.0%	0	0.0%	0	0.0%	0	12.1%	2	0.0%	0	0.0%	0	0.0%	0
Aylesbury	5.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.4%	18	0.0%	0
Bedford	1.9%	6	0.0%	0	8.3%	1	6.0%	0	27.1%	5	0.0%	0	0.0%	0	0.0%	0
Berkhamsted	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Bicester	4.2%	15	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.6%	13
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	7.7%	27	0.0%	0	2.4%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0
Brackley	1.9%	7	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Bradville	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	5.6%	19	15.8%	7	3.2%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	33.9%	10
Caldecotte	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Flitwick	2.5%	9	0.0%	0	0.0%	0	0.0%	0	14.2%	3	6.9%	6	0.0%	0	0.0%	0
Kempston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Kingston	12.5%	43	0.0%	0	28.6%	4	14.6%	1	25.4%	5	11.7%	10	4.4%	1	0.0%	0
Leighton Buzzard	14.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.1%	50	0.0%	0	0.0%	0
Luton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	13.1%	45	2.0%	1	28.8%	4	31.6%	2	12.5%	2	2.3%	2	4.0%	1	4.0%	1
Newport Pagnell	0.5%	2	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.8%	3	2.0%	1	10.5%	1	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.4%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.4%	1	0.0%	0	0.0%	0	24.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden	0.1%	0	0.0%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	6.8%	23	50.4%	23	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wavendon	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.1%	0	0.0%	0	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	6.7%	23	0.0%	0	2.2%	0	0.0%	0	0.0%	0	1.6%	1	18.9%	5	0.0%	0
Willen	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	3.1%	11	8.9%	4	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	1.1%	4	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS, Sofolog	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Milton Keynes	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park,	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Westcroft, Milton Keynes																
Broadfields Retail Park, Aylesbury Vale	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Launton Road Retail Park, Bicester	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	3
Other	0.5%	2	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Bradwell Common	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denbigh North	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emerson Valley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishermead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK - Out of Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakgrove	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Weighted base:		346		46		14		5		19		85		28		30
Sample:		381		27		30		33		21		39		16		31

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q06 In addition to (STORE MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?
Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Aldi, Carina Road, Kettering	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Aldi, Vimy Road, Linslade, Leighton Buzzard	4.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	29	1.0%	1	0.0%	0
Aldi, Laporte Retail Park, Dallow Road, Luton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Aldi, Bradwell Common Boulevard, Milton Keynes	2.2%	16	0.0%	0	6.1%	1	0.0%	0	1.3%	1	0.0%	0	1.0%	1	0.0%	0
Aldi, Harlestone Road, Northampton	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Westcroft Retail Park, Westcroft	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Asda, Bletcham Way, Bletchley, Milton Keynes	4.5%	33	1.0%	1	5.8%	1	0.0%	0	5.9%	3	2.5%	3	1.0%	1	0.0%	0
Asda, Court Drive, Dunstable	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Milton Keynes	2.3%	17	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.5%	3
Asda, Washbrook Road, Rushden	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Glyn Square, Creed Street, Wolverton	0.6%	5	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Meadow Walk, HighStreet, Buckingham	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bedford Road, Barton-le-Clay	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	2	0.0%	0	0.0%	0
Co-op, Agora Centre, Wolverton, Milton Keynes	0.2%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newton Road, Bletchley, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plaistow Crescent, Monkston Park, Milton Keynes	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Leger Court, Great Linford, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tanfield Lane, Broughton, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tower Crescent, Tower Drive, Neath Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 62 High Street, Newport Pagnell	0.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 75-77 High Street, Newport Pagnell	0.3%	2	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wordsworth Avenue, Newport Pagnell	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Brackley, Northampton	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanley Court, Weston Road, Olney	0.3%	2	0.0%	0	0.0%	0	19.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Woburn Sands	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes	1.9%	14	1.0%	1	3.6%	1	2.7%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1
Farmfoods, Glyn Square, Wolverton, Milton Keynes	0.6%	5	1.0%	1	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Brunel Centre, Bletchley, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Aylesbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Iceland, Greenhill Street, Bedford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Duke's Street, Bletchley	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Iceland, Market Square, Leighton Buzzard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Iceland, The Food Centre, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dukes Drive (off Princes Way), Bletchley	2.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0
Lidl, Northfield Avenue,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Kettering																
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes	1.4%	10	0.0%	0	1.8%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.5%	3
Marks & Spencer, Midland Road, Bedford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sheep Street, Bicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Marks & Spencer, Kingston Roundabout, Kingston	0.4%	3	0.0%	0	1.8%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0
Marks & Spencer, Denbigh North, Stadium Milton Keynes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Simply Food, ElderGate, Milton Keynes	0.5%	4	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Marks & Spencer, Sunset Walk, Milton Keynes	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0
Marks & Spencer, Winchester Circle, The Kingston Centre, Milton Keynes	0.8%	6	0.0%	0	17.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Toddington South Service Area, M1 Motorway, Toddington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way, Aylesbury	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	11	0.0%	0
Morrisons, Lake Street, Leighton Buzzard	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	10	0.0%	0	0.0%	0
Morrisons, Milton Keynes Leisure Plaza, Elder Gate, Milton Keynes	1.9%	14	1.9%	2	2.6%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Morrisons, Victoria Promenade, Northampton	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oxford Street, Wellingborough	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Westcroft District Centre, Barnsdale Drive, Westcroft	3.0%	22	0.0%	0	1.8%	0	0.0%	0	3.6%	2	0.0%	0	3.6%	4	0.0%	0
Sainsbury's Superstore, Buckingham Street, Aylesbury	3.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	25	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Fairfield Park, Clapham Road, Bedford	0.5%	4	0.0%	0	0.0%	0	5.4%	1	1.4%	1	0.0%	0	0.0%	0	3.5%	3
Sainsbury's Superstore, Bells Brook, Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Concourse, Brunel Centre, Bletchley	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Bedford Road, The Saxon Centre, Kempston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bramingham Park, Quantock Rise (Off Newbold Road), LUTON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunstable Road, BuryPark, Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes	1.2%	9	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Central Milton Keynes, Milton Keynes	2.6%	19	1.0%	1	9.8%	2	10.3%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Granville Square, Willen, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields	3.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	18.9%	22	0.0%	0

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Retail Park, Bicester Road, Aylesbury																
Tesco Extra, Cardington Road, Bedford	0.7%	5	0.0%	0	0.0%	0	1.4%	0	9.2%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes	1.9%	14	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes	3.3%	24	1.0%	1	4.1%	1	8.9%	1	4.0%	2	1.2%	1	0.0%	0	0.0%	0
Tesco Extra, Clannell Road, Hunsbury Hill Centre, Northampton	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	9	0.0%	0
Tesco Superstore, Riverfield Drive, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley	0.7%	5	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, London Road, Buckingham	1.2%	9	7.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Tesco Superstore, Coniston Road, Flitwick	1.3%	10	0.0%	0	0.0%	0	0.0%	0	10.4%	6	3.4%	4	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	13	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes	1.5%	11	2.5%	2	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Old Tiffield Road, Towcester	3.0%	22	22.4%	21	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Park, Turnells Mill Lane, Wellingborough	0.1%	1	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Road, Bletchley, Milton Keynes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dulverton Drive, Furzton, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Egerton Gate, Shenley Brook End, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Express, Cannon Street, Wellingborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bedford Street, Ampthill	1.9%	14	0.0%	0	0.0%	0	0.0%	0	19.2%	11	2.9%	3	0.0%	0	0.0%	0
Waitrose, Bowen Square, Daventry	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterbourne Walk, Leighton Buzzard	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	8	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Oakgrove, Milton Keynes	4.5%	34	1.0%	1	0.0%	0	1.8%	0	2.8%	2	4.6%	5	4.2%	5	0.0%	0
Waitrose, The Kingsthorpe Centre, Harborough Road, Northampton	0.1%	0	0.0%	0	1.2%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crown Park, Northampton Road, Rushden	0.1%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Water Lane, Towcester	1.2%	9	8.0%	8	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.6%	12	0.0%	0	0.0%	0	1.3%	0	5.8%	3	2.9%	3	2.6%	3	1.3%	1
Internet - Delivered	3.7%	27	7.5%	7	2.7%	1	1.8%	0	9.0%	5	2.6%	3	2.0%	2	3.5%	3
Aylesbury	2.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	17	0.0%	0
Bedford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Bicester	5.8%	43	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.0%	41
Bicester Village	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	8
Bletchley	0.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley	1.9%	14	13.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Buckingham	1.9%	14	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.7%	2
Dunstable	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0
Northampton	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.3%	2	0.0%	0	0.0%	0	21.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Oxford	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	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	0.8%	6	5.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.1%	1	0.0%	0	0.0%	0	1.4%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Westcroft	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Wolverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	739		96		24		10		58		116		117		73	
Sample:	763		59		51		51		58		59		55		46	

Q06A Which internet / home delivery retailer do you also use for your main food shopping?

Those who said internet at Q06 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Asda	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	2.9%	1	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	11.5%	3	0.0%	0	0.0%	0	0.0%	0	13.9%	1	50.0%	2	0.0%	0	0.0%	0
Ocado	21.2%	6	12.8%	1	50.0%	0	0.0%	0	52.1%	3	0.0%	0	47.6%	1	0.0%	0
Sainsbury's	10.9%	3	0.0%	0	0.0%	0	0.0%	0	34.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco	43.4%	12	87.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.4%	1	100.0%	3
Waitrose	3.4%	1	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakhouse Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	27		7		1		0		5		3		2		3	
Sample:	25		3		2		1		4		2		2		1	

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?
Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Aldi, Vimy Road, Linslade, Leighton Buzzard	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Aldi, Laporte Retail Park, Dallow Road, Luton	0.2%	2	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Bradwell Common Boulevard, Milton Keynes	0.6%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Westcroft Retail Park, Westcroft	0.9%	8	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, Bletcham Way, Bletchley, Milton Keynes	1.3%	11	1.7%	2	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Milton Keynes	0.5%	4	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Glyn Square, Creed Street, Wolverton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Budgens, Jansel Square, Bedgrove, Aylesbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Budgens, Stagsden Road, Bromham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Cranfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, Cofferidge Close, Stony Stratford	0.9%	8	1.4%	2	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Orwell Drive, Hawkslade Farm, Aylesbury	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	11	0.0%	0
Co-op, Wedgewood Street, Aylesbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Co-op, Bedford Road, Barton-le-Clay	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Co-op, Ampthill Road, Maulden, Bedford	1.7%	15	0.0%	0	0.0%	0	0.0%	0	21.6%	15	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Harrold, Bedford	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Marston Moretaine, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Barberry Place, Bicester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5
Co-op, Bassett Avenue, Bicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Co-op, Challenge House, Sherwood Drive, Bletchley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Co-op, Mill Road, Cranfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Park End, Croughton	1.7%	15	10.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Westfield Road, Dunstable	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Co-op, The Russell Centre, Conniston Road, Flitwick	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.2%	4	1.9%	2	0.0%	0	0.0%	0
Co-op, Birds Hill, Heathand Reach, Leighton Buzzard	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0
Co-op, Clarence Road, Leighton Buzzard	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Co-op, Agora Centre, Wolverton, Milton Keynes	0.6%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dunthorne Way, GrangeFarm, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Farthing Grove, Netherfield, Milton Keynes	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fishermead Boulevard, Fishermead, Milton Keynes	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newton Road, Bletchley, Milton Keynes	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Co-op, Plaistow Crescent, Monkston Park, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Co-op, St Leger Court, Great Linford, Milton Keynes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tanfield Lane, Broughton, Milton Keynes	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Boulevard, Fishermead, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Water Eaton Road, Bletchley, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winfold Lane, Emerson Valley, Milton Keynes	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tower Crescent, Tower Drive, Neath Hill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 62 High Street, Newport Pagnell	0.3%	3	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 75-77 High Street, Newport Pagnell	0.6%	6	0.0%	0	13.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wordsworth Avenue, Newport Pagnell	0.9%	8	0.0%	0	20.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Brackley, Northampton	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanley Court, Weston Road, Olney	1.2%	11	0.0%	0	0.0%	0	62.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Purbeck, Stantonbury Centre, Stantonbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Steeple Claydon	0.6%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4
Co-op, High Street, Woburn Sands	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	10	0.0%	0	0.0%	0
Co-op, Wootton Fields Centre, Wootton Hope Drive, Wootton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Glyn Square, Wolverton, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Duke's Street, Bletchley	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Square, Leighton Buzzard	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Iceland, The Food Centre, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dukes Drive (off Princes Way), Bletchley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.3%	1	0.0%	0	0.0%	0
Londis, Gold Street, Hanslope, Milton Keynes	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Victoria Road, Bletchley, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Aylesbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer, Midland Road, Bedford	0.8%	7	0.0%	0	0.0%	0	0.0%	0	6.4%	5	1.3%	1	0.8%	1	0.0%	0
Marks & Spencer, Sheep Street, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer, Kingston Roundabout, Kingston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Denbigh North, Stadium Milton Keynes	0.4%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Marks & Spencer, Simply Food, ElderGate, Milton Keynes	0.5%	4	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Marks & Spencer, Sunset Walk, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Winchester Circle, The Kingston Centre, Milton Keynes	0.8%	7	0.0%	0	11.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Toddington South Service Area, M1 Motorway, Toddington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Morrisons, Station Way,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Aylesbury																
Morrisons, Lake Street, Leighton Buzzard	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.8%	1	0.0%	0
Morrisons, Milton Keynes Leisure Plaza, Elder Gate, Milton Keynes	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Westcroft District Centre, Barnsdale Drive, Westcroft	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	2	0.0%	0
One Stop, Meadowcroft, Bicester Road, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
One Stop, Cause End Road, Wootton, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Bradwell Common Blvd, Bradwell Common, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Garraways, Coffee Hall, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Two Mile Ash, Milton Keynes	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Knebworth Gate, Giffard Park, Milton Keynes	1.2%	11	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, White Horse Drive, Emerson Valley, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Gloucester Road, Northampton	0.4%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Springfield Local Centre, Springfield Boulevard, Springfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Buckingham Street, Aylesbury	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	13	0.0%	0
Sainsbury's Superstore, Fairfield Park, Clapham Road, Bedford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Concourse, Brunel Centre, Bletchley	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bedford Road, The Saxon Centre, Kempston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Central Milton Keynes, Milton Keynes	0.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Gambrel Road, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Northampton Road, Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Granville Square, Willen, Milton Keynes	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Spar, Portway, Conniburrow, Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury	3.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	26	1.7%	1
Tesco Extra, Cardington Road, Bedford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Icknield Way, Skimpot Road, Dunstable	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Tesco Extra, Watling Street, Bletchley, Milton Keynes	2.5%	22	0.0%	0	0.9%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	2	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0

Column %ges.

NEMS market research

By Zone Filtered

Weighted:

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Tesco Extra, Clannell Road, Hunsbury Hill Centre, Northampton	0.4%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0
Tesco Superstore, Riverfield Drive, Bedford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Tesco Superstore, Oxford Road, Brackley	0.4%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Buckingham	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Tesco Superstore, Coniston Road, Flitwick	3.1%	27	0.0%	0	0.0%	0	0.0%	0	25.9%	18	8.5%	9	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes	1.4%	12	0.0%	0	12.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Old Tiffield Road, Towcester	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Jackson Road, Aylesbury	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	21	0.0%	0
Tesco Express, Bowmont Square, Shakespeare Drive, Bicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Tesco Express, Hart Place, Southwold, Bicester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5
Tesco Express, Holm Square, Southwold, Bicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Tesco Express, Nightingale Place, Bicester	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	14
Tesco Express, Pavillons Way, LarkRise, Brackley	1.3%	12	9.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Hill, Buckingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street North, Dunstable	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aries Court, Appenine Way, Leighton Buzzard	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0
Tesco Express, Coniston Road, Linslade, Leighton Buzzard	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Tesco Express, Old Farm Park Local Centre, Holst Cresent, Old Farm Park	0.4%	3	0.0%	0	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ardwell Lane, Greenleys, Milton Keynes	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Road, Bletchley, Milton Keynes	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dulverton Drive, Furzton, Milton Keynes	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Egerton Gate, Shenley Brook End, Milton Keynes	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fyfield Barrow, Walnut Tree, Milton Keynes	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Woburn Sands, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Tesco Express, Marshworth, Tinkers Bridge, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oldbrook Boulevard, Oldbrook, Milton Keynes	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Tesco Express, Oxley Park, Milton Keynes	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Tesco Express, Springfield Local Centre, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Swinden Court, Heelands, Milton Keynes	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Elthorne Way, Green Park Drive, Newport Pagnell	0.3%	2	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bedford Street, Ampthill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.3%	1	0.0%	0	0.0%	0
Waitrose, Waterbourne Walk, Leighton Buzzard	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Oakgrove, Milton Keynes	1.8%	16	0.0%	0	3.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Kingsthorpe Centre, Harborough Road, Northampton	0.3%	2	1.8%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crown Park, Northampton Road, Rushden	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Water Lane, Towcester	1.7%	15	12.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.3%	65	24.8%	30	1.2%	0	0.0%	0	7.7%	5	13.1%	14	8.1%	12	4.3%	4
Internet - Delivered	0.6%	5	1.0%	1	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Ampthill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Aylesbury	3.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	20.4%	30	0.0%	0
Banbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Bedford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Bicester	3.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	27
Bicester Village	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Bletchley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley	0.7%	6	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell Common - In Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	2.3%	20	12.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.0%	4
Dunstable	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Eaglestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emerson Valley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenny Stratford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heelands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Milton Keynes	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
MK - Out of Centre	0.7%	6	0.8%	1	4.5%	2	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell	0.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.6%	5	1.0%	1	0.0%	0	23.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Lodge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	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	0.4%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Two Mile Ash	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walnut Tree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		886		119		36		17		71		106		148		84
Sample:		872		63		62		81		57		61		53		68

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey

for Carter Jonas

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	Total	Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q07A Which retailer do you purchase your top-up food internet / home delivery shopping from?
Those who said internet at Q07 AND Excl. Nulls

	Total	Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
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
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	66.0%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	19.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milkman	14.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakhouse Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4		0		0		0		3		0		0		0	
Sample:		4		0		0		0		1		0		0		0	

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey

for Carter Jonas

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q08 In addition to (STORE MENTIONED AT Q07), is there anywhere else you regularly use for your household's small scale top-up food shopping?
Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q07 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Aldi, Vimy Road, Linslade, Leighton Buzzard	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Aldi, Bradwell Common Boulevard, Milton Keynes	0.8%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Harlestone Road, Northampton	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Westcroft Retail Park, Westcroft	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bletcham Way, Bletchley, Milton Keynes	1.1%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Selkirk Drive, Oakridge Park, Milton Keynes	1.0%	3	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Glyn Square, Creed Street, Wolverton	0.8%	2	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Jansel Square, Bedgrove, Aylesbury	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	4	0.0%	0
Budgens, Stagsden Road, Bromham	0.2%	1	0.0%	0	2.6%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Cofferidge Close, Stony Stratford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Marston Moretaine, Bedford	0.9%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	4.2%	2	0.0%	0
Co-op, Barberry Place, Bicester	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	4
Co-op, Bassett Avenue, Bicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Co-op, Challenge House, Sherwood Drive, Bletchley	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Russell Centre, Conniston Road, Flitwick	1.1%	3	0.0%	0	0.0%	0	0.0%	0	15.4%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Birds Hill, Heathand Reach, Leighton Buzzard	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Co-op, Clarence Road, Leighton Buzzard	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Co-op, Agora Centre, Wolverton, Milton Keynes	0.3%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dunthorne Way, GrangeFarm, Milton Keynes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Farthing Grove, Netherfield, Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fishermead Boulevard, Fishermead, Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, New Bradwell, Milton Keynes	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newton Road, Bletchley, Milton Keynes	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plaistow Crescent, Monkston Park, Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Leger Court, Great Linford, Milton Keynes	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Boulevard, Fishermead, Milton Keynes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Water Eaton Road, Bletchley, Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winfold Lane, Emerson Valley, Milton Keynes	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tower Crescent, Tower Drive, Neath Hill	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 62 High Street, Newport Pagnell	0.6%	2	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 75-77 High Street,	2.0%	6	0.0%	0	9.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Newport Pagnell																
Co-op, Wordsworth Avenue, Newport Pagnell	0.3%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Brackley, Northampton	1.1%	3	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanley Court, Weston Road, Olney	1.1%	3	0.0%	0	0.0%	0	41.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Steeple Claydon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Co-op, High Street, Woburn Sands	2.5%	7	0.0%	0	0.0%	0	0.0%	0	3.9%	1	14.8%	6	0.0%	0	0.0%	0
Costco, Mandeville Drive, Kingston, Milton Keynes	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Glyn Square, Wolverton, Milton Keynes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Brunel Centre, Bletchley, Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Duke's Street, Bletchley	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dukes Drive (off Princes Way), Bletchley	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbrook Boulevard, Oldbrook, Milton Keynes	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Aylesbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Marks & Spencer, Midland Road, Bedford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sheep Street, Bicester	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	3
Marks & Spencer, Kingston Roundabout, Kingston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Denbigh North, Stadium Milton Keynes	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Simply Food, ElderGate, Milton Keynes	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sunset Walk, Milton Keynes	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Marks & Spencer, Winchester Circle, The Kingston Centre, Milton Keynes	0.4%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Way, Aylesbury	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	5	0.0%	0
Morrisons, Lake Street, Leighton Buzzard	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	5	0.0%	0	0.0%	0
Morrisons, Milton Keynes Leisure Plaza, Elder Gate, Milton Keynes	0.5%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Westcroft District Centre, Barnsdale Drive, Westcroft	3.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bradwell Common Blvd, Bradwell Common, Milton Keynes	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Knebworth Gate, Giffard Park, Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, White Horse Drive, Emerson Valley, Milton Keynes	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Lennon Drive, Crownhill, Milton Keynes	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Buckingham Street, Aylesbury	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	6	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Concourse, Brunel Centre, Bletchley	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0

Column %ges.

By Zone Filtered

Weighted:

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Sainsbury's Superstore, Bedford Road, The Saxon Centre, Kempston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunstable Road, BuryPark, Luton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Engaine Drive, Shenley Church End, Milton Keynes	1.2%	3	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Central Milton Keynes, Milton Keynes	1.3%	4	0.0%	0	2.6%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Sainsbury's Local, Granville Square, Willen, Milton Keynes	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winchester Circle, Kingston, Milton Keynes	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tring Road, Aylesbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Tesco Superstore, London Road, Buckingham	1.7%	5	12.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, McConnell Drive, Wolverton, Milton Keynes	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Old Tiffield Road, Towcester	1.5%	4	10.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hart Place, Southwold, Bicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Tesco Express, Nightingale Place, Bicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Tesco Express, Market Hill, Buckingham	1.6%	5	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Langdale Road, Dunstable	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Tesco Express, Ardwell Lane, Greenleys, Milton Keynes	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Road, Bletchley, Milton Keynes	1.8%	5	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	4	0.0%	0
Tesco Express, Egerton Gate, Shenley Brook End, Milton Keynes	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fyfield Barrow, Walnut Tree, Milton Keynes	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Woburn Sands, Milton Keynes	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	7	0.0%	0	0.0%	0
Tesco Express, Marshworth, Tinkers Bridge, Milton Keynes	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Melrose Avenue, Bletchley, Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oldbrook Boulevard, Oldbrook, Milton Keynes	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Swinden Court, Heelands, Milton Keynes	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Elthorne Way, Green Park Drive, Newport Pagnell	2.2%	6	0.0%	0	38.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bedford Street, Ampthill	4.3%	12	0.0%	0	0.0%	0	0.0%	0	35.1%	7	11.7%	5	0.0%	0	0.0%	0
Waitrose, Waterbourne Walk, Leighton Buzzard	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0
Waitrose, Babbage Gate, Oakgrove, Milton Keynes	2.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Other	7.0%	20	2.1%	1	2.6%	0	0.0%	0	17.9%	4	10.8%	5	17.1%	7	19.8%	4

Column %ges.

	Total		**Zone 8**		**Zone 9**		**Zone 10**		**Zone 11**		**Zone 12**		**Zone 13**		**Zone 14**	
Internet - Delivered	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	4	0.0%	0
Bedford	0.3%	1	0.0%	0	0.0%	0	1.8%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Bicester	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	5
Bletchley	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Buckingham	5.5%	16	36.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Heelands	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK - Out of Centre	1.0%	3	0.0%	0	2.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neath Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbrook	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	1.1%	3	0.0%	0	0.0%	0	41.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	0.7%	2	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Wolverton	0.2%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		288		40		16		8		21		44		38		20
Sample:		320		21		29		40		20		24		16		19

Q08A Which internet / home delivery retailer do you also use for your top-up food shopping?
Those who said internet at Q08 AND Excl. Nulls

	Total		**Zone 8**		**Zone 9**		**Zone 10**		**Zone 11**		**Zone 12**		**Zone 13**		**Zone 14**	
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
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakhouse Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		0		0		0		0		0		0		0		0
Sample:		0		0		0		0		0		0		0		0

Meanscore: [%]

Q09 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping? (All respondents)

	Total		**Zone 8**		**Zone 9**		**Zone 10**		**Zone 11**		**Zone 12**		**Zone 13**		**Zone 14**	
None	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 - 10%	0.2%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
11 - 20%	0.3%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	1	0.7%	2	0.0%	0
21 - 30%	0.5%	6	0.0%	0	0.6%	0	0.0%	0	0.6%	1	1.0%	2	0.0%	0	0.6%	1
31 - 40%	0.4%	5	0.7%	1	0.9%	0	1.6%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
41 - 50%	4.8%	68	1.4%	2	11.1%	6	4.0%	1	4.9%	6	4.0%	8	3.3%	8	10.2%	12
51 - 60%	4.7%	65	7.9%	14	0.6%	0	7.7%	2	7.8%	10	3.0%	6	1.8%	4	5.9%	7
61 - 70%	7.7%	108	12.2%	21	6.2%	3	11.7%	2	5.0%	6	4.7%	9	4.3%	10	14.3%	17
71 - 80%	21.7%	304	15.7%	27	24.1%	12	15.5%	3	10.4%	13	20.1%	38	33.3%	80	20.0%	24
81 - 90%	13.8%	193	29.2%	50	13.3%	7	29.6%	6	19.0%	23	12.2%	23	8.4%	20	7.6%	9
91 - 99%	3.4%	48	1.2%	2	4.3%	2	1.6%	0	8.7%	11	4.0%	8	2.9%	7	5.9%	7
100%	33.0%	462	29.2%	51	25.6%	13	13.2%	3	30.8%	38	44.2%	84	35.3%	85	30.3%	37
(Dont know)	9.2%	129	2.5%	4	11.2%	6	14.1%	3	11.6%	14	5.1%	10	10.0%	24	4.7%	6
(Refused)	0.2%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Mean:		*84.72*		*85.45*		*81.01*		*79.73*		*85.43*		*86.41*		*86.33*		*81.49*
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey

for Carter Jonas

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Meanscore: [%]

Q09X **Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping? (Those who do top-up shopping)**
Not those who said '(Don't do this type of shopping)' at Q07

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
None	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 - 10%	0.3%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
11 - 20%	0.5%	5	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.3%	1	1.0%	2	0.0%	0
21 - 30%	0.7%	6	0.0%	0	0.8%	0	0.0%	0	0.9%	1	1.9%	2	0.0%	0	0.9%	1
31 - 40%	0.5%	5	1.0%	1	1.1%	0	1.9%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
41 - 50%	7.2%	68	2.0%	2	14.8%	6	4.6%	1	7.0%	6	7.1%	8	5.0%	8	14.6%	12
51 - 60%	7.0%	65	11.2%	14	0.8%	0	8.9%	2	11.3%	10	5.4%	6	2.8%	4	8.4%	7
61 - 70%	11.5%	108	17.2%	21	8.3%	3	13.5%	2	7.2%	6	8.4%	9	6.7%	10	20.6%	17
71 - 80%	32.4%	304	22.2%	27	32.4%	12	17.8%	3	15.0%	13	36.0%	38	51.5%	80	28.7%	24
81 - 90%	20.6%	193	41.2%	50	17.9%	7	34.1%	6	27.4%	23	21.8%	23	13.0%	20	10.9%	9
91 - 99%	5.1%	48	1.7%	2	5.8%	2	1.8%	0	12.6%	11	7.1%	8	4.5%	7	8.5%	7
100%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know)	13.7%	129	3.5%	4	15.1%	6	16.3%	3	16.8%	14	9.1%	10	15.5%	24	6.7%	6
(Refused)	0.4%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Mean:	*75.95*		*79.22*		*73.26*		*76.05*		*77.65*		*74.58*		*77.53*		*72.81*	
Weighted base:	938		122		38		17		85		106		156		85	
Sample:	914		66		66		84		63		61		57		69	

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q10 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear
Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Asda Supercentre, Bletcham Way, Denbigh North	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Kingston District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams, Intu Milton Keynes	1.7%	23	3.2%	5	0.6%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	2.8%	3
House of Fraser, The Centre MK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	1.3%	18	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	5	2.3%	5	0.8%	1
John Lewis, The Centre MK	1.8%	23	3.8%	6	0.0%	0	11.0%	2	0.7%	1	2.6%	5	0.0%	0	0.0%	0
M&S, The Centre MK	2.2%	30	2.5%	4	0.0%	0	0.7%	0	1.5%	2	3.8%	7	0.0%	0	0.0%	0
Next, The Centre MK	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	6.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	33.2%	76	2.1%	2
Banbury	5.7%	75	32.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	21
Bedford	1.3%	18	0.0%	0	0.0%	0	1.3%	0	10.8%	13	1.8%	3	0.5%	1	0.0%	0
Bicester	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	5.8%	7
Birmingham	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 TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	3.0%	40	0.9%	1	2.0%	1	0.7%	0	0.6%	1	4.5%	8	1.8%	4	1.0%	1
Buckingham	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.5%	7	0.0%	0	0.9%	0	1.0%	0	0.0%	0	0.0%	0	1.4%	3	1.3%	1
Dunstable	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Hemel Hempstead	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.8%	4	0.0%	0
Kingston	1.4%	18	0.0%	0	7.8%	4	4.0%	1	3.1%	4	0.8%	1	0.0%	0	0.0%	0
Leighton Buzzard	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Letchworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Luton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	2	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	41.9%	557	28.0%	47	66.5%	31	52.1%	10	51.2%	62	41.5%	75	35.4%	81	22.9%	26
Northampton	1.4%	18	10.0%	17	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Olney	0.1%	2	0.0%	0	0.0%	0	5.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Oxford	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	15
Stony Stratford	0.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.1%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.7%	9	0.6%	1	0.7%	0	0.0%	0	0.7%	1	1.6%	3	0.0%	0	0.0%	0
Bletchley, Watling Street (Matalan, Carpet Right, B&M Homestore)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	4.4%	58	2.4%	4	0.0%	0	0.7%	0	2.2%	3	15.0%	27	1.8%	4	1.3%	1
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS,	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Sofolog																
The Kingston Centre, Milton Keynes	1.3%	17	0.0%	0	0.0%	0	0.7%	0	8.2%	10	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Broadfields Retail Park, Aylesbury Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Interchange Retail Park, Bedford	0.8%	11	0.0%	0	0.0%	0	0.7%	0	7.5%	9	0.8%	1	0.0%	0	0.0%	0
Other	1.9%	25	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	9.3%	21	0.0%	0
Abroad	0.3%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.8%	1
Internet / catalogue / TV shopping	16.7%	222	12.3%	21	18.8%	9	19.9%	4	10.1%	12	17.9%	32	11.2%	26	27.1%	31
Denbigh North	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walnut Tree	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1329		168		46		19		121		180		229		115
Sample:		1321		95		94		95		98		96		95		94

Q11 How do you normally travel to (STORE / CENTRE MENTIONED AT Q10)?

Not those who said 'Abroad' or 'Internet / catalogue / TV shopping' or '(Don't know / varies)' or '(Don't do this type of shopping)' at Q10

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Car / van (as driver)	79.8%	880	87.9%	128	89.2%	34	84.8%	13	86.8%	94	91.5%	133	68.8%	140	83.1%	69
Car / van (as passenger)	5.2%	58	3.0%	4	1.9%	1	5.3%	1	7.6%	8	3.8%	6	1.5%	3	0.0%	0
Bus, minibus or coach	7.8%	86	9.1%	13	6.5%	2	2.5%	0	4.0%	4	1.9%	3	16.4%	33	0.8%	1
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.0%	44	0.0%	0	1.1%	0	5.3%	1	0.0%	0	0.0%	0	10.9%	22	0.9%	1
Taxi	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.7%	19	0.0%	0	1.1%	0	1.2%	0	1.0%	1	0.0%	0	1.6%	3	15.2%	13
Bicycle	0.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	3	0.8%	2	0.0%	0
Weighted base:		1103		146		38		15		109		146		203		83
Sample:		1071		82		72		71		83		77		79		72

Column %ges.

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q12 **Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?**
Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Asda Supercentre, Bletcham Way, Denbigh North	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M, Intu Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Centre MK	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	3.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	30	0.0%	0
Banbury	4.1%	36	22.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	8
Bedford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0
Bicester	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	9
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	1.5%	13	1.2%	1	1.0%	0	0.0%	0	0.0%	0	1.3%	2	0.8%	1	0.0%	0
Buckingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Flitwick	1.1%	10	0.0%	0	0.0%	0	0.0%	0	15.0%	10	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Kingston	1.0%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.3%	3	0.0%	0	0.0%	0
Leighton Buzzard	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	16.5%	146	5.2%	6	24.7%	8	10.9%	1	5.4%	4	27.6%	33	8.1%	12	5.9%	5
Newport Pagnell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.6%	5	4.0%	5	1.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Shenley Brook End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	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%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	15	0.0%	0
Sixfields Retail Park, Northampton	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Internet / catalogue / TV shopping	64.6%	571	66.1%	81	72.3%	24	82.3%	9	70.9%	47	63.7%	77	59.0%	87	69.3%	63
Denbigh North	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbrook	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		884		122		33		11		66		120		147		91
Sample:		778		59		58		55		50		53		54		69

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey

for Carter Jonas

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q13   Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?
Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Apple, Intu Milton Keynes	0.6%	7	2.7%	4	0.0%	0	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Grafton Gate, Milton Keynes	1.8%	21	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Kingston District	0.5%	6	0.0%	0	2.6%	1	1.1%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1
John Lewis, The Centre MK	17.6%	210	9.8%	15	34.1%	15	17.8%	3	14.7%	15	28.4%	45	7.1%	15	5.2%	6
Aylesbury	5.6%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	66	0.7%	1
Banbury	1.5%	18	11.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bedford	1.7%	20	0.0%	0	0.0%	0	0.7%	0	19.0%	20	0.0%	0	0.0%	0	0.0%	0
Bicester	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	18
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Kempston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Kingston	0.8%	9	0.0%	0	0.0%	0	1.3%	0	1.5%	2	0.9%	1	0.0%	0	1.1%	1
Leighton Buzzard	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	0.0%	0
Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	12.5%	149	8.8%	13	13.0%	6	28.0%	5	9.7%	10	8.3%	13	12.2%	26	6.4%	7
Newport Pagnell	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.8%	9	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Olney	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Stony Stratford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.0%	4	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	1.0%	12	0.6%	1	6.5%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Grafton Retail Park, Milton Keynes	0.0%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS, Sofolog	1.0%	12	1.4%	2	1.7%	1	0.0%	0	1.0%	1	1.2%	2	0.0%	0	0.0%	0
Rushmere Retail Park, Watling Street, Bletchley (Wickes & Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Milton Keynes	0.2%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC	8.4%	101	3.9%	6	11.5%	5	7.4%	1	1.0%	1	16.4%	26	2.5%	5	1.6%	2

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)																
Westcroft Retail Park, Westcroft, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspects Leisure Park, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Banbury Cross Retail Park, Banbury	0.3%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Broadfields Retail Park, Aylesbury Vale	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	12	0.0%	0
Cambridge Close Retail Park, Aylesbury Vale	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	18	0.0%	0
Interchange Retail Park, Bedford	1.2%	14	0.0%	0	0.0%	0	0.0%	0	8.7%	9	2.9%	5	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Riverside Business Park Fairground Way, Northampton	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southam Road Retail Park, Banbury	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
St James Retail Park, Northampton	0.2%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Centre / Rope Walk, Bedford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	7.1%	7	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5	0.0%	0
Internet / catalogue / TV shopping	35.3%	421	49.3%	74	27.9%	12	29.3%	5	34.4%	36	32.9%	52	27.2%	57	55.7%	59
Denbigh North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1194		149		44		17		104		159		210		106
Sample:		1192		91		85		86		89		84		86		87

Column %ges.

By Zone Filtered

Weighted:

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q14 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Asda Supercentre, Bletcham Way, Denbigh North	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Kingston District	0.1%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
John Lewis, The Centre MK	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	8.6%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.5%	96	1.5%	2
Banbury	3.1%	36	19.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5
Bedford	2.1%	24	0.0%	0	0.0%	0	2.2%	0	19.9%	21	1.3%	2	0.0%	0	0.0%	0
Berkhamsted	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Bicester	3.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	37
Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	3.2%	37	7.2%	12	0.8%	0	0.0%	0	0.7%	1	1.8%	3	0.6%	1	0.0%	0
Brackley	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.6%	7	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cranfield	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.1%	13	0.0%	0	3.4%	1	0.7%	0	1.5%	2	0.9%	1	0.0%	0	0.0%	0
Leighton Buzzard	3.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	40	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	20.2%	230	15.7%	25	24.2%	10	18.3%	3	12.8%	14	9.0%	13	7.7%	14	3.1%	3
Newport Pagnell	0.1%	1	0.0%	0	1.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.6%	7	3.8%	6	0.8%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.1%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	9
Shenley Church End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.4%	5	0.5%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	0.6%	7	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Wellingborough	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Wolverton	0.6%	7	0.6%	1	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley, Watling Street (Matalan, Carpet Right, B&M Homestore)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primary, River Island, H&M and Outfit)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS, Sofolog	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC	0.0%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Weighted:

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)																
Broadfields Retail Park, Aylesbury Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
St James Retail Park, Northampton	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Centre / Rope Walk, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	14	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	5.4%	10	0.0%	0
Internet / catalogue / TV shopping	45.9%	523	41.8%	67	59.2%	23	64.6%	11	63.8%	69	54.6%	81	32.3%	59	46.6%	51
Denbigh North	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1141		160		39		17		108		149		183		110
Sample:		1091		86		73		84		81		73		81		87

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q15 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?
Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Argos, Grafton Gate, Milton Keynes	1.2%	11	0.0%	0	1.8%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.8%	1
Asda Supercentre, Bletcham Way, Denbigh North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Kingston District	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Centre MK	0.6%	6	0.0%	0	1.7%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Toys R Us, Grafton Gate, Milton Keynes	2.6%	24	0.7%	1	8.3%	3	4.5%	1	0.9%	1	2.1%	2	2.9%	5	0.8%	1
Ampthill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Aylesbury	5.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	46	1.8%	2
Banbury	0.9%	8	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Bedford	2.7%	25	0.0%	0	0.0%	0	3.9%	1	24.5%	21	3.8%	3	0.0%	0	0.0%	0
Bicester	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	17
Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	2.4%	22	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.4%	5	2.3%	4	0.0%	0
Brackley	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.6%	6	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1
Hoddesdon	0.3%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kingston	1.7%	16	0.0%	0	1.3%	0	1.4%	0	2.6%	2	2.1%	2	0.0%	0	0.0%	0
Leighton Buzzard	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	9	0.7%	1	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	21.5%	200	17.5%	22	31.9%	11	24.5%	3	16.2%	14	9.0%	8	19.7%	36	2.4%	2
Newport Pagnell	0.4%	4	0.0%	0	6.5%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.3%	3	2.4%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.1%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	11
Rushden	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Brook End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stacy Bushes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tattenhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0
Weston Favell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Witney	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	0.2%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.3%	3	0.0%	0	1.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	1.7%	15	2.5%	3	0.0%	0	1.4%	0	0.0%	0	4.1%	4	0.0%	0	1.1%	1
Bletchley, Watling Street (Matalan, Carpet Right, B&M Homestore)	1.2%	11	0.0%	0	0.9%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	4.4%	41	10.9%	14	12.5%	4	2.7%	0	0.0%	0	8.5%	8	0.0%	0	0.0%	0
Grafton Retail Park, Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Routeco Retail Park,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS, Sofolog																
Rushmere Retail Park, Watling Street, Bletchley (Wickes & Halfords)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
The Kingston Centre, Milton Keynes	1.4%	13	0.0%	0	0.0%	0	1.0%	0	11.4%	10	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)	1.2%	11	0.0%	0	1.3%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	1.2%	12	9.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale	2.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	19	0.8%	1
Cambridge Close Retail Park, Aylesbury Vale	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	0.0%	0
Interchange Retail Park, Bedford	1.1%	11	0.0%	0	0.0%	0	0.0%	0	8.3%	7	3.6%	3	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester	0.6%	5	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Riverside Business Park Fairground Way, Northampton	0.1%	1	0.7%	1	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vale Retail Park, Aylesbury Vale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
White Lion Retail Park, Dunstable	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	34.4%	319	42.1%	53	33.0%	11	43.1%	6	27.9%	24	43.6%	40	29.7%	54	51.7%	47
Denbigh North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walnut Tree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		929		126		34		13		88		92		181		90
Sample:		822		64		60		60		61		52		63		73

Column %ges.

By Zone Filtered
Weighted:

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q16 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Argos, Grafton Gate, Milton Keynes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bletcham Way, Denbigh North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams, Intu Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	6.4%	66	2.3%	3	16.8%	7	4.0%	1	6.0%	6	7.1%	10	7.3%	13	1.5%	1
John Lewis, The Centre MK	11.7%	121	11.8%	15	27.1%	11	12.5%	2	9.8%	9	17.7%	25	2.0%	4	7.3%	7
M&S, The Centre MK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, The Centre MK	0.5%	5	0.0%	0	2.8%	1	11.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ampthill	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	3	1.4%	2	0.0%	0	0.0%	0
Aylesbury	5.9%	61	2.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	29.9%	53	1.5%	1
Banbury	2.5%	26	16.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5
Bedford	4.1%	43	0.0%	0	1.1%	0	1.6%	0	41.4%	40	1.0%	1	0.0%	0	0.0%	0
Bicester	1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	18
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	1.0%	10	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Brackley	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.5%	6	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Flitwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Kempston	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	1.8%	19	0.0%	0	1.1%	0	0.0%	0	0.0%	0	13.3%	19	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	17.5%	181	16.9%	22	17.3%	7	31.1%	5	8.3%	8	12.1%	17	18.3%	33	18.9%	18
Newport Pagnell	0.1%	2	0.0%	0	2.1%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.4%	4	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.2%	2	0.0%	0	0.0%	0	10.0%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Oxford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Stacy Bushes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.3%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	1.4%	15	11.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill	1.0%	10	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Witney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Wolverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	2.2%	23	0.0%	0	0.0%	0	1.2%	0	0.0%	0	14.4%	20	0.0%	0	1.6%	1
Bletchley, Watling Street (Matalan, Carpet Right, B&M Homestore)	2.4%	25	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	7	2.3%	4	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	1.3%	13	0.7%	1	5.1%	2	1.6%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Grafton Retail Park, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.4%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS, Sofolog)	15.5%	160	20.2%	26	13.1%	5	10.7%	2	3.3%	3	9.9%	14	8.8%	16	2.4%	2
Rushmere Retail Park, Watling Street, Bletchley (Wickes & Halfords)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspects Leisure Park, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Broadfields Retail Park, Aylesbury Vale	2.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	21	0.0%	0
Cambridge Close Retail Park, Aylesbury Vale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Interchange Retail Park, Bedford	1.5%	16	0.0%	0	0.0%	0	0.0%	0	11.3%	11	3.4%	5	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Riverside Business Park Fairground Way, Northampton	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southam Road Retail Park, Banbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
St James Retail Park, Northampton	0.4%	4	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Centre / Rope Walk, Bedford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0
Other	1.6%	17	2.4%	3	0.0%	0	2.4%	0	0.0%	0	1.0%	1	5.6%	10	1.5%	1
Internet / catalogue / TV shopping	10.7%	110	2.4%	3	6.2%	3	10.6%	2	8.7%	8	3.9%	5	12.1%	22	28.1%	26
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1035		129		41		16		96		140		179		93
Sample:		1010		79		74		73		80		72		74		70

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q17 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Argos, Grafton Gate, Milton Keynes	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	0.5%	6	0.0%	0	0.0%	0	10.3%	2	0.0%	0	0.0%	0	2.1%	4	0.0%	0
Aylesbury	9.6%	114	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	54.5%	110	0.9%	1
Banbury	3.1%	37	23.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	3.7%	44	0.0%	0	0.0%	0	0.8%	0	41.0%	44	0.0%	0	0.0%	0	0.0%	0
Bicester	4.3%	51	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.2%	50
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	1.6%	19	0.0%	0	0.6%	0	0.0%	0	3.3%	4	2.8%	4	0.0%	0	0.0%	0
Brackley	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.6%	7	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Cranfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Lavendon	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	5.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.5%	64	0.0%	0	0.0%	0
Luton	1.0%	12	0.0%	0	0.0%	0	0.0%	0	1.4%	2	6.9%	11	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	10.5%	125	18.3%	29	14.3%	7	16.4%	3	5.6%	6	4.7%	7	3.5%	7	9.3%	10
New Bradwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.7%	9	4.5%	7	3.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.9%	10	0.0%	0	10.1%	5	32.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherington	0.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stacy Bushes	0.2%	2	0.6%	1	0.7%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	0.5%	6	3.8%	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn	0.1%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.7%	1
Bletchley, Watling Street (Matalan, Carpet Right, B&M Homestore)	2.1%	25	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	24.6%	291	19.0%	30	56.2%	26	21.9%	4	4.8%	5	14.1%	22	9.2%	19	2.0%	2
Grafton Retail Park, Milton Keynes	0.2%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.7%	8	2.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village, Harveys Furnishings, Oak Furnitureland, SCS, Sofolog	7.3%	86	3.4%	5	6.7%	3	1.6%	0	0.7%	1	4.2%	6	1.9%	4	0.0%	0
Rushmere Retail Park,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Watling Street, Bletchley (Wickes & Halfords)																
The Kingston Centre, Milton Keynes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.0%	0
The Place Retail Park, Milton Keynes (Currys/PC World & Carphone Warehouse, Brantano, Go Outdoors, American Golf, 99p Stores/Poundland)	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspects Leisure Park, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	1.2%	14	9.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Broadfields Retail Park, Aylesbury Vale	2.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	31	0.0%	0
Cambridge Close Retail Park, Aylesbury Vale	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	12	0.0%	0
Castlefields Retail Park, Wellingborough	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatters Way Retail Park / Chaul End Lane, Luton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%	0	0.0%	0
Interchange Retail Park, Bedford	3.0%	36	0.0%	0	0.0%	0	0.0%	0	22.9%	25	7.3%	11	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester	2.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	33
Nene Valley Retail Park, Northampton	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverfield Drive, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Business Park Fairground Way, Northampton	0.1%	1	0.6%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southam Road Retail Park, Banbury	0.3%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Northampton	0.7%	8	5.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Centre / Rope Walk, Bedford	1.0%	12	0.0%	0	0.0%	0	0.0%	0	11.3%	12	0.0%	0	0.0%	0	0.0%	0
Vale Retail Park, Aylesbury Vale	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	4.4%	9	0.0%	0
Victoria Retail Park, Wellingborough	0.1%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Other	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	1.8%	22	1.5%	2	0.0%	0	1.6%	0	2.2%	2	0.0%	0	0.0%	0	4.3%	5
Bradwell Common	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denbigh North	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Milton Keynes	0.7%	8	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK - 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
Weighted base:		1185		158		46		17		108		154		202		108
Sample:		1149		89		87		84		82		76		85		86

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q18 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?
Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Argos, Grafton Gate, Milton Keynes	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bletcham Way, Denbigh North	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0
Costco, Kingston District	0.4%	5	0.0%	0	0.7%	0	1.6%	0	0.6%	1	1.1%	2	0.0%	0	0.0%	0
Debenhams, Intu Milton Keynes	0.6%	8	0.0%	0	0.6%	0	9.2%	2	0.0%	0	0.0%	0	1.8%	4	0.0%	0
House of Fraser, The Centre MK	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
John Lewis, The Centre MK	1.3%	17	2.2%	4	1.5%	1	2.7%	1	2.0%	2	2.4%	4	0.0%	0	0.8%	1
M&S, The Centre MK	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arlesey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Aylesbury	13.0%	171	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	73.2%	170	0.8%	1
Banbury	2.4%	31	18.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Bedford	3.9%	52	0.0%	0	0.0%	0	2.4%	0	40.1%	47	2.6%	5	0.0%	0	0.0%	0
Berkhamsted	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Bicester	6.4%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.4%	84
Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	6.2%	82	6.9%	12	1.6%	1	0.0%	0	0.9%	1	7.0%	13	0.5%	1	0.6%	1
Brackley	0.8%	11	6.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	3.0%	40	12.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	10.8%	13
Daventry	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Flitwick	1.1%	14	0.0%	0	0.0%	0	0.0%	0	7.5%	9	3.0%	5	0.0%	0	0.0%	0
Greenleys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0
Kempston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Kingston	5.2%	69	0.0%	0	15.9%	8	4.9%	1	5.4%	6	7.6%	14	0.5%	1	0.0%	0
Leighton Buzzard	6.1%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.3%	79	0.5%	1	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	22.1%	291	14.3%	24	33.2%	16	33.2%	6	16.8%	20	9.8%	18	5.8%	13	10.3%	12
New Bradwell	0.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell	0.8%	11	0.0%	0	17.6%	9	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	1.3%	17	8.7%	15	3.6%	2	1.4%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.6%	8	0.0%	0	1.7%	1	31.8%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Shenley Brook End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stantonbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.8%	10	1.1%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tattenhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	1.4%	19	10.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Wellingborough	0.0%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft	2.6%	34	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	2.7%	6	0.0%	0
Willen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Woburn Sands	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Wolverton	2.8%	37	3.1%	5	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woughton on the Green	0.2%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Bletchley, Watling Street (Matalan, Carpet Right,	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
B&M Homestore)																
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Kingston Centre, Milton Keynes	0.8%	10	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Westcroft Retail Park, Westcroft, Milton Keynes	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Banbury Cross Retail Park, Banbury	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury Vale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0
Cambridge Close Retail Park, Aylesbury Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Interchange Retail Park, Bedford	0.7%	9	0.0%	0	0.0%	0	0.0%	0	6.6%	8	0.8%	2	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.2%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	16	4.3%	7	0.0%	0	1.3%	0	2.5%	3	1.1%	2	1.1%	2	0.6%	1
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	7.0%	93	4.7%	8	4.6%	2	5.4%	1	13.6%	16	13.2%	24	3.5%	8	4.0%	5
Beanhill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denbigh North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eaglestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishermead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neath Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walnut Tree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1316		168		49		19		117		182		233		118
Sample:		1290		95		94		96		92		95		93		96

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q19 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Argos, Grafton Gate, Milton Keynes	1.3%	11	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bletcham Way, Denbigh North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Kingston District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Debenhams, Intu Milton Keynes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
House of Fraser, The Centre MK	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, MK1 Shopping & Leisure Park, Bletchley, Milton Keynes	2.7%	23	0.7%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4
John Lewis, The Centre MK	8.2%	69	11.6%	13	7.3%	3	6.2%	1	7.8%	6	9.6%	11	4.1%	5	2.8%	2
M&S, The Centre MK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, The Centre MK	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	3.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	27	0.0%	0
Banbury	1.2%	11	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5
Bedford	2.6%	22	0.0%	0	0.0%	0	1.3%	0	25.0%	20	1.2%	1	0.0%	0	0.0%	0
Bicester	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	15
Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	3.4%	29	10.1%	12	0.0%	0	0.0%	0	0.0%	0	7.6%	9	3.6%	4	0.0%	0
Brackley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Buckingham	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Central London	0.8%	7	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	1.0%	1
Flitwick	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.9%	3	0.0%	0	0.0%	0
Kidlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Kingston	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	3.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	32	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	39.5%	334	41.2%	47	61.0%	21	42.7%	5	49.0%	40	30.1%	34	25.6%	30	8.2%	6
Newport Pagnell	0.2%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	1.9%	16	13.8%	16	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.2%	2	0.0%	0	0.0%	0	14.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	13
Stony Stratford	0.2%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tattenhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winslow	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Woburn Sands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Wolverton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home Bargains, Pets at home, Sports Dire	0.4%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Routeco Retail Park, Winterhill, Milton Keynes (Benson Beds, Carpetright, DFS, Furniture Village,	0.4%	4	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Harveys Furnishings, Oak Furnitureland, SCS, Sofolog																
The Kingston Centre, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	9
Broadfields Retail Park, Aylesbury Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Cambridge Close Retail Park, Aylesbury Vale	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0
Interchange Retail Park, Bedford	0.3%	3	0.0%	0	3.2%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Riverfield Drive, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other	0.8%	6	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0
Abroad	1.9%	16	0.0%	0	11.8%	4	1.3%	0	1.9%	2	4.7%	5	0.0%	0	2.9%	2
Internet / catalogue / TV shopping	17.1%	145	9.7%	11	6.4%	2	26.3%	3	9.9%	8	8.5%	10	30.5%	36	20.7%	16
Melrose Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		845		115		35		11		82		114		117		78
Sample:		831		70		63		57		65		56		52		60

Meanscore: [Number of visits per week]

Q20 How often do you or your household visit Milton Keynes City Centre for shopping and other town centre uses?

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Daily	0.6%	8	0.0%	0	0.0%	0	0.9%	0	0.6%	1	1.0%	2	0.0%	0	0.0%	0
4-6 days a week	0.3%	4	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	2.8%	39	1.1%	2	3.7%	2	3.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
One day a week	12.6%	176	8.4%	15	17.2%	9	11.9%	2	9.8%	12	6.1%	11	5.4%	13	0.6%	1
Every two weeks	15.2%	213	11.4%	20	29.1%	6	16.0%	20	23.3%	44	8.3%	20	7.1%	9		
Every two weeks					29.1%	6										
Monthly	20.1%	281	21.6%	37	29.8%	15	13.7%	3	23.7%	29	23.2%	44	17.1%	41	25.5%	31
Once every two months	14.9%	209	18.2%	31	14.6%	7	3.6%	1	17.9%	22	10.4%	20	29.0%	70	10.7%	13
Three-four times a year	15.1%	211	12.9%	22	9.0%	5	19.1%	4	11.0%	14	17.2%	33	19.0%	46	23.4%	28
Once a year	6.5%	91	4.9%	9	1.8%	1	6.9%	1	11.2%	14	6.1%	12	9.1%	22	9.8%	12
Less often	1.7%	24	1.4%	2	0.7%	0	1.6%	0	1.7%	2	2.5%	5	4.0%	10	0.6%	1
Never	9.6%	134	19.6%	34	3.6%	2	7.3%	1	7.4%	9	9.1%	17	7.8%	19	21.8%	26
(Don't know)	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Varies)	0.5%	7	0.0%	0	4.1%	2	0.6%	0	0.0%	0	1.0%	2	0.5%	1	0.0%	0
Mean:		*0.42*		*0.27*		*0.47*		*0.57*		*0.34*		*0.35*		*0.20*		*0.15*
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

Column %ges.

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q21 What do you like about Milton Keynes City Centre? [MR]
Not those who said 'Never' to visiting Milton Keynes City Centre at Q20

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Attractive environment / nice place	4.2%	54	2.8%	4	8.6%	4	4.1%	1	3.3%	4	0.9%	2	2.4%	5	0.0%	0
Close to friends or relatives	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Close to home	15.5%	196	16.7%	23	12.3%	6	15.4%	3	8.3%	9	8.7%	15	3.7%	8	12.2%	12
Close to work	2.2%	28	11.5%	16	0.0%	0	3.7%	1	1.4%	2	0.8%	1	0.0%	0	2.7%	3
Compact	9.8%	123	9.5%	13	12.8%	6	13.8%	3	9.7%	11	14.3%	25	6.4%	14	16.9%	16
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.8%	11	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Easy to get to by car	7.2%	92	0.6%	1	4.4%	2	9.8%	2	4.3%	5	18.7%	32	7.9%	18	8.5%	8
Easy to park	10.7%	135	16.3%	23	7.9%	4	14.5%	3	6.5%	7	18.3%	32	9.7%	21	10.6%	10
Good facilities in general	4.4%	56	9.9%	14	0.7%	0	17.4%	3	7.6%	9	3.5%	6	0.5%	1	0.7%	1
Good food stores	0.8%	11	0.0%	0	0.9%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	4.0%	50	3.1%	4	0.0%	0	1.5%	0	2.9%	3	2.7%	5	10.6%	24	1.5%	1
Good range of non-food shops	24.8%	314	20.8%	29	19.4%	9	8.2%	2	29.7%	34	25.6%	44	25.3%	56	28.1%	27
Good range of independent shops	7.0%	88	7.3%	10	6.2%	3	7.9%	1	3.7%	4	4.4%	8	4.5%	10	16.6%	16
Good range of 'high street' retailers / multiples	19.7%	249	6.9%	10	12.8%	6	12.2%	2	27.8%	32	13.0%	22	47.4%	105	18.5%	18
Affordable shops	0.2%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High quality shops	2.6%	33	0.0%	0	4.1%	2	1.4%	0	12.7%	14	0.0%	0	3.7%	8	1.8%	2
The street market	0.9%	12	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Makes a change from other places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.9%	11	2.9%	4	0.0%	0	1.0%	0	0.7%	1	1.1%	2	0.0%	0	0.0%	0
Safe and secure	1.5%	20	4.0%	6	0.9%	0	0.0%	0	3.1%	4	0.0%	0	0.6%	1	0.0%	0
Traditional	0.9%	11	0.7%	1	0.0%	0	0.7%	0	1.4%	2	1.6%	3	0.0%	0	0.8%	1
Traffic free shopping centre	0.6%	8	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	3	1.4%	3	0.0%	0
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
Big / spacious	1.2%	16	0.7%	1	0.0%	0	1.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Breastfeeding Café MK	0.9%	12	8.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	1.4%	18	1.5%	2	0.0%	0	1.0%	0	0.0%	0	2.4%	4	0.5%	1	2.4%	2
Clean / tidy	0.2%	3	0.9%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheap car parking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / good atmosphere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.7%	1
Good entertainment facilities e.g. cinema / theatre	0.1%	2	0.0%	0	1.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / flat / easy to get around	0.9%	12	0.7%	1	0.0%	0	3.4%	1	0.9%	1	2.7%	5	0.0%	0	0.0%	0
Good seating areas	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Has electric car-charging facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis store	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.6%	1	0.8%	1
Marks & Spencer store	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Nice and busy	0.1%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0
Shops are open late	0.9%	12	8.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover / indoor shops	8.7%	110	5.5%	8	24.3%	12	5.9%	1	8.6%	10	13.4%	23	4.0%	9	8.2%	8
Undercover parking	0.2%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Well-designed shopping centre	0.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know)	1.5%	18	1.3%	2	0.0%	0	1.8%	0	0.7%	1	1.9%	3	2.6%	6	1.0%	1
(Nothing / very little)	17.1%	216	16.3%	23	23.3%	11	27.3%	5	16.8%	19	17.4%	30	9.9%	22	16.1%	15
Weighted base:		1265		139		49		18		114		173		222		95
Sample:		1272		89		95		90		88		88		88		75

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q22 What could be improved about Milton Keynes City Centre that would make you visit more often? [MR]

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Better access by road	0.8%	12	0.0%	0	1.9%	1	0.6%	0	0.6%	1	0.0%	0	0.5%	1	2.5%	3
Better public transport	3.6%	51	7.4%	13	0.0%	0	11.8%	2	0.6%	1	9.9%	19	2.1%	5	3.2%	4
Better signposting	0.3%	4	0.0%	0	0.0%	0	2.4%	0	1.2%	1	0.7%	1	0.0%	0	0.6%	1
Cleaner streets	0.3%	5	0.0%	0	1.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	27.7%	387	19.9%	34	48.1%	24	15.0%	3	40.6%	50	29.9%	57	24.8%	60	14.1%	17
More / better town centre events	0.8%	11	0.0%	0	0.0%	0	0.6%	0	8.1%	10	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.8%	39	2.4%	4	0.6%	0	0.6%	0	9.0%	11	1.0%	2	0.0%	0	7.7%	9
More / better value or affordable shops	1.8%	25	1.8%	3	0.0%	0	2.8%	1	8.1%	10	0.0%	0	0.7%	2	0.0%	0
More / better entertainment	0.8%	11	0.0%	0	1.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	1.8%	25	0.7%	1	0.0%	0	0.7%	0	0.0%	0	2.7%	5	2.2%	5	0.0%	0
More / better food shops	0.7%	9	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	18.4%	257	24.2%	42	19.2%	10	17.2%	3	13.0%	16	13.7%	26	21.4%	52	9.2%	11
More / better pedestrianised streets	0.6%	8	1.2%	2	0.7%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.6%	1
More / better public conveniences	0.1%	2	0.7%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
More / better services	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
More advertising	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More national multiple shops / High Street shops	2.2%	30	0.5%	1	3.9%	2	1.4%	0	1.3%	2	0.0%	0	0.5%	1	0.6%	1
More independent shops	5.0%	69	3.1%	5	8.1%	4	4.8%	1	1.3%	2	2.5%	5	0.0%	0	1.0%	1
Street markets - physical improvements	0.3%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.4%	5	0.5%	1	0.7%	0	0.0%	0	0.0%	0	1.0%	2	0.5%	1	0.0%	0
Shops / services open on Sundays	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A monorail	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A tram system	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	3	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout	1.3%	19	0.0%	0	0.0%	0	0.7%	0	0.6%	1	3.9%	7	3.9%	9	0.0%	0
Build a prayer room	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Build a traditional indoor market	0.2%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	2.2%	31	1.8%	3	3.4%	2	15.6%	3	0.6%	1	1.0%	2	1.5%	4	2.2%	3
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Improve the food court	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the pavements	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Improve the taxi rank area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later opening hours	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowded / busy	1.2%	16	2.4%	4	0.0%	0	1.3%	0	0.0%	0	0.7%	1	0.5%	1	0.6%	1
Less eating places	0.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.7%	9	0.0%	0	0.0%	0	0.7%	0	0.6%	1	1.0%	2	0.0%	0	0.0%	0
Lower business rates for shops	0.2%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it look more attractive	0.4%	6	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	1.0%	2	0.6%	1
More / better bicycle locking areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More disabled parking	0.4%	5	0.5%	1	0.0%	0	0.0%	0	0.8%	1	1.8%	3	0.0%	0	0.0%	0
More dog litter bins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for elderly people	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More help for the homeless	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More litter bins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for children	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More zebra crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

By Zone Filtered

Weighted:

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Remove undesirables (e.g. tramps, beggars etc.)	0.1%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair parking payment machines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Repair potholes in the roads	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Return the multi-storey car park to a pay-for-what-you-use system	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building houses there	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0
(Don't know)	6.5%	91	1.5%	3	3.5%	2	1.3%	0	3.6%	4	9.4%	18	13.0%	31	9.5%	12
(Nothing)	37.6%	526	49.5%	86	24.8%	13	29.0%	6	34.9%	43	35.9%	68	43.1%	104	50.2%	61
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

Meanscore: [Number of visits per week]

Q23 How often do you or your household visit Bletchley Town Centre for shopping and other town centre uses?

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Daily	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	1.9%	27	0.0%	0	0.6%	0	0.0%	0	1.2%	2	0.0%	0	0.5%	1	0.0%	0
One day a week	6.0%	84	7.5%	13	0.0%	0	0.7%	0	0.0%	0	2.2%	4	1.4%	3	0.6%	1
Every two weeks	2.8%	40	1.1%	2	3.5%	2	0.7%	0	1.5%	2	4.1%	8	1.7%	4	3.1%	4
Monthly	6.5%	91	3.6%	6	9.9%	5	0.9%	0	1.5%	2	13.2%	25	2.9%	7	4.5%	6
Once every two months	4.4%	61	0.5%	1	1.2%	1	0.0%	0	2.1%	3	2.5%	5	7.9%	19	1.8%	2
Three-four times a year	6.7%	94	16.8%	29	6.5%	3	1.9%	0	6.2%	8	5.3%	10	2.9%	7	4.7%	6
Once a year	3.4%	48	3.5%	6	1.4%	1	1.4%	0	1.5%	2	3.5%	7	2.2%	5	3.6%	4
Less often	2.4%	33	1.1%	2	0.6%	0	1.4%	0	0.6%	1	2.2%	4	2.2%	5	1.2%	1
Never	64.8%	907	64.8%	112	74.4%	38	93.0%	18	84.1%	103	67.0%	127	78.3%	189	80.5%	98
(Don't know)	0.4%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.3%	5	0.5%	1	1.8%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Mean:		*0.18*		*0.11*		*0.07*		*0.02*		*0.05*		*0.09*		*0.06*		*0.04*
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q24 What do you like about Bletchley Town Centre? [MR]
Not those who said 'Never' to visiting Bletchley Town Centre at Q23

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Attractive environment / nice place	2.5%	12	5.3%	3	0.0%	0	13.3%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Close to friends or relatives	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	13.2%	65	0.0%	0	0.0%	0	0.0%	0	3.7%	1	4.4%	3	20.6%	11	7.3%	2
Close to work	5.4%	26	20.5%	12	2.5%	0	0.0%	0	11.9%	2	0.0%	0	0.0%	0	0.0%	0
Compact	4.6%	22	0.0%	0	0.0%	0	0.0%	0	7.8%	2	4.8%	3	4.2%	2	6.3%	1
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Easy to get to by car	5.6%	28	2.0%	1	0.0%	0	0.0%	0	7.8%	2	8.1%	5	10.1%	5	8.2%	2
Easy to park	7.7%	38	0.0%	0	8.7%	1	10.2%	0	5.3%	1	20.4%	13	18.0%	9	3.1%	1
Good facilities in general	5.6%	28	19.0%	12	0.0%	0	13.3%	0	4.1%	1	5.3%	3	2.3%	1	5.0%	1
Good food stores	5.8%	28	20.5%	12	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	24.6%	6
Good pubs, cafés or restaurants	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	10.5%	52	25.7%	16	2.3%	0	20.4%	0	4.1%	1	5.3%	3	8.0%	4	6.3%	1
Good range of independent shops	13.5%	67	5.9%	4	2.3%	0	13.3%	0	13.9%	3	46.3%	29	10.3%	5	0.0%	0
Good range of 'high street' retailers / multiples	7.9%	39	22.5%	14	0.0%	0	33.6%	0	19.2%	4	2.4%	2	8.0%	4	12.6%	3
Affordable shops	4.4%	22	0.0%	0	31.9%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0	10.4%	2
High quality shops	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
The street markets	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	1.5%	8	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Quiet	3.1%	15	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	3.1%	1
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street markets	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	1.5%	7	0.0%	0	2.5%	0	0.0%	0	5.3%	1	2.2%	1	0.0%	0	2.9%	1
Traffic free shopping 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
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
Free / cheap parking	2.5%	12	0.0%	0	0.0%	0	0.0%	0	4.1%	1	2.4%	2	4.7%	2	0.0%	0
Good range of charity shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything you need there	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	3.1%	1
Not too big	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Not too busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / good atmosphere	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	8.0%	4	0.0%	0
(Dont know)	6.0%	30	5.9%	4	10.3%	1	0.0%	0	13.5%	3	2.4%	2	0.0%	0	16.7%	4
(Nothing / very little)	25.8%	127	13.6%	8	36.9%	5	29.6%	0	17.2%	3	21.0%	13	18.3%	10	11.1%	3
Weighted base:		493		61		13		1		19		63		52		24
Sample:		512		25		23		9		21		27		21		23

Column %ges.

NEMS market research

By Zone Filtered

Weighted:

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q25 What could be improved about Bletchley Town Centre that would make you visit more often? [MR]

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Better access by road	1.8%	25	1.2%	2	0.0%	0	9.6%	2	8.1%	10	2.7%	5	0.0%	0	1.0%	1
Better public transport	0.3%	4	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.8%	40	0.0%	0	4.9%	2	0.0%	0	0.6%	1	3.0%	6	2.7%	7	0.8%	1
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	2.1%	29	7.9%	14	0.0%	0	10.5%	2	0.0%	0	1.6%	3	0.0%	0	2.9%	4
More / better town centre events	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	3.6%	50	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	6	4.4%	11	0.6%	1
More / better value or affordable shops	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	2.2%	5	0.0%	0
More / better entertainment	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.9%	2	2.1%	3
More / better parking	5.3%	74	1.8%	3	1.8%	1	0.7%	0	0.6%	1	5.3%	10	4.0%	10	2.4%	3
More / better pedestrianised streets	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0
More / better public conveniences	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
More / better seats / flower displays	0.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.3%	5	0.0%	0	3.1%	2	0.0%	0	0.6%	1	0.8%	2	0.0%	0	0.0%	0
More national multiple shops / High Street shops	5.4%	76	0.0%	0	6.5%	3	0.0%	0	0.6%	1	1.4%	3	2.2%	5	0.6%	1
More independent shops	4.1%	57	0.5%	1	3.5%	2	0.0%	0	0.6%	1	1.4%	3	0.5%	1	0.0%	0
Street markets - physical improvements	1.3%	18	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Street markets - better range and quality of offer	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	1.7%	4	0.6%	1
Better security	0.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bring the Co-op back	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improve the pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.9%	13	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Less coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowded / busy	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less eating places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Less traffic congestion	0.5%	7	0.5%	1	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.6%	1
Lower business rates for shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it look more attractive	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1
More cycle paths	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic wardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needs a revamp	3.0%	42	0.5%	1	0.7%	0	1.6%	0	0.6%	1	5.2%	10	4.0%	10	0.8%	1
(Don't know)	19.7%	275	11.4%	20	15.2%	8	21.5%	4	38.4%	47	24.9%	47	29.3%	71	21.8%	26
(Nothing)	54.1%	757	74.8%	129	65.9%	33	64.4%	13	48.2%	59	51.5%	98	52.5%	126	68.4%	83
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

Column %ges.

By Zone Filtered

Weighted:

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for Carter Jonas

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Meanscore: [Number of visits per week]

Q26 How often do you or your household visit Kingston for shopping and other town centre uses?

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Daily	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	2.9%	41	0.0%	0	6.1%	3	2.2%	0	3.4%	4	3.7%	7	0.0%	0	0.0%	0
One day a week	6.0%	85	0.0%	0	6.7%	3	15.8%	3	7.4%	9	8.1%	15	1.7%	4	0.0%	0
Every two weeks	5.6%	78	1.2%	2	19.3%	10	23.9%	5	4.9%	6	5.6%	11	1.4%	3	0.0%	0
Monthly	9.0%	126	2.7%	5	23.4%	12	14.3%	3	13.4%	16	9.8%	19	3.5%	8	3.3%	4
Once every two months	5.2%	72	2.1%	4	5.4%	3	12.1%	2	7.9%	10	7.7%	15	5.9%	14	1.0%	1
Three-four times a year	10.2%	142	9.2%	16	5.6%	3	9.3%	2	22.8%	28	13.8%	26	5.6%	14	4.9%	6
Once a year	5.9%	82	14.6%	25	6.2%	3	4.1%	1	5.6%	7	7.1%	13	5.4%	13	0.6%	1
Less often	4.7%	66	4.5%	8	3.4%	2	1.3%	0	1.5%	2	17.5%	33	0.0%	0	1.8%	2
Never	48.9%	685	64.2%	111	19.3%	10	16.3%	3	32.5%	40	26.6%	51	75.5%	182	87.7%	107
(Don't know)	0.5%	7	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Varies)	0.5%	7	0.5%	1	4.6%	2	0.6%	0	0.6%	1	0.0%	0	1.0%	2	0.0%	0
Mean:		*0.24*		*0.03*		*0.42*		*0.40*		*0.26*		*0.25*		*0.05*		*0.02*
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

Q27 What do you like about Kingston? [MR]
Not those who said 'Never' to visiting Kingston at Q26

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Attractive environment / nice place	1.1%	8	2.0%	1	1.5%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Close to friends or relatives	0.5%	3	0.0%	0	0.8%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Close to home	15.3%	109	1.5%	1	21.8%	9	24.1%	4	19.8%	16	13.1%	18	9.1%	5	17.0%	3
Close to work	2.5%	18	3.0%	2	0.0%	0	2.7%	0	1.0%	1	0.0%	0	2.1%	1	0.0%	0
Compact	3.5%	25	3.4%	2	12.7%	5	0.0%	0	1.9%	2	8.4%	12	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	4.3%	31	8.1%	5	4.2%	2	18.1%	3	3.2%	3	4.5%	6	2.1%	1	8.0%	1
Easy to park	15.9%	113	10.0%	6	31.7%	13	20.0%	3	11.8%	10	23.6%	33	20.1%	12	0.0%	0
Good facilities in general	2.2%	16	1.5%	1	0.0%	0	13.6%	2	3.7%	3	3.5%	5	2.1%	1	0.0%	0
Good food stores	11.0%	79	9.9%	6	9.0%	4	11.0%	2	25.4%	21	6.6%	9	0.0%	0	22.0%	3
Good pubs, cafés or restaurants	8.6%	61	6.6%	4	12.7%	5	19.3%	3	7.3%	6	5.3%	7	2.1%	1	5.0%	1
Good range of non-food shops	14.0%	100	2.0%	1	25.1%	10	6.2%	1	7.3%	6	10.0%	14	9.4%	6	13.0%	2
Good range of independent shops	5.9%	42	2.0%	1	1.6%	1	5.4%	1	1.9%	2	1.1%	2	14.1%	8	0.0%	0
Good range of 'high street' retailers/ multiples	9.4%	67	1.5%	1	9.2%	4	19.0%	3	4.8%	4	12.1%	17	5.6%	3	0.0%	0
Affordable shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High quality shops	2.1%	15	0.0%	0	2.9%	1	4.0%	1	1.0%	1	3.2%	5	0.0%	0	0.0%	0
The street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	4	0.0%	0
Quiet	0.6%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Safe and secure	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
The street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Traffic free shopping 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
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
Can get everything you need there	0.2%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Cheap petrol	0.3%	2	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Costco store	4.4%	32	1.5%	1	1.1%	0	5.5%	1	4.5%	4	5.9%	8	7.0%	4	20.0%	3
Free / cheap parking	5.2%	37	1.5%	1	19.7%	8	6.5%	1	2.9%	2	6.2%	9	2.1%	1	0.0%	0
Good leisure facilities	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	1	0.0%	0
Good library	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.7%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.1%	3	2.1%	1	0.0%	0
Next store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco store	2.8%	20	7.0%	4	2.7%	1	1.9%	0	4.1%	3	3.6%	5	0.0%	0	0.0%	0
Waitrose store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Wilkinsons store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know)	4.0%	29	20.1%	12	0.0%	0	1.7%	0	1.3%	1	3.7%	5	4.0%	2	5.0%	1
(Nothing / very little)	22.0%	157	31.4%	19	12.9%	5	5.7%	1	21.0%	17	25.3%	35	29.4%	17	10.0%	1
Weighted base:		715		62		41		17		83		139		59		15
Sample:		763		33		73		79		64		66		29		14

Column %ges.

By Zone Filtered

Weighted:

Milton Keynes Household Survey
for Carter Jonas

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February 2017

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q28 What could be improved about Kingston that would make you visit more often? [MR]

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Better access by road	0.8%	11	0.5%	1	0.7%	0	0.7%	0	0.6%	1	0.0%	0	0.5%	1	1.0%	1
Better public transport	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.2%	16	2.4%	4	0.9%	0	0.0%	0	1.5%	2	1.0%	2	0.0%	0	0.0%	0
More / better town centre events	0.3%	5	0.0%	0	0.0%	0	0.9%	0	2.2%	3	1.0%	2	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.0%	28	0.0%	0	0.6%	0	1.6%	0	0.8%	1	2.9%	5	1.7%	4	0.0%	0
More / better value or affordable shops	0.6%	8	0.0%	0	0.0%	0	0.0%	0	3.1%	4	1.0%	2	0.0%	0	0.0%	0
More / better entertainment	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.0%	0	0.0%	0
More / better parking	10.6%	148	6.3%	11	11.6%	6	15.0%	3	17.6%	22	19.4%	37	1.0%	2	1.0%	1
More / better pedestrianised streets	0.5%	7	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5	0.0%	0
More / better public conveniences	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.3%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
More national multiple shops / High Street shops	2.0%	27	0.5%	1	6.8%	3	3.1%	1	3.7%	5	7.9%	15	0.0%	0	0.0%	0
More independent shops	1.4%	20	1.0%	2	6.3%	3	0.0%	0	2.2%	3	3.5%	7	0.0%	0	0.0%	0
Street markets - physical improvements	0.3%	4	0.0%	0	0.9%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
John Lewis store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Larger Marks & Spencer Food Hall	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowded / busy	0.6%	9	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0
Less eating places	0.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.8%	12	1.8%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	1.0%	1
Make it look more attractive	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Post Office	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair potholes in the roads	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's store	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.8%	221	19.0%	33	5.5%	3	14.7%	3	6.3%	8	14.8%	28	30.2%	73	21.2%	26
(Nothing)	64.8%	907	69.5%	120	66.8%	34	63.2%	13	68.1%	84	50.7%	96	62.1%	150	76.2%	93
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

Column %ges.

Milton Keynes Household Survey
for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Meanscore: [Number of visits per week]

Q29 How often do you or your household visit Wolverton for shopping and other town centre uses?

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Daily	0.4%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.4%	5	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	1.1%	16	0.5%	1	2.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	3.5%	50	6.5%	11	22.0%	11	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	1.6%	23	2.4%	4	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	2.2%	31	3.1%	5	2.9%	1	0.6%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Once every two months	1.3%	19	2.0%	4	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Three-four times a year	2.9%	40	7.9%	14	3.4%	2	4.8%	1	0.0%	0	0.0%	0	1.7%	4	0.0%	0
Once a year	1.9%	27	7.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Less often	0.6%	9	0.0%	0	0.9%	0	1.6%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0
Never	83.0%	1162	66.7%	115	59.5%	30	90.2%	18	99.2%	122	98.5%	187	97.8%	236	96.9%	118
(Don't know)	0.5%	7	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
(Varies)	0.5%	7	0.5%	1	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*0.13*		*0.20*		*0.36*		*0.04*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

Q30 What do you like about Wolverton? [MR]
Not those who said 'Never' to visiting Wolverton at Q29

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Attractive environment / nice place	5.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	77.3%	4	0.0%	0
Close to home	15.4%	37	2.1%	1	24.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	3.9%	9	5.5%	3	5.5%	1	7.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	1.9%	5	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.6%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.6%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.7%	7	0.0%	0	15.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	1
Good facilities in general	1.1%	3	0.0%	0	3.6%	1	9.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	8.9%	21	6.9%	4	11.5%	2	16.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	2.9%	7	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	3.3%	8	5.5%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	10.7%	25	4.7%	3	9.2%	2	13.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of 'high street' retailers/ multiples	1.2%	3	1.6%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Affordable shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High quality shops	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street markets	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	1.2%	3	0.0%	0	0.0%	0	6.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street markets	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	1
Traditional	1.6%	4	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping 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
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
Asda store	0.5%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheap petrol	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	1
Easy to get to by train	1.0%	2	0.0%	0	0.0%	0	7.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheap parking	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / atmosphere	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	0.4%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco store	11.3%	27	39.6%	23	9.2%	2	6.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know)	10.2%	24	21.6%	12	0.0%	0	21.1%	0	0.0%	0	52.4%	2	22.7%	1	0.0%	0
(Nothing / very little)	24.0%	57	14.2%	8	22.7%	5	26.2%	1	100.0%	1	47.6%	1	0.0%	0	49.1%	2
Weighted base:		238		58		20		2		1		3		5		4
Sample:		323		26		48		13		1		2		2		4

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for Carter Jonas

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q31   What could be improved about Wolverton that would make you visit more often? [MR]

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Better access by road	0.7%	10	0.0%	0	1.4%	1	17.8%	4	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Better public transport	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.7%	10	0.5%	1	3.5%	2	0.6%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better town centre events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	1.6%	23	0.5%	1	0.6%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
More / better value or affordable shops	0.2%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
More / better entertainment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
More / better food shops	0.5%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	1.5%	21	1.1%	2	2.4%	1	3.9%	1	0.0%	0	1.0%	2	0.0%	0	0.6%	1
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.1%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.4%	5	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.8%	2	1.0%	2	0.0%	0
More national multiple shops / High Street shops	2.2%	31	1.1%	2	14.2%	7	0.6%	0	0.0%	0	0.8%	2	0.0%	0	0.6%	1
More independent shops	1.6%	23	3.4%	6	2.8%	1	0.0%	0	0.6%	1	0.8%	2	0.0%	0	1.0%	1
Street markets - physical improvements	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bring back the Nationwide Building Society	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Develop Wolverton railway works	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Do something about the Agora Centre	0.5%	8	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keep the Co-op store open	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keep the Post Office open	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less eating places	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates for shops	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it look more attractive	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More leisure facilities	0.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic wardens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needs a revamp	1.6%	23	0.5%	1	3.7%	2	1.6%	0	0.0%	0	1.8%	3	1.7%	4	0.0%	0
Repair potholes in the roads	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Don't know)	26.1%	366	21.1%	37	18.5%	9	21.8%	4	30.9%	38	39.6%	75	41.2%	99	22.1%	27
(Nothing)	62.8%	879	72.8%	126	52.8%	27	53.0%	11	67.3%	83	53.0%	101	56.0%	135	74.7%	91
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

Column %ges.

By Zone Filtered

Weighted:

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q32 Do you or your household visit the following leisure attractions? [MR/PR]

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Bingo / casino / bookmaker	4.7%	66	7.8%	13	5.3%	3	2.0%	0	3.1%	4	2.9%	6	1.5%	4	3.3%	4
Cinema	67.7%	947	84.4%	146	52.6%	27	55.3%	11	65.8%	81	72.0%	137	69.3%	167	72.9%	89
Gym / health club / sports facility	25.4%	356	22.5%	39	24.4%	12	9.8%	2	19.4%	24	28.5%	54	24.5%	59	25.0%	30
Theatre / concert / music venue	54.3%	760	49.3%	85	51.2%	26	50.5%	10	62.5%	77	73.4%	139	49.8%	120	51.9%	63
Museum / gallery or place of historical / cultural interest	28.1%	393	36.2%	63	26.4%	13	30.6%	6	24.4%	30	32.9%	63	23.2%	56	32.9%	40
Pub / bar / nightclub	48.0%	671	59.3%	102	45.5%	23	43.2%	9	45.2%	56	48.6%	92	66.7%	161	42.5%	52
Restaurant / café	80.8%	1131	86.0%	149	74.7%	38	78.9%	16	78.8%	97	85.4%	162	87.2%	210	71.0%	86
Family entertainment (e.g. tenpin bowling, skating rink)	33.5%	468	42.7%	74	20.9%	11	34.8%	7	39.7%	49	20.5%	39	47.2%	114	30.8%	37
Horse riding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Don't visit ANY leisure activities	9.0%	126	3.5%	6	7.0%	4	8.8%	2	14.2%	17	5.7%	11	8.6%	21	9.8%	12
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

Meanscore: [Number of times per month]

Q33 How often do you or your household play bingo or visit casinos or bookmakers?
Those who said 'Bingo / casino / bookmaker' at Q32

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
More than once a week	4.9%	3	0.0%	0	22.4%	1	32.2%	0	19.2%	1	0.0%	0	0.0%	0	0.0%	0
Once a week	8.7%	6	0.0%	0	12.3%	0	0.0%	0	38.5%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	4.2%	3	0.0%	0	12.3%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	2	0.0%	0
Once a month	17.2%	11	0.0%	0	11.2%	0	0.0%	0	0.0%	0	48.8%	3	0.0%	0	37.0%	1
Once every two months	44.5%	30	93.1%	12	0.0%	0	0.0%	0	42.3%	2	0.0%	0	0.0%	0	63.0%	3
Once every six months	7.8%	5	0.0%	0	41.8%	1	35.5%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Once a year or less	10.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.2%	3	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	1	6.9%	1	0.0%	0	32.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.17		0.50		2.28		2.96		2.90		0.54		1.40		0.69
Weighted base:		66		13		3		0		4		6		4		4
Sample:		73		3		6		3		5		4		3		3

Q34 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those who said 'Bingo / casino / bookmaker' at Q32 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Aspers Casino, Commercial Street, Northampton	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Midsummer Boulevard, The Point, Milton Keynes	21.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Gala Bingo, Bolton Road, Banbury	17.9%	12	92.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, High Street, Aylesbury	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Genting Casino, Skimpot Road, Luton	1.2%	1	0.0%	0	0.0%	0	0.0%	0	21.2%	1	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, London Road, Bedford	2.4%	2	0.0%	0	0.0%	0	0.0%	0	40.4%	2	0.0%	0	0.0%	0	0.0%	0
The Casino MK, Xscape, Milton Keynes	30.2%	20	7.4%	1	61.7%	1	35.5%	0	0.0%	0	51.2%	3	0.0%	0	0.0%	0
Other	5.2%	3	0.0%	0	25.5%	1	0.0%	0	19.2%	1	0.0%	0	33.3%	1	0.0%	0
Bedford	1.1%	1	0.0%	0	0.0%	0	0.0%	0	19.2%	1	0.0%	0	0.0%	0	0.0%	0
Bicester	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	81.5%	3
Bletchley	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	1
Leighton Buzzard	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.8%	3	0.0%	0	0.0%	0
Milton Keynes	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell	0.2%	0	0.0%	0	0.0%	0	32.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.7%	0	0.0%	0	12.7%	0	32.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		12		2		0		4		6		4		4
Sample:		70		2		5		3		5		4		3		3

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Meanscore: [Number of times per month]

Q35 How often do you or your household go to the cinema?
Those who said 'Cinema' at Q32

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
More than once a week	1.4%	13	0.0%	0	1.2%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	4.1%	39	0.6%	1	1.2%	0	4.6%	1	13.3%	11	3.9%	5	0.0%	0	0.8%	1
Once a fortnight	9.5%	90	10.7%	16	23.9%	6	7.5%	1	17.1%	14	3.5%	5	8.8%	15	3.0%	3
Once a month	28.1%	266	21.8%	32	25.2%	7	18.3%	2	27.1%	22	34.8%	48	17.2%	29	40.4%	36
Once every two months	35.1%	333	44.1%	64	30.7%	8	29.3%	3	29.0%	23	28.3%	39	50.8%	85	37.7%	33
Once every six months	16.3%	154	19.7%	29	6.2%	2	28.6%	3	10.3%	8	21.0%	29	20.4%	34	14.4%	13
Once a year or less	3.7%	35	2.6%	4	8.8%	2	9.2%	1	1.3%	1	4.5%	6	1.4%	2	2.5%	2
(Don't know / varies)	1.7%	16	0.6%	1	2.8%	1	1.2%	0	1.9%	2	3.9%	5	1.5%	2	1.1%	1
Mean:		0.95		0.72		1.06		0.82		1.34		0.79		0.65		0.73	
Weighted base:		947		146		27		11		81		137		167		89	
Sample:		827		75		53		56		64		64		67		67	

Q36 Where do you or members of your household normally go to the cinema?
Those who said 'Cinema' at Q32 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Cineworld, Aspects Leisure Park, Newnham Avenue, Bedford	5.0%	47	0.0%	0	0.0%	0	1.3%	0	57.2%	45	1.5%	2	0.0%	0	0.0%	0
Cineworld, Sixfields Leisure, Weedon Road, Northampton	3.8%	36	24.8%	35	1.3%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, The Galaxy Centre, Bridge Street, Luton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Cineworld, Xscape, Marlborough Gate, Milton Keynes	34.8%	324	36.9%	51	65.5%	17	77.5%	9	28.3%	22	27.4%	37	7.1%	12	1.1%	1
Leighton Buzzard Library Theatre & Cinema, Lake Street, Leighton Buzzard	0.8%	7	0.0%	0	1.2%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0
Odeon Cinema, Exchange Street, Aylesbury	15.6%	146	0.0%	0	0.0%	0	1.7%	0	0.0%	0	4.0%	5	83.3%	139	0.9%	1
Odeon, MK1 Shopping & Leisure Park, Stadium Way West, Bletchley, Milton Keynes	24.8%	231	8.7%	12	29.6%	8	8.4%	1	14.5%	11	58.6%	79	6.8%	11	3.8%	3
Vue Cinema, Pioneer Square, Bure Place, Bicester	11.3%	105	16.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	94.2%	83
Vue Cinema, Sol Central, Doddridge Street, Northampton	0.7%	7	4.4%	6	2.5%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.7%	25	8.3%	12	0.0%	0	1.2%	0	0.0%	0	2.0%	3	2.8%	5	0.0%	0
Buckingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.1%	1	0.7%	1	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		931		140		26		11		78		135		167		88	
Sample:		808		71		50		56		61		63		67		66	

Meanscore: [Number of times per month]

Q37 How often do you or your household use a gym / healthclub / sports facility?
Those who said 'Gym / health club / sports facility' at Q32

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
More than once a week	53.7%	191	54.9%	21	47.8%	6	57.6%	1	52.9%	13	27.1%	15	68.4%	40	42.0%	13
Once a week	22.4%	80	13.1%	5	49.6%	6	35.1%	1	14.4%	3	16.2%	9	15.4%	9	48.2%	15
Once a fortnight	6.7%	24	32.1%	12	2.7%	0	0.0%	0	14.7%	4	3.6%	2	0.0%	0	0.0%	0
Once a month	9.4%	34	0.0%	0	0.0%	0	7.3%	0	3.3%	1	34.7%	19	7.1%	4	9.8%	3
Once every two months	3.1%	11	0.0%	0	0.0%	0	0.0%	0	11.4%	3	8.9%	5	0.0%	0	0.0%	0
Once every six months	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0
Once a year or less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.1%	11	0.0%	0	0.0%	0	0.0%	0	3.3%	1	9.4%	5	2.1%	1	0.0%	0
Mean:		4.51		4.46		4.90		4.93		4.28		3.02		4.91		4.55	
Weighted base:		356		39		12		2		24		54		59		30	
Sample:		296		22		17		12		24		21		20		24	

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q38 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who said 'Gym / health club / sports facility' at Q32 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Abbey Hill Golf Course, Monks Way, Two Mile Ash, Stony Stratford, Milton Keynes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, Benbow Court, Shenley Church End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atlas Fitness, Glyn Square, Wolverton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatynes Health Club, Midsummer Boulevard, Milton Keynes	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big Rock Climbing Centre, Newmarket Court, Kingston	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	2.2%	1	0.0%	0
Bletchley Leisure Centre, Princes Way, Bletchley	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook End Sports Centre at Shenley Brook End School, Walbank Grove, Shenley Brook End, Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Courtside Sports and Fitness Facility, Milton Keynes College, Bletchley Campus, Sherwood Drive, Bletchley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Livingstone Drive, Newlands, Milton Keynes	7.3%	23	0.0%	0	16.7%	2	16.8%	0	4.0%	1	6.4%	3	0.0%	0	0.0%	0
DW Sports & Fitness Club, Stadium Way West, Denbigh North	7.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.9%	17	0.0%	0
Energie Fitness for Women, St John Street, Newport Pagnell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freedom Fitness, Brickhill Street, Willen Lake	1.1%	4	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fusion Health Club, National Badminton Centre, Bradwell Road, Loughton Lodge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Kingston Gynastics centre, Winchester Circle, Kingston, Milton Keynes	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Kiss Gym, Roebuck Way, Knowlhill	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Livingwell Fitness, Hilton Hotel, Timbold Drive, Kents Hill	0.2%	1	0.0%	0	0.0%	0	9.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Swimming Pool, Tickford Street, Newport Pagnell	0.6%	2	0.0%	0	3.6%	0	7.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health, Xscape, Marlborough Gate, Milton Keynes	2.6%	8	0.0%	0	3.6%	0	16.8%	0	0.0%	0	7.4%	3	2.0%	1	0.0%	0
Pure Gym, Winterhill House, Snowdon Drive, Winterhill	6.7%	21	2.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Shenley Leisure Centre, Denbigh Secondary School, Burchard Crescent, Shenley Church End, Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness, Holiday Inn, Saxon Gate West, Milton Keynes	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stantonbury Arts & Leisure, Stantonbury Campus, Purbeck, Stantonbury, Milton Keynes	0.3%	1	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Tattenhoe Pavilion, Holbourne Crescent, Tattenhoe	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
The Gym Ltd, Elder Gate, Milton Keynes	4.1%	13	31.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wavendon Golf Academy, Lower End Road, Wavendon, Milton Keynes	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Windmill Hill Golf Club, Tattenhoe Lane, Bletchley, Milton Keynes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton Swimming and Fitness Centre, Addington Avenue, Wolverton	2.1%	7	2.5%	1	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woughton on the Green Pavilion, The Pavilion, Newport Road, Milton Keynes	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xercise4Less, Winterhill House, Snowdon Drive, Winterhill	10.6%	33	0.0%	0	0.0%	0	0.0%	0	13.4%	3	0.0%	0	7.5%	4	0.0%	0
Other	4.1%	13	22.4%	8	0.0%	0	0.0%	0	3.6%	1	6.1%	3	0.0%	0	3.8%	1
Aylesbury	10.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	56.1%	31	0.0%	0
Bedford	5.4%	17	0.0%	0	0.0%	0	13.9%	0	67.2%	14	7.1%	3	0.0%	0	0.0%	0
Bicester	5.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	85.2%	17
Bletchley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	1.5%	5	11.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Dunstable	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
Leighton Buzzard	8.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.4%	26	0.0%	0	0.0%	0
Milton Keynes	4.0%	13	0.0%	0	9.4%	1	9.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell	0.5%	1	0.0%	0	12.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.7%	2	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	1.4%	4	0.0%	0	34.7%	4	16.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1
Stony Stratford	0.5%	2	3.3%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	2.5%	8	21.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willen	0.1%	0	0.0%	0	0.0%	0	9.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton	0.5%	2	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		316		37		12		2		20		47		55		20
Sample:		263		20		16		12		20		19		17		21

Meanscore: [Number of times per month]

Q39 How often do you or your household visit a theatre / concert / music venue?
Those who said 'Theatre / concert / music venue' at Q32

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.9%	7	0.0%	0	1.2%	0	5.1%	1	2.3%	2	0.0%	0	0.9%	1	0.0%	0
Once a month	9.2%	70	10.7%	9	14.0%	4	10.0%	1	2.4%	2	6.9%	10	16.9%	20	9.9%	6
Once every two months	30.5%	231	25.9%	22	26.1%	7	24.1%	2	23.7%	18	28.8%	40	31.6%	38	19.6%	12
Once every six months	38.1%	289	51.6%	44	46.0%	12	22.7%	2	32.4%	25	35.8%	50	34.8%	42	45.2%	28
Once a year or less	17.9%	136	10.9%	9	6.0%	2	29.6%	3	38.2%	29	23.2%	32	11.3%	14	24.2%	15
(Don't know / varies)	3.5%	27	1.0%	1	6.8%	2	8.5%	1	0.9%	1	5.2%	7	4.5%	5	1.2%	1
Mean:		*0.37*		*0.35*		*0.42*		*0.43*		*0.29*		*0.33*		*0.45*		*0.32*
Weighted base:		760		85		26		10		77		139		120		63
Sample:		776		60		53		54		59		71		55		54

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q40 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?
Those who said 'Theatre / concert / music venue' at Q32 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Chrysalis Theatre, Japonica Lane, Milton Keynes	0.3%	2	0.0%	0	0.0%	0	2.7%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Milton Keynes Theatre, Marlborough Gate, Milton Keynes	68.7%	477	81.6%	65	74.9%	18	64.5%	4	91.0%	68	71.9%	93	20.4%	22	27.4%	14
Open Air Theatre, Campbell Park, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stantonbury Campus Theatre, Stantonbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Stables, Wavendon	5.2%	36	1.1%	1	15.0%	4	9.3%	1	1.4%	1	5.2%	7	3.2%	3	2.0%	1
Wilton Hall, Wilton Avenue, Bletchley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	1.5%	1
Aylesbury	10.4%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	55.3%	60	9.7%	5
Bedford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Leighton Buzzard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
London	11.4%	80	10.3%	8	7.5%	2	12.2%	1	5.6%	4	11.3%	15	21.1%	23	41.2%	20
Northampton	0.6%	4	3.3%	3	2.6%	1	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.7%	12	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	9
Stratford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		695		79		24		7		75		129		109		50
Sample:		713		56		47		44		57		65		51		43

Meanscore: [Number of times per month]

Q41 How often do you or your household go to a museum, gallery, or other place of historical / cultural interest?
Those who said 'Museum / gallery or place of historical / cultural interest' at Q32

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
More than once a week	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.5%	2	1.9%	1	0.0%	0	3.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	3.3%	13	18.5%	12	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	6.4%	25	8.7%	5	2.5%	0	3.0%	0	3.5%	1	10.3%	6	2.2%	1	1.9%	1
Once every two months	23.3%	92	19.4%	12	34.9%	5	35.2%	2	20.2%	6	27.5%	17	23.5%	13	21.7%	9
Once every six months	39.3%	155	39.4%	25	49.8%	7	18.9%	1	48.5%	15	36.0%	23	55.1%	31	39.2%	16
Once a year or less	21.1%	83	10.6%	7	8.2%	1	26.5%	2	23.0%	7	20.8%	13	9.2%	5	35.3%	14
(Don't know / varies)	6.0%	24	1.5%	1	4.7%	1	8.1%	0	2.4%	1	5.3%	3	10.1%	6	1.9%	1
Mean:	0.40		0.73		0.32		0.54		0.36		0.35		0.29		0.25	
Weighted base:		393		63		13		6		30		63		56		40
Sample:		413		41		30		37		29		38		31		32

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q42 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?
Those who said 'Museum / gallery or place of historical / cultural interest' at Q32 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Bletchley Park Museum, Sherwood Drive, Bletchley	3.9%	9	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
City Discovery Centre, Milton Keynes	1.2%	3	0.0%	0	0.0%	0	3.5%	0	0.0%	0	3.1%	1	0.0%	0	3.4%	1
Cowper and Newton Museum, Orchard Side, Market Place, Olney	1.4%	3	0.0%	0	0.0%	0	7.1%	0	4.3%	1	3.1%	1	0.0%	0	0.0%	0
National Badminton Museum, Bradwell Road, Loughton Lodge, Milton Keynes	1.3%	3	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Museum, McConnell Drive, Wolverton, Milton Keynes	26.9%	64	20.4%	9	56.9%	4	34.8%	1	12.0%	2	27.0%	12	18.3%	4	0.0%	0
National Computing Museum, Bletchley Park, Bletchley	3.3%	8	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other	9.6%	23	34.7%	16	0.0%	0	3.9%	0	0.0%	0	7.4%	3	7.0%	2	3.4%	1
Aylesbury	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	4	0.0%	0
Bedford	2.3%	5	2.7%	1	0.0%	0	0.0%	0	22.8%	4	0.0%	0	0.0%	0	0.0%	0
Cambridge	2.4%	6	0.0%	0	0.0%	0	5.1%	0	0.0%	0	11.4%	5	0.0%	0	0.0%	0
London	35.8%	85	12.6%	6	43.1%	3	40.4%	1	60.8%	11	48.1%	21	46.0%	10	20.9%	5
Milton Keynes	1.2%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.7%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	8.2%	19	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	72.4%	16
Weighted base:		237		45		6		4		19		45		23		22
Sample:		264		26		16		21		20		27		13		22

Meanscore: [Number of times per month]

Q43 How often do you or your household go to pubs / bars / nightclubs?
Those who said 'Pub / bar / nightclub' at Q32

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
More than once a week	5.8%	39	4.9%	5	4.2%	1	5.3%	0	5.2%	3	10.3%	10	4.9%	8	7.7%	4
Once a week	20.5%	138	16.1%	17	35.5%	8	29.8%	3	9.5%	5	24.4%	23	20.0%	32	28.7%	15
Once a fortnight	30.6%	205	21.2%	22	30.8%	7	33.8%	3	29.7%	17	30.6%	28	43.7%	70	22.5%	12
Once a month	20.5%	138	22.4%	23	17.7%	4	12.1%	1	21.3%	12	14.4%	13	18.3%	29	21.3%	11
Once every two months	14.8%	99	30.4%	31	9.2%	2	6.8%	1	29.6%	16	9.5%	9	8.5%	14	9.1%	5
Once every six months	5.2%	35	3.8%	4	1.3%	0	5.1%	0	4.7%	3	10.8%	10	2.6%	4	7.8%	4
Once a year or less	0.5%	3	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
(Don't know / varies)	2.1%	14	1.2%	1	1.3%	0	4.1%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Mean:		2.11		1.77		2.55		2.46		1.66		2.42		2.24		2.34
Weighted base:		671		102		23		9		56		92		161		52
Sample:		564		55		48		43		46		45		56		43

Column %ges.

By Zone Filtered

Weighted:

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q44 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?
Those who said 'Pub / bar / nightclub' at Q32 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Ampthill	2.3%	14	0.0%	0	0.0%	0	0.0%	0	28.5%	14	0.0%	0	0.0%	0	0.0%	0
Astwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Aylesbury	17.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	73.0%	101	0.0%	0
Banbury	2.1%	12	13.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	3.7%	22	0.0%	0	0.0%	0	1.8%	0	41.9%	20	1.8%	2	0.0%	0	0.0%	0
Bicester	4.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.2%	24
Bletchley TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	2.4%	14	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley	3.5%	20	21.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradville	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton	1.1%	7	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	2.3%	14	11.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Calverton	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Chicheley	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Emberton	0.2%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick	1.1%	6	0.0%	0	0.0%	0	0.0%	0	10.3%	5	1.7%	1	0.0%	0	0.0%	0
Giffard Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Linford	0.7%	4	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Hanslope	0.6%	3	0.0%	0	15.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kempston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Kingston District centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.4%	2	0.0%	0	0.0%	0
Lavendon	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	7.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.1%	41	0.0%	0	0.0%	0
Loughton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	16.7%	98	19.7%	19	8.2%	2	8.2%	1	1.7%	1	8.0%	7	3.8%	5	0.0%	0
New Bradwell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell	3.1%	18	0.0%	0	41.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Blossomville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.2%	1	1.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Wolverton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0
Olney	1.5%	9	0.0%	0	7.4%	2	78.1%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Oxford	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	12
Ravenstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Shenley Lodge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherington	0.4%	2	0.0%	0	10.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	3.2%	19	2.3%	2	7.4%	2	2.3%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0
Stotfold	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tattenhoe	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Towcester	3.9%	23	24.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	8	0.0%	0
Walton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wavendon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Westcroft District centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Underwood	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willen	0.7%	4	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterhill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Woburn	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.9%	1	0.0%	0
Woburn Sands	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	8	0.0%	0	0.0%	0
Wolverton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolstone	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Woughton on the Green	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Xscape Leisure, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Lion Retail Park, Dunstable	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.2%	42	5.1%	5	1.4%	0	0.0%	0	7.6%	4	18.9%	16	8.0%	11	11.4%	5
Eaglestone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emerson Valley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Neath Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peartree Bridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		587		94		21		8		48		82		138		44
Sample:		476		47		44		39		39		39		45		36

Meanscore: [Number of times per month]

Q45 How often do you or your household eat out (e.g. visit cafes and restaurants)?
Those who said 'Restaurant / café' at Q32

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
More than once a week	4.9%	55	2.0%	3	5.5%	2	15.3%	2	3.8%	4	6.0%	10	3.1%	7	5.6%	5
Once a week	18.4%	208	14.8%	22	12.7%	5	15.0%	2	11.2%	11	22.9%	37	22.2%	47	10.1%	9
Once a fortnight	23.7%	268	22.0%	33	34.2%	13	30.2%	5	23.1%	22	17.6%	29	31.4%	66	38.7%	33
Once a month	27.2%	307	16.0%	24	27.7%	10	20.9%	3	33.1%	32	37.8%	61	20.1%	42	20.8%	18
Once every two months	17.9%	203	36.8%	55	16.0%	6	9.8%	2	21.6%	21	8.7%	14	17.9%	38	15.9%	14
Once every six months	3.7%	42	5.0%	8	1.6%	1	6.6%	1	2.7%	3	4.8%	8	1.3%	3	3.1%	3
Once a year or less	1.1%	13	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	3.8%	3
(Don't know / varies)	3.0%	34	2.1%	3	2.3%	1	2.3%	0	4.5%	4	2.1%	3	2.0%	4	2.0%	2
Mean:		*1.93*		*1.54*		*1.93*		*2.45*		*1.66*		*2.11*		*2.04*		*1.85*
Weighted base:		1131		149		38		16		97		162		210		86
Sample:		1067		84		74		74		84		82		81		73

By Zone Filtered

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q46 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?
Those who said 'Restaurant / café' at Q32 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Ampthill	0.7%	6	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0	0.0%	0
Aylesbury	13.1%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.9%	112	0.0%	0
Banbury	1.6%	14	10.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	4.5%	38	0.0%	0	5.0%	1	0.0%	0	49.6%	35	1.3%	2	0.0%	0	0.0%	0
Berkhamsted	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	3.4%	5	0.0%	0
Bicester	6.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	86.5%	54
Blakelands	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 TOWN CENTRE (e.g. Queensway, including the Brunel Shopping Centre)	2.4%	21	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley	1.8%	15	12.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton	0.1%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	2.0%	17	11.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Caldecotte	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	3	0.7%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	8	0.0%	0	0.0%	0
Fenny Stratford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furzton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flitwick	0.7%	6	0.0%	0	0.0%	0	0.0%	0	6.2%	4	1.2%	1	0.0%	0	0.0%	0
Giffard Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Linford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanslope	0.1%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Kidlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Kingston District centre	3.2%	27	0.0%	0	18.2%	4	14.7%	2	4.4%	3	1.7%	2	0.0%	0	0.0%	0
Lavendon	0.1%	0	0.0%	0	1.5%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	3.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	28	0.0%	0	0.0%	0
Loughton	0.4%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Milton Keynes City Centre (including The Centre MK & Intu Milton Keynes)	30.6%	262	23.4%	30	27.1%	6	12.4%	2	14.5%	10	25.4%	29	10.2%	16	4.0%	2
New Bradwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Pagnell	1.2%	10	0.0%	0	17.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Blossomville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	1.1%	9	5.4%	7	1.5%	0	1.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Oakridge Park (formerly Stantonbury Park)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Wolverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olney	1.0%	9	0.0%	0	1.3%	0	57.9%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Oxford	1.7%	14	9.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Shenley Brook End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Lodge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherington	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stony Stratford	2.2%	19	1.7%	2	5.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	4	1.1%	1
Stotfold	0.1%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tattenhoe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	2.6%	22	17.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.6%	2	0.0%	0
Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wavendon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Welwyn Garden City	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcroft District centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willen	0.2%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Woburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Woburn Sands	1.0%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.6%	8	0.0%	0	0.0%	0
Wolverton	0.9%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woughton on the Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Retail Park, Denbigh East, Bletchley, Milton Keynes (TK Maxx, Brantano Footwear, Argos, Boots, Greggs, Home	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Bargains, Pets at home, Sports Dire																
Central Retail Park, Rooksley, Milton Keynes (B&Q, Halfords, Hobbycraft, Next Home, Pets at home, Poundland, Smyths Toy Superstore)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, Denbigh North, Bletchley, Milton Keynes (M&S, Primark, River Island, H&M and Outfit)	4.4%	37	0.7%	1	0.0%	0	1.1%	0	2.2%	2	16.4%	19	1.6%	2	0.0%	0
The Kingston Centre, Milton Keynes	0.3%	3	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xscape Leisure, Milton Keynes	1.0%	9	0.0%	0	1.5%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Centre, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Interchange Retail Park, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Business Park Fairground Way, Northampton	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.0%	34	4.7%	6	1.3%	0	3.1%	0	5.6%	4	11.2%	13	5.3%	8	1.1%	1
Eaglestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishermead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walnut Tree	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		856		129		23		13		71		115		156		63
Sample:		806		67		48		57		57		59		59		58

Meanscore: [Number of times per month]

Q47 How often do you or your household go to family entertainment venues?

Those who said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q32

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
More than once a week	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	2.8%	13	0.0%	0	0.0%	0	0.0%	0	20.4%	10	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	1.8%	9	1.3%	1	9.4%	1	9.6%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Once a month	15.4%	72	8.0%	6	10.6%	1	6.9%	0	20.2%	10	3.9%	2	19.3%	22	15.6%	6
Once every two months	34.6%	162	25.3%	19	10.6%	1	60.5%	4	34.0%	17	20.8%	8	50.5%	58	51.1%	19
Once every six months	28.6%	134	26.2%	19	16.6%	2	14.1%	1	18.3%	9	53.3%	21	24.5%	28	12.8%	5
Once a year or less	13.6%	64	33.7%	25	39.1%	4	8.8%	1	2.1%	1	22.0%	9	5.7%	7	14.8%	6
(Don't know / varies)	2.9%	13	4.3%	3	13.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	5.8%	2
Mean:		*0.58*		*0.41*		*0.49*		*0.60*		*1.32*		*0.27*		*0.50*		*0.48*
Weighted base:		468		74		11		7		49		39		114		37
Sample:		280		32		13		19		30		17		35		22

Column %ges.

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q48 Where do you or members of your household normally go for family entertainment?
Those who said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q32 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Arts Gateway MK, Arts Central, Milton Keynes	4.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	15	0.0%	0
Bounce, Peveral Drive, Bletchley	1.2%	4	0.0%	0	0.0%	0	0.0%	0	8.6%	3	5.6%	2	0.0%	0	0.0%	0
Hollywood Bowl, Xscape, Milton Keynes	29.1%	102	32.6%	22	75.8%	4	26.6%	1	13.5%	4	5.6%	2	6.8%	5	0.0%	0
iFLY (used to be AirKix), Xscape, Milton Keynes	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Leisure Plaza, Milton Keynes	1.5%	5	2.8%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.6%	1	0.0%	0
The Casino MK, Xscape, Milton Keynes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xscape, Milton Keynes	20.5%	72	0.0%	0	24.2%	1	16.1%	1	31.3%	10	76.5%	21	8.4%	7	11.6%	3
Other	2.7%	10	12.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Aylesbury	13.5%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.4%	46	6.5%	1
Bedford	0.1%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	4.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	16
Dunstable	3.8%	13	0.0%	0	0.0%	0	0.0%	0	36.6%	11	7.3%	2	0.0%	0	0.0%	0
Leighton Buzzard	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0
Milton Keynes	6.4%	22	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	5.3%	4	0.0%	0
Northampton	10.0%	35	52.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Wellingborough	0.6%	2	0.0%	0	0.0%	0	52.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		350		66		5		4		31		27		79		22
Sample:		211		27		5		15		22		12		23		15

Meanscore: [Number of times per month]

Q49 How often do you or your household go horse riding?
Those who said 'Horse riding' at Q32

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year or less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		4.00		0.00		0.00		0.00		0.00		0.00		0.00		4.00
Weighted base:		1		0		0		0		0		0		0		1
Sample:		1		0		0		0		0		0		0		1

Q50 Where do you or members of your household normally go horse riding?
Those who said 'Horse riding' at Q32 AND Excl. Nulls

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Other	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Weighted base:		1		0		0		0		0		0		0		1
Sample:		1		0		0		0		0		0		0		1

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

Q51 What improvements could be made to the leisure offer in the Milton Keynes City Council area that would make you visit / partake in leisure activities more often? [MR]

	Total %		Zone 8 %		Zone 9 %		Zone 10 %		Zone 11 %		Zone 12 %		Zone 13 %		Zone 14 %	
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	5.3%	74	2.8%	5	3.7%	2	6.3%	1	1.2%	2	5.5%	10	3.5%	8	1.8%	2
A theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A multi-screen cinema	0.4%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0
An art house cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	6.4%	90	14.0%	24	4.3%	2	0.7%	0	2.8%	3	2.3%	4	6.9%	17	1.8%	2
Improved access by foot and cycle	0.2%	3	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1
Improved public transport	0.7%	9	0.0%	0	1.2%	1	0.0%	0	1.9%	2	0.0%	0	0.8%	2	0.0%	0
Improved security / CCTV	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street furniture	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	0.1%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better car parking	4.8%	67	10.8%	19	4.3%	2	3.8%	1	9.6%	12	5.2%	10	2.7%	7	0.0%	0
More / better cultural facilities	1.1%	16	0.0%	0	1.4%	1	0.9%	0	0.6%	1	2.5%	5	0.0%	0	0.0%	0
More / better disabled access	0.3%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
More / better health clubs / gyms	0.6%	8	0.0%	0	0.9%	0	1.6%	0	0.6%	1	1.0%	2	0.0%	0	1.4%	2
More / better policing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More / better seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better signposting and information	1.9%	27	1.0%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	8.6%	21	0.0%	0
More better parks / green spaces	0.6%	8	0.0%	0	0.9%	0	0.6%	0	1.4%	2	1.0%	2	0.0%	0	0.0%	0
More for children	1.8%	25	0.0%	0	1.7%	1	11.3%	2	0.6%	1	0.0%	0	2.4%	6	0.0%	0
More local sports & recreation facilities	3.8%	53	0.5%	1	9.7%	5	0.0%	0	0.6%	1	12.4%	24	0.7%	2	4.5%	6
More nightclubs	0.9%	13	0.0%	0	0.7%	0	0.0%	0	8.1%	10	1.0%	2	0.0%	0	0.0%	0
More pavement cafes	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More quality restaurants	0.9%	13	0.0%	0	2.4%	1	0.0%	0	0.8%	1	1.5%	3	0.0%	0	0.0%	0
More street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	1.8%	25	0.0%	0	8.2%	4	0.0%	0	0.0%	0	9.9%	19	0.0%	0	0.6%	1
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
A skate park	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1
A theme park	0.3%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
An ice rink	0.4%	6	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0
Better disabled access	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper parking	1.4%	19	3.3%	6	0.0%	0	12.4%	2	0.0%	0	1.8%	3	1.2%	3	0.6%	1
Improve / update the current leisure facilties	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	2	0.5%	1	0.0%	0
Improved access by car	0.2%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Later opening hours at leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of what's on / available	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.5%	1	0.0%	0
More for elderly people	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More live music venues	0.6%	9	0.0%	0	0.7%	0	1.9%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
(Dont do leisure activities)	3.1%	44	2.0%	4	3.6%	2	7.9%	2	3.9%	5	2.5%	5	4.2%	10	5.0%	6
(Don't know)	9.3%	131	6.5%	11	8.7%	4	6.1%	1	11.4%	14	8.5%	16	9.3%	22	16.5%	20
(Nothing)	59.4%	831	69.6%	120	56.7%	29	45.4%	9	55.0%	68	53.3%	101	63.4%	153	67.7%	82
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

GEN Gender of respondent:

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Male	38.0%	533	42.0%	73	39.8%	20	40.5%	8	43.7%	54	27.8%	53	35.4%	85	46.0%	56
Female	62.0%	867	58.0%	100	60.2%	30	59.5%	12	56.3%	69	72.2%	137	64.6%	156	54.0%	66
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	

AGE Can I ask how old you are please?

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
18-24	7.6%	106	0.0%	0	0.0%	0	0.0%	0	8.1%	10	9.9%	19	6.4%	15	7.7%	9
25-34	13.1%	183	26.8%	46	16.3%	8	17.8%	4	16.2%	20	0.0%	0	19.1%	46	7.7%	9
35-44	22.4%	313	27.3%	47	24.4%	12	9.7%	2	15.4%	19	13.5%	26	32.8%	79	31.4%	38
45-54	20.4%	286	19.8%	34	19.6%	10	14.9%	3	29.2%	36	17.4%	33	20.8%	50	28.9%	35
55-64	16.1%	225	13.3%	23	17.9%	9	29.7%	6	13.6%	17	22.8%	43	9.3%	22	11.2%	14
65+	18.1%	254	11.2%	19	20.7%	11	24.5%	5	16.5%	20	35.2%	67	8.3%	20	11.2%	14
(Refused)	2.4%	33	1.7%	3	1.0%	1	3.4%	1	1.0%	1	1.3%	2	3.3%	8	2.0%	2
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

CAR How many cars does your household own or have the use of?

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
None	5.2%	72	8.8%	15	3.0%	2	3.2%	1	3.2%	4	4.3%	8	1.6%	4	3.8%	5
One	29.9%	419	17.0%	29	21.6%	11	26.0%	5	20.8%	26	25.2%	48	32.0%	77	30.3%	37
Two	44.5%	623	51.2%	88	56.2%	28	49.1%	10	42.7%	52	38.7%	73	55.6%	134	36.3%	44
Three or more	17.9%	250	20.6%	36	17.5%	9	18.3%	4	30.1%	37	30.6%	58	8.3%	20	27.6%	34
(Refused)	2.5%	35	2.4%	4	1.7%	1	3.4%	1	3.2%	4	1.3%	2	2.5%	6	2.0%	2
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Working full time	60.2%	843	71.5%	124	61.8%	31	52.0%	10	52.2%	64	44.1%	84	75.6%	182	71.0%	86
Working part time	6.5%	90	2.9%	5	0.6%	0	7.1%	1	3.4%	4	6.1%	11	6.6%	16	9.1%	11
Unemployed	1.7%	24	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.7%	2	5.4%	7
Retired	22.2%	310	14.7%	25	23.5%	12	28.6%	6	28.5%	35	40.1%	76	11.4%	27	10.7%	13
A housewife	0.6%	8	0.0%	0	8.2%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
A student	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self employed	4.4%	62	8.6%	15	3.6%	2	6.3%	1	3.4%	4	8.5%	16	1.0%	2	1.8%	2
Sick / disabled	0.8%	12	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5	0.0%	0
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
Carer	0.1%	2	0.0%	0	0.7%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.4%	47	2.4%	4	1.0%	1	4.3%	1	10.3%	13	1.3%	2	2.5%	6	2.0%	2
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

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PC Postcode Sector	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
HP190	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0
HP197	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	8	0.0%	0
HP198	2.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	40	0.0%	0
HP199	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	21	0.0%	0
HP201	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	14	0.0%	0
HP202	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	7	0.0%	0
HP217	2.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	32	0.0%	0
HP218	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	7	0.0%	0
HP219	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	25	0.0%	0
HP224	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	19	0.0%	0
HP225	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	13	0.0%	0
HP234	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	18	0.0%	0
LU5 6	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	25	0.0%	0	0.0%	0
LU6 2	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	12	0.0%	0	0.0%	0
LU7 0	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	15	0.0%	0	0.0%	0
LU7 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
LU7 2	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	9	0.0%	0	0.0%	0
LU7 3	4.2%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.9%	59	0.0%	0	0.0%	0
LU7 4	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	8	0.0%	0	0.0%	0
LU7 9	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	10	0.0%	0	0.0%	0
MK1 1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK107	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK109	2.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK111	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK112	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK125	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK126	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK130	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK137	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK138	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK139	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK145	1.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK146	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK147	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK150	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK158	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK159	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK160	0.8%	11	0.0%	0	21.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK168	0.7%	10	0.0%	0	20.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK169	0.9%	13	0.0%	0	26.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK170	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	25	0.0%	0
MK178	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	24	0.0%	0	0.0%	0
MK179	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	10	0.0%	0	0.0%	0
MK181	1.0%	14	8.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK182	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	12
MK183	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	9	0.0%	0
MK184	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
MK187	0.8%	11	6.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK196	1.7%	24	13.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK197	1.2%	16	0.0%	0	32.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK2 2	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK2 3	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK3 5	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK3 6	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK3 7	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK4 1	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK4 2	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK4 3	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK4 4	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK430	0.6%	9	0.0%	0	0.0%	0	0.0%	0	7.0%	9	0.0%	0	0.0%	0	0.0%	0
MK438	1.0%	14	0.0%	0	0.0%	0	0.0%	0	11.2%	14	0.0%	0	0.0%	0	0.0%	0
MK439	1.5%	21	0.0%	0	0.0%	0	0.0%	0	17.5%	21	0.0%	0	0.0%	0	0.0%	0
MK451	2.6%	37	0.0%	0	0.0%	0	0.0%	0	30.2%	37	0.0%	0	0.0%	0	0.0%	0
MK452	1.8%	25	0.0%	0	0.0%	0	0.0%	0	20.7%	25	0.0%	0	0.0%	0	0.0%	0
MK453	1.2%	17	0.0%	0	0.0%	0	0.0%	0	13.5%	17	0.0%	0	0.0%	0	0.0%	0
MK455	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	18	0.0%	0	0.0%	0
MK464	0.4%	6	0.0%	0	0.0%	0	29.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK465	1.0%	14	0.0%	0	0.0%	0	70.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK5 6	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK5 7	2.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK5 8	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK6 2	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
MK6 3	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK6 4	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK6 5	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK7 6	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK7 7	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK7 8	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK8 0	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK8 8	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK8 9	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK9 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN126	0.9%	13	7.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN127	1.0%	14	8.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN128	1.4%	19	11.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN135	1.4%	19	10.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN136	2.5%	35	20.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN137	0.4%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN7 2	0.5%	6	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN7 3	0.8%	11	6.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX251	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6
OX252	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
OX253	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
OX261	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
OX262	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	15
OX263	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	13
OX264	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	19
OX265	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
OX266	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	25
OX270	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
OX277	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7
OX278	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	10
OX279	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

QUOTA Zone

	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Zone 1	4.6%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.9%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	4.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.8%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	4.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	3.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	4.1%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	12.4%	173	100.0%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	3.6%	51	0.0%	0	100.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	1.4%	20	0.0%	0	0.0%	0	100.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	8.8%	123	0.0%	0	0.0%	0	0.0%	0	100.0%	123	0.0%	0	0.0%	0	0.0%	0
Zone 12	13.6%	190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	190	0.0%	0	0.0%	0
Zone 13	17.2%	241	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	241	0.0%	0
Zone 14	8.7%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	122
Weighted base:		1400		173		51		20		123		190		241		122
Sample:		1400		100		100		100		100		100		100		100

Column %ges.

Appendix 3:

Other Responses – Summary Counts

Milton Keynes Household Survey
For Carter Jonas
'Other' Responses

Q01 **Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?**

Lidl, Bedford Road, Kempston	3
Tesco Superstore, London Road, Tring	3
Local Shops, Haughley Village Centre	1
Local Shops, Marsworth Village Centre	1
Marks & Spencer, The Interchange Retail Park, Kempston	1
Waitrose, Greyhound Lane, Thame	1
Waitrose, St John'S Well Court, Berkhamsted	1
Total	**11**

Q05 **When you combine your trip with other activities, where do you normally go?**

Bozeat Village Centre	1
Cowley Local Centre	1
Hunsbury Local Centre	1
Millbrook Village Centre	1
Westoning Village Centre	1
Total	**5**

Q06 **In addition to (STORE MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?**

Lidl, Bedford Road, Kempston	3
Local Shops, Kempston Town Centre	1
Local Shops, Westoning Village Centre	1
Marks & Spencer, Simply Food, Dolphin Square, Tring	1
Morrisons, High Street, Houghton Regis	1
Morrisons, High Street, Shefford	1
Sainsbury's Superstore, Oxford Road, Kidlington	1
Tesco Extra, Jarman Way, Hemel Hempstead	1
Tesco Superstore, London Road, Tring	1
Total	**11**

Q07 **In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?**

Co-op, High Street, Deanshanger	7
Local Shops, Wilstead Village Centre	3
Local Shops, Twyford Village Centre	2
Nisa, Dunstable Road, Toddington	2
Budgens, High Street, Wendover	1
Local Shops, Ambrosden Village Centre	1
Local Shops, Blakesley Village Centre	1
Local Shops, Brackley Town Centre	1
Local Shops, Cheddington Village Centre	1
Local Shops, Eaton Bray Village Centre	1
Local Shops, Fritwell Village Centre	1
Local Shops, Harlington Village Centre	1
Local Shops, Harpole Village Centre	1
Local Shops, Newton Longville Village Centre	1
Local Shops, Old Stratford Village Centre	1
Local Shops, Toddington Village Centre	1
Local Shops, Tring Town Centre	1
Local Shops, Turvey Village Centre	1
Local Shops, Westoning Village Centre	1
Local Shops, Whitchurch Village Centre	1
Local Shops, Wootton Village Centre	1
Marks & Spencer, The Interchange Retail Park, Kempston	1
Morrisons, High Street, Houghton Regis	1
Morrisons, High Street, Shefford	1
Nisa, School Lane, Yardley Gobion	1
Nisa, Stocks Hill, Silverstone	1
Sainsbury's Local, Biddenham Neighbourhood, Great Denham	1
Tesco Superstore, London Road, Tring	1
Waitrose, Saltway, Droitwich	1
Total	**39**

Q08 **In addition to (STORE MENTIONED AT Q07), is there anywhere else you regularly use for your household's small scale top-up food shopping?**

Asda, London Road, Wheatley	1
Local Shops, Brackley Town Centre	1
Local Shops, Edlesborough Village Centre	1
Local Shops, Fritwell Village Centre	1
Local Shops, Stagsden Village Centre	1
Local Shops, Toddington Village Centre	1
Local Shops, Wilstead Village Centre	1
Marks & Spencer (BP), Elstow Interchange, Bypass Junction, Bedford	1
Marks & Spencer, Simply Food, Dolphin Square, Tring	1
Marks & Spencer, The Interchange Retail Park, Kempston	1
Sainsbury's Local, Biddenham Neighbourhood, Great Denham	1
Sainsbury's Superstore, High Street, Clapham	1
Tesco Express (Esso), Ivel Road, Shefford	1
Tesco Express, Tring Road, Wendover	1
Tesco Superstore, Longwick Road, Princes Risborough	1
Waitrose, Greyhound Lane, Thame	1
Total	**16**

Q10 **Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear**

High Wycombe Town Centre	2
Watford Town Centre	2
Holt Town Centre	1
Lakeside Shopping Centre, Thurrock Way, Grays	1
Leicester City Centre	1
Nottingham City Centre	1
Sainsbury's Superstore, Bells Brook, Biggleswade	1
Wyevale Garden Centre, Newport Road, Woburn Sands	1
Total	**10**

Q12 **Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?**

Sainsbury's Superstore, Bedford Road, The Saxon Centre, Kempston	1
Total	**1**

Q13 **Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?**

High Wycombe Town Centre	2
Watford Town Centre	1
Total	**3**

Q14 **Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?**

Bedgrove Local Centre	1
Gatwick Airport, London	1
Richmond Town Centre, Surrey	1
Tesco Extra, Penrhos, Holyhead, Isle Of Anglesey	1
Tesco Superstore, Coniston Road, Flitwick	1
Uxbridge Town Centre	1
Total	**6**

Q15 **Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?**

Barton-Le-Clay Town Centre	1
Total	**1**

Q16 **Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?**

High Wycombe Town Centre	3
Watford Town Centre	2
Abingdon Town Centre	1
Carlton Village Centre	1
Great Horwood Village Centre	1
Princes Risborough Town Centre	1
Toddington Village Centre	1
Whilton Locks Garden Village, Whilton Locks, Whilton	1
Wycombe Retail Park, Ryemead Way, High Wycombe	1
Total	**12**

Q17 **Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?**

B&Q, London Road, Carlisle	1
Homebase, Vimy Road, Linslade, Leighton Buzzard	1
Total	**2**

Q18 **Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?**

Deanshanger Village Centre	3
Tesco Superstore, Coniston Road, Flitwick	2
Bromham Village Centre	1
Harrold Village Centre	1
Langford Village Centre	1
Sainsbury's Superstore, Bedford Road, The Saxon Centre, Kempston	1
Thame Town Centre	1
Waitrose, Crown Park, Rushden	1
Whitchurch Village Centre	1
Wilstead Village Centre	1
Total	**13**

Q19 **Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?**

High Wycombe Town Centre	2
Norwich City Centre	1
Total	**3**

Q34 **Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?**

Hanslope Village Centre	2
Gala Bingo, Lansdowne Court, Bournemouth	1
Peterborough City Centre	1
Stantonbury District Centre	1
Wilstead Village Centre	1
Total	**6**

Q36   **Where do you or members of your household normally go to the cinema?**

The Rex, High Street, Berkhamsted	4
Cineworld, Jarman Square, Hemel Hempstead	2
Central London / West End	1
Odeon, Horse Fair, Banbury	1
Odeon, The Red Dragon Centre, Cardiff	1
Showcase, Reading Road, Winnersh	1
Vue Cinema, Cheshire Oaks, Ellesmere Port	1
Total	**11**

Q38   **Where do you or members of your household normally go to use a gym / healthclub / sports facility?**

Brackley Leisure Centre, Springfield Way, Brackley	3
Ashridge Golf Club, Golf Club Road, Berkhamsted	1
Brackley Town Centre	1
Bucknell Village Centre	1
Flitwick And Ampthill Lawn Tennis Club, Astwood Drive, Flitwick	1
Old Stratford Village Centre	1
Pendley Manor, Cow Lane, Tring	1
Syresham Village Centre	1
Whittlebury Hall Hotel & Spa, Whittlebury	1
Total	**11**

Q40   **Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?**

Llandudno Town Centre	1
Mk11 Sports Bar & Live Music, Keller Close, Kiln Farm, Milton Keynes	1
Theatre Royal,Thames Street, Windsor	1
Wycombe Swan Theatre, St Mary Street, High Wycombe	1
Total	**4**

Q42   **Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?**

The Natural History Museum At Tring, Akeman Street, Tring	3
Abroad	2
Banbury Museum, Castle Quay Shopping Centre, Banbury	1
Banbury Town Centre	1
Coventry Transport Museum, Millennium Place, Hales Street, Coventry	1
Davidstow Airfield & Cornwall At War Museum, Davidstow, Camelford	1
The Wellingborough Museum, Castle Way, Wellingborough	1
Total	**10**

Q44 **What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?**

Toddington Village Centre	3
Great Horwood Village Centre	2
Potterspury Village Centre	2
Poundon Village Centre	2
Westoning Village Centre	2
Arncott Village Centre	1
Brill Village Centre	1
Bromham Village Centre	1
Bucknell Village Centre	1
Cherwell District Centre	1
Cosgrove Village Centre	1
Deanshanger Village Centre	1
Edlesborough Village Centre	1
Grafton Regis Village Centre	1
Great Brickhill Village Centre	1
Harlington Village Centre	1
Houghton Conquest Village Centre	1
Leeds City Centre	1
Marsworth Village Centre	1
Newton Longville Village Centre	1
Northaw Village Centre	1
Oving Village Centre	1
Paulerspury Village Centre	1
Saunderton Village Centre	1
Sibton Village Centre	1
Steppingley Village Centre	1
Stratton Audley Village Centre	1
Studham Village Centre	1
Turvey Village Centre	1
Wilstead Village Centre	1
Wingrave Village Centre	1
Total	**37**

Q46 **What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?**

Toddington Village Centre	3
Edlesborough Village Centre	2
Salford Village Centre	2
Westoning Village Centre	2
Yardley Hastings Village Centre	2
Amersham Town Centre	1
Beachampton Village Centre	1
Bromham Village Centre	1
Cardiff City Centre	1
Cardington Village Centre	1
Cosgrove Village Centre	1
Deanshanger Village Centre	1
Denham Village Centre	1
Great Horwood Village Centre	1
Henley Town Centre	1
Holt Town Centre	1
Ivinghoe Village Centre	1
Manchester City Centre	1
Newton Longville Village Centre	1
Potterspury Village Centre	1
Stratton Audley Village Centre	1
Turvey Village Centre	1
Welbourne Village Centre	1
Wendover Town Centre	1
Wilstead Village Centre	1
Total	**31**

Q48 **Where do you or members of your household normally go for family entertainment?**

Banbury Town Centre	3
Mfa Bowl, Cherwell Centre, George Street, Banbury	2
Bristol City Centre	1
Total	**6**

Q50 **Where do you or members of your household normally go horse riding?**

Wendlebury Village Centre	1
Total	**1**

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Appendix 4:

Sample Questionnaire

Job No: 160217

Milton Keynes Council: Retail and Commercial Leisure Needs Assessment

Good morning / afternoon / evening, I am …… from NEMS Market Research and we are conducting a short survey in your area about shopping and leisure activities, on behalf Milton Keynes Council. Do you have time to answer some questions please? It will take about five to ten minutes.

QA   Are you the person responsible, or jointly responsible for food and non-food shopping in your household?

YES – CONTINUE INTERVIEW.
NO – ASK TO SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE household's SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW.

Q01   Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY AS THEY CAN STATE ANOTHER LOCATION AT Q06, IF STILL VARIES ASK THE PLACE THEY USED LAST.

#Food   Food list   CLOSE IF
                                                                                     VARIES/DON'T
                                                                                     KNOW/DON'T

Q01A   Which retailer do you purchase your main food internet / home delivery shopping from?
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFoc Internet food list   GO TO Q06

Q02   What do you like about (LOCATION MENTIONED AT Q01)?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

001   Clean store
002   Close to family / friends
003   Convenient to home
004   Convenient to work
005   Delivery service
006   Easy to get to by car
007   Easy to get to by foot
008   Easy to get to by public transport
009   Ethical policy
010   Friendly / helpful staff
011   Good layout / easy to get around
012   Good offers
013   Habit / always used it
014   Has a cafe
015   Has a petrol station
016   Large store
017   Long opening hours
018   Low prices / value for money
019   Loyalty scheme / reward points
020   Online shopping is convenient
021   Only one in the area
022   Parking is free
023   Parking prices are low
024   Parking provision is good
025   Pleasant shopping environment
026   Preference for retailer
027   Quality of food goods available
028   Self-service checkouts
029   Quality of non-food goods available
030   Range of food goods available
031   Range of non-food goods available
032   Safe shopping environment
033   Small / quiet store
034   Staff discount / work there
035   Supporting local business
036   Other (PLEASE WRITE IN)
037   (Don't know / nothing)

Q03   How do you normally travel to (STORE MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY.

1   Car / van (as driver)
2   Car / van (as passenger)
3   Bus, minibus or coach
4   Using park & ride facility
5   Motorcycle, scooter or moped
6   Walk
7   Taxi
8   Train
9   Bicycle
A   Mobility scooter / wheelchair
B   Other (PLEASE WRITE IN)
C   (Don't know)
D   (Varies)

Q04 **When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)?**
DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anywhere else?

001	Yes - non-food shopping	GO TO Q05
002	Yes - other food shopping	GO TO Q05
003	Yes - bars / pubs	GO TO Q05
004	Yes - bingo	GO TO Q05
005	Yes - cafés	GO TO Q05
006	Yes - cinemas	GO TO Q05
007	Yes - get petrol	GO TO Q05
008	Yes - go to park	GO TO Q05
009	Yes - gyms / health and fitness	GO TO Q05
010	Yes - library	GO TO Q05
011	Yes - markets	GO TO Q05
012	Yes - meeting family	GO TO Q05
013	Yes - meeting friends	GO TO Q05
014	Yes - museums / art gallery	GO TO Q05
015	Yes - other service (e.g. travel agent, estate agent etc.)	GO TO Q05
016	Yes - personal service (e.g. hairdressers, beauty salon etc.)	GO TO Q05
017	Yes - restaurants	GO TO Q05
018	Yes - swimming	GO TO Q05
019	Yes - theatre	GO TO Q05
020	Yes - visiting services such as banks and other financial institutions	GO TO Q05
021	Yes - work	GO TO Q05
022	Yes - other (PLEASE WRITE IN)	GO TO Q05
023	(No)	**GO TO Q06**
024	(Don't know)	**GO TO Q06**

Q05 **When you combine your trip with other activities, where do you normally go?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Linked Linked Trip List

Q06 **In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY, IF STILL VARIES ASK THE PLACE THEY USED LAST (EXCLUDING LOCATION MENTIONED AT Q01).

#Food Food list

Q06A **Which internet / home delivery retailer do you also use for your main food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFoc Internet food list

Q07 **In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY AS THEY CAN STATE ANOTHER LOCATION AT Q08, IF STILL VARIES ASK THE PLACE THEY USED LAST.

#Food Food List

Q07A **Which retailer do you purchase your top-up food internet / home delivery shopping from?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFoc Internet food list

Q08 **In addition to (LOCATION MENTIONED AT Q07), is there anywhere else you regularly use for your household's small scale top-up food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY, IF STILL VARIES ASK THE PLACE THEY USED LAST (EXCLUDING LOCATION MENTIONED AT Q07).

#Food Food List

Q08A **Which internet / home delivery retailer do you also use for your top-up food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFoc Internet food list

Q09 **Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?**
DO NOT READ OUT. PLEASE WRITE IN TO THE NEAREST WHOLE %

X	% (PLEASE WRITE IN)
Y	(Dont know)
Z	(Refused)

Q10 **Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear**

DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFoi Non-Food List

Those who buy clothing and footwear (excluding via the Internet) at Q10:
Q11 **How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?**
DO NOT READ OUT. ONE ANSWER ONLY

1 Car / van (as driver)
2 Car / van (as passenger)
3 Bus, minibus or coach
4 Using park & ride facility
5 Motorcycle, scooter or moped
6 Walk
7 Taxi
8 Train
9 Bicycle
A Mobility scooter / wheelchair
B Other (PLEASE WRITE IN)
C (Don't know)
D (Varies)

Q12 **Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?**
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFoi Non-Food List

Q13 **Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?**

DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFoi Non-Food List

Q14 **Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?**
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFoi Non-Food List

Q15 **Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?**

DO NOT READ OUT. ONE ANSWER ONLY.

#NonFoi Non-Food List

Q16 **Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?**
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFoi Non-Food List

Q17 **Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?**

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFoi Non-Food List

Q18 **Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?**

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFoi Non-Food List

Q19 **Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);**
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFoi Non-Food List

Q20 **How often do you or your household visit Milton Keynes City Centre for shopping and other town centre uses?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q21
2	4-6 days a week	GO TO Q21
3	2-3 days a week	GO TO Q21
4	One day a week	GO TO Q21
5	Every two weeks	GO TO Q21
6	Monthly	GO TO Q21
7	Once every two months	GO TO Q21
8	Three-four times a year	GO TO Q21
9	Once a year	GO TO Q21
A	Less often	GO TO Q21
B	Never	**GO TO Q22**
C	(Don't know)	GO TO Q21
D	(Varies)	GO TO Q21

Q21 **What do you like about Milton Keynes City Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.
IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE
FULL DETAILS OF THE SHOP AND IT'S NAME OR THE ATTRACTION AND IT'S NAME

001	Attractive environment / nice place
002	Close to friends or relatives
003	Close to home
004	Close to work
005	Compact
006	Easy to get to by bike
007	Easy to get to by bus
008	Easy to get to by car
009	Easy to park
010	Good facilities in general
011	Good food stores
012	Good pubs, cafés or restaurants
013	Good range of non-food shops
014	Good range of independent shops
015	Good range of 'high street' retailers/ multiples
016	Affordable shops
017	High quality shops
018	The street market
019	Makes a change from other places
020	Quiet
021	Safe and secure
022	Traditional
024	Traffic free shopping centre
025	Other (PLEASE WRITE IN)
026	(Dont know)
027	(Nothing / very little)

Q22 **What could be improved about Milton Keynes City Centre that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

001	Better access by road
002	Better public transport
003	Better signposting
004	Cleaner streets
005	Facilities which would assist you if shopping with children
006	Free car parking
007	More / better town centre events
008	More / better comparison retailers (i.e. non-food shops)
009	More / better value or affordable shops
010	More / better entertainment
011	More / better places for eating out (e.g. cafes and restaurants)
012	More / better food shops
013	More / better parking
014	More / better pedestrianised streets
015	More / better public conveniences
016	More / better seats / flower displays
017	More / better services
018	More advertising
019	More national multiple shops / High Street shops
020	More independent shops
021	Street markets - physical improvements
022	Street markets - better range and quality of offer
023	Protection from the weather (ie. covered shopping malls)
024	Shops / services open on Sundays
025	Other (PLEASE WRITE IN)
026	(Don't know)
027	(Nothing)

Q23 **How often do you or your household visit Bletchley Town Centre for shopping and other town centre uses?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF THE RESPONDENT ASKS FOR CONFIRMATION OF WHAT WE MEAN BY BLETCHLEY TOWN CENTRE THEN
SAY "QUEENSWAY, INCLUDING THE BRUNEL SHOPPING CENTRE"

1	Daily	GO TO Q24
2	4-6 days a week	GO TO Q24
3	2-3 days a week	GO TO Q24
4	One day a week	GO TO Q24
5	Every two weeks	GO TO Q24
6	Monthly	GO TO Q24
7	Once every two months	GO TO Q24
8	Three-four times a year	GO TO Q24
9	Once a year	GO TO Q24
A	Less often	GO TO Q24
B	Never	**GO TO Q25**
C	(Don't know)	GO TO Q24
D	(Varies)	GO TO Q24

Q24 **What do you like about Bletchley Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.
IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE
FULL DETAILS OF THE SHOP AND IT'S NAME OR THE ATTRACTION AND IT'S NAME

001 Attractive environment / nice place
002 Close to friends or relatives
003 Close to home
004 Close to work
005 Compact
006 Easy to get to by bike
007 Easy to get to by bus
008 Easy to get to by car
009 Easy to park
010 Good facilities in general
011 Good food stores
012 Good pubs, cafés or restaurants
013 Good range of non-food shops
014 Good range of independent shops
015 Good range of 'high street' retailers/ multiples
016 Affordable shops
017 High quality shops
018 The street markets
019 Makes a change from other places
020 Quiet
021 Safe and secure
022 The street markets
023 Traditional
024 Traffic free shopping centre
025 Other (PLEASE WRITE IN)
026 (Dont know)
027 (Nothing / very little)

Q25 **What could be improved about Bletchley Town Centre that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

001 Better access by road
002 Better public transport
003 Better signposting
004 Cleaner streets
005 Facilities which would assist you if shopping with children
006 Free car parking
007 More / better town centre events
008 More / better comparison retailers (i.e. non-food shops)
009 More / better value or affordable shops
010 More / better entertainment
011 More / better places for eating out (e.g. cafes and restaurants)
012 More / better food shops
013 More / better parking
014 More / better pedestrianised streets
015 More / better public conveniences
016 More / better seats / flower displays
017 More / better services
018 More advertising
019 More national multiple shops / High Street shops
020 More independent shops
021 Street markets - physical improvements
022 Street markets - better range and quality of offer
023 Protection from the weather (ie. covered shopping malls)
024 Shops / services open on Sundays
025 Other (PLEASE WRITE IN)
026 (Don't know)
027 (Nothing)

Q26   **How often do you or your household visit Kingston for shopping and other town centre uses?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q27
2	4-6 days a week	GO TO Q27
3	2-3 days a week	GO TO Q27
4	One day a week	GO TO Q27
5	Every two weeks	GO TO Q27
6	Monthly	GO TO Q27
7	Once every two months	GO TO Q27
8	Three-four times a year	GO TO Q27
9	Once a year	GO TO Q27
A	Less often	GO TO Q27
B	Never	**GO TO Q28**
C	(Don't know)	GO TO Q27
D	(Varies)	GO TO Q27

Q27   **What do you like about Kingston?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.
IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE
FULL DETAILS OF THE SHOP AND IT'S NAME OR THE ATTRACTION AND IT'S NAME

001   Attractive environment / nice place
002   Close to friends or relatives
003   Close to home
004   Close to work
005   Compact
006   Easy to get to by bike
007   Easy to get to by bus
008   Easy to get to by car
009   Easy to park
010   Good facilities in general
011   Good food stores
012   Good pubs, cafés or restaurants
013   Good range of non-food shops
014   Good range of independent shops
015   Good range of 'high street' retailers/ multiples
016   Affordable shops
017   High quality shops
018   The street markets
019   Makes a change from other places
020   Quiet
021   Safe and secure
022   The street markets
023   Traditional
024   Traffic free shopping centre
025   Other (PLEASE WRITE IN)
026   (Dont know)
027   (Nothing / very little)

Q28   **What could be improved about Kingston that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

001   Better access by road
002   Better public transport
003   Better signposting
004   Cleaner streets
005   Facilities which would assist you if shopping with children
006   Free car parking
007   More / better town centre events
008   More / better comparison retailers (i.e. non-food shops)
009   More / better value or affordable shops
010   More / better entertainment
011   More / better places for eating out (e.g. cafes and restaurants)
012   More / better food shops
013   More / better parking
014   More / better pedestrianised streets
015   More / better public conveniences
016   More / better seats / flower displays
017   More / better services
018   More advertising
019   More national multiple shops / High Street shops
020   More independent shops
021   Street markets - physical improvements
022   Street markets - better range and quality of offer
023   Protection from the weather (ie. covered shopping malls)
024   Shops / services open on Sundays
025   Other (PLEASE WRITE IN)
026   (Don't know)
027   (Nothing)

Q29   **How often do you or your household visit Wolverton for shopping and other town centre uses?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q30
2	4-6 days a week	GO TO Q30
3	2-3 days a week	GO TO Q30
4	One day a week	GO TO Q30
5	Every two weeks	GO TO Q30
6	Monthly	GO TO Q30
7	Once every two months	GO TO Q30
8	Three-four times a year	GO TO Q30
9	Once a year	GO TO Q30
A	Less often	GO TO Q30
B	Never	**GO TO Q31**
C	(Don't know)	GO TO Q30
D	(Varies)	GO TO Q30

Q30 **What do you like about Wolverton?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.
IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE
FULL DETAILS OF THE SHOP AND IT'S NAME OR THE ATTRACTION AND IT'S NAME

001   Attractive environment / nice place
002   Close to friends or relatives
003   Close to home
004   Close to work
005   Compact
006   Easy to get to by bike
007   Easy to get to by bus
008   Easy to get to by car
009   Easy to park
010   Good facilities in general
011   Good food stores
012   Good pubs, cafés or restaurants
013   Good range of non-food shops
014   Good range of independent shops
015   Good range of 'high street' retailers/ multiples
016   Affordable shops
017   High quality shops
018   The street markets
019   Makes a change from other places
020   Quiet
021   Safe and secure
022   The street markets
023   Traditional
024   Traffic free shopping centre
025   Other (PLEASE WRITE IN)
026   (Dont know)
027   (Nothing / very little)

Q31 **What could be improved about Wolverton that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

001   Better access by road
002   Better public transport
003   Better signposting
004   Cleaner streets
005   Facilities which would assist you if shopping with children
006   Free car parking
007   More / better town centre events
008   More / better comparison retailers (i.e. non-food shops)
009   More / better value or affordable shops
010   More / better entertainment
011   More / better places for eating out (e.g. cafes and restaurants)
012   More / better food shops
013   More / better parking
014   More / better pedestrianised streets
015   More / better public conveniences
016   More / better seats / flower displays
017   More / better services
018   More advertising
019   More national multiple shops / High Street shops
020   More independent shops
021   Street markets - physical improvements
022   Street markets - better range and quality of offer
023   Protection from the weather (ie. covered shopping malls)
024   Shops / services open on Sundays
025   Other (PLEASE WRITE IN)
026   (Don't know)
027   (Nothing)

Q32 **Do you or your household visit the following leisure attractions?**
READ OUT. SELECT ALL THAT APPLY.

1	Bingo / casino / bookmaker	ASK Q33 & Q34
2	Cinema	ASK Q35 & Q36
3	Gym / health club / sports facility	ASK Q37 & Q38
4	Theatre / concert / music venue	ASK Q39 & Q40
5	Museum / gallery or place of historical / cultural interest	ASK Q41 & Q42
6	Pub / bar / nightclub	ASK Q43 & Q44
7	Restaurant / café	ASK Q45 & Q46
8	Family entertainment (e.g. tenpin bowling, skating rink)	ASK Q47 & Q48
9	Other activity (PLEASE WRITE IN)	ASK Q49 & Q50
A	Don't visit **ANY** leisure activities	**GO TO Q51**

Q33 **How often do you or your household play bingo or visit casinos or bookmakers?**
ONE ANSWER ONLY. DO NOT READ OUT.

1   More than once a week
2   Once a week
3   Once a fortnight
4   Once a month
5   Once every two months
6   Once every six months
7   Once a year or less
8   (Dont know / varies)

Q34 **Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?**

DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME,
RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Bingo Bingo List

Q35 **How often do you or your household go to the cinema?**
ONE ANSWER ONLY. DO NOT READ OUT.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less
8 (Dont know / varies)

Q36 **Where do you or members of your household normally go to the cinema?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME,
RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Cinem Cinema List
a

Q37 **How often do you or your household use a gym / healthclub / sports facility?**
ONE ANSWER ONLY. DO NOT READ OUT.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less
8 (Dont know / varies)

Q38 **Where do you or members of your household normally go to use a gym / healthclub / sports facility?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME,
RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Health Healthclub List

Q39 **How often do you or your household visit a theatre / concert / music venue?**
ONE ANSWER ONLY. DO NOT READ OUT.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less
8 (Dont know / varies)

Q40 **Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?**

DO NOT READ OUT. ONE ANSWER ONLY.

#Theatr Theatre List
e

Q41 **How often do you or your household go to a museum, gallery, or other place of historical / cultural interest?**

ONE ANSWER ONLY. DO NOT READ OUT.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less
8 (Dont know / varies)

Q42 **Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Muse Museum List
um

Q43 **How often do you or your household go to pubs / bars / nightclubs?**
ONE ANSWER ONLY. DO NOT READ OUT.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less
8 (Dont know / varies)

Those who visit pubs / bars / nightclubs at Q32:
Q44 **What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisure Leisure List

Those who visit restaurants / cafés at Q32:
Q45 **How often do you or your household eat out (e.g. visit cafes and restaurants)?**
ONE ANSWER ONLY. DO NOT READ OUT.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less
8 (Dont know / varies)

Those who visit restaurants / cafés at Q32:
Q46 **What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?**

DO NOT READ OUT. ONE ANSWER ONLY.

#Leisure Leisure List

Those who partake in family entertainment activities at Q32:
Q47 **How often do you or your household go to family entertainment venues?**
ONE ANSWER ONLY. DO NOT READ OUT.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less
8 (Dont know / varies)

Q48 **Where do you or members of your household normally go for family entertainment?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME,
RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Family Family Entertainment List

Q49 **How often do you or your household do (OTHER ACTIVITY FROM Q37)?**
ONE ANSWER ONLY. DO NOT READ OUT.

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Once every two months
6 Once every six months
7 Once a year or less
8 (Dont know / varies)

Q50 **Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q37)?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisure Leisure List

Q51 **What improvements could be made to the leisure offer in the Milton Keynes City Council area that would make you visit / partake in leisure activities more often?**

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

001 A casino
002 A swimming pool
003 A theatre
004 A multi-screen cinema
005 An art house cinema
006 Bingo
007 Cheaper prices
008 Improved access by foot and cycle
009 Improved public transport
010 Improved security / CCTV
011 Improved street furniture
012 Improvements in the built environment
013 More / better car parking
014 More / better cultural facilities
015 More / better disabled access
016 More / better health clubs / gyms
017 More / better policing
018 More / better public houses
019 More / better seats
020 More / better signposting and information
021 More better parks / green spaces
022 More for children
023 More local sports & recreation facilities
024 More nightclubs
025 More pavement cafes
026 More quality restaurants
027 More street cleaning
028 Provision of public toilets
029 Ten-pin bowling
030 Other (PLEASE WRITE IN)
031 (Dont do leisure activities)
032 (Don't know)
033 (Nothing)

GEN **Gender of respondent:**
DO NOT READ OUT. CODE FROM OBSERVATION.

1 Male
2 Female

AGE **Can I ask how old you are please?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 18-24
2 25-34
3 35-44
4 45-54
5 55-64
6 65+
7 (Refused)

CAR **How many cars does your household own or have the use of?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 None
2 One
3 Two
4 Three or more
5 (Refused)

EMP **Which of the following best describes the chief wage earner of your household's current employment situation?**
READ OUT. ONE ANSWER ONLY.

1 Working full time
2 Working part time
3 Unemployed
4 Retired
5 A housewife
6 A student
7 Self employed
8 Sick / disabled
9 Other (PLEASE WRITE IN)
A (Refused)

Thank & Close

Appendix 5:

Map

Map Centre 478,350 233,056

0   3   6   9
Kilometres

N

Zone 10
Zone 9
Zone 8
Zone 11
Zone 7
Zone 5
Zone 6
Zone 3
Zone 4
Zone 2
Zone 1
Zone 14
Zone 12
Zone 13

Legend

☐	Milton Keynes LA
■	Zone 1
■	Zone 10
■	Zone 11
■	Zone 12
■	Zone 13
■	Zone 14
■	Zone 2
■	Zone 3
■	Zone 4
■	Zone 5
■	Zone 6
■	Zone 7
■	Zone 8
■	Zone 9

Carter Jonas

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Client:	**Milton Keynes**
Project:	**Milton Keynes Retail Capacity and Leisure Study**
Title:	**Study Area**

Scale: 1:250000@A3	Date: 31 January 2017
Drawn by: ML	Dwg no: **17-01a**