

CORNWALL COUNCIL
CORNWALL RETAIL STUDY

Technical Annex 1

High NHPAU Growth Scenario

Population

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2009-2031)

ZONE	community network area	2009	2014	2021	2026	2031	Change, 2009-14		Change, 2009-21		Change, 2009-26		Change, 2009-31	
							No.	(%)	No.	(%)	No.	(%)	No.	(%)
1	penzance	34,733	37,296	39,639	41,247	42,755	2,563	7.4	4,906	14.1	6,514	18.7545	8,022	23.09619
2	hayle & st ives	12,644	13,432	14,305	14,827	15,365	788	6.2	1,661	13.1	2,183	17.26115	2,721	21.52246
3	hayle & st ives	20,088	21,928	23,964	25,181	26,438	1,840	9.2	3,876	19.3	5,093	25.35096	6,350	31.60942
4	helston	29,796	31,839	33,697	34,806	36,010	2,043	6.9	3,901	13.1	5,010	16.81434	6,214	20.85515
5	falmouth	38,715	41,319	44,028	45,906	47,950	2,604	6.7	5,313	13.7	7,191	18.5742	9,235	23.8538
6	camborne & redruth	25,353	26,546	27,654	28,219	29,033	1,193	4.7	2,301	9.1	2,866	11.30399	3,680	14.51663
7	camborne & redruth	13,653	14,846	15,954	16,519	17,333	1,193	8.7	2,301	16.9	2,866	20.99099	3,680	26.95671
8	camborne & redruth	11,776	12,969	14,077	14,642	15,456	1,193	10.1	2,301	19.5	2,866	24.33679	3,680	31.2534
9	camborne & redruth	19,762	20,160	20,529	20,717	20,989	398	2.0	767	3.9	955	4.834025	1,227	6.207874
10	truro	28,885	31,563	34,367	35,976	37,888	2,678	9.3	5,482	19.0	7,091	24.54977	9,003	31.16912
11	st agnes	12,095	13,200	14,569	15,382	16,363	1,105	9.1	2,474	20.5	3,287	27.17652	4,268	35.28731
12	truro	10,253	10,588	10,938	11,139	11,378	335	3.3	685	6.7	886	8.645275	1,125	10.9763
13	newquay	37,237	40,960	45,104	47,750	50,438	3,723	10.0	7,867	21.1	10,513	28.23267	13,201	35.4513
14	china clay / st austell	51879	58,535	66,121	71,077	75,989	6,656	12.8	14,242	27.5	19,198	37.00534	24,110	46.47352
15	st blazey	18938	20,528	22,344	23,354	24,524	1,590	8.4	3,406	18.0	4,416	23.3182	5,586	29.49625
16	bodmin	24201	26,226	28,437	29,956	31,525	2,025	8.4	4,236	17.5	5,755	23.78001	7,324	30.26321
17	wadebridge	20401	22,006	23,676	24,505	25,506	1,605	7.9	3,275	16.1	4,104	20.11666	5,105	25.02328
18	liskeard	32536	34,498	36,231	37,249	38,364	1,962	6.0	3,695	11.4	4,713	14.48549	5,828	17.91247
19	saltash	36732	38,982	41,232	42,622	43,912	2,250	6.1	4,500	12.3	5,890	16.03506	7,180	19.54699
20	callington	14789	16,454	18,273	19,461	20,706	1,665	11.3	3,484	23.6	4,672	31.59105	5,917	40.00947
21	launceston	20380	22,180	24,190	25,400	26,766	1,800	8.8	3,810	18.7	5,020	24.63199	6,386	31.33464
22	camelford	8892	10,027	11,486	12,471	13,511	1,135	12.8	2,594	29.2	3,579	40.24966	4,619	51.94557
23	bude	26135	27,546	29,043	29,911	30,822	1,411	5.4	2,908	11.1	3,776	14.44806	4,687	17.93381
24		265317	274318	289486	297422	305358	9,001	3.4	24,169	9.1	32,105	12.10062	40,041	15.09176
25		28130	29396	31393	32893	34393	1,266	4.5	3,263	11.6	4,763	16.9321	6,263	22.26449
26		24032	25373	27293	28761	30229	1,341	5.6	3,261	13.6	4,729	19.67793	6,197	25.78645
TOTAL		867,352	922,716	988,030	1,027,393	1,069,003	55,364	6.4	120,678	13.9	160,041	18.45163	201,651	23.24899

Notes:

base 2009 population data provided by Experian Business Strategies and projected forward using data provided by Cornwall Council.

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2009-2031**

A: CONVENIENCE GOODS

ZONE	2009	2014	2021	2026	2031
study area	1713	1747	1829	1894	1961

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2009	2014	2021	2026	2031
study area	535	596	758	908	1089

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2009	2014	2021	2026	2031
study area	292	325	413	495	594

D: DIY & DECORATING GOODS

ZONE	2009	2014	2021	2026	2031
study area	333	370	471	565	677

Notes:

convenience expenditure excludes 5.1% for special forms of trading and an increase in expenditure of 0.25% pa up to 2012, 0.6% pa 2012-17 and 0.7% pa 2017-31
comparison expenditure excludes 11.3% for special forms of trading and an increase in expenditure of 1.5% pa up to 2012, 3.2% pa 2012-17 and 3.7% pa 2017-31
2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2009-2031**

E: DOMESTIC APPLIANCES

ZONE	2009	2014	2021	2026	2031
study area	111	124	158	189	227

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2009	2014	2021	2026	2031
study area	374	416	529	635	761

G: PERSONAL & LUXURY GOODS

ZONE	2009	2014	2021	2026	2031
study area	515	574	730	875	1049

H: RECREATIONAL GOODS

ZONE	2009	2014	2021	2026	2031
study area	454	506	643	771	924

Notes:

comparison expenditure excludes 11.3% for special forms of trading and an increase in expenditure of 1.5% pa up to 2012, 3.2% pa 2012-17 and 3.7% pa 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2009-2031**

A: CONVENIENCE GOODS

ZONE	2009	2014	2021	2026	2031
1	59.5	65.1	72.5	78.1	83.8
2	21.7	23.5	26.2	28.1	30.1
3	34.4	38.3	43.8	47.7	51.8
4	51.0	55.6	61.6	65.9	70.6
5	66.3	72.2	80.5	86.9	94.0
6	43.4	46.4	50.6	53.4	56.9
7	23.4	25.9	29.2	31.3	34.0
8	20.2	22.7	25.7	27.7	30.3
9	33.9	35.2	37.5	39.2	41.2
10	49.5	55.1	62.8	68.1	74.3
11	20.7	23.1	26.6	29.1	32.1
12	17.6	18.5	20.0	21.1	22.3
13	63.8	71.5	82.5	90.4	98.9
14	88.9	102.2	120.9	134.6	149.0
15	32.4	35.9	40.9	44.2	48.1
16	41.5	45.8	52.0	56.7	61.8
17	34.9	38.4	43.3	46.4	50.0
18	55.7	60.3	66.3	70.5	75.2
19	62.9	68.1	75.4	80.7	86.1
20	25.3	28.7	33.4	36.9	40.6
21	34.9	38.7	44.2	48.1	52.5
22	15.2	17.5	21.0	23.6	26.5
23	44.8	48.1	53.1	56.6	60.4
24	454.5	479.1	529.4	563.2	598.7
25	48.2	51.3	57.4	62.3	67.4
26	41.2	44.3	49.9	54.5	59.3
TOTAL	1485.8	1611.7	1806.7	1945.4	2096.0

Notes:

total expenditure calculated by multiplying per capita expenditure and population in Tables 1 and 2.

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2009-2031**

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2009	2014	2021	2026	2031
1	18.6	22.2	30.0	37.5	46.6
2	6.8	8.0	10.8	13.5	16.7
3	10.8	13.1	18.2	22.9	28.8
4	15.9	19.0	25.5	31.6	39.2
5	20.7	24.6	33.4	41.7	52.2
6	13.6	15.8	20.9	25.6	31.6
7	7.3	8.8	12.1	15.0	18.9
8	6.3	7.7	10.7	13.3	16.8
9	10.6	12.0	15.6	18.8	22.9
10	15.5	18.8	26.0	32.7	41.3
11	6.5	7.9	11.0	14.0	17.8
12	5.5	6.3	8.3	10.1	12.4
13	19.9	24.4	34.2	43.4	54.9
14	27.8	34.9	50.1	64.6	82.8
15	10.1	12.2	16.9	21.2	26.7
16	13.0	15.6	21.5	27.2	34.3
17	10.9	13.1	17.9	22.3	27.8
18	17.4	20.6	27.4	33.8	41.8
19	19.7	23.2	31.2	38.7	47.8
20	7.9	9.8	13.8	17.7	22.6
21	10.9	13.2	18.3	23.1	29.2
22	4.8	6.0	8.7	11.3	14.7
23	14.0	16.4	22.0	27.2	33.6
24	142.0	163.5	219.3	270.2	332.7
25	15.1	17.5	23.8	29.9	37.5
26	12.9	15.1	20.7	26.1	32.9
TOTAL	464.2	550.0	748.5	933.3	1164.6

Notes:

total expenditure calculated by multiplying per capita expenditure and population in Tables 1 and 2.

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2009-2031**

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2009	2014	2021	2026	2031
1	10.1	12.1	16.4	20.4	25.4
2	3.7	4.4	5.9	7.3	9.1
3	5.9	7.1	9.9	12.5	15.7
4	8.7	10.3	13.9	17.2	21.4
5	11.3	13.4	18.2	22.7	28.5
6	7.4	8.6	11.4	14.0	17.2
7	4.0	4.8	6.6	8.2	10.3
8	3.4	4.2	5.8	7.2	9.2
9	5.8	6.5	8.5	10.3	12.5
10	8.4	10.2	14.2	17.8	22.5
11	3.5	4.3	6.0	7.6	9.7
12	3.0	3.4	4.5	5.5	6.8
13	10.9	13.3	18.6	23.6	29.9
14	15.1	19.0	27.3	35.2	45.1
15	5.5	6.7	9.2	11.6	14.6
16	7.1	8.5	11.7	14.8	18.7
17	5.9	7.1	9.8	12.1	15.1
18	9.5	11.2	15.0	18.4	22.8
19	10.7	12.7	17.0	21.1	26.1
20	4.3	5.3	7.5	9.6	12.3
21	5.9	7.2	10.0	12.6	15.9
22	2.6	3.3	4.7	6.2	8.0
23	7.6	8.9	12.0	14.8	18.3
24	77.4	89.1	119.5	147.2	181.2
25	8.2	9.5	13.0	16.3	20.4
26	7.0	8.2	11.3	14.2	17.9
TOTAL	252.9	299.6	407.8	508.5	634.5

Notes:

total expenditure calculated by multiplying per capita expenditure and population in Tables 1 and 2.

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2009-2031**

D: DIY & DECORATING GOODS

ZONE	2009	2014	2021	2026	2031
1	11.6	13.8	18.7	23.3	29.0
2	4.2	5.0	6.7	8.4	10.4
3	6.7	8.1	11.3	14.2	17.9
4	9.9	11.8	15.9	19.7	24.4
5	12.9	15.3	20.7	25.9	32.5
6	8.4	9.8	13.0	15.9	19.7
7	4.5	5.5	7.5	9.3	11.7
8	3.9	4.8	6.6	8.3	10.5
9	6.6	7.5	9.7	11.7	14.2
10	9.6	11.7	16.2	20.3	25.7
11	4.0	4.9	6.9	8.7	11.1
12	3.4	3.9	5.2	6.3	7.7
13	12.4	15.2	21.2	27.0	34.2
14	17.3	21.7	31.1	40.1	51.5
15	6.3	7.6	10.5	13.2	16.6
16	8.1	9.7	13.4	16.9	21.3
17	6.8	8.2	11.1	13.8	17.3
18	10.8	12.8	17.1	21.0	26.0
19	12.2	14.4	19.4	24.1	29.7
20	4.9	6.1	8.6	11.0	14.0
21	6.8	8.2	11.4	14.3	18.1
22	3.0	3.7	5.4	7.0	9.1
23	8.7	10.2	13.7	16.9	20.9
24	88.3	101.6	136.3	167.9	206.8
25	9.4	10.9	14.8	18.6	23.3
26	8.0	9.4	12.9	16.2	20.5
TOTAL	288.5	341.8	465.2	580.1	723.9

Notes:

total expenditure calculated by multiplying per capita expenditure and population in Tables 1 and 2.

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2009-2031**

E: DOMESTIC APPLIANCES

ZONE	2009	2014	2021	2026	2031
1	3.9	4.6	6.3	7.8	9.7
2	1.4	1.7	2.3	2.8	3.5
3	2.2	2.7	3.8	4.8	6.0
4	3.3	4.0	5.3	6.6	8.2
5	4.3	5.1	6.9	8.7	10.9
6	2.8	3.3	4.4	5.3	6.6
7	1.5	1.8	2.5	3.1	3.9
8	1.3	1.6	2.2	2.8	3.5
9	2.2	2.5	3.2	3.9	4.8
10	3.2	3.9	5.4	6.8	8.6
11	1.3	1.6	2.3	2.9	3.7
12	1.1	1.3	1.7	2.1	2.6
13	4.1	5.1	7.1	9.0	11.4
14	5.8	7.3	10.4	13.4	17.2
15	2.1	2.5	3.5	4.4	5.6
16	2.7	3.3	4.5	5.7	7.2
17	2.3	2.7	3.7	4.6	5.8
18	3.6	4.3	5.7	7.0	8.7
19	4.1	4.8	6.5	8.1	10.0
20	1.6	2.0	2.9	3.7	4.7
21	2.3	2.8	3.8	4.8	6.1
22	1.0	1.2	1.8	2.4	3.1
23	2.9	3.4	4.6	5.7	7.0
24	29.6	34.0	45.7	56.3	69.3
25	3.1	3.6	5.0	6.2	7.8
26	2.7	3.1	4.3	5.4	6.9
TOTAL	96.7	114.5	155.9	194.4	242.5

Notes:

total expenditure calculated by multiplying per capita expenditure and population in Tables 1 and 2.

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2009-2031**

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2009	2014	2021	2026	2031
1	13.0	15.5	21.0	26.2	32.5
2	4.7	5.6	7.6	9.4	11.7
3	7.5	9.1	12.7	16.0	20.1
4	11.1	13.3	17.8	22.1	27.4
5	14.5	17.2	23.3	29.1	36.5
6	9.5	11.1	14.6	17.9	22.1
7	5.1	6.2	8.4	10.5	13.2
8	4.4	5.4	7.4	9.3	11.8
9	7.4	8.4	10.9	13.1	16.0
10	10.8	13.1	18.2	22.8	28.8
11	4.5	5.5	7.7	9.8	12.5
12	3.8	4.4	5.8	7.1	8.7
13	13.9	17.1	23.9	30.3	38.4
14	19.4	24.4	35.0	45.1	57.8
15	7.1	8.5	11.8	14.8	18.7
16	9.0	10.9	15.0	19.0	24.0
17	7.6	9.2	12.5	15.6	19.4
18	12.2	14.4	19.2	23.6	29.2
19	13.7	16.2	21.8	27.0	33.4
20	5.5	6.9	9.7	12.3	15.8
21	7.6	9.2	12.8	16.1	20.4
22	3.3	4.2	6.1	7.9	10.3
23	9.8	11.5	15.4	19.0	23.5
24	99.2	114.2	153.2	188.7	232.4
25	10.5	12.2	16.6	20.9	26.2
26	9.0	10.6	14.4	18.3	23.0
TOTAL	324.2	384.2	522.8	652.0	813.5

Notes:

total expenditure calculated by multiplying per capita expenditure and population in Tables 1 and 2.

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2009-2031**

G: PERSONAL & LUXURY GOODS

ZONE	2009	2014	2021	2026	2031
1	17.9	21.4	28.9	36.1	44.9
2	6.5	7.7	10.4	13.0	16.1
3	10.4	12.6	17.5	22.0	27.7
4	15.4	18.3	24.6	30.5	37.8
5	20.0	23.7	32.1	40.2	50.3
6	13.1	15.2	20.2	24.7	30.5
7	7.0	8.5	11.6	14.5	18.2
8	6.1	7.4	10.3	12.8	16.2
9	10.2	11.6	15.0	18.1	22.0
10	14.9	18.1	25.1	31.5	39.8
11	6.2	7.6	10.6	13.5	17.2
12	5.3	6.1	8.0	9.7	11.9
13	19.2	23.5	32.9	41.8	52.9
14	26.7	33.6	48.2	62.2	79.7
15	9.8	11.8	16.3	20.4	25.7
16	12.5	15.1	20.7	26.2	33.1
17	10.5	12.6	17.3	21.4	26.8
18	16.8	19.8	26.4	32.6	40.3
19	18.9	22.4	30.1	37.3	46.1
20	7.6	9.4	13.3	17.0	21.7
21	10.5	12.7	17.6	22.2	28.1
22	4.6	5.8	8.4	10.9	14.2
23	13.5	15.8	21.2	26.2	32.3
24	136.8	157.5	211.2	260.2	320.4
25	14.5	16.9	22.9	28.8	36.1
26	12.4	14.6	19.9	25.2	31.7
TOTAL	447.1	529.7	720.9	898.9	1121.6

Notes:

total expenditure calculated by multiplying per capita expenditure and population in Tables 1 and 2.

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CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2009-2031**

H: RECREATIONAL GOODS

ZONE	2009	2014	2021	2026	2031
1	15.8	18.9	25.5	31.8	39.5
2	5.7	6.8	9.2	11.4	14.2
3	9.1	11.1	15.4	19.4	24.4
4	13.5	16.1	21.7	26.8	33.3
5	17.6	20.9	28.3	35.4	44.3
6	11.5	13.4	17.8	21.8	26.8
7	6.2	7.5	10.3	12.7	16.0
8	5.3	6.6	9.0	11.3	14.3
9	9.0	10.2	13.2	16.0	19.4
10	13.1	16.0	22.1	27.7	35.0
11	5.5	6.7	9.4	11.9	15.1
12	4.7	5.4	7.0	8.6	10.5
13	16.9	20.7	29.0	36.8	46.6
14	23.6	29.6	42.5	54.8	70.2
15	8.6	10.4	14.4	18.0	22.7
16	11.0	13.3	18.3	23.1	29.1
17	9.3	11.1	15.2	18.9	23.6
18	14.8	17.4	23.3	28.7	35.5
19	16.7	19.7	26.5	32.9	40.6
20	6.7	8.3	11.7	15.0	19.1
21	9.3	11.2	15.5	19.6	24.7
22	4.0	5.1	7.4	9.6	12.5
23	11.9	13.9	18.7	23.1	28.5
24	120.5	138.7	186.1	229.2	282.2
25	12.8	14.9	20.2	25.4	31.8
26	10.9	12.8	17.5	22.2	27.9
TOTAL	393.8	466.6	635.0	791.9	988.1

Notes:

total expenditure calculated by multiplying per capita expenditure and population in Tables 1 and 2.

TABLE 6A: MARKET SHARE OF CLOTHES AND FOOTWEAR GOODS FACILITIES (1ST CHOICE DESTINATION)

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.6%	0.0%	1.8%	7.4%	60.0%	2.7%	0.0%	4.6%	13.4%	1.9%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	
St Austell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	3.6%	29.9%	34.9%	5.3%	0.6%	2.4%	0.0%	0.0%	1.8%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro	17.5%	51.4%	30.6%	65.6%	37.7%	57.0%	63.4%	74.1%	79.1%	95.1%	95.1%	92.9%	74.4%	66.5%	46.5%	38.6%	62.3%	6.5%	0.8%	0.0%	5.5%	49.2%	2.5%	1.2%	1.6%	0.8%	
Penzance	76.3%	31.4%	36.9%	4.1%	0.6%	6.1%	1.0%	0.9%	1.5%	0.6%	1.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bodmin	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	5.8%	36.3%	2.5%	1.6%	0.0%	0.0%	0.9%	9.8%	0.0%	0.0%	0.0%	1.7%	
Camborne	0.0%	0.0%	9.0%	2.7%	0.0%	24.6%	4.0%	5.6%	1.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	
Hayle	5.6%	9.9%	13.5%	4.1%	0.0%	7.0%	3.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	27.0%	0.0%	0.0%	0.0%	0.0%	13.1%	0.8%	0.0%	0.0%	0.0%	
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	7.8%	21.8%	0.0%	7.6%	0.0%	0.8%	0.8%	
Redruth	0.0%	0.0%	0.9%	0.0%	0.6%	0.0%	15.8%	10.2%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	16.3%	0.8%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	13.4%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	3.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	
Camelford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	
St Ives	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Pool	0.0%	0.0%	1.8%	2.0%	0.6%	1.8%	10.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.5%	0.0%	1.7%	
Helston	0.0%	0.0%	0.9%	12.8%	0.6%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Stores in Cornwall	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.6%	0.6%	1.6%	0.0%	0.0%	0.0%	1.6%	0.8%	0.0%	0.0%	0.0%	

Notes:

market shares taken from cornwall household shopping survey

TABLE 6B: MARKET SHARE OF CLOTHES AND FOOTWEAR GOODS FACILITIES (2ND CHOICE DESTINATION)

	ZONE																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Falmouth	1.4%	0.0%	1.6%	29.2%	38.5%	10.5%	14.7%	14.3%	33.3%	17.5%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Austell	0.0%	0.0%	1.6%	1.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.4%	8.1%	32.4%	18.2%	7.4%	1.4%	9.1%	0.0%	0.0%	1.9%	8.3%	0.0%	0.0%	0.0%	0.0%
Truro	56.2%	34.8%	34.4%	28.1%	51.0%	23.9%	34.1%	28.5%	23.3%	19.1%	17.4%	29.4%	38.3%	33.8%	43.6%	38.3%	39.7%	22.7%	11.5%	19.2%	11.1%	12.5%	1.8%	8.0%	3.0%	0.0%
Penzance	21.9%	26.1%	26.6%	14.6%	0.0%	16.4%	9.8%	8.2%	3.3%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	2.8%	3.6%	22.4%	6.9%	6.8%	0.0%	0.0%	1.9%	8.3%	0.0%	0.0%	0.0%	0.0%
Camborne	0.0%	4.3%	9.4%	1.1%	1.0%	11.9%	12.2%	4.1%	6.7%	1.6%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Hayle	12.3%	26.1%	15.6%	2.2%	0.0%	22.4%	7.3%	6.1%	13.3%	1.6%	4.3%	0.0%	1.2%	1.4%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.8%	10.6%	26.0%	2.3%	0.0%	0.0%	0.0%	20.9%	0.0%	0.0%	0.0%	0.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	7.7%	31.5%	8.3%	7.0%	0.0%	3.0%	0.0%
Redruth	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	2.4%	18.4%	6.7%	3.2%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.8%	0.0%	0.0%	20.5%	3.8%	7.7%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	4.3%	0.0%	26.7%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.7%
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	1.4%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	0.0%	0.0%	1.6%	1.1%	0.0%	4.5%	4.9%	6.1%	3.3%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	8.3%	19.3%	0.0%	0.0%	0.0%
Helston	1.4%	0.0%	1.6%	12.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Stores in Cornwall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.6%	4.3%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	3.8%	3.8%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%

Notes:

market shares taken from cornwall household shopping survey

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 6C: TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES (1ST CHOICE DESTINATION) 2009

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	0.9	9.3	0.3	0.0	0.2	1.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	12.3
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	6.2	2.7	0.5	0.0	0.3	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	10.9
Truro	2.4	2.6	2.5	7.8	5.9	5.8	3.5	3.5	6.3	11.0	4.6	3.8	11.1	13.8	3.5	3.7	5.1	0.8	0.1	0.0	0.4	1.8	0.3	1.3	0.2	0.1	102.1
Penzance	10.6	1.6	3.0	0.5	0.1	0.6	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.9
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	3.5	0.2	0.2	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.2	5.3
Camborne	0.0	0.0	0.7	0.3	0.0	2.5	0.2	0.3	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	4.9
Hayle	0.8	0.5	1.1	0.5	0.0	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.9
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.2	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.0	3.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	1.8	0.0	0.8	0.0	0.1	0.1	3.4
Redruth	0.0	0.0	0.1	0.0	0.1	0.0	0.9	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	2.4
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.6	0.0	0.0	1.2
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.8
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.1	0.2	0.1	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.2	2.2
Helston	0.0	0.0	0.1	1.5	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.8

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 6D: TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES (2ND CHOICE DESTINATION) 2009

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	1.2	2.0	0.4	0.3	0.2	0.9	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7
St Austell	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	2.2	0.5	0.2	0.0	0.4	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	4.5
Truro	2.6	0.6	0.9	1.1	2.6	0.8	0.6	0.4	0.6	0.7	0.3	0.4	1.9	2.3	1.1	1.2	1.1	1.0	0.6	0.4	0.3	0.1	0.1	2.8	0.1	0.0	24.9
Penzance	1.0	0.4	0.7	0.6	0.0	0.6	0.2	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.1	0.7	0.2	0.3	0.0	0.0	0.1	0.1	0.0	0.0	0.0	1.7	
Camborne	0.0	0.1	0.3	0.0	0.1	0.4	0.2	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.5	
Hayle	0.6	0.4	0.4	0.1	0.0	0.8	0.1	0.1	0.4	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.7	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	1.5	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.9	0.1	0.2	0.0	0.1	1.6	
Redruth	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.9	0.2	0.2	0.0	0.0	0.0	0.0	0.0	1.4	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St Ives	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pool	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.7	0.0	0.0	0.8	
Helston	0.1	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.8	

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 6E: TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES (1ST CHOICE DESTINATION) 2014

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.2	1.1	11.1	0.3	0.0	0.3	1.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	14.6
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.7	7.8	3.2	0.6	0.1	0.4	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	13.5
Truro	2.9	3.1	3.0	9.3	7.0	6.8	4.2	4.3	7.1	13.4	5.6	4.4	13.6	17.4	4.3	4.5	6.1	1.0	0.1	0.0	0.5	2.2	0.3	1.5	0.2	0.1	123.0
Penzance	12.7	1.9	3.6	0.6	0.1	0.7	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.2
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	4.3	0.2	0.2	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.2	6.4
Camborne	0.0	0.0	0.9	0.4	0.0	2.9	0.3	0.3	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	5.7
Hayle	0.9	0.6	1.3	0.6	0.0	0.8	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	4.7
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.7	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0	3.7
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6	2.2	0.0	0.9	0.0	0.1	0.1	4.1
Redruth	0.0	0.0	0.1	0.0	0.1	0.0	1.0	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.5	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	2.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.7	0.0	0.0	1.4
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	0.0	1.0
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.2	0.3	0.1	0.2	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.2	2.6
Helston	0.0	0.0	0.1	1.8	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 6F: TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES (2ND CHOICE DESTINATION) 2014

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	1.4	2.4	0.4	0.3	0.3	1.0	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.8
St Austell	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5	2.8	0.6	0.3	0.0	0.5	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	5.5
Truro	3.1	0.7	1.1	1.3	3.1	0.9	0.8	0.6	0.7	0.9	0.3	0.5	2.3	2.9	1.3	1.5	1.3	1.2	0.7	0.5	0.4	0.2	0.1	3.3	0.1	0.0	29.8
Penzance	1.2	0.5	0.9	0.7	0.0	0.6	0.2	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.1	0.9	0.2	0.3	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	2.1
Camborne	0.0	0.1	0.3	0.1	0.1	0.5	0.3	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.8
Hayle	0.7	0.5	0.5	0.1	0.0	0.9	0.2	0.1	0.4	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.4	0.9	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	1.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	1.0	0.1	0.3	0.0	0.1	0.0	1.9
Redruth	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.4	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	1.1	0.2	0.2	0.0	0.1	0.0	0.0	0.0	0.0	1.7
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.8	0.0	0.0	0.0	1.0
Helston	0.1	0.0	0.1	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	1.0

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 6G: TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES (1ST CHOICE DESTINATION) 2021

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.2	1.4	15.0	0.4	0.0	0.4	1.6	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	19.8
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.9	11.2	4.4	0.9	0.1	0.5	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	19.1
Truro	3.9	4.2	4.2	12.6	9.4	9.0	5.7	5.9	9.2	18.6	7.9	5.8	19.1	25.0	5.9	6.2	8.4	1.3	0.2	0.0	0.8	3.2	0.4	2.0	0.3	0.1	169.2
Penzance	17.2	2.6	5.0	0.8	0.2	1.0	0.1	0.1	0.2	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.4
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.7	5.9	0.3	0.3	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.3	8.9
Camborne	0.0	0.0	1.2	0.5	0.0	3.9	0.4	0.4	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	7.7
Hayle	1.3	0.8	1.8	0.8	0.0	1.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	6.4
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	3.6	0.0	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.0	0.0	5.1
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.8	3.0	0.0	1.3	0.0	0.1	0.1	5.7
Redruth	0.0	0.0	0.1	0.0	0.2	0.0	1.4	0.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.4	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.0	0.0	0.0	1.0	0.0	0.0	1.8
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.0	0.0	0.0	1.3
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.2	0.4	0.2	0.3	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.3	3.5
Helston	0.0	0.0	0.1	2.5	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0	1.2	

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 6H: TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES (2ND CHOICE DESTINATION) 2021

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	1.9	3.2	0.5	0.4	0.4	1.3	1.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.1
St Austell	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.7	4.1	0.8	0.4	0.1	0.6	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	7.7
Truro	4.2	0.9	1.6	1.8	4.3	1.3	1.0	0.8	0.9	1.2	0.5	0.6	3.3	4.2	1.8	2.1	1.8	1.6	0.9	0.7	0.5	0.3	0.1	4.4	0.2	0.0	40.8
Penzance	1.6	0.7	1.2	0.9	0.0	0.9	0.3	0.2	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.2	1.2	0.3	0.5	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	2.9
Camborne	0.0	0.1	0.4	0.1	0.1	0.6	0.4	0.1	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.4	
Hayle	0.9	0.7	0.7	0.1	0.0	1.2	0.2	0.2	0.5	0.1	0.1	0.0	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.6	1.2	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	2.5
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	1.4	0.2	0.4	0.0	0.2	0.0	2.6
Redruth	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.5	0.3	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	1.4	0.3	0.3	0.0	0.1	0.0	0.0	0.0	0.0	2.2
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	2.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.4
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.2	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	1.1	0.0	0.0	0.0	1.3
Helston	0.1	0.0	0.1	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	1.3

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 6I: TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES (1ST CHOICE DESTINATION) 2026

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.2	0.0	0.3	1.8	18.8	0.5	0.0	0.5	1.9	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	24.6
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.2	14.5	5.6	1.1	0.1	0.6	0.0	0.0	0.3	0.7	0.0	0.0	0.0	0.0	24.3
Truro	4.9	5.2	5.2	15.6	11.8	11.0	7.1	7.4	11.2	23.3	10.0	7.1	24.2	32.2	7.4	7.9	10.4	1.6	0.2	0.0	1.0	4.2	0.5	2.4	0.4	0.2	212.3
Penzance	21.4	3.2	6.3	1.0	0.2	1.2	0.1	0.1	0.2	0.1	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	34.3
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.9	7.4	0.4	0.4	0.0	0.0	0.2	0.8	0.0	0.0	0.0	0.3	11.2
Camborne	0.0	0.0	1.5	0.6	0.0	4.7	0.5	0.6	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	9.5
Hayle	1.6	1.0	2.3	1.0	0.0	1.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	8.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.5	0.0	0.0	0.0	0.0	1.1	0.2	0.0	0.0	0.0	6.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.0	3.8	0.0	1.5	0.0	0.2	0.2	7.1
Redruth	0.0	0.0	0.2	0.0	0.2	0.0	1.8	1.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.1	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	4.6
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.4	0.0	0.0	0.0	1.2	0.0	0.0	2.3
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	1.2	0.0	0.0	1.6
St Ives	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.3	0.5	0.2	0.3	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.3	4.3
Helston	0.0	0.0	0.2	3.0	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
Other Stores in Cornwall	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.1	0.4	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.6

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 6J: TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES (2ND CHOICE DESTINATION) 2026

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	2.3	4.0	0.7	0.6	0.5	1.6	1.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3
St Austell	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.9	5.2	1.0	0.5	0.1	0.8	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	9.8
Truro	5.3	1.2	2.0	2.2	5.3	1.5	1.3	0.9	1.1	1.6	0.6	0.7	4.2	5.5	2.3	2.6	2.2	1.9	1.1	0.8	0.6	0.4	0.1	5.4	0.2	0.0	51.1
Penzance	2.1	0.9	1.5	1.2	0.0	1.1	0.4	0.3	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.2	1.5	0.4	0.6	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	3.6
Camborne	0.0	0.1	0.5	0.1	0.1	0.8	0.5	0.1	0.3	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.9	
Hayle	1.2	0.9	0.9	0.2	0.0	1.4	0.3	0.2	0.6	0.1	0.2	0.0	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.7	1.4	0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.0	3.2	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	1.8	0.2	0.5	0.0	0.2	3.3	
Redruth	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.6	0.3	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	1.7	0.4	0.3	0.0	0.1	0.0	0.0	0.0	2.8	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	2.9	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	3.4	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	1.6	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.5	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St Ives	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pool	0.0	0.0	0.1	0.1	0.0	0.3	0.2	0.2	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	1.3	0.0	0.0	1.7	
Helston	0.1	0.0	0.1	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.2	0.0	0.0	0.1	0.0	0.0	1.6	

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 6K: TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES (1ST CHOICE DESTINATION) 2031

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.2	0.0	0.4	2.2	23.5	0.6	0.0	0.6	2.3	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	30.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.5	18.6	7.0	1.4	0.1	0.8	0.0	0.0	0.4	0.9	0.0	0.0	0.0	0.0	31.0
Truro	6.1	6.5	6.6	19.3	14.8	13.5	9.0	9.4	13.6	29.4	12.7	8.6	30.7	41.3	9.3	9.9	13.0	2.0	0.3	0.0	1.2	5.4	0.6	3.0	0.4	0.2	266.9
Penzance	26.7	3.9	8.0	1.2	0.2	1.4	0.1	0.1	0.3	0.2	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	42.7
Bodmin	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.2	9.4	0.5	0.5	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.4	14.2
Camborne	0.0	0.0	1.9	0.8	0.0	5.8	0.6	0.7	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	11.8
Hayle	2.0	1.2	2.9	1.2	0.0	1.7	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	9.9	
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	5.6	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	8.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	1.3	4.8	0.0	1.9	0.0	0.2	0.2	8.9
Redruth	0.0	0.0	0.2	0.0	0.2	0.0	2.2	1.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	5.1	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	5.7
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	5.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.5	0.0	0.0	0.0	1.5	0.0	0.0	2.8
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.4
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	1.5	0.0	0.0	2.0
St Ives	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.4	0.6	0.2	0.4	1.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.4	5.3
Helston	0.0	0.0	0.2	3.8	0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8
Other Stores in Cornwall	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.2	0.1	0.5	0.0	0.0	0.0	0.2	0.2	0.0	0.0	2.0	

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 6L: TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES (2ND CHOICE DESTINATION) 2031

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.2	0.0	0.1	2.9	5.0	0.8	0.7	0.6	1.9	1.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.1
St Austell	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.1	6.7	1.2	0.6	0.1	1.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	12.4
Truro	6.5	1.5	2.5	2.8	6.7	1.9	1.6	1.2	1.3	2.0	0.8	0.9	5.3	7.0	2.9	3.3	2.8	2.4	1.4	1.1	0.8	0.5	0.2	6.7	0.3	0.0	64.0
Penzance	2.6	1.1	1.9	1.4	0.0	1.3	0.5	0.3	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.8	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.2	1.9	0.5	0.7	0.0	0.0	0.1	0.3	0.0	0.0	0.0	4.5	
Camborne	0.0	0.2	0.7	0.1	0.1	0.9	0.6	0.2	0.4	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.7	
Hayle	1.4	1.1	1.1	0.2	0.0	1.8	0.3	0.3	0.8	0.2	0.2	0.0	0.2	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.9	1.8	0.2	0.0	0.0	0.8	0.0	0.0	0.0	0.0	4.0	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	2.3	0.3	0.6	0.0	0.3	0.0	4.1	
Redruth	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.8	0.4	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	2.1	0.5	0.4	0.0	0.2	0.0	0.0	0.0	3.5	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	3.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	4.3	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St Ives	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pool	0.0	0.0	0.1	0.1	0.0	0.4	0.2	0.3	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	1.6	0.0	0.0	0.0	2.1	
Helston	0.2	0.0	0.1	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.2	0.0	0.0	0.2	0.0	0.0	2.0	

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 7A: MARKET SHARE OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (1ST CHOICE DESTINATION)

	ZONE																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Falmouth	2.6%	2.5%	1.5%	16.2%	47.5%	6.7%	6.8%	3.6%	15.2%	3.5%	5.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Austell	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	3.0%	0.0%	0.0%	13.3%	8.2%	55.5%	50.0%	12.4%	4.7%	1.3%	1.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	0.0%
Truro	17.9%	47.5%	45.6%	31.5%	37.6%	28.4%	41.3%	41.1%	30.3%	86.9%	85.0%	75.5%	55.9%	31.5%	26.8%	16.3%	26.2%	2.7%	1.0%	2.5%	1.3%	35.0%	1.1%	0.7%	1.0%	0.0%
Penzance	73.6%	17.5%	23.6%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	37.1%	11.1%	1.3%	1.0%	2.5%	1.3%	10.0%	0.0%	0.0%	0.0%	0.0%
Camborne	0.0%	10.0%	13.2%	4.8%	1.0%	26.7%	5.2%	16.1%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle	1.7%	0.0%	1.5%	0.0%	0.0%	1.7%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.8%	45.8%	1.3%	0.0%	0.0%	1.3%	15.0%	3.4%	0.0%	0.0%	0.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	58.3%	15.0%	7.9%	0.0%	3.1%	3.7%
Redruth	0.9%	0.0%	0.0%	4.8%	1.0%	6.7%	17.2%	25.0%	18.2%	0.9%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	1.5%	0.0%	2.0%	0.0%	0.0%	0.0%	3.0%	1.8%	1.7%	2.2%	3.7%	4.6%	10.7%	11.4%	6.5%	50.7%	7.1%	2.5%	5.1%	10.0%	5.6%	0.7%	2.0%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.3%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%
Looe																										
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.9%	15.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	0.9%	2.5%	10.3%	5.8%	0.0%	25.0%	24.1%	10.8%	9.1%	1.8%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	25.8%	0.0%	0.0%	0.0%
Helston	0.0%	0.0%	0.0%	27.6%	1.0%	1.7%	0.0%	0.0%	3.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Other Stores in Cornwall	0.0%	0.0%	1.5%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	2.2%	3.6%	1.9%	1.8%	3.9%	1.9%	6.7%	1.0%	7.5%	3.8%	0.0%	2.2%	0.0%	1.0%	1.2%

Notes:

market shares taken from cornwall household shopping survey

TABLE 7B: MARKET SHARE OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (2ND CHOICE DESTINATION)

	ZONE																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Falmouth	2.9%	0.0%	3.1%	18.6%	35.8%	20.0%	13.0%	0.0%	7.1%	23.8%	7.1%	7.1%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Austell	0.0%	0.0%	0.0%	4.7%	1.9%	0.0%	0.0%	0.0%	7.1%	0.0%	7.1%	35.7%	8.1%	29.3%	16.7%	6.0%	5.2%	9.6%	6.7%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%
Truro	42.9%	31.3%	21.8%	18.6%	34.0%	40.0%	26.0%	46.2%	21.4%	38.1%	28.5%	35.6%	51.3%	32.4%	44.4%	42.0%	28.2%	4.8%	0.0%	0.0%	0.0%	15.4%	3.1%	0.0%	0.0%	0.0%
Penzance	37.1%	18.7%	25.0%	7.0%	0.0%	8.0%	4.3%	0.0%	0.0%	4.8%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	4.8%	0.0%	0.0%	0.0%	0.0%	16.7%	14.0%	17.9%	4.8%	0.0%	0.0%	6.1%	15.4%	0.0%	0.0%	0.0%	0.0%
Camborne	2.9%	18.7%	21.9%	7.0%	5.7%	8.0%	13.0%	0.0%	14.3%	0.0%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle	0.0%	0.0%	6.2%	2.3%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	2.9%	0.0%	4.0%	23.1%	0.0%	0.0%	0.0%	0.0%	23.1%	0.0%	0.0%	0.0%	0.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	2.6%	0.0%	0.0%	50.0%	33.3%	15.4%	15.6%	0.0%	14.7%	7.6%
Redruth	0.0%	0.0%	6.2%	2.3%	5.7%	8.0%	8.7%	38.5%	14.3%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	4.8%	0.0%	0.0%	5.4%	0.0%	0.0%	6.0%	7.7%	23.8%	20.0%	10.0%	6.1%	0.0%	9.4%	0.0%	0.0%	3.8%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	18.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Looe																										
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow																										
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	18.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	2.9%	0.0%	3.1%	0.0%	3.8%	8.0%	30.4%	15.4%	28.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	3.8%
Helston	0.0%	0.0%	0.0%	30.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Stores in Cornwall	2.9%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	5.9%	0.0%	6.0%	0.0%	28.6%	6.7%	10.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%

Notes:

market shares taken from cornwall household shopping survey

TABLE 7C: TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (1ST CHOICE DESTINATION) 2009

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.2	0.1	0.1	1.1	4.2	0.4	0.2	0.1	0.7	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5
St Austell	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.3	0.7	6.6	2.2	0.7	0.2	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	11.3
Truro	1.4	1.4	2.1	2.2	3.4	1.7	1.3	1.1	1.4	5.8	2.4	1.8	4.8	3.8	1.2	0.9	1.2	0.2	0.1	0.1	0.1	0.7	0.1	0.4	0.1	0.0	39.4
Penzance	5.9	0.5	1.1	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.1	0.5	0.1	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	3.4
Camborne	0.0	0.3	0.6	0.3	0.1	1.6	0.2	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Hayle	0.1	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	2.2	0.1	0.0	0.0	0.1	0.3	0.2	0.0	0.0	0.0	3.1
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.7	0.3	0.5	0.0	0.2	0.2	4.2
Redruth	0.1	0.0	0.0	0.3	0.1	0.4	0.5	0.7	0.8	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	3.1
Liskeard	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.3	0.5	0.5	0.6	0.3	3.8	0.6	0.1	0.2	0.2	0.3	0.4	0.1	0.0	8.7
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.8
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.1	0.5	0.4	0.0	1.5	0.8	0.3	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	1.8
Helston	0.0	0.0	0.0	1.9	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.3	0.2	0.1	0.2	0.1	0.5	0.1	0.3	0.2	0.0	0.1	0.0	0.1	0.1	2.6

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 7D: TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (2ND CHOICE DESTINATION) 2009

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	0.3	0.8	0.3	0.1	0.0	0.1	0.4	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
St Austell	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.2	0.2	0.9	0.2	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Truro	0.9	0.2	0.3	0.3	0.8	0.6	0.2	0.3	0.3	0.7	0.2	0.2	1.2	1.0	0.5	0.6	0.4	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	9.0	
Penzance	0.8	0.1	0.3	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	1.1	
Camborne	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	
Hayle	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.6	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.5	0.4	0.1	0.2	0.0	0.3	1.7	
Redruth	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.3	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.5	0.4	0.1	0.1	0.0	0.2	0.0	0.0	0.1	1.7	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pool	0.1	0.0	0.0	0.0	0.1	0.1	0.3	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.3	
Helston	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
Other Stores in Cornwall	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.6	0.2	0.1	0.0	0.0	0.0	1.3	0.0	2.6	

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 7E: TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (1ST CHOICE DESTINATION) 2014

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.2	0.1	0.1	1.3	5.0	0.5	0.3	0.1	0.8	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.4	0.9	8.3	2.6	0.8	0.3	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	14.0
Truro	1.7	1.6	2.6	2.6	4.0	1.9	1.6	1.4	1.6	7.0	2.9	2.1	5.9	4.7	1.4	1.1	1.5	0.2	0.1	0.1	0.1	0.9	0.1	0.5	0.1	0.0	47.5
Penzance	7.0	0.6	1.3	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.6
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.5	0.6	0.1	0.1	0.1	0.1	0.3	0.0	0.0	0.0	0.0	4.1
Camborne	0.0	0.3	0.7	0.4	0.1	1.8	0.2	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6
Hayle	0.2	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	2.6	0.1	0.0	0.0	0.1	0.4	0.2	0.0	0.0	0.0	3.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.3	0.4	0.6	0.0	0.2	0.2	5.1
Redruth	0.1	0.0	0.0	0.4	0.1	0.5	0.7	0.8	0.9	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.7
Liskeard	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.2	0.1	0.1	0.1	0.4	0.7	0.6	0.8	0.4	4.5	0.7	0.1	0.3	0.3	0.4	0.5	0.2	0.0	10.4
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	2.2
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.1	0.6	0.5	0.0	1.7	0.9	0.4	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	2.1
Helston	0.0	0.0	0.0	2.3	0.1	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.8
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.4	0.3	0.1	0.3	0.1	0.6	0.1	0.3	0.2	0.0	0.2	0.0	0.1	0.1	3.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 7F: TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (2ND CHOICE DESTINATION) 2014

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	0.4	1.0	0.4	0.1	0.0	0.1	0.5	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
St Austell	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.3	0.2	1.2	0.2	0.1	0.1	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.8
Truro	1.1	0.3	0.3	0.4	1.0	0.7	0.3	0.4	0.3	0.8	0.3	0.3	1.4	1.3	0.6	0.8	0.4	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	10.9
Penzance	0.9	0.2	0.4	0.2	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.3	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	1.3
Camborne	0.1	0.2	0.3	0.2	0.2	0.1	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Hayle	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.5	0.1	0.3	0.0	0.3	0.1	2.0
Redruth	0.0	0.0	0.1	0.0	0.2	0.1	0.1	0.3	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.6	0.5	0.1	0.1	0.0	0.2	0.0	0.0	0.1	2.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.0	0.0	0.1	0.1	0.3	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.3
Helston	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Other Stores in Cornwall	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.7	0.2	0.1	0.0	0.0	0.0	1.6	0.0	0.0	3.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 7G: TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (1ST CHOICE DESTINATION) 2021

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.3	0.1	0.1	1.8	6.8	0.6	0.4	0.2	1.0	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.5	1.2	12.0	3.6	1.1	0.4	0.2	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	19.7
Truro	2.3	2.2	3.6	3.5	5.4	2.6	2.1	1.9	2.0	9.7	4.0	2.7	8.2	6.8	2.0	1.5	2.0	0.3	0.1	0.1	0.1	1.3	0.1	0.7	0.1	0.0	65.4
Penzance	9.5	0.8	1.8	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	3.4	0.9	0.2	0.1	0.1	0.1	0.4	0.0	0.0	0.0	0.0	5.6
Camborne	0.0	0.5	1.0	0.5	0.1	2.4	0.3	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2
Hayle	0.2	0.0	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	3.5	0.2	0.0	0.0	0.1	0.6	0.3	0.0	0.0	0.0	5.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	4.6	0.6	0.7	0.0	0.3	0.3	7.0
Redruth	0.1	0.0	0.0	0.5	0.1	0.6	0.9	1.1	1.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	5.0
Liskeard	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.2	0.2	0.1	0.1	0.5	1.0	0.8	1.1	0.5	6.0	1.0	0.1	0.4	0.4	0.5	0.7	0.2	0.0	14.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.0
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.1	0.8	0.6	0.0	2.3	1.3	0.5	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	2.8
Helston	0.0	0.0	0.0	3.0	0.1	0.2	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	3.7
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.5	0.4	0.1	0.4	0.1	0.8	0.1	0.4	0.3	0.0	0.2	0.0	0.1	0.1	4.3

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 7H: TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (2ND CHOICE DESTINATION) 2021

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	0.5	1.4	0.5	0.2	0.0	0.1	0.7	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
St Austell	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.3	0.3	1.7	0.3	0.1	0.1	0.3	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	4.0
Truro	1.5	0.4	0.5	0.5	1.3	1.0	0.4	0.6	0.4	1.1	0.4	0.3	2.0	1.9	0.9	1.0	0.6	0.2	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	15.0
Penzance	1.3	0.2	0.5	0.2	0.0	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.3	0.3	0.4	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	1.7
Camborne	0.1	0.2	0.5	0.2	0.2	0.2	0.2	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Hayle	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.1
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.8	0.7	0.2	0.4	0.0	0.4	0.2	2.8	
Redruth	0.0	0.0	0.1	0.1	0.2	0.2	0.1	0.5	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.1	0.2	0.7	0.7	0.2	0.1	0.0	0.2	0.0	0.0	0.1	2.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.1	0.0	0.1	0.2	0.4	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.4
Helston	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Other Stores in Cornwall	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.9	0.2	0.2	0.0	0.0	0.0	2.1	0.0	0.0	4.2

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 71: TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (1ST CHOICE DESTINATION) 2026

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.4	0.1	0.1	2.2	8.5	0.7	0.4	0.2	1.2	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.6	1.5	15.4	4.6	1.5	0.5	0.2	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	25.2
Truro	2.9	2.8	4.5	4.3	6.7	3.1	2.7	2.4	2.5	12.2	5.1	3.3	10.4	8.8	2.4	1.9	2.5	0.4	0.2	0.2	0.1	1.7	0.1	0.8	0.1	0.0	82.1
Penzance	11.9	1.0	2.3	0.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.2
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	4.3	1.1	0.2	0.2	0.2	0.1	0.5	0.0	0.0	0.0	0.0	7.1
Camborne	0.0	0.6	1.3	0.7	0.2	2.9	0.3	0.9	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7
Hayle	0.3	0.0	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	4.4	0.2	0.0	0.0	0.1	0.7	0.4	0.0	0.0	0.0	6.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	5.8	0.7	0.9	0.0	0.4	0.4	8.8
Redruth	0.1	0.0	0.0	0.7	0.2	0.7	1.1	1.4	1.5	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	6.2
Liskeard	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.3	0.1	0.1	0.7	1.3	1.0	1.3	0.6	7.4	1.2	0.2	0.5	0.5	0.7	0.8	0.3	0.0	17.6
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.8
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
St Ives	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.1	1.0	0.8	0.0	2.8	1.6	0.6	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	3.5
Helston	0.0	0.0	0.0	3.8	0.2	0.2	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.6
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.7	0.5	0.2	0.5	0.2	1.0	0.2	0.6	0.4	0.0	0.3	0.0	0.1	0.1	5.3

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 7H: TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (2ND CHOICE DESTINATION) 2026

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	0.7	1.7	0.6	0.2	0.0	0.2	0.9	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8
St Austell	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.4	0.4	2.2	0.4	0.2	0.1	0.4	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	5.0
Truro	1.8	0.5	0.6	0.7	1.6	1.2	0.4	0.7	0.5	1.4	0.5	0.4	2.5	2.4	1.1	1.3	0.7	0.2	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	18.8
Penzance	1.6	0.3	0.7	0.3	0.0	0.2	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.4	0.4	0.5	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	2.2
Camborne	0.1	0.3	0.6	0.3	0.3	0.2	0.2	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Hayle	0.0	0.0	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.1	0.6	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	1.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	1.0	0.9	0.2	0.5	0.0	0.5	0.2	3.6	
Redruth	0.0	0.0	0.2	0.1	0.3	0.2	0.1	0.6	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.2	0.2	0.9	0.9	0.2	0.2	0.0	0.3	0.0	0.0	0.1	3.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.1	0.0	0.2	0.2	0.5	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.5
Helston	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Other Stores in Cornwall	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.2	0.0	1.1	0.3	0.2	0.0	0.0	0.0	2.6	0.0	0.0	5.2

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 71: TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (1ST CHOICE DESTINATION) 2031

	ZONE																										TOTAL (£m)	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26		
Falmouth	0.5	0.2	0.2	2.7	10.7	0.9	0.6	0.3	1.5	0.6	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.6	
St Austell	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.7	1.9	19.8	5.7	1.8	0.6	0.2	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	32.0	
Truro	3.6	3.4	5.7	5.3	8.5	3.9	3.4	3.0	3.0	15.4	6.5	4.0	13.2	11.2	3.1	2.4	3.1	0.5	0.2	0.2	0.2	2.2	0.2	1.0	0.2	0.0	103.3	
Penzance	14.8	1.3	2.9	0.8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.2	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	5.5	1.3	0.2	0.2	0.2	0.2	0.6	0.0	0.0	0.0	0.0	8.9	
Camborne	0.0	0.7	1.6	0.8	0.2	3.6	0.4	1.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	
Hayle	0.3	0.0	0.2	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6	5.5	0.2	0.0	0.0	0.2	1.0	0.5	0.0	0.0	0.0	8.1	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	7.3	1.0	1.1	0.0	0.5	0.5	11.2
Redruth	0.2	0.0	0.0	0.8	0.2	0.9	1.4	1.8	1.8	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	7.7	
Liskeard	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.3	0.3	0.1	0.1	0.9	1.6	1.2	1.7	0.8	9.1	1.5	0.2	0.6	0.6	0.8	1.0	0.3	0.0	21.9	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	4.9	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
St Ives	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pool	0.2	0.2	1.3	1.0	0.0	3.4	2.0	0.8	0.9	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.1	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	4.3	
Helston	0.0	0.0	0.0	4.7	0.2	0.2	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	5.7	
Other Stores in Cornwall	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.9	0.7	0.2	0.6	0.2	1.2	0.2	0.7	0.5	0.0	0.3	0.0	0.2	0.2	6.7	

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 7J: TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (2ND CHOICE DESTINATION) 2031

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.2	0.0	0.1	0.8	2.1	0.7	0.3	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0
St Austell	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.5	0.5	2.8	0.5	0.2	0.2	0.5	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	6.3
Truro	2.3	0.6	0.7	0.8	2.0	1.4	0.6	0.9	0.6	1.8	0.6	0.5	3.2	3.1	1.4	1.7	0.9	0.2	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	23.6
Penzance	2.0	0.4	0.8	0.3	0.0	0.3	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.5	0.6	0.6	0.2	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	2.7
Camborne	0.2	0.4	0.7	0.3	0.3	0.3	0.3	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Hayle	0.0	0.0	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.2	0.7	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	1.7
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	1.3	1.1	0.3	0.6	0.0	0.6	0.3	4.5
Redruth	0.0	0.0	0.2	0.1	0.3	0.3	0.2	0.7	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.2	0.2	1.1	1.1	0.3	0.2	0.0	0.4	0.0	0.0	0.1	4.3
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.2	0.0	0.1	0.0	0.2	0.3	0.7	0.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.1	0.6
Helston	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Other Stores in Cornwall	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	0.2	0.0	1.4	0.4	0.3	0.0	0.0	0.0	3.2	0.0	0.0	6.4

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 8A: MARKET SHARE OF DIY GOODS FACILITIES (1ST CHOICE DESTINATION)

	ZONE																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Falmouth	0.6%	0.0%	0.8%	22.2%	82.2%	1.8%	1.0%	2.0%	19.6%	4.6%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Austell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.5%	21.2%	95.0%	83.1%	14.8%	10.0%	1.8%	0.0%	1.5%	0.9%	8.9%	0.0%	0.0%	0.0%	0.0%
Truro	0.6%	6.8%	0.8%	4.9%	6.0%	2.7%	2.0%	12.5%	19.7%	89.0%	76.6%	56.9%	53.5%	2.5%	3.6%	0.6%	15.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	
Penzance	97.6%	63.1%	48.8%	29.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	71.3%	39.1%	3.4%	0.0%	0.0%	1.8%	41.1%	0.9%	0.0%	0.0%	0.8%
Camborne	0.0%	9.6%	9.4%	6.3%	1.2%	25.0%	1.0%	6.7%	8.2%	0.7%	5.8%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	
Hayle	0.6%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.6%	26.1%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.9%	0.0%	
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	9.2%	64.1%	7.1%	21.6%	0.0%	3.4%	
Redruth	0.0%	0.0%	0.8%	3.5%	0.6%	1.8%	7.8%	15.2%	14.8%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Liskeard	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	1.3%	7.2%	7.7%	5.7%	69.0%	9.0%	18.5%	22.3%	28.5%	5.2%	0.0%	0.9%	
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	35.1%	15.4%	0.9%	0.0%	0.0%	0.0%	0.0%	
Camelford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	
St Ives	0.0%	13.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Pool	0.6%	6.9%	34.7%	22.9%	8.3%	68.8%	88.5%	62.9%	37.7%	2.6%	15.9%	0.0%	2.6%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.4%	0.0%	0.0%	0.8%
Helston	0.0%	0.0%	0.0%	10.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Stores in Cornwall	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	2.6%	1.4%	9.5%	1.8%	4.6%	0.9%	5.4%	2.6%	0.7%	0.9%	0.8%

Notes:

market shares taken from cornwall household shopping survey

TABLE 8B: MARKET SHARE OF DIY GOODS FACILITIES (2ND CHOICE DESTINATION)

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	3.1%	0.0%	4.4%	30.2%	48.7%	9.1%	11.7%	8.3%	16.7%	35.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%
St Austell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	3.1%	33.4%	31.0%	48.1%	45.5%	30.5%	14.1%	8.0%	3.2%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro	31.3%	12.5%	11.1%	12.7%	34.2%	15.1%	29.3%	25.1%	50.1%	42.5%	37.5%	57.2%	27.4%	33.3%	36.4%	10.2%	28.1%	0.0%	0.0%	3.6%	6.2%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Penzance	50.0%	29.2%	28.8%	14.3%	0.0%	9.1%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	9.1%	25.4%	22.8%	0.0%	0.0%	3.6%	3.1%	23.6%	2.4%	0.0%	0.0%	0.0%	0.0%
Camborne	3.1%	25.0%	13.3%	7.9%	3.9%	15.1%	5.9%	8.3%	5.6%	0.0%	12.5%	0.0%	5.2%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hayle	0.0%	4.2%	13.3%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	17.5%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	14.3%	31.3%	29.4%	19.5%	0.0%	3.8%	10.8%	
Redruth	3.1%	0.0%	6.7%	3.2%	6.6%	6.1%	5.8%	4.2%	16.7%	2.5%	15.6%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	2.5%	0.0%	4.8%	5.1%	14.8%	0.0%	20.3%	8.8%	48.0%	16.1%	7.2%	12.5%	17.7%	4.9%	0.0%	1.9%	0.0%	
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Looe																											
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	25.8%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Camelford	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
St Ives	0.0%	20.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Pool	0.0%	8.4%	20.0%	14.2%	2.6%	42.4%	47.0%	50.0%	11.2%	5.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%	2.7%	
Helston	0.0%	0.0%	0.0%	15.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Stores in Cornwall	6.3%	0.0%	2.2%	1.6%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	4.8%	5.1%	0.0%	0.0%	3.4%	5.4%	12.0%	0.0%	3.6%	6.3%	0.0%	9.8%	0.0%	1.9%	0.0%	

Notes:

market shares taken from cornwall household shopping survey

TABLE 8C: TURNOVER OF DIY GOODS FACILITIES (1ST CHOICE DESTINATION) 2009

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	1.8	8.5	0.1	0.0	0.1	1.0	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.1
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	2.1	13.1	4.2	1.0	0.5	0.2	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	22.4
Truro	0.1	0.2	0.0	0.4	0.6	0.2	0.1	0.4	1.0	6.8	2.5	1.6	5.3	0.3	0.2	0.0	0.8	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	20.7
Penzance	9.0	2.1	2.6	2.4	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.4
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	4.6	2.1	0.3	0.0	0.0	0.1	1.0	0.1	0.0	0.0	0.1	8.5
Camborne	0.0	0.3	0.5	0.5	0.1	1.7	0.0	0.2	0.4	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.2
Hayle	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.8
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	1.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	1.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	3.5	0.2	1.5	0.0	0.3	0.6	6.6
Redruth	0.0	0.0	0.0	0.3	0.1	0.1	0.3	0.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Liskeard	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.4	0.5	0.3	6.0	0.9	0.7	1.2	0.7	0.4	0.0	0.1	0.2	11.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.2	1.9	1.8	0.9	4.6	3.2	2.0	2.0	0.2	0.5	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.1	2.0
Helston	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.1	0.8	0.2	0.2	0.0	0.1	0.2	0.5	0.1	0.1	2.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 8D: TURNOVER OF DIY GOODS FACILITIES (2nd CHOICE DESTINATION) 2009

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	0.6	1.3	0.2	0.1	0.1	0.2	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	4.5
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.8	1.7	0.6	0.5	0.2	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	4.4
Truro	0.7	0.1	0.1	0.3	0.9	0.3	0.3	0.2	0.7	0.8	0.3	0.4	0.7	1.1	0.5	0.2	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	8.0
Penzance	1.2	0.2	0.4	0.3	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.1
Camborne	0.1	0.2	0.2	0.2	0.1	0.3	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Hayle	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.4	0.2	0.3	0.0	0.1	0.2	1.5
Redruth	0.1	0.0	0.1	0.1	0.2	0.1	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.3	0.1	1.0	0.4	0.1	0.2	0.1	0.1	0.0	0.0	0.0	3.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.1	0.3	0.3	0.1	0.7	0.4	0.4	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3
Helston	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Other Stores in Cornwall	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.3	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	1.2

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 8E: TURNOVER OF DIY GOODS FACILITIES (1ST CHOICE DESTINATION) 2014

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	2.1	10.1	0.1	0.0	0.1	1.2	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	2.6	16.5	5.1	1.2	0.7	0.2	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	27.7
Truro	0.1	0.3	0.1	0.5	0.7	0.2	0.1	0.5	1.2	8.3	3.0	1.8	6.5	0.4	0.2	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	25.0
Penzance	10.8	2.5	3.2	2.8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	19.6
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	5.5	2.6	0.3	0.0	0.0	0.1	1.2	0.1	0.0	0.0	0.1	10.3
Camborne	0.0	0.4	0.6	0.6	0.1	2.0	0.0	0.3	0.5	0.1	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	5.0
Hayle	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.9
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	1.7	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	2.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	4.2	0.2	1.8	0.0	0.3	0.7	7.9
Redruth	0.0	0.0	0.1	0.3	0.1	0.1	0.3	0.6	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Liskeard	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.4	0.6	0.4	7.1	1.0	0.9	1.5	0.8	0.4	0.0	0.1	0.2	14.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	4.1	0.8	0.1	0.0	0.0	0.0	0.0	0.0	5.0
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
St Ives	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.6
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.3	2.3	2.2	1.0	5.4	3.9	2.4	2.3	0.2	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.0
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.1	2.4
Helston	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.2	0.1	1.0	0.2	0.2	0.1	0.2	0.2	0.6	0.1	0.1	3.5

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 8F: TURNOVER OF DIY GOODS FACILITIES (2nd CHOICE DESTINATION) 2014

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	0.7	1.5	0.2	0.1	0.1	0.2	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	5.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.9	2.1	0.7	0.6	0.2	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	5.3
Truro	0.9	0.1	0.2	0.3	1.0	0.3	0.3	0.2	0.7	1.0	0.4	0.4	0.8	1.4	0.6	0.2	0.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	9.6
Penzance	1.4	0.3	0.5	0.3	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.5	0.4	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	1.4
Camborne	0.1	0.2	0.2	0.2	0.1	0.3	0.1	0.1	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Hayle	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.5	0.2	0.4	0.0	0.1	0.2	1.8
Redruth	0.1	0.0	0.1	0.1	0.2	0.1	0.1	0.0	0.2	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.6	0.0	0.4	0.1	1.2	0.5	0.1	0.2	0.1	0.1	0.0	0.0	0.0	3.7
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.1	0.3	0.3	0.1	0.8	0.5	0.5	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.3
Helston	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Other Stores in Cornwall	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.3	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	1.4

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 8G: TURNOVER OF DIY GOODS FACILITIES (1ST CHOICE DESTINATION) 2021

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	2.8	13.6	0.2	0.1	0.1	1.5	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.3
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	3.6	23.7	7.0	1.6	0.9	0.2	0.0	0.1	0.1	0.4	0.0	0.0	0.0	0.0	39.1
Truro	0.1	0.4	0.1	0.6	1.0	0.3	0.1	0.7	1.5	11.5	4.2	2.3	9.1	0.6	0.3	0.1	1.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	34.5
Penzance	14.6	3.4	4.4	3.8	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	26.6
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	7.6	3.5	0.5	0.0	0.0	0.2	1.8	0.1	0.0	0.0	0.1	14.2
Camborne	0.0	0.5	0.8	0.8	0.2	2.6	0.1	0.4	0.6	0.1	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	6.8
Hayle	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	1.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	2.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	3.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6	5.8	0.3	2.4	0.0	0.4	1.0	10.9
Redruth	0.0	0.0	0.1	0.4	0.1	0.2	0.5	0.8	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Liskeard	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.6	0.8	0.5	9.4	1.4	1.3	2.0	1.2	0.6	0.0	0.1	0.3	19.2
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	5.5	1.1	0.1	0.0	0.0	0.0	0.0	0.0	6.8
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5
St Ives	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.8
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.4	3.1	2.9	1.4	7.2	5.3	3.3	2.9	0.3	0.9	0.0	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.3
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.1	3.2
Helston	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.3	0.1	1.3	0.3	0.3	0.1	0.2	0.3	0.8	0.1	0.1	4.7

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 8H: TURNOVER OF DIY GOODS FACILITIES (2nd CHOICE DESTINATION) 2021

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	1.0	2.0	0.2	0.2	0.1	0.3	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	7.2
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	1.3	3.0	1.0	0.8	0.3	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	7.5
Truro	1.2	0.2	0.3	0.4	1.4	0.4	0.4	0.3	1.0	1.4	0.5	0.6	1.2	2.1	0.8	0.3	0.6	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	13.2
Penzance	1.9	0.4	0.6	0.5	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.7	0.5	0.0	0.0	0.1	0.1	0.3	0.1	0.0	0.0	0.0	1.9
Camborne	0.1	0.3	0.3	0.3	0.2	0.4	0.1	0.1	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Hayle	0.0	0.1	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.7	0.3	0.5	0.0	0.1	0.3	2.5
Redruth	0.1	0.0	0.2	0.1	0.3	0.2	0.1	0.1	0.3	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.2	0.9	0.0	0.5	0.2	1.6	0.6	0.1	0.3	0.2	0.1	0.0	0.1	0.0	5.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.1	0.5	0.5	0.1	1.1	0.7	0.7	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.4
Helston	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Other Stores in Cornwall	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.1	0.0	0.3	0.0	0.1	0.0	2.0

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 8I: TURNOVER OF DIY GOODS FACILITIES (1ST CHOICE DESTINATION) 2026

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	3.5	17.0	0.2	0.1	0.1	1.8	0.7	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	4.6	30.5	8.8	2.0	1.1	0.3	0.0	0.1	0.1	0.5	0.0	0.0	0.0	0.0	49.9
Truro	0.1	0.5	0.1	0.8	1.2	0.3	0.1	0.8	1.8	14.5	5.3	2.9	11.5	0.8	0.4	0.1	1.7	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	43.2
Penzance	18.2	4.2	5.6	4.7	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	33.3
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	9.6	4.3	0.6	0.0	0.0	0.2	2.3	0.1	0.0	0.0	0.1	17.9
Camborne	0.0	0.6	1.1	1.0	0.2	3.2	0.1	0.4	0.8	0.1	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	8.4
Hayle	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	1.6
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.4	2.9	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0	3.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.8	7.4	0.4	2.9	0.0	0.5	1.3	13.7
Redruth	0.0	0.0	0.1	0.6	0.1	0.2	0.6	1.0	1.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Liskeard	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.4	0.8	1.0	0.6	11.6	1.7	1.6	2.6	1.6	0.7	0.0	0.1	0.4	23.9
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	6.8	1.4	0.1	0.0	0.0	0.0	0.0	0.0	8.5
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.5
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7
St Ives	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.5	3.9	3.6	1.7	8.8	6.6	4.2	3.5	0.4	1.1	0.0	0.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	35.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.1	3.9
Helston	0.0	0.0	0.0	1.6	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.4	0.2	1.6	0.3	0.4	0.1	0.3	0.4	0.9	0.1	0.1	5.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 8J: TURNOVER OF DIY GOODS FACILITIES (2nd CHOICE DESTINATION) 2026

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	1.2	2.5	0.3	0.2	0.1	0.4	1.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	9.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.4	1.7	3.9	1.2	1.0	0.4	0.3	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	9.5
Truro	1.5	0.2	0.3	0.5	1.8	0.5	0.5	0.4	1.2	1.7	0.7	0.7	1.5	2.7	1.0	0.3	0.8	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	16.5
Penzance	2.3	0.5	0.8	0.6	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.9	0.6	0.0	0.0	0.1	0.1	0.3	0.1	0.0	0.0	0.0	2.4
Camborne	0.1	0.4	0.4	0.3	0.2	0.5	0.1	0.1	0.1	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Hayle	0.0	0.1	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.9	0.4	0.7	0.0	0.1	0.4	3.1
Redruth	0.1	0.0	0.2	0.1	0.3	0.2	0.1	0.1	0.4	0.1	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.3	1.2	0.0	0.7	0.2	2.0	0.8	0.2	0.4	0.2	0.2	0.0	0.1	0.0	6.4
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.1	0.6	0.6	0.1	1.4	0.9	0.8	0.3	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.5
Helston	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Other Stores in Cornwall	0.3	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.3	0.0	0.0	0.1	0.1	0.5	0.0	0.1	0.2	0.0	0.3	0.0	0.1	0.0	2.4

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 8K: TURNOVER OF DIY GOODS FACILITIES (1ST CHOICE DESTINATION) 2031

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	4.3	21.4	0.3	0.1	0.2	2.2	0.9	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	5.8	39.1	11.0	2.5	1.4	0.4	0.0	0.2	0.1	0.7	0.0	0.0	0.0	0.0	63.5
Truro	0.1	0.6	0.1	1.0	1.6	0.4	0.2	1.0	2.2	18.3	6.8	3.5	14.6	1.0	0.5	0.1	2.1	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	54.5
Penzance	22.6	5.3	7.0	5.8	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	41.5
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	12.2	5.4	0.7	0.0	0.0	0.3	3.0	0.2	0.0	0.0	0.1	22.6
Camborne	0.0	0.8	1.3	1.2	0.3	3.9	0.1	0.6	0.9	0.1	0.5	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	10.4
Hayle	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	2.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.4	3.6	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0	4.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.0	9.3	0.5	3.6	0.0	0.6	1.6	17.2	
Redruth	0.0	0.0	0.1	0.7	0.2	0.3	0.7	1.3	1.7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0
Liskeard	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.5	1.0	1.3	0.8	14.3	2.1	2.1	3.2	2.1	0.9	0.0	0.2	0.5	29.9
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	8.3	1.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	10.6
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.6
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.9
St Ives	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.6	5.0	4.5	2.2	10.8	8.3	5.3	4.3	0.5	1.4	0.0	0.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	43.7
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	0.0	0.0	0.1	4.9
Helston	0.0	0.0	0.0	2.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.4	0.2	2.0	0.4	0.5	0.1	0.4	0.4	1.2	0.2	0.1	7.4

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 8L: TURNOVER OF DIY GOODS FACILITIES (2nd CHOICE DESTINATION) 2031

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.2	0.0	0.2	1.5	3.2	0.4	0.3	0.2	0.5	1.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	11.2
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.5	2.1	5.0	1.5	1.3	0.5	0.4	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	12.0
Truro	1.8	0.3	0.4	0.6	2.2	0.6	0.7	0.5	1.4	2.2	0.8	0.9	1.9	3.4	1.2	0.4	1.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	20.8
Penzance	2.9	0.6	1.0	0.7	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	1.1	0.8	0.0	0.0	0.1	0.1	0.4	0.1	0.0	0.0	0.0	3.0
Camborne	0.2	0.5	0.5	0.4	0.3	0.6	0.1	0.2	0.2	0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Hayle	0.0	0.1	0.5	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.9
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	1.1	0.5	0.8	0.0	0.2	0.4	3.9
Redruth	0.2	0.0	0.2	0.2	0.4	0.2	0.1	0.1	0.5	0.1	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.3	1.5	0.0	0.9	0.3	2.5	1.0	0.2	0.5	0.3	0.2	0.0	0.1	0.0	8.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Camelford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4
St Ives	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.2	0.7	0.7	0.2	1.7	1.1	1.0	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.1	0.6
Helston	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other Stores in Cornwall	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.3	0.0	0.0	0.1	0.2	0.6	0.0	0.1	0.2	0.0	0.4	0.0	0.1	0.0	3.0

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 9A: MARKET SHARE OF DOMESTIC APPLIANCE GOODS FACILITIES (1ST CHOICE DESTINATION)

	ZONE																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Falmouth	0.7%	0.0%	1.0%	3.6%	51.9%	1.1%	3.3%	2.5%	8.2%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Austell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	11.3%	7.7%	63.6%	65.0%	11.7%	0.7%	0.0%	0.0%	0.0%	0.9%	2.1%	0.8%	0.0%	0.0%	0.0%
Truro	2.7%	10.9%	4.0%	12.5%	38.2%	7.6%	13.2%	27.1%	45.7%	91.1%	86.7%	86.8%	59.3%	29.5%	26.7%	13.8%	23.7%	1.0%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%
Penzance	92.5%	49.1%	34.7%	17.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	5.0%	61.4%	3.6%	1.0%	0.0%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	0.9%
Camborne	1.4%	14.5%	13.3%	7.4%	2.3%	33.4%	2.2%	3.7%	1.6%	1.4%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hayle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.7%	9.0%	66.9%	0.0%	0.0%	0.0%	0.0%	27.7%	0.8%	0.0%	0.0%	0.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.9%	0.0%	19.3%	86.8%	25.5%	6.7%	0.0%	6.5%	12.8%
Redruth	0.0%	3.6%	3.1%	2.2%	2.3%	1.1%	6.6%	11.1%	3.3%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.7%	1.4%	0.0%	60.0%	4.2%	1.8%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	26.2%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	35.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	3.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	2.8%	14.5%	41.8%	17.6%	4.6%	57.1%	72.6%	53.0%	39.3%	1.4%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	49.2%	0.0%	0.0%	1.8%
Helston	0.0%	0.0%	0.0%	37.8%	0.8%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.9%
Other Stores in Cornwall	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.5%	0.0%	0.8%	1.5%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	2.2%	0.0%	0.9%

Notes:

market shares taken from cornwall household shopping survey

TABLE 9B: MARKET SHARE OF DOMESTIC APPLIANCE GOODS FACILITIES (2ND CHOICE DESTINATION)

	ZONE																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Falmouth	6.2%	0.0%	0.0%	11.1%	46.3%	4.5%	4.5%	9.0%	22.3%	10.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Austell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	11.4%	37.5%	42.1%	11.4%	6.4%	0.0%	7.7%	0.0%	5.6%	10.0%	0.0%	0.0%	0.0%	0.0%
Truro	21.9%	33.3%	10.0%	37.7%	29.2%	27.2%	31.7%	45.4%	16.7%	55.0%	55.0%	60.0%	48.7%	56.3%	31.6%	37.2%	41.9%	20.0%	0.0%	0.0%	5.6%	10.0%	0.0%	0.0%	0.0%	0.0%
Penzance	50.0%	40.0%	50.0%	15.6%	0.0%	4.5%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bodmin	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%	16.1%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%
Camborne	12.5%	20.0%	6.7%	8.9%	4.9%	18.1%	22.7%	0.0%	11.1%	5.0%	5.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle	3.1%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	22.6%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	3.2%	0.0%	0.0%	15.4%	55.5%	0.0%	18.8%	0.0%	0.0%	8.7%
Redruth	3.1%	0.0%	3.3%	2.2%	0.0%	4.5%	13.6%	4.5%	22.2%	5.0%	15.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	5.3%	0.0%	6.4%	20.0%	30.8%	30.8%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.5%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	3.1%	0.0%	26.5%	13.3%	4.8%	40.9%	27.3%	40.8%	22.2%	5.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	18.8%	0.0%	0.0%	0.0%
Helston	0.0%	0.0%	0.0%	8.9%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Stores in Cornwall	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	3.8%	0.0%

Notes:

market shares taken from cornwall household shopping survey

TABLE 9C: TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES (1ST CHOICE DESTINATION) 2009

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	1.9	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.1	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0
Truro	0.1	0.1	0.1	0.4	1.4	0.2	0.2	0.3	0.9	2.5	1.0	0.8	2.1	1.4	0.5	0.3	0.5	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	12.8
Penzance	3.0	0.6	0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	5.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.4	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.8
Camborne	0.0	0.2	0.3	0.2	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	1.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	1.7	0.2	0.2	0.0	0.2	0.3	2.9	
Redruth	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6
St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Pool	0.1	0.2	0.8	0.5	0.2	1.4	0.9	0.6	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.2	0.0	0.0	0.0	1.4
Helston	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.8

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 9D: TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES (2ND CHOICE DESTINATION) 2009

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Truro	0.1	0.1	0.0	0.2	0.2	0.1	0.1	0.1	0.1	0.3	0.1	0.1	0.3	0.5	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Penzance	0.3	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Camborne	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.4
Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Helston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 9E: TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES (1ST CHOICE DESTINATION) 2014

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	2.3	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.9	1.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2
Truro	0.1	0.2	0.1	0.4	1.7	0.2	0.2	0.4	1.0	3.0	1.2	1.0	2.6	1.8	0.6	0.4	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	15.4
Penzance	3.6	0.7	0.8	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	6.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.7	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.2
Camborne	0.1	0.2	0.3	0.2	0.1	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	1.6	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	2.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	0.3	0.2	0.0	0.2	0.3	3.5
Redruth	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.7
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Pool	0.1	0.2	1.0	0.6	0.2	1.6	1.1	0.7	0.8	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.4	0.0	0.0	0.0	1.6
Helston	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	1.0

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 9F: TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES (2ND CHOICE DESTINATION) 2014

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Truro	0.2	0.1	0.0	0.2	0.2	0.1	0.1	0.1	0.1	0.3	0.1	0.1	0.4	0.6	0.1	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Penzance	0.3	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Camborne	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.4
Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Pool	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Helston	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 9G: TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES (1ST CHOICE DESTINATION) 2021

	ZONE																											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26		
Falmouth	0.0	0.0	0.0	0.2	3.1	0.0	0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	5.6	1.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.8
Truro	0.1	0.2	0.1	0.6	2.3	0.3	0.3	0.5	1.3	4.2	1.7	1.3	3.6	2.6	0.8	0.5	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	21.3	
Penzance	4.9	0.9	1.1	0.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	8.2	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	2.3	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.1	
Camborne	0.1	0.3	0.4	0.3	0.1	1.2	0.0	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.3	2.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	3.1	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5	2.8	0.4	0.3	0.0	0.3	0.5	4.9		
Redruth	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	2.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Pool	0.1	0.3	1.3	0.8	0.3	2.1	1.6	1.0	1.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.8	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.9	0.0	0.0	0.1	2.2	
Helston	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	1.3	

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 9H: TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES (2ND CHOICE DESTINATION) 2021

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Truro	0.2	0.1	0.1	0.3	0.3	0.2	0.1	0.2	0.1	0.4	0.2	0.2	0.5	0.9	0.2	0.3	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6
Penzance	0.5	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.4
Camborne	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.1	0.0	0.0	0.1	0.6
Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Pool	0.0	0.0	0.2	0.1	0.1	0.3	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2
Helston	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 9I: TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES (1ST CHOICE DESTINATION) 2026

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.2	3.8	0.0	0.1	0.1	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6	7.3	2.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.2
Truro	0.2	0.3	0.2	0.7	2.8	0.3	0.4	0.6	1.5	5.3	2.1	1.6	4.6	3.4	1.0	0.7	0.9	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	26.7	
Penzance	6.1	1.2	1.4	1.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	10.2	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	3.0	0.1	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.9	
Camborne	0.1	0.3	0.5	0.4	0.2	1.5	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.4	2.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	3.8	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6	3.5	0.5	0.3	0.0	0.3	6.1	
Redruth	0.0	0.1	0.1	0.1	0.2	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	3.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	4.2	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.1	0.0	0.0	0.0	0.0	0.0	1.2	
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Pool	0.2	0.3	1.7	1.0	0.3	2.6	1.9	1.2	1.3	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.9	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.4	0.0	0.0	2.8	
Helston	0.0	0.0	0.0	2.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	1.6	

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 9J: TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES (2ND CHOICE DESTINATION) 2026

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.8	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Truro	0.3	0.1	0.1	0.4	0.4	0.2	0.1	0.2	0.1	0.6	0.2	0.2	0.7	1.1	0.2	0.3	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8
Penzance	0.6	0.2	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.5
Camborne	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.2	0.0	0.0	0.1	0.8
Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Pool	0.0	0.0	0.2	0.1	0.1	0.3	0.1	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Helston	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 9K: TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES (1ST CHOICE DESTINATION) 2031

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	0.2	4.8	0.1	0.1	0.1	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.7	9.3	3.1	0.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	14.3
Truro	0.2	0.3	0.2	0.9	3.5	0.4	0.4	0.8	1.8	6.7	2.7	1.9	5.8	4.3	1.3	0.8	1.2	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	33.6
Penzance	7.6	1.5	1.8	1.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	12.7
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	3.7	0.2	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.1	4.9
Camborne	0.1	0.4	0.7	0.5	0.2	1.9	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.5	3.3	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	4.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.8	4.5	0.7	0.4	0.0	0.4	0.7	7.7
Redruth	0.0	0.1	0.2	0.2	0.2	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	4.4	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	5.2
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	2.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.6
St Ives	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Pool	0.2	0.4	2.1	1.2	0.4	3.2	2.4	1.6	1.6	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.9	0.0	0.0	0.1	3.4
Helston	0.0	0.0	0.0	2.6	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.9
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.1	2.0

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 9J: TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES (2ND CHOICE DESTINATION) 2031

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.0	0.4	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.9
Truro	0.3	0.2	0.1	0.5	0.5	0.3	0.2	0.2	0.1	0.7	0.3	0.2	0.8	1.5	0.3	0.4	0.4	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	7.3
Penzance	0.7	0.2	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.7
Camborne	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.2	0.0	0.0	0.1	1.0
Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Pool	0.0	0.0	0.2	0.2	0.1	0.4	0.2	0.2	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Helston	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 10A: MARKET SHARE OF ELECTRICAL GOODS FACILITIES (1ST CHOICE DESTINATION)

	ZONE																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Falmouth	0.0%	0.0%	0.0%	0.8%	27.7%	0.0%	1.2%	2.8%	2.1%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
St Austell	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	3.3%	43.2%	47.5%	10.7%	0.7%	1.0%	0.0%	0.0%	1.1%	4.3%	0.9%	0.0%	0.0%	0.0%
Truro	6.7%	17.9%	11.4%	18.0%	61.2%	11.6%	20.3%	39.7%	39.6%	92.0%	82.3%	94.1%	65.2%	48.8%	34.4%	22.8%	31.1%	3.0%	0.0%	2.0%	0.0%	17.0%	0.0%	0.7%	0.0%	0.0%
Penzance	89.6%	46.5%	35.6%	14.1%	0.0%	1.2%	1.2%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	2.1%	0.7%	0.0%	0.0%	0.8%	4.0%	8.2%	54.3%	2.2%	3.0%	0.0%	0.0%	0.0%	17.0%	0.9%	0.0%	0.0%	1.0%
Camborne	0.7%	14.3%	14.9%	7.0%	2.5%	34.5%	6.0%	8.2%	8.3%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.8%	0.0%	0.0%	7.9%	62.3%	0.0%	0.0%	0.0%	0.0%	25.5%	0.9%	0.0%	0.0%	1.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.0%	0.0%	12.0%	78.0%	17.0%	6.0%	0.0%	2.2%	4.0%
Redruth	0.0%	1.8%	3.4%	1.6%	0.8%	1.2%	7.1%	6.9%	0.0%	0.7%	1.5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.6%	0.0%	0.0%	56.5%	3.1%	4.0%	1.1%	0.0%	0.9%	0.0%	1.1%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	28.1%	0.0%	0.0%	0.7%	0.7%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	26.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	2.2%	7.2%	29.8%	15.6%	3.3%	51.7%	59.5%	41.1%	45.9%	2.1%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	12.8%	53.4%	0.0%	0.0%	2.0%
Helston	0.0%	0.0%	1.1%	41.4%	3.4%	0.0%	0.0%	0.0%	2.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Other Stores in Cornwall	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.6%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Notes:

market shares taken from cornwall household shopping survey

TABLE 10B: MARKET SHARE OF ELECTRICAL GOODS FACILITIES (2ND CHOICE DESTINATION)

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	3.6%	0.0%	4.2%	7.0%	44.4%	0.0%	6.2%	4.4%	11.1%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
St Austell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	50.0%	8.0%	22.2%	28.6%	24.3%	5.6%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro	17.9%	29.4%	25.0%	37.3%	33.4%	33.4%	50.0%	56.6%	33.3%	71.4%	68.6%	50.0%	64.0%	63.0%	38.1%	35.1%	36.2%	11.1%	0.0%	0.0%	0.0%	18.2%	0.0%	0.0%	5.3%	0.0%	
Penzance	57.1%	47.1%	37.5%	18.6%	0.0%	4.2%	0.0%	4.4%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	18.9%	5.6%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	
Camborne	10.7%	17.6%	12.5%	2.3%	2.8%	20.8%	18.8%	4.4%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hayle	3.6%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	8.1%	38.9%	0.0%	0.0%	0.0%	0.0%	27.3%	0.0%	0.0%	0.0%	0.0%	
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	14.3%	42.9%	9.1%	0.0%	0.0%	0.0%	4.7%	
Redruth	3.6%	0.0%	0.0%	2.3%	5.6%	0.0%	12.5%	17.4%	16.7%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Camelford																											
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
St Ives	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Pool	3.6%	0.0%	16.6%	16.3%	11.2%	41.7%	12.4%	13.0%	38.9%	0.0%	24.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	25.0%	0.0%	0.0%	0.0%	
Helston	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 Stores in Cornwall	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	2.7%	5.6%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

Notes:

market shares taken from cornwall household shopping survey

TABLE 10C: TURNOVER OF ELECTRICAL GOODS FACILITIES (1ST CHOICE DESTINATION) 2009

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	3.4	0.0	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	4.2
St Austell	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	7.1	2.9	0.8	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	11.8
Truro	0.7	0.7	0.7	1.7	7.5	0.9	0.9	1.5	2.5	8.4	3.2	3.1	7.7	8.0	2.1	1.8	2.0	0.3	0.0	0.1	0.0	0.5	0.0	0.6	0.0	0.0	55.0
Penzance	9.9	1.9	2.3	1.3	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.9
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.7	0.5	4.2	0.1	0.3	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.1	6.8
Camborne	0.1	0.6	1.0	0.7	0.3	2.8	0.3	0.3	0.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5
Hayle	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.6	4.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.1	5.7
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.6	5.1	0.5	0.5	0.0	0.2	0.3	7.3
Redruth	0.0	0.1	0.2	0.2	0.1	0.1	0.3	0.3	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	5.8	0.4	0.2	0.1	0.0	0.1	0.0	0.1	0.0	6.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.5
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.2	0.0	0.0	0.0	0.0	0.0	1.3
St Ives	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.2	0.3	1.9	1.5	0.4	4.2	2.6	1.5	2.9	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.4	4.4	0.0	0.0	0.2	5.3
Helston	0.0	0.0	0.1	3.9	0.4	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	4.7
Other Stores in Cornwall	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 10D: TURNOVER OF ELECTRICAL GOODS FACILITIES (2ND CHOICE DESTINATION) 2009

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	0.1	1.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.2	0.6	0.3	0.3	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Truro	0.3	0.2	0.3	0.6	0.7	0.5	0.4	0.4	0.4	1.2	0.5	0.3	1.3	1.8	0.4	0.5	0.4	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	10.5
Penzance	1.1	0.3	0.4	0.3	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Camborne	0.2	0.1	0.1	0.0	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Hayle	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.7
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.1	0.8
Redruth	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.2	0.3	0.2	0.6	0.1	0.1	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4
Helston	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 10E: TURNOVER OF ELECTRICAL GOODS FACILITIES (1ST CHOICE DESTINATION) 2014

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	4.1	0.0	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	5.0
St Austell	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	8.9	3.5	1.0	0.1	0.1	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	14.6
Truro	0.9	0.9	0.9	2.0	8.9	1.1	1.1	1.8	2.8	10.3	3.8	3.5	9.5	10.1	2.5	2.1	2.4	0.4	0.0	0.1	0.0	0.6	0.0	0.7	0.0	0.0	66.4
Penzance	11.8	2.2	2.8	1.6	0.0	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.8	0.6	5.0	0.2	0.4	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.1	8.2
Camborne	0.1	0.7	1.2	0.8	0.4	3.2	0.3	0.4	0.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7
Hayle	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.4
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.7	4.9	0.0	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.1	6.9
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.7	6.1	0.6	0.6	0.0	0.2	0.4	8.8	
Redruth	0.0	0.1	0.3	0.2	0.1	0.1	0.4	0.3	0.0	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	6.9	0.4	0.2	0.1	0.0	0.1	0.0	0.1	0.0	8.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	4.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.5	0.0	0.0	0.0	0.0	0.0	0.0	1.7
St Ives	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.3	0.3	2.3	1.8	0.5	4.9	3.1	1.9	3.3	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.5	5.2	0.0	0.0	0.2	6.2
Helston	0.0	0.0	0.1	4.7	0.5	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	5.6
Other Stores in Cornwall	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 10F: TURNOVER OF ELECTRICAL GOODS FACILITIES (2ND CHOICE DESTINATION) 2014

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	0.1	1.1	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.2	0.8	0.4	0.4	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Truro	0.4	0.2	0.3	0.7	0.9	0.6	0.5	0.5	0.4	1.4	0.6	0.3	1.6	2.3	0.5	0.6	0.5	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	12.8
Penzance	1.3	0.4	0.5	0.4	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.6
Camborne	0.2	0.1	0.2	0.0	0.1	0.3	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Hayle	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.9
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.6	0.1	0.0	0.0	0.0	0.1	1.0
Redruth	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.2	0.3	0.3	0.7	0.1	0.1	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.5
Helston	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 10G: TURNOVER OF ELECTRICAL GOODS FACILITIES (1ST CHOICE DESTINATION) 2021

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	5.5	0.0	0.1	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	6.7
St Austell	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.7	12.8	4.8	1.4	0.1	0.2	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	20.7
Truro	1.2	1.2	1.2	2.7	12.1	1.4	1.5	2.5	3.7	14.2	5.4	4.6	13.2	14.5	3.5	2.9	3.3	0.5	0.0	0.2	0.0	0.9	0.0	0.9	0.0	0.0	91.6
Penzance	16.0	3.0	3.8	2.1	0.0	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.8
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.2	1.2	0.8	6.9	0.2	0.5	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.1	11.4
Camborne	0.1	0.9	1.6	1.1	0.5	4.3	0.4	0.5	0.8	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.4
Hayle	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.5
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	1.0	6.6	0.0	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.1	9.5
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	1.0	8.5	0.9	0.8	0.0	0.3	0.5	12.2
Redruth	0.0	0.1	0.4	0.2	0.2	0.1	0.5	0.4	0.0	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	9.2	0.6	0.3	0.1	0.0	0.1	0.0	0.2	0.0	10.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	5.7	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	6.1
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.1	0.0	0.0	0.0	0.0	0.0	0.0	2.3
St Ives	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.4	0.5	3.2	2.4	0.7	6.4	4.3	2.6	4.2	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.7
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.7	7.0	0.0	0.0	0.2	8.4
Helston	0.0	0.0	0.1	6.3	0.7	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	7.6
Other Stores in Cornwall	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 10H: TURNOVER OF ELECTRICAL GOODS FACILITIES (2ND CHOICE DESTINATION) 2021

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	0.2	1.6	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.3	1.2	0.5	0.5	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5
Truro	0.6	0.3	0.5	1.0	1.2	0.7	0.6	0.6	0.5	1.9	0.8	0.4	2.3	3.3	0.7	0.8	0.7	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	17.6
Penzance	1.8	0.5	0.7	0.5	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.9
Camborne	0.3	0.2	0.2	0.1	0.1	0.5	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Hayle	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.7	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.8	0.1	0.0	0.0	0.0	0.1	1.4
Redruth	0.1	0.0	0.0	0.1	0.2	0.0	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.3	0.4	0.4	0.9	0.2	0.1	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.7
Helston	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 10I: TURNOVER OF ELECTRICAL GOODS FACILITIES (1ST CHOICE DESTINATION) 2026

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.2	6.9	0.0	0.1	0.2	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	8.4
St Austell	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.8	16.6	6.0	1.7	0.1	0.2	0.0	0.0	0.2	0.3	0.1	0.0	0.0	0.0	26.4
Truro	1.5	1.4	1.5	3.4	15.2	1.8	1.8	3.1	4.4	17.9	6.8	5.7	16.8	18.7	4.3	3.7	4.1	0.6	0.0	0.2	0.0	1.1	0.0	1.1	0.0	0.0	115.2
Penzance	19.9	3.7	4.8	2.6	0.0	0.2	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	32.2
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.2	1.5	1.0	8.8	0.3	0.6	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.2	14.4
Camborne	0.2	1.1	2.0	1.3	0.6	5.3	0.5	0.6	0.9	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.8
Hayle	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.6
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	1.3	8.2	0.0	0.0	0.0	0.0	1.7	0.1	0.0	0.0	0.2	11.9
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	1.3	10.7	1.1	1.0	0.0	0.4	0.6	15.4	
Redruth	0.0	0.1	0.5	0.3	0.2	0.2	0.6	0.5	0.0	0.1	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	11.4	0.7	0.4	0.2	0.0	0.1	0.0	0.2	0.0	13.4
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	7.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	7.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.7	0.0	0.0	0.0	0.0	0.0	0.0	3.0
St Ives	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.5	0.6	4.0	2.9	0.8	7.9	5.3	3.2	5.1	0.4	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	31.8
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.9	8.6	0.0	0.0	0.3	10.4
Helston	0.0	0.0	0.1	7.8	0.8	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	9.4
Other Stores in Cornwall	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 10J: TURNOVER OF ELECTRICAL GOODS FACILITIES (2ND CHOICE DESTINATION) 2026

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	0.2	1.9	0.0	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.4	1.5	0.6	0.7	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
Truro	0.7	0.4	0.6	1.2	1.5	0.9	0.8	0.8	0.7	2.4	1.0	0.5	2.9	4.3	0.8	1.0	0.8	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	22.2
Penzance	2.2	0.7	0.9	0.6	0.0	0.1	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.1
Camborne	0.4	0.2	0.3	0.1	0.1	0.6	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Hayle	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.9	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	1.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	1.0	0.1	0.0	0.0	0.0	0.1	1.7
Redruth	0.1	0.0	0.0	0.1	0.2	0.0	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.2
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.4	0.5	0.5	1.1	0.2	0.2	0.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.7	0.0	0.0	0.0	0.8
Helston	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 10K: TURNOVER OF ELECTRICAL GOODS FACILITIES (1ST CHOICE DESTINATION) 2031

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.2	8.6	0.0	0.1	0.3	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	10.5
St Austell	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.1	21.2	7.5	2.2	0.1	0.2	0.0	0.0	0.2	0.4	0.2	0.0	0.0	0.0	33.6
Truro	1.9	1.8	1.9	4.2	19.0	2.2	2.3	4.0	5.4	22.5	8.7	6.9	21.3	24.0	5.5	4.6	5.1	0.7	0.0	0.3	0.0	1.5	0.0	1.4	0.0	0.0	145.1
Penzance	24.8	4.6	6.1	3.3	0.0	0.2	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.1
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.2	0.0	0.0	0.3	2.0	1.3	11.1	0.4	0.7	0.0	0.0	0.0	1.5	0.2	0.0	0.0	0.2	18.2
Camborne	0.2	1.4	2.5	1.6	0.8	6.5	0.7	0.8	1.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.9
Hayle	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.8
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.0	1.6	10.3	0.0	0.0	0.0	0.0	2.2	0.2	0.0	0.0	0.2	14.9
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	1.6	13.5	1.5	1.2	0.0	0.5	0.8	19.5	
Redruth	0.0	0.2	0.6	0.4	0.2	0.2	0.8	0.7	0.0	0.2	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	14.0	0.9	0.5	0.2	0.0	0.2	0.0	0.2	0.0	16.6
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	9.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	9.8
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.5	0.0	0.0	0.0	0.0	0.0	0.0	3.8
St Ives	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.6	0.7	5.1	3.6	1.0	9.7	6.7	4.1	6.2	0.5	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.6	1.1	10.6	0.0	0.0	0.4	13.0
Helston	0.0	0.0	0.2	9.6	1.1	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	11.7
Other Stores in Cornwall	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 10L: TURNOVER OF ELECTRICAL GOODS FACILITIES (2ND CHOICE DESTINATION) 2031

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.2	0.0	0.1	0.3	2.4	0.0	0.1	0.1	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6	0.5	1.9	0.8	0.9	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6
Truro	0.9	0.5	0.8	1.5	1.8	1.1	1.0	1.0	0.8	3.1	1.3	0.6	3.7	5.5	1.1	1.3	1.1	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.2	0.0	27.9
Penzance	2.8	0.8	1.1	0.8	0.0	0.1	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.7	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.4
Camborne	0.5	0.3	0.4	0.1	0.2	0.7	0.4	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Hayle	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	1.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	2.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	1.3	0.1	0.0	0.0	0.0	0.2	2.2
Redruth	0.2	0.0	0.0	0.1	0.3	0.0	0.2	0.3	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.5
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.2	0.0	0.5	0.7	0.6	1.4	0.2	0.2	0.9	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.9	0.0	0.0	0.0	1.0
Helston	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 11A: MARKET SHARE OF PERSONAL AND LUXURY GOODS FACILITIES (1ST CHOICE DESTINATION)

	ZONE																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Falmouth	0.0%	0.0%	1.2%	4.5%	69.3%	1.2%	1.2%	2.8%	10.0%	1.5%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Austell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	4.9%	1.8%	57.6%	53.3%	6.7%	0.0%	1.2%	0.0%	0.0%	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%
Truro	6.9%	21.4%	26.7%	37.5%	27.1%	28.9%	45.7%	47.3%	64.0%	94.8%	82.1%	91.8%	47.3%	40.0%	28.3%	23.0%	34.7%	2.3%	2.8%	0.0%	0.0%	29.7%	1.2%	0.7%	0.0%	0.0%
Penzance	90.0%	32.1%	34.9%	4.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	54.8%	1.6%	1.2%	0.0%	1.7%	0.0%	10.8%	0.0%	0.0%	0.0%	0.0%
Camborne	0.0%	0.0%	7.0%	2.7%	0.0%	59.0%	12.3%	2.7%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle	1.5%	5.4%	25.6%	0.9%	0.0%	3.6%	1.2%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	7.4%	60.3%	0.0%	0.0%	0.0%	0.0%	24.3%	0.0%	0.0%	0.0%	0.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	5.2%	82.7%	2.7%	3.6%	0.0%	0.0%	4.9%
Redruth	0.0%	0.0%	0.0%	0.0%	0.7%	1.2%	23.5%	39.2%	16.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.7%	0.8%	48.3%	0.9%	1.7%	3.1%	2.7%	1.2%	0.0%	0.0%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.5%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.2%
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	39.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	0.0%	0.0%	2.3%	0.9%	0.0%	4.8%	12.3%	4.1%	4.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	55.4%	0.0%	0.0%	1.2%
Helston	0.0%	0.0%	1.2%	46.4%	0.7%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Stores in Cornwall	0.8%	0.0%	0.0%	0.9%	0.0%	0.0%	1.2%	1.4%	0.0%	0.7%	6.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	1.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Notes:

market shares taken from cornwall household shopping survey

TABLE 11B: MARKET SHARE OF PERSONAL AND LUXURY GOODS FACILITIES (2ND CHOICE DESTINATION)

	ZONE																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Falmouth	0.0%	0.0%	0.0%	8.3%	49.0%	0.0%	11.1%	12.0%	23.5%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Austell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.3%	2.4%	39.0%	28.6%	14.5%	2.3%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro	50.0%	38.5%	30.8%	41.7%	43.4%	32.3%	29.6%	32.0%	35.3%	33.3%	44.4%	36.4%	57.1%	43.9%	42.9%	29.1%	40.9%	18.2%	5.9%	0.0%	6.1%	35.7%	3.1%	0.0%	0.0%	5.6%
Penzance	38.9%	23.1%	17.9%	11.1%	0.0%	19.4%	0.0%	8.0%	5.9%	12.5%	0.0%	18.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	14.3%	20.0%	6.8%	4.5%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%
Camborne	2.8%	3.8%	23.1%	8.3%	0.0%	29.0%	11.1%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%
Hayle	2.8%	15.4%	10.3%	5.6%	0.0%	6.5%	7.4%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	2.4%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	25.0%	0.0%	0.0%	0.0%	0.0%	21.4%	3.1%	0.0%	0.0%	0.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	4.5%	0.0%	15.8%	21.2%	7.2%	3.1%	0.0%	0.0%	2.8%
Redruth	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	22.2%	24.0%	29.4%	0.0%	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	2.4%	0.0%	0.0%	0.0%	0.0%	22.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	26.2%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.6%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	19.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	0.0%	0.0%	2.6%	0.0%	0.0%	3.2%	11.1%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	7.2%	37.5%	0.0%	0.0%	2.8%
Helston	0.0%	0.0%	5.1%	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%
Other Stores in Cornwall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	1.8%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Notes:

market shares taken from cornwall household shopping survey

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 11C: TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES (1ST CHOICE DESTINATION) 2009

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.1	0.6	11.1	0.1	0.1	0.1	0.8	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.1
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.3	12.3	4.2	0.7	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	18.2
Truro	1.0	1.1	2.2	4.6	4.3	3.0	2.6	2.3	5.2	11.3	4.1	3.9	7.3	8.6	2.2	2.3	2.9	0.3	0.4	0.0	0.0	1.1	0.1	0.8	0.0	0.0	71.6
Penzance	12.9	1.7	2.9	0.6	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.4
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	5.5	0.1	0.2	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	6.9
Camborne	0.0	0.0	0.6	0.3	0.0	6.2	0.7	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2
Hayle	0.2	0.3	2.1	0.1	0.0	0.4	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.7	5.1	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	7.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	6.9	0.1	0.4	0.0	0.0	0.5	8.4
Redruth	0.0	0.0	0.0	0.0	0.1	0.1	1.3	1.9	1.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.1	6.5	0.1	0.1	0.3	0.1	0.1	0.0	0.0	0.0	0.0	7.6
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	7.2
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.4
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Pool	0.0	0.0	0.2	0.1	0.0	0.5	0.7	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.1	6.1
Helston	0.0	0.0	0.1	5.7	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1
Other Stores in Cornwall	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 11D: TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES (2ND CHOICE DESTINATION) 2009

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.3	2.0	0.0	0.2	0.1	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	2.1	0.6	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	3.5
Truro	1.8	0.5	0.6	1.3	1.7	0.8	0.4	0.4	0.7	1.0	0.6	0.4	2.2	2.3	0.8	0.7	0.9	0.6	0.2	0.0	0.1	0.3	0.1	0.0	0.0	0.1	18.7
Penzance	1.4	0.3	0.4	0.3	0.0	0.5	0.0	0.1	0.1	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.5	0.1	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.3
Camborne	0.1	0.0	0.5	0.3	0.0	0.8	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.0
Hayle	0.1	0.2	0.2	0.2	0.0	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	1.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.4	0.1	0.1	0.0	0.0	0.1	1.1
Redruth	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.3	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	4.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Pool	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	1.0	0.0	0.0	0.1	1.2
Helston	0.0	0.0	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.9
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 11E: TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES (1ST CHOICE DESTINATION) 2014

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.1	0.7	13.1	0.1	0.1	0.2	0.9	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.5
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.3	15.5	5.0	0.8	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	22.5
Truro	1.2	1.3	2.7	5.5	5.1	3.5	3.1	2.8	5.9	13.7	5.0	4.5	8.9	10.8	2.7	2.8	3.5	0.4	0.5	0.0	0.0	1.4	0.2	0.9	0.0	0.0	86.2
Penzance	15.4	2.0	3.5	0.7	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	6.6	0.2	0.2	0.0	0.1	0.0	0.5	0.0	0.0	0.0	0.0	8.4
Camborne	0.0	0.0	0.7	0.4	0.0	7.2	0.8	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.7
Hayle	0.3	0.3	2.6	0.1	0.0	0.4	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.9	6.1	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	8.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	8.4	0.1	0.5	0.0	0.0	0.6	10.2
Redruth	0.0	0.0	0.0	0.0	0.1	0.1	1.6	2.3	1.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.1	7.7	0.2	0.1	0.3	0.1	0.2	0.0	0.0	0.0	9.0
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	8.8
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.5
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
St Ives	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Pool	0.0	0.0	0.2	0.1	0.0	0.6	0.8	0.2	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.1	7.1
Helston	0.0	0.0	0.1	6.8	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3
Other Stores in Cornwall	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 11F: TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES (2ND CHOICE DESTINATION) 2014

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.3	2.3	0.0	0.2	0.2	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	2.6	0.7	0.4	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	4.3
Truro	2.1	0.6	0.8	1.5	2.1	1.0	0.5	0.5	0.8	1.2	0.7	0.4	2.7	3.0	1.0	0.9	1.0	0.7	0.3	0.0	0.2	0.4	0.1	0.0	0.0	0.2	22.6
Penzance	1.7	0.4	0.5	0.4	0.0	0.6	0.0	0.1	0.1	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.6	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.5
Camborne	0.1	0.1	0.6	0.3	0.0	0.9	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.4
Hayle	0.1	0.2	0.3	0.2	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	1.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.3	0.5	0.1	0.1	0.0	0.0	0.1	1.3
Redruth	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.4	0.7	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	5.1
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Pool	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	1.2	0.0	0.0	0.1	1.4
Helston	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.0
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 11G: TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES (1ST CHOICE DESTINATION) 2021

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.2	0.9	17.8	0.2	0.1	0.2	1.2	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.5	22.2	7.0	1.1	0.0	0.3	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	32.0
Truro	1.6	1.8	3.7	7.4	7.0	4.7	4.3	3.9	7.7	19.0	7.0	5.9	12.5	15.4	3.7	3.8	4.8	0.5	0.7	0.0	0.0	2.0	0.2	1.2	0.0	0.0	118.5
Penzance	20.8	2.7	4.9	0.9	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.9
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	9.1	0.2	0.3	0.0	0.2	0.0	0.7	0.0	0.0	0.0	0.0	11.6
Camborne	0.0	0.0	1.0	0.5	0.0	9.5	1.1	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.9
Hayle	0.3	0.5	3.6	0.2	0.0	0.6	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	1.2	8.3	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	11.7
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.6	11.7	0.2	0.6	0.0	0.0	0.8	14.1
Redruth	0.0	0.0	0.0	0.0	0.2	0.2	2.2	3.2	1.9	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.1	10.2	0.2	0.2	0.4	0.2	0.2	0.0	0.0	0.0	12.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	12.4
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.6
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6
St Ives	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Pool	0.0	0.0	0.3	0.2	0.0	0.8	1.1	0.3	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4	0.0	0.0	0.2	9.6
Helston	0.0	0.0	0.2	9.1	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.8
Other Stores in Cornwall	0.2	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.0	0.1	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 11H: TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES (2ND CHOICE DESTINATION) 2021

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.4	3.1	0.0	0.3	0.2	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	3.8	0.9	0.6	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	6.1
Truro	2.9	0.8	1.1	2.1	2.8	1.3	0.7	0.7	1.1	1.7	0.9	0.6	3.8	4.2	1.4	1.2	1.4	1.0	0.4	0.0	0.2	0.6	0.1	0.0	0.0	0.2	31.0
Penzance	2.3	0.5	0.6	0.5	0.0	0.8	0.0	0.2	0.2	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.8	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.1
Camborne	0.2	0.1	0.8	0.4	0.0	1.2	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.2
Hayle	0.2	0.3	0.4	0.3	0.0	0.3	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.9	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0	1.7
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.4	0.7	0.1	0.1	0.0	0.0	0.1	1.8
Redruth	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.5	0.9	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	1.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	0.0	0.0	6.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
St Ives	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Pool	0.0	0.0	0.1	0.0	0.0	0.1	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	1.6	0.0	0.0	0.1	1.9
Helston	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.4
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 11I: TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES (1ST CHOICE DESTINATION) 2026

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.2	1.1	22.3	0.2	0.1	0.3	1.5	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.2
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.6	28.7	8.7	1.4	0.0	0.3	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	40.9
Truro	2.0	2.2	4.7	9.1	8.7	5.7	5.3	4.8	9.3	23.9	8.8	7.2	15.8	19.9	4.6	4.8	6.0	0.6	0.8	0.0	0.0	2.6	0.3	1.5	0.0	0.0	148.6
Penzance	26.0	3.3	6.2	1.1	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.4
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	11.5	0.3	0.3	0.0	0.2	0.0	0.9	0.0	0.0	0.0	0.0	14.6
Camborne	0.0	0.0	1.2	0.7	0.0	11.7	1.4	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.8
Hayle	0.4	0.6	4.5	0.2	0.0	0.7	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	1.6	10.3	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	14.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	14.7	0.2	0.8	0.0	0.0	1.0	17.7
Redruth	0.0	0.0	0.0	0.0	0.2	0.2	2.7	4.0	2.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.8
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1	0.1	12.6	0.3	0.2	0.6	0.2	0.3	0.0	0.0	0.0	15.0
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	15.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.8
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7
St Ives	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Pool	0.0	0.0	0.4	0.2	0.0	0.9	1.4	0.4	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.6	0.0	0.2	11.8
Helston	0.0	0.0	0.2	11.3	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.1
Other Stores in Cornwall	0.2	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.0	0.2	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 11J: TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES (2ND CHOICE DESTINATION) 2026

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.5	3.9	0.0	0.3	0.3	0.9	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	4.9	1.2	0.8	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	7.7
Truro	3.6	1.0	1.4	2.5	3.5	1.6	0.9	0.8	1.3	2.1	1.2	0.7	4.8	5.5	1.8	1.5	1.8	1.2	0.4	0.0	0.3	0.8	0.2	0.0	0.0	0.3	38.9
Penzance	2.8	0.6	0.8	0.7	0.0	1.0	0.0	0.2	0.2	0.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.4
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6	1.0	0.3	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.7
Camborne	0.2	0.1	1.0	0.5	0.0	1.4	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	4.0
Hayle	0.2	0.4	0.5	0.3	0.0	0.3	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.1	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	2.1
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.5	0.9	0.2	0.2	0.0	0.0	0.1	2.3	
Redruth	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.6	1.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	1.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.0	0.0	8.6
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Pool	0.0	0.0	0.1	0.0	0.0	0.2	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	2.0	0.0	0.0	0.1	2.4
Helston	0.0	0.0	0.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.7
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 11K: TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES (1ST CHOICE DESTINATION) 2031

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.3	1.4	27.9	0.3	0.2	0.4	1.8	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	32.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.8	36.7	11.0	1.8	0.0	0.4	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	52.2
Truro	2.5	2.8	5.9	11.3	10.9	7.0	6.6	6.1	11.3	30.1	11.3	8.8	20.0	25.5	5.8	6.1	7.4	0.7	1.0	0.0	0.0	3.4	0.3	1.8	0.0	0.0	186.8
Penzance	32.3	4.1	7.7	1.4	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	46.6
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	14.5	0.3	0.4	0.0	0.3	0.0	1.2	0.0	0.0	0.0	0.0	18.5
Camborne	0.0	0.0	1.6	0.8	0.0	14.4	1.8	0.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.6
Hayle	0.5	0.7	5.7	0.3	0.0	0.9	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	2.0	12.9	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	18.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.9	18.6	0.3	0.9	0.0	0.0	1.2	22.4	
Redruth	0.0	0.0	0.0	0.0	0.3	0.3	3.4	5.1	2.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.3
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.2	0.2	15.6	0.3	0.3	0.7	0.3	0.3	0.0	0.0	0.0	0.0	18.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	19.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	4.0
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	1.0	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.9	
St Ives	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
Pool	0.0	0.0	0.5	0.3	0.0	1.2	1.8	0.5	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	0.0	0.0	0.3	14.6	
Helston	0.0	0.0	0.3	14.0	0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.0	
Other Stores in Cornwall	0.3	0.0	0.0	0.3	0.0	0.0	0.2	0.2	0.0	0.2	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.4	

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 11L: TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES (2ND CHOICE DESTINATION) 2031

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.6	4.9	0.0	0.4	0.4	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.3	6.2	1.5	1.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	9.8
Truro	4.5	1.2	1.7	3.2	4.4	2.0	1.1	1.0	1.6	2.6	1.5	0.9	6.0	7.0	2.2	1.9	2.2	1.5	0.5	0.0	0.3	1.0	0.2	0.0	0.0	0.4	48.9
Penzance	3.5	0.7	1.0	0.8	0.0	1.2	0.0	0.3	0.3	1.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.2
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.7	1.3	0.4	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.4
Camborne	0.3	0.1	1.3	0.6	0.0	1.8	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	5.0
Hayle	0.3	0.5	0.6	0.4	0.0	0.4	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.3	0.0	0.0	0.0	0.0	0.6	0.2	0.0	0.0	0.0	2.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.7	1.2	0.2	0.2	0.0	0.0	0.2	2.9
Redruth	0.0	0.0	0.3	0.0	0.0	0.0	0.8	0.8	1.3	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	1.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.0	10.6
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Pool	0.0	0.0	0.1	0.0	0.0	0.2	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	2.4	0.0	0.0	0.2	3.0
Helston	0.0	0.0	0.3	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.2
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 12A: MARKET SHARE OF RECREATIONAL GOODS FACILITIES (1ST CHOICE DESTINATION)

	ZONE																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Falmouth	0.0%	3.4%	0.0%	4.0%	52.0%	0.0%	0.0%	9.2%	3.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Austell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	11.7%	6.2%	69.5%	51.5%	6.5%	1.5%	0.0%	1.6%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%
Truro	14.5%	37.9%	30.7%	36.7%	37.3%	29.6%	30.8%	51.2%	72.4%	96.3%	87.5%	82.3%	61.5%	29.3%	28.6%	16.9%	45.5%	0.0%	1.6%	0.0%	5.9%	36.0%	0.0%	1.2%	0.0%	
Penzance	82.9%	34.5%	36.9%	8.2%	1.3%	0.0%	2.6%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	54.5%	4.5%	4.7%	0.0%	0.0%	2.0%	16.0%	0.0%	0.0%	0.0%	
Camborne	0.0%	3.4%	16.9%	8.2%	0.0%	44.4%	25.6%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hayle	0.0%	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	36.4%	0.0%	0.0%	0.0%	0.0%	12.0%	0.0%	0.0%	1.9%	
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	2.3%	0.0%	14.3%	41.2%	12.0%	5.3%	0.0%	1.9%	
Redruth	0.0%	0.0%	1.5%	0.0%	4.0%	3.7%	5.1%	14.0%	0.0%	0.0%	3.1%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Liskeard	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	2.9%	2.6%	6.1%	27.9%	3.2%	10.7%	3.9%	0.0%	0.0%	0.0%	0.0%	
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	27.7%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Looe																										
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	
Camelford																										
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.9%	
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	
St Ives	0.0%	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Pool	0.0%	3.4%	4.6%	6.1%	1.3%	18.5%	35.9%	14.0%	17.2%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.9%	0.0%	1.9%	
Helston	0.0%	3.4%	0.0%	34.7%	2.7%	3.7%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Other Stores in Cornwall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	4.7%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	

Notes:

market shares taken from cornwall household shopping survey

TABLE 12B: MARKET SHARE OF RECREATIONAL GOODS FACILITIES (2ND CHOICE DESTINATION)

	ZONE																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Falmouth	0.0%	0.0%	3.6%	7.1%	34.5%	0.0%	0.0%	7.7%	30.0%	7.1%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Austell	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	14.3%	14.3%	36.0%	10.5%	9.4%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro	35.7%	50.0%	28.6%	28.6%	34.5%	27.3%	57.1%	46.2%	30.0%	64.3%	55.6%	42.9%	52.4%	56.0%	73.7%	43.8%	37.5%	25.0%	14.3%	0.0%	0.0%	40.0%	0.0%	0.0%	0.0%	0.0%
Penzance	50.0%	25.0%	32.1%	14.3%	3.4%	27.3%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	5.3%	28.1%	12.5%	12.5%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%
Camborne	0.0%	8.3%	0.0%	3.6%	6.9%	27.3%	14.3%	7.7%	10.0%	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle	7.1%	8.3%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	11.8%	10.0%	6.3%	0.0%	0.0%	25.0%
Redruth	7.1%	0.0%	7.1%	3.6%	3.4%	0.0%	0.0%	15.4%	20.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	50.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Looe																										
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow																										
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	0.0%	0.0%	10.7%	3.6%	3.4%	9.1%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.3%	0.0%	0.0%	8.3%
Helston	0.0%	0.0%	7.1%	35.7%	3.4%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%
Other Stores in Cornwall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%

Notes:

market shares taken from cornwall household shopping survey

TABLE 12C: TURNOVER OF RECREATIONAL GOODS FACILITIES (1ST CHOICE DESTINATION) 2009

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.2	0.0	0.4	7.5	0.0	0.0	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.9	13.5	3.7	0.6	0.1	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	19.7
Truro	1.9	1.8	2.3	4.1	5.4	2.8	1.6	2.3	5.4	10.4	4.0	3.2	8.6	5.7	2.0	1.5	3.5	0.0	0.2	0.0	0.5	1.2	0.0	1.2	0.0	0.0	69.4
Penzance	10.8	1.6	2.8	0.9	0.2	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.6
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	4.9	0.3	0.6	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.2	7.5
Camborne	0.0	0.2	1.3	0.9	0.0	4.2	1.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2
Hayle	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.8	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	3.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.8	3.1	0.4	0.5	0.0	0.0	0.2	5.5	
Redruth	0.0	0.0	0.1	0.0	0.6	0.4	0.3	0.6	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Liskeard	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.2	0.5	3.4	0.4	0.6	0.3	0.0	0.0	0.0	0.0	0.0	6.0
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.9	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.5
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.2	0.3	0.7	0.2	1.8	1.8	0.6	1.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.2	5.2
Helston	0.0	0.2	0.0	3.9	0.4	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.6	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 12D: TURNOVER OF RECREATIONAL GOODS FACILITIES (2ND CHOICE DESTINATION) 2009

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.1	0.2	1.1	0.0	0.0	0.1	0.5	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
St Austell	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.4	1.5	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Truro	1.0	0.5	0.5	0.7	1.1	0.5	0.6	0.4	0.5	1.5	0.5	0.3	1.5	2.3	1.1	0.8	0.6	0.6	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	15.9
Penzance	1.4	0.3	0.5	0.3	0.1	0.5	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.5	0.2	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.4
Camborne	0.0	0.1	0.0	0.1	0.2	0.5	0.2	0.1	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Hayle	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Wadebridge	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.5
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.0	0.5	0.9
Redruth	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.2	0.1	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.2	0.8
Helston	0.0	0.0	0.1	0.8	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.4
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 12E: TURNOVER OF RECREATIONAL GOODS FACILITIES (1ST CHOICE DESTINATION) 2014

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.2	0.0	0.5	9.0	0.0	0.0	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.6
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	1.1	17.0	4.4	0.7	0.1	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	24.4
Truro	2.3	2.1	2.8	4.9	6.4	3.3	1.9	2.8	6.1	12.7	4.8	3.6	10.5	7.2	2.4	1.8	4.2	0.0	0.3	0.0	0.5	1.5	0.0	1.4	0.0	0.0	83.5
Penzance	12.9	1.9	3.4	1.1	0.2	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.9
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	6.0	0.4	0.7	0.0	0.0	0.2	0.7	0.0	0.0	0.0	0.2	9.1
Camborne	0.0	0.2	1.5	1.1	0.0	4.9	1.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.7
Hayle	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.3	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.2	4.3
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	1.0	3.8	0.5	0.6	0.0	0.0	0.2	6.7	
Redruth	0.0	0.0	0.1	0.0	0.7	0.4	0.3	0.8	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Liskeard	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.3	0.6	4.0	0.5	0.7	0.4	0.0	0.0	0.0	0.0	0.0	7.2
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	4.7	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.5
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.2	0.4	0.8	0.2	2.0	2.2	0.8	1.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.0	0.2	6.1
Helston	0.0	0.2	0.0	4.6	0.5	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.7	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 12F: TURNOVER OF RECREATIONAL GOODS FACILITIES (2ND CHOICE DESTINATION) 2014

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.1	0.2	1.3	0.0	0.0	0.1	0.5	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
St Austell	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.5	1.9	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Truro	1.2	0.6	0.6	0.8	1.3	0.6	0.8	0.5	0.5	1.8	0.6	0.4	1.9	2.9	1.3	1.0	0.7	0.8	0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	19.2
Penzance	1.7	0.3	0.6	0.4	0.1	0.6	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.7	0.2	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.7
Camborne	0.0	0.1	0.0	0.1	0.3	0.6	0.2	0.1	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Hayle	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Wadebridge	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.0	0.0	0.6	1.1
Redruth	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.2	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.2	0.1	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.2	0.9
Helston	0.0	0.0	0.1	1.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.6
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 12G: TURNOVER OF RECREATIONAL GOODS FACILITIES (1ST CHOICE DESTINATION) 2021

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.3	0.0	0.7	12.1	0.0	0.0	0.7	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.7	1.5	24.4	6.1	1.0	0.2	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	34.6
Truro	3.0	2.9	3.9	6.6	8.7	4.3	2.6	3.8	7.9	17.5	6.8	4.8	14.7	10.3	3.4	2.5	5.7	0.0	0.3	0.0	0.8	2.2	0.0	1.8	0.0	0.0	114.6
Penzance	17.4	2.6	4.7	1.5	0.3	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	8.2	0.6	0.9	0.0	0.0	0.3	1.0	0.0	0.0	0.0	0.3	12.5
Camborne	0.0	0.3	2.1	1.5	0.0	6.5	2.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.1
Hayle	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	4.6	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.3	6.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	1.4	5.3	0.7	0.8	0.0	0.0	0.3	9.3	
Redruth	0.0	0.0	0.2	0.0	0.9	0.5	0.4	1.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Liskeard	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.4	0.8	5.4	0.7	1.0	0.5	0.0	0.0	0.0	0.0	0.0	9.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	6.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.7
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.3	0.6	1.1	0.3	2.7	3.0	1.0	1.9	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8	0.0	0.0	0.3	8.1
Helston	0.0	0.3	0.0	6.2	0.6	0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.9	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	1.7

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 12H: TURNOVER OF RECREATIONAL GOODS FACILITIES (2ND CHOICE DESTINATION) 2021

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.1	0.3	1.7	0.0	0.0	0.1	0.7	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
St Austell	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.7	2.7	0.3	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7
Truro	1.6	0.8	0.8	1.1	1.7	0.8	1.0	0.7	0.7	2.5	0.9	0.5	2.7	4.2	1.9	1.4	1.0	1.0	0.7	0.0	0.0	0.5	0.0	0.0	0.0	26.4	
Penzance	2.2	0.4	0.9	0.5	0.2	0.8	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.9	0.3	0.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.3	
Camborne	0.0	0.1	0.0	0.1	0.3	0.8	0.3	0.1	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	
Hayle	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
Wadebridge	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.8	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	0.0	1.5	
Redruth	0.3	0.0	0.2	0.1	0.2	0.0	0.0	0.2	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	2.9	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pool	0.0	0.0	0.3	0.1	0.2	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.3	1.3	
Helston	0.0	0.0	0.2	1.4	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	2.2	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 12I: TURNOVER OF RECREATIONAL GOODS FACILITIES (1ST CHOICE DESTINATION) 2026

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.3	0.0	0.9	15.2	0.0	0.0	0.9	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.8	1.9	31.4	7.6	1.2	0.2	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	44.3
Truro	3.8	3.6	4.9	8.1	10.9	5.3	3.2	4.8	9.5	22.0	8.6	5.8	18.7	13.2	4.2	3.2	7.1	0.0	0.4	0.0	1.0	2.9	0.0	2.3	0.0	0.0	143.6
Penzance	21.7	3.3	5.9	1.8	0.4	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.7
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	10.4	0.7	1.1	0.0	0.0	0.3	1.3	0.0	0.0	0.0	0.3	15.8
Camborne	0.0	0.3	2.7	1.8	0.0	8.0	2.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.1
Hayle	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	5.7	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.3	0.0	7.5
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0	1.8	6.7	1.0	1.0	0.0	0.0	0.3	0.0	11.8
Redruth	0.0	0.0	0.2	0.0	1.2	0.7	0.5	1.3	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
Liskeard	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.5	1.0	6.6	0.9	1.3	0.6	0.0	0.0	0.0	0.0	0.0	12.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	8.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.9
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
St Ives	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.3	0.7	1.4	0.4	3.3	3.8	1.3	2.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.0
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.7	0.0	0.3	10.0
Helston	0.0	0.3	0.0	7.7	0.8	0.7	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	2.2

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 12J: TURNOVER OF RECREATIONAL GOODS FACILITIES (2ND CHOICE DESTINATION) 2026

	ZONE																											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26		
Falmouth	0.0	0.0	0.1	0.3	2.1	0.0	0.0	0.2	0.8	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
St Austell	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.9	3.5	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9
Truro	2.0	1.0	1.0	1.3	2.1	1.0	1.3	0.9	0.8	3.1	1.2	0.6	3.4	5.4	2.3	1.8	1.2	1.3	0.8	0.0	0.0	0.7	0.0	0.0	0.0	0.0	33.2	
Penzance	2.8	0.5	1.1	0.7	0.2	1.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	1.1	0.4	0.6	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.9	
Camborne	0.0	0.2	0.0	0.2	0.4	1.0	0.3	0.2	0.3	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	
Hayle	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
Wadebridge	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.0	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.2	0.3	0.0	0.0	1.0	1.9	
Redruth	0.4	0.0	0.2	0.2	0.2	0.0	0.0	0.3	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	3.6	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pool	0.0	0.0	0.4	0.2	0.2	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.3	1.6	
Helston	0.0	0.0	0.2	1.7	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	2.7	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 12K: TURNOVER OF RECREATIONAL GOODS FACILITIES (1ST CHOICE DESTINATION) 2031

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.4	0.0	1.1	19.0	0.0	0.0	1.1	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.5
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.0	2.4	40.3	9.6	1.6	0.3	0.0	0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	56.5
Truro	4.7	4.4	6.2	10.1	13.6	6.6	4.1	6.0	11.6	27.8	10.9	7.1	23.7	17.0	5.3	4.1	8.8	0.0	0.5	0.0	1.2	3.7	0.0	2.8	0.0	0.0	180.3
Penzance	27.0	4.0	7.4	2.3	0.5	0.0	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	42.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	13.1	0.9	1.4	0.0	0.0	0.4	1.6	0.0	0.0	0.0	0.4	20.0
Camborne	0.0	0.4	3.4	2.3	0.0	9.8	3.4	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.1
Hayle	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	7.1	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.4	9.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.7	0.0	2.3	8.4	1.2	1.2	0.0	0.0	0.4	14.9	
Redruth	0.0	0.0	0.3	0.0	1.5	0.8	0.7	1.7	0.0	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5
Liskeard	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.5	0.6	1.2	8.2	1.1	1.7	0.8	0.0	0.0	0.0	0.0	0.0	15.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	10.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.8
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	1.1
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6
St Ives	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.4	0.9	1.7	0.5	4.1	4.7	1.7	2.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.0	0.0	0.4	12.4
Helston	0.0	0.4	0.0	9.5	1.0	0.8	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.6
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	1.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.7

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 12L: TURNOVER OF RECREATIONAL GOODS FACILITIES (2ND CHOICE DESTINATION) 2031

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.2	0.4	2.7	0.0	0.0	0.2	1.0	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2
St Austell	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.3	1.2	4.4	0.4	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6
Truro	2.5	1.2	1.2	1.7	2.7	1.3	1.6	1.2	1.0	3.9	1.5	0.8	4.3	6.9	2.9	2.2	1.5	1.6	1.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	41.8
Penzance	3.5	0.6	1.4	0.8	0.3	1.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.3
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	1.4	0.5	0.8	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.6
Camborne	0.0	0.2	0.0	0.2	0.5	1.3	0.4	0.2	0.3	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Hayle	0.5	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Wadebridge	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.3
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.3	0.0	0.0	1.2	2.4
Redruth	0.5	0.0	0.3	0.2	0.3	0.0	0.0	0.4	0.7	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	4.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.5	0.2	0.3	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.4	2.0
Helston	0.0	0.0	0.3	2.1	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.4
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.7

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 13A: TOTAL STUDY AREA DERIVED TURNOVER OF COMPARISON GOODS FACILITIES IN CORNWALL (2009)

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.7	0.2	0.6	7.6	54.3	1.8	1.1	1.6	6.5	3.9	0.3	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	1.3	0.0	0.0	80.7
St Austell	0.0	0.1	0.0	0.1	0.2	0.1	0.0	0.1	0.2	0.2	0.3	4.0	7.3	71.4	23.2	6.2	1.5	1.8	0.6	0.1	0.4	1.5	0.1	0.0	0.0	0.0	119.4
Truro	15.1	10.2	12.7	25.6	36.5	18.3	12.6	13.6	25.8	62.4	24.1	20.3	56.0	53.2	16.2	14.8	19.9	4.4	2.1	0.6	1.5	6.3	0.7	7.1	0.4	0.2	460.7
Penzance	69.3	11.8	18.2	8.5	0.4	2.8	0.5	0.3	0.3	1.8	0.1	0.2	0.0	0.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	115.1
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.2	0.0	0.0	0.2	1.4	3.9	28.9	4.7	2.5	0.1	0.2	0.6	3.6	0.2	0.0	0.0	0.5	47.5
Camborne	0.6	2.3	6.2	4.0	1.2	22.2	3.6	1.9	2.5	0.2	0.8	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.1	47.0	
Hayle	2.1	1.5	5.4	0.9	0.0	2.2	0.5	0.1	0.5	0.2	0.1	0.0	0.1	0.2	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.5	0.0	0.1	14.9
Wadebridge	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.6	0.1	0.2	3.3	21.6	0.2	0.0	0.0	0.1	4.0	0.5	0.0	0.1	0.2	30.9
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.5	0.0	1.5	0.0	4.2	27.8	2.2	5.5	0.0	1.4	3.1	46.3	
Redruth	0.4	0.1	0.9	1.1	1.7	1.4	4.3	5.7	5.0	0.3	1.3	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	22.6
Liskeard	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.1	0.3	0.0	0.2	1.3	1.2	1.5	1.9	1.5	34.2	4.1	2.6	2.4	1.1	1.1	0.4	0.3	0.3	55.4
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.3	0.0	24.5	0.1	0.3	0.1	0.2	0.0	0.0	0.0	0.0	0.3	0.0	3.0	0.0	0.0	29.4
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.9
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	10.0	1.2	0.0	0.0	0.0	0.6	0.0	0.0	12.2
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.4	2.1	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.2	0.0	0.0	0.6	0.0	0.0	4.1	
St Ives	0.1	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	5.6	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.9	
Pool	0.6	1.0	6.6	6.0	2.2	16.1	11.7	6.3	8.7	0.8	1.7	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	62.1	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.3	0.7	25.4	0.0	0.0	1.0	27.7
Helston	0.1	0.2	0.5	22.0	1.4	0.5	0.2	0.0	0.5	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.1	0.0	26.5
Other Stores in Cornwall	0.3	0.0	0.2	0.2	0.5	0.0	0.1	0.1	0.1	0.3	0.5	0.2	1.6	0.6	0.2	1.0	0.6	3.6	1.0	0.6	0.5	0.2	0.6	2.4	0.3	0.1	16.0

Notes:

study area derived turnover levels for each settlement from individual zones taken from Tables 6-12

TABLE 13B: TOTAL STUDY AREA DERIVED TURNOVER OF COMPARISON GOODS FACILITIES IN CORNWALL (2014)

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.8	0.3	0.8	9.1	64.6	2.1	1.3	2.0	7.4	4.7	0.4	0.5	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	1.4	0.0	0.0	95.7
St Austell	0.0	0.1	0.1	0.2	0.2	0.1	0.0	0.1	0.3	0.2	0.4	4.6	8.9	89.8	28.1	7.5	1.8	2.1	0.7	0.1	0.5	1.8	0.1	0.0	0.0	0.0	147.6
Truro	18.1	12.1	15.4	30.5	43.4	21.3	15.3	16.7	29.3	76.0	29.3	23.3	68.6	66.9	19.6	17.9	23.9	5.2	2.4	0.7	1.8	7.9	0.8	8.2	0.5	0.3	555.3
Penzance	82.9	14.0	22.1	10.2	0.5	3.3	0.6	0.4	0.4	2.2	0.1	0.2	0.0	0.8	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	137.8
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.3	0.0	0.0	0.2	1.8	4.7	34.9	5.7	3.0	0.1	0.3	0.7	4.5	0.2	0.0	0.0	0.6	57.4
Camborne	0.8	2.7	7.6	4.8	1.4	25.9	4.4	2.4	2.8	0.2	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.1	55.6	
Hayle	2.6	1.8	6.5	1.1	0.1	2.5	0.6	0.2	0.6	0.2	0.1	0.0	0.1	0.3	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.6	0.0	0.1	17.8
Wadebridge	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.7	0.1	0.2	3.9	25.9	0.2	0.0	0.0	0.1	5.0	0.5	0.0	0.1	0.3	37.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.1	1.8	0.0	5.2	33.7	2.8	6.4	0.0	1.6	3.6	55.8	
Redruth	0.5	0.1	1.1	1.4	2.0	1.6	5.2	7.0	5.6	0.4	1.5	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	27.0
Liskeard	0.0	0.0	0.1	0.0	0.5	0.0	0.0	0.0	0.2	0.3	0.1	0.2	1.6	1.6	1.8	2.3	1.8	40.4	4.9	3.3	2.9	1.4	1.3	0.5	0.4	0.3	66.0
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.4	0.0	30.1	0.2	0.4	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.0	3.5	0.0	0.0	35.8
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.5	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	11.9	1.5	0.1	0.0	0.0	0.7	0.0	0.0	14.5
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.5	2.4	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.9	0.0	0.0	0.7	0.0	0.0	5.0	
St Ives	0.2	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	6.7
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Pool	0.7	1.2	8.0	7.1	2.7	18.8	14.2	7.8	9.9	0.9	2.1	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	73.8
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.4	0.8	29.8	0.0	0.0	1.2	32.7
Helston	0.1	0.2	0.6	26.2	1.6	0.5	0.2	0.0	0.6	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.1	0.0	31.5	
Other Stores in Cornwall	0.4	0.0	0.2	0.3	0.5	0.0	0.2	0.1	0.1	0.4	0.6	0.2	1.9	0.8	0.3	1.2	0.7	4.2	1.2	0.8	0.6	0.3	0.7	2.8	0.4	0.2	19.0

Notes:

study area derived turnover levels for each settlement from individual zones taken from Tables 6-12

TABLE 13C: TOTAL STUDY AREA DERIVED TURNOVER OF COMPARISON GOODS FACILITIES IN CORNWALL (2021)

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	1.1	0.4	1.0	12.2	87.4	2.7	1.8	2.7	9.5	6.5	0.6	0.6	0.1	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.1	1.9	0.0	0.0	129.2
St Austell	0.0	0.1	0.1	0.2	0.3	0.2	0.0	0.1	0.3	0.3	0.6	6.0	12.4	128.9	38.8	10.4	2.5	2.8	0.9	0.1	0.7	2.7	0.1	0.0	0.0	0.0	208.6
Truro	24.4	16.3	21.4	41.0	58.8	28.2	20.9	23.0	37.9	105.1	41.1	30.6	96.0	96.0	27.1	24.6	32.6	7.0	3.3	1.0	2.5	11.5	1.1	11.0	0.7	0.3	763.7
Penzance	111.9	18.9	30.7	13.7	0.6	4.3	0.8	0.5	0.5	3.0	0.2	0.3	0.0	1.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	187.0
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4	0.0	0.0	0.3	2.6	6.6	48.1	7.8	4.0	0.1	0.4	0.9	6.6	0.3	0.0	0.0	0.8	79.4
Camborne	1.0	3.6	10.5	6.4	1.9	34.2	6.0	3.3	3.6	0.3	1.3	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.2	74.8	
Hayle	3.5	2.5	9.1	1.4	0.1	3.3	0.9	0.2	0.8	0.3	0.2	0.0	0.1	0.4	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.1	0.1	0.8	0.0	0.1	24.2
Wadebridge	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.2	0.3	5.4	35.4	0.3	0.0	0.0	0.1	7.3	0.7	0.0	0.1	0.4	51.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.1	2.4	0.0	7.3	46.8	4.0	8.6	0.0	2.1	5.0	77.2
Redruth	0.7	0.2	1.5	1.8	2.7	2.1	7.1	9.6	7.3	0.5	2.1	0.2	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	36.6
Liskeard	0.0	0.0	0.1	0.0	0.7	0.0	0.1	0.1	0.2	0.4	0.1	0.3	2.2	2.2	2.5	3.2	2.4	54.0	6.6	4.6	4.1	2.1	1.8	0.7	0.6	0.4	89.3
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.1	0.6	0.0	42.1	0.2	0.6	0.2	0.4	0.0	0.0	0.0	0.0	0.6	0.0	4.7	0.0	0.0	49.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.7
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	15.9	2.1	0.1	0.0	0.0	1.0	0.0	0.0	19.5	
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.7	3.3	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	5.6	0.0	0.0	1.0	0.0	0.0	7.0	
St Ives	0.2	8.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	9.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Pool	1.0	1.6	11.1	9.6	3.6	24.9	19.4	10.7	12.8	1.3	2.9	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.5
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.2	0.0	0.0	0.6	1.2	39.9	0.0	0.0	1.7	43.9
Helston	0.1	0.3	0.9	35.2	2.2	0.7	0.3	0.0	0.8	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.0	0.0	42.4
Other Stores in Cornwall	0.5	0.0	0.3	0.4	0.7	0.0	0.2	0.2	0.1	0.5	0.9	0.3	2.7	1.1	0.4	1.7	1.0	5.7	1.6	1.1	0.8	0.4	1.0	3.7	0.5	0.2	26.0

Notes:

study area derived turnover levels for each settlement from individual zones taken from Tables 6-12

TABLE 13D: TOTAL STUDY AREA DERIVED TURNOVER OF COMPARISON GOODS FACILITIES IN CORNWALL (2026)

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	1.4	0.5	1.3	15.1	109.3	3.4	2.3	3.4	11.5	8.2	0.7	0.8	0.1	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.1	2.4	0.0	0.0	161.0
St Austell	0.0	0.1	0.1	0.3	0.4	0.2	0.0	0.2	0.4	0.4	0.7	7.4	15.8	166.1	48.7	13.1	3.1	3.5	1.1	0.1	0.9	3.5	0.2	0.0	0.0	0.0	266.2
Truro	30.5	20.3	27.0	50.8	73.5	34.5	26.0	28.7	45.8	132.0	52.1	37.3	121.9	123.7	33.9	31.1	40.5	8.6	4.0	1.3	3.2	15.0	1.4	13.5	0.9	0.4	958.1
Penzance	139.7	23.5	38.6	16.9	0.8	5.3	0.9	0.6	0.6	3.8	0.2	0.4	0.0	1.5	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	233.5
Bodmin	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.5	0.0	0.0	0.4	3.3	8.2	60.8	9.6	4.9	0.2	0.5	1.2	8.6	0.3	0.0	0.0	1.0	100.2
Camborne	1.3	4.5	13.3	8.0	2.4	41.9	7.4	4.1	4.4	0.4	1.6	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	0.3	92.4	
Hayle	4.3	3.1	11.4	1.8	0.1	4.1	1.1	0.3	0.9	0.4	0.3	0.0	0.1	0.5	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.9	0.0	0.2	30.2
Wadebridge	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.3	0.2	0.4	6.9	43.9	0.4	0.0	0.0	0.1	9.5	0.9	0.0	0.1	0.5	64.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.1	0.1	2.9	0.0	9.3	58.9	5.3	10.6	0.0	2.7	6.3	97.3
Redruth	0.9	0.2	1.9	2.3	3.3	2.6	8.8	12.0	8.8	0.7	2.7	0.2	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	45.3
Liskeard	0.0	0.0	0.1	0.0	0.9	0.0	0.1	0.1	0.2	0.5	0.1	0.4	2.8	2.9	3.1	4.1	3.0	66.6	8.1	5.9	5.1	2.7	2.2	0.8	0.7	0.5	111.0
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.1	0.7	0.0	53.4	0.3	0.7	0.3	0.4	0.0	0.0	0.0	0.0	0.8	0.0	5.8	0.0	0.0	63.1
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.8
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5	19.8	2.7	0.1	0.0	0.0	1.2	0.0	0.0	24.3
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.9	4.2	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	7.1	0.0	0.0	1.2	0.0	0.0	8.8	
St Ives	0.3	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	11.2
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Pool	1.2	2.0	14.0	11.8	4.5	30.4	24.0	13.4	15.5	1.6	3.7	0.0	0.6	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	123.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.2	0.0	0.0	0.7	1.6	49.3	0.0	0.0	2.1	54.4
Helston	0.1	0.3	1.1	43.6	2.8	0.9	0.3	0.0	0.9	1.3	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.0	52.5
Other Stores in Cornwall	0.6	0.0	0.4	0.5	0.9	0.0	0.3	0.2	0.2	0.6	1.1	0.3	3.4	1.4	0.5	2.1	1.2	7.0	2.0	1.4	1.0	0.5	1.2	4.6	0.7	0.3	32.4

Notes:

study area derived turnover levels for each settlement from individual zones taken from Tables 6-12

TABLE 13E: TOTAL STUDY AREA DERIVED TURNOVER OF COMPARISON GOODS FACILITIES IN CORNWALL (2031)

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	1.7	0.6	1.7	18.8	137.0	4.1	2.9	4.3	14.0	10.3	0.9	1.0	0.2	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.2	2.9	0.0	0.0	201.0
St Austell	0.0	0.2	0.1	0.3	0.5	0.2	0.0	0.2	0.5	0.5	0.9	9.0	20.0	213.0	61.3	16.6	3.9	4.3	1.4	0.2	1.1	4.5	0.2	0.0	0.0	0.0	338.8
Truro	37.9	25.2	34.0	63.1	92.1	42.6	32.7	36.4	55.7	166.7	66.4	45.7	154.4	158.6	42.7	39.3	50.6	10.6	5.0	1.7	4.0	19.5	1.7	16.6	1.1	0.6	1204.9
Penzance	173.6	29.2	48.6	21.0	1.0	6.6	1.2	0.8	0.7	4.7	0.3	0.4	0.0	2.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0	290.9
Bodmin	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.6	0.0	0.0	0.5	4.3	10.4	76.7	12.0	6.1	0.2	0.6	1.5	11.1	0.4	0.0	0.0	1.2	126.6
Camborne	1.6	5.6	16.7	9.9	3.0	51.7	9.3	5.2	5.3	0.5	2.1	0.0	1.9	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.2	0.3	114.8
Hayle	5.4	3.8	14.4	2.2	0.1	5.1	1.4	0.4	1.1	0.5	0.3	0.0	0.2	0.7	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.2	0.2	1.2	0.0	0.2	37.7
Wadebridge	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.7	0.3	0.5	8.6	54.9	0.5	0.0	0.0	0.2	12.3	1.1	0.0	0.2	0.6	81.3
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.4	0.1	3.6	0.0	11.9	74.4	6.8	13.1	0.0	3.4	7.9	122.8
Redruth	1.1	0.3	2.4	2.8	4.2	3.2	11.1	15.2	10.7	0.9	3.4	0.3	0.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	56.7
Liskeard	0.0	0.0	0.2	0.0	1.1	0.0	0.1	0.1	0.3	0.7	0.1	0.4	3.6	3.7	3.9	5.2	3.8	82.2	10.0	7.5	6.5	3.5	2.7	1.0	0.9	0.7	138.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.2	0.9	0.0	67.7	0.4	0.9	0.3	0.6	0.0	0.0	0.0	0.0	1.0	0.0	7.1	0.0	0.0	79.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	7.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.6	24.4	3.4	0.1	0.0	0.0	1.5	0.0	0.0	30.1
Camelford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.4
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	1.1	5.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	9.1	0.0	0.0	0.0	1.5	0.0	0.0	11.2
St Ives	0.3	12.5	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.2	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	14.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Pool	1.5	2.5	17.6	14.7	5.7	37.5	30.2	16.9	18.8	2.0	4.7	0.0	0.7	0.0	0.0	0.0	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	153.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.2	0.0	0.0	0.9	2.1	60.9	0.0	0.0	2.6	67.4
Helston	0.2	0.4	1.4	54.1	3.5	1.1	0.4	0.0	1.1	1.6	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.2	0.1	65.3
Other Stores in Cornwall	0.8	0.0	0.5	0.6	1.2	0.0	0.3	0.3	0.2	0.8	1.4	0.4	4.3	1.8	0.6	2.7	1.6	8.6	2.4	1.8	1.3	0.6	1.5	5.6	0.9	0.4	40.6

Notes:

study area derived turnover levels for each settlement from individual zones taken from Tables 6-12

TABLE 14: CONVENIENCE FLOORSPACE WITHIN CORNWALL & COMPANY AVERAGE BENCHMARK DENSITY LEVELS

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£/m)
	Total Net Sales	Convenience Goods Sales		
FALMOUTH & PENRYN	4180	2972	13638	40.5
Asda, Penryn	717	845	12900	8.3
Tesco, Killgrew Street, Falmouth	1820	1355	5213	12.6
Sainsbury, Ponnardien, Falmouth	432	384	5728	2.2
Island, Berkeley Vale, Falmouth		186	10710	2.0
Marka & Spencer, Falmouth		1661	4000	6.6
Other town centre		500	3500	1.8
TOTAL				74.0
PENZANCE	2266	1812	12900	23.4
Asda, Penzance	2657	2126	11000	23.4
Morrisons, Penzance	619	557	5700	3.2
Co-op, Market Jew Street, Penzance	743	632	2620	1.8
Lidl, Penzance	467	420	5728	2.4
Island, Wharfedale, Penzance		1841	4000	7.4
Other town centre		500	3500	1.8
Co-op, The Strand, Newlyn	203	193	5700	1.1
Co-op, Yllersbon	488	464	5700	2.6
TOTAL				67.6
LISKEARD	2313	1851	11000	20.4
Morrisons, Liskeard	978	610	5700	3.5
Co-op, Barras Street	744	670	5500	3.7
Euro Spar		1120	4000	4.5
Other				32.0
TOTAL				32.0
WADEBRIDGE		1720	12900	22.2
Asda, Wadebridge	1137	967	5700	5.5
Co-op, Wadebridge	929	743	2620	2.1
Lidl, Wadebridge		668	4000	3.9
Other				33.7
TOTAL				33.7
HELSTON		1714	12900	22.1
Asda, Helston	997	848	5700	4.8
Co-op, Helston		1029	2820	2.9
Lidl, Helston		1343	4000	5.4
Other, Helston town centre				35.2
TOTAL				35.2
CAMBORNE, POOL & REDRUTH	1924	1635	12900	21.1
Asda, Westley Street, Camborne	434	412	5728	2.4
Island, Treowarren Street, Camborne	896	806	4300	3.5
Aldi, Church Street, Camborne	1000	800	2820	2.3
Lidl, Camborne	1183	1065	4000	4.3
Other Camborne town centre		250	3500	0.9
Other				41.9
Asda Extra, Pool	2807	2386	11000	26.3
Morrisons, Pool	250	250	3500	0.9
Other Pool	2183	1856	12900	23.9
Asda, Velgus Hill, Redruth	455	455	5728	2.6
Island, Fore Street, Redruth	858	772	4000	3.1
Other Redruth town centre	250	250	3500	0.9
TOTAL				133.9
NEWQUAY	2787	2230	11000	24.5
Morrisons, Newquay	1421	1216	5213	11.2
Sainsbury, Fore Street, Newquay	1202	1022	5700	5.8
Co-op, Oakleigh Terrace, Newquay	929	743	2620	2.1
Lidl	2750	2750	4000	11.0
Other Newquay town centre	500	500	3500	1.8
TOTAL				56.4
LAUNCESTON	2400	1800	12900	23.2
Asda, Launceston	929	743	2820	2.1
Lidl Launceston	210	200	5700	1.1
Co-op, Broad Street, Launceston	880	752	5700	4.5
Co-op, Newport Inn Estate	785	785	4000	3.1
Other				34.1
TOTAL				34.1
BODMIN	3188	1913	13836	26.5
Asda, Bodmin	2304	1843	11000	20.3
Morrisons, Bodmin	1922	1538	5213	14.2
Sainsbury, Bodmin	314	298	5728	1.7
Island, Bodmin	900	900	4000	3.6
Other Bodmin town centre	500	500	3500	1.8
Other				68.0
TOTAL				68.0
BUDE		2109	11000	23.2
Morrisons, Bude		985	5213	9.1
Sainsbury, Bude		600	5700	3.4
Co-op, Bude		1070	4000	4.3
Other				40.0
TOTAL				40.0
ST AUSTELL	4341	2821	13836	39.0
Asda, St Austell		1812	12900	23.4
Asda, West Hill, St Austell		938	5700	5.4
Co-op, West Hill, St Austell		251	5700	1.4
Co-op, Slades Road		674	5700	3.8
Somerfield, Middleway, St Blazey		700	4300	3.0
Aldi, St Austell		650	2820	1.8
Lidl, St Austell		1320	4000	5.3
Other St Austell town centre		1200	3500	4.2
Other (St Austell / St Blazey / Par)		306	5728	1.8
Island, St Austell				89.1
TOTAL				89.1
SALTASH	2780	2224	11877	26.4
Wainome, Saltash		1029	2820	2.9
Lidl, Saltash		495	5700	2.5
Co-op, Saltash		749	4000	3.0
Other				34.8
TOTAL				34.8
ST IVES	170	182	5700	0.9
Co-op, Royal Square	224	223	5700	1.3
Co-op, The Sternack	1,578	1,263	12900	18.3
Tesco, Carbis Bay	260	247	5700	1.4
Co-op, Trigema Place, St Ives	312	296	4000	1.2
Other stores, Carbis Bay		718	4000	2.9
Other stores, St Ives				23.9
TOTAL				23.9
HAYLE	995	895	5700	5.1
Co-op, Hayle		1126	2820	3.2
Lidl, Hayle		465	10710	5.0
Marka & Spencer, Hayle		530	4000	2.1
Other				15.4
TOTAL				15.4
TRURO	3587	2691	12900	34.7
Asda, Truro	5891	3694	5213	34.0
Morrisons, Truro	760	616	4300	2.6
Co-op, Boscawen Street, Truro	583	496	5700	2.8
Somerfield, Truro	864	734	5700	4.2
Marka & Spencer, Truro	1394	1324	10710	14.2
Island, Truro	430	409	5728	2.3
Other Truro town centre		1200	4000	4.8
Other		300	3500	1.1
TOTAL				100.8
Commitments				
Sainsbury, Helston	2759	1931	5213	17.8
Tesco extension, Helston	2251	1071	12900	13.8
Lidl, Penryn	1070	856	4300	2.4
Aldi, Newquay	1000	800	4300	3.4
Fradon (Food unit extension)	1070	145	5000	0.7
Lidl, Bodmin	952	856	3820	2.4
Aldi, Liskeard	2787	1486	4300	3.3
Tesco, Callington	536	429	12900	19.2
Tesco extension, St Austell		1195	12900	15.4
Lidl, Camborne (on-site redevelopment)			2820	1.2

Notes:

floorspace data taken from IGD, Cornwall Council, GVA and GOAD data

sales density information for specific operators derived from Mintel and Verdict research. Densities for other (unspecified) convenience stores based on GVA experience

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031**FALMOUTH / PENRYN**

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	69.2	72.2	80.2	86.4	93.2
Market Share (%)	4.7	4.5	4.4	4.4	4.4
Expenditure Inflow (£m)	8.7	9.1	10.1	10.9	11.7
Total Turnover Potential (£m)	77.9	81.3	90.4	97.3	105.0
Benchmark Turnover of Existing and Committed Facilities (£m)	76.4	76.7	78.1	79.3	80.5
Residual Expenditure (£m)	1.5	4.5	12.2	18.0	24.5
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	150	451	1196	1734	2322

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031**BODMIN**

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	55.0	60.8	69.1	75.2	82.0
Market Share (%)	3.7	3.8	3.8	3.9	3.9
Expenditure Inflow (£m)	7.0	7.7	8.8	9.6	10.4
Total Turnover Potential (£m)	61.9	68.5	77.8	84.8	92.4
Benchmark Turnover of Existing and Committed Facilities (£m)	70.4	70.7	71.9	73.0	74.1
Residual Expenditure (£m)	-8.4	-2.2	5.9	11.8	18.2
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-844	-219	576	1133	1730

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031**PENZANCE / NEWLYN**

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	69.6	75.4	84.3	91.0	97.7
Market Share (%)	4.7	4.7	4.7	4.7	4.7
Expenditure Inflow (£m)	8.8	9.5	10.6	11.5	12.3
Total Turnover Potential (£m)	78.4	84.9	94.9	102.4	110.0
Benchmark Turnover of Existing and Committed Facilities (£m)	67.0	67.3	68.5	69.5	70.6
Residual Expenditure (£m)	11.4	17.7	26.5	32.9	39.4
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	1142	1759	2589	3174	3745

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031**LISKEARD**

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	58.5	60.5	66.8	71.3	76.2
Market Share (%)	3.9	3.8	3.7	3.7	3.6
Expenditure Inflow (£m)	3.5	3.6	4.0	4.3	4.6
Total Turnover Potential (£m)	62.0	64.1	70.8	75.6	80.8
Benchmark Turnover of Existing and Committed Facilities (£m)	35.3	35.4	36.1	36.6	37.2
Residual Expenditure (£m)	26.8	28.7	34.8	39.0	43.6
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	2677	2859	3403	3758	4141

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031**WADEBRIDGE**

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	37.9	41.9	47.6	51.6	56.0
Market Share (%)	2.6	2.6	2.6	2.7	2.7
Expenditure Inflow (£m)	7.0	7.7	8.8	9.5	10.4
Total Turnover Potential (£m)	44.9	49.6	56.4	61.1	66.3
Benchmark Turnover of Existing and Committed Facilities (£m)	33.7	33.8	34.4	34.9	35.5
Residual Expenditure (£m)	11.2	15.8	22.0	26.2	30.9
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	1124	1576	2155	2521	2930

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031**HELSTON**

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	44.6	53.8	59.9	64.2	68.7
Market Share (%)	3.0	3.3	3.3	3.3	3.3
Expenditure Inflow (£m)	7.5	9.0	10.1	10.8	11.5
Total Turnover Potential (£m)	52.1	62.9	69.9	74.9	80.3
Benchmark Turnover of Existing and Committed Facilities (£m)	66.8	67.1	68.3	69.3	70.4
Residual Expenditure (£m)	-14.7	-4.2	1.6	5.6	9.9
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-1474	-421	160	539	938

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031

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	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	122.7	132.3	146.7	156.5	168.1
Market Share (%)	8.3	8.2	8.1	8.0	8.0
Expenditure Inflow (£m)	4.9	5.3	5.9	6.3	6.7
Total Turnover Potential (£m)	127.6	137.6	152.6	162.7	174.8
Benchmark Turnover of Existing and Committed Facilities (£m)	135.1	135.6	138.1	140.2	142.3
Residual Expenditure (£m)	-7.5	2.0	14.5	22.5	32.5
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-746	194	1416	2171	3088

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031**NEWQUAY**

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	44.8	50.3	58.0	63.6	69.6
Market Share (%)	3.0	3.1	3.2	3.3	3.3
Expenditure Inflow (£m)	9.4	10.6	12.2	13.3	14.6
Total Turnover Potential (£m)	54.2	60.8	70.2	76.9	84.2
Benchmark Turnover of Existing and Committed Facilities (£m)	59.8	60.1	61.2	62.1	63.0
Residual Expenditure (£m)	-5.6	0.8	9.0	14.8	21.1
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-560	75	879	1428	2006

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031**LAUNCESTON**

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	50.4	51.7	59.0	64.2	70.4
Market Share (%)	3.4	3.2	3.3	3.3	3.4
Expenditure Inflow (£m)	4.3	4.4	5.0	5.5	6.0
Total Turnover Potential (£m)	54.7	56.1	64.0	69.7	76.4
Benchmark Turnover of Existing and Committed Facilities (£m)	34.1	34.2	34.9	35.4	35.9
Residual Expenditure (£m)	20.6	21.8	29.1	34.3	40.4
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	2058	2175	2849	3306	3840

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031

BUDE

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	37.9	40.8	45.1	48.1	51.4
Market Share (%)	2.6	2.5	2.5	2.5	2.5
Expenditure Inflow (£m)	3.2	3.5	3.8	4.1	4.4
Total Turnover Potential (£m)	41.2	44.2	48.9	52.2	55.8
Benchmark Turnover of Existing and Committed Facilities (£m)	40.0	40.1	40.9	41.5	42.1
Residual Expenditure (£m)	1.2	4.1	8.0	10.7	13.7
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	118	406	785	1033	1297

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031**ST AUSTELL**

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	114.4	129.6	151.1	166.7	183.3
Market Share (%)	7.7	8.0	8.4	8.6	8.7
Expenditure Inflow (£m)	6.9	7.8	9.1	10.0	11.0
Total Turnover Potential (£m)	121.2	137.4	160.2	176.7	194.3
Benchmark Turnover of Existing and Committed Facilities (£m)	104.5	104.9	106.8	108.5	110.1
Residual Expenditure (£m)	16.7	32.4	53.4	68.2	84.2
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	1670	3229	5220	6574	7998

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031**SALTASH**

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	27.9	29.7	33.0	35.3	38.5
Market Share (%)	1.9	1.8	1.8	1.8	1.8
Expenditure Inflow (£m)	2.4	2.5	2.8	3.0	3.3
Total Turnover Potential (£m)	30.2	32.2	35.8	38.4	41.7
Benchmark Turnover of Existing and Committed Facilities (£m)	34.8	35.0	35.6	36.2	36.7
Residual Expenditure (£m)	-4.6	-2.8	0.2	2.2	5.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-461	-279	15	211	478

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031**HAYLE**

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	15.3	16.9	19.2	20.8	22.6
Market Share (%)	1.0	1.0	1.1	1.1	1.1
Expenditure Inflow (£m)	2.8	3.1	3.6	3.9	4.2
Total Turnover Potential (£m)	18.1	20.0	22.8	24.7	26.8
Benchmark Turnover of Existing and Committed Facilities (£m)	15.4	15.4	15.7	16.0	16.2
Residual Expenditure (£m)	2.7	4.6	7.1	8.7	10.6
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	275	459	690	842	1004

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 15: CONVENIENCE GOODS CAPACITY 2009-2031**TRURO**

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1611.7	1806.7	1945.4	2096.0
Turnover from Study Area (£m)	92.3	101.3	114.3	123.3	133.7
Market Share (%)	6.21	6.29	6.32	6.34	6.4
Expenditure Inflow (£m)	14.1	15.5	17.5	18.9	20.4
Total Turnover Potential (£m)	106.4	116.8	131.7	142.2	154.1
Benchmark Turnover of Existing and Committed Facilities (£m)	100.8	101.2	103.0	104.6	106.1
Residual Expenditure (£m)	5.7	15.6	28.7	37.6	48.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	567	1556	2810	3623	4553

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative and based on a large grocery operator format

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0% pa up to 2012, 0.2% pa between 2012-17 and 0.3% between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031**FALMOUTH & PENRYN**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	80.7	94.2	127.3	158.7	198.3
Market Share (%)	3.6	3.5	3.5	3.5	3.5
Expenditure Inflow (£m)	10.2	11.9	16.0	20.0	25.0
Total Turnover Potential (£m)	90.9	106.1	143.4	178.7	223.3
Benchmark Turnover of Existing and Committed Facilities (£m)	90.9	95.0	107.5	118.7	131.1
Residual Expenditure (£m)	0.0	11.1	35.8	60.0	92.2
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	2115	6055	9181	12781

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031**BODMIN**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	47.5	64.4	88.3	110.7	139.3
Market Share (%)	2.1	2.4	2.4	2.4	2.4
Expenditure Inflow (£m)	3.0	4.1	5.6	7.0	8.8
Total Turnover Potential (£m)	50.5	68.5	93.9	117.6	148.1
Benchmark Turnover of Existing and Committed Facilities (£m)	60.5	63.2	71.6	79.0	87.2
Residual Expenditure (£m)	-10.0	5.3	22.3	38.6	60.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-2000	1004	3768	5911	8429

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2026

PENZANCE

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	115.1	137.3	186.4	232.8	290.1
Market Share (%)	5.1	5.1	5.1	5.1	5.1
Expenditure Inflow (£m)	10.4	12.4	16.8	20.9	26.1
Total Turnover Potential (£m)	125.5	149.7	203.2	253.7	316.2
Benchmark Turnover of Existing and Committed Facilities (£m)	125.5	131.2	148.5	164.0	181.1
Residual Expenditure (£m)	0.0	18.4	54.6	89.7	135.1
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	3526	9233	13728	18729

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031**LISKEARD**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	55.4	66.0	89.3	111.0	138.1
Market Share (%)	2.4	2.5	2.4	2.4	2.4
Expenditure Inflow (£m)	4.7	5.6	7.6	9.4	11.7
Total Turnover Potential (£m)	60.1	71.6	96.9	120.4	149.9
Benchmark Turnover of Existing and Committed Facilities (£m)	60.1	62.9	71.2	78.6	86.7
Residual Expenditure (£m)	0.0	8.7	25.7	41.9	63.2
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	1671	4343	6406	8754

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031**WADEBRIDGE**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	30.9	37.4	51.6	64.6	81.3
Market Share (%)	1.4	1.4	1.4	1.4	1.4
Expenditure Inflow (£m)	4.6	5.6	7.7	9.7	12.2
Total Turnover Potential (£m)	35.5	43.0	59.3	74.3	93.5
Benchmark Turnover of Existing and Committed Facilities (£m)	35.5	37.2	42.1	46.5	51.3
Residual Expenditure (£m)	0.0	5.8	17.3	27.9	42.2
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	1108	2916	4269	5852

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031**HELSTON**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	26.5	37.1	49.5	60.9	75.4
Market Share (%)	1.2	1.4	1.4	1.3	1.3
Expenditure Inflow (£m)	3.4	4.7	6.3	7.8	9.6
Total Turnover Potential (£m)	29.9	41.8	55.8	68.7	85.0
Benchmark Turnover of Existing and Committed Facilities (£m)	40.5	42.3	47.9	52.9	58.4
Residual Expenditure (£m)	-10.6	-0.5	7.9	15.8	26.6
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-2120	-91	1342	2420	3692

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031

CPR

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	131.8	155.9	210.2	260.1	324.0
Market Share (%)	5.8	5.8	5.7	5.7	5.7
Expenditure Inflow (£m)	13.2	15.6	21.0	26.0	32.4
Total Turnover Potential (£m)	145.0	171.5	231.2	286.1	356.4
Benchmark Turnover of Existing and Committed Facilities (£m)	145.0	151.6	171.6	189.5	209.2
Residual Expenditure (£m)	0.0	19.9	59.6	96.6	147.2
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5228.8	5918.3	6534.3	7214.4
indicative retail floorspace capacity (£m)	0	3807	10075	14785	20410

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031**NEWQUAY**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	29.4	45.8	62.6	78.0	97.8
Market Share (%)	1.3	1.7	1.7	1.7	1.7
Expenditure Inflow (£m)	4.6	7.1	9.8	12.2	15.3
Total Turnover Potential (£m)	34.0	52.9	72.3	90.2	113.1
Benchmark Turnover of Existing and Committed Facilities (£m)	51.0	53.3	60.4	66.7	73.6
Residual Expenditure (£m)	-17.0	-0.4	11.9	23.5	39.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5228.8	5918.3	6534.3	7214.4
indicative retail floorspace capacity (£m)	-3400	-78	2019	3599	5474

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031**LAUNCESTON**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	46.3	55.8	77.2	97.3	122.8
Market Share (%)	2.0	2.1	2.1	2.1	2.2
Expenditure Inflow (£m)	3.0	3.6	4.9	6.2	7.9
Total Turnover Potential (£m)	49.2	59.4	82.2	103.5	130.7
Benchmark Turnover of Existing and Committed Facilities (£m)	49.2	51.5	58.3	64.3	71.0
Residual Expenditure (£m)	0.0	7.9	23.9	39.2	59.7
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	1519	4039	5998	8269

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031**BUDE**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	27.7	32.7	43.9	54.4	67.4
Market Share (%)	1.2	1.2	1.2	1.2	1.2
Expenditure Inflow (£m)	3.4	4.0	5.4	6.7	8.4
Total Turnover Potential (£m)	31.2	36.7	49.4	61.2	75.8
Benchmark Turnover of Existing and Committed Facilities (£m)	31.2	32.6	36.9	40.8	45.0
Residual Expenditure (£m)	0.0	4.1	12.5	20.4	30.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	782	2106	3123	4270

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031**ST AUSTELL**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	119.4	163.6	228.9	290.0	367.8
Market Share (%)	5.3	6.1	6.3	6.4	6.5
Expenditure Inflow (£m)	9.6	13.1	18.3	23.2	29.4
Total Turnover Potential (£m)	129.0	176.7	247.2	313.2	397.3
Benchmark Turnover of Existing and Committed Facilities (£m)	150.0	156.9	177.5	196.0	216.4
Residual Expenditure (£m)	-21.0	19.8	69.6	117.1	180.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-4202	3789	11768	17926	25067

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031**SALTASH**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	12.2	14.5	19.5	24.3	30.1
Market Share (%)	0.5	0.5	0.5	0.5	0.5
Expenditure Inflow (£m)	0.4	0.4	0.6	0.7	0.9
Total Turnover Potential (£m)	12.6	14.9	20.1	25.0	31.0
Benchmark Turnover of Existing and Committed Facilities (£m)	12.6	13.1	14.9	16.4	18.1
Residual Expenditure (£m)	0.0	1.8	5.3	8.6	12.9
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	337	889	1318	1789

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2026**HAYLE**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	14.9	17.8	24.2	30.2	37.7
Market Share (%)	0.7	0.7	0.7	0.7	0.7
Expenditure Inflow (£m)	3.0	3.6	4.8	6.0	7.5
Total Turnover Potential (£m)	17.8	21.3	29.0	36.2	45.2
Benchmark Turnover of Existing and Committed Facilities (£m)	17.8	18.6	21.1	23.3	25.7
Residual Expenditure (£m)	0.0	2.7	7.9	12.9	19.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	511	1342	1979	2706

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - NHPAU GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031**TRURO**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2686.3	3656.1	4559.1	5688.7
Turnover from Study Area (£m)	460.7	520.3	719.3	906.0	1140.9
Market Share (%)	20.3	19.4	19.7	19.9	20.1
Expenditure Inflow (£m)	23.0	26.0	36.0	45.3	57.0
Total Turnover Potential (£m)	483.7	546.3	755.2	951.3	1197.9
Benchmark Turnover of Existing and Committed Facilities (£m)	407.7	426.4	482.6	532.8	588.3
Residual Expenditure (£m)	76.0	120.0	272.7	418.5	609.6
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	15203	22943	46071	64041	84503

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

market share is the turnover from study area expressed as a proportion of total available expenditure

expenditure inflow based on South West Tourism data, current local shopping patterns and GVA assumptions

total turnover potential is the turnover from study area plus expenditure inflow

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

benchmark turnover and indicative sales density for new floorspace subject to an increase of 0.5% pa up to 2012, 1.5% pa between 2012-17 and 2% pa between 2017-31

2007 PRICES